



Your Resource Road Map to the State

Who Visits Oregon.com?

Out-of-state 61%
In-state 35%
Other countries 4%

Women 66.5%
Men 33.5%

Ages 18-25 15.5%
26-35 21.5%
36-45 22.3%
46-55 20.9%
56 plus 13.9%

Top 5 Topics of Interest

Online site survey. Includes multiple responses.

Travel 45.1%
Recreation 37.2%
Lodging 32.1%
Relocation 28.6%
Housing 26.7%

Site Traffic

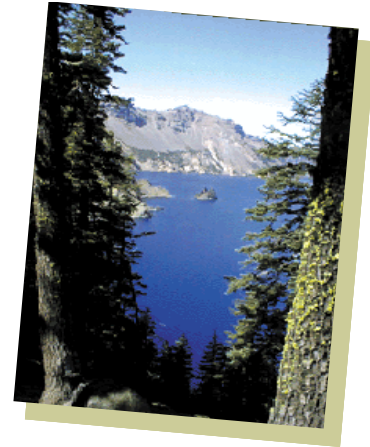
Averaging
73,311 visitors
per month

Travel Destination: Oregon.com

If you're in the travel industry, Oregon.com is here to help you succeed.

We promote local, regional and statewide destinations with links to:

- Attractions
- Hotels and motels, resorts, vacation rentals and bed & breakfasts
- Recreation and activity providers
- Chambers of commerce and visitor associations
- Newspapers



Our research shows that nearly half of Oregon.com's visitors seek travel and recreation information more than any other topic. A 2002 survey confirmed this consumer pattern for the third straight year.

And industry research indicates the trend will continue. About 64 million Americans researched their travel options online in 2002. That number is expected to climb in 2003.

Partner with Oregon.com and connect with customers

There are a variety of ways Oregon.com can partner with you. Choose from banner ads, information links and logos, 1-to-1 e-mail marketing and more. With each, the goal is to deliver potential visitors to your website.

Dot, our online concierge, gives you fast, personalized access to hot customer leads. We set up a customized "permission marketing" campaign with you and deliver your message to people who actually ask for products and services like yours.

Attract vacationers to your door.

Sources: WebTrends site traffic report, 1/1/01-12/31/02; Oregon.com site survey of 9,674 respondents, 5/1/02—12/1/02.

Contact Dan Shryock at 503-472-3322 or dshryock@oregon.com to find out how Oregon.com can benefit you.