



Oregon Tourism Commission

Staff Report April 2016

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OPTIMIZE STATEWIDE ECONOMIC IMPACT

Inspire overnight leisure travel through industry-leading branding, marketing and communications

As mentioned at the start of the fiscal year, we have a new quarterly reporting cadence that will allow easier comparisons year over year. Due to the nature of the quarterly schedule and the frequency of the commission reports, the Q3 commission tables will be reported out at the June commission meeting due to time constraints with the end of the quarter occurring shortly before the April commission meeting. See the reporting cadence table below.

Quarter	Commission Meeting	Months Covered		
1	12/7/2015	July	August	September
2	2/23/2016	October	November	December
	4/24/2016	Quarterly Reporting Break		
3	6/14/2016	January	February	March
4	10/3/2016	April	May	June

Response Report

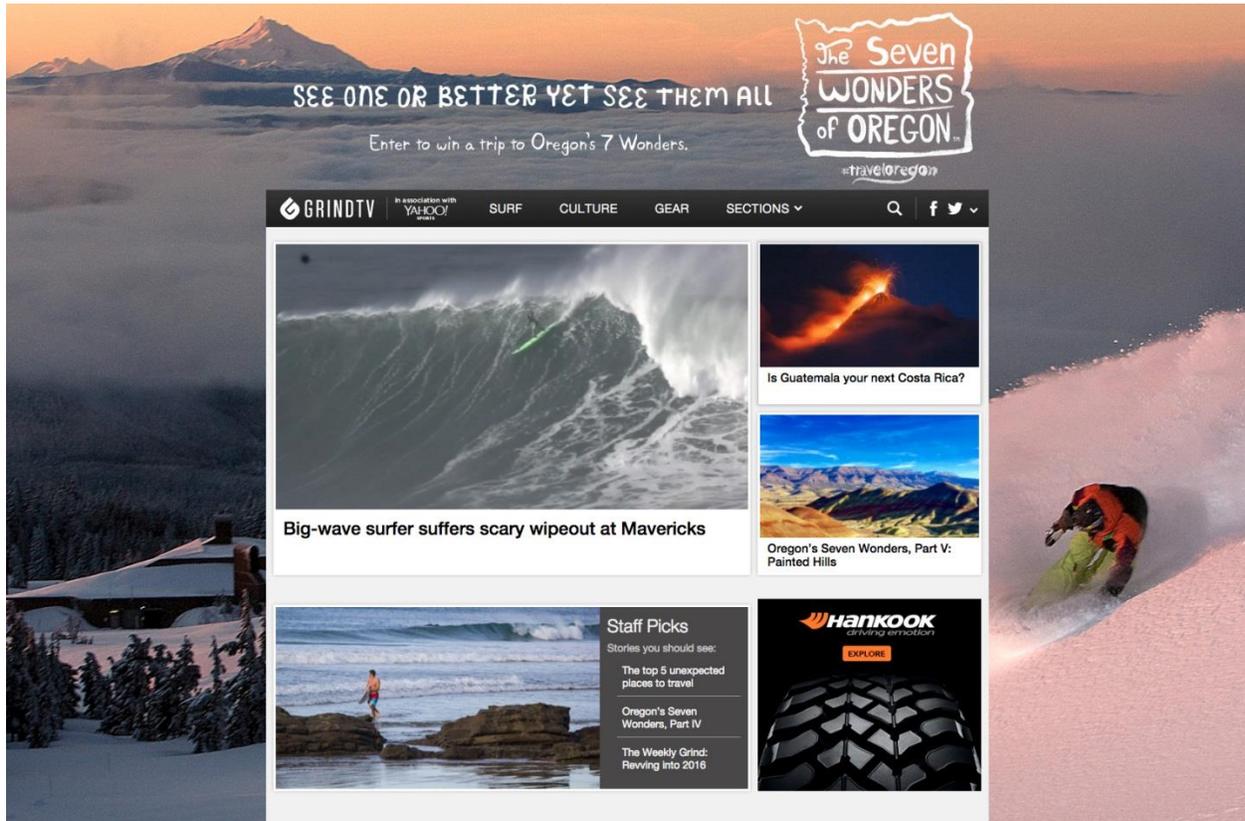
Total responses for the first two months of the 2016 calendar year showed excellent results. January had a 52.4% growth in responses over January 2015, while February saw a 17.3% jump in responses over February 2015. Fiscal year to date through February we're up 10.6% over the prior year.

WINTER WONDERS 2015

Winter Wonders Final Recap

The following is a recap of the Winter Wonders marketing campaign results. For an overview of the Winter Wonders campaign, please see the Feb. 2016 Commission Report.

Example of our featured takeover on GrindTV.com



Winter Wonders Campaign Results

Overview:

The Winter Wonders campaign achieved its goals of leveraging the expert; showing, not telling; and generating buzz. Winter explorers spent 45,779 total minutes on the Grind TV articles for an average time of 2:10. Our articles also generated 32,448 page views, showcasing why Oregon is a great place to visit during winter. We created buzz through our 37,140 unique sweepstake entries, which was 4x what we had for the Bounty sweepstakes.

The “Winter Wonders” campaign performed very well on Grindtv.com against benchmarks

- General 7 Wonders creative over delivered impressions by 17% (10.7M vs 12.6M), while overall impressions, including co-ops, over delivered by 5.2% (17.6M vs 18.5M).
 - When we look at the results from a page-view perspective, we can see that we drove 32,448 page views on GrindTV.com during this campaign compared to 9,727 page views on Eater.com during the Bounty campaign
 - A key metric is the average time spent on site for these articles. Ultimately, readers on GrindTV.com spend an average of 2:10 with the articles, which is higher (2:01) than what we saw on TravelOregon.com during the same time frame
 - Our most engaging articles included [Greater Portland](#), [The Coast](#), and [The Wallowas](#).

- We also compared the cost-per-article view for winter campaign with the Bounty campaign.
 - From this examination, we learned that the cost per view for the winter campaign was half the cost of a view during Bounty. That comes out to winter being 98% more cost effective than Bounty. (\$3.62 per view for winter and \$7.20 for Bounty)
 - This will be an interesting metric to keep an eye on as we consider native content partnerships.
- Average click through for all the ads came in at 0.24%, which is just under the click through rate we saw with our latest Bounty campaign 0.27%
 - However, the ads performed 3.0 times better than typical display banner ad units (at 0.08% average CTR)

Promotions

Oregon Winter Wonders Getaway Sweepstakes Results:

- We had 37,140 unique sweeps entries from folks who were motivated by the campaign to enter to win the trip to Oregon. Note: sweeps sign ups have primarily been driven by Travel Oregon email blasts and Facebook posts.
- In the end, we had 5,460 people subscribe to the Travel Oregon email newsletter list from the sweeps form.
 - When looking at last year's winter campaign, Madden contributed ~13,000 unique sweeps entries and 1,100 email subscriptions. Therefore, our email subscriptions were up 436% over last year.

Content Support

To inspire and educate winter travelers about the diversity of the winter experience in Oregon, the editorial team selected 30 of our most compelling Trip Ideas from TravelOregon.com's archives. The stories represented all regions of the state and included activities from [storm watching](#) on the Oregon Coast and [snowshoeing](#) at Crater Lake to [waterfall hikes](#) in the Willamette Valley to [shopping](#) on Mississippi Avenue in Portland.

These trips were featured across TravelOregon.com during the duration of the campaign and were promoted by influencers Johnny and Janna's posts on GrindTV.

Finally, the anchor story on TravelOregon.com during the promotion was a live [unfolding trip blog](#) by Johnny and Janna. The story was updated daily and chronicled their daily experiences in Oregon through vivid photography, video and narratives.

Day 3: Seaside to Pacific City



Finally, the sun! Blue skies greeted us after three straight days of rain. After coffee and breakfast in Cannon Beach, with its idyllic weather-shingled shops and beach homes, we drove south on IOL. After stopping at some of the amazing viewpoints along this stretch of highway, we navigated the wild weather and detoured inland.

We eventually ended up in Pacific City, where we enjoyed delicious seafood — salmon and cioppino — with award-winning beers at the [Pelican Pub & Brewery](#), accompanied by two rounds of trivia night.

Day 4: Pacific City to Sunriver



We woke up in Pacific City to massive storm surf, wind, and rain. From the warm comfort of our room at the [Inn at Cape Kiwanda](#), we watched the waves pound the rocks and point. After breakfast at Pelican Brewery, we walked out over the dunes to Cape Kiwanda Point to pass the time while we waited for the tide to lower.



The heavy rain had flooded the lowlands near the bridge out of Pacific City, so we were basically stuck in town, which we certainly didn't mind. It was absolutely wild out there. Giant, untamed waves in every direction. It felt so raw and empty. Nature at its finest. After John decided to take a flop in the seafoam that had accumulated on the shore, we visited [Moment Surf](#) and heard about how great the surf gets when it's not stormy. We've got to come back!



We headed out in the early afternoon, had an early dinner at Black 15 in Corvallis, and made the drive over Willamette Pass in the dumping snow. Given the weather (and the fact that the road to the rim at Crater Lake was closed) we decided to head straight to Mt. Bachelor to take advantage the 2 feet of snow hammering the Cascades!

Social

The following provides a review of the social media plan for the campaign.

- Social Media Parameters:
 - Timing: Dec. 2015-Feb. 2016
 - Target audience: M&F, 25-54, who choose active vacations and enjoy outdoor activities.
 - Markets: Vancouver B.C., Seattle, Boise, Portland & San Francisco
- Media Objectives:
 - Increase awareness of Johnny and Janna's 7 Winter Wonders trip.
 - Drive traffic to winter content on TravelOregon.com
 - Increase entries to Winter Wonders sweeps
- Media Strategies:
 - Johnny & Janna Support: Utilize a mix of paid social to drive awareness of Janna & Johnny's journey through the 7 Wonders in Winter.
 - TravelOregon.com: Drive traffic to long-form content that entices users to experience a deeper story about Oregon in winter, and engage in trip planning.
 - Promotion: Use web click Facebook ads to drive participation in sweepstakes
 - Budget Breakdown:
 - \$6,100 for 13 Promoted Posts on Facebook
 - \$4,000 for Web Click Ads for sweepstakes promotion
 - \$2,300 for Johnny and Janna support on Facebook, Twitter and Instagram

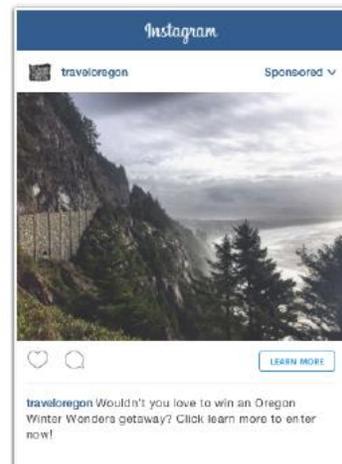
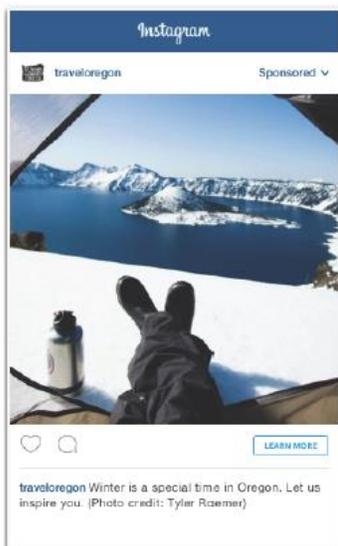
"Winter Wonder" Social Results

The "Winter Wonders" campaign performed very well on social against benchmarks.

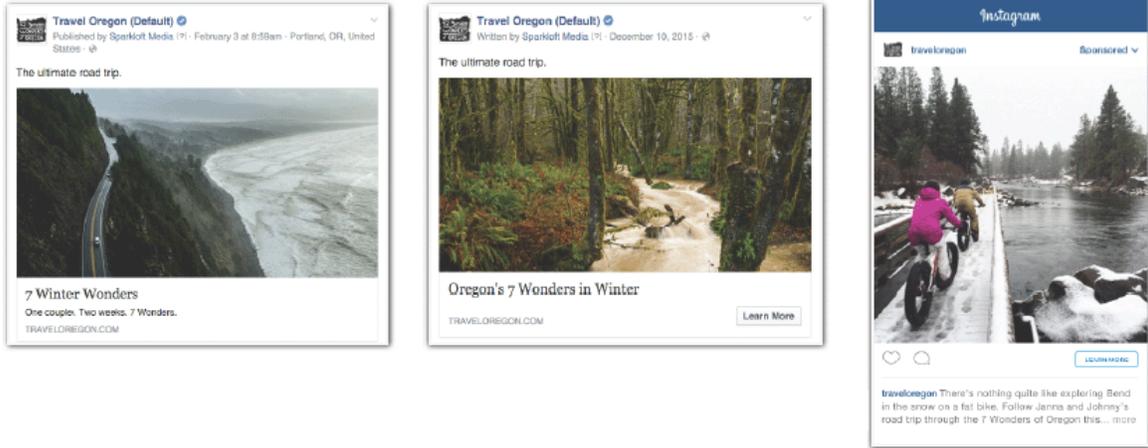
- Overall the social campaign generated more than 3.5 million impressions and resulted in 74,796 clicks to TravelOregon.com at an average cost-per-click of \$0.11. This was much lower than CPC for Bounty, which was \$0.23.
- We continued our experimentation with Instagram ads, promoting two winter itineraries and a sweeps message. While the efforts drove 3,291 clicks, the average CPC was much higher at \$1.28.
- General winter sweeps messaging drove nearly 32,297 clicks to TravelOregon.com at a CPC of \$0.12. This represented 43% of all clicks for the campaign and supports the fact that a compelling experiential prize will drive engagement with explorers.



Examples of Promoted Posts highlighting unique winter travel ideas in Oregon



Instagram ads promoting winter getaway ideas and a sweeps promotion



Promoted posts of Johnny and Janna's road trip through Oregon.

Website Traffic Results

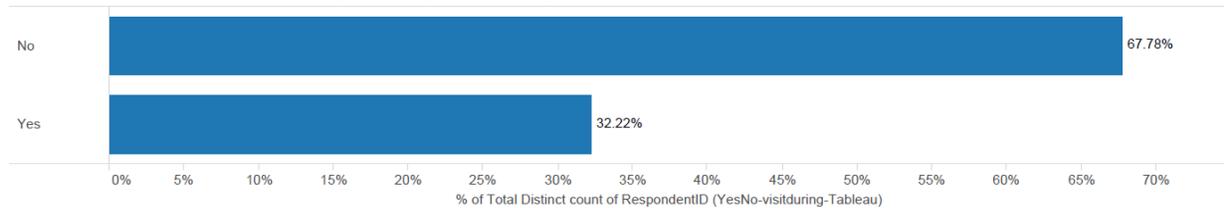
Key results comparing the Winter Wonders campaign (Dec. 10-Feb. 14) to the same period last year:

- Overall traffic was up 29.89% (548,843 v 422,552 page views)
- Page Views for winter content was up 123.25% (256,372 vs 114,835)

Winter Wonders Survey Highlights

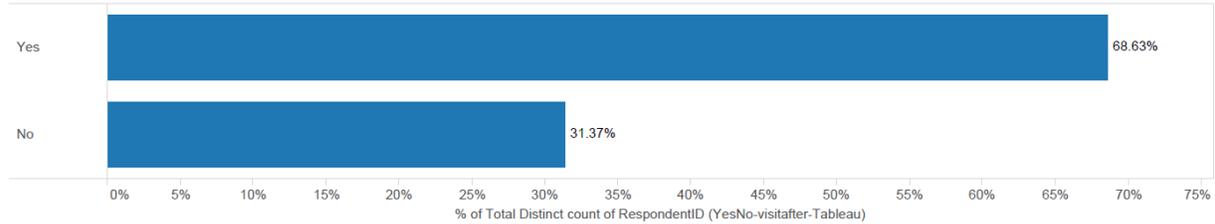
We sent a campaign review survey out to entrants from our Winter Wonders Sweepstakes to gain feedback on how the campaign performed. The survey went out to more than 37,000 people. We ended up with 4,871 respondents for a 13% response rate. The following charts outline some of our key learnings.

Did you take a trip to or within Oregon during the campaign (December 2015 - February 2016)?



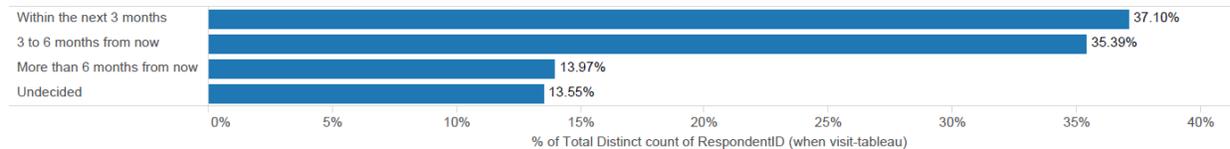
Due to the presumed difficulties of traveling during the winter season, we had less respondents take a trip to or within Oregon during our winter campaign when compared to the Bounty campaign (50.6%).

Did the campaign motivate you to plan a trip to or within Oregon at a later date (after February 2016)?



However, when we asked if the campaign inspired a visit to Oregon at a later date, we saw similar results to the Bounty campaign. Ultimately, 68.6% indicated a potential future visit with this campaign compared with 67.6% during Bounty. Despite the different campaign messages, both campaigns were effective at driving future trips to Oregon.

If you plan to travel to or within Oregon after February 2016, when do you plan to travel?



Like we saw with the Bounty campaign, just over 72% of the respondents indicated that they are planning on visiting within the next 6 months. It is encouraging to know that our campaigns are consistent in promoting expedited trips to the state despite different marketing messages.

Lastly, we asked respondents to indicate which outdoor activities they participated in while on their trip and to rank the importance of those activities in relation to making their travel plans. In the end, we saw that visits to the 7 wonders, hiking and scenic drives were the most influential motivators even during winter. While skewing high as a primary motivator for sizeable portion of the respondents, winter activities, like skiing/snowboarding and snowshoeing, didn't rank as high overall because less people participated in the sports as incidental activities. For example, it is much harder to go skiing or snowboarding if you didn't come with the gear.

Learnings from Media Performance

- The earlier we can get into market the more time we'll have to influence winter trips with our Explorer target. Ideally, prior to Thanksgiving.
- Articles released at the end of the week performed the best.
- When working with exclusive content partners, we need to make sure that we have complementary but different content on Travel Oregon so visitors are motivated to visit TravelOregon.com with new, engaging content. This will help facilitate an efficient handoff between the content partner and TravelOregon.com
- Instagram ads are great for engagement & awareness, but not as effective for website clicks as Facebook ads.

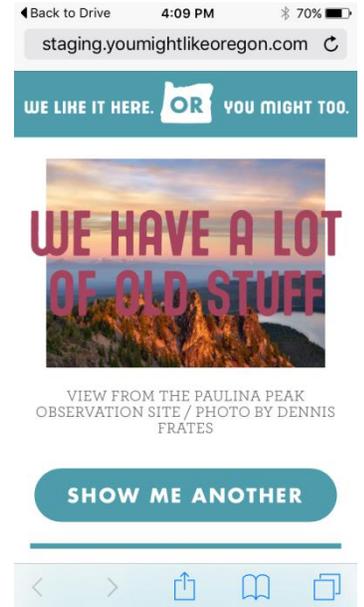
- Fans still love 7 Wonders-branded messaging.
- Targeting based on TravelOregon.com pixel data is more costly than general interest-based targeting.
- The sweepstakes website clicks ads performed very well thanks to compelling creative assets.
- Promoted video on Twitter had an above-average engagement rate. We anticipate that spring campaign spots will perform well on the platform.

SPRING CAMPAIGN 2016

Travel Oregon launched the Spring 2016 “We Like it Here” Brand Campaign on Friday, March 18.

Creative:

- A campaign style guide and partner asset kit, is available on our Industry website in the “We Like it Here” [toolkit](#)
- We’ve integrated the new brand elements throughout Travel Oregon’s channels:
 - “We Like it Here” [campaign website](#)
 - [Facebook](#)
 - [Twitter](#)
 - [YouTube](#)
 - We will continue to update creative materials over the next 6 months. Priority will be given to materials that have a high consumer reach (example: e-newsletter template). All other materials will be updated as reprints are ordered or a new version is developed (example: bags for the welcome centers).
- YouMightLikeOregon.com (YMLO): YMLO supports the new brand with quirky, unique and one-of-a-kind Oregon experiences fostering serendipity and discovery. Visitors will have the ability to see a variety of curated trip ideas by clicking on a “show me something else” button. Visitors can also choose to learn more about the resource they are viewing by clicking “Learn More”. By clicking “Learn More” they will be sent over to TravelOregon.com for the full story (or resource detail). Finally, visitors and locals can also share what they like about Oregon through the site’s submission form.

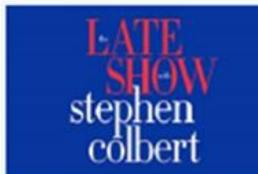


Media Plan

- Media Flowchart
 - See the following flowchart for a snapshot of the advertising media plan
 - Note: we provided details about the media strategy in the February 2016 Commission Report

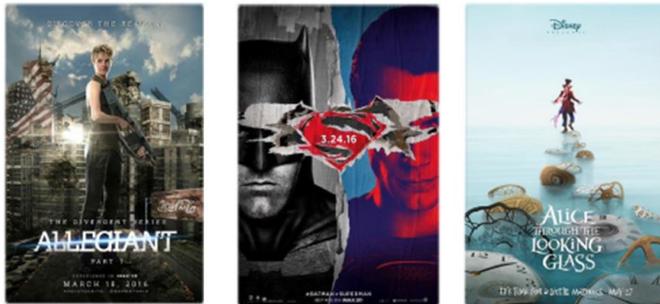
	2016												EST Impressions/ Clicks/Views	% of Budget			
	Mar			Apr			May			Jun							
	29	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20
US MEDIA																	
Print	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												6 Pages	4%			
OOH	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												27MM Imps	17%			
Cinema	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												2.7MM Imps	8%			
TV (Broadcast + Cable)	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												TBD	27%			
Digital TV Extension	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												11MM Imps	18%			
Custom (Experiential/Digital)	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]																
The Onion - Article 1: 3/20 & Article 2: Mid April	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												6MM Imps	4%			
Core Search	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												50K Clicks	3%			
YouTube Video Search	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												25K Views	0.6%			
Paid Social	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												TBD	1.7%			
Ad- Serving	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												TBD	0%			
TOTAL US MEDIA														83%			
CANADA MEDIA																	
Cinema	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												1.48MM Imps	3%			
TV - Local Broadcast	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												TBD	7%			
Digital TV Extension	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												3.4 MM Imps	6%			
Custom (Experiential/Digital)	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]																
The Onion - Article 1: 3/20 & Article 2: Mid April	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												200K	0%			
Core Search	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												17K Clicks	1%			
YouTube Video Search	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												7K Views	0.1%			
Paid Social	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												TBD	0.6%			
Ad- Serving	[Gantt bars: Mar 19-28, Apr 5-14, May 8-17, Jun 5-14]												TBD	0%			
TOTAL CANADA MEDIA														17%			

- Media Tactics
 - TV:
 - Flights: March 19-April 10; May 8-May 28
 - Markets: SF, Seattle, Portland, Boise, Vancouver BC
 - Impressions: 22.1 Million
 - Strategy:
 - Target premieres and high profile local sporting events
 - Broadcast and cable networks and shows that deliver Explorers
 - Cable includes Comedy Central, Discovery, ESPN, TBS, Travel Channel



Sample of TV shows

- Cinema:
 - Flights: March 18-April 3; May 6-May 19; May 27-June 9 Markets: SF, Seattle, Portland, Boise, Vancouver BC
 - Markets: SF, Seattle, Portland, Boise, Vancouver BC
 - Impressions: 4.1 Million
 - Strategy:
 - Two-week flights scheduled around upcoming blockbusters and franchise movies

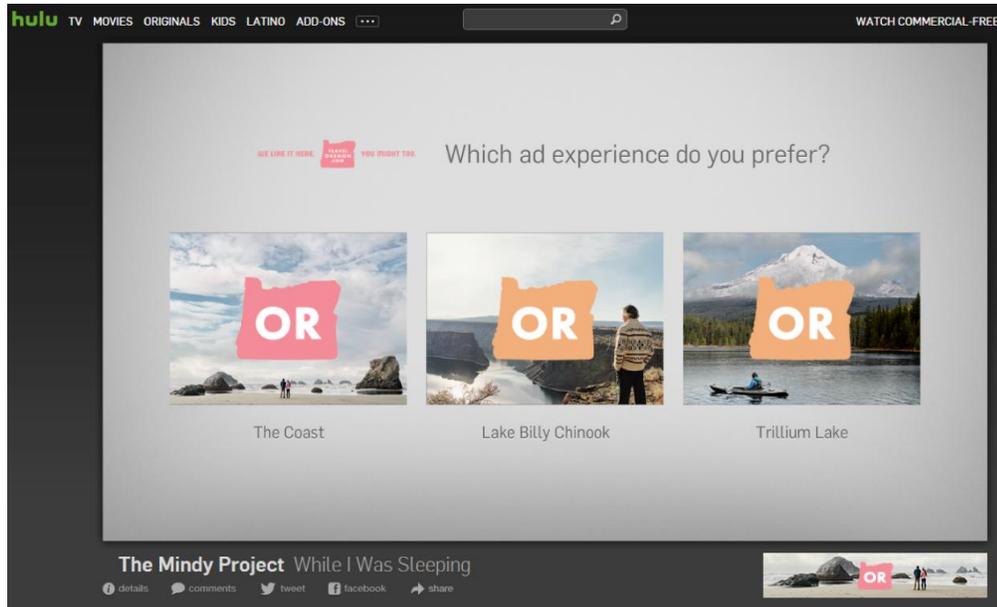


Sample of movie releases

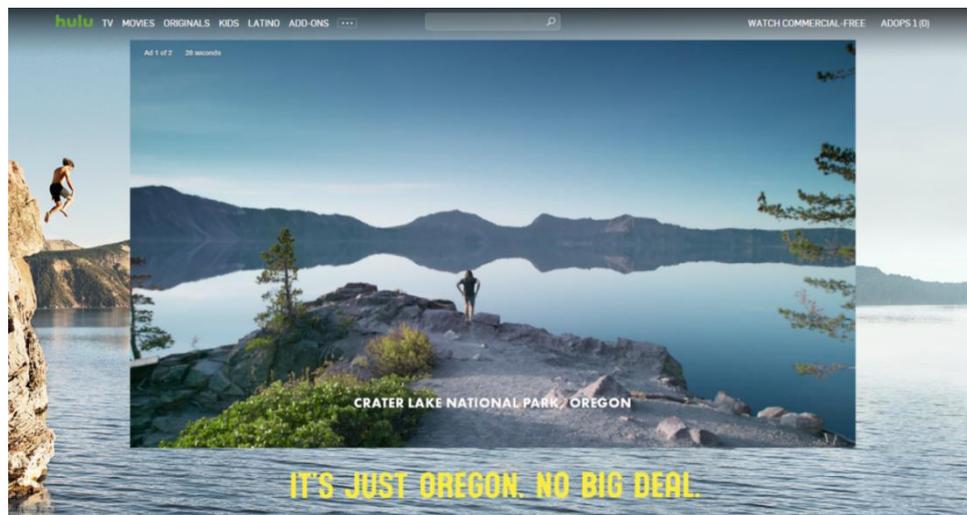
- W+K was able to negotiate added value with Cineplex (Vancouver, BC). We'll be running our ad-like unit creative on the in-lobby network at 13 theaters (see the following photo)



- Digital Video:
 - Flight: March 20-June 5
 - Markets: SF, Seattle, Portland, Boise, Vancouver BC
 - Impressions: 16.3 Million
 - Strategy:
 - Use large-format, full episode partners
 - Use partners with good view-ability and completion rates
 - Channels include: Hulu, YouTube, Discovery, Viacom, Conversant, Crackle, and Media Corps

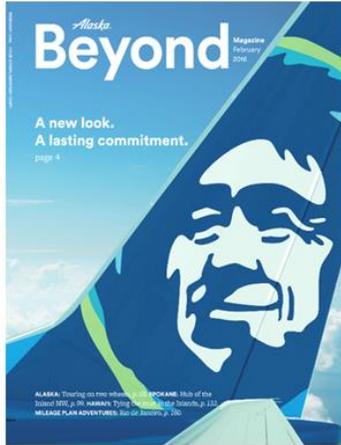


Screenshot of Hulu player with option that gives viewer control of which Travel Oregon spot to watch



Screenshot of Hulu player with special Spring 2016 Campaign skin

- Print Media:
 - Flight: April – June
 - Circulation: 6.2 Million
 - Markets: Western US
 - Note: Outside Magazine gave Travel Oregon a bonus full circulation in the April issue at no added cost
 - Strategy: Focus on key publications that reflect the Explorer’s active lifestyle



April & May issues
(Alaska & Horizon Editions)



April & June issues

- Out of Home (OOH) Media:
 - Strategy:
 - Use strategically placed highly visible wallscape units to create impact near downtown areas (one per market)
 - Blanket the market with transit units to build reach and display multiple creative executions to help tell the campaign story



SF Wallscape with “We Like it Here” campaign creative



Seattle Bus King



Portland Bus Shelter

- TV Heavy-up Co-op Buy
 - Travel Portland has partnered with Travel Oregon to heavy-up the San Francisco reach of the Portland Forest Park :15 second TV spot buy. The following provides buying strategy highlights:
 - Purchase well-performing programming with competitive CPP's (Cost per Points)
 - Focus buy within cheaper dayparts (late night and prime access) to increase frequency in the broadcast buy
 - Complement the overall Travel Oregon media buy already in place

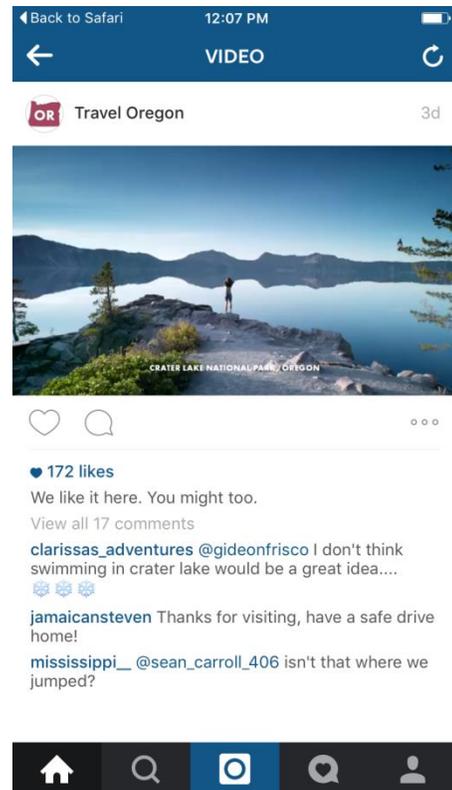
Social Media Plan:

The following provides a review of the social media plan supporting the campaign.

- Social Media Parameters:
 - Timing: March 18, 2016 – early July 2016
 - Target: Explorers (Active Adventurers who are 25-54 years old)
- Media Objectives
 - Drive awareness of Oregon's unique offerings.

- Allow explorers to get to know Oregon from a local perspective.
Media Strategies

- Message amplification: spring campaign assets will be distributed across social channels organically and with the support of paid media. Pacing, targeting and ad budget allocation will be based on the volume of assets and the cross-promotional usage for the partner co-op ad buy. The campaign support on social media includes, but is not limited to, the seven :15 TV spots, hero photography as well as using a mix of social advertising (promoted posts, web click ads etc.) to drive traffic to YMLO and stories on traveloregon.com (examples below show sample promoted posts on Facebook and Instagram)



Promoted post examples from Facebook and Instagram.

- Rich Content: We will create 15-20 pieces of new content to amplify the campaign across social channels. This content will be a mix of animations, GIFs, parallax photography, cinemagraphs, and 360 video. This content will be promoted April-July and will help supplement the co-op advertising push in order to alleviate fan fatigue of existing assets.
- Partner co-op: We are offering our partners the opportunity to leverage the attention and audience of the new campaign via a co-op retargeting campaign. This plan will retarget TravelOregon.com visitors from April-July

and will direct them to related partner content via Facebook. For example, users who visit pages about the Willamette Valley will be retargeted with Facebook ads to Willamette Valley partner website content. Additionally we'll use site traffic to create "lookalike audiences" based on the pixel group. This will drive the cost down, as well as help to avoid audience fatigue. Six out of the seven Regional partners have opted into this new co-op.

- "My Oregon": Will leverage local influencers to showcase Oregon. We will identify Instagram influencers with unique, Oregon-focused stories to share on their social channels. Each influencer will share a photo accompanied by a story that highlights the voice and messaging of the spring campaign. They will direct followers to find out more by clicking the link in their bio (which will direct to either TO or YMLO campaign site). This portion of the campaign will be activated in May-July.
- Surprise and Delight: We are creating custom pins that feature 15 key Oregon niches (ex: cycling, hiking, wine etc.) The integrated team will distribute them to fans that engage on Travel Oregon social Channels. These pins will also be made available to Welcome Centers to share with guests and Global Sales to give out to partners at trade shows.

Industry Outreach

On March 18 an email was sent informing the Industry that media had launched for the We Like It Here campaign and that there were new assets available to help partners leverage the campaign.

For each marketing campaign we put together a [toolkit](#) including creative assets and ideas for how partners can leverage the campaign. The toolkit includes:

- Style Guide
 - We developed an extensive style guide this year; including assets that will allow a broad cross section of industry partners to leverage the campaign. Elements include:
 - Still photography from nine different locations
 - Targeted regional assets, the following have been specifically developed for easy regional use
 - ❖ Logo
 - ❖ Copy
 - ❖ Postcards
 - ❖ Map
- Media Plan
 - Informs our industry partners when Travel Oregon will have media in market and where. We have been working one on one with regional partners to make sure they have the individualized assets they need to leverage the campaign. While we created a few standard executions across all regions our partners all need slightly different materials for execution on their channels. This can

range in a variety of assets including custom photo sizing with logo overlay to banner ad execution for their home page.

- Social Media Plan
 - How Travel Oregon is activating across different social platforms, when we'll be in market and how partners can share content pertinent to their region
- Communications Plan
 - Includes the strategy behind our targeted consumer outreach. It allows partners to leverage the work of Travel Oregon and be aware of opportunities that may come from this outreach

Regional Meetings

At the March regional meeting, Travel Oregon staff and Wieden+ Kennedy introduced a draft style guide to share regional assets that were being developed. At that time we were able to see if the regions wanted any other specific assets to help them leverage the campaign which informed final style guide deliverables.

Industry Partner Use

Eastern Oregon Visitors Association is using approved campaign lines in a great execution:



Willamette Valley Visitors Association has placed a campaign ad on their homepage to leverage the campaign and tie back to the co-op:

Public Relations Plan:

The following provides an overview of the public relations plan supporting the campaign.

PR Objective/Goals

- Generate coverage about Oregon that inspires travel, inclusive of all regions and across a wide variety of activities.
- Boost stays and visits throughout Oregon
- Drive traffic to YouMightLikeOregon.com

Strategies

- Partner with local experts to showcase the multitude of unique, memorable, shareable and personal experiences Oregon offers
- Craft specifically tailored pitch angles highlighting these storytellers and the destinations that serve as the settings for their tales to inspire media coverage
- Create custom adventures for top-tier media and influencers to experience Oregon first-hand

Target

- Media: Travel, lifestyle and niche outlets (outdoor, sports, nature, culinary)
- Key Markets: Oregon, Seattle, Boise, San Francisco; NY/National

Timing

- March-June: Industry Activation (press release, pitch National Travel and Tourism Week media tour (NTTW), execute NTTW media tour, NTTW media tour follow up)
- April, June, August: "Vacation Like an Oregonian" media mailers
- May-June: "Choose Your Oregon Adventure" media visits
- March-June: Proactive pitching

You Might Like Oregon Earned Media Results as of 3/28/16

- 3/18/16, AgencySpy, "[W+K Portland Likes Oregon. Thinks You Might Too](#)"
- 3/18/16, Hood River Biz Buzz, "[New Travel Oregon ad campaign says 'We like it here..'](#)"
- 3/21/16, MediaPost Agency Daily, "[Oregonians Think You Might Like Their New Tourism Campaign](#)"
- 3/22/16, Marketing Daily, "[Oregon Uses Charming Humility In Latest Visitor Invite](#)"
- 3/22/16, Ad Week, "[W+K Gives Oregon the Humblest Tourism Slogan Yet: 'We Like It Here. You Might Too'](#)"
- 3/22/16, The Register-Guard, "[New ad campaign uses light humor to boost Oregon](#)"
- 3/22/16, FastCo. Create, "[Even Oregon's Tourism Ads Have A Detached Sense Of Cool](#)"



- 3/22/16, Portland Monthly Magazine, "[Travel Oregon's New Ad Campaign Is...Understated.](#)"
- 3/28/16, Portland Business Journal, "[How Wieden+Kennedy's understated Travel Oregon approach deftly spotlights the state's charms](#)"
- 3/28/16, The Oregonian, "[Forget outdoors adventure, new Travel Oregon ads promote chillaxing, and 'looking at things'](#)"



COMMUNICATIONS

Travel Oregon's hosted media included:

- Marian Bull (*Buzzfeed*)
- Jess Thomson (*Edible Seattle, Seattle Met, Sunset*)

Coverage Highlights:

- 2/23/16, Buzzfeed.com, "[Meet America's Next Top Truffle Dogs](#)" (circ. 31,040,980)
- 1/14/16, PDX Monthly, "[The Oregon Truffle Festival Returns with Triple the Truffles](#)" (circ.152,112)
- 1/15/16, Register Guard, "[Eugene hosting final leg of Oregon Truffle Festival](#)" (circ. 192,515)
- 1/17/16, Statesman Journal, "[Dog gets champion's share of truffles](#)" (circ. 466,375)
- 1/17/16, KVAL, "[Truffle hunting competition gains popularity in Eugene](#)" (circ. 122,974)

National Media Tour, New York City - February 8-10, 2016

Travel Oregon met with more than a dozen key media contacts as part of our ongoing national media relations program. This year, regional PR contacts were invited to participate. A representative from the Willamette Valley Visitors Association joined Travel Oregon and Lane PR for the New York media tour.

NYC Media Tour Coverage thus far:

- 2/26/16, Eater.com, "[Get to Know a New Side of Tempranillo](#)"
An article about the history of Tempranillo in Spain and highlighting Earl Jones of Abacela winery in Southern Oregon as one of the U.S.'s pioneers for this varietal.
- 3/32/16, Vine Pair, "[5 Wine Regions You Need to Visit This Spring](#)"
A round up of five wine regions people should visit this spring. The article leads

with Oregon and mentions the Willamette Valley to Walla Walla wine trail, Bounty of Yamhill County and International Pinot Noir Celebration.

Feast 2016 PR Sponsorship

Travel Oregon's Communications team will be focusing this year's Feast efforts around four Pre-Feast media tours to the following regions: Hood-Gorge, Central Oregon, Oregon Coast and the Willamette Valley. Together with Feast, we will invite a mix of top-tier national media, bloggers and social media influencers. New to the trips this year will be celebrity chef integration, where chefs selected by Feast will join for a hands-on on the tour. Each trip will include six media, one Travel Oregon/Lane PR representative, one regional/local guide and one-two Feast chef/artisan ambassadors.

Media Newsletter

To not inundate the media with monthly outreach and to not desensitize them to our content, beginning in February 2016, we moved back to a quarterly distribution for the "What's New" media newsletter. Media will still receive our press releases and proactive pitches in a timely and targeted manner.

2016 RDMO Tour Schedule

- May 4-5 - Mt. Hood/Columbia River Gorge
- June 27-July 1 - Eastern Oregon
- July 18-22 - South Coast to Southern Oregon
- August 14-22 - Central Oregon
- TBD - Willamette Valley
- TBD - Greater Portland

Additional Earned Media Coverage Highlights. See [FY15-16 Coverage Log](#) for full report

- 2/14/16, OPB.org, "[Happy Birthday Oregon: Learn 18 Facts in 50 Seconds](#)" (circ. 220,840)
- 2/19/16, Statesman Journal, "[Crater Lake, Painted Hills see record visits in 2015](#)" (circ. 466,375)
- 2/25/16, The Oregonian, "[Painted Hills Scenic Bikeway approved, a 160-mile tour of the colorful Oregon wonder](#)" (circ. 7,997,375)
- 3/5/16, The Oregonian, "[Thumbs up for the lodging tax and the 2021 Outdoor Championships: Oregon track & field rundown](#)" (circ. 7,997,375)
- 3/6/16, National Parks Traveler, "[Crater Lake Partners with 'Sister Park' In China](#)" (circ. 128,025)
- 3/12/16, Statesman Journal, "[Opening up Santiam Canyon outdoors](#)" (circ. 466,375)
- 3/17/16, The Oregonian "[Ron Wyden wants to cut red tape, make it easier to get outdoors](#)" (circ. 7,997,375)



World Legacy Award Finalist

Travel Oregon finished as a finalist for the Destination Leadership category of the prestigious National Geographic World Legacy Awards presented at ITB Berlin in March 2016. The award recognizes the work being done across the state by rural communities and business leaders to transform the places they call home into world-class travel destinations - while raising awareness for community livability, economic vitality and preservation of natural and cultural assets. More than 100 entries, representing 51 countries across six continents, were received.



STRATEGIC PLANNING

Regional Cooperative Tourism Program

The industry engagement strategy with Travel Oregon's Regional Cooperative Tourism Program is progressing nicely. In addition to completing all of the regional stakeholder gatherings, a statewide RDMO gathering was hosted in Portland on March 2nd, 2016.

The Statewide RDMO Gathering provided RDMO's and the Travel Oregon team the opportunity to exchange information and gather ideas for inclusion in the 2016-17 program applications. These gatherings provide each region an opportunity to take a fresh look at their activities and to determine how to generate the best return on the investment of the tourism support dollars provided through the Regional Investment Program

The Statewide RDMO gathering also provided an opportunity to review the results of the recent stakeholder survey data. An inhibiting factor of the survey results is that some regions did not have the same sample size of survey respondents for the data (i.e. Willamette Valley and Eastern Oregon had greater participation in the survey than Central Oregon and Greater Portland.) This disparity in sample size skewed the outcomes of what

surfaced as priorities in the regions. The suggestion moving forward is to have a more informed and balanced perspective and larger sample sizes to reduce the impact of anomalies in responses. Though there are subtle differences, many of the regions are prioritizing the same things – there are many similarities statewide.

Throughout this engagement cycle, many shared themes, priorities and concerns have come into focus, which historically, have not been addressed by the RDMO network. Given the change in the program – not being exclusively focused on out of state marketing and sales initiatives – the RDMO network and their stakeholders responded excitedly to having new ways of looking at and taking advantage of issues and opportunities.

One common theme across all RDMO networks, is that a statewide response should be developed around the below items:

- Collaboration with federal land management agencies and transportation organizations on vision strategy and implementation
- Development of visitor wayfinding and signage across the state
- Collaborating with transit and private shuttle systems to develop solutions to address increased mobility and a reduction in congestion (regions within 90 min radius of PDX)
- Education and training of frontline staff. In-person trainings such as a statewide “We Speak” model
- Ensuring that transient room taxes are being collected – particularly by vacation rentals
- Working cooperatively to leverage Travel Oregon’s marketing programs
- Proactive management planning where carrying capacity is becoming an issue – how to develop impactful strategies to ensure Oregon is “not being loved to death”
- Capacity to convene and manage projects is still an issue with the “convene and collaborate” dollars

The question of how to measure the success of the regional investment strategies was addressed during the statewide RDMO gathering. Given the program has evolved and new funding opportunities are available, there was agreement around the development of a new set of metrics. Since this measurement is nuanced based on region, a working group will be established to develop a strategy for measuring the success of the regional investments.

For the remainder of the 2015-2016 fiscal year, the Regional Cooperative Tourism Program will work with the RDMO network to develop and approve each regions’ 2016-2017 fiscal year plan.

Drive business from key international markets. Deliver integrated sales/marketing plans leveraged with global partners.

ALL MARKETS

Oregon Road Rally - April 3-9

Travel Oregon hosted the first ever “Oregon Road Rally”, April 3-9. This one week trek across the state featured the 7 Wonders of Oregon and their exciting adventures in between. With flights sponsored by Delta Air Lines, Oregon hosted 22 tour operators and trade media from Germany, UK, Canada, Australia, New Zealand, The Netherlands, China and France driving to all 7 regions of the state, experiencing the beauty and bounty of Oregon.

These tour operators are looking to create new or additional product in Oregon within their respective markets. After a day in the Greater Portland Region, welcoming party at the Nines Hotel, key stops along the road rally route included dune buggy rides on the Oregon Coast, jaw-dropping views and snowball fun at Crater Lake, hikes at Smith Rock, a stop at the Painted Hills, a Let'er Buck experience in Pendleton and a final night celebration at Resort at the Mountain.



TRADESHOWS/SALES MISSIONS

Mountain Travel Symposium - April 3-6

Travel Oregon in partnership with Travel Portland, Mt. Hood Meadows and Mt. Bachelor attended Mountain Travel Symposium; the single largest gathering of mountain travel professionals in North America. There are many opportunities and different market segments surrounding this show, Travel Oregon's focus was the Trade Exchange. The Trade Exchange brings together almost 400 different buyer and supplier companies, some 600 total attendees, face to face in pre-scheduled appointments. Trade Exchange buyers are the top tour wholesalers and operators worldwide, with almost 200 individual attendees. The split is 55% domestic, 45% international. Team Oregon had pre-scheduled meetings with 30 plus wholesalers. The wholesalers provided very positive feedback regarding Oregon as a ski destination.



NAJ EAST, New York City - May 1 & 2

New York City is where the concept of the receptive tour operator was born in 1965. Today it remains the epicenter for visitors arriving from Europe and the Middle East and, consequently, nearly seven out of 10 New York RTOs service clients from Europe. Over the past three years, however, there's been a surge of Asian RTOs who have opened offices in New York, and many of them attend the RTO Summit Marketplace. This show gives Travel Oregon the opportunity to meet with many of these receptive tour operators to discuss Oregon hotel and attraction product and itineraries.

Canadian Sales Mission - May 9-13

Travel Oregon in Partnership with Travel Portland, Oregon Coast, Clackamas County and Washington County will attend a sales mission across Alberta and Ontario in partnership with Air Canada to support the direct flights to PDX from Toronto, Calgary and Vancouver, BC. The team will host events in Edmonton, Calgary and Toronto.

Sunset Celebration Weekend - May 14-15

Sunset will host its 19th annual Celebration Weekend featuring world-renowned celebrity chefs and the West's freshest trends in gourmet food truck cuisine, travel destinations, outdoor living, and home design. The show brings in just over 21,000 Sunset enthusiasts. The show is in a new destination this year; Sonoma, California. Travel Oregon in partnership with Travel Southern Oregon, Eugene, Cascades & Coast and Central Oregon Visitors Association join together to serve up a taste of Oregon.

TAP Dance - June 5-9

Travel Alliance Partners, LLC is a partner-owned organization of 40 premiere tour operators in the United States and Canada. Each is a regional expert with new and unique itineraries.

TAP partners have GUARANTEED the departures of 75 tours throughout the world. Oregon partners in attendance: Travel Oregon, Travel Portland, Eugene Cascades & Coast, Travel Southern Oregon, Newport Chamber and Elizabeth Street Inn.

North American Journeys (NAJ) – Active America China

NAJ, producers of the leading B2B tradeshow platform connecting Chinese tour operators to US based suppliers has announced that Active America China Summit 2017 will be held in Portland Oregon, April 22-27, 2017. The summit will bring approximately 70 Chinese tour operators to Oregon to meet with Oregon partners and to develop Oregon tourism product for Chinese customers before, during and after the tradeshow.

MEDIA/TRADE FAM TRIPS

Globus / Cosmos – March 28 – April 4

Product Managers from Globus/Cosmos visited Oregon March 28 – April 4 to do site visits for their new 2017 tour: Oregon Coast, Cascades and Craft Beers. It had been years since Globus/Cosmos has developed new product in our region and they are very excited about all of the new offerings we have around the state.

German Journalist – May 12-15

After meeting a journalist at ITB Berlin she pitched Oregon stories to the biggest news agency in Germany. She was then assigned two stories that will include biking in Oregon, Happy Canyon in Pendleton, and the 7 Wonders of Oregon. Travel Oregon's contractor in Germany has had a fantastic experience working with this journalist and is confident that Oregon will see more stories in local, regional and national newspapers than currently confirmed.

UK MegaFam, Brand USA – May 15-18

Oregon and Washington have been chosen as one of this year's UK MegaFams seven USA destinations. Airfare and transportation will be hosted by Brand USA and Oregon will work with partners to cover the itinerary logistics. Brand USA has built the reputation of MegaFam to become one of the best FAM tours to go on. Their key aim is to provide agents with experiential activities in each destination to ensure that they get a great feel for the places that they visit and gain more insight into the attractions and experiences to offer consumers across the UK. Travel agents participate in an incentive campaign to earn a spot on the MegaFam. The incentive details will require agents submitting American Airlines and British Airways flights sold to the USA during a specific entry period, in combination with completing a specified number of badges on the USA Discovery Program, Brand USA's official award-winning agent training website. The incentive is open industry-wide, which will result in entries both from independent companies, as well as well-known operators.

Icelandair & America Empress, UK – May 26-31

Travel Oregon, along with Icelandair and America Queen Steamboat Company have invited top tour operators to join a FAM in Oregon and on the Columbia River steamboat, the

American Empress. The impressive list of tour operators include, Titan Travel, Bon Voyage, North American Travel Service, Audley Travel, AmeriCan & Worldwide Travel, and Trailfinders to name a few. The tour operators will experience a portion of the cruise from The Dalles to Astoria as well as discover Portland, the central Coast and wine country. Icelandair has also offered their popular package of a free stopover in Iceland on the way to Portland.

Tour Operator FAM, Taiwan – May

Travel Oregon in partnership with the Port of Portland and Delta Air Lines will host 6 Taiwanese tour operators during a product development trip designed to showcase student and leisure product in Oregon.

Asia Media FAM – May/June

Travel Oregon in partnership with the Port of Portland and Delta Air Lines will host 3 influential media during a press trip highlighting Portland's accessibility from Asia via Delta Air Lines. The visiting media have confirmed coverage showcasing Portland, the Oregon Coast and Oregon's natural beauty.

Athlone Golf Travel – May 25 – June 3

The President of Athlone Golf and Sports Travel and his partner, are visiting Oregon May 25 – June 3. This FAM is golf focused as the Athlone Golf Travel team is working to develop and expand their Oregon product. This relationship was initiated at IAGTO.

Dutch Journalist – June 2-11

A Dutch journalist will be visiting Oregon with a motor home collecting stories for several Dutch newspapers. On his tour he will visit wineries, breweries, focusing on Oregon's culinary. He is also editor of two hiking magazines where stories will be published.

Swiss Journalist- June 16-22

A Swiss journalist will visit Oregon in June writing a 6-8 page feature. The publication is printed 10 times a year with a circulation of 35,000. Bolero will feature Oregon as it's only USA destination this year to be published in the fall.

New Zealand Media – June 23 – July 2

One of New Zealand's more recognized celebrity chefs who has hosted numerous events, TV shows, appeared on talk back radio and has a column in NZ Women's Weekly (#1 circulation for all NZ media) will be visiting Oregon after IPW. Her interests are around food/drink angles.

NEW PRODUCT

Japan Student Tours (JST)

JST is offering a new day tour to Central Oregon. Japan Student Tours will begin offering a group day tour to Central Oregon which includes Smith Rock and overnights in Portland for 4 nights.

Alpine Travel Service

Alpine Travel Service, Japanese hiking tour specialists, finalized new product for the Pacific Northwest as part of their, “World Mountain Tours” series. This new product features Crater Lake National Park, Smith Rock, Mt. Hood, the Columbia River Gorge and Portland. ATS is now selling two departures, one in late July and another in late August each departure includes 4 nights in Oregon.



LuLu Trip

LuLu Trip is offering 3 new multi-day tours that include Portland, Florence, Woodburn Premium Outlets and the Columbia River Gorge and include 3 and 2 night stays in Oregon. These tours offer weekly departures year-round and seasonally.

SUPPORT AND EMPOWER OUR PARTNERS

Enhance existing niche markets and investigate emerging opportunities

BICYCLE TOURISM DEVELOPMENT

Oregon Bicycle Tourism Summit

The inaugural Oregon Bicycle Tourism Summit took place on March 15, 2016 in Portland in conjunction with the Bicycle Transportation Alliance’s Oregon Active Transportation Summit. Over 80 stakeholders from across state attended – to be inspired, to learn and to gather up to date research and findings on bicycle tourism trends. Participants were also provided an opportunity to network and foster collaboration around state bicycle tourism development priorities.



Speakers presented on the previously established priorities of the Oregon Bicycle Tourism Partnership – i) Improve Transportation Connections Across Oregon for Bicyclists, ii) Improve Recreational Off-road Riding Opportunities in Oregon iii) Develop Connected Network of Bike/Ped Paths throughout Oregon, and iv) Support and Highlight Tourism-Related Business Development – and then broke up into groups to develop strategies for moving these items forward.

Jim Sayer of Adventure Cycling Association provided a lunchtime keynote speech; afternoon panels included information about grants and funding sources and marketing resources.

AGRITOURISM DEVELOPMENT

Oregon Agritourism Network

Travel Oregon held an Agritourism Network meeting on February 19, 2016 at Oregon State University. The OAN occurred in conjunction with the OSU Extension Small Farms Conference. This event was an opportunity to engage local ranchers and farmers from rural areas of the state. The purpose of the OAN meeting was to highlight and celebrate leading agritourism operators that also shared their best practices and lessons learned, to receive updates from the state agritourism action teams, and to foster collaboration across the organizations working to improve agritourism opportunities in Oregon.

Agritourism Action Team Updates

1. The Marketing Action Team has completed the content for the agritourism marketing toolkit, which provides basic best practices for marketing agritourism for businesses, integrating marketing efforts into existing channels, messaging, storytelling, visual assets, and crafting guest experiences, accessibility, signage and event design. The Marketing Action Team is now drafting a concept paper for the development of an agritourism business recognition program focusing on establishing a network of farm and ranch operations in Oregon and working to establish a minimum level of quality across recognized businesses.
2. The Policy Action Team is developing a comprehensive inventory of policies that impact the development of agritourism in each of Oregon's 36 counties. This will also be used to provide emerging and potential agritourism operators with resources to successfully navigate regulatory agencies both regionally and statewide. Travel Oregon is contracting with Erika Polmar, founder of Plate and Pitchfork and Policy Team Leader, to create multiple matrices and interactive maps that make Oregon's agritourism and land use policies more understandable to the general public. She will also create a glossary of land use terms, summary of legislative actions, and create the 'Complying with Legal and Regulatory Requirements' policy section of the Agritourism Handbook.
3. The Handbook Action Team is supporting contractor Kathi Jaworski to develop and review the Oregon Agritourism Handbook. During April 2016, half of the content was finalized. These sections include agritourism opportunities, assessing agritourism business potential, policy, managing risk, and developing your business plan. This document will be an asset shared statewide with agriculture tourism operators, businesses, and producers.

OUTDOOR RECREATION DEVELOPMENT

Historic Columbia River Highway State Trail

2016 Centennial Season of Celebration - Excitement is building around the "2016 Season of Celebration" for the Historic Columbia River Highway State Trail. As the Oregon Heritage Commission prepares to announce the official statewide designation of the Historic Highway Centennial, the entire state of Oregon is gearing up to celebrate America's greatest highway on its 100th Anniversary. A myriad of events are scheduled to commemorate the highway's anniversary this summer including a re-dedication ceremony on June 7 at Multnomah Falls and the 10th Annual Gorge Ride (bicycle event) on June 18. A list of all events can be found on ODOT's website at:

<https://www.oregon.gov/ODOT/HWY/HCRH/Pages/Centennial.aspx>

Oregon Solutions Project to Reduce Congestion - As a sponsor of the Oregon Solutions process to develop and implement short-term solutions to combat congestion along the Historic Columbia River Highway State trail this summer, Travel Oregon is playing a key role in the development of a communications strategy and in the development of a pilot public transit option with ODOT. The public transit option would likely start up in June and offer service at 2-hour intervals Friday-Sunday from the Gateway Transit Center on the outskirts of Portland to Multnomah Falls. The public transportation would also loop through an auxiliary parking lot that will be created in order to ease parking congestion that is regularly occurring at the Multnomah Falls parking lot. In addition to this new public transit option, Travel Oregon is working to link private Gorge shuttle companies into the development of this new public transit option so that a cohesive system of transportation for visitors to the Gorge exists.

Grayline of Portland will launch its Gorge Shuttle on June 16th. Grayline has developed this new product offering in recognition of the growing demand by local residents to visit the Gorge and in recognition of the need to reduce congestion along the transportation lines to, from, and within the Gorge. The shuttle service will depart four times per day from downtown Portland and visits 7 points of interest in the Gorge on Thursdays to Sundays from its launch in June until September 4th. Full Day passes for adults begin at \$25 and children under 5 ride for free.

Provide strategic professional industry development & training opportunities

OREGON TOURISM STUDIOS

Tourism Studio Applications

Community Applications for Travel Oregon's 2016/2017 Tourism Studio programming closed on February 26, 2016 and are now under review. Community selections will be announced by April 15th for both the Rural Tourism Studio and Bicycle Tourism Studio

programs. No submissions were received for the Agritourism Studio, however Travel Oregon will be accepting applications on a rolling basis for this program.

The full list of Community Applications for 2016/2017 are below:

Community	Region	Lead Applicant (Organization)
RURAL TOURISM STUDIO		
South Columbia Co.	Greater Portland	South Columbia County Chamber
Newberry Country	Central Oregon	La Pine Chamber of Commerce
Klamath Basin	Southern Oregon	South Central Oregon Economic Development Dist.
Coquille River Valley	Coast	42 & Spruce Downtown, Inc.
Coos County	Coast	South Coast Development Council
Sandy/Estacada/Villages of Mt Hood	Mt. Hood/Gorge	City of Sandy
BICYCLE TOURISM STUDIO		
East Lane Co.	Willamette Valley	City of Oakridge
Umpqua Valley	Southern Oregon	Umpqua Basin Economic Alliance

Travel Oregon’s assessment and selection of the Community Applications are based on:

- A community’s readiness to proceed: Are there enough stakeholders willing and able to implement the program and use it as a catalyst for future destination management?
- A local convener: Is there a local convener that has the capacity to plan and facilitate monthly meetings during the program and throughout program follow-up. Does this person also have the trust and respect of local community leaders?
- The location’s potential to benefit: Is there a specific type of tourism product development or intervention that will unlock added value for the destination?
- Willingness to engage and give feedback: Is the community willing to engage in the program and provide feedback on how Travel Oregon can improve the model?

Gorge Tourism Studio

The Gorge Tourism Studio, which started in January, is complete. More than 120 Gorge region stakeholders from Oregon and Washington have participated in the program. This is the largest attendance Travel Oregon has had to date at any of its Tourism Studios.

The final workshops took place in early April and included i) a full day on Marketing and Communications, ii) a workshop led by The Metropolitan Group, and iii) a full day dedicated to Igniting Tourism Action Teams. During the Igniting Tourism Action Teams session Gorge business and community leaders will come together to map out structures and next steps for carrying out their top 3-4 priority projects identified during the program.

Priority project ideas emerging from the program include:

Management

- Create and solidify one tourism management entity for the Gorge Region
- Establish a liaison to review Gorge Commission Management Plan Update – ensure regional tourism goals and priorities are integrated into the new management plan
- Develop a ‘One-Gorge’ Pass System
- Develop a regional plan for a seamless car-free transportation system that supports linkages to outdoor recreation amenities

Marketing

- Aggregate all high-quality visitor content from the entire region to be shared online and via mobile devices; develop new content including itineraries
- Develop a Gorge-wide strategy for addressing seasonality; identify where new product is needed
- Food Systems
- Increase connections between local growers and restaurateurs
- Create a new Event, ‘Taste of the Gorge’
- Community Awareness, Culture & Education
- Set up a ‘Community Livability’ Action Team
- Train and educate locals about the industry and its history; train frontline staff about the region (what’s available, local history)
- Integrate the Native American culture into the visitor experience; ensure salmon is cornerstone
- Stewardship
- Develop a sustainability manifesto for Gorge tourism so that everyone operates from the same playbook

The Gorge Tourism Studio was designed and implemented in coordination with a Steering Committee comprised of representatives from 27 organizations. The Steering Committee created the below statement of intent to guide the development process:

The Gorge Tourism Steering Committee is committed to developing the region as a world-class sustainable tourism economy. This recognition includes protecting and enhancing the scenic, natural, cultural and recreation resources of the Columbia River Gorge and neighboring Cascades. Key to future sustainability is the need to continue to enhance the visitor experience, and understand and manage the impact of tourism on the local economies and communities.

The Gorge Tourism Steering Committee believes the immediate focus must include strategies aimed to:

- Increase the seasonality of visitation
- Reduce congestion during peak seasons and in high-use areas
- Increase the economic impact of tourism and spread its benefits throughout the Gorge
- Integrate cultural heritage into the visitor experience, authentically and respectfully
- Ensure the Gorge continues to offer high-quality experiences while protecting and enhancing the scenic, natural, cultural and recreation resources
- Connect resources to optimize destination marketing; and support the continued development of unique and compatible product offerings
- Capitalize on the visionary projects already underway in the Gorge to ensure it remains a world-class destination

Northeast Oregon Agritourism Studios

The Destination Development team is currently collaborating with regional leaders and agritourism working groups to design and deliver Agritourism Studios in Northeastern Oregon and in Oregon's Rugged Country this May. These studios will assist farmers, ranchers, and business owners to plan, create, and promote existing agritourism operations.

Eastern Oregon Visitor Association's public commitment to develop agritourism in Eastern Oregon makes this region a perfect fit for these studios. Each studio will be delivered in parallel with the convening of working groups that will be tasked with creating an inventory of existing and potential agritourism businesses, regional sub-marketing plans, and public outreach opportunities for the region.

Tourism Studio Follow Up

1. The John Day River Territory was awarded \$5,000 in follow-up funding for their collaborative regional travel kiosk project. Kiosks will be located strategically located throughout the region and designed to help direct tourists into communities off the main highways. Specific assets to promote will include educational centers, scenic bikeway routes, parks/monuments, and outdoor recreation highlights.
2. The Polk County Cycling Action Team is utilizing its matching grant funds to work with Sea Legs Media, a local media team, to produce a county wide destination cycling video that highlights the epic multi-modal cycling diversity and scenic routes in their region.

3. The McKenzie River Valley was awarded \$5,000 in follow-up funding for supporting the five signature regional events, which include the new McKenzie Frenzy, that celebrate the official opening of the O'Leary Trail - an IMBA designated 'Epic' trail.
4. Wild Rivers Coast: OCVA/OSU - After the RTS on the Wild Rivers Coast, the Destination Development team contracted support to help build a regional backbone that would unify the communities between Bandon and Brookings. To further build upon the successes of the last 18 months and develop long term sustainability of the development efforts, two new positions are being hired. Both positions will work in a coordinated fashion and contribute to the new regional tourism backbone:
 - a. OSU extension assistant professor position for Tourism and Business Development - The faculty member will develop a Tourism and Business Development program that helps provide and conduct applied research, instruction, and community coordination efforts related to tourism in Coastal Oregon (primarily on the South Coast). This position will work with stakeholder groups such as businesses, local government, and local non-profits to encourage regional collaboration and strategy development in an effort to build capacity for tourism in an economically disadvantaged area. The program home for the position is Sea Grant and the academic home is the school of business.
 - b. Oregon Coast Visitors Association - This position will be based on the South Coast and focus on convening south coast stakeholders, gathering marketing content and fostering ongoing collaboration between tourism stakeholders.

CHAMPION THE VALUE OF TOURISM

Conduct research and build toolkits to enable partners to take action

TRAVEL OREGON FOREVER

Forever Fund

The Travel Oregon Forever Fund has now raised more than \$90,000 since 2012 in support of 14 projects across the State. A total of \$22,350 was raised in 2015.

In February, Travel Oregon selected 7 new project beneficiaries to receive funding for the next two years via the Fund. Special attention during the selection process was placed on connecting the Forever Fund grants to existing investments by Travel Oregon. An example of this was the selection of the development of diver access in Port Orford, which was an action outlined during the Wild Rivers Coast Rural Tourism Studio.

The 2016/2017 Travel Oregon Forever Fund project beneficiaries are:

- Oregon Coast | Redfish Rocks Community Team
Diver Access in Port Orford – This project will establish a safe access point for scuba diving at the port of Port Orford along the southern Oregon coast.
- Greater Portland | SOLVE
Portland Metro Park Restoration – SOLVE will host eight volunteer events in parks located in the greater Portland Metro area. These events will directly enhance a park’s environment through the large-scale removal of harmful trash, debris and invasive vegetation and then by planting native, ecologically-appropriate vegetation.
- Willamette Valley | Oregon Wine Country Electric Vehicle Byway Alliance
Plug & Pinot – This project will install new charging stations through the Willamette Valley and build awareness of where you can take your electric vehicle wine tasting.
- Southern Oregon | Elkton Community Education Center
Monarch Butterfly Project – This project will develop an extensive demonstration butterfly habitat at the Elkton Community Education Center. The expanded habitat will support monarch research programs and increase capacity for visitors to enjoy the Butterfly Pavilion and to learn how to create backyard butterfly habitats.
- Central Oregon | Sisters Area Chamber of Commerce
Sisters Tourism Directory Kiosks – This project will install traveler information kiosks in the town of Sisters, to inform and direct visitors to the location of trails, green spaces, downtown merchants, restaurants, bike friendly businesses and the arts district.
- Mt. Hood / Columbia River Gorge | Sandy River Basin Watershed Council
Sandy River Water Trail Recreation and Restoration Guide – This project will develop a new Sandy River Water Trail Recreation and Restoration Guide. The guide will be available in both print and digital editions to engage recreational enthusiasts to experience the Sandy River and to educate visitors on sustainable river stewardship.
- Eastern Oregon | Joseph Branch Trail Consortium
Rails with Trails Project – This project will begin building a multi-use non-motorized trail alongside the Wallowa Union Railroad between Wallowa and Union county in eastern Oregon.

“GIVING WEEK” CAMPAIGN

Travel Oregon marked Feb. 8-15 as “Giving Week” in a promotion to spark awareness for the Travel Oregon Forever Fund. The weeklong social media/PR campaign saw television coverage in the Portland, Eugene, Medford and Klamath Falls markets and a 2014-15 project Fund beneficiary, the Camus County Mill and Schoolhouse, showcased on an episode of Grants Getaways. The successful social media campaign garnered more than 320,000 impressions and a Facebook video ad detailing the Fund was shared more than 1,600 times.



Coverage highlights from “Giving Week”

- 2/1/16, Portland Business Journal, “[During Oregon's birthday week, funds sought for sustainable tourism](#)” (circ. 40,249)
- 2/8/16, KDRV.com, “[Give Back to Oregon Week](#)” (circ. 10,311)
- 2/15/16, PR Newswire, “[Oregon’s Visitors Give Back to Local Communities through Innovative Travel Philanthropy Program](#)” (circ: 900,258)

Develop and deliver key Value of Tourism messages

INDUSTRY COMMUNICATIONS

In its March issue, Oregon Business Magazine highlighted the newly renovated International Arrivals Area at Portland International Airport and took a closer look at how travel and tourism businesses across the state are impacted by the growth in international visitation. Read the complete article at OregonBusiness.com, [Destination: Oregon](#).

Travel Oregon highlights articles that showcase the power of the travel and tourism industry in its [Power of Travel & Tourism Toolkit](#).

Outdoor Recreation Bill (Recreation Not Red Tape Act—RNRT)

Travel Oregon worked with Senator Wyden and his staff in drafting the bill that contains a numbers of elements that were needed in order to bolster the outdoor recreation and tourism economy – including streamlined permitting, use of technology, dedication of ski area permit fees to recreation (rather than going to Treasury unencumbered) and others. While passage may mean additional tasks for the agencies, we are hopeful that the appropriations process will result in additional resource for implementation. With the “dropping” of the bill, sponsored by Senator Wyden in the Senate and Congressman Blumenauer in the House, Todd was quoted in the [press release](#) distributed by both offices.

Destination Capitol Hill

Travel Oregon, along with industry partners from the Oregon Caves National Monument, the Port of Portland, and Travel Portland, met with Oregon's federal policy makers during US Travel's annual Destination Capitol Hill. The group met with all seven members of the state's federal legislative branch and discussed key issues for national travel including: increasing the Passenger Facility Charge, supporting the Visa Waiver Program and ensuring that travel and tourism officials have a place at the table when crises occur that may affect the tourism industry.



National Tourism & Travel Week (May 1-7)

To support National Tourism & Travel Week (NTTW) Travel Oregon will:

- Promote the full value of tourism on the state of Oregon, sharing the YouMightLikeOregon.com campaign prior to National Travel & Tourism Week.
- Secure deskside meetings for Todd/Scott/Linea with business and travel media, as well as editorial boards in key media markets throughout Oregon, including, but not limited to: Portland, Salem, Eugene, Medford/Grants Pass, Klamath Falls, Bend/Redmond, Pendleton, Hood River, Astoria, Coos Bay.
- Travel Oregon will distribute YMLO branded wrist bands that are also flash drives with the [Power of Travel & Tourism Toolkit](#) at the Governor's Conference.

Industry Press Releases

2/15/16, "[Oregon's Visitors Give Back to Local Communities through Innovative Travel Philanthropy Program](#)"

2/24/16, "[Oregon Introduces New Scenic Bikeway](#)"

2/25/16, "[Oregon State Officials Sign Sister Park Agreement with China](#)"

3/18/16, "[Oregonian Voice Defines Travel Oregon's New Marketing Campaign](#)"

RUN AN EFFECTIVE BUSINESS

Measure and drive improvement in employee engagement

GALLUP ENGAGEMENT SURVEY

Q-12 Process and Action Planning

The results are in on Travel Oregon's most recent engagement survey and we're very pleased with the continuing improvement trend. As you recall from previous reports on staff engagement, for the past three years Travel Oregon has enlisted the help of the Coraggio Group to provide administration of our staff survey measuring engagement and to seek input on areas staff identify as needing improvement and as successes. Each of the past three years we've seen improvement in engagement scores and we believe the process is paying great dividends for the organization. We met as a staff last month to review the overall scores and then broke out into departments to consider how teams responded. Then, department teams developed "Action Plans" representing steps they can take to continue to support one another. We'll ask Coraggio to bring information to a future Commission meeting. Consider just a few results reported out by businesses with the highest engagement:

- 48% fewer safety incidents
- 21% higher productivity
- 65% lower turnover

STAFFING

New Staff

The Commission approved budget for 2015-16 included funding for (4) positions that had not been filled prior to the February report. We're proud to announce the additions of Jenna Markowick, Sachie York, Andrew Grossmann and Scott Bricker to the Travel Oregon family. Jenna is filling the Account Manager role within our Global Sales team; Sachie has accepted the position of Content & Publishing Coordinator, rounding out our Integrated Marketing studio; Andrew and Scott are both serving the industry as members of the Destination Development team, Andrew as a department Coordinator and Scott as a Development Manager.

We are honored to welcome these talented folks to our staff. They will be on-hand and available to meet face-to-face at the Governor's Conference later this month.

Vacancies

Preparation for recruitment to fill the vacancy in our Global Communications team created by the promotion of Linea Gagliano earlier this year is underway. We are also currently recruiting for a vacant Travel Advisor position to work at the PDX Welcome Center. The competitive recruitment process will be completed by the end of April and we'll report out on the results of that recruitment as well as any others in future Commission

reports. Excellent candidates for these or any other future positions are encouraged to make an application on our Careers site at <http://TravelOregon.HiringThing.com>.

Perform strategic portfolio management

PLANNING FOR THE FUTURE

Travel Oregon 2017-19 Strategic Plan

Travel Oregon has begun the initial process and preparation to develop staff recommendations that will be provided to CEO and the Commission as we work toward the next planning cycle. We believe the organization forwards the best ideas and programs when we develop our planning in a way that is informed by input from a broad and geographically diverse set of external stakeholders in addition to our internal process. With changes to the statewide lodging tax beginning July 1, this inclusive approach is more important than ever. In addition to developing a strategic planning process, we'll be coming to the Commission with changes to Oregon Administrative Rule as relates to the Oregon Wine Country License Plate program, requesting a budget modification for the current fiscal year as income exceeds the adopted budget, developing revenue forecasts for 2016-17 and working on continuing to strengthen the state regional cooperative tourism program. It's an exciting time for Oregon's Tourism Industry and Travel Oregon continues to move forward with purpose and deliberation. We recognize our responsibility to all of Oregon and anticipate involvement of the entire state in shaping our planning. Already this year, Travel Oregon has conducted regional surveys, a statewide survey and is scheduling Town Hall meetings to talk about the impacts of our current programs and to engage in discussions about areas of the greatest need in the state. Specific details on outreach and opportunities for Commissioners and others to get involved will be coming in the next few months.