

Survey of Online Marketing Success and Pricing for Oregon Coast Fishing Guides and Tour Operators

This research was conducted to fill a gap in the knowledge of guided fishing charters and companies providing other types of guided recreational experiences along the Oregon coast. This stage of the research examined three services: guided charter salmon fishing, guided whale watching, and guided kayaking tours. Prior to this study, data on the number and type of operators, how well they market themselves online, the services they offer, and the price of services were not readily available.

This study presents an inventory of targeted types of guided- tour companies operating on the coast. A companion report presents information on the number of Oregon's registered guides and services they offer. Some companies are single guide operations, while others may employ multiple guides or use contract guides. Guide and tour companies can use this study to gauge the effectiveness of their online marketing and to better understand how their service is priced in the marketplace.

It is intended that this process will be expanded to other products and conducted annually to provide long-term trend data. In addition, the model is one that could be reproduced for other states and countries. Further research on operator practices, needs, and sales is suggested.

Two lists of businesses/guides were developed based on Internet search criteria. List A consists of businesses that met search criteria for the three targeted activities. List B was created with expanded activity criteria that attempt to identify a broad range of guided-tour offerings along the coast. For List A the data were collected via Google searches on a computer not signed into an account or location. Relevant results were recorded until at least three listed results on the first page were irrelevant or three consecutive irrelevant results on the following pages were encountered, or 12 relevant results were recorded. Relevant results were those that listed a price for the target tour experience. Businesses encountered that did not list prices were, for the purposes of this study, excluded from the service listings.



A novice kayaker gets the hang of paddling. (Photo by Erik Urdahl)

Results

The research resulted in a list of coastal Oregon businesses that (1) met the research criteria of listing a price for guided salmon fishing (35 listings), guided whale-watching (5 listings), or guided kayaking (3 listings), and (2) were within the top 12 Google search results.

The data collected from this research is presented below in tables and charts to show price information including minimum, average, and maximum prices. The tables also show the average listed prices for fishing charters per town. Due to the many variations of pricing and product options for charters, the data should be understood as an approximation of prices and hourly rates.

The research also resulted in an inventory of guides on the coast that were found during Google searches. Of the 1,152 total registered guides in the state of Oregon, 131 are located on the coast. The results of this research project indicate that guides may not be marketing themselves effectively, or at all, online. These findings are useful for understanding how well-positioned current guides are in the online market and how their products are reaching potential tourists.

This research may serve as a foundation upon which future research and needs assessments are conducted to further understand how guided tour operators are

reaching their customers and selling their products. Future research will explore components such as the relationship, if any, between the rank of a tour operator in search results under a certain town, and that operator's sales. Future research will also assess, among other components, whether some operators who don't appear in search results do, in fact, provide a relevant product in or near the town for which the search is conducted.

This research can be replicated for other communities to document this information and year-by-year trends, business growth, job numbers, tourism growth, etc. The overall results of this research may provide a basis upon which researchers can develop a guide training program to aid guided-tour operators in obtaining the knowledge, skills, and resources needed to better market themselves online, reach customers, sell their products, and ultimately attract more tourism to Oregon's southern coast. For additional information, please see the companion report, *Assessment of Registered Oregon Coast Outfitters and Guides*. This report and others can be found online at <http://tourism.oregonstate.edu>

Charter Fishing

This project utilized an online search for each of three specific guided experiences in a manner that mimics a potential customer's online search. The results indicate

the results a potential new customer would encounter when actively searching online. These results were obtained by using the search term "guided salmon charter fishing near [town name], Oregon," with each of the 15 towns using the Google search engine. Due to some differences in trip lengths offered, tour prices were adjusted to an hourly rate to allow direct comparison of prices with a common unit (one hour for one adult) in addition to listing prices per experience.

Amenities included in the tour product were equipment, bait, tackle, and filleting of catch. Figure 1 shows the total number of salmon fishing charter guide results located within 15 coastal Oregon communities. A total of 35 salmon fishing charter guides were encountered during the online research survey. This total is lower than might be expected, based on the number of registered guides listed by the Oregon State Marine Board and the number of river systems. Although some companies employ multiple guides, many are single-guide operations. Individual guides, not companies, register with the State Marine Board, so the number of companies will be different from the number of guides.

The rates shown in Figure 2 are for a full-day (eight hours) fishing charter for one adult, with a two-person minimum. Some fishing charter guides do not offer trips for one person.

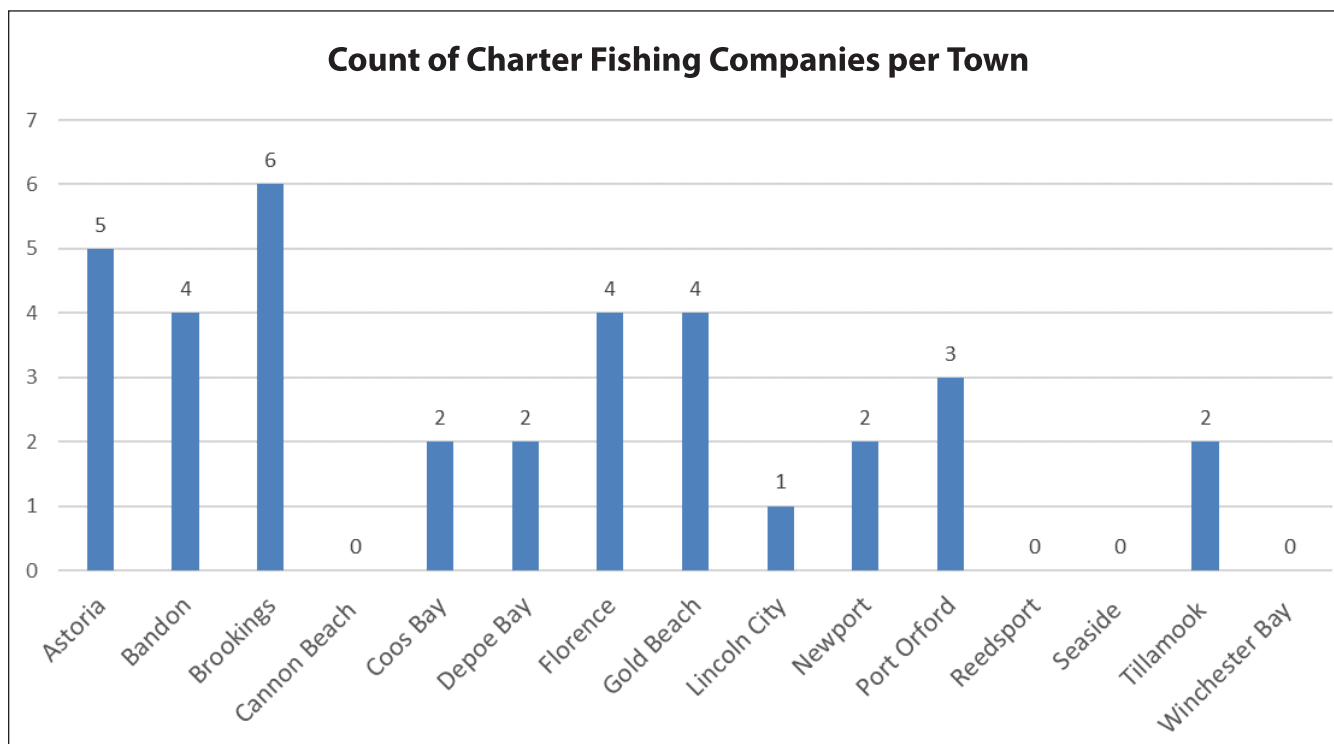


Figure 1. Number of salmon fishing charter guide results in 15 coastal Oregon communities.

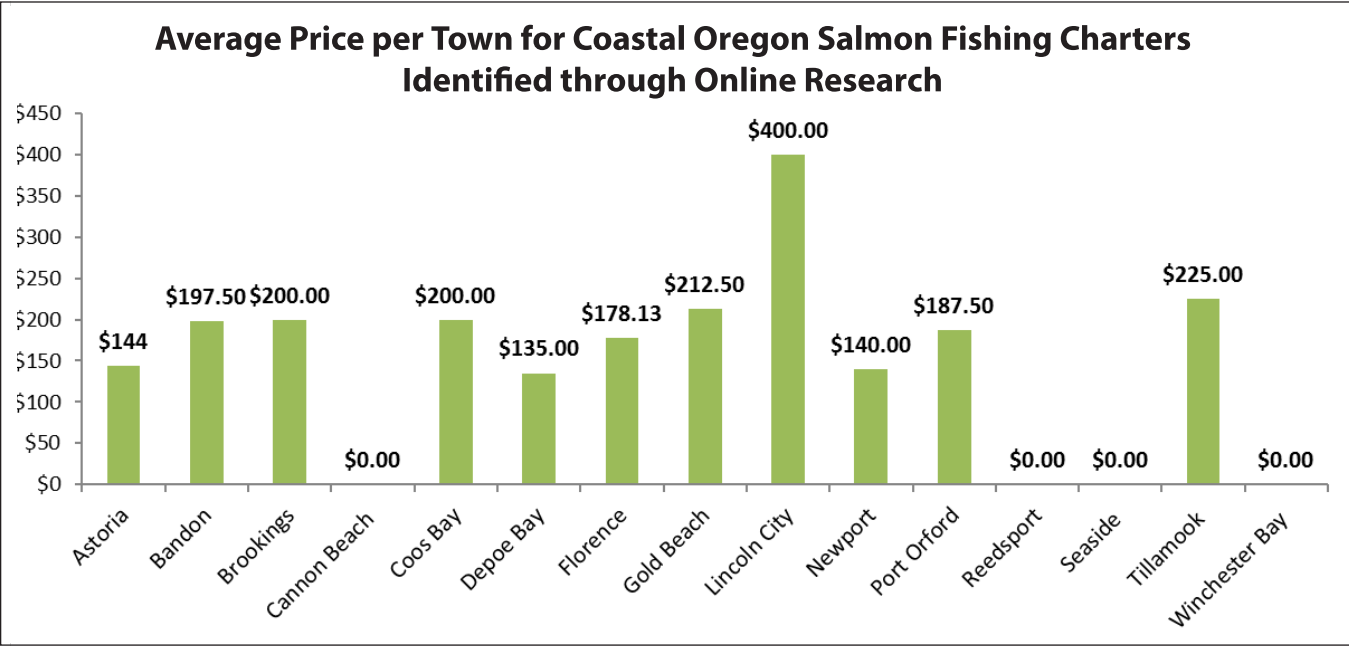


Figure 2. Experience prices of guided salmon-fishing trip. Prices listed are for eight-hour trips.

Total Results: 35	Maximum Overall: \$400.00	Average Overall: \$188.50	Minimum Overall: \$75.00	Total Results: 35	Maximum Overall: \$50.00	Average Overall: \$23.56	Minimum Overall: \$9.38
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Table 1. Breakdown of guided salmon-charter prices.

Table 2. Breakdown of guided salmon-charter prices per hour.



A fishing guide demonstrates his technique. (Photo by Erik Urdahl)

Kayak Tours

These results were obtained by using the search term “guided kayaking tour near [town name], Oregon,” with each of the 15 towns using the Google search engine. Due to some differences in trip lengths offered, tour prices were adjusted to an hourly rate to allow direct comparison of prices with a common unit (one hour for one adult), in addition to listing prices per experience.

Amenities included in this product were kayaks and lifejackets.

Kayak rental companies were not included in these results per the research project focus. We suspect that

there are more rental operations than guided-tour operations.

Figure 3 shows the total number of kayak tour guide results (three) located within 15 coastal Oregon communities. Figure 4 shows the prices of tours provided by the three encountered kayak operators. Because South Coast Tours offers a number of tours with varied prices and locations, the price for a two-and-one-quarter-hour tour was used. Safari Town Surf also offers varied tours; therefore, the two-hour tour was chosen for this comparison. Kayak Tillamook offers all of its two-and-one-half-hour tours for one price.

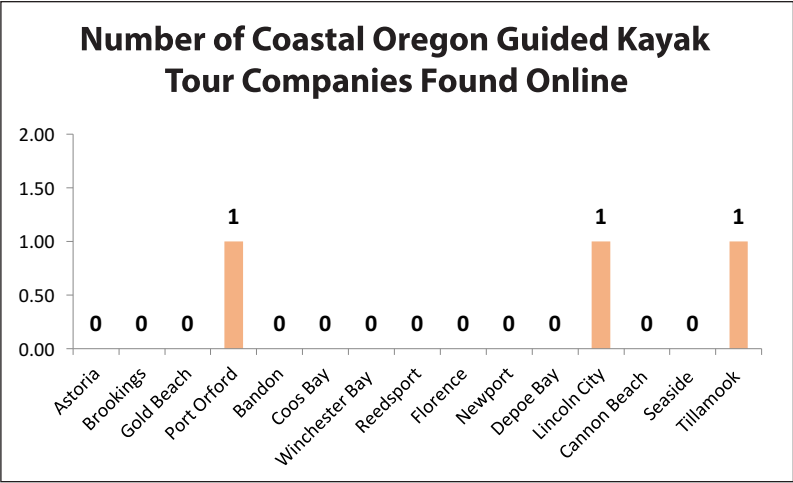


Figure 3. Number of kayak tour guide results in 15 coastal Oregon communities.

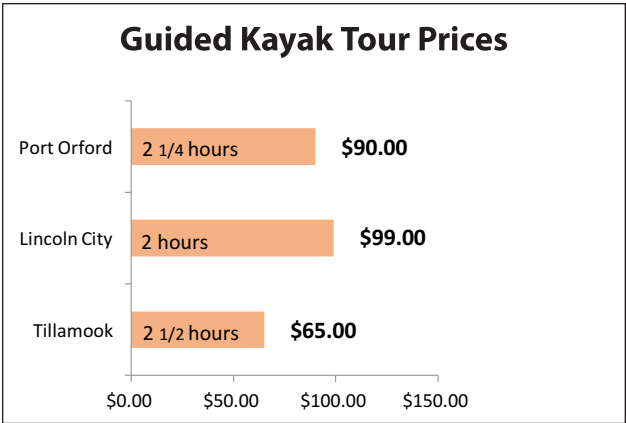


Figure 4. Experience prices of guided kayak tours. Prices and tour lengths are as listed on operator website.

Total Results: 3	Maximum Overall: \$99	Average Overall: \$84.70	Minimum Overall: \$65
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Table 3. Breakdown of guided kayak tour prices for tour lengths as listed on operator websites.

Total Results: 3	Maximum Overall: \$49.50/hr	Average Overall: \$39/hr	Minimum Overall: \$26/hr
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Table 4. Breakdown of guided kayak tour prices per hour.

Whale Watching

These results were obtained by using the search term “guided whale-watching tour near [town name], Oregon,” with each of the 15 towns using the Google search engine. Whale-watching tour prices were adjusted as needed to one hour for one adult.

There were no amenities included in this product.

Figure 5 shows the total (five) number of guided whale-watching tour-guide results located within 15

coastal Oregon communities. Two of these results (Dockside and Tradewinds) are also fishing charters and are included in this count; the remaining three businesses are strictly whale-watching tour operators.

Figure 6 shows the whale-watching tour prices. Because Marine Discovery Tours of Newport offers two-hour tours, the listed price is higher than the remaining tour operators, which all offer one-hour tours.

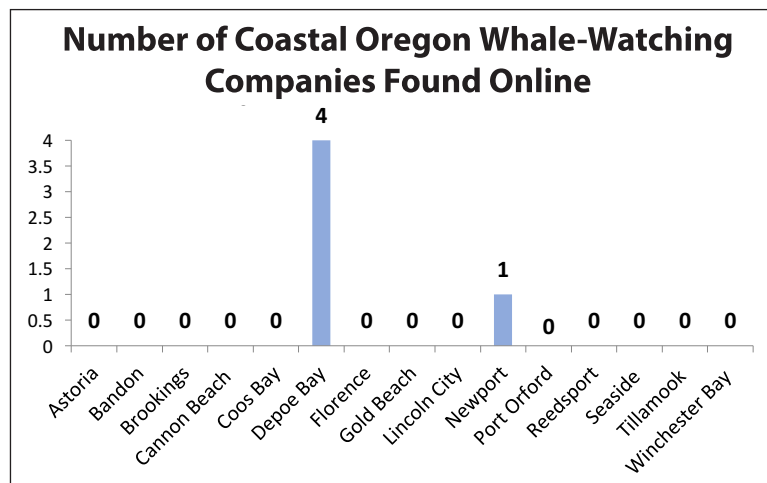


Figure 5. Number of guided whale-watching tour-guide results in 15 coastal Oregon communities.

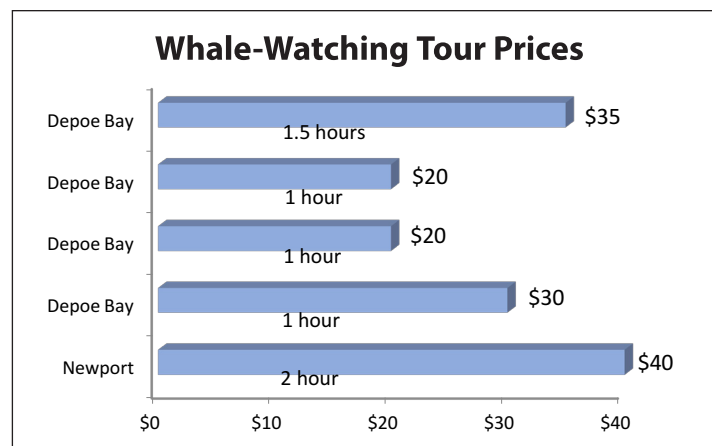


Figure 6. Experience prices of guided whale-watching tours. Prices and lengths of tours are as listed on website.

Total Results: 5	Maximum Overall: \$40	Average Overall: \$28	Minimum Overall: \$20	Total Results: 5	Maximum Overall: \$30/hr	Average Overall: \$24/hr	Minimum Overall: \$20/hr
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Table 5. Breakdown of guided whale-watching tour prices per experience.

Table 6. Breakdown of guided whale-watching tour prices per hour.

Comparison of Prices Across Products

Figure 7 presents a comparison of the per-person experience price for the three studied products: charter salmon fishing, kayaking, and whale watching.

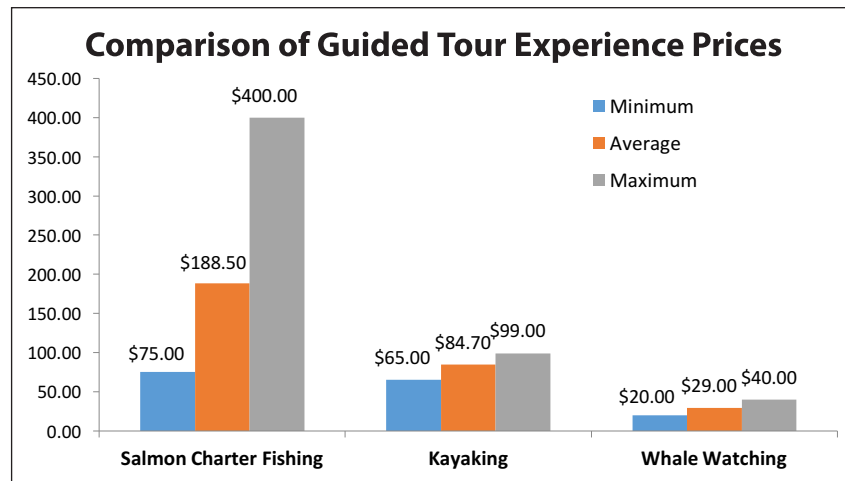


Figure 7. Comparison of guided-tour experience prices as listed on the operators' websites.



Gray whales like this one can be seen on guided whale-watching tours along the Oregon coast. (Photo by R. K. Willis)

Lists of Businesses Encountered from Online Search

During the first round of online searches, a list was generated of businesses that showed up as relevant results within the limits of the survey instructions (see page 16 for research instruction parameters). This list (A) is provided on page 8.

After the initial online research and data collection was completed, a second phase of the project was completed to identify all companies with an online presence that provide guided experiences on the coast. This inventory included operations that did not specifically list prices online. Also for this phase of the research, only outdoor-experience tour products/operations were included.

The additional terms used for this search were: (1) “guided horseback riding,” (2) “guided ecotours,” (3) “guided dune tours,” and (4) “guided tours.”

For these searches, recording the results was not limited by the initial research instruction parameters.

Therefore, many more businesses were recorded. Results were recorded until there were no relevant results on a search result page. This expanded list is presented as List B (page 9). Both lists are provided here for the purpose of comparison. List B is larger due to the expanded parameters. This shows that many businesses are not marketing themselves effectively online, as customers are unlikely to examine search results past the first couple of pages.

A third list, List C (page 13), shows businesses found in the search process that did not list their prices and thus did not meet the criteria for evaluation.

In a separate, related report, we conducted an *Assessment of Registered Oregon Coast Outfitters and Guides*. This list contains all the guides in Oregon and some nearby states that are registered to provide guided tours/services in areas such as fishing, hunting, rafting, hiking, horseback riding, eco tours, etc. This list was provided by the Oregon State Marine Board in July 2017.



Recreational tourists try their hands at kayaking and paddleboarding. (Photo by Erik Urdahl)

List A: Businesses Used for Price Analyses

These businesses showed up as results within the research instruction parameters for guided salmon fishing, guided kayaking, and guided whale watching.. The two businesses that offer both guided fishing charters and whale-watching tours are counted here as fishing charter businesses. (All URLs last accessed Sept. 26, 2017.)

Astoria Fishing Charters and Guides	www.astoriafishing.com/	Astoria
Brookings Fishing Charters	www.brookingsfishing.com/	Brookings
Brookings River and Ocean Fishing	brookingsoceanfishing.com/	Brookings
Captain's Reel Deep Sea Fishing	www.captainsreel.com/	Newport
Charthouse Sportfishing	www.charthousesportfish.com/productsgrid.html	Brookings
Dockside Charters	www.docksidepoebay.com/index.php	Depoe Bay
Fish Oregon	www.fishoregon.com/coquille-river-fishing.asp	Bandon
Five Star Charters	5starcharters.com/	Gold Beach
Garibaldi Charters Deep Sea Fish	www.garibaldicharters.com/	Garibaldi
Helen's Guide Service	www.helensguideservice.net/	Gold Beach
Kayak Tillamook	kayaktillamook.com/	Tillamook
Lee Darby's Fishing Guide Service	www.leedarbysfishing.com/	Bay City
Marine Discovery Tours	marinediscoverytours.com/	Newport
Newport Marina Store and Charters	nmscharters.com/	Newport
Newport Tradewinds Deep Sea	www.newporttradewinds.com/	Newport
Oregon Whales	www.oregonwhales.com/	Depoe Bay
Pacific Charter Services	www.pacificcharterservices.com/	Charleston
Prowler Charters	prowlercharters.com/fishing/	Bandon
Riverhawk Guide Service	riverhawkguideserviceonline.net/	Lincoln City
Rogue River Guide Service	www.rogueguide.com/	Gold Beach
Safari Town Surf	safaritownsurf.com/	Lincoln City
Salmon King Lodge	www.salmonkinglodge.com/Rates.html	Brookings
Sharkys Charters	sharkyscharterfishing.com/	Coos Bay
Siggi-G Ocean Charters	www.siggig.com/	Garibaldi
Skookum Fishing Charters	skookumfishingcharters.com/	Astoria
South Coast Tours	www.southcoasttours.net	Gold Beach
St. Laurent Guide Service	stlaurentguideservice.com/	Astoria
Tidewind Sportfishing	tidewindsportfishing.com/	Brookings
Total Fisherman	www.totalfisherman.com/	Pacific City
Tradewinds Charters	https://tradewindscharters.com/index.html	Depoe Bay
Tyson D Crumley's Guide Service	fishgoldbeach.com/	Gold Beach
Whale's Tail Charters	www.whalestailpoebay.com/	Depoe Bay
Wild Rivers Fishing	www.wildriversfishing.com/coquille.html	Brookings
Winchester Bay Charters	https://www.winchesterbaycharters.com/	Winchester Bay
Yaquina Bay Charters	yaquinabaycharters.com/fishingblogs/	Newport

List B: Businesses Found Without Instruction Parameters

This list was created during the second round of online searches. The total number of businesses encountered was 130. Businesses from the previous list are also included here. The Oregon State Marine Board's Registered Oregon Outfitter/Guide list contains a total of 1,152 licensed guides in the state, with 131 located on the coast. For more details, please see the companion report, *Assessment of Registered Oregon Coast Outfitters and Guides.*" (All URLs last accessed Sept. 26, 2017.)

Adventure Kayak	www.adventurekayak.com	Bandon
All Seasons Guide Service	www.allseasonsguideservice.net/	Tillamook
Astoria Fishing Charters and Guides	www.astoriafishing.com/	Astoria
Betty Kay Charters	www.bettykaycharters.com/	Coos Bay
Big Dave's Oregon Fishing Adven	www.bigdavesfishing.com/	Tillamook
Blackhawk Outfitters LLC	blackhawkoutfitters.com/	Brookings
Bobber Down Fishing Adventures	www.facebook.com/Bobberdownguideservice/	Lincoln City
Brookings Fishing Charters	www.brookingsfishing.com/	Brookings
Brookings River and Ocean	brookingsoceanfishing.com/	Brookings
C & M Stables	www.oregonhorsebackriding.com/	Florence
Captain's Reel Deep Sea Fishing	www.captainsreel.com/	Newport
Casey's Guide Service	caseysguideservice.com/	Roseburg
Cast Guide Service	chetcoriverfishing.com/	Brookings
Charlton Deep Sea	www.charltondeepsea.com/	Warrenton
Charthouse Sportfishing	www.charthousesportfish.com/productsgrid.html	Brookings
Charthouse Sportfishing	www.charthousesportfish.com/	Brookings
Chinook Charters	chinookcharters.webs.com/	Coos Bay
Clatsop Paddle Company	clatsoppaddle.com/	Astoria
Code 7 Sportfishing Charters	www.code7sportfishing.com/	Coos Bay
Columbia River Eco Tours	columbiariverecotours.com/	Astoria
David L Johnson's Guide Service	www.ifish.net/Djohnson.html	Boring
Dockside Charters	www.docksidebay.com/index.php	Depoe Bay
Drift Northwest Fishing	www.driftnorthwestfishing.com/	Tillamook
Early Fishing Inc	www.earlyfishing.com/wcfish.html	Brookings
Field Guide Service	petercfield@gmail.com	Astoria
Findlay's Guide Service	findlaysguideservice.com	Astoria
Fins, Feathers, & Furs	www.finsfeathersfurs.net/	Tillamook
First Pass Outfitters	firstpassoutfitters.com/	Astoria
Fish It All Guides	www.edbergstromfishing.com/	Astoria
Fish Oregon	www.fishoregon.com/coquille-river-fishing.asp	Bandon
Fish Seward Alaska, Inc	www.fishsewardalaska.com/	Brookings
Fishing Charters	www.garibaldifishingcharters.com/	Garibaldi
Fishing with Rye	www.fishingwithrye.com/	Brookings
Five Star Charters	5starcharters.com/	Gold Beach
Gale Force Guides	www.galeforceguides.com/	Warrenton

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List B: Businesses Found Without Instruction Parameters (continued)

Garibaldi Charters Deep Sea Fish	www.garibaldicharters.com/	Garibaldi
Gold River Guides	bansemerfishing.com/	Brookings
Haystack Fishing	haystackfishing.com/	Pacific City
Helen's Guide Service	www.helensguideservice.net/	Gold Beach
High 5 Fishing	www.facebook.com/High5Fishing/	Astoria
High Life Adventures	highlife-adventures.com/	Warrenton
Huck's Guide Service	www.hucksguideservice.com/	Tillamook
Hunting Fish Charters	www.facebook.com/Huntingfishcharters/	Florence
Indigenous Adventures	indigenousadventures.wixsite.com/	Coos Bay
It's All Good Guide Service	itsallgoodguideservice.com/	Astoria
J Taylor Guides	fishchinook.com/	Gold Beach
Jack Duncan	jd-anglingadventures.com/wp/	Coos Bay
Jack's Guide Service	www.jacksguideservice.net/	Brookings
JB & Water Sportfishing	www.jbandwater.com/indexframeset.html	Garibaldi
Joe Whaley's Guide Service	https://roadtrippers.com/us/brookings-or/activities/joe-whaleys-guide-service	Brookings
Kayak Tillamook	kayaktillamook.com/	Tillamook
Kelly Short Outdoors	www.kellyshortoutdoors.com/	Astoria
Kelly's Adventures	kellysadventures.com/	Astoria
Kelly's Brighton Marina	kellysbrightonmarina.com/	Rockaway Beach
Kenny's Tightline Tackle and Char	www.facebook.com/pg/KennysTightlineCharters/	Seaside
Kerri Lin Charters	visitgaribaldi.com/business-directory/kerri-lin-charters/	Garibaldi
Keys to the Outdoors	keystotheoutdoors.com/	Bandon
King Fishers Guide Service	traveloregon.com/plan-your-trip/guides-tours/guides-charters/king-fishers-guide-service/	Brookings
Lance Fisher Fishing	lancefisherfishing.com/locations/astoria/	Astoria
Lee Darby's Fishing Guide Service	www.leedarbysfishing.com/contact	Bay City
Legal Limit Outdoors	www.legallimitoutdoors.com/contact-us.html	Westport
Liebert's Guide Service	www.facebook.com/LiebertsGuideService/	Hammond
Linda Sue III Charters	www.ls3charters.com/	Garibaldi
Marine Discovery Tours	marinediscoverytours.com/	Newport
Mario's Guide Service	www.facebook.com/pg/FishMarioGuideService/	Brookings
Master Guides	www.masterguidesfishing.com/	Astoria
Mytime Outfitters	gettingmytimein@gmail.com	Coos Bay
Newport Marina Store	nmscharters.com/	Newport
Newport Tradewinds Deep Sea	www.newporttradewinds.com/	Newport
Northwest Ecotours & Guide	www.northwestecotours.com/	Newport
Ocean Fish Charters	www.facebook.com/pg/OceanFishCharters/	Brookings
Old Dog Sportfishing	olddogsportfishing.com/	Brookings
Oregon Beach Rides	oregonbeachrides.com/	Manzanita

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List B: Businesses Found Without Instruction Parameters (continued)

Oregon Fishing	www.oregonfishingadventure.com/page-rates.html	Brookings
Oregon Tuna Charters	oregontunacharters.com/	Tillamook
Oregon Whales	www.oregonwhales.com/	Depoe Bay
Osprey Fishing Adventures	www.ospreyfishingadventuressoregon.com/	Newport
Ossie's Surf Shop	www.ossiessurfshop.com/	Newport
Pacific Charter Services	www.pacificcharterservices.com/	Charleston
Pacific City Fishing	pacificcityfishing.com/	Pacific City
Pacific Wave	www.cleanlinesurf.com/	Warrenton
Pat Abel Guide Service	www.patabelguideservice.com/	Tillamook
Port of Astoria	www.portofastoria.com/Shore_Excursions.aspx	Astoria
Pro Fish Guide	profishguide.com/	Tillamook
Prowler Charters	prowlercharters.com/	Bandon
RBV Adventures	charterfishingastoria.com/fishingcharters.html	Astoria
Rick Howard Guide Service	www.howard5.net/rhguide/	Bandon
Riverhawk Guide Service	riverhawkguideserviceonline.net/	Lincoln City
Robert a Cobb's Reel Fishing Trip	www.cobbreelfish.com/	Reedsport
Rogue River Guide Service	www.rogueguide.com/	Gold Beach
Russel Fishing Company Inc	www.russellfishingcompany.com/	Brookings
Safari Town Surf	safaritownsurf.com/	Lincoln City
Salmon King Lodge	www.salmonkinglodge.com/Rates.html	Brookings
Sand Dunes Frontier	www.sanddunesfrontier.com/map.php	Florence
Sandland Adventures	www.sandland.com/	Florence
Sean P Clemens Guide Service	www.clemensfishing.com/	Brookings
Seaside Helicopters, LLC	www.seaside-helicopters.com/	Seaside
Sharkys Charters	sharkyscharterfishing.com/	Coos Bay
Sideline Guide Service	www.sidelineguide.com	Bandon
Siggi-G Ocean Charters	www.siggig.com/	Garibaldi
Siletz Bay	www.fws.gov/refuge/siletz_bay/	Lincoln City
Skookum Fishing Charters	skookumfishingcharters.com/	Astoria
Sky's Guide Service	www.skysguideservice.com/	Portland
South Coast Tours	www.southcoasttours.net	Gold Beach
Sovereign Maritime	www.sovereignmaritime.com/	Astoria
St. Laurent Guide Service	stlaurentguideservice.com/	Pacific City
Sturgeon Frank's Guide Service	sturgeonfrank.com/	Portland
Sully's Guide Service LLC	www.facebook.com/pages/Sullys-Guide-Service/ 424177874286078	Reedsport
T & S Guide Service	tsguide.wixsite.com/tsguideservice	Tillamook
Tackle Time Bait and Charters	www.tackletime.net/	Warrenton
Tacklebuster	www.tacklebustersportfishing.com/	Depoe Bay

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List B: Businesses Found Without Instruction Parameters (continued)

The Fish House Outdoor Co.	www.fishhouseguideservice.com/	Hebo
Tidewater Adventures	www.facebook.com/tidewateradventures/	Tillamook
Tidewind Sportfishing	tidewindsportfishing.com/	Brookings
Tight Lines Sport Fishing	www.sidewindercharters.com/	Tillamook
Tiki Charters	www.tikicharter.com/	Astoria
Tillamook Air Tours	www.lcbiz.com/LCBOApril99/whale.html	Tillamook
Tillamook Eco Adventures	tillamookecoadventures.com/	Tillamook
Total Fisherman	www.totalfisherman.com/	Astoria
Tradewinds Charters	tradewindscharters.com/index.html	Depoe Bay
Travis Sallander Fishing Guide	www.facebook.com/Wild-Rivers-Fishing-208106299199775/	Brookings
Triple C Outfitters	www.facebook.com/pages/Triple-C-Outfitters/163185410372557	Astoria
Tyson D Crumley's Guide Service	fishgoldbeach.com/	Gold Beach
Wavecrest Discoveries	wavecrestdiscoveries.com/	Coos Bay
Western Waters Fly Fishing	www.westernwatersguideservice.com/	Brookings
Whale's Tail Charters	www.whalestaildepobay.com/	Depoe Bay
Wild Rivers Fishing	www.wildriversfishing.com/	Brookings
Winchester Bay Charters	www.winchesterbaycharters.com/	Winchester Bay
Yaquina Bay Charters	yaquinabaycharters.com/fishingblogs/	Newport



A woman on a guided fishing trip hooks a big one. (Photo by Susan Dimock)

List C: Businesses that Did not List Prices for One or More Specific Products Offered

(All URLs last accessed Sept. 26, 2017.)

Betty Kay Charters	www.bettykaycharters.com/	Coos Bay
Charlton Deep Sea	www.charltondeepsea.com/	Warrenton
Gale Force Guides	www.galeforceguides.com/	Warrenton
Lance Fisher Fishing	lancefisherfishing.com/locations/astoria/	Astoria
Tacklebuster	www.tacklebustersportfishing.com/	Depoe Bay
Tiki Charters	www.tikicharter.com/	Astoria



Kayakers enjoy calm waters and spectacular weather on a guided tour. (Photo by Justin Myers)

Geographic Strength of Online Search Results

The following tables show the geographic strength of the online search results. Tables 7A, B, and C show the results of online searches for the given guided experience by town name used in the search. The numbers indicate the rank of the company in the search results. The colored cells match the primary physical location for the business and each search with other town names in which the company also showed up. For example, the company that is represented by the first line in the listing for Astoria also showed up in the towns of Astoria, Seaside, and Cannon Beach. The numbers within the colored cell indicate the rank of the result; the ranks of this operator for these searches were 1, 3, and 1, respectively.

SALMON CHARTER FISHING																
Primary Location of Business		Astoria	Seaside	Cannon Beach	Tillamook	Lincoln City	Depoe Bay	Newport	Florence	Reedsport	Winchester Bay	Coos Bay	Bandon	Port Orford	Gold Beach	Brookings
Astoria		1	3	1	-	-	-	-	-	-	-	-	-	-	-	-
Astoria		-	9	-	-	-	-	-	-	-	-	-	-	-	-	-
Astoria		12	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Astoria		6	1	7	-	-	-	-	-	-	-	-	-	-	-	-
Bandon		-	-	-	-	-	-	-	-	-	-	-	-	8	5	-
Bandon		-	-	-	-	-	-	-	-	8	-	7	3	-	-	-
Brookings		-	-	-	-	-	-	-	-	-	-	-	-	-	-	5
Brookings		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Brookings		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9
Brookings		-	-	-	-	-	-	-	-	-	-	-	-	-	-	12
Brookings		-	-	-	-	-	-	-	-	-	-	-	-	6	-	4
Brookings		-	-	-	-	-	-	-	-	-	-	-	8	-	8	2
Coos Bay		-	-	-	-	-	-	-	11	-	1	2	5	-	-	-
Coos Bay		-	-	-	-	-	-	-	-	9	-	3	-	10	-	-
Depoe Bay		-	-	6	-	2	1	-	-	-	-	-	-	-	-	-
Depoe Bay		-	-	-	-	9	10	-	-	-	-	-	-	-	-	-
Depoe Bay		-	-	-	-	1	2	-	-	-	-	-	-	-	-	-
Gold Beach		-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
Gold Beach		-	-	-	-	-	-	-	-	-	-	-	-	-	4	-
Gold Beach		-	-	-	-	-	-	-	-	-	-	-	-	-	2	-
Gold Beach		-	-	-	-	-	-	-	-	-	-	-	-	-	9	-
Lincoln City		-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
Newport		-	-	-	-	10	-	10	9	-	-	-	-	-	-	-
Newport		-	-	-	-	-	-	3	-	-	-	-	-	-	-	-
Newport		-	-	-	-	7	7	1	3	-	-	-	-	-	-	-
Tillamook		-	4	2	4	6	-	9	10	-	-	-	-	-	-	-
Tillamook		-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
Winchester Bay		-	-	-	-	-	-	-	1	2	7	-	-	-	-	-

Note: The companies in this data set are not exactly the same as in the data for pricing, as the search parameters for this table are different.

Table 7A. The quality and breadth of the online presence of guided salmon-fishing charter operators. Table shows search result rank (1–12) for guided salmon fishing near “town.” No rank is listed if search did not return a result in the top 12 listings.

Research Method Summary

New research protocols were developed and followed to conduct online research on three guided-tour experiences offered by guides in coastal Oregon. The three experiences are salmon charter fishing, kayaking, and whale watching. Each online search was conducted using the terms “guided salmon fishing charter near [TOWN NAME], Oregon”; “guided kayaking tour near [TOWN NAME], Oregon”; and “guided whale watching tour near [TOWN NAME], Oregon” for each of the 15 coastal towns. These 15 towns were chosen because they are the most populous and prominent towns along the coast, and thus are the most likely to be visited by tourists. Smaller towns near these 15 are associated with the closest larger town.

Below are those coastal Oregon towns (listed north to south) selected for the search that appear in the survey form:

Astoria	Depoe Bay	Coos Bay
Seaside	Newport	Bandon
Cannon Beach	Florence	Port Orford
Tillamook	Reedsport	Gold Beach
Lincoln City	Winchester Bay	Brookings

Relevant results were recorded using the Qualtrics survey form (link provided below). Relevant results were those that listed a price for the target tour experience. The data was then exported from the Qualtrics database as an Excel file and analyzed for variables such as maximum and minimum prices and the rank of search results.

The nature of guided experiences means that products offered by different companies can vary greatly in the amount of time per experience, how pricing is implemented, amenities offered, etc. In order to help facilitate results that could offer a comparison of pricing and products across companies and locations, this research process used a defined product and the lowest price offered for that product for a single adult.

Research Instructions

Experiential Product/Tour Price Survey—Oregon Coast, June 2017

Description and Instructions:

This project is an applied research exercise to collect real data on the status and operations of natural resource-based tourism businesses in Oregon. The project scope is limited to finding the top 12 business listings in a Google search, one indication of the effectiveness of current online marketing for that company. Data on price,

product, and amenities will be collected via Web searches and used to aid a discussion on how price, land ownership, and amenities vary among operations. Follow-up comparisons, analysis, and surveys will expand the scope to attempt a more complete inventory of operations and then a business needs assessment.

Stage 1: Data Collection

Target research efforts toward a specific tour product, one at a time, for each of the 15 towns in the target list. e.g., guided whale watching, guided kayaking tour, guided salmon fishing trip, etc.

Conduct online search using Google with the terms “guided salmon fishing charter near [TOWN NAME], Oregon”; “guided kayaking tour near [TOWN NAME], Oregon”; and “guided whale watching tour near [TOWN NAME], Oregon” for each of the 15 coastal towns.

a. Terms:

- Guided whale watching tour near...
- Guided kayaking tour near...
- Guided salmon fishing charter near...

Search term example: “guided whale watching tour near Newport, Oregon”

Record information in the online survey for relevant results. Relevant results are those that offered a price for the specific experience/tour searched for. Search is complete when three consecutive, non-relative results are encountered or 12 results have been recorded.

Stage 2: Data Analysis

To analyze the data collected via online research, export the Qualtrics data into an Excel file.

Calculations

- Sort data into the specific tour products searched for (guided salmon-fishing charter, guided whale-watching tour, guided kayaking tour) as different sheets in Excel.
- Determine a total of the number of relevant businesses found for each guided tour product in each town.
- Calculate the minimum, average, and maximum prices of each guided tour product in each town.
- Calculate the minimum, average, and maximum prices of each guided tour product per hour in each town.
- Calculate overall minimum, average, and maximum prices of each guided tour product across all towns.
- Calculate overall minimum, average, and maximum prices of each guided tour product per hour across all towns.

Visualization

Create the necessary graphs, charts, and tables representing this data.

Online Data Collection Form

Default Question Block

Experiential Product/Tour Price Survey
Oregon Coast
June 2017
Catie Michel
Principal Investigator: Miles Phillips
Miles.phillips@oregonstate.edu
<http://tourism.oregonstate.edu>

Description and Instructions:

This project is an applied research exercise to collect real data on the status and operations of natural resource based tourism businesses in Oregon. This project scope is limited to finding the top twelve business listings in an online google search. This is one indication of the effectiveness of current online marketing for that company. Data on price, product and amenities will be collected via web searches and used to aid a discussion on how price, land ownership, and amenities vary among operations. Follow up surveys will expand the scope to attempt a more complete inventory of operations and then a business needs assessment.

Each researcher will be given a county (or multiple counties) to focus their research in. They will research a specific tour product one at a time. i.e. horseback ride, kayaking tour, guided salmon fishing trip, etc.

Using the online form located at the following link address:
http://oregonstate.qualtrics.com/jfe/form/SV_88kyCsVukOUU0Lj

1. Conduct an online Google search to identify business operations using a search referencing a town.
 - a. Conduct the search using the terms: Replace "TOUR PRODUCT" with the name of the experience ie "Whale Watching Tour" Replace "Town" with the name of the town and state of interest.

Search Term example"

1. "whale watching tour near Newport, Oregon"

- Record information for relevant results are those listing a specific company that offered the specific experience/tour for a price.
- Review the first page of results (with at least 12 listed search results of all types) for relevant results.
- If a company from another town is encountered it should be counted as relevant and enter the data into the form.
- Search is complete when the last 3 listings on the first page are non-relative, or 3 consecutive non-relative results on following pages are encountered

Name of town where search is conducted (your location as researcher)

Product Search Term Used (Copy and paste from Google search line)

- ☐ whale watching tour near "town name"
- ☐ kayaking tour near "town name"
- ☐ salmon fishing near "town name"

What is the name of the town searched?

If you searched by County, choose that. If not, choose other and name the city within the county that you used.

- ☐ Astoria
- ☐ Tillamook
- ☐ Seaside
- ☐ Canon Beach
- ☐ Lincoln City
- ☐ Depoe Bay
- ☐ Newport
- ☐ Florence
- ☐ Reedsport
- ☐ Winchester Bay
- ☐ Coos Bay
- ☐ Bandon
- ☐ Port Orford
- ☐ Gold Beach
- ☐ Brookings

Describe search results (how many relevant results were found. Stop search after 3 listing in a row are non relevant.

Please take screen shot and upload image of first page of results here. (you may need to save image to your computer first)

What was the result rank of this business

- ☐ Free Results, please list rank 1-10
- ☐ Paid results (Ad) please list rank 1-3

Business Website

Business Name (If this company has more than one result in this search please indicate by add "duplicate" to end of name.

Copy of Product Description as provided by company website

Lowest price per adult person for specific product searched.

Please copy full description of product/pricing options? (adult, child, 1/2 day, full day, species, hourly etc..)

Amenities- Included In Package

- ☐ Drinks
- ☐ Food
- ☐ Use of Scope or Binoculars
- ☐ Other 1
- ☐ Other 2

Does Company Web Site Mention Marine Reserve or Other Public Land Resource as Benefit or Part of Experience

- ☐ Yes
- ☐ No

What is the street address of the business? (If only P.O Box listing is provided enter that)

Any additional notes about the business including description of product or company. May be copied text from web site.

YOUR NAME; and comments on process, reasoning for choices you had to make etc. This is to help improve this data collection process.

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