

# Cultural Heritage Travelers in Oregon by the Numbers

<b>The number</b>	<b>The fact</b>
<b>19.6 billion</b>	Amount of dollars spent by cultural and heritage travelers on their most recent trip to Oregon.
<b>83</b>	Percent of leisure travelers in Oregon who consider themselves cultural and heritage travelers.
<b>47.5 million</b>	Number of people who are cultural heritage travelers within Oregon and its feeder markets.
<b>1,618</b>	Average amount of dollars spent by a cultural heritage traveler on a leisure trip in Oregon. This is nearly 60 percent higher than cultural heritage travelers spend nationally.
<b>45</b>	Percent of Oregonians who spend more on cultural heritage activities while they are on a trip.
<b>39</b>	Percent of travelers will to pay more for lodging that reflects the cultural heritage destination they are visiting.
<b>1,200</b>	Number of cultural heritage organizations in Oregon.

*Source: "Oregon Cultural and Heritage Travelers Study, October 2012," by Mandala Research, LLC, a study organized by the Oregon Heritage Commission and paid for with donations to the Oregon Cultural Trust. See [www.oregonheritage.org](http://www.oregonheritage.org) for a copy of the full study.*