DESTINATION DEVELOPMENT

May 3rd, 2016

TravelOregon.com
Industry.TravelOregon.com
Travel Oregon

Travel Oregon is a semi-independent agency created by the Oregon Legislature in 2003 to enhance Oregonian’s quality of life by strengthening economic impacts of the state’s tourism industry.

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

Duncan Wyse, Pres. Oregon Business Council
Why Tourism Matters To Oregon
In 2014, Oregon Tourism:

Generated $10.3 billion in direct travel spending

Generated 101,000 jobs in Oregon & indirectly creates another 52,500 jobs

Produced $421 million in state and local tax revenue

Was one of the three largest export-oriented industries in rural Oregon

*Oregon Travel Impacts 1991-2014, Dean Runyan Associates*
Available at: Industry.TravelOregon.com/Research/Economic-Impact/*
GDP of Leading Export-Oriented Industries (2014)

Percent of Total Oregon Gross Domestic Product

- Agriculture & Food
- Forestry & Wood
- Microelectronics
- Software
- Other Manufact.
- Travel

Oregon Travel Impacts 1991-2014, Dean Runyan Associates
Available at: Industry.TravelOregon.com/Research/Economic-Impact/
Our Job is to Amplify Stories
Global Marketing

Global Sales

Destination Development

Executive Function Operations
DESTINATION DEVELOPMENT

Travel Oregon’s Destination Development Team assists rural communities in creating robust and sustainable tourism economies by developing authentic experiences for travelers that aim to preserve, enhance and celebrate the local landscape and culture.
DESTINATION DEVELOPMENT TEAM

Kristin Dahl, Vice President
Harry Dalgaard, III, Regional Program Manager
Scott Bricker, Manager
Alexa Carey, Specialist
Elena Vizzini, Coordinator
Andrew Grossmann, Coordinator
DESTINATION DEVELOPMENT

Community-based Development Initiatives
Product Development Initiatives
COMMUNITY-BASED DEVELOPMENT
Wild Rivers Coast: Bandon, Langlois, Port Orford, Gold Beach & Brookings

Rural Tourism Studio
October 2013 – January 2014

workshops with a purpose

Come together with others in the region to learn about the tourism industry, network and devise a plan for elevating Oregon’s south coast as a sustainable tourism destination.

Nature-based outdoor recreation, culinary and agritourism, bicycle tourism, marketing to travelers.
PROGRAM GOALS

- Raise the awareness and understanding of the value of the tourism industry
- Engage a broad cross-section of the community in a dialogue to identify strengths and opportunities
- Spark creativity and enthusiasm in community leaders to contribute to making Oregon a premiere tourism destination
- Connect community and business leaders with resources to help develop new authentic tourism products and leverage the assets they have
PROGRAM GOALS

- Develop new experiences and products for locals and visitors that sustain or enhance the geographical character of a place
- Stimulate new local business development
- Establish positive relationships between community leaders and the state’s tourism development and marketing organizations
Committed groups - unfocused
Committed groups – focused
A TYPICAL STEERING COMMITTEE

- Tourism business leaders from region
- Regional economic development organization
- Land management agencies (USFS, BLM, OPRD)
- Elected leadership (City or County)
- Non-profits (trail clubs, stewardship)
- Philanthropic organizations
- Chambers of commerce and/or destination marketing organizations
- Regional destination marketing organization
WORKSHOPS

• Community Tourism Visioning
• Community Tourism Planning
• Bicycle Tourism Development
• Adventure Travel & Outdoor Recreation
• Culinary & Agri-tourism Development
• Cultural Heritage Tourism Development
• Creating & Producing High Impact Events
• Sustainable Destination Development
• Tourism Marketing
• Teaming for Success
Dynamic Interactive Sessions
Designed as a platform for networking and cross-pollination.
1. Is integrated with and respectful of the culture, homeland, heritage, and people of a place;
2. Provides a unique and authentic experience for the visitor;
3. Generates localized economic development benefits;
4. Has a balanced or beneficial impact on the environment;
5. Generates revenue that is invested in conserving and enhancing the unique features of the community;

6. Provides an educational experience for the visitor that leaves them enriched and inspired to create positive change at home;

7. Encourages diverse parties to work together to create new opportunities and to address common challenges; and

8. Serves target markets that are profitable, with promising long term viability.
O'Leary Trail Loop

This is the burly, backcountry brother of the nearby McKenzie River Trail (MRT). The O'Leary Trail Loop is a full helping of Epic, with close to 20 miles on 100-percent singletrack. The ride serves up stunning views, endless backcountry adventure with narrow singletrack that plunges into tight switchbacks, more than 4,000 feet of climbing to shred your legs, more than 5,000 feet of descending to reward your efforts, and a chance to check out rock walls built decades ago by the Civilian Conservation Corps. This ride requires fitness, skill, and the ability to keep your cool in a remote setting.

Length: 20
Units: m
Local Partner(s): Disciples of Dirt
Oakridge’s IMBA Ride Center Enhancements
Flat Creek – Salmon Creek Trail Linkage Proposal
Uke-ing it up in Oakridge

By Ted Shorack • Oregon NewsLab  Published: Aug 16, 2011 at 8:30 AM PDT

Oakridge, Ore. - Sherri Campbell visited Oakridge specifically for the Doo-Wop workshop.

"One of the things that's nice about taking workshops is that you can stretch yourself and make yourself a better player," said the Milwaukee, Ore., resident, "because you can just sit there and strum for the rest of your life or move up and do some things that are interesting."

The first Oakridge Ukulele Festival took place this month. The festival was organized by Gary Carl and Lynda Kamen.

"Three different workshops are going on today with various themes for different players," Carl said during the event. "Later on between 5 and 6 o'clock this afternoon there's going to be an open-mic at the bakery here in Oakridge and then from 7:30 on there are going to be performances by James Clem and Brook Adams."
For the Love of Mushrooms!
Oakridge, Oregon
“We Speak”
ON THE ROAD

JOHN DAY RIVER TERRITORY

Amid the rippled mountains of the John Day River Territory, layers of wind-sculpted volcanic ash reveal evidence of prehistoric creatures and ancient seabeds. Deep within forested mountains and golden canyons, the free-flowing waters of the John Day River stand alone as the West’s last great undammed river basin, and traces of the storied Oregon Trail refuse to fade. Here, time travel isn’t just an elusive theory, and every path you take leads to the adventure of a lifetime.
Taste of Oregon's Old West
Cottonwood Canyon State Park
September 12, 2015

Come for a day of good things and fun times beside the John Day River!

JohnDayRiverTerritory.com

Explore the beauty: scenic wonders, art and music

Discover the flavors: local wine and beer, honey, meat, cheese, produce

Experience the unique: Outfitters will offer horseback rides, fishing, guided hikes

It's a day for the whole family to sample the good things and fun times along the John Day River.

Saturday, September 12, 2015
Cottonwood Canyon State Park
Located on Highway 265 between Condon and Wasco

JohnDayRiverTerritory.com  541.763.2191
Wild Rivers Coast
Culinary & Agritourism Farm Tour

- 88 Participants
- 36 Producers representing 8 farms & 14 Businesses
- 19 Food Buyers representing 9 restaurants
- 20 Participants representing local media, Business development, chambers, education.
- Toured 4 farms
- Networking and information/resources sharing for producers (farmers) and food buyers
Farm Trail

WILD RIVERS
COAST
FARM TRAIL

Old Town Market
HOURS: May 1st - Dec 19, 2015
Friday and Saturday
10am to 4pm

Farm Grown

Bandon's Old Town Marketplace Farmers/Artisan Market

Twin Creek Ranch Blueberries

Bowman Bogs - Cranberries

Valentine Blueberries

Dragonfly Farm

Langlois Market

Valley Flora Farm

Jensen Blueberries

Port Orford Community Co-op & Farmer's Market

Farm Grown
Communities Powered by Travel videos
Columbia River Gorge National Scenic Area
GORGE STEERING COMMITTEE

- Mid-Columbia Economic Development Dist.
- Columbia River Gorge Commission
- Gorge Owned
- Columbia River Gorge Visitors Association
- Skamania Chamber of Commerce
- The Dalles Area Chamber of Commerce
- Mt. Adams Chamber of Commerce
- Hood River Visitors Council
- Friends of the Columbia Gorge
- Old Parkdale Inn B&B
- Port of Cascade Locks
- City of Washougal
- City of Cascade Locks
- City of Mosier (Mayor & City Manager)
- City of Hood River, Hood River County Commissioner
- Oregon Governor Brown’s Regional Solutions Coordinator
- Oregon Department of Transportation
- Oregon State Parks and Recreation Dept.
- Lewis & Clark National Historic Trail
- U.S. Forest Service
August – December 2015

**Steering Committee – Foundational Work**

- 24-30 organizations

- Stakeholder survey work / analysis
- Visitor intercept study & baseline
- Network & asset mapping
- Destination assessment using global sustainable destination criteria
- Agreement on preliminary solutions to address core issues

**Determine Core Issues + Preliminary Solutions:**
- World Class systems approach to product development
- Overstressed infrastructure
- Congestion
- Seasonality
- Cultural heritage

January – April 2016

**ACTION TEAM PLANNING**

- Visioning
- Cultural Heritage
- Culinary + Ag
- Outdoor Rec
- Marketing

May 2016
PRODUCT DEVELOPMENT
PRODUCT DEVELOPMENT

Bicycle Tourism
Outdoor Recreation
Agritourism
Sustainable Travel
Complex Product Dev Arc

TRAVEL OREGON COMPLEX PROGRAM ARC

Inputs
- The opportunity and case for exploration: industry/markets, data, trends, best practices, others as available
- The opportunity and case for exploration: commitment and key questions from strategy session, vendor reports, and additional data
- Deliberation on industry recommendations, input on vision, goals and strategy outline from industry workgroup; outline of key questions gathered in response to key questions
- Direction and key questions for action team

Leads into:
- Activities advance with feedback, input and implementation from the Action Team
- Ongoing tracking and evaluation of data

PLANNING PHASE
- Market Opportunity
- Leadership Commitment
- Kick Off
- Action Team
- Travel Oregon

DEVELOPMENT PHASE
- Action Team
- Workgroup: framework, goals, and strategy outline
- Key questions for exploration, action plan, definition, other players to engage, commitment of ongoing participation, action team identified
- Final product development: vision, goals, audiences, strategies, and tactics for both product and marketing, budget, evaluation, key players/criteria and process; timeline including milestones and decision commitment points
- Chairs identified: committee charter and workshop, questions for consideration, information needs

IMPLEMENTATION PHASE
- Travel Oregon
- Industry Workgroup
- Ongoing implementation of program; feedback on challenges and opportunities, questions and requests for feedback, evaluation and adjustment
- Guidance to Travel Oregon teams, implementation of program through various industry channels

Outcomes
Oregon Agritourism Network

Leadership Team!
15-30

Action Teams
3-5 w/ 5-8 people on ea.

Agritourism Industry
Small farms, tour operators, agencies
250+

Travel Oregon
Staffing & Support
Oregon Bicycle Tourism Partnership

Fostering collaboration amongst the industry in order to make Oregon a premier cycling destination, thereby increasing Oregon’s economic prosperity.
Cycle Oregon
Oregon Parks and Recreation Department
Oregon Department of Transportation
Travel Lane County (Eugene area)
Clackamas County Tourism Development Council
International Mountain Bicycling Association
Bicycle Transportation Alliance
Travel Oregon
Oregon Bicycle Tourism Partnership Priority Projects (2013-2018)

1. Complete the Historic Columbia River Highway State Trail
2. Develop concept plan for an Oregon Coast off-road, separated pathway
3. Improve transportation connections for bicyclists
4. Develop network of gravel road trails for biking
5. Develop off-road / dirt riding opportunities in Portland Metro area
Cyclocross: A Muddy Good Time

Oregon Fall Foliage Rides

Gravel Routes: New on Ride Oregon
Oregon Loves Cyclists. That’s Why We’re the First State in the Nation to Create a Bike Friendly Business Program Geared Towards Travelers.

- **Businesses** committed to welcoming cyclists can become recognized as Bike Friendly and enhance their marketing exposure to cyclists

- **Visitors** who ride bikes can find and frequent Bike Friendly businesses easily
INN at PACIFIC CITY

BICYCLISTS
CHECK US OUT
YOU'LL CHECK INN

NO. VACANCY
Cyclists are the ideal visitor.

“Cyclists play hard, eat your food, go to bed early.”

– City manager of Oakridge
BIKES MEAN BUSINESS IN OREGON

Travelers in Oregon who participated in a planned bicycle-related activity while on the trip made travel expenditures of approximately...

$400 million in 2012
($1.1 million per day!)

Oregon Bicycle Travel Economic Impact Study, 2013
BICYCLE TOURISTS SPEND $$

The bicycle traveler spends $124 more per trip in Oregon than the average traveler!

That’s about 20% more, on average.
OREGON SCENIC BIKEWAYS
SCENIC BIKEWAY

Safety Tips

We've worked hard to provide you with a high-quality scenic bike route, but the Bikeway information here is advisory only. If you see this map, you have to assume all risks for the quality and accuracy of the information. In other words, you're agreeing to use it at your own risk.

A note to the Oregon side: In legal parlance, you are responsible for any vehicle (and the same is true for bicycle travel). Staying with the direction of traffic is the best way to be seen by motorists.

To show the best riding etiquette and practice good relations with motorists, please ride single-file. Riding side-by-side is legal, but only when doing so doesn't impede traffic. Be aware that many road rules are used only for common sense; there's no good chance you'll encounter large or wide carrying goods, heavy rock, and windshields.

Never forget about don't overtaking, especially when the vehicle is turning right. If you're going straight at an intersection with stop all vehicles, the best plan is to pull behind the first stopped vehicle in the lane and wait your turn to go and if you see a part of the vehicle.

All bike rides in Oregon under climate warm below.

For more information on riding precisely and safely in Oregon, go to Oregon.gov/Bike/NEW/RENTAL for details. Bikeway passes map, including driving directions and riding directions, are available to purchase online. Bike Oregon Passes can be obtained online at BikeOregon.org/Bikepasses.
Bicycle Tourism Studio for Clackamas County
Infrastructure
Business Services
Outreach & Marketing
Infrastructure investments...
Bike kiosks, hubs & fix-it stations
Mountain bike trail planning & construction
Way-finding, signage & branding
Marketing Investments

- RideOregonRide.com website
- Travel Oregon media channels
- Oregon Bike Friendly™ Business
- PR & media
- Maps
- Photo & video assets
To celebrate the 7 Wonders of Oregon, we asked seven of the best bike builders in the state to build one-of-a-kind bicycles, one for each of the Wonders. And then we gave them all away.

Each week, we hid one of the bikes at the Wonder for someone to find, ride and own a piece of Oregon. Watch the videos and read below to learn more about the 7 bikes and the 7 lucky winners who were first to find them.
TIMBER TRAIL

645 MILES

57K’ ELV GAIN

90% UNPAVED

4 TIERS

20-30 DAYS

55% SINGLETRACK
FREMONT TIER
FREMONT TIER

Modoc Mines (CA) to Chemult. Remote, dry, lonely, rugged. Hot springs.
WILLAMETTE TIER
Chemult to Waldo Lake.
Legendary trails systems, lush green forests, and roaring rivers.
DESHUTES TIER

Waldo Lake to Santiam Pass. Alpine riding, dry high-desert climate, historic wagon roads, and mountain views.
Hood Tier
Santiam Pass to Hood River. Forest camps, hot springs, Mt Hood, and the Columbia River Gorge.
THANK YOU!
Harry@TravelOregon.com