

2019-21 Draft Strategic Plan Comments

ONLINE COMMENTS (Open period: 3/28/19 - 5/1/19)	
Section 1: Mission, Vision, Values, Overview & Introduction	
Alice Trindle	<p>I'd like to compliment Travel Oregon and the writers of the strategic plan for the thorough, insightful, and reflective content. I particularly love and conquer the sentiments in the Mission, Vision, and Values.</p> <p>In the Introduction section, you write on page 5:</p> <p>"And ironically, discovery usually involves slowing down, finding focus, giving your senses time to take in the richness of each moment, each place, each personality. Then the real magic starts. When we slow down, we realize that we are a part of the picture too—a diverse and complex community, we shift from observing to experiencing. And with this shift we discover more about this place and more about all people who live here and want to come here; we all become more connected, more welcoming and more intentional."</p> <p>This statement is very integral to the ethos of the entire plan and its implementation. While you continue to bring this sentiment throughout the document, I feel that the reference to the importance of protecting, preserving, and sharing our rich cultural, heritage, and art experiences is lacking. A huge way of learning and sharing "more about all the people who live here" and "becoming more connected" is by enhancing our cultural, heritage, and arts experiences into the rich story of a visitors experience.</p>
Benjamin Wasby	Great start!
Brad Niva	Very strong vision and mission.
Donald Lyon	Looks good
Anonymous 1	big fan
Ruth Hyde	I noticed a lack of value placed on recognizing Oregon's indigenous peoples.
Section 2: Optimize Statewide Economic Impact - Initiatives & Key Measures	
Alice Trindle	<p>I particularly enjoyed this statement on page 6:</p> <p>"On the other hand, we know the industry needs more diverse and broader roots to ensure stability and resilience. We need to concentrate on developing and protecting the places that attract visitors while giving our partners the tools they need to inspire these visitors to choose their destination."</p> <p>And further on this page:</p> <p>"This plan highlights our shared awareness of the industry as stewards of the communities and environmental resources that make Oregon special."</p> <p>I would like to see not only us being stewards of communities and environmental resources, but also those resources that let us stay in touch with the lessons of the past...our cultural and heritage resources.</p> <p>You hit this sentiment squarely with the: THE FIRST IMPERATIVE</p> <p>Planning to optimize the tourism industry is a complex tradeoff between economic development and the preservation of places and ways of life that are an integral part of who we are as Travel Oregonians." Right on!</p>
Benjamin Wasby	Working with other associations like friends of the gorge is key. We want people to visit yet it needs to be sustainable.

Brad Niva	The investment back into our industry and the development of new products to support our growing tourism industry is a must. We can't do enough to educate our elected officials on the power of tourism and what it brings to our state.
Donald Lyon	well covered
Anonymous 2	Focusing development on Gap areas - by location or experience - elevates visitation to the less-visited destinations or experiences (yielding a positive local economic impact) while relieving the pressure (impact) at highly visited destinations or experiences.
Section 3: Support & Empower Oregon's Tourism Industry - Initiatives & Key Measures	
Alice Trindle	<p>On page 13 you write: "We knew then, and we know now, however, that marketing is only a part of the formula for success. We need to offer resources and guidance to the industry itself. So, our second strategic imperative demands we continue to support and empower Oregon's tourism industry." I agree, and would stress the importance of seeing that 'empowerment' coming in concert with the regions and RDMOs, the suppliers, and continuing to intensely listen and then formulate actions. These joint tactics should be based on statewide equity.</p> <p>" A key initiative for supporting and empowering Oregon's tourism industry is to: Develop an organization-wide approach to offering development and training opportunities for the industry" + "Convening statewide networks..."</p> <p>Let's make sure that Culture/Heritage/Arts are included in these opportunities.</p>
Natalie Inouye	The Tourism Studios and niche trainings have been huge wins for our communities and businesses. Thank you for your continuing support. Your recognition programs are equally important. I didn't notice the Bike Friendly Business program in the plan. It's an important leverage point for businesses to benefit from the bike tourism efforts. It is a solid program, but could probably use a little attention/refresh.
Anonymous 1	love the emphasis on storytelling
Section 4: Champion the Value of Tourism - Initiatives & Key Measures	
Anonymous 1	Industry services is only 2% of the budget in this plan according to the interactive dashboard on the Travel Oregon website. Does informing local leaders and policy makers fall in that portion of the budget? That's a huge part of the success of these plans is local buy in. Will that be enough budgeted to inform and educate local communities?
Alice Trindle	I believe efforts like the Oregon Outdoor Network and statewide Agritourism Network have been and can continue to be very beneficial in not only developing the product, but sharing the story of the interconnects through the tourism industry. I hope that we can add to the base of networks Travel Oregon helps to champion, in getting diverse groups, suppliers, attractions, individuals, and organizations to the table to work together.
Brad Niva	As mentioned before, this is so key to the long term success of our tourism industry. Educate and build champions in our industry.

Ruth Hyde	As Eugene prepares to welcome the world in 2021, we all need to educate ourselves about how to be good hosts. I would be interested to know specific ways that Travel OR, and its partners, plan to positively impact locals perception of tourism.
Section 5: Run an Effective Business - Initiatives & Key Measures	
Alice Trindle	I would just suggest continuing to find ways to share lessons learned and resources with industry partners.
Brad Niva	I would gladly welcome more transparency of the financials for a semi independent state agency.
Section 6: Conclusion & Budget	
Alice Trindle	<p>I am drawn to the relatively high percentage of budget spent on Global Marketing (40%), compared to some of the other program areas. In particular within Destination Development. (5%)</p> <p>In reviewing the entire strategy, so much depends upon connecting back to the industry, to the citizens of Oregon, and continuing to grow, maintain, preserve, and protect what WE love and value. You consistently discuss setting up opportunities to accomplish your first imperative...economic development and preservation of places and our way of life. Rather than spending more and more on marketing to bring more visitors, let's spend more dollars on developing and preserving what we have, and spreading the economy across the state - developing our destinations. I recommend decreasing Global Marketing, and increasing Destination Development.</p>
Ruth Hyde	Thank you!