

RCMP Plan  
**CENTRAL OREGON**  
FY 2014-15

**DRAFT**

May 2014

# Central Oregon: Objectives

- A. Build Awareness of Central Oregon through domestic and international media relations
- B. Expand inquiry fulfillment and marketing alignment and programs with Travel Oregon and regional partners
- C. Enhance digital tools to help destination visitor planning
- D. Increase understanding of consumer behavior and travel trends to enhance marketing efforts

# Objective A: Build Awareness of Central Oregon through domestic and international media relations

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p><b>#1 Utilize partner and contract support to host domestic and international PR activities and FAM' s</b></p>	<p>Fund PR contract support to develop strategic PR plan, story lines, pitches, itineraries, and invitations to bring qualified travel writers and travel planners to Central Oregon for customized research tours.</p> <p>PR contractor will work with COVA on domestic and international development of earned media. Travel Oregon will be a co-op partner on all international development and execution.</p> <p>Emphasis on ski, golf, cycling, outdoor recreation, culinary/micro-brew/wineries/wineries culture and destination attractions to grow awareness of Central Oregon as a year-round destination.</p> <p><b>Outcome:</b> Host 24 domestic and international media FAM' s Secure 12 published feature commitments Generate \$1,000,000+ in Earned Media</p>



**Golf Getaways | Central Oregon Time (6 pages)**



**American Eagle Latitudes (8 pages)**

# Objective A: Continue Public Relations Strategies

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#2 Attend key Travel Trade Shows and Sales Missions with Travel Oregon</b></p> <ul style="list-style-type: none"> <li>• Sunset Celebration Weekend</li> <li>• IPW</li> <li>• IAGTO</li> <li>• Mountain Travel Symposium</li> <li>• Select Trade Shows and/or Sales Missions with Travel Oregon</li> </ul>	<p>19,000 Sunset enthusiasts pay entry to watch the pages of the magazine come to life during Celebration weekend in the Bay Area.</p> <p>4,500+ tour operators attend IPW, the largest international travel show in the US with hundreds of pre-set, qualified buyer appointments.</p> <p>IAGTO is the largest golf wholesale show in the US with two days of pre-set, qualified buyer appointments with national golf tour operators.</p> <p>Mountain Travel Symposium is the leading winter travel show providing a highly qualified audience for leisure group ski development; travel trade appointments and ski industry media.</p> <p><b>Outcome:</b>            Generate: 1,250 qualified new leads            Generate: 50 published itineraries            Generate: 12 new earned media features</p>

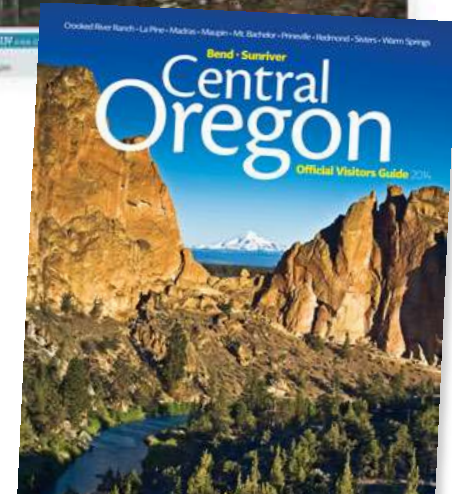
# Objective B: Expand advertising alignment programs with Travel Oregon and respond to visitor inquiries with collateral fulfillment

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#3 Support RDMO alignment strategies with advertising and social media programs</b></p> <ul style="list-style-type: none"> <li>• Madden print insert co-op</li> <li>• Madden digital co-op</li> <li>• Travel Oregon social media co-op</li> <li>• Travel Oregon Visitor Guide</li> <li>• Golf Digest Oregon section spring co-op</li> </ul>	<p>Build awareness in key domestic markets in the ‘inspiration’ planning phase – spring. Continue the proven successful alignment programs in variety of mediums.</p> <p>Develop creative to showcase the regional brand to develop awareness of Central Oregon’s multiple and diverse assets in both our vibrant urban communities and rural gems.</p> <p><b>Outcome:</b> Reach 2.5 million+ potential travelers in key target markets.</p> <p>Generate and fulfill 50,000 inquiries for the Official Central Oregon Visitors Guide.</p>

# 7 Wonders of Oregon Newspaper Insert



# 7 Wonders of Oregon Campaign



# Central Oregon Visitors Guide

# Objective C: Increase understanding of consumer behaviors and travel trends to enhance marketing strategies

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#4 Conduct annual consumer database and out of market geo-targeted research</b></p> <ul style="list-style-type: none"><li>• Longitudes Group consumer database study</li><li>• Longitudes Group random sample digital survey</li></ul>	<p>Annual consumer database research:</p> <ol style="list-style-type: none"><li>1.Awareness of the destination</li><li>2.Identification with the brand</li><li>3.Travel habits</li><li>4.Demographic profile</li><li>5.Origin of visitors</li></ol> <p><b>Outcome:</b> Establish the benchmark for annual research to understand consumer behaviors and travel patterns. Marketing strategies and ROI will be optimized by utilizing quantitative research analysis. Provide the data to all RDMO partners as a resource to assist and support marketing strategies.</p>



# Objective D: Create digital, video and print tools to inspire vacation planning

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#5 Develop region-wide content for the Visit Central Oregon web site</b></p> <ul style="list-style-type: none"> <li>Partner with Alaska Airlines and NextStop Television on thirty-minute high-def Central Oregon video for online use; in-flight distribution on Alaska Airlines with digital and international online distribution</li> <li>Produce monthly online feature story with emphasis on rural product development</li> <li>Produce 6 new online videos</li> </ul>	<p>Improved content, specifically video, photography, customized itineraries and blog assets that will be developed for the RDMO web site and shared with DMO partners in the region to utilize across multiple channels ie: video, photography, blog posts, Facebook, Instagram, and video loop for visitor center and trade shows</p> <p>Secure new video for:            Bend Ale Trail; Central Oregon Wine Trail; Three Sisters Scenic Bikeways; River Canyon Country bikeways; Central Oregon Golf Trail; Pacific Crest Triathlon &amp; Sports Weekend; Mt. Bachelor</p> <p><b>Outcome:</b> Increase digital engagement with consumers.</p> <ul style="list-style-type: none"> <li>•Audience reach of more than 5 million</li> <li>•Grow engagement by 15%</li> <li>•Increase time on site by 10%</li> </ul>

# Objective D: Create digital, video and print tools to inspire vacation planning

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#6 Produce the Official Central Oregon Visitors Guide with regional community editorial photography and content and distribute via Travel Oregon programs</b></p>	<p>The 2015 Official Central Oregon Visitors Guide is produced in both print and digital versions as the primary regional collateral piece for all visitor inquiries received by COVA</p> <p>Secure new, rights free high resolution images</p> <p>Produce editorial content unique to each community</p> <p><b>Outcome:</b> Distribute 50,000 Official Central Oregon Visitors Guides through participation in the TOOL program and the Official State Welcome Center fulfillment programs</p> <p>Increase VisitCentralOregon.com visitation by 15%</p>



**The Official Central Oregon Tourism Website – [VisitCentralOregon.com](http://VisitCentralOregon.com)**

# RCMP Committee & Process

- The tourism region of Central Oregon lies on the eastern side of Oregon's Cascade Mountains, consisting of Deschutes, Jefferson, Crook and So. Wasco Counties.
- The Central Oregon Visitors Association (COVA) has been appointed by the members of the Central Oregon RCMP Stakeholders Committee as the tourism entity to contract with Travel Oregon to represent the region.
- The RCMP Committee Stakeholders represent the depth of the Central Oregon tourism industry and includes:
  - Bend Chamber  
Tim Casey, Executive Director
  - Central Oregon Visitors Association  
Alana Hughson, CEO  
Mike Patron, VP Digital Strategies  
Kristi Richter, Group & Event Marketing  
Ted Taylor, Content & Communications
  - Crooked River Ranch Chamber  
Kathie Gangstead, Executive Director
  - LaPine Chamber  
Ann Gawith, Executive Director
  - Madras / Jefferson County Chamber  
Joe Krenowicz, Executive Director
  - Maupin Chamber  
Cristie Amaral, Chamber Coordinator;  
Rob Miles, Owner of Imperial River Company
  - Prineville / Crook County Chamber  
Holli Van Wert, Executive Director
  - Redmond Chamber & CVB  
Eric Sande, Executive Director
  - Sisters Area Chamber  
Erin Borla, Executive Director
  - Sunriver Chamber  
Kent Elliott, Executive Director
  - Visit Bend  
Doug LaPlaca, CEO
- The Central Oregon RCMP Stakeholder Meetings take place semi-annually with electronic updates and communications monthly. Intra-region communication is facilitated by conference call and email with monthly industry eNewsletters to the RCMP Stakeholders and industry partners across the region.