



SISTERS

Oregon

EST. 1901

ANNUAL REPORT

Explore Sisters
2025

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Explore Sisters is a 501(c)6 nonprofit that serves as the Destination Management Organization (DMO) for the greater Sisters, OR area.

We strive to increase community livability and economic vitality through the development of intelligent management and stewardship of the Sisters local community, natural and cultural resources, tourism, and outdoor recreation.

Through a partnership with the City of Sisters as their official DMO, Explore Sisters collaborates with our industry partners towards a healthy shared vision of tourism for the area.



VISION

A thriving community through a robust tourism industry balanced with local livability.

MISSION

Guide intentional stewardship of the unique character of the greater Sisters area to enhance economic, social and environmental vitality.

VALUES

TRANSPARENCY

We want what we do to be visible to our stakeholders

QUALITY

We want our work to meet a very high standard and have low tolerance for errors

COLLABORATION

We want people to work together easily and reduce friction and barriers between teams

INNOVATION

We want to consistently cultivate new ideas and intentionally evolve

AGILITY

We want to be able to respond nimbly to shocks and setbacks



OUR TEAM

Scott Humpert

Executive Director

OUR BOARD

Brady Rhodes, Chair - Ski Inn Taphouse & Hotel

Kris Rodgers, Vice Chair - GrandStay Hotel & Suites

Nancy Connolly, Treasurer - Resident At-large

Jesse Durham, Secretary - Sisters Coffee Co

Dawn Boyd, Director - Sisters Outdoor Quilt Show

Ryan Lane, Director - Pondersoa Lodge

Spencer Hamiga, Director - Sisters Bakery

Michael Preedin, Director - Sisters City Council*

Kerry Prosser, Director - City of Sisters Staff*

*Indicates non-voting member

STRATEGIC PRIORITIES

1

DESTINATION MARKETING

Drive strategic visitation and awareness to the greater Sisters area

2

PARTNERSHIPS & COMMUNITY ENGAGEMENT

Collaborative partnerships that build a connected and cohesive tourism industry

3

DATA & RESEARCH

Insights into the Sisters community, visitors, needs and perspectives

4

SUSTAINABLE OPERATION

Commitment to strategically building a strong organization to fulfill our mission



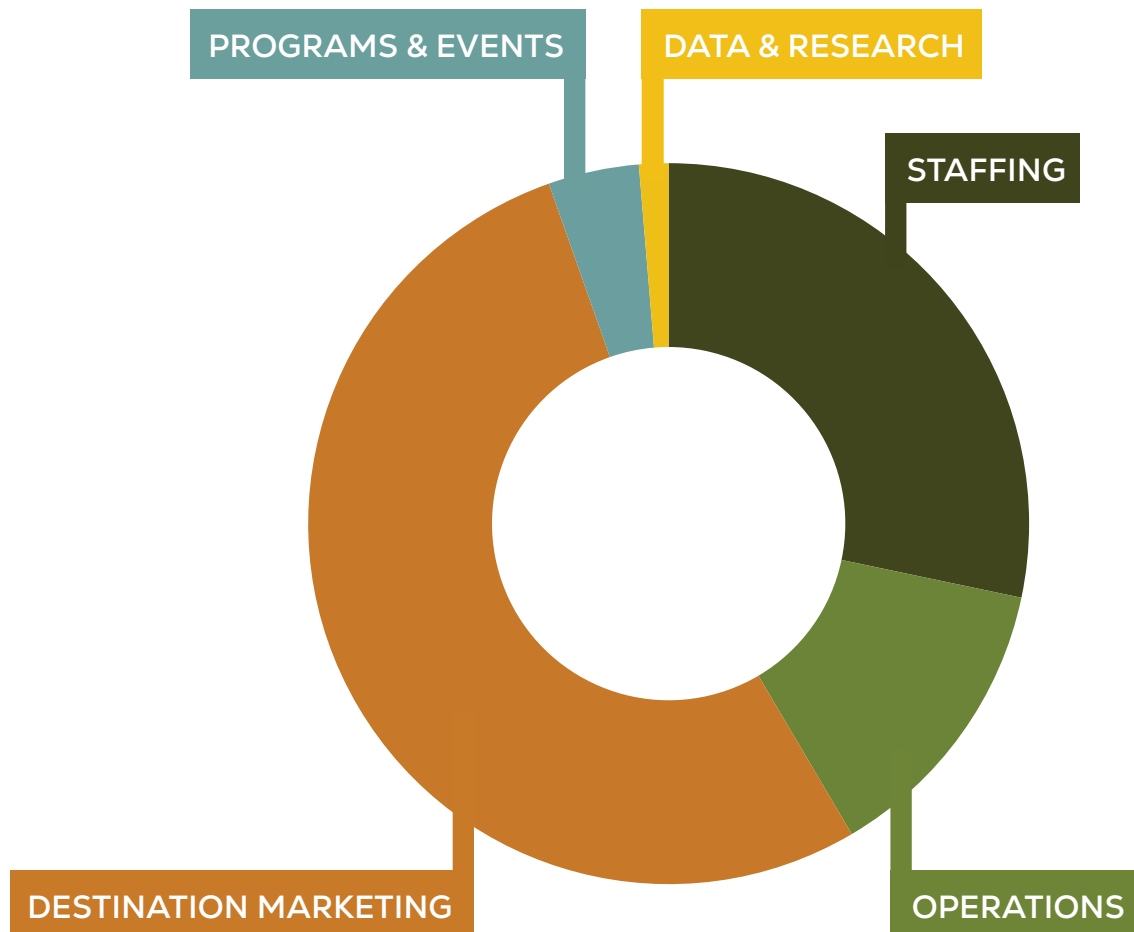
OUR FUNDING

Explore Sisters is funded by a portion of the local Transient Lodging Tax (TLT) collected by the City of Sisters to optimize the economic impact of tourism for the area in collaboration with industry partners.

We receive \$350,000 annually, or up to 33% of local TLT collections, whichever is greater.

OUR BUDGET

2025 Budget: \$409,000



MARKETING CAMPAIGNS

In 2025, Explore Sisters transitioned its branded marketing campaign “The Old West, All Grown Up” to being managed fully in-house. The campaign focused on search, social media, select digital and print, influencers, and giveaways. Timing of the campaign included a spring pulse, a fall/winter pulse and always-on components. The summer focused on responsible visitation messaging, backing off the heavy invitation to visit in spring, fall and winter. The always-on component supported campaign pulses with additional destination awareness through publications such as travel guides by Visit Central Oregon and Travel Oregon and through search engine marketing.

PRINT

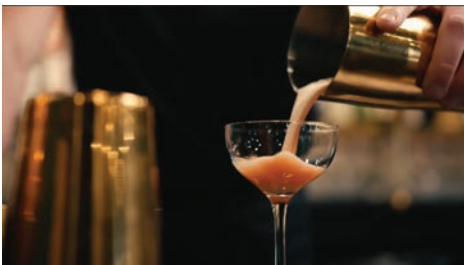


STRATEGIC PRIORITY 1: DESTINATION MARKETING

DIGITAL DISPLAY



VIDEO



STRATEGIC PRIORITY 1: DESTINATION MARKETING

SOCIAL MEDIA

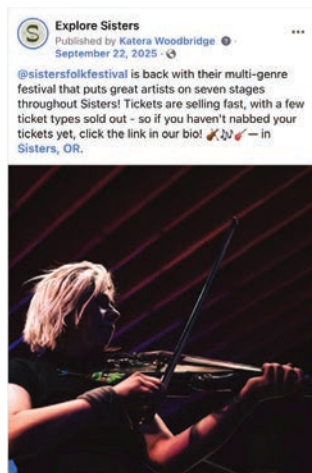
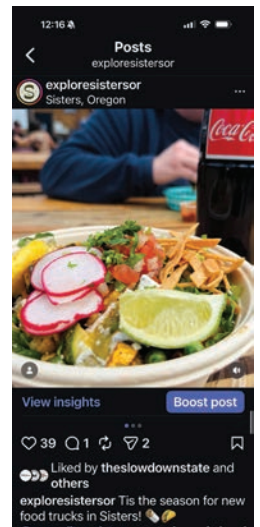
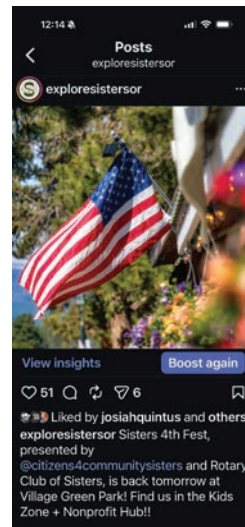
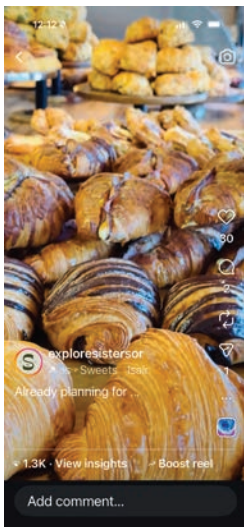
Explore Sisters' social media channels are central to our marketing efforts through both paid and organic means. These platforms provide access to a curated audience interested in our destination and allows Explore Sisters to partner and engage with other local accounts.

1.35M+
TOTAL VIEWS

700+
PUBLISHED POSTS

 **29K ENGAGEMENTS**
3.5K FOLLOWERS

 **7.1K ENGAGEMENTS**
3.4K FOLLOWERS



GIVEAWAYS

Several giveaways were included as part of the 2025 marketing campaigns. These themed giveaways feature prize packages that include lodging and gift certificates from local businesses and/or event tickets. To be eligible, participants had to sign up for the Explore Sisters consumer news letter or follow us on social media.

SEARCH

Search, both organic and paid, is among the top source of online traffic for consumers to find the Explore Sisters website. Flexible and efficient, this always on component of our marketing campaigns supports the assets we control and delivers a familiar tool for our visitors.

PAID SEARCH



Stunning Destination - Small Town Charm

Sisters, Oregon: Your destination for outdoor fun! Escape to Sisters, Oregon. Find trip ideas, guides, and local events. Submit A Message. Established In 1901. Check Events.



22.3K
CLICKS

329K
IMPRESSIONS

21.5K
SESSIONS

63.7%
ENGAGEMENT

ORGANIC SEARCH

Explore Sisters Search Engine Optimization (SEO) efforts boosts organic search traffic generation driving organic traffic and user engagement to exploresisters.com.

SEO also increases organic search result rankings for keywords driving users to the site.

11K
CLICKS

875K
IMPRESSIONS

15.3K
SESSIONS

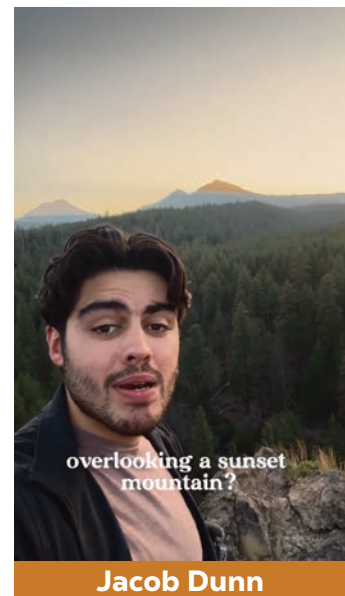
67.9%
ENGAGEMENT

INFLUENCERS

Influencers are a key component to our marketing campaigns. Explore Sisters executed six influencer projects in 2025. Each project focused on a different objective including; staycation messaging, holiday cheer, Sisters' food scene, and more. Collectively, these projects reached an audience of over one million.

1M+
VIEWS

170K+
FOLLOWERS



2025 MARKETING CAMPAIGN RESULTS

\$105K
CAMPAIGN
BUDGET

5M+
CAMPAIGN
VIEWS

32%
SOCIAL

20%
SEARCH

16%
PRINT

11%
INFLUENCERS

10%
TV/STREAMING

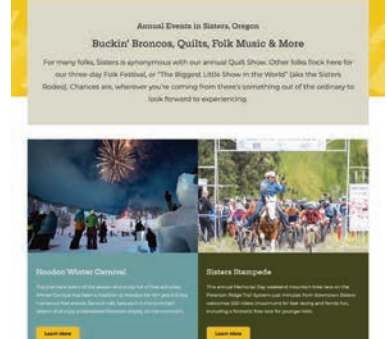
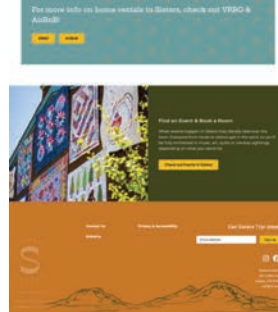
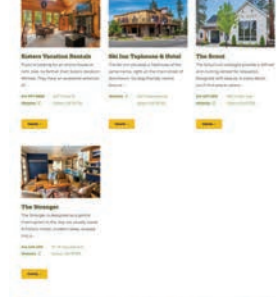
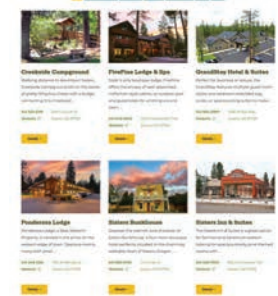
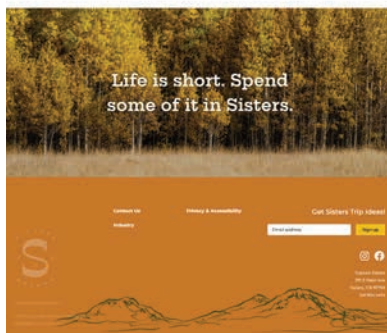
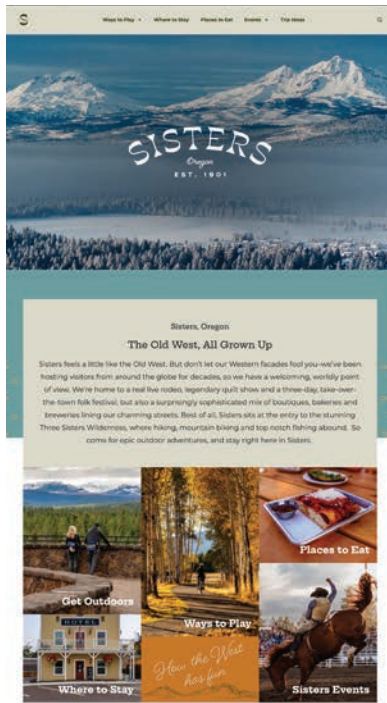
8%
DISPLAY

3%
CO-OP



DESTINATION WEBSITE

The Explore Sisters website features essential visitor information for building awareness, inspiring a visit and planning a trip. In 2025, we migrated the site to a new developer and hosting environment to improve performance and asset management. Additional functionality was added including an events calendar, site search, blog, enhanced business listings, sitewide alerts, additional page templates, and Search Engine Optimization updates.



STRATEGIC PRIORITY 1: DESTINATION MARKETING

NEW WEBSITE FEATURES

ENHANCED BUSINESS LISTINGS



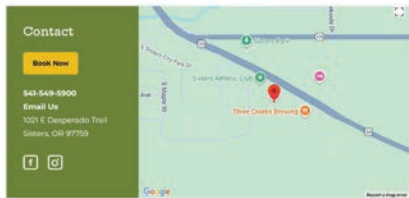
ALL PLACES TO STAY

FivePine Lodge & Spa

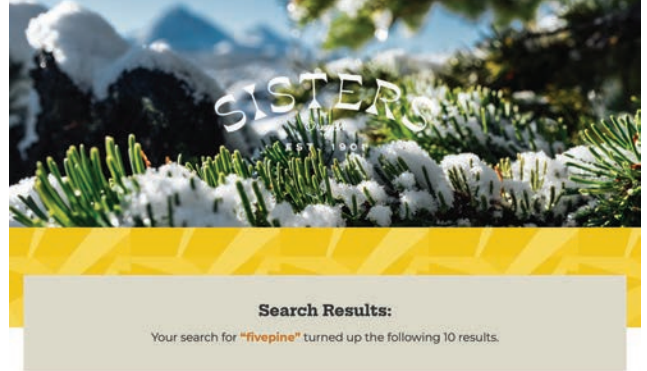
Sisters' only boutique lodge, FivePine offers the privacy of well-appointed, craftsman-style cabins, an outdoor pool and guest bikes for ambuling around town. Soaking tubs and fireplaces in rooms, plus the luxurious Shibui Spa on site, make FivePine Central Oregon's most romantic getaway.

Amenities

- Fireplace
- Pool
- Wifi



SITEWIDE SEARCH



Search Results:

Your search for "fivepine" turned up the following 10 results.

FivePine Lodge & Spa



FivePine Lodge & Spa



Sisters' only boutique lodge, FivePine offers the privacy of well-appointed, craftsman-style cabins, an outdoor pool and guest bikes for ambuling around town. Soaking tubs and fireplaces in rooms, plus the luxurious Shibui Spa on site, make FivePine Central Oregon's most romantic getaway.

Breakfast with Santa



FivePine Catering is proud to host a magical visitor Sunday, December 7, 2025! Enjoy a wonderful breakfast, deluxe hot chocolate station, and very special visit with our friend from the ...

The McArthur



An elevated dining experience in a beautiful, casual setting on the FivePine Campus.

NEW BLOG CONTENT



WEBSITE PERFORMANCE

The Explore Sisters website features essential visitor information for building awareness, inspiring a visit and planning a trip. In 2025 we migrated the site to a new developer and hosting environment to improve performance and asset management. Additional functionality was added including an events calendar, site search, blog, enhanced business listings, site-wide alerts, additional page templates, and Search Engine Optimization updates.

71K
SESSIONS

58K
NEW USERS

128.5K
PAGEVIEWS

19K
**OUTBOUND
LINK CLICKS**

2K+
**FORM
SUBMISSIONS**

TOP TRAFFIC SOURCES

1. Paid Social
2. Paid Search
3. Organic Search
4. Direct
5. Referral

TOP TRAFFIC LOCATIONS

1. Portland, OR
2. Seattle, WA
3. Bend, OR
4. San Jose, CA
5. Salem, OR

TOP LANDING PAGES

1. Homepage
2. Big Ponderoo Giveaway
3. Sisters Hometown Holidays
4. Sisters Rodeo Giveaway
5. Trip Ideas (Blog)

DEVICE TRAFFIC

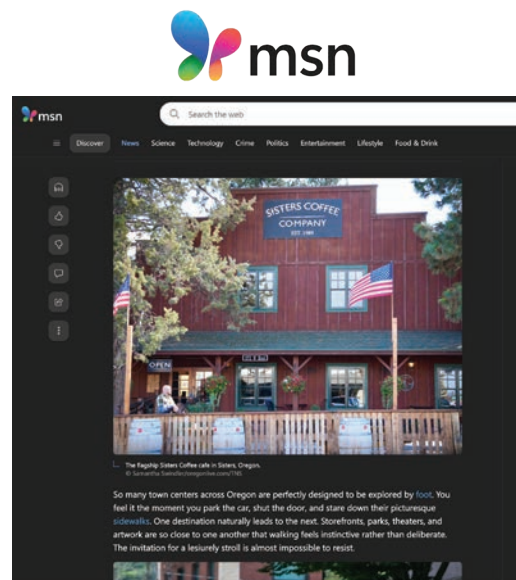
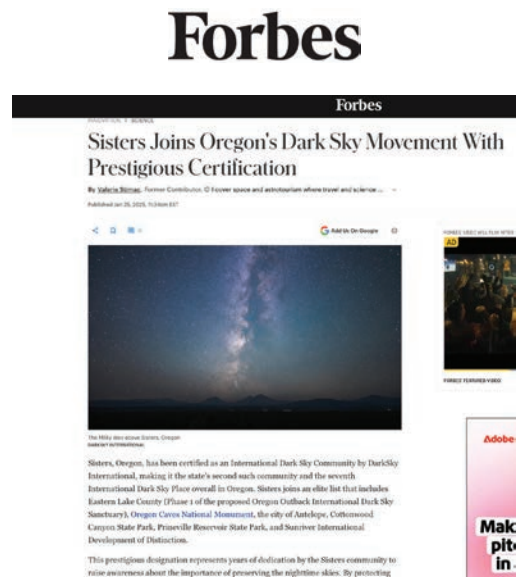
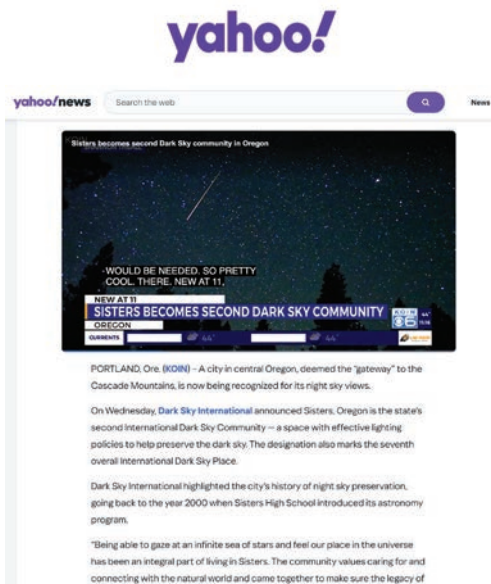
1. Mobile (76%)
2. Desktop (20%)
3. Tablet (4%)
4. Smart TV (<1%)

STRATEGIC PRIORITY 1: DESTINATION MARKETING

EARNED MEDIA

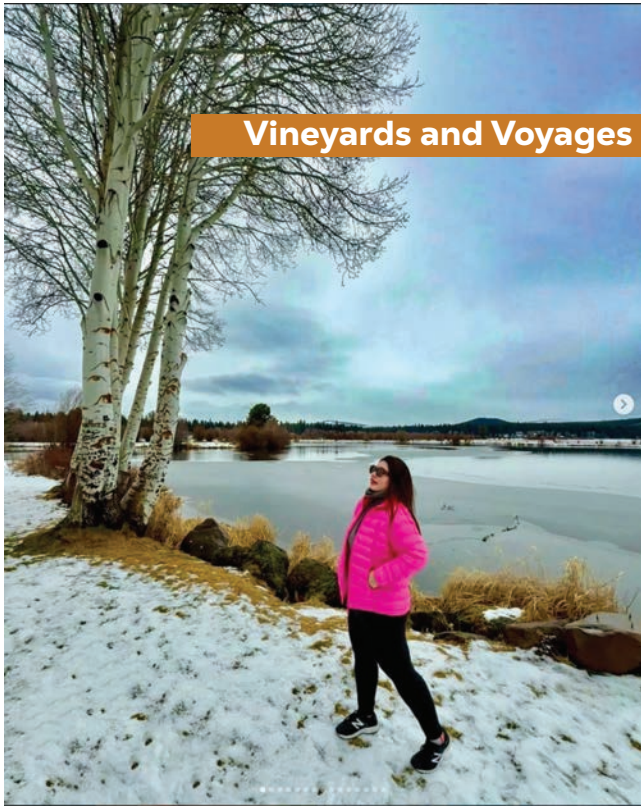
Explore Sisters generates earned media to build destination awareness. Through collaboration with Visit Central Oregon we were able to pitch stories and host media tours. In 2025, Sisters' certification as an International Dark Sky Community earned the most media coverage.

NOTABLE STORIES



STRATEGIC PRIORITY 1: DESTINATION MARKETING

MEDIA TOURS & TRAVEL WRITERS



EMAIL MARKETING

Explore Sisters continued to build a consumer email newsletter subscriber list through our paid marketing campaigns in 2025. Our consumer newsletter is delivered on a bi-monthly basis featuring inspirational content, trip planning information and event highlights. In the future this newsletter will be delivered monthly.

11.2K
SUBSCRIBERS

66.2K
EMAILS SENT

31.2%
OPEN RATE

1.2%
CLICK RATE




SISTERS
Oregon
EST. 1901

Spring(ish) Break in Sisters

We know it's officially spring, but that doesn't mean getting some time in the snow is out of reach. With record snowfall this winter across Central Oregon, there's more than enough to go around so pack your mittens and make your way to Sisters....

[LEARN MORE ABOUT SNOWY FAMILY FUN IN SISTERS](#)



SISTERS
Oregon
EST. 1901

Leave No Trace

Sisters rewards those who tread lightly. Its pine-bordered trails, alpine lakes, and snowy summits draw adventurers from far and wide. Many return year after year, captivated by the region's wild character. Protecting that wildness isn't just a job for local nonprofits or park rangers—every camper, hiker, and curious explorer has a hand in keeping the area pristine...

[LEARN MORE ABOUT LEAVE NO TRACE](#)

VISITOR SERVICES

The Explore Sisters Visitor Information Center operated for its first full season in 2025. This unstaffed center provides guests with dedicated in-market access to information resources. The center operates seasonally from May through October while also opening during spring break and special events.

9K
**VISITOR
COUNT**

1.6K+
**COLLATERAL
DISTRIBUTION**

550
**QR CODE
SCANS**



CONTENT DEVELOPMENT

Explore Sisters partners with content creators like local photographers to develop and curate a media library, which supports all of our marketing efforts. Explore Sisters added **1,200+** images to our library in 2025.



STRATEGIC PRIORITY 1: DESTINATION MARKETING



ENGAGEMENT

By actively engaging local residents, businesses, and other partners, Explore Sisters can develop strategies that create long-term benefits for both visitors and local residents. Strong partnerships lead to a more resilient, inclusive, and sustainable destination that thrives economically, socially, and environmentally while building trust within the community.

VISION IMPLEMENTATION TEAM

The Vision Implementation Team (VIT) was established to serve as a collaborative table for catalyzing and tracking progress on the Vision Action Plan. Composed of local agency representatives, organizational leaders, and community volunteers, the VIT meets regularly to identify challenges, brainstorm solutions, coordinate community engagement, and secure support for Vision-aligned initiatives. Explore Sisters lends tourism expertise and experience to this group and engages in broad collaboration between local stakeholders and community members.



DARK SKY COMMITTEE

Explore Sisters participates in a Dark Sky Committee, which includes representation from the City of Sisters, Sisters Astronomy Club, Sisters High School Astronomy Club, and a local tour guide. Collectively, this group successfully achieved Dark Sky Community certification through DarkSky International for Sisters in 2025. The group organized and submitted a certification application in December 2024. Dark sky tourism is a priority at the regional and state level with emphasis on sustainable travel.

Members of the committee partnered with the High Desert Museum to present at their natural history pub talk. This talk took place at the McMenamins in Bend with an audience of approximately 100 people. The presentation aimed to explain the value of dark skies and encouraged neighboring communities to do their part to minimize light pollution.

The committee also began forming the guidelines for a residential lighting rebate program to encourage community members to come into compliance with the City's dark sky ordinance.

INDUSTRY COMMUNICATIONS

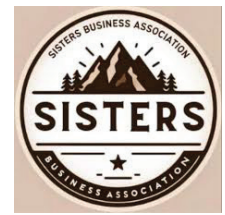
Explore Sisters devotes a section of its website to industry resources designed to inform partners and interested members of the community on the progress of and information about our organization, availability of industry resources, partnership opportunities, and other relevant news. An industry newsletter is regularly distributed bi-monthly to directly update subscribers on these resources.



STRATEGIC PARTNERSHIPS

Tourism is a multi-faceted industry that requires collaboration across various sectors. To maximize impact, Explore Sisters forms strategic partnerships that help enhance visitor experiences, improve sustainability, drive economic growth, amplify marketing efforts, and support community livability.

Partnerships are formed through collaborative strategies, shared objectives, cooperative programs, sponsorships, and resource sharing. We look forward to maintaining and creating new partnerships.



SISTERS HOMETOWN HOLIDAYS

Sisters Hometown Holidays was a collaboration with C4C, Sisters Business Association, The Nugget, Sisters Parks & Rec, and EDCO, which ran from Thanksgiving through New Year's featuring over 65 holiday-themed events. Explore Sisters took on the branding and marketing for the promotion. While the program's success in terms of event attendance and impact to local businesses is challenging to measure, anecdotally we heard many people were pleased with the effort and the community collaboration. From a marketing standpoint, we saw good success in driving people to the landing page for the promotion. There were nearly 7K sessions to the landing page over the period of the promotion and over 6K users engaging with the content, most of them new to the site. Our hope is to build on this over the next several years and expand the Hometown Holidays brand to other times of the year like 4th of July and Halloween.



STRATEGIC PRIORITY 2: PARTNERSHIPS & COMMUNITY ENGAGEMENT

EVENT SPONSORSHIPS

To support local events and the economic impact they have on our community, Explore Sisters sponsored select local events in 2025.



CREATIVE & CULTURAL DISTRICTS

Explore Sisters participates in a statewide creative and cultural districts meetup and think tank. Every month a group convenes to discuss support for districts around the state. Funding, best practicing, and innovation are central topics.

Sisters has been stood up as an example of a thriving creative community. This group had its first in-person summit in Sisters in 2025. The informal summit included a full day workshop, walking tour, and reception at Makin' It Local.



CRISIS COMMUNICATION

When the Flat Fire took off Explore Sisters paused its active marketing communications and invitations to visit. We pivoted to amplifying official fire information and resources via our channels. Following communication with City staff and emergency response officials, we reactivated an “open for business” message heading into Labor Day weekend. When the fire reached near full containment marketing messages returned to normal. Explore Sisters will be looking into the development of a crisis communication plan, specifically as it pertains to wildfire.



Sisters Welcomes You Back!

The Sisters community is overjoyed to announce that, as of September 4th, the Flat Fire is now 97% contained, and all remaining evacuation levels have been downgraded or removed. We are INCREDIBLY GRATEFUL to the brave women and men who worked

DESTINATION MANAGEMENT STUDIO

The Central Oregon Destination Management Studio (CODMS) helps communities within Deschutes, Jefferson, Crook and South Wasco counties to support economic development through visitation while balancing the impact on communities, services and resources.

The CODMS continued into 2025 completing its final stakeholder workshop and transitioned into action teams, which were created around three project concepts including high-use recreation trailhead infrastructure, an arts and culture regional makers and music trail, and a dark sky group focused on furthering regional certification and strategies post certification. Explore Sisters remains a part of the core team participating in quarterly meetups. The dark sky action group aims to achieve two main goals; 1) facilitate and encourage additional dark sky designations within the region, and 2) identify the “what’s next” after achieving certifications.



HOODOO SKI AREA

Explore Sisters has aimed to further our partnership with Hoodoo Ski Area each year. In 2024, we began to make headway securing links on their website and placing marketing materials in the lodge. In 2025, we deepened our relationship as an official partner of Hoodoo by continuing previous efforts and adding additional items such as trade show and on-site activation participation, co-op advertising, event sponsorships, newsletter highlights, giveaways, and more.



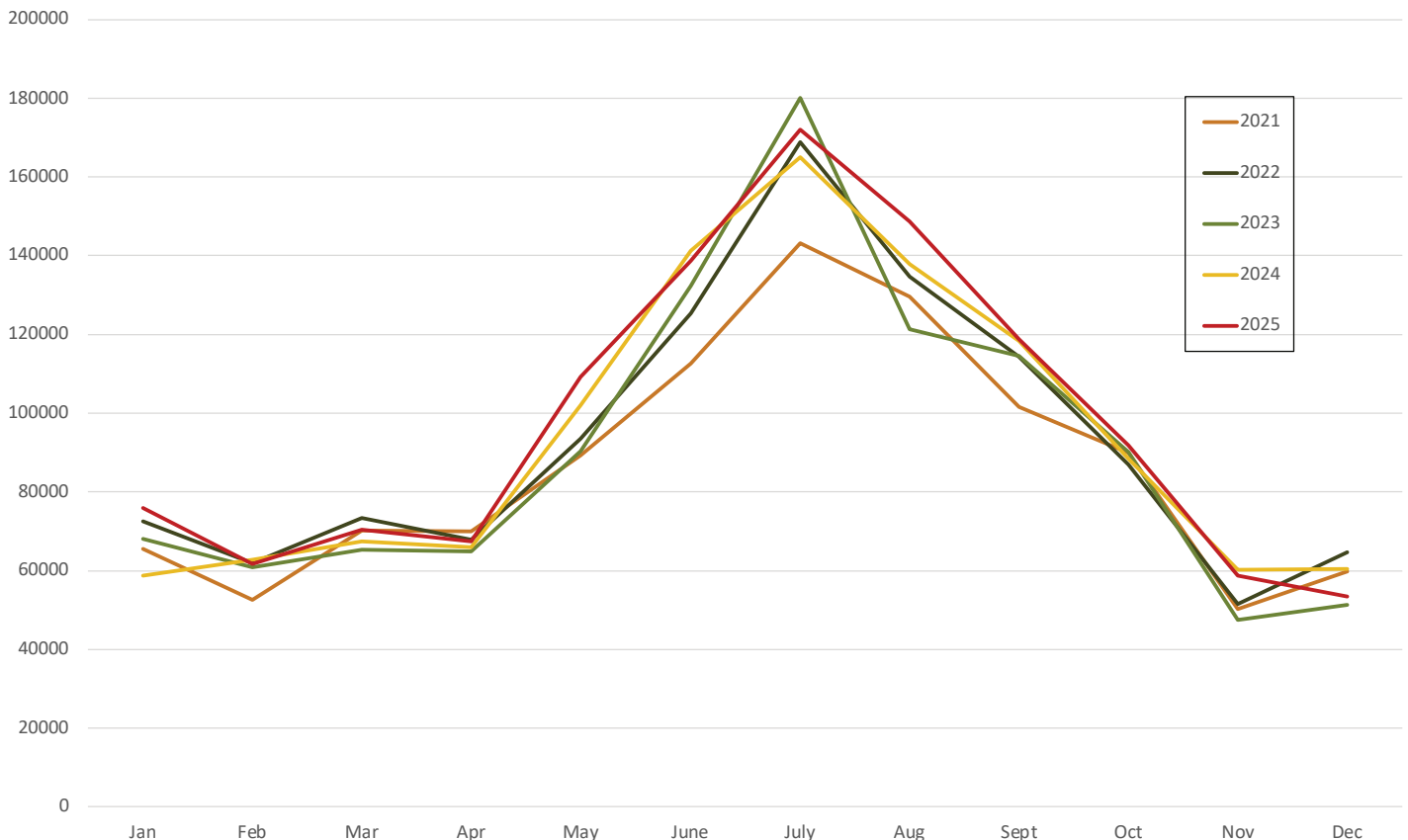
STRATEGIC PRIORITY 3: DATA & RESEARCH

BY THE NUMBERS

Data and research are essential to plan strategies, inform effective marketing, and understanding the value of tourism in our community. Explore Sisters sources information from a variety of outlets to drive decision making, measure success, and share with industry partners.

TRANSIENT LODGING TAX COLLECTIONS

	2021	Change	2022	Change	2023	Change	2024	Change	2025	Change
Jan	\$65,459	49.22%	\$72,571	10.86%	\$68,133	-6.12%	\$58,794	-13.71%	\$76,017	29.29%
Feb	\$52,613	8.85%	\$61,843	17.54%	\$60,936	-1.47%	\$62,743	2.97%	\$61,736	-1.60%
Mar	\$70,110	292.07%	\$73,481	4.81%	\$65,279	-11.16%	\$67,463	3.35%	\$70,371	4.31%
Apr	\$69,994	1222.64%	\$67,832	-3.09%	\$64,801	-4.47%	\$65,962	1.79%	\$67,476	2.30%
May	\$89,292	380.89%	\$93,527	4.74%	\$90,285	-3.47%	\$102,014	12.99%	\$109,156	7.00%
June	\$112,609	73.93%	\$125,302	11.27%	\$132,364	5.64%	\$141,354	6.79%	\$138,735	-1.85%
July	\$143,086	35.61%	\$168,945	18.07%	\$180,018	6.55%	\$165,094	-8.29%	\$172,044	4.21%
Aug	\$129,661	13.48%	\$134,705	3.89%	\$121,391	-9.88%	\$137,787	13.51%	\$148,800	7.99%
Sept	\$101,686	52.87%	\$114,325	12.43%	\$114,610	0.25%	\$118,430	3.33%	\$118,787	0.30%
Oct	\$89,934	31.06%	\$86,920	-3.35%	\$90,110	3.67%	\$88,430	-1.86%	\$91,926	3.95%
Nov	\$50,301	28.96%	\$51,522	2.43%	\$47,462	-7.88%	\$60,310	27.07%	\$58,805	-2.50%
Dec	\$59,813	25.89%	\$64,727	8.22%	\$51,226	-20.86%	\$60,369	17.85%	\$53,553	-11.29%
FYTD	\$1,034,558		\$1,115,700		\$1,086,615		\$1,128,750		\$1,167,406	
Total	\$1,034,558		\$1,115,700	7.84%	\$1,086,615	-2.61%	\$1,128,750	3.88%	\$1,167,406	3.42%



VALUE OF TOURISM

Central Oregon Region (Deschutes, Jefferson, Crook & So. Wasco Counties)

Report data provided by Dean Runyan Associates via Oregon Tourism Commission (2024)



1.74 BILLION

Total Travel Economic Impact for Central Oregon

4.11M

Overnight Visitors

10.7K

Tourism Industry Jobs

\$294

Average Trip Spend

TRAVEL IMPACTS

Central Oregon Region (Deschutes, Jefferson, Crook & So. Wasco Counties)

Report data provided by Dean Runyan Associates via Oregon Tourism Commission (2024)

\$1.3 BILLION

Total Impact from Travel Expenditures

\$390M

Industry Earnings

\$63M

Local & State Taxes

VALUE OF TOURISM

Central Oregon Region (Deschutes, Jefferson, Crook & So. Wasco Counties)

Report data provided by Dean Runyan Associates via Visit Central Oregon (2024)



HOTEL, MOTEL & STR - \$698M



PRIVATE HOME - \$170M



OTHER OVERNIGHT - \$141M



DAY TRAVEL - \$166M



ACCOMMODATIONS - \$271M



FOOD & BEVERAGE - \$255M



FOOD STORES - \$108M



AIR & GROUND TRANSPORTATION - \$180M



RECREATION - \$97M



RETAIL SALES - \$109M

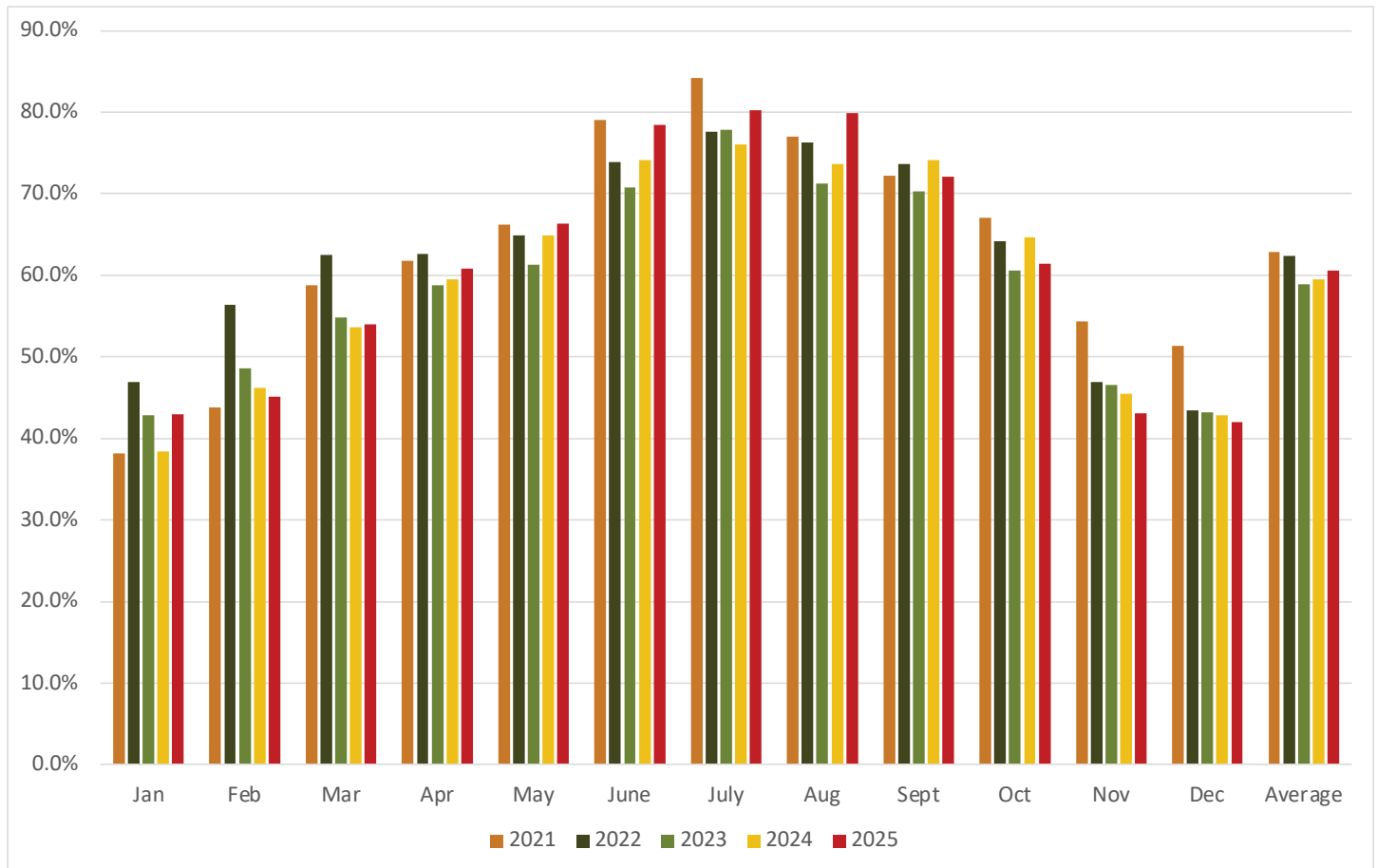
STRATEGIC PRIORITY 3: DATA & RESEARCH

HOTEL OCCUPANCY

Central Oregon Region (Deschutes, Jefferson, Crook & So. Wasco Counties)

Report data provided by Smith Travel Research via Visit Central Oregon

Hotel Occupancy by Month in Central Oregon



SHORT TERM RENTAL DEMAND

Sisters Oregon Region

Report data provided by AirDNA via Visit Central Oregon

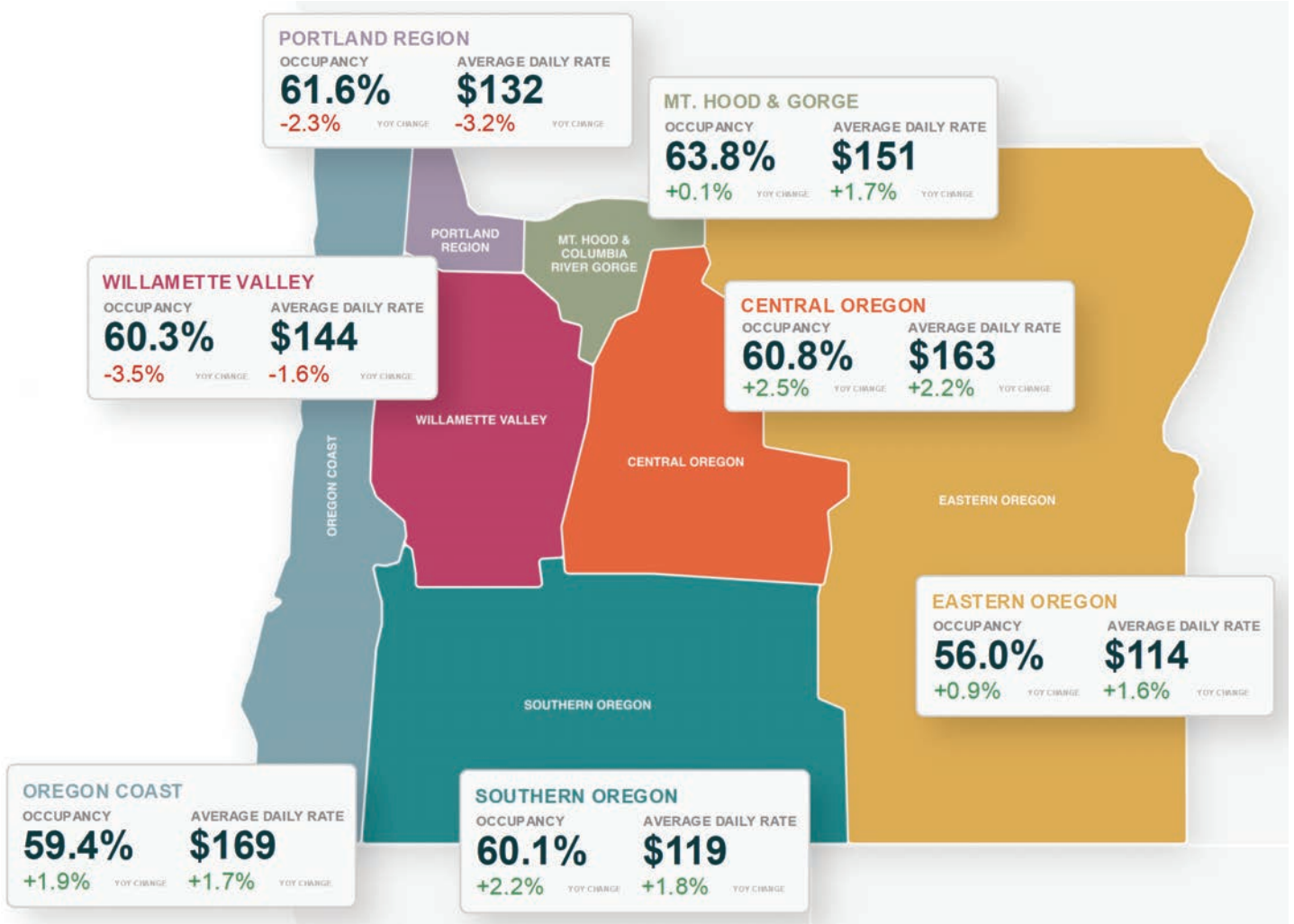
Short Term Rental Demand by Month in Sisters



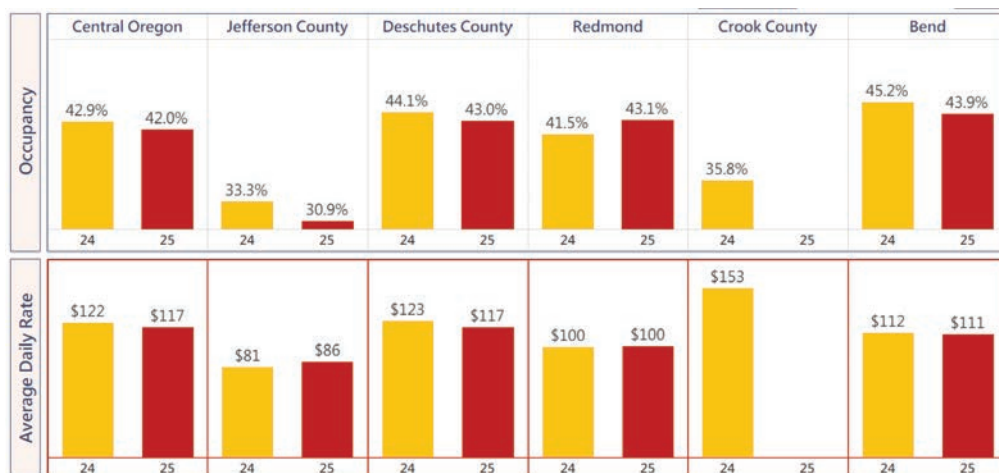
STRATEGIC PRIORITY 3: DATA & RESEARCH

STATEWIDE LODGING STATISTICS

Report data provided by Smith Travel Research & Travel Oregon via Visit Central Oregon



REGIONAL SUMMARY

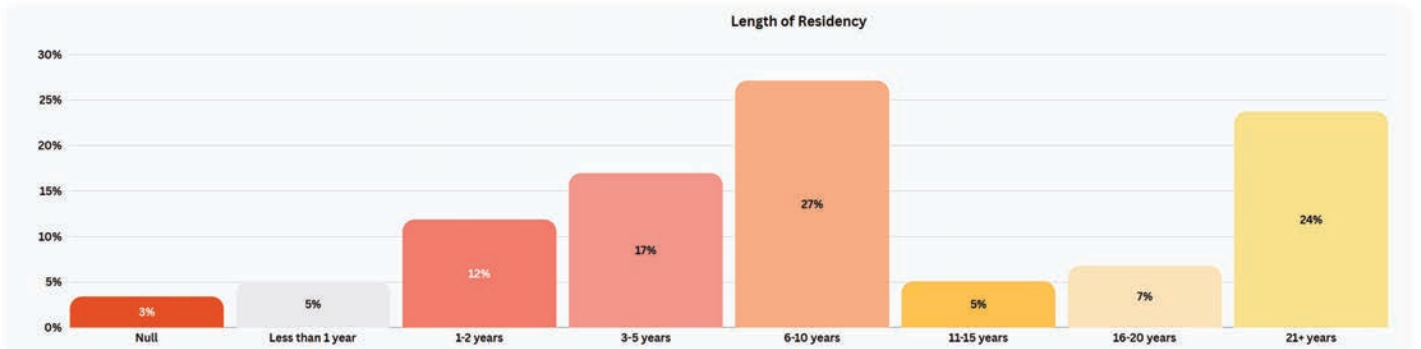
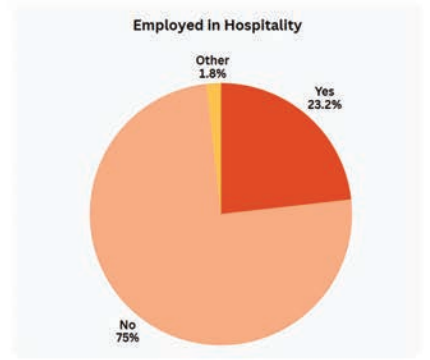
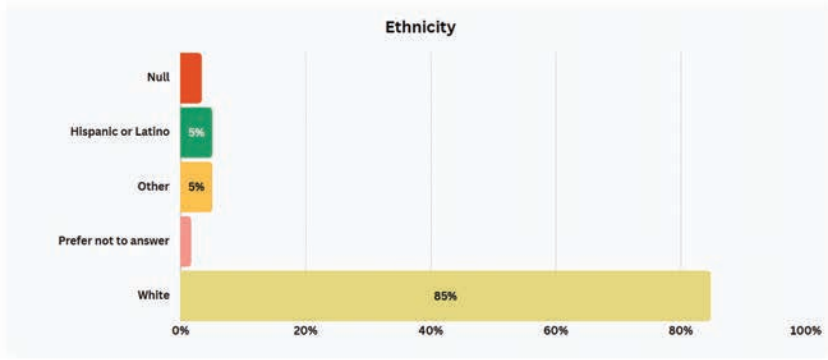
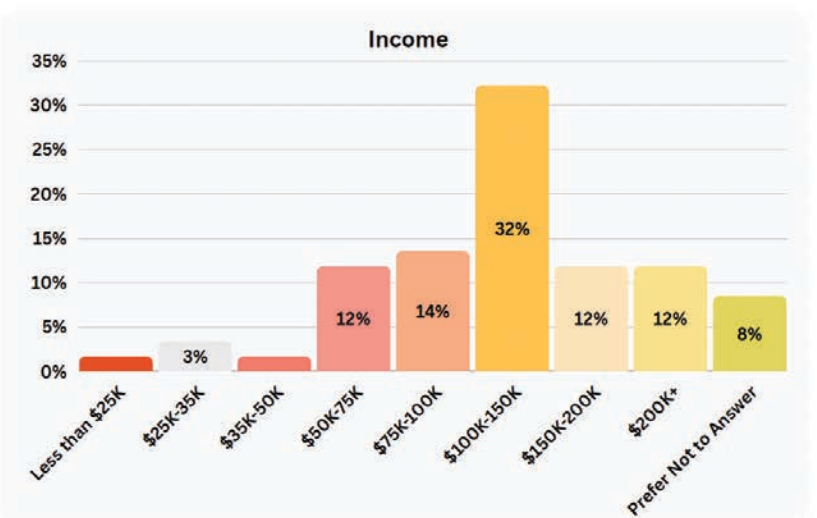
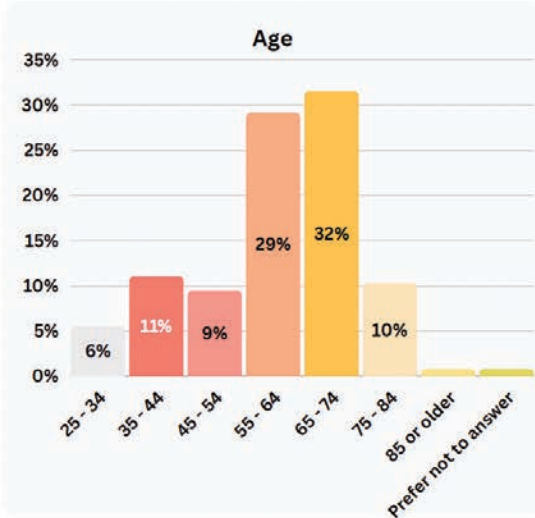
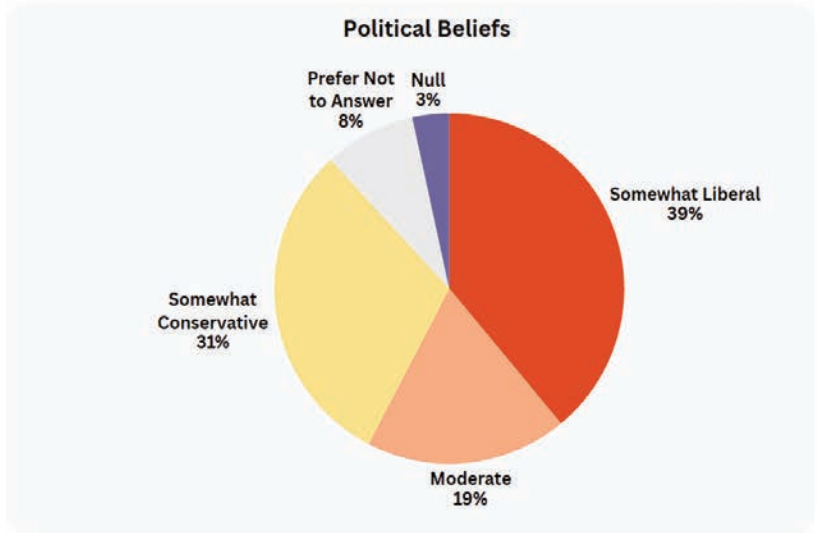
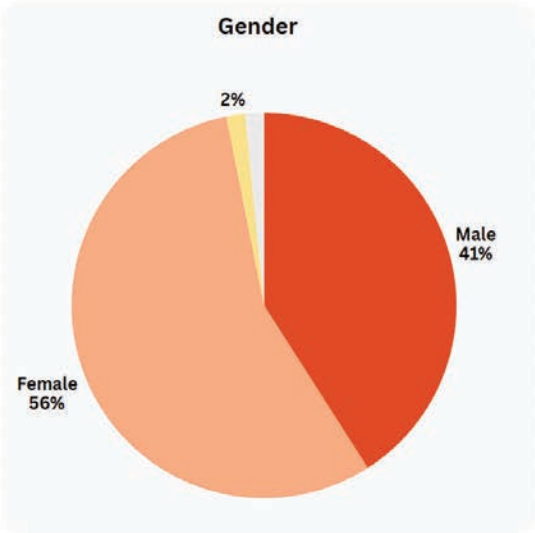


RESIDENT SENTIMENT RESEARCH



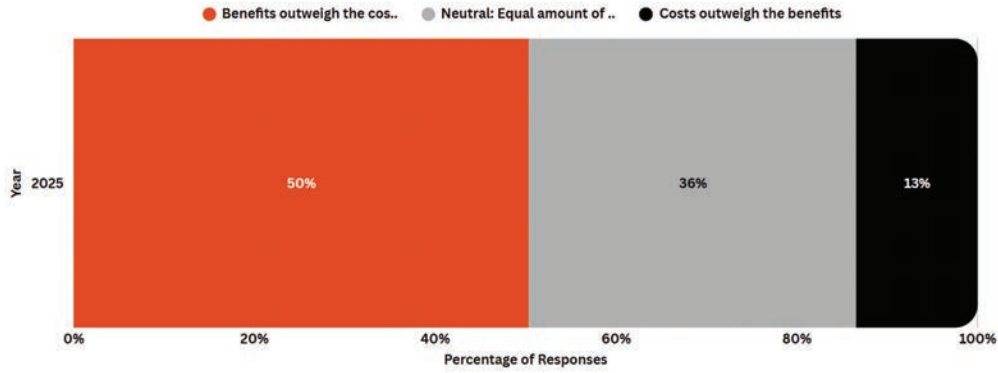
Sisters is in the early stages of the destination lifecycle, and the data presented in this report indicates that the community is managing this phase effectively. Residents generally express positive views toward tourism, while also identifying clear priorities for future planning. These patterns suggest that Sisters is balancing the experiences of both visitors and residents in ways that reflect thoughtful management and strong community engagement. This balance is consistent with outcomes seen in other benchmark destinations that are also navigating early or developing stages of tourism growth. As Sisters continues to evolve, maintaining this alignment will be essential to supporting long term resilience and community well being.

STRATEGIC PRIORITY 3: DATA & RESEARCH

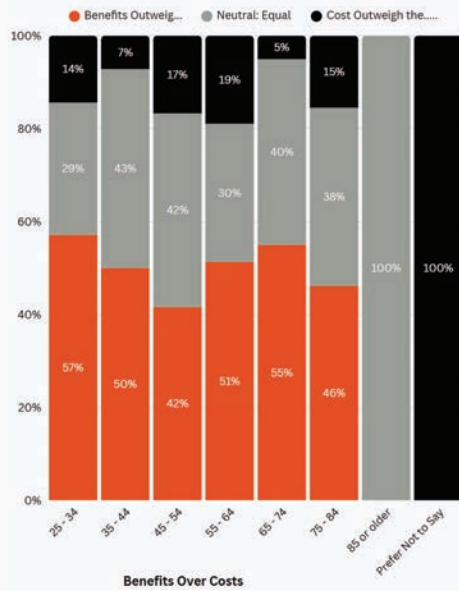


STRATEGIC PRIORITY 3: DATA & RESEARCH

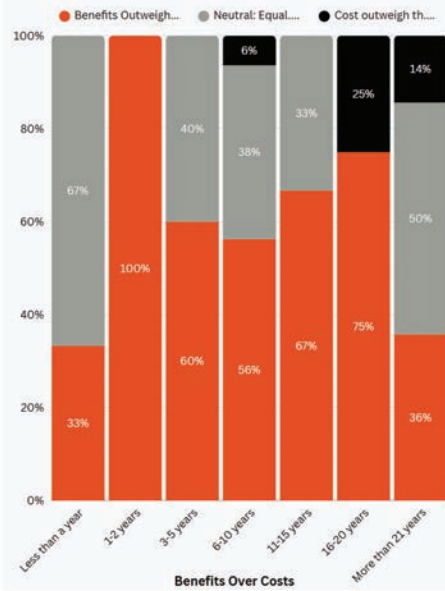
Tourism Benefits vs Costs



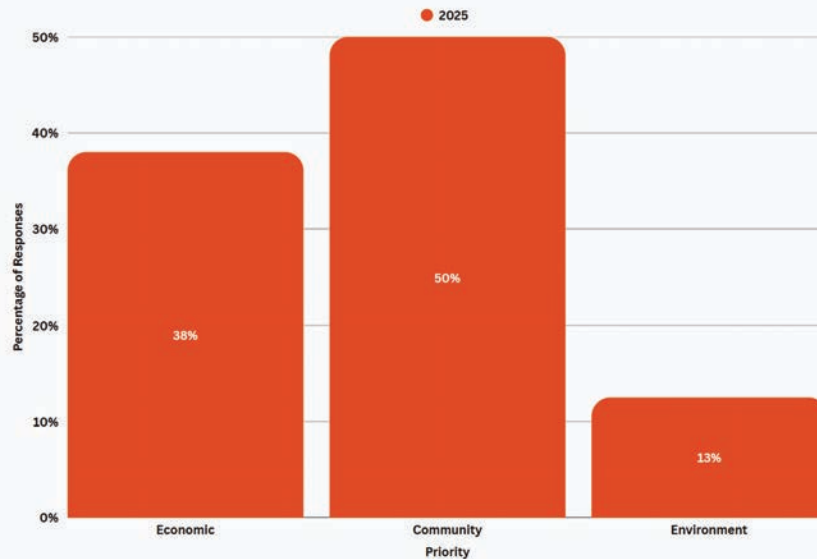
Perceptions of Tourism by Age Group



Perceptions of Tourism by Length of Residency



Tax Revenue Priorities 2025



Tourist destinations often have a lodging tax (aka a tax on tourists) for anyone staying in a hotel, vacation rental, or other short-term lodging. Please rank how you feel tax revenue should be reinvested in your town.

STRATEGIC PRIORITY 3: DATA & RESEARCH

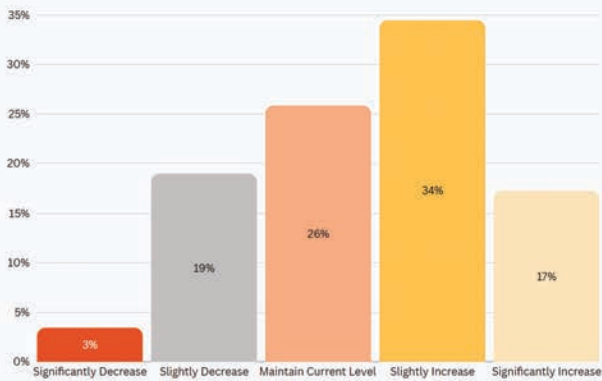
What are the biggest **benefits** of tourism?



What are the biggest **costs** of tourism?

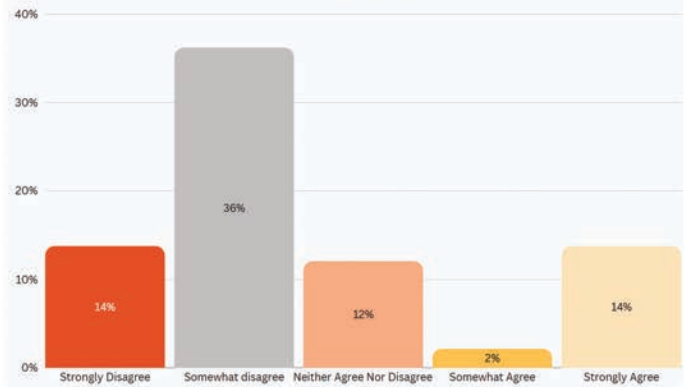


Tourism Development



Do you support more or less tourism development in our town?

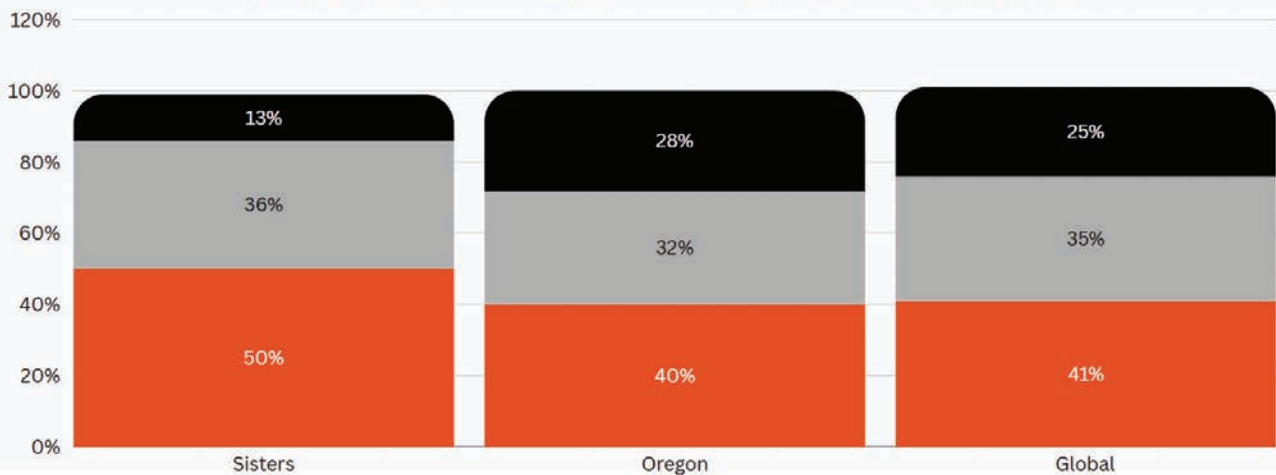
Infrastructure



Do you agree or disagree with the following statement:
The current infrastructure and visitor services can support the volume of tourism in my town?

Benefits vs Costs of Tourism

● Benefits outweigh the cost ● Neutral: Equal amount... ● Costs outweigh the benefits



VISITOR PROFILE

Visitor profile data is from 2024 provided by Visit Central Oregon through the Datafy analytics technology platform.

AVG. SPEND PER TRIP ▾

\$90.70

AVG. TRANSACTIONS PER TRIP ▾

1.64 transactions

TOTAL SPEND ▾

\$50,750,841

\$38,061,344 - \$63,440,338

TOTAL TRIPS ▾

281,541

211,138 - 351,944

In/Out of State

Share of spend in state vs out of state

In State

62.7%

Out-of-State

37.3%



Locals vs Visitor

Locals: 0 - 50 Miles | Visitors: 50 - 3715 Miles
Min distance filter is not applied to this chart.

Local

40.6%

Visitor

59.4%



Peak Insights

Visitors spent the most on **Jul 13, 2024**.

On average they spend the most on **Wednesday** while they spend the least on **Sunday**.

Correlation Insights

Your top zip code was **97759**.

Spending by Year



STRATEGIC PRIORITY 4: SUSTAINABLE OPERATION

Top Markets

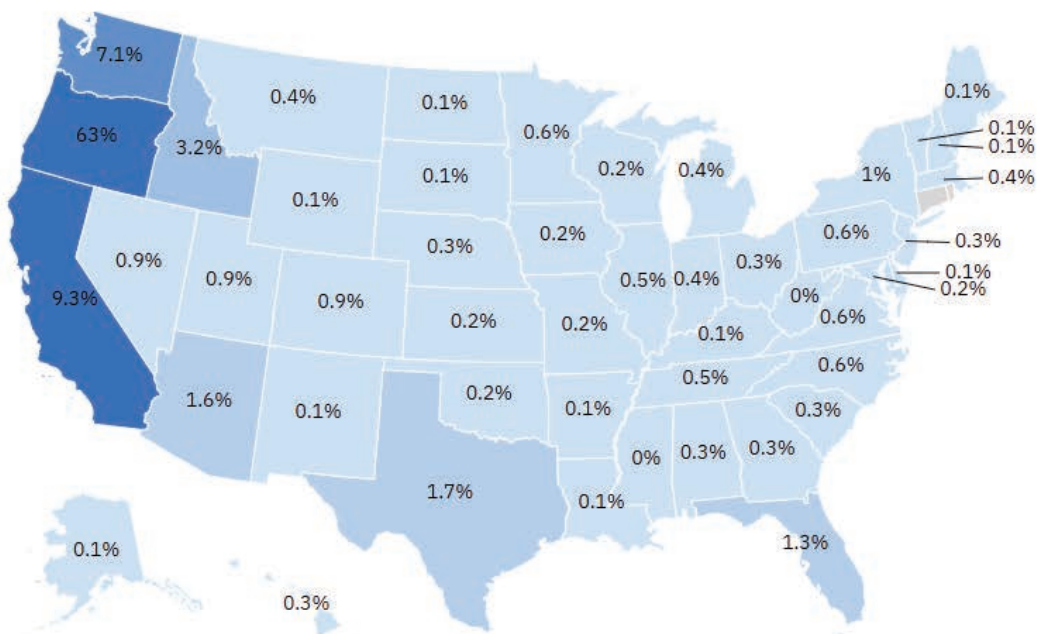
DMA	Share of Spend %	Avg. Spend
Portland- OR	47.1%	\$107.80
Eugene	9.95%	\$89.73
Bend- OR	4.5%	\$65.73
Seattle-Tacoma	4.06%	\$118.66
Los Angeles	2.92%	\$77.36
Medford-Klamath Falls	2.75%	\$119.57
San Francisco-Oak-San Jose	2.69%	\$111.99
Spokane	1.93%	\$148.85
Boise	1.69%	\$82.81
Phoenix -Prescott	1.37%	\$83.80
All Others	21%	\$74.73

Top Markets - Accommodations

DMA	Share of Spend %	Avg. Spend
Portland- OR	55.6%	\$439.60
Eugene	12.7%	\$411.74
Seattle-Tacoma	4.45%	\$474.79
San Francisco-Oak-San Jose	3.26%	\$314.69
Medford-Klamath Falls	3.21%	\$464.34
Los Angeles	2.78%	\$108.78
Boise	1.79%	\$318.49
Sacramnto-Stkton-Modesto	1.48%	\$104.22
All Others	14.6%	\$859.83

Spend by State %

Consumer Zip Code Heat Map



* Data below the threshold is not included ?

STRATEGIC PRIORITY 3: DATA & RESEARCH



TOTAL TRIPS
799,055 Trips



VISITOR DAYS
2,305,961 Days



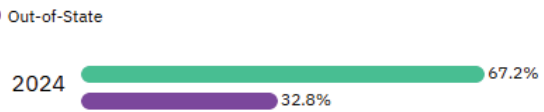
AVG LENGTH OF STAY
2.9 Days

Visitation

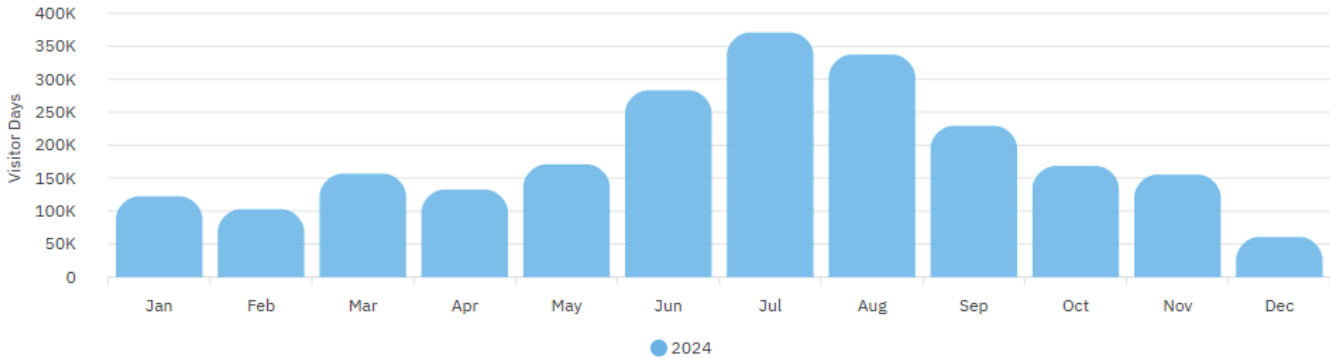
Trips



Visitor Days



Visitation by Year - Visitor Days

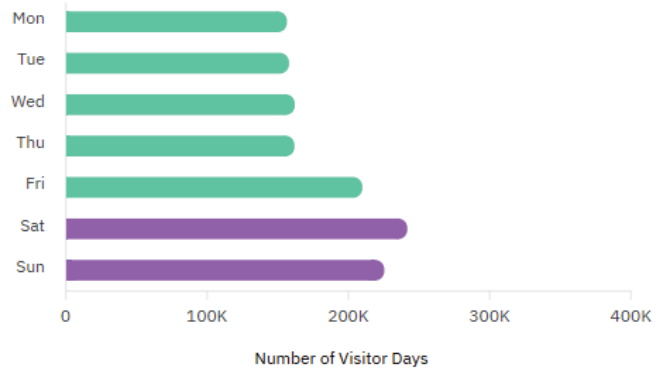


Visitor Days by Length of Stay



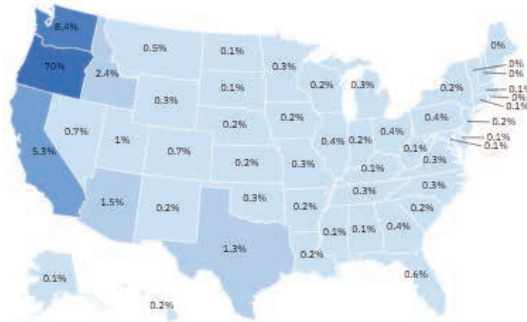
1 Day	11.4%	2 Days	9.32%
3 Days	16.2%	4 Days	14.8%
5 Days	11.2%	6+ Days	37.1%

Visitors by Day



STRATEGIC PRIORITY 4: SUSTAINABLE OPERATION

Share of Trips by State



City Visitation



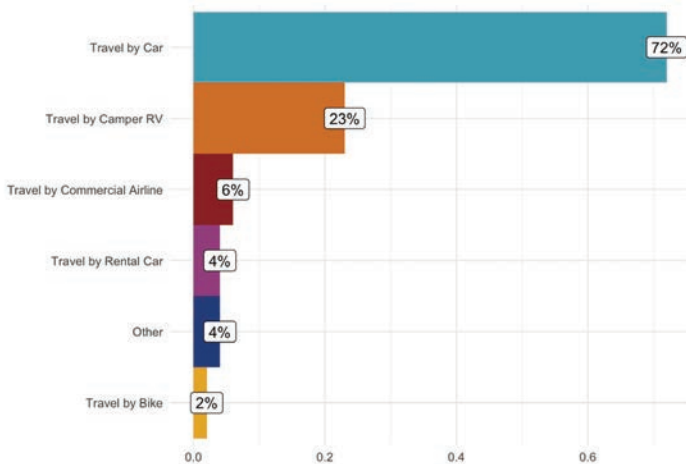
DMA Visitation



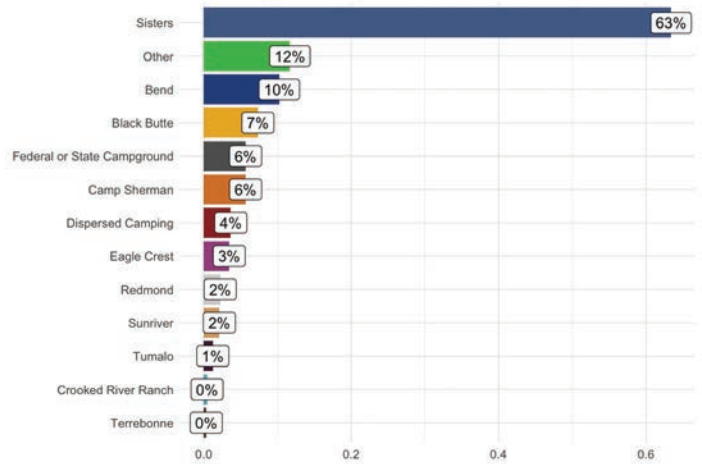
ADDITIONAL INSIGHTS

Additional visitor profile insights provided by the ECONorthwest 2021 study coordinated through Crosscurrent Collective.

How Visitors Traveled to Sisters Area

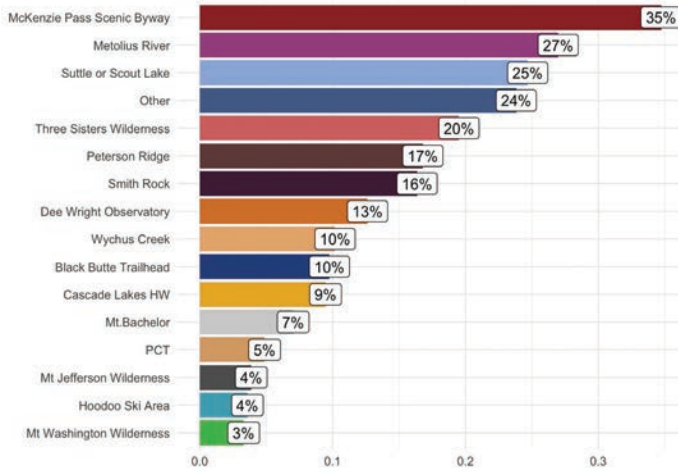


Places Stayed Overnight

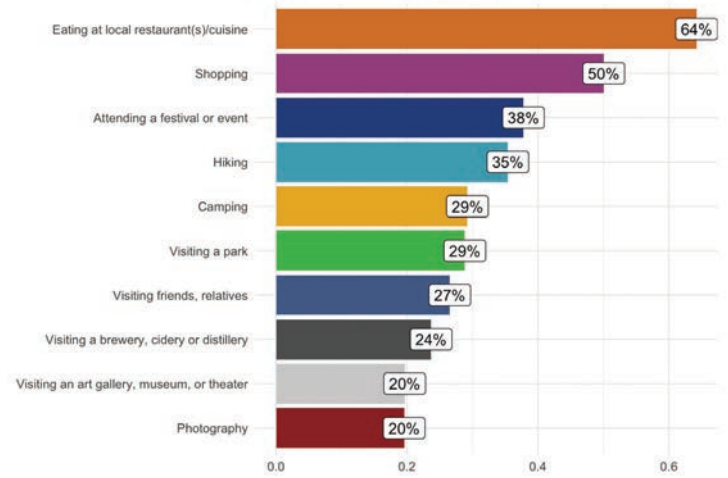


STRATEGIC PRIORITY 3: DATA & RESEARCH

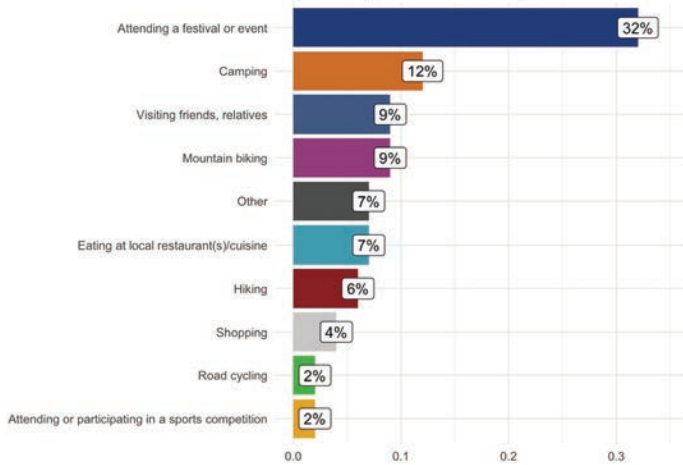
Parks and Outdoor Recreation Sites Visited



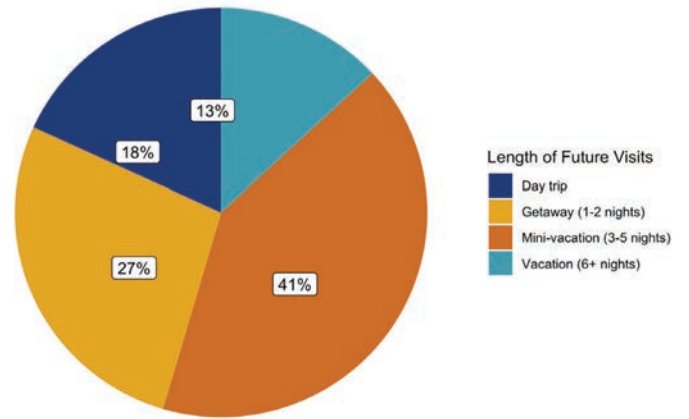
Top 10 Activities Participated In



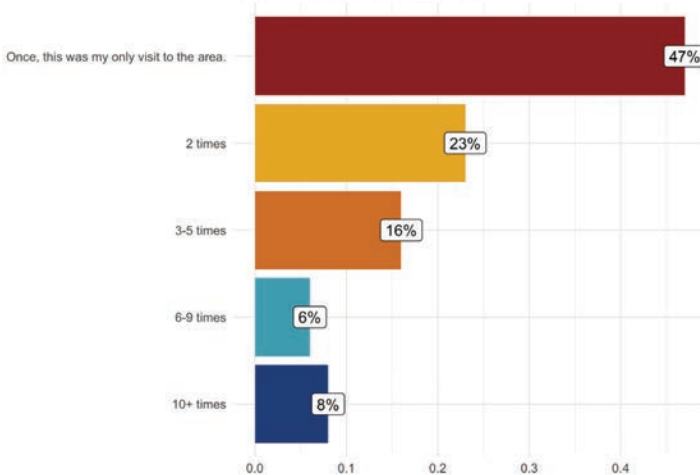
Top 10 Primary Motivators for Visiting Sisters Area



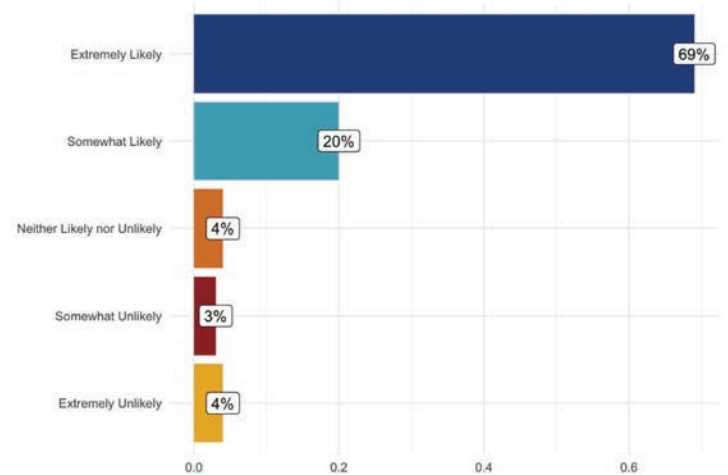
How Long Would a Future Trip Be?



Times Visited in the Past Year



Likelihood to Visit Again in the Next Two Years



STRATEGIC PRIORITY 4: SUSTAINABLE OPERATION

OPERATIONS

Explore Sisters is committed to maintaining a strong organization. Through intentional strategic planning, thoughtful budgeting, and sustainable capacity, Explore Sisters will maintain a sound position to carry out its mission and deliver community support through tourism.

STRATEGIC PLANNING

In 2025, Explore Sisters completed the groundwork for an internal strategic plan. The Explore Sisters Board of Directors and staff worked in collaboration with Crosscurrent Collective shepherding a planning process identifying key impact areas and strategies for the organization. We hope to engage industry partners and the community over the next year to help further inform our strategy and planning. The creation of this strategic plan will guide Explore Sisters over the next several years, providing a north star for the organization.

ADVOCACY

Explore Sisters participates in industry advocacy in alignment with regional and statewide partners. The 2025 legislative session included some critical bill proposals related to Transient Lodging Tax (TLT). One bill proposed an increase to the statewide TLT to fund ODFW programs while another bill proposed a modification to local TLT splits. Explore Sisters provided testimony in opposition to both bills, which ultimately failed to move to a final vote. Similar bills are expected to come back during the 2026 legislative short session. Explore Sisters remains committed to serving the industry's best interests and working with partners and decision makers to advocate for the best outcomes for Oregon communities.

STRATEGIC PRIORITY 4: SUSTAINABLE OPERATION

CAPACITY

Explore Sisters currently employs one full-time staff member. In 2025, we hired additional capacity through the services of an independent marketing contractor. This contractor has been invaluable to achieving our goals through management of Explore Sisters' social media channels, email marketing, and paid advertising. We will retain these services through 2026 and are exploring sustainable funding sources to hire additional staff capacity by 2027.

BOARD OF DIRECTORS

The Explore Sisters Board of Directors experienced some change in leadership at the end of 2025. Greg Willitts of FivePine Lodge, and Tori Graves formerly of Three Creeks Brewing, left the board after completing their terms. We welcomed two new members; Ryan Lane, general manager of Best Western Pondersoia Lodge and Spencer Hamiga, owner of Sisters Bakery. Brady Rhodes, owner of the Ski Inn & Taphouse Hotel is the new Chair, while Kris Rodgers, general manager of the GrandStay Hotel & Suites is the new Vice Chair.

FINANCIAL REVIEW

As outlined in our contract for destination management services with the City of Sisters, Explore Sisters was required to conduct a financial audit or review for the previous two years (2023/24) through a third party accountant. Based on the accountant's reviews, they determined that they believe there are no material modifications that should be made to the Explore Sisters financial statements in order for them to be in conformity with accounting principles generally accepted in the United States of America and that Explore Sisters' financials are found to be in good order.

STRATEGIC PRIORITY 4: SUSTAINABLE OPERATION

2025 ADOPTED BUDGET

The 2025 budget for Explore Sisters reflects the reinvestment of Transient Lodging Tax funds earmarked for tourism through our contracted partnership with the City of Sisters. 2025 shows a deficient as we moved away from fund based accounting, which removed the rollover beginning balance, and the spending down of funds within our operating account.

2025 Budget			
TOTAL INFLOWS	409,127		
Operations & Administration		Marketing & Development	
Wages, Taxes & Benefits		Contractors	
Wages	112,724	Branding	3,500
Payroll Taxes	12,400	Website	14,000
Retirement Contributions	3,382	Marketing Services	70,000
Health Benefits	0	Graphic Design	3,000
		Content	16,000
Facilities and Equipment		Website Hosting & Maintenance	2,100
Rent - Facilities	5,100	Print Collateral	10,000
Telecommunications	1,800	Printing	5,000
Rent - Equipment	350	Paid Marketing	105,000
Sm Furnishings & Equipment	1,000	Email Marketing	2,800
		Shipping	500
Business Expenses		Programs	
Supplies	600	Dev Site / FAM Tours	1,000
Postage & Shipping	100	Hanging Baskets	3,200
Software Fees	1,400	Visitor Information Center	5,000
Printing and Reproduction	200		
Dues	3,000	Events	
Insurance	1,600	Sponsorship	5,000
Business Registration Fees	50	Materials & Supplies	1,500
Board - Meetings & Consulting	2,400	Paid Marketing	7,000
Contract Services			
Accounting & Tax Fees	29,700	Research & Data	6,000
Legal Fees	500	Opportunity Fund	5,000
Outside Contract Services	300		
Travel and Meeting Expenses		TOTAL MARKETING & DEVELOPMENT	265,600
Travel	1,200		
Meals & Hospitality	1,750	TOTAL OUTFLOWS	(454,155)
Conference Expenses	9,000		
TOTAL OPERATIONS & ADMINISTRATION	188,555	BALANCE	(45,028)

SISTERS

Oregon

EST. 1901

