



TRAVEL



OREGON

Harnessing the Power of Tourism

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6.6.2019

MISSION & VISION

MISSION

We inspire travel that drives economic development. Through innovation and partnerships, we share the stories of Oregon's people and places, deliver world-class experiences, strengthen the industry and ensure the preservation of Oregon's way of life and its natural places.

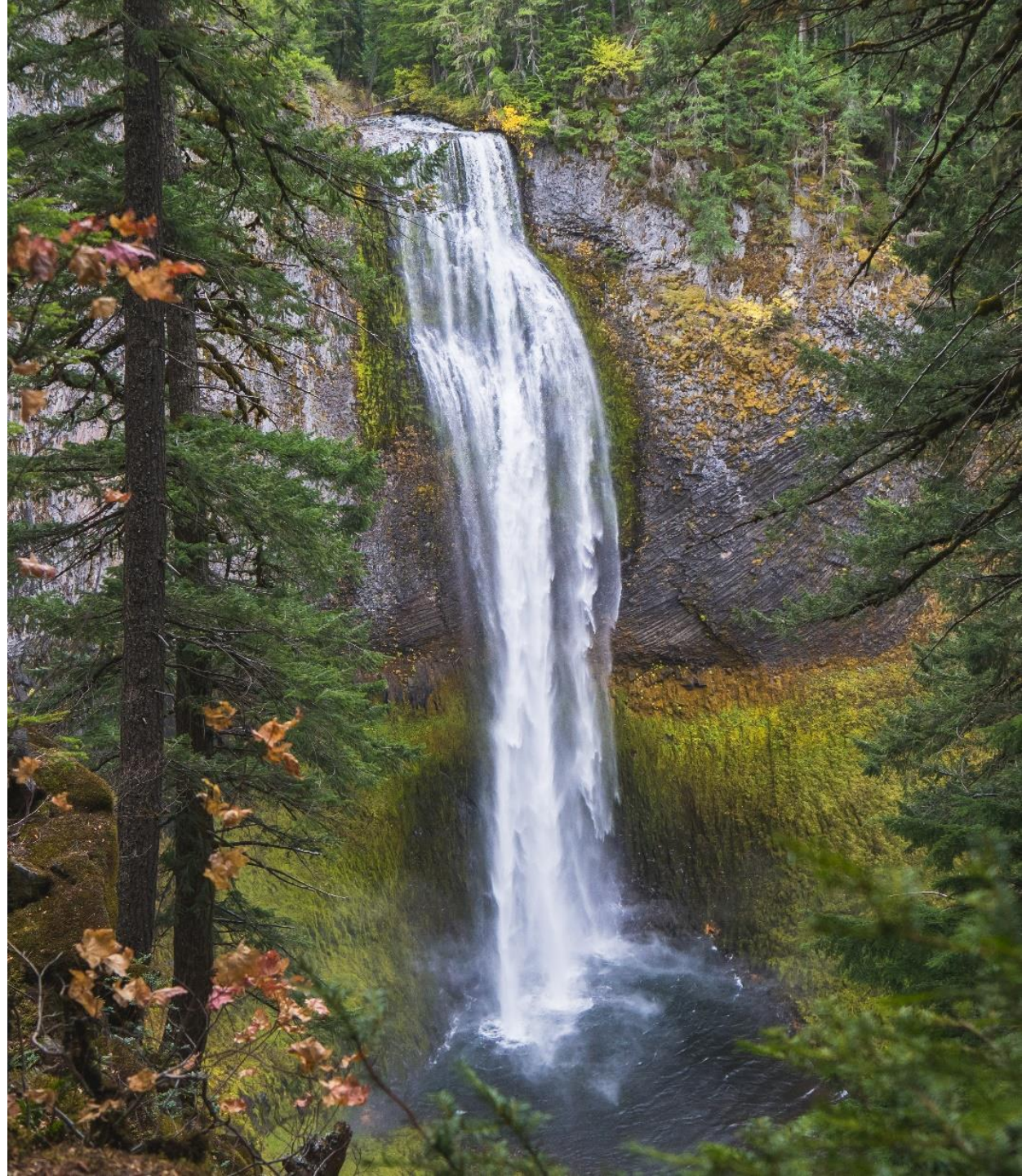
VISION

A better life for all Oregonians through strong, sustainable local economies.



DEPARTMENTS

- Global Marketing
- Global Sales
- Strategic Partnerships
- Destination Development
- Operations



FUNDING MECHANISM

2003 LEGISLATION (HB 2267)

- Enacted 1% statewide lodging tax

2016 LEGISLATION (HB 4146)

- Increased statewide lodging tax from 1% to 1.8%
- Directs 20% of resource to a Regional Cooperative Tourism Program
- Directs 10% of resource to a Competitive Grants Program

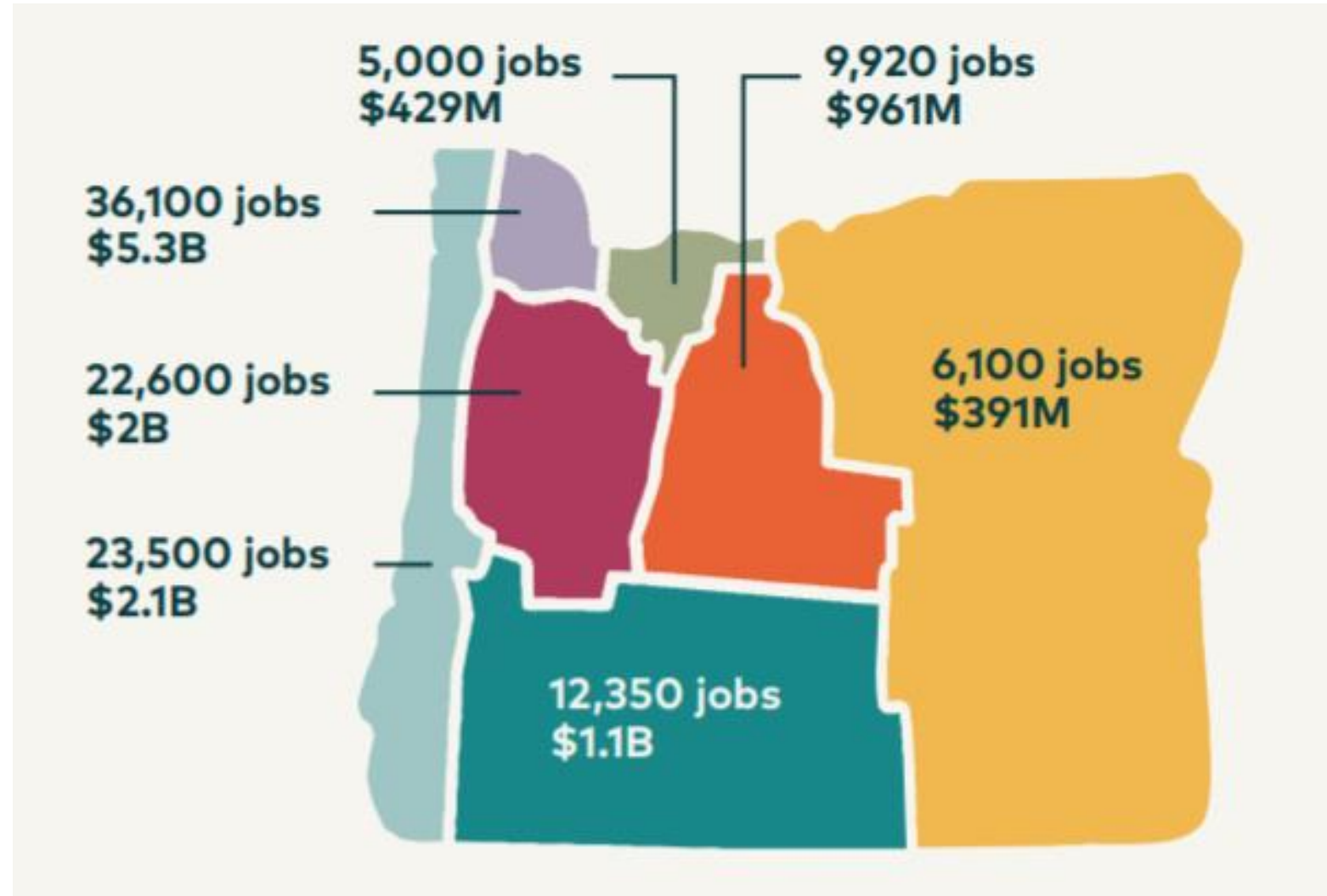


TOURISM MEANS BUSINESS

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

TOURISM CREATES JOBS AND ECONOMIC IMPACT ACROSS THE STATE

Tourism directly generates more than 115,400* jobs in Oregon — with secondary impacts that create another 60,000 jobs in food services, construction, manufacturing, transportation and other sectors



TRAVEL MATTERS



JEFF KNAPP

Visit McMinnville

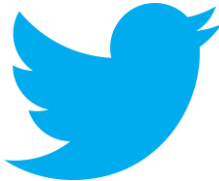
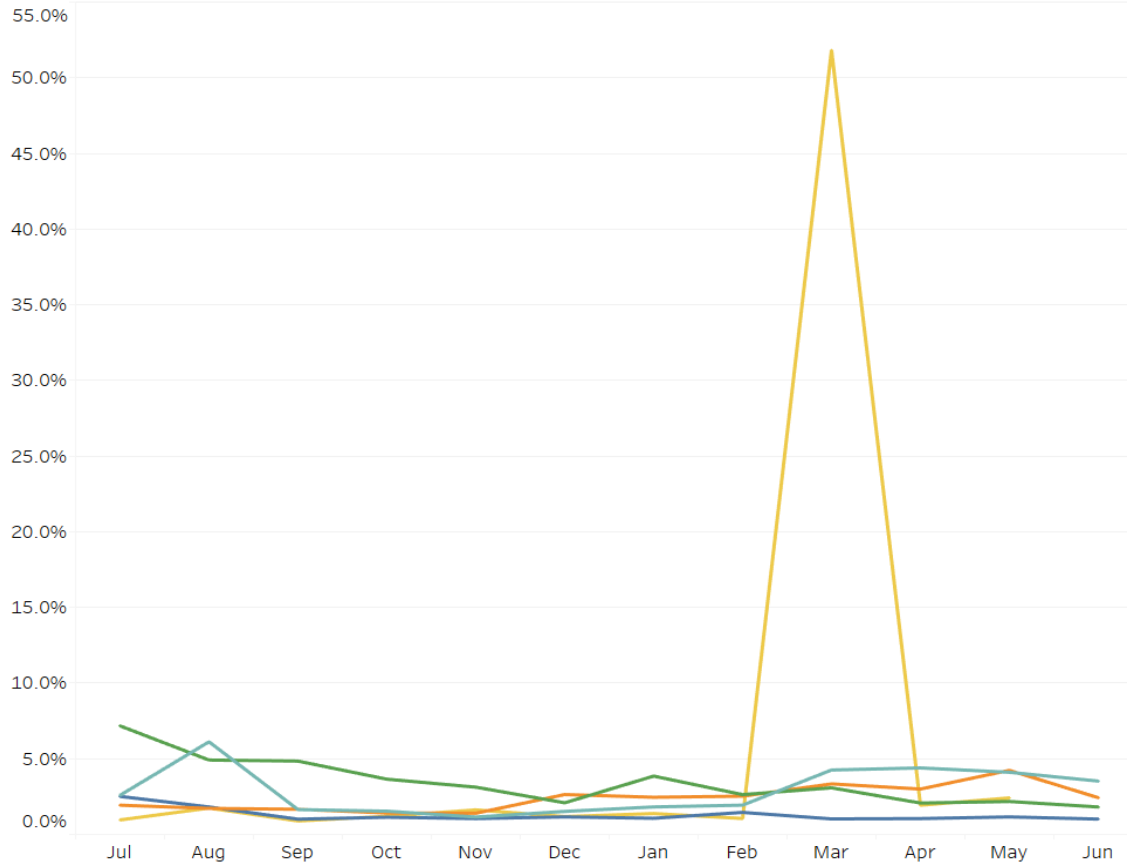
DRIVING TOURISM THROUGH INSPIRATIONAL MARKETING CAMPAIGNS

- In spring 2018, Travel Oregon launched their new spring advertising campaign called “Only Slightly Exaggerated.”
- Focused on outdoor travel, breaking away from traditional, photo-driven tourism marketing with whimsical cinematic, technicolor animation to evoke what photography sometimes cannot – the magical feeling of being in Oregon.
- This fresh new approach is in keeping with Travel Oregon’s goals to stand out in the tourism market place and breakthrough market clutter with innovative campaigns that no other state tourism agency is attempting.
- The fanciful, artful animation features Oregon’s majestic and diverse range of outdoor adventures in all the state’s seven tourism regions – from mountain biking the North Umpqua River to swimming at Trillium Lake to hot air ballooning over Willamette Valley wine country.

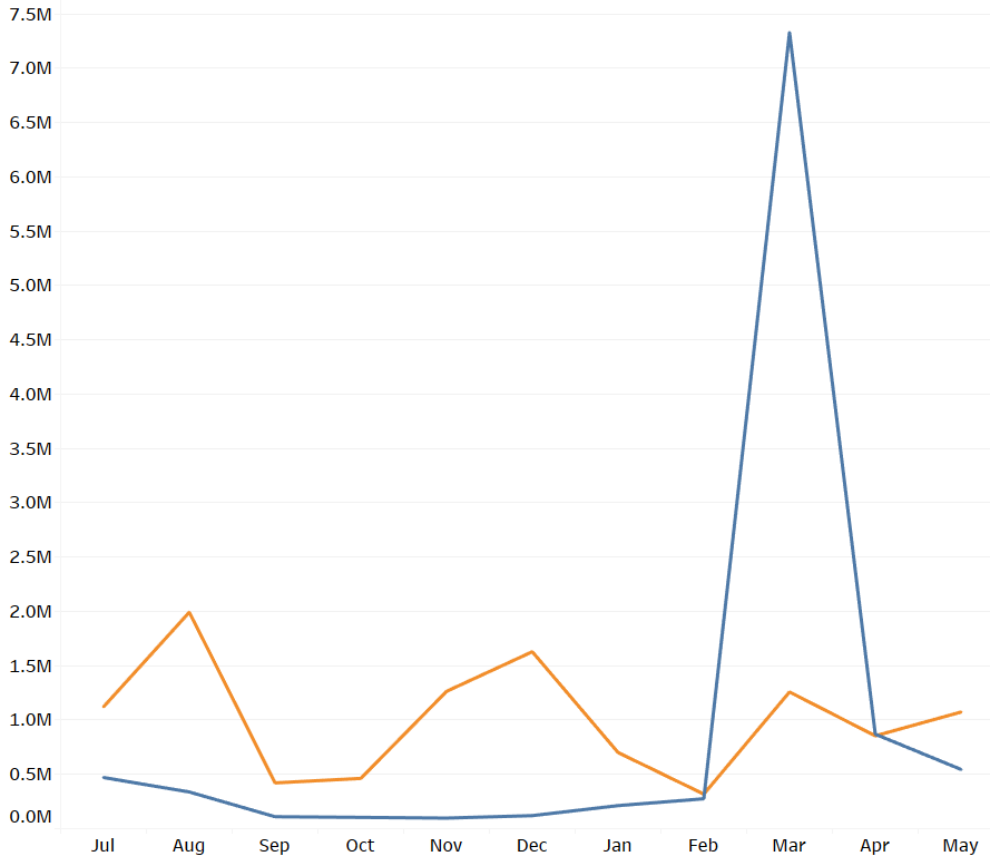
OREGON, ONLY SLIGHTLY EXAGGERATED



THE RESULT?





Average Twitter Engagement



Facebook Organic Reach
Facebook Paid Reach

THE RESULT?

 **Jessica Martinez** WHAT A CRAZY STUNNING AD!! I've never been to Oregon but now I want to visit! Thank you for making such a work of art 🙌🙌🙌🙌 This ad deserves all the awards 🏆


Like · Reply · 4h  1

 **Anne Crouchley** I can't watch this without tearing up at the end

Like · Reply · 21h   4

 **Travel Oregon** Oregon tends to have that effect on us too, Anne.

Like · Reply · 14h

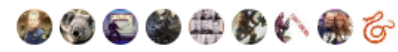
 **Lisa Foiles** [@LisaFoiles](#) [Follow](#)

Born in Portland. Be jealous. #Oregon

 **Only Slightly Exaggerated | Travel Oregon**
Based on actual events. More or less.
[youtube.com](https://www.youtube.com)

11:10 PM - 12 Mar 2018

1 Retweet 35 Likes



8 1 35

 **Andy Baio** [@waxpancake](#) [Follow](#)

Replying to [@heyalexexi](#) [@TravelOregon](#) and 4 others

Amazing! Who do I have to kill for HD desktop wallpapers for these images?



12:10 PM - 12 Mar 2018

3 Retweets 14 Likes



1 3 14

SOCIAL MEDIA



traveloregon • Following
Lithia Park

traveloregon We regret to inform you that summer is overrated. Follow the link in our bio to find your next trip idea.

Load more comments

bellabunnell @onceuponawine_ it is! #homegrownoregonian

traveloregon @sandrapisarski this is a 2D animation. We're happy you're enjoying Oregon's magical artwork.

turistatravel N

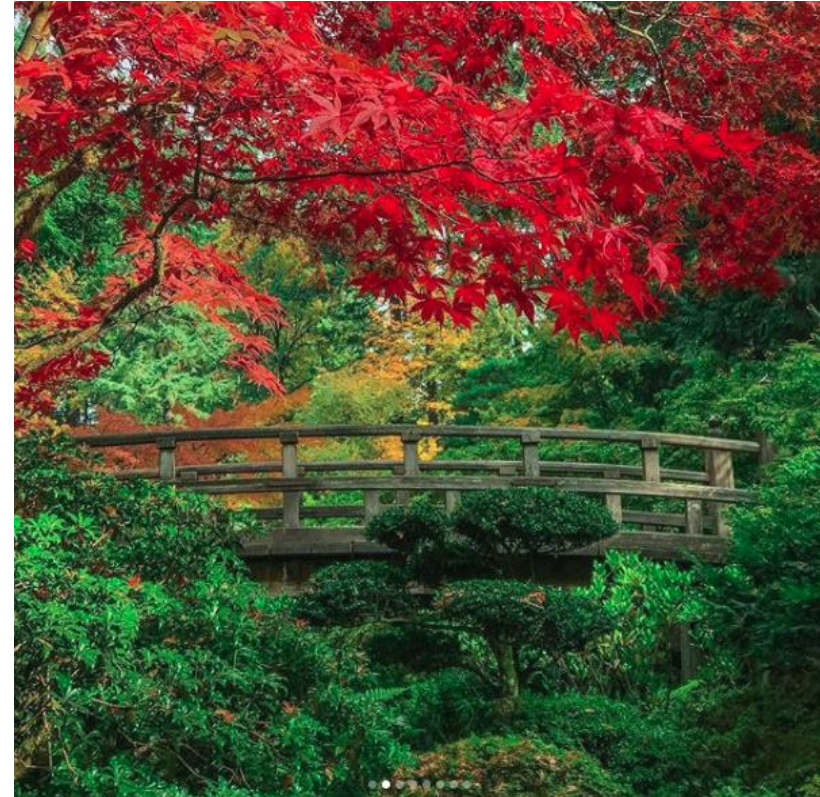
turistatravel Nice



3,694 likes

OCTOBER 15

Add a comment...



traveloregon • Following

traveloregon Lithia Park inspired us this week for good reason. Find fall colors across the state (while supplies last). Share your Oregon fall foliage photos with #ORFallFoliage.

.

Lithia Park 📍: @seanbagshaw; Portland Japanese Garden 📍: @_ks1111; Clear Lake 📍: @estlinhais; Silver Falls State Park 📍: @philip.koehler; Willamette National Forest 📍: @chaney; Mt. Hood 📍: @zacprovantphoto; Steens Mountains 📍: @johndalephotography; Sass Winery 📍: @pecheney

Load more comments

lianmitchell @george_ezra fall feels 🍂

zhubikenov.adil Cool photo 🍂 the



8,746 likes

OCTOBER 16

Add a comment...



POSTERS



laurenwaldner • Follow

Cannon Beach, Oregon

laurenwaldner There were no sky ships at the Oregon Coast. Slightly disappointed. #onlyslightlyexaggerated #traveloregon #oregoncoast #oregon #cannonbeach @traveloregon

jomoo007 Even the BBC has had trouble capturing the graceful of those fine creatures

jomoo007 Gracefulness* lol

thatadventurelife Great photo 🍌

angiwildt Just go a little North to the Columbia. The shelf is long going off the beaches. No room for ships

oregon_mia_ Lolllllol

oregon_mia_ Lolllllol

ethanpatrickshaffer ❤️❤️❤️

bblgbal @gracken.biz



1,091 views

2 DAYS AGO

Add a comment...



OREGON MURAL TRAIL





OREGON TOURISM STUDIOS



OREGON TOURISM STUDIOS The Oregon Tourism Studio program helps communities to increase their economic vibrancy by improving their appeal as a destination.

Through the Destination Development team, helps communities cultivate regional visions; identify strategies to harness the power of tourism; and develop unique experiences in culinary and agritourism, outdoor recreation, bicycle tourism, cultural heritage tourism and more.

OREGON TOURISM STUDIOS

Travel Oregon offers three types of Oregon Tourism Studios:

Rural Tourism Studios provide rural communities with support for growing tourism based on their unique offerings.

Destination Management Studios assist communities with strong tourism demand that may be vulnerable to negative impacts from high visitation.

Tourism Experience Studios are a one-to two-day workshop to develop and market unique tourism products.



STUDIO OUTCOMES

- An engaged and connected community
- A 15-year vision
- Key impact areas and priority action steps
- Direct investment and technical assistance from Travel Oregon



MARKETING OUTCOMES

Tourism studio communities receive:

- Enhanced listings on [TravelOregon.com](https://www.traveloregon.com)
- Up to 3 trip ideas that showcase workshop outcomes
- 1-2 day photography shoot
- A subregional landing page and related city pages on [TravelOregon.com](https://www.traveloregon.com)



EXAMPLE TRIP IDEAS



Things To Do » Trip Ideas » Favorite Trips » 3 Days of Four Rivers Flavors

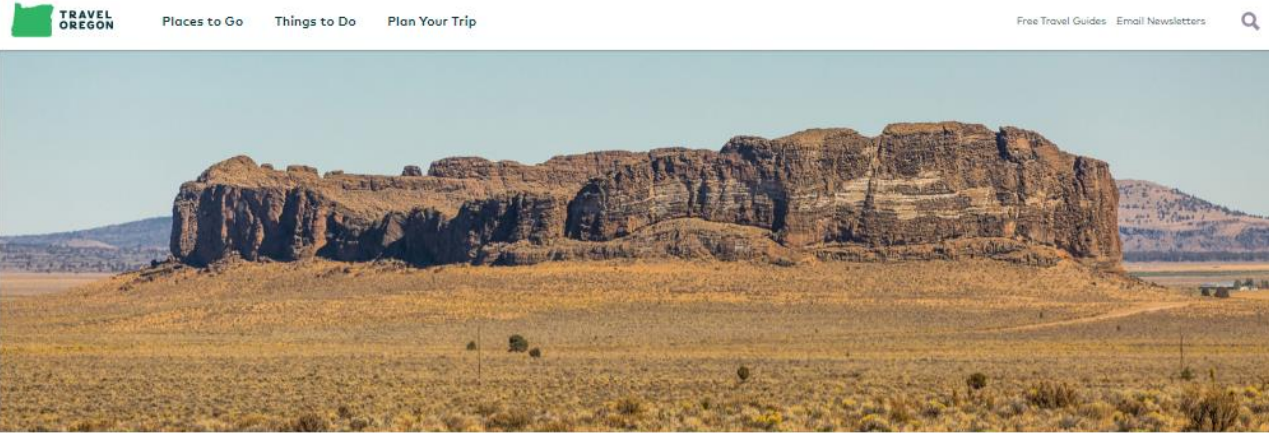
© Eriogonum perennials by Dawn Talbott

3 DAYS OF FOUR RIVERS FLAVORS

Sachie Yorck, Author
January 18, 2019

Out here on Oregon's eastern border, where four mighty rivers converge in one valley, a cache of culture and creativity thrives. Maybe it's because the vast landscape is so inspiring — a place where nature abounds and history runs deep. Imagine the quiet inspiration that unfolds when you hear the echo of a fishing line dip into a glassy lake, or when you walk alongside the original wagon ruts of Oregon Trail settlers.

This is the western Treasure Valley, a destination so special and unique that it lives in its own time zone from the rest of Oregon. It's known as the Four Rivers subregion, thanks to the Snake, Malheur, Owyhee and Payette rivers that feed the land. You could spend a lifetime exploring the valley's great riches — and many generations have — but for this itinerary, enjoy three days of happy discovery.



Things To Do » Trip Ideas » Favorite Trips » Great Adventures in Oregon's Outback

© Fort Rock

GREAT ADVENTURES IN OREGON'S OUTBACK

Sachie Yorck, Author
Jak Wonderly, Photographer
January 18, 2019

Something clicks when you first lay eyes on Oregon's Outback. These wide-open skies and vast high desert can be pretty inspiring. Suddenly you're ready to hike the inside of an ancient volcano or ride a remote world-class mountain bike trail. Your hours are soon spent exploring a national forest, an off-the-grid resort or shops filled with Old West memorabilia. Worries fade away and ambition kicks in. And after a day of outback adventures, there's nothing like soaking in a natural hot spring under a starlit sky.

Welcome to your next great adventure. Spend three days (or more) in this land of basin and range, history and innovation, culture and quiet. Follow this itinerary for an extraordinary escape.





SIGNATURE PRODUCT DEVELOPMENT



OREGON
food trails

BACKGROUND

- Everybody eats
- The Oregon bounty is real
- Tourism is trending towards experiential



BACKGROUND

- Travel Oregon did not invent food trails
- 4 tourism studio communities submitted grants for food trails in 2018
- We saw an opportunity to reduce noise and create consistency



THE SOLUTION

- Define the concept
- Create product templates
- Develop a methodology



THE CONCEPT

- Create a statewide brand
- Establish eligibility requirements
- Identify local competitive advantage
- Outreach and engagement
- Wrangle content
 - Business listings
 - Example itineraries
 - Photo shoots





Wild Rivers Coast FOOD TRAIL

THE OREGON COAST



**BERRIES, SEAFOOD,
SCENIC LANDSCAPES**



TRAVEL TIPS

- The Wild Rivers Coast Food Trail is open to visitors throughout the year and is designed to explore at your own pace – you are welcome to start and finish wherever you like. To ensure a positive experience, please review the hours of operation for each business listed in this brochure and note when it is best to call ahead before arriving.
- High season varies per business but is typically **June - Nov**. Seasonality of key products is listed below:
 - Blueberries are normally at their best from July to Aug.
 - Cranberries are often available from mid-Oct. to early Dec.
 - Pumpkin patches are usually open from late Sept. to late Oct.
- The working farms along this trail provide some of the most unique and personalized experiences. As a visitor, we ask that you respect the invitation to enter each property and be cautious around farm animals and equipment. Kids should not play unsupervised and you should be prepared to follow any site-specific rules.
- Interested in a guided tour to experience the Wild Rivers Coast Food Trail? South Coast Tours offers day tours along the entire trail. Learn more at SouthCoastTours.net.
- Your experience along the Wild Rivers Coast Food Trail should not end when you leave the area. We encourage you to bring a taste of your journey back home to share with friends and family as a reminder of the bounty available along Oregon's Wild Rivers Coast.



OREGON
food trails



TRAVEL
OREGON



BERRY BYWAY ITINERARY PORT ORFORD TO BANDON

Ramble along the berry trail from Port Orford to Bandon for a bucketful of sweet tastes.

A morning start at **Port Orford Community Co-op** yields a delightful harvest of picnic provisions, including organic meat, fresh catch and seasonal produce like sun-kissed, handpicked strawberries, raspberries and blackberries from **Valley Flora Farm**. Head north on U.S. 101 to **Peters Cranberries** farm stand in Sixes for fresh, tart, sustainably grown cranberries as well as jams and berry vinegars to take home.

Plan on a late breakfast at **The Spoon** in Langlois with griddle-hot pancakes and French toast drizzled in locally made cranberry syrup. Next door, the **Floras Creek Coffee Company's** house-roasted local mocha will fuel your hunt for sweet blueberries at family farms like **Valentine Blueberries**, **Twin Creek Ranch** and **Jensen's Blueberries**.

Spread your picnic blanket in the sunshine at **Dragonfly Farm & Nursery** in Langlois and enjoy a post-lunch stroll through the verdant grounds and greenhouses where you can pick out young blueberry bushes to plant at home.

In Old Town Bandon, quaff a fruity pre-dinner drink at one of the local watering holes — fruit wine at **Bandon Wine Company**, cranberry rum at **Stillwagon Distillery** or a cranberry cider at **Bandon Brewing Company**.



SEAFOOD SEARCH ITINERARY BROOKINGS TO GOLD BEACH

This culinary treasure trek starts with made-from-scratch bagels and steaming coffee at First Rise Baking Company in Brookings.

Thus well provisioned, head out for a two-hour exploration by kayak with **South Coast Tours**. Fish from the boat, forage for mussels and edible seaweeds, or just enjoy bird watching in the refreshing sea breeze. Post-paddle lunch options include fresh-caught rockfish, crab and clams at Brookings' **Catalyst Seafood Restaurant and Lounge** or the Fishermen's Panini-melt with a side of garlic fries at **Barnacle Bistro** in Gold Beach. The **Arch Rock Brewing Company** tasting room pours seaside sips of lager, pales and porters and growlers to go. Don't miss **Fishermen Direct Seafood** with freshly canned albacore tuna and salmon to take home.

In Port Orford, visit the working waterfront to see the unique dolly dock lifting boats in and out of the water by crane. Fish from the beach in the pretty cove around Battle Rock or watch for great grey whales.

Net your dinner from the dock at **Tony's Crab Shack** in Bandon. They'll cook your catch or sell you a variety of fresh items like the wild salmon burger, Diver's Catch pasta or grilled oysters.

TIMELESS BEAUTY ITINERARY REEDSPORT TO BROOKINGS

This dreamy drive passes through some of the South Coast's most stunning landscapes.

From the Umpqua River Scenic Byway catch a glimpse of majestic Roosevelt elk at the **Dean Creek Elk Viewing Area** followed by a hearty breakfast at Reedsport's **Harbor Light Restaurant** with offerings of Salmon Harbor Browns and Country Fried Steak. Further south in Winchester Bay, find hot fresh breads, bagels and cinnamon rolls along with homemade jams at **Sourdough Bakery**. Stroll the lush formal gardens at **Shore Acres State Park** and view dramatic surf crashing below the soaring cliffline. The trails in **Cape Arago State Park** provide breathtaking beauty of hidden coves and seascapes along the headland. Stop at Charleston's **Bayside Coffee Shop** for organic fair trade coffee and tea and find refreshing smoothies made from house-made nut milks and fresh berries at Coos Bay's **Noster Kitchen**.

Book a shoreside table at **Redfish** in Port Orford for a lunch of ocean-fresh seafood, salads and burgers along with gorgeous views of Battle Rock from the sun-drenched deck. In the **Samuel H. Boardman State Scenic Corridor**, 27 miles of Oregon Coast trail wind through towering Sitka spruce with striking vistas of Arch Rock, Natural Bridges and other wind sculpted sea stacks.

At the end of the day, tuck into a burger at **The Vista Pub** in Brookings — made with grass-fed local beef and Grandma Katie's special seasoning. End the night at the lively tasting room at **Chetco Brewing Company** or get a growler to go and watch the sunset from the windswept beach.

RESULTS

- This product is still in its infancy
- In market promotion is strong
- Demand is growing



NEXT STEPS

- Increase business engagement
- Attract influencer content
- Press and media tours
- Non-traditional partnerships



A scenic coastal landscape featuring large, dark rock formations jutting out into the ocean. The water is a deep blue-green color. In the foreground, a person wearing a bright yellow jacket stands on a rock, looking out at the sea. The sky is a pale, hazy blue, suggesting a clear day. The text "DESTINATION CASE STUDY" is overlaid in the center of the image in a white, sans-serif font.

DESTINATION CASE STUDY

RURAL TOURISM STUDIOS

Rural Tourism Studios provide rural communities with support for growing tourism based on their unique offerings.



WILD RIVERS COAST TOURISM STUDIO

- The Wild Rivers Coast Tourism Studio concluded in 2014
- Travel Oregon provided the community a \$20,000 grant in 2015 to support:
 - Outdoor recreation
 - Culinary and agritourism
 - Regional collaboration





Questions?

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