

2018 OREGON TOURISM ENGAGEMENT SURVEY

MT. HOOD / GORGE REGION

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 Mt. Hood / Gorge Region with additional statewide results for context.

2018 OREGON TOURISM ENGAGEMENT SURVEY MT. HOOD / GORGE REGION

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 Mt. Hood / Gorge Region to provide relevant insights to the Mt. Hood / Gorge Region 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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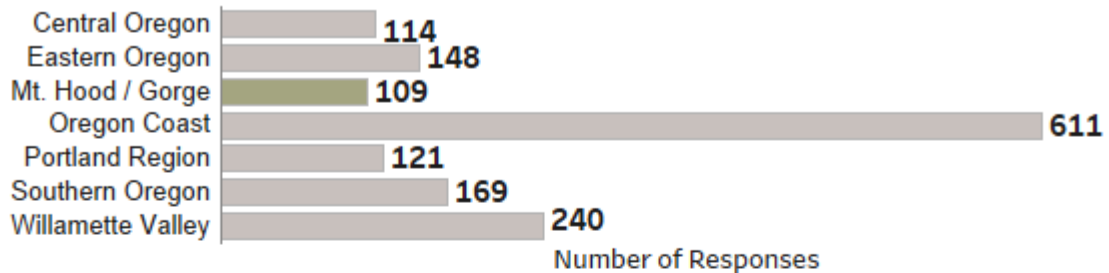
KEY FINDINGS

- **Engaged and Hold Positive Views on Tourism and the Direction of the Industry:** Stakeholders are engaged with the Oregon tourism industry and understand its partnering structure. They view the direction of tourism positively in the state (73% vs. 82% in 2017) and region (69% vs 67% in 2017). In general, respondents from the Mt. Hood/Gorge Region are more satisfied than those from elsewhere in the state (page 3).
- **Satisfaction with Travel Oregon Performance:** Across all performance-related statements, Travel Oregon respondents were more likely to agree relative to all other regions combined (page 4). These high satisfaction ratings may be explained in part by a relatively high familiarity with RDMO initiatives in the Mt. Hood / Gorge region (page 8).
- **Tactics Identified by Over 2/3 of Respondents as High or Very High Priority:** There were several of tactics across all categories (Marketing, Destination Development, Global Strategic Partnerships, and PR & Communications) that stood out for their importance to stakeholders. Listed below with the individual tactics are the percentages of respondents rating the tactic as a high or very high priority for the region to pursue.
 - Marketing: Offer marketing and promotional training for smaller communities and businesses (75%).
 - Destination Development – Planning and Management: Create positive interaction between tourists and residents (73%).
 - Destination Development – Planning and Management: Increase visitation to the region during off-peak seasons (70%).
 - 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 (76%).
 - 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%).
- **Stakeholders Prioritize Marketing:** The Hood/Gorge Region’s Custom Question section asked respondents to prioritize broad programming areas for the region. The area which the largest percentage of respondents identified as an “extremely high priority” was Destination Development (38%, up sharply from 22% in 2017) followed by Marketing (31% vs. 28% in 2017).

RESPONDENT PROFILE

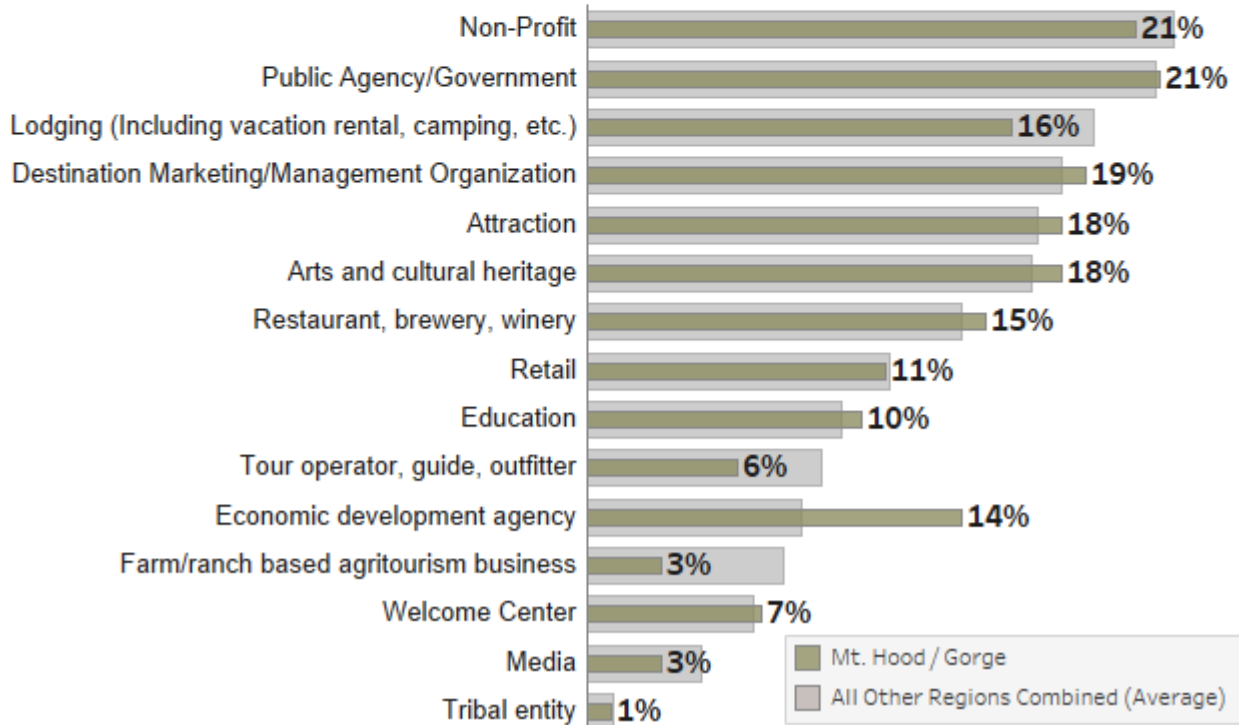
The figures below present the overall number of respondents as well as the industries in which respondents work. The question for Organization Type was a multiple response question, allowing respondents to select more than one industry or organization type. Thus, percentages will not sum to 100%. Relative to other regions, respondents from Mt. Hood / Gorge Region were more likely to work for an economic development agency (+6%), and less likely to be in a “Farm/ranch based agritourism business” (-7%), be a tour operator, guide, or outfitter (-3%), or work in lodging (-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:

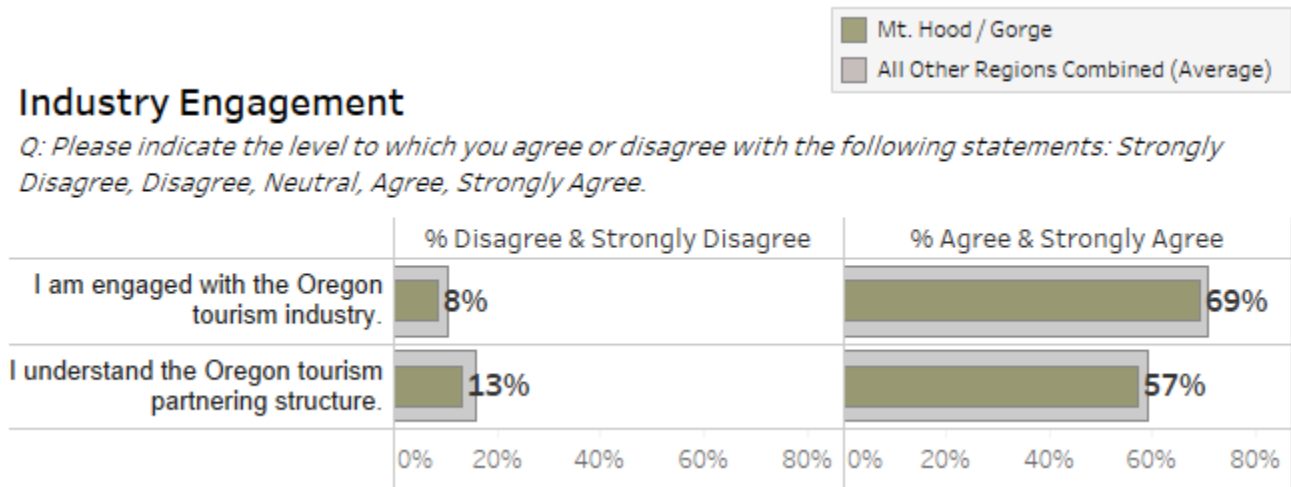


TOURISM INDUSTRY ENGAGEMENT AND OVERALL HEALTH

Respondents from Mt. Hood / Gorge Region indicate high levels of industry engagement. Relative to the rest of the state, respondents are roughly as engaged with the industry (2% fewer agree or strongly agree relative to statewide average) and understand the partnering structure about equally (2% fewer agree or strongly agree).

Industry Engagement

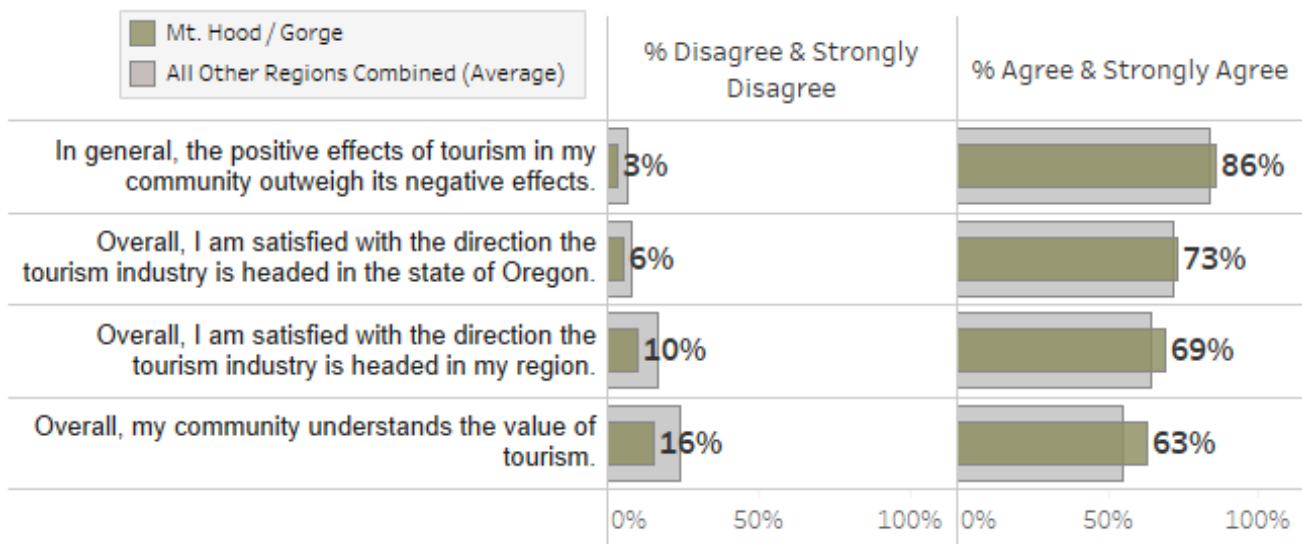
Q: Please indicate the level to which you agree or disagree with the following statements: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree.



On measures of overall industry health, respondents from Mt. Hood / Gorge Region indicate high levels of satisfaction. Relative to the rest of the state, they are slightly more positive about the overall health of the 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.

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.

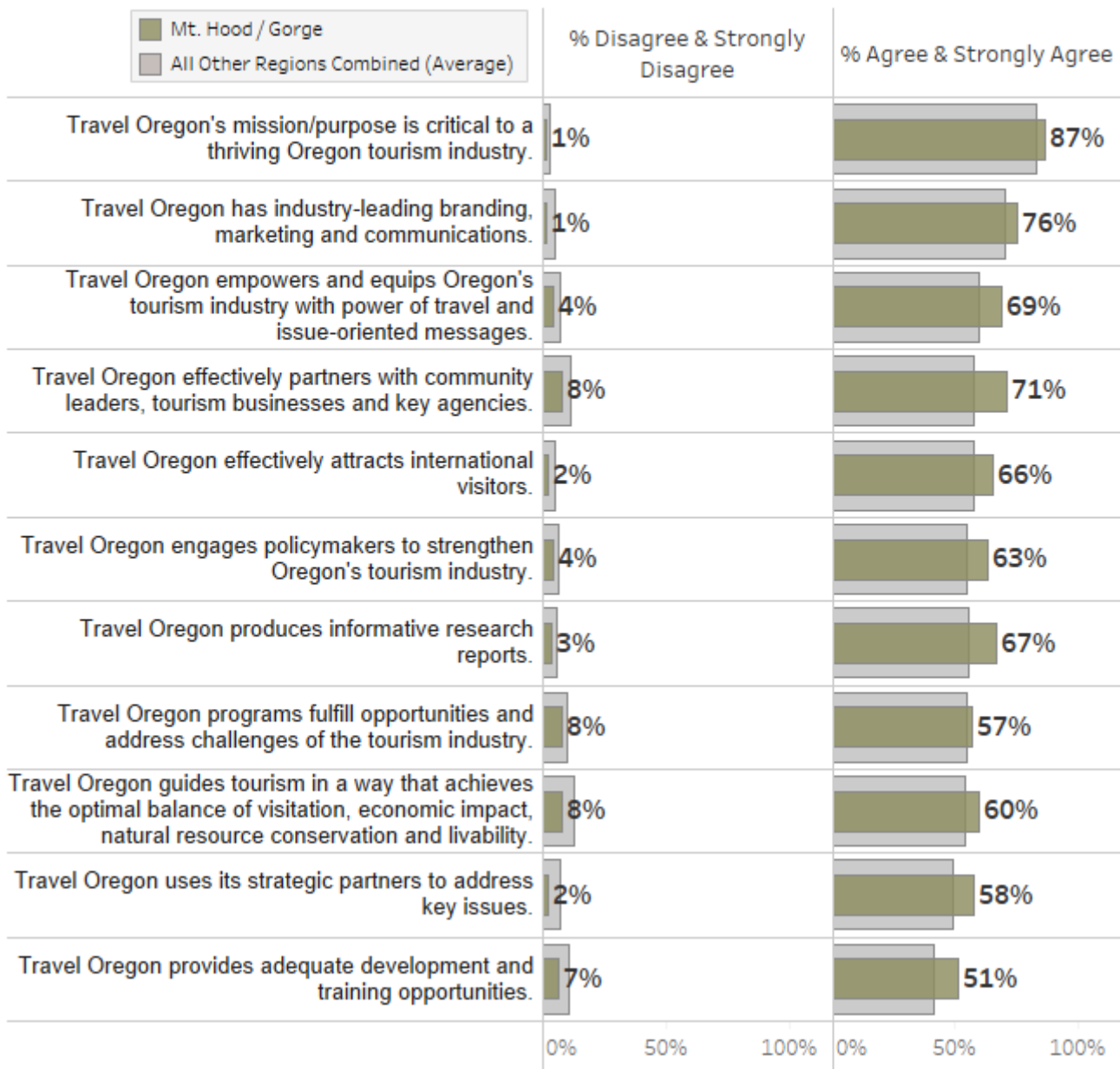


TRAVEL OREGON PERFORMANCE

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 Mt. Hood / Gorge Region were more likely to agree or strongly agree than the statewide average.

Travel Oregon Performance

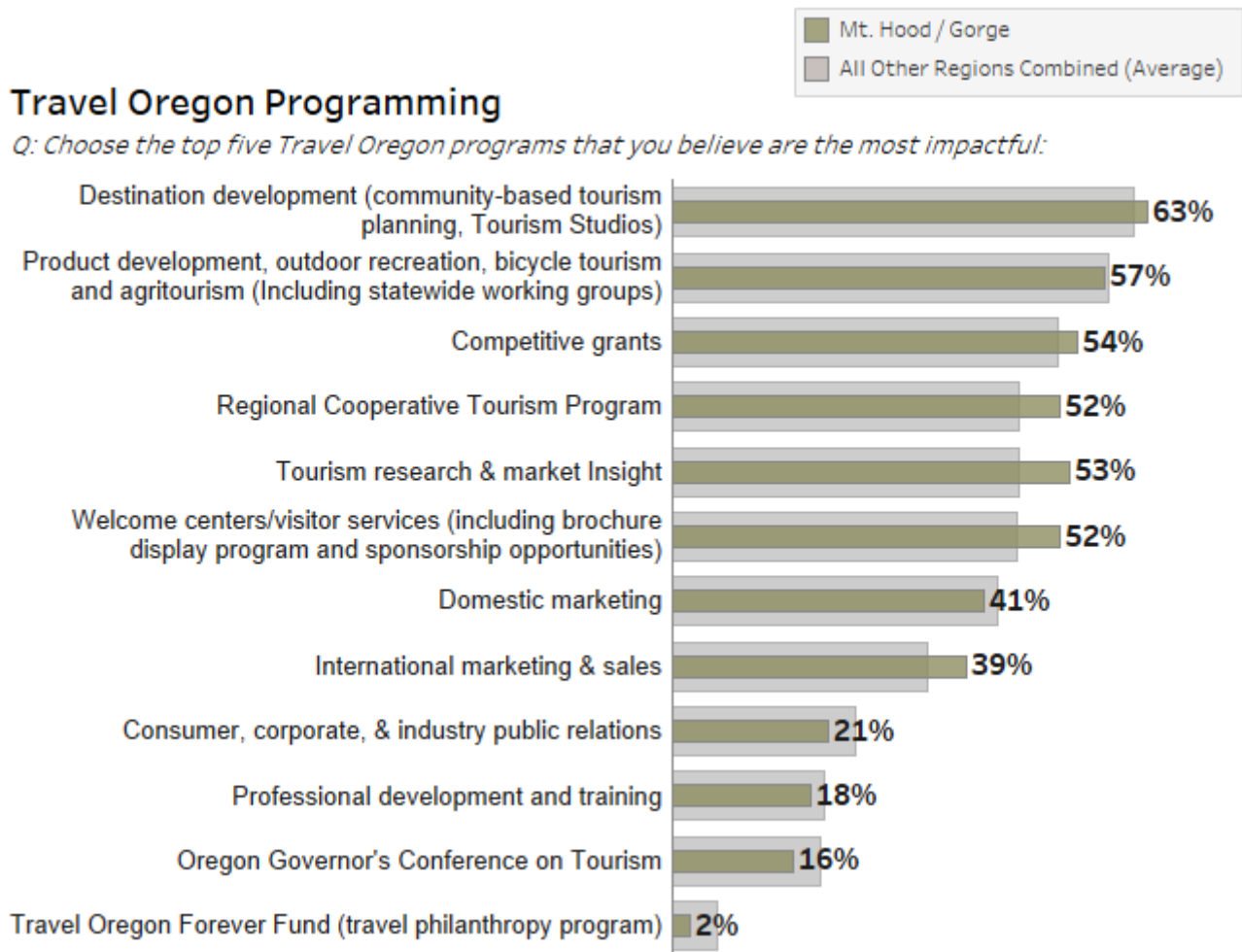
Q: To what extent do you agree or disagree with the following statements: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree.



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 Mt. Hood / Gorge Region were more likely than respondents from other regions to cite “Tourism research & market Insight” (+7%), “Welcome centers/visitor services (including brochure display program and sponsorship opportunities)” (+6%), and the “Regional Cooperative Tourism Program” (+5%) as impactful programs.

Travel Oregon Programming

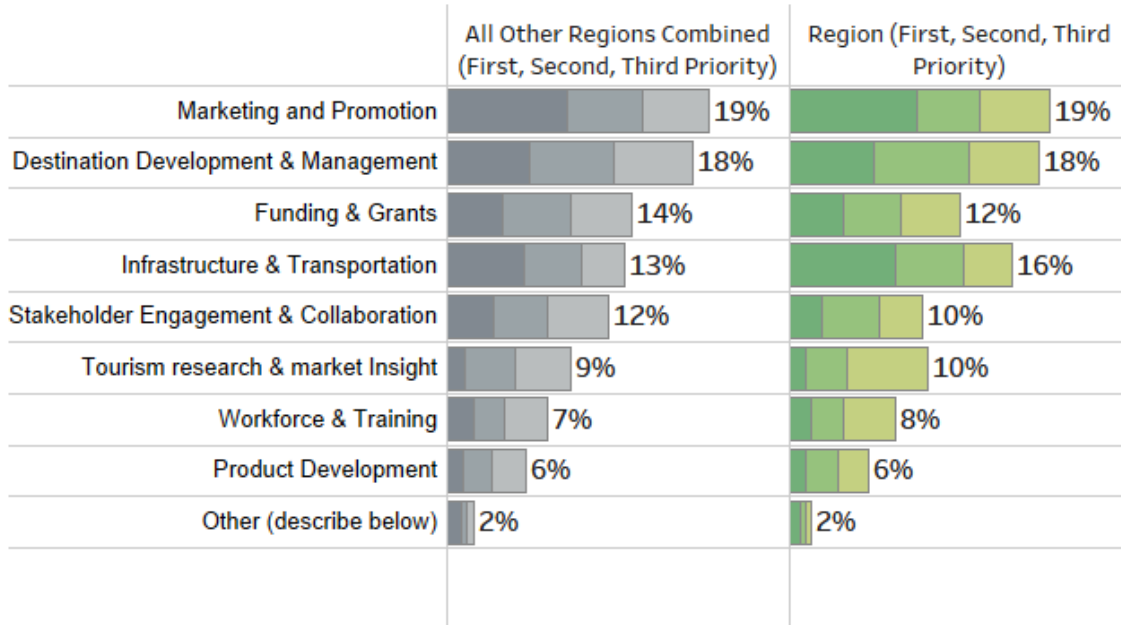
Q: Choose the top five Travel Oregon programs that you believe are the most impactful:



The figure below looks ahead to 2019-2021 planning. Nineteen percent of Mt. Hood / Gorge Region respondents indicated Marketing and Promotion as their first, second, or third highest priority. Slightly fewer respondents chose Destination Development & Management among their three highest priorities. The rank order of priorities for Mt. Hood / Gorge Region is similar to the statewide average, although there is less support for Funding and Grants and greater support for Infrastructure and Transportation.

Statewide Desired Tourism Priorities & Focus Areas

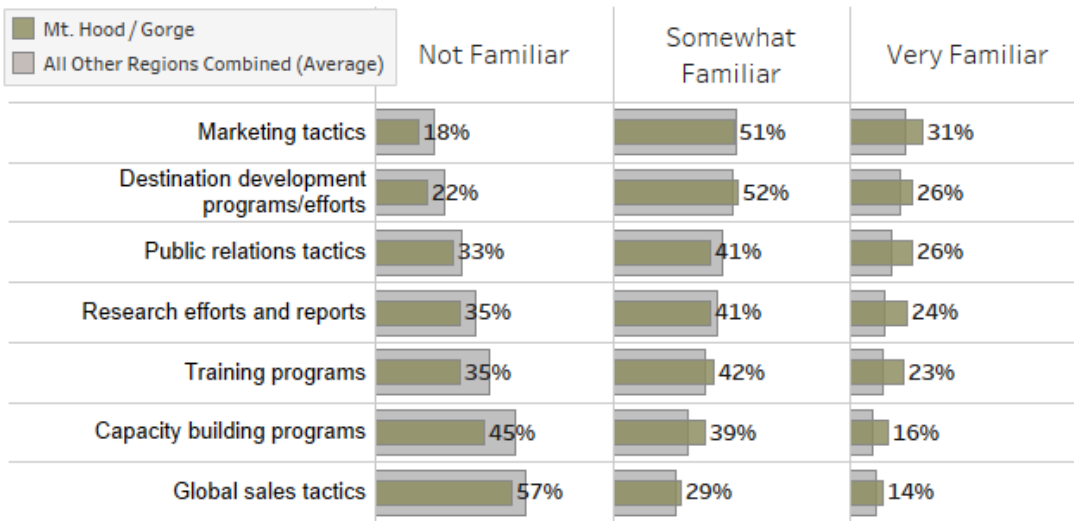
Q: Given limited resources, what three priority areas do you believe are most important for 2019-2021 tourism planning?



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 the Mt. Hood / Gorge Region, 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. Across all initiatives, respondents from the Mt. Hood / Gorge Region indicated a higher degree of familiarity relative to the statewide average.

Familiarity with Initiatives

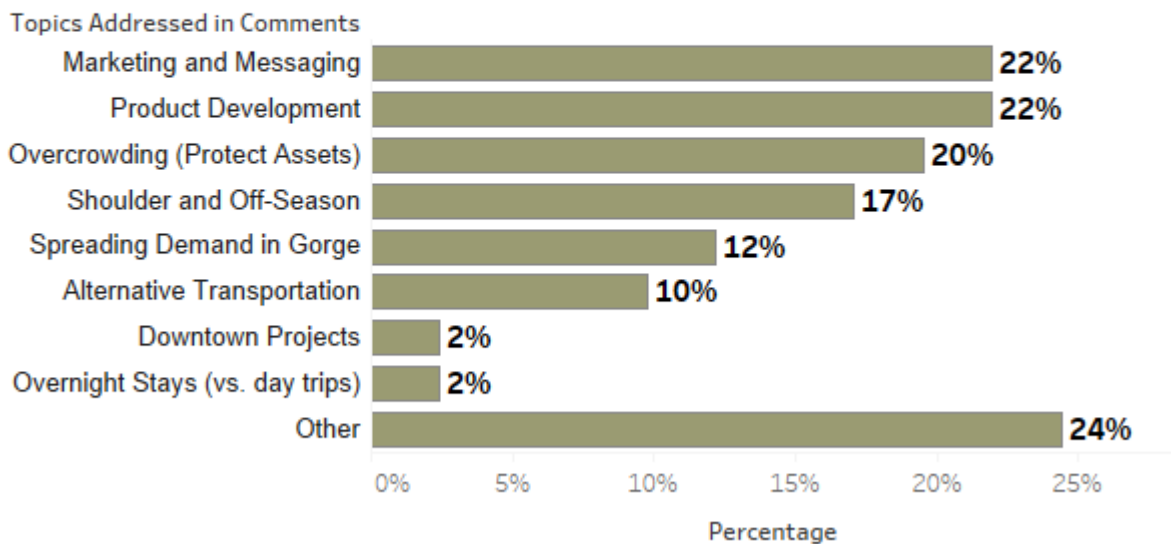
Q: Please indicate how familiar you are with the initiatives undertaken by your regional destination management organization in the following areas in the past 12 months:



Respondents were also 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). The comments span a wide range, though many focused on specific marketing objectives and tactics as well as the need for addressing overcrowding during peak times and associated resource protection.

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.

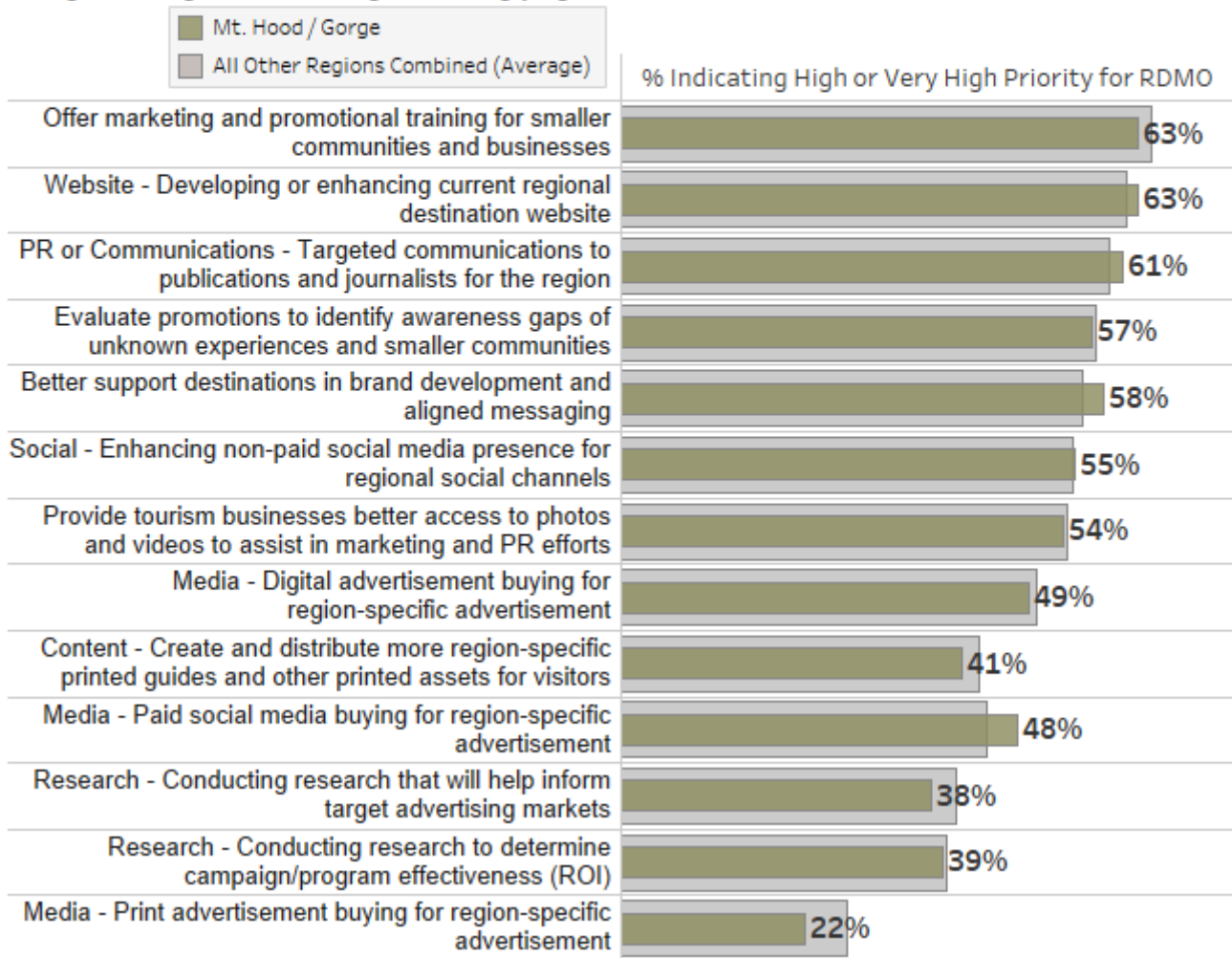


MARKETING

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 highest rated tactic in the Mt. Hood / Gorge Region is “Offer marketing and promotional training for smaller communities and businesses.” Respondents from the Mt. Hood / Gorge Region were less likely to prioritize print media buying and more likely to prioritize paid social media than other regions.

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 the Mt. Hood / Gorge region, 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 to 4th, indicating that, although a high priority, respondents appear to be less passionate about its importance.

Tactical Opportunities - Marketing

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

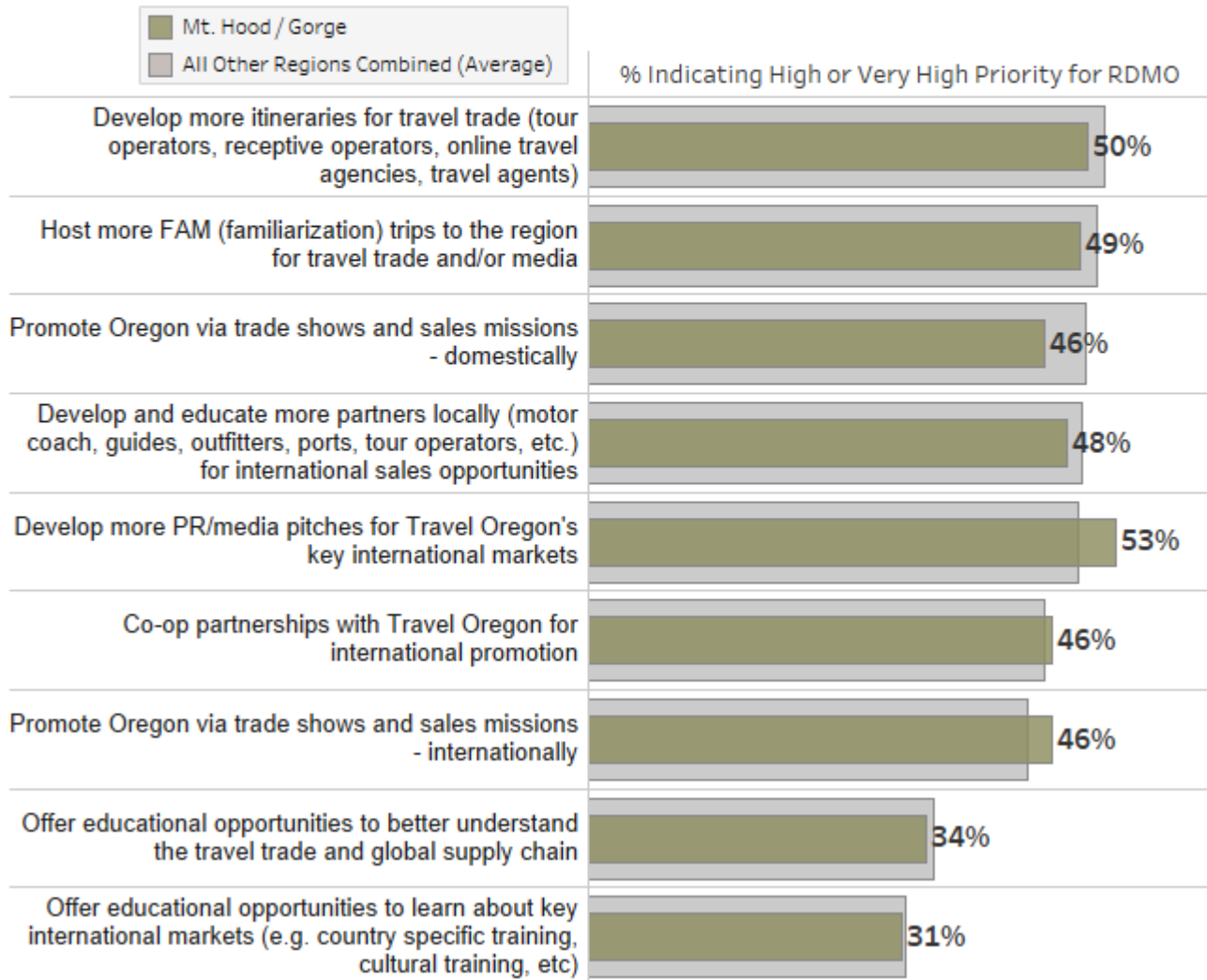
	All Other Regions Combined (First Choice, Second Choice)	Region (First Choice, Second Choice)
Offer marketing and promotional training for smaller communities and businesses	16%	14%
Better support destinations in brand development and aligned messaging	11%	13%
Evaluate promotions to identify awareness gaps of unknown experiences and smaller communities	11%	13%
Website - Developing or enhancing current regional destination website	10%	12%
PR or Communications - Targeted communications to publications and journalists for the region	9%	9%
Content - Create and distribute more region-specific printed guides and other printed assets for visitors	9%	7%
Provide tourism businesses better access to photos and videos to assist in marketing and PR efforts	8%	8%
Social - Enhancing non-paid social media presence for regional social channels	6%	5%
Media - Digital Advertisement Buying for region-specific advertisement	6%	5%
Research - Conducting research that will help inform target advertising markets	5%	5%
Media - Paid Social Media Buying for region-specific advertisement	5%	5%
Research - Conducting research to determine campaign/program effectiveness (ROI).	4%	2%
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 the Mt. Hood / Gorge region rated, “Develop more PR/media pitches for Travel Oregon’s key international markets” as their highest priority. There is more demand for developing PR/media pitches (+4%) and less demand for promoting Oregon domestically via trade shows and sales missions (-4%) 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.


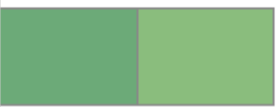

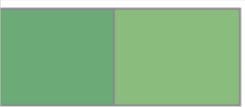

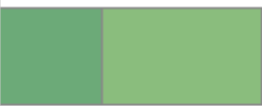





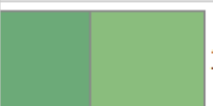
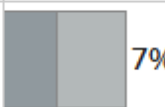

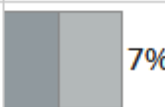

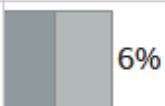



When asked to identify their top two global sales, promotions, PR, media, and marketing opportunities, the rank order of results differs from the ratings. Developing more PR/media pitches falls to fourth rank,

indicating that respondents value it but do not necessarily choose it above other tactics. Respondents in the Mt. Hood / Gorge Region prioritized “Co-op partnerships with Travel Oregon for international promotion” with 9% selecting it as their top 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%	 15%
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%	 7%
Co-op partnerships with Travel Oregon for international promotion	 11%	 12%
Develop more PR/media pitches for Travel Oregon's key international markets	 10%	 13%
Promote Oregon via trade shows and sales missions - internationally	 7%	 5%
Offer educational opportunities to better understand the travel trade and global supply chain	 7%	 9%
Offer educational opportunities to learn about key international markets (e.g. country specific training, cultural training, etc)	 6%	 4%

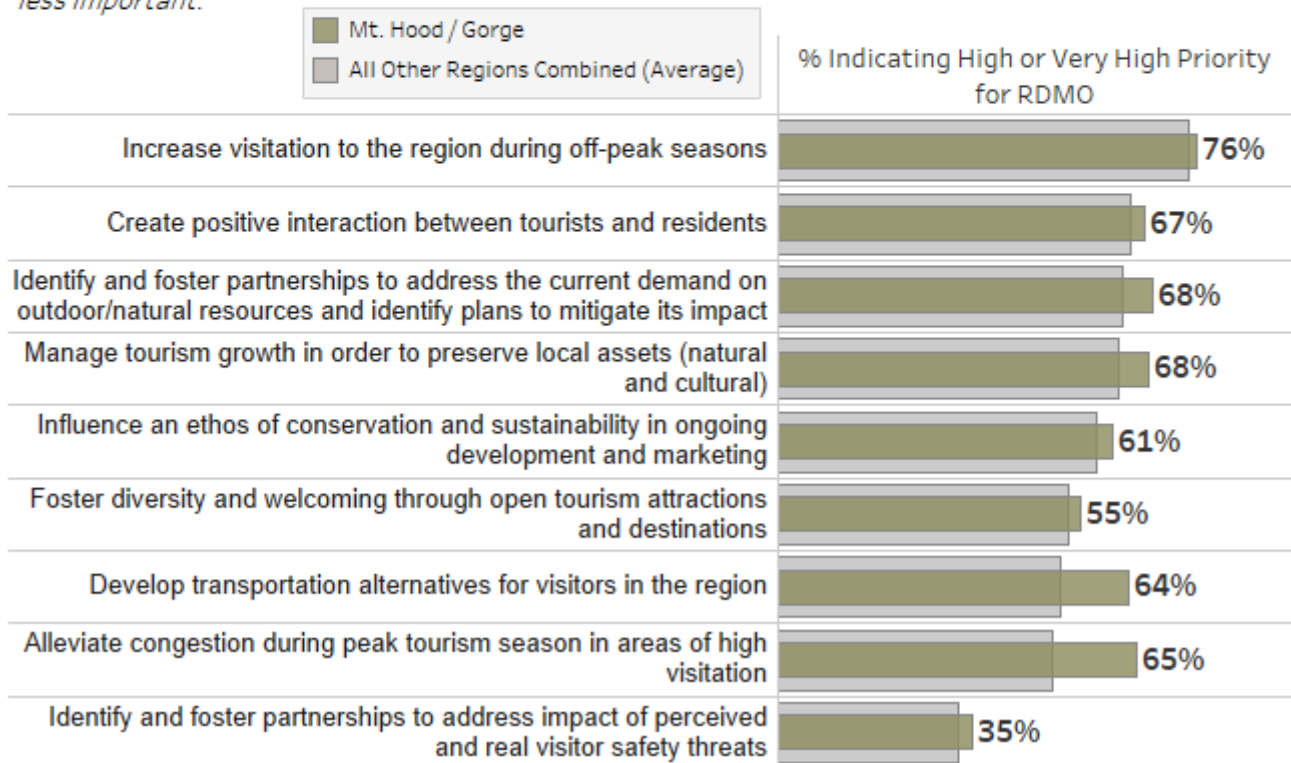
DESTINATION DEVELOPMENT

Stakeholders in the Mt. Hood / Gorge Region were asked to prioritize destination development opportunities across three categories: Planning and Management, Product Development, and Training and Capacity Building.

Among planning and management tactics, increasing visitation to the region during off-peak seasons was the most highly rated. It is also worth noting that while developing transportation alternatives and alleviating congestion during peak tourism season weren't highly rated statewide, nearly two-thirds of Mt. Hood / Gorge respondents rated them a high or very high priority.

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.



When asked to identify their top-two tactics, increasing off-season visitation, developing transportation alternatives, and alleviating peak-season congestion were the clear top priorities.

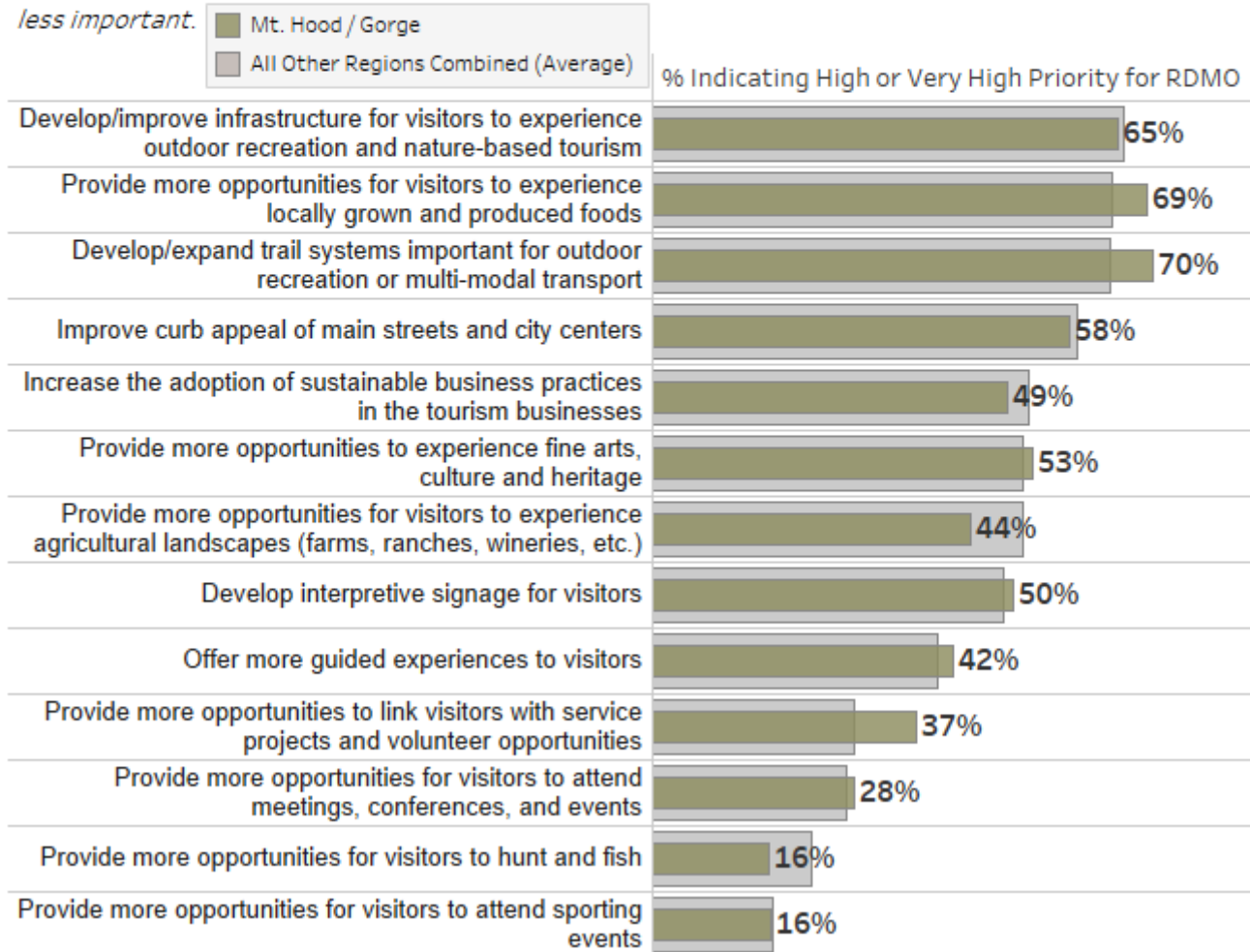
Tactical Opportunities - Destination Development: Planning and Management

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%	19%
Manage tourism growth in order to preserve local assets (natural and cultural)	14%	12%
Identify and foster partnerships to address the current demand on outdoor/natural resources and identify plans to mitigate its impact	12%	14%
Develop transportation alternatives for visitors in the region	11%	17%
Create positive interaction between tourists and residents	10%	5%
Influence an ethos of conservation and sustainability in ongoing development and marketing	10%	6%
Foster diversity and welcoming through open tourism attractions and destinations	9%	7%
Work with partners to help alleviate congestion during peak tourism season in areas of high visitation	8%	17%
Identify and foster partnerships to address impact of perceived and real visitor safety threats including homeless	5%	2%

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.



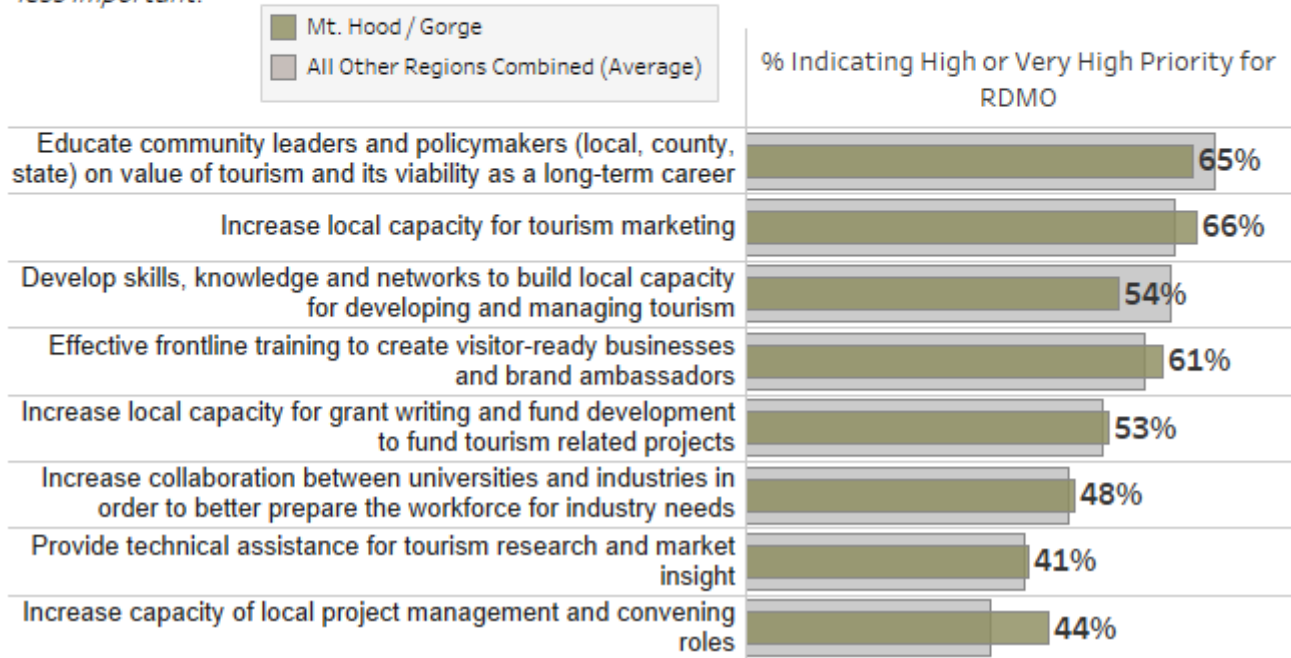
Tactical Opportunities - Destination Development: Product Development

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%	17%
Improve curb appeal of main streets and city centers	16%	14%
Develop/expand trail systems important for outdoor recreation or multi-modal transport	14%	19%
Increase the adoption of sustainable business practices in the tourism business	9%	10%
Provide more opportunities for visitors to experience locally grown and produced foods	8%	9%
Provide more opportunities to experience fine arts, culture and heritage	7%	9%
Develop interpretive signage for visitors	7%	6%
Provide more opportunities for visitors to experience agricultural landscapes	6%	2%
Offer more guided experiences to visitors	4%	5%
Evaluate and focus product development opportunities to include more conferences	3%	3%
Provide more opportunities to link visitors with service projects and volunteer opportunities	3%	5%
Evaluate and focus product development opportunities to include more fishing and hunting	2%	1%
Evaluate and focus product development opportunities to include more sporting events	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:

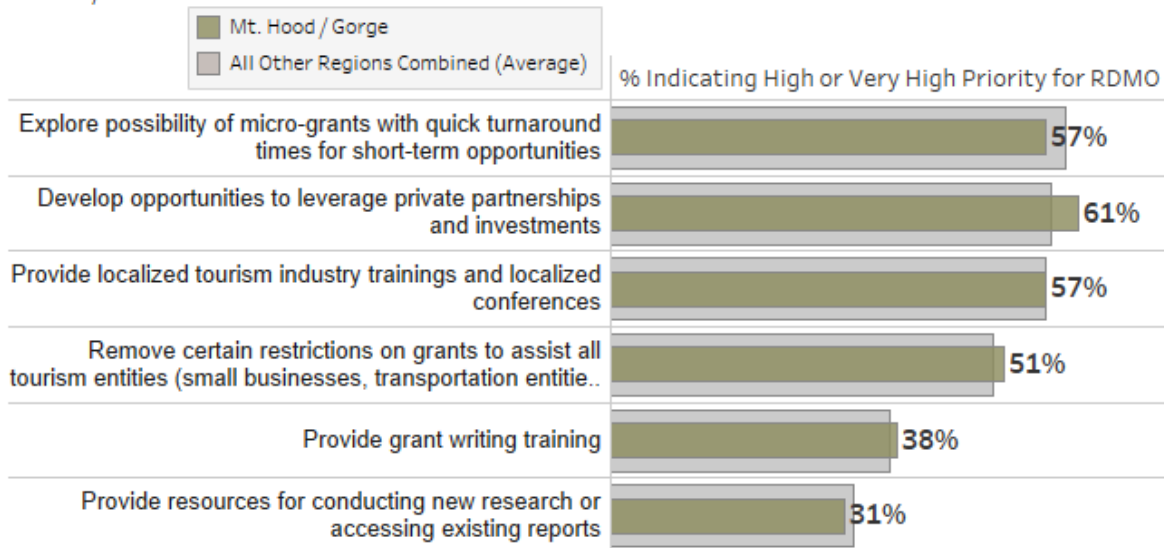
	All Other Regions Combined (First Choice, Second Choice)	Region (First Choice, Second Choice)
Educate community leaders and policymakers (local, county, state) on value of tourism and its viability as a long-term career	21%	25%
Develop skills, knowledge and networks to build local capacity for developing and managing tourism	19%	13%
Increase local capacity for tourism marketing	15%	14%
Effective frontline training to create visitor-ready businesses and brand ambassadors	13%	12%
Increase local capacity for grant writing and fund development to fund tourism related projects	11%	11%
Increase collaboration between universities and industries in order to better prepare the workforce for industry needs	10%	13%
Provide technical assistance for research and marketing	7%	7%
Increase capacity of local project management and convening roles	5%	7%

GLOBAL STRATEGIC PARTNERSHIPS

Stakeholders used the same rating system as in previous sections to prioritize specific global strategic partnership initiatives. Though no specific activities were a “very high priority” or a “high priority” by more than two-thirds of respondents (as in other sections), there are still clear initiatives that stakeholders have identified as relatively higher priorities. Developing opportunities to leverage private partnerships and investments and exploring the possibility of micro-grants and were both rated as a “very high priority” or a “high priority” by more than half of Mt. Hood / Gorge Region stakeholders. Localized tourism industry training and conferences was also highly prioritized, both statewide and in Mt. Hood / Gorge Region.

Tactical Opportunities - Global Strategic Partnerships

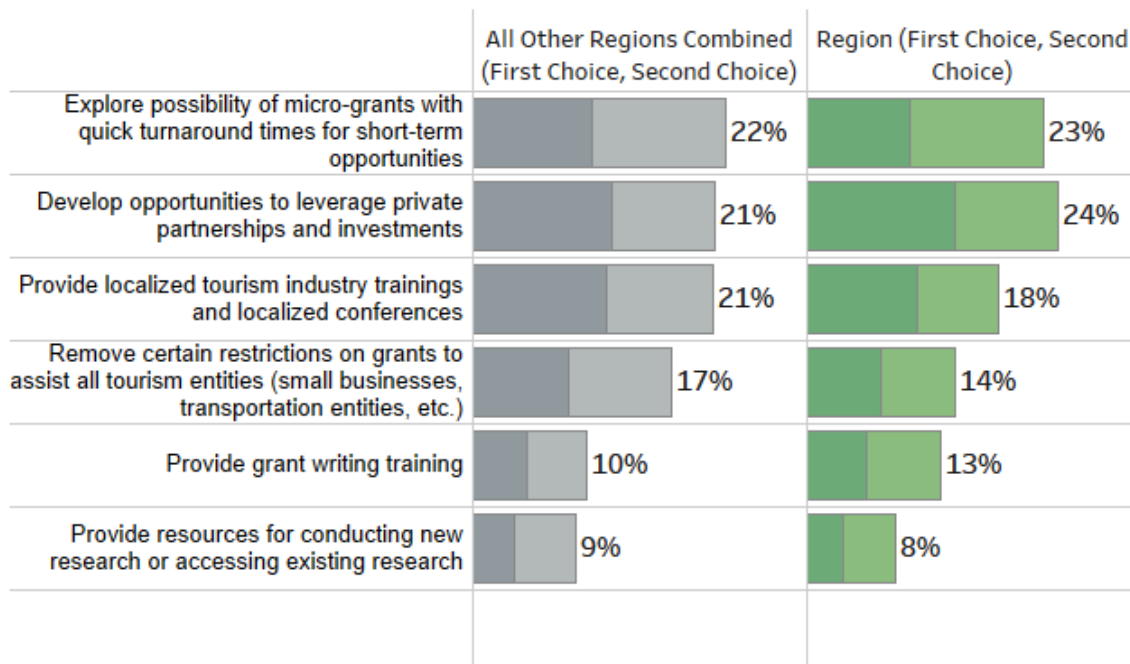
Q: Please indicate how you would prioritize the following tactical STRATEGIC PARTNERSHIP OPPORTUNITIES to advance the economic impact of tourism and ensure its vitality and sustainability. With limited resources available not all areas should be considered to be an extremely high priority and some may 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, respondents showed preference for Develop opportunities to leverage private partnerships and investments, with 24% of Mt. Hood / Gorge respondents citing it is among their top-two highest priorities and 14% citing it as their top priority.

Tactical Opportunities - Global Strategic Partnerships

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

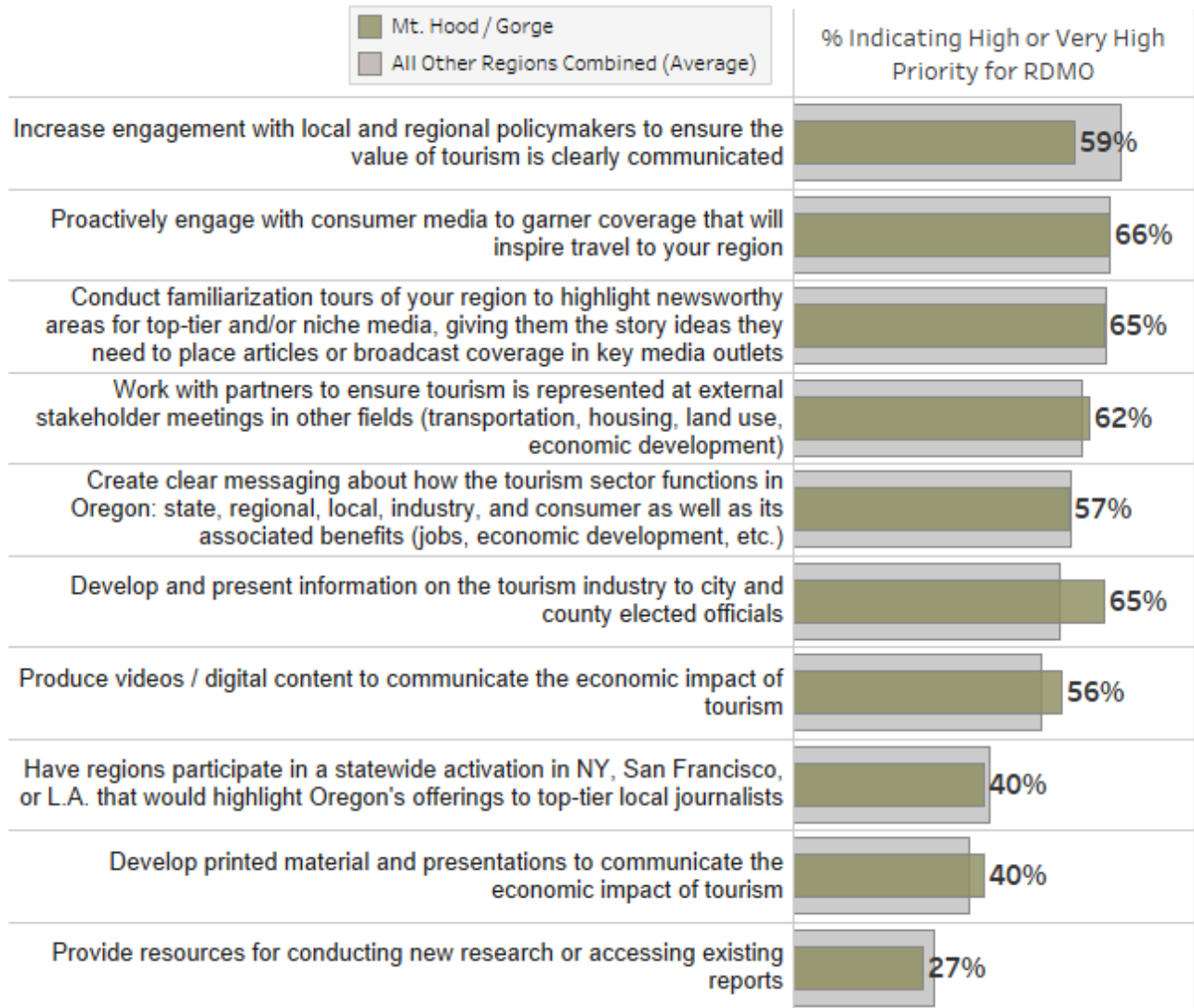


PUBLIC AFFAIRS AND COMMUNICATIONS

Using the same rating scale as in previous sections, Mt. Hood / Gorge Region stakeholders evaluated several tactics related to public affairs and communications. Mt. Hood / Gorge respondents were less likely to prioritize “increasing engagement with local and regional policymakers to ensure the value of tourism is clearly communicated,” which was the statewide top-rated tact. Instead, they rated, “Proactively engage with consumer media to garner coverage that will inspire travel to your region” as the top priority. Mt. Hood / Gorge respondents were significantly more likely to prioritize, “Develop and present information on the tourism industry to city and county elected officials” than respondents from other regions.

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.



Tactical Opportunities - Public Affairs and Communications

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

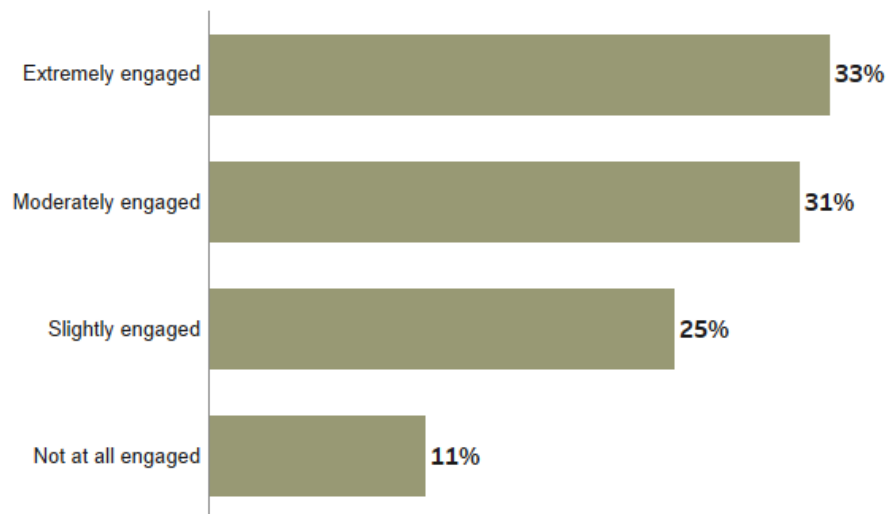
	All Other Regions Combined (First Choice, Second Choice)	Region (First Choice, Second Choice)
Conduct familiarization tours of your region to highlight newsworthy areas for top-tier and/or niche media	17%	18%
Proactively engage with consumer media to garner coverage that will inspire travel to your region	16%	16%
Increase engagement with local and regional policymakers to ensure the value of tourism is clearly communicated	14%	11%
Work with partners to ensure tourism is represented at external stakeholder meetings in other fields	11%	11%
Create clear messaging about how the tourism sector functions in Oregon	11%	10%
Develop and present information on the tourism industry to city and county elected officials	10%	11%
Produce videos / digital content to communicate the economic impact of tourism	7%	6%
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%	5%
Conduct more research to capture the economic impact of tourism	4%	4%
Develop printed material and presentations to communicate the economic impact of tourism	4%	7%

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.

Hood Gorge Region

Q: How would you characterize your level of engagement with the Mt. Hood/Gorge RDMO?



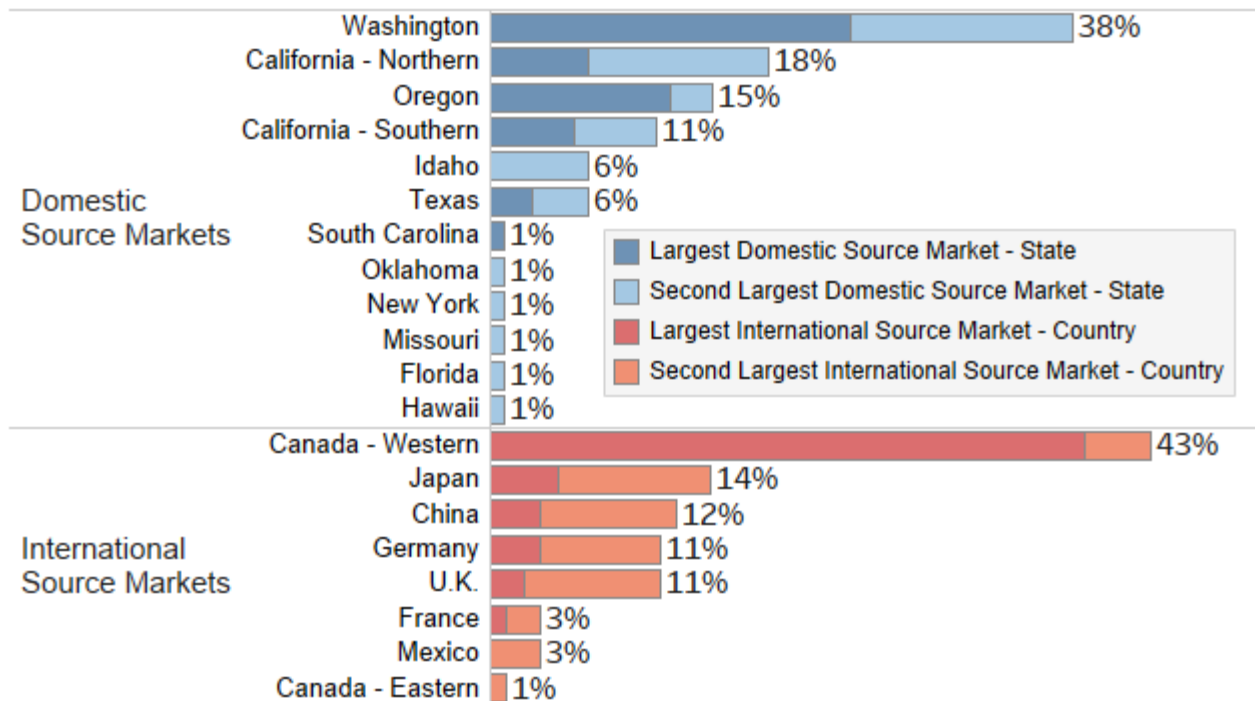
Hood Gorge Region

Q: Please indicate how you would prioritize the following program areas for the Mt. Hood/Gorge Regional DMO over the next two years.

	Not a priority	Low	Moderate	High	Extremely High Priority
Destination Development	0%	3%	18%	41%	38%
Global Sales and International Travel Trade	10%	6%	45%	27%	11%
Marketing	0%	8%	25%	36%	31%
Public Relations/ Communications	2%	3%	23%	57%	15%
Tourism Stakeholder Training	3%	11%	29%	39%	18%
Visitor Services	2%	10%	29%	35%	24%

Hood Gorge Region

Q: Please indicate the top two domestic and international source markets for your business or organization.



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>	Marketing and Messaging	Product Development	Overcrowding (Protect Assets)	Alternative Transportation	Downtown Projects	Shoulder and Off-Season	Spreading Demand in Gorge	Overnight Stays (vs. day trips)	Other
Mt. Hood / Gorge									
<ul style="list-style-type: none"> Listen to the people who actually use and visit Oregon locations instead of hiring consultants that write reports without knowing what Oregon is about. Enhance what is used instead of trying to bring in new attractions or people without enhancing what we already have. 									
<ul style="list-style-type: none"> More pooling of resources to get visitors to the region instead of a single place. 									
<ul style="list-style-type: none"> continue programs that will connect with potential visitors 	■	■							
<ul style="list-style-type: none"> Thriving, regional food trails that are more year round to help alleviate congestion. 					■				■
<ul style="list-style-type: none"> We would like less tourism and more focus on the the day to day lives of the people that live here. There too many people here now to keep the area beautiful. We need the parks maintained, less garbage and less homeless and crime. 			■						
<ul style="list-style-type: none"> Partner with stakeholders to manage visitation to outdoor recreation sites in a way that protects the natural resource and provides meaningful experiences. Increase midweek visits and overnight states to the region 			■		■				
<ul style="list-style-type: none"> My most desired tourism outcome is for the south side of Mount Hood (specifically Sandy to Timberline Lodge) to become one of the premier hiking and mountain biking destinations in the United States. With Sandy Ridge, Wildwood, the Zigzag USFS Ranger station, the Mount Hood Cultural Center, Timberline Lodge, and some of the best hiking trails in the country....why don't we have this designation already? The traffic keeps getting thicker every year.... 		■							
<ul style="list-style-type: none"> I would like to see the West Columbia Gorge Fall Festival of the Arts become a destination arts and cultural festival that represents our region. 									■
<ul style="list-style-type: none"> Fill in the gaps, either in terms of dates not sold out (in-season and shoulder season) or events not sold out or even restaurants or other attractions that could do better. 					■				
<ul style="list-style-type: none"> Would like to have people visit region without overcrowding, congestion and have respect for area. 			■						
<ul style="list-style-type: none"> Alleviate congestion in highly visited areas by directing visitors to similar attractions in less-visited parts of the region/state. Ex: drive would-be Multnomah Falls/Gorge visitors to other hiking and waterfall attractions also close to Portland. 						■			
<ul style="list-style-type: none"> Create events and attractions to sustain businesses through the long shoulder season. Cascade Locks goes from BOOM to bust with the heavy rain and the first sign of snow, AKA when the news casters stand sideways in the blowing wind and snow to talk about the dangerous gorge. Perhaps collaboration with a ski area and the CGE, with pickups in CL and/or packages. 		■			■				
<ul style="list-style-type: none"> Determine equitable funding between Washington and Oregon to better promote the Gorge as one region. 						■			
<ul style="list-style-type: none"> I would like to see our region continue to work with local businesses and industry leaders in the community to develop an effective marketing program and targeted campaign that showcases the amazing experiences we have to offer here - and to the right market. This would include international market research, video production, digital marketing campaigns, more international trade shows and fam tours. 	■								
<ul style="list-style-type: none"> Increased visitation October through May. 					■				
<ul style="list-style-type: none"> Up-leveling awareness of and visitor experience in our lesser visited communities. Also, round the mountain public transportation. 						■			
<ul style="list-style-type: none"> Educate our small community on the positive benefits of tourism, and provide infrastructure that relieves crowding. Attract tourists that come and leave. Attract tourists and educate them on maintaining and not trashing or degrading our natural resources and parks. Work with public schools and universities to support our educational system and provide opportunities for students to integrate into the tourism industries. 	■		■						

<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>	Marketing and Messaging	Product Development	Overcrowding (Protect Assets)	Alternative Transportation	Downtown Projects	Shoulder and Off-Season	Spreading Demand in Gorge	Overnight Stays (vs. day trips)	Other
Mt. Hood / Gorge									
<ul style="list-style-type: none"> As a riverside town, we would like help in gaining access to the river for visitors and residents. It is an asset that was once key to the nature of the town. Everyone wants a piece of the river, and access would change the entire nature and volume of our tourism. 									
<ul style="list-style-type: none"> Increase the cultural arts. 									
<ul style="list-style-type: none"> I want to see the West end of the Gorge become an art destination, drawing serious art BUYERS from around the country, even the world. 									
<ul style="list-style-type: none"> Address over crowding and use at popular attractions and promote shoulder season. Consider limiting the number of visitors to Multnomah Falls and on the Scenic Hwy with a fee permit structure. 									
<ul style="list-style-type: none"> Gorge businesses need promotion. No research is needed to know our area is a great destination. Searching Troutdale on the website shows results for Eugene and Bend. 									
<ul style="list-style-type: none"> Being in the Gorge summer tourist volumes are extremely high. Trying to spread this volume over a longer period of time is needed. 									
<ul style="list-style-type: none"> Develop solutions to traffic congestion and promote alternative means of transportation. 									
<ul style="list-style-type: none"> We really need to slow traffic down and have them stay in the Lower Villages and see what culinary experiences we have and what a great destination we are 									
<ul style="list-style-type: none"> Transportation to the region is huge for the territory, especially for our international guests. Cohesive partnerships with all major region players would greatly strengthen the product we can offer our guests. 									
<ul style="list-style-type: none"> Better understandingsupport and exposure of Lavender farms throughout Oregon 									
<ul style="list-style-type: none"> Develop the emphasis on History/Cultural travel along with recreational opportunities in the region. 									
<ul style="list-style-type: none"> Help our local governments understand the importance of a viable downtown environment and target money's to improve and create a cohesive downtown. Help businesses market to the tourists effectively. 									
<ul style="list-style-type: none"> finding things that makes people want to protect the natural recourse's that we have and be able to enjoy them at the same time. increase trails, disk golf, and other activities that have a small or no impact on the natural resources to increase the public awareness of the wonders of nature that is around them. 									
<ul style="list-style-type: none"> Many of the regions need to build up more outdoor recreation specific opportunities. 									
<ul style="list-style-type: none"> I would like to see more of a focus on arts and cultural destinations, so as to spread out the visitors so they are not just on the trails and in the water. 									
<ul style="list-style-type: none"> Enhance the quality of life of residents and preserve and enhance the local natural environment by leveraging local tourism to provide the necessary resources. Manage overtourism and congestion by investing in solutions that enhance the quality of life of residents while enhancing the quality of the visitors' experience. 									
<ul style="list-style-type: none"> Focus area Heritage with backup to prove tourism worth. 									
<ul style="list-style-type: none"> More visibility. Every region matters and every town matters. Not just the stars of each region that are already get enough attention naturally. 									
<ul style="list-style-type: none"> Would like to see our admission count grow 30% annually and triple local (gorge based) business and individual memberships annually. 									
<ul style="list-style-type: none"> sustainability in the national scenic area 									
<ul style="list-style-type: none"> I would like to see the region streamline the public transportation system to encourage car-less travel which will reduce congestion, pollution and minimize impacts to the environment. 									

<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>	Marketing and Messaging	Product Development	Overcrowding (Protect Assets)	Alternative Transportation	Downtown Projects	Shoulder and Off-Season	Spreading Demand in Gorge	Overnight Stays (vs. day trips)	Other
Mt. Hood / Gorge									
<ul style="list-style-type: none"> Invest in destination management products - the Mt. Hood Gorge region struggles to manage destination impacts and most of the funding is scuttled away in marketing and staff time that is largely focused on marketing. I'm not saying the marketing activity isn't important, but it isn't the only thing that would help. Free up some resource that the network has access to that can be used to support the complexity of this bi-state region. 									
<ul style="list-style-type: none"> Increase overnight stays, we are so close to Portland that we are still seen as a day trip destination, so need to get interest for visits from visitors further away and in different places (culture, geography, weather, ecosystem, etc.) 									
<ul style="list-style-type: none"> Develop programs to encourage more hotels and resorts through economic development grants and community investments. 									

Appendix, Continued – Open-Ended Responses

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

Arts and Culture

I don't have enough knowledge of Travel Oregon to answer

Local Marketing for lower Villages Of Mt Hood

no clue

website for tourists

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:

Better search on the website

ecological impact

I am not interested in more tourist. We need less and more of a focus on the environment, less people and the welfare of the people that live here now.

I do not have enough knowledge of Travel Oregon to answer

We are located in The lower Villages Of MT Hood we need to be re discovered all your marketing focus's on Timberline we need it !

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:

Cascade Locks is included in the West Columbia Gorge Chamber, and it seems that whatever that goes there does not come to us. ie. during the eclipse we did not get any of the glasses or handouts.] It would be better if we could be thought of as our own entity.

Friends and Family promotions inside the state, so locals know and support destinations.

Getting our tourist to stay in the off season April- June Oct- Dec more promotions for our business's

I think marketing is working pretty well in the scheme of things. Investment in the regional website sounds good, but I'm not convinced the current regional destination website is where that funding should be invested...so I'm not comfortable saying invest there. Making funding available for a regional destination website I do think should be a high priority, and I would make that my second choice.

Maintain and enhance current efforts to promote tourism in our region.

Partnered travel, Sister Cities that allow low cost travel discounts. IE. Cities in Japan, China, Brazil, and Australia link up with cities in Oregon that allow both way discounts.

since of place

The printed materials are beautiful but more tourists rely on web and social media now.

Tools that help our key tourism attractions have better search performance

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:

consumer facing tactics in key international markets

I have no idea if any of this is helpful to our region or not. I know nothing about the international tourism market. You really should make these questions optional - you are requiring me to give opinions about something I know nothing about.

Make promotional materials available for local promotions, to maintain viability for destinations by advertising inside the state.

Not at this time.

Promote Oregon via domestic radeshows.

Promoting the Columbia Gorge Express. Encouraging car free travel.

Appendix, Continued – Open-Ended Responses

This seems to be working well. I would recommend a new mix of offerings/itineraries that are less fly-drive. I don't know how that changes what is currently happening, but that would be my overall recommendation. It would alter the "Oregon Road Trip" for sure.

Tourists need information via the website. Global tourists need translations.

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:

An increase in local area transportation would highly impact economic growth in our region. The system currently in place for the Mt. Hood Territory doesn't sustain the need currently.

Find a way to increase funding and marketing for the Mount Hood Express!!! It is being used, man!!!

For #21, my first 2 choices were not in the pull down menus. I would have selected Create positive interaction between tourists and residents and Foster diversity and welcoming through open tourism attractions and destinations

Improve and promote the website

Look to more than just the Chamber of Commerce for promoting tourism. There are many groups working on tourism and sometimes the chamber overshadows them and they don't get heard or acknowledged.

Meet regularly with Land Managers at the local level, not the state level. Local level land managers are who builds the plans and implements the new recreation development

Need less emphasize on self-guiding and other free tourist activities that don't generate any tourism revenue for local businesses or the state. Need more programs to support the efforts of local businesses, especially those in the tourism industry, who already work together and within the local community to create amazing experiences for guests visiting the area. Though not intentional, some of the current Travel Oregon funded programs and grants are actually competing with local tourism businesses by encouraging tourists to engage in free, self-guided activities (i.e. car-free itineraries).

None at this time.

Partner with local stakeholders to develop strategic plans and marketing strategies that combine tourism management goals and local community goals.

This survey is too long!

We need not more but more innovative ways to experience arts, heritage culture.

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

?? go away. Especially the bikers that want to kill themselves on the Historic Columbia River HWY

Determining the increase in visitor counts for our region (Sandy to Gov'y - not just Sandy Ridge!) from year to year so we know who is visiting us and can plan properly!

Developing stronger partnerships and education in our region would greatly increase growth, not just seasonally.

Instead of focusing so much on simply grant writing, I think it's important to be able to consider a project in broader context. Some projects, granted, are single items, but many have connections and ties to other things - so how does a region/locality assemble a programmatic strategy or funding plan. This could be covered in industry trainings and conferences.

Marketing research seems like a low priority that will spend funds needed elsewhere.

None at this time

social media inclusion in the tourism promotions

SUSTAINABILITY

Training of employees, including the CGE bus drivers is key. They are not announcing anything about what city they are in. I also think that there is no literature at the Gateway stop.

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.

Appendix, Continued – Open-Ended Responses

A new campaign for the Lower Villages Of Mt Hood

Continual marketing and communication in and out of the region.

develop and distribute information on the tourism industry to cite specific attractions so that they feel included in the process of bringing additional tourism to the local areas.

Ensure the general public is aware of tourism as an excellent profession.

It would be nice to have more data about who is visiting our region (the south & SW side of the mountain (Sandy to Gov'y)...not the Gorge!) and where the increases are coming from.

Promote website and social media.

Traveler reward program. Reward repeat and long term travelers with rewards for future travel and or encouraging longer stays.

Working for a land management agency, the value of recreation is not communicated very well to elected officials. This impacts the rules/laws/budge that we are given to implement recreation projects and where they sit in priority.

Working with local stakeholders (local gov, public health and safety, usfs, oprd, etc) to develop strategies to mitigate the negative impacts of tourism and to leverage the resources that tourism brings to a local area to enhance the local quality of life and to provide solutions to local challenges (housing, transportation).

Would you change how you engage with the Mt Hood/Gorge RDMO in any way? Please describe:

A little more focus on rest of the region outside of the Columbia River Gorge would be appreciated. We understand that there are some complicated issues in the Gorge - that doesn't mean you should ignore us.

Hard to communicate and get passion about our small town. Not alot of in person visits and when we do get a visit is seems to be a burden to them to drive all the way out to us. Been told not worth the drive by our DMO what does that say to visitors???

Have closer contact, as I mentioned earlier, things sometimes do not come to us directly. WCGC is not closely aligned with us, or readily shares info. They are wonderful people, it just seems that communication is sparse.

I am involved with the West Columbia Gorege Chamber of Commerce.

I find the regional staff person too busy and too unavailable. I would like to have more opportunity to ensure regional staff is up to speed on what is happening and can offer expertise where and when needed. The region needs an organizational makeover so it isn't one person doing everything.

I serve on the Fall Festival of the Arts Committee, created and manage Troutdale's First Friday Art Walk as well as serve on the Historic Landmarks Commission. I live in Clackamas now, but still have my business in Troutdale. That's about all I have in me.

I think Lizzie does an amazing job! She takes time to help everyone and promotes everyone to her ability.

I wouldn't change anything, we have an excellent relationship with our RDMO.

including RDMO in our yearly editorial calendar / planning. Understanding our business to inform marketing decisions.

I've never seen Travel Oregon pop up on FB although I engage with several Gorge and Oregon pages.

More active collaboration/partnership.

More engagement.

More involvement on our part

New DMO

No

No change

No changes necessary

No, she has been awesome!

not sure how to be effective

Order more time in the day.

Plan on increasing engagement as I learn more about the area, my role and the opportunities for us

Quarterly meetings would be nice

Appendix, Continued – Open-Ended Responses

We do not think we should be linked to The Gorge its not our market totally different markets we are the West side of Mt Hood!

What is RDMO??

Congestion in our region, particularly at our recreation sites is a significant issue. With an estimated increase of more than half a million new residents in the Portland metro over the next few years, this will likely only continue to be a problem. What do you believe is the role of the RDMO to address this situation, and what ideas or suggestions do you have that the Mt. Hood/Gorge region could feasibly accomplish to help address the problem?

A key focus, of course, are the areas that are receiving a large amount of traffic now and a role would be to help promote those areas that are not seeing enough traffic. Also, promoting newer areas of tourism such as agriculture tours.

Address transportation systems, shuttles and include a fee permit to limit the number of people who can access the area. Portland residents are heavy users of the region and need to be better educated and communicated to for sustainable use of the region.

Advertise areas that are not currently over visited to take some of the pressure off of the more visited sites better experience for travelers to the gorge

Broaden the area of interest. Many go as far as Hood River and don't think to travel any farther. Increasing awareness of what is past Hood River and help develop more activities may help draw people to other areas of interest.

Continued efforts to educate traveling public and locals

Coordination with the stakeholders to address priority areas of concern through messaging and infrastructure

Decrease the push for more people. Concentrate on fixing our problems such as the homeless and crime problems. Fix the parks so that there is signage, parking and clean restrooms.

Dedicate more budget to partner projects/work that help address the impacts of congestion and more people.

Develop traffic/people control to highly visited sites in the Gorge to reduce impact on the natural resources.

Developing year round product to showcase that our region is not just a season venture could break up some of the impact. The transportation issue will continue to be a problem; perhaps park and rides can be developed to keep congestion off the main roads.

Direct visitors to other similar destinations throughout the region through high quality, targeted marketing. Example: drive gorge/waterfall traffic to other waterfall/hiking destinations close to Portland.

Don't believe there is a serious congestion issue

Feasibly? I think the RDMO is doing a great job of education and coordination between stakeholders and agencies. A magic wand to shift visitation to off season would be lovely, but with weather limitations, there will always be an off season.

guided tours on planned transportaion

I think it might be time to institute an educational program that addresses the different cultural attitudes towards natural resource recreation.

I wish I knew.

If the RDMO wants to help with capacity issues, any sort of help with increasing infrastructure spending in the region would be critical.

Increase the public transportation, especially from Welches to the ski areas.

It is extremely important for the RDMO to be engaged. Managing events and flow of traffic in the destination is the key to having good outcome. Alternative transportation. Better communication between entities, creating an opportunity to put a face to a name and bring concerns to the table. The Trailheads Ambassador program was most helpful, and with reopening of trails should perhaps be continued.

List recreation sites with easy access to mass transit or other ways to eliminate traffic congestion.

manage the growth where possible

Messaging, peak season spreading (emphasizing the shoulder season), managing expectations about crowded trails/trailheads/pushing car-free opportunities.

Appendix, Continued – Open-Ended Responses

More information given to tourists about the other regions or town close by. Give them a reason to get out of the big city. Once they have that they will drive the distance it takes to see / do something different.

more parking

Mt. Hood/Gorge needs to develop a quarterly meeting with the local land managers that develop and operate these locations. They need to find ways to assist with the development of new locations and helping fund existing locations. Federal land managers have a very difficult time implementing fees for newly developed locations, and having the assistance of counties/state to help manage any new development would be a giant step forward.

PARKING and visitor access to sites like Multnomah Falls, which is seriously lacking.

Partner to provide resources for transportation solutions and market those solutions so that visitors actually use them.

Promote the less traveled attractions and leave out the ones that everyone knows about. More options!

Promotion of less well-known attractions in the area, including weatherizing of those that are now closed in the winter.

Promotion of the availability of public transit would add to tourist awareness of their options. Campaigns, social media, pamphlets can all highlight the options available. Working with transit agencies to encourage a cooperative effort along with promoting public/private partnerships. Package deals that provide transportation to destination offers would encourage car-less travel.

Put a stop to the discussion of congestion pricing without addressing the issue of impact on local roads.

Research how the visitor experience is impacted by congestion and partner with folks to improve that experience. Find ways to partner with neighboring regions like Portland Region.

See previous answer. It is imperative that we work to bring the right kind of tourism to the region. We need to focus marketing efforts on activities that bring tourism dollars into the local economy and support local businesses.

Showcase The Dalles more to help alleviate the surrounding region.

Spread the love! Let people know about the museums, galleries, artist studios, old cemeteries, landmarks, antique stores, parks

Supporting transit options and more robust communications about them, further develop trailhead ambassadors program, support land manager and regional collaborations to develop product in communities that are not over capacity and appropriate messaging. Support land manager efforts to reduce impact or encourage more car-free transportation.

the congestion tends to be at peak periods (weekends, holidays, etc.), so steer visitors towards the shoulder seasons, weekdays, etc. Also, there are a few top recreation destinations that get the majority of the visitors, so showcase less-used places for recreating. Spread the people out a bit. And better transportation to keep people out of their cars.

The RDMO is a good convening organization to help move forward plans for regional park parking passes or transportation options.

The RDMO should be active in any car-free initiatives.

The role is paramount to the success of the gorges identity as a tourist destination. If it is a heinous experience to come here, no one will. Obvious statement but true.

Transportation

We are busy on weekends, but weekdays (outside of holiday periods) are not that busy, especially Sept - May. We could attract more mid-week business. Attracting mid-week business during the winter season for example, would be more efficient for businesses to accommodate because they already have staffing, marketing, etc. in place. It is harder to do during April for example, when many employees are laid off, the weather is so-so, making it hard to attract visitors, etc.

We need more parking in the ski areas the parking lots are full by 9 am, and to widen the Hwy 26 Above Rhododendron so we do not have the parking lot situation every weekend

Work with ODOT on better signage for way finding.

Working closely with other entities--USFS, ODOT, to develop solutions to congestion problems. Good communication and collaboration is crucial to solving problems.

Appendix, Continued – Open-Ended Responses

Year round shuttle buses continued throughout year from various Portland locations to the Gorge areas of high interest.

Please indicate the top two international source markets for your business or organization. Other (please specify):

Australia

Europe

for domestic source market, all of CA

Just guessing

Korea is tops

Mixed

Our 2nd largest domestic market is tied for SoCal, NoCal, Florida and Texas. If you combine all of CA, then it is clearly the #2.

Seems that visitors, including hikers, are increasingly coming from foreign destinations.

The Netherlands

We have up to 45 countries represented during the high season every month - top areas vary constantly.

What factors do you believe have the greatest impact, positive or negative, on the visitor experience in the Mt. Hood/Gorge region? Please describe:

Access

Access to the recreational resources. If people can get there, great. If they can't, boo. This holds for the natural resources and also for lodging, transportation, and other things. Closures are frustrating. Too many people is frustrating, but it's better to know where too many people are than to go somewhere expecting few people and finding them.

Availability of high quality "Oregon" styled restaurants. Once you leave some of the larger towns, finding a decent restaurant becomes a challenge. The amazing outdoor recreation is 2nd to none.

Availability of quality overnight accommodations and resorts.

Congestion and over use, delivering a negative visitor experience.

Congestion on the road and at trailheads/ski areas

Congestion, transit options and coordination, staffing and visitor preparedness in small communities

crowding, unfriendly locals, homeless populations, not familiar with trails and local nature attractions, unaware of how to safely navigate trails and natural areas

Currently, effects of 2017 Eagle Creek Fire negatively impacts tourism due to trail and road closures. Also, traffic congestion negatively impacts the visitor experience.

Customer service or the lack thereof

Fires, summer heat and for the cruise ships: Indian fishing rights closing down the city dock. (don't disagree, just stating it as a negative issue for our cruise passengers)

Fledgeling programs to transport people through the area. Cascade Locks has no shuttle service [as in Hood River and the Dalles], only now are we getting our bus top actually located in town, instead of out by the school. There are so many things that could be done to improve the program. Also, things to do in winter.

Friendly visitor centers, art/cultural events, and opportunities to enjoy the natural scenery and landscapes of the region.

Gracious people, weather.

Historic perspective and crowding.

Hospitality & knowledge

if they have a good time and are well treated, they will come back

If they stop by our visitor center the excellent help they receive from our visitor service workers is a very positive start to their time here. The weather can have a large impact. Thankfully, the weather here is usually wonderful. A key factor is their interaction with locals in the community.

Appendix, Continued – Open-Ended Responses

Many visitors thrive on the educational components of their travel. Enhancing museums and travel centers would benefit the industry.

marketing

Mother nature can have a impact both as a positive and a negative, but traffic and congestion is our main negative in our region on the weekends.

Natural beauty

over crowded conditions - not enough resources (campsites, etc.) - lack of parking

Parking and Accessibility. We need parking! Also...small museums, like those in Troutdale need staff and to be OPEN. No one, including locals, can remember the 3rd weekend of the month or whatever time it's open. Too spotty for any kind of traction or interest.

People need to feel welcome and have amenities that they are used to having in their home country. Language barriers being lowered would do alot for foreign travelers.

Positive: Scenery, Nature, Since of Place, History Negative: People in the service industry who have no knowledge of the area and no suggestions, traffic, trash

Road and trail congestion. Frontline staff experiences - friendly and unhelpful/not friendly.

Scenery

Sheer beauty / congestion, this year Eagle Creek Fire closures

Signage, service, accessibility

The natural beauty of area

The outdoor recreation options are a huge draw for people. There is something for everyone and every level of ability. Congestion is a major issue.

Too many people to enjoy the outdoors.

traffic at trail heads and lack of camp grounds

Traffic congestion

traffic on Hwy 26 viability of sites along 26 and 84. most people say that they did not even know that our park was here.

Transportation

Transportation access.

Visitor volume.

weather - can go either way; last year - smoke - negative; low-key, not fancy or presumptuous - positive; really pretty and scenic here - positive

Weather and gas prices

weather, it is so fickle, so you never know if it is going to rain in summer (or winter), snow in April, not snow in winter, etc. We need to define better for visitors what they can do when their snow play vacation has no snow or when it rains in July, what to do.

Weather/climate Proximity to ocean and mountsins

Weather-impacting visibility and/or ability to recreate and crowds at trailheads/not being able to park or stop.

Welcoming; adequate/accurate information given; networking and supporting businesses

Whether or not we have forest fires or I84 closures due to ice