

Session 1: All Things Oregon	Session 2: All Things Domestic	Session 3: All Things International
<p>Transportation Infrastructure</p> <ul style="list-style-type: none"> • Transportation is a growing issue and providing expanded transportation options is critical in connecting rural communities and less accessible attractions. • Transportation plays a role in any viable economy. <ul style="list-style-type: none"> ◦ Increased transportation opens up a larger employee base. ◦ World class transportation provides routes for all economic variables. • Congestion could affect Oregon's brand and decrease repeat visitation. • Alternative, efficient modes of transportation are important to a viable economic future (rail, shuttle, bike, sharing). <ul style="list-style-type: none"> ◦ Needs are greater than available revenues. ◦ Funds are going to maintenance, not growth. 	<p>Transportation Infrastructure</p> <ul style="list-style-type: none"> • Working closely with your state's policy-makers and DOT can beneficially incorporate the tourism industry's point of view into the conversation around infrastructure funding and need. • Tourism data can influence the decision-making process surrounding expanding transportation infrastructure. • Population growth in urban areas creates congestion and a demand for dispersion that requires: <ul style="list-style-type: none"> ◦ Easier access to rural/urban resources and modes of transport ◦ Increased access to tax revenues to address a problem that affects all industries • Bad congestion can discourage repeat visitation. • Alternative modes of transportation are key to successful dispersion (bike, rail, bus etc.). 	<p>Rise of the Chinese Consumer</p> <ul style="list-style-type: none"> • Largest growing middle class with an increasing disposable income. • China's middle class will be 600MM by 2020, up from 50MM in 2010. • 60% of Chinese travelers aspire to visit the United States. • #1 destination is the USA. <ul style="list-style-type: none"> ◦ Looking to go beyond the gateways. ◦ Want more local and unique experiences such as eco-tourism and cultural/historic attractions. • India, Brazil, and Taiwan are also growing their share of international tourists • Cultural communication is important to properly serve international tourists and ensure a positive brand experience.
<p>Workforce Development</p> <ul style="list-style-type: none"> • There is a skills gap within the Oregon workforce. • Workforces are seasonal and affect consistent customer service. • Opportunities exist to align educational programs with opportunities in the industry to attract employees and promote travel and tourism as a career. <ul style="list-style-type: none"> ◦ Extension Services (tourism degrees and curriculum) ◦ Internships ◦ Partnerships with businesses and organizations • The micro-service economy is growing. You can get anyone to do any job. 	<p>Workforce Development</p> <ul style="list-style-type: none"> • The seasonality of workforces is common to other states. <ul style="list-style-type: none"> ◦ International help assists in filling the void in the hospitality workforce. • Tourism is an increasing part of state economies. As a result, education programs need to provide a sufficient labor force. <ul style="list-style-type: none"> ◦ Establishing curriculums at local universities can help address this gap as the tourism industry grows within the state. ◦ Wyoming is focusing on the human dimension of natural resources. • Need to promote careers in Travel and Tourism to fill gaps in the current workforce. 	<p>Localized and Targeted Marketing</p> <ul style="list-style-type: none"> • Growth in international travel creates a demand for more precise consumer marketing achieved through partnerships with various, specialized agencies. • The localization of targeted, branded content and consistent messaging is critical to maintaining a brand internationally and speaking to consumers in a clear manner suited to their culture and country. • Increased budgets allow for increased penetration of selected international markets and personas. Tiering international markets by priority can help efficiently deploy budgets. • Marketing to personas through experiences, web/video/social content is on the rise in a crowded market.
<p>Partnerships</p> <ul style="list-style-type: none"> • Industry involvement is key to successfully addressing all the industry's issues and opportunities. • Strategic partnerships and collaboration in key areas are essential to extending existing funds and programs. <ul style="list-style-type: none"> ◦ Partnerships with organizations like ODOT, Extension Services and the Governor's Office would help in leveraging existing dollars and growing economies. • Traditional partners and small businesses can't always do it alone, they need support with marketing, finance and general guidance in order to reach their full economic potential. 	<p>Public Lands</p> <ul style="list-style-type: none"> • The opportunity to focus on outdoor rec is growing exponentially. <ul style="list-style-type: none"> ◦ Outdoor recreation budgets are important to capture growing demand. ◦ The lost revenues from outdoor rec are greater than money saved by cutting budgets. • There is a demand to provide information about new outdoor rec opportunities. • The outdoor rec consumer acquisition window is short, assets need to know their value proposition in order to maximize their potential. • Visitor management is important. It is possible to love Oregon to death and erode the differentiation of our product. 	<p>Increased International Budgets</p> <ul style="list-style-type: none"> • Important to effectively structure the organization to compliment such a budget increase. • Better communication and collaboration of cross-functional efforts are critical. • Increased partnerships with on the ground international agencies are important for the localization of marketing. • Increased budgets can be allocated to stakeholder support, minimizing their financial burden • Money is spent to drive international tourism to the state, not to disperse to rural markets. <ul style="list-style-type: none"> ◦ Capturing international travelers is the responsibility of the stakeholder. • Investment in China is the main focus.

Regional Equity

- Rural areas and small businesses don't have the skills and resources to fully realize their full tourism potential.
 - Access to funds & business development assistance
 - Assistance with marketing principles, vehicles and execution
 - Asset development
- Oregon has regional economies. There is an urban rural divide, it is important to understand there is more opportunity in leveraging and playing on individual regional strengths than focusing Oregon as one.
- Rural companies and areas need increased access to entrepreneurial resources .
 - Grow employment, grow economies

Regional Equity

- Concentration of tourism in urban areas impacts the availability of funds necessary to build tourism economies in rural areas.
- Different regions have unique rural issues and needs that need to be addressed individually.
- Statewide integration and support of general marketing tactics are needed in rural communities to fuel growth and create a brand.
- Need to move people beyond concentrated areas.
 - Accommodations are centralized in popular areas, minimizing rural options.
 - Rural communities are focusing on shifting to tourism economies and need to be supported.

Gateways and Security

- Local relationships and partnerships are key in creating successful experiences at gateways.
- International flights are critical to a growing industry and its sustainability.
- Losing international flights is bad, as the costs and efforts to secure these routes again are intense.
- Commercial routes through gateways increase the international awareness of a location.
- Airports are the first and last experience for a traveler. There is opportunity here.
- How we react to security challenges, terrorism events, etc. has a direct impact on travel. We can scare people into not traveling.
- Travel and Tourism can have a voice in incident response via tourist communication.

Marijuana Tourism

- Businesses are planning more meetings in states with recreational marijuana.
- There is an information gap about marijuana use.
 - Creates issues for lodging, transportation, and embarkation/debarkation points.
- Recreational marijuana does not affect consumer destination consideration sets.

Summary

From August 2016 through September 2016 Travel Oregon and Coraggio Group engaged in three Strategic Insight sessions gather information regarding trends facing Oregon's Travel and Tourism industry. During this period a 12 panelists representing a variety of organizations and stakeholders provided perspectives and insights for Travel Oregon to leverage as they head into their 2017-2019 Strategic Planning work. Throughout the course of these sessions, a number of key topics were identified as issues and opportunities Travel Oregon should consider as they move forward with strategic planning. They include:

- Transportation Infrastructure
- Partnerships
- Regional Equity
- Workforce Development
- Public Lands
- Marijuana Tourism
- The Rise of the International Traveler
- Localized and Targeted Marketing
- Increased International Budgets
- Gateways and Security
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In addition to these identified topics, a number of key industry trends were identified and are provided in this strategic session summary along with detailed information regarding the aforementioned topics. These insights and trends are intended to be used in conjunction with Travel Oregon's previous stakeholder outreach (town halls, surveys etc.) to gain clarity and direction as they head into their planning work.

Industry Trends

Consumer Patterns

- Due to slow wage growth and higher costs of living, Millennials & Boomers are leisure travelers who are:
 - Opting for road travel
 - Traveling shorter/closer to home
 - Traveling in groups
 - Traveling without children
- One-third of travelers indicated they plan to take a multigenerational trip in the coming year.
- Travel with strangers is trending.
 - Social networking applications allow for local connections, insider trips, encourage travel friendships on the road.
- Travelers are seeking authentic experiences and leveraging the sharing economy to live/travel like a local.
- 52% of travelers are influenced in their decision to travel by social media.
- Targeted content is on the rise. Creating links to personas and targeting their behavior is an important differentiator.
- Video consumption and messaging is up amongst travelers. People are informing themselves through creative online content.
- Outdoor rec grew 5% between 2005 and 2011.

International Travel and Economies

- Long haul travel is less dominant except from China, Australia, Brazil, and India.
- International economic rebound is creating jobs faster in the tourism industry than the rest of the economy.
- Brexit will impact East Coast travel more, but West Coast travelers will spend less as the dollar strengthens.
- A strong dollar will discourage growth among international travelers with exception of Brazil, India and China, where large middle class growth is influencing international travel.
- The Travel and Tourism industry is creating jobs faster than the rest of the economy.
- 60% of Chinese travelers aspire to visit the United States.
- China's middle class will be 600MM by 2020, up from 50MM in 2010.
- The top 3 motivations for Chinese travelers to visit the U.S.:
 - Ecotourism & Nature
 - Urban Attractions
 - Cultural/Historic Attractions

Multi-cultural Growth and Demand

- The growing Hispanic community, both in population and wages, has the most potential to change the vacation/travel trends of the future.
- Hispanic travel spend is outpacing other traveler segments.
- More money is being spent on multi-cultural marketing in areas with larger Hispanic populations.
 - Diverse imagery etc.