TRAVEL OREGON

Travel Oregon, is a semi-independent agency created by the Oregon Legislature in 2003 to enhance Oregonians’ quality of life by strengthening economic impacts of the state’s $12.3 billion tourism industry with over 115,400 jobs.
OUR VISION
A better life for all Oregonians through strong, sustainable local economies.

OUR MISSION
We inspire travel that drives community and economic development. Through innovation and partnerships, we share the stories of Oregon's people and places, deliver world-class experiences, strengthen the industry, ensure preservation of Oregon's way of life and its natural places and work to ensure all travelers feel welcome.
TRAVEL OREGON
ORGANIZATIONAL STRUCTURE

GOVERNOR KATE BROWN

OREGON TOURISM COMMISSION

Chair
Ryan Snyder

Vice Chair
Scott Youngblood

Kara
Wilson Anglin

Don
Anway

Richard
Boyles

Nigel
Francisco

Al
Munguia

Kenji
Sugahara

Alana
Hughson

TRAVEL OREGON
Todd Davidson, Chief Executive Officer
HOW WE ARE FUNDED

2003 LEGISLATION (HB 2267)

• Implemented 1% Statewide Lodging Tax

2016 LEGISLATION (HB 4146)

• Increased state lodging tax from 1% to 1.8%.
• Directs 20% of resource to implement a Regional Cooperative Tourism Program
• Directs 10% of resource to a competitive grants program
### TOTAL ECONOMIC IMPACT OF TOURISM IN OREGON

<table>
<thead>
<tr>
<th></th>
<th>IN 2003</th>
<th>IN 2018</th>
<th>CHANGE</th>
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<tbody>
<tr>
<td><strong>Direct Employment</strong></td>
<td>84,500 jobs</td>
<td>115,400 jobs</td>
<td>+37%</td>
</tr>
<tr>
<td><strong>Employee Earnings</strong></td>
<td>$1.7 billion</td>
<td>$3.6 billion</td>
<td>+112%</td>
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<tr>
<td><strong>Visitor Spending</strong></td>
<td>$6.5 billion</td>
<td>$12.3 billion</td>
<td>+89%</td>
</tr>
<tr>
<td><strong>Taxes (State/Local)</strong></td>
<td>$246 million</td>
<td>$560 million</td>
<td>+128%</td>
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</table>

Source: Economic Impact Report, Dean Runyan & Assn
TRAVEL OREGON DEPARTMENTS

- Destination Development
- Global Marketing
- Global Strategic Partnerships
- Global Sales
# 2019-2021 Strategic Overview

## Imperatives

<table>
<thead>
<tr>
<th>Optimize Statewide Economic Impact</th>
<th>Support and Empower Oregon’s Tourism Industry</th>
<th>Champion the Value of Tourism</th>
<th>Run an Effective Business</th>
</tr>
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</table>

## Initiatives

- **Optimize Statewide Economic Impact**
  - Align and optimize Travel Oregon sales, marketing, development and partnership programs and empower the industry to do the same
  - Facilitate the development of world-class tourism product and experiences with a focus on gap areas
  - Support high-use destinations to manage the impacts that stem from visitation
  - Inspire overnight leisure travel from key markets

- **Support and Empower Oregon’s Tourism Industry**
  - Develop an organization-wide approach to offering development and training opportunities for the industry
  - Support and enhance an industry-leading information network as the trusted source for all things Oregon
  - Convene industry action networks to influence stakeholder action and increase collaboration
  - Fulfill and respond to unforeseen opportunities and challenges as defined by Oregon’s tourism industry

- **Champion the Value of Tourism**
  - Grow and align strategic partnerships and stakeholder base to leverage resources and build capacity
  - Activate, engage and inspire new and existing advocates through compelling communication tools and messaging
  - Improve industry and public feedback channel/ process

- **Run an Effective Business**
  - Deploy agency-wide IT training on agency expectations and utilization of shared technology platforms
  - Prioritize professional development and wellness through a diverse, equitable and inclusive culture of learning and continuous improvement
  - Continuously improve, communicate and ensure alignment on policies and procedures
  - Establish cross-functional strategies in alignment with state and agency values to improve interdepartmental communication, workflows, productivity and outcomes
  - Prioritize improvement of employee and industry engagement in identified areas of greatest need
DESTINATION DEVELOPMENT

TRAVEL OREGON
Travel Oregon’s Destination Development Team assists communities in creating robust and sustainable tourism economies by developing authentic, world-class experiences for travelers that aim to preserve, enhance and celebrate the local landscape and culture.
COMMUNITY-BASED DEVELOPMENT

- Regional economic visioning
- Network development
- Experience-focused action team development

STATEWIDE PRODUCT DEVELOPMENT

- Outdoor recreation
  - Bicycle tourism
- Culinary & agritourism
- Visitor transportation
OUR APPROACH

DESTINATION MANAGEMENT

• Leadership
• Education + information around best practices
• Travel philanthropy
• Workforce development
OUR APPROACH
OUR APPROACH
OREGON TOURISM STUDIO
PROGRAM GOALS

• Raise the awareness and understanding of the value of the tourism industry

• Engage a broad cross-section of the community in a dialogue to identify strengths and opportunities

• Spark creativity and enthusiasm in community leaders to contribute to making Oregon a premiere tourism destination

• Connect community and business leaders with resources to help develop new authentic tourism products and leverage the assets they have

• Develop new experiences and products for locals and visitors that sustain or enhance the geographical character of a place

• Stimulate new local business development

• Establish positive relationships between community leaders and destination management organizations
OUR APPROACH
OUR APPROACH
OREGON TOURISM
STUDIO TYPES

RURAL TOURISM
STUDIO

DESTINATION MANAGEMENT
STUDIO

EXPERIENCE DEVELOPMENT
STUDIO
RURAL TOURISM STUDIO

BUILDING REGIONAL COLLABORATION + GROWING TOURISM

2-4 SEGMENTS OVER 1-4 MONTHS

CORE
• Community Tourism Visioning & Planning
• Electives
• Tourism Marketing & Communications
• Action Team Development

ELECTIVES
• Outdoor Recreation & Adventure Travel
• Bicycle Tourism
• Culinary & Agritourism
• Cultural Heritage

• $10,000 for priority projects
DESTINATION MANAGEMENT
STUDIO

BUILDING REGIONAL COLLABORATION + MANAGING TOURISM

4-5 SEGMENTS OVER 4-5 MONTHS

HIGHLIGHTS
• Extensive work with regional steering committee
• Regional Summit
• Product development focused on addressing critical issues
• Issue focused work sessions
  • Transportation / congestion
  • Workforce development
  • Resource stewardship
• Tourism Marketing & Communications
• Action Team Development
• $20,000 for priority projects
NORTH COAST TOURISM STUDIO

Enhancing Up-Level Outdoor Rec Opportunities

Primary Convener: Ten/Arin
Participants: Hannah Buschert, Matt West-Truck, Kristen Inner, Donna Haefl

First/Top Priority:
- Beach/Trail Ambassadors
- Canny brand of season calendar
- (Creating a regional identity)

2nd
3rd

Second/Next Priority:
- Prioritizing outdoor Rec.
- Granada.
- (Creating curriculum)

First Milestone:

Next Meeting: Feb.
NORTH COAST TOURISM STUDIO
WORKSHOP + EVENTS

SEPT 25  NORTH COAST TOURISM SUMMIT

OCT 16  DESTINATION STEWARDSHIP
OCT 17  VISITOR TRANSPORTATION

NOV 13  OUTDOOR RECREATION
NOV 14  OUTDOOR RECREATION

DEC 4    CULTURAL HERITAGE
DEC 5    CULTURAL HERITAGE

JAN 15   VISITOR COMMUNICATIONS
JAN 16   TEAMING FOR ACTION
                     COMMUNITY CELEBRATION EVENT
EXPERIENCE DEVELOPMENT STUDIO

DEVELOPING NEW VISITOR EXPERIENCES

1 SEGMENT, TYPICALLY 1.5 DAYS

CHOOSE FROM

• Outdoor Recreation & Adventure Travel
• Bicycle Tourism
• River Recreation
• Culinary & Agritourism
• Cultural Heritage

HIGHLIGHTS

• Community proponent builds a local action team
• Travel Oregon brings in a facilitator and content expert(s)
• Priority strategies identified
• $5,000 for priority projects
Clackamas River Recreation Studio

For Oregonians, a strong connection to our great outdoors is part of our identity. Outdoor recreation significantly impacts the well-being of our economy, community livability, health and environment.

The Clackamas River Tourism Studio program is designed to
CULINARY & AGRITOURISM EXPERIENCE STUDIO
COMMUNITY-BASED WORKSHOPS & EVENTS

4-5 MONTHS

ACTION TEAMS EXECUTE PRIORITY STRATEGIES

1-2 YEARS +

PROGRAM DESIGN & OUTREACH

STEERING COMMITTEE

GREATER COMMUNITY

4-6 MONTHS

OREGON TOURISM STUDIO

PROCESS

STEERING COMMITTEE + ACTION TEAMS

OREGON TOURISM STUDIO

PROCESS
ACTION PHASE

• Transition steering committee into long-term leadership team (network)
• Set up local action team(s) for success
• Establish capacity
  • RARE positions
  • Network managers
• Acquire funding
  • Matching grant from TO
  • Other funding sources
• Create a conduit of information into our marketing channels
TOURISM STUDIO OUTPUTS
OUTDOOR RECREATION
FAT BIKING THE OREGON COAST
FAT BIKING THE SOUTHERN OREGON COAST

Explore the Southern Oregon Coast in a fresh, new way. From doing a family beach cruise to a strenuous backcountry adventure, these self-guided fat bike tours have something for everyone to enjoy. Learn more about each ride at traveloregon.com/fatbike.

1. JOHN DELLENBACK DUNES
   Lakeside, OR
   Come play on the expansive sand dunes in John Dellenback Park. Push to the top of these massive dunes and frolic like a child with endless cycles of fun.
   Distance - 13 miles
   Difficulty

2. BANDON
   Bandon, OR
   This coastal ride is diverse and will take you rolling alongside secluded beaches, visiting a lighthouse and riding into the small town of Bandon. Split into two rides or one long ride and head south to ride through rock tunnels and explore the massive rock features of Passo Rock and Rugged Rock.
   Distance - 18.7 miles
   Difficulty

3. CAPE BLANCO
   Port Orford, OR
   Experience a backcountry adventure on the Oregon coast. Forge rivers, dodge quicksand in this exciting cap to cap adventure.
   Distance - 20 miles
   Difficulty

4. BANANA BELT
   Gold Beach, OR
   This ride takes you from the beaches to the woods in one diverse loop. You'll start with riding around stunning rock formations and end on soft rich wooded trail trails.
   Distance - 12 miles
   Difficulty

LEARN MORE ABOUT ADDITIONAL FAT BIKING ROUTES ALONG THE OREGON COAST AND DOWNLOAD GPS FILES FOR YOUR TRIP AT TRAVELOREGON.COM/FATBIKE.

BIKE RENTALS
South Coast Bicycles - Bandon
southcoastbicycles.com
FAT BIKING

Fat bikes can be ridden year-round and are great on sand, snow and loose dirt.

Whether you plan an extended trip or one section of a longer route, taking the scenic route by fat bike may take longer than you think, so plan accordingly.

Not sure where to start? Download our Southern Oregon Coast fat biking guide here.
MCKENZIE RIVER TRAIL
GREAT SPRINGS 1
SAHALIE FALLS 1

CLEAR LAKE TRAIL
CLEAR LAKE LODGE 1 1/2
MCKENZIE RIVER TRAIL 1 1/2
O'Leary Trail Loop

This is the bulky, backcountry brother of the nearby McKenzie River Trail (MRT). The O'Leary Trail Loop is a full helping of Epic, with close to 20 miles on 100-percent singletrack. The ride serves up stunning views, endless backcountry adventure with narrow singletrack that plunges into tight switchbacks, more than 4,000 feet of climbing to shred your legs, more than 5,000 feet of descending to reward your efforts, and a chance to check out rock walls built decades ago by the Civilian Conservation Corps. This ride requires fitness, skill, and the ability to keep your cool in a remote setting.

Length: 20 miles
Units: m
Local Partner(s): Disciples of Dirt
YOU SAY ADVENTURE IS YOUR MIDDLE NAME. NOW PROVE IT.

OREGON COAST GRAVEL EPIC

WALDPORT • SEAL ROCK • YACHATS  OCTOBER 5, 2013

ONE EVENT – TWO ROUTES
Abomination: 73 miles 10,000 ft elevation gain
Son of Abomination: 37 miles 5,000 ft elevation gain
GORGE TOURISM STUDIO
EARLY SUCCESSES

- Formation of a formal, bi-state regional Tourism Alliance (501©3 + ©6)
- *We Speak Gorge* guest customer service staff training
- *Hear in the Gorge* cultural podcast series
- *Gorge Towns to Trails* concept video
- *Ready, Set, GOrge!* congestion reduction communications strategy and collaborative
- Gorge Express – shuttle to reduce congestion on the Historic Columbia River Highway
- Working towards a system of car free travel
WILD RIVERS COAST TOURISM STUDIO

• Wild Rivers Coast Tourism Studio took place 2013-14

• Travel Oregon provided the community a $20,000 grant in 2015 to support:
  • Outdoor recreation
  • Culinary and agritourism
  • Regional collaboration
OREGON OUTDOOR RECREATION INITIATIVE

To ensure access to world-class outdoor recreation experiences for everyone.
A new statewide initiative that brings together businesses, agencies, land managers, conservation groups and recreational user groups around the goal of expanding access to outdoor recreation and increasing the economic impact and sustainability of Oregon's outdoor recreation industry.
OREGON OUTDOOR RECREATION INITIATIVE GOALS

• Build capacity and synergy to expand outdoor recreation opportunities in Oregon
• Create sustainable economic vitality for Oregon's communities
• Make Oregon a world-class outdoor recreation destination for all
OREGON OUTDOOR RECREATION INITIATIVE
LEADERSHIP TEAM

FEDS
U.S. Forest Service, Regional Office
U.S. Forest Service, Columbia River
Gorge National Scenic Area
U.S. Bureau of Land Management

STATE
First Gentleman of Oregon
Oregon Parks + Recreation Dept.
Oregon Department of Fish and Wildlife
Oregon Department of Transportation
Oregon State University

NGOs | ASSOC.
• Theodore Roosevelt
  Conservation Partnership
• Outdoor Alliance
• Ore. Outfitter + Guides Assoc.
• The Mazamas
• Oregon Outdoor Alliance
• Oregon Bicycle Racing Assoc.
• Vive Northwest
• Friends of the Columbia Gorge
• Local Action Teams
OREGON OUTDOOR RECREATION INITIATIVE
LEADERSHIP TEAM

PRIVATE SECTOR
REI
KEEN Footwear
Stanley
Timberline Lodge
Northwest Rafting Company
Little Creek Outfitters
Northwest Rafting Company

ELECTEDS
Bend City Councilor
Oregon House of Representatives

TOURISM ORGs
Travel Lane County
Willamette Valley Visitors Assoc.
Travel Oregon
Oregon Tourism Commission
OREGON OUTDOOR RECREATION INITIATIVE IMPACT AREAS

• Education
• World-class experiences & infrastructure
• Diversity of participants
• Economic impact
• Stewardship of natural resources
• Transportation & distribution of impacts
• Marketing & communications
• Leadership & advocacy
• Community livability & well-being of residents
STATEWIDE PUBLIC OUTREACH MEETINGS
KEY THEMES FROM PUBLIC OUTREACH

• Manage for world-class outdoor recreation

• Economic Impact: Improve the climate for outdoor recreation businesses + overall impact of industry

• Stewardship: balance use with conservation of natural assets

• Improve networks: develop state and local/regional leadership networks
PHASE TWO
2017-2019

ACTION TEAMS
1. Economic impact study
2. Marketing + communications
3. Network design + development
4. Signature trails
5. Transportation
6. Office of Outdoor Recreation
7. Diversity of participants
SUPPORT DEVELOPMENT OF RELATED NETWORKS

- Oregon Trails Coalition
  - Oregon Trails Summit
- Oregon Mountain Bike Coalition
  - Oregon Mountain Bike Coalition Summit
## Responsible Recreation in Oregon

<table>
<thead>
<tr>
<th>Prepare</th>
<th>Care</th>
<th>Connect</th>
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<tbody>
<tr>
<td>Plan ahead.</td>
<td>Mind your outside manners.</td>
<td>Spread goodwill.</td>
</tr>
<tr>
<td>• Match activity with capability</td>
<td>• Leave what you find, take what you</td>
<td>• Say hello and make new friends</td>
</tr>
<tr>
<td>• Know before you go</td>
<td>bring</td>
<td>• Support the local economy</td>
</tr>
<tr>
<td>• Tell someone where you’re headed</td>
<td>• Follow fire prevention</td>
<td>• Visit cultural centers</td>
</tr>
<tr>
<td>• Check for cell coverage</td>
<td>• Practice safe selfie</td>
<td>• Hire a guide who knows where to go</td>
</tr>
<tr>
<td>• Be weather wise</td>
<td>• Tag responsibly</td>
<td>• Rent or buy your gear from folks who know what you need</td>
</tr>
<tr>
<td>• Bring the right gear</td>
<td>• Observe signs and warnings</td>
<td></td>
</tr>
<tr>
<td>• Visit off peak to reduce congestion</td>
<td>• Control pets or leave at home</td>
<td></td>
</tr>
<tr>
<td>• Plan beyond the hashtag</td>
<td>• Stay on public lands</td>
<td></td>
</tr>
<tr>
<td>• Know when to call it a day</td>
<td>• Know when to call it a day</td>
<td></td>
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<tr>
<td>• Appreciate wildlife, from a distance</td>
<td>• Appreciate wildlife, from a distance</td>
<td></td>
</tr>
<tr>
<td>• Hire a guide who knows where to go</td>
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LESSEON LEARNED

TRAVEL  OREGON
LESSONS LEARNED

• Make time for people
• Make time for building trust - it is perhaps the only thing that matters. Mitakue Oyasin.
• Process matters
• Think like a destination
• Experts are important, but best in small doses and when combined with local knowledge
• Spend time on the HOW
Thank you