

# YOUR WORKSHOPS

- **Tuesday, Oct. 14 | Regional Tourism Visioning Event**
- **Wednesday, Oct. 15 | Regional Tourism Planning Workshop**
- **Wednesday, Nov. 5 | Culinary & Agritourism Development Workshop**
- **Tuesday, Dec. 2 | Bicycle Tourism Development Workshop**
- **Tuesday, Jan. 13 | Rural Tourism Marketing – Part 1**
- **Wednesday, Jan. 14 | Rural Tourism Marketing – Part 2**
- **Tuesday, Jan. 27 | Teaming for Success: Finalizing Vision & Building Plan of Action**



# EVENTS

- Wednesday, Nov. 5 | Evening Networking Event: Capitalizing on our cultural heritage
- Tuesday, Dec. 2 | Evening Networking Event: Birding Tourism
- Tuesday, Jan. 27 | Community Kickoff Reception
- Statewide Rural Tourism Gathering - TBD
- Oregon Governor's Tourism Conference in Eugene: April 12-14



# PARTICIPANT EXPECTATIONS

- Attend all sessions
- Participate fully and respectfully
- Arrive 15 minutes early to sessions as sessions will start right on time
- Bring everything to the table! Leave the past at the door
- Complete a workshop evaluation after each session (sent to you via email)
- Work actively with the local steering committee to assist with implementing priority actions



# SESSION GROUNDRULES

- Keep an open mind
- Actively listen
- Share air time
- Be early...and often!
- Contribute to moving forward
- Enjoy the process...the journey is just as important as the destination



# MATCHING GRANT HIGHLIGHTS



RURAL TOURISM STUDIO

# BINDERS & STUFF



RURAL TOURISM STUDIO

# SUSTAINABLE TOURISM...

1. Is integrated with and respectful of the culture, homeland, heritage, and people of a place;
2. Provides a unique and authentic experience for the visitor;
3. Generates localized economic development benefits;
4. Has a balanced or beneficial impact on the environment;



# SUSTAINABLE TOURISM...

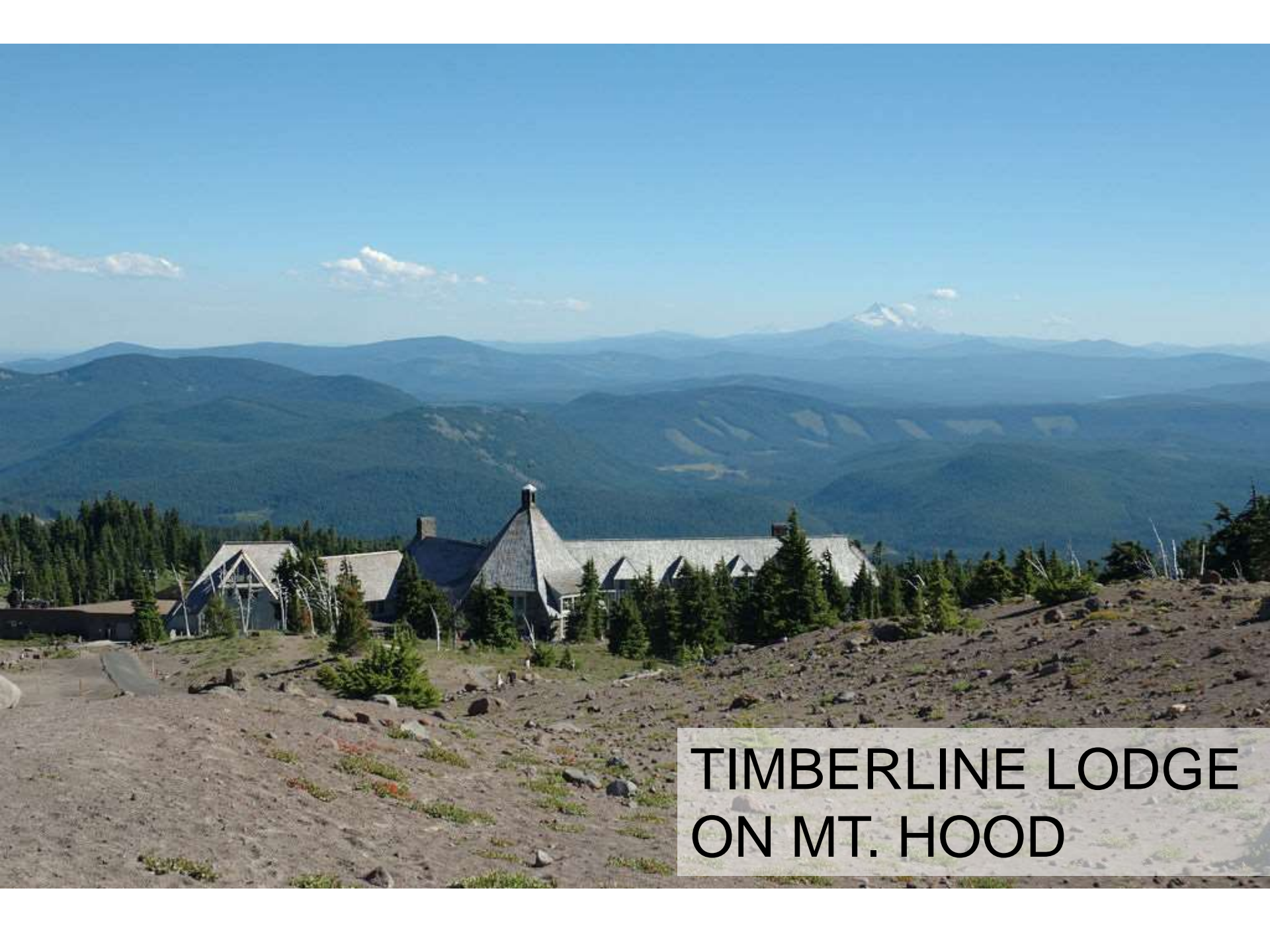
5. Generates revenue that is invested in conserving and enhancing the unique features of the community;
6. Provides an educational experience for the visitor that leaves them enriched and inspired to create positive change at home;
7. Encourages diverse parties to work together to create new opportunities and to address common challenges; and
8. Serves target markets that are profitable, with promising long term viability.





1. Sustainable tourism is integrated with and respectful of the culture, homeland, heritage, and people of a place;





**TIMBERLINE LODGE  
ON MT. HOOD**



KAH-NEE-TA  
WARM SPRINGS  
RESERVATION

2. Sustainable tourism provides a unique and authentic experience for the visitor;



RURAL TOURISM STUDIO



Isla del Sol  
Lake Titicaca  
Bolivia

# LOCAL HISTORY



3. Sustainable tourism generates localized economic development benefits;



RURAL TOURISM STUDIO



LOCAL



# LOCAL MUSICIANS



# LOCAL CUISINE





# UTILIZE LOCAL MARKETS

Photo courtesy of Jeff Behan © 2008

# LOCAL ARTISANS

Eugene Saturday Market



# LOCAL ARTISANS



# LOCAL GUIDES



# LOCAL FISHERMEN



# LOCAL SHOPKEEPERS



Photo by lercerle



# BUSTLING MAIN STREETS VITAL COMMUNITIES





TAKE THE GO! LOCAL CHALLENGE! CLICK ON THE IMAGE BELOW.

KEEP YOUR  WHERE YOUR  IS.  
COLUMBIA GORGE

JOIN OUR EMAIL LIST

Find out about events, deals and more. Sign



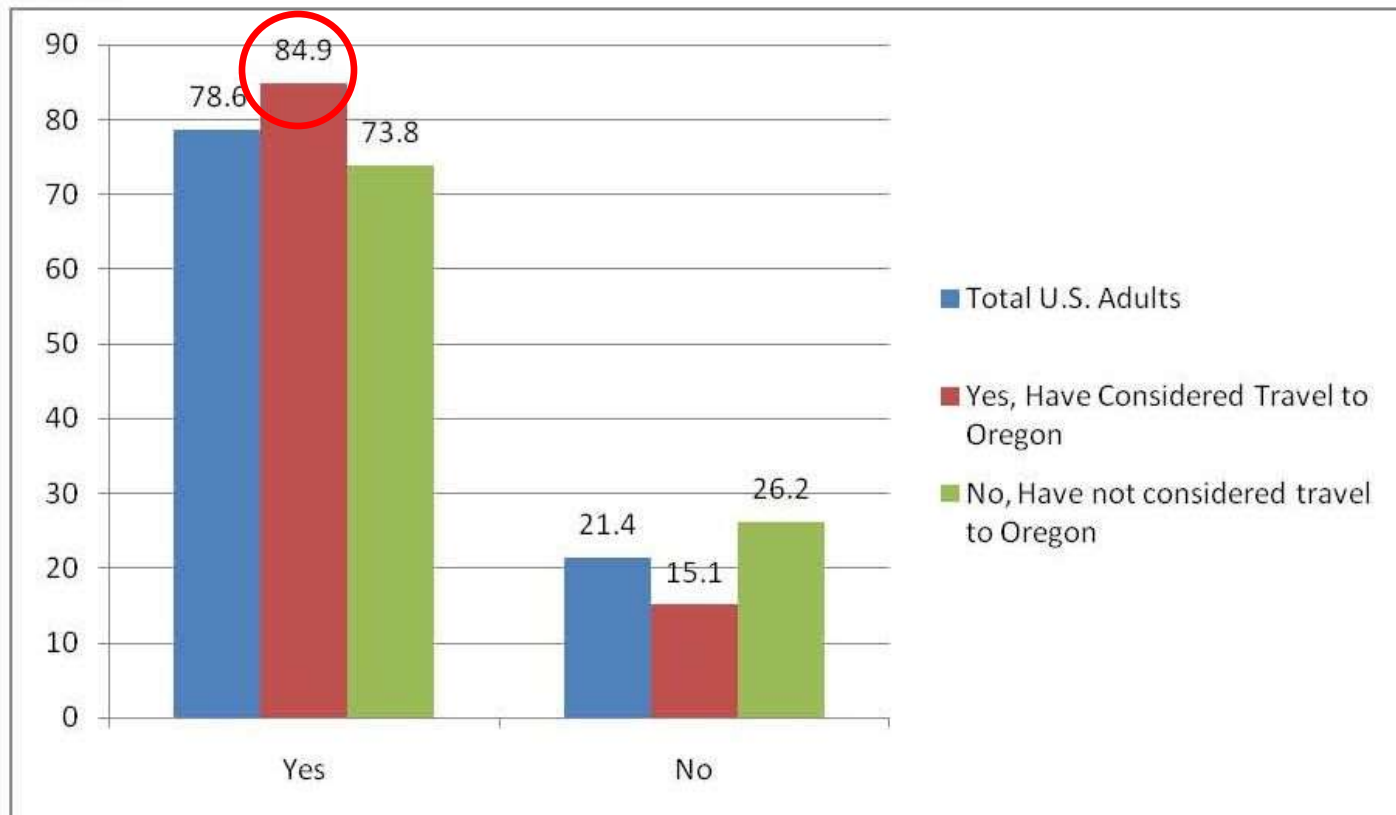
What does **LOCAL** mean to *You?*

4. Sustainable tourism has a balanced or beneficial impact on the environment;



# Green Travel Data

Nearly 85% of those considering travel to Oregon self identified as  
**“environmentally conscious”**





## Our Inn

*"This independently owned inn is an idyllic retreat set on 35 acres of landscaped gardens and manicured lawns."*

NEW YORK TIMES

### Allison Wonderland

Offering an idyllic location in Willamette Valley

The beauty and bounty that is the Oregon Experience surrounds you at The Allison Inn & Spa. Trust us....you are in for quite a treat.

Forty-five minutes beyond Portland's glow you'll find rolling hillsides, working vineyards and farms just outside our doorstep.

### Our Inn

- [Services and Amenities](#)
- [Photo Gallery](#)
- [Awards](#)

5. Sustainable tourism generates revenue that is invested in conserving and enhancing the unique features of the community;



# Bandon Dunes





# The Oregon Travel Philanthropy Fund



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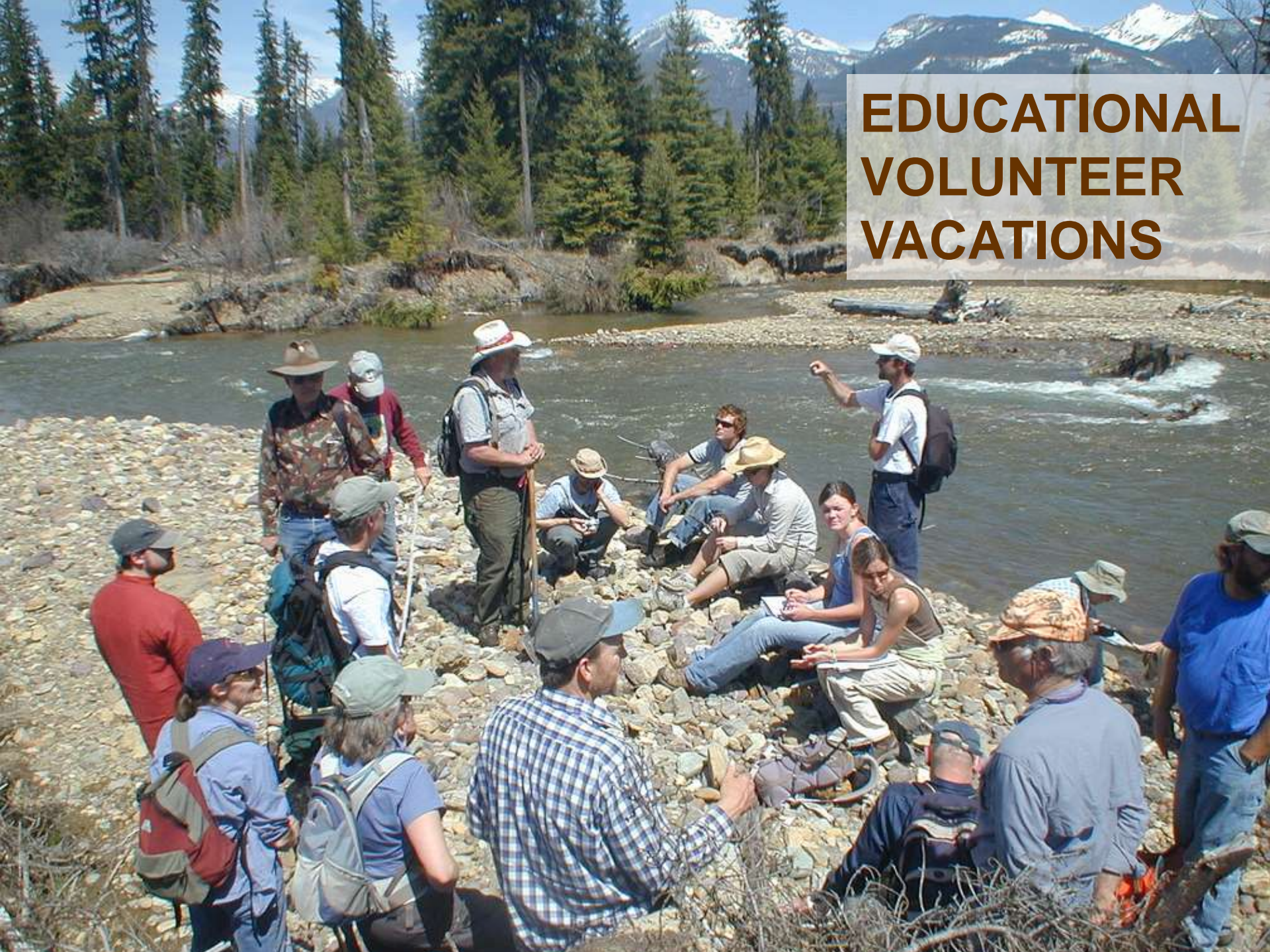




6. Sustainable tourism provides an educational experience for the visitor that leaves them enriched and inspired to create positive change at home;



# EDUCATIONAL VOLUNTEER VACATIONS



7. Sustainable tourism encourages diverse parties to work together to create new opportunities and to address common challenges; and



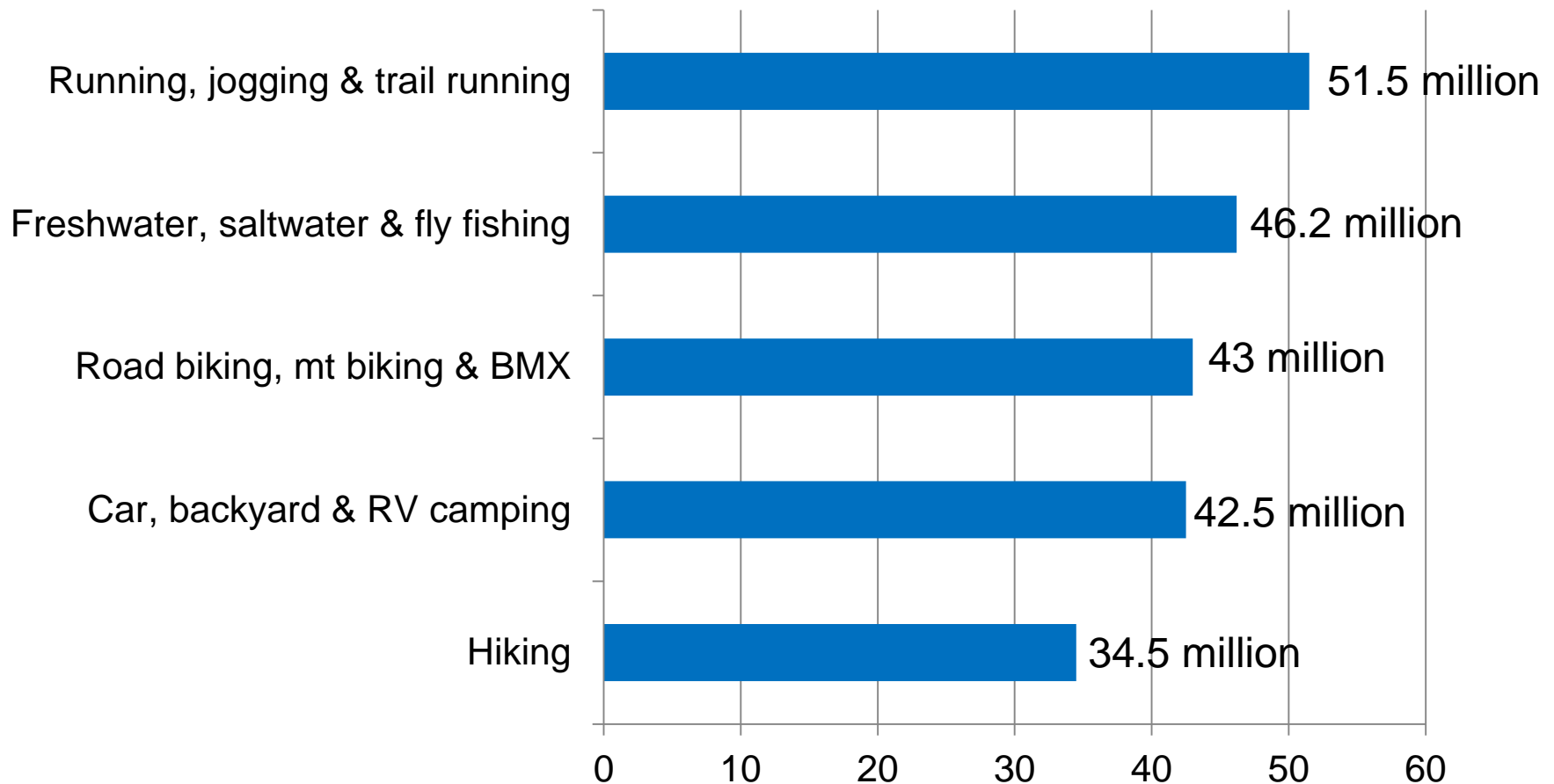
# Oakridge, Oregon



8. Sustainable tourism serves target markets that are profitable, with promising long term viability.



# Top Outdoor Recreation Activities by Participation Rate



Source: *Outdoor Recreation Participation Report, Outdoor Industry Foundation, 2012*

# How many visitors ride?

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**31%** of all leisure visitors to Oregon rode a bike at some point during their stay—often times as a part of another recreational activity.



# What do they spend?

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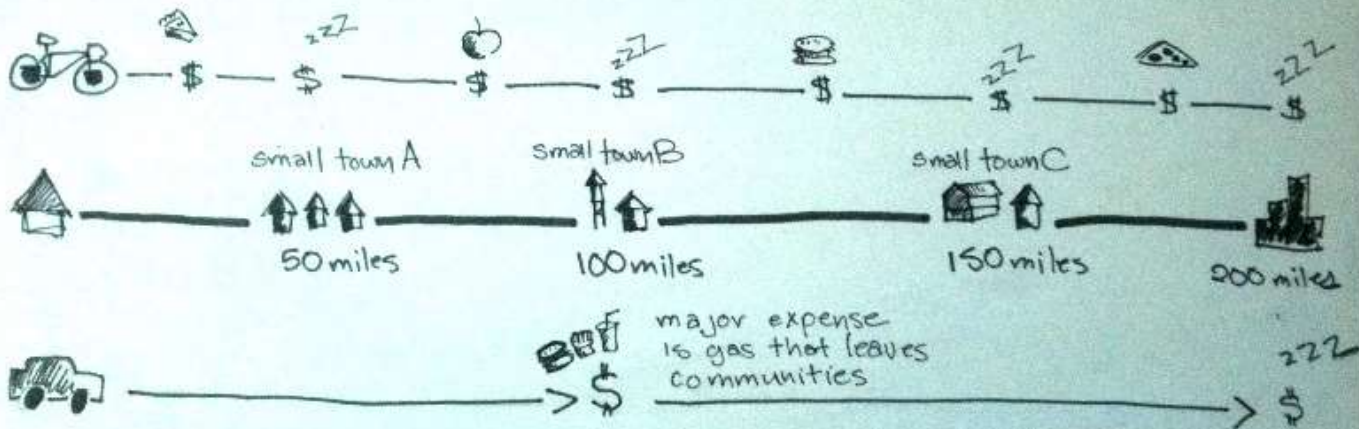
Travelers in Oregon who participated in a planned bike-related activity while on the trip made travel expenditures of approximately...

**\$400 million  
in 2012**



(approximately \$1.2 million per day)



# How can save economies!



Over the course of the **SAME**  
200 mile journey, a bike tourist  
will do more to support rural economies,

	- 17000 calories (lots of food)
	4 overnights
	- 2000 calories
	1 overnight

# ASSET BASED DEVELOPMENT

- Outstanding places to stay
- Unique culinary experiences
- Tourism amenities
- Outdoor recreation assets
- Unique retail or attractions
- Tour opportunities
- Quality events
- Significant cultural and historical sites or stories
- Marketing & public relations assets

