

John Day River Territory 15-Year Community Vision for Tourism

The John Day River Territory is known throughout the Pacific Northwest for its world-class recreational opportunities available on the National Wild and Scenic John Day River, and its window into our geologic past at the John Day Fossil Beds National Monument.

Visitors engage with locals in authentic, memorable ways that leave them with an appreciation for our rough and rugged rural agricultural way of life... *where everybody still waves.*

Pioneering adventurers seeking remoteness, clean air, starry nights and a true backcountry experience are drawn here to raft, fish, hunt, hike, bike, ride horses and motorcycles.

The region is home to a well-respected and widely visited educational center dedicated to our renewable energy future.

Travelers are guided through the region by clear directional signage, informational kiosks and engaging pedestrian level signage.

Visitors are pleasantly surprised when they are greeted by a quality network of amenities including a playful network of off-road trails, campgrounds, boat ramps, shuttle services, and recreational equipment rentals.

As a result of strong community pride and local ownership, towns are clean and vibrant drawing visitors from their cars for uniquely refreshing and quirky mainstreet experiences.

The visitor industry contributes to the economic health of the region and a portion of visitor income is captured and reinvested in the development and promotion of the region.