

Assessment of Registered Oregon Coast Outfitters and Guides

This report is a result of research conducted to better understand the operations and needs of natural resource-based outdoor guide and outfitter businesses in Oregon. Toward that end, it

- examines data related to guides registered with the Oregon State Marine Board
- provides a summary of some basic information about registered guides in the state, including numbers, locations, and types of services provided
- references a companion report of a 2017 study that looked at the effectiveness of Oregon guides' and outfitters' online marketing and compared pricing and amenities.

This work is part of a larger effort to better understand these businesses' economic impacts, job opportunities, resource management, professional development opportunities, and marketing support. The research was conducted with the support and cooperation of Oregon Sea Grant, Oregon State University Extension, Wild Rivers Coast Alliance, the Oregon Coast Visitor Association, and Oregon State Marine Board (OSMB).

Individuals and organizations that might benefit from this report include registered Oregon guide businesses, tour operators, coastal tourism promoters, community and economic development firms, natural-resource management agencies, and researchers.

Note: Because online marketing is often a key component to success in reaching customers, a companion study also tested the presence of guide operations in Internet search results: Survey of Online Marketing Success and Pricing for Oregon Coast Fishing Guides and Tour Operators.



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

List and Comparison Methods

This list, provided by the OSMB in July 2017, shows how many guides in Oregon and other states are registered to provide guided tours and services such as fishing, hunting, rafting, hiking, horseback riding, eco tours, etc.

Total number of guides in this list = 1,318

Total number of guides in this list located in...

Oregon.....	1,152	Colorado	2
Idaho.....	40	Indiana	1
Washington	76	Pennsylvania	1
California	35	Utah.....	2
Montana	4	Massachusetts	2
Alaska.....	2	Arkansas.....	1
Nevada	2	Wyoming	1

Total number of guides in this list

located in coastal Oregon ZIP codes..... 131

Of the 30 total ZIP Codes located along the Oregon coast, 20 contain guides appearing in the Registered Oregon Outfitter/Guide list.

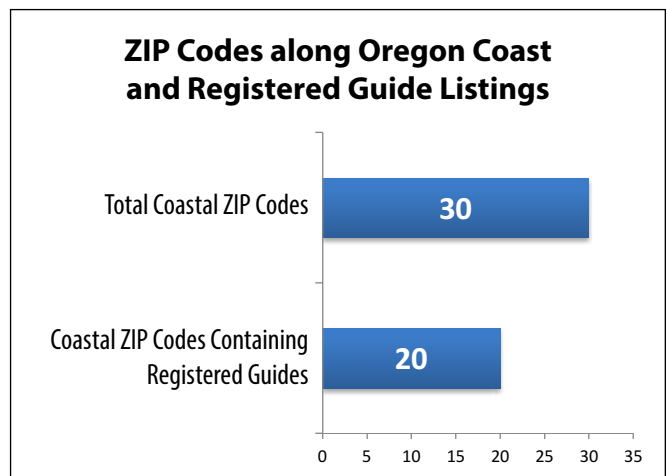


Figure 1. This chart compares the number of coastal ZIP Codes with registered guides in them to the total number of coastal ZIP Codes.



Kayaking is one of several guided activities available on the Oregon coast. (Photo by Erik Urdahl)

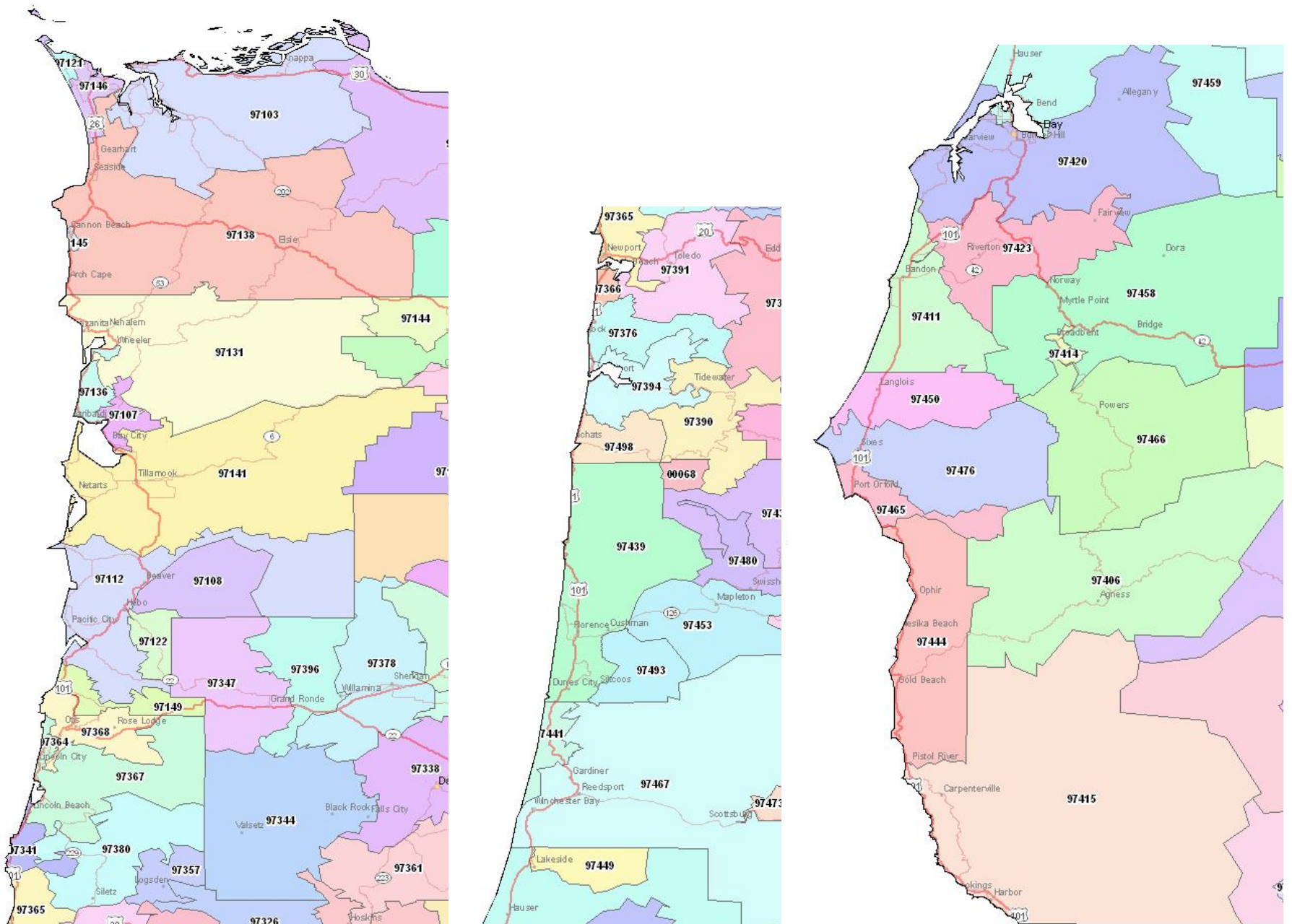


Figure 2. ZIP Code maps of the northern, central, and southern Oregon coast (left, center, and right, respectively). (Image source: www.aboutzipcode.com/zip-code-map-Oregon.html)

Figure 3 compares the total number of registered guide listings in the state of Oregon (1,152) with the number located along the coast (131).

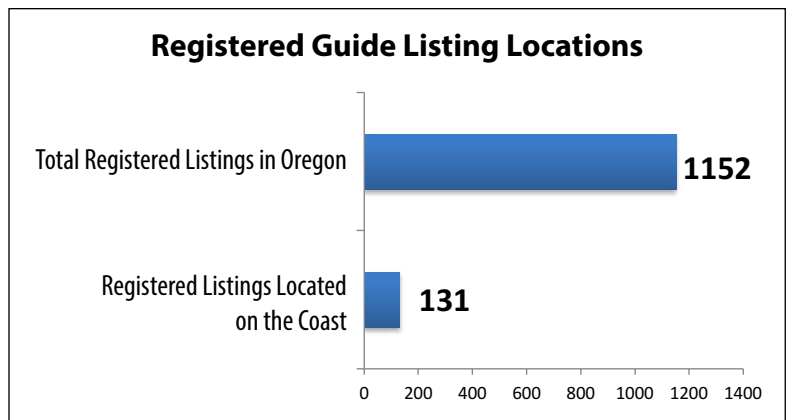


Figure 3. This graph compares the total number of registered guide listings in Oregon to the number of those on the coast, by ZIP Code.

Table 1. The number of guides registered on the Marine Board List in each coastal ZIP Code, listed from north to south.

Coastal ZIP Codes	Number of Guides Registered	Coastal ZIP Codes	Number of Guides Registered
97121	3	97366	0
97146	6	97376	1
97138	2	97394	0
97145	0	97498	0
97131	5	97439	4
97136	4	97441	0
97103	3	97467	2
97107	4	97459	4
97141	18	97420	9
97112	1	97411	4
97149	0	97450	0
97368	5	97476	0
97364	0	97465	1
97367	0	97444	21
97341	5	97415	22
97365	7	TOTAL	131

The variety of products and services offered by guide businesses along the coast is somewhat difficult to determine. The guide registration application requests that applicants check a box for each of the services they offer. Table 2 represents all registered guides in Oregon but does not separate out coastal guides. It reflects experiences the guides provide but don't necessarily sell as a listed product, with a schedule and price. Thus, many of the services listed are actually amenities to paid experiences, for example, a fishing guide who offers "photog-

raphy" by letting clients take pictures or by taking a picture of a client with a fish. This is in contrast to a photo tour company, which would actually charge people for a quality, photography-based experience.

The Internet search (see Table 3) identified guide businesses offering a variety of services, and the companion report *Survey of Online Marketing Success and Pricing for Oregon Coast Fishing Guides and Tour Operators* provides more detail on these businesses and how well they are displayed in search results.

Table 2. The number of guides offering services, per data from OSMB.

	Fishing	Hunting	White-water Rafting	Back Country	Biking	Bird Watching	Canoeing	Dunes	Horse-back-Riding	Nature Hike
In OR	1,168	172	180	75	32	111	125	9	26	103
Out of State	150	20	28	18	8	14	19	0	0	16
Total	1,318	192	208	93	40	125	144	9	26	119

	Outdoor Youth Program	Photo	Rock Climb	Scenic	Wild Adventure	Other
In OR	6	139	24	287	52	116
Out of State	1	20	8	33	4	17
Total	7	159	32	320	56	132

Table 3. Business List Generated Via Online Research. A separate list of businesses offering guided services is presented below. The business list is not the same as a registered guide list, as businesses may utilize multiple guides and guides may work as freelance or contract guides for multiple companies. (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/oregon_fishing/fishing_oreg	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/umpqua-river-fishing/winche	Roseburg
Cast Guide Service	chetcoriverfishing.com/	Brookings
Charthouse Sportfishing	www.charhousesportfish.com/productsgrid.html	Brookings
Charthouse Sportfishing	www.charhousesportfish.com/	Brookings
Chinook Charters	chinookcharters.webs.com/	Coos Bay
Clatsop Paddle Company	clatsoppaddle.com/guided-tours/	Astoria
Code 7 Sportfishing Charters	www.code7sportfishing.com/	Coos Bay
Columbia River Eco Tours	columbiarivercotours.com/	Astoria
David L Johnson's Guide Service	www.ifish.net/Djohnson.html	Boring
Dockside Charters	www.docksidedepoebay.com/index.php	Depoe Bay
Drift Northwest Fishing	www.driftnorthwestfishing.com/about	Tillamook
Early Fishing Inc	www.earlyfishing.com/wcfish.html	Brookings

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Business List Generated Via Online Research (continued)

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 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/RYE/Home.html	Brookings
Five Star Charters	5starcharters.com/	Gold Beach
Gale Force Guides	www.galeforceguides.com/	Warrenton
Garibaldi Charters Deep Sea Fish	www.garibaldicharters.com/	Garibaldi
Gold River Guides	bansemerfishing.com/#eat-together	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/fishing	Coos Bay
It's All Good Guide Service	itsallgoodguideservice.com/	Astoria
J Taylor Guides	fishchinook.com/	Gold Beach
Jack Duncan	jd-anglingadventures.com/wp/about-us/	Coos Bay
Jack's Guide Service	www.jacksguideservice.net/html_files/contactus.html	Brookings
JB & Water Sportfishing	www.jbandwater.com/indexframeset.html	Garibaldi
Joe Whaley's Guide Service	roadtrippers.com/us/brookings-or/activities/joe-whale	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/pho	Seaside
Kenton D Bansemer Fishing	bansemerfishing.com/#eat-together	Brookings
Kerri Lin Charters	visitgaribaldi.com/business-directory/kerri-lin-charters/	Garibaldi
Keys to the Outdoors	keystotheoutdoors.com/	Bandon
King Fishers Guide Service	www.facebook.com/pages/Kingfisher-Shane-guide-s	Brookings
Lance Fisher Fishing	lancefisherfishing.com/locations/astoria/	Astoria
Lee Darby's Fishing Guide Servic	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

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Business List Generated Via Online Research (continued)

Mario's Guide Service	www.facebook.com/pg/FishMarioGuideService/about	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/about/?re	Brookings
Old Dog Sportfishing	olddogsportfishing.com/	Brookings
Oregon Beach Rides	oregonbeachrides.com/	Manzanita
Oregon Fishing	www.oregonfishingadventure.com/page-rates.html	Brookings
Oregon Tuna Charters	oregontunacharters.com/deep-sea-tuna-fishing/gariba	Tillamook
Oregon Whales	www.oregonwhales.com/oregonwhales2.html	Depoe Bay
Osprey Fishing Adventures	www.ospreyfishingadventuresoregon.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/fishing/	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/pacific-northwest-fis	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/salmon/	Portland
South Coast Tours	www.southcoasttours.net	Gold Beach

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Business List Generated Via Online Research (continued)

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
The Fish House Outdoor Co.	www.fishhouseguideservice.com/contacts/	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-oregon-fishing-charte	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/163185	Astoria
Tyson D Crumley's Guide Service	fishgoldbeach.com/where-to-fish/	Gold Beach
Wavecrest Discoveries	wavecrestdiscoveries.com/	Coos Bay
Western Waters Fly Fishing	www.westernwatersguideservice.com/i/226-fly-fishing	Brookings
Whale's Tail Charters	www.whalestaildepoebay.com/	Depoe Bay
Wild Rivers Fishing	www.wildriversfishing.com/coquille.html	Brookings
Winchester Bay Charters	www.winchesterbaycharters.com/	Winchester Bay
Yaquina Bay Charters	yaquinabaycharters.com/fishingblogs/	Newport

For additional information, please see the companion report, *Survey of Online Marketing Success and Pricing for Oregon Coast Fishing Guides and Tour Operators*.

Summary

This report, in conjunction with the companion study about online marketing effectiveness, pricing, and amenities, fills a gap in available knowledge about guided fishing and tour businesses in Oregon, specifically coastal Oregon. This information can help in providing economic growth assistance to these businesses and communities.

For additional information, please see the companion report, *Survey of Online Marketing Success and Pricing for Oregon Coast Fishing Guides and Tour Operators*. You can find these reports and others online at <http://tourism.oregonstate.edu>

To register as a guide or to look up guides and charters, visit <http://bit.ly/2j7mI9W>

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