

RURAL TOURISM STUDIO

NATURE-BASED OUTDOOR RECREATION

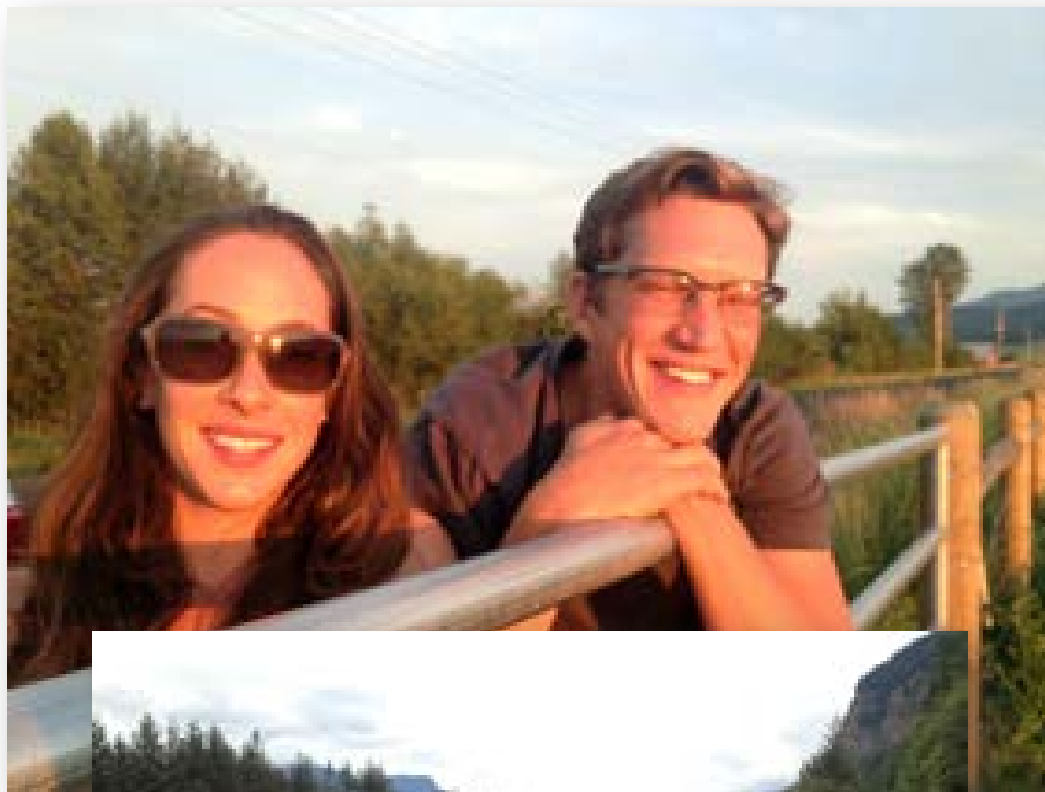
Wild Rivers Coast | December 4, 2013



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Travel Oregon
@ORTravelGreen







OUTCOMES

- Familiarity with nature-based tourism industry
- Understanding of nature-based tourism segments
- An understanding of the area's natural assets best suited for nature-based tourism development
- An understanding of the region's vision and which segments will be targeted for development

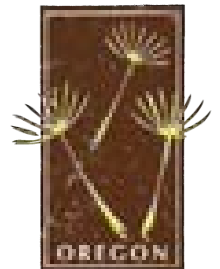
OUTCOMES

- Assets and opportunities identified for priority segments in the areas of
 - Infrastructure
 - Business goods and services, and
 - Marketing and communications
- Strategies for development are identified and prioritized
- Community has a clear direction on next steps and a process for moving forward

AGENDA - MORNING

Opening Remarks & Introductions

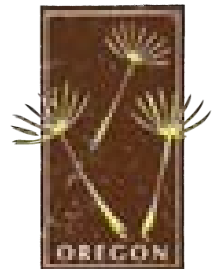
- Asset mapping activity
- Welcome and overview
- Community Tourism Vision review
- What *IS* nature-based tourism?



AGENDA - MORNING

Understanding our Local Assets

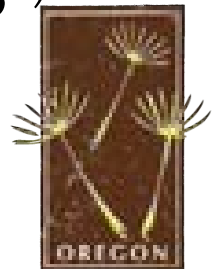
- What could nature-based tourism look like here?
- Local panel
- Understanding market segments
- Defining the region's target market segments



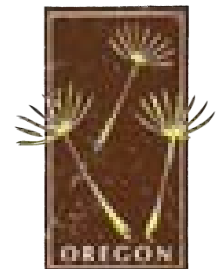
AGENDA - AFTERNOON

Strategy Development

- Nature-based tourists wants and needs (activity)
- Identifying assets and opportunities
 - Infrastructure
 - Business services
 - Marketing and communications
- Charting a path for priority projects (walking!)
- Determine process / structure for enabling projects



COMMUNITY TOURISM VISION



RURAL TOURISM STUDIO

Wild Rivers Coast – Draft Vision

Linked by the Highway 101 and the shared Wild Rivers coastline, the region has crafted a unique lifestyle that is in harmony with the environment. The green economy has thrived, and the local people are fiercely proud and protective of their culture of locally managed resource stewardship. There is a world-class array of eco-friendly and tourist friendly enterprises, many of which leverage off the world class brand and reputation. Despite being a top item on every global adventure's 'bucket list', the regions natural assets still provide plenty of secret locations and hidden opportunity to experience nature at its best. The unique character of the region is reflected in the strong local food culture, thriving agricultural and fishing sectors, and the array of specialty craftsmanship businesses.

Wild Rivers Coast in 2030 is a region that has worked hard to fulfill on their vision for the future. They have been guided by their desire to be visionary stewards of Tourism Experiences and Dreams, and as a result have built a strong and diversified society and economy. The communities have pulled together to create strong regional identity, and build a tight sustainable social fabric. The region boasts an impressive list of events and community action groups, which provide a palpable vibrancy to the local people and their communities.

Wild Rivers Coast

Overarching Tourism Development Priorities

1. Solidify a regional leadership structure for tourism development and communication
2. Develop & execute a regional marketing strategy
3. Conduct local trainings to increase local knowledge of tourism industry & experiences (what there is to see and do in the area)
4. Ramp up local communication to foster tourism development (improve local communication systems)
5. Develop infrastructure for recreational use of trails
6. Develop off-season opportunities – events or otherwise

Wild Rivers Coast

Agritourism & Culinary Tourism Strategies

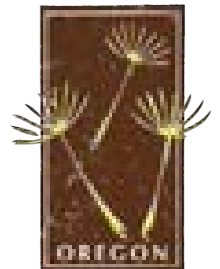
- Identify regional agritourism facilities and farms
- Set up a “Suds and Spirit Tour”
- Create places to buy local food / coordinate food distributors
- Create a “Go Local” brand
- Create agritourism/culinary tourism trip itineraries
- Create a seasonal calendar of food and agritourism opportunities
- Create a system to identify and resolve conflicting events
- Feature local farms through movable feasts

Wild Rivers Coast Bicycle Tourism Strategies

1. Create welcoming communities by implementing the Bike Friendly Business program (30)
2. Create a local advocacy group (17)
3. Fat Tire Beach, Bikes and Brews Event (15)
4. Bike repair stations (w/ kiosks, at gas stations, attached to bike shops) (15)
5. Get our cycling info on existing websites now (15)
6. Wild Rivers Ride Event – multiday (12)
7. Gather ride/route information together from locals with bike knowledge (12)
8. Wayfinding signs on road/trail (8)

NATURE-BASED TOURISM

Travel to fragile, pristine, and often protected areas that strive to be low impact and oftentimes small scale



RURAL TOURISM STUDIO

SOUTHEAST ALASKA









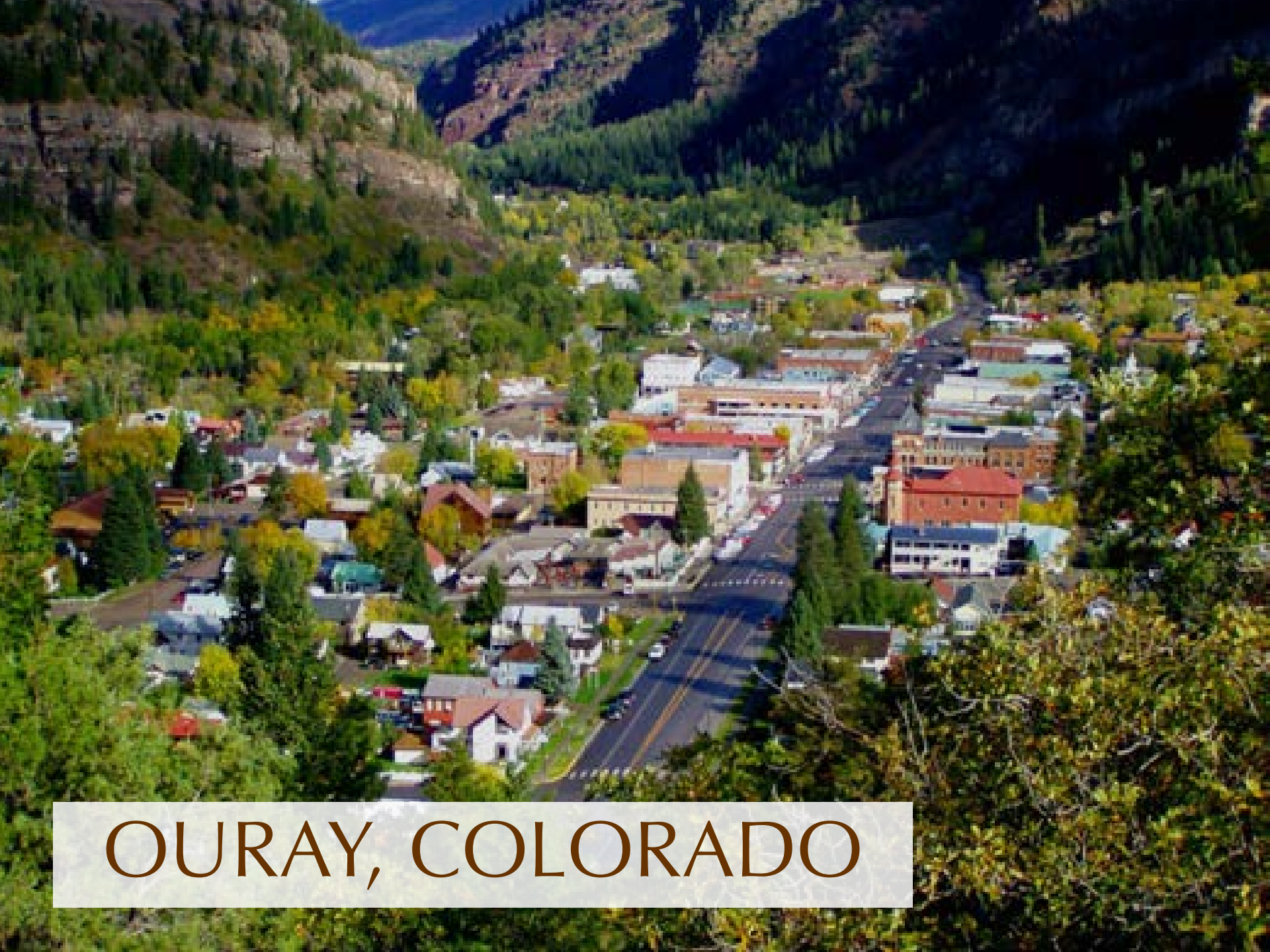


SOUTHEAST ALASKA

FACTORS OF SUCCESS

- Defined, high volume market - reputation
- Businesses (tour operators) offer every experience imaginable - access
- GEAR is available to rent at every turn - access
- Locals guide the visitor experience
- Transportation options
- Info available





OURAY, COLORADO



OURAY, COLORADO



OURAY ICE PARK



OURAY ICE CLIMBING FESTIVAL



MURRAY COUNTY



MUD FEST

OURAY, COLORADO

FACTORS OF SUCCESS

- Identified one single natural asset
- Creativity!
- Vision and perseverance of volunteers
- Generated a buzz with a core group of enthusiasts
- Clear opportunities on how to LEARN and how to EXPERIENCE the area
- Developed a secondary asset in the off season

FIORDLANDS NATIONAL PARK





Department of Conservation
GREAT WALKS

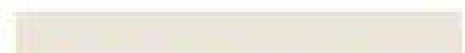
Luxmoore Hut, Kepler Track

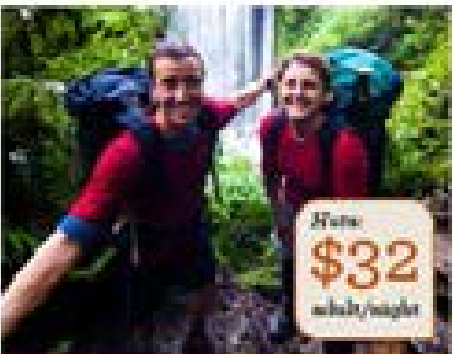
Great Walks

Take a walk, a Great Walk, through some of New Zealand's most awe-inspiring landscapes.

New Zealand's nine Great Walks are premier tracks that pass through diverse and spectacular scenery. From native forests, lakes and rivers to rugged mountain peaks, deep gorges and vast valleys...there's a Great Walk for everyone!

Great Walks tracks are well formed and easy to follow. While most people prefer to explore on their own terms, guided trips offer a bit more comfort. Great Walks are accessible from major towns that are well serviced by local operators and accommodation and transport providers.





Rate
\$32
 adult/night

Lake Waikaremoana



Rate
\$32
 adult/night

Tongariro Northern Circuit



Rate
\$32
 adult/night

Whanganui Journey



Rate
\$32
 adult/night

Abel Tasman Coast Track



Rate
\$32
 adult/night

Heaphy Track



Rate
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 adult/night

Routburn Track



Rate
\$54
 adult/night

Kepler Track



Rate
\$54
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Milford Track



Rate
\$22
 adult/night

Rakiura Track



Book online

Ph: 0800 694 732
 Email: greatwalks@doc.govt.nz

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17 & under stay for free





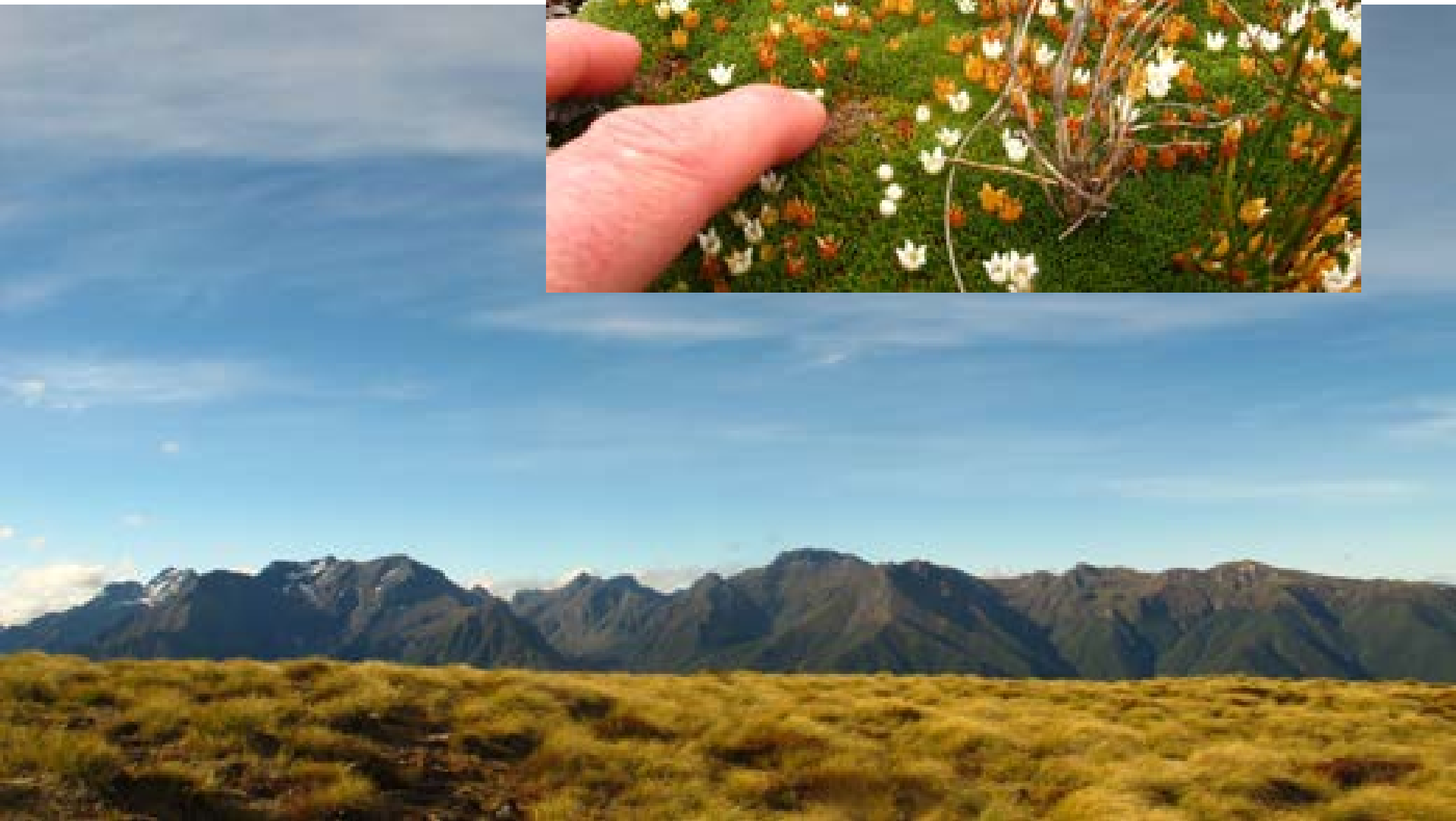












Enjoy the Routeburn Track

Bookings are required for the Great Walks peak season -

late October
to late April



Routeburn Track is a Great Walk
New Zealand's longest continuous
hiking track, 168 km long, from
Lake Taupo to Mount Aspiring National Park.

It is a Great Walk because it is a
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Be aware

Trail hazards can make parts
of the track difficult or impossible

High winds can make you lose your
balance or the track off your feet.
Conditions can change along the way.

It is your responsibility to
check the weather and
conditions before you start.



Your safety is your responsibility



Be prepared

Contact your local tourism office for more information







FIORDLANDS NATIONAL PARK

FACTORS OF SUCCESS

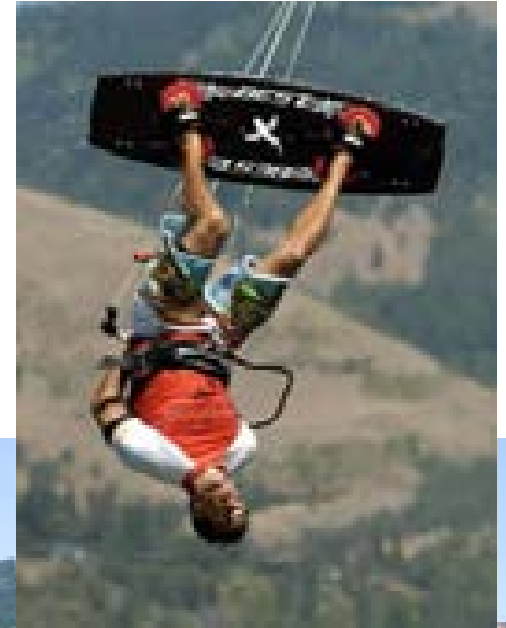
- Public sector built on the success of private entrepreneurs; understand the value of recreation and tourism to the region
- Information & connections made easy for visitors
- Infrastructure is robust
- Limit usage (through permitting)
- Well-maintained trails and huts make it accessible
- Towns in the entire region capitalize on interest in visiting/using the National Park
- No animals will eat you

HOOD RIVER, OREGON





GORGE GAMES



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DAKINE

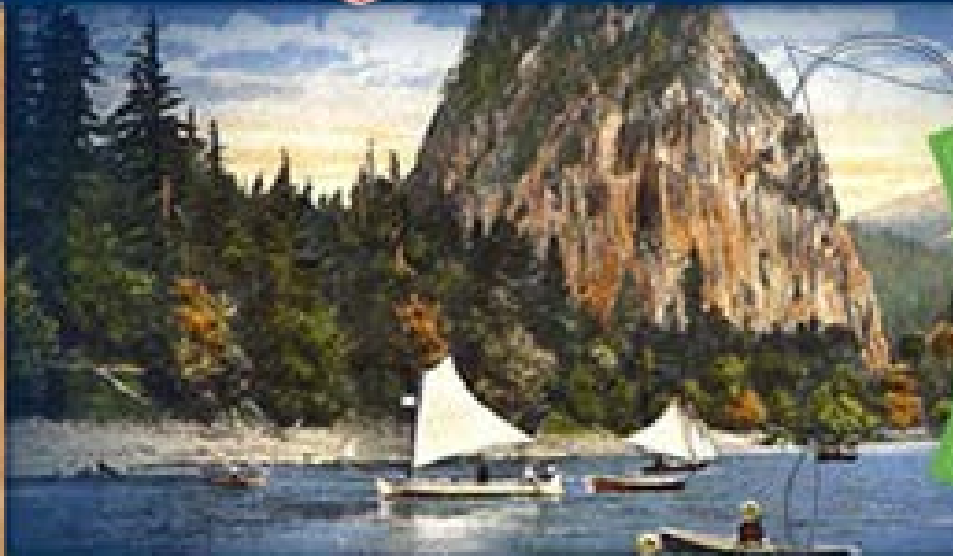
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Surf Skate Snowboard Ski Bike Windsurf Kite Girls

Packs Luggage Gloves Headwear
Apparel Wallets Messengers





Early windsurfers preparing to rip the Gorge at Castle Rock.

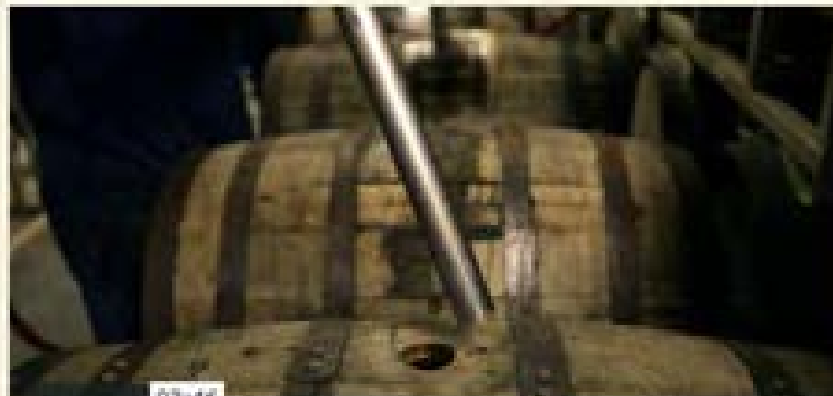
SPECIALISTS
IN THE LIQUID
REFRESHMENT
ARTS SINCE
1987



Beer Gear

Show your colors with
our fun selection of
gear and accessories ►

Full Sail Winter
Tee \$20 No more
cold arms! This
mid-weight, 100%



HOOD RIVER, OREGON

FACTORS OF SUCCESS

- Capitalized on one natural asset – the wind!
- Windsurfing pioneers fostered the buzz which developed an international reputation
- Local business developed (and relocated) due to the buzz
- Plethora of local outdoor gear shops, gear rentals, and instructional opportunities
- Developed assets for year-round recreation – mt biking, snow sports

Presented By:

Kristin Dahl

Director, Destination Development

Travel Oregon

