

2023 Annual
Transportation Report

Explore 
WASHINGTON PARK





Acknowledgments

Explore Washington Park (EWP) would like to acknowledge the EWP Board of Directors for their work in supporting our vision and goals.

Lisa Christy – *Portland Japanese Garden*

Steve Cole – *At-large member*

Joe Furia – *World Forestry Center*

Kathy Goeddel – *Arlington Heights Neighborhood Association*

Anna Goldrich – *Hoyt Arboretum Friends*

Todd Lofgren – *Portland Parks and Recreation*

Dave Malcolm – *Sylvan Highlands Neighborhood Association*

Billie Moser – *Travel Portland*

Heidi Rahn – *Oregon Zoo*

JC Vannatta – *TriMet*

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Heather McCarey – *Executive Director*

Meghan McCoskey – *Marketing and Outreach Manager*

Chirona Silverstein – *Equity Outreach Specialist*

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Explore Washington Park is a 501(c)3 non-profit dedicated to connecting people with the culture, diversity, and wonder of nature in Washington Park in Portland, Oregon.

Our mission is to provide an accessible, inclusive, and cohesive experience for all who visit Portland’s destination park. We are guided by the following principles:

- We are caretakers of the natural world.
- We eliminate barriers that exclude.
- We are stewards of exploration.
- We embody the nature of Portland.
- We are One Park—a community of destinations.

The organization was established in 2014 and is primarily funded through Washington Park’s parking meter revenue in partnership with Portland Parks & Recreation. 100% of parking proceeds stay in the Park and make this report possible.

2023 marks the 10th year of the annual intercept survey. EWP has conducted it each year since developing the survey in conjunction with Portland State University in 2014. To facilitate data-comparison opportunities year-over-year, the bulk of the survey questions have remained unchanged since the first season. The survey is carried out throughout the month of August. Its questions focus on revealing the transportation-related decisions, behaviors, and attitudes of visitors, and on collecting demographic information.

This year, EWP staff collected 1,274 visitor surveys in the Park on Fridays and Saturdays in August, between 10 a.m. and 3 p.m. Surveys were collected at high-traffic points at the following five locations:

- Hoyt Arboretum
- Portland Japanese Garden
- International Rose Test Garden
- Oregon Zoo
- World Forestry Center

The methodology included the opportunity for participants to scan a QR code and participate on their own device, or a hand-held device provided by EWP staff.

Margin of error: A confidence interval calculated for surveying instruments equaled +/- 2%. An interval of +/- 1.5% was calculated for the two estimates found in the results (Hoyt Arboretum and International Rose Test Garden peak season attendance) by conducting modeling that cross-referenced three distinct data sets.

In this report, “peak season” refers to June through August. If there is any data that represents a different time period, it will be labeled as such.



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Visitor Experience & Attitudes

How are we serving our visitors?

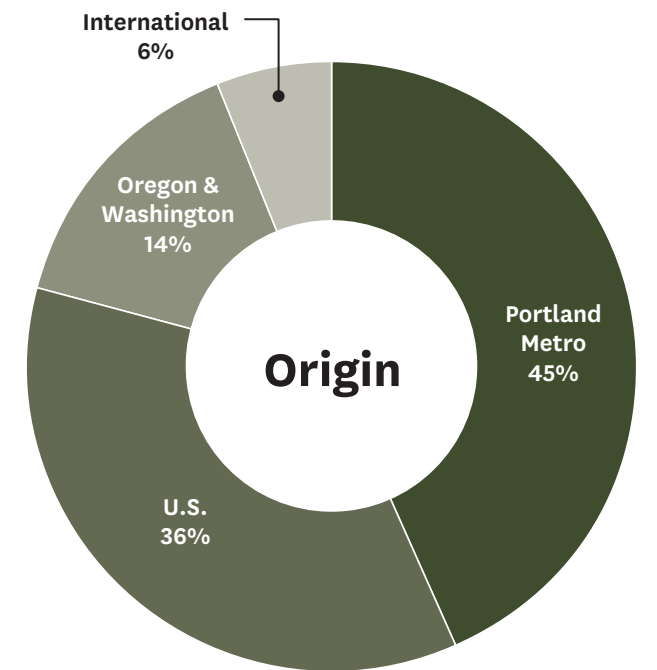
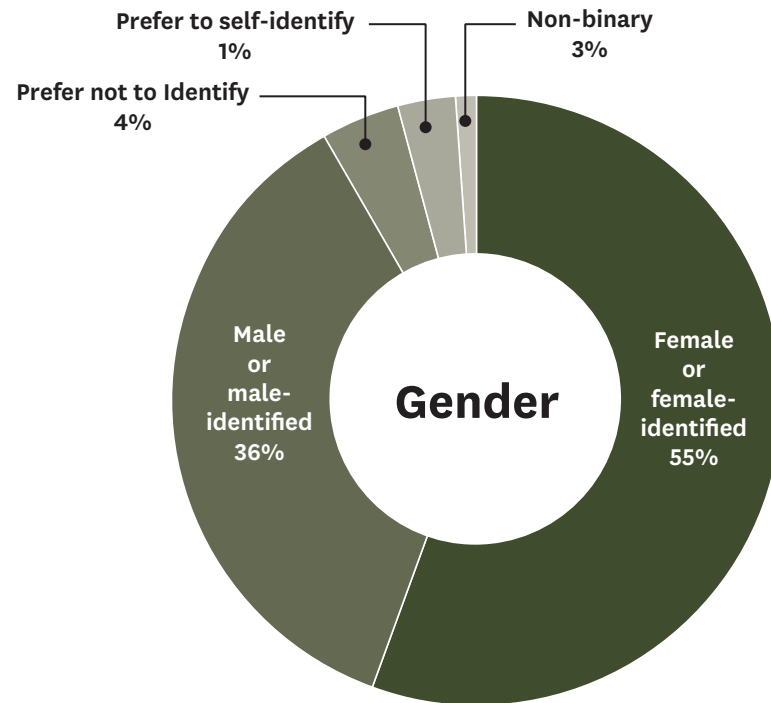
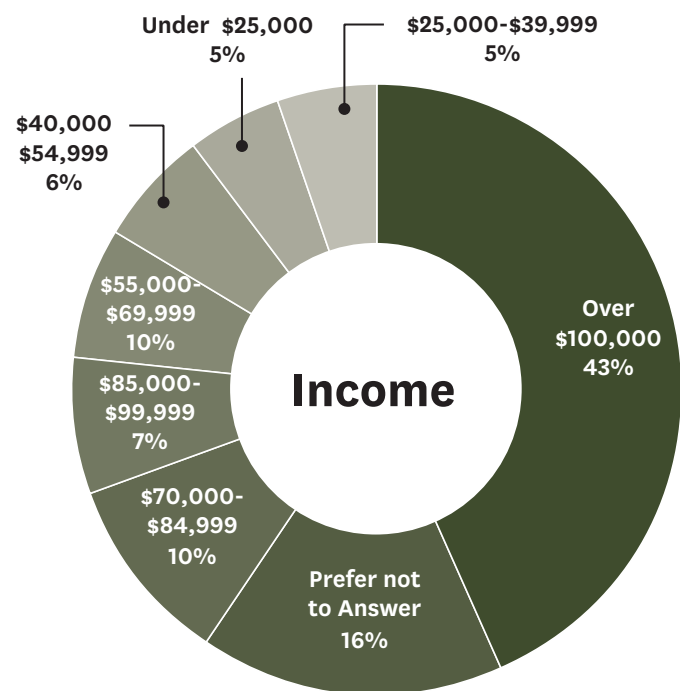
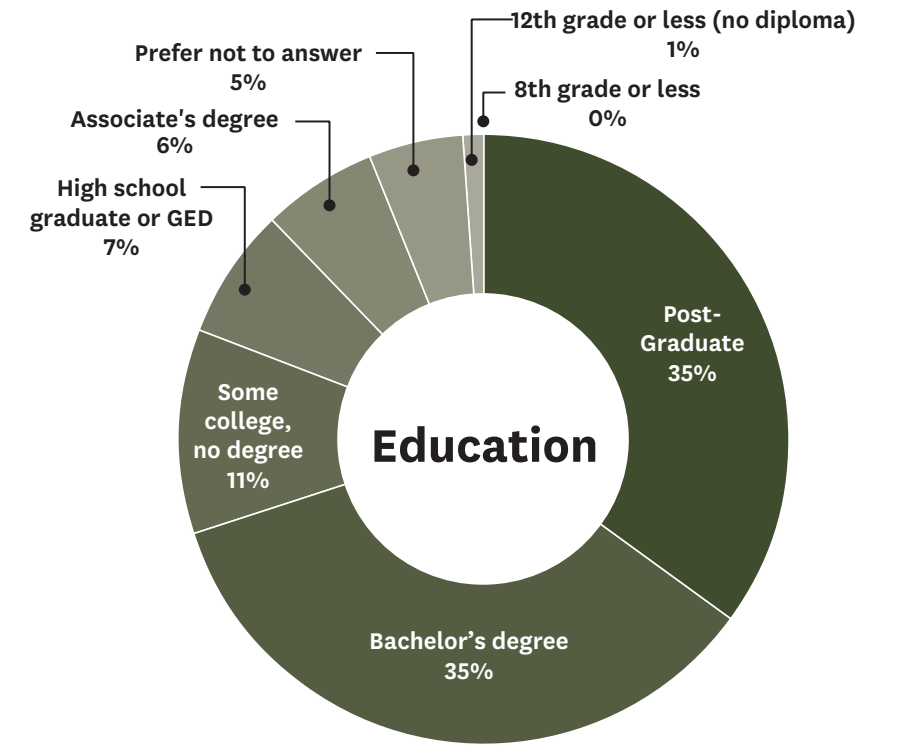
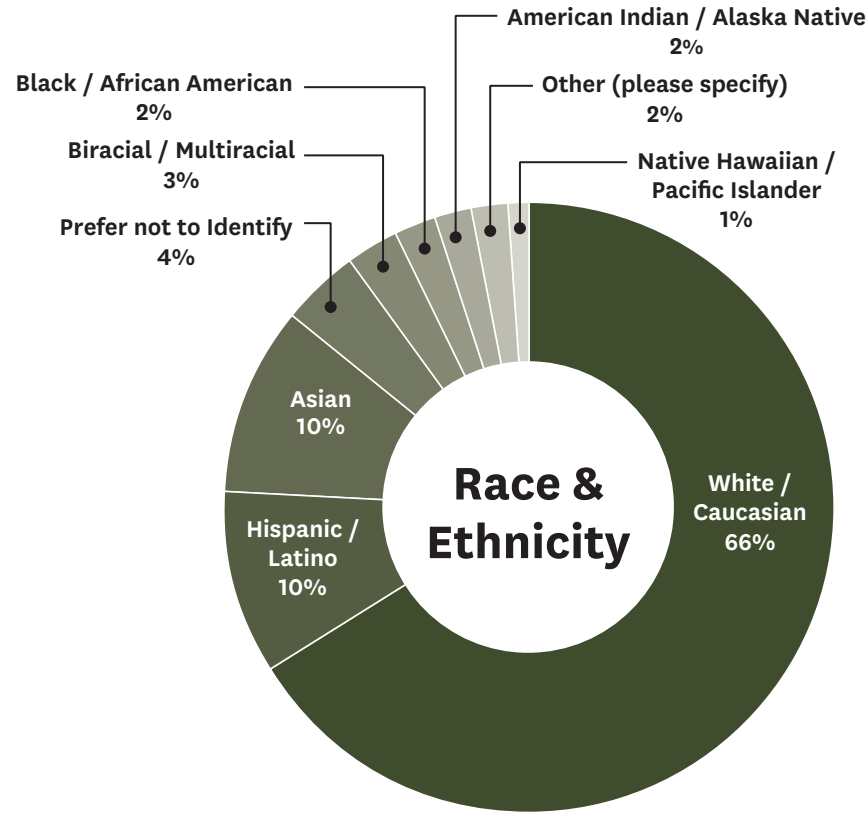
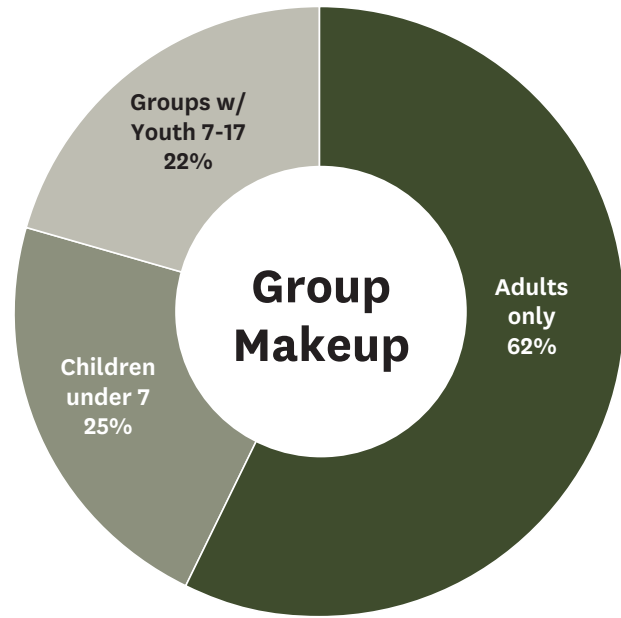
Visitor Profiles

Who's coming to the park?



Demographics

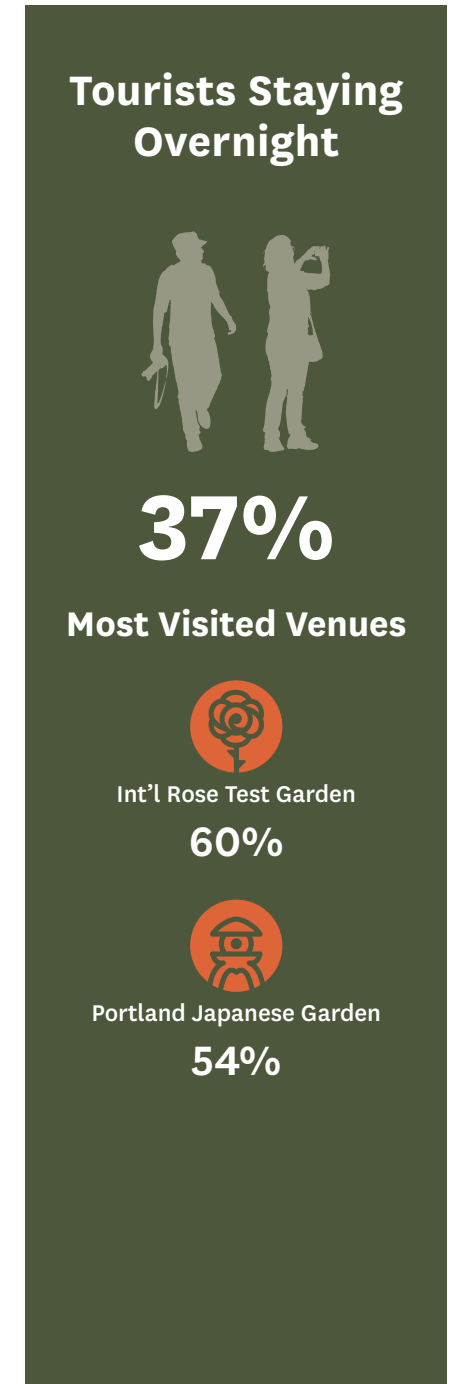
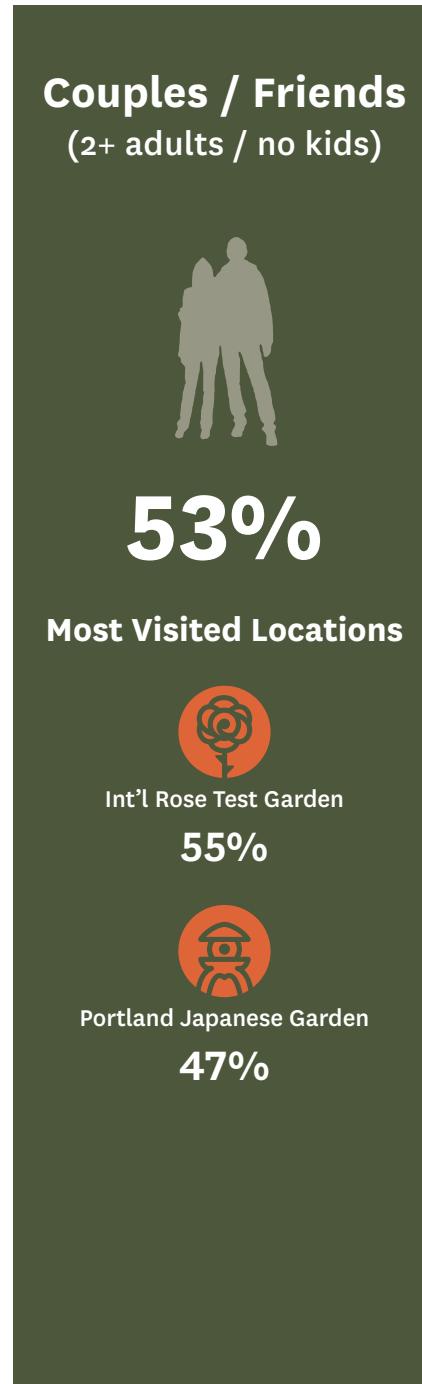
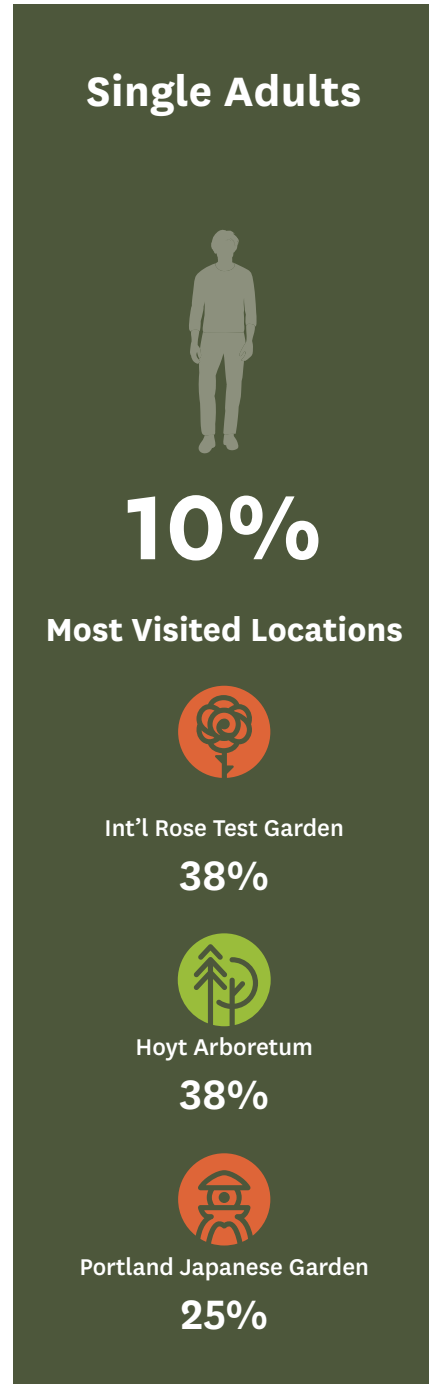
Visits from people of color increased 6% from 2022 surveying to 2023. The largest increases were in Hispanic, Native American and "other" categories.



Visitor Profiles

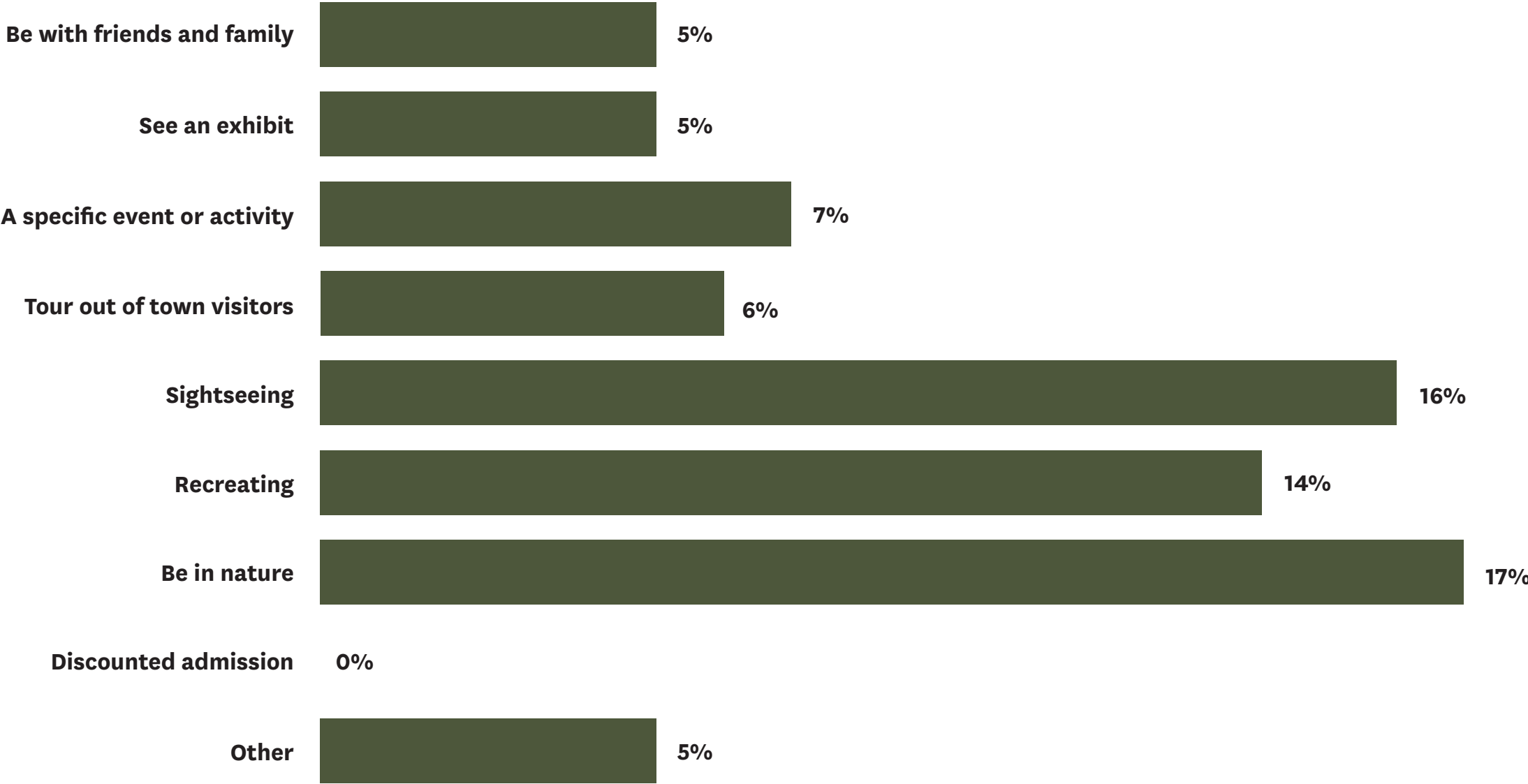
Visitor Profiles are demographic-centered groups and individuals utilized to understand behavior trends. In 2023, a number of data points are notable:

- Groups and individuals who report to be tourists staying overnight in the Portland Metro area increased more than 10% from 2022 survey numbers.
- A higher percentage of tourists visit the gardens (Portland Japanese Garden, International Rose Test Garden), whereas a higher percentage of local and regional visitors visit south and central attractions (Oregon Zoo, World Forestry Center, Hoyt Arboretum).
- The majority of visitors in 2023 did not bring children to the park.



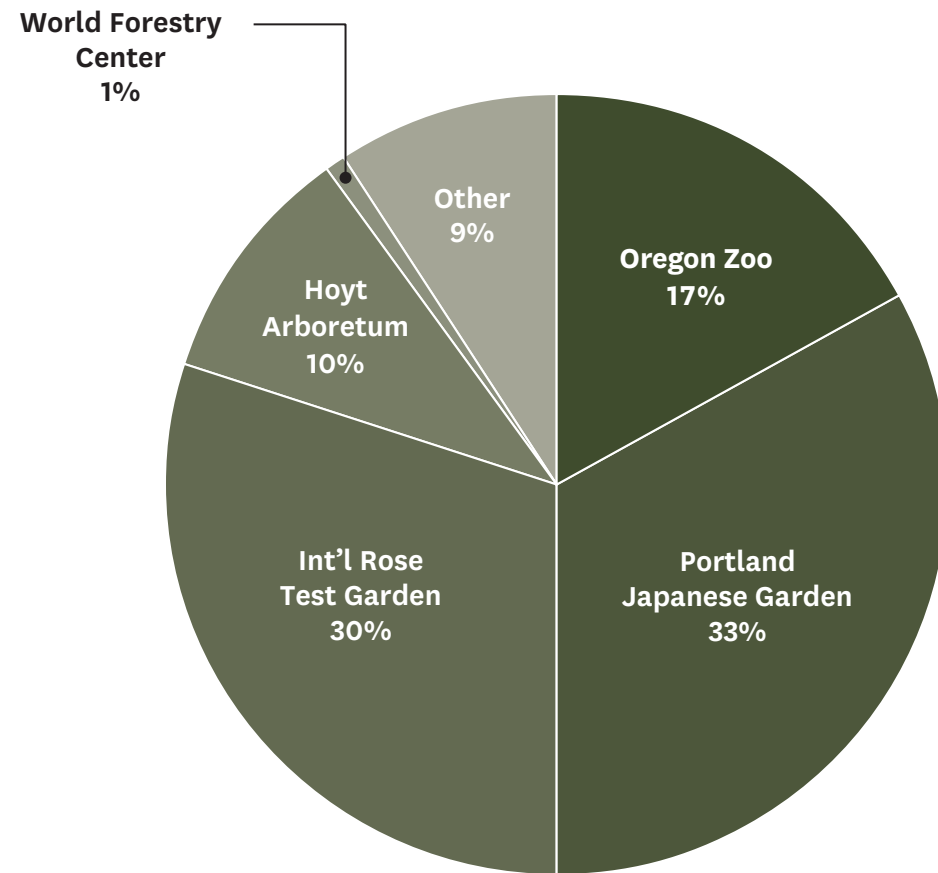
Visitor Behavior

Primary Reason for Visiting

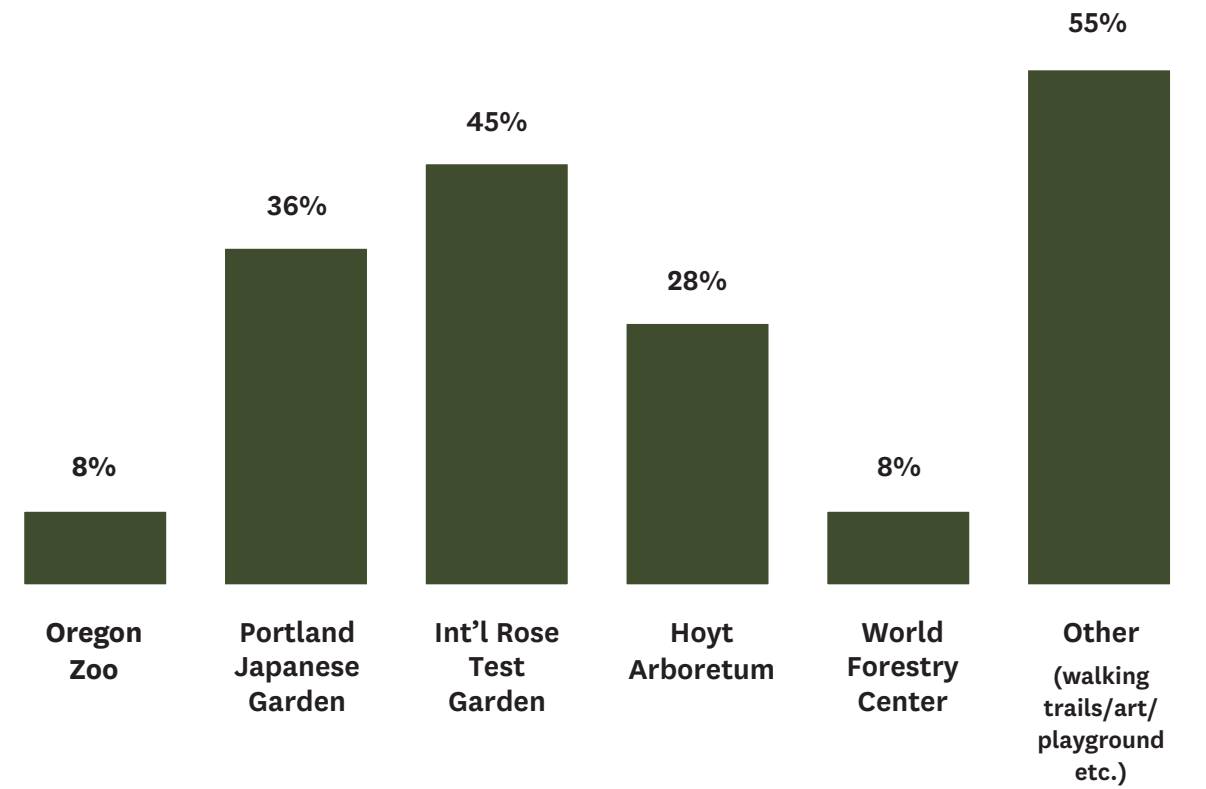


Tourist Behavior: Park Destination

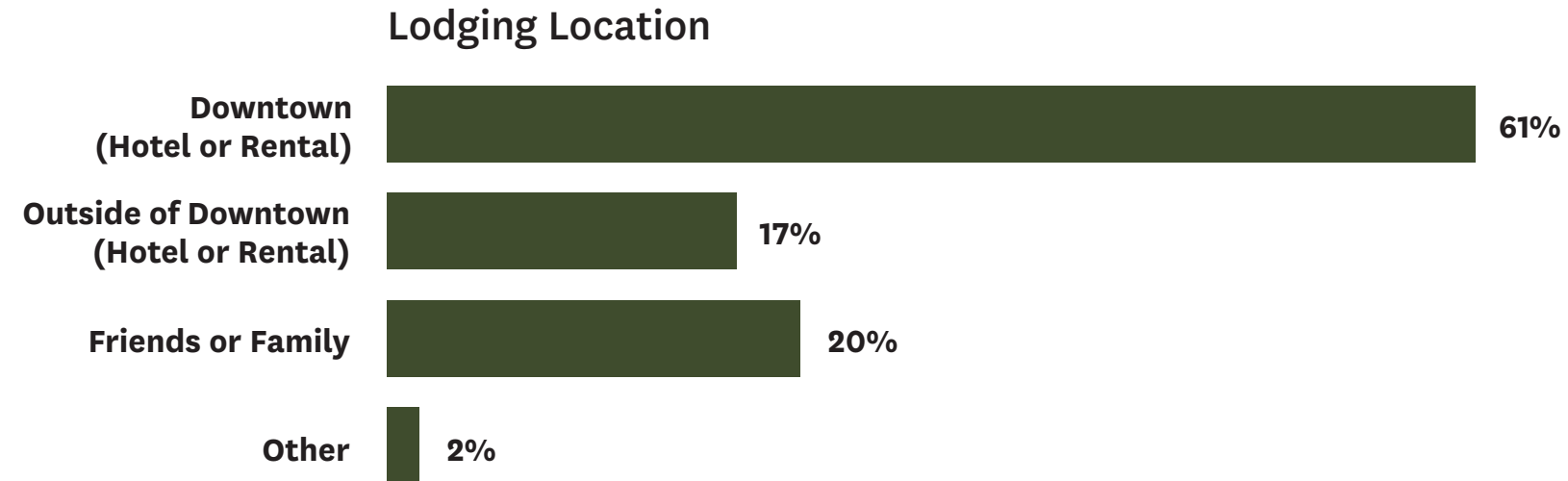
Tourists Staying the Night in Portland: Primary and Only Locations



Tourists Staying the Night in Portland: Secondary Locations



Tourist Behavior: Lodging



Washington Park plays a significant role in tourists’ decisions to visit Portland. Of the overnight tourists we surveyed, **58%** said the Park impacted their decision to visit the city.

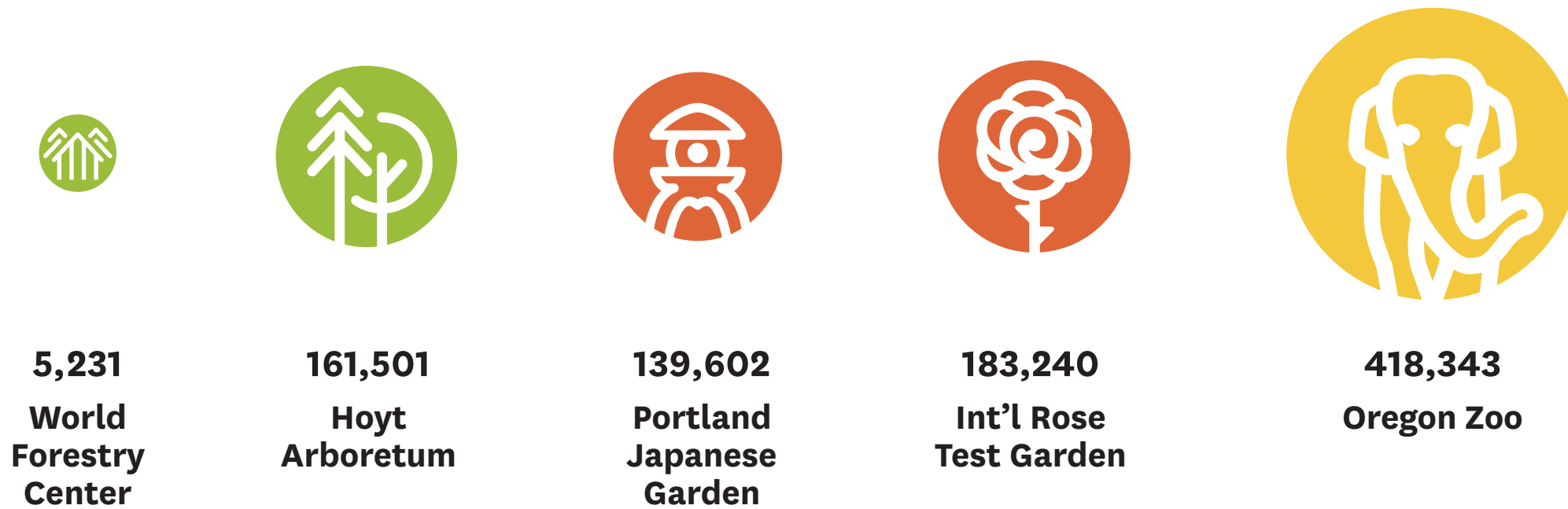
A young girl with her hair in a bun, wearing a pink sweater and a blue tutu, stands with her back to the camera, looking through a glass barrier at two lionesses. The lionesses are light-colored and appear to be in an enclosure with a rocky background. The scene is captured from a low angle, emphasizing the girl's perspective.

Destinations

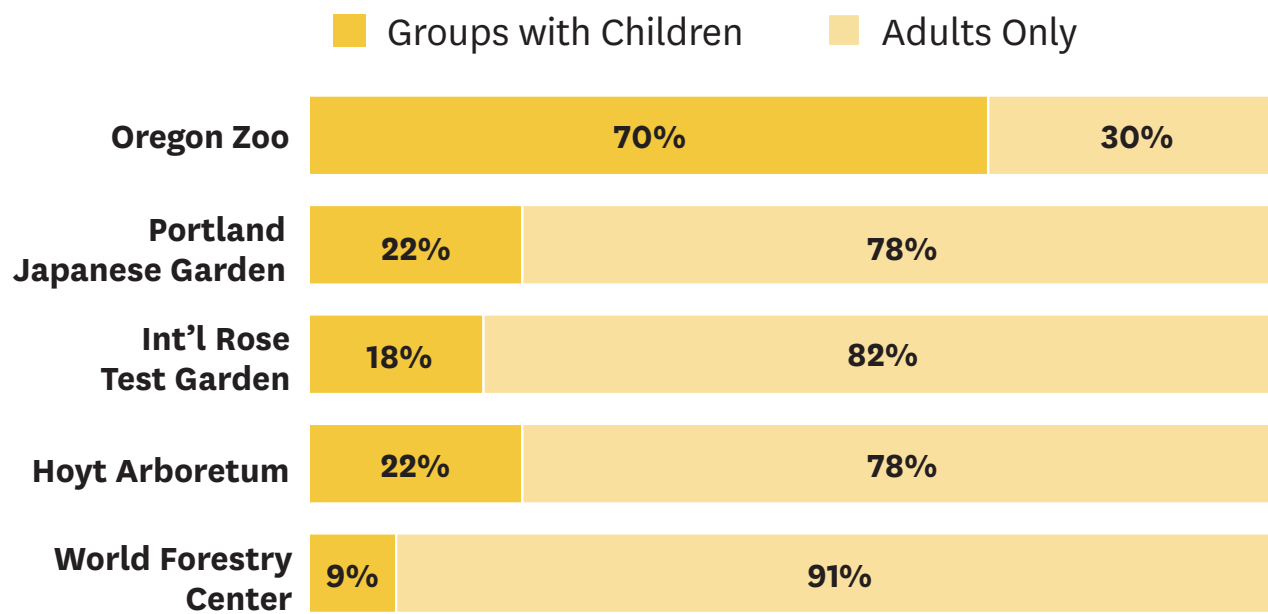
Where are visitors going?

Peak Season Attendance by Location

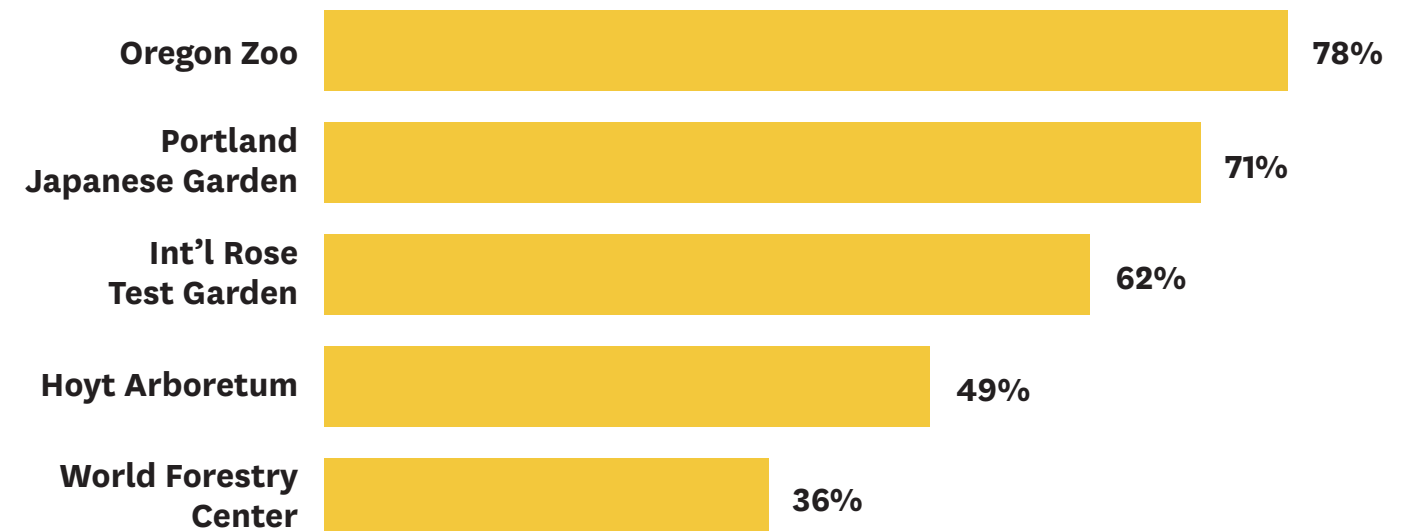
Total Peak Season Attendance: 907,917



Group Makeup

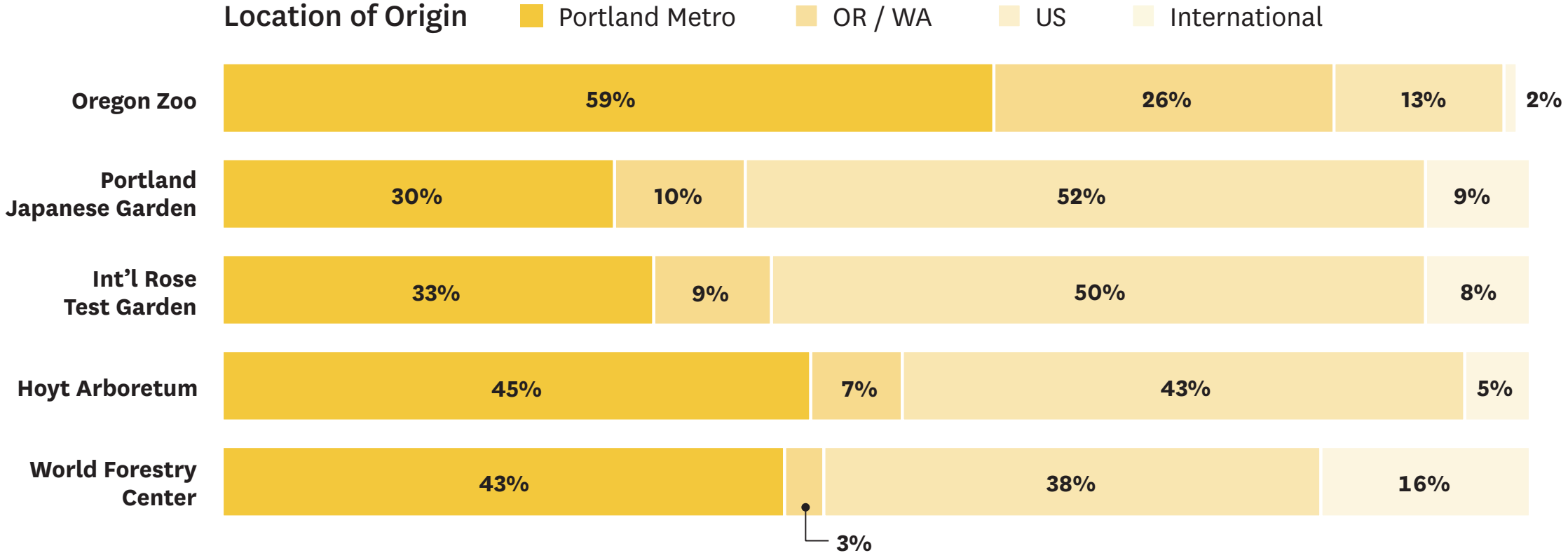


Visitor Awareness of Park Destinations



Visitor Origins

Destinations

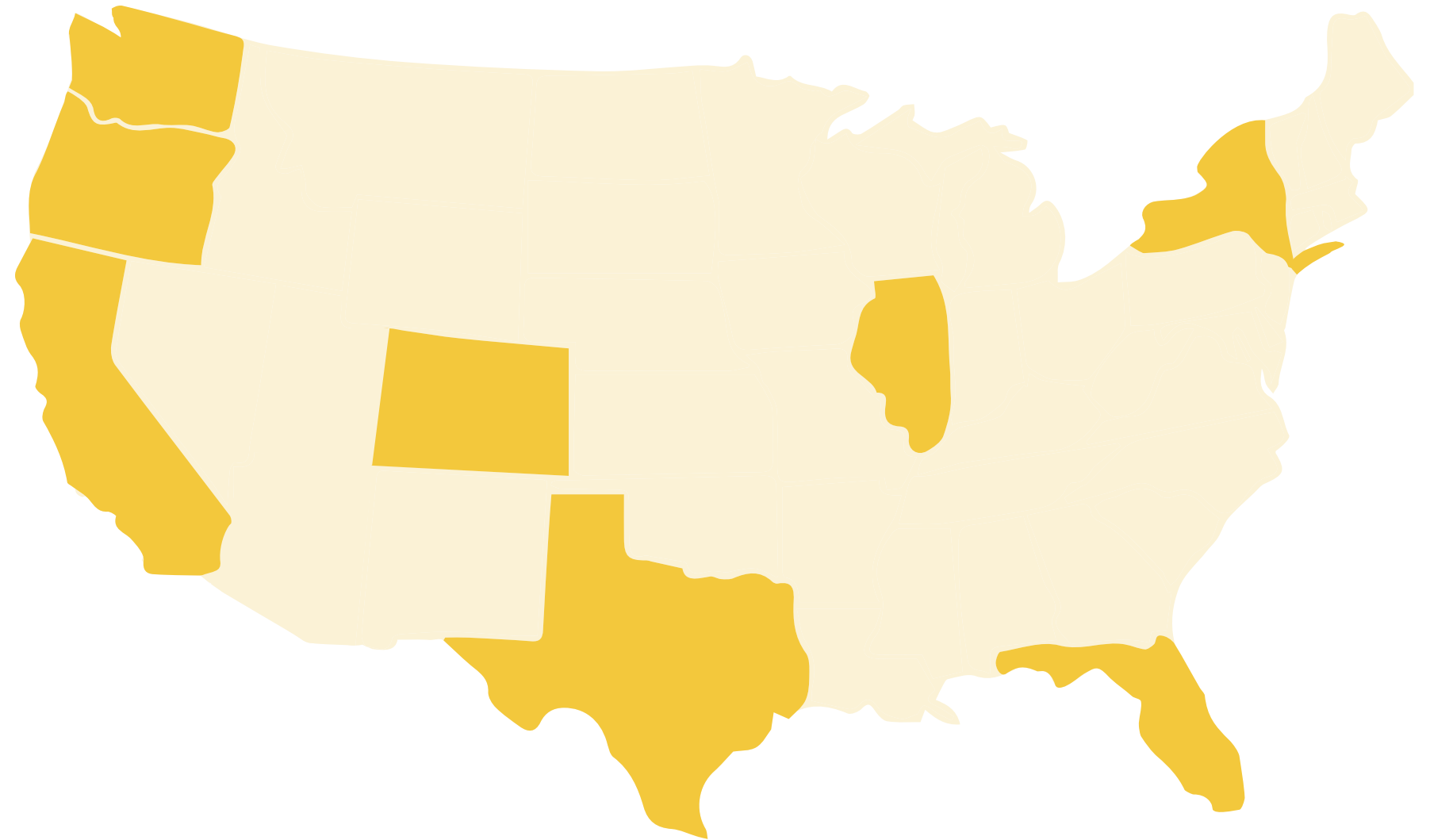


Visitor Origins

This year, California replaced Washington as the state with the second most visitors to the Park. Many of the states with higher levels of visitors to the Park are also those states with high populations.

Regional Peak Season Attendees

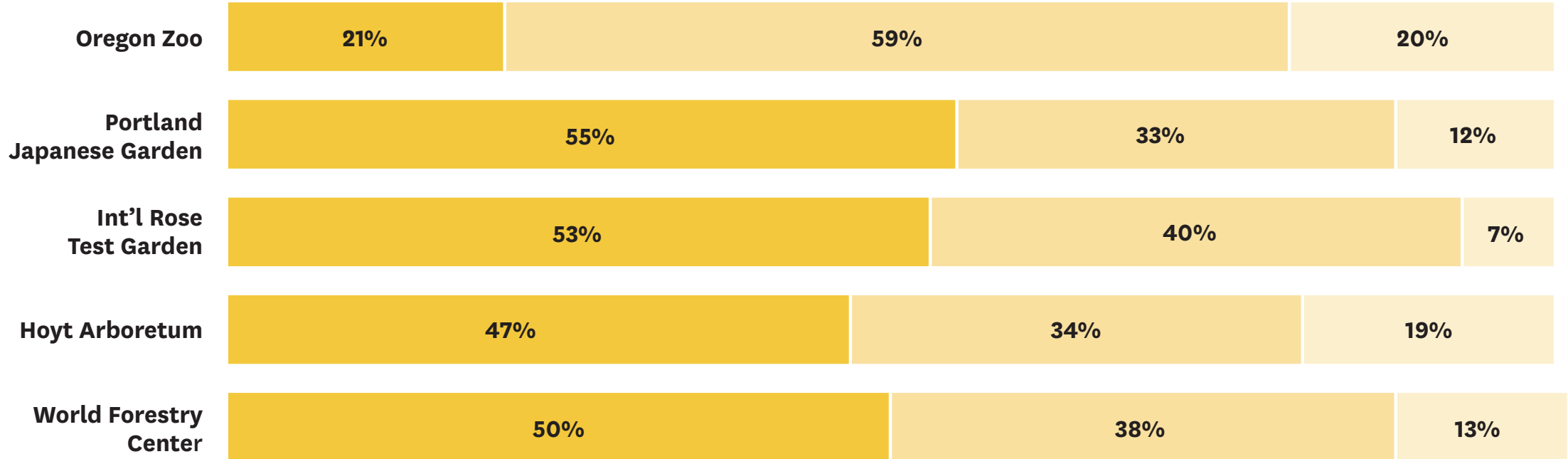
1. OR 55.81%
2. CA 9.34%
3. WA 6.84%
4. TX 3.91%
5. NY 2.61%
6. CO 1.85%
7. FL 1.63%
8. IL 1.63%



Visitor Behavior

Destinations

How Frequently Do They Visit? ■ First Visit ■ Infrequently ■ Frequently

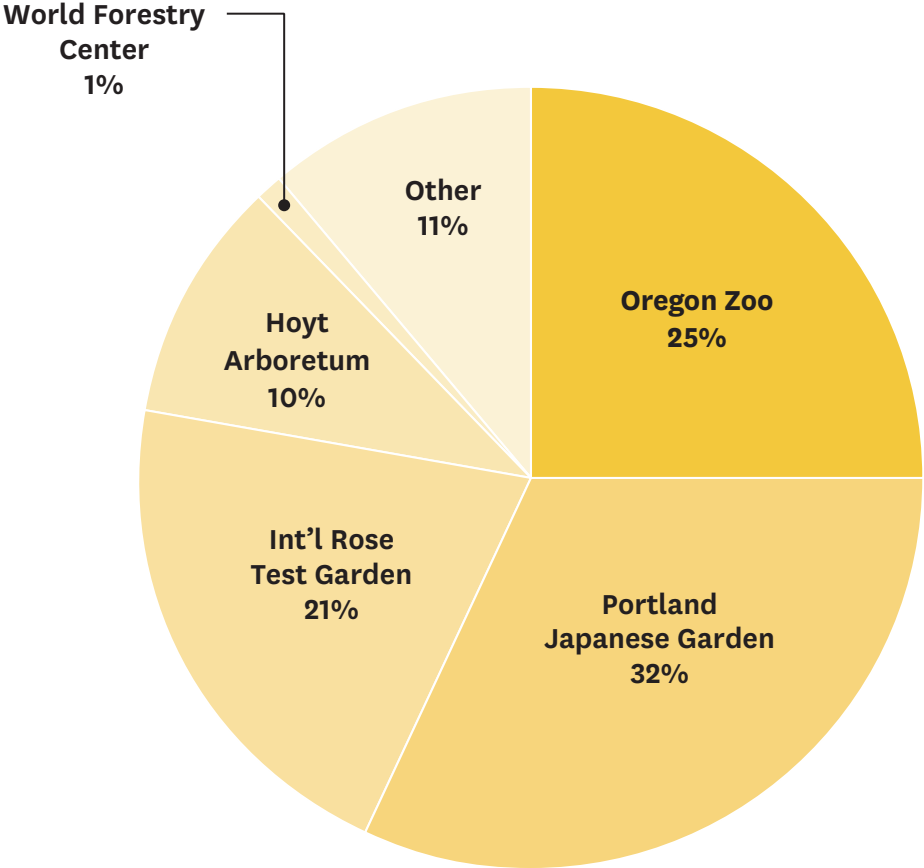


Visitor Behavior

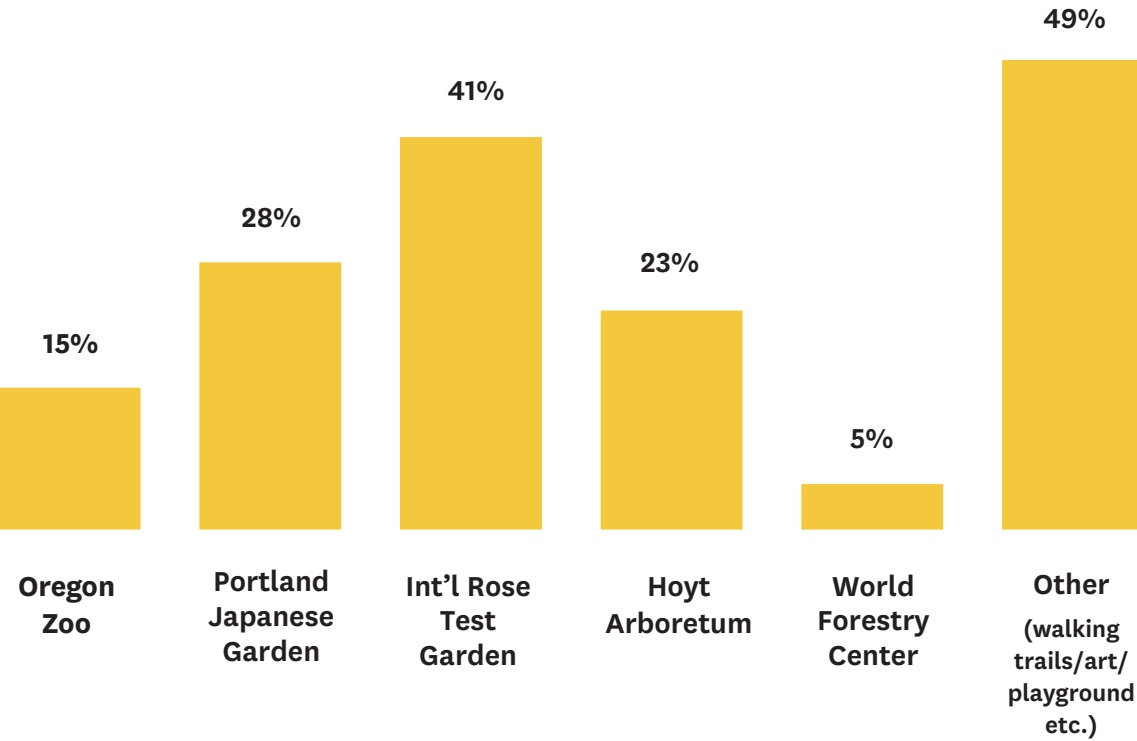
This year, we asked three distinct questions about visitor behavior. We asked visitors if they were going to multiple locations or just one, and then gathered primary and secondary location data. The International Rose Test Garden and Portland Japanese Garden were clearly linked as primary and secondary locations.

Of the people who visited two or more locations:

Visited Primary Locations



Visited Secondary / Tertiary Locations



Destinations

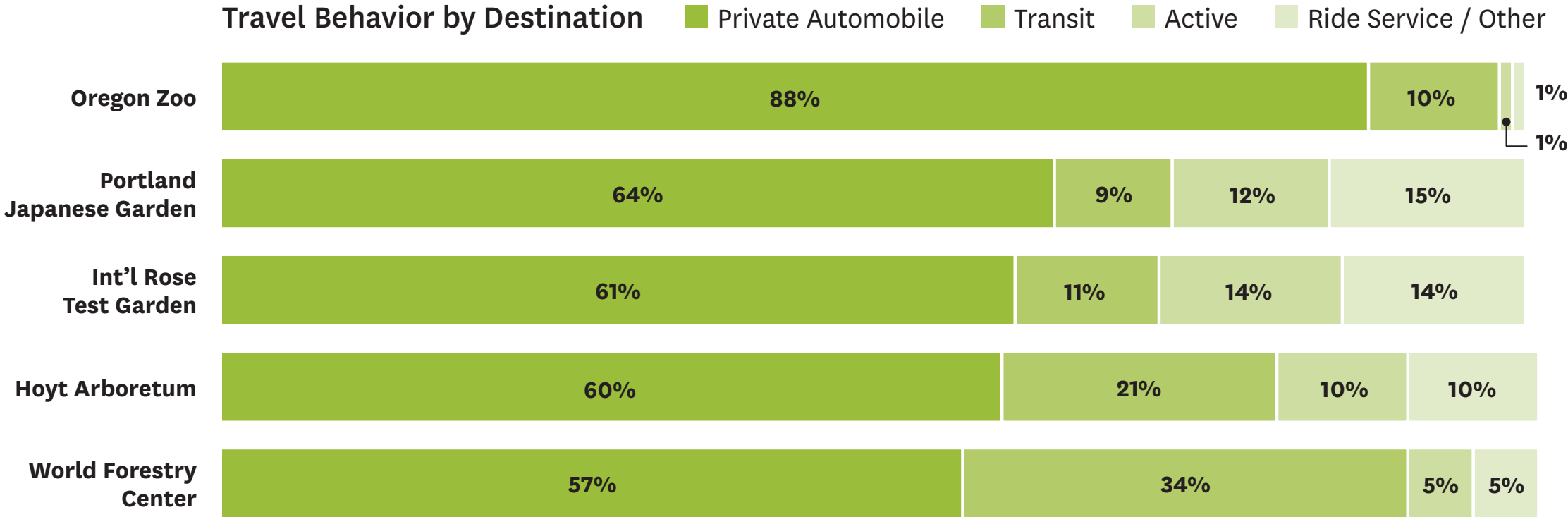
Transportation

How did they get here?



Visitor Travel Behavior

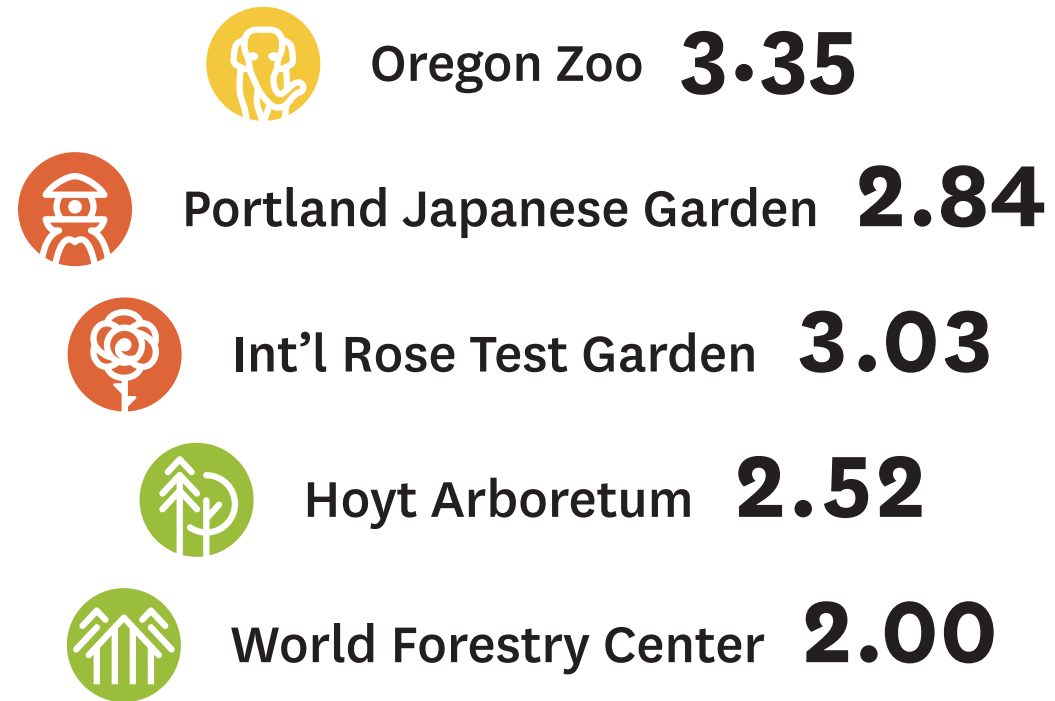
Oregon Zoo guests tend to drive, while Portland Japanese Garden, International Rose Test Garden, and Hoyt Arboretum have the lowest private automobile use. This data supports the tourist travel behavior data, which shows tourists are more likely to use non-private automobiles to access the Park.



Transportation Details

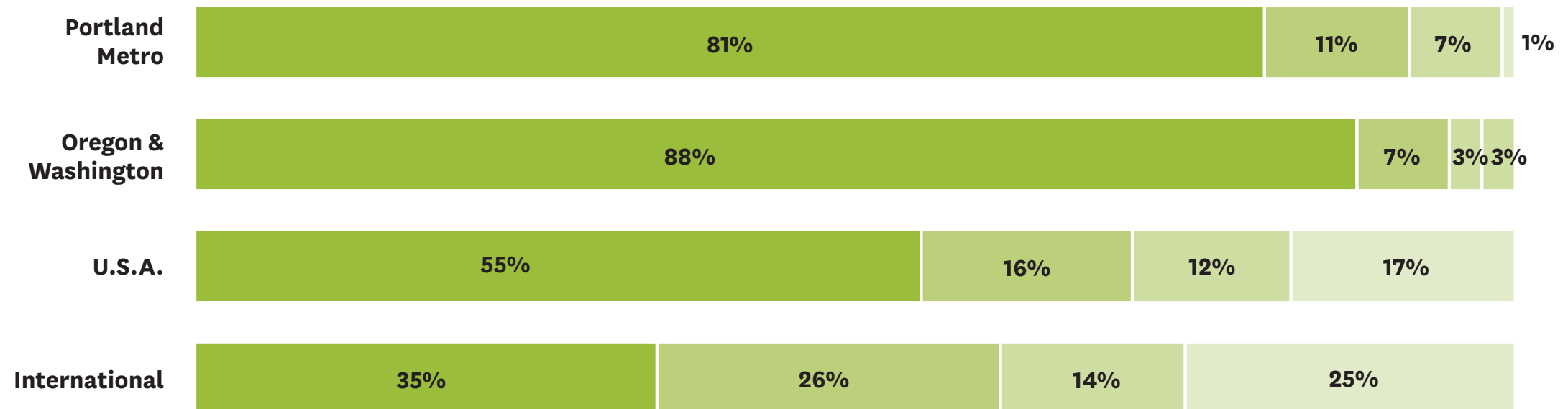
Although Oregon Zoo visitors have the highest percentage of personal vehicle usage, they also have the highest average number of individuals per vehicle.

Passengers per Vehicle



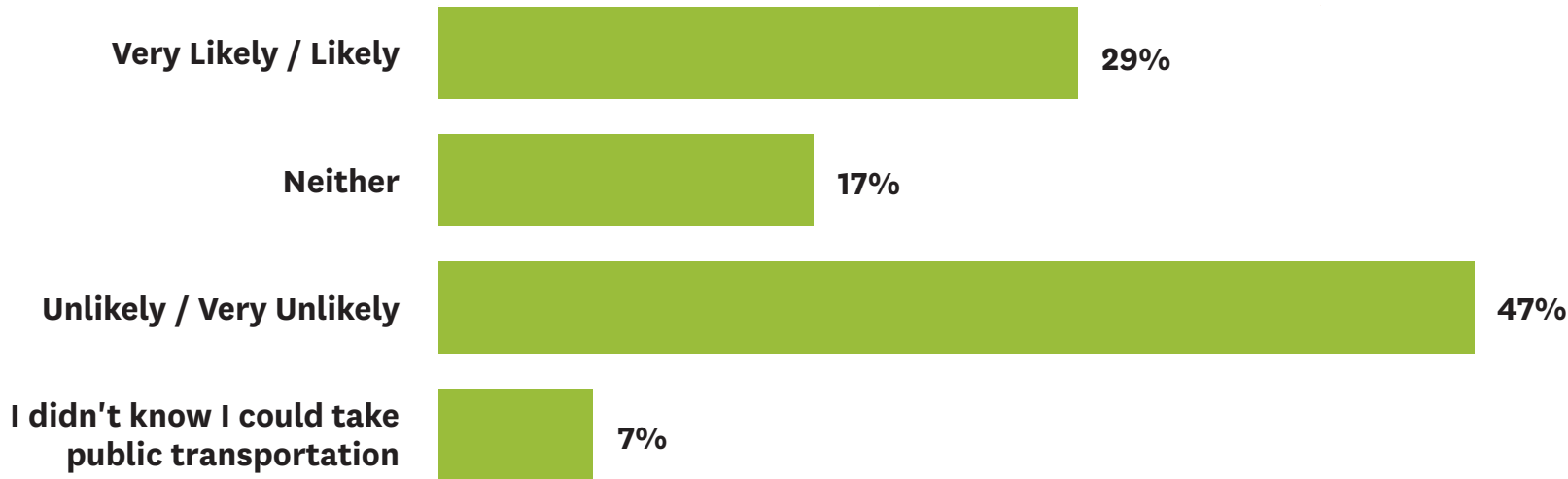
Travel Behavior by Origin

■ Private Automobile
 ■ Transit
 ■ Active
 ■ Ride Service / Other

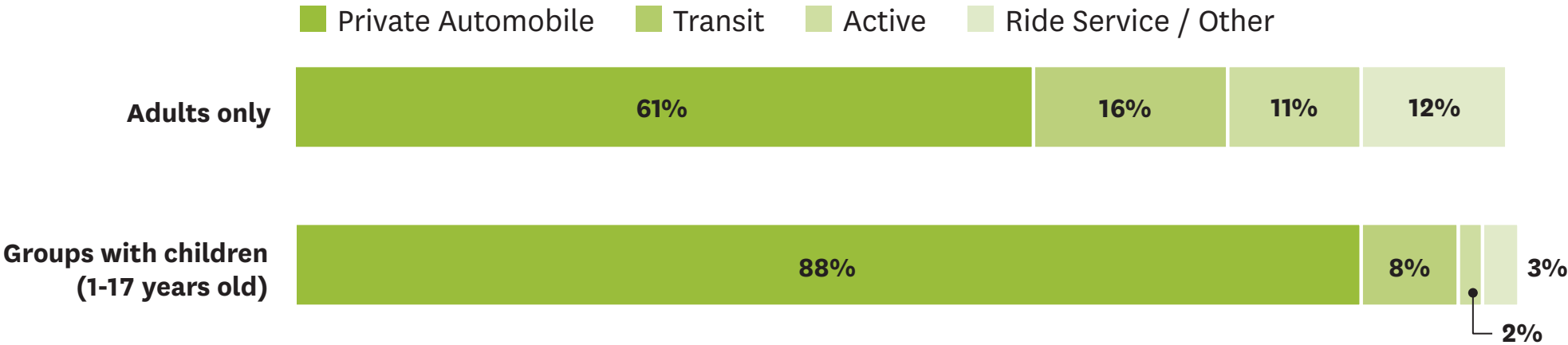


Visitor Travel Behavior

Likelihood of Taking Transit to the Park

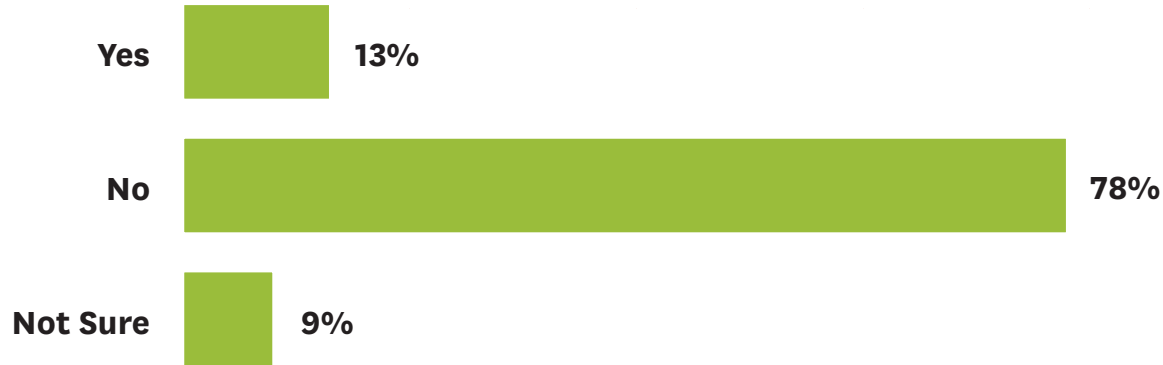


Travel Behavior by Group Type



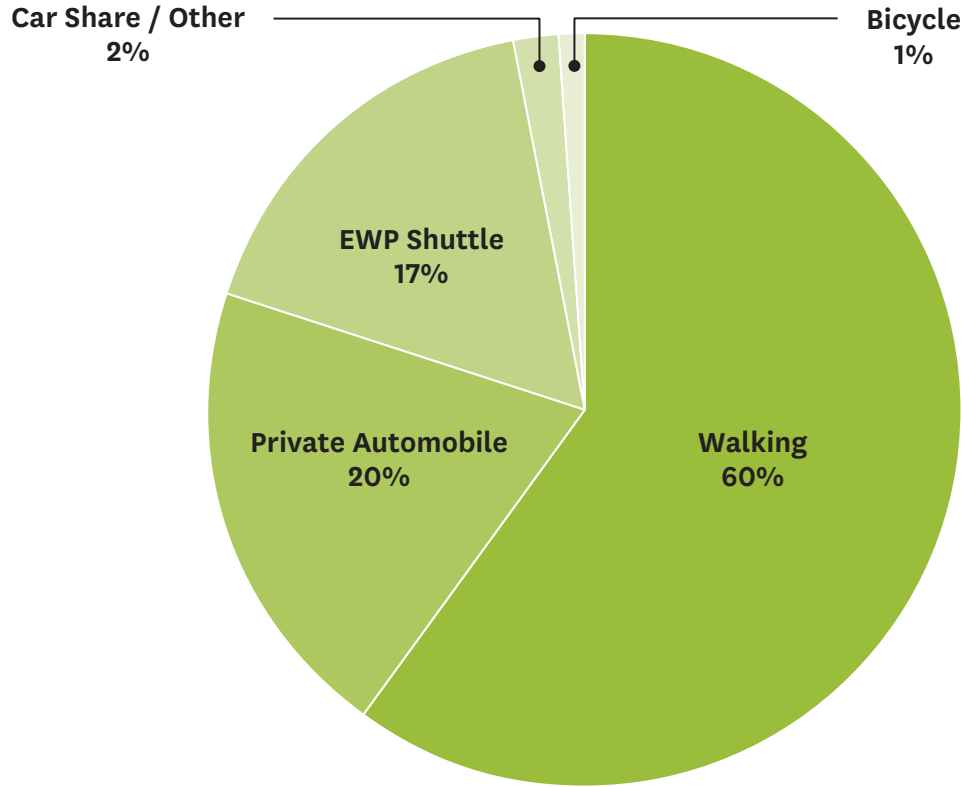
Visitor Travel Behavior Within the Park

Did you or do you plan on using the free Washington Park shuttle to get around?



How are you traveling between the multiple destinations?

- Walking
- Private Automobile
- Explore Washington Park Shuttle
- Car Share / Other
- Bicycle



The grand majority of visitors walked between attractions, largely precipitated by the majority of multiple-attraction visitors being those who go between the gardens (Portland Japanese Garden, International Rose Test Garden).

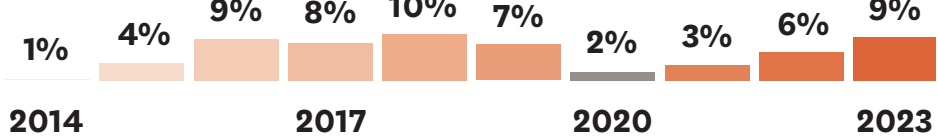
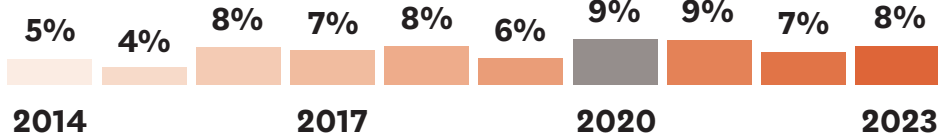
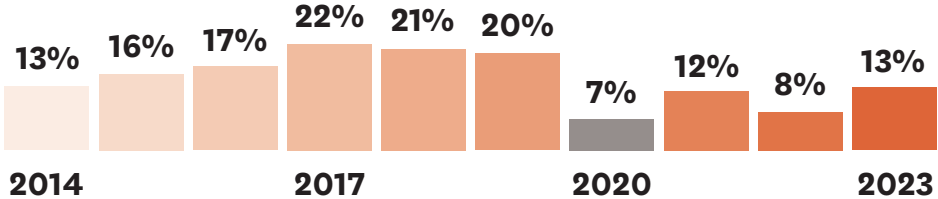
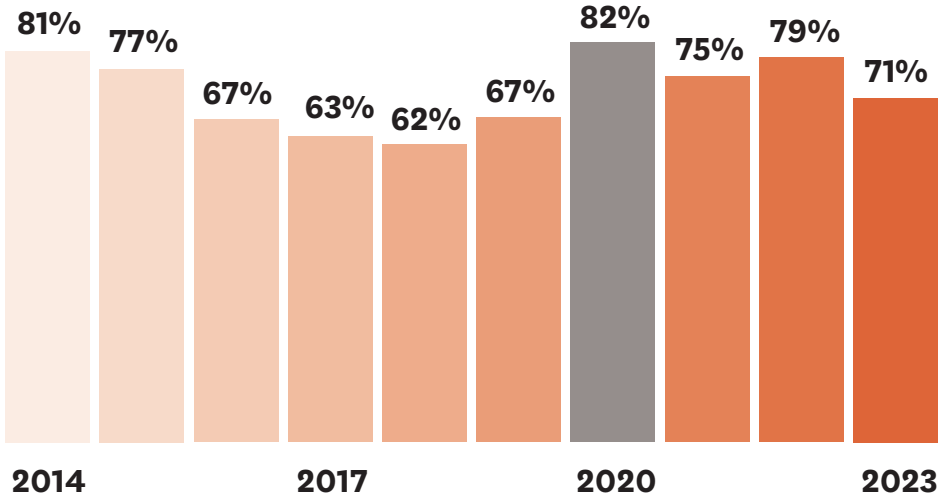


Trends

How are things changing?

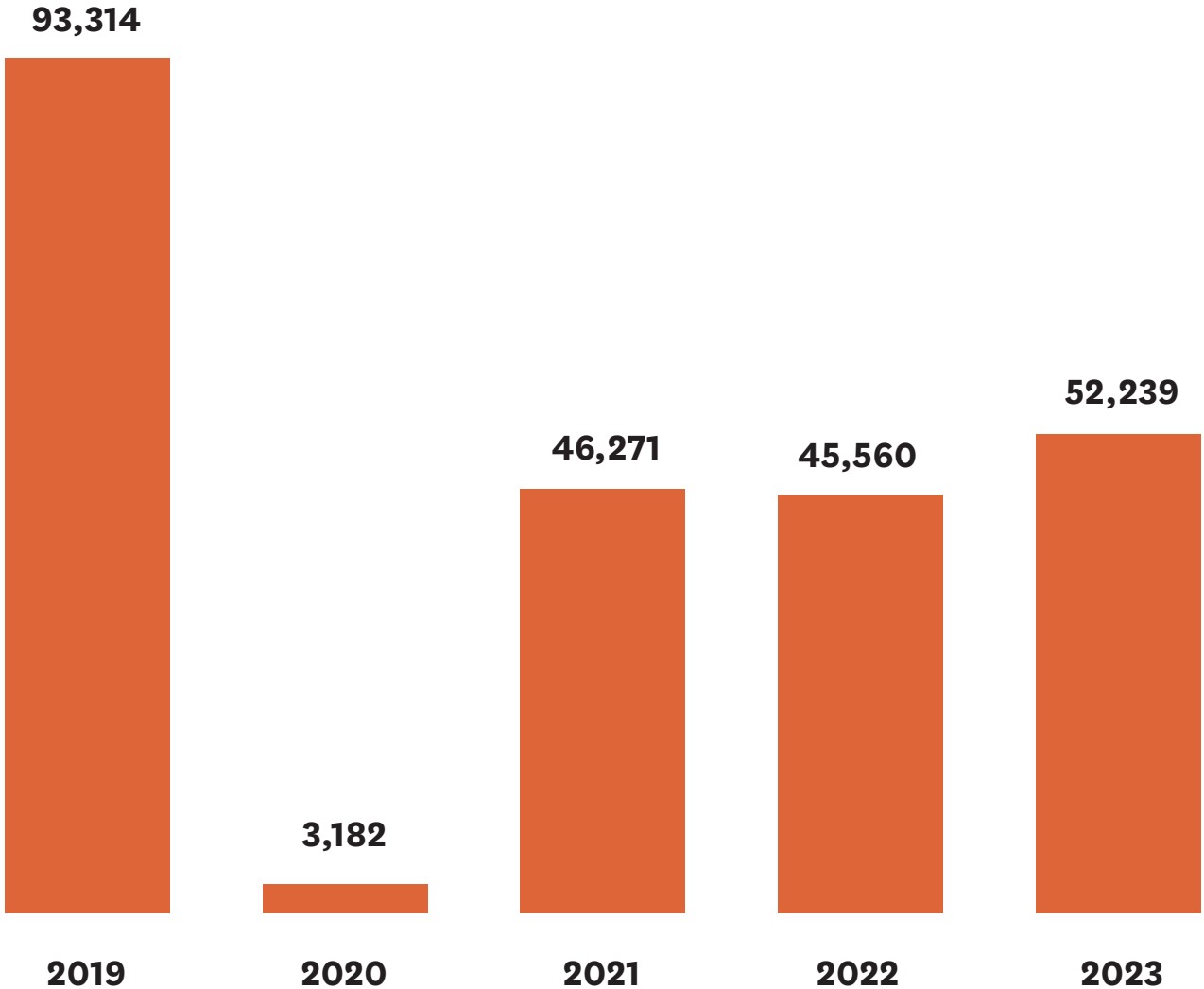
Visitor Travel Year Against Year

The use of private automobiles is down by 8 percentage points from 2022.
 The decline of private automobile use is due to a combination of active, transit and rideshare.
 Transit use is up by 5 percentage points from the previous year.



Trends

Washington Park Free Shuttle Ridership



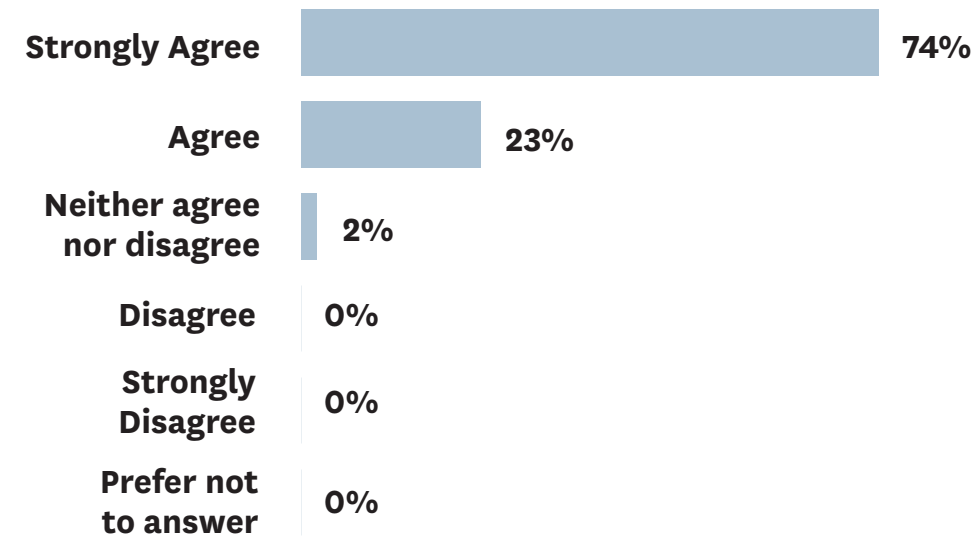


Visitor Experience & Attitudes

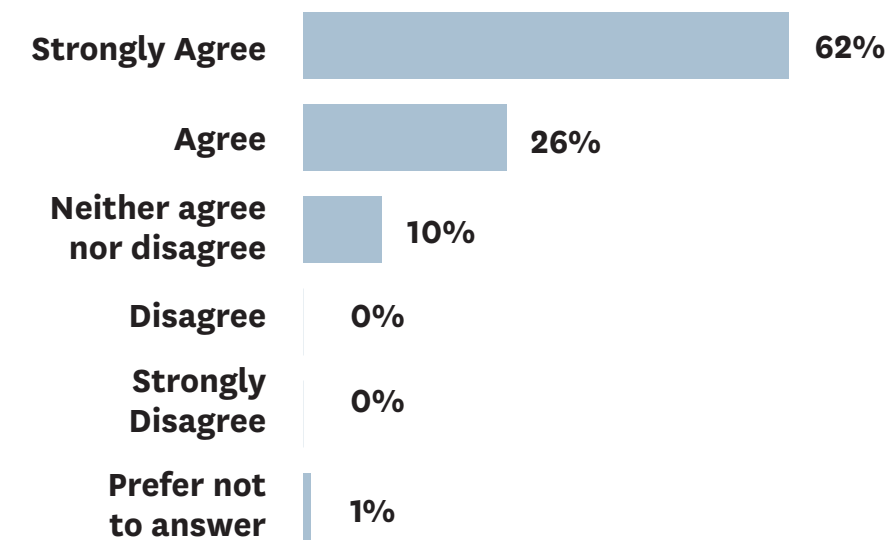
How are we serving our visitors?

Visitor Experience Access

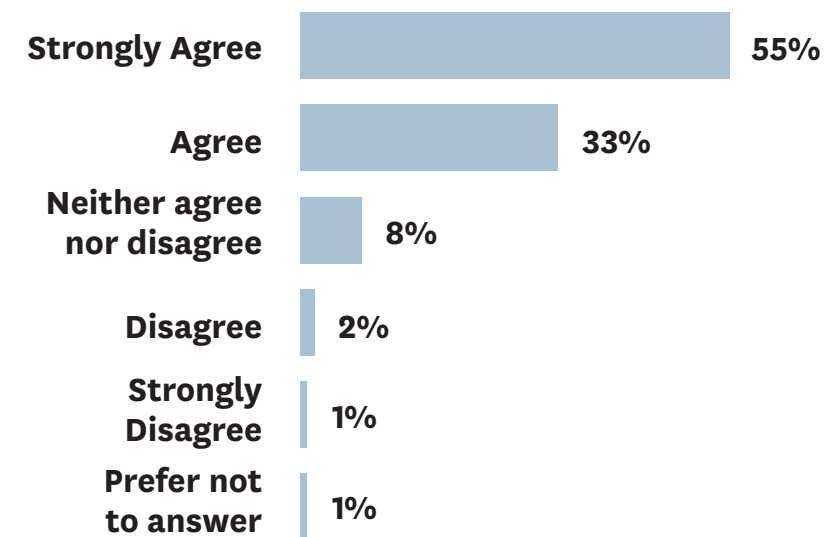
I feel welcome here in Washington Park



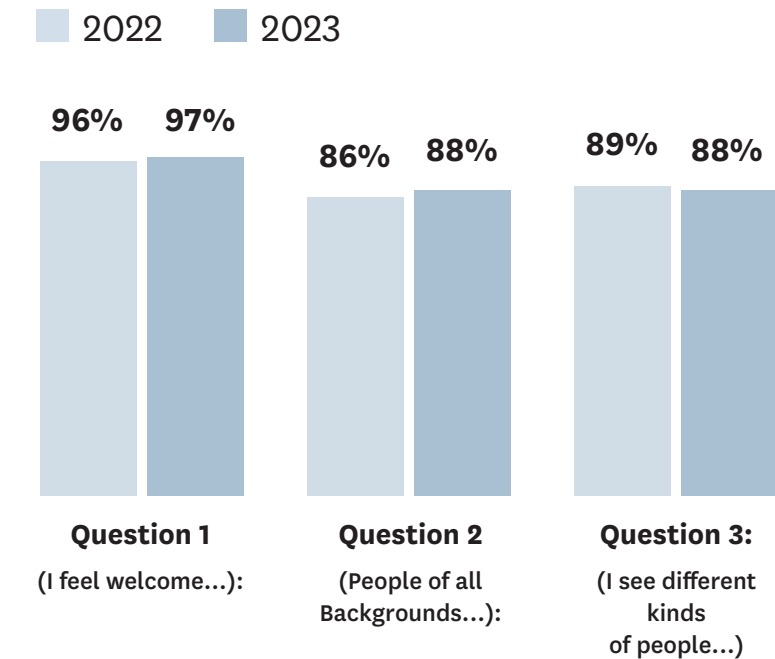
Evaluate the statement: People of all backgrounds (race, ethnicity, sexual orientation, gender identity, ability, religion/spirituality, nationality and socioeconomic status) are treated with respect in Washington Park.



I see different kinds of people (race, ethnicity, sexual orientation, gender identity, ability, religion/spirituality, nationality and socioeconomic status) visiting Washington Park.



Strongly Agree / Agree



Net Promoter Score (NPS)

Net Promoter is an industry standard calculation with an outcome of values -100 to +100 (200 point scale). Both Washington Park scores show extremely high satisfaction per industry standards.

How likely are you to recommend **Washington Park** to a friend?



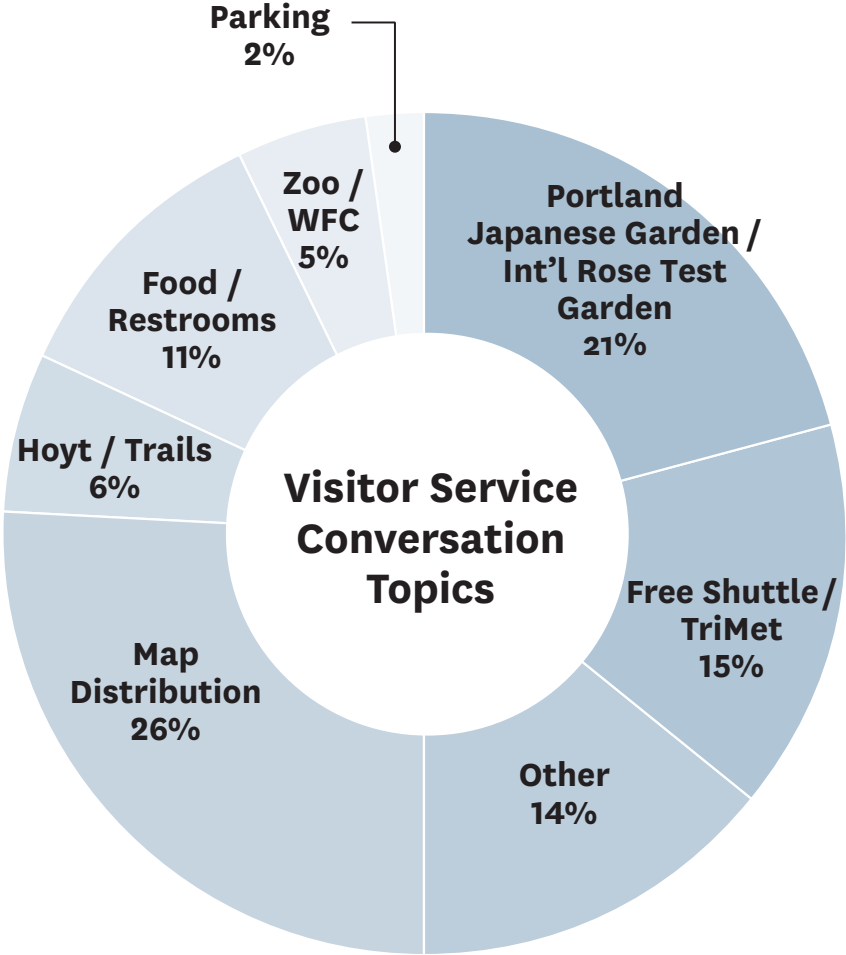
NPS Rating **75**

How likely are you to recommend the **Free Shuttle** to a friend?



NPS Rating **75**

There were a total of **43,166** visitor service interactions. Of those, staff had **28,544** conversations with Park guests on the following topics of conversation.



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