



SUSTAINABLE TOURISM & OREGON'S NATURAL RESOURCES

JULIE MILLER, EXECUTIVE DIRECTOR
TRAVEL SOUTHERN OREGON COAST

ABOUT US

Travel Southern Oregon Coast (TSOC) is the Regional Destination Management Organization (RDMO) for the South Coast

Our mission is to collaborate to enhance economic development through sustainable tourism.



We do that by making strategic investments in development projects, promotions, and relationships that lead to the region becoming a bucket list destination – especially for outdoor recreation enthusiasts.

The area we promote: Reedsport to Brookings and all communities inland through the coast range.

What Sustainable Tourism Means to Oregon's South Coast

There are many terms that float around that may sound similar but refer to something distinct.

Definition of South Coast Sustainable Tourism

Create robust and sustainable local tourism economies by developing authentic experiences for locals and visitors that aspire to preserve, enhance and celebrate the South Coast landscape and culture.

Projects

- Wild Rivers Food Trail
- Land Trust Photo Contest
- Bandon Dunes Championship Events
- Aquatic Safety Program
- Trail Keepers of Oregon
- Regional Biking & Kayaking

Positive impacts

The South Coast had seen job creation, cultural heritage preservation and interpretation, wildlife preservation, landscape restoration, and more.

Whiskey Run Mountain Bike Trails





The Whiskey Run Story

All good things take time, talent and team work.

Whiskey Run Impact

Working Forest

Marrying Tourism with the Environment

32 miles of trail
7293 feet of decent
586 feet of vertical

What We Created

First Trail System of Its Kind on
the South Coast

Positive Economic Impact

Job Creation, Land
Stewardship, Community
Involvement, Economic
Impact

WHISKEY RUN RIDER SURVEY

INTERCEPT SURVEY AT WHISKEY RUN MTB TRAILS. THE FALL 2021 RESEARCH GATHERED INSIGHTS INTO RIDER EXPERIENCES AND FUTURE NEEDS.

Whiskey Run attracts experienced bikers:

82%

were intermediate or expert riders

Bikers spend an average of

3-4 hours

on trails

On average, bikers from outside Coos County travel

184 miles

to ride Whiskey Run

On average, riders from outside Coos County spent

3 nights

in the area

Overall, riders are satisfied with amenities; their top priorities for additional amenities

- Better trail signs and parking
- Expanded Parking
- More trails
- Adding camping/RV sites



- TSOC has taken real Mountain Bikers to create a collection of high-quality videos along with other assets, that will be used to market Whiskey Run Mountain Biking Trails.
- Beginning October 2022 through Summer 2023 and beyond

Whiskey Run Marketing Campaign

Mountain Biker Diversity

Meet the Trail Builder

Meet the Beginner

Meet the Shredder

Meet the Artist

Whiskey Run Marketing Campaign

BUILDING AWARENESS for Whiskey Run Mountain Bike Trails among the Mountain Biker audience

THANKYOU

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**MAKING LOCAL
SEAFOOD EASIER
TO FIND AND BUY**









WHERE'S THE FISH?!



CHALLENGES

FUTURE “COVID - LIKE ISSUES” ARE LIKELY TO CHALLENGE COMMUNITY VITALITY.

-  **Small boat operators** don't have the scale to access marketplace or use infrastructure built for larger operations
-  **Coastal residents** have difficulty accessing locally caught seafood a high value protein source
-  **Visitors** have little means to continue purchasing Oregon Coast product once they leave Oregon
-  Local aggregation and **delivery systems** are inefficient
-  Few **coastal restaurants and food stores** serve locally caught seafood (world-wide phenomenon)
-  **Carbon footprint** of exporting and importing seafood is MASSIVE.

DESTINATION SPENDING & ECONOMIC LEAKAGE

\$792,900,000*

ANNUAL FOOD SERVICES AND FOOD STORES

NORTH

\$327.4 Million

CENTRAL

\$301.9 Million

SOUTH

\$163.1 Million

\$240,000,000

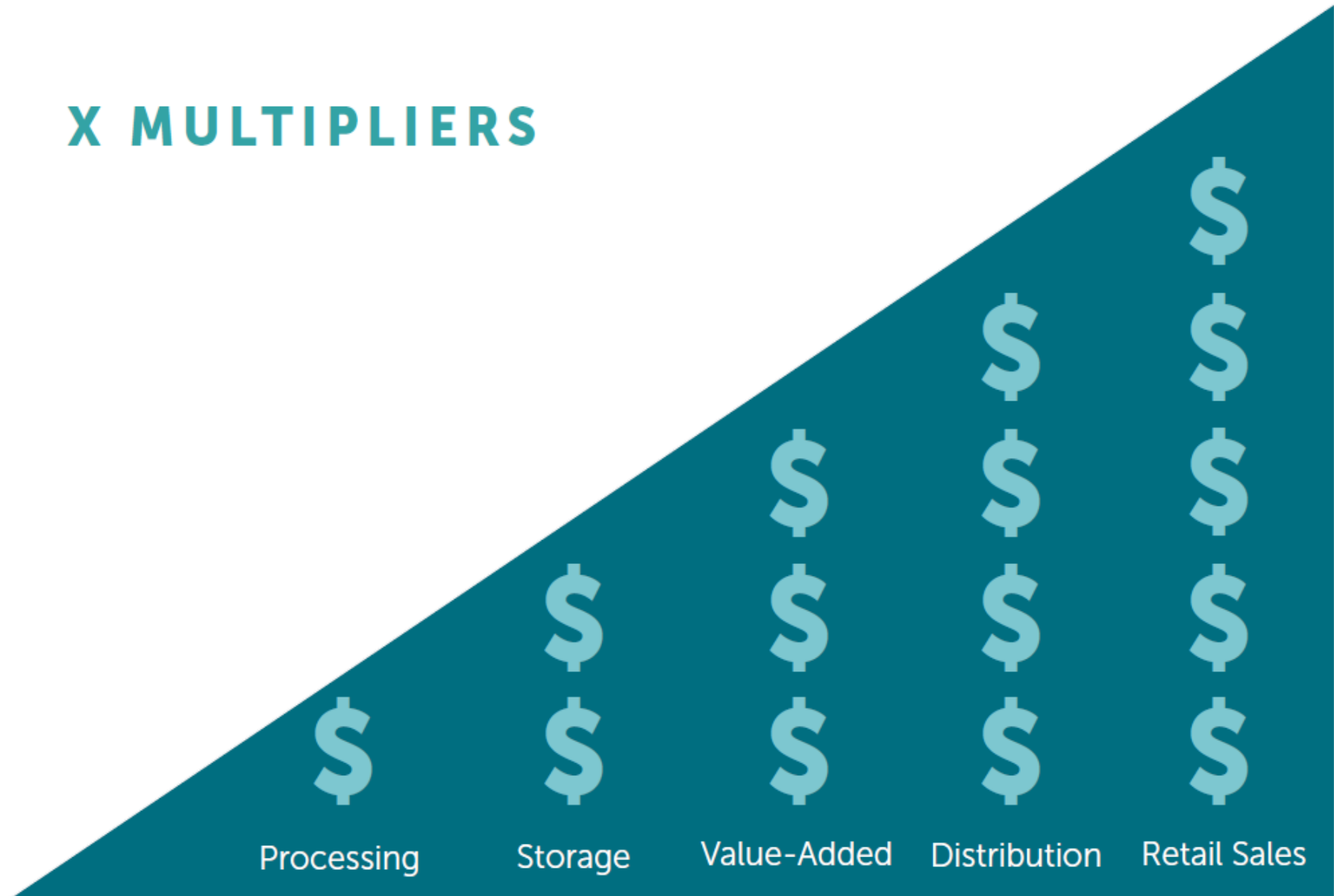
ANNUAL ESTIMATED LOSS TO LEAKAGE

* 2018 Oregon Coast Travel Impacts. Dean Runyon:
Associates



VALUE CHAIN

X MULTIPLIERS



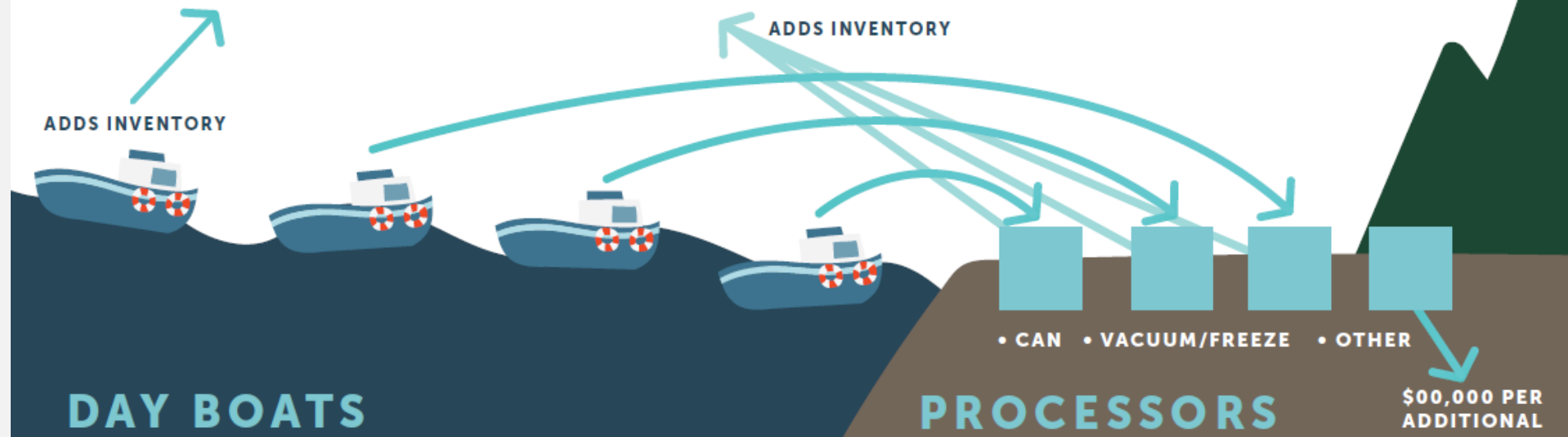
ONLINE SEAFOOD MARKETPLACE

TRACKS INVENTORY

- Rockfish
- Crab
- Cockles
- Tuna
- Lingcod

FINDS PRODUCTS

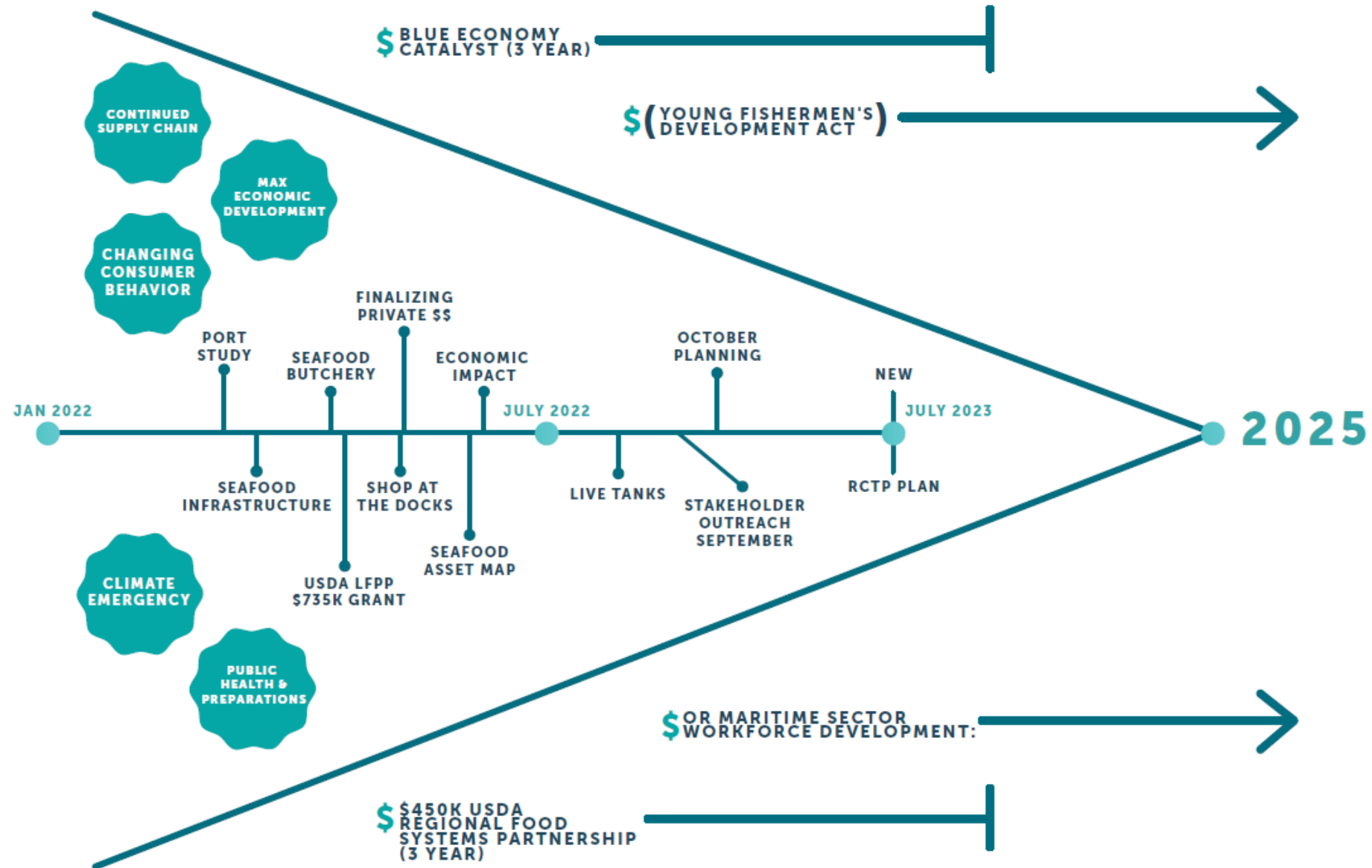
- Home delivery
- Local restaurants
- Retail markets
- Institutions (schools)



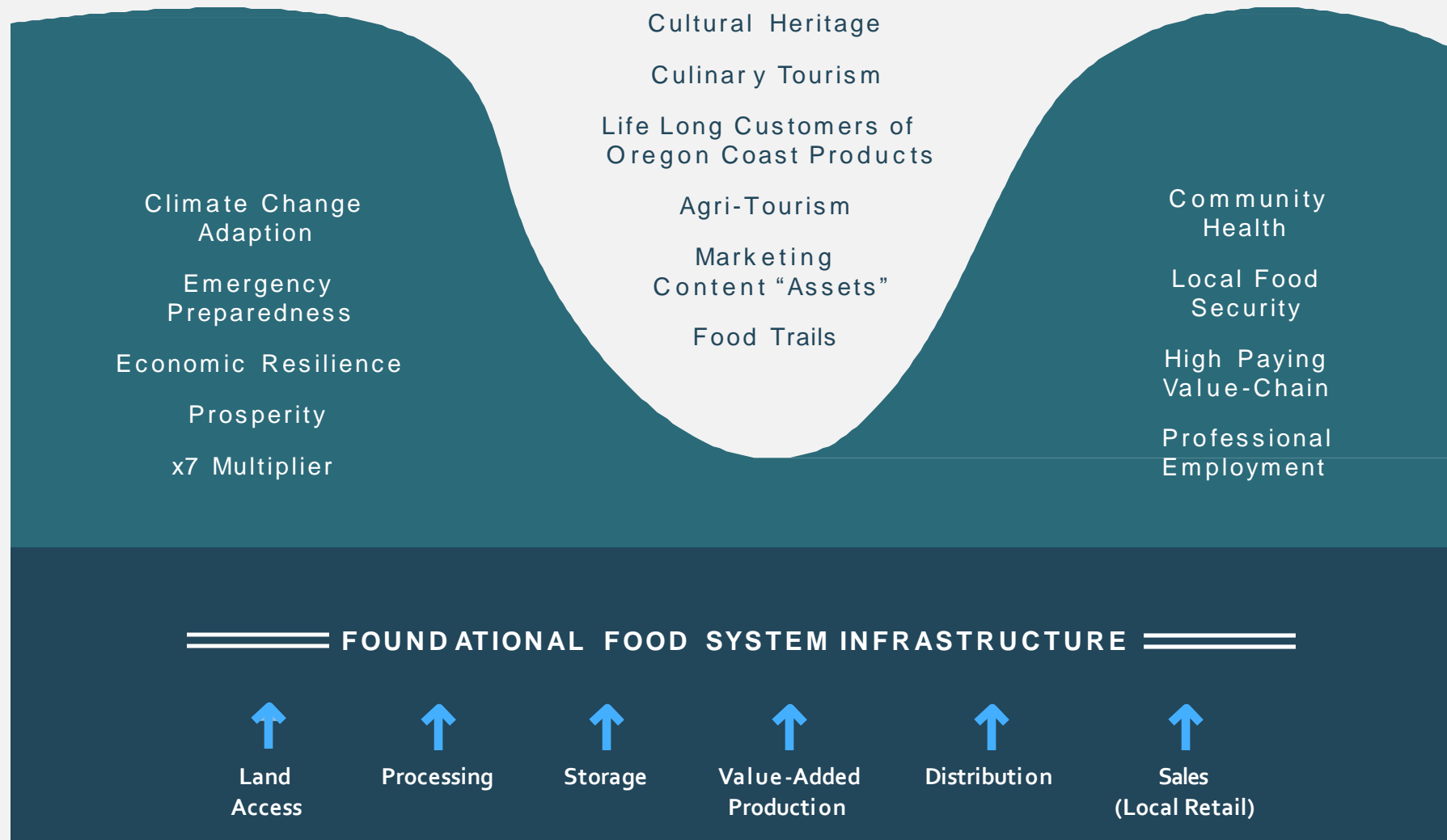
EXAMPLE INVESTMENT COSTS

- 1 \$00.00 Vacuum Seal & Canning Equipment
- 2 \$00.00 Workforce Training & HACCP (per species)
- 3 \$00.00 Software for On-Line Marketplace
- 4 \$00.00 Cold Storage
- 5 \$00.00 Marketing Products
- 6 \$00.00 Seafood Live Tanks
- 7 \$00.00 Coordination of Assets & Resources
- 8 Other

SEAFOOD PRODUCT INITIATIVE



RDMO+ BUSINESS ASSOCIATION_(503C6)



STRONG ALIGNMENTS & PARTNERSHIPS

ECONOMIC DEVELOPMENT AGENCIES

SMALL BUSINESS DEVELOPMENT CENTERS

14 PORT DISTRICTS

STATE & FEDERAL AGENCIES

PRIVATE SECTOR BUSINESSES

FOOD NGO'S

A man wearing a white helmet, sunglasses, an orange t-shirt, and a red backpack is riding a mountain bike through a shallow lake. He is smiling and looking towards the camera. The bike is splashing water, creating a large spray of droplets. The background shows a line of evergreen trees on the left and a grassy hillside on the right under a cloudy sky.

TRAVEL

OREGON

OREGON ECONOMIC DEVELOPMENT ASSOCIATION

OCT. 10, 2022

ABOUT TRAVEL OREGON

The Oregon Tourism Commission (OTC), doing business as Travel Oregon was formed in 1995 and granted semi-independent agency status in 2003 by the Oregon state legislature. Funded by the 1.5% statewide transient lodging tax, Travel Oregon carries out statewide work as the official destination management organization.

A nine-member board of commissioners, including five lodging representatives, three tourism industry-at-large representatives, and one public-at-large representative (ORS 284.107), are appointed by the governor to oversee the agency and approve the budget and strategic plan that directs the actions of the Travel Oregon staff.

VISION

Oregon is a welcoming destination where tourism drives economic prosperity, benefits the natural environment and celebrates rich, diverse cultures.

MISSION

We inspire travel that uplifts Oregon communities. Collaborating with stakeholders and partners to align as stewards of Oregon, we work to optimize economic opportunity, advance equity and respect the ecosystems, cultures and places that make Oregon...Oregon.

COVID-19 PANDEMIC IMPACTS

According to the Oregon Employment Department, from December 2019 to December 2020, the leisure and hospitality sector lost 38.7% of payroll employment, compared with a loss of 9.1% across all Oregon industries. Estimates from Dean Runyan Associates shows in 2021, the Oregon tourism economy recovered 66% of what was lost in 2020:

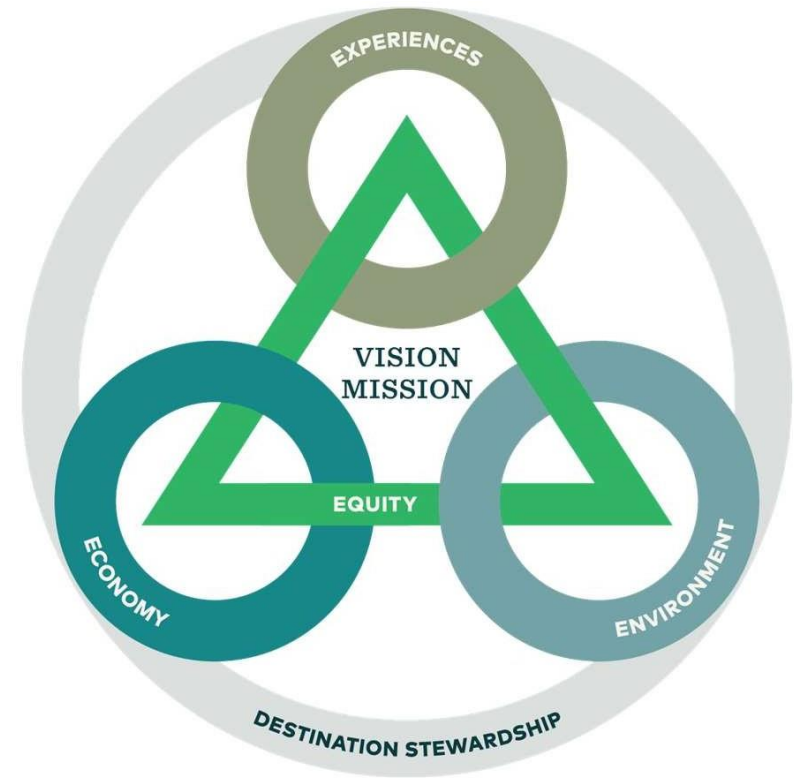
	2003	2019	2020	2021	Absolute change (2003-21)
Taxes (state/local)	\$ 242M	\$ 597M	\$ 416M	\$ 534M	121%
Direct employment (# jobs)	85,600	118,500	92,300	100,700	18%
Employee earnings	\$ 1.7B	\$ 3.8B	\$ 3.1B	\$ 3.5B	109%
Visitor spending	\$ 6.5B	\$ 12.8B	\$ 6.5B	\$ 10.9B	67%

DESTINATION STEWARDSHIP APPROACH

To guide us in achieving the 10-year strategic vision, we have developed a three-pronged approach – the Destination Stewardship Approach – which seeks to balance and meet the economic, environmental and social/cultural needs of a destination, while working in close partnership with the destination's tourism industry and residents.

The three lenses, which make up the approach, will guide our decisions, programming and actions:

- Prosperity Lens
- Racial Equity Lens
- Regenerative Tourism Lens



OBJECTIVES & STRATEGIES

These four interconnected objectives will bring our mission to life – helping us reach our vision with priority strategies.

- Oregon's tourism economy is flourishing.
- Oregon is striving to be a place of equity.
 - Oregon respects the natural environment.
- Oregon delivers remarkable experiences.

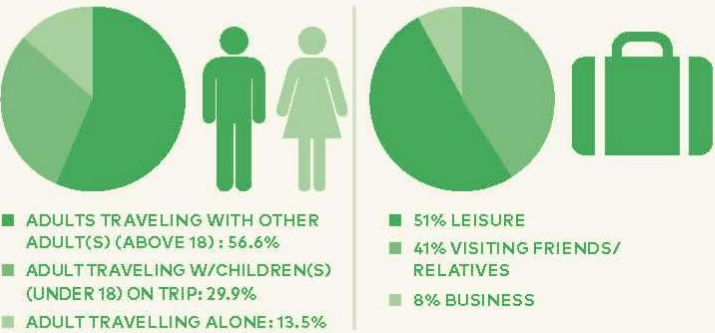


**WHAT ARE YOUR THREE
FAVORITE PLACES AND WHY?**



OREGON'S VISITOR PROFILE

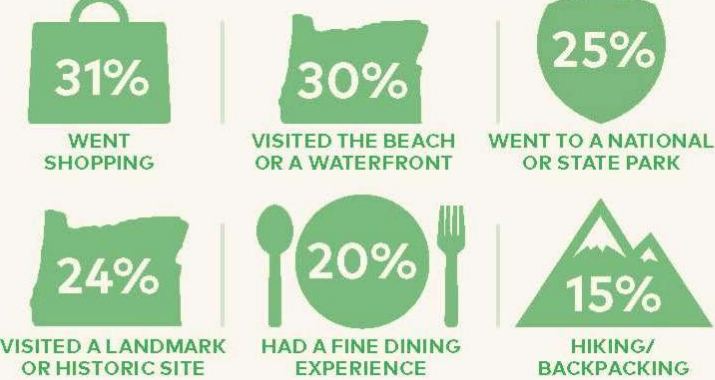
OREGON'S OVERNIGHT VISITORS



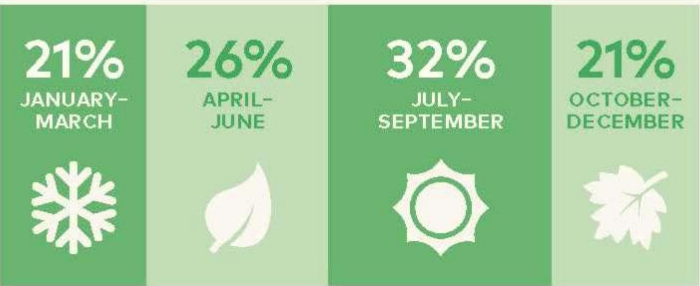
MAIN PURPOSE OF OVERNIGHT MARKETABLE TRIPS



MAIN ACTIVITIES OF OVERNIGHT MARKETABLE TRIPS



SEASON OF TRIP



AVERAGE LENGTH OF OREGON TRIP

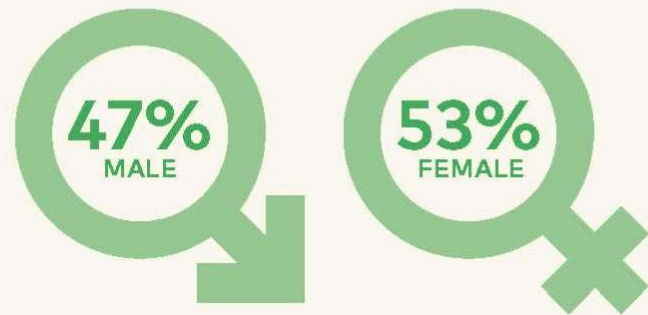
2.9 NIGHTS



TOP 4 TRIP PLANNING INFO SOURCES



OREGON VISITOR GENDER



AVERAGE OREGON VISITOR AGE

47.7 YEARS OLD



TOP TRANSPORTATION USED TO TRAVEL TO/WITHIN OREGON



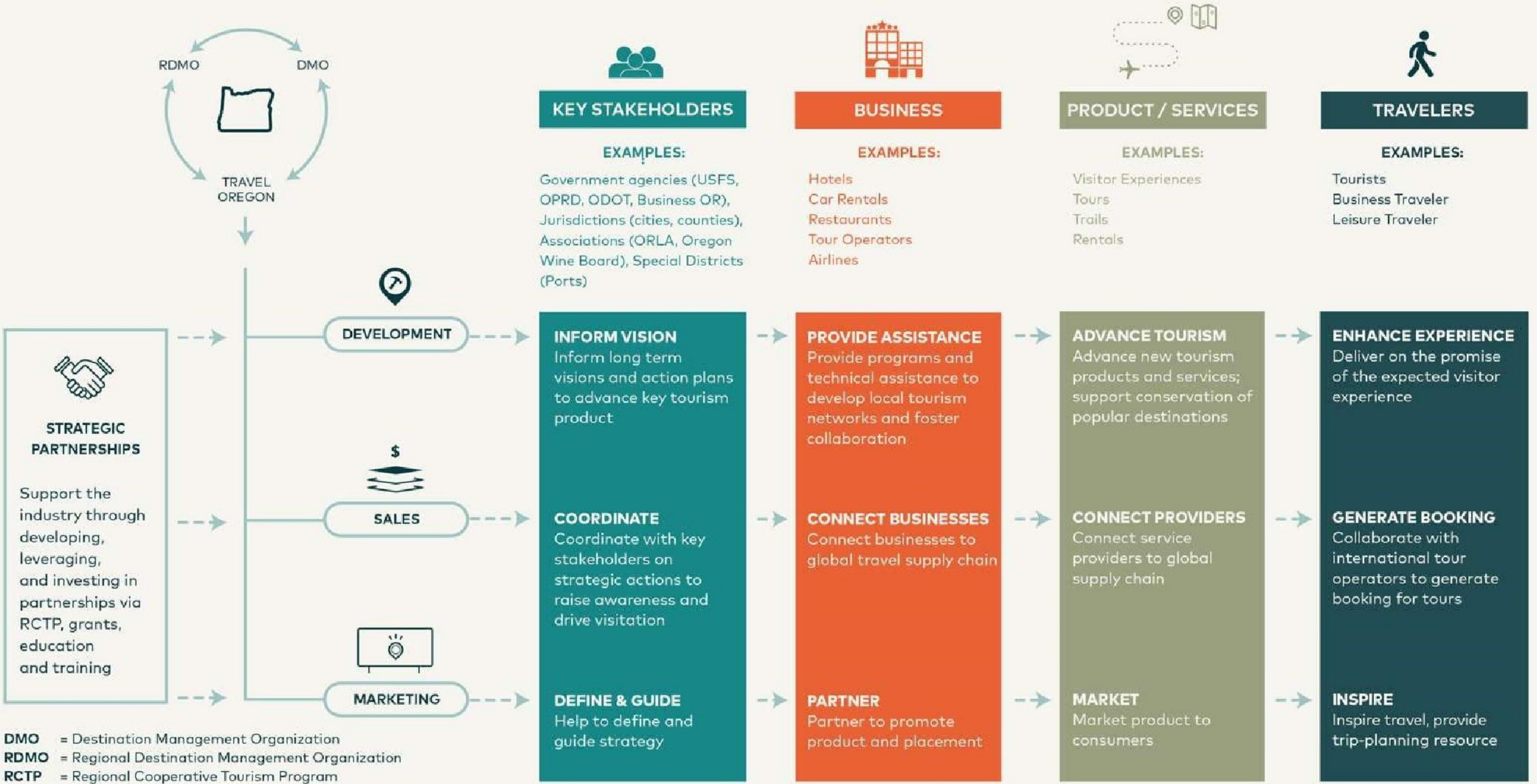
WHO ARE OUR CUSTOMERS?







TRAVEL & TOURISM ECOSYSTEM





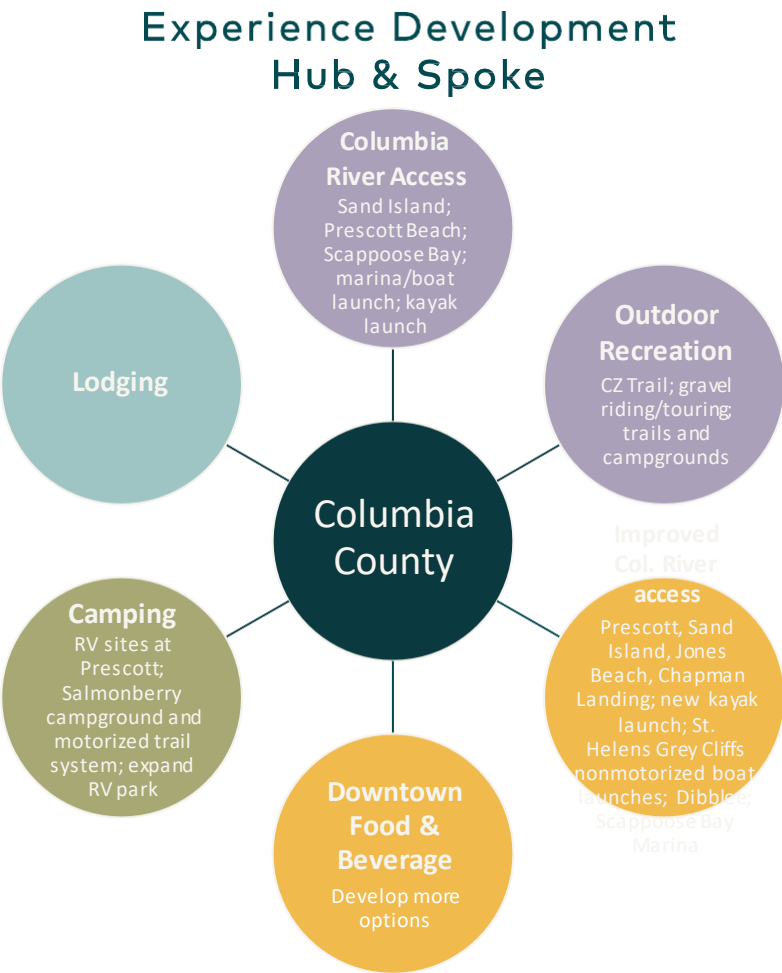
DESTINATION DEVELOPMENT

The Destination Development department serves to foster the development of robust destinations that offer authentic, world-class experiences for all travelers, while preserving, enhancing, and celebrating local assets and culture.

DESTINATION ENGAGEMENT STUDIO PHASES



DESTINATION ASSESSMENT & EXPERIENCE DEVELOPMENT



STRATEGIC ALIGNMENT W/ DOWNTOWN & MAIN STREET

- Remain focused on bolstering key tourism products and experiences that will aid in destination recovery and resiliency – with a deep dive into Main Street & Downtowns
- Partnering with Oregon Main Street program and other state and local partners.



LOCAL TRANSIENT LODGING TAX

GROWTH

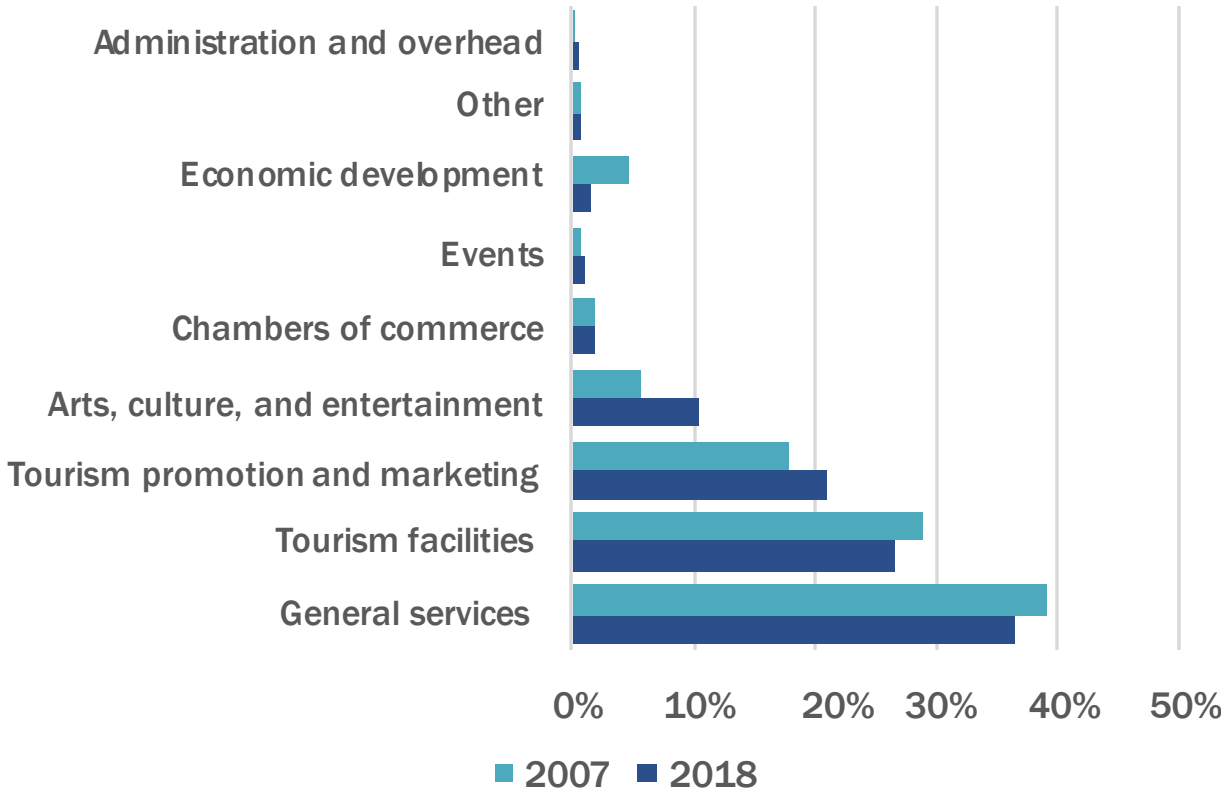
Participating Jurisdictions, 2007 and 2018

TLT Collections							Change in Revenue 2007 to 2018		
2007				2018					
Region	Jurisd.	Revenue	Percent of Total	Jurisd.	Revenue	Percent of Total	Amount	Percent	Share
Portland Region	14	\$44,592,764	49%	10	\$108,187,634	53%	\$63,594,870	143%	4%
Coast	21	\$15,330,773	17%	25	\$35,796,438	18%	\$20,465,665	133%	1%
Willamette Valley	16	\$11,367,624	13%	27	\$24,746,733	12%	\$13,379,109	118%	0%
Central	7	\$7,922,198	9%	8	\$18,622,491	9%	\$10,700,293	135%	0%
Southern	9	\$7,812,564	9%	11	\$9,374,451	5%	\$1,561,887	20%	-4%
Mt. Hood & Gorge	4	\$944,428	1%	7	\$4,172,100	2%	\$3,227,672	342%	1%
Eastern	10	\$2,939,914	3%	13	\$3,395,614	2%	\$455,700	16%	-2%
Total	81	\$90,910,265	100%	101	\$204,295,461	100%	\$113,385,196	125%	-



LOCAL TRANSIENT LODGING TAX BY PROGRAM CATEGORY

Participating Jurisdictions, 2007 and 2018



TOURISM RELATED FACILITY

ORS 320.300(9) and ORS 320.350

Tourism-related facility "means: (a) A conference center, convention center, or visitor information center; and (b) Other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities." ORS 320.300(9).

A man wearing a white helmet, sunglasses, an orange t-shirt, and a red backpack is riding a mountain bike through a shallow lake. He is smiling and looking towards the camera. The bike is splashing water, creating a large spray of droplets. The background shows a line of evergreen trees on the left and a grassy hillside on the right under a cloudy sky.

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