

The background image is a scenic view of a coastal town at sunset. In the foreground, a large, circular, domed building with a dark roof and arched windows sits atop a hill. A winding road curves around the base of the building, with a white car visible on it. The town extends down the hillside towards a body of water, with mountains in the background. The sun is low on the horizon, creating a warm, golden glow over the entire scene.

TRAVEL



OREGON

INDUSTRY WEBSITE REDESIGN
LAUNCH UPDATE

10.15.19



STATE OF THE UNION

- June 11: Website launch
- June 25: Outreach to partners (email, Twitter, LinkedIn)
- June - July: Address post-launch priorities
- August – Now: Maintenance mode + content development

STRATEGIC DIRECTION

HOW CAN WE HELP YOU?

- Inspire new thinking and innovative approaches to local challenges.
- Inform partners about programmatic and professional development opportunities, industry trends and best practices.
- Support local and regional development through a variety of programs, initiatives and grants.



SQUAD GOALS

- Align with Travel Oregon brand
- Improve the user experience
- Make it mobile-friendly
- Leverage most current version of WordPress
- Create a resource that supports, empowers and celebrates our industry partners



INDUSTRY
- resources -

SALES & MARKETING
- opportunities -

RESEARCH
- and reports -

PRESS
- room -

Governor's Conference

News

Events

SEARCH

Destination Marketing
Resources

Regional Investments in
Tourism

Oregon's Target Markets

Education and Training

Destination Development

Product Development

Destination Management

Matching Grants Programs

Toolkits

Oregon Tourism Information
System (OTIS)

Oregon Tourism and
Hospitality Industry
Consortium

Additional Resources

Industry Resources



Yaquina Head Lighthouse near Newport, Oregon. (Image by Christian Heeb)

If you want to be a part of Oregon's robust tourism industry, this is the place to start. The tools we've assembled in our Industry Resources section will help you take advantage of the state's growing tourism economy — from information about target markets and tourism development to education and training.



BUSINESS & EVENT LISTINGS

From lodging and
events to attractions
and restaurants, there

are a myriad of ways to feature your
business on TravelOregon.com and its
family of sites and publications. [Learn
how today.](#)



SPEAKER REQUEST FORM

Would you like a
Travel Oregon



NEWS AND PRESS

November 16, 2018

November 2018 Industry Newsletter

Category: [Industry Newsletters](#)

In this issue: Communities Powered by Travel: The
Columbia Gorge 2018 Tourism Engagement Survey
Results Available Regional Cooperative Tourism
Program...

November 16, 2018

Capitol Christmas Tree Headed to D.C. from Oregon

Category: [Statewide](#)

UPCOMING EVENTS

December 3 - 4, 2018

Oregon Tourism Commission Meeting

Category: [Statewide](#), [Willamette Valley](#)
McMinnville, Ore.

December 3, 2018

Travel Oregon 101

Category: [Education and Training](#), [Willamette Valley](#)
McMinnville, Ore.

December 6, 2018 - June 4, 2019

OTIS Training

WEBSITE REVIEW

- [Home](#)
- [About](#)
- [Oregon Tourism Commission](#)
- [Opportunities](#)
- [Competitive Grants Program](#)
- [Mt. Hood & Columbia River Gorge](#)

HOW YOU CAN HELP

1. Kick the tires: Industry.TravelOregon.com
2. Share your feedback: Industry@TravelOregon.com
3. Get on the list: Industry.TravelOregon.com/Subscribe

IT TAKES A VILLAGE

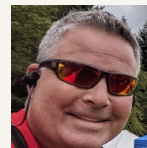


TRAVEL OREGON

THINK SHOUT



EILEEN GARVIN



DERMOT MATY



THANK YOU

JAMIEP@TRAVELOREGON.COM

KATE@TRAVELOREGON.COM