

2018 OREGON TOURISM ENGAGEMENT SURVEY

EASTERN OREGON

This report summarizes findings from a 2018 survey of tourism industry stakeholders in Oregon. The survey sought feedback from stakeholders to provide guidance and perspective on priorities for future investments from Regional Destination Management Organizations. Findings are presented for respondents from Eastern Oregon with additional statewide results for context.

2018 OREGON TOURISM ENGAGEMENT SURVEY EASTERN OREGON

SURVEY GOALS

The 2018 Oregon Tourism Engagement Survey was designed on behalf of Travel Oregon and regional tourism partners to elicit feedback from individuals and organizations linked to the tourism industry. The goal of the study was to obtain feedback and direction for Regional Destination Management Organizations (RDMOs). The survey built on a framework of past stakeholder surveys and was developed collaboratively by Driftline Consulting, Travel Oregon, and RDMOs.

METHODOLOGY

The survey was conducted online and was distributed in September and October 2018 via emails and an open URL to Travel Oregon databases with additional distribution from RDMOs. A total of 1,512 valid responses were collected. Results presented in this report are segmented by the region in which the respondent indicated they live or work. That is, this report aggregates responses from Eastern Oregon to provide relevant insights to the Eastern Oregon RDMO. Where applicable, regional results are compared to an average of Oregon's seven regions. In addition, questions were asked in a way (prioritization ratings) that enables comparisons across tactical opportunity categories. The terms respondent and stakeholder are used interchangeably.

SIGNIFICANCE

Because this survey was not conducted from a random sample it is not appropriate to perform typical statistical tests on the data. Therefore, confidence bands are not presented. The survey results should be viewed as an aggregation of relevant and thoughtful feedback from constituents. The applicability of findings to real life circumstances may depend on whether the feedback is from a broad enough (or representative) swath of stakeholders and whether individual RDMOs believe they have engaged with enough stakeholders to have a good gauge of the stakeholders' priorities. An assessment of the industries represented and the overall response numbers suggest that for all regions a diverse and appropriately sized cross-section of stakeholders responded, adding confidence to the applicability of results.

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KEY FINDINGS

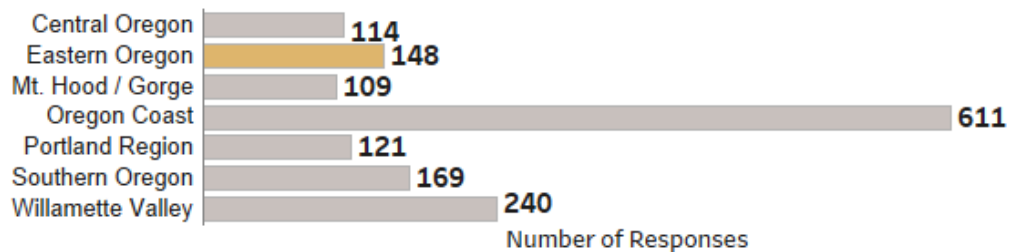
- **High levels of engagement with the Oregon Tourism industry:** Though to a lesser degree than the statewide average, a significantly greater share of Eastern Oregon stakeholders indicated that they agree or strongly agree with the statement, “I am engaged with the Oregon tourism industry” than disagree with it. A smaller share expressed agreement with the statement, “I understand the Oregon tourism partnering structure.” These relatively low ratings may be in part explained by a lack of familiarity with RDMO initiatives in Eastern Oregon (page 8).
- **Positive Views on Tourism but Communities May Under Value It:** Stakeholders view the direction of tourism positively in the state and the region but were less likely than respondents elsewhere in the state to agree with the statement that, “overall my community understands the value of tourism.” A moderate percentage of respondents, 30% (both in 2018 and in 2017) disagreed at some level with that statement (page 4).
- **Product Development Impactful but Remains a Standout Issue:** Eastern Oregon stakeholders frequently identified product development as an impactful program (page 6), though in open-ended comments, where respondents were asked to describe a specific outcome they would like the region to achieve, there was expressed desire for more product development: events, agritourism and other amenities to serve as reasons for tourists to visit or to enhance the experience of current visitors (pages 7, 19, 20).
- **Tactics Identified by Over 2/3 of Respondents as High or Very High Priority:** There were a handful of tactics across all categories (Marketing, Destination Development, Global Strategic Partnerships, and PR & Communications) that stood out for their importance to stakeholders.
 - Marketing: Offer marketing and promotional training for smaller communities and businesses (75%).
 - Destination Development – Product Development: Provide more opportunities for visitors to experience locally grown and produced foods (69%).
 - Destination Development – Training and Capacity Building: Educate community leaders and policymakers (local, county, state) on value of tourism and its viability as a long-term career (76%).
 - Destination Development – Training and Capacity Building: Increase local capacity for tourism marketing (75%).
 - Global Strategic Partnerships: Explore possibility of micro-grants with quick turnaround times for short-term opportunities (69%).
 - Global Strategic Partnerships: Provide localized tourism industry trainings and localized conferences (69%).
 - Public Affairs and Communications: Increase engagement with local and regional policymakers to ensure the value of tourism is clearly communicated (72%).
 - Public Affairs and Communications: Proactively engage with consumer media to garner coverage that will inspire travel to your region (72%).
 - Public Affairs and Communications: Conduct familiarization tours of your region to highlight newsworthy areas for top-tier and/or niche media, giving them the story ideas they need to place articles or broadcast coverage in key media outlets (71%).
- **Relatively Lower Priority and Value Placed on Global Sales:** In the Eastern Oregon Custom Questions, respondents were asked to rate the importance of continued pursuit of four core

initiatives. Fifty-four percent of respondents indicated that it was “very important” or “extremely important” to continue Global Sales/Packaged Travel (46% in 2017). In comparison, the other three initiatives had significantly higher percentages of respondents indicating that it is “very important” or “extremely important” to continue their product development: Cultural/Heritage/Arts (83% in 2018, 89% in 2017), Cycling Tourism (70% in 2018 and 82% in 2017), Agritourism (78% in 2018, 74% in 2017) (page 23). This finding coincides with the finding that respondents are least familiar with the Global Sales efforts of the RDMO.

RESPONDENT PROFILE

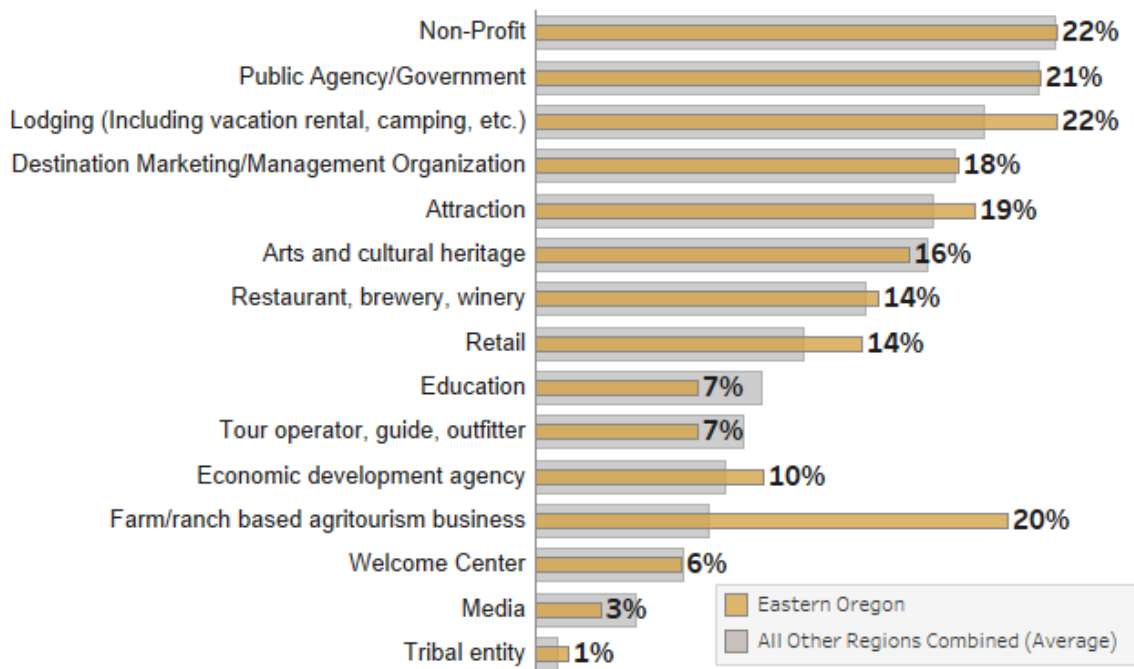
The figures below present the overall number of respondents as well as the industries in which respondents work. The question for Organization Type was a multiple response question, allowing respondents to select more than one industry or organization type. Thus, percentages will not sum to 100%. Relative to other regions, respondents from Eastern Oregon were significantly more likely to be in “Farm/ranch -based agritourism business” (+13%) ” or “Lodging” (+3%), and less likely to be in “Education” (-3%). Additional details can be found in the figures below.

Number of Respondents



Organization Type

Q: Please indicate the sector of the tourism industry in which you work by checking all that apply:

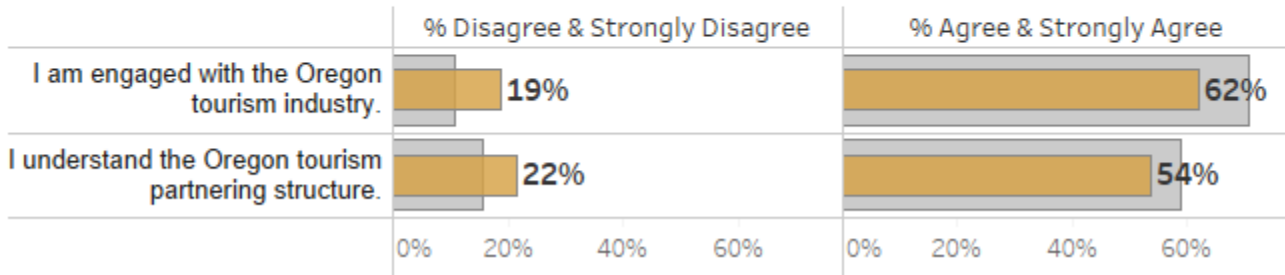


TOURISM INDUSTRY ENGAGEMENT AND OVERALL HEALTH

Respondents from Eastern Oregon indicate high levels of industry engagement. Relative to the rest of the state, however, respondents are less engaged with the industry (-9% agree or strongly agree) and have less understanding of the partnering structure (-5% agree or strongly agree).

Industry Engagement

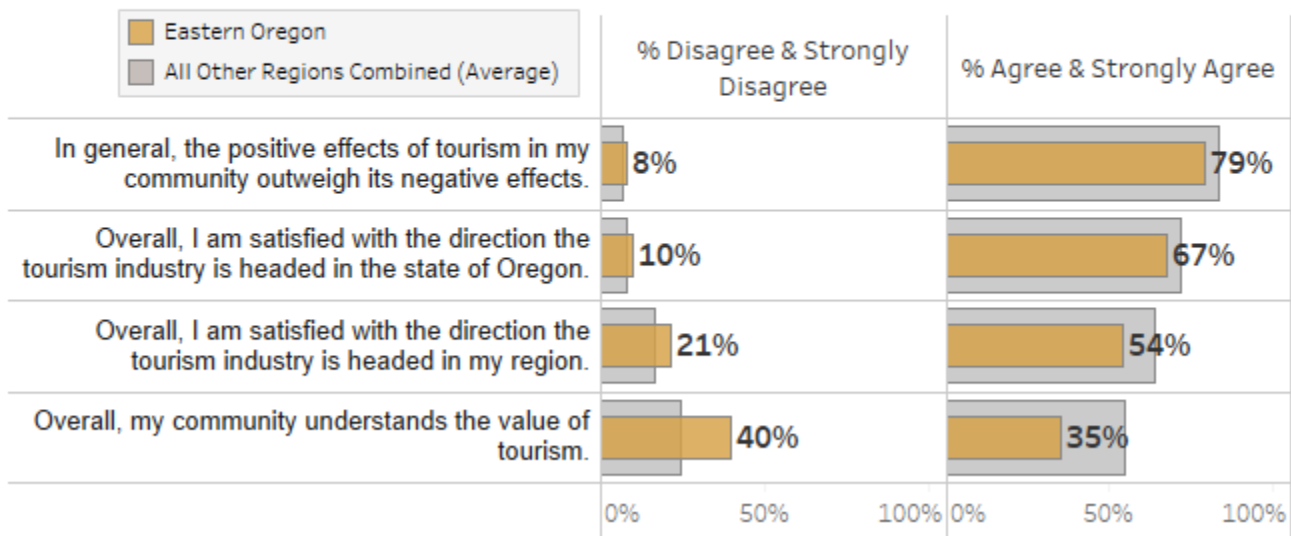
Q: Please indicate the level to which you agree or disagree with the following statements: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree.



On measures of overall industry health, respondents from Eastern Oregon indicate high levels of satisfaction. Relative to the rest of the state, they are slightly more negative about the overall health of the tourism industry, with a higher percentage of respondents indicating “Disagree” or “Strongly Disagree” in each category. As in the rest of the state, respondents are most in agreement that the positive effects of tourism outweigh its negative effects, and they are least in agreement that their community understands the value of tourism. A greater share of respondents disagree than agree with the statement, “Overall, my community understands the value of tourism” (40% vs. 35%), which represents the highest level of disagreement to that statement relative to all other regions.

Overall Health of the Tourism Industry

Q: Please indicate the level to which you agree or disagree with the following statements: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree.

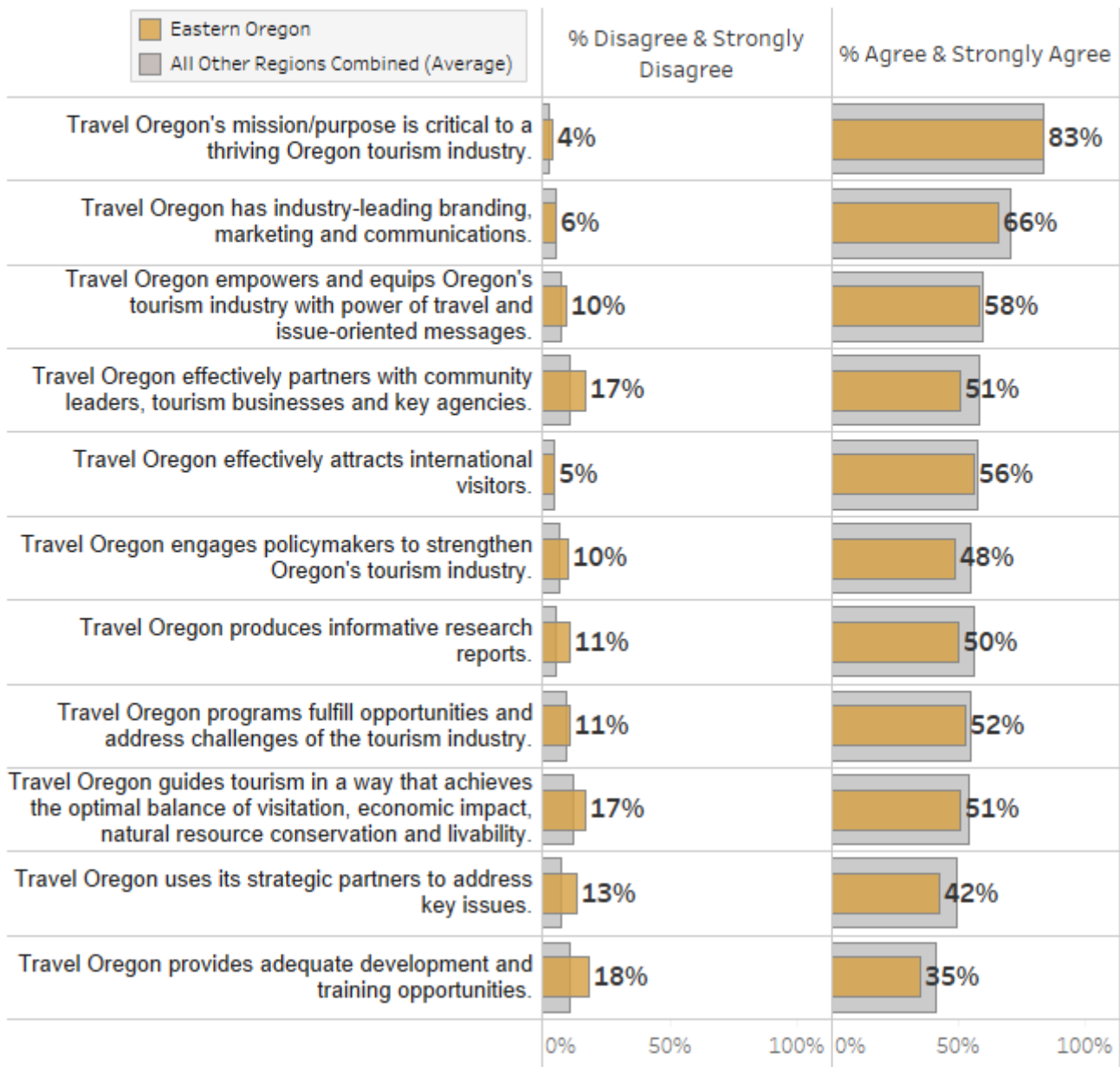


TRAVEL OREGON PERFORMANCE

On measures of Travel Oregon performance, there is broad consensus that Travel Oregon’s mission/purpose is critical to a thriving Oregon tourism industry, and that Travel Oregon has industry-leading branding, marketing and communications. There is the least amount of agreement about whether Travel Oregon provides adequate development and training opportunities. For each statement, respondents from Eastern Oregon were less likely to agree or strongly agree than respondents from other regions.

Travel Oregon Performance

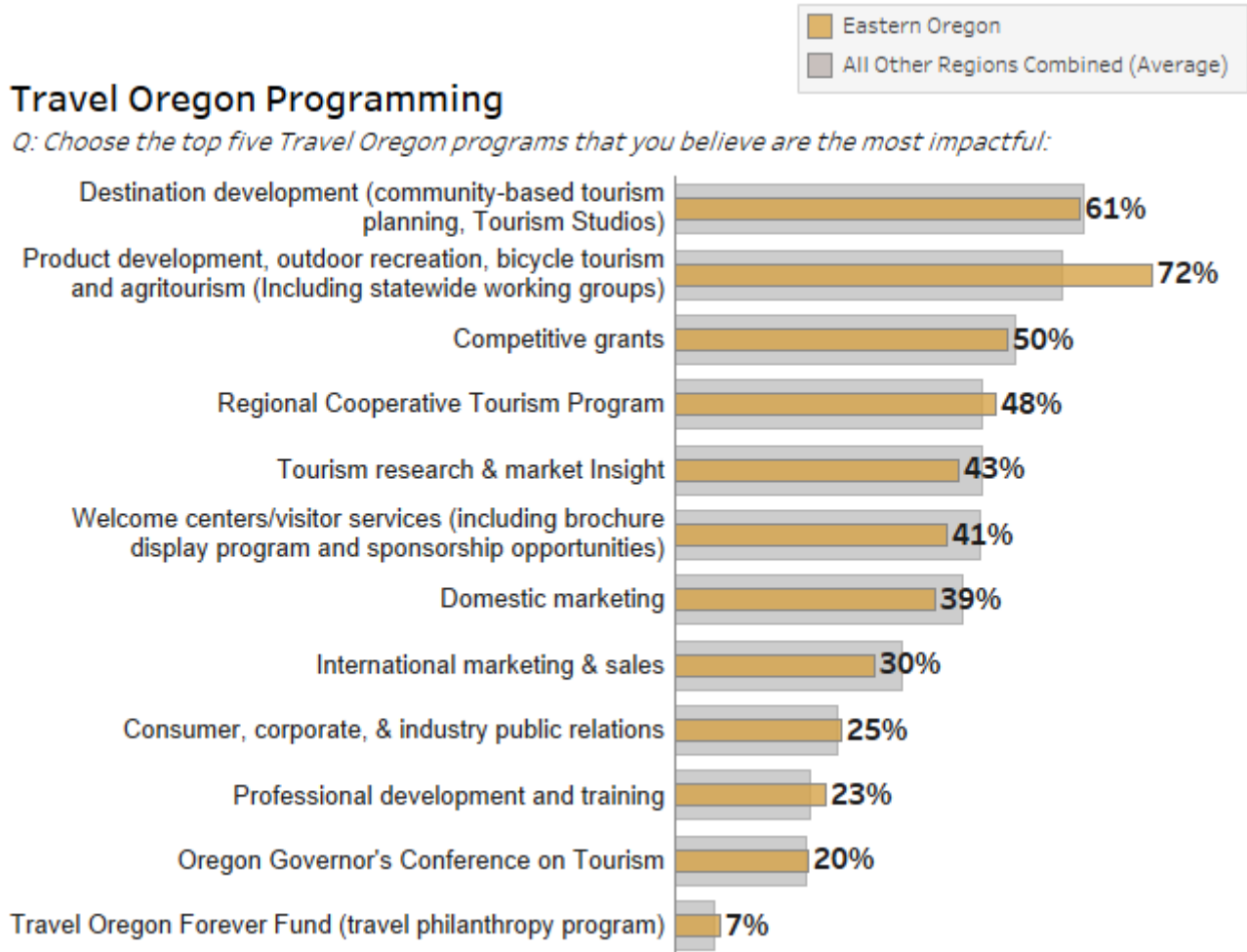
Q: To what extent do you agree or disagree with the following statements: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree.



Overall, “Destination Development” was most cited among the top-five most impactful Travel Oregon programs, followed by “Product development, outdoor recreation, bicycle tourism and agritourism.” Respondents from Eastern Oregon were more likely to cite “Product development, outdoor recreation, bicycle tourism and agritourism” (+14%) and less likely to cite “Welcome centers/visitor services” (-5%).

Travel Oregon Programming

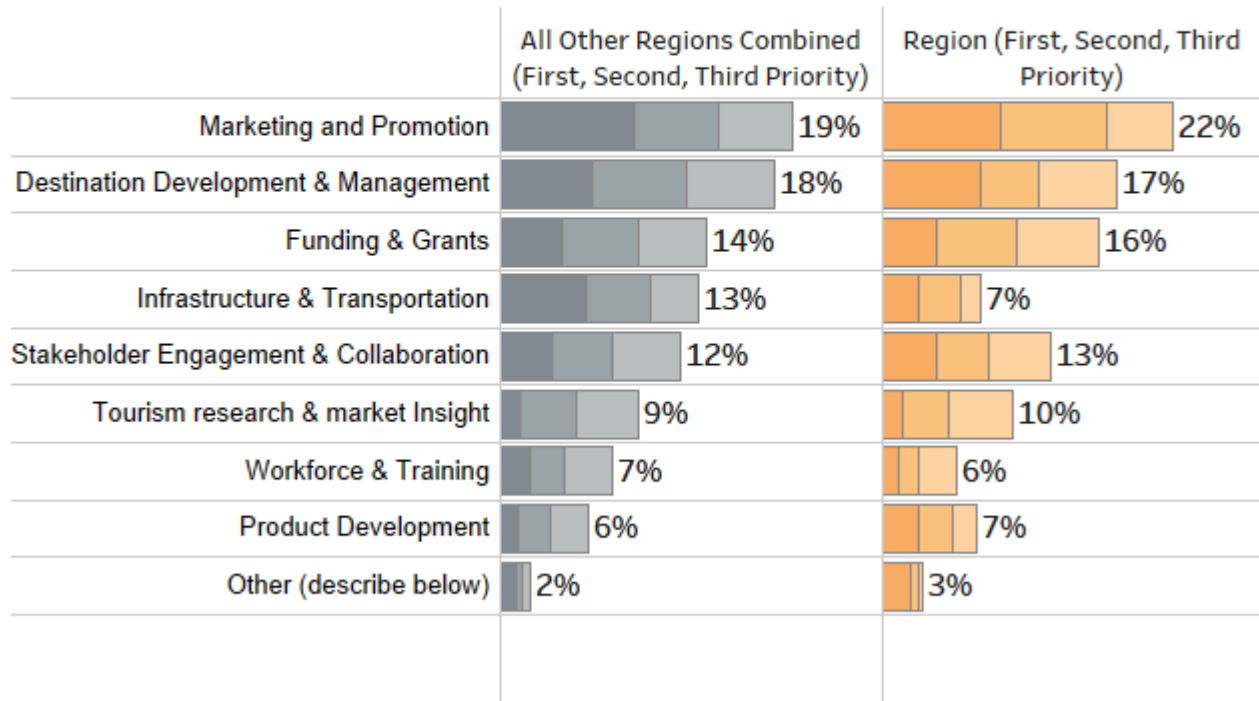
Q: Choose the top five Travel Oregon programs that you believe are the most impactful:



Looking ahead to 2019-2021 planning, 22% of Eastern Oregon respondents indicated Marketing and Promotion as their first, second, or third highest priority. Seventeen percent chose Destination Development & Management among their three highest priorities. Relative to the statewide average, Eastern Oregon does not prioritize Infrastructure and Transportation as highly.

Statewide Desired Tourism Priorities & Focus Areas

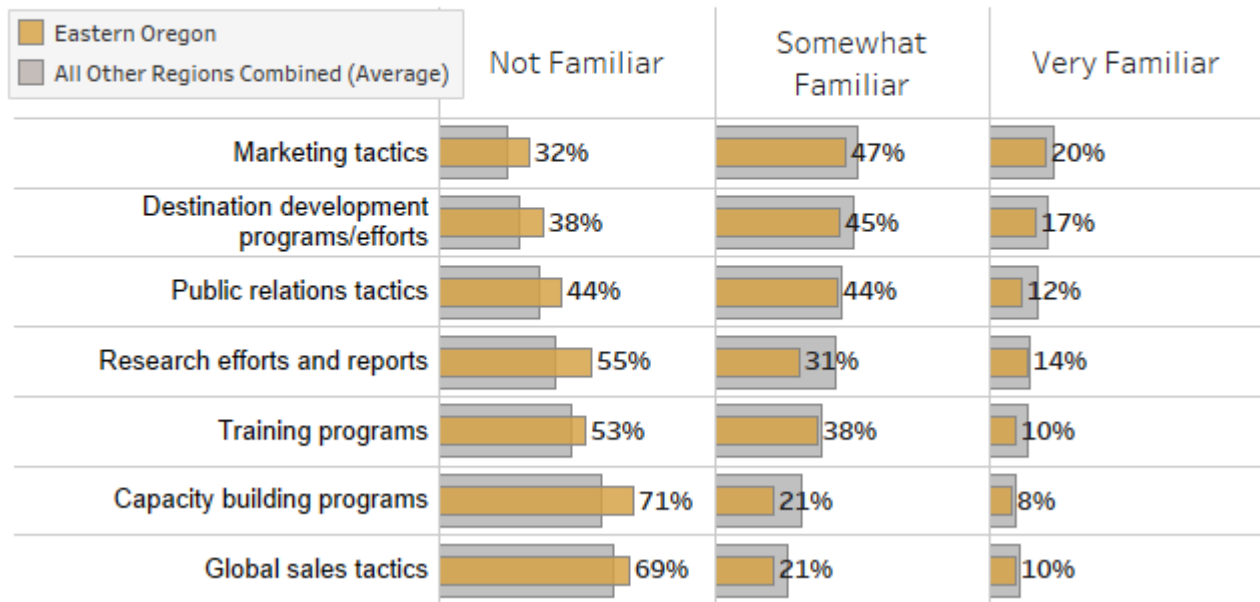
Q: Given limited resources, what three priority areas do you believe are most important for 2019-2021 tourism planning?



Respondents were asked to indicate their familiarity with regional initiatives engaged in by the RDMO over the past 12 months. Respondents, both overall and in Eastern Oregon, were most familiar with the marketing tactics of the RDMO. This result may be a reflection of the priorities of the RDMO or it may reflect the priorities of the constituents. Additionally, future investments in training programs, capacity building, and global sales are likely to need additional communication and outreach efforts in order to be better recognized and understood by stakeholders. These categories receive notably lower ratings of familiarity than other initiatives that were rated. Respondents from Eastern Oregon indicated less familiarity across all initiatives relative to the statewide averages.

Familiarity with Initiatives

Q: Please indicate how familiar you are with the initiatives undertaken by your regional destination management organization in the following areas in the past 12 months:

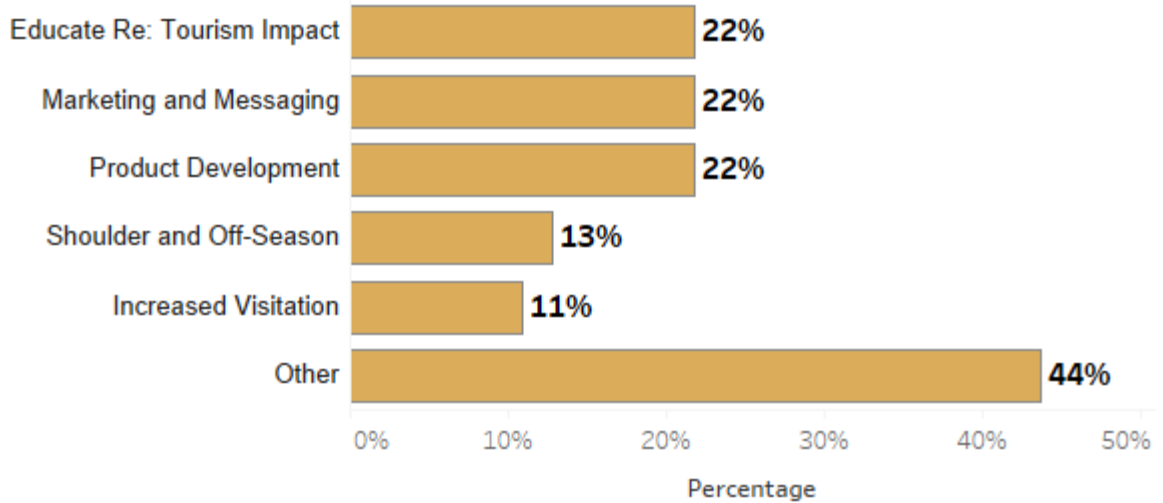


Repondents were asked to describe a specific outcome that they would like their region to achieve in the next three to five years that would increase the economic impact of tourism or enhance the vitality and sustainability of the destination. The table below summarizes the comments (presented in their entirety in the appendix). Increased education regarding tourism impact was a commonly expressed desire, as was focusing on the development of product (events, activities, agritourism and more) that would serve to draw visitors.

Open-Ended Regional Goals: Comments Categorized for Analysis

Q. In a sentence or two, please describe a specific outcome you would like your region to achieve in the next three to five years that would increase the economic impact of tourism or enhance the vitality and sustainability of your destination.

Topics Addressed in Comments

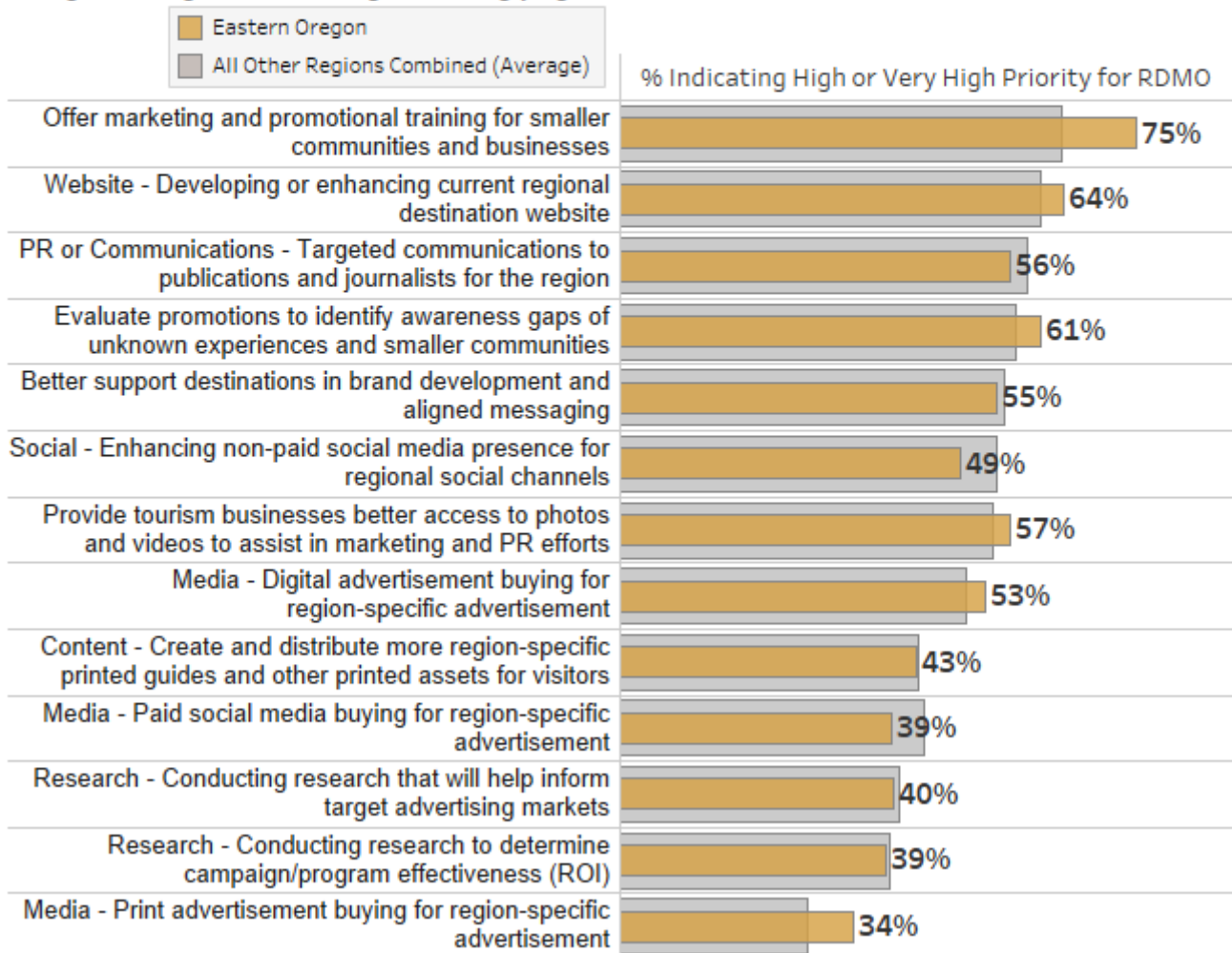


MARKETING

Respondents were asked to prioritize a variety of marketing tactics for their region. Respondents could select from a scale of responses, including: “not a priority,” “low priority,” “moderate priority,” “high priority,” and “very high priority.” The standout priority in Eastern Oregon is “Offer marketing and promotional training for smaller communities and businesses.” Respondents from Eastern Oregon were less likely to prioritize social media, both paid and non-paid relative to the statewide average.

Tactical Opportunities - Marketing


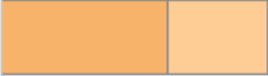

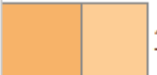

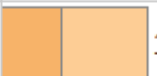








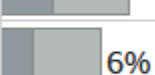





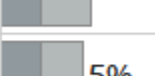



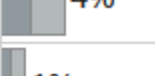

Q: Please indicate how you would prioritize the following tactical MARKETING OPPORTUNITIES to advance the economic impact of tourism and ensure its vitality and sustainability. With limited resources available not all items should be considered to be an extremely high priority and some may not even be feasible given budget realities. Please differentiate between tactics which you believe deserve new/continued investment and those areas which you believe to be less important. Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree.



As a follow-up to rating marketing tactics, respondents were asked to identify their top two marketing opportunities. Both statewide and in Eastern Oregon, offering marketing and promotional training for smaller communities and businesses was most cited among the top-two priorities. Notably, developing or enhancing the current RDMO website fell in rank, indicating that, although a high priority, respondents are less passionate about its importance.

Tactical Opportunities - Marketing

Q: From the list above, please identify your top two marketing opportunities:

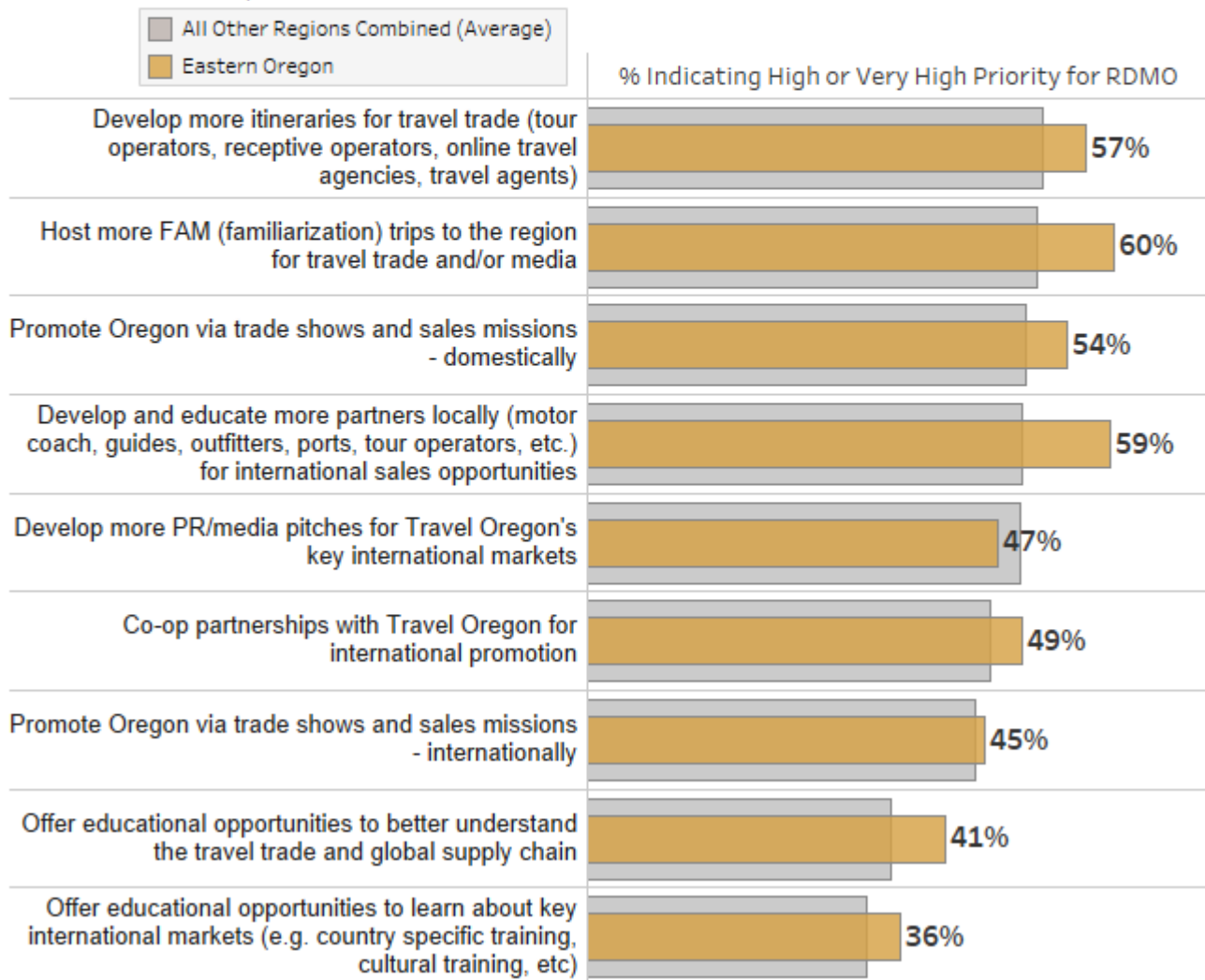
	All Other Regions Combined (First Choice, Second Choice)	Region (First Choice, Second Choice)
Offer marketing and promotional training for smaller communities and businesses	 16%	 22%
Better support destinations in brand development and aligned messaging	 11%	 12%
Evaluate promotions to identify awareness gaps of unknown experiences and smaller communities	 11%	 12%
Website - Developing or enhancing current regional destination website	 10%	 7%
PR or Communications - Targeted communications to publications and journalists for the region	 9%	 7%
Content - Create and distribute more region-specific printed guides and other printed assets for visitors	 9%	 12%
Provide tourism businesses better access to photos and videos to assist in marketing and PR efforts	 8%	 7%
Social - Enhancing non-paid social media presence for regional social channels	 6%	 6%
Media - Digital Advertisement Buying for region-specific advertisement	 6%	 4%
Research - Conducting research that will help inform target advertising markets	 5%	 6%
Media - Paid Social Media Buying for region-specific advertisement	 5%	 3%
Research - Conducting research to determine campaign/program effectiveness (ROI).	 4%	 3%
Media - Print Advertisement Buying for region-specific advertisement	 1%	 1%

GLOBAL SALES, PROMOTIONS, PR, MEDIA, & MARKETING

Using the same scale, respondents were asked to prioritize global sales, promotions, PR, media, and marketing tactics. Respondents from Eastern Oregon rated, “Host more FAM (familiarization) trips to the region for travel trade and/or media” as their highest priority. There is considerably more demand for developing and educating more partners locally (motor coach, guides, outfitters, ports, tour operators, etc.) for international sales opportunities relative to the rest of the state.

Tactical Opportunities - Global Sales, Promotions, PR, Media, & Marketing

Q: Please indicate how you would prioritize the following tactical GLOBAL SALES, PROMOTIONS, PR, MEDIA, & MARKETING OPPORTUNITIES to advance the economic impact of tourism and ensure its vitality and sustainability: With limited resources available not all areas should be considered to be an extremely high priority and some may not even be feasible given budget realities. Please differentiate between tactics which you believe deserve new/continued investment and those areas which you believe to be less important.



When asked to identify their top two global sales, promotions, PR, media, and marketing opportunities, the rank order of tactics was similar to the ratings and to the statewide results. Eighteen percent of

respondents chose to develop and educate more partners locally for international sales opportunities among their top two highest priorities. Hosting more FAM trips was a close second priority.

Tactical Opportunities - Global Sales, Promotions, PR, Media, & Marketing

Q: From the list above, please identify your top two opportunities for global promotions, sales, PR, media, & marketing:

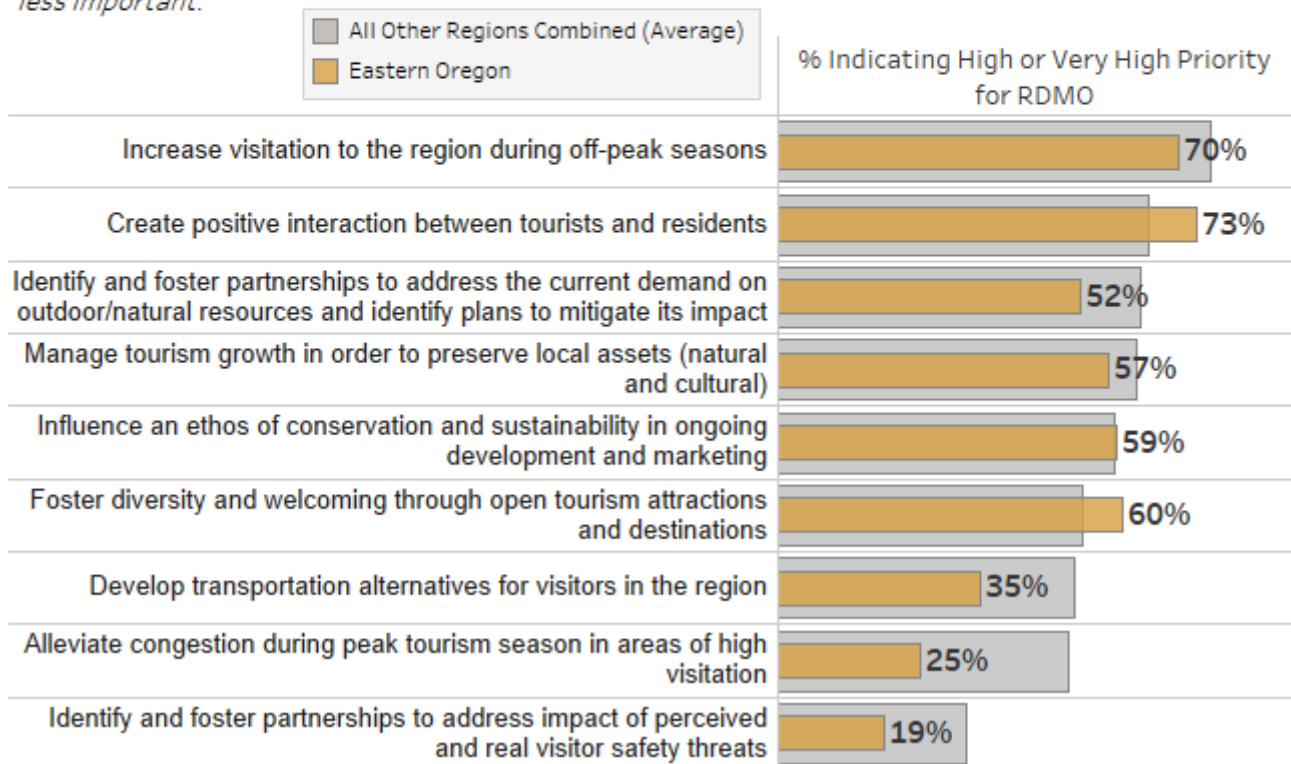
	All Other Regions Combined (First Choice, Second Choice)	Region (First Choice, Second Choice)
Develop and educate more partners locally (motor coach, guides, outfitters, ports, tour operators, etc.) for international sales opportunities	16%	18%
Develop more itineraries for travel trade (tour operators, receptive operators, online travel agencies, travel agents)	14%	13%
Host more FAM (familiarization) trips to the region for travel trade and/or media	14%	17%
Promote Oregon via trade shows and sales missions - domestically	13%	13%
Co-op partnerships with Travel Oregon for international promotion	11%	13%
Develop more PR/media pitches for Travel Oregon's key international markets	10%	5%
Promote Oregon via trade shows and sales missions - internationally	7%	6%
Offer educational opportunities to better understand the travel trade and global supply chain	7%	8%
Offer educational opportunities to learn about key international markets (e.g. country specific training, cultural training, etc)	6%	6%

DESTINATION DEVELOPMENT

Stakeholders in Eastern Oregon were asked to prioritize destination development opportunities across three categories: Planning and Management, Product Development, and Training and Capacity Building. Across the three macro-categories (management, development, and capacity), there are five priorities which more than two-thirds of respondents identified as a “very high priority” or a “high priority.” These five are: creating positive interaction between tourists and residents, working to increase off-season visitation, provide more opportunities for visitors to experience locally grown and produced foods, educating community leaders and policymakers (local, county, state) on value of tourism and its viability as a long-term career, and increasing local capacity for tourism marketing.


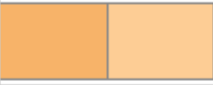

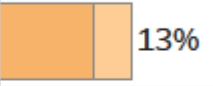

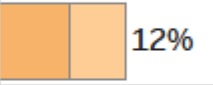

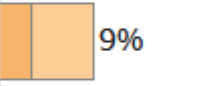

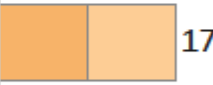


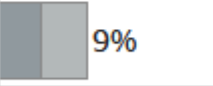

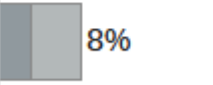
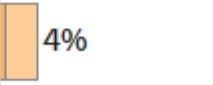


Tactical Opportunities - Destination Development: Planning and Management

Q: Please indicate how you would prioritize the following tactical PLANNING and MANAGEMENT OPPORTUNITIES to advance the economic impact of tourism and ensure its vitality and sustainability: With limited resources available not all areas should be considered to be an extremely high priority and some may not even be feasible given budget realities. Please differentiate between tactics which you believe deserve new/continued investment and those areas which you believe to be less important.



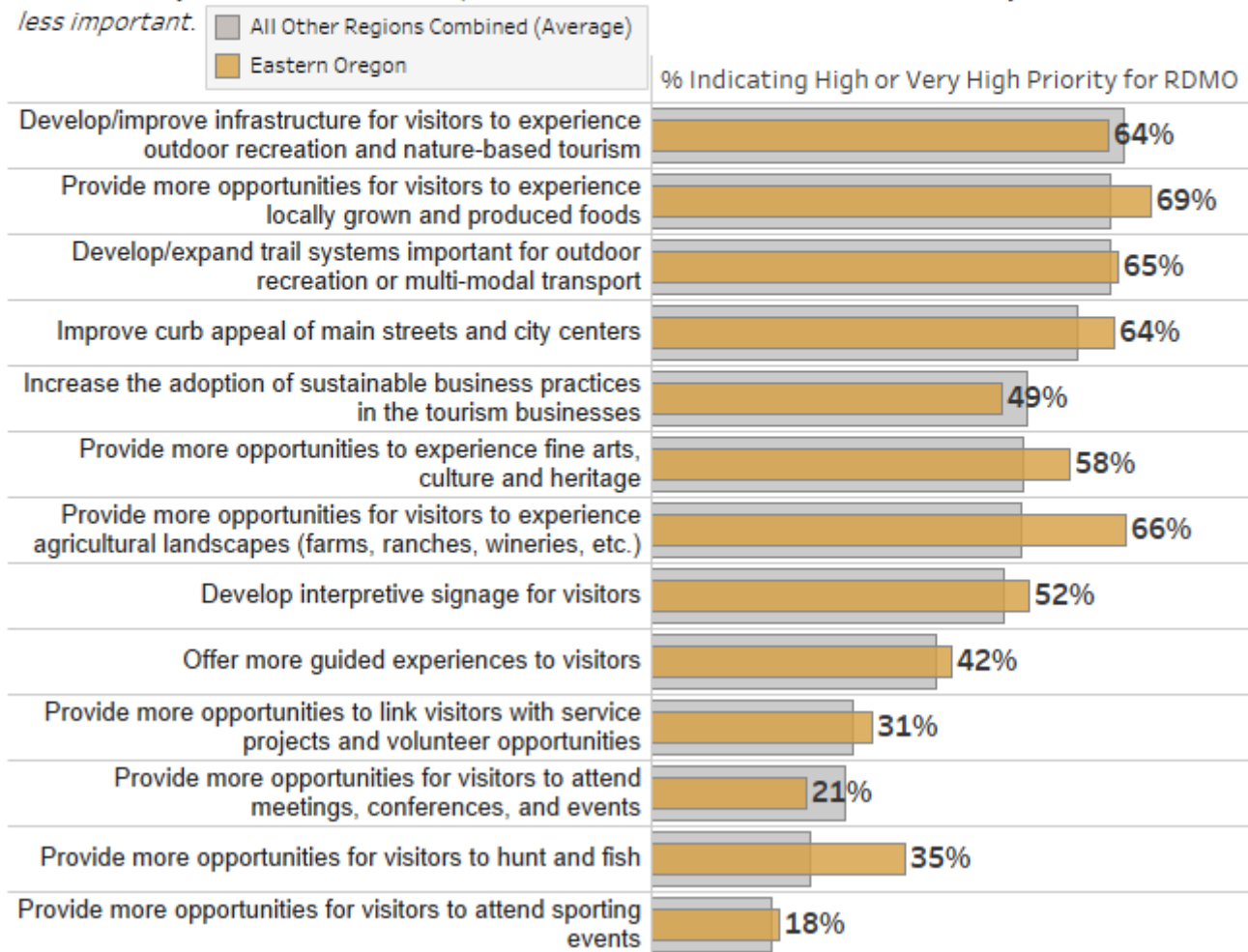
Tactical Opportunities - Destination Development: Planning and Management

Q: From the list above, please identify your top two planning and management opportunities:

	All Other Regions Combined (First Choice, Second Choice)	Region (First Choice, Second Choice)
Work with partners to help increase visitation to the region during off-peak seasons	 21%	 20%
Manage tourism growth in order to preserve local assets (natural and cultural)	 14%	 13%
Identify and foster partnerships to address the current demand on outdoor/natural resources and identify plans to mitigate its impact	 12%	 12%
Develop transportation alternatives for visitors in the region	 11%	 9%
Create positive interaction between tourists and residents	 10%	 17%
Influence an ethos of conservation and sustainability in ongoing development and marketing	 10%	 11%
Foster diversity and welcoming through open tourism attractions and destinations	 9%	 10%
Work with partners to help alleviate congestion during peak tourism season in areas of high visitation	 8%	 4%
Identify and foster partnerships to address impact of perceived and real visitor safety threats including homeless	 5%	 5%

Tactical Opportunities - Destination Development: Product Development

Q: Please indicate how you would prioritize the following tactical PRODUCT DEVELOPMENT OPPORTUNITIES to advance the economic impact of tourism and ensure its vitality and sustainability: With limited resources available not all areas should be considered to be an extremely high priority and some may not even be feasible given budget realities. Please differentiate between tactics which you believe deserve new/continued investment and those areas which you believe to be less important.



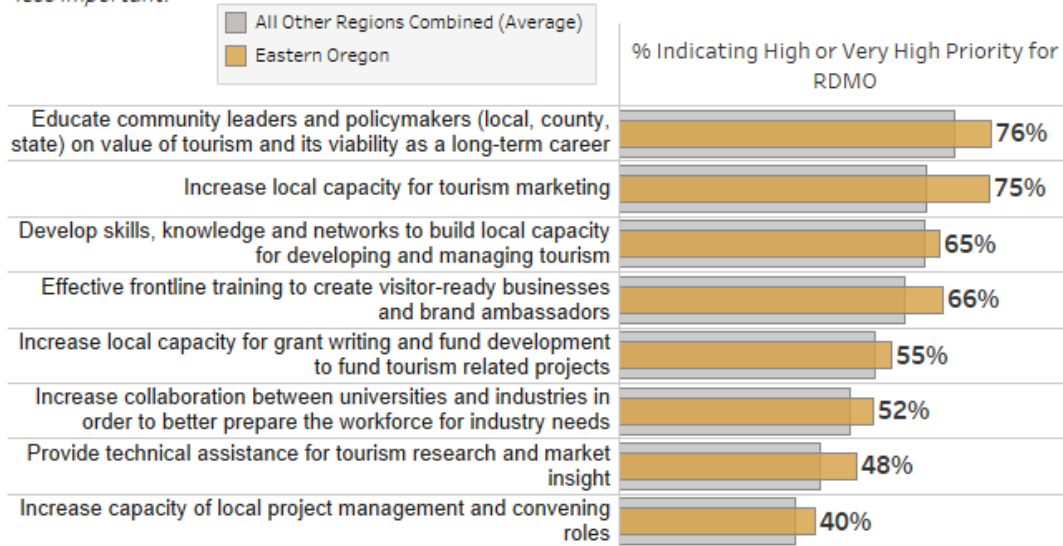
Tactical Opportunities - Destination Development: Product Development

Q: From the list above, please identify your top two product development opportunities:

	All Other Regions Combined (First Choice, Second Choice)	Region (First Choice, Second Choice)
Develop/improve infrastructure for visitors to experience outdoor recreation and nature-based tourism	18%	15%
Improve curb appeal of main streets and city centers	16%	16%
Develop/expand trail systems important for outdoor recreation or multi-modal transport	14%	14%
Increase the adoption of sustainable business practices in the tourism business	9%	4%
Provide more opportunities for visitors to experience locally grown and produced foods	8%	11%
Provide more opportunities to experience fine arts, culture and heritage	7%	6%
Develop interpretive signage for visitors	7%	8%
Provide more opportunities for visitors to experience agricultural landscapes	6%	9%
Offer more guided experiences to visitors	4%	4%
Evaluate and focus product development opportunities to include more conferences	3%	4%
Provide more opportunities to link visitors with service projects and volunteer opportunities	3%	4%
Evaluate and focus product development opportunities to include more fishing and hunting	2%	4%
Evaluate and focus product development opportunities to include more sporting events	1%	1%

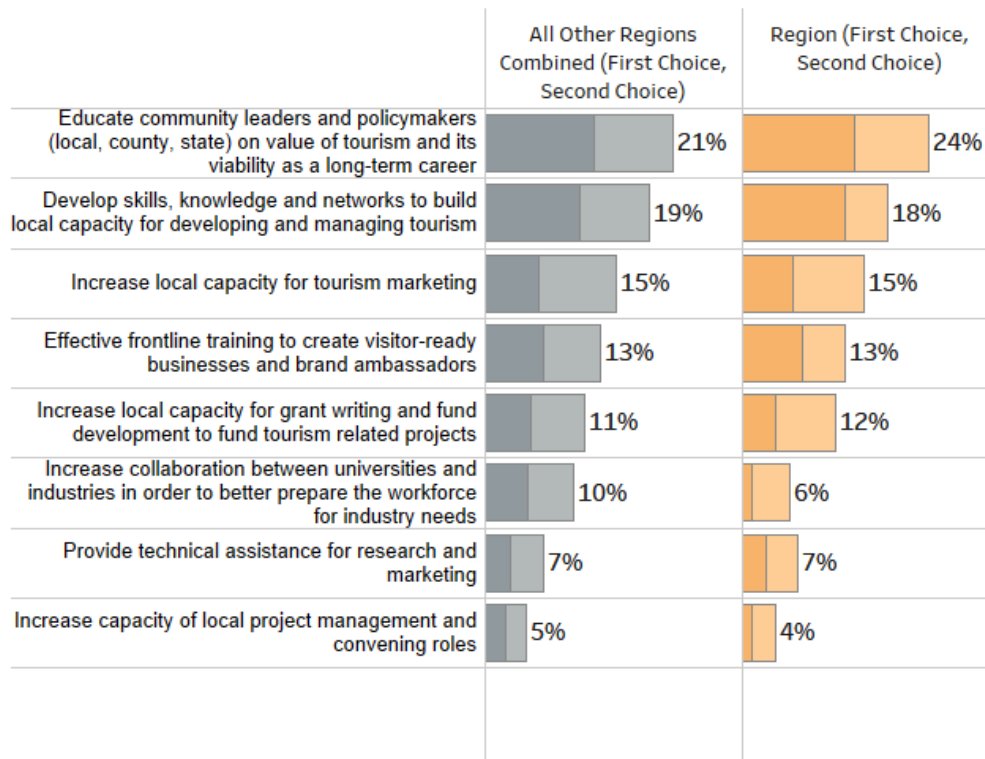
Tactical Opportunities - Destination Development: Training and Capacity Building

Q: Please indicate how you would prioritize the following tactical TRAINING and CAPACITY BUILDING OPPORTUNITIES to advance the economic impact of tourism and ensure its vitality and sustainability: With limited resources available not all areas should be considered to be an extremely high priority and some may not even be feasible given budget realities. Please differentiate between tactics which you believe deserve new/continued investment and those areas which you believe to be less important.



Tactical Opportunities - Destination Development: Training and Capacity Building

Q: From the list above, please identify your top two training and capacity building opportunities:

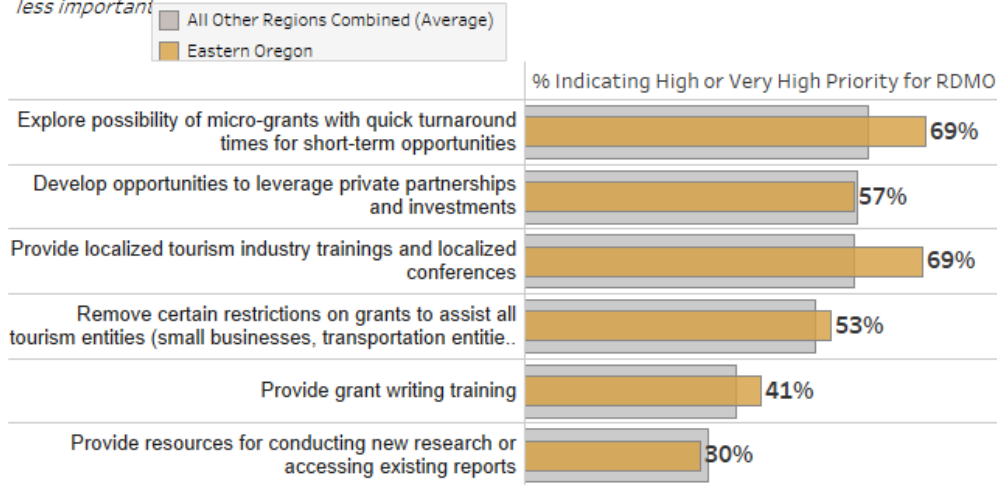


GLOBAL STRATEGIC PARTNERSHIPS

Stakeholders used the same rating system as in previous sections to prioritize specific global strategic partnership initiatives. There are two clear initiatives that stakeholders have identified as relatively high priorities: 1) exploring the possibility of micro-grants with quick turnaround times for short-term opportunities and 2) providing localized tourism industry trainings and localized conferences.

Tactical Opportunities - Global Strategic Partnerships

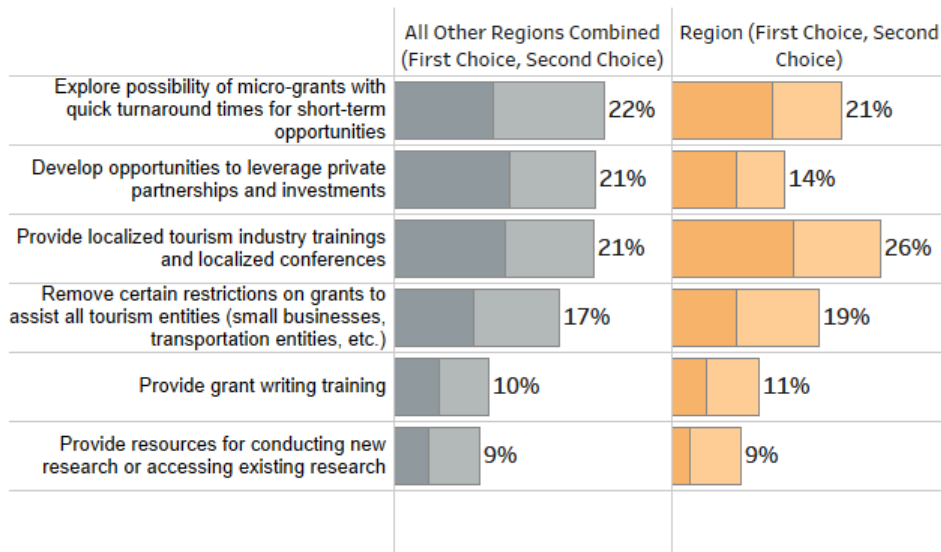
Q: Please indicate how you would prioritize the following tactical STRATEGIC PARTNERSHIP OPPORTUNITIES to advance the economic impact of tourism and ensure its vitality and sustainability: With limited resources available not all areas should be considered to be an extremely high priority and some may not even be feasible given budget realities. Please differentiate between tactics which you believe deserve new/continued investment and those areas which you believe to be less important.



When asked to identify their top two priorities, Eastern Oregon respondents showed strong preference for providing localized tourism industry trainings and localized conferences, with 26% citing it as among their top-two highest priorities and 15% citing it as their top priority.

Tactical Opportunities - Global Strategic Partnerships

Q: From the list above, please identify your top two strategic partnership opportunities:

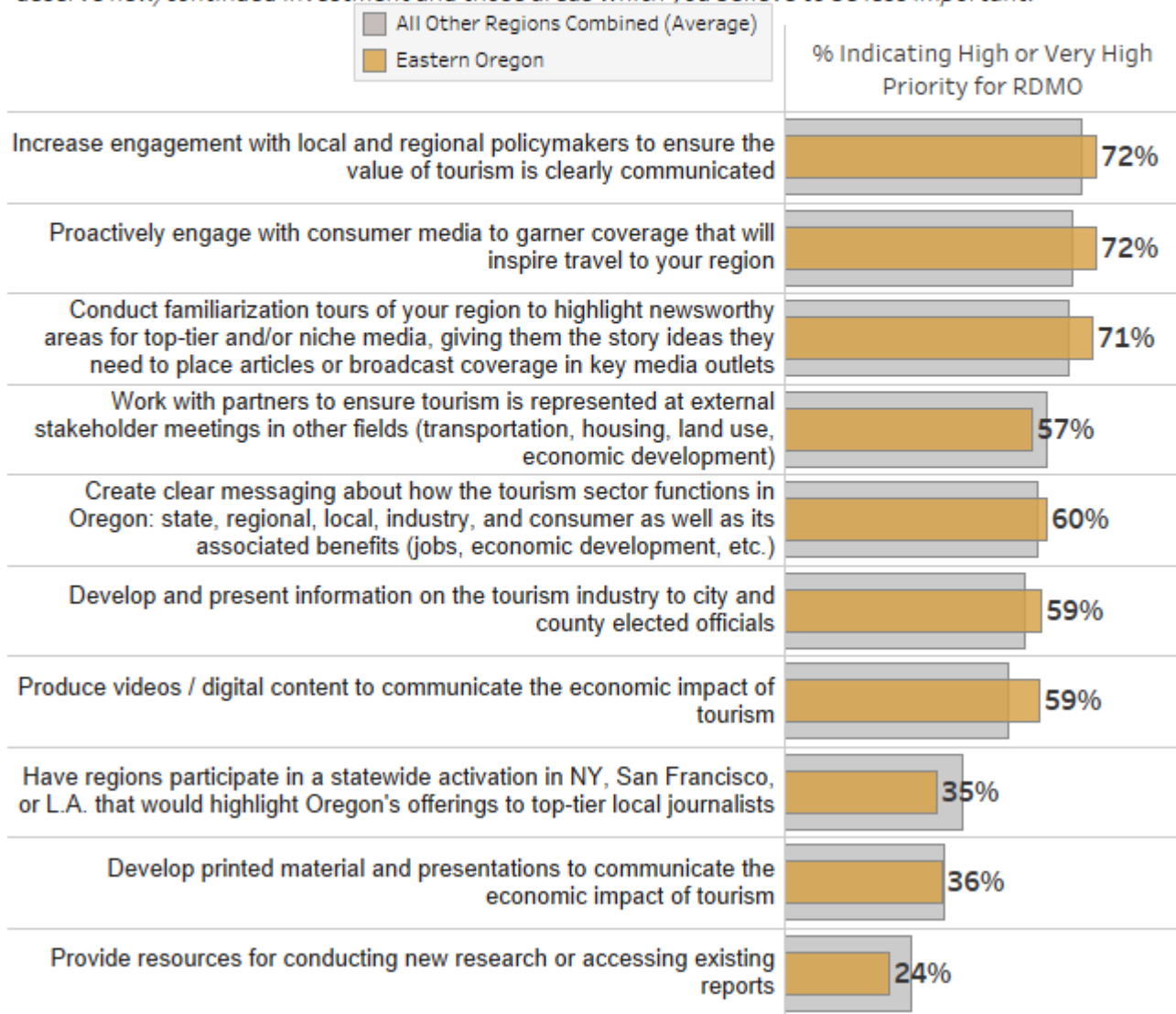


PUBLIC AFFAIRS AND COMMUNICATIONS

Using the same rating scale as in previous sections, Eastern Oregon stakeholders evaluated several tactics related to public affairs and communications. Both statewide and in Eastern Oregon, respondents prioritized increasing engagement with local and regional policymakers to ensure the value of tourism is clearly communicated highest. That tactic was following closely by, “Proactively engage with consumer media to garner coverage that will inspire travel to your region.” In Eastern Oregon, familiarization tours were prioritized a very close third.

Tactical Opportunities - Public Affairs and Communications

Q: Thinking from the perspective of tourism marketing and management, please indicate how you would prioritize the following tactical PUBLIC AFFAIRS AND COMMUNICATION OPPORTUNITIES to advance the economic impact of tourism and ensure its vitality and sustainability. With limited resources available not all areas should be considered to be an extremely high priority and some may not even be feasible given budget realities. Please differentiate between tactics which you believe deserve new/continued investment and those areas which you believe to be less important.



The same three PR and Communications tactics mentioned above again appear as clear priorities in the top-two ratings question, with considerable drop-off to the fourth ranked tactic: “Develop and present information on the tourism industry to city and county elected officials.”

Tactical Opportunities - Public Affairs and Communications

Q: From the list above, please identify your top two public affairs and communications opportunities:

	All Other Regions Combined (First Choice, Second Choice)	Region (First Choice, Second Choice)
Conduct familiarization tours of your region to highlight newsworthy areas for top-tier and/or niche media	17%	15%
Proactively engage with consumer media to garner coverage that will inspire travel to your region	16%	17%
Increase engagement with local and regional policymakers to ensure the value of tourism is clearly communicated	14%	16%
Work with partners to ensure tourism is represented at external stakeholder meetings in other fields	11%	8%
Create clear messaging about how the tourism sector functions in Oregon	11%	11%
Develop and present information on the tourism industry to city and county elected officials	10%	12%
Produce videos / digital content to communicate the economic impact of tourism	7%	7%
Have regions participate in a statewide activation in NY, San Francisco, or L.A. that would highlight Oregon's offerings to top-tier local journalists	6%	4%
Conduct more research to capture the economic impact of tourism	4%	6%
Develop printed material and presentations to communicate the economic impact of tourism	4%	3%

CUSTOM REGIONAL QUESTIONS

Each region had the opportunity to ask a series of custom questions of specific interest to their stakeholders, challenges, and opportunities. Findings from these custom questions are presented below. Custom questions that contained open-ended comments appear in the open-ended comment appendix.

Eastern Oregon: Importance of Five Primary Objectives to Stakeholders

Q: Eastern Oregon: EOVA has five primary objectives as an organization. Please rank the importance of these objectives to you personally for your business/attraction/event.

	Not Important	Low Importance	Moderately Important	Very Important	Extremely Important
Information exchange/public relations	5%	10%	12%	44%	28%
Marketing	4%	6%	11%	34%	46%
Product development	4%	14%	23%	30%	30%
Tourism advocacy	4%	12%	11%	43%	30%
Training and education	4%	8%	28%	31%	29%

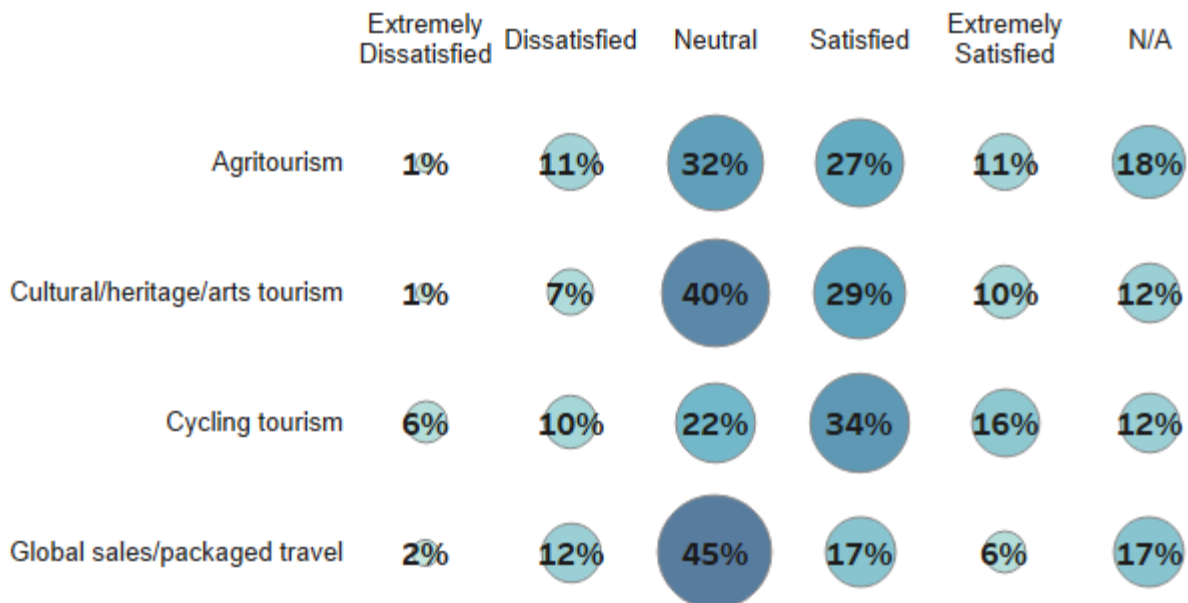
Eastern Oregon: Importance of Five Primary Objectives to Sub-Region

Q: Eastern Oregon: EOVA has five primary objectives as an organization. Please rank the importance of these objectives for your area/sub-region/Eastern Oregon (the 11-county region)

	Not Important	Low Importance	Moderately Important	Very Important	Extremely Important
Information exchange/public relations	5%	7%	15%	32%	41%
Marketing	2%	2%	13%	31%	51%
Product development	5%	11%	27%	27%	30%
Tourism advocacy	4%	6%	16%	37%	38%
Training and education	5%	6%	25%	33%	31%

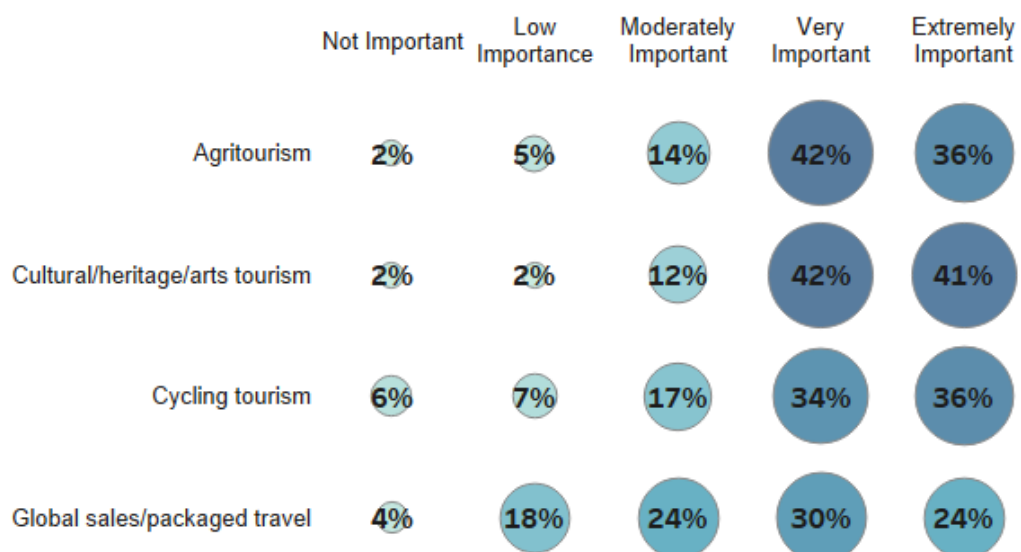
Eastern Oregon: Experience with Four Core Initiatives

Q: Eastern Oregon: EOVA has pursued four core initiatives within the area of product development. Within each of these initiatives, EOVA has conducted specific strategies and activities to assist new and existing suppliers in developing or enhancing their business. Please rate your experience with the workshops, cooperative grants and follow-up administration of each of the core initiatives.



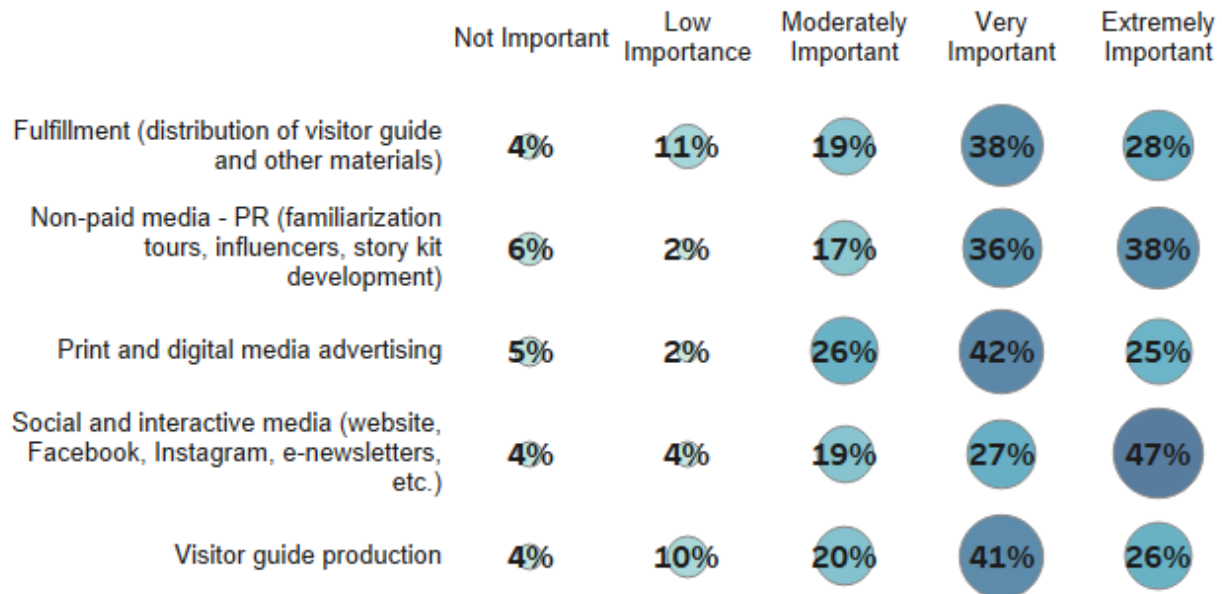
Eastern Oregon: Importance of Continued Pursuit of Four Core Initiatives

Q: Eastern Oregon: Please rank the importance of continued pursuit of these core product development initiatives.



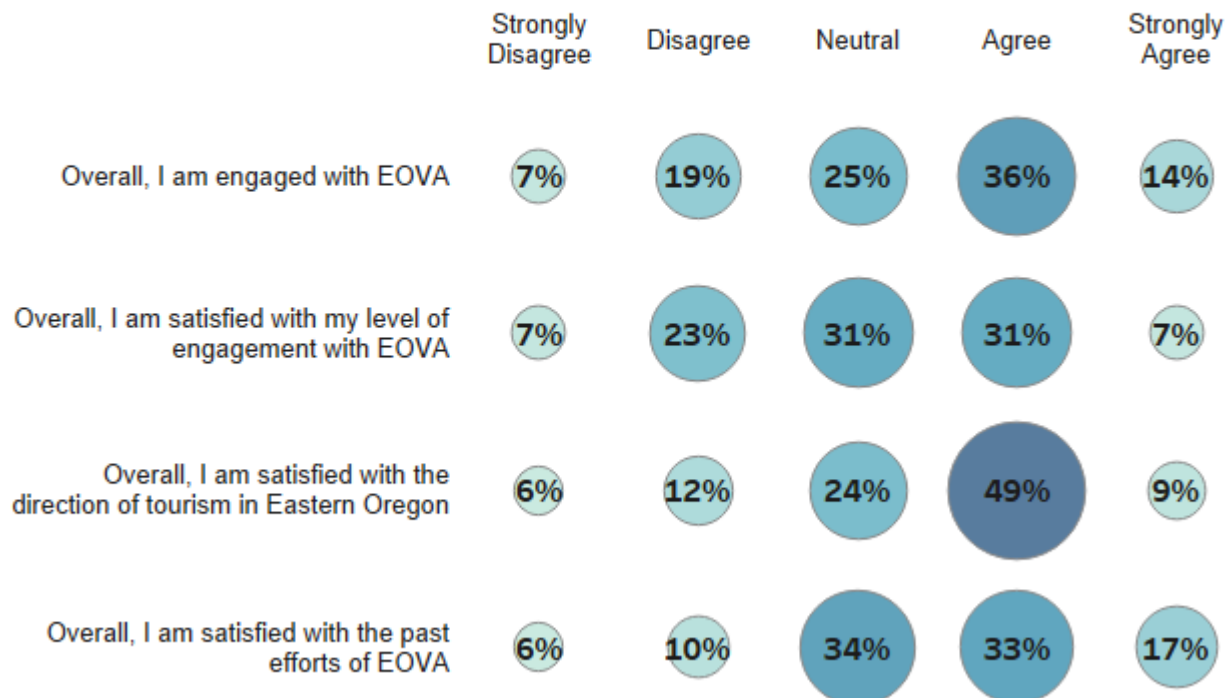
Eastern Oregon: Importance of Marketing Activities

Q: Eastern Oregon: Marketing the experiences of Eastern Oregon has been the primary mission of EOVA. Within this objective there have been several types of targeted marketing activities. Please indicate the importance of the following EOVA marketing activities for your business/attraction/event:



Eastern Oregon: EOVA Performance

Q: Please indicate the level to which you agree or disagree with the following statements:



Eastern Oregon: Engagement with EOVA

Q: Eastern Oregon: Please indicate whether your business/attraction/event had engagement with EOVA in the past year in the following areas:

	Yes	No	Unsure
My entity was included in an itinerary for FIT or packaged travel experience	23%	53%	23%
My entity directly tracked business as a result of EOVA marketing efforts	25%	53%	22%
My entity directly tracked business as a result of the EOVA visitor guide	21%	58%	21%
My entity was a contributor to a Travel Oregon/EOVA familiarization tour	26%	56%	18%
My entity was discussed in a Travel Oregon/EOVA story, news article, Facebook or Instagram post	36%	40%	23%

Appendix – Coded Open-Ended Responses

<p><i>Q. In a sentence or two, please describe a specific outcome you would like your region to achieve in the next three to five years that would increase the economic impact of tourism or enhance the vitality and sustainability of your destination.</i></p>	Product Development	Increased Visitation	Shoulder and Off-Season	Educate Re: Tourism Impact	Marketing and Messaging	Other
Eastern Oregon						
<ul style="list-style-type: none"> Develop attractions & events to promote 4-season tourism. Create local awareness around tourism as an important part of our economy. 						
<ul style="list-style-type: none"> Oregon should bring in big sports events that would bring people from all around the world. Do more tours 						
<ul style="list-style-type: none"> I'd like to use promotion of our region to drive more visitors to my city, specifically. Our small town economy needs it. But we also need to learn more about how to be more visitor ready. We need a lot of supporting businesses and infrastructure to be where we'd like to be, where we need to be. I'd like to learn more about how to use the resources available to make our city a more desirable travel destination. Or at least make it a more accommodating one. 						
<ul style="list-style-type: none"> West Umatilla County would like to develop a tourism strategic plan to enhance the tourism experience to bring more people to stay in our hotels, eat in our restaurants, enjoy our beautiful land and trail system as well as the Umatilla and Columbia rivers that border our communities. 						
<ul style="list-style-type: none"> It would be wonderful to increase the economic impact without having MORE people come to Wallowa County. The Seven Wonders campaign has increased traffic to our community exponentially. Is this the industry we really want to develop above all else? Locals are worried that tourism will turn us into another Sun Valley or Bend. 						
<ul style="list-style-type: none"> To continue to work, communicate, and collaborate across the 11-county region to share the experiences, value our culture, heritage, and arts, while not loving certain areas to death. 						
<ul style="list-style-type: none"> Well organized, beneficial industry that is seen as bringing money as well as structural benefits to the area. The visitors may come and leave but they allow for the infrastructures that enhance our everyday living. 						
<ul style="list-style-type: none"> Build more trails (biking and hiking) with actual trail heads, signage, etc. in area. We have large forest areas around (Umatilla National Forest) but very few trails to hike on. 						
<ul style="list-style-type: none"> Increase off season tourism. Promote unique events here in Eastern Oregon that happen September through May to help sustain economic health for our region outside of peak tourism months. 						
<ul style="list-style-type: none"> In the next three to five years I'd like to see two thing: 1. The brand of our community (Fine Craftmanship/Legendary Hospitality) firmly established domestically, and 2. A strong sense of pride in and education about our tourism products among citizens not involved in the industry. 						
<ul style="list-style-type: none"> In the next three to five years, my hope is that local land managers can understand the benefit of outdoor recreation tourism and it's positive impact to our small community. 						
<ul style="list-style-type: none"> I would like my Region to work more effectively together. My Region is struggling with direction and most importantly... vision. 						
<ul style="list-style-type: none"> Partnerships with others in the industry within a 1-hr commute for travel/entertainment packages. 						
<ul style="list-style-type: none"> 1. Excellent web information, signage, mapping and outreach publications on how to access Eastern Oregon recreational opportunities for healthy, active lifestyle. 2. Development of regional separated trails comfortable for users of all ages from Pendleton to Wallowa Lake and LaGrande to City of Union (via Ladd Marsh). 						
<ul style="list-style-type: none"> Expand our tourism season. We have been saying this to ourselves and to anyone else who asks. We really need to strategize about this desired outcome. 						
<ul style="list-style-type: none"> I would like to create opportunities for our small tourism/agriculture business and draw together visitor opportunities to explore a range of product/culture and outdoor recreation within our region that would increase visit duration and additional reason for repeat visits. 						
<ul style="list-style-type: none"> Local governments to understand the value and support financially. 						
<ul style="list-style-type: none"> Formal involvement of front line employees to understand great customer service, how the tourism industry operates, and the scope of local tourism opportunities. 						

<p><i>Q. In a sentence or two, please describe a specific outcome you would like your region to achieve in the next three to five years that would increase the economic impact of tourism or enhance the vitality and sustainability of your destination.</i></p>	Product Development	Increased Visitation	Shoulder and Off-Season	Educate Re: Tourism Impact	Marketing and Messaging	Other
Eastern Oregon						
<ul style="list-style-type: none"> I would like to see Eastern Oregon embrace tourism as a key economic driver for our future through increased community engagement, product development, and infrastructure development to support said product development. I would like to see EO develop clear, innovative marketing for the region and our sub-regions that does not play on old motifs. One big wish? A non-automotive mode of transport from the metropolitan west to Eastern Oregon, i.e. a passenger train system. 						
<ul style="list-style-type: none"> It would be nice to be able to have more local control over how we market the "far side of Eastern Oregon!" we are lumped in with regions that we do not have anything in common with except we are rural and on the eastern side of the state. That does little to really promote our region! 						
<ul style="list-style-type: none"> Better information on the challenging and undesirable impacts of tourism growth, and better engagement of the people who are most impacted in making decisions about how to allocate resources and set priorities for management of tourism and our natural and social capital 						
<ul style="list-style-type: none"> I have nothing against tourists. I too am a tourist at times and am not interested in abolishing tourism in Wallowa County. However, the tourist industry should consider the negative impact tourism can have on a community. The negative effect of any industry needs to be considered when it is established and with expansion. Communities should have input on how an industry effects its quality of life and be able to request limits to the "pollutant" byproducts. 						
<ul style="list-style-type: none"> A strong social media program that coordinates each community's efforts to promote themselves. 						
<ul style="list-style-type: none"> I think more research would help identify what tourists want, what the region has to offer, and how to fill in the blanks in a responsible, sustainable way. Eastern Oregon has different issues than the rest of the regions, and we have the opportunity to develop a responsible tourism strategy before areas are too impacted and "loved to death". 						
<ul style="list-style-type: none"> We are basically at the end of the road for Oregon, we do not get a lot of the opportunities to attend workshops, trainings, and conference here. Many of the business that would take advantage of these offerings are maned with one to two people and cannot get away for extended travel, we just need a little more attention, even Baker is four hours from here and all the presentations start at 9 PM to 4 AM, so many chose not to go. 						
<ul style="list-style-type: none"> promotion of longer tourist season market 						
<ul style="list-style-type: none"> Preservation of natural beauty, opportunities for outdoor sports and ecotourism accomplished by increasing services and decreasing activities like logging, mining and over grazing. 						
<ul style="list-style-type: none"> To engage residents in the community and gather more support for bike trail system that includes signage and mini repair stations. 						
<ul style="list-style-type: none"> Community Leaders understand the positive impact of tourism and begin to change attitudes about "intruders" 						
<ul style="list-style-type: none"> increased year round tourism and more grant opportunities for small business, lodging, infrastructure for very small communities with limited grant matching funds. 						
<ul style="list-style-type: none"> My vision is a vibrant tourism industry of biking and hiking trails, fishing and floating in Eastern Oregon. I envision a destination mountain biking, winter fat biking and outdoor industry that will enable a diverse economy and an incredible quality of life for community members. 						
<ul style="list-style-type: none"> To develop the great assets we already have in way of tourism. create lasting jobs. We already have an area that is rich w/opportunities for strong tourism, we need our resources devolved to maximize the great potential. 						
<ul style="list-style-type: none"> the community leaders need to realize the positive effects of tourism 						
<ul style="list-style-type: none"> Does Oregon have a "Grown in Oregon" campaign? Why not? 						
<ul style="list-style-type: none"> Sumpter was completely left out of the Travel Oregon Guide. With our outdoor access, historical attractions, and two Scenic Byways, that was quite the oversight. 						
<ul style="list-style-type: none"> More packaged travel to all sub-regions of Eastern Oregon: NE Oregon, Southeast, Rugged Country, John Day River Territory 						

<p><i>Q. In a sentence or two, please describe a specific outcome you would like your region to achieve in the next three to five years that would increase the economic impact of tourism or enhance the vitality and sustainability of your destination.</i></p>	Product Development	Increased Visitation	Shoulder and Off-Season	Educate Re: Tourism Impact	Marketing and Messaging	Other
Eastern Oregon						
<ul style="list-style-type: none"> We can't lose our focus on the importance of marketing and celebrating the diversity that Eastern Oregon brings to our beautiful state. Continued investment and focus on this limited resource region is essential, we can't do it alone. 						
<ul style="list-style-type: none"> My personal goal is working on increasing fishing and fishing tournaments in Umatilla Oregon. I have made some strides already in the right direction and plan on bringing more tourism each year with fishing. 						
<ul style="list-style-type: none"> Target groups that are most likely to have the largest economic impact. 						
<ul style="list-style-type: none"> Increase foreign/overseas visitors to eastern Oregon. 						
<ul style="list-style-type: none"> Marketing that will continue to drive tourism to Oregon. Enhance sites to improve tourism experience once tourist arrives. 						
<ul style="list-style-type: none"> Have city officials be on board and really promoting the value of tourism for our area. Highway signage that directs tourist to our town. 						
<ul style="list-style-type: none"> stake holders should be given the industry meeting notes for state, and county meetings electronically so we know something is being done. We should not have to pay for the meeting notes 						
<ul style="list-style-type: none"> I would like to see the US government return to a state of sanity so more international visitors will feel comfortable coming here. (Sorry, I know that is out of your hands, but one can hope.) Regionally, I'd like to see more development of off-season tourism, however, weather and travel will always be a hindrance. Thank you. 						
<ul style="list-style-type: none"> Help create a brand/image for rural frontier Oregon that improves the knowledge that A)we exist ... and B) we are pretty darn awesome! 						
<ul style="list-style-type: none"> Local leaders no longer disparage the tourism industry. 						
<ul style="list-style-type: none"> I would like to see more driving tour material /campaigns for specific areas (like Wheeler and Grant counties). 						
<ul style="list-style-type: none"> I would like to see the positive economic impacts of tourism in our small communities grow while limiting the negative impact of over-tourism. My goal is a right-sized, sustainable tourism industry in our communities. 						
<ul style="list-style-type: none"> More trails and camping opportunities. 						
<ul style="list-style-type: none"> Locally, regionally and industry driven marketing and development is critical, with access to state support and expertise and partnerships. 						
<ul style="list-style-type: none"> Rehabilitation of 1890s buildings for use in the tourism industry. 						
<ul style="list-style-type: none"> Understand the value of tourism marketing. Understand how to create networks to better engage tourists and create regional (not local) destinations. 						
<ul style="list-style-type: none"> Eastern Oregon will be going through a monumental change as our first and only director retires after 30 years. Organizational support for EOVA as we navigate this major lifecycle change in the organization will be critical. This transition has the potential to be catalytic for the region moving the region's tourism industry forward in new and exciting directions, or catastrophic if we lose regional cohesion during the transition. 						
<ul style="list-style-type: none"> To be able to market and showcase the unique attributes and "culture" of Eastern Oregon. Reach the thousands that have never ventured west to east in Oregon. 						
<ul style="list-style-type: none"> I'd like to see off-season events and activities promoted and I'd like to see more resources devoted to rural area Arts, Culture and Heritage promotion. 						

Appendix, Continued – Open-Ended Responses

Choose the top five Travel Oregon programs that you believe are the most impactful: Other (please specify)

7 Wonders of Oregon

grants available to small biz/orgs, ie not decided by the rdmo

I am not sufficiently familiar with these programs to answer

No basis for opinion.

Not sure if there will be an opportunity for comments later in the survey so I will use this opportunity to say that Travel Oregon need to consider that there can be too much promotion. Just as with any industry there are negative byproducts that come with the positive ones. Wallowa County is being inundated with tourists to the point that what tourists come here for is being degraded. I would like to see us taken off the 7 wonders list. The word is out. No need to pump in more and more people. We will have enough visitors to support our tourist business without such intense promotional articles in Sunset Magazine and newspapers in many cities around the US. Zion National Park did a marketing campaign to increase park attendance and is now making the news due to their struggle with too many visitors. There is such a thing as too many visitors.

social media campaigns

the programs listed are impactful in terms of attracting visitors, but not in terms of mitigating negative impacts on both social and environmental assets

Given limited resources, what three priority areas do you believe are most important for 2019-2021 tourism planning? If you selected "Other" as a priority, please describe:

#1 priority is managing negative impacts, the market forces are driving increased visitation, negative impacts to social and environmental assets need the attention and resources, way more diversity and inclusivity is needed to be able to make informed decisions on which impacts are priorities and what strategies should be pursued to address root causes.

Dealing with negative impacts of tourism. Tourism is not always good or wanted.

Forget bicyclist as they do not spend. They tent to camp and bring their own food. Why have you not properly promoted motorcycles? They spend freely!

However, in Eastern Oregon specifically, I would say stakeholder engagement and collaboration is in the top three as most of what is happening in our region is new and needs the support of TO to grow in the right direction.

I am not educated enough to answer your questions. I've not had time to study your role in tourism. I've entered "neutral" when I have no basis for an opinion.

I am terrified of tourism overwhelming our existing community. I would never want to sacrifice our community and population to look anything like Jackson Hole or similar areas. This is MOST important to me.

plug the leak in tlt thru abnb and other rentals not registered and collecting TLT

PROMOTION is #1; all else is a distant #99.

Safe, divided bike paths are needed as the state has been pushing bicycle tourism extensively but has not provided funds, grants for actual support, preferring to leave it to "regional clubs" . Posting signs are not enough. Dedicated and separate pathways are needed to protect cyclists on the road. Should be a priority for the state.

Study the negative aspects of tourism as well as the positives and strike a balance. Don't promote a place to death. It's painful to watch Wallowa County being led down the same path of rapid transformation so many physically beautiful rural places have taken.

Please indicate any other areas of marketing that you believe should be an extremely high priority in order to advance the economic impact and sustainability of tourism:

As social media is important, fewer printed documents are available. We are seeing a huge number of Baby Boomers traveling and touring - many want to hold a brochure in their hand! Just saying...

Better support in brand development and aligned message

Comment, I prioritize according to product development.

Appendix, Continued – Open-Ended Responses

Creating regional calendars that identify different events in one place. It's a struggle to find all information in one place currently.

Develop partnership with EOU Outdoor Recreational Program for accessing and marketing of local Eastern Oregon resources, e.g. rock climbing, rafting, hiking, etc.

For rural Oregon PORTland is an important market, but RCTP restrictions don't allow for marketing dollars to be spent there. Nearby regional populations hubs including the Tri Cities Washington Boise Idaho and The Bay area and Northern California are important regional markets for those regions that are closer to these markets than Portland and. These markets provide a significant drive market for a significant part of the state that has limited or no air service and depend on a regional drive market

How does all of this get at the sustainability question? How much tourism is enough? Is more always better?

In Eastern Oregon, as such a big region, I think we suffer from ineffective, broad branding. Maybe this means splitting up the region for better specific branding or providing funding for a single person or group to spearhead some innovative, hip, branding and marketing for EO. I don't see marketing coming out of this region that paints a picture of an area that will attract a sustainable returning traveler. At Go Wild, we have lots of ideas for innovative, travel inspiring marketing, not just for us but for the region. We would be happy to be part of a taskforce or act as consultants for progressive marketing if the funding or will was there.. The person power at our DMO and RDMO levels is spread pretty thin and has a tendency to sometimes get caught up in irrelevant tribalism and archaic thinking.

none of the above for Wallow County, I had to choose the two above before continuing the survey.

Promotion of local sites nationally and internationally through marketing such as Seven Wonders of Oregon. Drove traffic to areas.

see previous answers, it's not about marketing, unless you are marketing sustainability and can position yourselves as understanding what the real impacts are, who is being impacted, how are those people involved in decision-making and taking credit for success.

should advertise international about what Oregon offers in different regions.

So often "marketing" includes one or two people from each site/organization; include more! Word of mouth is an amazing tool---but if that "word" doesn't accurately reach front line employees, you have missed so very many opportunities!

Support not dictate destinations in brand development and messaging

Tourism business development. Insurance, Liability and eco-tourism development.

Work closely or educate local governing staff of the impact of tourism.

Working with Main Street Program to highlight Main Street Communities in the State of Oregon.

Please indicate any other areas of global sales and international travel trade and media that you believe should be an extremely high priority in order to advance the economic impact and sustainability of tourism:

Additional funding for fams and itineraries on limited existing budget.

Develop Eastern Oregon regional outdoor recreational resources, e.g. mapping and better mapping in partnership EOU Outdoor Recreation Program on how to access natural wonders.

Develop internships with international students who are focusing travel and tourism.

Local buy in and understanding of the benefits. Infrastructure including public transportation

None of the above. I had to choose two in question 18 to continue with the survey.

Our lodging outlets pr could use some diversification. Rather tired of only seeing Wilson Ranch Retreats.

Photo and better visuals to truly show what the area has to offer.

Promoting wilderness and western experiences to Europe and Asia.

Provide adequate time when planning fam trips and itineraries to the region. 1 1/2 day fam trips to Eastern Oregon are little more than windshield tours. Work with the local DMOs and RDMOs to better plan these activities with realistic timelines including necessary drive time.

Should partnership with Global /International Tourism agencies to let them know what Oregon offers.

understanding the supply chain can help with conservation and sustainability decisions, which markets are more sustainable? Have a smaller carbon footprint? Are less disruptive to rural communities? Etc,

You guys ROCK this area, keep going!!!

Appendix, Continued – Open-Ended Responses

Please indicate any other areas of planning, management, development, training, or capacity building that you believe should be an extremely high priority in order to advance the economic impact and sustainability of tourism:

#24 Second Choice is increase off-season tourism

Bring back the program to assist front line businesses in how to greet their customers similar to Nashville TN! This could be a simple training for employees at gas stations, minimarts, restaurants, hotels & motels, etc.

engagement of people who are suffering disproportionately from lack of housing due to tourism development, and from over dependence on low wage seasonal jobs that do not have benefits (maybe organize tourism workers like the caregiver industry so they can have health care) , not just tourism businesses and tourism promotion partners. Figure out ways to capture more of tourism tax for reinvestment in sustainability and infrastructure that is not limited to serving tourism, look at overall community sustainability, if that collapses, tourism will be a horrifically negative experience for most people. Help communities find out what their residents want (especially those who are typically ignored or tokenized) and makes those priorities the focus of public investment and technical assistance. Provide paid opportunities for more local leadership applying equity principles to the hiring and contracting processes.

Films and programs for overseas viewing of the wonders of Oregon. The best marketing plan developed so far was the Seven Wonders of Oregon.

help the little guy do the marketing Marketing needs to communicate with the stake holders

I am most interested how tourism can lead to sprawl and development that ruins the whole reason why people want to come here in the first place.

I believe Travel Oregon could organize a visitor ready businesses and brand ambassadors program better, then having separate counties, cities, and whatever small group. We shouldn't have to all be developing the same program for our areas. This would be a gift from Travel Oregon.

In the area of Wallowa County specifically I think we are missing the opportunity of promoting this area for corporate retreats and conferences, team building etc. We are a destination that offers such unique experiences and I think if we focus on corporate and organization conferences, especially in lower peak seasons like spring and fall that will help bolster our economy even more.

Increase engagement of locals with the tourism products in their community.

Just want to note that on question 12, the option of "Manage tourism growth in order to preserve local assets (natural and cultural)" is really two different things...at least, I'd have given very different answers for natural vs cultural. There's also a lot of interpretation to what cultural values mean (for instance in rural Oregon, are we talking about cultural values of indigenous people, conservative cowboy culture, progressive open and modern culture, or something entirely different?

Partnership with EOU Outdoor Recreation Program to develop access and marketing of local Eastern Oregon recreational resources.

workforce diversity

Please indicate any other areas of of industry services that you believe should be an extremely high priority in order to advance the economic impact of tourism:

Cycling, The John Day National Monument, developing new hiking trails and promoting new trails such Cougar West on Ochoco National Forest which is right on Hwy 26.

Develop access to Eastern Oregon regional outdoor recreational services and facilities in partnership with EOU Outdoor Recreational Program with better mapping and enhanced local/regional/international marketing outreach.

Educate employers and help them train staff so that they encourage and understand the importance of making a great first impression.

LEVERAGE your TO resources for more impact. Not just with the DMO and RDMO, but also private sector!

localized training needs to focus on the challenging and unwanted impacts of tourism growth, helping communities understand who is being impacted and how, and what strategies might help with addressing those painful and demoralizing situations. New research or finding the current research is likely to be needed as part of this type of effort.

Appendix, Continued – Open-Ended Responses

Make sure all areas are represented. Not just the west side of Oregon.

None of the above. I had to choose two in question 21 to continue with the survey.

Online customer quality training. Works better for Mom and Pop businesses which small staff and inability to attend all day training off site which might mean they would have to close.

rdmo should NOT be deciding these grants even before the grants are offered

Suggest allowing rural regions (RDMOs) to be able to spend greater portions of their RCTP funds to market the Willamette Valley area.

Training for local business to share information on the area like gas stations and grocery stores.

Please indicate any other areas of PUBLIC AFFAIRS AND COMMUNICATIONS that you believe should be an extremely high priority for in order to increase visitation in your area.

Develop and present information on the tourism industry to city and county elected officials. I can't say this enough. My county officials do not understand.

Develop outdoor recreation, e.g. separated trails from Pendleton to Wallowa Lake and La Grande to City of Union via Ladd Marsh.

Economic value of tourism compared to dominant extractive industries

If Travel Oregon could create the content to convey the impact and importance of tourism, those of us with boots on the ground would be happy to carry the message across our region.

Improve regional communication.

Just make sure that all efforts are indeed statewide in implementation and not just name only.

More familiarity among Travel Oregon Staff about the region particularly cultural differences between the urban Portland area and rural Oregon.

Outdoor recreation and more attention given to the Eagle Cap Wilderness as one of Oregon's largest wilderness along with Hells Canyon National Recreation Area.

partner and stakeholder involvement needs to be focused on understanding the true impacts of this growing industry, including on climate change, social disfunction, homelessness, etc. Once those are better understood, people can work together to create change.

Presentation tools to help DMO's like mine communicate, with visuals, to our local city counsels. Thanks

Public land use laws and management

require RDMO and DMOs to post their stake holder meetings on line so all stake holders can learn what is being done in the name of tourism marketing. Currently Baker Co stake holders have to pay for the information generated with tax dollars we collect

Research on the negative economic effects should be studied and presented. i.e rising property values that push residents and those working in the tourist service industry out of the market and to towns far from their jobs, etc.

This section assumes tourism is always positive and that we want more tourists. We need to manage the ones we already have!

Work more closely with county and city commissioners.

Eastern Oregon: Please describe any product development areas you see as important for the entire region or sub-region to pursue:

#33: I don't know how much EOVA has been a part of developing these. I know Baker County has worked on Agri, and that Cycling has been taking care of itself.

€Made in Eastern Oregon' products

Agribusiness and experiences. Arts, culture, and history.

agritourism product development, lodging options, new off season opportunities

Better signage and promotion of Hells Canyon viewing access as well as other natural attractions in our area.

Cultural and historical interpretation as tourism.

Cycling tourism. We are so close to building a first class trail system in Eastern Oregon.

Cycling, floating rivers, fishing, RV and camping

Appendix, Continued – Open-Ended Responses

Don't over-promote Wallowa County.

DRIVING TOURS. WORK WITH THE FOREST SERVICE TO USE CLOSED FS ROADS FOR BIKE PATHS AND HIKING AREAS.

Eco-tourism

Fishing and Fishing Tournaments, we have the place in place already! Attainable Fruit and Tourism Transportation

Hermiston is the fastest growing town and largest in Eastern Oregon, while our hotels are full and restaurants and busy we have not developed a tourism plan, nor is their funding. We are forming a group called Travel Hermiston and they are all hoteliers, restuarantiers, wineries, breweries and are ready for the next step. We have the natural resources we just need a direction and we think Travel Oregon can help. The Columbia and Umatilla Rivers, wineries and brewing for Eastern ORegon need product development.

how do you do agritourism in an onion or corn or beet field? Tourists can't help move 800 lb hay bales.

How to access local outdoor recreational resources, e.g. rock climbing, hiking, etc.

I would like to see an increase in revenue streams and more emphasis on development, marketing and stewardship and fewer resources to staffing in order to free up resources for core initiatives.

Marketing of hiking, cycling, motor cycling, winter sports to increase awareness that it is available in our region.

More business planning and product development.

More hiking trails.

Motorcycles. The very large emphasis on bike cyclist shows a bias. This group does not spend money. There needs to be a direct correlation between spending and real economic growth.

Mountain, grave and road cycling packages linked to agritourism and the arts. Specifically MERA, the Oregon Trail and the various orchards and such.

only develop cycling tourism where the roads are safe and the cyclists are not in the way of normal commerce

Our tourism products are strong - the infrastructure that supports it needs help (transportation, lodging, marketing, etc.)

Outdoor Activities-Camping and RVing

Outdoor Rec is an asset that needs greater attention... Cycling, rafting, hunting, fishing, backpacking, rock climbing, skiing... all snow sports.

Outdoor Recreation

Outdoor Recreation Events / Concerts

outdoor recreation besides biking. Think about ATV, snowmobile riding, overland four wheeling, camping, hunting fishing etc.. This is a region where outdoor apparel is more likely to be camo than spandex and that seem completely missing form both Travel Oregon and EVOA plans

Outdoor recreation beyond cycling and including motorized outdoor recreation ie snowmobiling, Atv riding etc..

Recreation as a whole, not just cycling tourism. Eastern Oregon has an incredible array of outdoor opportunities, hiking, biking, horseback riding, hunting, fishing, just enjoying the solitude...

Road trip adventures to Eastern Oregon!

sustainable tourism and involvement of people who are most negatively impacted by tourism pressures such as lack of housing and abundance of seasonal low wage jobs without benefits.

Eastern Oregon: Are there other marketing activities that you would like the region to consider?

A higher focus on social media!

a"Buy Grown in Oregon" promotion state wide

Additional international marketing opportunities.

Better, more sophisticated marketing & graphic design to attract visitors from Portland.

Consider using the services of PRNewswire. There is a cost, but they have international reach.

Develop maps, signage and web resources on how to access regional outdoor recreational opportunities for active lifestyle.

Don't over-promote Wallowa County.

Help me develop a road trip guide for Wheeler and Grant counties.

Appendix, Continued – Open-Ended Responses

Host a writers trip for journalists to write about our area from first hand experiences.

I would like to align how younger visitors travel with marketing strategies.

I would like to see our region more closely align with Travel Oregon's resources and expertise. I think EOVA's funds would be better used on training and development than on marketing.

I'd like to see funds available directly to communities and Arts & Culture groups without having to filter everything through EOVA

If the marketing could be partially decentralized so that some funds could be used by organizations and cooperatives (as opposed to everything funneling through EOVA) the messaging about Eastern Oregon tourism would be more diverse, vibrant and creative.

Important attraction to be listed in all printing material about different cities

In Eastern Oregon, as such a big region, I think we suffer from ineffective, broad branding. Maybe this means splitting up the region for better specific branding or providing funding for a single person or group to spearhead some innovative, hip, branding and marketing for EO. I don't see marketing coming out of this region that paints a picture of an area that will attract a sustainable returning traveler. At Go Wild, we have lots of ideas for innovative, travel inspiring marketing, not just for us but for the region. We would be happy to be part of a taskforce or act as consultants for progressive marketing if the funding or will was there.. The person power at our DMO and RDMO levels seems to be spread pretty thin and has a tendency to sometimes get caught up in irrelevant tribalism and archaic thinking.

kick off a cycling event.

Opportunities for horse owners to come and stay, additional horse outfitters for tourists, such as on wilderness areas. Would like Wilderness and National forest marketing for tourism.

Outdoor recreation, hunting, fishing, cycling, great big outdoors.

Reaching out to targeted groups---students, snowbirds, etc.

support for small business on-line marketing

tell your stake holders what your doing

Tour packages

We have not participated in EOVA because Hermiston does not have any funding mechanism for advertising therefore we have not been involved. We would love to see more stories and pictures depicting our part of Eastern Oregon. It seems like the current marketing is Baker City ara and Pendleton centered.

When a traveler comes into a community they need to be able to easily use their phone to tap into visitor information that is updated and specific to that community at that specific time.

work harder to represent the entire region and make sure that the writer or social media influencer is a good fit for the region. A vegan chef writing about cattle country was an odd choice for example, and an instagrammer who's greatest observation was that the region didn't know what instagram was also seemed to have missed the mark. I think it's important EOVA be more engaged in developing these activities to help ensure that there is better alignment with the culture of Eastern Oregon and the writers, bloggers etc being sent out by Travel Oregon

Eastern Oregon: How can EOVA better connect with your business/attraction/event to help you meet your goals?

As a County government, we don't expect to have direct interaction with itineraries or FAM tours, etc. However we expect those to come through our County and the communities in the County and those attractions, businesses in the communities to benefit directly from itineraries, travelers and marketing - digital and print.

Business planning, liability protections for land use.

Communicate through newsletter, social media, etc. EOVA is active on Instagram but last fB post was July 23 (writing this on Sept. 27). All social media is directed at visitors. A dedicated channel for tourism industry workers would be a great vehicle for sharing inspiration and information.

Eastern Oregon is more then just Baker City

EOVA itself is very interactive with us, but our immediate area is not. Our area is never involved in anything we do. They will not even advertise with us to help us promote their businesses.

Appendix, Continued – Open-Ended Responses

EOVA should be a better conduit of information from the region to Travel Oregon. This issue of alignment feels like a one way street with most of the aligning happening in the region at Travel Oregon's direction with much less feedback being incorporated by travel Oregon

Focus on sustainability and managing tourism impacts, engage people who are most affected and have the least power to influence decisions.

Help me understand how to engage

I would like to visit with a representative from Travel Oregon about this... 541-647-0545

I'm not sure ... there are always so many meetings. Social media is huge. Maybe someone reaching out to individual businesses or making EOVA Instagram page with invite to like and follow. But somehow communicating to the region that this is out there. I'm going to go and check right now! :) Thank you!

Include all of Eastern Oregon in Itineraries and publications. Don't skip Counties.

Last year we saw much more engagement with EOVA, we were busier this year and so the lack of engagement could be a result of us not reaching out as much. I often struggle with knowing how much to expect from / rely on our RDMO. I feel like I have made it clear I want to be involved and am doing my best on our end to form sustainable partnerships with community members /businesses in an effort to provide the best experience possible for visitors. Our business is constantly evolving being still in it's infancy and we are doing a lot, I'm not totally certain that EOVA knows what exactly we're doing anymore, though I have sent out information and our website tells it pretty clearly. I also think more collaboration on marketing, not even Go Wild specific, would be a helpful for everyone. A win for Eastern Oregon is a win for us.

Let me give the Central and Eastern Oregon regional directors a tour of John Day Fossil Beds N.M. and nearby communities (I am the superintendent of the monument).

maybe a campaign to let us know they are here

Meet with local businesses in Wallowa County, not assume that the Chamber of Commerce has its thumb on the pulse of things here; they don't.

More product development support needed over repeat marketing of well developed attractions/businesses.

Number 38, 4th question, I marked disagree - Not because EOVA isn't involved with me, but I'd like to be more involved with EOVA in the future.

Our region, the John Day, seems to need fresh ideas and new blood.

Partner with Regional Solutions Team to leverage local programs and current funding to develop outreach materials for accessing regional outdoor recreation lifestyle.

People travel with pets. I own "Eastern Oregon's Fullest-Line Independent Pet Supply Store." I have customers from La Grande, Ontario, Pendleton, Prineville, and points elsewhere who agree. Does EOVA include pet companions in any of its planning?

post your meeting notes digitally on your website or the county website

Return calls and emails.

Since I am involved in Global Sales, I do not qualify as an entity in this section.

Through the local Ontario Chamber of Commerce

We need to do a better job of engaging stakeholders.

We would love to be included in any EOVA promotion efforts in the future. We are helping to bring recreation tourism to many locations across Eastern Oregon (both Oregonians and out of state tourists) to recreate and spend time and money in the small communities of SE Oregon. We would like to see a concerted effort to include all players in Eastern Oregon and all forms of recreation, not just cycling.

We'd love to know about social media groups, mailing lists and other ways EOVA is connecting with tourism partners.

would like to coordinate our economic development activities with EOVA better!

You are there for me to contact with information about my business so if I've missed opportunities, it is my own fault.