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GATHERING INPUT FROM OREGON'S TOURISM INDUSTRY

2016 REGIONAL STAKEHOLDER ENGAGEMENTS:

- Willamette Valley – January 20
- Mt. Hood / Gorge – January 25
- Greater Portland – January 26
- Central Oregon – January 29
- Eastern Oregon – February 4
- Oregon Coast – February 29
- Statewide Gathering – March 2
- Southern Oregon – March 6

REGIONAL STAKEHOLDER GATHERING THEMES

- Capacity to convene and manage projects
- Congestion reduction and alternative transportation options
- Decrease seasonality of visitation
- Education and training of frontline staff
- Effective collaboration with public land and transportation agencies
- Ensure all lodging providers are collecting/remitting TRT appropriately
- Leverage Travel Oregon's marketing campaigns/programs
- Some destinations reaching carrying capacity
- Visitor wayfinding and signage