

## Insight II

# Salem and Marion County *Visitor Profile*

January 2002

*Prepared for the*



1313 Mill St. SE  
Salem, OR 97301



## Salem and Marion County Visitor Profile

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Prepared for the  
Salem Convention and Visitor Association  
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# **I. Introduction**

The travel industry is an important component of the economy in Salem and Marion County. The many businesses and government entities involved in this industry need good quality, current information on visitors and their expenditures in order to guide their decisions regarding marketing and new product development.

This report provides a profile of visitors to Salem and Marion County. The findings are based primarily on survey data that was collected from Salem and Marion County visitors through the use of mailed questionnaires. A visitor was anyone who reported his or her current residence as outside Marion or Polk County. The term "visitor" and "traveler" are used interchangeably in this report. Travel for purposes of this research includes pleasure as well as non-pleasure travel; the term "tourism" typically connotes pleasure travel and is one component of the travel described in this study.

## **Objectives**

The primary purpose of this report is to develop the database necessary to guide and support Salem and Marion County's comprehensive marketing and tourism planning efforts. This database provides current and reliable information that will help identify and profile target markets, as well as develop appropriate marketing and product development approaches.

Specific objectives include:

- Establish the market position and pertinent trends for the area.
- Provide specific information for each season with a summer and off-season analysis.
- Describe visitors in terms of characteristics that include: lengths of stay, accommodation type, travel party size, visitor expenditures, activities, and sources of information.
- Develop specific data to guide marketing, promotional and product development decisions for the organizations and agencies committed to promoting travel and tourism in Salem and Marion County.
- Help identify key market segments and opportunities for promotion and product development programs.

## Methodology

The bulk of the findings presented in this report derive from a survey of visitors to Salem and Marion County conducted during the fall of 2000, as well as winter, spring and summer of 2001. This survey was conducted by *Insight II* staff, making use of questionnaires mailed to a sample of Salem and Marion County visitors. The self-administered questionnaires were mailed to 2,000 households in the United States. These households were randomly selected from lists of names and addresses collected at a variety of visitor locations in Salem and Marion County including state parks, museums, attractions and motels (see Table I-1 below for a list of collection sites). A total of 792 completed questionnaires were returned for a response rate of 40 percent. A copy of the questionnaire can be found in Appendix A.

**Table I-1**  
**Intercept Sites for Visitor Sample**

- 
- Aurora (downtown antique shops)
  - Best Western
  - A.C. Gilbert's Discovery Village
  - Honeywood Winery
  - Mill Creek Inn
  - Oregon Garden
  - Phoenix Inn
  - Red Lion
  - SCVA Visitors Center
  - State Capitol
  - Super 8
  - Willamette Valley Vineyards

## Survey Findings

The survey findings in this report represent the actual visitor population as closely as possible. However, it is important to consider that sampling was done at a selection of attractions and places of accommodation which are primarily associated with vacation, pleasure and recreation travel. These attractions were weighted to adjust for their over-representation and to more closely reflect normal visitation patterns. Thus, the findings presented in this report represent the most accurate description of the sample of Salem and Marion County visitors identified in this study.

### Sampling error and confidence intervals

Any findings based on sample data are approximations to some degree, based on a survey of visitors and influenced by a number of potential sources of error. Research of this type attempts to minimize this potential error by designing the survey sample as carefully as possible, achieving a high response rate, and by sizing the sample to provide as large a

database as possible. Other factors being equal, the amount of potential error in the findings is a function of the size of the database: the larger the database, the smaller the potential error. The magnitude of likely errors, as a function of size, is expressed in terms of a confidence interval.

Nearly eight hundred (792) surveys were returned for a response rate of 40%. The margin of error is  $\pm 4\%$  at the 95% confidence level. For example, if in a sample of 1,000 respondents, 60% reported traveling by private automobile, then we can state (with 95% confidence or certainty) that the proportion of visitors that traveled by private automobile is between 56% and 64%.

### **Limitations of Findings**

Several factors should be kept in mind when reviewing and interpreting the findings that appear in this report. First, while the survey sampling procedure was designed to represent visitors to Salem and Marion County as closely as possible during the summer and off-season period, certain types of visitors are possibly under-represented in the sample to the same extent that they occur in the overall visitor mix. Business, government and convention-related travelers, for example, may be under-represented to a certain degree, due to an emphasis in the sampling on visitor attractions and recreation locations, resulting in a more robust sample of pleasure travelers. In addition, those travelers who circulate only to a limited degree while in the County will be underrepresented in the sample. Examples include those visiting friends or relatives who travel to and from their host's house but do not visit other locations or participate in other activities during their stay, or those passing quickly through the county and stopping only for fuel or a snack. Visitors to Willamette University, for meetings and educational activities, may also be under-represented if they did not circulate elsewhere in the County.

### **Report Contents**

This document profiles visitors to Salem and Marion County during 2001. Main topics include the origin, attractions and activities, demographics, sources of trip planning information, and expenditure patterns of visitors to Salem and Marion County. Most of the findings are presented in graphs, accompanied by a brief discussion. Appendix A contains numerous tables that complement the discussion in this report.

Following this introductory section, Section II presents the main findings of this study on visitors to Salem and Marion County. Section III describes the expenditure patterns of Salem and Marion County visitors. The Appendix includes a copy of the questionnaire and multiple tables that present the findings in more detail.





## II. Traveler Profile

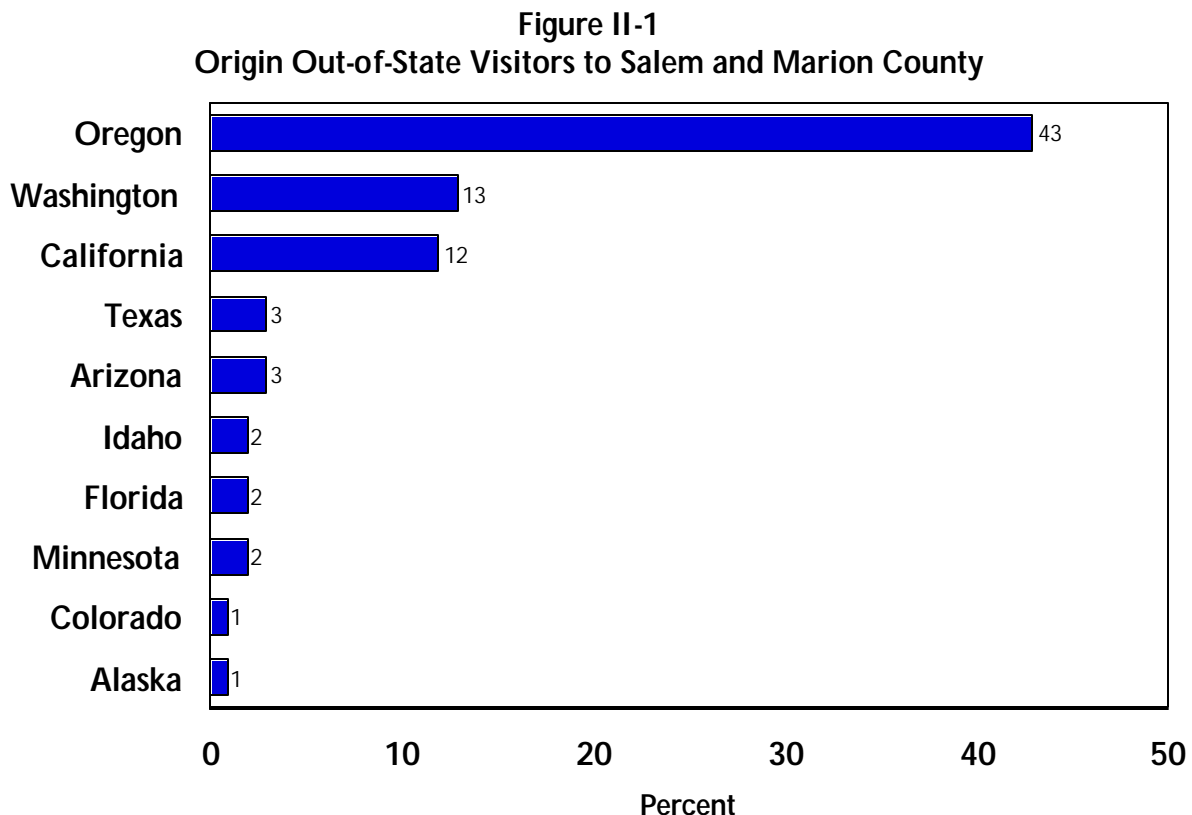
The following section provides a profile of travel to and through Salem and Marion County. Salem and Marion County host a wide variety of travelers, ranging from those visiting friends and relatives, shopping, wine tasting and hiking, to those travelers who stop while passing through the area. While much of the travel is during the summer months, travel during the fall, winter and spring (i.e., off-season) is significant as well, and is more pronounced for Oregon residents.

### Visitor Origin

***Four in ten visitors to Salem and Marion County came from Oregon. Washington and California were the most common residence for out-of-state visitors.***

Forty-three percent of visitors to Salem and Marion County came from Oregon. The remaining 57% came from out-of-state, with half of these out-of-state visitors – a quarter of all visitors – from Washington and California (Figure II-1). The remaining out-of-state visitors were distributed in regions throughout the United States. Many of these visitors flew by commercial airline to the Pacific Northwest for extended pleasure vacations and visits with friends and relatives.

This distinction has important marketing implications, in that the media and messages for out-of-area visitors often differ from those that are most appropriate for Oregon residents.

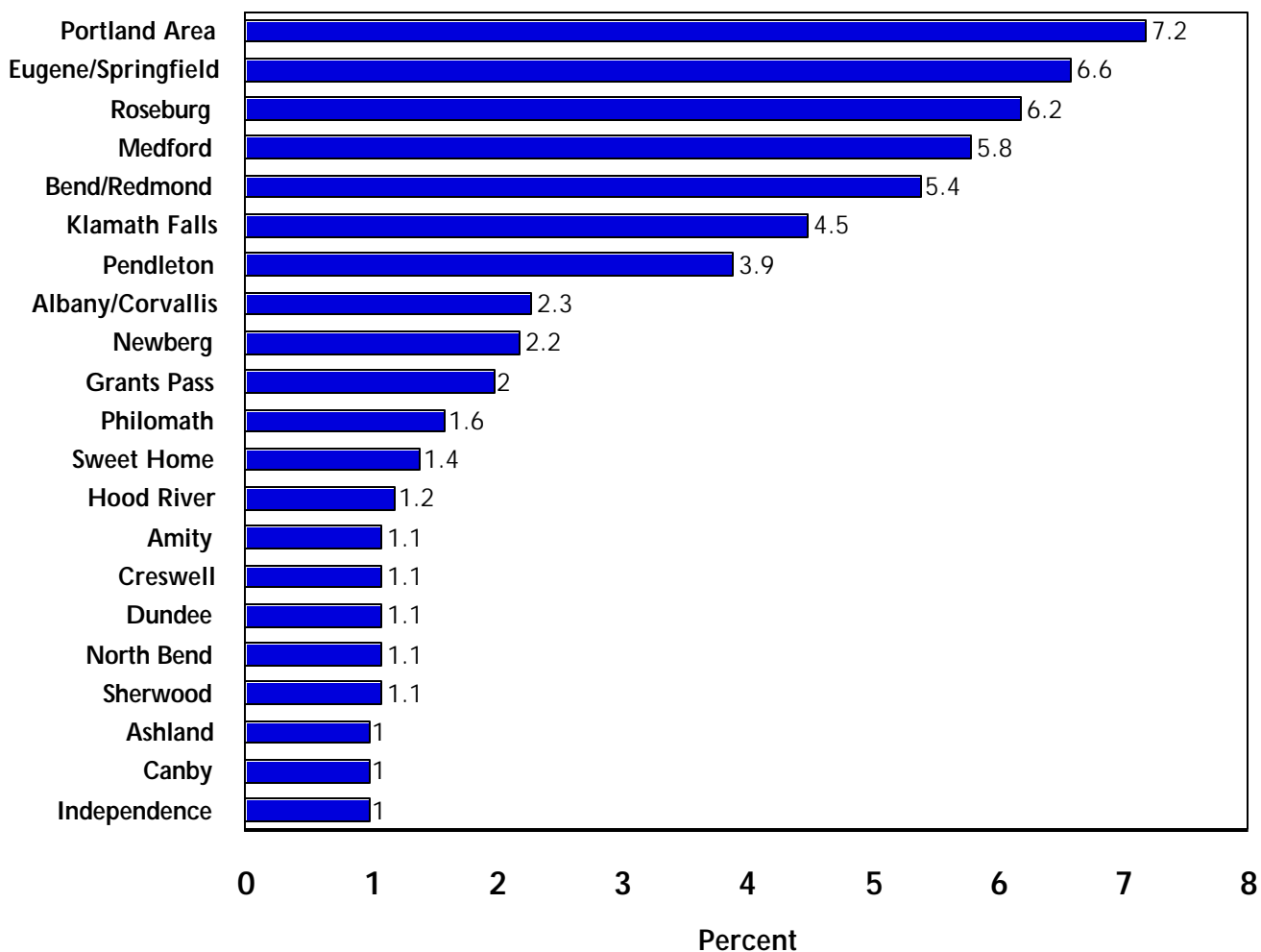


Source: Dean Runyan Associates

***Residents of Oregon represent the primary source of visitors to Salem and Marion County.***

Portland, Eugene/Springfield, Roseburg, Medford and Bend/Redmond represent the largest Oregon markets for pleasure and recreation travelers. Other visitor origin locations within Oregon include Klamath Falls, Pendleton, Albany/Corvallis, Newberg, and Grants Pass (Figure II-2). It is important to note that the survey design focused on travelers who visited attractions and recreation locations in Salem and Marion County. Oregon residents who commute or travel to Salem and Marion County for other routine purposes are not included.

**Figure II-2**  
**Origin of Oregon Visitors to Salem and Marion County**



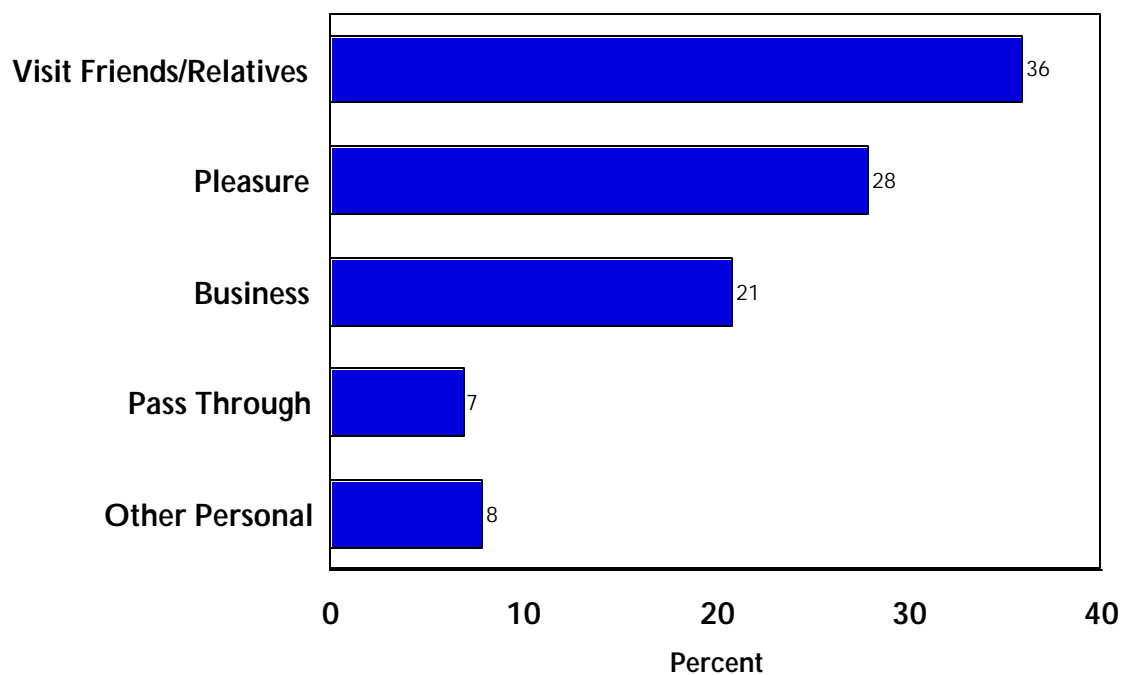
Source: Dean Runyan Associates

## Purpose of Travel

*Visits with friends and relatives and other types of pleasure trips were the most frequently reported purposes for travel.*

Visiting with friends and relatives was the primary purpose of travel for just over a third of all visitors (Figure II-3). Other types of pleasure trips (e.g., vacations, attending festivals and events, and shopping) were the next most frequently reported purpose of travel, representing just over a quarter of all Salem and Marion County visitors. Business travel is also significant (21%), and includes government related travel as well as those attending conferences and conventions. Pass-through travel represents both day and overnight travelers who visited Salem and Marion County while traveling to another destination. Other personal travel represents those who visited Salem and Marion County due to medical, educational or other personal reasons.

**Figure II-3**  
**Primary Trip Purpose**

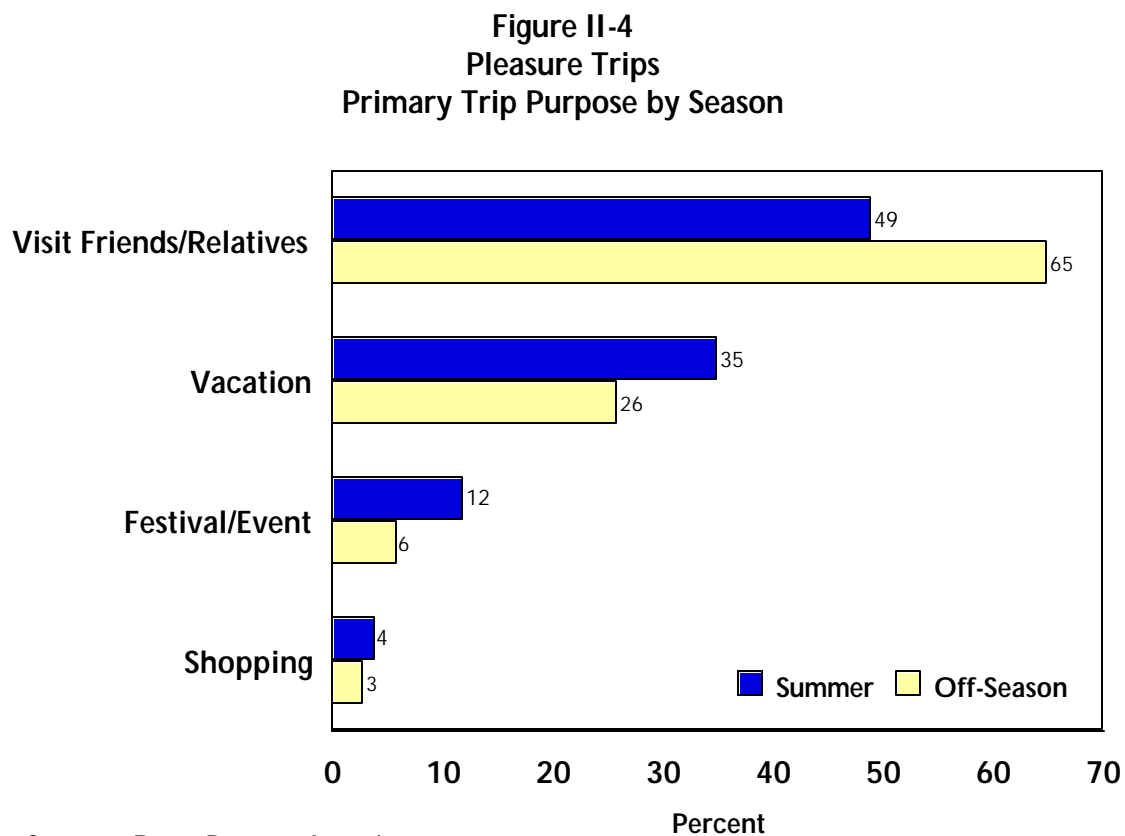


Source: Dean Runyan Associates

## Pleasure Trips by Season of Visit

*Visiting friends and relatives was more concentrated in the off-season while vacations and festivals/events were more likely in the summer.*

During the off-season, the primary trip purpose of nearly two-thirds of those traveling to Salem and Marion County was to visit friends and relatives. During the summer season, more than one-third traveled for a vacation and one in ten traveled to attend a festival or event. Shopping, although relatively low as a primary trip purpose, was more likely to be an “activity” while visiting for another primary purpose. When it was reported as primary trip purpose it was a similar in the summer and off-season.



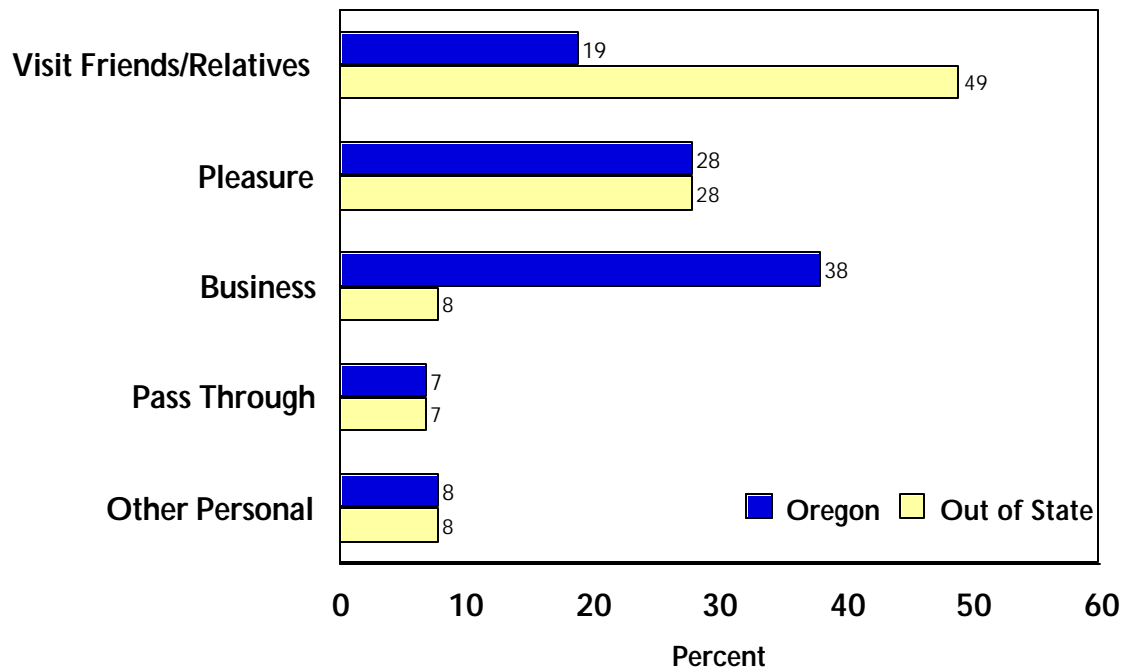
Source: Dean Runyan Associates

## Trip Purpose by Visitor Origin

*Oregon visitors were more likely to travel to Salem and Marion County for business, while out-of-state visitors were more likely to visit friends and relatives.*

Pleasure, pass-through and other personal travel was similar for Oregon and out-of-state visitors.

**Figure II-5**  
**Primary Trip Purpose by Visitor Origin**



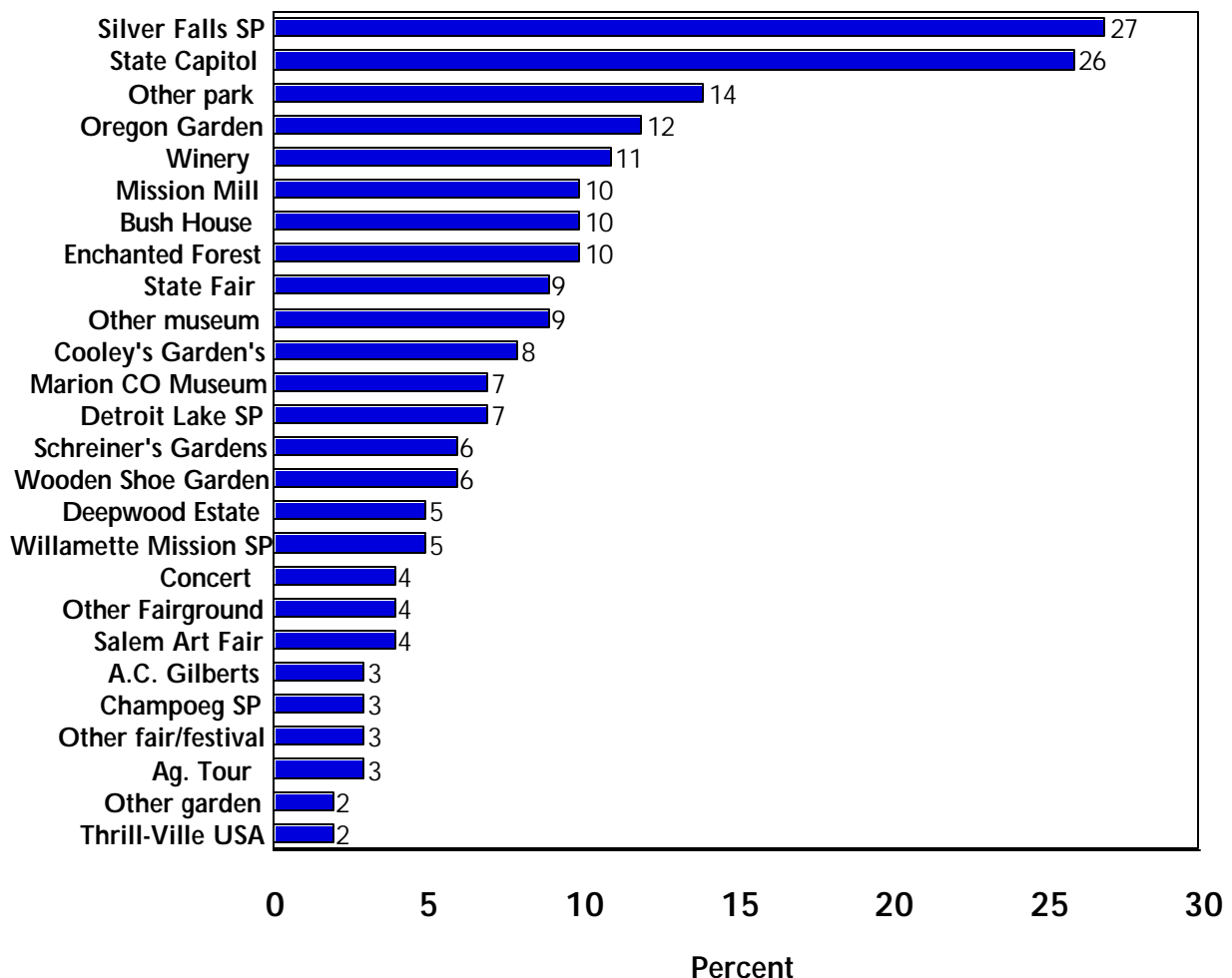
Source: Dean Runyan Associates

## Leading Attractions

*State and local parks, the Oregon State Capitol, wineries and museums were the leading attractions visited by travelers to Salem and Marion County.*

The area's outdoor and historic attractions are clearly very significant—Silver Falls State Park and the Oregon State Capitol were the two leading attractions in both the summer and off-season. Visits to The Oregon Garden and wineries were primarily concentrated in the summer.

**Figure II-6**  
**Leading Attractions Visited while on Trips to**  
**Salem and Marion County**



Source: Dean Runyan Associates

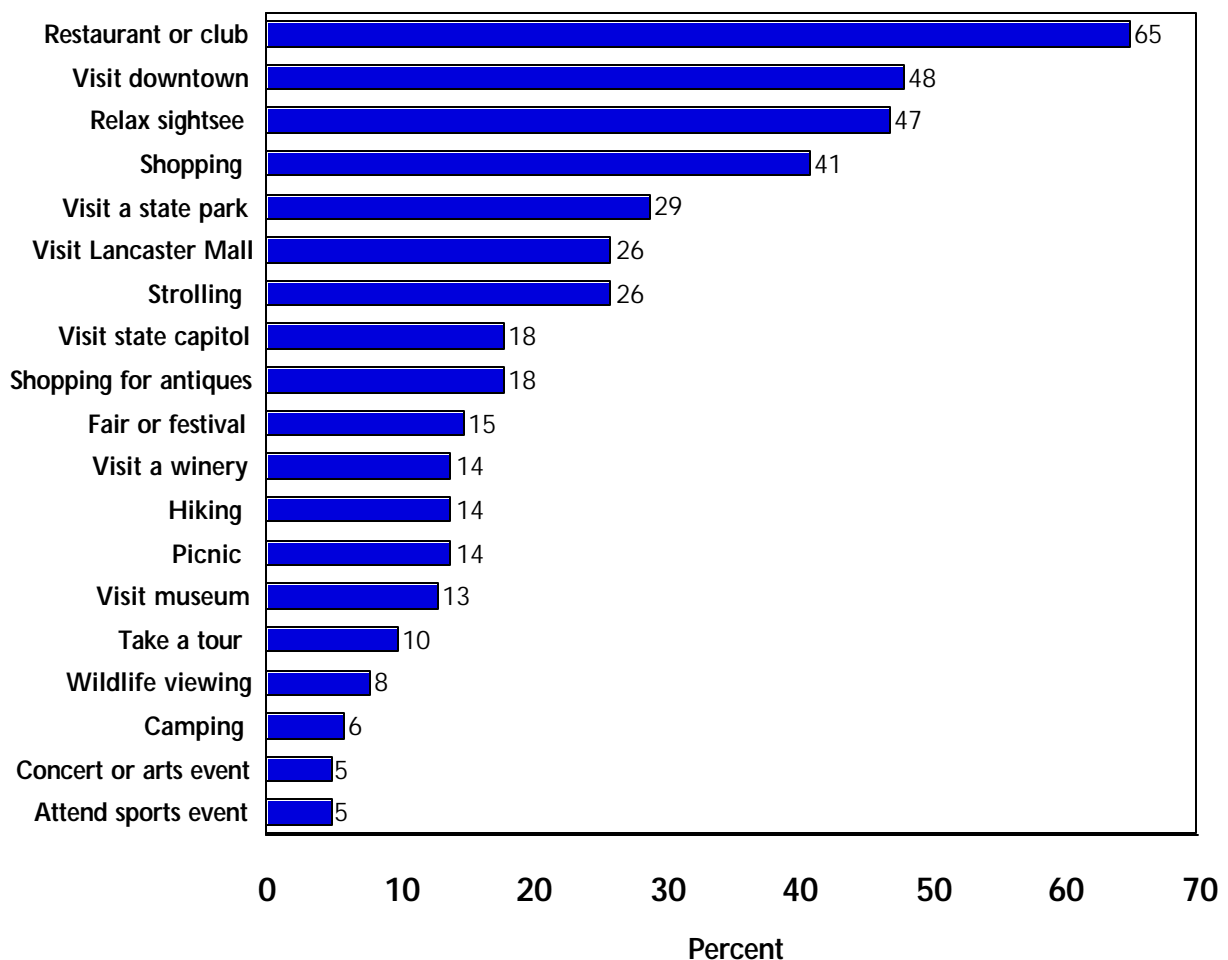
Note: Multiple Response, percentages sum to more than 100%

## Leading Activities

*Urban activities are important for many visitors to Salem and Marion County.*

Visitor activities provide valuable clues to visitors' motivation for travel, as well as their perceptions regarding Salem and Marion County as a travel destination. Going to a restaurant or club for entertainment, visiting downtown Salem, shopping, strolling or "window shopping", and visiting a museum are clearly the significant visitor activities. This pattern underscores the importance of urban activities as an important component for visitors to Salem and Marion County.

**Figure II-7**  
**Leading Activities while on Trips to**  
**Salem and Marion County**



Source: Dean Runyan Associates

Note: Multiple Response, percentages sum to more than 100%

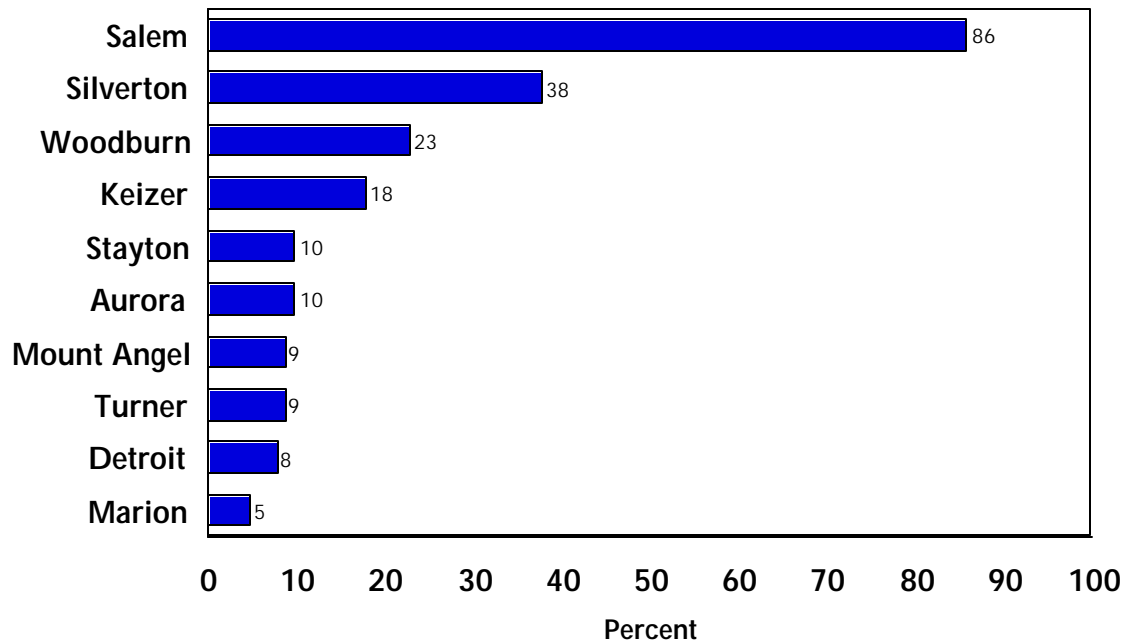


## Leading Locations

*The vast majority of travelers visited Salem. Other popular locations for visitor activity include Silverton, Woodburn, Keizer, Aurora, and Mount Angel.*

The primary locations for visitor activity are Salem and the nearby communities of Silverton, Woodburn, Keizer, Stayton, and Aurora. Silverton is particularly popular with travelers who visited the Oregon Garden and Silver Falls State Park. Woodburn and Keizer are important locations for shopping and eating out.

**Figure II-8**  
**Leading locations visited while on Trips to**  
**Salem and Marion County**



Source: Dean Runyan Associates

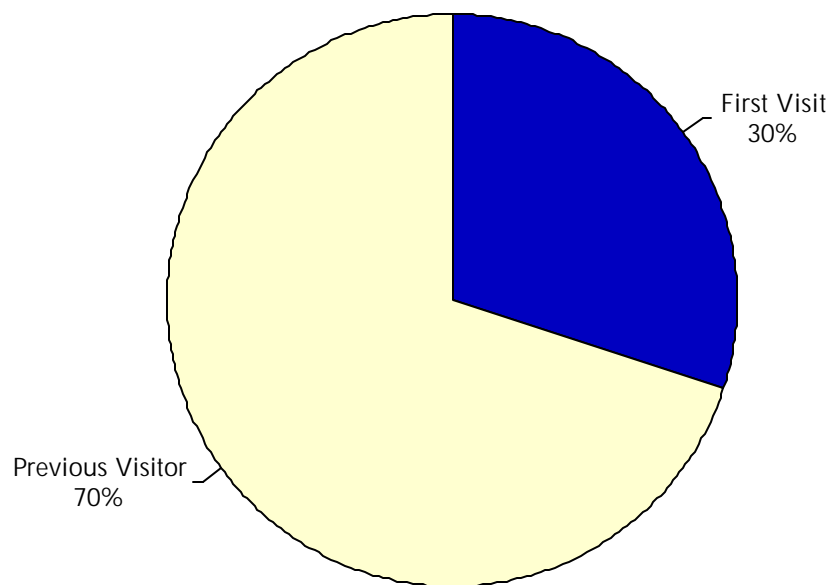
Note: Multiple Response, percentages sum to more than 100%

## Frequency of Travel and Length of Stay

***Repeat visitation is very common among visitors to Salem and Marion County.***

Seven in ten visitors to Salem and Marion County have been to the area previously (Figure II-9). Keeping in the mind the high proportion of those whose primary purpose of travel was to visit friends and relatives, this finding indicates a strong pattern of travel done on a repeat basis, and the importance of repeat family visits to Salem and Marion County.

**Figure II-9**  
**Repeat Visitation to Salem and Marion County**

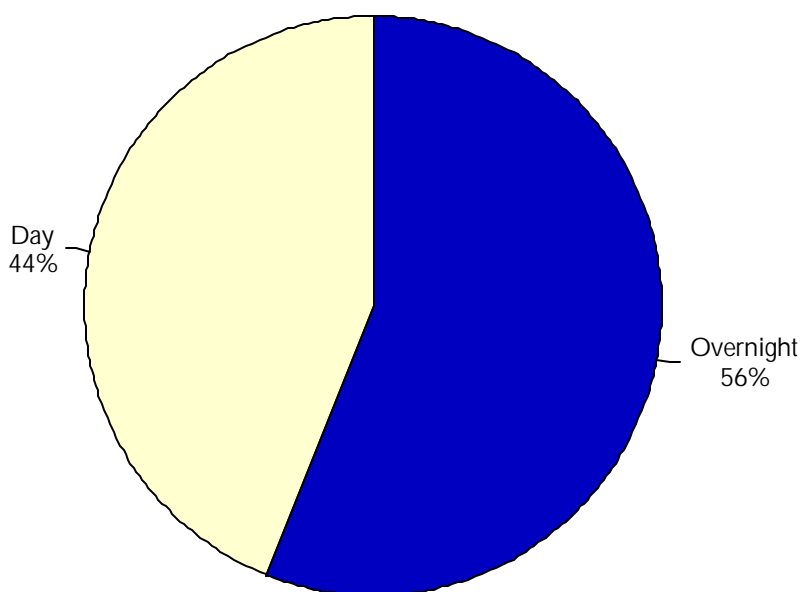


Source: Dean Runyan Associates

***Over half of all visitors stayed overnight in Salem and Marion County.***

Overnight visitors to Salem and Marion County include those staying in hotels, motels, B&Bs, campgrounds, and homes of friends and relatives. Day travelers include Oregon residents visiting Salem and Marion County for the day, as well as out-of-state visitors passing through on their way to other destinations.

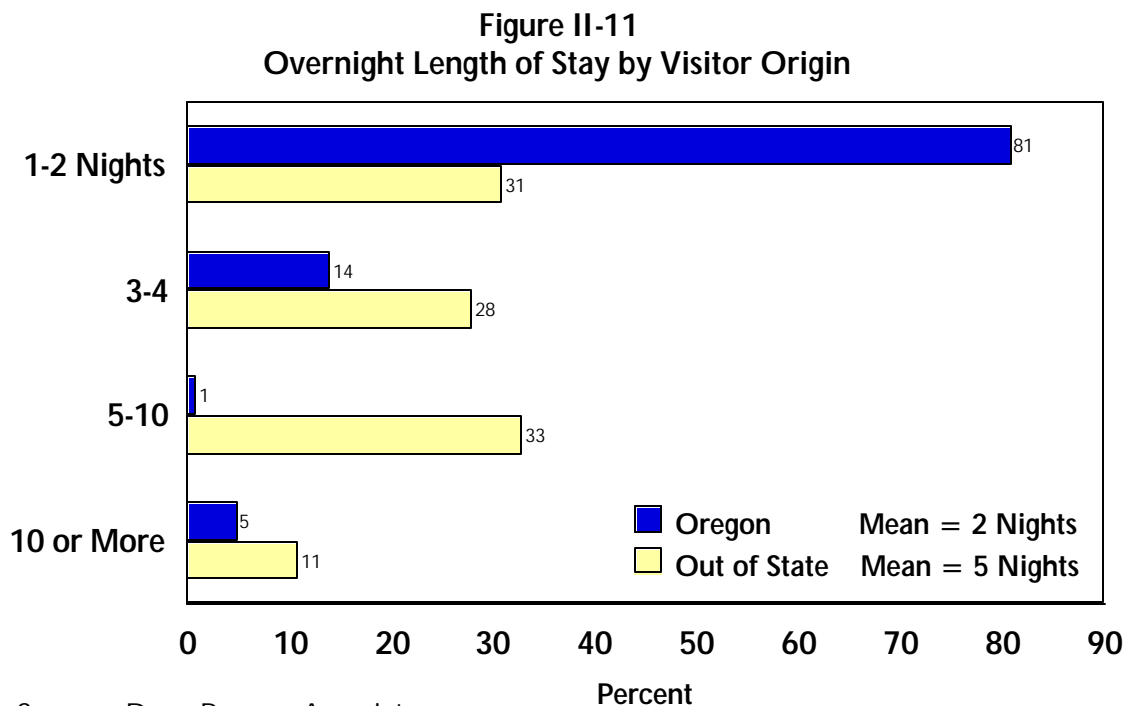
**Figure II-10**  
**Day and Overnight Trips to Salem and Marion County**



Source: Dean Runyan Associates

***Most Oregon visitors who stayed overnight in Salem and Marion County stayed one or two nights. Out-of State visitors stayed significantly longer, averaging 5 nights vs. 2 for Oregon visitors.***

For those who stay overnight, the relatively long average length of stay is related to out-of-state visitors staying at private homes with friends and relatives. These overnight visitors are good targets for special events, shopping and dining opportunities.

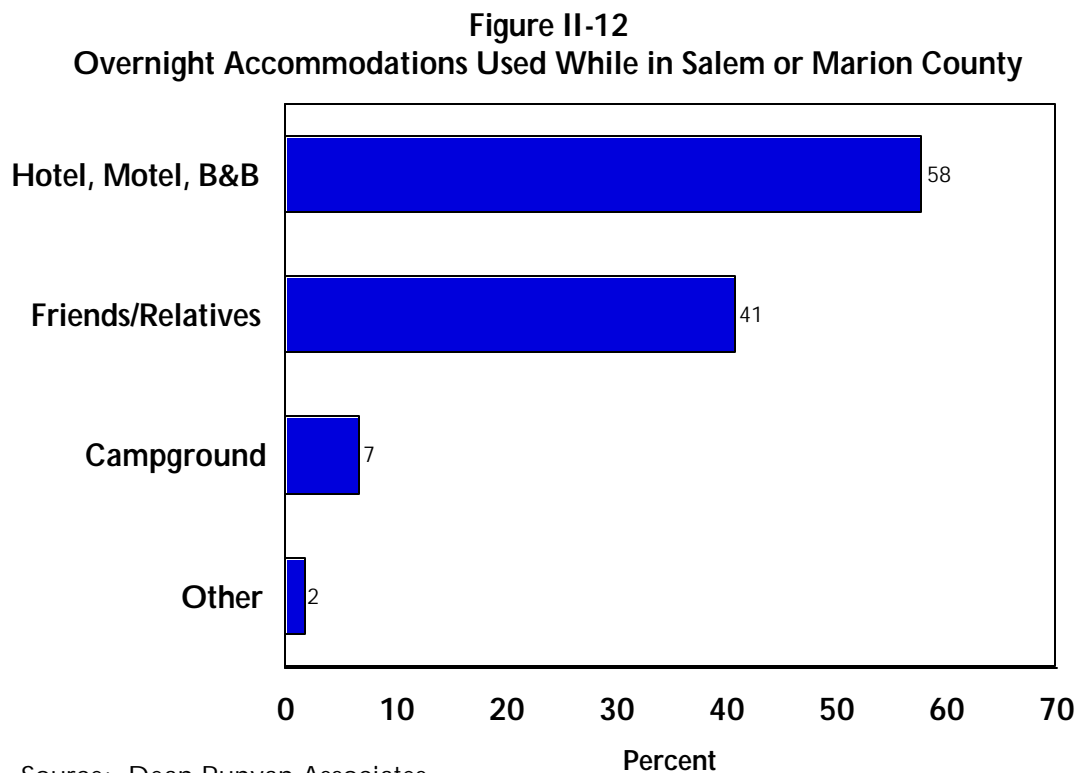


Source: Dean Runyan Associates

## Accommodations

*Over half of all overnight visitors stayed in commercial lodging in Salem or Marion County.*

For those staying overnight in Salem or Marion County, commercial lodging (i.e., hotels and motels) was the most common type of overnight accommodation. Four in ten visitors also spent one or more nights in a private home of friends or relatives.



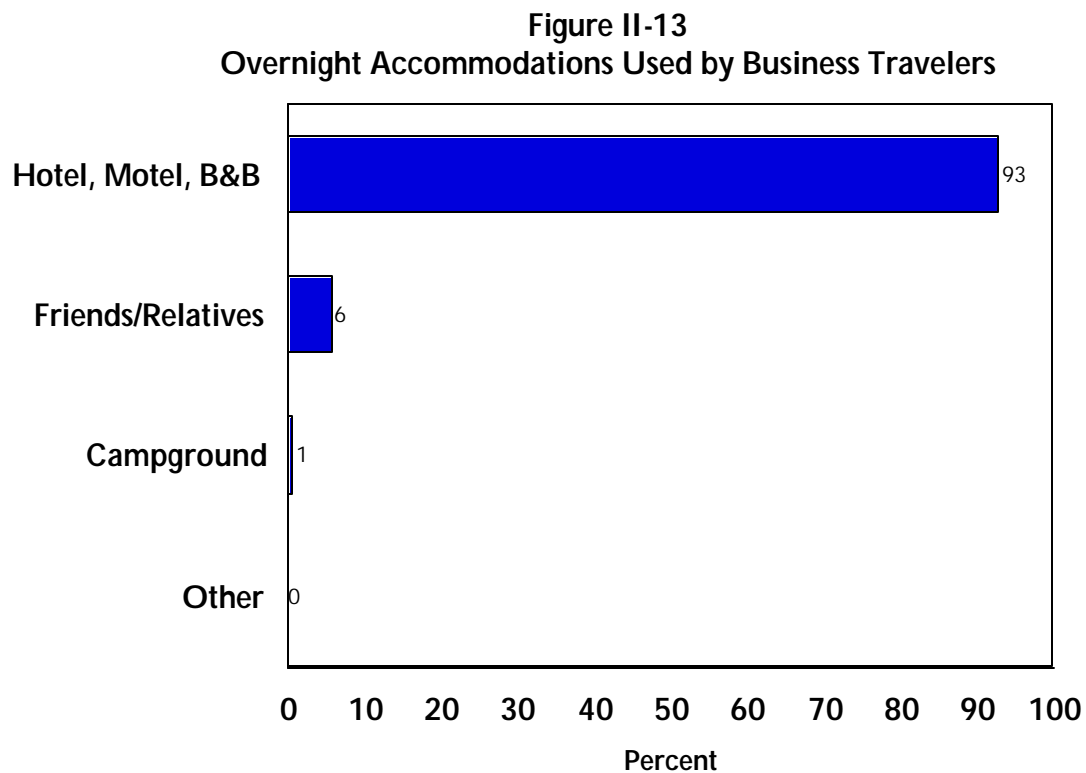
Source: Dean Runyan Associates

Note: Multiple Response, percentages sum to more than 100%

## Accommodations by Business Travelers

*Nearly all business travelers use commercial lodging when visiting Salem and Marion County.*

In contrast to visitors overall who used a variety of accommodations when staying in Salem and Marion County overnight business travelers use commercial lodging almost exclusively.

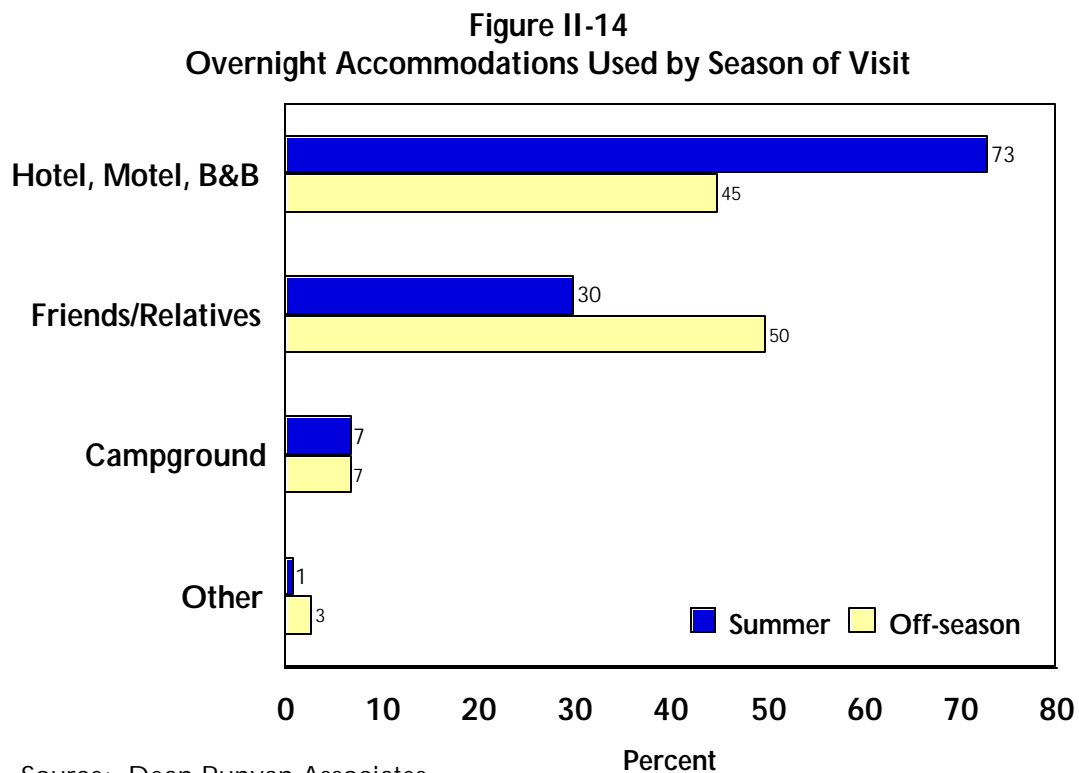


Source: Dean Runyan Associates

## Accommodations by Season of Visit

*Summer-time visitors were more likely to stay in commercial lodging while off-season visitors were more likely to stay with friends or relatives.*

For those staying overnight in Salem or Marion County in the summer, commercial lodging (i.e., hotels and motels) was by far the most common type of accommodation. During the off-season, stays in a private home of friends or relatives become more prominent.

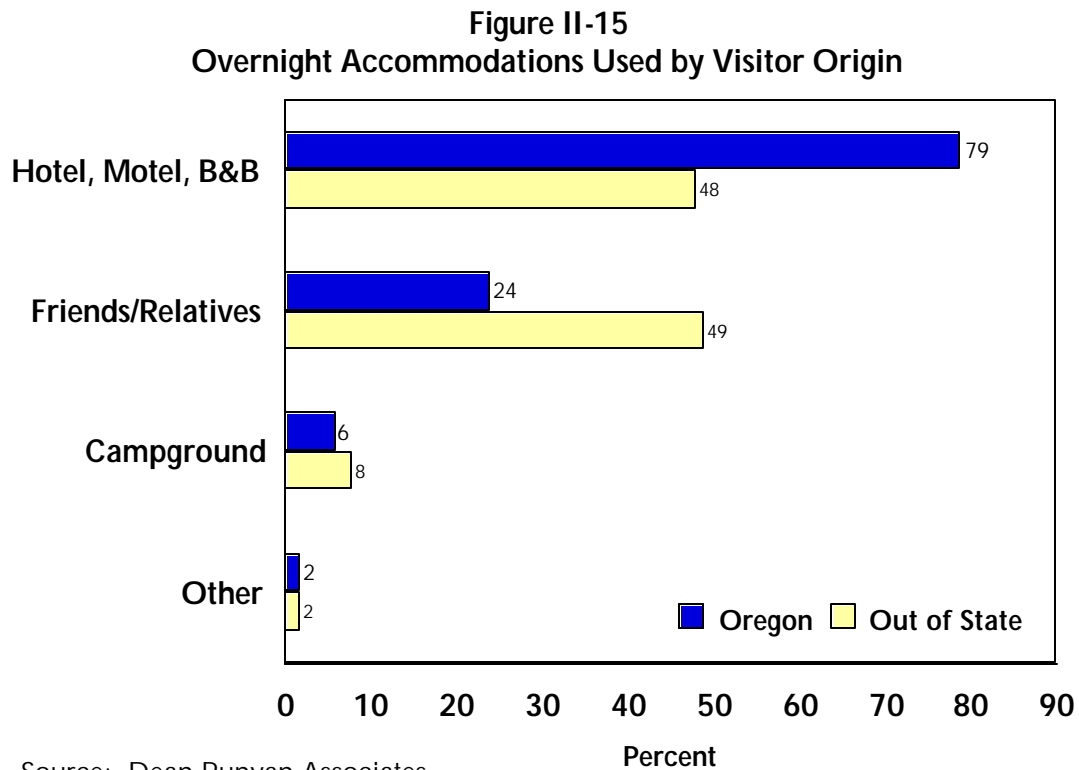


Source: Dean Runyan Associates

Note: Multiple Response, percentages sum to more than 100%

## Accommodations by Visitor Origin

*Oregon visitors who stayed overnight were more likely to stay in commercial lodging while overnight visitors from out of state visitors were equally likely to stay in commercial lodging or with friends or relatives.*



Source: Dean Runyan Associates

Note: Multiple Response, percentages sum to more than 100%

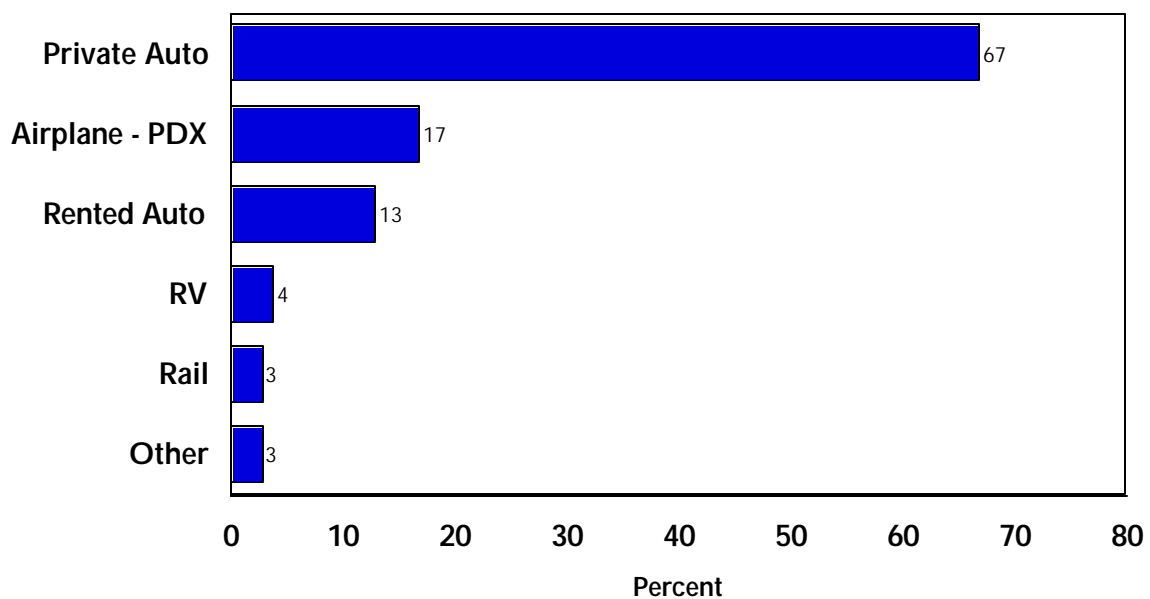


## Transportation

*Most visitors to Salem and Marion County traveled by private automobile.*

Salem and Marion County is largely a motor vehicle destination – 67 percent traveled by private automobile, 13 percent by rental automobile, and 4 percent by RV. Travelers that flew by commercial airline through Portland International airport most often used rented autos.

**Figure II-16**  
**Mode of Transportation to Salem and Marion County**



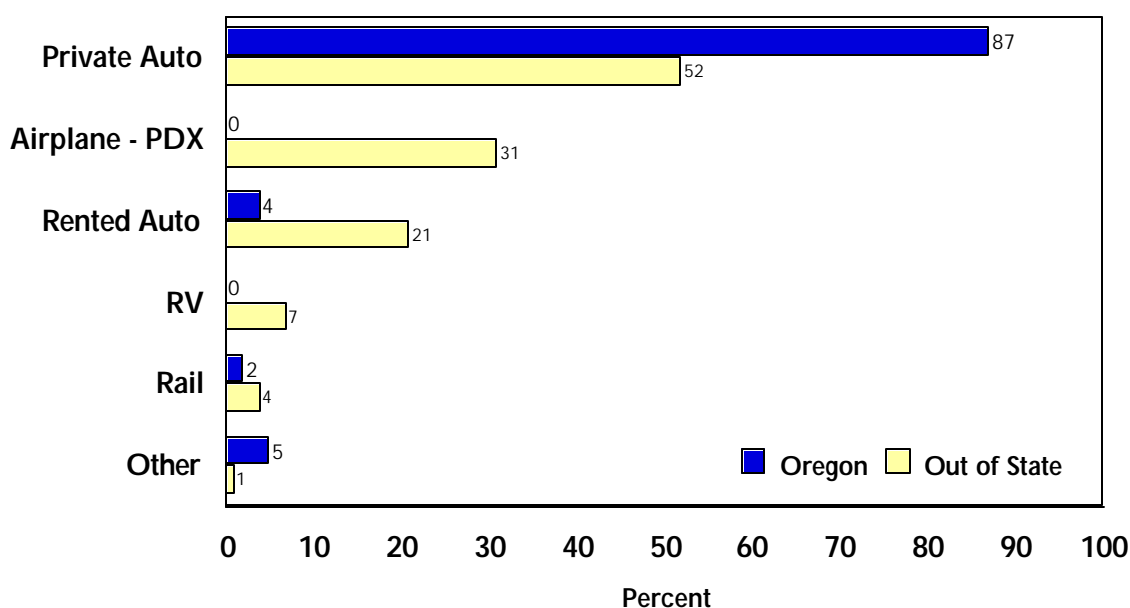
Source: Dean Runyan Associates

Note: Multiple Response, percentages sum to more than 100%

***Nearly all Oregon visitors to Salem and Marion County traveled by private automobile. Out of state visitors also tended to travel by private automobile, but were more likely than Oregon visitors to travel by air, RV and/or rail.***

Over 90 percent of Oregon visitors to Salem and Marion County traveled by private automobile. Travelers from out of state used a wider range of transportation including commercial airlines, RVs and railroad. Many out of state visitors that flew through Portland International airport also used a rented automobile.

**Figure II-17**  
**Mode of Transportation by Visitor Origin**



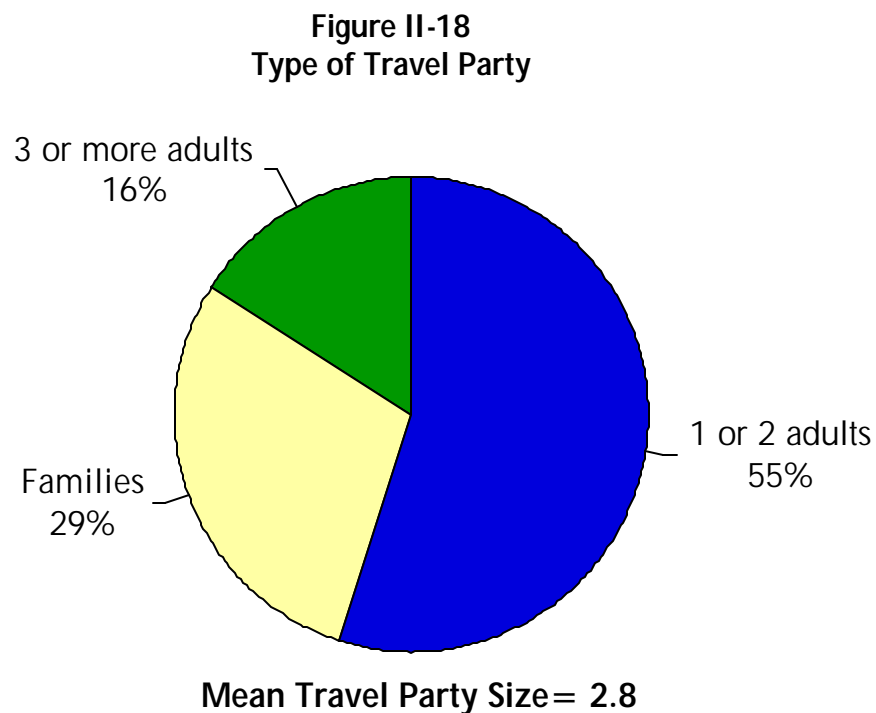
Source: Dean Runyan Associates

Note: Multiple Response, percentages sum to more than 100%

## Travel Party and Demographic Characteristics

*The most common type of travel party is one or two adults traveling without children.*

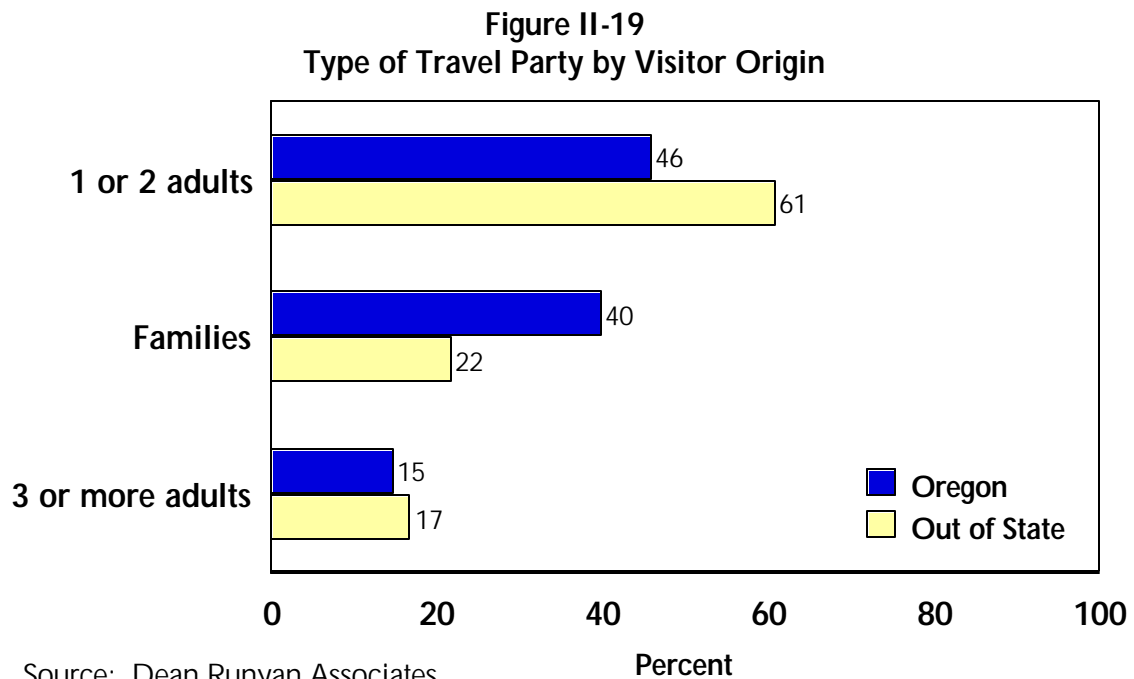
Over one-half of all travel parties were comprised of one or two adults traveling without children. However, families (one or two adults with at least one child) do account for nearly a third of all travel parties visiting Salem and Marion County.



Source: Dean Runyan Associates

Note: Families are defined as 1 or more adults with at least one child.

*Oregon visitors were more likely to travel as a family, while out of state visitors were more likely to travel with alone or with one other adult.*



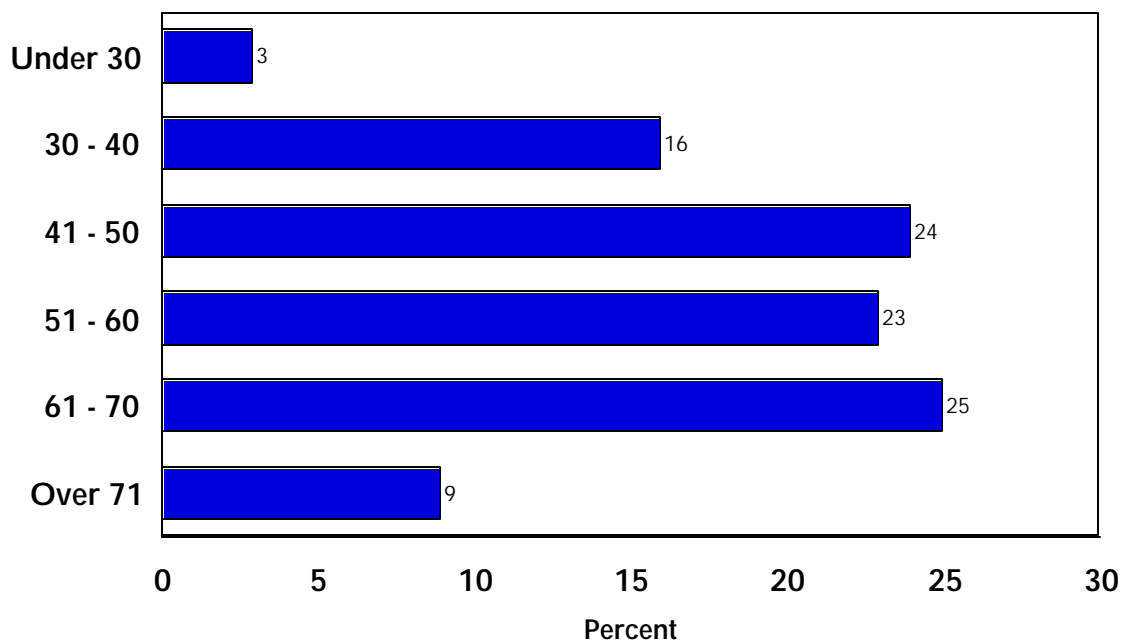
Source: Dean Runyan Associates

Note: Families are defined as 1 or more adults with at least one child.

***Visitors tend to be somewhat older.***

Adult visitors average 53 years of age, with nearly six-in-ten adults over 50 years of age.

**Figure II-20**  
**Average Age of Traveler**

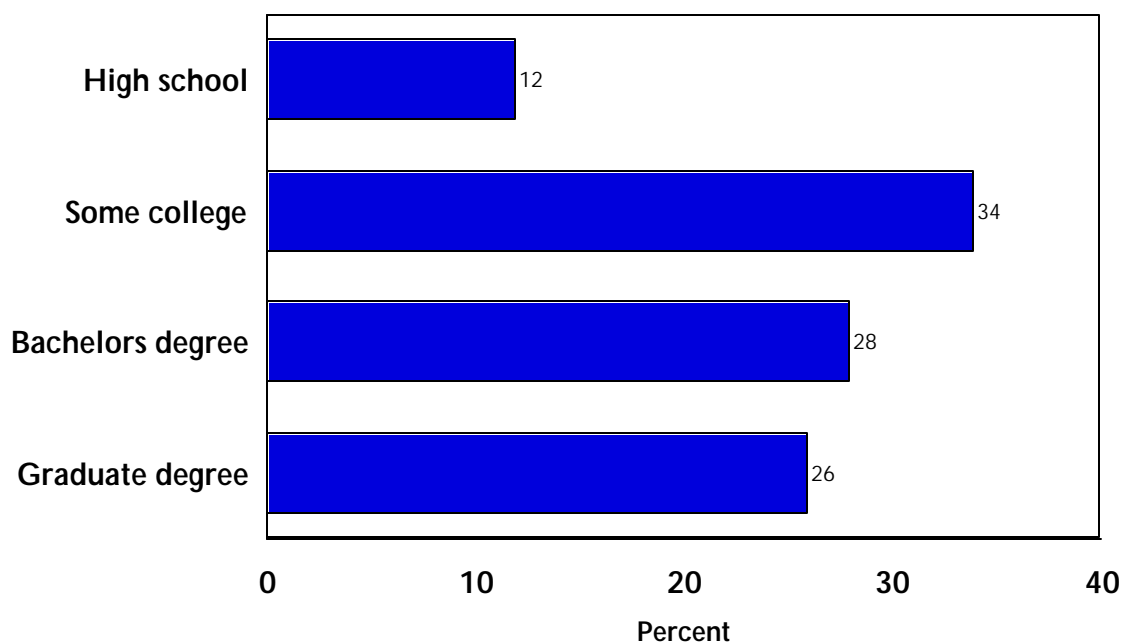


Source: Dean Runyan Associates

***Visitors tend to be well-educated.***

Most visitors (88 percent) have at least some college, and 26 percent have a graduate degree.

**Figure II-21  
Level of Education**

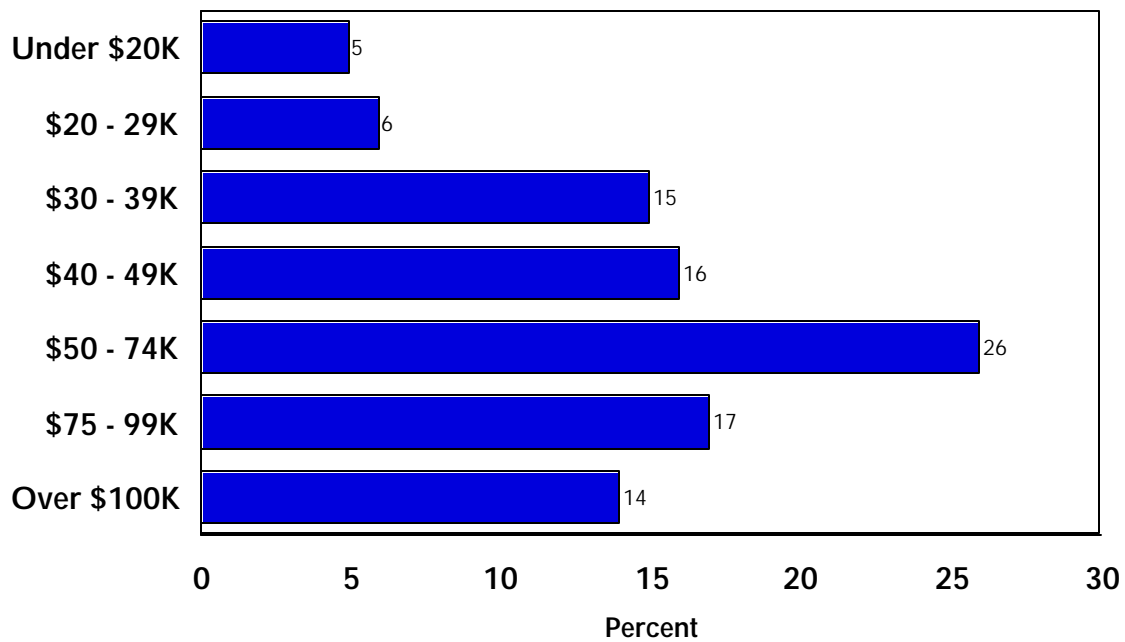


Source: Dean Runyan Associates

***Visitors tend to have good family incomes.***

Over half of visitors have family incomes over \$50,000 per year, and few have incomes under \$30,000. Median family income is about \$60,000 per year.

**Figure II-22**  
**Traveler Household Income**

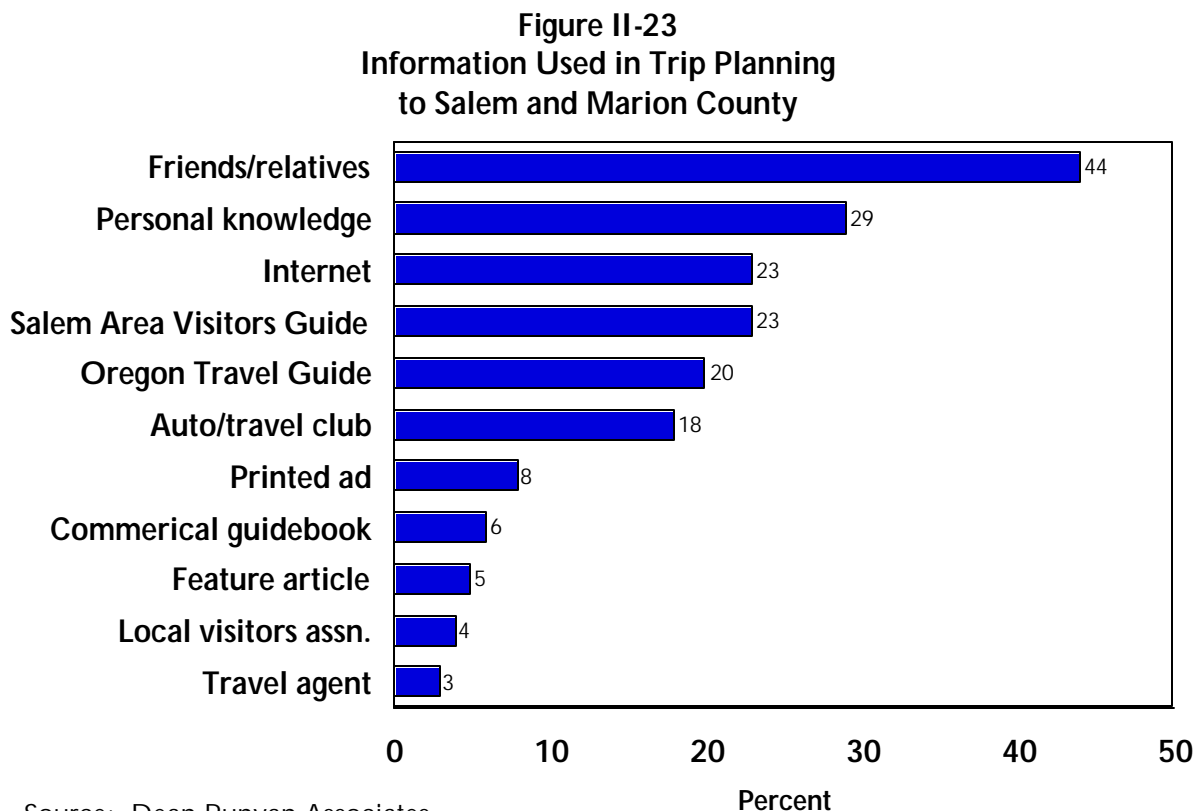


Source: Dean Runyan Associates

## Trip Planning Information

*Informal sources of information, such as friends and relatives and personal knowledge, were leading sources of trip planning information for visitors. The Internet, Salem and Oregon visitor guides, followed by automobile and travel clubs, were the most important formal sources of trip planning information.*

Knowing what information sources visitors use for planning their trips helps make decisions regarding advertising and other marketing efforts. Many travelers to Salem and Marion County rely on informal sources of trip planning information such as friends and relatives and personal knowledge, indicating the importance of providing as much travel information as possible to area residents (often their hosts). Other important sources of trip planning information include the Internet, automobile and travel clubs, the Oregon Travel Guide and the Salem Area Visitors Guide.



Source: Dean Runyan Associates

Note: Multiple Response, percentages sum to more than 100%

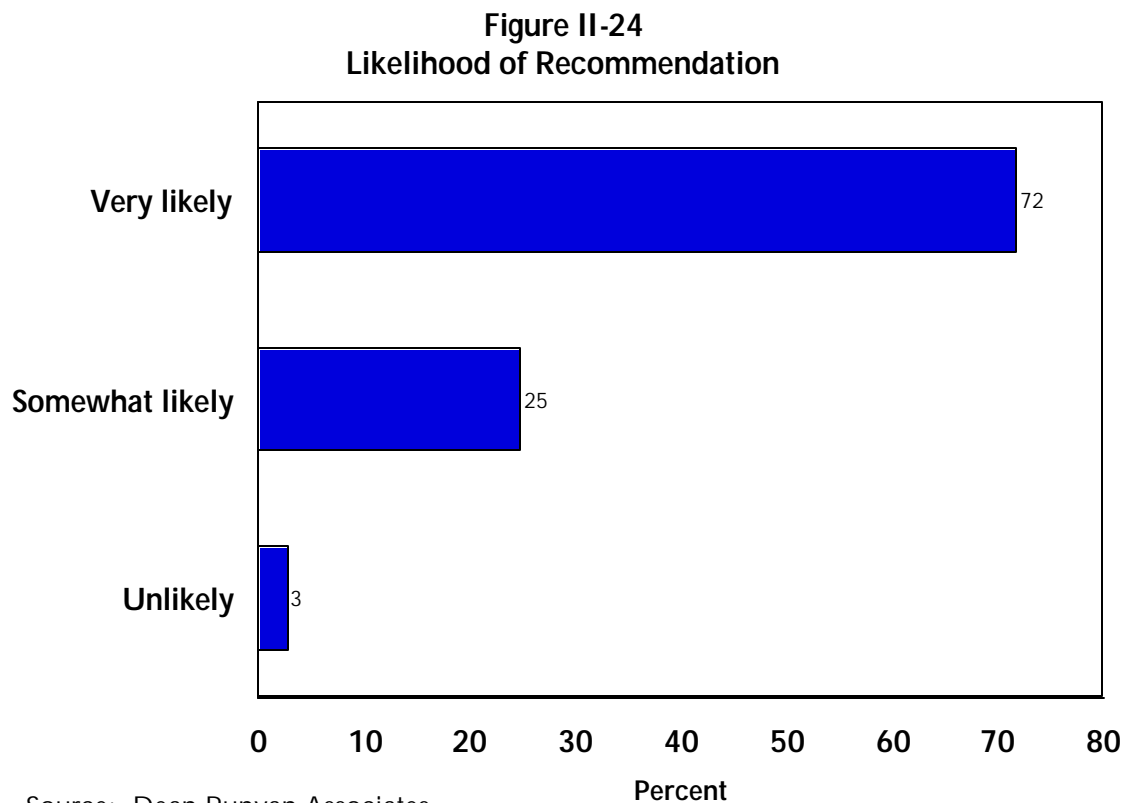


## Visitor Attitudes and Satisfaction

A portion of the research involved analyzing the attributes that Salem and Marion County travelers consider most important. Visitors were also asked about their satisfaction with their most recent visit.

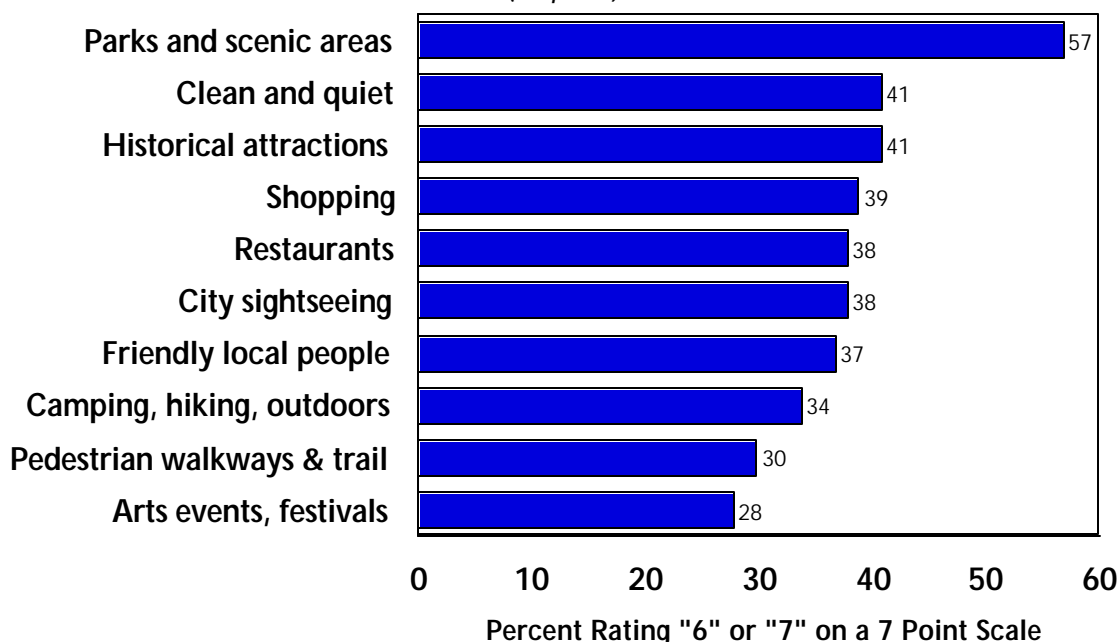
***A majority of respondents said they were “very likely” to recommend Salem and Marion County as a travel destination.***

Nearly three-fourths of respondents were very likely to recommend Salem and Marion County as a good place to visit. Very few indicated that they would not recommend Salem or Marion County as a destination, showing that the vast majority of respondents are satisfied with their experiences.

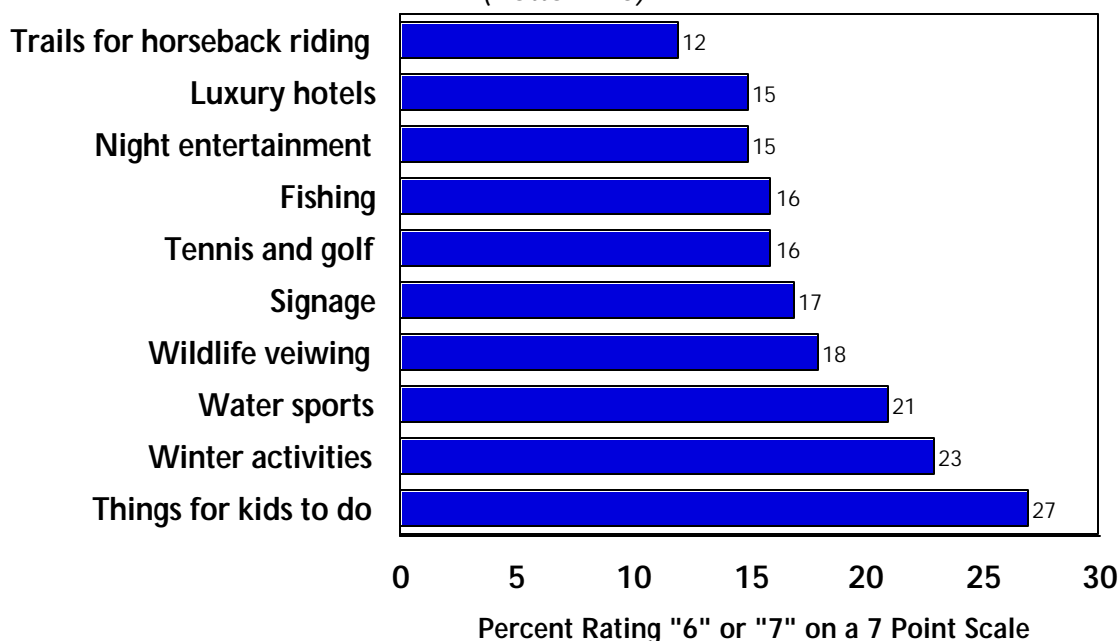


Visitors rated Salem and Marion County high on a number of attributes. These attributes were: parks and scenic areas, clean and quiet environment, historical attractions and museums, shopping, restaurants, and city sightseeing. Attributes with low ratings included: trails for horseback riding, luxury resorts and hotels, night entertainment and fishing.

Figure II-25  
Measure of Satisfaction  
(Top 10)



(Bottom 10)



Source: Dean Runyan Associates

The following should be kept in mind when interpreting these results:

The relative ratings indicate both strengths and weaknesses in the eyes of visitors. The high relative ratings indicate that visitors differentiate Salem and Marion County with respect to parks and scenic areas, outdoor facilities, and walkways and trails. It is important to keep in mind that these attributes are not necessarily important to all visitors. Likewise, with regard to low relative ratings, some of these attributes are not necessarily very important to most visitors (e.g., trails for horseback riding and nightlife have low scores).

### III. Visitor Expenditures and Volume

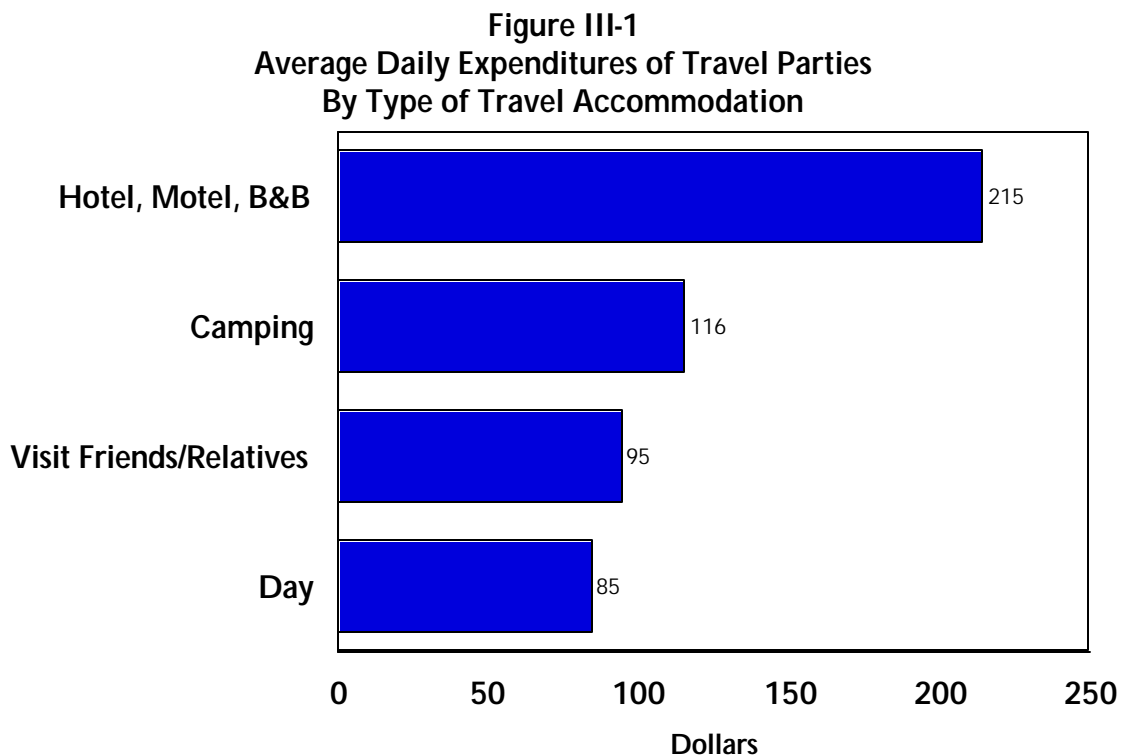
Expenditures made by visitors within Salem and Marion County provide direct economic benefits to businesses and residents of the area. As part of this study, the average expenditures of visitors were estimated based on questions in the visitor survey. In addition, this section reviews the economic impacts of travel and tourism for Salem and Marion County.

#### Visitor Expenditures

In assessing visitor expenditures overall, it is very apparent that overnight visitors provide more benefits in terms of purchases to Salem and Marion County businesses.

***Visitors who stayed overnight in commercial lodging spent more money than day travelers and other overnight visitors.***

Travelers staying in commercial accommodations – a hotel, motel, resort or B&B – spend the most, about \$215 per party per day ( mean travel party size was 2.8). Campers spend about \$116 per party per day and those staying with friends and relatives about \$95 per party per day. Day visitors spend somewhat less than those staying with friends and relatives – \$85 per party per day.



Source: Dean Runyan Associates

***Purchases of lodging and retail goods are the largest part of visitor expenditures.***

As seen in Table III-1, for those staying in commercial accommodations, (i.e., commercial lodging), the expenditures on lodging are the largest – \$75 per party per day. Retail purchases are next at \$52 per party per day, followed by food and beverage purchases at \$45 per party per day. Transportation (which includes car rental, local transportation, fuel and auto repair), amounts to about \$26 per party per day. Recreation is moderately significant at \$18 per party per day.

For campers, expenditures on food and beverages are the largest, at \$33 per party per day. The \$20 per party per day spent by campers on lodging represents fees at government and commercial campgrounds, as well as an occasional use of a motel or B&B by those who primarily camp. Lodging for those staying with friends and relatives also represents occasional expenditures made at hotels, motels and B&Bs.

**Table III-1**  
**Average Visitor Expenditures**  
**by Type of Travel Accommodation**

	Day Visitor	Expenditure (\$/party/day)		
		Commercial Lodging	Campground	Friend/Relative
Lodging	0.00	74.84	20.43	27.62
Food/Beverage	26.52	44.52	32.83	20.99
Transportation	13.60	25.56	18.97	13.81
Recreation	17.68	18.14	21.89	10.49
Retail	27.20	51.94	21.89	22.09
TOTAL	85.00	215.00	116.00	95.00

Source: Dean Runyan Associates, 2001

## Visitor Volume

***In 2001, visitors spent approximately 5 million visitor-days in Salem/Marion County.***

The largest proportion of visitor days came from day travelers followed closely by visits to friends and relatives (Table III-2). On average, however, these two segments tended to spend the least – half that spent by travelers staying in commercial lodging – therefore, total travel spending was greatest for those in commercial lodging.

The average overnight stay was longest for travelers visiting friends and relatives, and shortest for those staying in commercial lodging. Visitors staying in campgrounds averaged just over three days in 2001, while day-visitors, by definition, stayed one day or less.

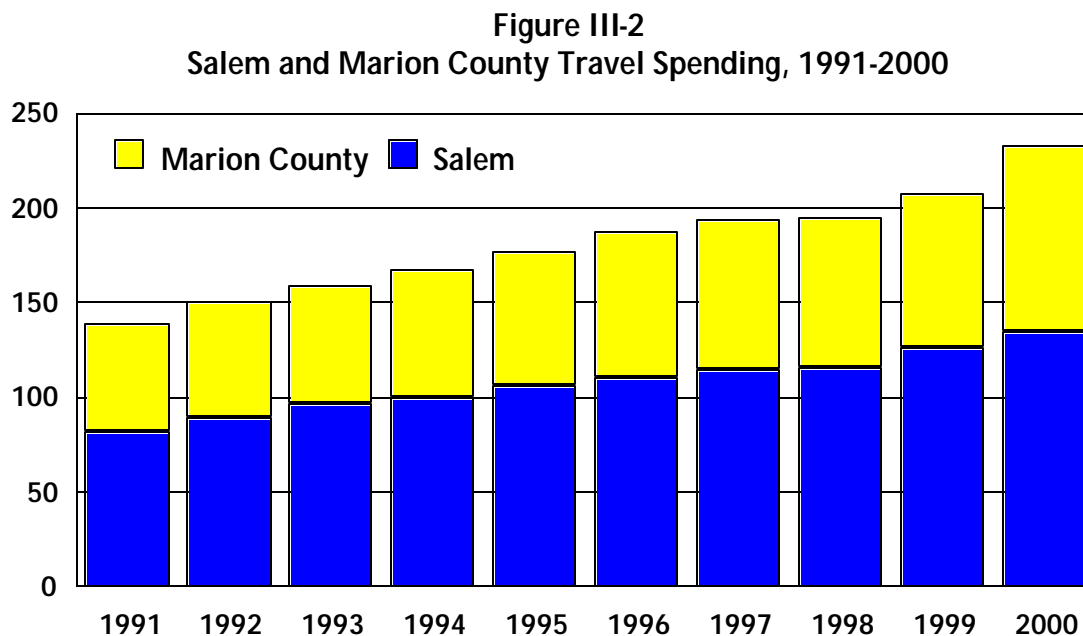
**Table III-2  
Salem/Marion County Visitor Volume  
by Type of Travel Accommodation  
2001**

Accommodation	Travel Spending (\$Million)	Avg. Daily Spending (Per Party)	Avg. Party Size	Visitor Days (Million)	Avg. Days Stayed
Commercial Lodging	87.2	\$215	2.5	1.0	2.9
Campground	24.2	\$116	2.8	0.6	3.3
Friend/Relative	56.7	\$95	2.6	1.6	5.3
Day Visitor	64.6	\$85	2.9	2.2	--
<b>TOTAL</b>	<b>232.7</b>	<b>\$132</b>	<b>2.8</b>	<b>4.9</b>	<b>3.8</b>

Source: Dean Runyan Associates, 2001

***Overall, travel spending in Salem and Marion County has grown at a steady pace over the last decade.***

Travelers to Salem and Marion County spent \$232.7 million in 2000. Between 1991 and 2000, travel spending in Salem and Marion County has grown by about 6 percent per year. Travel spending for the years 1991-2000 is shown in Figure III-2 below.



Source: Dean Runyan Associates

Note: a small portion of Salem is attributed to Polk County

## APPENDICES



## Appendix A Survey Questionnaire



Dear Visitor:

If you or someone in your household has visited Salem or Marion County, Oregon during 2000 or 2001, you can help us by completing this questionnaire. The Salem Convention and Visitors Association is sponsoring this survey to gather information which is not available from any other source. Your answers will provide us with information we need to better serve travelers to our area.

Your response is very important. **The answers you supply will be used for statistical purposes only and will be kept strictly confidential.**

To express our gratitude for your help we will draw the names of two respondents who will each receive the prize described below.

Thank you very much for your assistance.

### **WIN U.S. SAVINGS BONDS**

Two winners will be randomly selected  
who will each receive:

**\$100 in U.S. Savings Bonds**

Two winners will be selected by random drawing  
and notified by 1 December 2001.

## TRAVEL TO SALEM OR MARION COUNTY

1. **Was this your first visit to Salem or Marion County** (*Marion County includes Salem, Silverton, Mt Angel, Stayton, Mehema and Silver Falls State Park. See question #10 for other locations and communities in Salem or Marion County.*)

☐ Yes

☐ No → (please answer both questions below and enter zero if you did not visit)

**How many times have you visited Salem in the past two years**

\_\_\_\_\_ Number of **day** trips (including this trip)

\_\_\_\_\_ Number of **overnight** trips (including this trip)

**How many times have you visited Marion County in the past two years**

(do not include any Salem visits you reported above)

\_\_\_\_\_ Number of **day** trips (including this trip)

\_\_\_\_\_ Number of **overnight** trips (including this trip)

2. **Did you stay overnight in Salem or Marion County on this trip?**

☐ No

☐ Yes → **How many nights in Salem?** \_\_\_\_\_ Number of nights

**How many nights in Marion County outside Salem?** \_\_\_\_\_ Number of nights

**What type of accommodations did you use while in Salem or Marion County? (Check ☐ all that apply)**

☐ hotel, motel, lodge, rented cabin

☐ bed & breakfast

☐ commercial RV campground

☐ public campground

☐ home of friends/relatives

☐ your own second home

☐ rented vacation home

☐ other (please specify) \_\_\_\_\_

3. **How did you travel to and from Salem or Marion County on this trip?** (*Check ☐ all that apply*)

☐ private auto

☐ RV or travel trailer

☐ tour bus

☐ rented auto

☐ airplane-Salem airport

☐ bicycle

☐ rail (Amtrak)

☐ airplane-Portland airport

☐ other (please specify) \_\_\_\_\_

4. **What was the primary purpose of this trip to Salem or Marion County?** (*Check ☐ one answer only*)

☐ vacation

☐ both business & pleasure

☐ traveling to another destination

☐ visit friends/relatives

☐ conference or convention

☐ personal, family affairs, medical

☐ business - private sector

☐ festival or event

☐ other (please specify)

☐ business - government

☐ shopping

5. **In planning this trip, did you use information from any of the following sources?** (*Check ☐ all that apply*)

☐ commercial guidebook (eg. Rand McNally, Fromers)

☐ Salem Area Visitors Guide

☐ automobile or travel club

☐ Oregon Travel Guide

☐ printed ad in magazine/newspaper

☐ local visitors association

☐ feature article in magazine/newspaper

☐ friends/relatives

☐ travel agent or tour operator

☐ personal knowledge

☐ internet

☐ other (please specify) \_\_\_\_\_

6. **How many people were in your immediate traveling party on this trip to Salem or Marion County?** (*Please count the number of people traveling together and sharing expenses*)

\_\_\_\_\_ # of **Adults** (age 18 or older)

\_\_\_\_\_ # of **Children** (age 17 or under)

7. While traveling in Salem or Marion County, how much did you and your immediate traveling party spend each day for the following items? (Please estimate the dollar amount as closely as possible; Please check ☐ "No Expenses" if you had no expenses for an item.)

	No Expenses	Expenses per party
<b>Accommodations</b> (hotel, motel room rentals, campground fees)	<input type="checkbox"/>	\$ _____ per day
<b>Food and Beverage</b> (food/drink in restaurants and nightclubs, fast food, groceries, liquor, and snacks from a store)	<input type="checkbox"/>	\$ _____ per day
<b>Transportation</b> (car rental, local transportation, fuel, auto repairs, parking)	<input type="checkbox"/>	\$ _____ per day
<b>Recreation and Entertainment</b> (admission fees, golf fees, guided tours, fishing etc.)	<input type="checkbox"/>	\$ _____ per day
<b>Retail</b> (gifts, clothing, souvenirs, etc.)	<input type="checkbox"/>	\$ _____ per day

8. Please check those things that you did on this trip while in Salem or Marion County? (Check ☐ all that apply)

<input type="checkbox"/> visit with friends or relatives	<input type="checkbox"/> motor boating/water skiing	<input type="checkbox"/> relax, sightsee
<input type="checkbox"/> attend sports event(s)	<input type="checkbox"/> canoe/raft/kayak	<input type="checkbox"/> picnic
<input type="checkbox"/> attend fair or festival	<input type="checkbox"/> swimming	<input type="checkbox"/> camping
<input type="checkbox"/> attend concert or arts event	<input type="checkbox"/> hunting or shooting	<input type="checkbox"/> visit a state park
<input type="checkbox"/> shop for antiques	<input type="checkbox"/> fishing	<input type="checkbox"/> visit state capitol
<input type="checkbox"/> shop at Lancaster Mall	<input type="checkbox"/> golf	<input type="checkbox"/> visit a children's museum
<input type="checkbox"/> other shopping	<input type="checkbox"/> riding horses	<input type="checkbox"/> visit museum or historic site
<input type="checkbox"/> strolling / "window shopping"	<input type="checkbox"/> bike riding	<input type="checkbox"/> take a tour
<input type="checkbox"/> visit downtown Salem	<input type="checkbox"/> wildlife viewing or studying	<input type="checkbox"/> winetasting
<input type="checkbox"/> go to a restaurant or club	<input type="checkbox"/> hiking	<input type="checkbox"/> other (please specify)

9. Did you visit any of the following places while in Salem or Marion County?

(Check ☐ all that apply)

<input type="checkbox"/> The Oregon Garden	<input type="checkbox"/> Marion County Fair	<input type="checkbox"/> visit other park or forest
<input type="checkbox"/> Cooley's Gardens	<input type="checkbox"/> Oregon State Fair	<input type="checkbox"/> visit winery/vineyard
<input type="checkbox"/> Schreiner's Iris Gardens	<input type="checkbox"/> Other State Fairground activity	<input type="checkbox"/> home of friends or relatives
<input type="checkbox"/> Wooden Shoe Garden	<input type="checkbox"/> Salem Art Fair	<input type="checkbox"/> A.C.Gilberts Discovery Village
<input type="checkbox"/> Other garden	<input type="checkbox"/> Festival of Lights Holiday Parade	<input type="checkbox"/> Enchanted Forest
<input type="checkbox"/> Bush House Museum	<input type="checkbox"/> Other fair or festival	<input type="checkbox"/> Agricultural tour
<input type="checkbox"/> Historic Deepwood Estate	<input type="checkbox"/> concert venue or art gallery	<input type="checkbox"/> Rodeo
<input type="checkbox"/> Oregon State Capitol	<input type="checkbox"/> Detroit Lake State Park	<input type="checkbox"/> Thrill-Ville USA Amusement Park
<input type="checkbox"/> Marion County Historical Society Museum	<input type="checkbox"/> Willamette Mission State Park	<input type="checkbox"/> other (please specify)
<input type="checkbox"/> Mission Mill Museum	<input type="checkbox"/> Champoeg State Park	
<input type="checkbox"/> Other museum or historic site	<input type="checkbox"/> Silver Falls State Park	

10. What locations in Salem or Marion County did you visit on this trip? (Check ☐ all that apply)

<input type="checkbox"/> Aumsville	<input type="checkbox"/> Marion	<input type="checkbox"/> Stayton
<input type="checkbox"/> Aurora	<input type="checkbox"/> Mehama	<input type="checkbox"/> St. Paul
<input type="checkbox"/> Detroit	<input type="checkbox"/> Mill City	<input type="checkbox"/> Sublimity
<input type="checkbox"/> Gates	<input type="checkbox"/> Mount Angel	<input type="checkbox"/> Turner
<input type="checkbox"/> Idanha	<input type="checkbox"/> Salem	<input type="checkbox"/> Woodburn
<input type="checkbox"/> Jefferson	<input type="checkbox"/> Scotts Mills	<input type="checkbox"/> other (please specify)
<input type="checkbox"/> Keizer	<input type="checkbox"/> Silverton	

## WHAT DO YOU THINK ABOUT SALEM OR MARION COUNTY

11. How likely are you to recommend Salem or Marion County as a good place to visit?

☐ very likely ☐ somewhat likely ☐ unlikely

12. What could Salem or Marion County add or change to attract you to visit or stay longer? (Please describe briefly)

13. How would you rate Salem or Marion County on each of the following? (Circle a number between 1 and 7, where 1 is "poor" and 7 is "excellent")

	Poor					Excellent	
city sightseeing	1	2	3	4	5	6	7
historical attractions and museums	1	2	3	4	5	6	7
arts events, festivals	1	2	3	4	5	6	7
restaurants	1	2	3	4	5	6	7
shopping	1	2	3	4	5	6	7
water sports	1	2	3	4	5	6	7
winter activities	1	2	3	4	5	6	7
parks and scenic areas	1	2	3	4	5	6	7
camping, hiking, outdoor facilities	1	2	3	4	5	6	7
pedestrian walkways & trails	1	2	3	4	5	6	7
trails for horseback riding	1	2	3	4	5	6	7
fishing	1	2	3	4	5	6	7
tennis and golf	1	2	3	4	5	6	7
clean and quiet environment	1	2	3	4	5	6	7
night entertainment	1	2	3	4	5	6	7
safety and security	1	2	3	4	5	6	7
things for kids to do	1	2	3	4	5	6	7
moderately priced accommodations	1	2	3	4	5	6	7
luxury resorts/hotels	1	2	3	4	5	6	7
friendly local people	1	2	3	4	5	6	7
wildlife viewing	1	2	3	4	5	6	7
signage	1	2	3	4	5	6	7

14. Please describe your image of Salem in two words.

## BACKGROUND INFORMATION

15. Number of children at home? \_\_\_\_\_

16. What is the age of the head of your household? \_\_\_\_\_

17. In what range was your total family income (before taxes) in 2000? (Check ☐ one answer only)

☐ under \$20,000 ☐ \$30,000-\$39,999 ☐ \$50,000-\$74,999 ☐ \$100,000 or more  
☐ \$20,000-\$29,999 ☐ \$40,000-\$49,999 ☐ \$75,000-\$99,999

18. Please check your highest education level. (Check ☐ one answer only)

☐ some high school or high school diploma ☐ bachelors degree  
☐ some college or 2-year degree ☐ graduate degree

19. What is the Zip or Postal Code of your home address? \_\_\_\_\_

## THANK YOU FOR YOUR ASSISTANCE

If you would like to be entered in the drawing for the prize described above, please fill in your name and address. This information is optional; you may leave it blank if you wish.

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

Address: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_

## **Appendix B**

### **Visitor Attractions and Activity Participation**

### Activities on Recent Trip to Salem or Marion County by Primary Purpose of Trip

<i>Activity</i>	<i>Pleasure</i>	<i>Visit Friends/ Relatives</i>	<i>Business</i>	<i>Pass Through</i>	<i>Other Personal</i>
Relax, sightsee	●	●	◇	◇	●
Go to a restaurant or club	●	●	●	●	●
Visit downtown Salem	●	●	◇	◇	●
Other shopping	◇	◇	◇	×	◇
Attend sports events					
Golf			×		
Visit a children's museum					
Strolling / "window shopping"	◇	◇	◇	×	◇
Visit a state park	◇	◇	◇	×	◇
Visit with friends or relatives	◇	●	◇		●
Attend concert or arts event					
Swimming					
Fishing					
Shop for antiques	◇	×	×	×	
Visit state capitol	×	×	×	×	×
Bike riding					
Visit museum or historic site	×	×	×	×	
Hiking	×	×			×
Shop at Lancaster Mall	×	◇	◇	×	◇
Attend fair or festival	×	×	×		×
Wildlife viewing or studying	×	×			
Picnic	×	×			×
Camping	×				
Take a tour	×	×	×		×
Visit Vineyard/Winery	×	×	×	×	×
Motor boating/water skiing					
Canoe/raft/kayak					
Hunting or shooting					
Riding horses					

Participation    ● = Very Often (50%-100%)

◇ = Often (25% - 49%)

× = Less Often (10% - 24%)

### Attractions Visited During Recent Trip to Salem or Marion County by Primary Purpose of Trip

<i>Destination</i>	<i>Pleasure</i>	<i>Visit Friends/ Relatives</i>	<i>Business</i>	<i>Pass Through</i>	<i>Other Personal</i>
Silver Falls State Park	●	●	◇	◇	◇
Oregon State Capitol	●		●	●	●
Home of friends or relatives	◇	●	●	×	●
Other park or forest	◇	◇	◇	◇	◇
The Oregon Garden	◇	◇	◇	×	×
Mission Mill Museum	◇	◇	×	◇	×
Bush House Museum	◇	◇	×	◇	◇
Marion County Historical Museum	◇	×	×	◇	
Schreiner's Iris Gardens	◇	×	◇		
Cooley's Gardens	×		×		
Other museum or historic site	×	×	◇		
Willamette Mission State Park	×	×	×		×
Enchanted Forest	×	×	×		×
Champoeg State Park	×				
Winery/vineyard	×	◇	◇	×	◇
Other garden		×			
Historic Deepwood Estate	×	×		×	
Oregon State Fair	×		×		
Other fair or festival	×	×			×
A.C. Gilberts Discovery Village	×			×	
Wooden Shoe Garden		×			×
Detroit Lake State Park		×	×		
Concert venue or art gallery			×		×
Marion County Fair					
Other State Fairground activity			×		
Salem Art Fair		×			
Agricultural tour			×		
Thrill-Ville USA Amusement Park					
Festival of Lights Holiday Parade					
Rodeo					

Visited

● = Very Often (25% or more)

◇ = Often (10% - 24%)

× = Less Often (5% - 9%)

## Appendix C

### Visitor Satisfaction Assessment

	Percent Satisfied	Percent Dissatisfied
Parks and scenic areas	66	14
Clean and quiet environment	58	19
Friendly local people	58	19
Camping, hiking, outdoor facilities	56	22
Historical attractions	50	20
Pedestrian walkways & trails	49	26
Safety and security	49	28
Things for kids to do	46	31
Shopping	45	29
Moderately priced accommodations	45	31
Arts events, festivals	42	28
Restaurants	40	28
City sightseeing	39	28
Fishing	39	41
Wildlife viewing	39	33
Winter activities	38	46
Luxury resorts/hotels	38	41
Tennis and golf	37	40
Water sports	35	48
Night entertainment	35	42
Signage	35	40
Trails for horseback riding	28	51

Satisfied "6" or "7" on a 7 point scale where "7" was "excellent" and "1" was "poor." Dissatisfied "1-4"



## **Appendix D**

### **Responses to Opened-Ended Questions**

**Q12. What could Salem and Marion County add or change to attract you to visit or stay longer?**

- A 5-star hotel and a decent convention center.
- A brochure of lodging (location, prices, phone numbers and amenities). A youth hostile for inexpensive overnight accommodations. In-city camping for inexpensive overnight accommodations and/or camping guide in Salem area.
- A casino.
- A larger airport.
- A larger choice of high-end restaurants. Self service gas.
- Absolutely nothing needs adding or changing!
- Actually, we decided to relocate our residence to the Salem area.
- Add more cultural events, music and art, also better restaurants.
- Adding some information booths around the city with guidebooks available would have encouraged us to stay in the area longer and do more things. The main things (i.e., the Capitol) were easy to find, but some things were not.
- Additional special events such as Ethnic Fairs focusing on cultural art, crafts, traditions & food
- Advertise "events", plays, etc.
- Air shuttle from Portland to Salem airport.
- Alas, I don't think you can lengthen the day & basically we are not city tourists.
- All of Oregon had easily accessible visitor centers and very helpful, knowledgeable people. We liked Oregon very much.
- Another college.
- Aurora antique shops should all be open 7 days a week. We were there on Tuesday and many were not open.
- Best kept secret; advertise more, your state is fantastic.
- Better & more plentiful eating establishments, a water park, waterfront development.
- Better accommodations.
- Better airline connections.
- Better directions to State Capitol.
- Better highway directions (more signs).
- Better maps.
- Better parking.
- Better playgrounds in the parks! Most were broken and rundown, also very scarce in city as large as Salem.
- Better posted directions to I-5 south from the Oregon Gardens. I wandered for hours.
- Better restaurants & shopping.
- Better restaurants.
- Better restaurants.
- Better restaurants.
- Better road signs
- Better road signs & maps.
- Better shopping.

- Better signage.
- Better signs on roadways. Traffic direction signs appeared to be misplaced or removed.
- Better signs to help in find locations.
- Better signs to the Oregon Garden
- Better website, links to attractions. The link to the sternwheeler was not at all helpful.
- Campgrounds.
- Camping facilities.
- Cannot think of a thing.
- Cannot think of anything.
- Cannot think of anything.
- Cannot think of anything.
- Cannot think of anything.
- Cannot think of anything.
- Change immigration laws to allow for longer stays/permanent residence.
- Cheaper flights into PDX.
- Commercial flights into Salem.
- Commercial jet service to Salem. It's a real pain to have to arrive in Portland.
- Decrease crime rate.
- Don't know.
- Easier access to visitors information.
- Easier downtown parking.
- Enjoyed it & will come back.
- Enjoyed the slower, relaxed pace of life there compared to other huge cities. Nice if it could stay that way.
- Everything was beautiful!!
- Everything was fine for us. It was a nice trip.
- Everything was perfect.
- Family living in county/more time to vacation
- Fine just the way it is!
- Finish placing & restoring Frank Lloyd Wright House in the Oregon Garden.
- First trip to West coast.
- For the times I visited it was very nice & clean.
- Free city maps.
- Free parking downtown. I got a ticket for parking.
- Friends & relatives live there.
- From freeway the restaurants and motels were not easily seen. The designations or signs are confusing we were in and out of the business district before we realized it.
- Get the Frank Lloyd Wright (C. E. Gordon) house moved to The Oregon Garden as soon as possible.
- Great as is.
- Happy with what we ate, accommodations etc.

**Q12. What could Salem and Marion County add or change to attract you to visit or stay longer?**

- Higher-end hotels.
- History is a big part of lives today. I was discouraged when I saw the large area turned into a bus stop.
- Hotels should offer a standard business rate that is good all year.
- I am somewhat likely to recommend Marion County, but unlikely to recommend Salem.
- I cannot think of a thing.
- I can't see much change. I like its agricultural aspects.
- I come to Oregon chiefly to visit my 91-year-old mother who lives on a farm in the Silverton area. I really spend my time with her & my answers are not those of an ordinary tourist.
- I do not have a comment because I drove thru the county with few stops.
- I don't feel as if there is very much to change because I basically love the area.
- I don't have any idea, everything is beautiful.
- I go to Salem to visit family.
- I have been visiting friends in Salem every 2 or 3 years for some 20 years.
- I honestly was expecting a larger city (like Portland) since it is the capitol. The housing seemed run-down & old especially near the capitol.
- I just had problems driving around town and not getting lost
- I lived in Eugene for 20 years. Now I just pass through on my way to visit friends and relatives. I always stop at favorite vineyards and buy wines, which are better than CA wines.
- I love visiting this area. My daughter is a physician in Keiser & lives in Turner. I have 4 grandchildren to visit and June 9th, another daughter was married in Jefferson and had reception at Mission Hill so that's why I visit the area and I love it.
- I really wasn't there long enough to know.
- I visited family.
- I was just passing thru.
- I was there on business.
- I will visit regardless. It's a nice place to visit. I know Oregonians don't like Californians moving in, so I'll visit and go home. You have grown a lot in 10 years.
- I would have stayed longer but I had to return to work. My sister was sick, so we didn't get to do everything we wanted to, so I'll come back.
- I would like it if Salem had a recreation park, i.e.: Knott's, Disney.
- I would like to spend more time on a leisure visit.
- I would love to visit again. I was there in April 1994 and May 2001.
- I-5 motels are second rate.
- If I got job offer in Salem, I'd move.
- If I had family there.
- If I had more time.
- I'm planning on moving to West Salem when I retire next year.
- Improve the road signage by having it more available & easier to find. Have more moderately priced hotels or B&Bs within the city of Salem; not just outside by the highway.
- It is a very beautiful city.

- It is just fine.
- It is very difficult finding your way around Salem, larger maps or perhaps better signs.
- It was a wonderful trip, cannot think of a thing.
- It was one of the most beautiful trips I have ever taken. I have nothing to add or recommend. It was just right.
- It was one of the most beautiful trips I have ever taken. I have nothing to add or recommend it was just right.
- It was perfect.
- Keep a nice place for quilting ladies to meet.
- Lamb Festival.
- Let me pump my own gas
- Like it the way it is.
- Lovely as is.
- Mailed notices of events.
- Maintain camping year-round (bathroom at the parks, water fountains, etc)
- Make getting around town easier, i.e., better signs.
- Make the State Capitol more accessible via signs etc.
- More affordable housing.
- More antique shops.
- More attractions and activities for out-of-state guests.
- More choices in restaurants.
- More detail maps that show points of interest and business.
- More for children - theme park?
- More free exhibits for children.
- More golf course variety.
- More good restaurants and shopping. Retirement area for the future.
- More hotels.
- More information about attractions on internet and better local maps.
- More information about what there is to see and do. Make info available at Campgrounds.
- More malls.
- More nature trails.
- More nice restaurants in Woodburn.
- More nightlife for 18-21 year olds.
- More parks/nature areas.
- More primitive, country, folk art stores.
- More public parks and walking trails.
- More restaurants.
- More restaurants.
- More restaurants.
- More shopping areas.
- More signs to historical areas.

**Q12. What could Salem and Marion County add or change to attract you to visit or stay longer?**

- More signs to specific places.
- More signs.
- More theater.
- More upscale hotels and restaurants.
- More wine/food events.
- Museums open more days & hours.
- My family lives in the area so it's great! Love the green!
- Nicer restaurants downtown instead of on Lancaster. Live theater downtown.
- No addition; keep it's natural beauty through restoration and up-keep only. Don't let it become like California.
- No suggestions - beautiful country to visit.
- Not much, a great place to visit.
- Not much, I only live 17 miles away.
- Not much. In 1996 I stayed 2 months.
- Nothing – everything just great.
- Nothing – except make my brother's neighbors clean up their yard.
- Nothing – I enjoy working and visiting the area.
- Nothing – I lived in Oregon all my life; I'm a native Oregonian; I visited many times in my life.
- Nothing – I'd like to return when I have more time to explore.
- Nothing – it is beautiful and the people are friendly. I used to live here & went to Jr. High & high school in Salem.
- Nothing – it was great.
- Nothing – It was great.
- Nothing – It was great. There just were not enough hours in a day.
- Nothing – love it just as it is.
- Nothing – Oregon was beautiful; plan to visit again in July, 2002.
- Nothing – that is all the time we had.
- Nothing – we are close enough to drive home.
- Nothing, we love it here.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.

- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing – Salem has a lot to offer.
- Offers plenty that I didn't even know about. Thanks to things listed on this survey, I've got a lot more things to check out on my next visit.
- On the way back from Eugene to Portland, we were looking for antique shops, and they were hard to find (no signs).
- Only traveled through and spent one night.
- Only visited 1 day to see the State Capitol and grounds and have lunch.
- Our visit was brief – main objective was to visit the capitol. We hope to return someday to see more.
- Parking in downtown Salem was very confusing. It wasn't clear at all what spots were 30 minute spaces.
- Plant tours, i.e., the Potato chip factory.
- Preserve your forests and seashore.
- Provide more shopping/retail stores/update the mall, more evening entertainment/jazz/dancing.
- Public phone by the carousel.
- Public transportation from Portland airport (PDX).
- Put discount coupons on the internet for food and lodging.
- Resources to locate flower gardens, arboretums, nurseries, garden tours. More overnight parks with shower facilities.
- Salem is a pleasant town to visit but there is nothing to make it a "destination city" and I really have no idea what that attraction might be.
- Salem is easy to get lost in while driving. The one-ways & jogs in the road make it confusing. Thank goodness I had a map.
- Save the historic and interesting buildings
- Scenes of places to see/do shown in & around mall area, visitor's bureau at the mall for info.
- Send money.
- Shopping outlet or a large shopping center as in Portland.
- Signage, Better exit announcements.
- Slow drivers down.
- Stay the way you are as much as possible.
- The Best Western beside I-5 was overpriced and the Denny's next door had boarded windows seemed like a ghetto. I felt like I was vacationing in downtown Sacramento (Del Paso Heights).
- The Oregon Gardens and Willamette Valley.
- The parking signage in Salem was very confusing. We asked two locals and got two different answers. We loved Aurora.
- The river in Salem is VERY dirty.

**Q12. What could Salem and Marion County add or change to attract you to visit or stay longer?**

- The visitor center was TERRIFIC! They were very friendly, helpful and had great maps!
- The water falls at Silver Falls Park.
- The web site was very good it did it all for us.
- Thrill Ville USA really needs some work. All but one ride was broken and nobody was around.
- Time the stoplights better, too long of a wait on side streets.
- Traffic Control.
- Traffic in Salem is pretty bad; especially Lancaster.
- Traffic is terrible especially on Twelfth Street, even with the re-doing.
- Tried to visit Enchanted Forest and Thrill Ville USA, which were closed – Open them in April.
- Very confusing streets.
- Visiting relatives is my main reason for going to Salem. I usually plan activities according to their suggestions. I really enjoyed the "World Beat Festival".
- We always enjoy Salem.
- We are biased to Salem as we have son and family in Lyons and we lived in Salem in 1970s.
- We came only to visit area wineries.
- We came to Corvallis to visit family so our primary activity is to "stay home" and visit. We made a day trip through Salem on our way to Silver Falls.
- We come to visit friends and family, but also must visit family in Rainer, OR; so 5 days is usually our maximum.
- We didn't have enough time to stay longer but hope to return for a cycling trip.
- We enjoyed Oregon very much and recommend to everyone to visit your area.
- We have not spent a great deal of time in Salem but from what we have seen, we would live in Salem if we chose to live in the valley. It has a nice look and feel.
- We just drove thru on the way to Washington; stopped at winery.
- We live too far away. Great place to visit when we see our friends in Portland.
- We might camp at Silver Creek Falls, but we live too close to justify staying overnight in Salem.
- We needed more time.
- We stopped only briefly to take care of some business and we also looked at housing prices.
- We visited Salem because we are considering relocating. Salem is beautiful but has a larger population than we want.
- We went for funeral; did not have a real good chance to see sites.
- We were driving from a weekend on the coast back to Portland for a conference.
- We were in a convention, the 1st and 2nd time we spent at a campground. We need to come back and sightsee.
- We were passing through but stopped to visit the Oregon Garden – very nice. We want to come back in 10 years to visit it.
- We will soon be moving to Salem.
- We would have stayed longer but couldn't because of work obligations at home.



- We would have stayed longer, but didn't have the time. Next time we plan to spend more time in Salem.
- We would like to see more kids' activities, more museums.
- We would like to see the Oregon Garden, another time. Children were with us on this trip and they would not have enjoyed it as we would have.
- We're thinking of moving there.
- Will visit the Oregon Garden.
- Wouldn't change a thing.
- Your state is underappreciated. It has everything – ocean to mountains – and on the whole was clean – no litter. The people were friendly & helpful. We traversed 17 states; yours was the only one in which we received old-fashioned service station courtesy and service.

**Q14. Please describe your image of Salem in two words.**

- Absolutely beautiful
- Absolutely delightful!
- Absolutely fantastic
- Absolutely spectacular
- Active downtown
- All American
- Alumni Parents
- Arrogant Myopic
- Attractive city
- Attractive friendly
- Attractively suburban
- Average city
- Awesome inspirational
- Bad parking
- Be back
- Beautiful area
- Beautiful area
- Beautiful area
- Beautiful area
- Beautiful area
- Beautiful attractive
- Beautiful bridge
- Beautiful calm
- Beautiful city
- Beautiful city
- Beautiful city
- Beautiful city
- Beautiful city
- Beautiful clean
- Beautiful clean
- Beautiful clean
- Beautiful confusing
- Beautiful country
- Beautiful country
- Beautiful entertaining
- Beautiful flowers
- Beautiful gardens
- Beautiful gardens
- Beautiful green
- Beautiful houses
- Beautiful interesting
- Beautiful interesting
- Beautiful lovely
- Beautiful parks
- Beautiful place
- Beautiful place
- Beautiful place
- Beautiful scenery
- Beautiful scenery
- Beautiful spectacular
- Beautiful undiscovered
- Beautiful warm
- Beautifully historic
- Becoming large
- Behind times
- Best scenery
- Big town
- Birth place
- Blue collar
- Breath taking
- Busy green
- Busy growing
- Busy noisy
- Busy romantic
- Capital city
- Capitol city
- Centralized fun
- Charming capitol
- Charming delightful
- Charming downtown
- Charming hospitable
- Charming town
- Class act
- Classic beauty
- Classic hometown
- Clean accommodating.
- Clean agrarian
- Clean beautiful
- Clean busy
- Clean busy
- Clean convenient
- Clean cozy
- Clean fresh
- Clean friendly
- Clean friendly
- Clean friendly
- Clean friendly
- Clean friendly
- Clean friendly
- Clean friendly
- Clean friendly
- Clean friendly
- Clean friendly
- Clean green
- Clean green
- Clean green
- Clean green
- Clean green
- Clean helpful
- Clean homey
- Clean hospitable
- Clean livable
- Clean neat
- Clean old
- Clean pretty
- Clean quiet
- Clean quiet
- Clean quiet

- Clean quiet
- Clean safe
- Clean safe
- Clean scenic
- Clean serene
- Clean un-crowded
- Clear city
- Clearly refreshing
- Cloudy moist
- College town
- Colorful peace
- Colorful scenery
- Comfortable accommodating
- Comfortable clean
- Comfortably active
- Confusing interesting
- Confusing streets
- Congested clean
- Convenience availability
- Convenient variety
- Conveniently located
- Cool museums
- Country city
- Country sightseeing
- Courteous
- Crime ridden
- Culturally deprived
- Culturally lacking
- Delighting different
- Depressed disappointing
- Didn't visit
- Diverse area
- Drove through
- Dull beautiful
- Easy driving
- Easy going
- Enjoy visiting
- Enjoyable destination
- Enjoyable
- Extremely beautiful
- Family fun
- Family fun
- Family fun
- Family fun
- Family fun
- Felt safe
- For everyone
- Fresh air
- Friendly attitude
- Friendly beautiful
- Friendly beautiful
- Friendly beautiful
- Friendly capital
- Friendly casual

- Friendly clean
- Friendly clean
- Friendly cultural
- Friendly exciting
- Friendly hazy
- Friendly helpful
- Friendly historic
- Friendly peaceful
- Friendly people
- Friendly people
- Friendly place
- Friendly pretty
- Friendly safe
- Friendly wet
- Fun arts
- Fun clean
- Fun cuisine
- Fun friendly
- Fun visit
- Garden city
- Garden lovely
- Gentle place
- Getting crowded
- Gloomy wet
- Good place
- Good time
- Good wine
- Good wine
- Government town
- Great Capitol
- Great city
- Great city
- Great city
- Great city
- Great city
- Great city
- Great greater
- Great history
- Great place
- Great place
- Great place
- Great place
- Great place
- Great place
- Great place
- Great place
- Great surprise
- Great welcoming
- Great wine
- Green beautiful
- Green clean
- Green friendly
- Green growing
- Green homey

**Q14. Please describe your image of Salem in two words.**

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Green inviting</li><li>• Green lush</li><li>• Green pretty</li><li>• Green wet</li><li>• Green wet</li><li>• Green wet</li><li>• Grew-up here</li><li>• High pollen</li><li>• Historic beauty</li><li>• Historic fun</li><li>• Historic quaint</li><li>• Historic town</li><li>• historical cultural</li><li>• Historical diverse</li><li>• Historical great</li><li>• Historical relaxed</li><li>• Home town</li><li>• Home town</li><li>• Home town</li><li>• Hometown feeling</li><li>• Hometown quaint</li><li>• Homey atmosphere</li><li>• Interesting capitol</li><li>• Interesting diverse</li><li>• Interesting friendly</li><li>• Interesting pretty</li><li>• It's beautiful</li><li>• Lacks zoning</li><li>• Large interesting</li><li>• Liked it</li><li>• Little paradise</li><li>• Livable city</li><li>• Livable town</li><li>• Lively views</li><li>• Long drive</li><li>• Love it</li><li>• Love it</li><li>• Love it</li><li>• Lovely capitol</li><li>• Lovely city</li><li>• Lovely city</li><li>• Lovely country</li><li>• Lovely country</li><li>• Lovely people</li><li>• Lovely town</li><li>• Low key</li><li>• Low key</li><li>• Lush rainy</li><li>• Middle western</li><li>• Mom's house</li><li>• Mom's house</li><li>• My birthplace!</li><li>• My dream</li></ul> | <ul style="list-style-type: none"><li>• Narrow lanes</li><li>• Naturally beautiful</li><li>• Neat town</li><li>• Needs revitalization</li><li>• Nice city</li><li>• Nice city</li><li>• Nice city</li><li>• Nice city</li><li>• Nice city</li><li>• Nice city</li><li>• Nice city</li><li>• Nice city</li><li>• Nice city</li><li>• Nice city</li><li>• Nice clean</li><li>• Nice clean</li><li>• Nice country</li><li>• Nice enough</li><li>• Nice interesting</li><li>• Nice place</li><li>• Nice place</li><li>• Nice place</li><li>• Nice place</li><li>• Nice place</li><li>• Nice place</li><li>• Nice place</li><li>• Nice place</li><li>• Nice place</li><li>• Nice place</li><li>• Nice place</li><li>• Nice place</li><li>• Nice place</li><li>• Nice quiet</li><li>• Nice town</li><li>• Nice town</li><li>• Nice town</li><li>• Nice town</li><li>• Nice town</li><li>• Nice town</li><li>• Nice town</li><li>• Nice town</li><li>• Nice town</li><li>• Nice town.</li><li>• Not bad</li><li>• Not Interesting</li><li>• Old fashioned</li></ul> |
|---|--|

- Old historical
- Ordinary quiet
- Oregon garden
- Out dated
- Over looked
- Peaceful clean
- Peaceful hassle-free
- Peaceful quaint
- Picture perfect
- Picturesque cosmopolitan
- Picturesque Oregon
- Pleasant city
- Pleasant clean
- Pleasant clean
- Pleasant comfortable
- Pleasant comfortable
- Pleasant environment
- Pleasant far
- Pleasant interesting
- Pleasant picturesque
- Pleasant safe
- Pleasant surprising
- Pleasing convenient
- Pretty boring
- Pretty city
- Pretty city
- Pretty city
- Pretty downtown
- Pretty friendly
- Pretty green
- Pretty historic
- Pretty historic
- Pretty inviting
- Pretty nice
- Pretty relaxing
- Pretty streets
- Pretty versatile
- Pristine beauty
- Progressive unpolluted
- Progressive
- Quaint inviting
- Quaint warm
- Quiet capital
- Quiet colorful
- Quiet comfortable
- Quiet peaceful
- Quiet relaxing
- Quiet relaxing
- Quiet small
- Quite quaint
- Rainy weather
- Real great
- Really great

- Refreshing green
- Relaxed pleasant
- Relaxing & beautiful
- Relaxing beautiful
- Relaxing casual
- Relaxing welcoming
- Remains unchanged
- Residential quiet
- Retirement town
- Road work
- Run down
- Run down
- Salem's great
- Second home
- Secret discovery
- Sentimental journey
- Shiny pioneer
- Simple elegant
- Small capital
- Small friendly
- Small historic
- Small peaceful
- Small town
- Small town
- Small town
- Small town
- Small town
- Small town
- State Capitol
- State Capitol
- State Capitol
- State Capitol
- State Fair
- State government
- Still growing
- Strip malls
- Swimming ducks
- Too busy
- Too cold
- Too dull
- Totally awesome
- Totally awesome
- Traffic congestion
- Truly beautiful
- Typical capital
- Unexpected find
- Urban frontier
- Variety fun
- Very acceptable
- Very attractive
- Very beautiful
- Very beautiful
- Very beautiful

**Q14. Please describe your image of Salem in two words.**

- |                    |                         |
|--------------------|-------------------------|
| • Very beautiful   | • Very nice             |
| • Very beautiful   | • Very nice             |
| • Very beautiful   | • Very nice             |
| • Very beautiful   | • Very nice             |
| • Very charming    | • Very nice             |
| • Very clean       | • Very nice             |
| • Very clean       | • Very nice             |
| • Very clean       | • Very nice             |
| • Very cool        | • Very nice             |
| • Very enjoyable   | • Very nice             |
| • Very enjoyable   | • Very nice             |
| • Very enjoyable   | • Very pleasant         |
| • Very friendly    | • Very pleasant         |
| • Very friendly    | • Very pleasant         |
| • Very good        | • Very pleasant         |
| • Very good        | • Very pleasant         |
| • Very good        | • Very positive         |
| • Very good        | • Very pretty           |
| • Very good        | • Very pretty           |
| • Very good        | • Very pretty           |
| • Very good        | • Very pretty           |
| • Very good        | • Very pretty           |
| • Very good        | • Very pretty           |
| • Very green       | • Very pretty           |
| • Very interesting | • Very special          |
| • Very inviting    | • Visitor friendly      |
| • Very laidback    | • Want return           |
| • Very livable     | • Warm dry              |
| • Very nice        | • Warm friendly         |
| • Very nice        | • Warm friendly         |
| • Very nice        | • We like               |
| • Very nice        | • Well balanced         |
| • Very nice        | • Well tended           |
| • Very nice        | • Will return           |
| • Very nice        | • Winery accessible     |
| • Very nice        | • Wonderful flowers     |
| • Very nice        | • Wonderful living      |
| • Very nice        | • Wonderful No Hi-Rises |
| • Very nice        | • Wonderful place       |
| • Very nice        | • Wonderful place       |
| • Very nice        | • Worth visiting        |
| • Very nice        | • Worthy trip           |