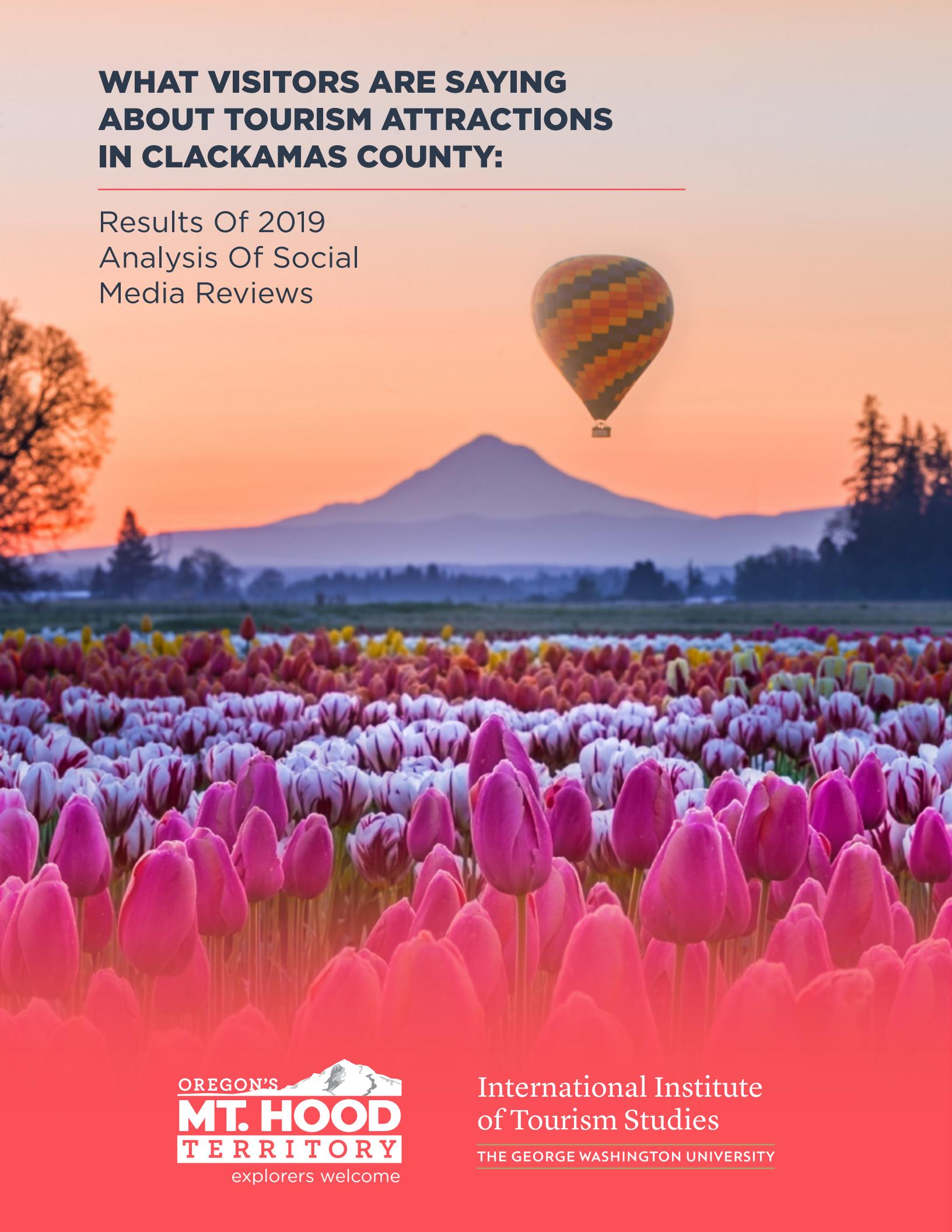


# **WHAT VISITORS ARE SAYING ABOUT TOURISM ATTRACTIONS IN CLACKAMAS COUNTY:**

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Results Of 2019  
Analysis Of Social  
Media Reviews



**International Institute  
of Tourism Studies**

THE GEORGE WASHINGTON UNIVERSITY

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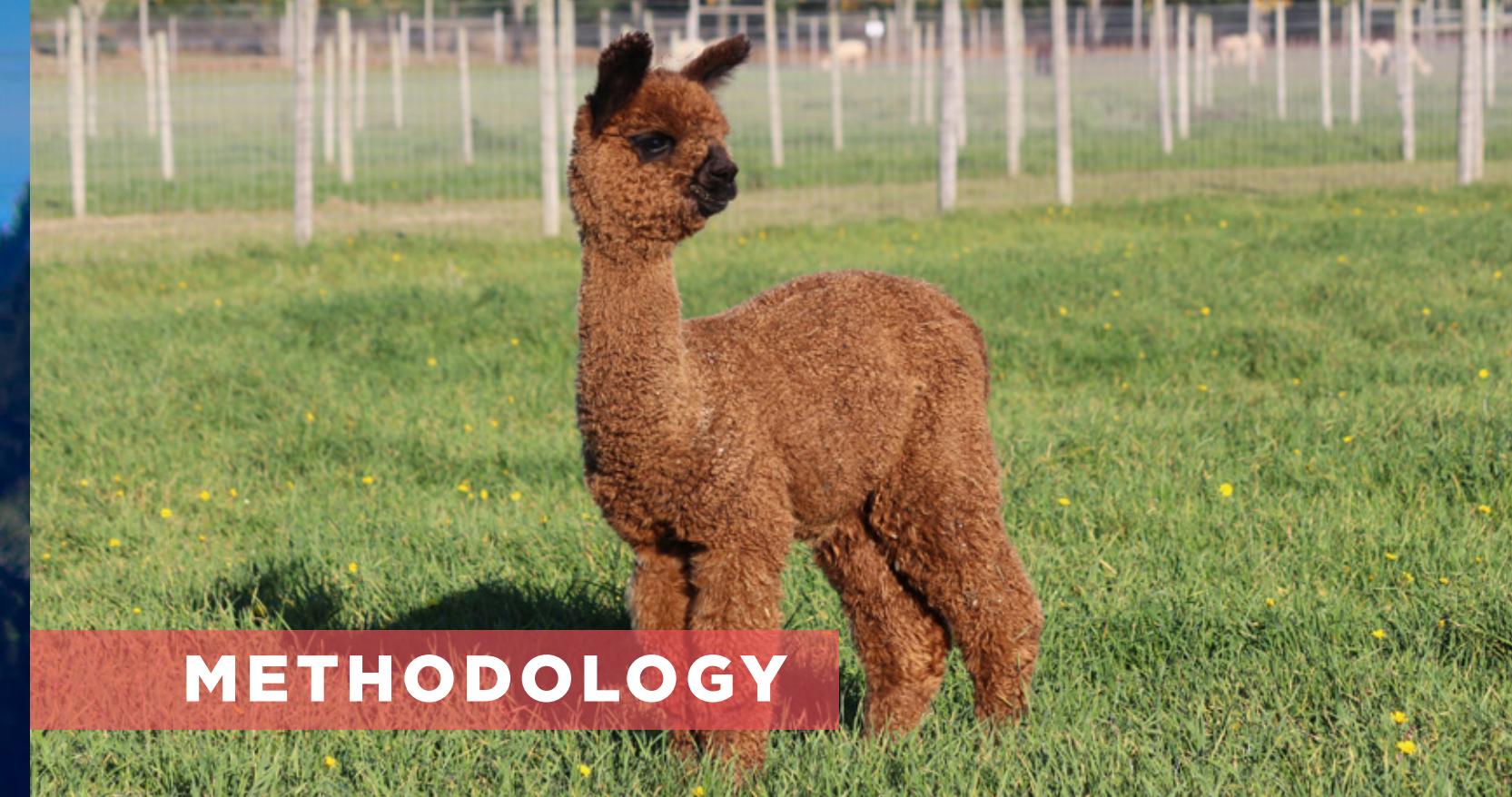
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# INTRODUCTION

A thorough analysis of visitor feedback can help destination managers develop their sites and attractions to meet the needs and expectations of tourists.

Researchers at the George Washington University International Institute of Tourism Studies worked with the team at Clackamas County Tourism and Cultural Affairs (CCTCA) to assess entries posted on TripAdvisor, the industry's largest website for traveler reviews. Focusing primarily on sustainability-related issues as well as the emotional responses expressed by visitors, our analysis is intended to provide a holistic picture of the county's tourism assets and areas for development.



# METHODOLOGY

The team spent two months analyzing visitor reviews of Clackamas County attractions that were posted from October 2017 through September 2018.

Reviews were divided into three tourism product pillars: outdoor recreation, agritourism, and cultural/heritage. Table 1 provides a complete list of the attractions included in this study.

Table 1: List of Attractions in Clackamas County

OUTDOOR RECREATION	AGRITOURISM	CULTURAL/HERITAGE
<ul style="list-style-type: none"><li>• Bagby Hot Springs</li><li>• George Rogers Park</li><li>• Jonsrud Viewpoint</li><li>• Milo McIver State Park</li><li>• Mount Talbert Nature Park</li><li>• Mt. Hood</li><li>• Mt. Hood National Forest</li><li>• Mt. Hood Ski Bowl</li><li>• Timberline Lodge Ski Area</li><li>• Tryon Creek Natural Area</li><li>• Wildwood Recreation Site</li><li>• Willamette Falls</li></ul>	<ul style="list-style-type: none"><li>• Alpacas at Marquam Hill Ranch</li><li>• Lake Oswego Farmers Market</li><li>• Milwaukie Farmers Market</li><li>• Oregon City Farmers Market</li><li>• Oswego Hills Winery</li><li>• St. Josef's Winery</li><li>• Swan Island Dahlias</li><li>• Wooden Shoe Tulip Farm</li></ul>	<ul style="list-style-type: none"><li>• Bob's Red Mill Tour</li><li>• End of the Oregon Trail Interpretive Center</li><li>• McLoughlin House</li><li>• Mt. Hood Cultural Center and Museum</li><li>• Museum of the Oregon Territory</li><li>• Oregon City Municipal Elevator</li><li>• Timberline Lodge</li><li>• Willamette Shore Trolley</li><li>• World of Speed</li></ul>

For each pillar, the team analyzed attractions representative of the county's geographic diversity—mountain, urban, and rural. Accommodations were not included.

To ensure relevance, all selected attractions had to meet the following criteria:

- **Geographic relevance:** All selected attractions are located (at least partially) within Clackamas County.
- **Review volume:** Outdoor recreation and cultural/heritage attractions have at least 25 reviews, and agritourism attractions have at least 20 reviews.
- **Representative variety:** TripAdvisor lists far more outdoor attractions than cultural/heritage and agritourism attractions. To ensure that all three pillars were equally represented and to avoid skewing the results, the team included reviews from Mt. Hood National Forest and Mt. Hood itself but excluded reviews for four eligible outdoor sites within Mt. Hood National Forest: Salmon River Trail, Trillium Lake, Mirror Lake Trail, and Summit Ski Area.

For each attraction, the team analyzed reviews submitted during the study period. This ensures that findings take into account issues associated with seasonality. Across the 29 sites, 330 reviews were analyzed. Overall, the reviews covered a range of experiential and sustainability-related categories that fell into three themes—amenities, environment, and experience—across the three tourism product pillars established by CCTCA.

The reviews were given a score of 0 for a negative mention and 1 for a positive mention in each category in Table 2 below.



Table 2 shows the organization of the categories and themes. Insights gleaned from interviews with two respondents who visited Clackamas County during the study period were consistent with the findings from the social media listening analysis of the reviews.

Table 2: Categories and Themes of Attractions in Clackamas County

THEME	OUTDOOR RECREATION	AGRITEURISM	CULTURAL/HERITAGE
AMENITIES	<ul style="list-style-type: none"> <li>• Access/Infrastructure</li> <li>• Camping</li> <li>• Facilities</li> <li>• Food &amp; Beverage</li> <li>• Hotels/Lodging</li> <li>• Information/Interpretation</li> <li>• Resources/Maps</li> </ul>	<ul style="list-style-type: none"> <li>• Access/Infrastructure</li> <li>• Additional Local Goods &amp; Services</li> <li>• Facilities</li> <li>• Food &amp; Beverage</li> <li>• Information/Interpretation</li> </ul>	<ul style="list-style-type: none"> <li>• Access/Infrastructure</li> <li>• Facilities</li> <li>• Information/Interpretation</li> </ul>
ENVIRONMENT	<ul style="list-style-type: none"> <li>• Health and Safety</li> <li>• Overcrowding/Use Level</li> <li>• Scenery</li> <li>• Trash</li> <li>• Weather/Seasonality</li> <li>• Wildlife</li> </ul>	<ul style="list-style-type: none"> <li>• Health and Safety</li> <li>• Overcrowding/Use Level</li> <li>• Scenery</li> <li>• Trash</li> <li>• Weather/Seasonality</li> </ul>	<ul style="list-style-type: none"> <li>• Health and Safety</li> <li>• Overcrowding/Use Level</li> <li>• Scenery</li> <li>• Weather/Seasonality</li> </ul>
EXPERIENCE	<ul style="list-style-type: none"> <li>• Accurate Promotion</li> <li>• Activity Difficulty</li> <li>• Customer Service</li> <li>• Emotional Impact</li> <li>• Interaction with other Customers/Hikers</li> <li>• Value and Price</li> </ul>	<ul style="list-style-type: none"> <li>• Accurate Promotion</li> <li>• Customer Service</li> <li>• Emotional Impact</li> <li>• Interaction with other Customers</li> <li>• Value and Price</li> </ul>	<ul style="list-style-type: none"> <li>• Accurate Promotion</li> <li>• Customer Service</li> <li>• Emotional Impact</li> <li>• Interaction with Other Customers</li> <li>• Uniqueness</li> <li>• Value and Price</li> </ul>

Two researchers analyzed reviews and compared findings for each site. In cases where they found significant discrepancies, a third analyst was invited to review the findings.

The analysis helped identify categories of significance. A category was deemed significant if mentioned (positively or negatively) by over 10% of reviewers.

# LIMITATIONS

This social media listening study was a pilot project. Online reviews of tourism attractions and sites were gleaned primarily from TripAdvisor, the world's largest travel site. TripAdvisor was selected because it provided the most abundant reviews across all attractions and sites included in this study. There are other online review platforms, such as AllTrails, that may be worth exploring for additional analyses.

Social media listening has its limitations as a research technique. Online reviews typically do not cover the whole range of experiences; they tend to focus on the good and the bad. This may leave gaps in the information gathered. Another limitation of social listening is that it is very difficult to attribute the comments to specific groups like region, age, or gender.



# GENERAL FINDINGS

All of the Clackamas County attractions assessed through the TripAdvisor analysis were rated 4 (Very Good) or above, indicating a high-quality destination. The average rating of the 29 attractions analyzed was 4.58—between Very Good and Excellent. TripAdvisor ratings for the three tourism product pillars were relatively consistent.

Reviews were also analyzed to determine whether age was a factor in the ratings and experience, however 75% did not indicate their age range. Of the reviewers who did provide their age on TripAdvisor (25%), only 2% were in the youngest age bracket (18–34). The highest average scores came from reviewers aged 50 to 64. Otherwise, there were no significant observations in ratings by age bracket.

## Pillar 1: Outdoor Recreation Attractions

### THEME 1 - AMENITIES

#### Significant positive categories (mentioned in over 10% of reviews, >70% positive):

- **Access/Infrastructure (mentioned in 28% of reviews):** George Rogers Park, Mount Talbert Nature Park, Milo McIver State Park, Mt. Hood, Wildwood Recreation Site, Tryon Creek Natural Area, Timberline Ski Area
- **Facilities (mentioned in 13% of reviews):** George Rogers Park, Milo McIver State Park, Wildwood Recreation Site
- **Food & Beverage (mentioned in 12% of reviews):** Willamette Falls
- **Hotels/Lodging (mentioned in 11% of reviews):** Mr. Hood National Forest, Mt. Hood, Timberline Ski Lodge Area

#### Significant mixed/negative categories (mentioned in over 10% of reviews, <70% positive):

- None

## THEME 2 - ENVIRONMENT

### Significant positive categories (mentioned in over 10% of reviews, >70% positive):

- Scenery (mentioned in 69% of reviews):** Willamette Falls, George Rogers Park, Mount Talbert Nature Park, Mt. Hood National Forest, Mt. Hood, Mt. Hood Ski Bowl, Timberline Lodge Ski Area, Wildwood Recreation Site, Tryon Creek Natural Area, Bagby Hot Springs, Jonsrud Viewpoint
- Weather/Seasonality (mentioned in 36% of reviews):** Milo McIver State Park, Mt. Hood, Timberline Lodge Ski Area
- Wildlife (mentioned in 11% of reviews):** Willamette Falls, George Rogers Park, Mt. Talbert Nature Park, Wildwood Recreation Site, Tryon Creek Natural Area

### Significant mixed/negative categories (mentioned in over 10% of reviews, <70% positive):

- Overcrowding/Use Level (mentioned in 17% of reviews):** Mt. Hood, Timberline Lodge Ski Area, Wildwood Recreation Site, Tryon Creek Natural Area, Bagby Hot Springs

## THEME 3 - EXPERIENCE

### Significant positive categories (mentioned in over 10% of reviews, >70% positive):

- Emotional Impact (mentioned in 92% of reviews):** Willamette Falls, George Rogers Parks, Mount Talbert Nature Park, Milo McIver State Park, Mt. Hood National Forest, Mt. Hood, Wildwood Recreation Site, Tryon Creek Natural Area, Jonsrud Viewpoint, Mt. Hood Ski Bowl, Timberline Lodge Ski Area

### Significant mixed/negative categories (mentioned in over 10% of reviews, <70% positive):

- Activity Difficulty (mentioned in 15% of reviews):** Mt. Hood National Forest, Bagby Hot Springs, Mt. Hood Ski Bowl

The team analyzed twelve Clackamas County outdoor attractions reviewed on TripAdvisor with an overall average 4.55 rating. Six of these sites—Willamette Falls, George Rogers Park, Mount Talbert Nature Park, Milo McIver State Park, Mt. Hood Ski Bowl, and Timberline Lodge Ski Area—received positive comments associated with the significant categories listed above. No mixed or negative reviews were associated with the significant categories. Scenery and wildlife emerged as strengths for Willamette Falls, George Rogers Park, and Mount Talbert Nature Park. Table 3 details the results of the outdoor attraction analysis.

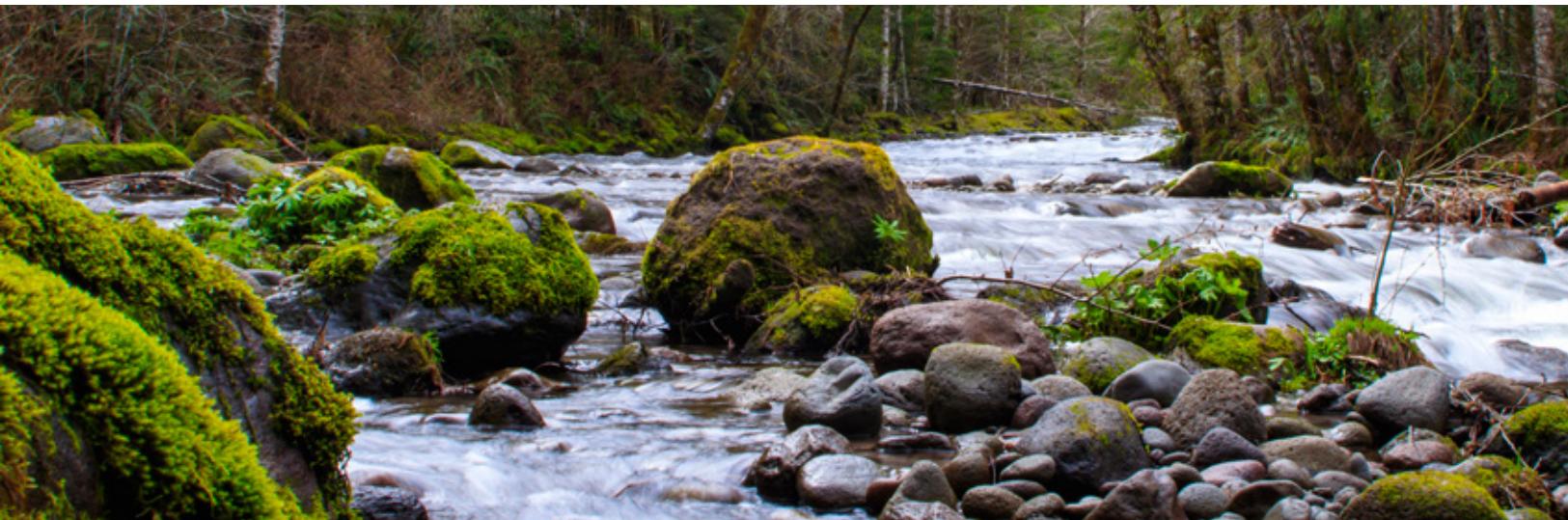


Table 3: Outdoor Recreation Attraction Analysis

ATTRACTION	AVERAGE SCORE	POSITIVE CATEGORIES	MIXED CATEGORIES	NEGATIVE CATEGORIES
BAGBY HOT SPRINGS	4.0	Camping Scenery	Activity Difficulty Emotional Impact	Access/Infrastructure Facilities Interaction with Other Customers/Hikers Overcrowding/Use Level Trash
GEORGE ROGERS PARK	4.5	Access/Infrastructure Activity Difficulty Emotional Impact Facilities Scenery Trash Wildlife		
JONSRUD VIEWPOINT	5.0	Emotional Impact Scenery		Access/Infrastructure
MILO MCIVER STATE PARK	4.5	Access/Infrastructure Emotional Impact Facilities Weather/Seasonality		
MOUNT TALBERT NATURE PARK	4.0	Access/Infrastructure Emotional Impact Scenery Wildlife		
MT. HOOD	5.0	Emotional Impact Hotels/Lodging Scenery	Access/ Infrastructure Overcrowding/Use Level Weather/Seasonality	
MT. HOOD NATIONAL FOREST	5.0	Camping Emotional Impact Hotels/Lodging Scenery	Access/ Infrastructure Activity Difficulty Weather/Seasonality	Health and Safety
MT. HOOD SKI BOWL	4.0	Emotional Impact Scenery	Activity Difficulty Hotels/Lodging Value and Price Weather/Seasonality	

TIMBERLINE LODGE SKI AREA	4.5	Access/Infrastructure Emotional Impact Hotels/Lodging Information/ Interpretation Scenery Weather/Seasonality	Food & Beverage Overcrowding/Use Level Value and Price	
TRYON CREEK NATURAL AREA	4.5	Access/Infrastructure Emotional Impact Information/ Interpretation Scenery Wildlife	Overcrowding/Use Level Weather/Seasonality	
WILLOWOOD RECREATION SITE	5.0	Access/Infrastructure Activity Difficulty Emotional Impact Facilities Scenery Wildlife	Weather/Seasonality	
WILLAMETTE FALLS	4.0	Emotional Impact Food & Beverage Scenery Wildlife		
AVERAGE	4.55			

Reviews for Mt. Hood National Forest were overwhelmingly positive, especially with regard to scenery and emotional impact. Interviewees called Mt. Hood “out of this world” and “remarkably peaceful.” Sentiments around access/infrastructure, weather/seasonality, and activity difficulty were more mixed. Several reviews mentioned difficulty accessing the Mirror Lake Loop Hike. One hiker wrote, “Getting to the trailhead was a little painful. You can only access the trailhead from one direction and finding a parking spot even on a weekday was challenging” (ncsu83, TripAdvisor, 7/28/18). It is important to note that a new trailhead opened in October 2018. This has helped to improve the situation.

Negative reviews regarding the weather/seasonality in Mt. Hood National Forest referred primarily to variable weather and cloud cover that obstructed mountain views. Some reviewers felt that the hikes were particularly challenging, but most viewed this positively. Others expressed concerns about potential safety hazards due to loose rocks or sheer drop-offs on the trails. One reviewer noted, “Coming down has roly pebbles, incline, and dampness, so watch your footing. Two of our kids wiped out” (SeesTheWorld5, TripAdvisor, 10/12/18).

Reviews for Mt. Hood specifically were similar, except that activity difficulty and health/safety were not significant themes. In mixed reviews, overcrowding/use level was a frequent concern. Reviewers mentioned crowds on the ski slopes and trails, and on the roads in and around the forest. One hiker wrote, “Timing is important if you don’t like to be among 5 million others enjoying the views. We arrived before the sun was up, and enjoyed several trails all to ourselves. The parking lot was packed by the time we got back to our car though, and it’s truly a gorgeous sight to see” (Glen M, TripAdvisor, 12/7/17). Reviewers also expressed concerns about what they see as an increasing number of homeless people in the towns and cities serving as entry points to Mt. Hood. While this may be true in cities such as Portland and not necessarily in Mt. Hood and at other attractions, it is important to note that first impressions last.

The Wildwood Recreation Site had a strongly positive emotional impact, and reviewers mentioned access/infrastructure and wildlife in particular. Accessibility for people with disabilities was mentioned several times. Tryon Creek Natural Area scored highest in the emotional impact and scenery categories. Several reviewers complimented the paved trails and the nature center; other reviews complained about crowds on the trails and in the parking lot, particularly on weekends.

Bagby Hot Springs scenery evoked positive reactions, but several issues detracted from the overall experience for reviewers. Overuse/crowding was mentioned several times. As one visitor put it, “many visitors overstay their time in the tubs when others are waiting outside for them, and there is nobody to enforce the time limits” (KayMa84, TripAdvisor, 12/6/17). There were also concerns about broken tubs and unsanitary conditions. Jonsrud Viewpoint received enthusiastic reviews for the scenery, with reviewers calling it “spectacular,” “iconic,” and a “must-stop.” However, many of the reviews cited the very limited parking area, which is often full. Overall, the two most significant categories across the ten outdoor attractions were emotional impact (84%) and scenery (73%), both of which were overwhelmingly positive (see Table 4).

**84% EMOTIONAL IMPACT** | **73% SCENERY**

**Weather/seasonality and access/infrastructure** were also significant categories, present in over 25% of reviews. While most of these mentions were positive, negative issues do exist, particularly around weather expectations and access—especially parking.

**Overcrowding/use level**, mentioned in 13% of reviews, was the only significant category in which the majority of mentions were negative. The most common complaints were that visitors found the sites crowded or that congestion made access difficult.

**Wildlife** was mentioned in 11% of reviews, with all reviewers sharing positive sentiments in this category—an indicator of habitat health.

Table 4: Outdoor Recreation Attractions: Significant TripAdvisor Categories (mentioned in >10% of reviews)

CATEGORY	MENTIONS (%)	POSITIVE (%)	NEGATIVE (%)
EMOTIONAL IMPACT	92	93	7
SCENERY	69	96	4
WEATHER/SEASONALITY	36	74	26
ACCESS/INFRASTRUCTURE	28	74	26
OVERCROWDING/USE LEVEL	17	32	68
ACTIVITY DIFFICULTY	15	60	40
FACILITIES	13	82	18
FOOD & BEVERAGE	12	70	30
WILDLIFE	11	100	0
HOTELS/LODGING	11	89	11

## Cross-Tabulation of Age and Theme Scores

The results for each theme were cross-tabulated with respondent age to provide an overview of average scores by age range. Positive mentions of categories in each theme (amenities, environment, and experience) were scored with a 1, negative mentions were scored 0. Table 5 shows the average distribution of positive and negative reviews. For example, an average score of .60 under amenities would mean 60% of the reviews that mentioned amenities were positive. Any score under .50 means that reviews tended to be negative, above .50 means they leaned positive. The closer the score is to 0, the higher the number of negative reviews. Scores closer to 1 had a higher number of positive mentions.

Reviewers aged 65+ had lower than average review scores in all themes. Reviewers aged 25-34 had the lowest average score for the amenities theme. The 35-49 age bracket had higher than average scores in all themes.

Table 5: Outdoor Recreation Theme Scores by Age Bracket

		OVERALL AVERAGES		
AGE	REVIEWERS	AVERAGE SCORE		
		AMENITIES	ENVIRONMENT	EXPERIENCE
18-24	1	1.00	0.50	1.00
25-34	5	0.67	0.78	1.00
35-49	12	0.91	0.95	0.94
50-64	29	1.00	0.85	0.91
65+	18	0.71	0.77	0.73
N/A	141	0.80	0.82	0.87
<b>TOTAL</b>	<b>206</b>	<b>0.82</b>	<b>0.82</b>	<b>0.87</b>

## Key Section Takeaways

- Scenery received overwhelmingly positive reviews.
- Access/infrastructure and weather/seasonality received mixed reviews.
- Overcrowding/use level is an issue at some attractions.



## Pillar 2: Agritourism Attractions

### THEME 1 - AMENITIES

#### Significant positive categories (mentioned in over 10% of reviews, >70% positive):

- Additional Local Goods & Services (mentioned in 58% of reviews):** Wooden Shoe Tulip Farm, Swan Island Dahlias, Oregon City Farmers Market, Alpacas at Marquam Hill Ranch, Lake Oswego Farmers Market, Milwaukie Farmers Market
- Food & Beverage (mentioned in 52% of reviews):** Wooden Shoe Tulip Farm, Swan Island Dahlias, Oregon City Farmers Market, Oswego Hills Winery, St. Josef's Winery, Lake Oswego Farmers Market, Milwaukie Farmers Market
- Facilities (mentioned in 18% of reviews):** Swan Island Dahlias, Alpacas at Marquam Hill Ranch, Oswego Hills Winery, St. Josef's Winery
- Information/Interpretation (mentioned in 12% of reviews):** Swan Island Dahlias, Alpacas at Marquam Hill Ranch

#### Significant mixed/negative categories (mentioned in over 10% of reviews, <70% positive):

- Access/Infrastructure (mentioned in 15% of reviews):** Wooden Shoe Tulip Farm

### THEME 2 - ENVIRONMENT

#### Significant positive categories (mentioned in over 10% of reviews, >70% positive):

- Scenery (mentioned in 58% of reviews):** Wooden Shoe Tulip Farm, Swan Island Dahlias, Oswego Hills Winery, Lake Oswego Farmers Market

#### Significant mixed/negative categories (mentioned in over 10% of reviews, <70% positive):

- Weather/Seasonality (mentioned in 29% of reviews):** Wooden Shoe Tulip Farm, Swan Island Dahlias
- Overcrowding/Use Level (mentioned in 24% of reviews):** Wooden Shoe Tulip Farm, Swan Island Dahlias, Oswego Hills Winery, Milwaukie Farmers Market

### THEME 3 - EXPERIENCE

#### Significant positive categories (mentioned in over 10% of reviews, >70% positive):

- Emotional Impact (mentioned in 86% of reviews):** Wooden Shoe Tulip Farm, Swan Island Dahlias, Oregon City Farmers Market, Alpacas at Marquam Hill Ranch, Oswego Hills Winery, St. Josef's Winery, Lake Oswego Farmers Market, Milwaukie Farmers Market
- Value and Price (mentioned in 28% of reviews):** Wooden Shoe Tulip Farm, Swan Island Dahlias, Alpacas at Marquam Hill Ranch, Lake Oswego Farmers Market
- Customer Service (mentioned in 16% of reviews):** Alpacas at Marquam Hill Ranch

#### Significant mixed/negative categories (mentioned in over 10% of reviews, <70% positive):

- None**

TripAdvisor reviews were analyzed for eight Clackamas County agritourism attractions, which received a 4.65 rating on average. Four attractions (Oregon City Farmers Market, Alpacas at Marquam Hill Ranch, St. Josef's Winery, Lake Oswego Farmers Market) received only positive reviews for the categories identified in the study. Table 6 details the results of the agritourism attraction analysis.

Table 6: Agritourism Attraction Analysis

Attraction	Average Score	Positive Categories	Mixed Categories	Negative Categories
ALPACAS AT MARQUAM HILL RANCH	4.5	Additional Local Goods & Services Customer Service Emotional Impact Facilities Information/ Interpretation Value and Price		
LAKE OSWEGO FARMERS MARKET	4.5	Additional Local Goods & Services Emotional Impact Food & Beverage Scenery Value and Price		
MILWAUKIE FARMERS MARKET	4.5	Additional Local Goods & Services Emotional Impact Food & Beverage		Overcrowding/Use Level
OREGON CITY FARMERS MARKET	4.5	Additional Local Goods & Services Emotional Impact Food & Beverage Weather/Seasonality		
OSWEGO HILLS WINERY	4.5	Emotional Impact Facilities Food & Beverage Scenery		Overcrowding/Use Level
ST. JOSEF'S WINERY	4.0	Emotional Impact Facilities Food & Beverage		

SWAN ISLAND DAHLIAS	4.5	Additional Local Goods & Services Emotional Impact Facilities Food & Beverage Information/ Interpretation Scenery Value and Price	Weather/Seasonality	Overcrowding/Use Level	
WOODEN SHOE TULIP FARM	4.5	Additional Local Goods & Services Emotional Impact Food & Beverage Scenery Value and Price	Access/ Infrastructure Weather/Seasonality	Overcrowding/Use Level	
AVERAGE	4.65				

and beverages (41%) were also frequently mentioned in reviews; the vast majority of these mentions were positive. Weather/seasonality (36%) and access/infrastructure (17%) were two significant categories with the greatest divide between positive and negative mentions, signaling the range of offerings and experiences in agritourism sites.

Overcrowding/use level (27%) was the only category in which the majority of mentions were negative, which closely mirrors the results of the outdoor attraction analysis. Three additional categories that were not significant for outdoor recreation attractions—customer service (19%), information/interpretation (16%), and value and price (31%)—were significant for agritourism reviewers. The reviews for these categories were overwhelmingly positive.



The emotional impact and local goods and services were key strengths for the Oregon City and Lake Oswego Farmers Markets and for Alpacas at Marquam Hill Ranch. According to reviewers, the ranch excelled in customer service and information/interpretation. Visitors to St. Josef's Winery enjoyed the experience and the wine. Half of the winery reviews also praised the facilities, specifically the new events center at Oswego Hills Vineyard and Winery, as well as comfortable seating available at most of the wineries.

Reviewers had favorable comments about the Wooden Shoe Tulip Farm and mentioned the emotional impact and scenery in particular. Visitors also felt positively about the price of entry, food trucks, and gift shop. However, given the limited bloom season, there were also complaints about crowds, the congested approach to the farm, and rainy/muddy spring weather throughout the festival. One reviewer explained, “The flowers were very beautiful and the fields are huge so it was possible to take nice photos even though there were tons of visitors. We went on Sunday afternoon and the weather was very nice so it was extremely busy. We waited 3.5 hours in the car to enter—it was fine because we did not have other plans or any young children to entertain :) but I would be aware of that. It seems that a lot of the roads leading up to the farm are stop sign only so this causes some traffic issues (no traffic lights and no one directing traffic until you reach the actual farm entrance). Try to go on a weekday if possible!” (Jessica L, TripAdvisor, 4/27/18).

Swan Island Dahlias reviews were similar, but access to the attraction was not a detractor (although crowds during the annual festival were mentioned). Visitors were impressed with the information/interpretation and the facilities, such as food/beverage and exhibits at the property. “Food vendors galore and the indoor displays of the different plants in their underground root cellar was unbelievable. So much work put into this presentation by a family sharing their love of the business of growing dahlias” (Dan S., TripAdvisor, 12/27/17). Visitors to Oswego Hills Winery were positive, especially about the wine, facilities, and scenery. There were several negative remarks about facility crowds; one review noted, “it seemed like there wasn't enough sitting room to do the tasting comfortably. Could use some reorganization” (Jonefer, TripAdvisor, 9/16/18).

As with the outdoor recreation attractions, emotional impact (84%) and scenery (67%) were the two dominant categories across the agritourism attraction reviews (see Table 7). Local goods and services (48%) and food

Table 7: Agritourism Recreation Attractions: Significant TripAdvisor Categories (mentioned in over 10% of reviews)

CATEGORY	MENTIONS (%)	POSITIVE (%)	NEGATIVE (%)
EMOTIONAL IMPACT	84	94	6
SCENERY	67	100	0
ADDITIONAL LOCAL GOODS & SERVICES	48	97	3
FOOD & BEVERAGE	41	97	3
WEATHER/SEASONALITY	36	52	48
VALUE & PRICE	31	85	15
OVERCROWDING/USE LEVEL	27	24	76
FACILITIES	22	86	22
CUSTOMER SERVICE	19	100	0
ACCESS/INFRASTRUCTURE	17	55	45
INFORMATION.INTERPRETATION	16	90	10

Note: The totals for positive and negative mentions may exceed 100% due to mixed reviews that contained both reactions.

## Cross-Tabulation of Age and Theme Scores

Agritourism attractions received the lowest average scores out of all of the pillars. The 35-49 age bracket had lower than average scores across all three pillars. The 35-49 and 65+ age brackets had the lowest score for environment (.60). The 25-34 age bracket had higher average scores in amenities and experience, but this group represented a small sample size (N=2). (There were no agritourism reviewers in the 18-24 age range.) Table 8 provides a cross-tabulation between age groups and average theme scores.

Table 8: Agritourism Theme Scores by Age Bracket

AGE	REVIEWERS	OVERALL AVERAGES		
		AMENITIES	ENVIRONMENT	EXPERIENCE
18-24	0	-	-	-
25-34	2	1.00	0.67	1.00
35-49	3	0.50	0.60	0.67
50-64	6	0.92	0.63	1.00
65+	4	0.83	0.60	1.00
N/A	70	0.93	0.75	0.95
<b>TOTAL</b>	<b>85</b>	<b>0.91</b>	<b>0.72</b>	<b>0.95</b>

## Key Section Takeaways

- Visitors typically had an engaging and worthwhile experience.
- Opportunities to buy local goods and services were well received.
- Access/infrastructure and overcrowding/use level received mixed reviews.



## Pillar 3: Cultural/Heritage Attractions

### THEME 1 - AMENITIES

#### Significant positive categories (mentioned in over 10% of reviews, >70% positive):

- **Information/Interpretation (mentioned in 72% of reviews):** McLoughlin House, End of the Oregon Trail Interpretive Center, Museum of the Oregon Territory, Mt. Hood Museum and Cultural Center, Willamette Shore Trolley, World of Speed, Oregon City Elevator, Bob's Red Mill Tour

#### Significant mixed/negative categories (mentioned in over 10% of reviews, <70% positive):

- **None**

Eight Clackamas County cultural/heritage attractions were analyzed, averaging a 4.38 rating. Six attractions received only positive feedback, with no mixed or negative sentiments associated with the significant categories. For the End of the Oregon Trail Interpretive Center, the most significant categories were information/interpretation and emotional impact, and reviews related these categories were mostly positive (81%). One reviewer commented, "Jeff the interpreter made the Oregon Trail History come alive!" (Mira V, TripAdvisor, 10/23/17). Customer service was also a relative high point. Table 9 details the results of the cultural/heritage attraction analysis.

Reviews of the Museum of the Oregon Territory reflected the same significant categories. Information/interpretation was notable, with one reviewer remarking, "Great video about the history of Willamette Falls. Learned a lot about the abandoned buildings along the river and the use of water power to bring electricity to Portland (ElizabethP999, TripAdvisor, 5/3/18)." Several reviews also positively mentioned the value of the museum.

The Mt. Hood Cultural Center and Museum received positive reviews for information/interpretation, emotional impact, and value, and also stood out to reviewers as being unexpectedly unique. As one review put it, "Hidden Gem: Another couple joined us to visit this small museum hidden away in the heart of Government Camp on Mt. Hood. Their exhibits run the gamut from early Euro-American settlement in the area, to fine arts and historic photographs, to Forest Service management, to Steiner cabins, to the history of ski clubs surrounding Mt. Hood, among others" (S M, TripAdvisor, 1/6/18).

Uniqueness was also mentioned in 24% of reviews for World of Speed. Like the other museums, World of Speed also scored positively for information/interpretation and emotional impact. Good customer service was also a standout category and, unlike for previously mentioned attractions, reviewers made several positive mentions of the facilities—particularly the meeting and banquet amenities and kids' room.

The Oregon City Municipal Elevator's most significant categories were scenery and positive emotional impact. Information/interpretation was mentioned in 38% of reviews analyzed. This category overlapped with customer service, particularly with regard to the elevator attendants. One reviewer remarked, "With the geography of OC this is a huge help and it is a great way to welcome visitors as it is run by a person who gives you all the history you want!" (Tom D, TripAdvisor, 7/26/18).

Visitors also felt positively about Bob's Red Mill Tour information/interpretation and mentioned a positive emotional impact overall. One recent visitor recalled, "We had a great time on the tour! The fact that the tour was free, informative and great for all ages was a big plus. Truly great to learn about entrepreneurship and the value of hard work. Bob's story and the results are exceptional" (Brian T, TripAdvisor, 4/1/18).

The emotional impact was more mixed for McLoughlin House, but there were only a few recent reviews for the team to analyze. Information/interpretation was highly touted in the reviews, with compliments to the park ranger and tour guides. There was one negative mention of an "unenlightened" comment made by a guide, but most found the experience interactive and informative.

Key categories for Willamette Shore Trolley were scenery and positive emotional impact. Visitors also felt the experience provided good information/interpretation, but there were mixed feelings about the value. One reviewer wrote, "It is not an inexpensive thing to do. \$120 for a family of four" (Maonthemove, TripAdvisor, 12/30/17).

### THEME 2 - ENVIRONMENT

#### Significant positive categories (mentioned in over 10% of reviews, >70% positive):

- **Scenery (mentioned in 23% of reviews):** End of the Oregon Trail Interpretive Center, Willamette Shore Trolley, Oregon City Elevator

#### Significant mixed/negative categories (mentioned in over 10% of reviews, <70% positive):

- **None**

### THEME 3 - EXPERIENCE

#### Significant positive categories (mentioned in over 10% of reviews, >70% positive):

- **Emotional Impact (mentioned in 86% of reviews):** End of the Oregon Trail Interpretive Center, Mt. Hood Museum and Cultural Center, Willamette Shore Trolley, World of Speed, Oregon City Elevator, Bob's Red Mill Tour
- **Customer Service (mentioned in 25% of reviews):** McLoughlin House, End of the Oregon Trail Interpretive Center, Mt. Hood Museum and Cultural Center, World of Speed, Oregon City Elevator, Bob's Red Mill Tour
- **Value and Price (mentioned in 21% of reviews):** McLoughlin House, Mt. Hood Museum and Cultural Center, Oregon City Elevator, Bob's Red Mill Tour
- **Uniqueness (mentioned in 13% of reviews):** Mt. Hood Museum and Cultural Center, World of Speed, Oregon City Elevator

#### Significant mixed/negative categories (mentioned in over 10% of reviews, <70% positive):

- **None**

Table 9: Cultural Heritage Attraction Analysis

CLACKAMAS COUNTY CULTURAL/HERITAGE ATTRACTION	AVERAGE TRIPADVISOR REVIEW	POSITIVE CATEGORIES	MIXED CATEGORIES	NEGATIVE CATEGORIES
BOB'S RED MILL TOUR	4.5	Customer Service Emotional Impact Information/Interpretation Value and Price		
END OF THE OREGON TRAIL INTERPRETIVE CENTER	4.0	Customer Service Emotional Impact Facilities Information/Interpretation Scenery		
MCLOUGHLIN HOUSE	4.0	Customer Service Information/Interpretation Value and Price	Emotional Impact	
MT.HOOD CULTURAL CENTER AND MUSEUM	4.5	Customer Service Emotional Impact Information/Interpretation Uniqueness Value and Price		
MUSEUM OF THE OREGON TERRITORY	4.5	Customer Service Emotional Impact Facilities Information/Interpretation Value and Price		
OREGON CITY MUNICIPAL ELEVATOR	4.5	Access/Infrastructure Customer Service Emotional Impact Information/Interpretation Scenery Uniqueness Value and Price		
WILLAMETTE SHORE TROLLEY	4.5	Emotional Impact Information/Interpretation Scenery	Value and Price	
WORLD OF SPEED	4.5	Customer Service Emotional Impact Facilities Information/Interpretation Uniqueness		
AVERAGE	4.38			



Emotional impact (86%) and information/interpretation (72%) were the two dominant categories that emerged across the cultural/heritage attraction reviews (see Table 10). Customer service (25%), scenery (23%), and value and price (21%) were also frequently mentioned; the overwhelming majority of these mentions were positive. In aggregate, no significant categories emerged with a split of positive and negative reviews, and none of the categories received many negative mentions. This may be because travelers that visit cultural heritage attractions typically go to learn about the significance of the attraction; since information/interpretation was widely positive, those visitors were more likely to have positive and deep experiences.

Table 10: Cultural/Heritage Attractions: Significant TripAdvisor Categories (mentioned in over 10% of reviews)

CATEGORY	MENTIONS (%)	POSITIVE (%)	NEGATIVE (%)
EMOTIONAL IMPACT	86	93	7
INFORMATION/INTERPRETATION	72	97	3
CUSTOMER SERVICE	25	96	4
SCENERY	23	100	0
VALUE AND PRICE	21	85	15
UNIQUENESS	13	100	0



## Cross-Tabulation of Age and Theme Scores

Cultural heritage attractions received high average scores from all age groups. Table 11 provides a cross-tabulation between the different age brackets and the average score of each of the three themes. The 50-64 age bracket had higher than average scores in all three themes.

Table 11: Cultural Heritage Theme Scores by Age Bracket

		OVERALL AVERAGES		
AGE	REVIEWERS	AVERAGE SCORE		
		AMENITIES	ENVIRONMENT	EXPERIENCE
18-24	1	-	1.00	1.00
25-34	2	1.00	-	1.00
35-49	10	0.89	1.00	1.00
50-64	15	1.00	1.00	0.94
65+	6	1.00	1.00	0.86
N/A	86	0.97	0.94	0.91
<b>TOTAL</b>	<b>120</b>	<b>0.97</b>	<b>0.96</b>	<b>0.92</b>

## Key Section Takeaways

- There were no negative reviews for any of the themes.
- Visitors reported overwhelmingly positive emotional impacts.
- Visitors were also very satisfied with information/interpretation at these attractions.



## CONCLUSION

Analysis of TripAdvisor reviews shows that, for the most part, visitors to Clackamas County are enjoying their time at the county's myriad attractions. In all three pillars—outdoor recreation, agritourism, and cultural/heritage attractions—visitors recalled positive emotional impacts. Travelers also enjoyed the scenery at attractions throughout the county. Overcrowding/use level was an issue at some outdoor recreation and agritourism sites. This category deserves further monitoring to determine the best ways to improve visitor management at these sites.

Visitors to agritourism sites had an engaging and impactful experience and appreciated the opportunities to buy locally. There were varied responses to access and infrastructure, as well as seasonality and weather; however these were counterbalanced by positive feedback on customer service, value and price, and information/interpretation, none of which were significant themes at the outdoor recreation sites.

Outdoor recreation received strong positive reviews for scenery, although these were dampened by concerns about overcrowding/use level at some sites. Some guests also noted concerns with level of activity difficulty, although reviews were mixed; some outdoor adventurers appreciated the challenge.

Cultural/heritage attractions did not receive any significant negative feedback. Emotional impact and satisfaction with information/interpretation were notable categories for positive reviews. Customer service, value and price, and scenery were also strong categories.

Attractions throughout Clackamas County rely on their beautiful environments and scenery, as well as the emotional impact the experiences have on visitors. These two themes are central to all three attraction pillars (outdoor recreation, agritourism, and cultural/heritage attractions). There is, of course, room for improvement in some areas—like access and overcrowding at some sites—but most visitors to Clackamas County attractions enjoy their experience.

**Clackamas County should consider social media listening as a critical tool to monitor changes in guest perceptions and experiences, so the destination can continually adapt and improve.**



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