



The Power of Travel

Tourism is in the driver's seat of Oregon's future as a catalyst for economic stimulus and job creation. Hear about the real impact of what you do in the tourism industry and how we've only just begun to tap our potential. Learn about the far-reaching influence of consumer behaviors once visitors return home from a trip to Oregon. Oregon's work will soon be enhanced by the aggressive goals of a new national tourism agenda.

Presentation Focus: Economic impact of travel in growing Oregon's economy, key partnerships, travel trends and the national tourism agenda. (25 minutes; includes one video)

Winning the Hearts of Experience Hungry Travelers

Cutting through the clutter of destination marketing messages requires bold strategies, focus, and storytelling courage. Hear how Travel Oregon is leading the pack and how you can get in the game, too.

Presentation Focus: Innovative marketing tactics and how Travel Oregon is branding the state as a destination. How local businesses, destination marketing organizations and communities can leverage and tie into Travel Oregon marketing to drive business to your destination. This marketing presentation focuses mainly on domestic US marketing. (30-40 minute multimedia show with TV spots and other videos. Can also provide a shorter version at about 20 minutes)

Oregon in the International Marketplace: Investing in the Future Today

Travel Oregon is one of the top ten states investing in marketing to international visitors. Learn about big wins, future growth and the benefits of welcoming international tourists to your business and community.

Presentation Focus: Overview of Travel Oregon's key international markets and sales initiatives. How Oregon works with the global travel trade in a market to sell approach. How your business and community can work with the travel trade to attract and service international visitors. (20-25 minutes, includes several videos)

Oregon Experiences from the Ground Up

Travel Oregon's first-in-the-nation Destination Development programs support the Oregon ethos and drive visitors who travel with sustainable values in mind. Hear how product development and business incubation in local communities is building a stronger Oregon tourism industry.

Presentation Focus: An overview of key successes in Tourism Development and Industry Relations in Oregon including: Cycling tourism development, Travel Oregon's Rural Tourism Studio, the Travel Oregon Forever program including the Sustainable Business Challenge (how businesses can adopt sustainable practices and get low or no-cost enhanced marketing), and the Oregon Travel Philanthropy fund supporting projects that enhance local communities and the environment. (20-25 minutes, includes 1-2 videos)

Questions?

Please direct any questions to:

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