



IT'S JUST OREGON.
NO BIG DEAL.



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 DEPARTMENTS & PROGRAMS

Industry & 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

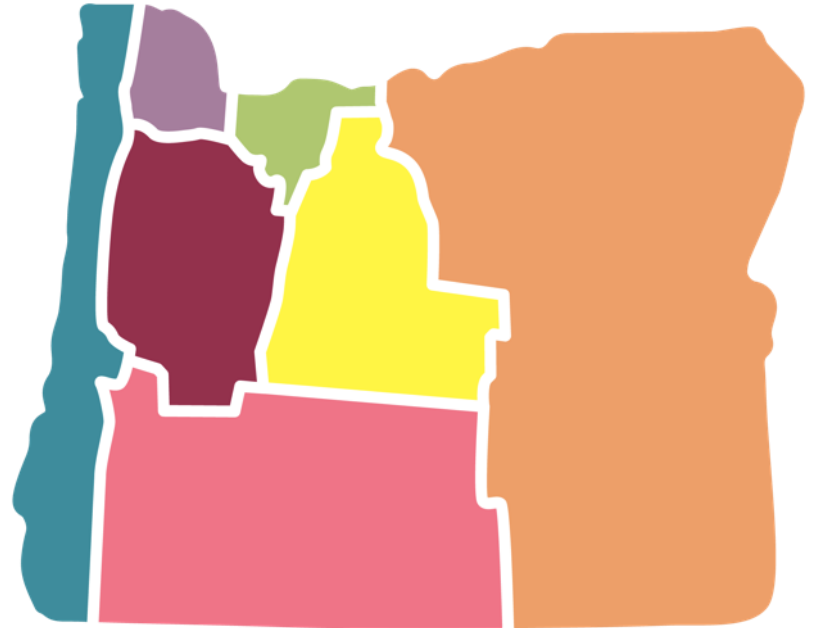
- Domestic and int'l travel trade
- International media
- Target markets: Americas, Asia, Europe and Oceania

Destination Development

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

TRAVEL OREGON STRATEGIC PLAN 2015–2017 IMPERATIVES

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



TOURISM INDUSTRY PARTNERING STRUCTURE

LOCAL

Business, organization and individual



LOCAL

DMO

(Destination Marketing Organization)



REGIONAL

RDMO

(Regional Destination Marketing Organization)



STATEWIDE

Travel Oregon

OREGON'S 7 TOURISM REGIONS



STATE LODGING TAX ... BASIC FACTS

- State tax revenues fund Oregon Tourism Commission which does business as Travel Oregon, the state's tourism agency.
- State lodging taxes are 1.8% of lodging charges incurred. (Raises about \$32 million annually)
- 1% state lodging tax first imposed with passage of HB 2267 (2003). Bill became effective October 7, 2003 under Gov. Ted Kulongoski administration
- July 1, 2016: .8% state lodging tax increase for 4 years, then lowered to a .5% increase (starting July 1, 2020) HB 4146 (2016)
 - 20% – Regional Cooperative Tourism Program
 - 10% – Cooperative Grant Program

NATIONAL IMPACT

- 1 in 9 U.S. jobs owed to tourism
 - 15.1 million jobs
 - \$2.1 trillion industry
- Trade Sector
 - Export \$246 billion
 - Import \$152 billion
 - \$94 billion trade surplus

OREGON TOURISM PERFORMANCE

	In 2003	In 2016	Change
Direct Employment	84,000 jobs	109,500 jobs	+30%
Employee Earnings	\$1.7 billion	\$3.1 billion	+82%
Visitor Spending	\$6.5 billion	\$11.3 billion	+74%
Taxes (State/Local)	\$246 million	\$507 million	+106%

Source: Oregon Travel Impacts, Dean Runyan Associates, 2017

KEY STATE ISSUES

- Achieve the appropriate mix of economic development, natural resource conservation and livability
- Keep Oregon, Oregon

KEY STATE INITIATIVES

- Align and optimize strategies with industry
- Drive business from key global markets
- Facilitate development of world-class tourism product
- Achieve optimal balance of visitation, economic impact, natural resource conservation and livability
- Inspire overnight travel via industry-leading branding, marketing and communications

COAST SPOT



BANDON, OREGON

PONZI SPOT





“Tourism is a job creator on its own, but it’s also essentially the front door of the rest of the economy.”

**- Duncan Wyse
President, Oregon Business Council**

Scott West
Chief Strategy Officer
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