



2020 OREGON TOURISM INDUSTRY STAKEHOLDER SURVEY

SOUTHERN OREGON

This report summarizes findings from a 2020 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. This report summarizes findings from respondents in Southern Oregon with additional statewide results provided for context.

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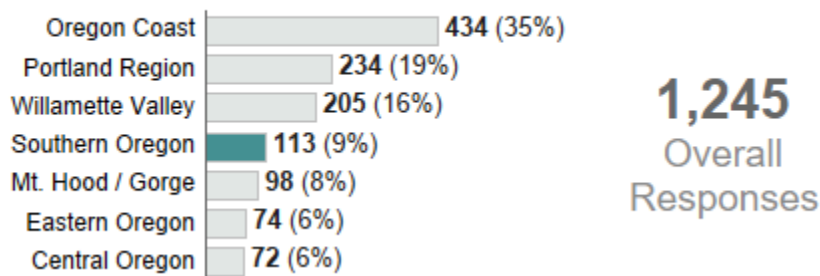
SURVEY GOALS

The 2020 Oregon tourism engagement survey was designed to gather feedback from Oregon’s tourism industry professionals, employees, and stakeholders to provide feedback and direction for Travel Oregon and Regional Destination Management Organizations (RDMOs) in setting strategic directions and making funding and programmatic decision in marketing, grants, tourist-related infrastructure, visitor management, and more. The survey was built on a framework of past stakeholder surveys; however, unprecedented circumstances surrounding COVID-19, wildfires, and racial injustice necessitated survey changes. The survey was developed collaboratively by Driftline Consulting, Travel Oregon, and seven RDMOs.

DATA COLLECTION

The survey was conducted online and distributed in both English and Spanish between October 5-30, 2020, by way of direct email communications, a press release, industry newsletters and industry partners' distribution channels to an open URL hosted on Travel Oregon's industry website. The survey resulted in a total of 113 responses from Southern Oregon and 1,245 responses overall. Sample sizes for individual questions vary. Results presented in this report are segmented by the region in which the respondent indicated that they live or work. Figures show results from Southern Oregon compared to the statewide survey results (referred to as the “overall” in figures).

Number of Respondents



The survey results should be viewed as an aggregation of relevant and thoughtful feedback from stakeholders. 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. Because the survey was not conducted from a random sample, it is not appropriate to perform statistical tests on the data.

ADDITIONAL RESOURCES

In addition to this report, results from the survey are accessible via an interactive online dashboard that enables further exploration of the data. Users of the online dashboard can segment questions by key variables to gain additional insight into segments of the Oregon tourism stakeholder population that was not addressed in this report.

The survey also resulted in an extensive number of open-ended responses. In several instances, selections of representative open-ended comments from Southern Oregon respondents are presented within the report. These comments are presented in the respondents’ own words, and they do not reflect the opinions of Travel Oregon. Representative selections of open-ended responses from Southern Oregon respondents are provided as an appendix to this report. All comments are viewable in an online dashboard with accompanying word clouds and bar charts.

Access the online dashboards by going to: https://rebrand.ly/TO_Stakeholder2020

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KEY FINDINGS

BUSINESS HEALTH

- Sixty-two percent of Southern Oregon respondents reported their business/organization has laid off, terminated, or otherwise let go of employees in 2020, with the most layoffs occurring 4-6 months ago. About 12% anticipate layoffs/terminations at their business/organization within the next six months, while 33% are unsure if layoffs will occur within the next six months.
- Nearly half (48%) of Southern Oregon respondents characterize the impacts of COVID-19 on their organization/business's revenue or funding as having a significant negative impact. By comparison, 20% describe the wildfires as having a significant negative impact.

RESILIENCY, RECOVERY AND REOPENING

- Respondents in Southern Oregon are eager to welcome visitors. 51% of Southern Oregon respondents are not at all concerned about promoting their community and feel it would benefit from visitors (compared to 37% statewide). When it comes to welcoming visitor to their communities, they are most concerned with a lack of visitation due to decreased travel demand and a diminished visitor experience (due to facility/amenity closures, fewer frontline workers, etc.).
- By a large margin, "help advocating for effective policies and funding to support tourism businesses/organizations" is the resource that will best support Southern Oregon businesses/organizations recover. "Support developing and bolstering visitor experiences that are COVID-appropriate and that enhance local livability" will best support Southern Oregon communities.

PLANNING AND MANAGEMENT

- From a list of ten actions that would aid in recovery from COVID-19, wildfires, and related economic conditions, Southern Oregon respondents believe grants and funding resources should be a focus area emphasized over the next 6-12 months. Marketing and promotion should be a key focus area in the longer term (next two to five years).
- "Educating community leaders and policymakers on the value of tourism and its viability as a long-term career" is the top tactical planning and management strategy that will advance the economic impact of tourism and ensure its vitality and sustainability.

DIVERSITY, EQUITY AND INCLUSION

- Forty percent of Southern Oregon respondents think the tourism industry should play a role in advancing social and racial justice, less than the 54% of respondents statewide. Twenty-nine percent do not think the industry should play a role, while 31% are unsure.
- Fifty-nine percent of Southern Oregon respondents report having received training related to cultural awareness, anti-racism, implicit bias, or some other diversity, equity, and inclusivity related training. Half (50%) would be interested in participating in diversity, equity, and/or inclusivity related training. Eighty-five percent of Southern Oregon respondents feel somewhat or very prepared to interact with visitors/clients/coworkers of diverse ethnic/racial/cultural backgrounds.

RESPONDENT PROFILE

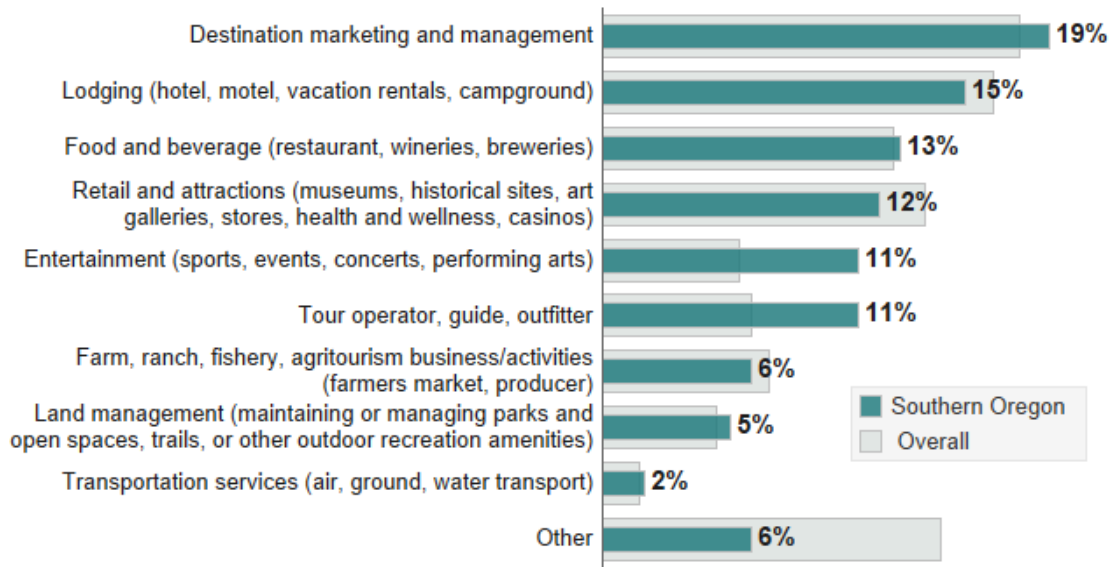
The survey received broad participation by tourism industry sector. Overall, the destination marketing and management sector accounted for 18% of respondents, followed by lodging (16%), retail and attractions (12%), and food and beverage (12%). “Other” write-in responses, comprising 14% of the overall responses, were diverse and reflect the broad reach of the survey. Relative to statewide overall results, respondents in Southern Oregon were more likely to work in the entertainment (sports, events, concerts, performing arts, etc.) or tour operator/guide/outfitter sectors, and less likely to work in the retail and attraction sector.

Over half of all statewide respondents represent for profit businesses (56%), while 27% represent non-profit organizations. Southern Oregon had greater representation among non-profit organizations (36%), relative to the statewide results.

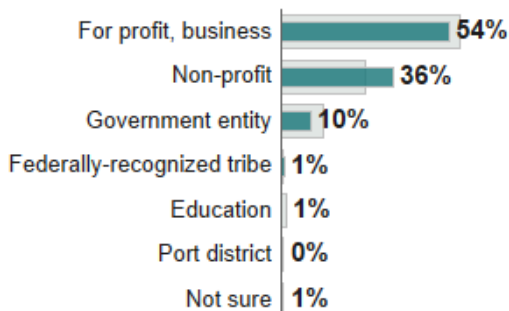
Sixty-two percent of all respondents are employed full-time in the tourism industry, 18% are employed part-time, and the remaining 10% are retired, not currently employed, or prefer not to say. The distribution of results by employment status in Southern Oregon generally align with the statewide overall results.

Industry Sector, Entity Type and Employment Status

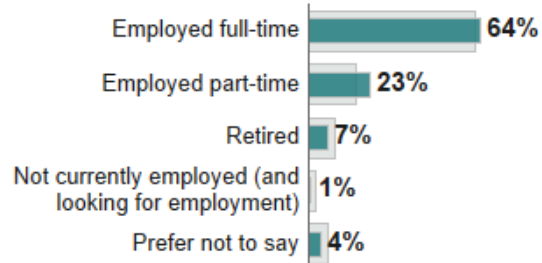
Q: In what sector of the tourism industry do you primarily work? Choose one:



Q: Which entity type best describes your business/organization?



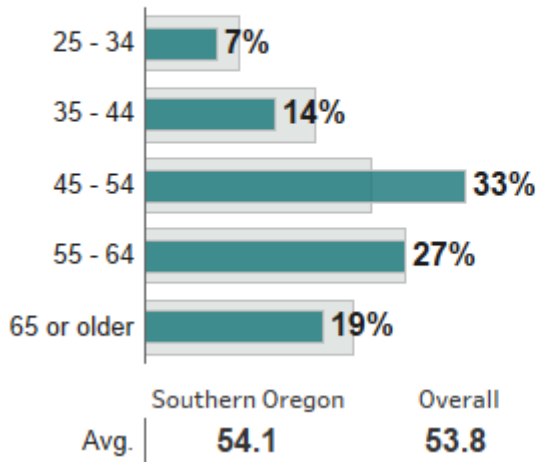
Q: Which of the following best describes your current employment status in the tourism industry?



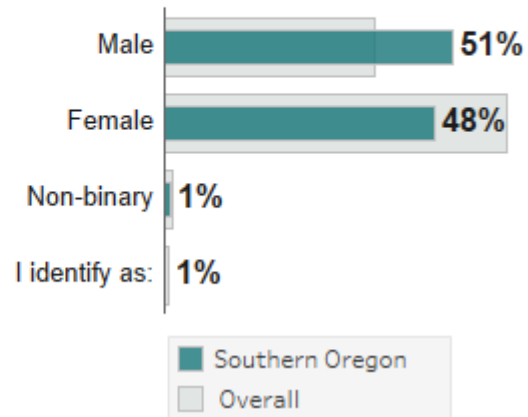
The average age of respondents, both statewide and in Southern Oregon, is 54 years, with roughly half of respondents aged 55 or older, and half 55 or younger. Statewide, 61% of respondents identify as female and 37% identify as male; the ratio of males to females in Southern Oregon is roughly 50:50.

Age and Gender

Q: Respondent age:



Q: What is your gender?

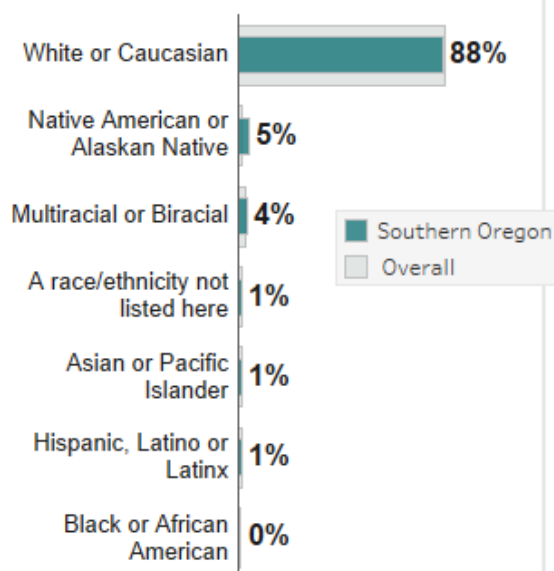


Both statewide and in Southern Oregon, nearly nine in ten respondents describe themselves as white or Caucasian. In Southern Oregon, the next most-identified option was Native American or Alaskan Native and (5%) and multiracial or biracial (4%) with remaining categories each accounting for 1% or less of all respondents.

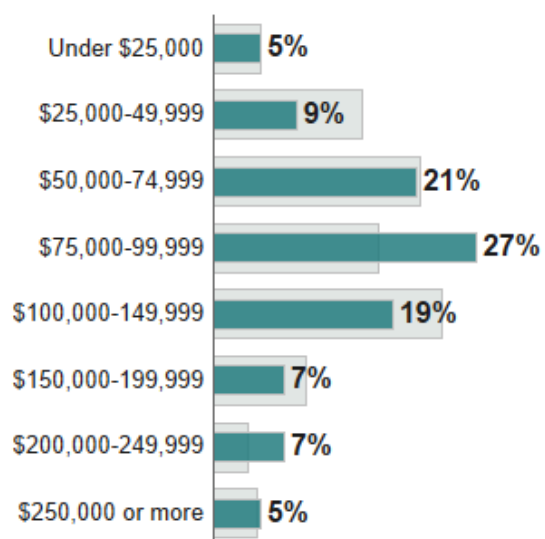
Forty-one percent of all tourism industry stakeholders in Oregon have annual household incomes of less than \$75,000.

Race and Household Income

Q: Which of the following best describes you? (Please select one answer)



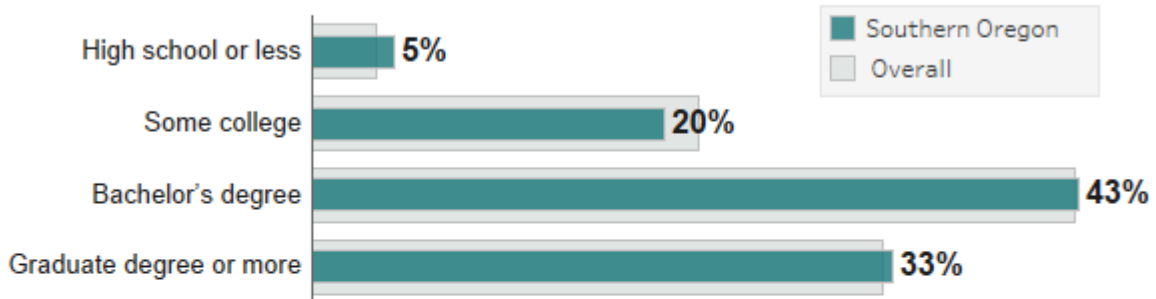
Q: Which of these categories best describes the total gross annual income of your household (before taxes)?



Overall, three quarters of respondents have a Bachelor's degree or higher level of education, while a quarter did not attain their Bachelor's degree. Six percent of overall respondents report a disability, with "walking" most frequently identified.

Education Level and Presence of Disabilities

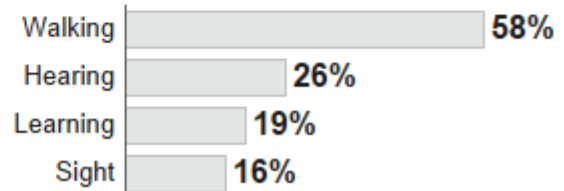
Q: What is your highest level of education?



Q: Do you have a disability?



Q: What are these disabilities? (Check all that apply)



*Overall only due to insufficient regional sample size.

BUSINESS HEALTH AND FUNDING SOURCES

Due to recent upheavals of the travel and tourism industry and prolonged economic uncertainty, a series of questions aimed to better understand the financial impacts of COVID-19 and wildfires on Oregon tourism businesses and organizations.

Forty-six percent of all respondents (vs. 39% in Southern Oregon) work for organizations or businesses that have laid off, terminated, or otherwise let go of employees in 2020. The lodging and food and beverage sectors were most likely to report layoffs (63% and 61% reporting layoffs, respectively), while the farm/ranch/fishery/agritourism and land management sectors were the least likely (8% and 37%, respectively). Of those that reported layoffs within their organization, the median number of employees let go was 5.0 (vs. 5.5 in Southern Oregon), which represented a median of 50% of employees within the organization, both statewide and in Southern Oregon.

Layoffs and Terminations

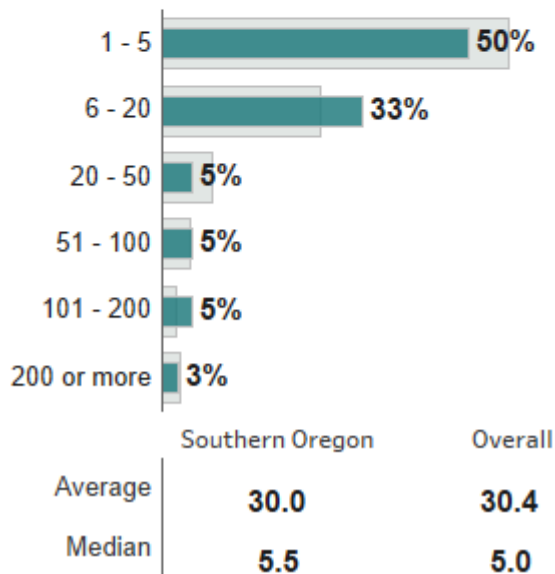
■ Southern Oregon □ Overall

Q: In 2020, has your organization/business laid off, terminated, or otherwise let go of employees?

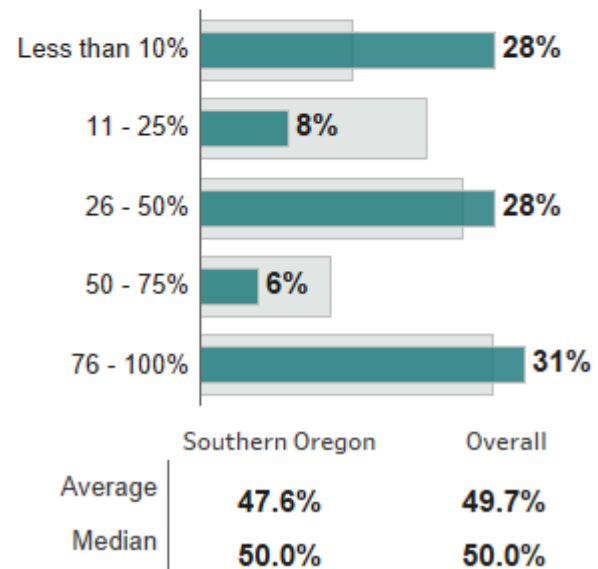


Q: [IF YES] Including both full-time and part-time employees...

roughly how many were laid off, terminated, or otherwise let go:



roughly what percent were laid off, terminated, or otherwise let go:



The survey asked about anticipated future layoffs, and the timing of layoffs both past and future. Statewide, 14% of respondents anticipate layoffs within their business/organization within the next six months, 54% do not anticipate layoffs, and a third (33%) are unsure. Respondents in Southern Oregon are slightly less likely to anticipate layoffs (12%). The greatest share of layoffs occurred early during the pandemic, four or more months ago. Respondents in Southern Oregon were more likely to indicate layoffs within the last two months, likely due to the greater impact of wildfires in Southern Oregon.

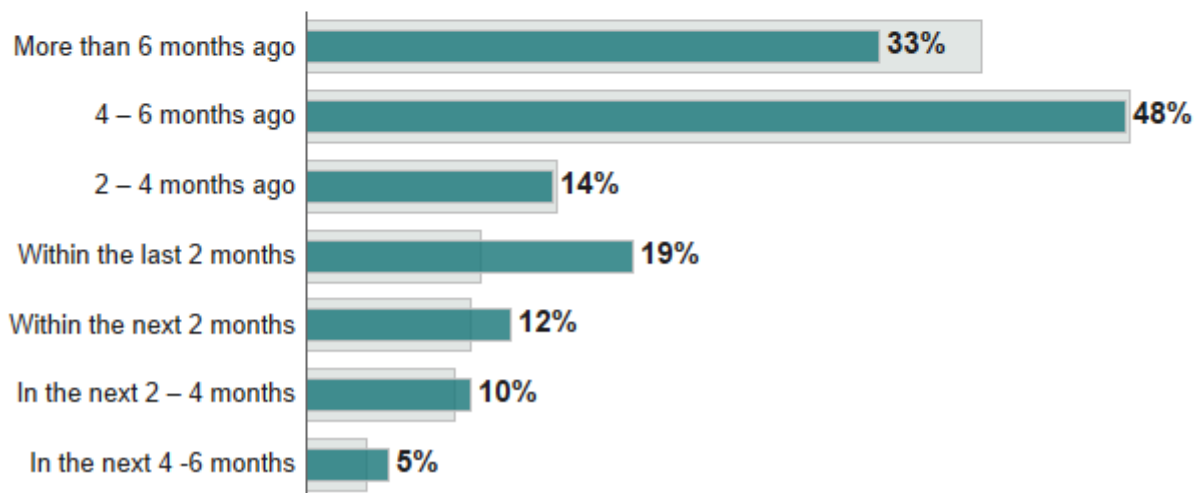
Layoffs and Terminations

■ Southern Oregon □ Overall

Q: Within the next 6 months, do you anticipate laying off, terminating, or otherwise letting go of employees?



Q: When did layoffs or terminations occur and/or when do you anticipate them occurring? (Check all that apply)

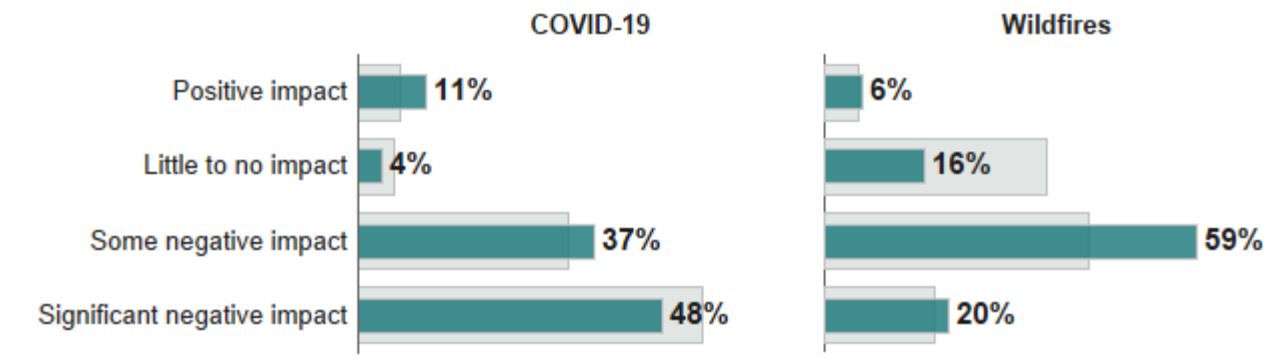


Statewide, 12% of respondents reported that COVID-19 has had little to no impact or a positive impact on their business/organization's revenue or funding. A large majority (88%) reported some or significant negative impact. Of those that experienced a negative impact, 42% are experiencing worsening impacts, while 58% are in recovery. By comparison, wildfires negatively impacted a smaller share of overall respondents (59%). A smaller share reported significant negative impacts, and, of those negatively impacted, a greater share reports their business/organization is recovering from wildfires (79%) than from COVID-19 (58%). Relative to the statewide results, Southern Oregon respondents are much more likely to report negative impacts due to wildfire, and a greater share describe those impacts as worsening.

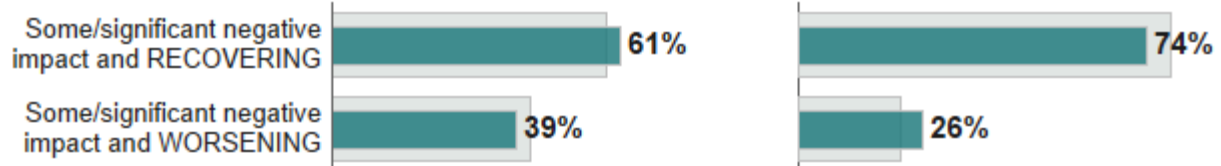
COVID-19 and Wildfire Impacts

■ Southern Oregon ■ Overall

Q: How would you characterize the impacts of the following on your organization/business's revenue or funding:



[If impacted negatively]

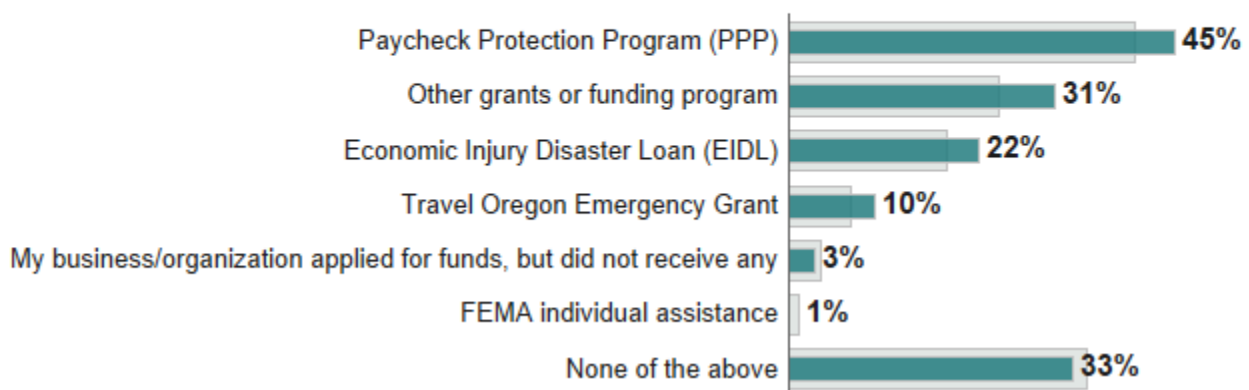


Roughly two thirds of all respondents work for businesses or organizations that sought funding, while a third neither sought nor received funding. The Paycheck Protection Program (PPP) was the most-awarded funding source overall, followed by “other grants or funding program,” and Economic Injury Disaster Loan (EIDL). Except for FEMA individual assistance, Southern Oregon respondents were more likely than the overall to receive funding from each source.

Funding Sources

■ Southern Oregon ■ Overall

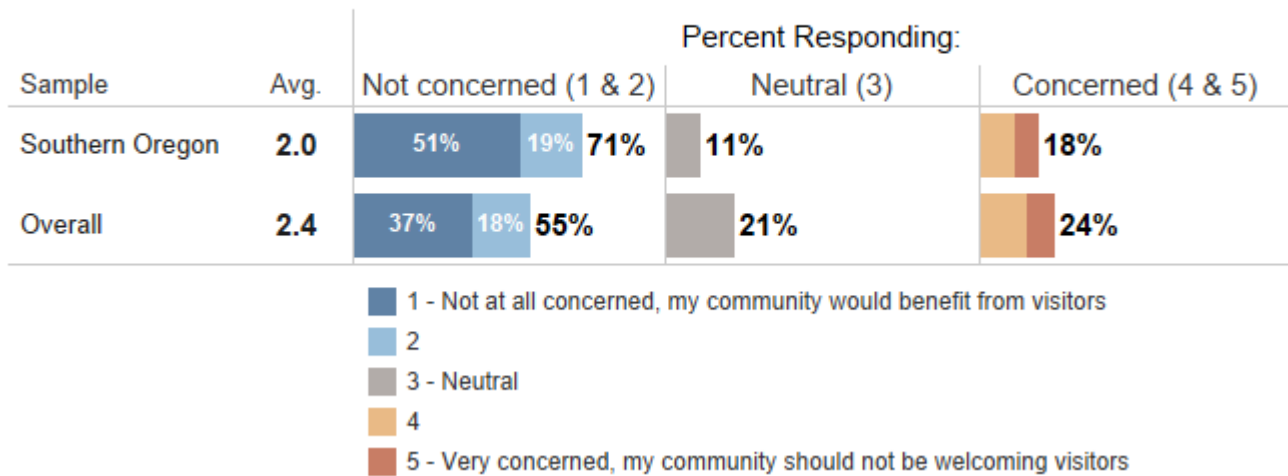
Q: Has your business or organization received funding from any of the following: (Check all that apply)



RESILIENCY, RECOVERY AND REOPENING

During these uncertain times, it is important for the tourism industry to know how its stakeholders feel about reopening and their priorities concerning safety and economic issues. To broadly gauge the industry’s readiness to embrace visitation, respondents were asked to rate their level of concern with promoting their community. Statewide, more than half of respondents (55%) are not concerned about welcoming visitors right now, 21% are neutral, while 24% feel their community should not be welcoming visitors. Respondents in Southern Oregon express relatively less concern about welcoming visitors, with 71% responding “2” or “1” (not at all concerned, my community would benefit from visitors).

Q: How would you feel if you saw an advertisement today promoting your community to visitors?



A follow-up open-ended question asked respondents “Why do you feel that way?” The survey resulted in 526 total comments from respondents that were not concerned with promoting their community (answered 1 or 2), and 241 total comments from respondents that expressed concern (answered 4 or 5). Among those concerned, commonly cited reasons include increased risk of contracting COVID-19, the fear that tourism will lead to increased cases and further, more prolonged shutdowns, and the feeling that their destination is already at maximum capacity and/or already experiencing adverse impacts due to tourism. Those that were not concerned cited primarily economic reasons for promoting their community/destination and the sense that tourism can operate safely amidst the pandemic. An additional 162 total open-ended responses were collected from respondents that were neutral, and it is worth noting that many comments on both sides recognized the fluidity of the situation and acknowledged both the risks and rewards of tourism in their communities. Selections of comments from Southern Oregon respondents by response follows. A full list of open-ended comments from Southern Oregon respondents is provided in the appendix.

CONCERNED with promotion (4 & 5): “Why do you feel that way”

Covid cases continue to be on the rise as are case positivity rates especially in our county. As a destination we receive visitors from other communities with even higher case loads. It's not responsible for us to be promoting travel at this time until there is a vaccine or cure.

I'm a bit torn on this. Our rural economy benefits greatly from tourism, especially during the summer months. I worry about the long term impacts to our small businesses, which is the foundation for our rural economies.

However, I would be concerned about promoting our region to visitors during this time of COVID, especially with overwhelming our rural health care system and impacts to Latinx and Tribal communities in our region.

We saw Jackson County cases rise with Phase One re-opening. I think this was largely due to tourists from other hot spots in the US coming to visit. They either came to get away from their hot spot or didn't care that they would impact our community.

With COVID-19 increasing in our county, I feel safer if people are encouraged to stay home. Our zip code has not been increasing rapidly and want to keep it that way!

Negative impact is possible depending on if visitors are coming from hot spot areas and are not taking the virus serious. We only have so many staff members that come from our small community, if staff and community members get sick and we have an outbreak our community businesses will be forced to shut down.

NOT CONCERNED with promotion (1 & 2): “Why do you feel that way”

As long as everyone is following the proper protocols we need to do what we can to promote our tourism industry in our state.

Colorado destination towns have found that outbreaks are coming from their local community, not travelers. We have vast outdoor opportunities which is what most folks coming today are seeking.

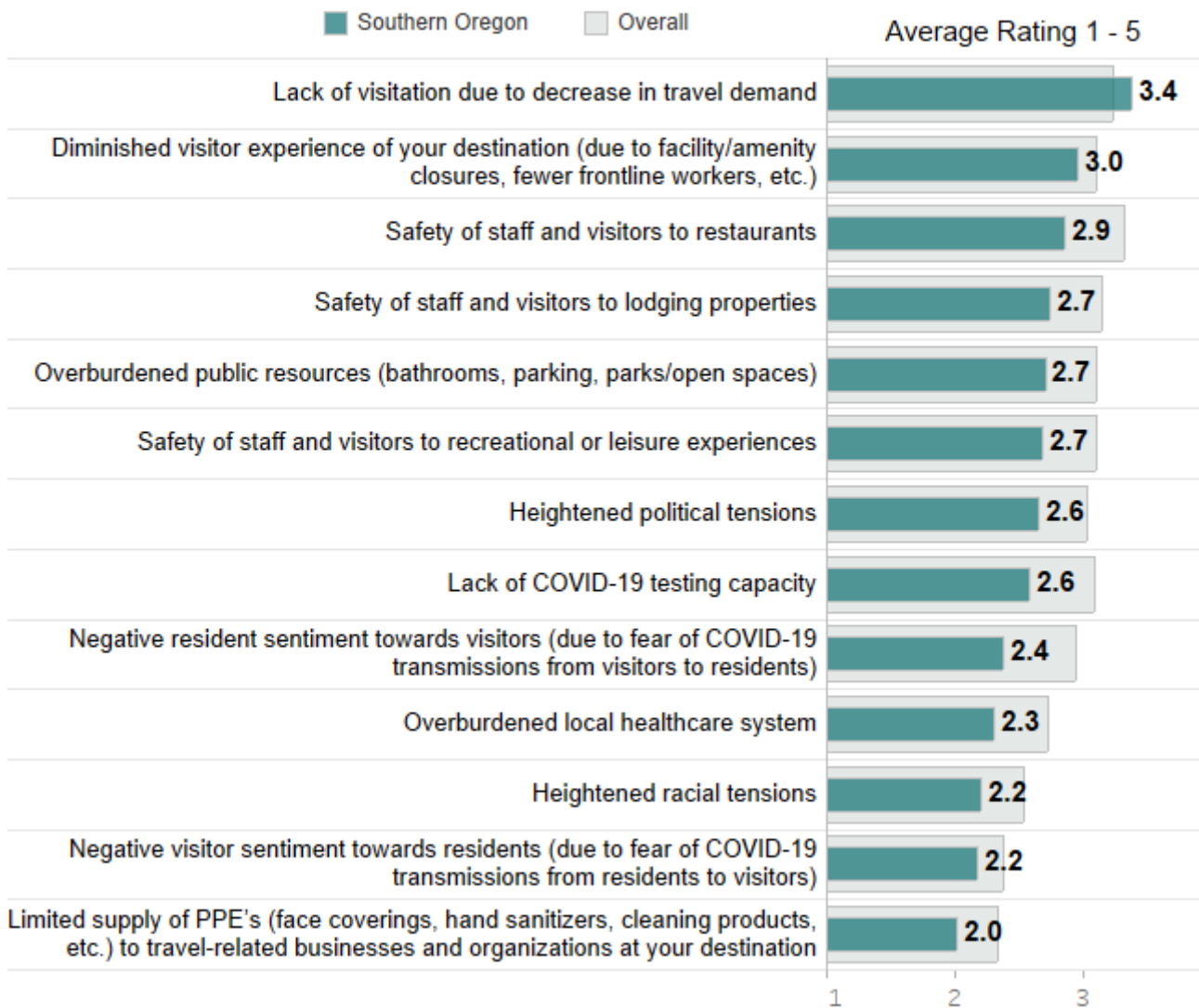
Covid numbers are very low. Businesses are open and have been open with no spike in cases. Plenty of outdoor recreation opportunities and small group/pod activities.

I am frightened for Oregonians mental and eventual physical health as a result of state closures of businesses, schools and events. I believe the consequences from these closures will have long lasting negative impacts on our health. Consequences that far outweigh the negative impacts of Covid 19. In a largely rural state governed by a much smaller concentrated urban population we need tourism to help our rural economies rebound.

People are traveling and our businesses are ready to welcome people--there has been no demonstrated link between visitors and Covid. Superspreader events seem to be key and they are mainly church, weddings and workplace outbreaks.

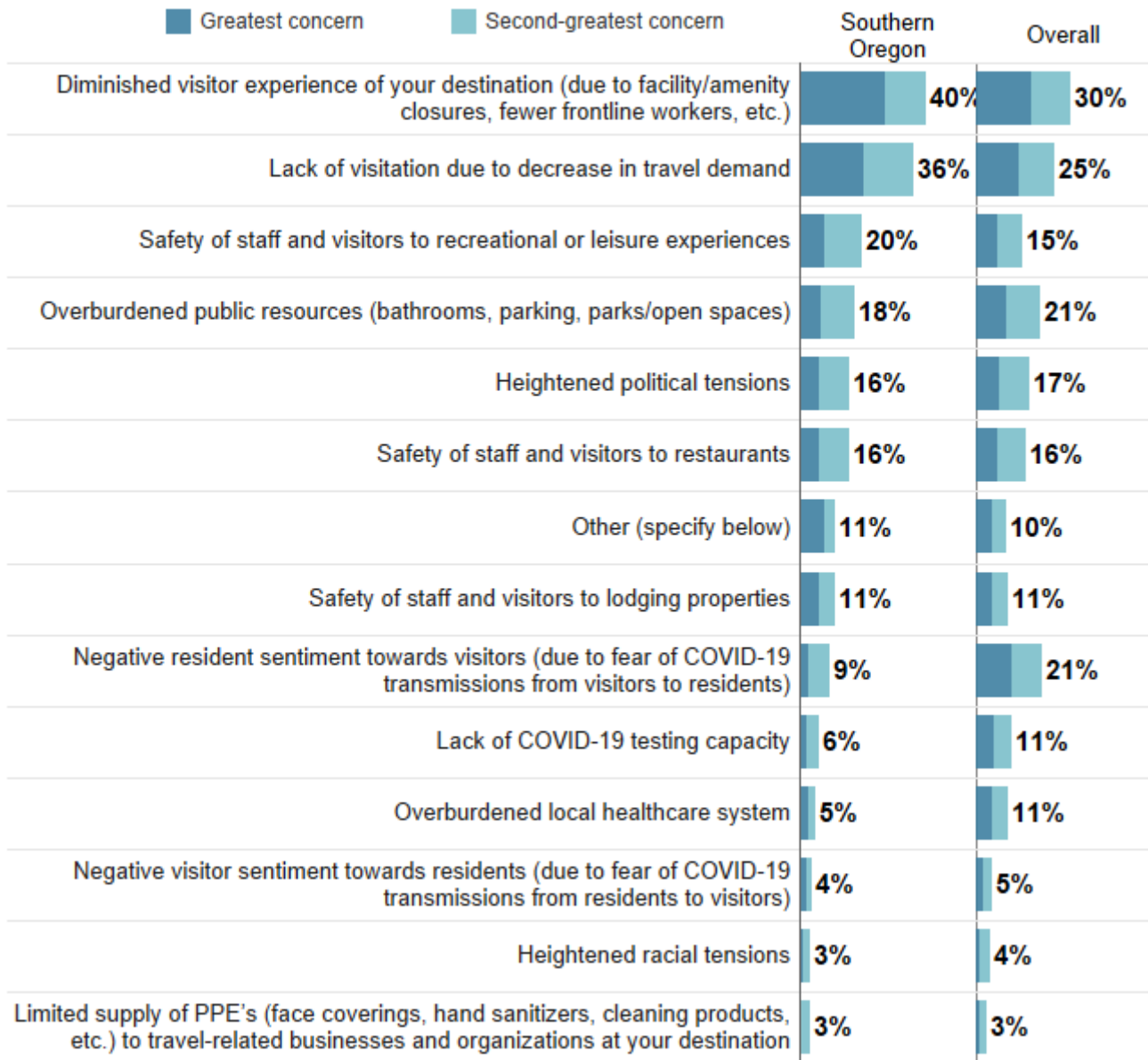
All respondents were asked to rate their level of concern with various aspects of welcoming visitors to their community, with 1 being “not at all concerned” and 5 being “extremely concerned.” Overall, the safety of staff and visitors to restaurants, lack of visitation due to a decrease in travel demand, and safety of staff and visitors to lodging properties emerged as top concerns. Heightened racial tensions, negative visitor sentiment towards residents, and limited supply of PPE was of relatively less concern. Respondents in Southern Oregon indicated lower levels of concern across all categories apart from “lack of visitation due to decrease in travel demand.” Categories in the figure below are sorted in descending order by the average rating of Southern Oregon respondents.

Q: As you think about welcoming visitors to your community, how concerned are you about the following? (1 = Not at all concerned, 5 - Extremely concerned)



To further differentiate between concerns related to welcoming visitors, respondents were then asked to identify their two greatest concerns related to welcoming visitors to their community. Diminished visitor experience and lack of visitation due to decrease in travel demand were of concern with a quarter or more of respondents identifying them among their top greatest concerns. Southern Oregon shared these top concerns to an even greater degree, with two-thirds or more of respondents identifying them among their greatest concerns. Negative resident sentiment towards visitors, which was the third highest ranked category statewide, was of relatively little concern to Southern Oregon respondents. Concerns are sorted in descending order by the percent in Southern Oregon responding greatest/second-greatest concern.

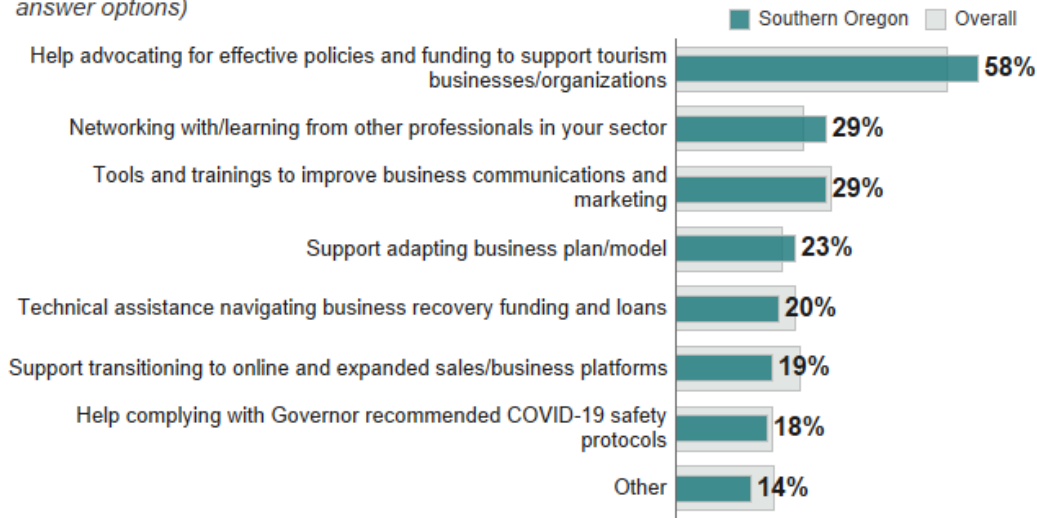
Q: From the list above, please identify your top two concerns related to welcoming visitors to your community.



The survey asked respondents to identify the resources or programs that would best assist their business/organization, and best assist their community in resiliency, recovery, and reopening. For businesses, by a large margin, help advocating for effective policies and funding to support tourism businesses/organizations was the most favored resource/program, followed by tools and trainings to improve business communications and marketing. Southern Oregon respondents were even more likely to identify advocating for effective policies and funding to support tourism businesses/organizations. They also placed greater emphasis on networking with/learning from other professionals in your sector.

Business/Organization Assistance

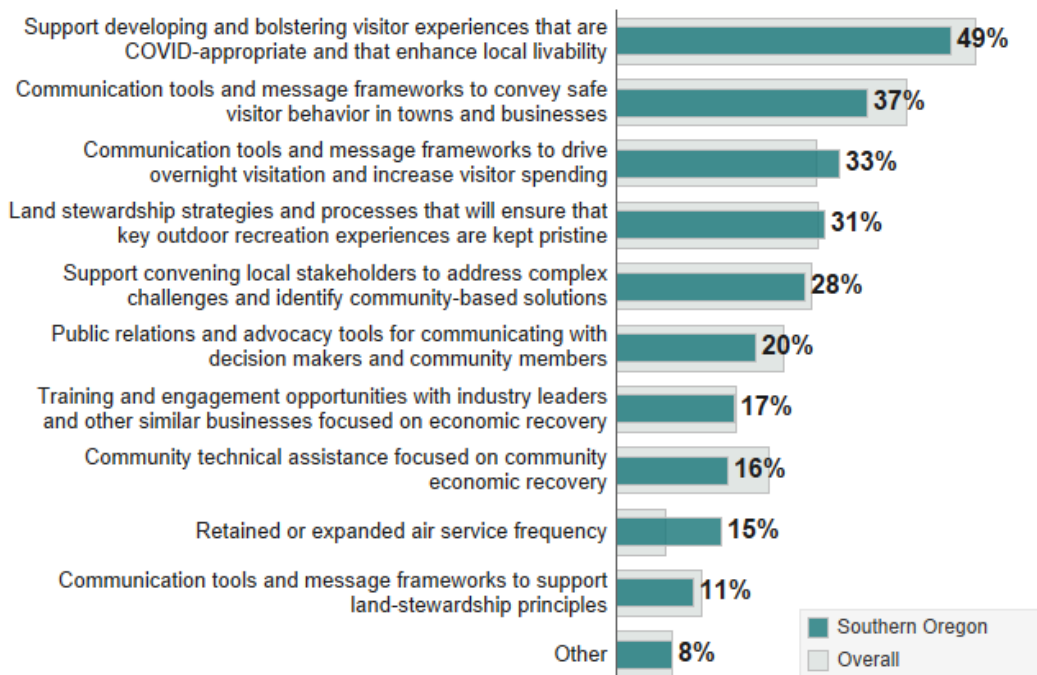
Q: Which of the following resources or programs would best assist your **BUSINESS/ORGANIZATION** in resiliency, recovery, and reopening? (Select up to three answer options)



From the perspective of their community, overall results favored two programs/resources: support developing and bolstering visitor experiences that are COVID-appropriate and that enhance local livability (53%), and communication tools and message frameworks to convey safe visitor behavior in towns and businesses (43%). The rank order of priorities among Southern Oregon respondents was similar to the statewide overall; however, they were more likely to favor retained/expanded air service frequency, although still a low priority.

Community Assistance

Q: Which of the following resources or programs would best assist your **COMMUNITY** in resiliency, recovery, and reopening? (Select up to three answer options)

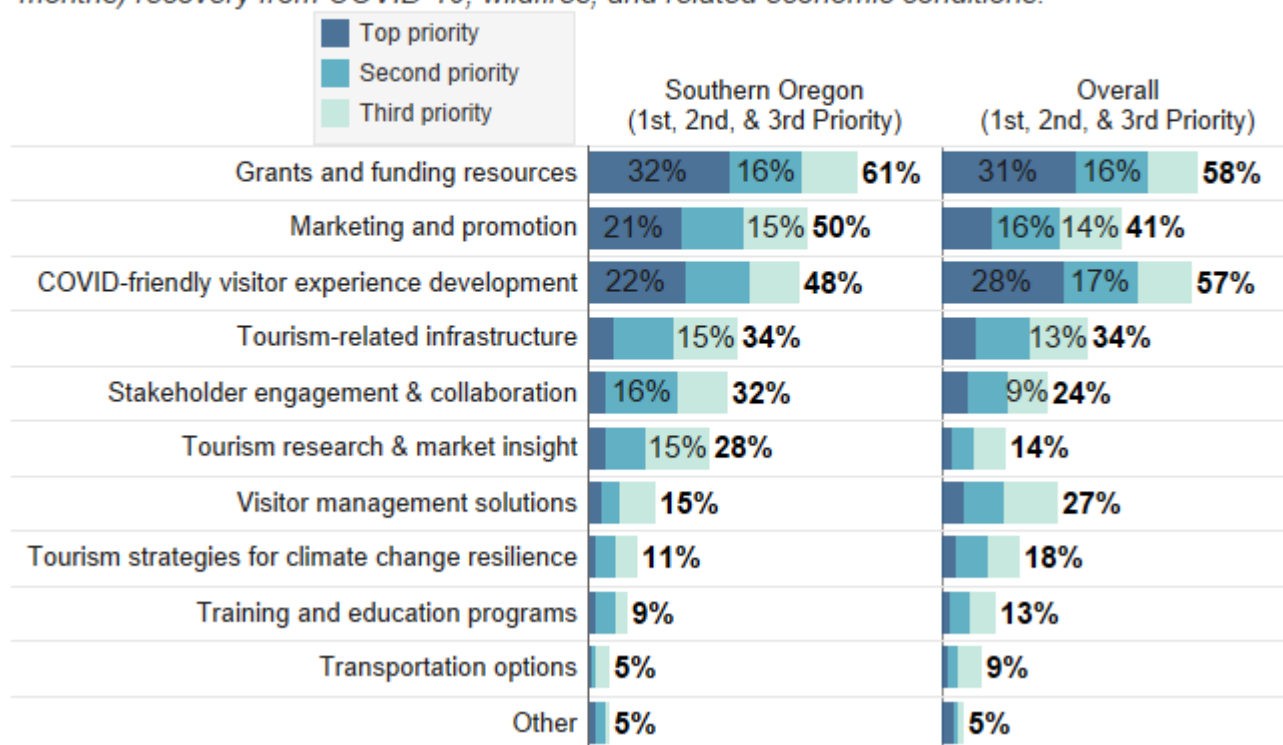


PLANNING AND MANAGEMENT

Respondents were asked to identify the three areas that should be emphasized for immediate (6-12 month) recovery from COVID-19, wildfires, and related economic conditions. They were then asked to prioritize the same focus areas for longer-term tourism planning over the next 2-5 years. In the short-term, grants and funding resources emerged as the top priority among all respondents, with 31% of respondents identifying it as their top priority and 58% identifying it among their three highest priorities. COVID-friendly visitor experience development was a the second –most-identified priority (57% among their top three), by a small margin. In Southern Oregon, the second –most-identified priority was marketing and promotion.

Short-Term Tourism Priorities & Focus Areas

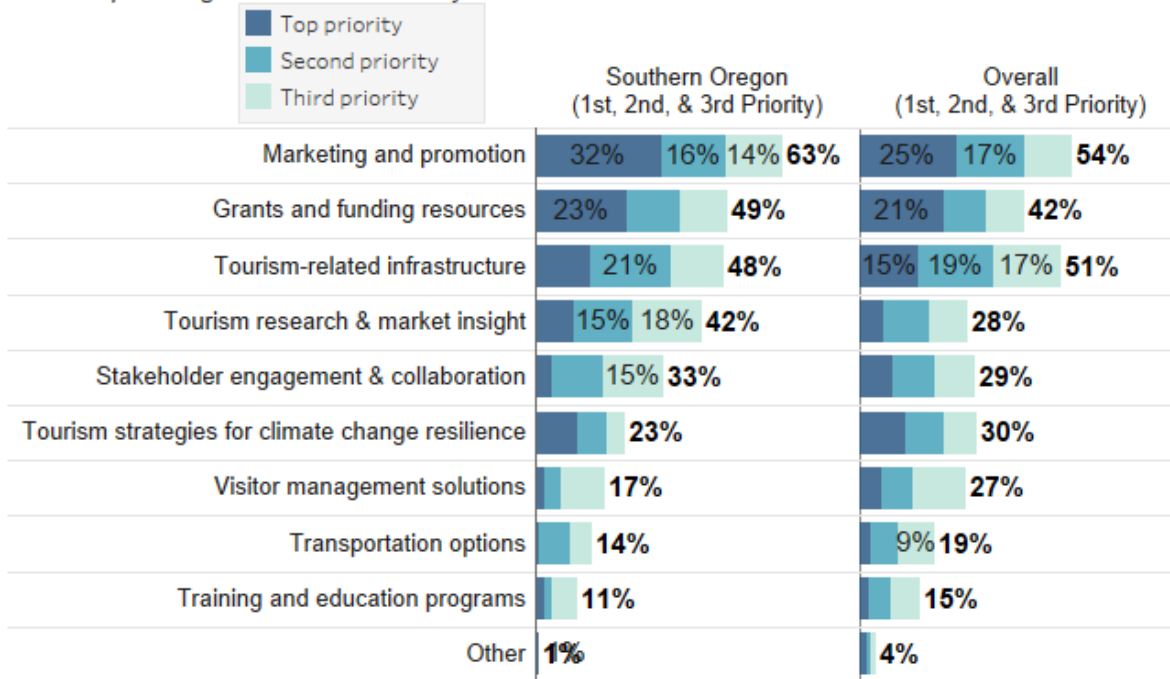
Q: Please identify the three areas that you believe should be emphasized for immediate (6 – 12 months) recovery from COVID-19, wildfires, and related economic conditions:



Over the long term, grants and funding resources fell to the third-highest priority behind marketing and promotion and tourism-related infrastructure. In Southern Oregon, marketing and promotion is considered the top longer-term priority by a large margin.

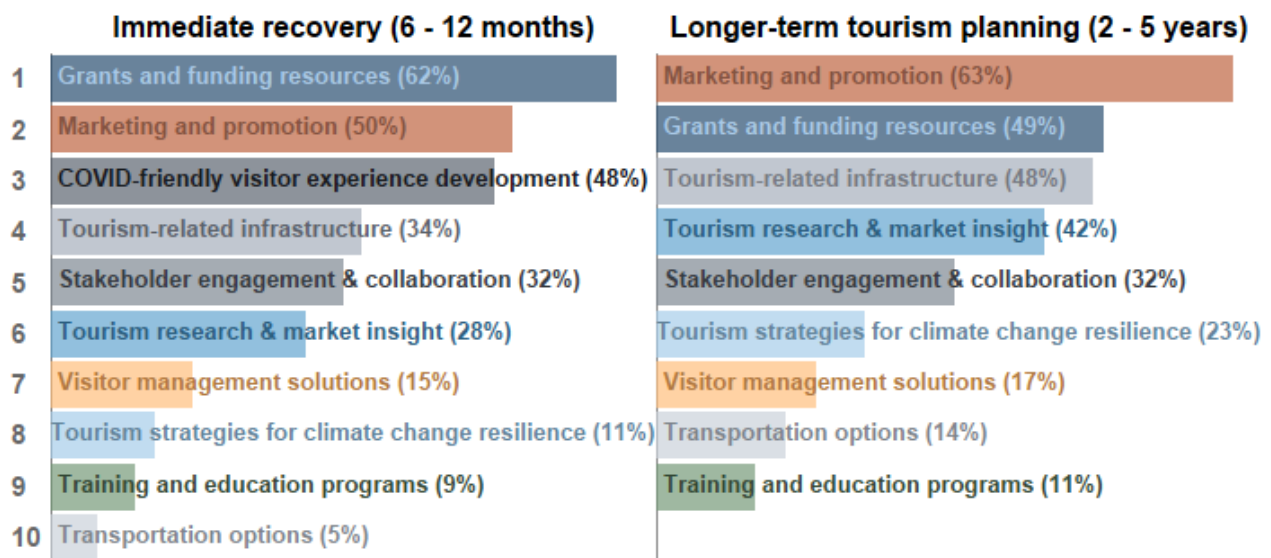
Longer-Term Tourism Priorities & Focus Areas

Q: Please identify the three areas that you believe should be emphasized for longer-term tourism planning over the next 2 - 5 years:



The following figure compares the rank order of short vs. long-term priorities among Southern Oregon respondents, with categories colored to more easily identify changes in rank order. Grants and funding resources, the top priority for immediate recovery in Southern Oregon, falls to second in terms of longer-term planning behind marketing and promotion. Tourism research and market insights climbs from 6th in the list of short-term priorities to 4th in the list of longer-term priorities.

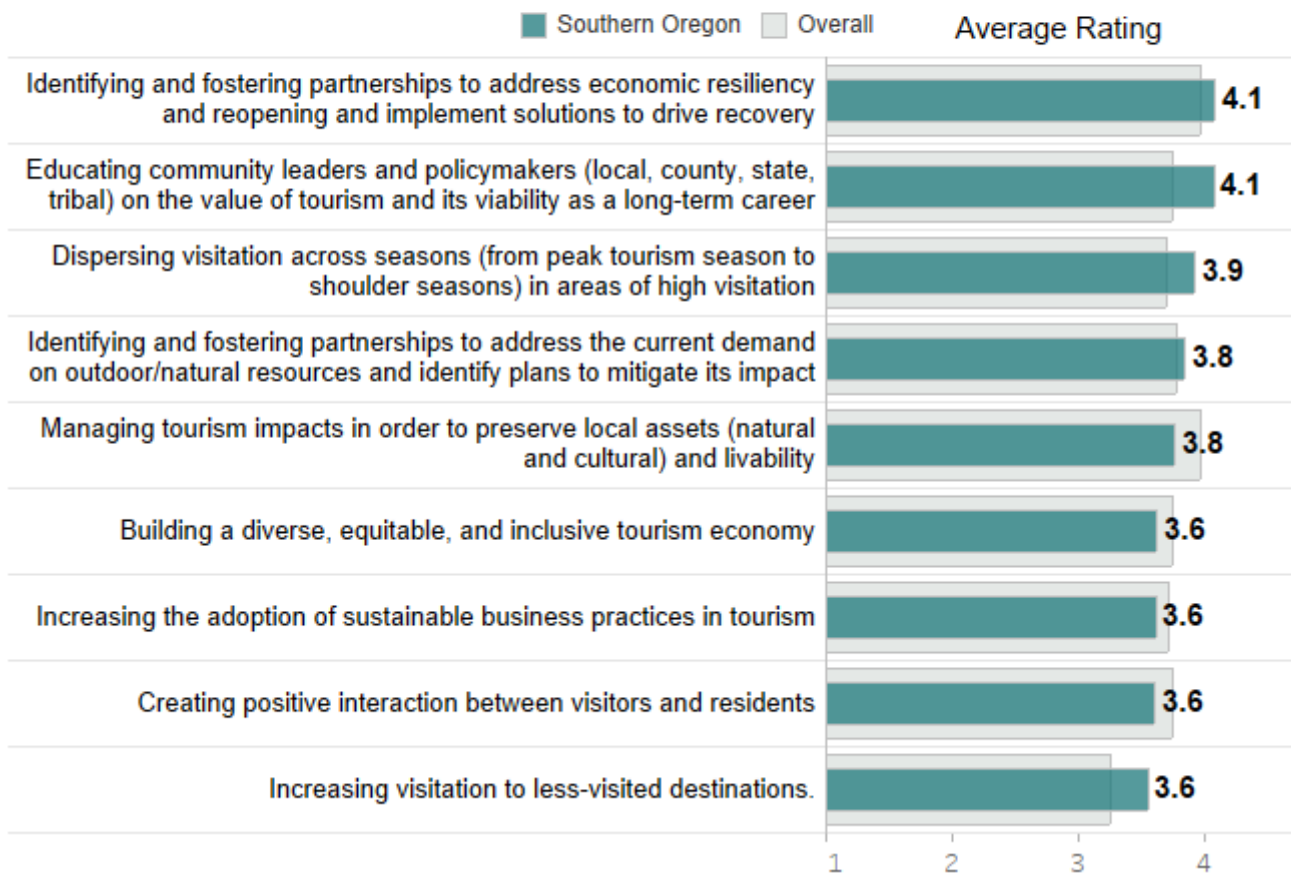
Short vs. Long-Term Priorities: *Southern Oregon



Respondents were asked to rate on a 1-5 scale (with 1 being “not a priority” and 5 being “high priority”) various tactical planning and management opportunities. Among all respondents statewide, “identifying and fostering partnerships to address economic resiliency and reopening and implement solutions to drive recovery,” and “managing tourism impacts in order to preserve local assets (natural and cultural) and livability” were the two highest priority tactics, while “increasing visitation to less-visited destinations” was a low priority. There were six tactics that received ratings of 3.7-3.8, indicating a broad range of competing priorities. In Southern Oregon, “educating community leaders and policymakers on the value of tourism and its viability as a long-term career” was the second-highest rated priority.

Planning and Management

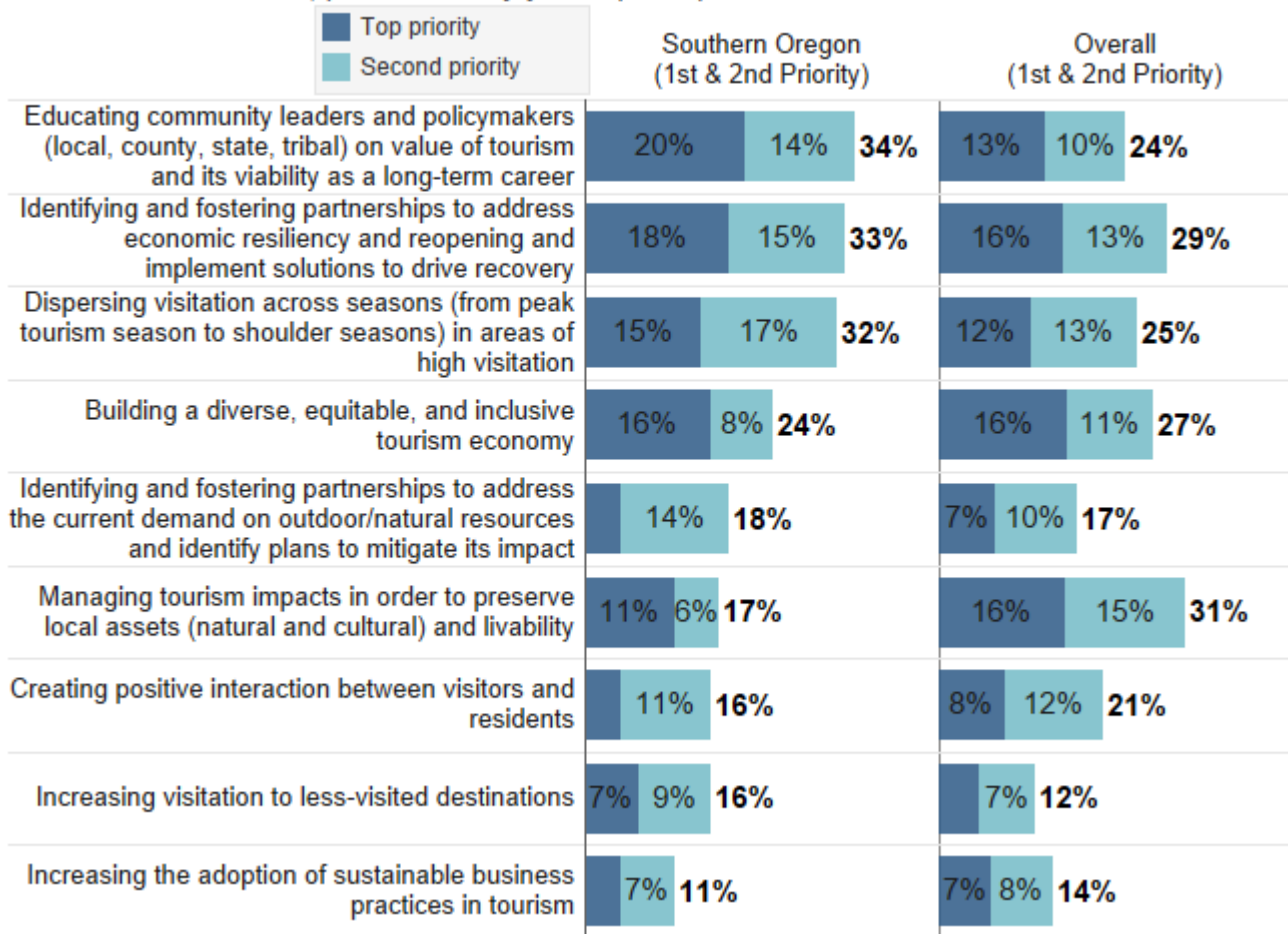
Q: Please indicate how you would prioritize the following tactical planning and management opportunities to advance the economic impact of tourism and ensure its vitality and sustainability. With limited resources available, not all tactics should be considered extremely high priorities, and some may not 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. (1 = Not a priority, 5 = High priority)



This rating question formed the basis for a follow-up question that asked respondents to select their top-two highest priorities. The nature of this follow-up question helps to differentiate between tactics that, while important, may not be among the top-two highest priorities. Overall, the top three priorities were managing tourism impacts in order to preserve local assets (natural and cultural) and livability

(31%), identifying and fostering partnerships to address economic resiliency and reopening and implement solutions to drive recovery (29%), and building a diverse, equitable, and inclusive tourism economy (27%). Educating community leaders and policymakers on the value of tourism and its viability as a long-term career was the top priority. Managing tourism impacts to preserve local assets and livability, the top priority statewide, was a relatively lower priority in Southern Oregon.

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

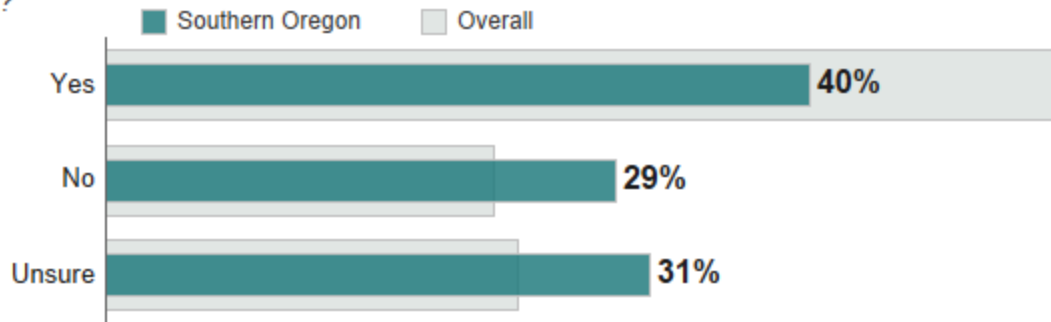


DIVERSITY, EQUITY AND INCLUSION

With the national spotlight on inequities faced by Black, Indigenous, and people of color sparking a global movement against racial injustice, a handful of questions aimed to better understand the Oregon tourism industry’s attitudes towards this movement and preparedness to address these inequities.

Statewide, 54% of respondents feel the Oregon tourism industry should play a role in advancing social and racial justice, 22% do not think the industry should play a role, and 23% are unsure. Younger respondents, those under 34 years of age, were more likely to respond “yes” (80%) than older respondents. Further, support for the industry playing a role tends to increase with education level (41% among those with high school or less and 62% among those with a graduate degree or more). Respondents from Southern Oregon were less inclined to feel the industry should play a role in advancing social and racial justice (40% responding “yes”).

Q: Do you think the Oregon tourism industry should play a role in advancing social and racial justice?



Both statewide and in Southern Oregon, respondents indicated high levels of preparedness to interact with visitors/clients/coworkers of diverse ethnic/racial/cultural backgrounds. Nearly nine in ten respondents indicated that they felt somewhat or very prepared. Just 6% of all respondents, and 8% in Southern Oregon, indicated that they were somewhat unprepared or not at all prepared.

Respondents that indicated that the Oregon tourism industry should play a role in advancing social and racial justice were asked: “How do you see Oregon’s tourism industry playing a role in advancing social and racial justice?” Those that replied “no” or “unsure” were asked: “Do you have any comments on your response to the previous question regarding the Oregon tourism industry’s role in advancing social and racial justice?” A selection of responses to both questions from Southern Oregon respondents follows:

[If Yes] How do you see Oregon’s tourism industry playing a role in advancing social and racial justice?

By ensuring that all materials that are published take into account the wide range of cultures and racial groups out there. By making sure signage is appropriate and helpful to all. By using simple, easy to understand language

Elevate culture-bearers as unique and valued Oregon resources. Build experiences around what culture-bearers can create and share. Make sure culture-bearers have decision-making roles in how these experiences are designed and delivered. An example is the Ashland World Music Festival produced annually by Rogue World Music and Ashland Parks & Recreation Commission over Memorial Day weekend.

Hiring / training / job advancement for Native Americans. Helping tourism organizations understand our land and history from a Native American perspective so it is woven in our understanding of Oregon's history and current reality. Hiring / training / job advancement for other people of color. Development of tourism destination activities & practices that are shaped by diverse cultural norms. Increasing capacity for cross cultural communication by helping local communities clarify what the local culture is (that it is a culture, not just "the normal way of doing things")

I think you could promote Cultural Awareness and Exchange, care of everyone, locals and visitors alike, hire BIPOC folks and work with BIPOC organizations and businesses.

In many ways. For example, there is implicit bias that Blacks don't camp. That's false. Tourism photos should be sure to include a diverse array of people. This is just one small example. There are many ways that we can improve social and racial justice in everyday life. Micro aggressions add up.

[If No/Unsure] Do you have any comments on your response to the previous question regarding the Oregon tourism industry's role in advancing social and racial justice?

I just worry that TO can get lost in the quagmire of this issue, when there are more pressing and urgent issues right now. Up in PDX, this may feel differently with all of the protest/counter-protest back-and-forth. But PDX

is super flush with marketing dollars as compared to the rest of the state. Maybe Travel Portland should address that issue. Travel around and take a look at all of the unique people we have. I agree that there are some very real issues with racial justice, but the role of TO should be helping us remain resilient communities. Fires and COVID are more important challenges and we need your help. Today.

If Oregon tourism goes toward "advancing social and racial justice" we will be walking down a path that will ALWAYS be strewn with the bodies of angry advocates. STOP Shining a light on our DIFFERENCES, Do not TOLERATE ANY Discrimination of any sort and OPEN the STATE. Oregonians are trailblazers... let's set the bar HIGHER... we can do better... we can move forward IF YOU STOP SEPARATING US and putting us in little boxes. Doesn't it make you wonder why this is still an issue? Who gains from this controversy?

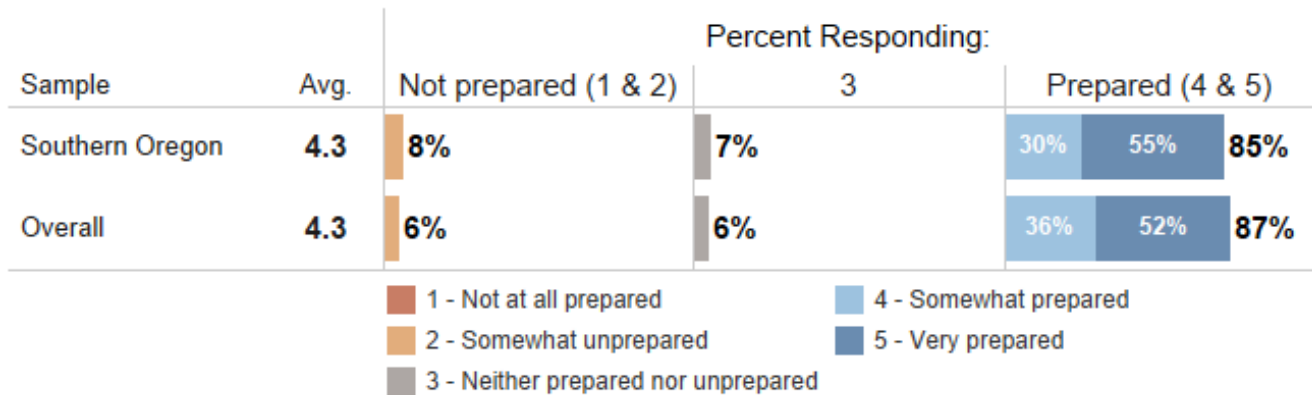
Stick with marketing and promoting Oregon to visitors - our outdoor beauty and recreational opportunities - less crowded, pristine, wide open spaces and diverse landscapes...

There is a vast difference between being sensitive and thoughtful in communicating with those interested in visiting Oregon's many amazing places and somehow becoming a social activist organization trying to change culture and advancing a populist fad and vision, instead of promoting experiencing culture.

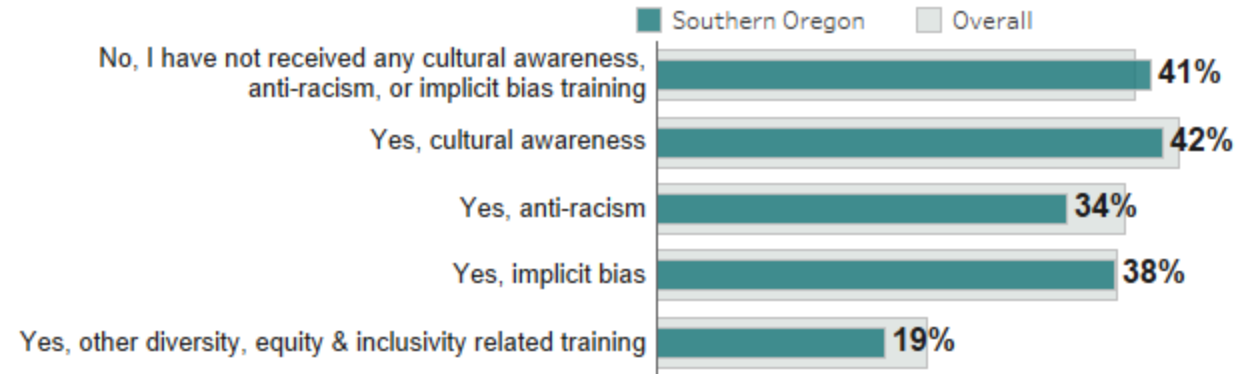
You are a tourism business, not a political entity.

Statewide, three in five respondents indicated that they have participated in training related to cultural awareness, anti-racism, implicit bias, or other diversity, equity, and inclusivity training. Slightly more than half of all respondents (54%) would be interested in participating in such a training. Rates of participation in trainings and interest in future trainings were slightly lower among Southern Oregon respondents.

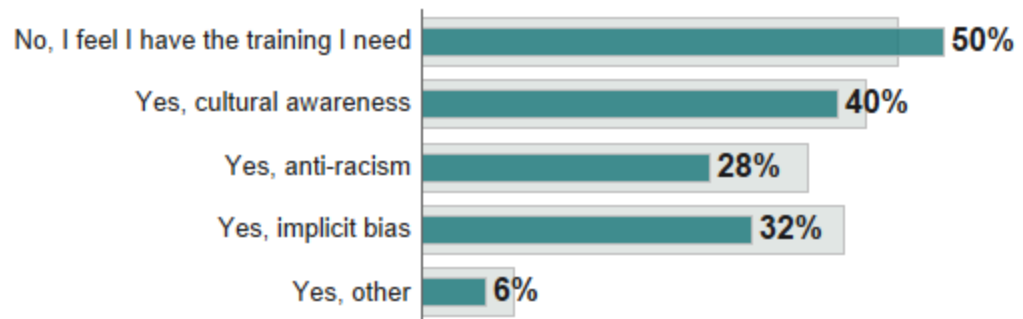
Q: How prepared do you feel to interact with visitors/clients/coworkers of diverse ethnic/racial/cultural backgrounds?



Q: Have you participated in trainings related to any of the following? (Check all that apply)



Q: Would you be interested in participating in trainings related to any of the following? (Check all that apply)

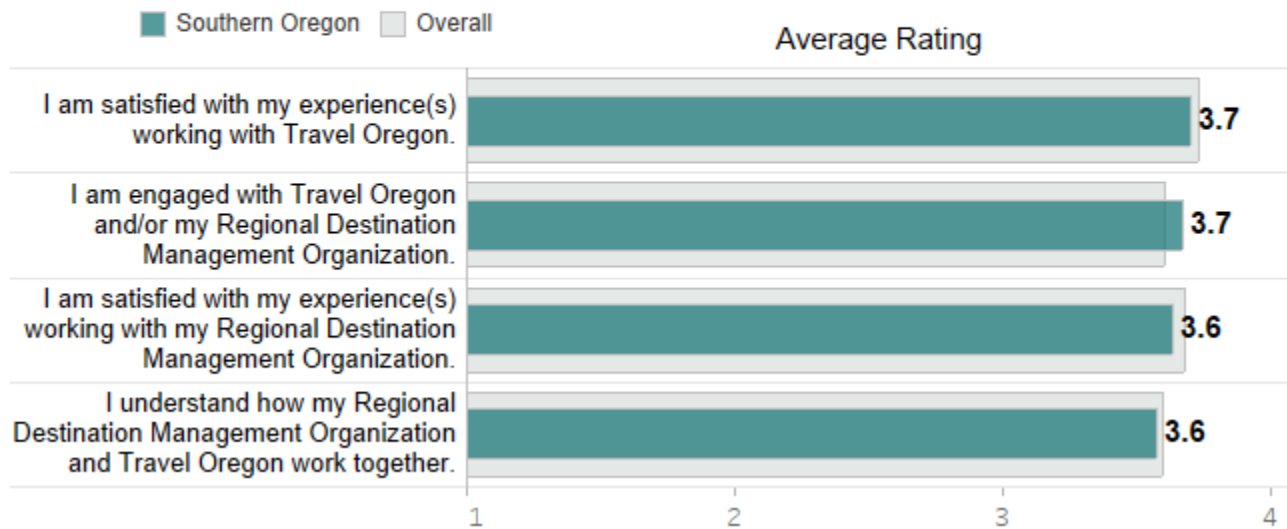


INDUSTRY ENGAGEMENT AND COMMUNICATIONS

Statewide, respondents indicate high levels of satisfaction working with Travel Oregon and their RDMO, and high levels of engagement and understanding of how their RDMO and Travel Oregon work together. On a 1-5 scale of agreement, the overall average rating of all statements ranged between 3.6 and 3.7. Southern Oregon respondents on average indicated slightly higher levels of engagement with their RDMO.

Industry Engagement

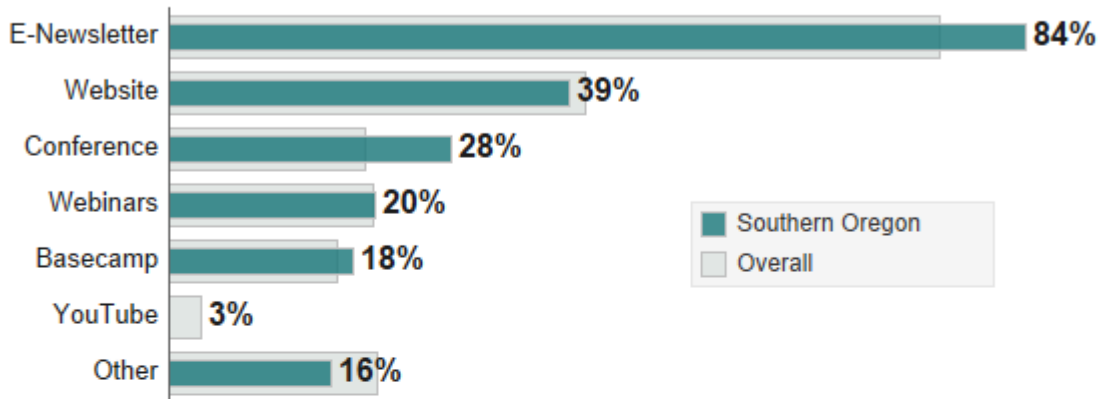
Q: Please indicate the level to which you agree or disagree with the following statements: (1 = Strongly disagree, 5 = Strongly agree)



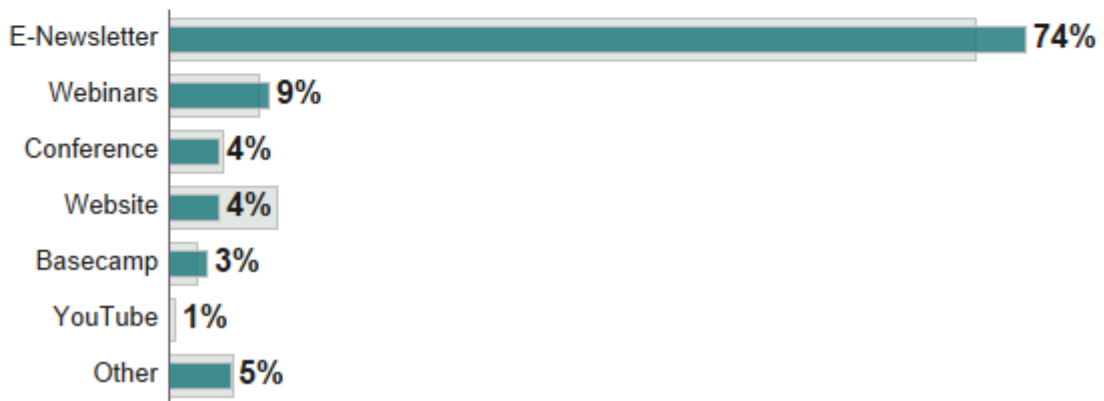
Seventy-six percent of all respondents currently receive tourism industry-related information from Travel Oregon and RDMOs via e-newsletter, followed by website (41%). Just 3% of all respondents currently receive information via YouTube. By a large margin, e-newsletters are considered the best way for statewide respondents to receive information, and this source is particularly popular among respondents from Southern Oregon.

Communications

Q: How do you currently receive tourism industry-related information from Travel Oregon and your Regional Destination Management Organization? (Check all that apply)



Q: What is the best way for you to receive tourism industry-related information from Travel Oregon and your Regional Destination Management Organization?



Respondents were asked to provide up to three destinations or attractions in Oregon that they believe would benefit from increased tourism development once it is considered safe to travel. The following word cloud and bar chart summarize these open-ended suggestions from Southern Oregon respondents. The values of the bar chart and size of words represent the percent of Southern Oregon respondents that used a particular word. Commonly used words, including “Oregon” and region names, have been omitted.

Q18: Do you have any additional comments regarding welcoming visitors to your community?

1. We need to address the growing vagrancy and local and state ordinances that are permitting and encouraging homeless to camp in our parks and greenways. This is a detractor to the tourism industry and must be addressed. 2. We need to allow businesses to fully open in order to get back to the growing tourism industry. Let's get our economy back on track and get our lodging, restaurants and venues open for business. 3. We need to implement strong forest management practices to ensure that we remain viable to support tourism in our area.

A sharp focus should be placed on creating as safe an environment possible for visitors. Things like proper PPE (some stores have employees wearing ineffective face shields and single-layer face coverings). Affordable or free weekly testing (on-site if possible) for front line workers would not only send a strong message that our communities are committed to COVID19 safety protocols, and would help to limit large quarantines that would shut down a business. Employees in the service sector are rightfully terrified that they will contract the virus due to the amount of exposure they have to potentially infected people. A testing plan would give them more confidence that they are not going to get sick themselves, or carry the virus home to family and friends. At the very least they would get early warning that they are infected so they can seek medical attention immediately.

Biggest concern is with spreading the virus. If people are encouraged to stay home in their own community the spread can be slowed down

Covid 19 guidelines have been well received by visitors, however we had an employee refrain from strict guidelines and became a problem with the public. The employee walked off the job! Early on, we contacted OR Spirit Distilleries and they donated a gallon of hand sanitizer to us. We had all the necessary supplies, but not sure if employees followed board policy.

Covid has pretty much shut down most all of the venues visitors used to come here for. Britt, Shakespeare, outdoor recreation, winery tasting rooms, etc.

Having friends and family working in the health care sector in our town, I know they are fully prepared to meet any demands that may possibly be made.

I feel that individual wineries, such as myself, can provide a safe visitor experience.

I know businesses are hurting, but it doesn't yet feel safe to me to bring more people into town indoors as the weather gets cooler. Let's support virtual opportunities and lay the groundwork for a fabulous summer and fall of 2021 while helping people to financially weather the time in between.

I think a robust campaign to educate visitors on how to be a responsible or good traveler during a pandemic, and to follow the local, state and federal recommendations. Including this in your advertising campaign is essential.

Our governor is erring on the side of caution which has helped Southern Oregon remain safer than other states. Unfortunately, there's no way to screen out visitors who "don't believe in" the necessity of those protocols. Such people have attacked others in many places all over the country.

The more tourists, the better

There is a great divide in Williams around mask wearing or not. Not politically based so much as people who have chosen rural life for personal freedoms.

We are expecting increased demand this winter as people seek activities to keep from going stir-crazy, but we cannot allow them indoors to warm up because we are not considered an essential service. (ski area)

Q22: Do you have any comments on your priorities for immediate (6 – 12 months) recovery from COVID-19, wildfires, and related economic conditions?

1. Address vagrancy. 2. Re-open the economy. 3. Robust forest management.

As a tour company that served international inbound tourists for 15 years we have been hit very hard. Our first goal is to survive until international travel restrictions are lifted. In the meantime, we are trying to develop shorter tours within Oregon and self-guided tours targeting neighboring states. The development of Covid-friendly visitor experiences would be very helpful. Marketing and promotion could assist us in serving a broader area including visitors from the east coast.

Being able to reopen our facility to outside visitors

Educating guests on the importance of COVID safety. Secondly guests that visit our areas to practice land stewardship. Packing out what they bring and respect our outdoors.

Forest management. Removing dead and downed trees, roadways in forests to aid firefighting and make fire breaks.

Golf is up nationwide by over 13% over last year--maybe promote the golf courses and lodging and by that if you want to advertise as a DMO in Oregon Golf & Travel Guide, you will be reaching over 200,000 readers who are still traveling and day tripping for Golf with the editorial and display advertising--delivered up and down the west coast at all the large golf markets--a niche demographic but one that has money and one that can still do their activity of choice.

Grants or funding resources for co-oping advertising with small businesses. Stand down on Covid.

Help those who lost everything in the fire's by rebuilding the home's/businesses that burned. Leaving thousands homeless is unacceptable no matter how you look at it!!

I don't know how or if Travel Oregon can help, but my current biggest challenge is supply chain. I own an outdoor recreation oriented retail store and I am having trouble getting the inventory I need.

I see the fishing guides are getting help but us hunting guides like myself were tryin to guide trips in march April and may tht all got canceled do to covid Also my September hunts were canceled due to fires Huge hit to the economy and myself and family

Investing in more outdoor infrastructure (large event tent, glam ping tents) and more outdoor programs and engagement- developing art trail, more outdoor, realigning towards stewardship and resiliency - planting community garden, food forest and orchard. Could use help with land use plan, stewardship planning

Unearthing coalitions that can assess and develop remediation for fire potential. A state tourism body that recognizes the broad range of visitor opportunities throughout the state and supports every part of that range, realizing that they change quickly and need changing focus to capitalize on them.

We are trying to engage our local community more than ever to visit us again and again rather than travel or waiting until they have visitors to come back to our business. Help encouraging Oregonians to enjoy/ support what Oregon has to offer may be the best alternative until COVID is under control.

We have not been able to hold our 3 events in 2020, which has devastated our budget. Our events are large group gatherings where wine and food pairing are the major focus of the event. We need help on visioning a "new way" to conduct these events that would draw attendees to our events that would enjoy the same kind of experience they have enjoyed in the past.

We need help with knowing where to market. Who to market to. Technical assistance with digital marketing implementation. We do not just need another co op print marketing opportunity that we can't afford to participate in. We need help spending our marketing budgets well so we can as a region be stronger.

We suffer from a lack of destination hotels & fine dining experiences like you would find in a metropolitan area people traveling here from California go farther north or to the coast they don't put Southern Oregon on their priority list for a vacation.

What would be most helpful for economic recovery in Oregon would be to lift most of the Covid-19 restrictions. Deaths are down and hospitals are not overwhelmed with patients. We will never reach 0 cases so let our economy open and thrive!

Q24: Do you have any comments on your priorities for longer-term tourism planning over the next 2-5 years?

Assuming that COVID might not be a problem anymore, it would be great to continue marketing and promotion as successfully done in the past by Travel Oregon. There is room for more tourism, sharing the natural beauty of the outdoors and the history and culture of our state without compromising the uniqueness and quality of life.

Attracting the right visitors to our area. Be careful what you ask for as our area has had a large abundance of out of state visitors that came and tore up our local waterways, trashed the outdoors and left their garbage. They spent little money in the area businesses. We are highly urban and it upset our local landowners and community residents.

Expand thinking and become creative in looking at categories of people who come to our state and what they're after. The focus has long been on such things as theater, music, wine tours, and other group organized, urban group offerings. While that is a valid target, the outdoor enthusiasts after more independent and sometimes challenging opportunities is growing. And we have the resources. Keep in mind that those people also take a break to dine out, take in a unique small-town event, and spend a spoiling night at nice lodging. Getting people here for whatever reason usually translates to them returning, expanding their original goals, and hopefully discovering the range, if we do a good job of showing them what all they missed the first time. Let's don't focus on the "one and done" visitors. The only way to do that is to entice people to return with a different goal than what they brought with them on the first visit.

Getting State, federal and local governments to work with businesses for a successful recovery. Shorter timelines for project approval and funding for public facilities for recreation need to be made a priority.

It will be difficult to sustain tourism for our area primarily due to the fact that outside media has people thinking that the vast majority of this state has burned to the ground & the potitical unrest in Portland with all the violent protests are a big negative.

There is NO public transportation access to my community. This makes it difficult for riders wishing to access the southern end of the Oregon Timber Trail, or for those who drive here to return to collect their vehicles after completing the ride.

Q27: What topics or resources would be most beneficial when it comes to racial equity, diversity, and inclusion trainings?

A shared set of safe vocabulary words/phrases to avoid uncomfortable situations.

An intro to how these dynamics play out in tourism specifically, what's being done and who's addressing these issues in this field (for folks who have a strong base understanding but are new to the tourism industry)

Community Engagement workshops at the DMO level

de-escalation training should a hateful event occur near me or at our business. The only incidents I can recall were results of statements by or actions of other guests.

Developing a community attitude of inclusion.

How to work in blended cultures.

I have little problem interacting with people of color and who are queer, but I am challenged by the rising threats of white supremacy in rural communities.

I think basic DEI work, including introductions of basic ideas and historical context would be beneficial for organizations throughout Southern Oregon.

I think honest conversations related to misunderstandings and biases between rural and urban folks would be beneficial.

Identification of unconscious biases that may underlie interactions and result in an unintended outcome.

implementation of skills from training to workplace

Marketing for the region.

More opportunities to just listen to each other and share personal stories. More ways to share, understand, and appreciate lived experience.

Online resources/trainings

Supporting/promoting tolerance in your home community.

Very direct and honest conversations and analysis building skills to unpack our town's racist founding and how systemic racism is impacting business success. Business owners need to get real. Racism exists, if you are white you have privilege you need realize that real work needs to be done to be much more welcoming to folks of color both as they visit your businesses and supporting equitable hiring and mentoring of diverse employees.

welcoming visitors (and making them feel comfortable) of different ethnic, racial and cultural backgrounds, as well as LGBTQ community.

Q29: In a few words, what, if anything, needs to change for your community to feel like a destination where ALL who travel can enjoy their journey and feel welcome?

Be educated as much as possible in the area you wish to travel. Respect those areas and ask questions so that you are not making bad decisions while you are a visitor to that area. Look but don't touch mentality, walk softly on the land, respect it and do not turn your back on it.

Community needs to recognize that tourism is a distinct advantage for our economic well-being and is helping to support not only destinations like a lavender farm or vineyard but also many small farms and ranches who work collaboratively with them. There are some members of the community who are against tourism because they want southern oregon to remain a hidden gem.

Community tolerance/exposure to diversity is limited.

County commissioner's have touted economic development plans over the past few years but have failed miserably .We need leaders who can take the bull by the horns & make things happen without their own political agenda's getting in the way.

Cultural thought process shift and a more diverse community.

Development of more engaging cultural and recreational resources.

Feel like that is very much a priority in our community and all people already do feel welcome

Feel safe, feel welcomed.

Get rid of the drug problem people

Having the few resources we do have be able to open fully.

Helping people of color and other diverse backgrounds understand that rural does not mean racist or exclusionary. Helping people feel confident traveling to rural areas and knowing that they will be safe and welcome even when the culture they are visiting is different than theirs. Rural communities are their own culture and perhaps it would help if visitors were inspired to treat it as though they were visiting a foreign country. Just because we are different doesn't mean you need to be afraid or expect to be treated poorly.

I believe that Ashland, Bend and Portland, communities our tours are visiting with visitors mainly from Europe and Australia, have always been very welcoming and open minded. It could be that it looks different for visitors from other nations in Central and South America or East Asia.

I feel like Ashland, especially downtown business, needs a broader concept of who the "customer" they are welcoming and catering to is. It needs to include local residents as well as visitors, a wider range of ages, wealthy with disposable income as well as those on a tight budget, those who speak different languages and have different skin tones and personal/cultural styles.

I think our area is welcome to all, but we are a very white area and I think that can make people of color feel uncomfortable, particularly if rural seems foreign to them. I'm not sure what we can do to demonstrate openness, but I would be interested in ideas about that.

In Oregon we have been known for being friendly. What has developed in the last 10 years is the homeless population that has deteriorated our image & safety in our city and all cities/communities along the Interstate 5 corridor.

More Spanish speakers / access to affordable written translation services

Move to a color blind society where people don't focus on race. Stop segmenting and dividing the population into little groups

Our community doesn't need to change, just like communities of other cultures don't need to change. We just need to be accepting of each other and treat each other equally as human beings. If you begin to blatantly focus on these issues through travel Oregon, you will lose a lot of interest in rural areas. It's not that people don't care about cultural equality, it's that it's not really an issue where we live. People feel welcome in our community.

Our valley is split, with some communities being very inclusive and other not so much. Focus on the communities that exhibit prejudice with education and attempt to shift the culture?

Positive messaging about inclusion.

Sincere hospitality

Stop talking about people and referring to people based on their differences. People are people. OPEN THE STATE.

Stop the political rift

That people can actually participate in activities and venues that they go on vacation to enjoy

the attitude that all outsiders bring in attitudes and beliefs that are in opposition to community values

The immediate community in around the park is very inviting and welcoming. Even the surrounding communities for the most part are great. My concern is the amount of visitors that came to Crater Lake this summer that don't usually recreate in this manner. They hurt the park and the experience for others including those in the future. Getting a message to those that don't usually take advantage of the outdoors would be beneficial.

The people who live here.

Tough question. Not even talking about visitors, we're trying to build a positive working relationship with our local Native American community, and that's been difficult. Some LGBT and non whites often feel unsafe in south eastern Oregon---not unwelcome, unsafe.

We are 36 miles from the Rogue Valley and 31 miles from Klamath Falls, Our community consists of a diverse group of working class and retired people who own vacation property nearby and about 350 or more year round residents approximately 12 miles away in the community of Rocky Point. I feel like there is such a broad range of full and part time residents that it would be hard to quantify a specific need. I do feel that Klamath Falls is changing and becoming more diverse and accepting all the time and I would encourage that to continue.

We are a primarily a white, conservative, rural community with some merging leadership from people of color. More underrepresented groups at decision making tables.

We have to get, at least, a tacit understanding from all of our stakeholders about their desire for having tourists in our community. Then we can work on making our Community welcome to ALL tourists, regardless of background.

Q41: What additional things could the tourism industry do to prepare/educate visitors about wildfire?

Active participation. For example, TO was reluctant for many weeks to open the Ashland Welcome Center, when that could have been a perfect place for staff to educate visitors about wildfire.

Alert people to risk in August -- nice to come if you don't want crowds, but risk of smoke and fire and MUST BE CAREFUL

AQI data online in real time.

Be aware

Being aware that it will take time for our natural resources to grow back. Until then there are still business and things to do in these areas.

Being clear about what warning levels mean and ways in which fires are started and spread.

Better partnerships with schools to educate our children on the fire safety basics, Work with Oregon Dept of Forestry and the Forest Service on prevention and education

Clarify when areas are open Continue to ID ways people can support relief efforts Education about disaster tourism and privacy

Clean up the forest floor like they did before the 80's spotted owl scandal!

Collaborate and expound on well-known fire prevention ads and tools... starting from a young age... Smokey Bear, Keep Oregon Green, Give a Hoot... Use the messages in advertising and outreach. FIREwiseOURforests!

Continue to share fire data.

Continue wildfire education, particularly in the parks and camps. Increase education and resources toward forest management. The hands-off until it burns method is clearly not working.

educate about climate change, about prescribed burning and other future forest management goals, increase awareness of the dangers of open fires and lightning - red flag alert for forest fires

Educate visitors about fire restrictions and how to responsibly recreate in areas prone to wildfire.

Emphasize safety, prevention, personal responsibility, and social duty. Too many wildfires are accidentally started by people. If public lands are shut down for weeks at a time due to wildfire risk, that could seriously damage the outdoor tourism economy.

Encourage visitation in late winter / spring / early summer

Explain evacuation levels

Fire safety

Forrest management, allow logging

Get out & vegitate the forests like we used to do in order to be able to control wildfires from getting out of hand. The cost to the state would be less than all the fire clean-up we have witnessed over the last 3-4 years & not having smoke filled bad air everywhere.

How to behave responsibly in the natural world.

I have to think about it - not all visitors know about Trip Check, tough it is a good resource for travel conditions.

I think the commercial adds work, just need to do them more often

improve pe-departure contacts and information

Include notices on flights about fire season

increased up to date infomation about regional fires and status.

Information at the Welcome Centers, lodging establishments and DMOs

Information signs at burn areas.

Informational Signs, YouTube Videos, Social Media Campaigns - awareness in general.

It should be pointed out that our timber will be harvested by man or by nature. Though man is sometimes careless and reckless his means of harvest is less destructive than by nature (fire).

Let potential visitors know that wildfire smoke MAY be an issue from July -October but it is very easy to check for that possibility on-line. Give potential tourists the websites that they can use for this purpose. And especially to follow the instructions of Law Enforcement, and the firefighting agencies when it comes to evacuation.

Lobby local governments for better land management

Make sure that being aware of wildfire is well communicated to visitors in the summer months

More public education around human caused wildfires and how to prevent them. Majority of wildfires are human caused and with climate change creating more dry and hot conditions in the west, we all need to step and do more. With many new comers experiencing their public lands and outdoors for the first time. How to we teach visitors about the importance of wildfire prevention.

NO FIREWORKS DURING DRY SEASON

Not sure

Not sure. Nothing makes people want or desire to be here when the air quality is poor and these last few years have been really bad. Educating visitors about climate change and how it will transform our landscape without intervention is probably called for, but not sure how the travel industry takes that on while keeping conservative businesses happy.

Nothing, I think Travel Southern Oregon is doing an outstanding job in this area.

People get so scared about the fires and just assume that everything is smoky. For example, the news reports that Southern Oregon is having fires and smoke so people automatically assume that the Wild and Scenic Canyon is smokey when it hasn't been very smokey this season. We need more public awareness that there are great places to go that aren't being impacted by the fires.

People need accurate predictions of air quality so they can plan visits.

Prevention and awareness education

Proper management practices

provide information regarding safety

Provide resources for safe travel routes. Trip check. Help them with travel planning when fires affect their original destination in Oregon so they don't scrap their trip altogether.

Regional industry can (and will) create its own regional PR/Communication plan to quickly and accurately communicate with visitors and industry stakeholders.

Safety of campfires and other items (i.e. cigarettes) that can cause man made fires.

Share resources such as InciWeb and South Central Oregon Fire Management Partnership Website.

Show them the recent destruction of property, buildings and the forests

Start at the elementary school level teaching fire safety and how hard it is to put out a fire once it gets started.

Start by educating the management of visited resources and giving them the tools to guide visitors in understanding safe behaviors.

Tell the truth about five decades not of mismanagement but of NO management. Encourage visitors to be vigilant and lobby for forest management practices in their communities that minimize fire threats and promote quality forest growth for the future. Educate visitors about the function of tree harvesting, forest thinning and floor management, and the advantage of access roads that are maintained by the logging industry.

Tell them to stay away from active fires and back country travelers should have a bail out plan if their intended routes catches fire while they on it.

There can never be enough warning and education about the threat of wildfires - scream it from the mountain tops!

To try to have visitors care about the forest and how to properly conduct themselves so as not to start wildfires.

Unsure what is already being done

Use them as an education tool about fires and the ecology of forests.

Wild land Fire safety and understanding of how quickly fire can turn on you.

Wildfire prevention information in natural areas that are highly visited. Don't encourage disaster tourism.

Q42: Are there any areas of Southern Oregon that are at risk of being "over-visited"?

All outdoor recreation areas are at risk of over visitation.

Ashland, we don't get enough people to visit our BEST asset - Mother Nature

Certain river/boat launches. Illinois River and Williamson River

Crater lake

Crater Lake and the route there, Ashland

Crater Lake National Park

Crater Lake National Park, Lake of the Woods, and many of the local springs are being overrun by out of town kayakers and water enthusiasts. How to strike a balance of wanting visitors to enjoy and respect these places, without creating overuse challenges. We also have sacred and cultural significant Tribal sites in our area and how to inform visitors about honoring or respecting these sites that are often unmarked.

Crater Lake National Park, South Umpqua Falls, Umpqua Hot Springs

Crater Lake, Ashland

Crater Lake, Rogue River, sections of the Illinois River

Crater Lake.

Don't know.

Good question, but I don't know!

Haha...Crater Lake, but we will take it.

I don't think so...

I have no idea of what this question means. From what we've seen there is more concern about being under visited than over visited..

It really depends on timing, yes during the summer but maybe not during the fall, winter, or spring .season

Jacksonville and Ashland seem to receive a majority of tourism attention.

Lake of the Woods Resort during the summer season.

Maybe Ashland... but not really.

Maybe Crater Lake? But not really.

National forest lands and parks that do not have staff due to COVID-19

No

no!

No!!

no.

No. Southern Oregon is a hidden gem. The one positive of Covid was that it brought people by vehicle to Douglas County. In a normal year they would have flown into Portland and never came to our area.

No. The entire region is under-visited

None known

None that I can suggest at this time

None that I can think of

Nope

not at this time

Not informed enough to answer.

not really

Not right now!

Not that I can think of

Not that I know of.

Pacific Crest Trail Crater Lake National Park

Possibly Crater Lake.

Probably not right now. The southern beaches may have been over-visited by out-of-state visitors earlier.

Really? Is that a thing?

Some trailheads. Some boat launches

Sure not my part of it.

The areas of Harris Beach state park are over run with people taking photos for instagram. There's not enough parking or recreation infrastructure to support the visitation.

The closest would be Crater Lake during the summer but I wouldn't say its over visited yet.

the coast and the redwoods

Wild & Scenic section of Rogue River Grizzly Peak Table Rocks

Wild Rivers areas on the RRSNF, and especially the Bend area.

Yes, Crater Lake National Park - roads are limited, the village and hiking trails more crowded every year. Promoting Crater Lake in fall, winter and spring might be helpful. Expansion of shuttle services could reduce traffic.

Q66: Is there anything else you would like to share about the topics discussed in this survey?

I am very impressed with the work of Travel Oregon in promoting Oregon's tourism for the last few years. It sure has have a positive impact on the tourist industry. I believe we can expand tourism while keeping our natural resources protected, and that there are many more opportunities for development and employment, especially in the less populated areas. For many years, I was convinced that we can replace lost timber revenue by tourist dollars.

I LOVE Oregon and the management & staff of Travel Oregon. I am devastated by the image and publicity and the horrid conditions of Portland with the riots, homelessness and filth and unsafe conditions in the city sidewalks, business access and parks. They have ruined a wonderful city and its reputation. It's shameful that it has come to that in 2020. The economic fallout of it will damage the city for years.

I would like to see more things for tourist to do across the different seasons. I would like to see our Harbor expand and get more grants to create fantastic venues. If we could get a auditorium, a dedicated building to have events at when there is bad weather.

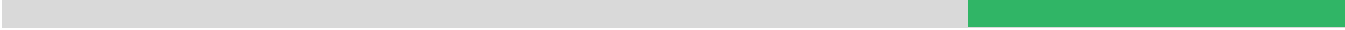
In my experience Travel Oregon does a great job of responding to changing situations and staying current. I look forward to seeing what comes out of this.

Local Tourism RDMO Discover Klamath seems more worried about funding and procurement of funding for tourism promotion than actual partnerships to promote specific areas. Our business does not support their idea to add taxes to our lodging operation.

Oregon is a large state and it seems like Travel Oregon has focused too much of Portland and what's been going on there in 2020. Our destination is not about to open - it's been open and we wish we could feel the support of TO over the course of 2020.

Please don't politicize tourism by taking positions for or against hot button social issues. All you'll do is alienate a large segment of society, regardless of which position you advocate for. It's lose - lose. Stay neutral and welcome ALL to Oregon.

Stop being afraid to get back in the game. Leave politics and social issues out of it. Invite visitors and make sure they have a great experience so they will tell others to visit.



Thank you for your efforts in giving the tools and information I need as a business to help my visitors receive a positive experience so that not only my company but regional tourism grows.

There are a few of us in particular niches and getting coordinated information from all of the various governing agencies is almost impossible.

Urban Oregonians do not realize how bad political tension is in the rural areas.
