

# Rural Tourism Studio Assessment

July 2010-June 2011



RURAL TOURISM STUDIO

Prepared for Travel Oregon by Write to Know consulting

[www.write-to-know.com](http://www.write-to-know.com)

# Assessment elements

- Logic model
- Application from community
- Baseline report available for trainers prior to start of training
- Participant surveys by email after each workshop session
- Follow-up assessment comparing progress to logic model six months after completion of workshop series
- Formal check in with community within 1 month of workshop completion
- Electronic business surveys 12 and 24 months after completion of RTS workshops

# Assessment work to date

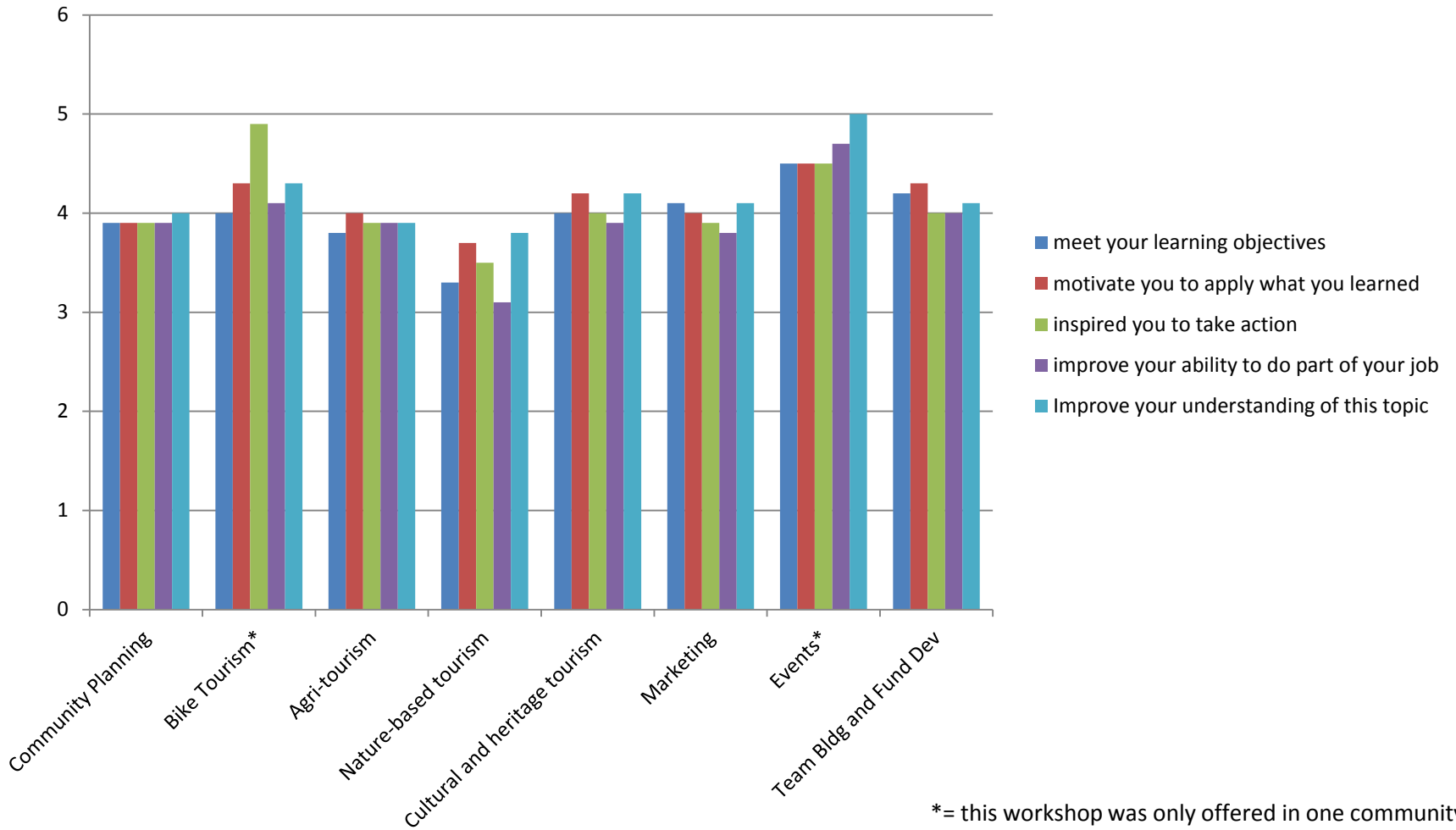
- Wallowa County, Spring 2009
  - Baseline report
  - 6 month follow-up assessment
  - Business survey 12 mos and 24 mos after completion
- Oakridge, Fall-Winter, 2009-2010
  - Baseline report
  - 6 month follow-up assessment
  - Business survey, 16 mos after completion
- John Day River Territory, Fall-Winter, 2010-2011
  - Baseline report
  - 6 month follow-up assessment
  - Business survey 4 mos after completion
- McKenzie River Valley, Spring 2011
  - Baseline report

# Key findings

- Workshops
  - Generally high level of satisfaction
  - Less highly rated outcomes on target market information, action steps, sustainable development principles
  - Best practice examples to learn from
- Progress on expected 6 month outcomes
  - Generally great progress
  - Action planning component improving (JDRT)
  - Market awareness most recognized direct impact of RTS
  - Variation among communities in terms of what has lasting value
  - Expansion of participation, sustaining momentum are challenges
- Business trends
  - Strong interest in going green
  - Innovation in products and services for visitors
  - Small amount of net job growth expected

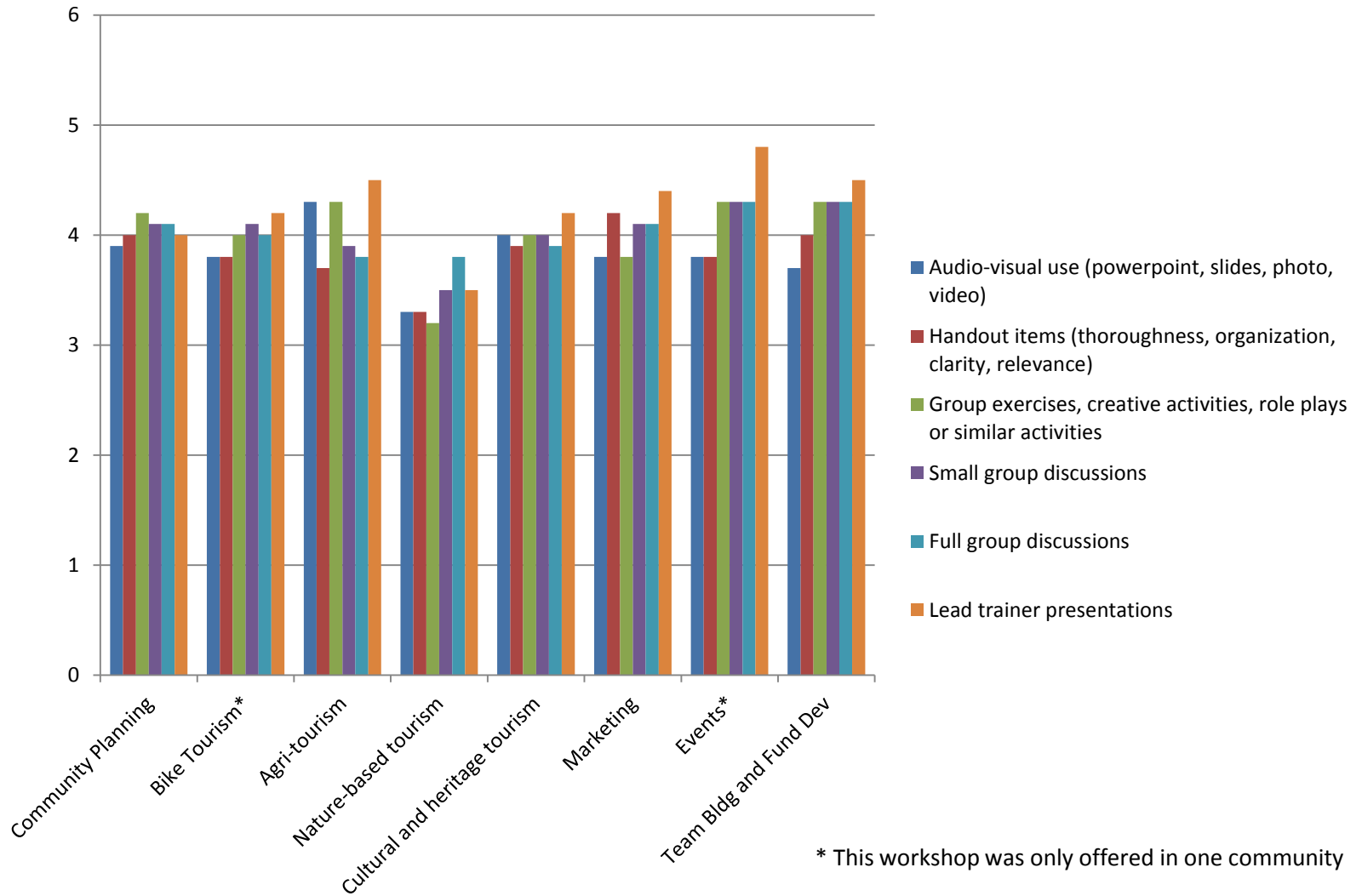
## Workshop evaluation results: John Day River Territory and McKenzie Valley RTS

### “To what extent did this workshop . . .”



# Workshop evaluation results: John Day River Territory and McKenzie Valley RTS

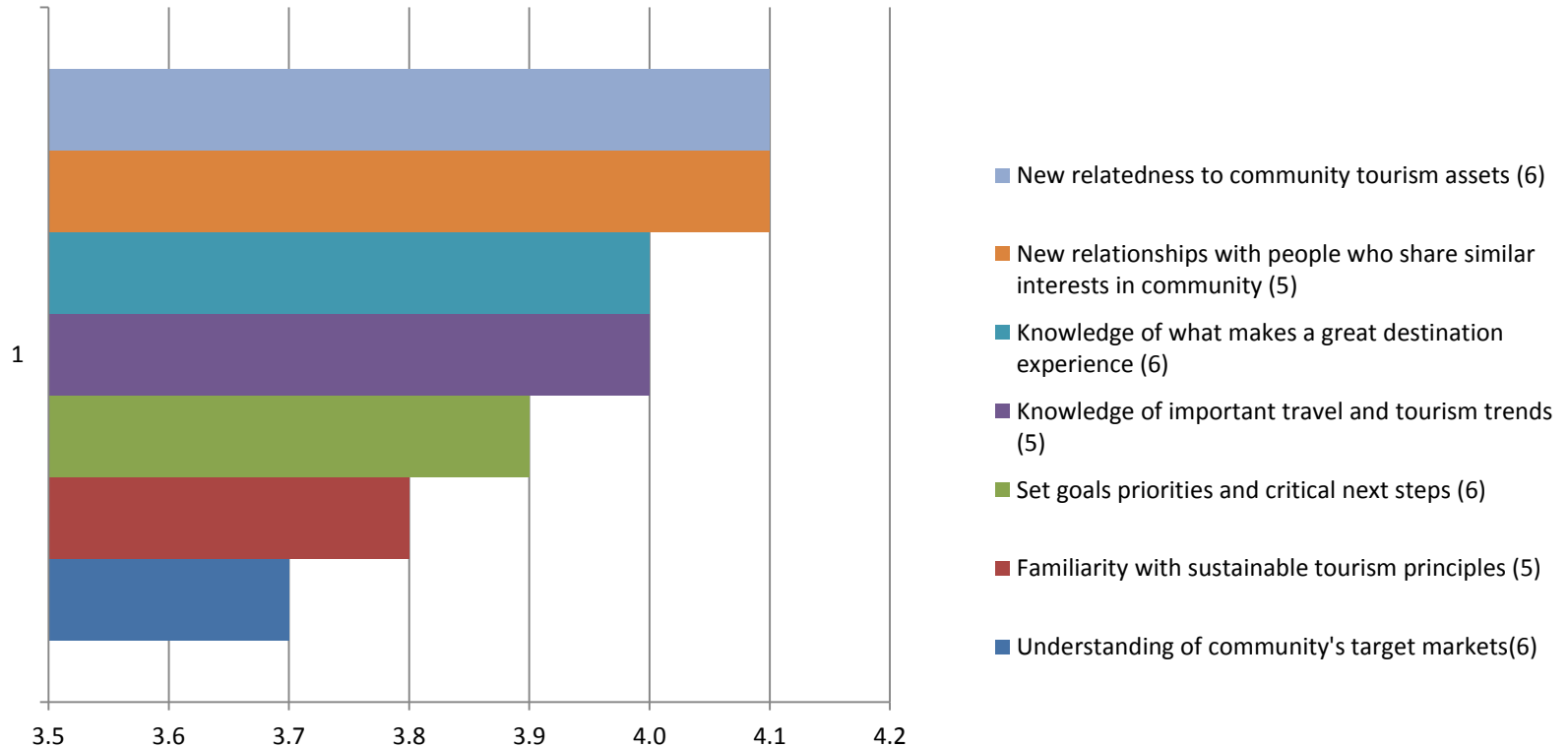
“To what extent did the following contribute to your learning . . .”



# Workshop evaluation results: John Day River Territory and McKenzie Valley RTS

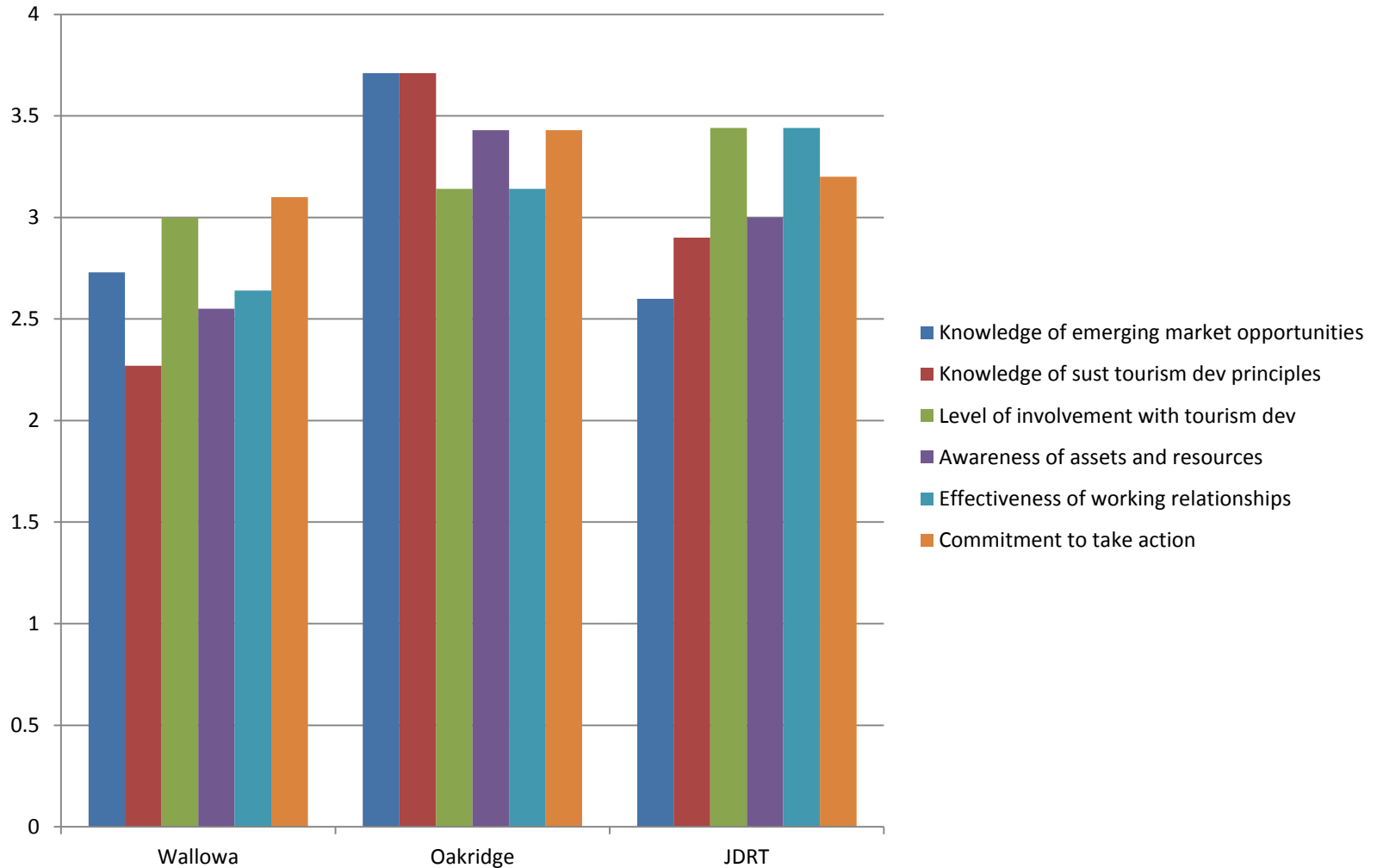
“To what extent did the workshop achieve the following stated outcomes?”

Average across all workshops



Scale of 1-5, where 1 = “not at all” and 5 = “absolutely”

**Six month follow up assessment results: Wallowa, Oakridge and JDRT RTS**  
**Starting Level of Personal Engagement by RTS Community**  
“Please rate the following on a scale from 1 (low) to 5 (high)”

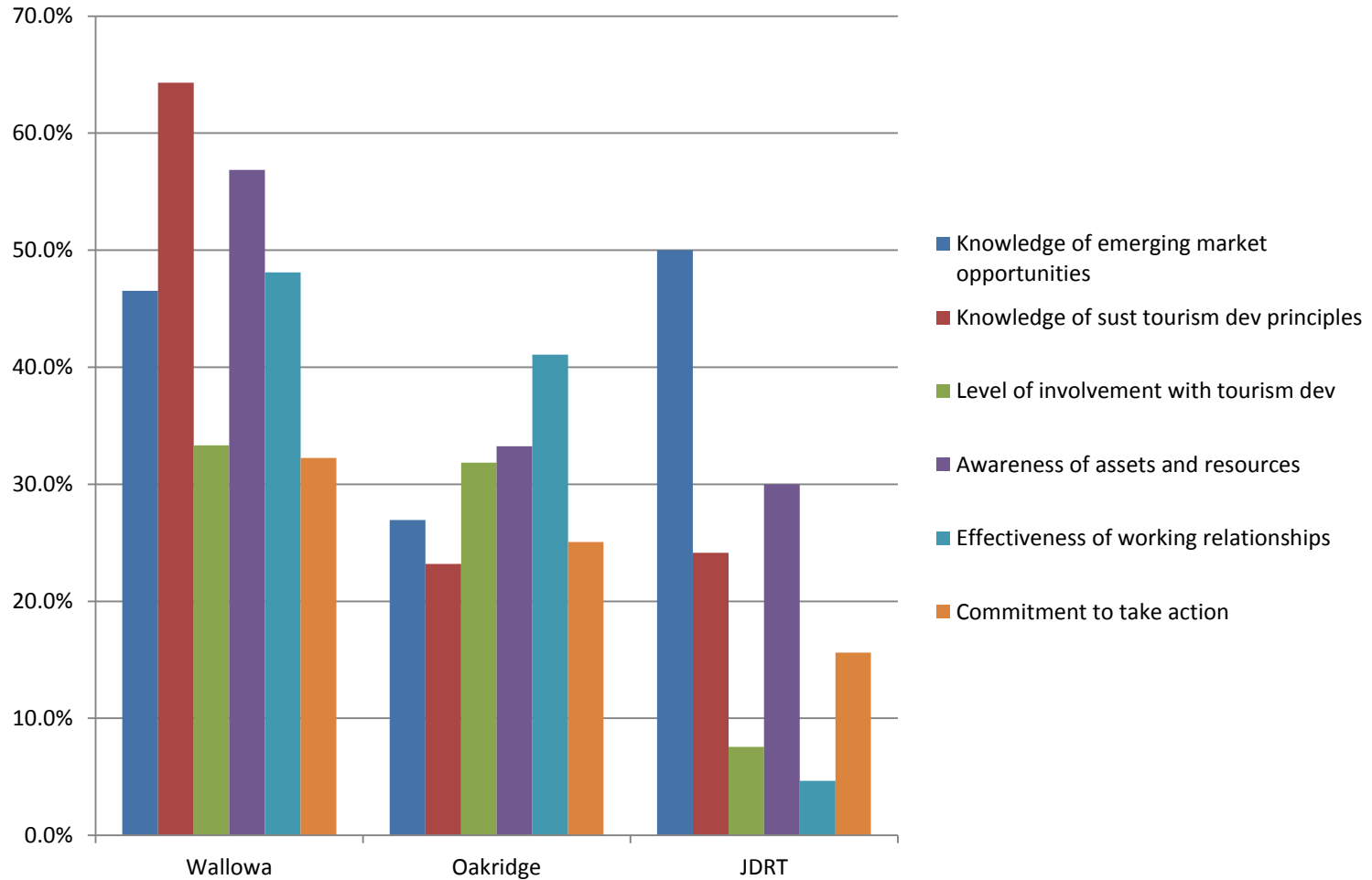




# Six month follow up assessment results: Wallowa, Oakridge and JDRT RTS

## Change in Level of Personal Engagement 6 Months Later

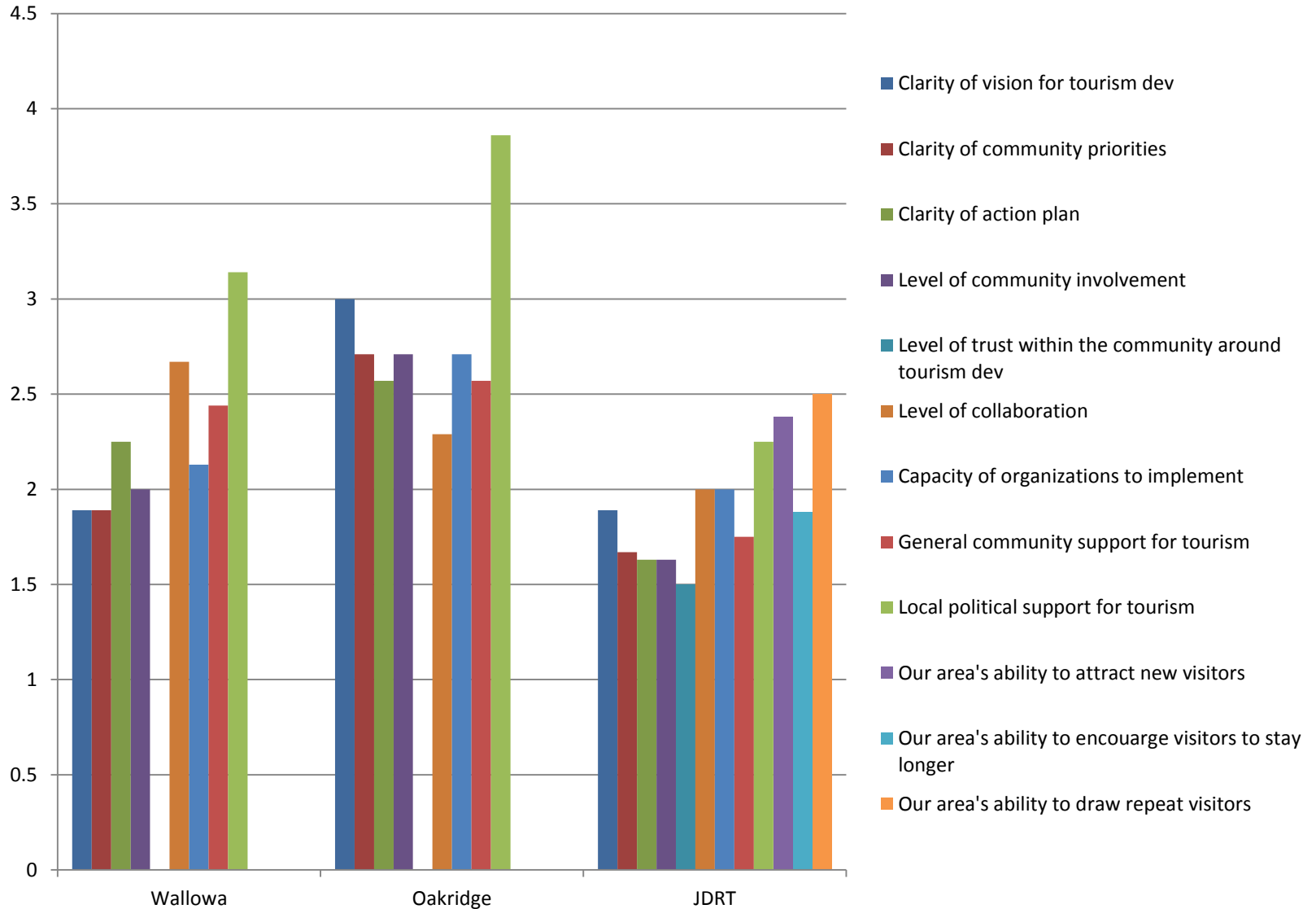
“Please rate the following on a scale from 1 (low) to 5 (high)”



# Six month follow up assessment results: Wallowa, Oakridge and JDRT RTS

## Starting Community Conditions by RTS Community

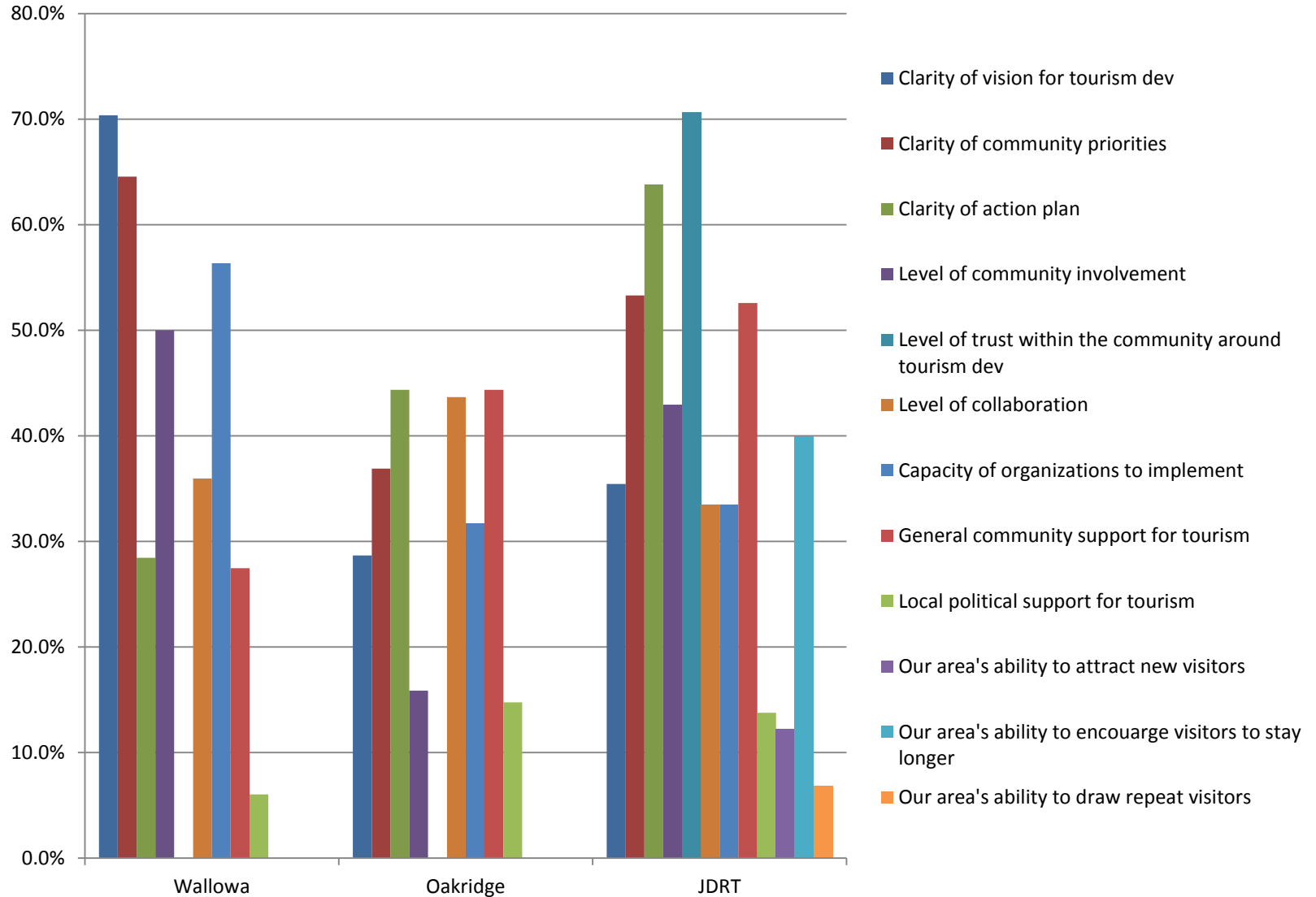
“How strong are the following conditions related to tourism in your community? Please rate the on a scale from 1 (weak) to 5 (strong)”



# Six month follow up assessment results: Wallowa, Oakridge and JDRT RTS

## Change in Community Conditions 6 Months Later:

“How strong are the following conditions related to tourism in your community? Please rate the on a scale from 1 (weak) to 5 (strong)”



## Six month follow up assessment results: Wallowa, Oakridge, JDRT RTS

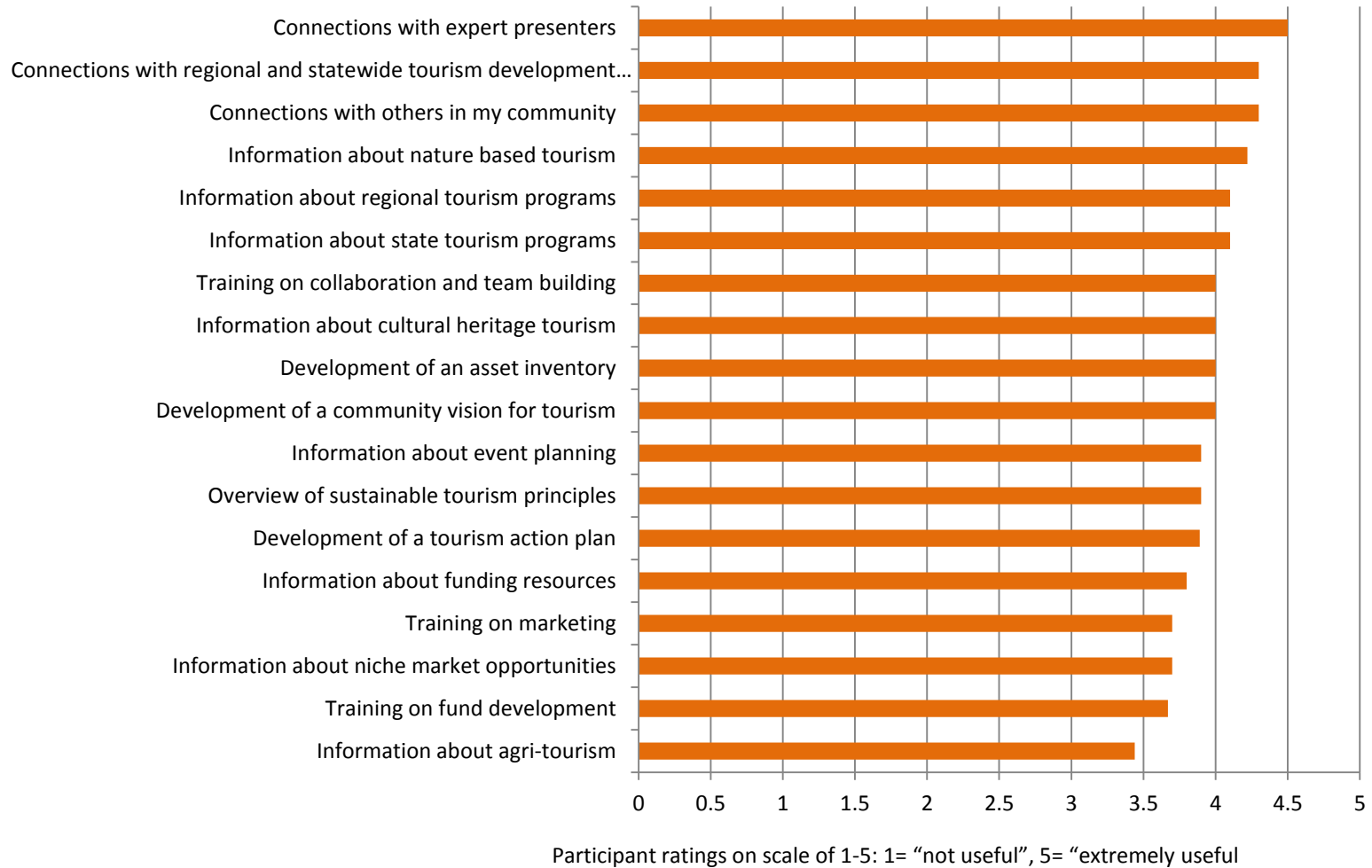
### Where RTS had the greatest perceived cause and effect

“Did RTS affect any change you noted above?”

| Wallowa   | Oakridge  | John Day River Territory                                      |
|---|---|---|
| (1) Awareness of assets and resources for tourism development | (1) Level of local political support for tourism    | (1) Knowledge of emerging market opportunities                |
| (2) Knowledge of emerging market opportunities                | (1) Knowledge of emerging market opportunities      | (1) Awareness of assets and resources for tourism development |
| (2) Level of involvement with tourism development             | (1) Knowledge of sustainable development principles | (2) Knowledge of sustainable development principles           |

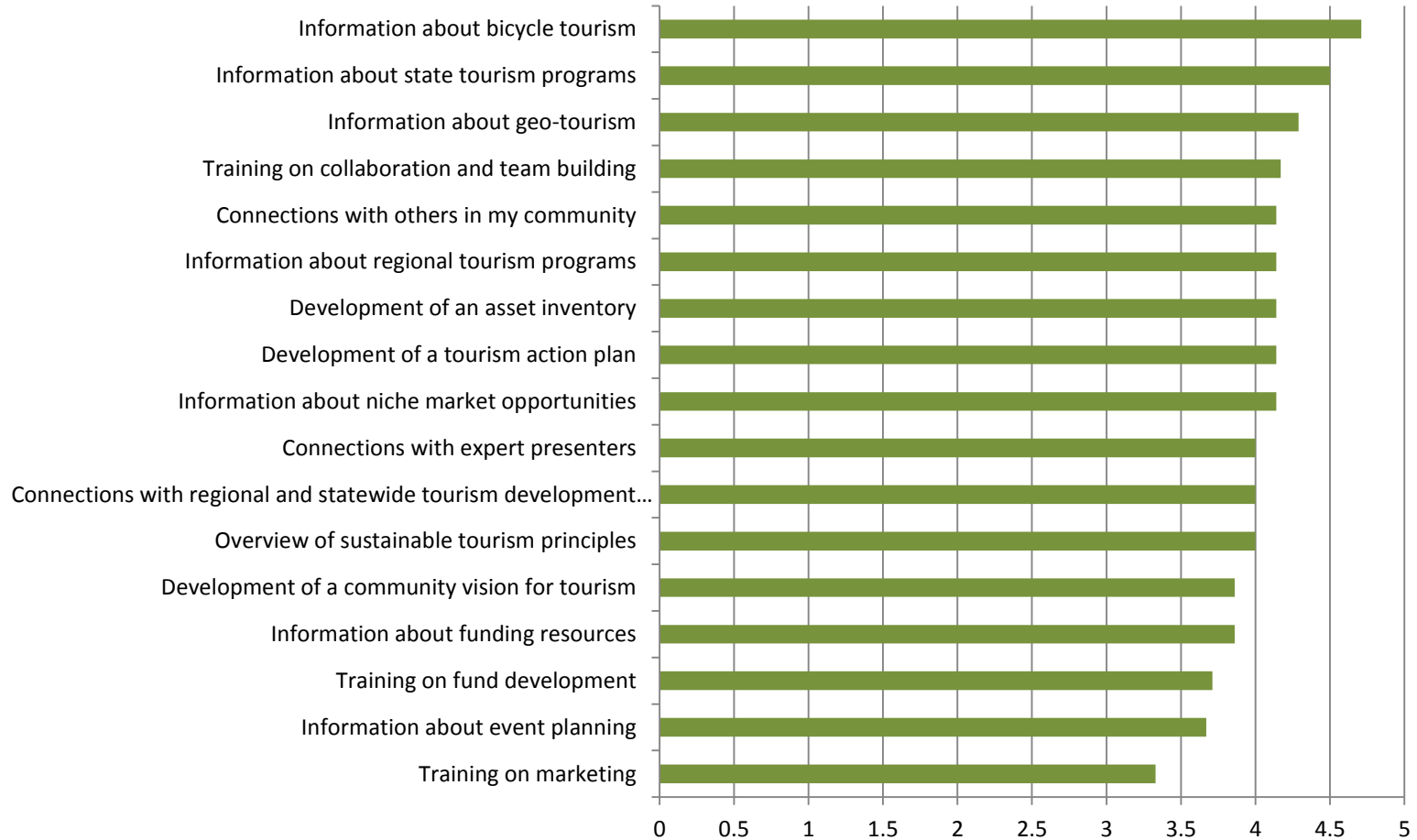
# Six month follow up assessment results: John Day River Territory RTS

## “What has had lasting value as you look back?”



## Six month follow up assessment results: Oakridge RTS

### “What has had lasting value as you look back?”



Participant ratings on scale of 1-5: 1= “not useful”, 5= “extremely useful”

## Six month follow up assessment results: Wallowa RTS

### “What has had lasting value as you look back?”



Participant ratings on scale of 1-5: 1= “not useful”, 5= “extremely useful”

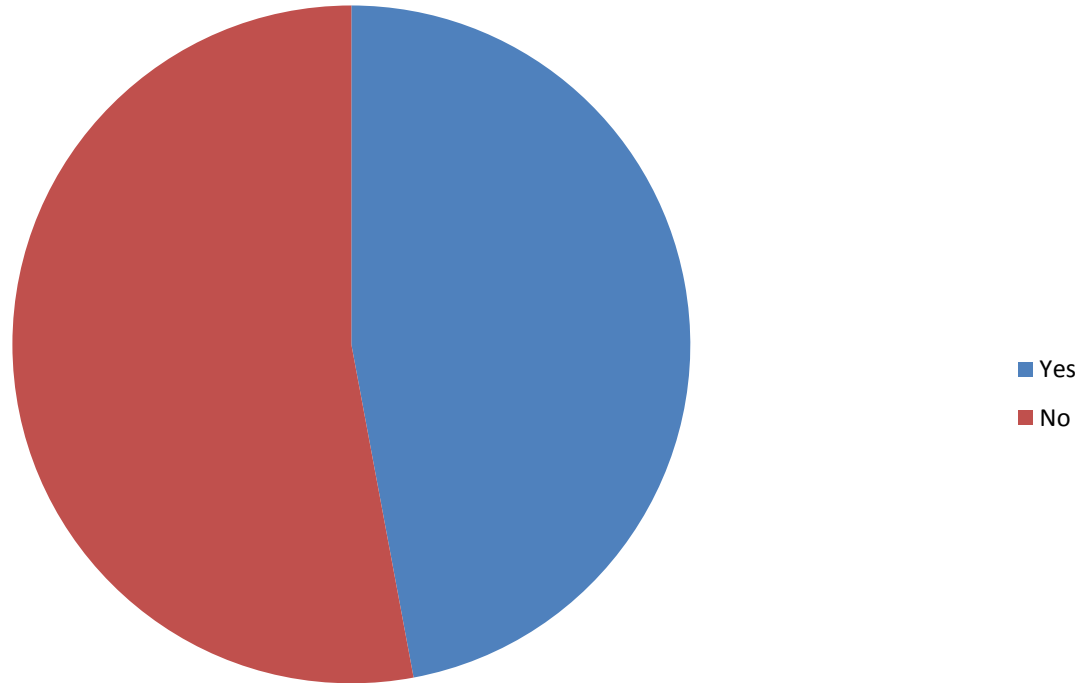
# RTS Business Survey Overview

|  | Wallowa | Oakridge | John Day River Territory |
|--|---------|----------|--------------------------|
| # of responses                                 | 8       | 12       | 14                       |
| % response rate                                | 28%     | 48%      | 48%                      |
| Year round jobs represented                    | 12      | 78       | 39                       |
| Seasonal jobs represented                      | 42      | 150      | 21                       |
| Dependent on tourism for at least 75% of sales | 50%     | 42%      | 57%                      |
| New marketing initiatives in last six months   | 50%     | 36%      | 43%                      |
| Familiar with Travel Oregon programs           | 75%     | 91%      | 58%                      |



# Product and Service Innovation

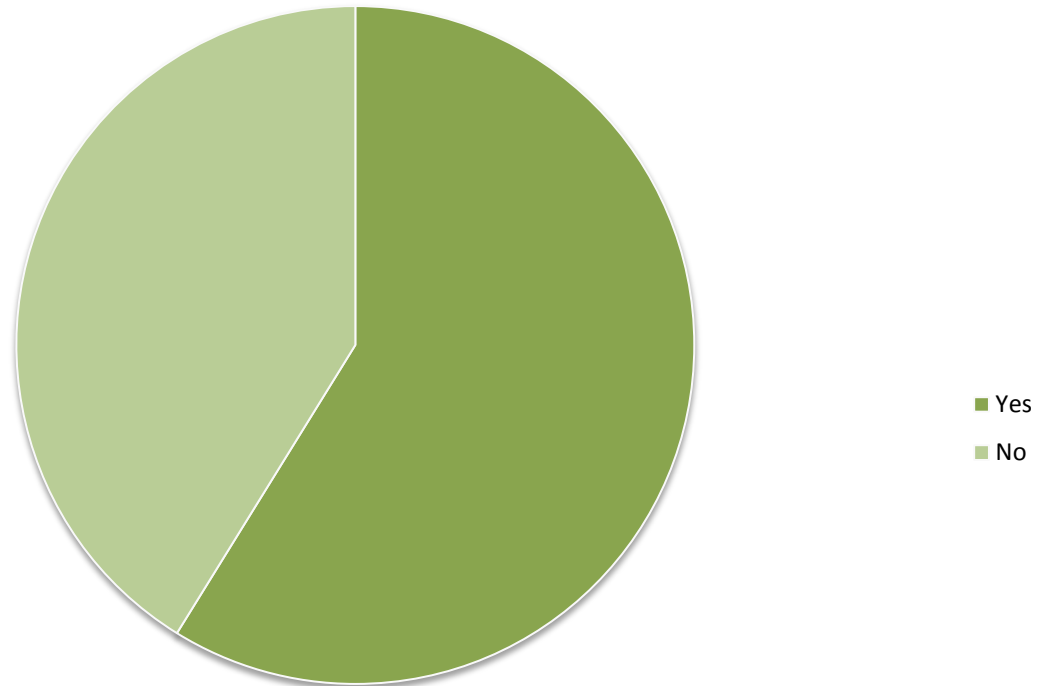
**Have you developed any new products or services targeting the visitor market in the past six months?**



Most prevalent type of new product or service: "Active outdoor recreation" in both John Day River Territory and Oakridge  
No trend in Wallowa

# “Greening” local businesses

Have you undertaken any new initiatives to green your business in the past 6 months?



Most prevalent “green” initiatives:

“New and improved recycling programs” in John Day River Territory

“New energy efficiency improvements in Oakridge

“Increased local sourcing of supplies and services” in Wallowa

# Key design refinement questions

- Are there common themes we should reinforce and evaluate for each workshop? How? Such as. . .
  - Contribute to clear goals and action steps
  - Link to sustainable development principles
  - Build collaboration opportunities
  - Make market information more digestible
- How to better build momentum and engagement throughout workshop series- end with not a bang, or a hiss, but a catapult!
- Menu of follow up support to sustain momentum, collaboration, successful implementation, capacity
- What do trainers need to be successful in future?

# Key Program Improvements

- Are there common themes we should reinforce and evaluate for each workshop? How? Such as. . .