

Wild Rivers Coast Rural Tourism Marketing Session

Workshop #6 Rural Tourism Studio Marketing Workshop

January 7 & 8, 2014

The Curry County Fairgrounds, Gold Beach, Oregon

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Jerry McManus
Nic McNair, Jerry's Rogue Jets
Jessica Mercado, Del Norte Economic
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Julie Miller, Bandon Chamber of Commerce
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Festival
Michael Pitts-Campbell, Southern Oregon Kite
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Tyson Razor, Redfish Rocks Community Team
Terrie Richards, City of Port Orford
Wayne Richards
John Roberts
Troy Russell, Elk Property Development
Yvonne Savino, Truffles!
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LEAD FACILITATORS

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Teresa O'Neil, Vice President, Global Sales
Scott West, Chief Strategy Officer
Kristin Dahl, Director, Destination Development
Harry Dalgaard, Specialist, Destination
Development
Nastassja Pace, Specialist, Destination
Development

I. Outcomes of working together as a region:

- There is more integration in our marketing so that...our events don't overlap and conflict, more businesses bring people into various events, we create multi-day experiences.
- We contribute to a stronger more diverse economy
- We get more done working together than individually; we combine our resources for greater impact rather than using individual pots of money for little activities
- We have regional identity that is a destination. (e.g. in wine country you don't know all the city names, but anyone knows where wine country is.)

II. Unique value proposition

(This informs your regional mission and core benefit)

What makes us truly unique? *(what people can't find anywhere else)*

- Endless adventures (recreational activities, storm watching, etc.) and powerful escape (solitude and quiet, not over-touristed, authentic small towns, sounds of nature, dark skies, no direct route to I5)
- Nature's playground: accessible, pristine, unique ("summit to sea stack") coastline and stunning beaches + forests + wild rivers
- Circle of national parks within a day's drive
- Fresh water rivers + ocean = jet boating, best fishing, water sports and experiences unlike rest of coast
- "Banana belt" climate with mild temperatures and sunshine are unique in Oregon and lead to incredibly diverse flora and fauna, including spectacular birding preserves
- Unique history: one of first areas that was settled along coast, only area in continental US attacked by Japanese (museums)

See appendix for lures, diversions, attractions and amenities.

III. Vision

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.

IV. Goals and objectives

(The end results we seek as a result of this work, and the measurable indicators we will use to see that we are making progress toward our goals)

Visitors from outside our region recognize and seek out Wild Rivers Coast as a destination

- Travel media report on our area and use the Wild Rivers Coast brand (increase print, electronic and digital coverage by 20-25%)
- *(Other ways to measure might be: Travel bookings increase, representing an increase in both in-state (x%) and out-of-state (x%) visitors)*

Visitors have a better experience and respect our area

- We consistently rank 4 or higher on visitor surveys in 2015
- Less litter on water ways and roads

Increase economic impact

- 50% stay one more night
- We have more viable businesses and a fewer than 10% vacancy rate

Increase services for residents

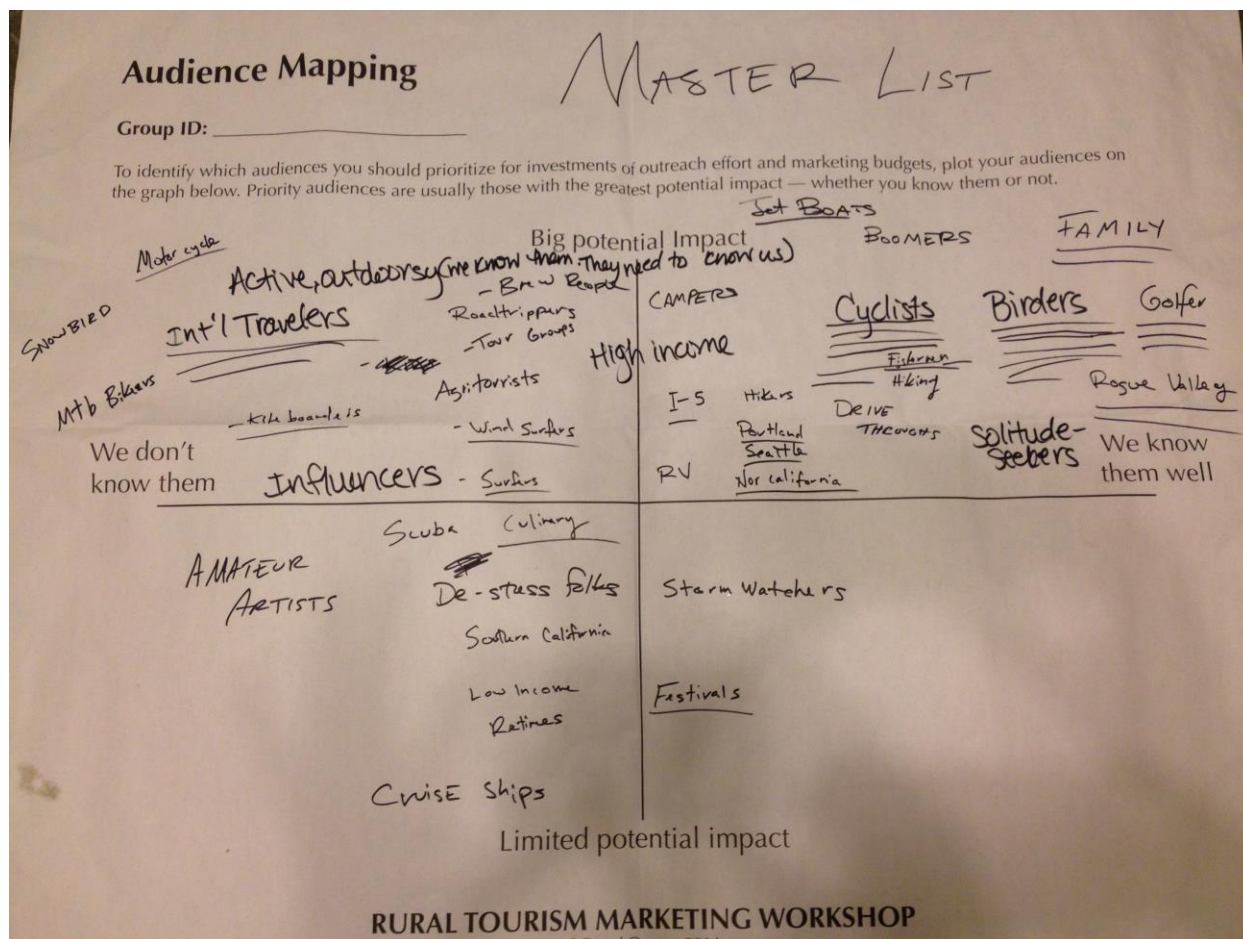
- Housing becomes more affordable (?)
- *(Is there a way to measure the impact of increased tourism revenue in terms of schools, infrastructure, jobs, etc.?)*

Increase awareness and understanding of the region among the local population

- Survey of local residents shows 25% are aware of the region as defined by its assets

V. Target audiences

(Be specific; choose a few priority audiences and reach them well, rather than trying to reach anyone)



See appendix for list of audiences

VI. Branding

No activity at the workshop. Committee will need to determine the following.

- Whether to adopt/adapt The People's Coast brand
- Whether to use Wild Rivers Coast (Oregon's Wild Rivers Coast?) as the local descriptor
- Other?

Branded ad campaign ideas from the idea tree:

- "Our version of..." a wildlife safari (Hwy 101), Our version of Twitter (birdsong), night life (campfire), skyscrapers (Redwoods), treehuggers (kids circling redwoods), shopping spree (armload of beachcombing haul), nightlife (stargazing), the mail (Mary Adams Peacock, Rogue jetboats), walk in the park, roughing it (the campground yurts), a crowded beach (5 people), parking lot (KI overlook or one of the scenic OR overlooks), grocery shopping (foraging and farmers market), going against the flow (spawning salmon moving up river), spending time online (grinning child holding up fish on line)
- "Got wind? We do. Wild Rivers Coast." "Need Wind? We have it. Visit the Wild Rivers Coast."
- "Wild. Rivers. Coast. The name almost says it all." (images of crabs, redwoods, rain, etc.)

VII. Key Messages

Here, aim for what makes you truly unique. How do you define what the Wild Rivers Coast offers? How does that fit what people seek and can't find elsewhere? How can you invite them and create a compelling reason to visit now?

- We are accessible even though we are remote. If you're from Portland, turn left.
- Connect with nature, no password required (play on high tech words as key phrases: shift, enter, escape, reboot, unplug, twitter, cloud, memory, search). Discover, explore, find solitude.
- We combine tranquility, adventure, views, authentic towns. Enjoy adventurous days, relaxing evenings, and uncrowded beaches. This means you can reconnect with nature, relax and not be treated like a tourist...and you can find adventures from summit to sea. Come immerse yourself in our real world and leave relaxed. Spend a week with us!
- Enjoy cooler summers (it's summer's air conditioning!) and warmer winters compared to other places along the coast.
- Discover the WRC. Find new seasons, adventures. Find solitude...and maybe even yourself.
- Come to the WRC for an authentically wild experience. Find adventure in less-traveled places. Every experience is yours—your wilderness, your views, your tranquility.
- Challenge your body, calm your mind. Create a million memories on 101 miles of wild rivers.
- Escape to outdoor adventures in a pristine environment.

VIII. Itineraries

(Remember to follow Travel Oregon's format; see appendix of workshop packet for examples)

- Savor the sunset – Enjoy a day of indulgence in Bandon. Start with sampling cheeses at Face Rock. Lunch @ Tony's Crab Shack or Bandon Fish Market on the Boardwalk. Walk the beach and breathe in the fresh air. Afternoon dessert @ Coastal Mist. Relax as the sun sets and enjoy dinner @ Edgewater's. Check into a hotel on the ocean as you rest to ocean sounds.
- National parks itinerary: Redwood, Crater Lake, Lava beds, Lassen, Whiskey Town, Tuley Lake
- Art tour (great activity to market to spouses of golfers, fishers, etc.): unexpected public art, galleries, Washed Ashore, murals, crab pot Christmas Tree, etc. "Go home with sand in your shoes and art in your pocket."
- Easy outdoor recreation with the family. Bandon: stay at Bullards Beach, crabbing and supplies, Cape Blanco Lighthouse. Port Orford: Guided sea kayaking, hike the PO Heads. Gold Beach: 104-mile/day Rogue trip. Brookings: Loeb Park, Chetco River, Redwood Nature Trail, Oregon Coast Trail. Crescent City: Redwoods, Stout Grove Treesol Mystery

IX. Marketing Strategies and Tactics + Marketing Channel Best Practices

(Strategies are what we'll do to advance our goals. We did not define these as a group and they will be a priority for the marketing committee.)

(Tactics are the individual activities included in each strategy. We brainstormed possible tactics across four key marketing channels, as outlined below. These ideas may end up being shaped into strategies or, more likely, will become supporting tactics under strategies.)

A. Collateral

- Partner with OCVA to leverage their collateral.
- Use collateral that exists (Hospitality 101); it has attractions but no restaurants, but no hiking or images; on an 11 x 17, brochure that is by town or sector. Make it more attractive and make it fit in a rack.
- Create “hands-on” WRC piece with things to do, maps; include digital links
- Work with the Peoples Coast to develop a regional visitor’s guide.

B. Digital

- Connect with bloggers writing about travel
- Create a regional website
 - Partner with OCVA to leverage their web resources.
 - Feed into the orb
 - Ensure easy search
 - Include a photo co-op of images of business, local area, nature, etc.
 - Seek out Ask Oregon rep for South Coast
 - Seek out regional video companies to produce videos
 - Attract professional writers, bloggers, photographers to experience our assets and events and post
 - Collaborate with on-the-ground organizations, businesses, locals to create and update content
- Create a social marketing presence for the region
 - Teach local organizations to use social media effectively
 - Look for funding source for social media staff for the region
 - Create point of interest network for content
 - Set up various social media channels with clear structure for reporting (e.g. Create a regional Pinterest board for the region; feature art and other highly visual amenities, locally sourced food, etc.)
 - Create ready access to information for tourists with hashtags
 - Invite people to tell their adventure story on our blog and share it.
- Educate the industry on social media
 - Mentoring on how to use social media, write a good post.
 - Educate business owners--host lunch workshops focusing on one channel at a time (Twitter, Facebook, etc.)
- Spread #WildRiversCoast

C. Media relations/story ideas

(remember that OCVA does call-outs for story ideas, and Travel Oregon is always open to story ideas and can help you determine where to pitch them)

- Where our food comes from in the region, emergence of small coastal farms – how families can come and enjoy this, including the backstory of certain local characters
- It’s raining here, even when it isn’t raining in some places (or it’s snowing)—we provide an escape to the rain.
- Wildlife: (whales, osprey, eagles) our version of a wildlife safari

- Market windsurfing here to people in Hood River (or people who usually go to Hood River)
- Kids' camps and family adventures here
- Protected areas on the Wild Rivers Coast marine and terrestrial Tyson@pedfishrocks.org
- Oregon has Redwoods too! Chetco River trail and Winchuck River cathy@currywatershdstrail.org
- Spending a night at Quail Prairie lookout or a night at Battery Point Lighthouse jparmer@delnorte.org
- Redwood canopy tour: Jeff Parmer jparmer@delnorte.org
- Grant's getaway should come "Yak Fish" the south coast on South Coast Tours LLC
- Southern Oregon Kite Festival "Everyone has flown a kite but can you fly three at once" Michael Pitts Campbell mpittscampbell@gmail.com Brookings
- Authentic wild rivers coast salmon derbies and fishing opportunities in shoulder season, Alexa, Gold Beach
- South Coast Region embraces cycling in all its terms, from biking along scenic trails to HWY 101 tours. New bike rest stops make travel more enjoyable and informative. Bandon to Brookings. Michelle Carrillo, Tyson Rasor
- Renovation of old 4-H dorms into new community bike youth hostel. Footsteps from the beach and located in the heart of Gold Beach. Place to enjoy beach, close to amenities, family reunion, traveling group, camps, surfing, kayaking, SUPs – Michelle Carrillo
- Yak fishing (only place you can fish on ocean by kayak is here)
- Elk River Adventure: last summer I decided to go car free in Port Orford. The challenge was to find a way to go camping only on my own two feet—wild and scenic elk river was my destination – over an entire week I walked from battle rock to sunshine bar campground and back using only trails and backroads – Jerry McManus jerry.mack.manus@gmail.com
- Food day weekend (Oct 24-26) cheese itinerary (creameries, cheese making classes, cheese themed meals) Media pitch and foodie e-newsletter – Angela Glore angela.glore@gmail.com
- Art in Port Orford (pop 1190), 10 galleries, outdoor installations: Karen Auburn
- The unknown hurricanes of Oregon
- Water festival: Ben Morgan, Port Orford
- Feature the new old course development Pacific Gales in Port Orford: for more information www.pacificgates.com troyerussell@pacificgales.com
- U pick cranberries: hand-glean cranberries from a bog! Tours available. Learn more about cranberry industry: cathy@currywatersheds.org
- Wahl Sheep ranch lambing – over 7,000 lambs born, tours possible, great watershed stewards: cathy@currywatersheds.org
- The Bomb Trail – A multifaceted continual story. Much history – WW II – Japanese plans to expand the bombing cut short by war ending. Types of naval craft – history of pilots.
- Turning the tide... local coastal businesses integrate TBL
- Crescent City Harbor as a destination
- Goose migration "fly off," 30 minutes before sunrise during final week of March near Crescent City Airport
- Full moon float on Rogue or Chieftan or Smith Rivers during July-Aug-Sept
- Forest service recreation rentals (i.e. lookouts), Bombsite, Wheeler Creek, Japanese Bombsite trail
- Gravel bicycling; fishing, scenic and jet boat tours (USFS)

- Work with BLM and USFS to map trails, special interest areas, river access, outfitters for websites (bhemus@fs.fed.us)
- Curry County Fair: Last weekend in July. Only oceanfront fair on the NW Coast. Event center/fairground has been self supporting since 19993. Our 501c3 catering arm is unique in Oregon.
- Make your destination anywhere on the Wild River Coast. You are minutes away from every recreational opportunity possible, from our forests and sea shores...without snow.
Craig@anchorinnrv.com
- Brookings Chetco River Osprey nest. At eye-level from the bridge you can see into a nest. Every year the pair returns and raise chicks. You can watch them sit on the next, hatch the eggs, raise the chicks and see the young birds learn to fly—all from your car as you drive by. Cindy Vosburg
cvosburg@currypilot.com
- Unusual coast art story (or itinerary): crab pot Christmas tree in Port Orford, Washed Ashore, handmade kites, tribal art, outdoor sculpture garden
- Life cycle of Rogue Valley pears from fruit to spirits (distillery@brandypeak.com)

D. Global sales

- Don't overthink it, pick one market and build relationships.
- Make sure tour operators know about your area—remember hundreds of tour busses pass through our area each year.

E. **Other creative ideas that may become strategies or tactics depending on the goals, objectives and strategies prioritized by the marketing committee**

- Art tour of Wild Rivers Coast
 - Secure compelling images of public art
 - Create a regional map showing each community's art + art trail maps in each community (collect one in each community to build a collection?), including where to stay, eat, etc.; integrate art in all other regional collateral
 - Promote digitally
- Ad placement ideas: billboards on I-5, local travel features on motel TVs.
- How do we motivate Rogue River rafters to head west after their trip? Get more tour operators to stop here?
- Public art scavenger hunt
- DIY south coast weekend: a weekend of events to learn "coastal" skills: how to crab, watercolor, fishing, distilling, seafood cooking, etc.
- QR codes to password that gets you a certificate or clue to next activity (passport)
- Every town should choose an iconic silhouette and have a weekly fundraiser allowing kids to paint. See NC wild horses on the outer banks.
- Build experiences for wives of golfers and fishermen
- Multi-ticket event purchasing option for region. E.g. Coos fair and curry fair same week (2 day pass) with itinerary of stops between
- Themed photo contest of south coast: solitude, adventure, wildlife. Win a prize.
- Ensure that welcome centers have consistent messaging

X. Our Group's Assets

(Where we may have existing resources to lead or support the work the marketing committee outlines)

- I can provide 3 good photo images – Jeff Parmer jparmer@delnorte.org
- Michelle Carrillo michelle.carrillo@oregonstate.edu Gold Beach Curry County communication and digital media background. Happy to coach with social media website layout or host a workshop 206-245-3995
- Hiking agate hunting want to be photographer sdawson@goldbeach.org
- Photography Emma Jones
- I am a credentialed LEED Loreen Assoc. Jessica Mercad loanadmin@dnedc.com also- manage four Facebook pages
- Angela.glore@gmail.com: Assets: small budget available, writing skills, grant writing skills, very basic design
- Timothy Seahill- WRCA Bandon tscahill@bandondunsgolf.com social media strategy training, photo, video design, media contacts Anything digital
- Scotthiemann@yahoo.com Helping with travel infrastructure- just think its such a key piece of the puzzle and want to help harry
- Oregon Birding Association : state conference in Bandon Bird Tours Harv Schubothe ninerharvz@msn.com
- I can lead farm tours in Northern Curry : lambing chicken ranch cranberries garlic farm blueberries sustainable forestry cathy@currywatersheds.org
- Decent writer / photographer, GIS experience / Parks Professional Skilled communicate on in telling the local story – gain trust quickly Matt Mozzachio mbozz@yahoo.com 717-870-7857

XI. Considerations for the marketing committee

- As a business owner I have a hard time finding good workers. If we ramp up tourism who will be hireable for jobs in the tourist business?
- Do we have enough entrepreneurs to create all the new businesses we desire? (Discussed: several entrepreneurs in the room! Also business incubator is an idea surfaced at a previous workshop)
- Do we have the core infrastructure needed (e.g. WiFi, EV terminals)?
- How will public land managers prepare for influx of tourists (Discussed role of USFS and BLM; opportunity to work with USFS.)

XII. What do the RTS marketing workshop participants prioritize in our marketing work?

- Determine a strong brand/identity/theme for the region (several mentions)
 - Potentially use Wild Rivers Coast; TBD is how to associate geographic context to the phrase and define the geographic boundary (most residents of Bandon are not familiar Wild Rivers Coast)
 - Need buy-in from entities north and south of us including Oregon Coast Visitors Association
- Social media strategy, social media regional page with shared responsibility across communities, social media training/education to enable constant “churn” of info and stories necessary to gain travelers’ attention (several mentions)

- Coordinated regional website and mobile presence for Wild Rivers Coast; look at existing resources, maintain local control (several mentions)
- Targeted, diverse itineraries for different audiences, including 2-5 day itineraries (several mentions)
- Establish an effective regional marketing committee, process and structure to unify stakeholders from Bandon to Del Norte (several mentions)
 - Use a process to engage each community for the greater good of the southern coast
 - Create a regional marketing backbone comprised of existing regional marketing groups and other marketing expertise, representatives from each community (possibly including heads of chambers)
 - Expand the America's Wild Rivers Coast group to include Bandon?
- Create a pathway for what we want to do and a way to measure what we've done
- Partner with OCVA to leverage their communication and digital assets.
- Establish a communication structure to keep all communities informed and involved with action team activities, and to share information.

XII. Additional issues to consider

- Structure and makeup of marketing committee (Create new "backbone?" Work with America's Wild Rivers Coast? Create new Action Team? Other?)
 - Notes from the Idea tree: Don't leave out Bandon. Don't leave out Del Norte.
- Geographic inclusion (e.g. Bandon to Del Norte?)
- Communication structure/channels that allow all communities to be involved and informed with action team initiatives, opportunities, shared calendars, etc.
- Main point of contact for regional marketing (media inquiries, content curating, etc.) *(Note: this could be a rotating responsibility between regions, with each serving as point for a month or two at a time, following an established protocol for consistency.)*

XIII. Resources

- Marcus Hinz, OCVA, director@thepeoplescoast.com: email Marcus with story ideas, questions, requests to receive industry newsletter, requests for assets in the branding guide, general insights.
- Travel Oregon Staff:
 - Destination Development
 - Kristin Dahl, Program manager, Kristin@TravelOregon.com
 - Harry Dalgaard, RTS follow up assistance. RTS matching grants, Harry@TravelOregon.com,
 - Staj Pace, RTS Assistance, Staj@TravelOregon.com,
 - Linda Andrews, RTS Administration, Linda@TravelOregon.com
 - Global Marketing
 - Holly Macfee, Vice President, Global Brand Strategy, Holly@TravelOregon.com
 - Linea Gagliano, Manager, Global Communications, Linea@TravelOregon.com
 - Mo Sherifdeen, Director, Global Integrated Marketing, Mo@TravelOregon.com
 - Global Sales
 - Teresa O'Neill, Vice President, Global Sales, Teresa@TravelOregon.com
- People's Coast Brand resources: <http://industry.traveloregon.com/industry-resources/toolkits/regional-style-guides/> Remember that using the brand is free!

Appendix

I. Our unique draw

What lures people to our region? (The main reason visitors come)

- Natural beauty (what makes it *truly* unique? Quiet inlets, species found nowhere else, etc.)
 - Wild rivers (4)
 - Beaches/ocean/coastline (8)
 - Summit-to-sea stacks, beautiful scenery (4)
 - Pristine environment, fresh air (2)
 - State Parks (2)
 - Public lands (3)
 - Redwoods (4)
 - Marine Reserve
- Solitude/remote (6)
- Wildlife (3)
 - Flora/fauna (2)
- Weather “banana belt” (7)
- Outdoor adventure/activities/recreation (5)
 - Camping
 - Windsurfing/surfing
 - Hiking (2)
 - Jet boats (3)
 - Kayak tours (2)
 - Horseback riding
 - Clamming
 - Tide-pooling
 - Whale watching
 - River rafting (2)
 - Birding (3)
 - Trails (Samuel Boardman, OR Coastal)
 - Golf (6) at Bandon Dunes (#1 resort)
 - Beach combing/walking (4)
 - Agate hunting
 - Kite flying
 - Whale watching (3)
 - Trails/hiking (5)
 - Cycling Hwy 101 (3)
 - Driving Hwy 101 (2)
 - World class fishing (6)

What are the diversions in our area? (Things visitors will do closer to home but will do in our destination because they're here)

- Sunsets (2)
- Shopping (3), main streets (Old Town Bandon)
- Dining (5)
 - Breweries
 - Coffee shops
 - Local foods/tasting (chocolate, cheese, cranberries, etc)
 - Fresh seafood (4), crabbing (3)
 - Local, artisan foods
- Unique lodging
- Gambling
- Galleries (5)
- Glass floats
- Working ports
- Golf
- Storm watching
- History
- Festivals/derbies/events (3)
- Prehistoric (Dino) Garden (3)
- Safari Park
- Museum

What are our amenities? (Things that make the visit comfortable)

- Clean air and dark skies—no pollution
- Visitor centers
- Camping, beach campgrounds
- Light houses (3)
- Forest Service Lookouts
- Washed Ashore
- Affordability, no sales tax

What creates our ambiance? (Historic buildings, street art, etc.)

- Beautiful environment (2)
- Clean air/water (2)
- Natural sounds (hear the wind, water, no other noise pollution)
- Weather: Sunshine, dark skies and sunsets
- Relaxed, casual experience (3), friendly, knowledgeable people & staff (6)
- Solitude (5)
- Authentic experience, local ownership/businesses (3), quaint villages (2)
- History/historic places
- Lighthouses

II. Audience list

Wild Rivers Coast Rural Tourism Studio Notes, Marketing Workshop, January 7 & 8 2014

Big Potential Impact/ We know them well

- Cyclists (8)
- Birders (7)
- Golfer (3)
- Fishermen (3)
- Family (2)
- Campers
- I-5 motorists (2)
- Drive through motorists
- Rogue Valley (3)
- RV'ers
- Baby Boomers
- Portland (2)
- Seattle (2)
- Northern California (2)

Big Potential Impact / We Don't know them

- Motorcycle (2)
- Snowbirds
- Mountain Bikers
- Surfers
- Agritourists
- Kite boarders (2)
- Windsurfers (2)
- Divers
- Tour Groups
- Brew People
- International Travelers (3)
- The "influencer demographic"
- Solitude Seekers

Limited Potential Impact/ We know them well

- Storm Watchers
- Festivals (2)

Limited Potential Impact/ We Don't know them

- Amateur Artists
- Cruise Ships

- Southern California
- Low Income Retirees
- “De-Stress” Folks