

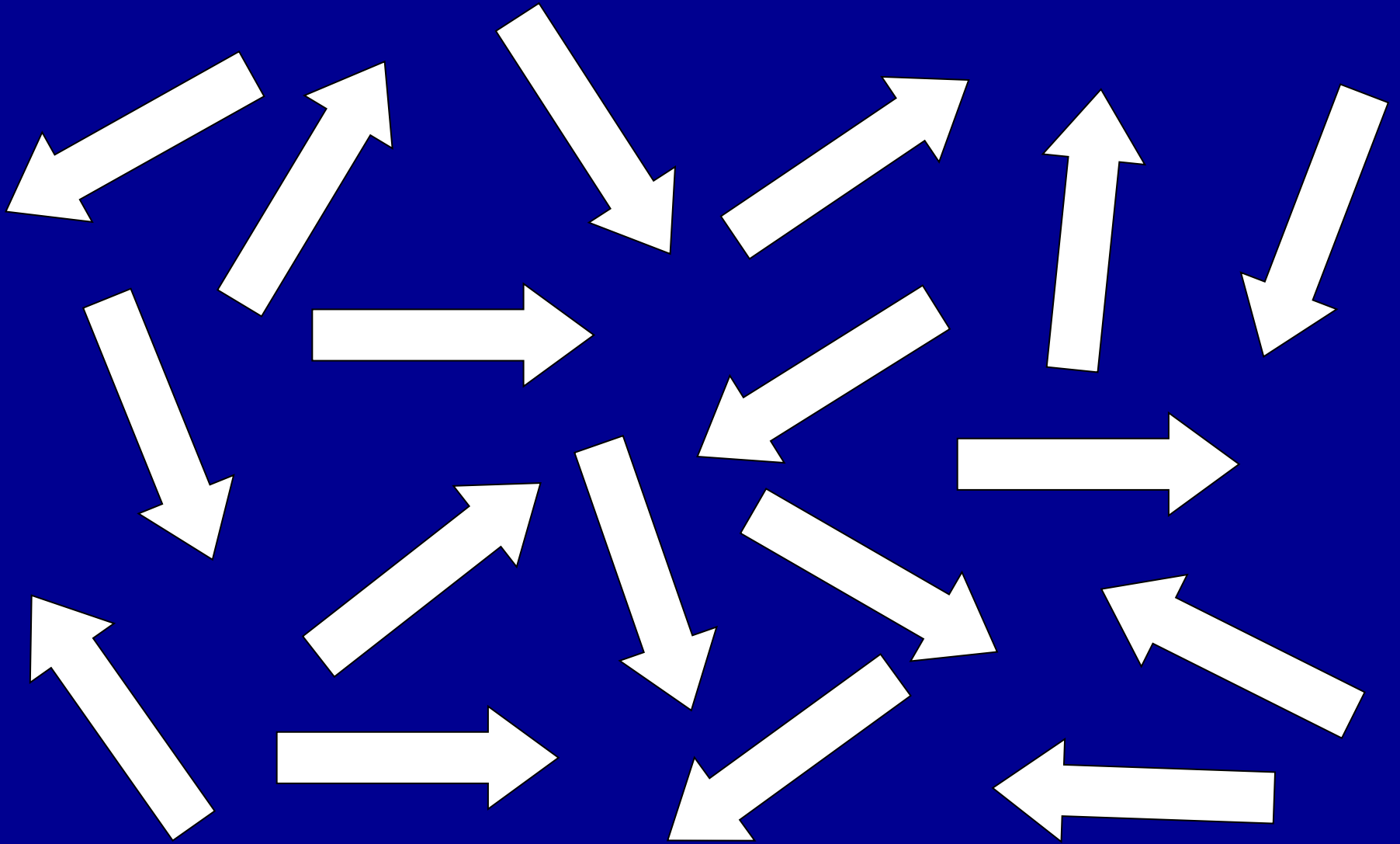
DecisionPath

| SCENARIO
PLANNING |

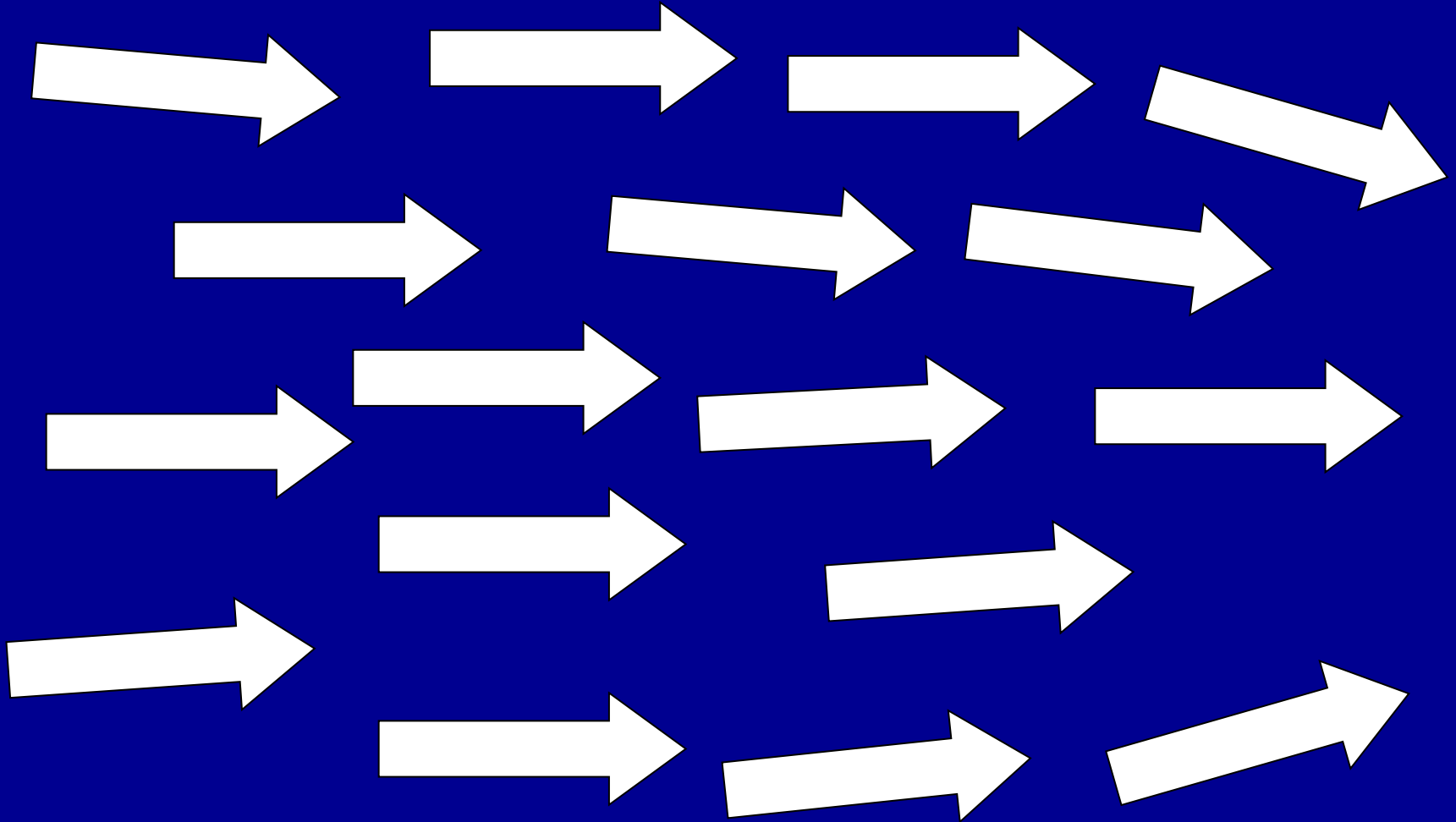
Rural Tourism Studio Polk County, Oregon

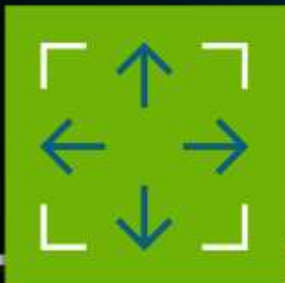
David Beurle
Future iQ Partners
www.future-iq.com

Committed groups



Committed groups



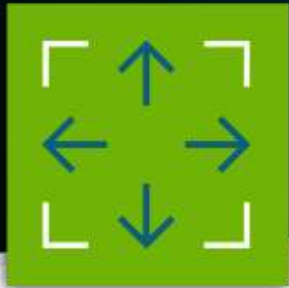


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Day 1 - Program

- Review Survey results
- Review assessment of key drivers shaping the future
- Define plausible scenarios



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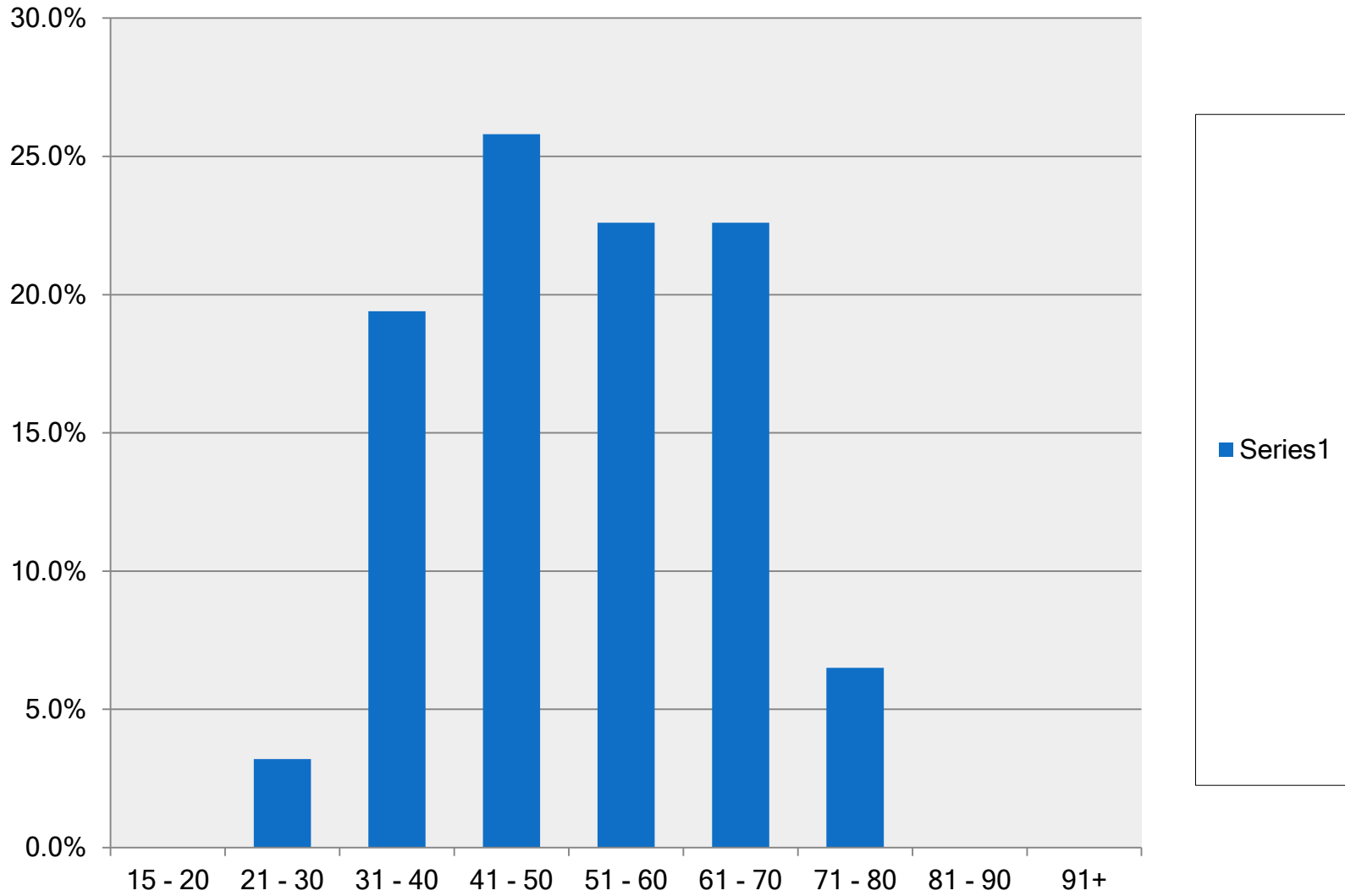
SURVEY RESULTS

N = 31

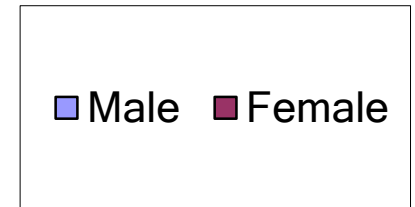
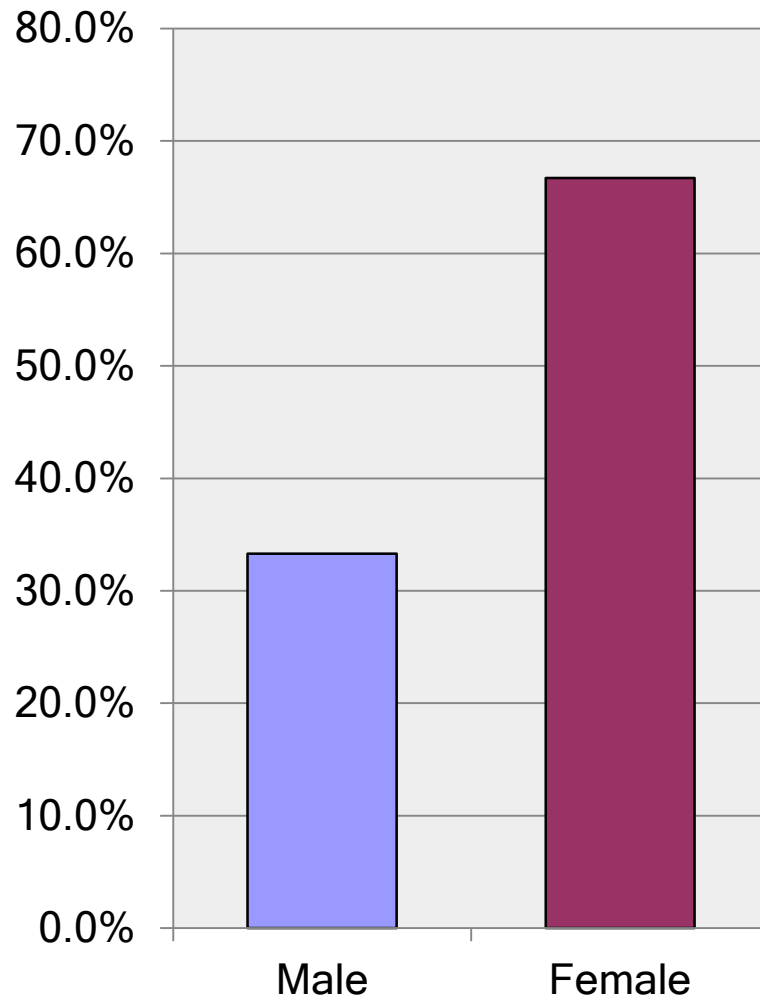


RURAL TOURISM STUDIO

Age (years old/young)

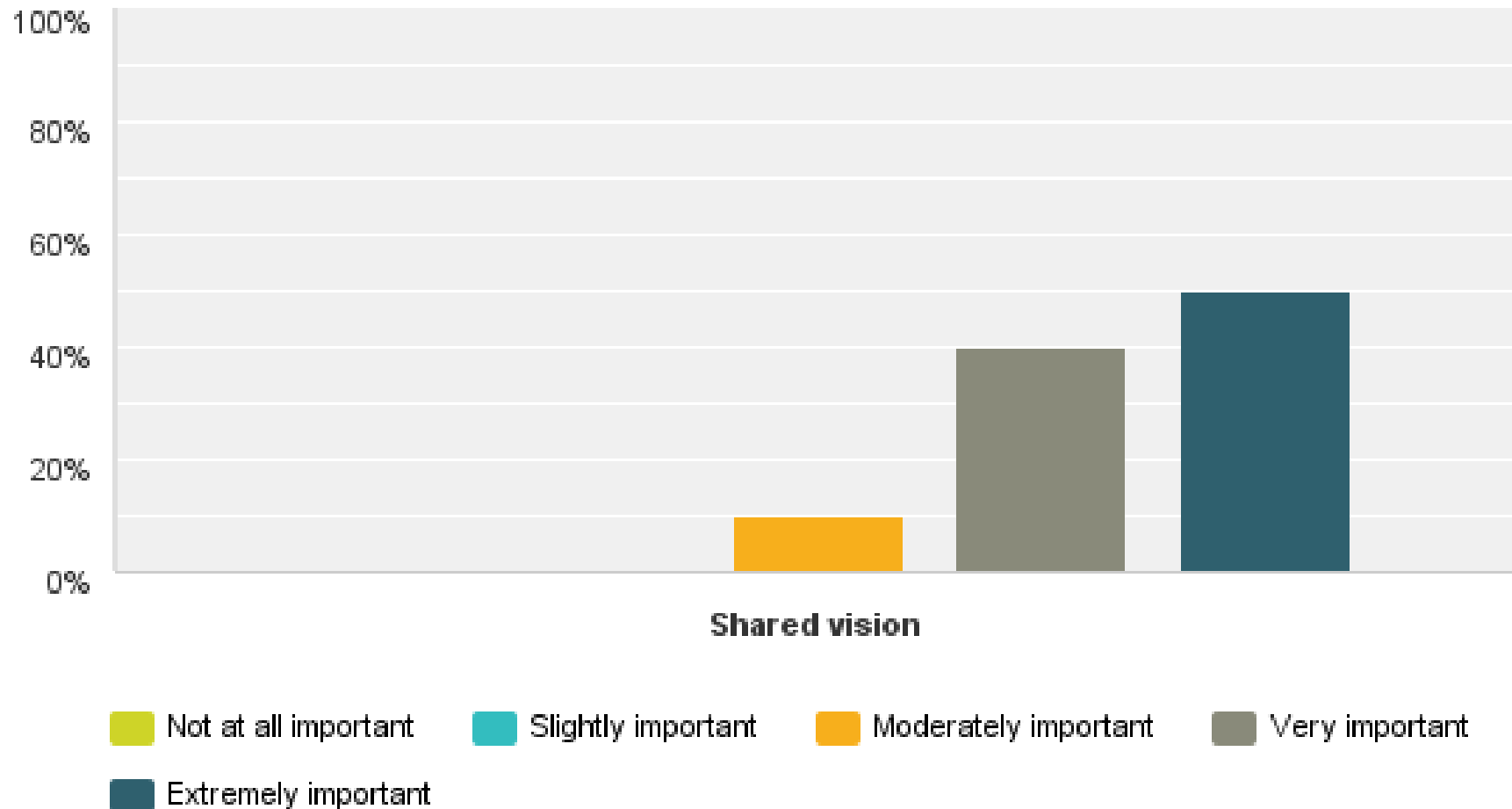


What is your gender?



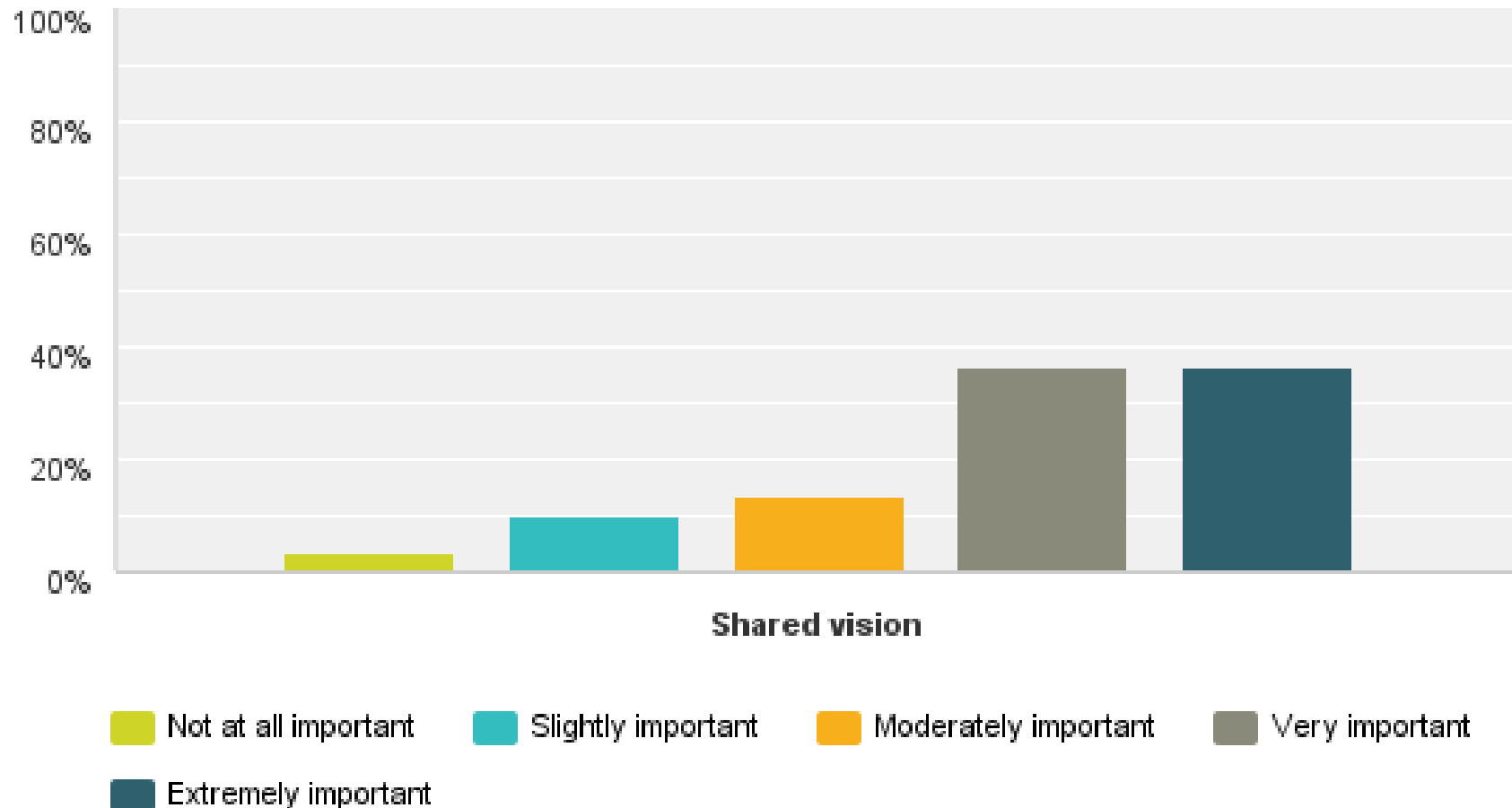
Q5 How important is it to have a shared vision for tourism in Polk County?

Answered: 30 Skipped: 1



Q6 How important is it to have a shared vision for tourism in Polk County when MAKING DECISIONS in your work?

Answered: 30 Skipped: 1



What opportunities could be leveraging in the ultimate Tourism Action Plan?

Answered: 22 Skipped: 9

Responses (22)

Text Analysis

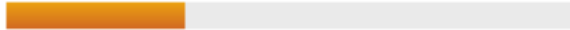
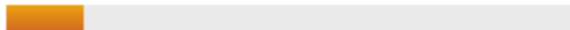

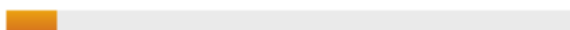
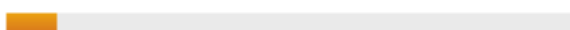
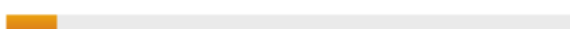
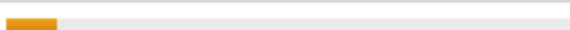




My Categories (0)

Cloud View

List View

Search responses

Showing 11 most important words and phrases

Wine		31.82%
Independence		13.64%
Cycle Tourism		9.09%
Polk County		9.09%
Trail		9.09%
Awareness		9.09%
Local		9.09%
Visitors		9.09%
Question Understand		9.09%
Agritourism		9.09%
Government		9.09%

What challenges would the ultimate Tourism Action Plan address?

Answered: 25 Skipped: 6

Responses (25)

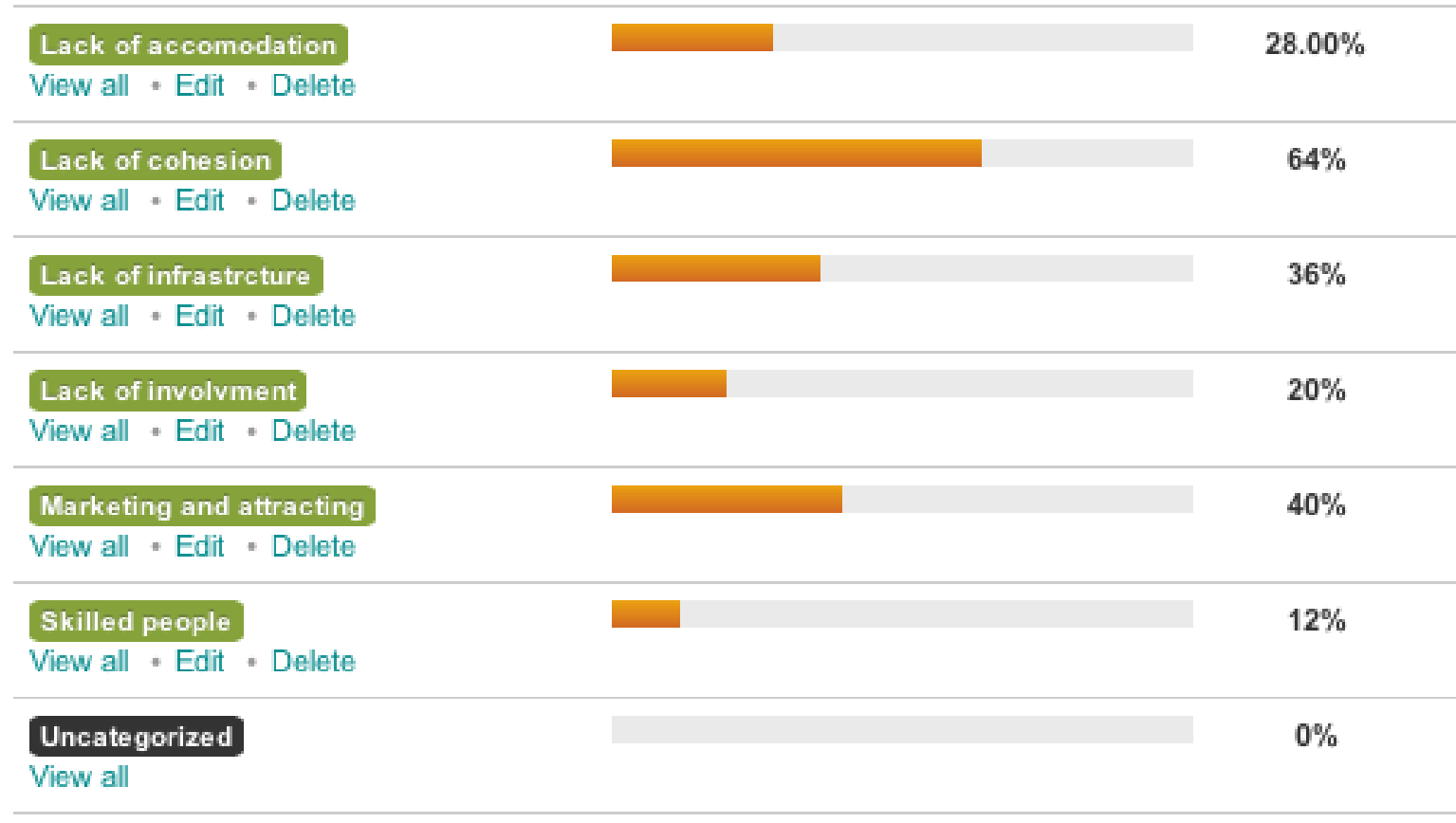
Text Analysis

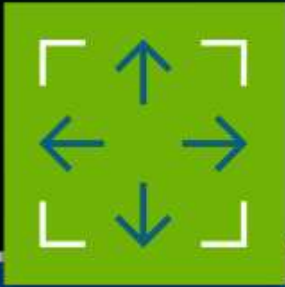
My Categories (6)

+ New Category

Search responses

Showing 6 custom categories





DecisionPath

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What is Scenario Planning?

A tool best used to embrace an uncertain future

Explores a range of plausible futures

Allows for the consideration of complex and interrelated forces

Scenario Development



Explore
Trends and
Implications
for tourism
industry

'Drivers'
Shaping
Polk
County'

Develop
four
plausible
scenarios

Implications
for the Polk
County

Preferred
Future and
action
planning

industry
for tourism
Implications
Trends and
Explore

County,
Polk
Shaping
'Drivers',

scenarios
plausible
four
Develop

County
for the Polk
Implications

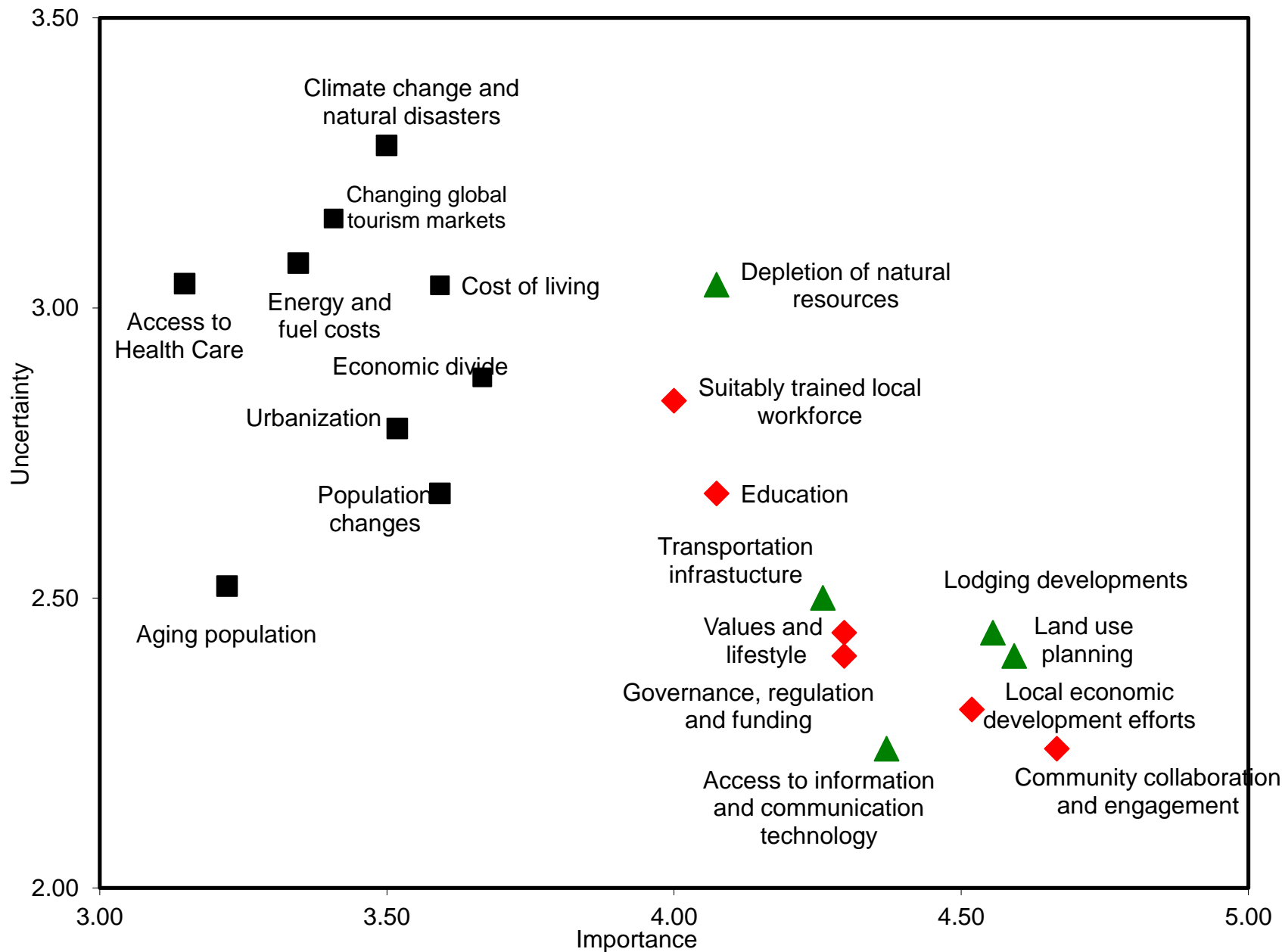
planning
action
Future and
Preferred

Importance / Uncertainty matrix

Rate each driver on a 1 – 5 scale
(1=low; 5=high)

Driver	Importance	Uncertainty

RTS Scenario Shaping Clusters of Drivers



Regional scenario shaping clusters of drivers

Ability to leverage our human capacity

- Community collaboration and engagement
- Local economic development efforts
- Governance, regulation and funding
- Values and lifestyle
- Suitably trained local workforce
- Education

Tourism and economic infrastructure

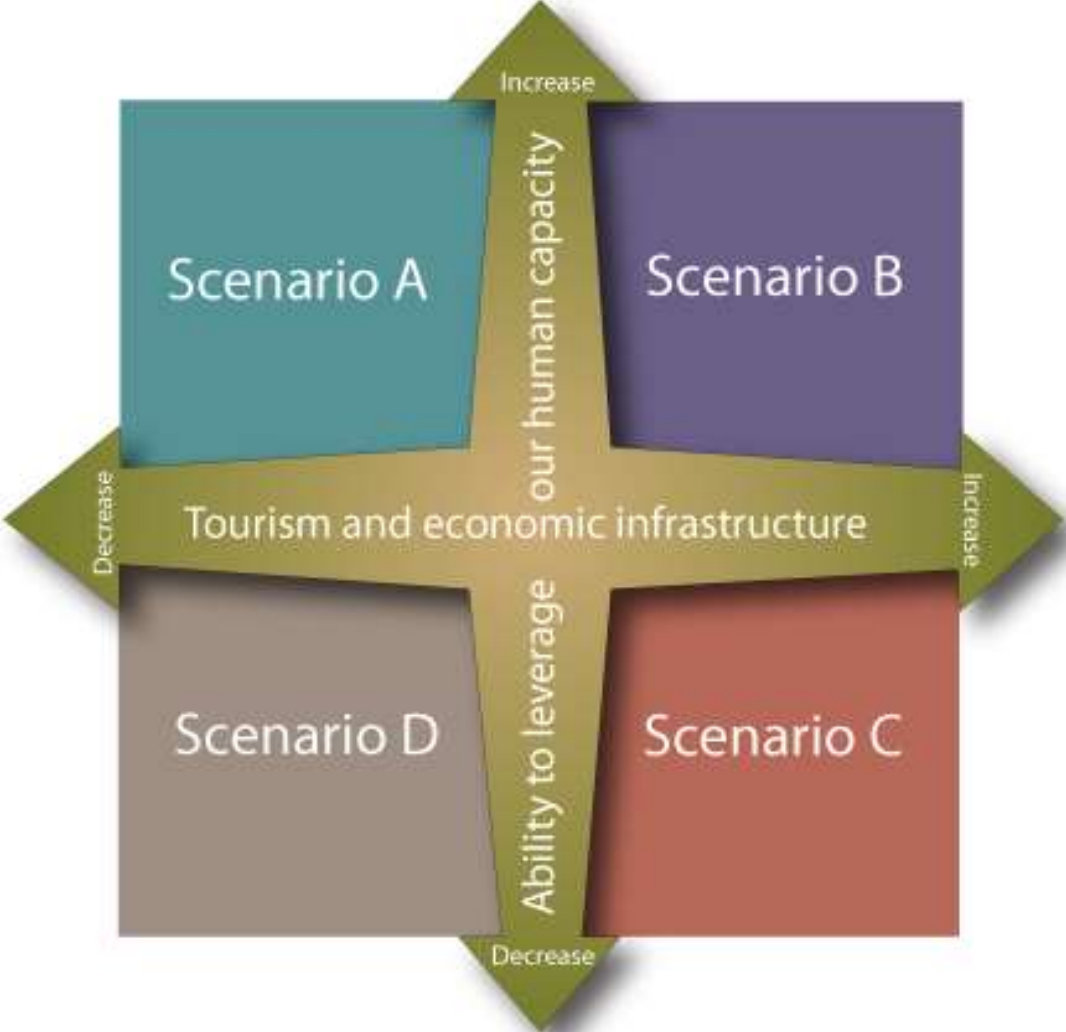
- Land use planning
- Lodging developments
- Access to information and communication technology
- Transport infrastructure
- Depletion of natural resources

Polk County RTS Scenarios Grid

**Effective planning, collaboration
and actions that are anchored in
local values, aspirations and skills.**



**Lack of critical
infrastructures
to support
viable tourism
industry**



**Well resourced
local tourism
and economic
infrastructures**

**Fragmented and
disjointed efforts with
conflicting priorities.**

Scenario name and brief description _____

Social Characteristics

Economic Characteristics

Environmental Characteristics

Scenario Group _____

Headline news for the following years...

2015

2020

2030

Regional dimensions to consider

(What would
tourism in Polk
County be like in
2030?)

- **Population
makeup/characteristics**
- **Tourist traffic and
profile**
- **Landscape and visual
impacts**
- **Community feel and
'vibe'**
- **Tourism products and
experiences**
- **Tourism and associated
industry and economic
profiles**

Timeline for scenario formulation

Suggested Scenario Group timeline

Group meet and scope-out scenario (15m)

Develop characteristics (30m)

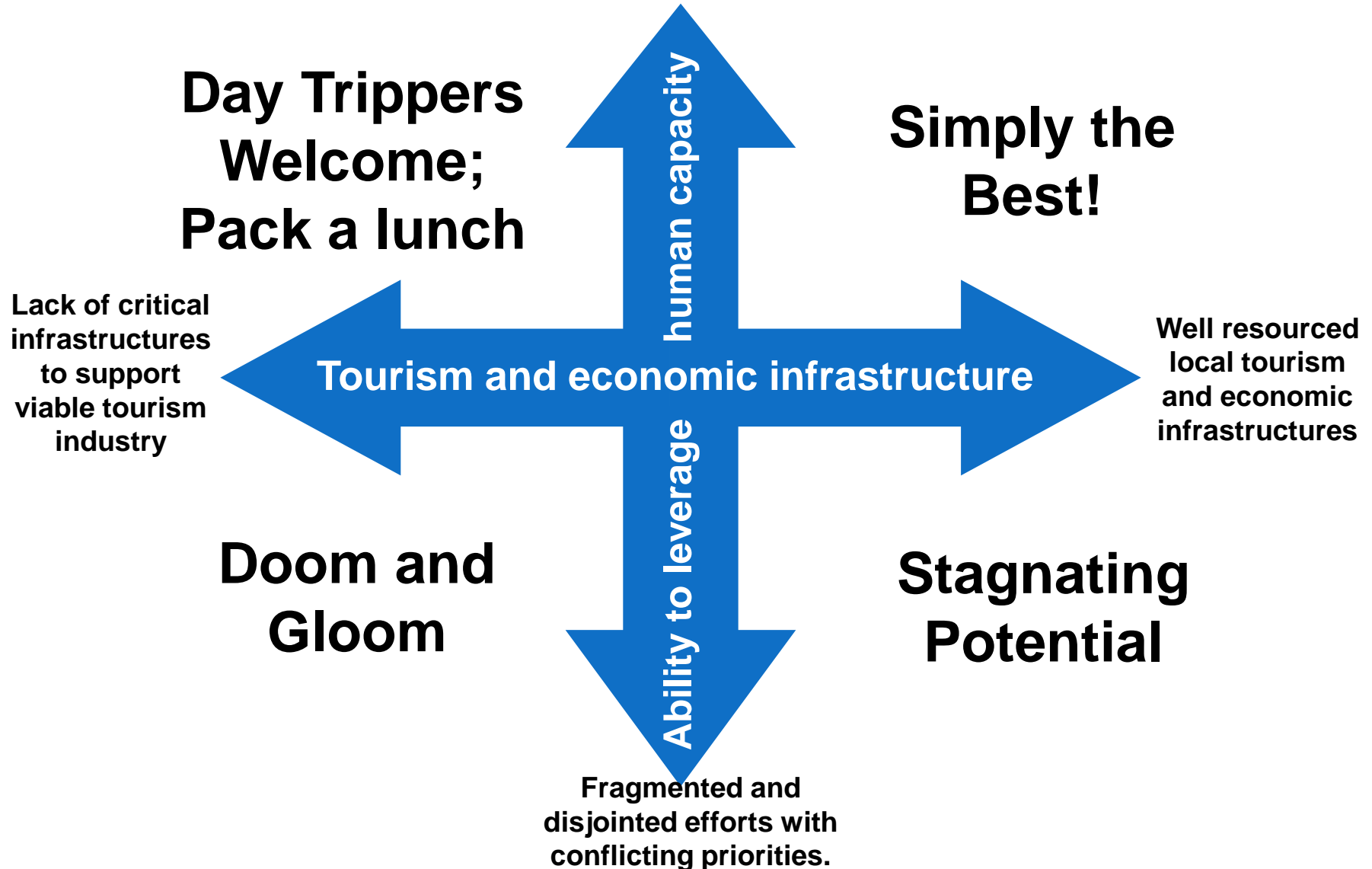
Headline News and (10m)

Short scenario name (5m)

Return to main room ready to present

Regional Scenarios based on two scenario shaping clusters

Effective planning, collaboration and actions that are anchored in local values, aspirations and skills.



Regional Scenarios based on two scenario shaping clusters

**Day Trippers
Welcome;
Pack a lunch**

Effective planning, collaboration and actions that are anchored in local values, aspirations and skills.

Simply the Best!

Lack of critical infrastructures to support viable tourism industry

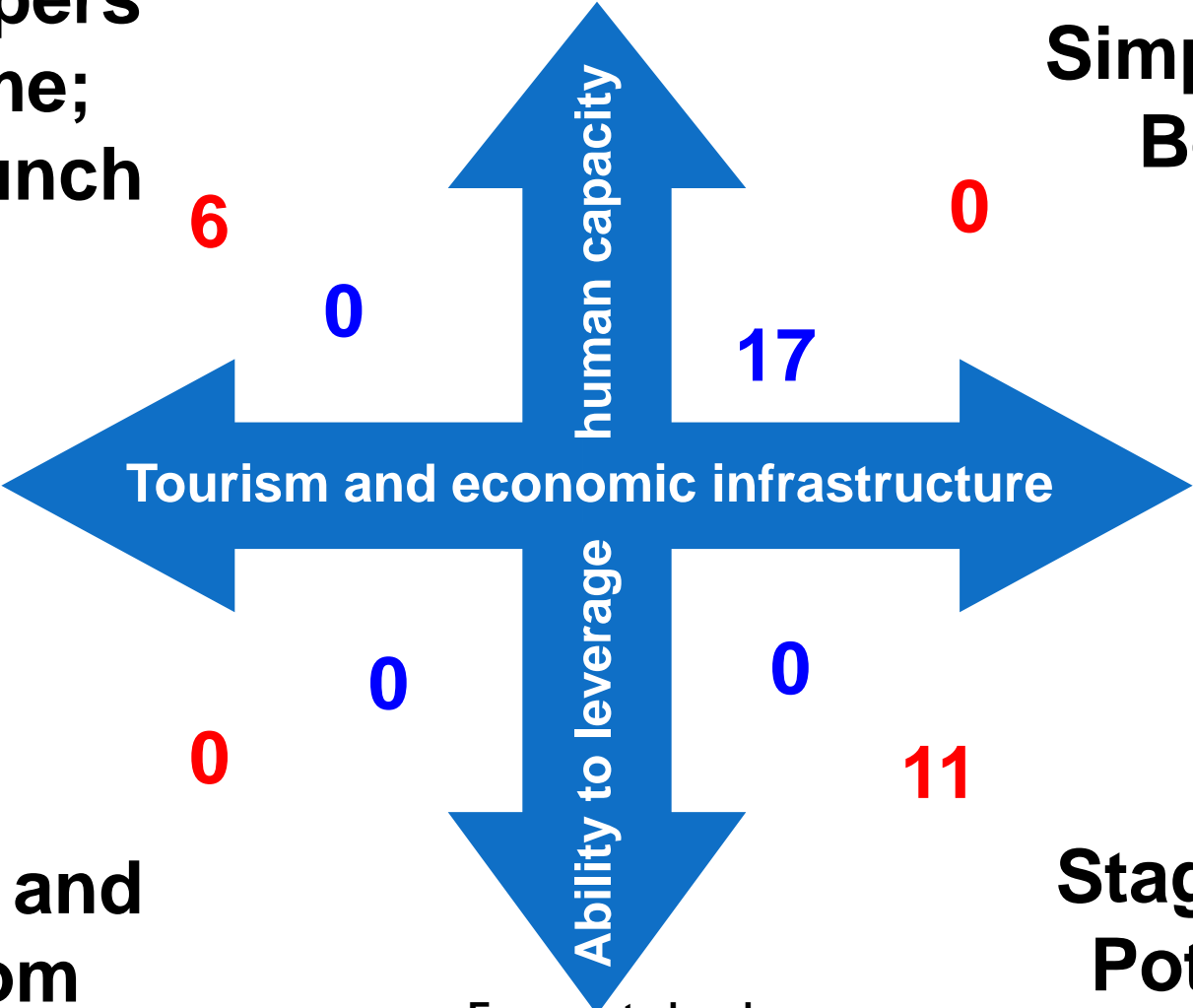
Well resourced local tourism and economic infrastructures

Tourism and economic infrastructure

Doom and Gloom

Stagnating Potential

Fragmented and disjointed efforts with conflicting priorities.



6

0

0

17

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11

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human capacity

Ability to leverage