

REGIONAL COOPERATIVE TOURISM PROGRAM WORK GROUP TAKEAWAYS

TRAVEL OREGON
SEPT. 2016



WE LIKE IT HERE.



YOU MIGHT TOO.

Facilitated by Coraggio Group
503.493.1452 | coraggiogroup.com

WORK GROUP MEMBERS

Oregon Tourism Commission

- Al Munguia, Jupiter Hotel
- Alana Hughson, Central Oregon Visitors Association

Regional/Destination Marketing Organizations

- Angie Morris, Oregon Destination Marketing Organizations
- Carolyn Hill, Travel Southern Oregon
- Jeannine Breshears, Mt. Hood Territory
- Kari Westlund, Travel Lane County
- Lorna Davis, Newport Chamber of Commerce
- Lynn Snodgrass, Gresham Chamber of Commerce
- Pat Beard, Travel Pendleton

Product/Private/NGO

- Marie Simonds, Wild Rivers Coast Alliance
- Richard Boyles, InnSight Hotel Management Group
- Robert Canaga, Robert Canaga Studio

Agency

- Bonnie Lippitt, BLM/USFS

BIG QUESTIONS

THESE FOUR QUESTIONS WERE ASKED OF THE RCTP WORK GROUP

1. What are the requirements for plan development?
Who should be included, how often, and when?
2. What needs to be included in the plan content?
What is required to be considered for funding?
3. How will we measure the success of the RCTP investments to ensure accountability to the plan results?
4. Based on the Guidelines above, what are the base qualifications for an organization to receive RCTP funding?

KEY TAKEAWAYS – PLAN REQUIREMENTS

- Groups support highly collaborative, industry-wide, annual process – ground up method of plan development.
- Plans should have clear link to Travel Oregon objectives.
- Participants desire a strong partnership with Travel Oregon.



KEY TAKEAWAYS – WRITING THE PLAN

- **Moving towards multi-year planning**
- **Inter-regional leveraging and alignment on organizational & strategic plans**
- **Autonomy on defining stakeholders**
- **Contract requirements are clear**
- **Answer the basics**
 - What are the objectives & tactics?
 - Who is the audience?
 - What are the outcomes and expected ROI?
 - What does the budget and timeline look like?
- **Align with Travel Oregon plans while maintaining regional uniqueness**
- **Articulate how the plan will support and or be beneficial to the greater region**

KEY TAKEAWAYS – MEASURING THE PLAN

- **Plans should have timing and delivery benchmarks**
- **Plans need to clearly report what is relevant**
- **Understand the availability of, and/or unavailability of data. Some programs do not generate reportable data**
- **One report per year on outcome delivery**
 - 6 month check-ins
- **Metrics should align with Travel Oregon metrics and formulas should be provided**
- **Reports should capture:**
 - What is the activity?
 - What is the anticipated outcome? What is the supportive data?
 - What are the next steps?
 - Which stakeholders are represented?
- **Unspent budgets should go back to Travel Oregon on a case-by-case basis.**
 - Need to understand why funds go unspent
 - Budgets could be intentionally saved for longer term/multiyear projects

KEY TAKEAWAYS – QUALIFYING THE PLAN

- **The organization should be Oregon based, located in the region and or have intimate knowledge of the region it represents**
- **Membership agnostic in RCTP implementation**
- **Current requirements in contracts seem adequate, unless TO wants more.**
- **Must demonstrate ability to fulfill the contract:**
 - Have necessary core capacity/capabilities
 - Be financial stable
 - Have knowledge to understand programs and meet legal requirements
- **No additional regions, seven are enough**
- **Organizations should be legal entities with a governance structure that facilitates the delivery of regional programs/cooperatives.**
- **A certain percent of funds can be used to increase an organizations capacity/ability to deliver on the program, specifically staff.**

THANK YOU