

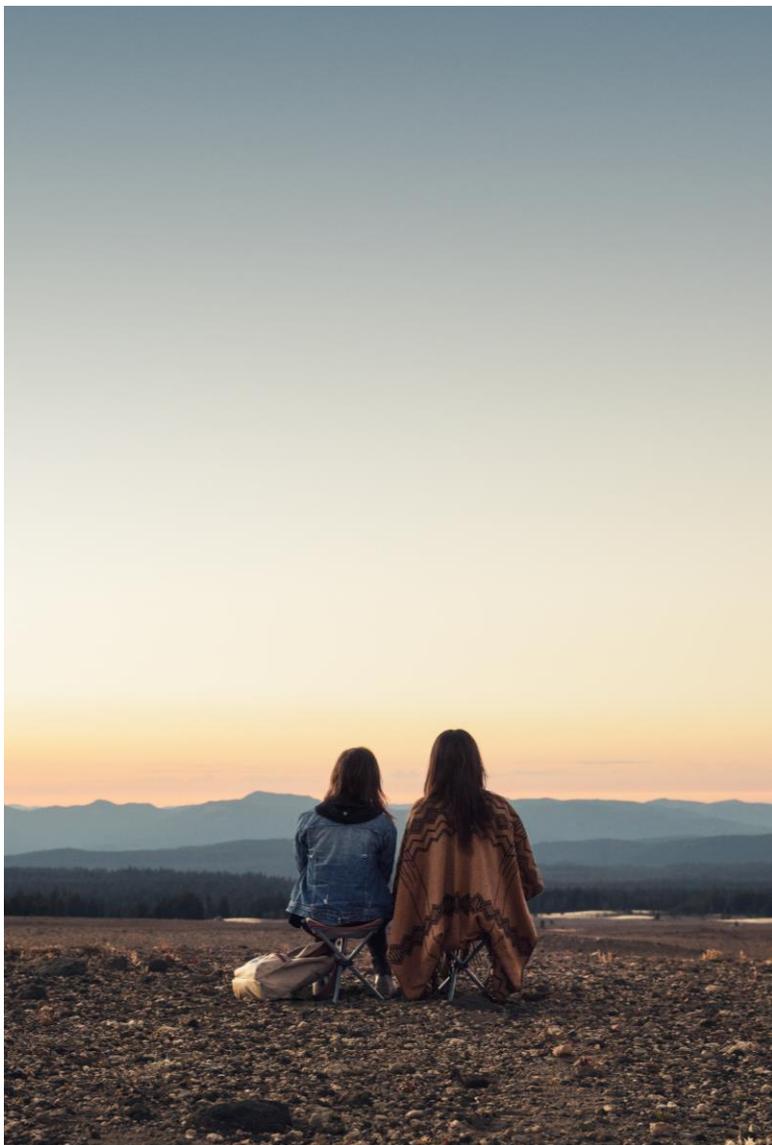
# OREGON'S TRAVEL & TOURISM INDUSTRY OVERVIEW

6.30.16

WE LIKE IT HERE.



YOU MIGHT TOO.



# WHO IS OREGON'S TRAVEL & TOURISM INDUSTRY?

## 105,500 OREGONIANS DIRECTLY EMPLOYED\*

- Restaurants, hotels, wineries, attractions, guiding & outfitter businesses, tour operators, visitor information centers, convention and visitor bureaus
- Indirect: Gas stations, libraries, community centers, shopping centers, printers, art galleries and more...

\*2015 figure

# OREGON'S TOURISM INVESTMENT

## OREGON'S 2003 TOURISM BUDGET

- 47<sup>th</sup> lowest of the 50 states
- Losing tourism market share to other states
- Oregon needed an economic stimulus

## OREGON'S TOURISM STRATEGY

- House Bill 2267 passed and was signed: The Oregon Tourism Investment Proposal



# WHAT 2003 LEGISLATION DID

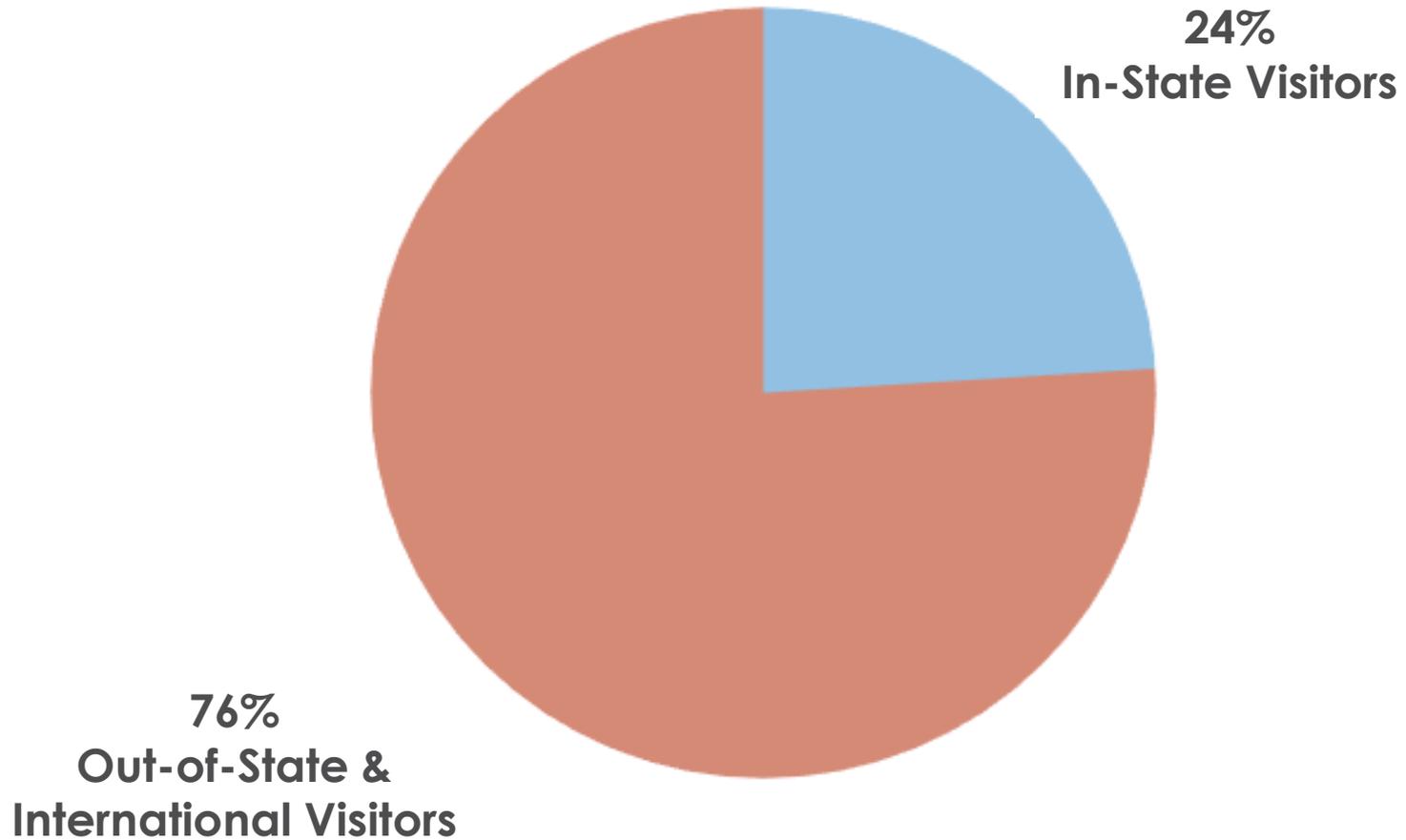
- Implemented 1% Statewide Lodging Tax
- State tax revenues fund Oregon Tourism Commission, dba Travel Oregon
- Protected local lodging taxes
  - Existing local rates and allocations for tourism were “grandfathered”
  - Future increases in local lodging tax rates require at least 70% dedicated to tourism

# OREGON TOURISM PERFORMANCE

	<b>In 2003</b>	<b>In 2015</b>	<b>Change</b>
Direct Employment	85,600 jobs	105,500 jobs	+23%
Employee Earnings	\$1.7 billion	\$2.8 billion	+65%
Visitor Spending	\$6.5 billion	\$10.8 billion	+66%
Taxes (State/Local)	\$242 million	\$466 million	+93%

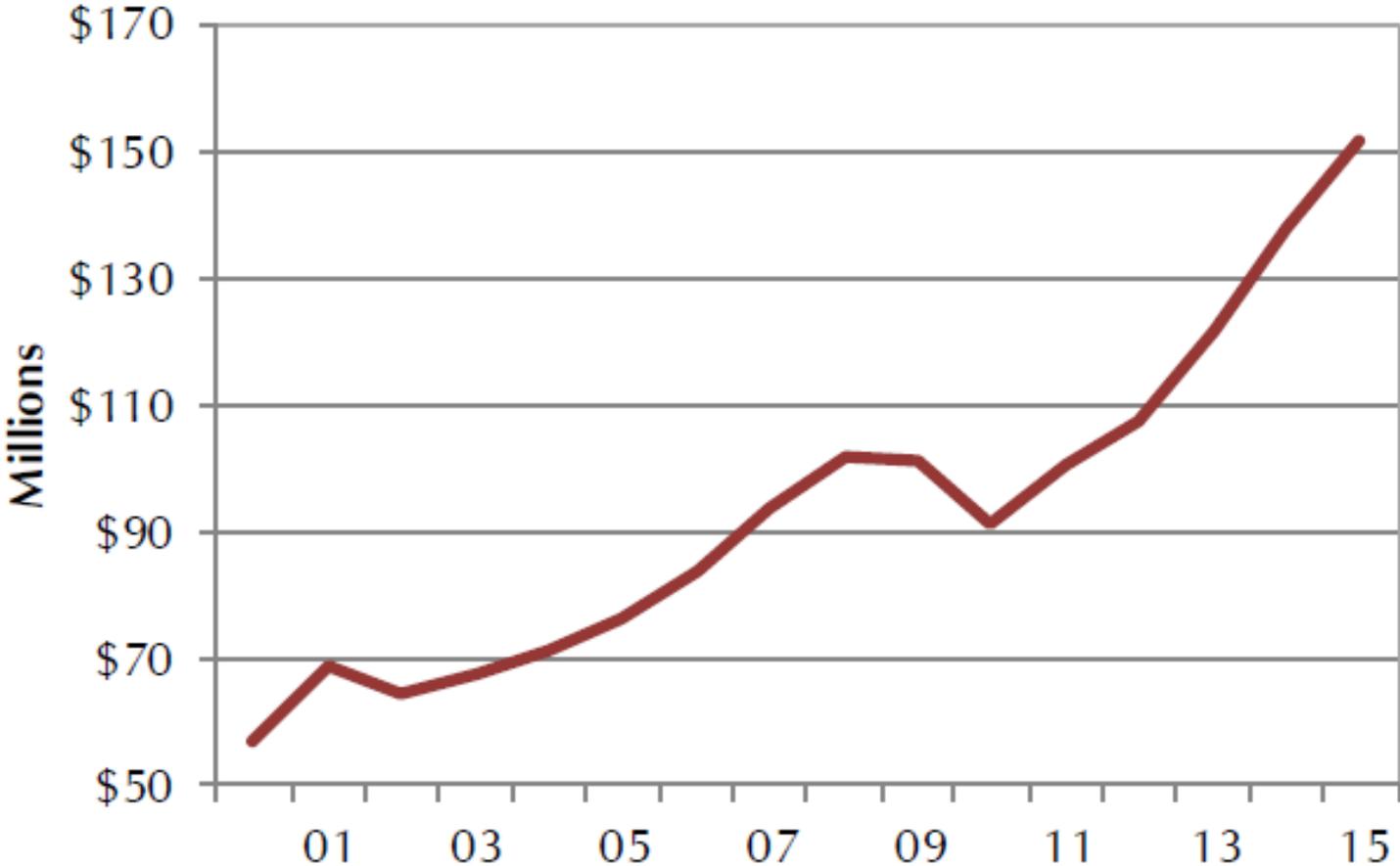
Source: Oregon Travel Impacts, Dean Runyan Associates, 2016

# REVENUE FROM OVERNIGHT VISITORS

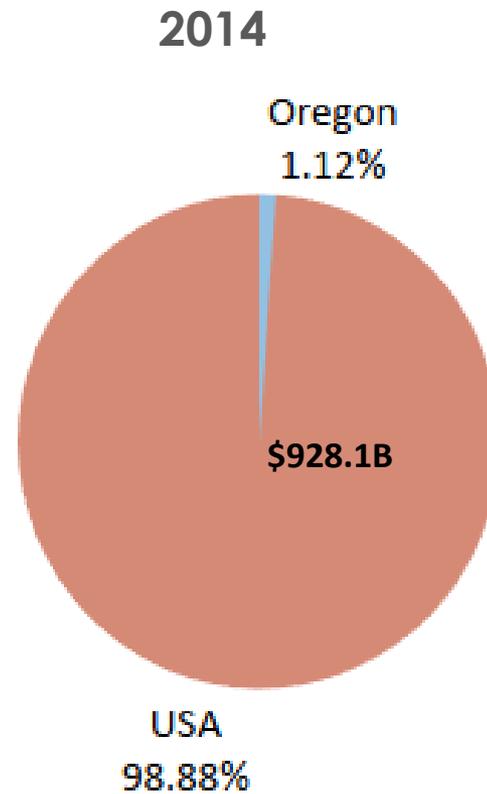
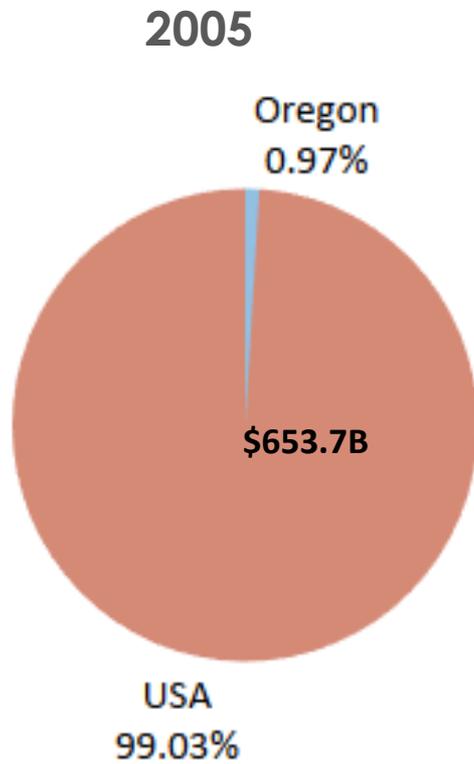


Source: Dean Runyan Associates, 2016

# Oregon Local Lodging Tax Receipts

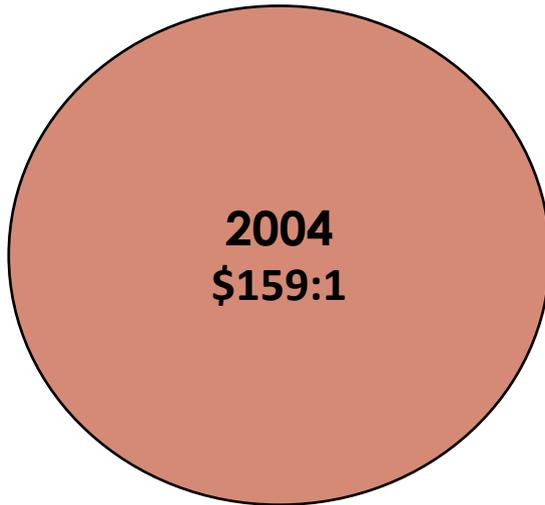


# SHARE OF VISITOR SPENDING

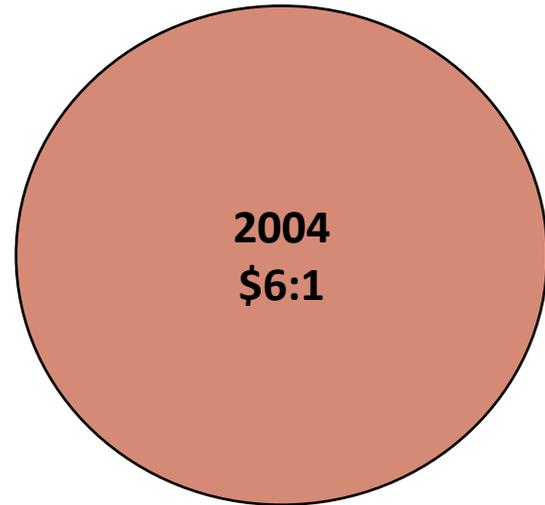


# AD ACCOUNTABILITY ROI

Increase in Visitor  
Spending



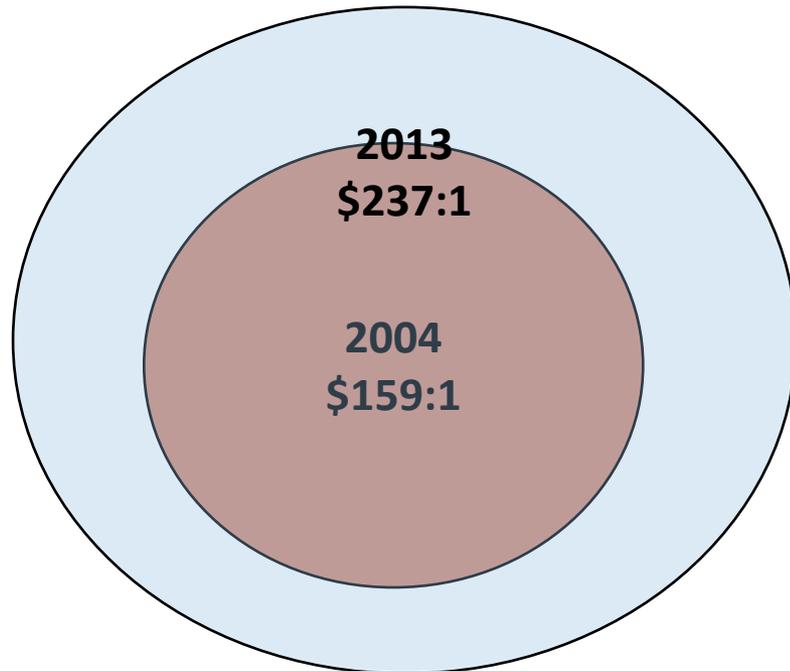
Increase in State and  
Local Tax Revenue



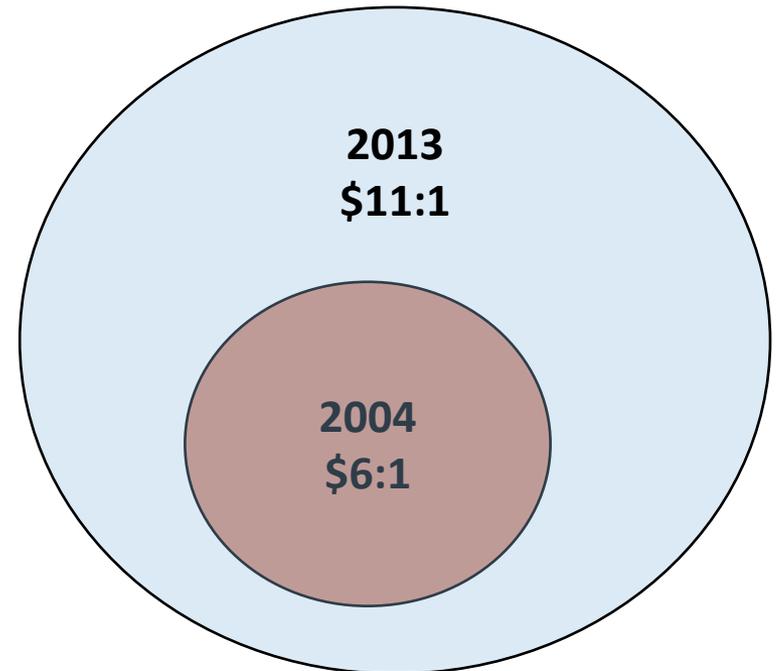
Source: Longwoods Ad Accountability, 2012/13, 2014

# AD ACCOUNTABILITY ROI

Increase in Visitor  
Spending



Increase in State and  
Local Tax Revenue



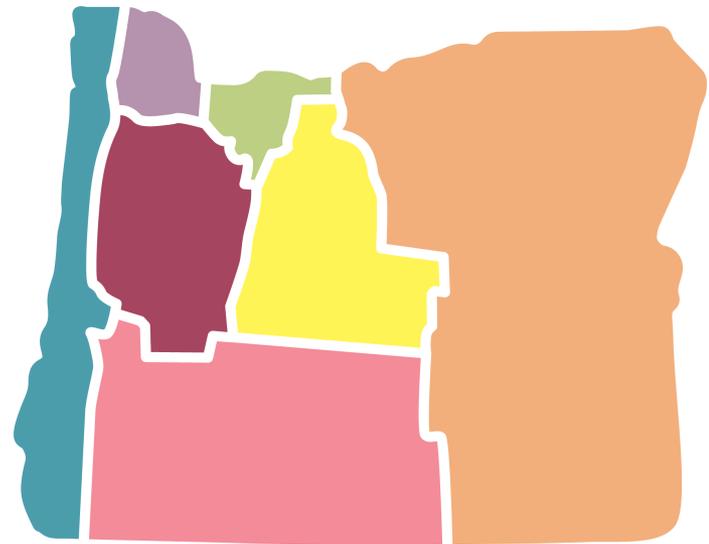
**OUR VISION:** A better life for Oregonians through strong, sustainable local economies.

**OUR MISSION:** We inspire travel that drives economic development. Through innovation and partnerships, we share the stories of Oregon's people and places, ensuring the preservation of Oregon's way of life and natural places.



# TRAVEL OREGON STRATEGIC PLAN 2015–2017 IMPERATIVES

- Optimize Statewide Economic Impact
- Support & Empower our Partners
- Champion the Value of Tourism
- Run an Effective Business



# ORGANIZATIONAL STRUCTURE

**GOVERNOR**



**OREGON TOURISM COMMISSION**  
9 APPOINTED COMMISSIONERS



**TRAVEL OREGON**  
CHIEF EXECUTIVE OFFICER



**TRAVEL OREGON STAFF**  
4 DEPARTMENTS



# COMMUNICATION

## STATEWIDE

Travel Oregon



## REGIONAL

RDMO



## LOCAL

DMO



## LOCAL

Business, Organization, Individual





# TOURISM INDUSTRY PARTNERING



# WHAT IS A DMO? DESTINATION MARKETING ORGANIZATION



# WHAT IS AN RDMO? REGIONAL DESTINATION MARKETING ORGANIZATION



# TRAVEL OREGON DEPARTMENTS AND PROGRAMS

## **Industry and Visitor Services**

- State Welcome Centers
- Oregon Tourism Conference
- Grants

## **Global Marketing**

- Consumer marketing
- Integrated and digital
- Branding and creative
- Research and analytics
- Communications

## **Global Sales**

- Domestic and int'l travel trade
- International media
- Target markets: Americas, Asia, Europe and Oceania

## **Destination Development**

- Oregon Tourism Studios
- Product development
- Travel Oregon Forever
- Regional Cooperative Tourism Program

# INDUSTRY AND VISITOR SERVICES

# **TRAVEL OREGON GRANT PROGRAMS**

## **TRAVEL OREGON MATCHING GRANTS PROGRAM**

- \$500,000 allocated for the 2016-2017 grant cycle
- New tourism projects that contribute to development and improvement of local economies and communities
- Generate overnight stays in the region via partnerships with local tourism businesses and organizations

## **OREGON WINE COUNTRY PLATES MATCHING GRANT**

- Over \$300,000 allocated to wine & culinary projects for the 2015-2017 grant cycle

## **RURAL TOURISM STUDIO GRANT**

- Administered to communities that complete the Rural Tourism Studio program to help with project initiatives that are prioritized during studio process

# OREGON'S CUSTOMER SERVICE TRAINING PROGRAM

Travel Oregon and the Oregon Restaurant & Lodging Association Education Foundation have partnered with the American Hotel & Lodging Educational Institute (AHLEI) to bring the Oregon travel and tourism industry an accredited and internationally recognized customer service training program, Oregon Guest Service Gold



# OREGON GOVERNOR'S CONFERENCE ON TOURISM

SALEM CONVENTION CENTER | MAY 10-12, 2017



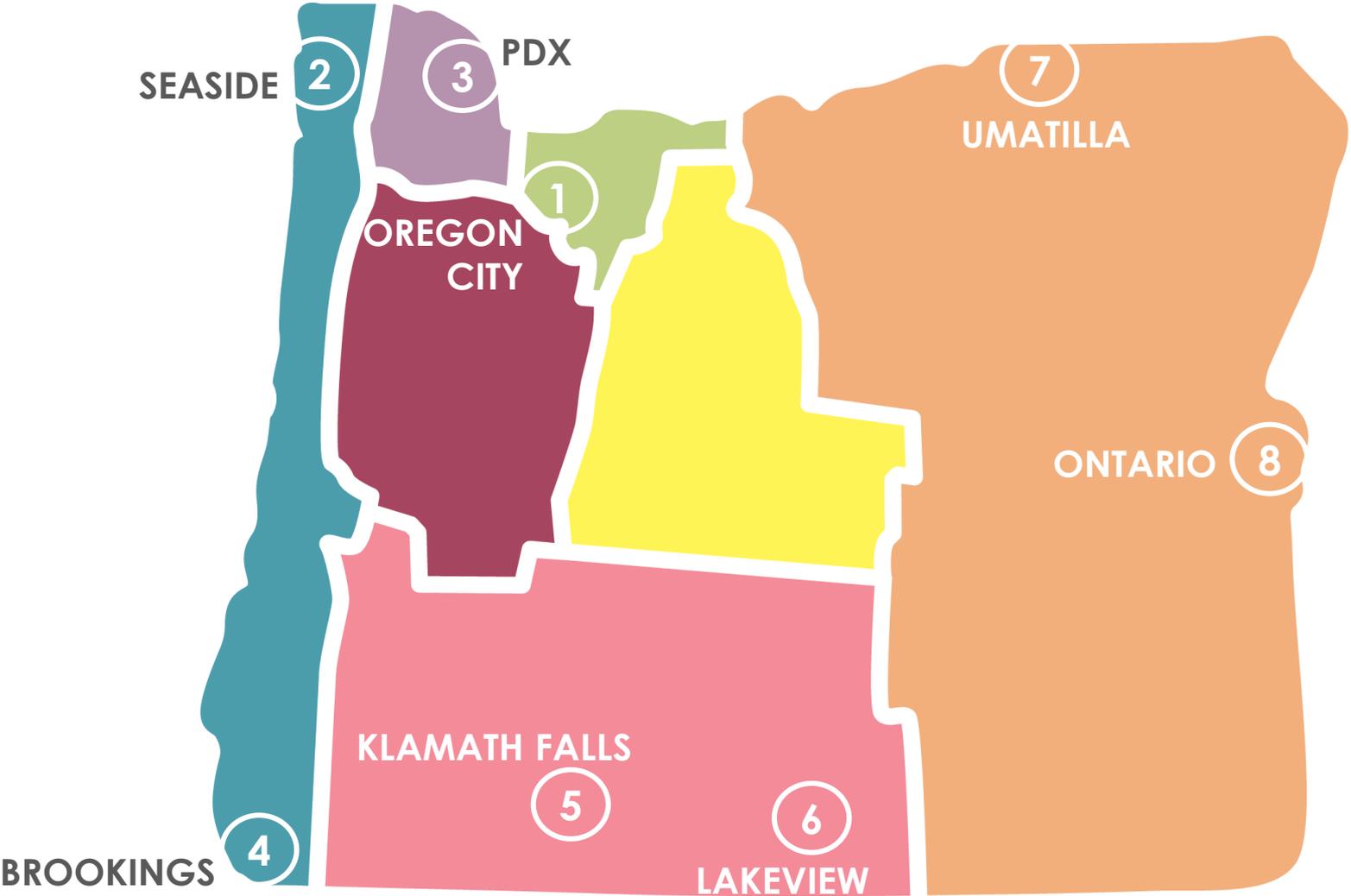
# WELCOME CENTER BROCHURE PROGRAM

- Brochures and visitor guides are displayed at one or more of the eight Oregon Welcome Centers at high-traffic gateways into the state
- In 2015, over 171,500 visitors benefitted from personalized travel planning assistance at the Welcome Centers



# STATE WELCOME CENTERS

TRAVEL OREGON OPERATES EIGHT STATE WELCOME CENTERS AT KEY ENTRY POINTS INTO OREGON



# SISKIYOU WELCOME CENTER

COMING FALL 2017



# DESTINATION DEVELOPMENT

# DESTINATION DEVELOPMENT

## OREGON TOURISM STUDIOS

- Rural Tourism Studio
- Bicycle Tourism Studio
- Culinary & Agritourism Studio
- Tour Operators, Guides, and Outfitters Trainings



- Jan 20 Gorge Tourism Summit**  
Full Day Workshop
- Feb 2 Culinary & Agritourism:**  
Evening Networking Event
- Feb 3 Culinary & Agritourism:**  
Full Day Workshop
- Feb 23 Cultural Heritage Tourism:**  
Evening Networking Event
- Feb 24 Cultural Heritage Tourism:**  
Full Day Workshop
- Mar 15 Adventure Travel & Outdoor Recreation:**  
Evening Networking Event
- Mar 16 Adventure Travel & Outdoor Recreation:**  
Full Day Workshop
- Apr 5 Tourism Marketing and Communications:**  
Full Day Workshop
- Apr 6 Igniting Tourism Action Teams:**  
Full Day Workshop
- Apr 6 Community Tourism Kickoff Event**

Travel Oregon in partnership with the Gorge Tourism Studio Steering Committee is offering a professional development program designed to bolster the region's tourism economy while maintaining its rich environmental and cultural assets. The bi-state program is designed specifically for residents and organizations operating in the Columbia River Gorge region, including the 13 communities in the National Scenic Area and those surrounding Mt. Adams and Mt. Hood.

The workshop series will include hands-on skill-building, planning and product development workshops rich in information and networking opportunities.

The program opens with an overview of the tourism industry, important trends, and sustainable tourism best practices to stimulate new thinking about your destination. The core of this program will guide participants in developing strategies for culinary and agri-tourism, creating world class outdoor recreation, and integrating heritage and cultural elements into the tourism experience.

The program concludes with specific training on how to develop effective action teams for moving projects from idea to implementation.

Sustainable tourism can stimulate the local economy, protect and enhance local resources, and foster community pride. Community leaders, public agencies, industry associations, tourism entrepreneurs, tour operators, lodging property owners, restaurateurs and anyone with an interest in strengthening the local economy through tourism are invited to participate in the program.

This program brought to you by Travel Oregon with support from a local steering committee including representatives from: City of Cascade Locks, City of Mosier, City of Washougal, Clackamas County Tourism Council, Columbia Gorge Winegrowers Association, Columbia River Gorge Commission, Columbia River Gorge Visitors Association, Friends of the Columbia Gorge, Hood River City Council, Hood River County, Hood River County Chamber of Commerce, Hood River County Visitors Council, Mid-Columbia Economic Development District, Mt. Adams Chamber of Commerce, Old Parkdale Inn Bed & Breakfast, Oregon Department of Transportation, Region 1, Oregon State Parks and Recreation, Port of Cascade Locks, Rural Development Initiatives, Skamania County Chamber of Commerce, The Dalles Area Chamber of Commerce, Travel Oregon, U.S. Forest Service, Washington Tourism Alliance and West Columbia Gorge Chamber of Commerce.

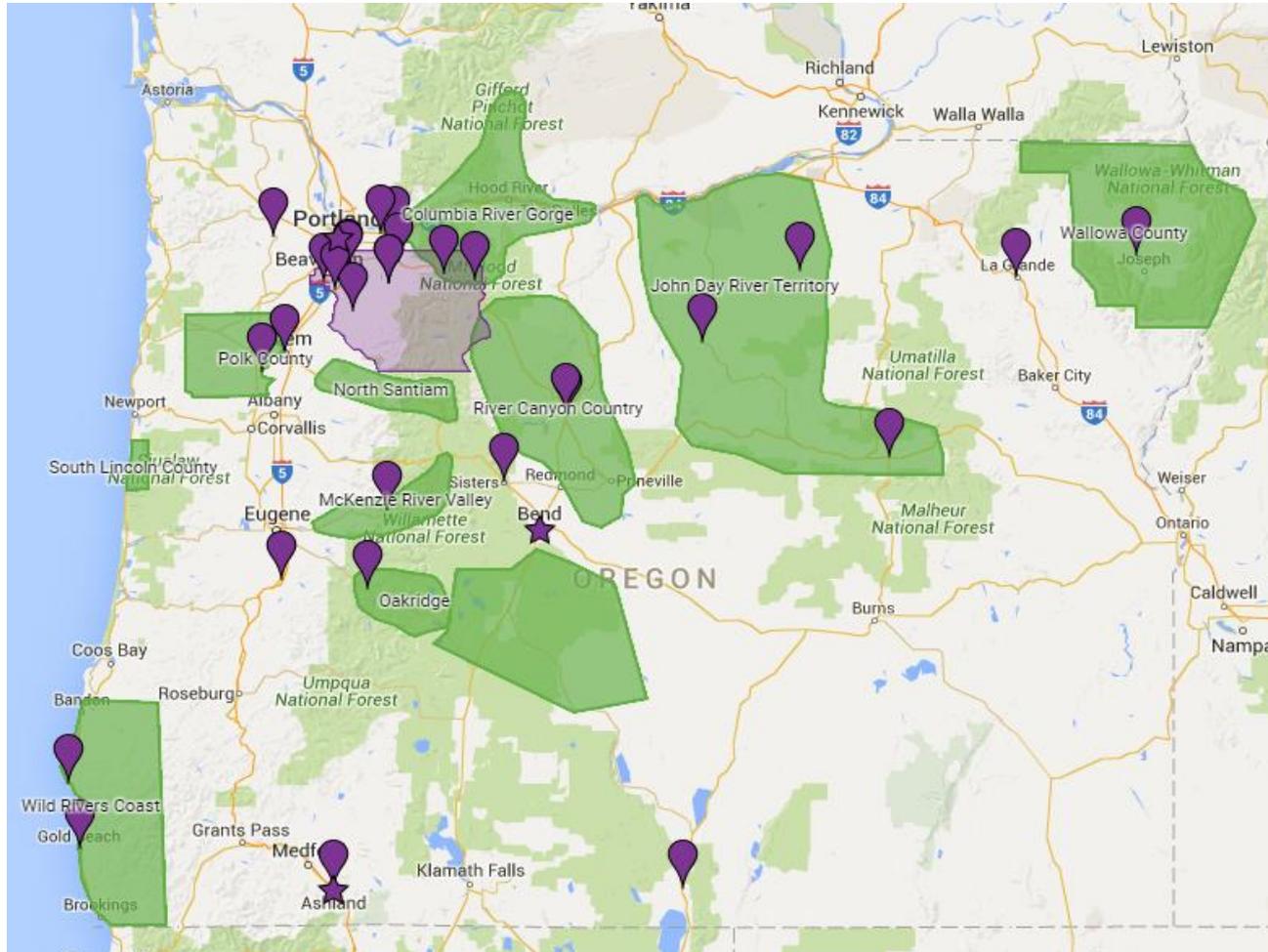
Additional information available at:  
Industry.TravelOregon.com/Gorge

Questions and to register please contact:  
**Columbia River Gorge Visitors Association**  
Casey Roeder  
509-427-8911 | casey@skamania.org



# RURAL TOURISM STUDIOS

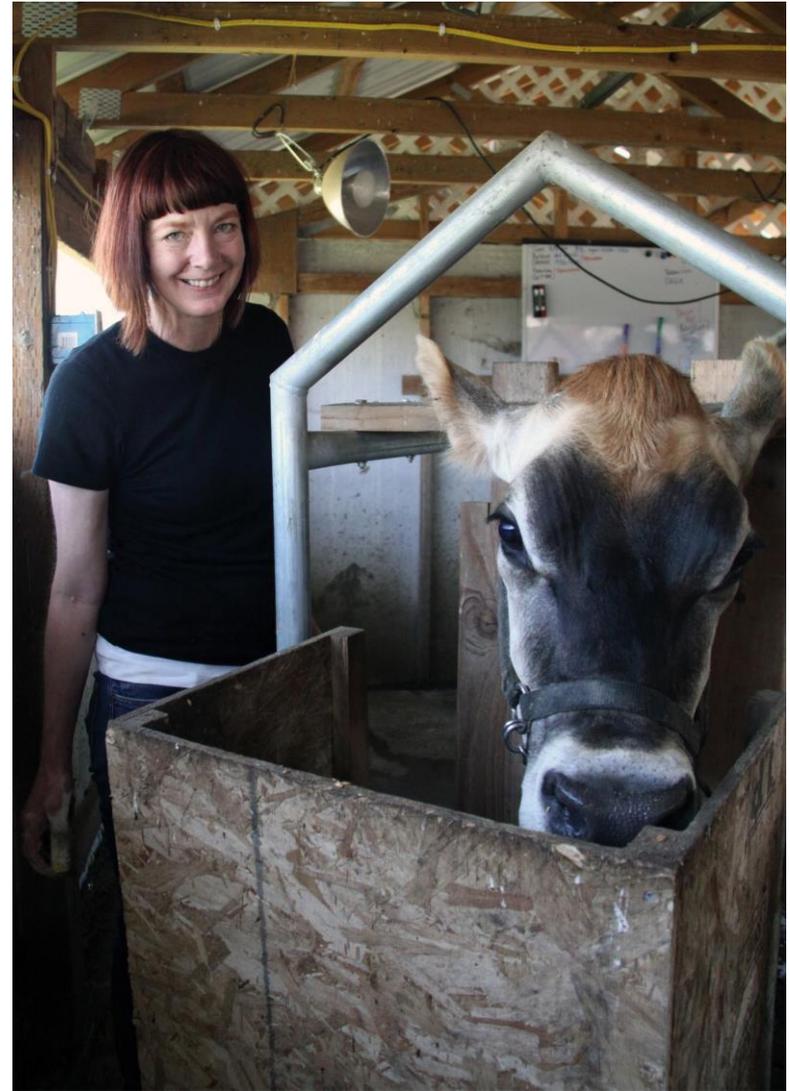
## AND BICYCLE TOURISM STUDIOS



# DESTINATION AND PRODUCT DEVELOPMENT

## INDUSTRY WORKING GROUPS

- Oregon Bicycle Tourism Partnership
- Oregon Agritourism Network
- Oregon Outdoor Recreation Leadership Team



# OUTDOOR RECREATION MEANS BUSINESS INITIATIVE

We're helping launch an Outdoor Recreation (Means Business) Initiative June 2016

We envision it being a robust coalition of the outdoor industry with conservation, land manager and user groups working together to drastically increase the economic impact and long-term sustainability of Oregon's outdoor recreation economy





# **TOOLS TO ENGAGE VISITORS AND LOCAL BUSINESSES**

# BIKE FRIENDLY BUSINESS PROGRAM

Oregon loves bicyclists. That's why we're the first state in the nation to create a Bike Friendly Business program geared toward travelers.



# RIDEOREGONRIDE.COM

The screenshot shows the homepage of Ride Oregon Ride. At the top left is the logo, and at the top right is a search bar with the text "Search everything...". Below the logo are navigation links: "FIND A RIDE", "RIDE INSPIRATION", "EVENTS", and "RESOURCES".

The "FIND A RIDE" section includes a search box for ride location (example: "Portland or 555 State St. Salem 55025"), a "Select a Ride Type" section with radio buttons for Mountain Biking Trails, Road Routes, Gravel Rides, and Scenic Bikeways, and a "Select a Ride Length (in miles)" slider ranging from 1 to 100. A "Search Rides" button is located below these options.

The "RIDE INSPIRATION" section features a large image of a mountain biker on a trail with the text "BIKE Features Oregon's Central Cascades in Bible of Bike Tests". Below this are three smaller featured items: "LEARN MORE ABOUT OREGON'S TOP MOUNTAIN BIKING DESTINATIONS", "Oregon Coast Gravel Epic - Sept 26", and "Ride the Rim 2015 - Sept. 19 and 26".

The "EVENTS" section has a "WHAT'S NEW ON TWO WHEELS" banner.

The "RESOURCES" section is titled "OREGON'S SCENIC BIKEWAYS" and includes a description of the program. Below the text are three video thumbnails: "Tualatin Valley Scenic...", "Madras Mountain View...", and "Sisters to Smith Rock S...".

# OREGON SCENIC BIKEWAYS



# TRAVEL OREGON FOREVER NETWORK

## SUSTAINABLE BUSINESS CHALLENGE

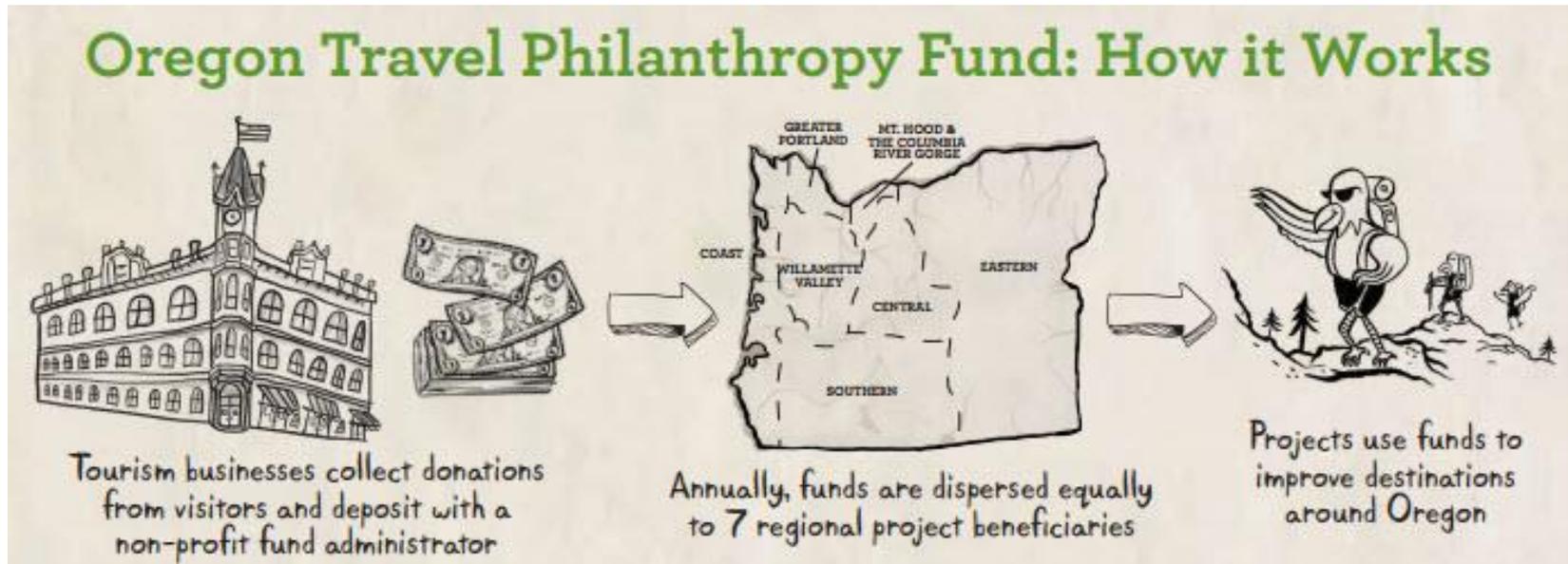
With your help, we can help make Oregon a better place to live and visit, now and forever.



# TRAVEL OREGON FOREVER NETWORK

## TRAVEL OREGON FOREVER FUND

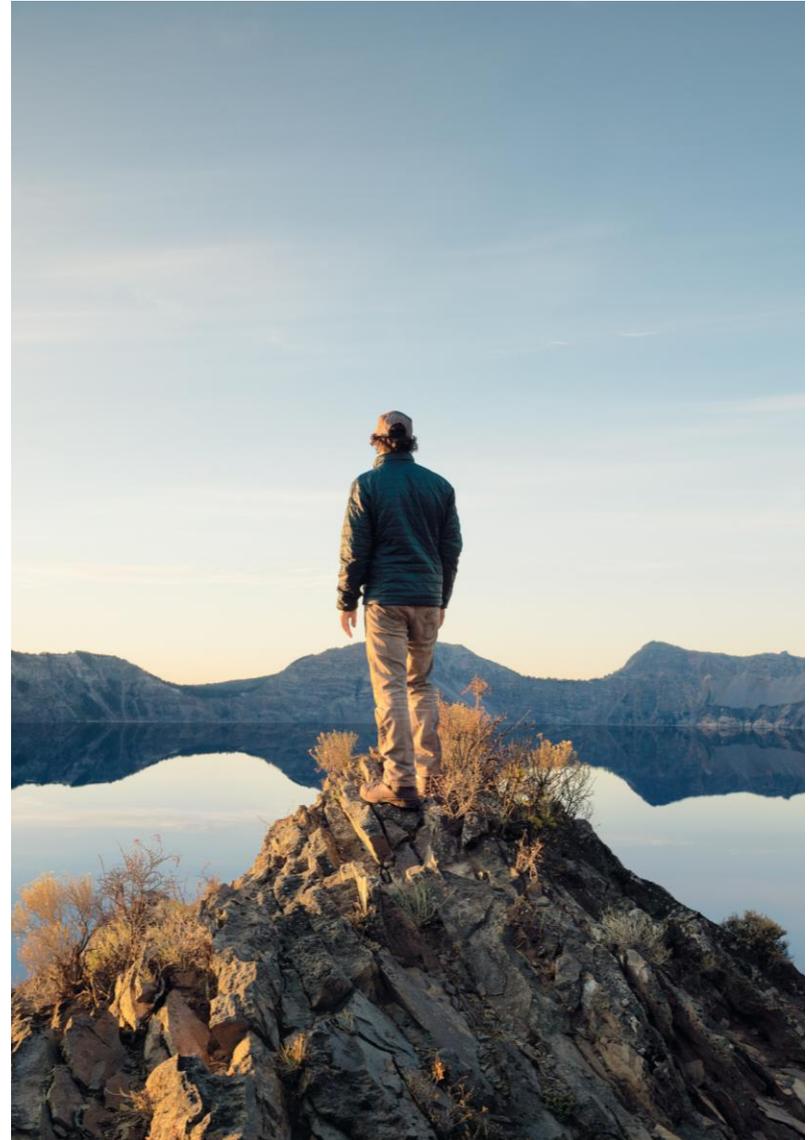
If we treat the places we love to see and explore gently, they'll remain available for many years to come.



# GLOBAL SALES

# GLOBAL SALES OBJECTIVES

- Grow awareness in (and traffic from) key markets
- Focus on shoulder/low season
- Support winter flight capacity increases
- Evaluate performance in key markets
- Explore potential of emerging markets:
  - Brazil
  - India



# DID YOU KNOW?

## INTERNATIONAL VISITORS

- Stay longer
- Spend more
- Book further in advance
- Book out-of-the-way places

## DOMESTIC VISITORS

- Those traveling by motor coach have a great economic impact
- Groups look for more niche market activities
- Millennials looking to do more motor coach travel



# WHO DOES OREGON COMPETE WITH?



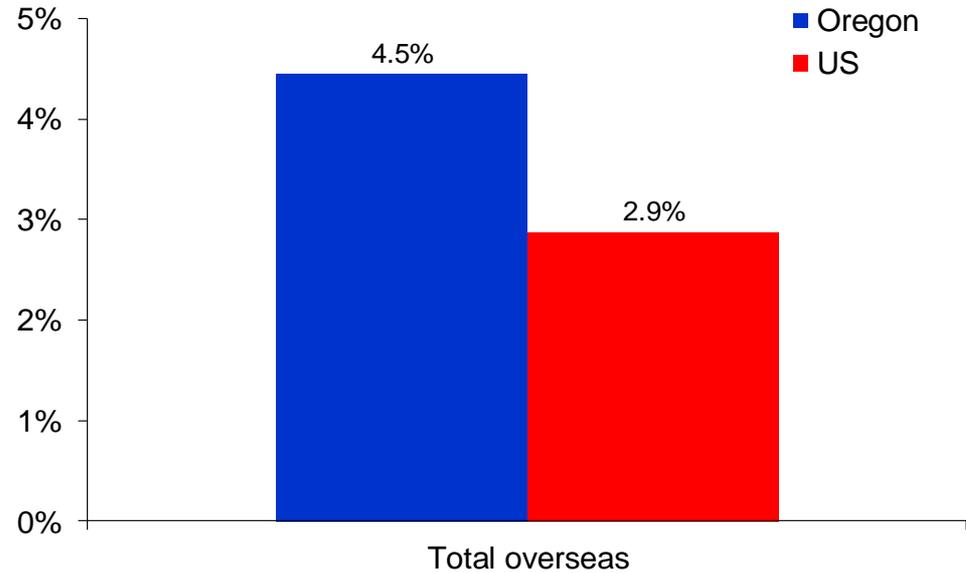
# Oregon outperformed the US in 2015

---

Overseas visits to Oregon grew 4.5% in 2015 compared with Tourism Economics' estimate of just 2.9% for all of the US

## Annual growth in visitor arrivals, 2015

Percent change



Source: Tourism Economics; VisaVue

# HOW WE WORK TO REACH OUR MARKET



# MEDIA FROM AROUND THE WORLD

POPEYE  
214  
2022.2.11



PRODUCT FROM PORTLAND  
ホートランドの心臓





CRARY  
KEEN  
KEEN

119 OKU BOYI



Stadt  
Strand  
Fluss

von Dirk Baumgoff

Oregon im Nordwesten der USA ist geprägt von  
rauer Küste, hügeligen Weinland, dichten Wäldern,  
weiten Tälern und schneebedeckten Vulkanen.  
Dazwischen liegt Portland, eine Stadt für Lebens-  
künstler und alternative Szenegänger.

Fluss: Blick vom Historic Co.  
Lombard River Parkway auf den  
Crown Rock

24 | Spinnweb | 06/2022

06/2022 | Spinnweb | 28

# INTERNATIONAL WEBSITES

ACCESS TRAVELOREGON.COM IN GERMAN, JAPANESE, CHINESE & FRENCH

Accueil Itinéraires A Voir et à Faire Régions Voyagistes Vous Rendre en Oregon Contact

## ITINÉRAIRES

Le plaisir de voyager commence par la planification de son propre voyage, à moins que vous soyez pas le type de construire votre itinéraire.

Aspet! vous une sélection d'itinéraires thématiques qui vous aideront dans vos choix d'itapes et d'activités.



**LE PIONNIER**

L'Oregon est un haut-lieu du patrimoine "far west" des Etats-Unis. Cet itinéraire vous permettra de marcher sur les pas de célèbres explorateurs, tels Lewis et Clark!



**AVENTURES EN FAMILLE**

Découvrez des sites naturels spectaculaires tout en s'amusant et profiter d'activités culturelles interactives accessibles aux petits et grands. C'est ce que vous propose l'Oregon, destination idéale pour des vacances en famille.



**LE CONNAISSEUR**

L'Oregon est l'état épicurien des Etats-Unis. Vos mondatement réputés, marchés de produits fermiers, micro-brasseries artisanales, grands chefs primés... tel est le programme gastronomique qui vous attend en Oregon!

主页 推荐行程 俄勒冈印象 城市与地区 旅游服务商 前往俄勒冈 联系我们

节庆活动 景点与购物 美食与美酒

## 俄勒冈印象

在奥勒冈，精彩的活动数不胜数，请马上开始规划并决定要去哪里吧。



节庆活动

节庆活动



景点与购物

景点与购物



美食与美酒

美食与美酒

主页 推荐行程 俄勒冈印象 城市与地区 旅游服务商 前往俄勒冈 联系我们

## 旅游服务商

准备好去奥勒冈了吗? 做过这些旅游服务商联系获取更多关于您的奥勒冈之旅吧。

公司名称	联系方式	网址
Columbia Crossroads Tours Inc. Ms. Cynthia Elliott 13830 SW Scholls Ferry Rd. #101 Beaverton, OR, United States	电话: (503) 374-3355 传真: 503.372.8393 cye@col-crosroads.com	<a href="http://www.columbia-crossroads.com">http://www.columbia-crossroads.com</a>
A Phas Tours Inc Ms. Jenny Chang 1227 W Valley Blvd Ste 120 Alhambra, CA, United States	电话: (626) 281-0707 传真: 626.281.0881 aph@aphastours.com	
AAA Sopersuz Ms. Patricia Huggins 1900 Powell Street Emeryville, CA, United States	电话: (510) 594-4880 patricia.huggins@aaa.com	<a href="http://www.aaa.com/sopersuz">http://www.aaa.com/sopersuz</a>
Able International Holiday Ms. Elise Buo 151 Galan Avenue, Suite 303 San Leandro, CA, United States	电话: (510) 895-3898 传真: 510.895.3898 ableholiday@hotmail.com	<a href="http://www.ablevac.com">http://www.ablevac.com</a>
ACC America China Connection	电话: (826) 286-8818 传真: 626.286.0288	<a href="http://www.accchina.com">http://www.accchina.com</a>

USA

Willkommen Die sieben Wunder Oregons Tourenvorschläge Anschauen und Erleben Regionen Reiseveranstalter Anreise Oregon in den Medien Kontakt

WILLKOMMEN IN OREGON

Crater Lake National Park ... der auszublasse und tiefste See der USA ist auch eines der "Seven Wonders of Oregon". Beschreiben Sie eines der Wunder - oder besser noch, alle! [Mehr wissen](#)

### Wo liegt Oregon?

Wie gut kennen Sie sich in den USA aus? Oregon liegt an der US-Westküste, zwischen den Staaten Washington und Kalifornien. Manche sagen, dass Oregon die schönste Region an der Pazifikküste ist - dem stimmen wir natürlich zu!

Die sieben unterschiedlichen Regionen Oregons bieten Strand und Meer, Berge, Täler, Hochalpen, große Städte, kleine malerische Orte und eigentlich alles, was man sich noch wünschen kann.

[Regionen und Städte](#)

— Oregon Fakten —

# OREGON ROAD RALLY

## ITINERARY

April 3, Day 1: Portland

April 4, Day 2: Florence

April 5, Day 3: Grants Pass

April 6, Day 4: Sunriver

April 7, Day 5: Pendleton

April 8, Day 6: Mt. Hood

April 9, Day 7: Columbia River  
Gorge

## BY THE NUMBERS

22 Tour Operators from 8 countries

1200 Miles

7 Regions

6 of the 7 Wonders of Oregon

120 Oregon partners, hotels &  
attractions

7 Regional DMO partners

3 In-country reps



# INTERNATIONAL POW WOW (IPW)



# GLOBAL MARKETING

# GLOBAL MARKETING OBJECTIVES

- Continue to engage consumers in the Oregon brand
- Breakthrough market clutter by focusing our messages
- Engage in conversations with consumers who identify with the Oregon mindset
- Leverage fans of Oregon



# 7 WONDERS OF OREGON

OUR GOAL: INSPIRE PEOPLE TO SEE ALL 7 WONDERS IN THEIR LIFETIME.



# WINTERCATION

OUR GOAL: INSPIRE WINTER EXPLORERS TO EXPLORE EACH REGION.

The screenshot shows the Oregon Wonders website with a navigation menu at the top including 'Oregon's Seven Wonders', 'SEE AND DO TRIP IDEAS', 'CITIES AND REGIONS', 'ASK OREGON', 'PLACES TO STAY', 'TRAVEL DEALS', and 'GETTING AROUND OREGON'. A search bar is located in the top right. The main content area features a large image of a snowy mountain slope with a ski lift. Text on the page reads: 'See & Do / Recreation WINTER WONDERS Oregon offers just as much winter as you are looking for. Go snow and whale watching, wine and beer tasting, or kayaking and hiking. And whether you're looking to ride, slide or glide down snowy mountain peaks, we've got more options than you can shake a ski pole at.' Below this is a search box for 'Find Winter Wonders near...' with dropdown menus for 'All Regions' and 'All Cities', and a 'Search' button. The bottom section contains two featured articles: 'WIN AN OREGON WINTER WONDERS GETAWAY' with a video thumbnail of a van on a snowy beach, and 'Road Trip: 7 Winter Wonders' with a video thumbnail of a dirt road through a field. The footer includes social media icons and a 'SUNSCRIBE' button.

# COMMUNICATIONS

## WORKING WITH THE REGIONS

LIBATION DESTINATIONS || REVELING THE REGION



**EASTERN ELITE**  
BY ADRIENNE SO

EXPERIENCE OREGON'S PENDLETON AND ECHO

I'd never before wished that I could tie a car to a hitching post. We roll into Pendleton, Ore., around 10 pm on a Saturday, and the weekend crowd has begun to swirl and drift from bar to bar. There's just something about the two-story brick buildings, fronting a wide main street set in the dusty plains of eastern Oregon. Suddenly, I want to wear chaps, spit chaw and grumble about I'll dogies.



The Prodigal Son Brewery

SET EDITION: U.S. | INTERNATIONAL | MEXICO | ARABIC  
TV: CNN | CNN | CNN en Español | HD

**CNN Travel**

Home TV & Video CNN Trends U.S. World Politics Justice Entertainment Tech Health Living Travel Opinion iRe

### 10 record-setting natural wonders in the United States

By **Helyn Trickey Bradley**, Special to CNN  
updated 12:05 PM EST, Fri March 7, 2014

SHARE THIS  
f t+ in  
Recommend 7.5k



Deepest lake in the U.S.; Crater Lake, Oregon. The dazzling body of water is nearly 2,000 feet deep.

**Record-setting sights in the U.S.** HIDE CAPTION

1 2 3 4 5 6 7 8 9 10

**STORY HIGHLIGHTS**

- The United States is home to a bunch of superlative sights
- The world's largest living tree resides in California
- In Oregon, the country's deepest lake draws nature lovers

**Editor's note:** Please tell us about the natural wonders in your state. Share your suggestions in the comments section below.

**(CNN)** – Maybe we've been cooped up too much this winter, but now more than ever, the natural wonders of our world are beckoning to us from behind gray computer monitors, buzzing cell phones and the million red brake lights ahead of us on the long commute home.

We yearn to leave the laundry, the dishes and the bills behind and swap them out for something bigger, deeper and taller than we could ever be; something that will, at once, make us feel insignificant and perfectly in place.

Pack your bags and wear comfortable shoes, because we've compiled a list of nature's record setters in the United States that will

PROGR...  
Enter ZIP Code:  
Get Your F...  
We make to compa rates and  
PROGR...  
298  
AIR FARELY  
9.75  
Part of complete coverage on  
**CNN recommend**  
10 things to know abo

# INDUSTRY POLICY & RESEARCH

**POLICY:** Government affairs, legislative issues, agency & partner relations

**RESEARCH:** Development & marketing decisions are based on research

## PRIMARY RESEARCH STUDIES

- Local Transient Lodging Tax Survey
- Oregon Overnight Travel Study
- Oregon Travel Impacts (1991-2009 economic impacts)
- Fishing, Hunting, Wildlife Viewing & Shell Fishing in Oregon
- Tourism & Hospitality Indicators Report
- Regional Research
- Travel Oregon Reports
- Oregon Bike Tourism Research

# INTEGRATED MARKETING

## OWNED + SOCIAL MEDIA

OUR GOAL: TO HAVE TRAVEL OREGON BE THE MOST TRUSTED SOURCE FOR TRAVEL INSPIRATION & TRIP INFORMATION.

WE LIKE IT HERE. YOU MIGHT TOO.

# OUR BIG DESERTS COME WITH BIG LAKES

LAKE BILLY CHINOOK / PHOTO BY CLAYTON COTTERELL

A giant lake kind of messes up the whole desert vibe, but it's still a really good lake. [READ MORE](#)

[SHOW ME ANOTHER](#)

[TRAVEL OREGON .COM](#) [SUBMIT A FAVORITE PLACE IN OREGON →](#) [PRIVACY POLICY](#)

TRAVEL OREGON

# DIGITAL CONTENT

## INSPIRATIONAL STORIES & VIDEOS

OREGON'S SEVEN WONDERS SEE -AND- DO TRIP IDEAS CITIES -AND- REGIONS [Sign Out](#) Search Oregon... search

ASK OREGON PLACES TO STAY TRAVEL DEALS GETTING -AROUND- OREGON

Stories Itineraries Scenic Byways Grant's Getaways By Interest Seasonal Features



View from the Paulina Peak Observation Site by Dennis Frates

The Harris's hawk swoops directly over my daughters, its powerful wings audible in flight. I duck, but my children barely flinch, so riveted are they by the raptor's low flight path as it glides to perch on a snag a dozen feet away. We are at Raptors of the Desert Sky, a live action show at the [High Desert Museum](#) featuring birds of prey. In succession, a barn owl, a

Two Harris's hawks were brought out by



# DIGITAL CONTENT

## E-NEWSLETTERS



### Taste a World of Flavor at Portland Mercado

A Latin American culinary hub spices up SE Portland. [GET A TASTE>>](#)



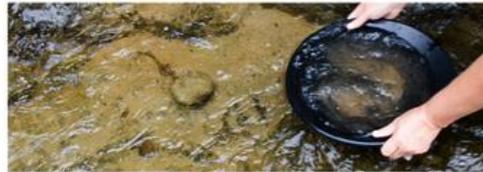
### Lostine Tavern Builds on Local Flavor

Farm-to-table dining, Wallows-style. [DIG IN>>](#)



### 8 Great Family Camping Trips

Beat the heat this summer with great camping spots around Oregon. [GO CAMPING>>](#)



### Gold Panning in Oregon

Oregon's treasure hunt has been going strong since 1851. [GET GOLD FEVER>>](#)



### 4 Fab Sleeps in the Willamette Valley

Spend the night in one-of-a-kind lodging in Oregon's wine country. [FIND SWEET DREAMS>>](#)



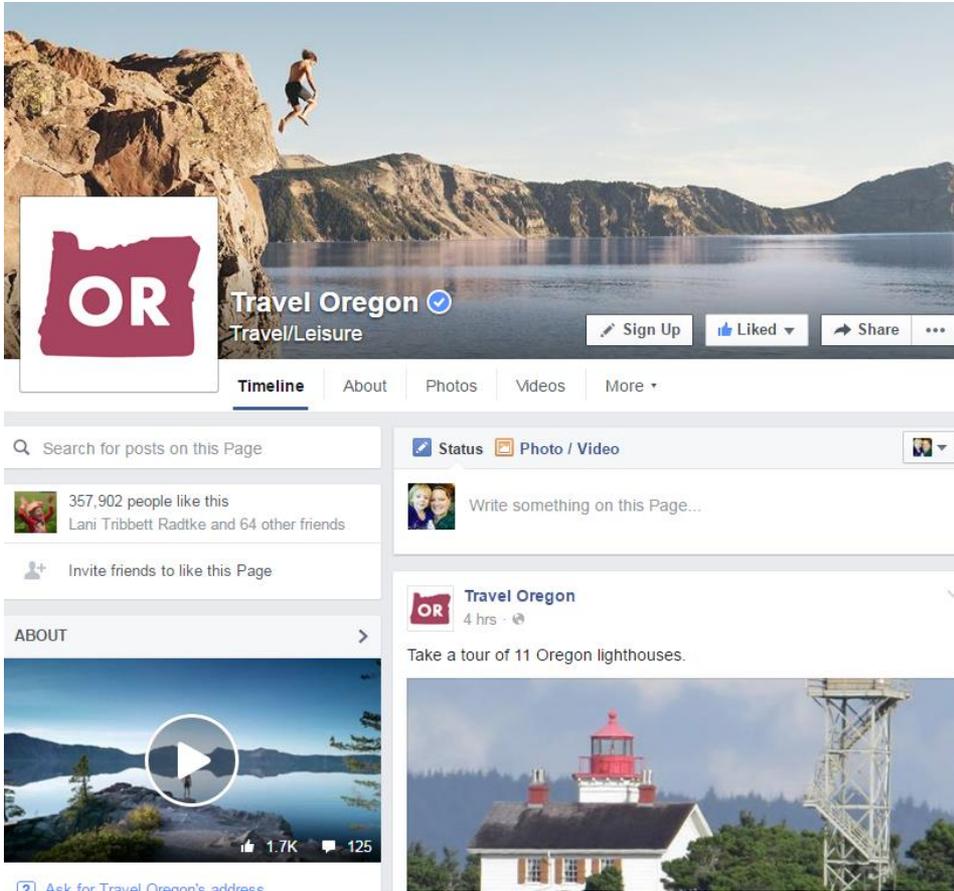
### Hit the Highway to Hells Canyon

Plan an epic trip to the deepest river gorge in North America. [HEAD FOR THE CANYON>>](#)



# DIGITAL CONTENT

## SOCIAL MEDIA



The image shows the Facebook profile page for 'Travel Oregon'. The profile picture is a red silhouette of Oregon with the letters 'OR' in white. The cover photo is a scenic landscape of a lake and mountains. The page includes navigation tabs for 'Timeline', 'About', 'Photos', 'Videos', and 'More'. A search bar is at the top left. On the left sidebar, it shows '357,902 people like this' and an 'ABOUT' section with a video thumbnail. The main content area features a post from 'Travel Oregon' with the text 'Take a tour of 11 Oregon lighthouses.' and a photo of a lighthouse.

**Travel Oregon**  
Travel/Leisure

Sign Up Liked Share

Timeline About Photos Videos More

Search for posts on this Page

357,902 people like this  
Lani Tribbett Radtke and 64 other friends

Invite friends to like this Page

ABOUT

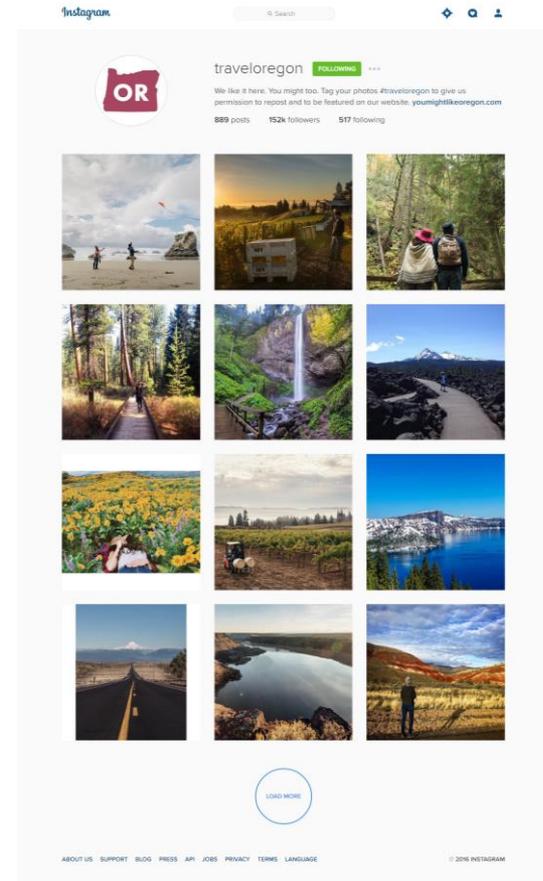
Write something on this Page...

**Travel Oregon**  
4 hrs · 🌐

Take a tour of 11 Oregon lighthouses.

1.7K 125

Ask for Travel Oregon's address



The image shows the Instagram profile page for 'traveloregon'. The profile picture is a red silhouette of Oregon with 'OR' in white. The bio includes the text 'We like it here. You might too. Tag your photos #traveloregon to give us permission to repost and to be featured on our website. youmightlikeoregon.com'. It shows 889 posts, 152k followers, and 517 following. The main content is a grid of 12 travel photos. At the bottom, there is a 'LOAD MORE' button and a footer with links for 'ABOUT US', 'SUPPORT', 'BLOG', 'PRESS', 'API', 'JOBS', 'PRIVACY', 'TERMS', and 'LANGUAGE', along with a copyright notice for 2016 Instagram.

Instagram

traveloregon FOLLOWING

We like it here. You might too. Tag your photos #traveloregon to give us permission to repost and to be featured on our website. youmightlikeoregon.com

889 posts 152k followers 517 following

LOAD MORE

ABOUT US SUPPORT BLOG PRESS API JOBS PRIVACY TERMS LANGUAGE

© 2016 INSTAGRAM

# MARKETING SERVICES

- Advertising
- Data Analysis & Research
- Co-Op Programs
- Travel Oregon Online Leads
- Travel Oregon Regional Pack
- Regional Cooperative Marketing Program
- Fulfillment

## VISITOR GUIDES & STATE MAPS

[industry.traveloregon.com/orderform](http://industry.traveloregon.com/orderform)

## BIKE MAPS

Oregon State Parks

1.800.551.6949



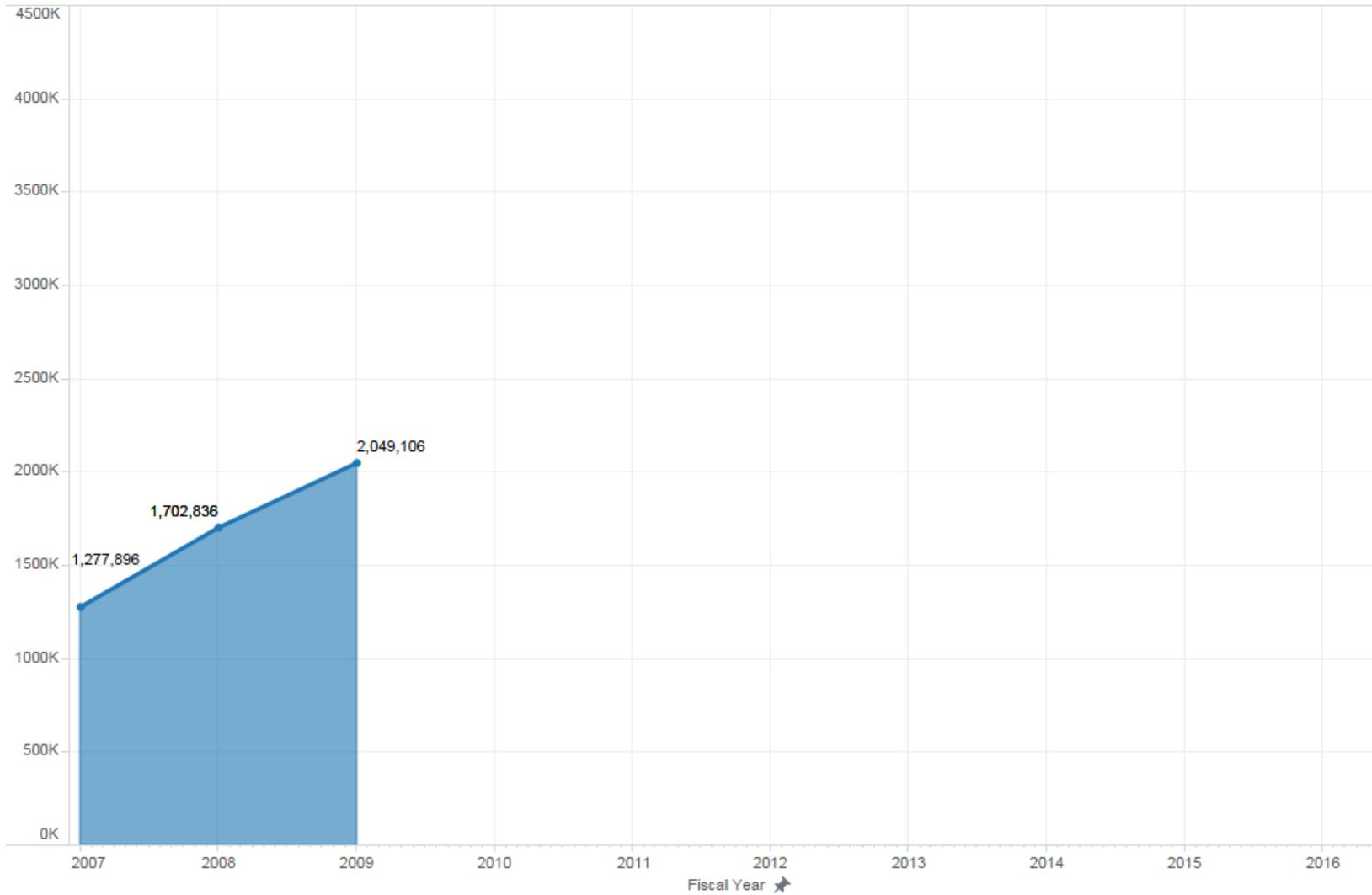
**WE LIKE IT HERE.  
YOU MIGHT TOO.**



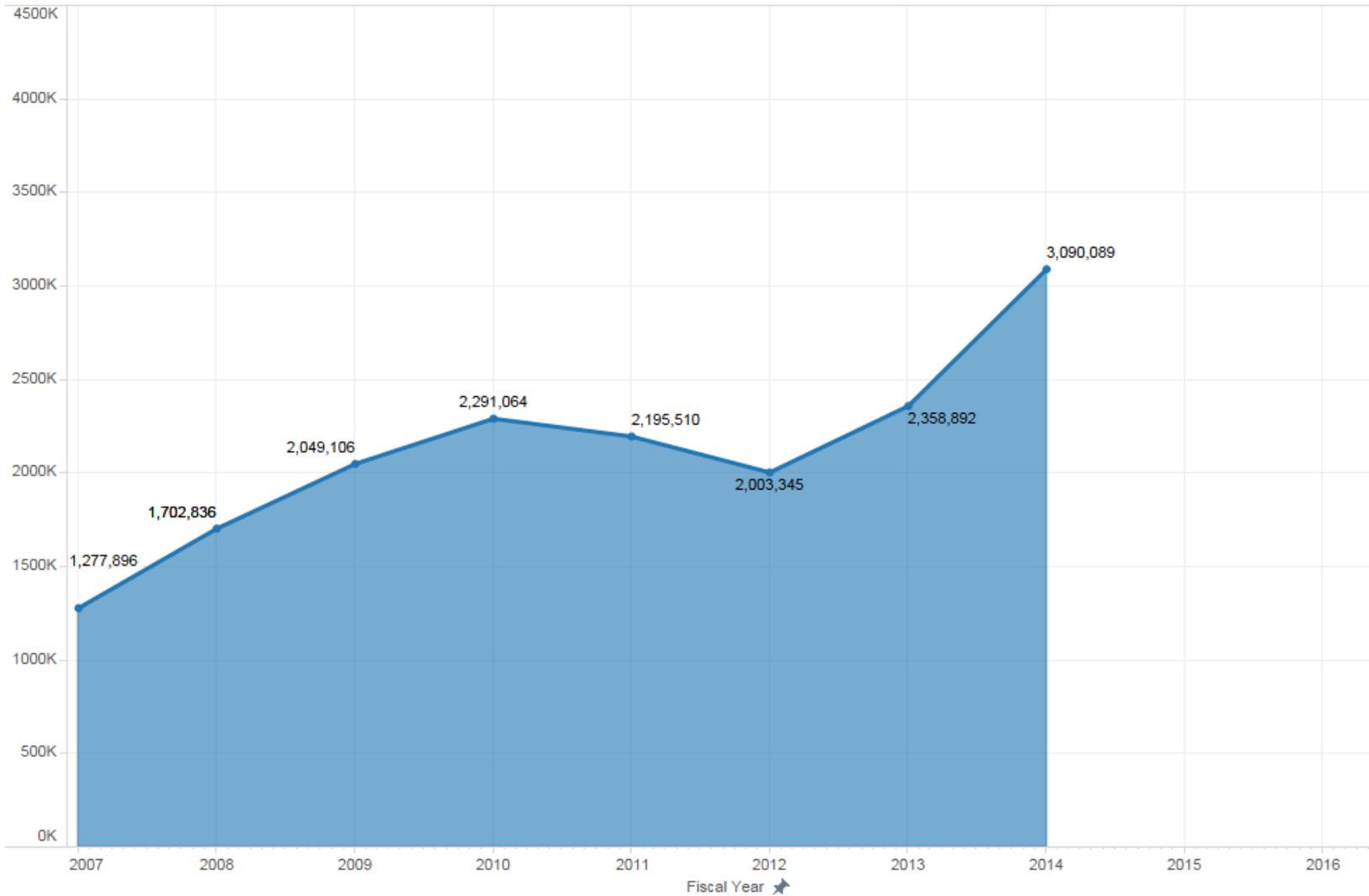
**IT'S JUST OREGON.  
NO BIG DEAL.**



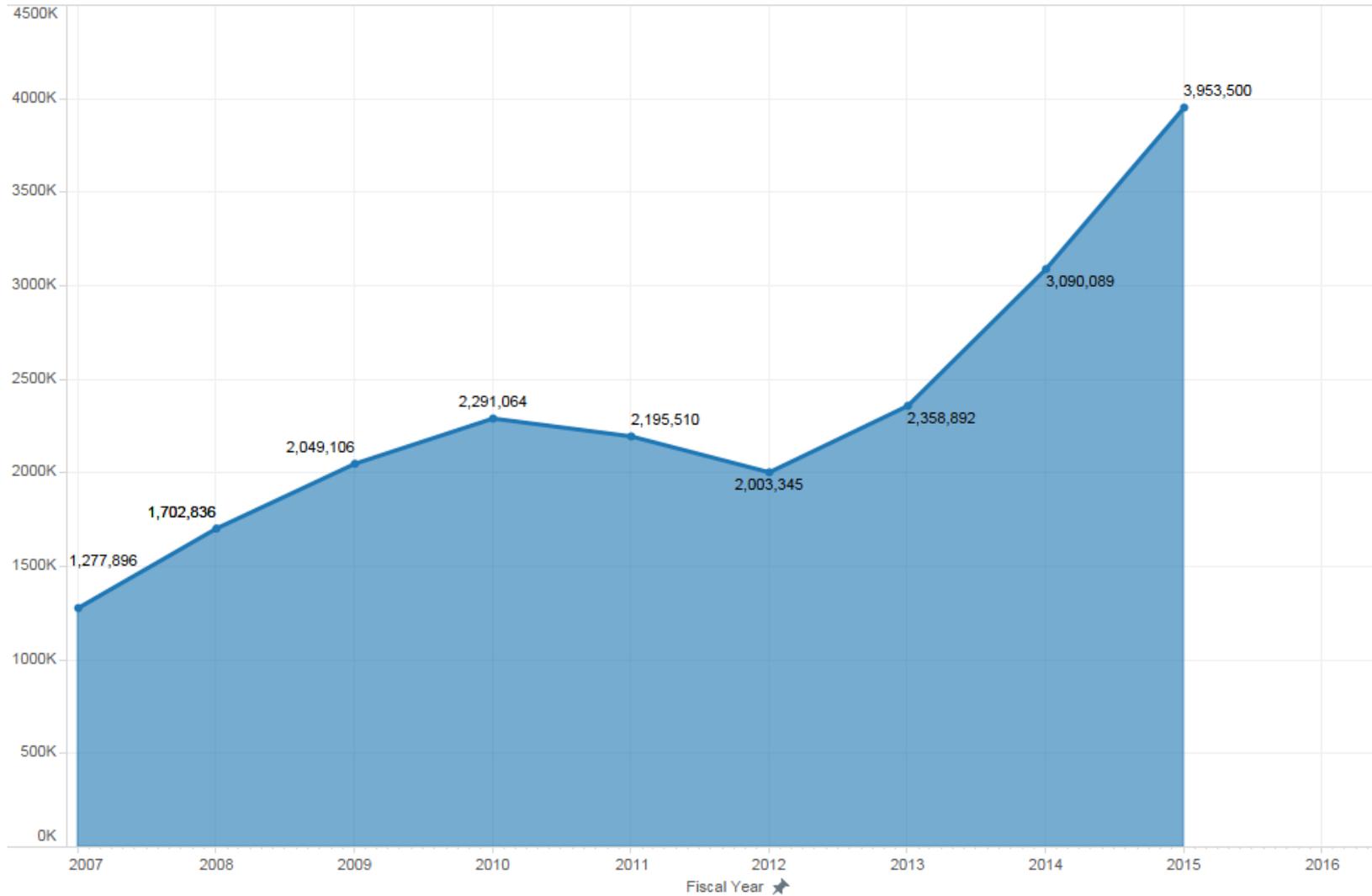
# TOTAL ANNUAL RESPONSES



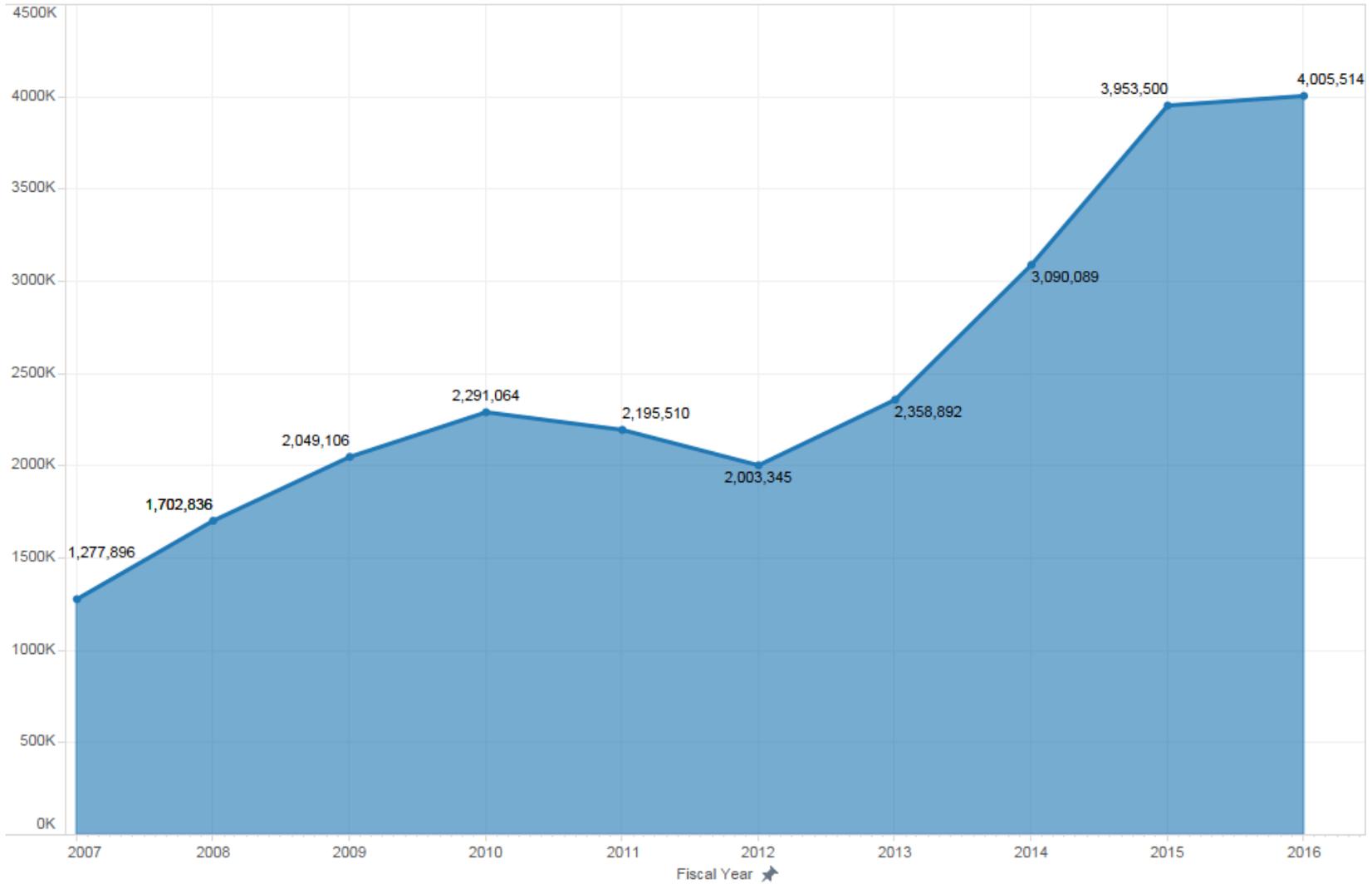
# TOTAL ANNUAL RESPONSES



# TOTAL ANNUAL RESPONSES



# TOTAL ANNUAL RESPONSES



# REGIONAL COOPERATIVE TOURISM PROGRAM



# OREGON'S REGIONAL DESTINATION MARKETING ORGANIZATIONS

- Travel Portland (Greater Portland)
- Oregon Coast Visitors Association
- Willamette Valley Visitors Association
- Central Oregon Visitors Association
- Eastern Oregon Visitors Association
- Oregon's Mt. Hood Territory (Mt. Hood/Gorge)
- Travel Southern Oregon

*travel*  
**PORTLAND**



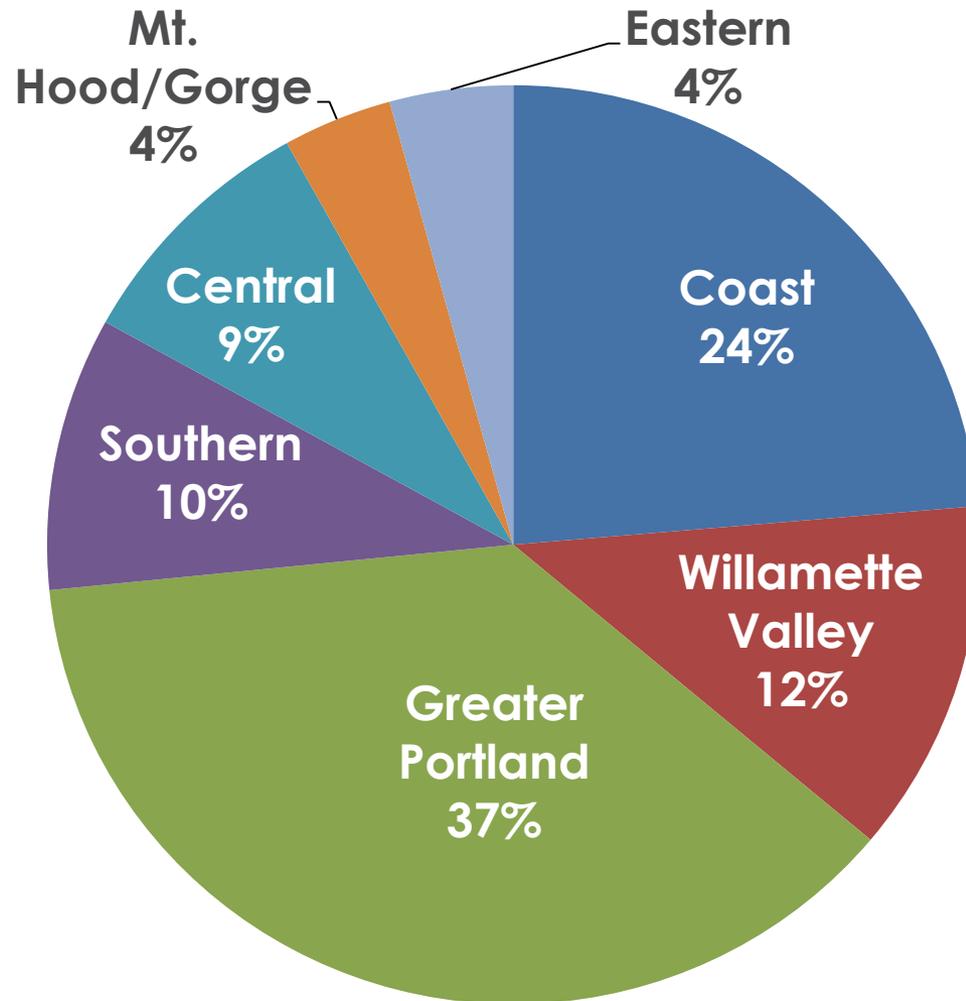
Central  Oregon  
VISITORS ASSOCIATION

OREGON'S   
**MT. HOOD**  
**TERRITORY**  
explorers welcome

PLEASE DON'T TELL  
EVERYONE ABOUT  
**EASTERN**  
**OREGON**  
THANK YOU



# AVERAGE REGIONAL DISTRIBUTION 2008-2015



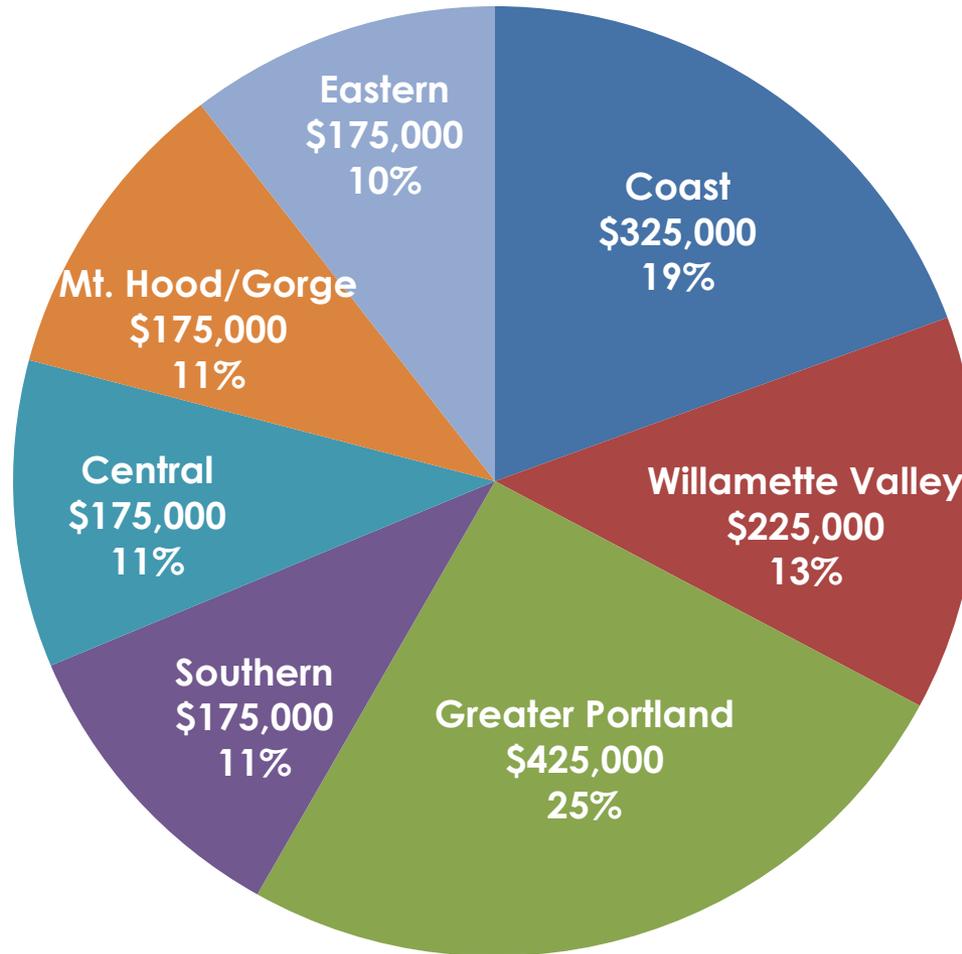
# REGIONAL PROGRAM CHANGES 2015

- Initiated in response to working with the Oregon tourism industry over a two-year period to develop the Oregon Tourism Industry Action Plan. The need to add capacity to the regional program was identified during this process
- Baseline funding set at \$175,000 per region
- Regions can spend funds on full suite of tourism development, marketing, and sales activities – not just restricted to out of state marketing and sales anymore
- Regions can allocate funding for human capacity (up to \$50,000) to carry out opportunities identified in plans

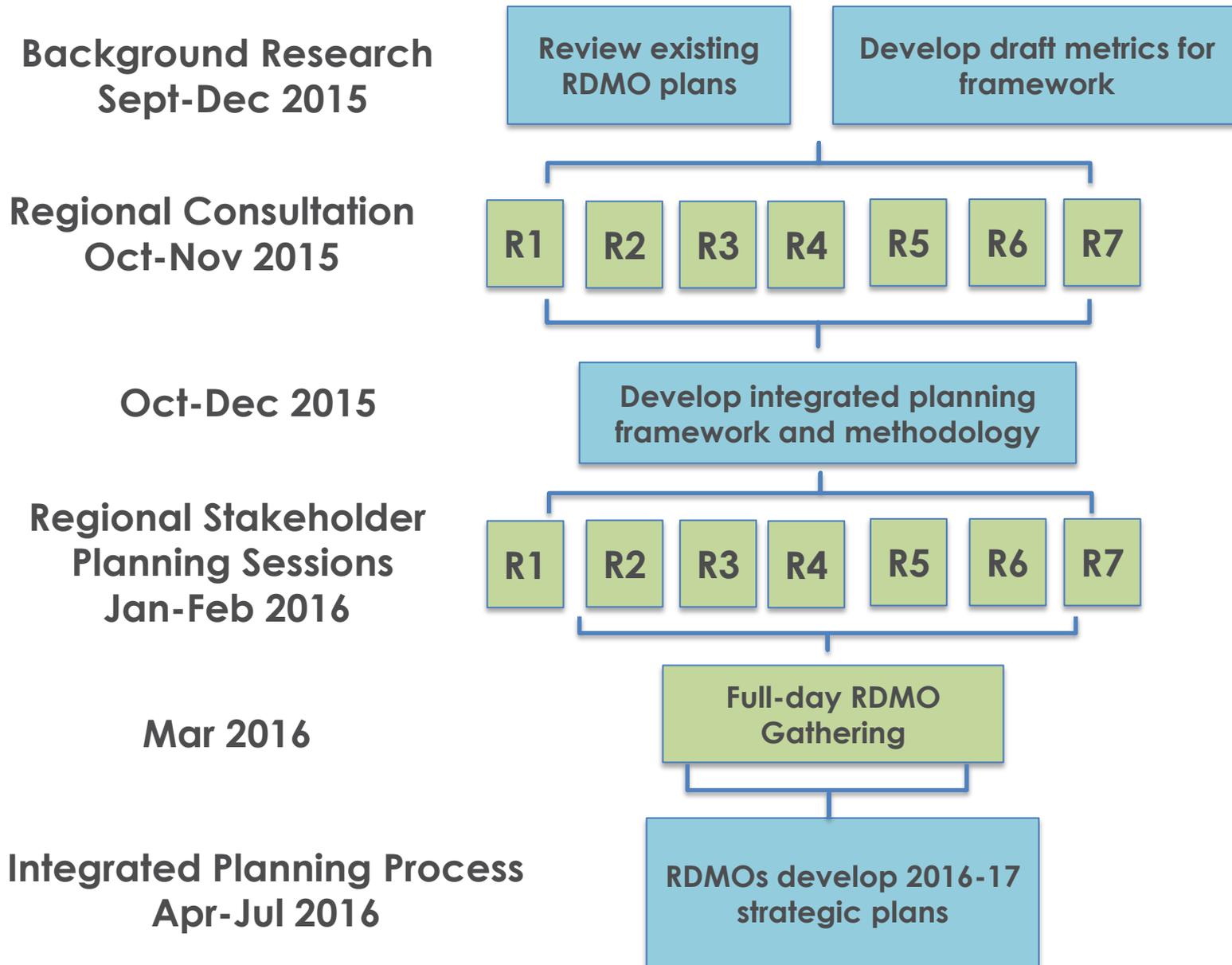
# REGIONAL PROGRAM CHANGES 2015 (cont.)

- Increased flexibility in how funds can be allocated
- Increased regional discretion in terms of how regional funds can be allocated
- Simplified reporting and metrics requirements for RDMOs
- New position created at Travel Oregon to serve as a single point of contact. Role to focus on advocating for local and regional perspectives, helping connect partners with funding and grant opportunities, and monitoring policy issues that affect successful execution of initiatives and economic development

# CURRENT REGIONAL DISTRIBUTION 2015-16



# REGIONAL PROGRAM PLANNING FRAMEWORK





Destination Marketing Resources

State Welcome Centers

Regional Destination Marketing Organizations

Destination Marketing Organizations

Regional Investments in Tourism

Oregon's Target Markets

Education and Training

Destination Development

Product Development

Sustainable Tourism Development

Matching Grants Programs

Toolkits

The Orb

Oregon Tourism and Hospitality Industry Consortium

Additional Resources

- sign up for our -  
INDUSTRY  
ENEWSLETTER



Stay up to date with the latest Travel Oregon Industry

[DESTINATION MARKETING RESOURCES](#) >

# Regional Investments in Tourism

According to Oregon statutes, the Oregon Tourism Commission (OTC) may invest state dollars in Oregon's tourism industry regionally, and appropriate up to 15 percent of the state lodging tax revenue for use in cooperative regional and multi-regional marketing.

Significant time is spent working regionally and with local partners in an effort to optimize the economic impacts of tourism in Oregon. Planning summits and additional meetings aid in the development of effective regional strategies and encourage industry alignment.

Resources are available through direct distributions and [grant programs](#) that members of Oregon's travel and tourism industry may apply for.

Seven [Regional Destination Marketing Organizations \(RDMOs\)](#) recognized by Travel Oregon develop and submit regional plan proposals for use of state dollars. By leveraging state dollars along with private and public resources, the RDMO's work with Travel Oregon to bolster Oregon's tourism economy.

## IN THIS SECTION

[Central Oregon Regional Tourism Plan](#)

[Eastern Oregon Regional Tourism Plan](#)

[Greater Portland Regional Tourism Plan](#)

[Mt. Hood & Columbia River Gorge Regional Tourism Plan](#)

[Southern Oregon Regional Tourism Plan](#)

[Oregon Coast Regional Tourism Plan](#)

[Willamette Valley Regional Tourism Plan](#)

## REGIONAL INVESTMENTS IN TOURISM IN OREGON

### [Central Oregon Regional Tourism Plan](#)

The tourism region of Central Oregon lies on the eastern side of Oregon's Cascade Mountains, consisting of Deschutes, Jefferson, Crook...

### [Eastern Oregon Regional Tourism Plan](#)

The tourism region of Eastern Oregon represents nearly of one-third of the State of Oregon and includes the following 11...

### [Greater Portland Regional Tourism Plan](#)

The tourism region of Greater Portland represents Clackamas County



Larry Geddis

# GATHERING INPUT FROM OREGON'S TOURISM INDUSTRY

## 2016 REGIONAL STAKEHOLDER ENGAGEMENTS

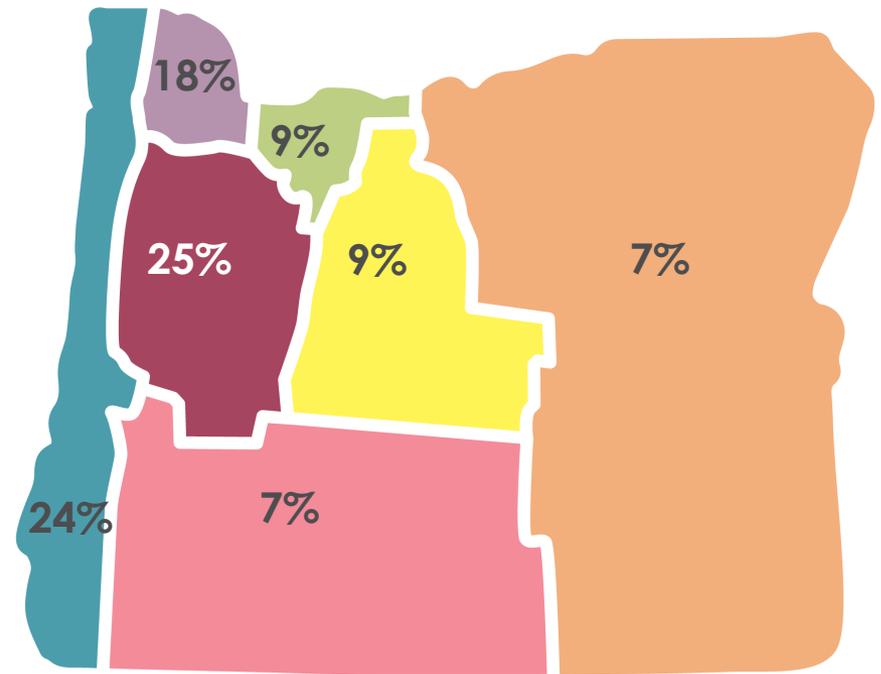
- Willamette Valley – January 20
- Mt. Hood / Gorge – January 25
- Greater Portland – January 26
- Central Oregon – January 29
- Eastern Oregon – February 4
- Oregon Coast – February 29
- Statewide Gathering – March 2
- Southern Oregon – March 6

# REGIONAL STAKEHOLDER FINDINGS

- Capacity to convene and manage projects
- Congestion reduction and alternative transportation options
- Decrease seasonality of visitation
- Education and training of frontline staff
- Effective collaboration with public land and transportation agencies
- Ensure all lodging providers are collecting/remitting TRT appropriately
- Leverage Travel Oregon's marketing campaigns/programs
- Some destinations reaching carrying capacity
- Visitor wayfinding and signage

# STATEWIDE TOURISM ENGAGEMENT SURVEY RESULTS

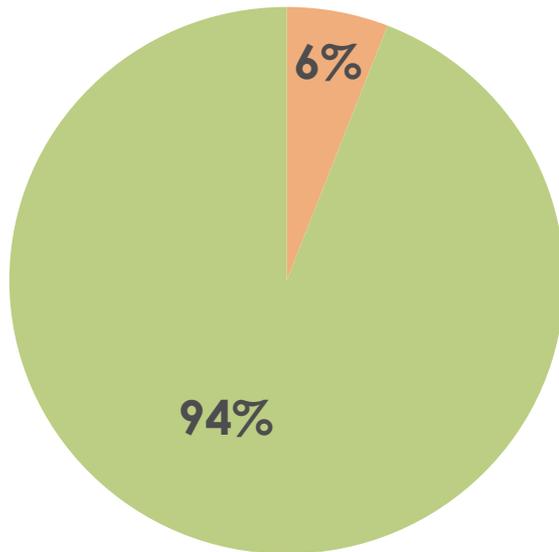
- 2016 Stakeholder Engagement survey: March 23-April 4
- 57% respondents represented small businesses/organization (1-10 people)
- 74% respondents were managers/executives or owners



**219 Respondents by Geographic Location**

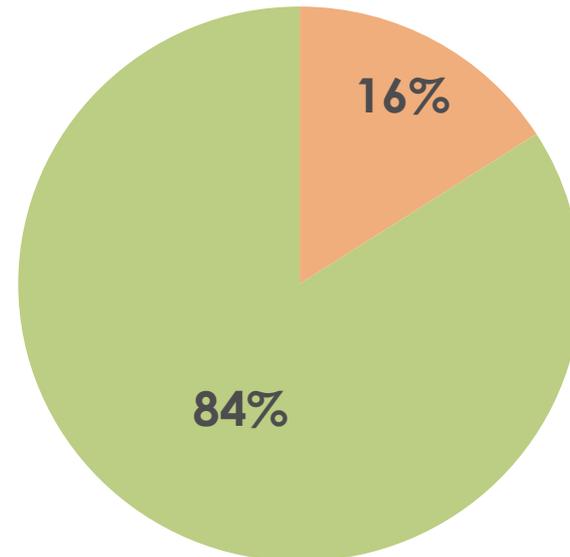
# NEW LEGISLATION AWARENESS AND OPINION

I am aware of the legislature's recent approval to increase the state lodging tax.



■ No    ■ Yes

The legislature's recent approval to increase the state lodging tax is good for Oregon's tourism industry.



■ FALSE    ■ TRUE

# STATEWIDE OPINION OF NEW LEGISLATION

84%

The state lodging tax is **good** because...

Economic Driver

Low Risk **Increased Funding**

Support Community/Business

Development

More Productive Development

Project/Grant Funds

**Increased Marketing** Social Driver

Resources **Proven ROI**

16%

The state lodging tax is **not good** because...

Inequitable Distribution

Requires Alignment

Unknown/Unseen ROI

Reduced Demand

Misrepresented Purpose

Creates Division

# OREGON TOURISM TOWN HALLS

Astoria - May 3

Portland - May 4

Gresham - May 5

Lakeview - May 9

Klamath Falls - May 10

The Dalles - May 10

Corvallis - May 11

Scappoose - May 11

Sandy - May 12

Reedsport - May 12

Brookings - May 12

Hillsboro - May 12

Burns - May 12

Prineville - May 16

La Pine - May 17

La Grande - May 18

Ontario - May 18

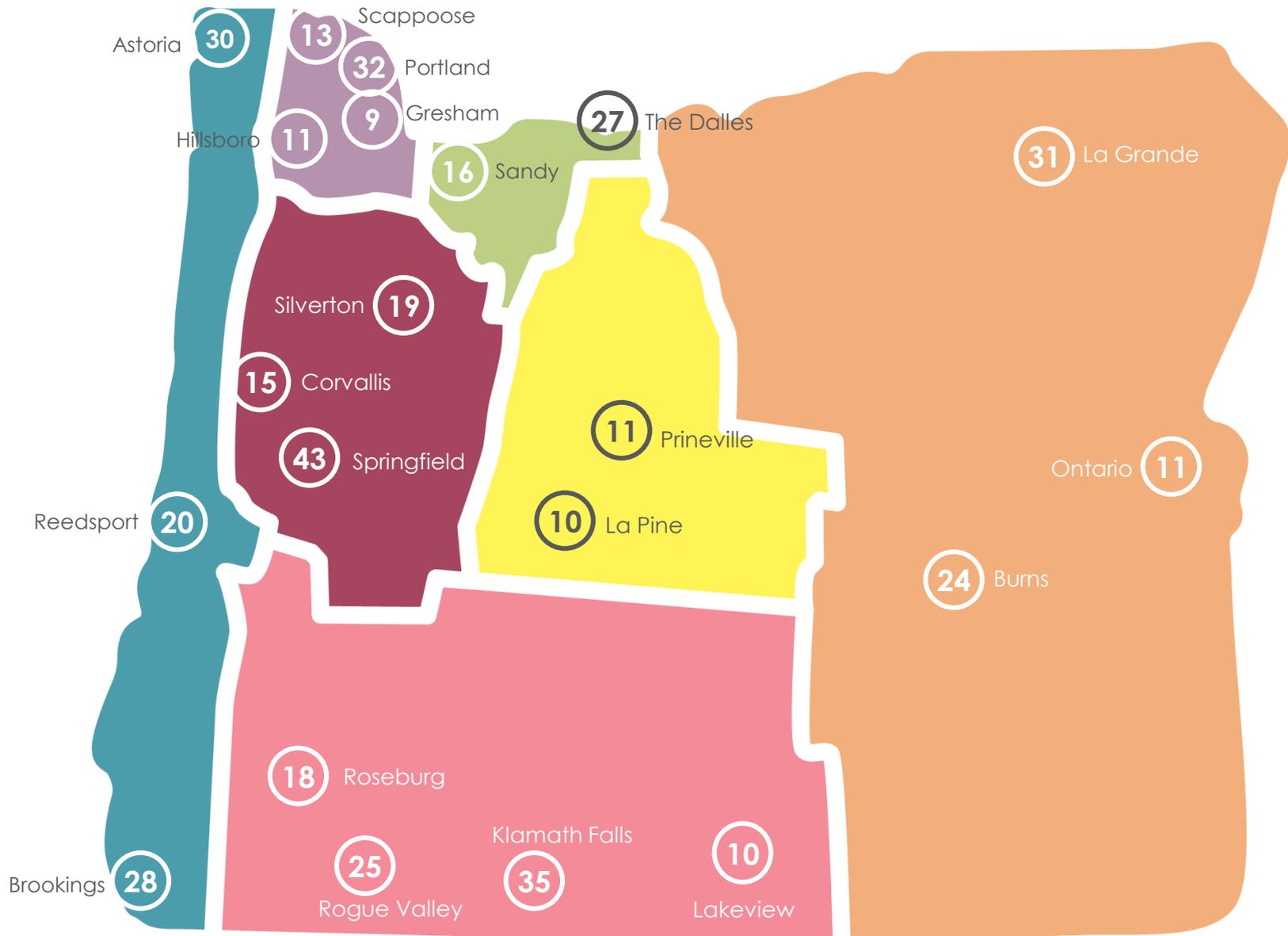
Silverton - May 19

Springfield - Jun 27

Roseburg - Jun 27

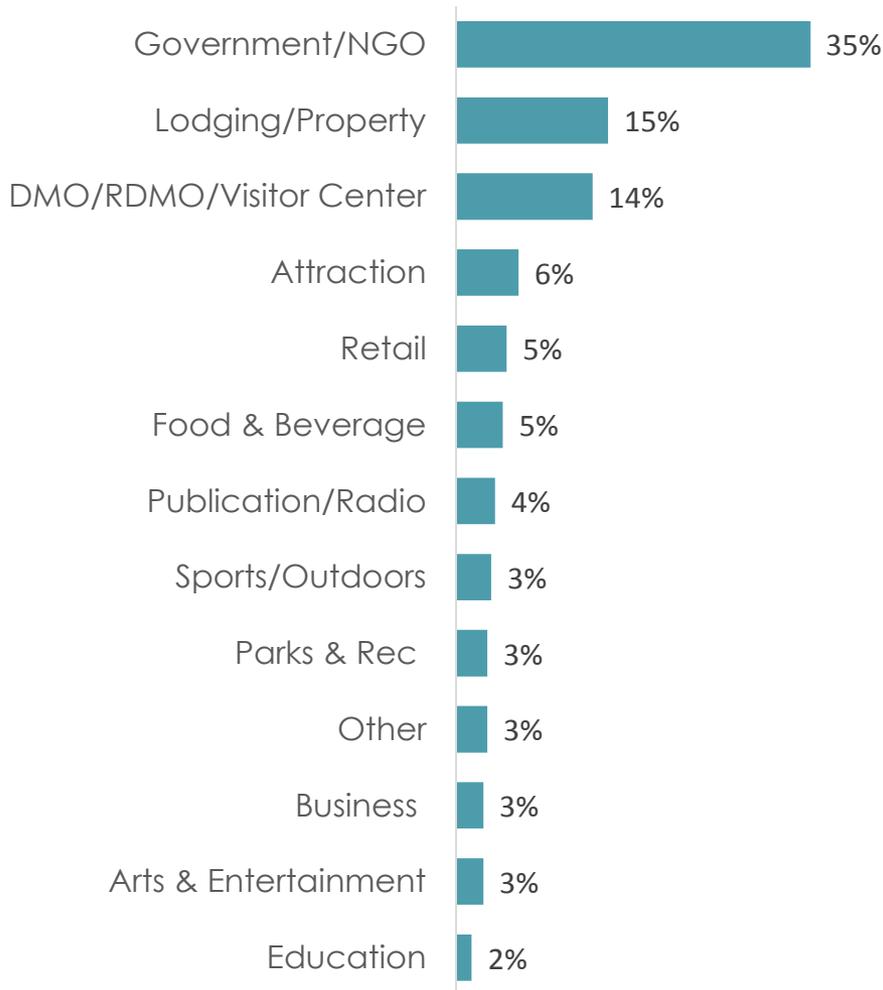
Ashland - Jun 28

# TOWN HALLS: LOCATIONS & PARTICIPATION

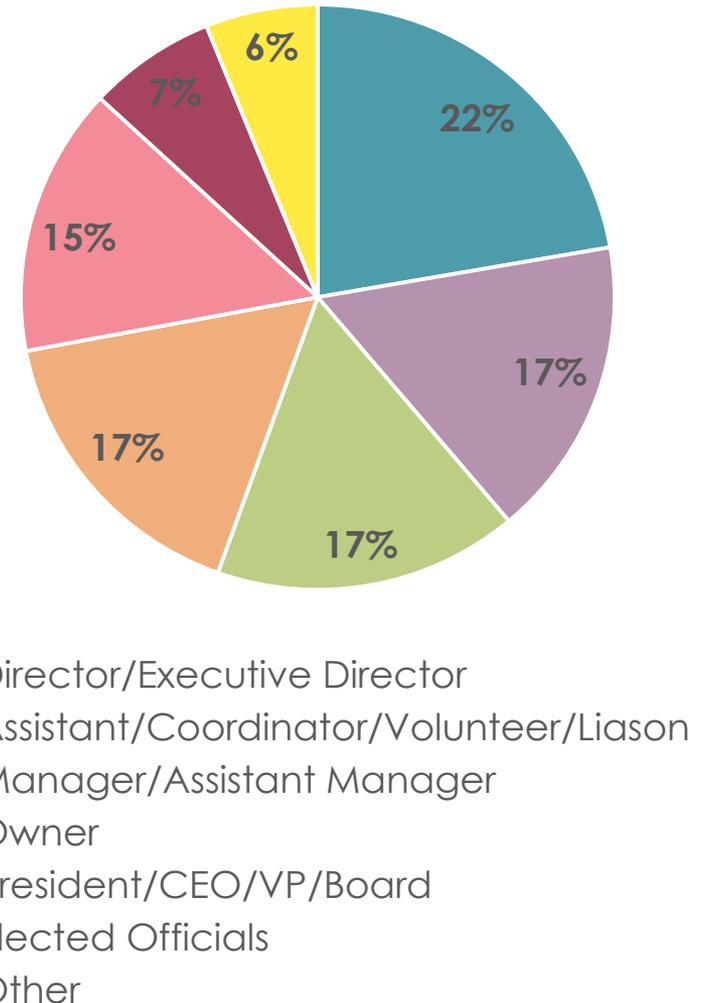


# TOWN HALLS: DEMOGRAPHICS

## Organizational Category



## Organizational Position



# TOWN HALLS: LOCAL PERSPECTIVES

WE'D LIKE YOUR THOUGHTS ON...

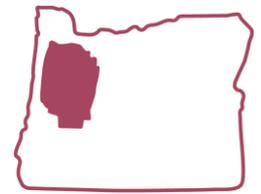


- How engaged are you with the tourism partnering structure?

**Local > DMO > RDMO > Travel Oregon**

- What opportunities/challenges currently face your business or community?
- What excites you about the role tourism plays in your future?
- What 1-3 priorities do you want us to consider as we build the Travel Oregon 2017-2019 strategic plan?

# Willamette Valley



## Development

- Leverage the excitement around existing tourism assets (Wineries etc.)
- Infrastructure is in disrepair
- More focus on agri-tourism
- Increase marketing to enhance their “dot” on the map
- Need for increased hotel/convening space

## Partnerships

- More partnerships between DMOs and chambers of commerce
- Collaboration needed between wineries, vineyards, and farmers markets
- Improve cooperation and cross promotion of lodging, small businesses and small communities
- Assistance with marketing expertise/collateral, especially in rural areas

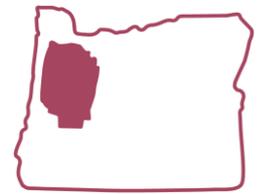
## Seasonality

- Increase tourism in the wet, winter months

## ***Alignment with Regional Stakeholder Findings***

- ✓ Decrease seasonality of visitation
- ✓ Leverage Travel Oregon’s marketing campaigns/programs
- ✓ Some destinations reaching carrying capacity

# Willamette Valley



## Transportation

- Transportation, parking and general congestion are an issue
- Support alternative transportation options (i.e. bicycle tourism)
- Creation of new scenic byway

## Workforce

- Too few staff to market major assets

### ***Alignment with Regional Stakeholder Findings***

- ✓ Capacity to convene and manage projects
- ✓ Congestion reduction and alternative transportation options

# TOWN HALLS: KEY THEMES

## Development

Oregon is blessed with an abundance of tourism assets. Stakeholders want to see **more lodging development in rural areas**, as well as an emphasis placed on **agri-tourism, outdoor adventures and “lesser known” natural attractions**. **Sustainable development, capacity management, and support through focused marketing efforts** were also discussion themes.

## Education

Many communities need help in **educating local leaders on the role of tourism** and its impact on local and regional economies. In addition, **assistance with local marketing/branding and increased frontline staff training** are in demand to foster positive a visitor experience, especially among small businesses.

## Grants

Stakeholders find some aspects of the grant process to be **complicated and limiting**. They would like to see a **more simplified, accessible and inclusive process** that is clearly communicated.

## Partnerships

A rising tide floats all boats. Stakeholders suggest that **more structured partnerships across regions, communities and businesses** could improve the overall tourism economy through **enhanced communication and cooperative marketing efforts**.

## Seasonality

Seasonality puts pressure on Oregon tourism communities. Stakeholders would like to see fewer “peaks and valleys” with an **increased focus on options for winter and shoulder season visitation**.

## Transportation

Improvements to **transportation infrastructure** was a major theme of the regional town halls. Discussions included **mitigation of congestion, improved signage and way-finding**, and pursuing **alternative, car-free, methods of transportation** between rural destinations and attractions.

## Workforce

Ensuring that a **quality tourism workforce** is both available and sustainable is top of mind across the state. **Low wages, lack of affordable housing and fluctuating seasonal populations** were all challenges to attract and retain the workforce necessary for tourism growth.



# THANK YOU

**Stay Engaged**

[Industry.TravelOregon.com](http://Industry.TravelOregon.com)

**Contact Us**

[Industry@TravelOregon.com](mailto:Industry@TravelOregon.com)