

2019
Kam Wah Chung
Survey Data


Created in Partnership between
Kam Wah Chung and OSU Open Campus Grant County

The total net economic value for recreation participation in Oregon by Oregonians is estimated to be \$54.2 billion.

The top 10 outdoor recreation activities with the largest total net economic values are:

- **Walking on local streets / sidewalks = \$4.5 billion**
- **Walking / day hiking on non-local trails / paths = \$3.9 billion**
- **Other nature / wildlife / forest / wildflower observation = \$3.5 billion**
- **Sightseeing / driving or motorcycling for pleasure = \$3.1 billion**
- **Relaxing / hanging out / escaping heat / noise, etc. = \$3.0 billion**
- **Bicycling on roads / streets / sidewalks = \$3.0 billion**
- **Jogging / running on streets / sidewalks = \$2.6 billion**
- **Bird watching = \$2.4 billion**
- **Fishing = \$2.2 billion**
- **Beach activities – ocean = \$2.0 billion**


Randall S. Rosenberger OSU Department of Forest
Ecosystems & Society 2018



The total economic value by recreation category based on outdoor recreation participation by Oregonians in Oregon.

- **Non-motorized Trail Activities = \$20.2 billion**
- **Outdoor Leisure / Sporting Activities = \$11.8 billion**
- **Nature Study Activities = \$10.8 billion**
- **Non-motorized Water-based and Beach Activities = \$3.8 billion**
- **Hunting and Fishing Activities = \$3.5 billion**
- **Vehicle-based Camping Activities = \$1.8 billion**
- **Motorized Activities = \$1.4 billion**
- **Non-motorized Snow Activities = \$0.9 billion**

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The Gross Domestic Product of the travel industry was \$5.5 billion in 2018. Overall, the travel industry is one of the three largest export-oriented industries in rural Oregon counties (the other two being agriculture/food processing and logging/wood products).

The STR reports were prepared for the Oregon Tourism Commission

Mid July we began a survey to visitors. The first of its kind.

Informational Survey of Kam Wah Chung Visitors

Is this your first visit to Kam Wah Chung?
 Yes No

If no, then when was your last visit to Kam Wah Chung?
 Within the last 15 years
 More than 15 years ago

Please check your age group:
 0-16 17-25 26-55 56 and older

Where do you live?
 Oregon US International

Are you staying within one hour of Kam Wah Chung?
 Yes No

If yes, how many days are you staying?
 1 night 2 nights 3 or more

How far did you travel from your last stop/stay?
 Less than 50 miles
 50 to 100 miles
 more than 100 miles

Did you or will you eat in John Day?
 Yes No

Will you fuel in John Day?
 Yes No

How did you hear about Kam Wah Chung Museum?
 Friends/word of mouth
 Social media
 Brochure
 Clyde Holliday State Park
 Website
 Other _____

Is John Day your primary destination?
 Yes No

If yes, did you know about Kam Wah Chung prior?
 Yes No

What would make your stay more enjoyable in our community?

Mail to: Friends of KWC
PO Box 663
John Day, OR 97845
or Scan and Email to: friendskamwahchung@yahoo.com

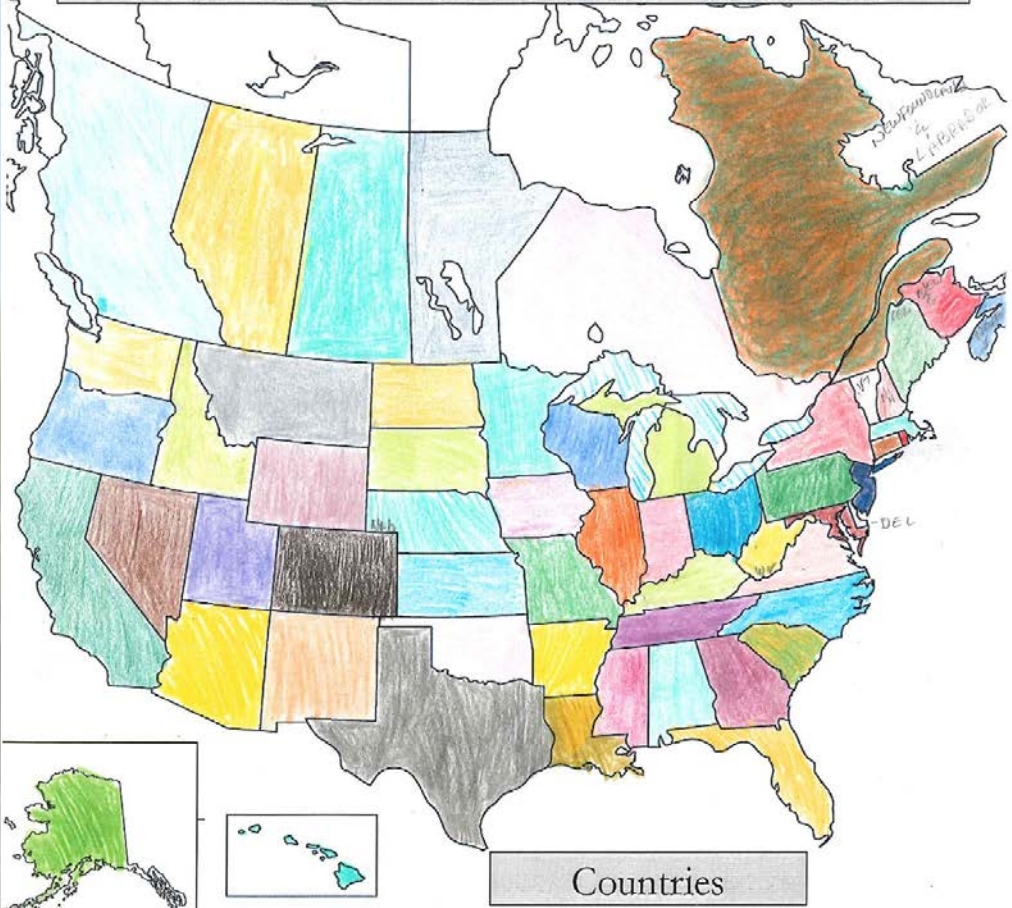
Want to take the survey online? Access it here: 

 Oregon State University

652 surveys were completed by visitors

Total visitors in 2019 9382 visitors

Where our 2019 visitors have come from



China	Netherlands	MONGOLIA	Taiwan	Mauritius
Czech Republic	Scotland	CROATIA	Malaysia	Kazakhstan
Spain	Australia	PHILIPPINES	Iceland	Tajikistan
Israel	South Korea	Thailand	Denmark	
Ukraine	Russia	India	Venezuela	Brazil
Germany	Austria	Puerto Rico		Nicaragua
England	Indonesia	Buenos Aires		Chile
Switzerland	France	Slovakia	Japan	Costa Rica
New Zealand	Mexico	Sweden	Norway	Argentina

Visitors from 48 states visited Kam Wah Chung this season

- Top States**
 OR
 WA
 CA
 ID

Fun Facts
 Only 10 visitors from China
 65 from Canada
 23 from England
 23 from Germany
 24 from The Netherlands

International Travelers

95% use the internet – Facebook, Instagram, Twitter
Consider posts from friends and family on destination

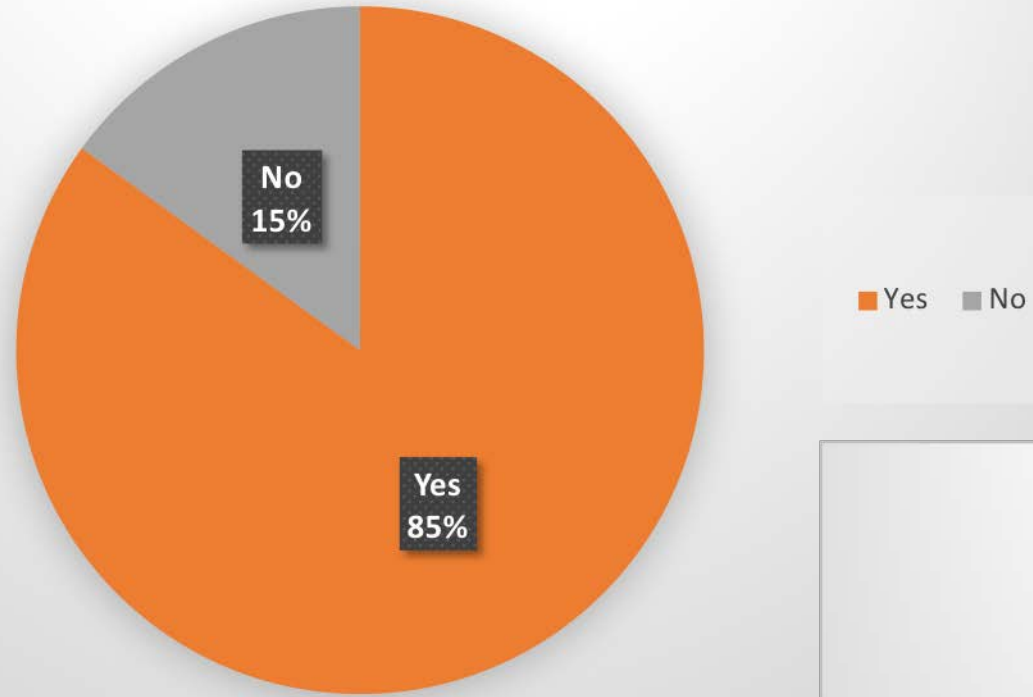
Almost 50% of millennials select a holiday destination based on social media content

Amsterdam has direct flights to Oregon

European travelers appreciate great outdoors, culture and heritage

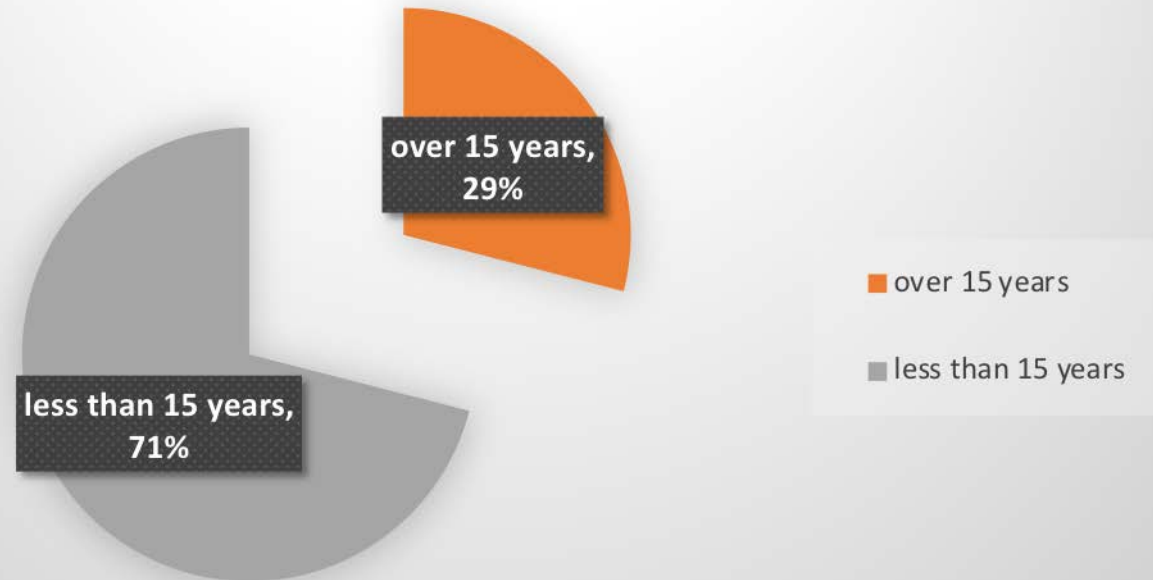
The Netherlands has doubled in facebook users

Is this your first visit to Kam Wah Chung?



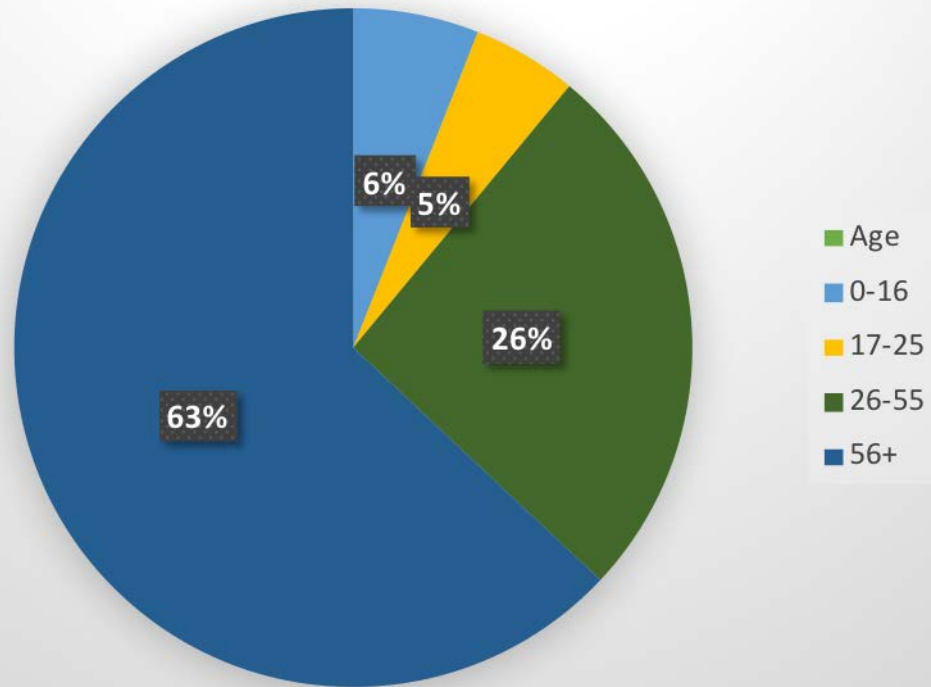
Kam Wah Chung began operating as a State Park in 2006

If No, more or less than 15 years ago

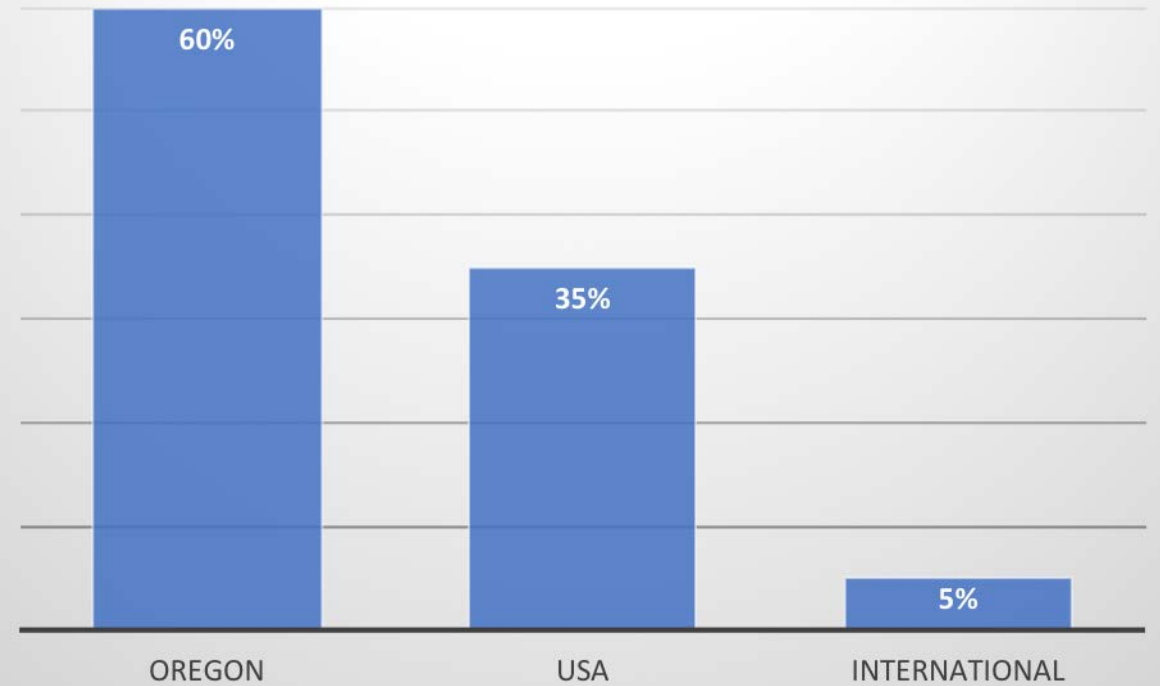


Visitor Demographics

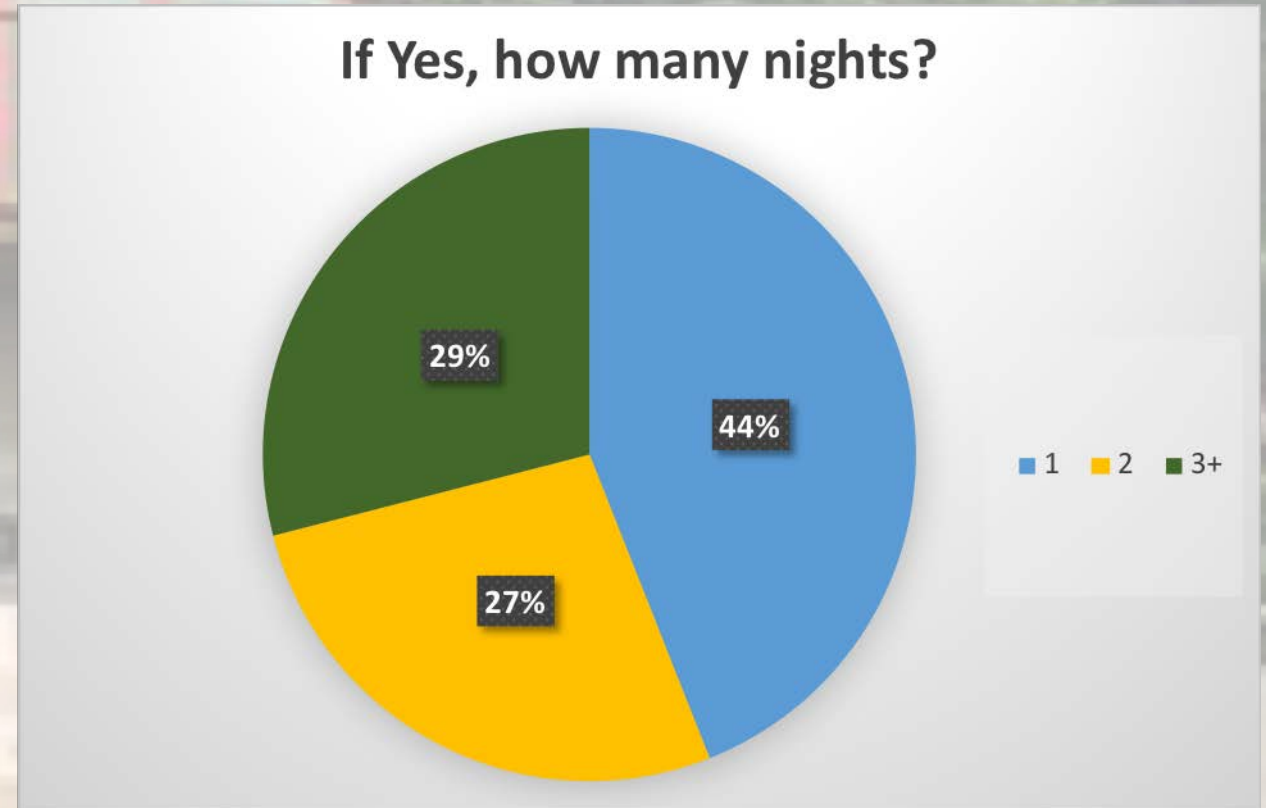
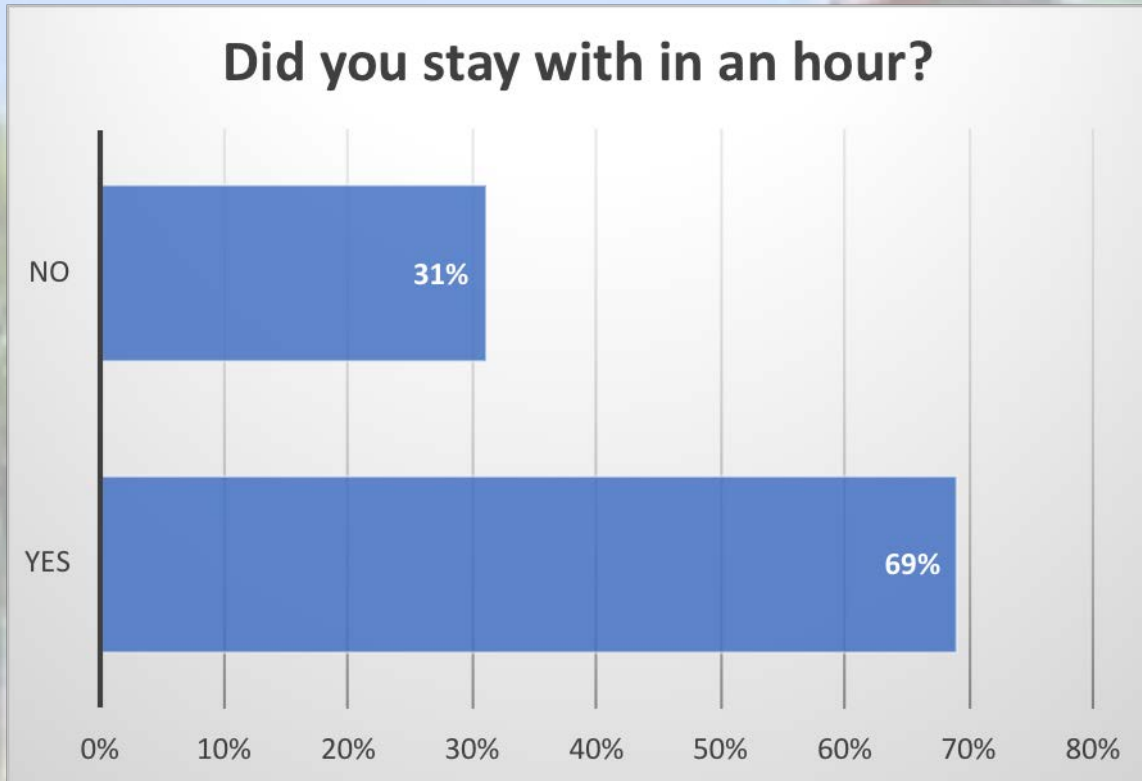
Age of Visitors



Where do visitors live?



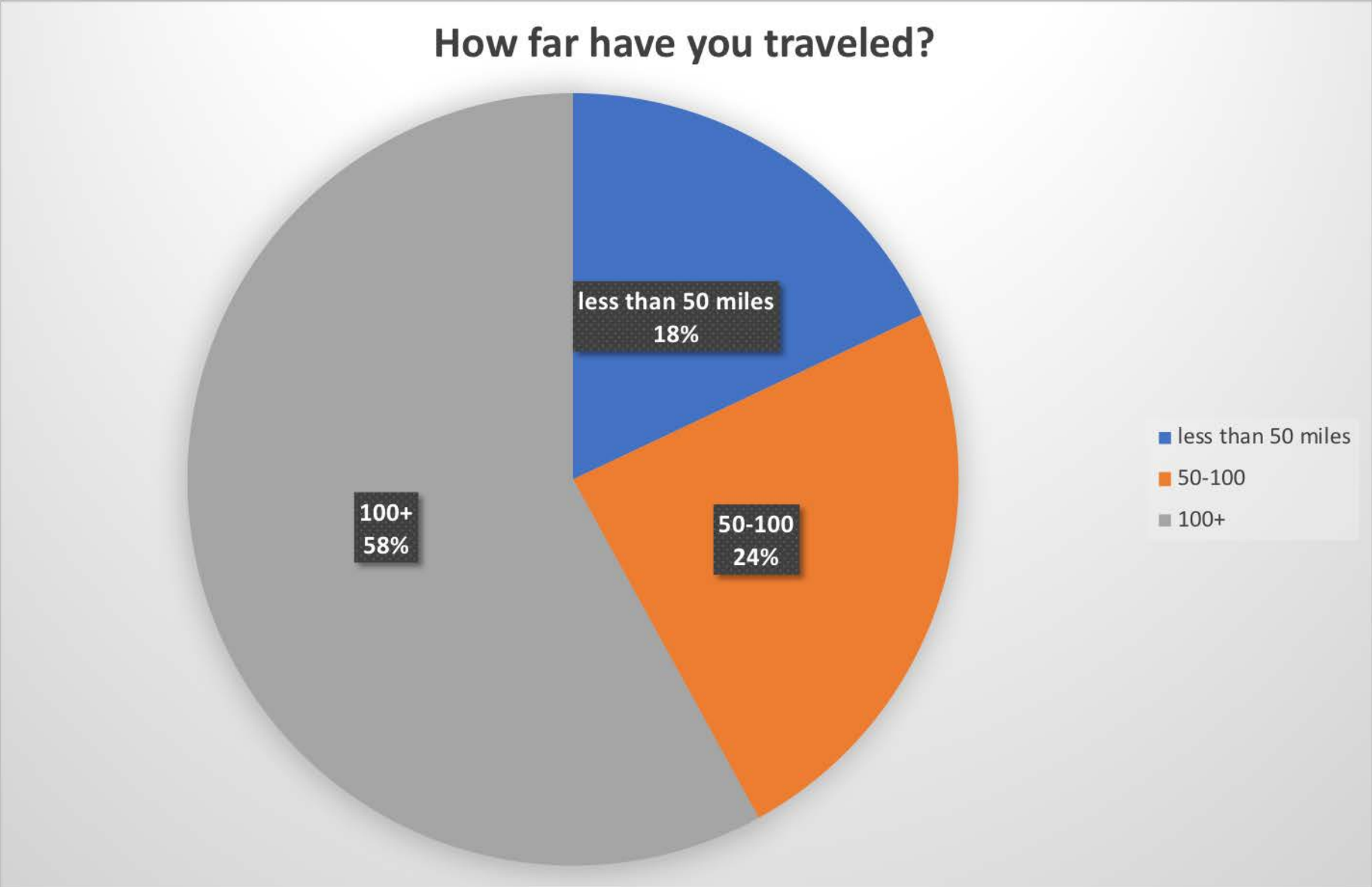
Visitor stays



71% of visitors stay at least one night

Visitor spending in Eastern Oregon shows accommodations as the number 2 commodity purchase at \$88 million in 2018 *Travel Oregon Dean Runyan 2018 study*

Impact from out of county travelers



Cultural Tourists spend more

Residents per person spending 31.52

Nonresidents per person spending \$111.36
(Using 1 night of lodging)

Age of attendees are 55 and older

When a community attracts cultural tourists, it harnesses significant economic rewards.



9382 visitors

58% traveling more than 100 miles

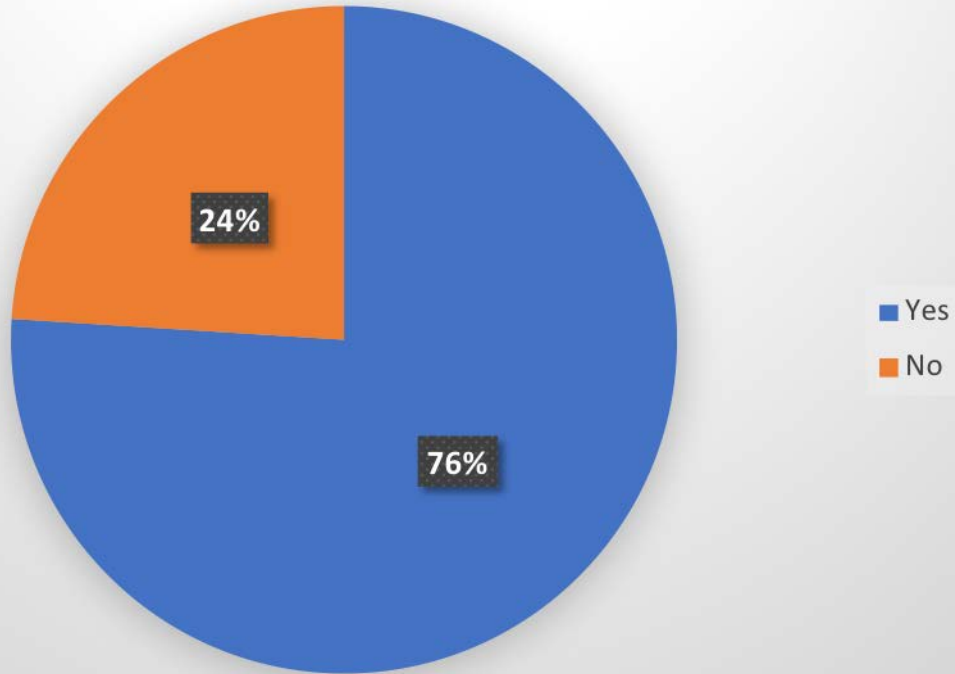
Data shows they spend \$111 more

Possible impact of 5441 visitors

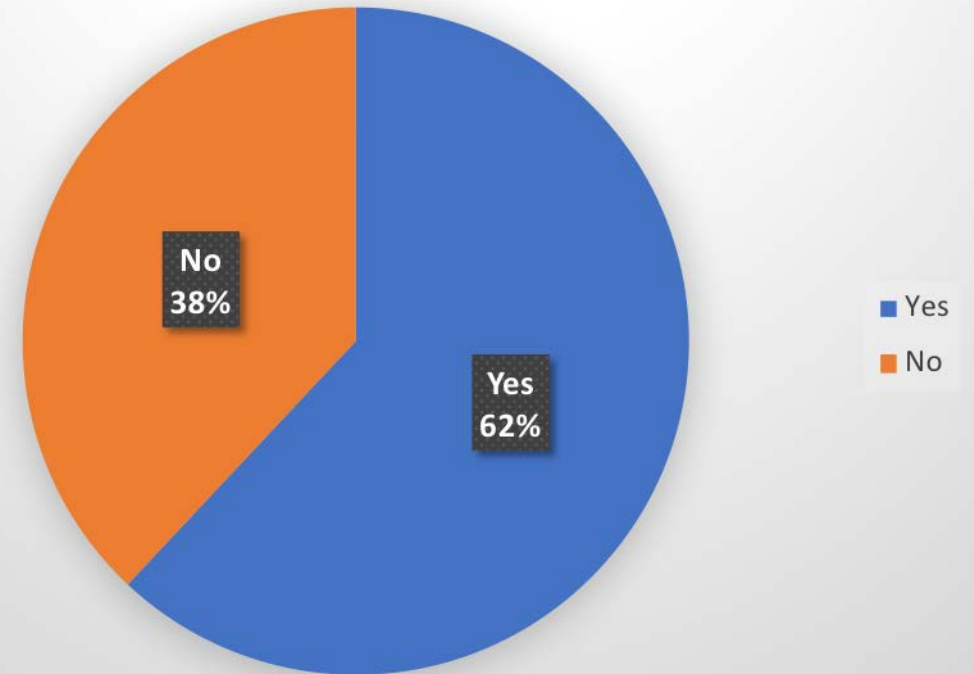
$5411 \times \$111$ is \$604,013

Amenities in John Day

Did you eat in John Day?



Did you fuel in John Day?



Visitor spending in Eastern Oregon shows Food Service as the number 1 commodity purchase at \$103 million in 2018 *Travel Oregon Dean Runyan 2018 study*

Grant County Economic Opportunities analysis June 2019

7.8% of the local economy is Amenity Retail, Recreation, and Hospitality

286 jobs

Projected growth in the next 20 years is 75 jobs

Strengths

Recreational amenities

Historical context throughout the county

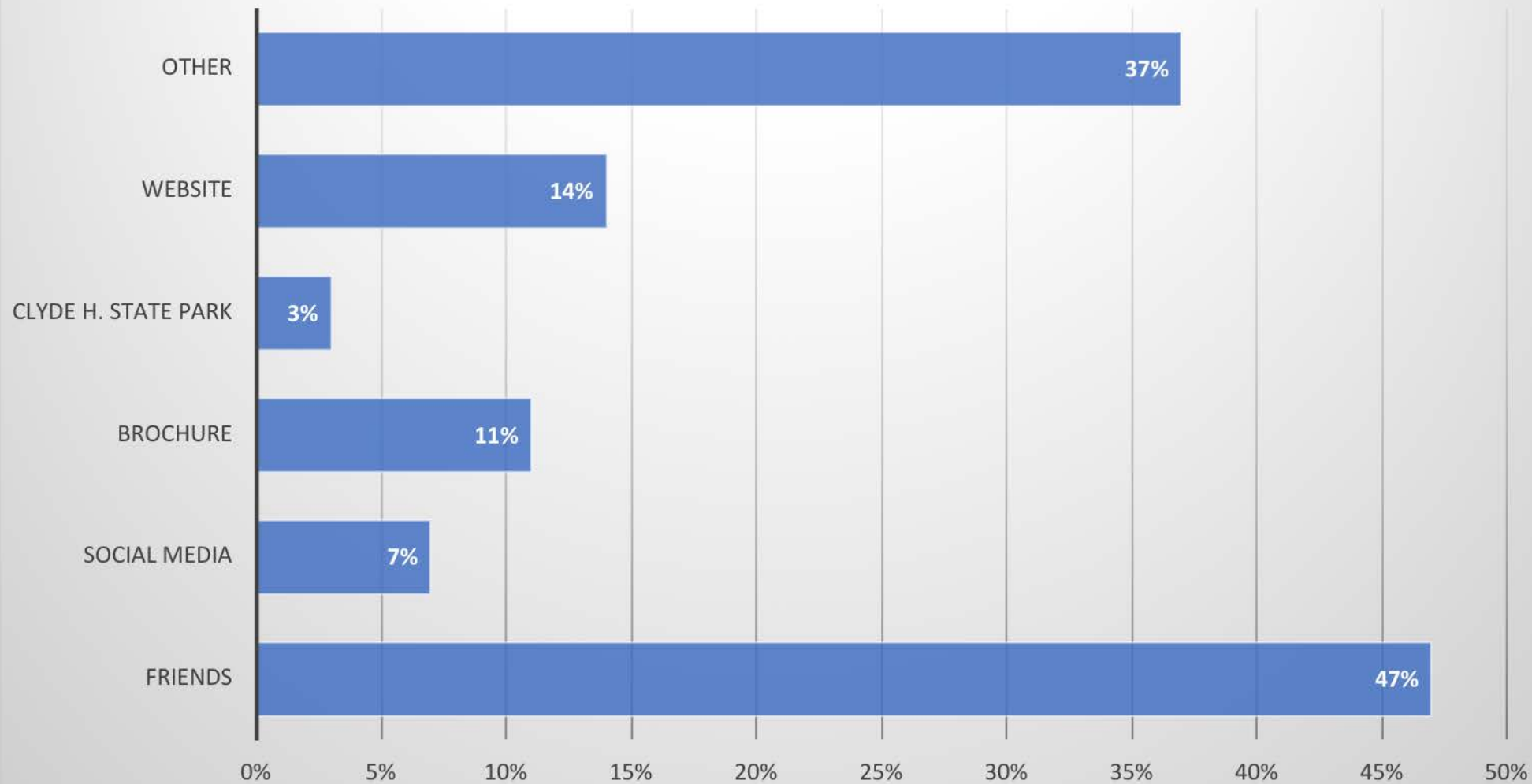
Natural areas and National Monument

Historic Downtown area attractive for tourists

Weakness

Limited labor force and housing

How did you hear about Kam Wah Chung





AAA

Family

Books

OPB

Oregon Field Guide

Pendleton

TV

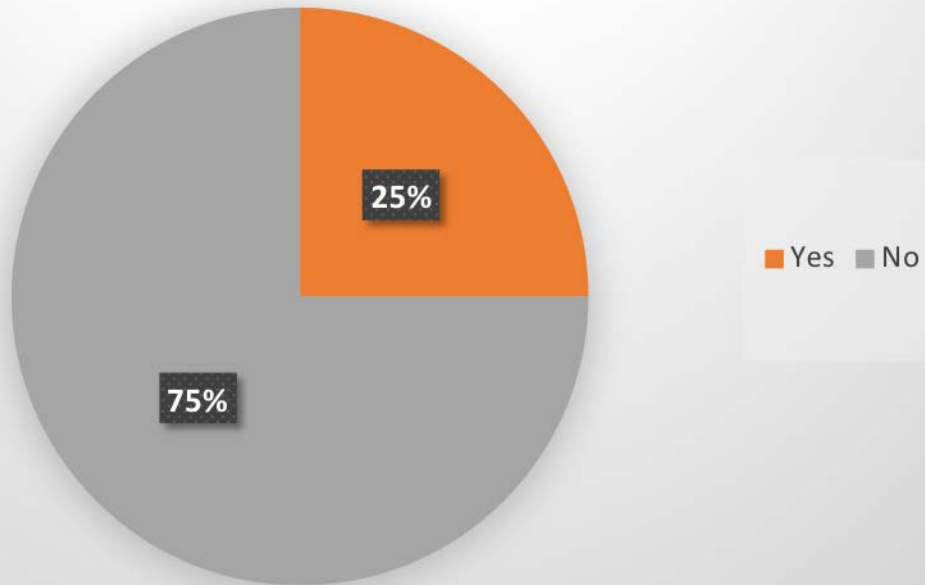
Sign on Highway

Map

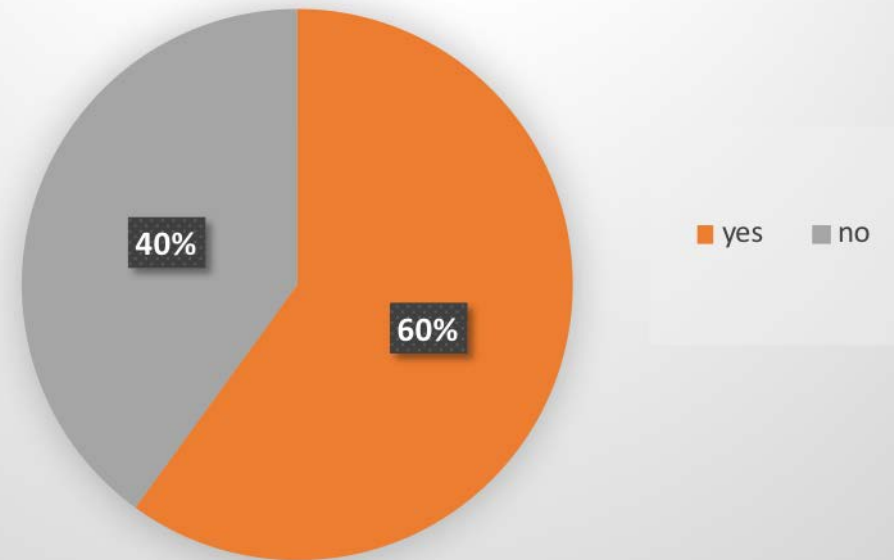
Walking by

Other ways visitors heard of Kam Wah Chung

Was John Day your primary Destination?



If yes, did you know about Kam Wah Chung prior to your visit?



Comments

A coffee shop or any place with WiFi is good because cell service isn't great

A good nights sleep
Larger interpretive center
Better hotels
More places to camp
Different choices in lodging

Better info about the museums and places of interest
Chinese food in John Day
Community events
Free fishing pass
Enjoyed walking around

Electric Car refuel –thanks!
More outdoor activity
More info

Movie theatre
Water fountain
River walk

People love to visit Grant County

*56% positive
comments*

John Day is great

Quite enjoyable

Great experience

Enjoyable

Great place to explore

Great tour guides

Fantastic

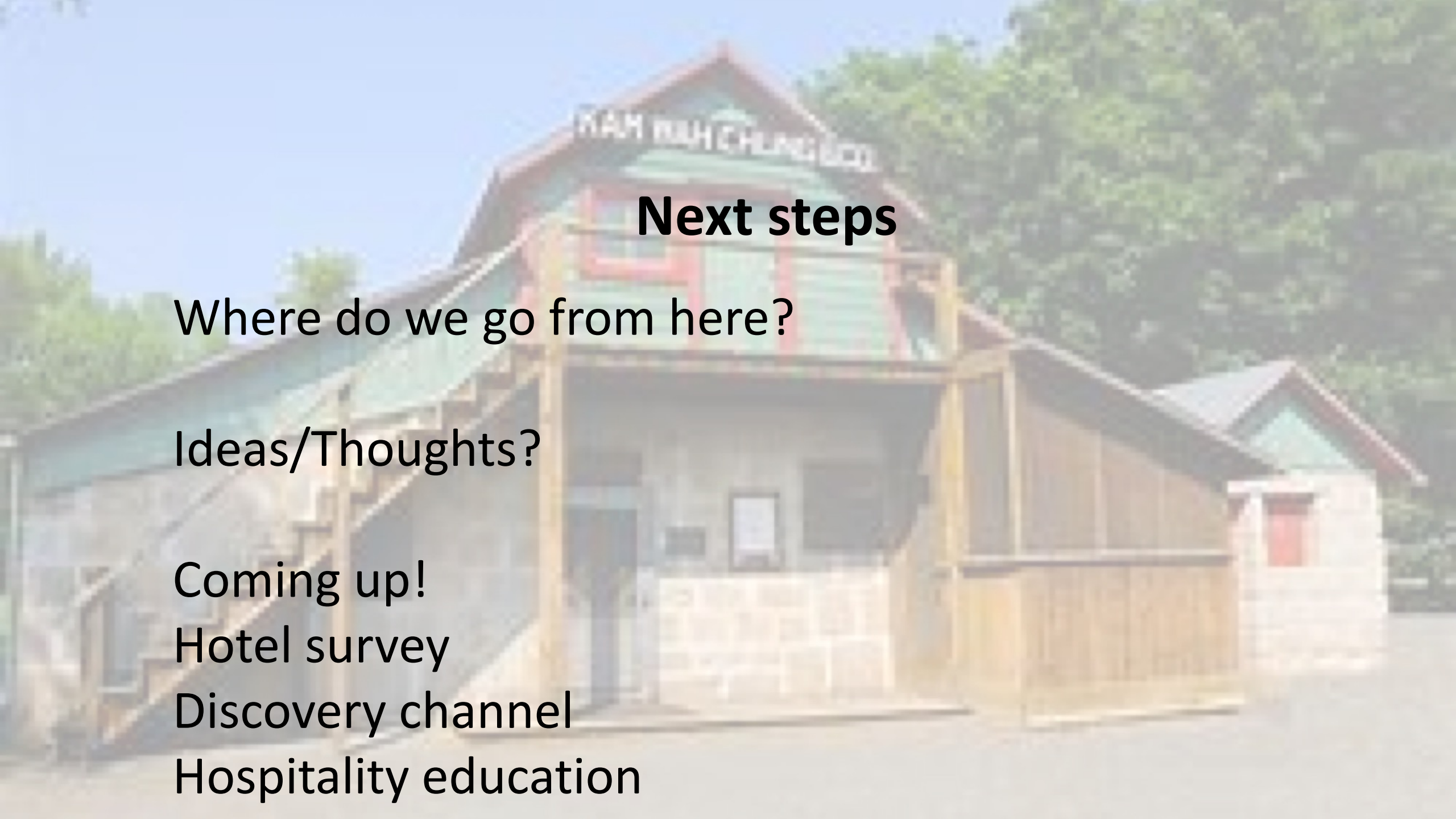
Very good

So great

We loved it here

Wow

You have been very
welcoming.



NAM HAI CHUNG BOO

Next steps

Where do we go from here?

Ideas/Thoughts?

Coming up!

Hotel survey

Discovery channel

Hospitality education

