

# **2017 REGIONAL TOURISM STAKEHOLDER SURVEY**

## **GREATER PORTLAND**

This report summarizes findings from a February, 2017 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. Findings are presented for respondents from the Greater Portland Region with additional statewide results for context.

# 2017 REGIONAL TOURISM STAKEHOLDER SURVEY

## GREATER PORTLAND

### SURVEY GOALS

The 2017 Oregon Tourism Stakeholder Survey was designed on behalf of Travel Oregon and regional tourism partners to elicit feedback from individuals and organizations linked to the tourism industry. The goal of the study was to obtain feedback and direction for Regional Destination Management Organizations (RDMOs). The survey built on a framework of past stakeholder surveys and was developed collaboratively by Driftline Consulting, Travel Oregon, and RDMOs.

### METHODOLOGY

The survey was conducted online and was distributed in February, 2017, via emails and an open URL to Travel Oregon databases with additional distribution from RDMOs. A total of 1,007 valid responses were collected. Results presented in this report are segmented by the region in which the respondent indicated they live or work. That is, this report aggregates responses from the Greater Portland Region to provide relevant insights to the Greater Portland RDMO. In addition, questions were asked in a way (prioritization ratings) such that it is possible to compare across tactical opportunity categories. The terms respondent and stakeholder are used interchangeably in this report.

### SIGNIFICANCE

Because this survey was not conducted from a random sample it is not appropriate to perform typical statistical tests on the data. Therefore, confidence bands are not presented. The survey results should be viewed as an aggregation of relevant and thoughtful feedback from constituents. 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.

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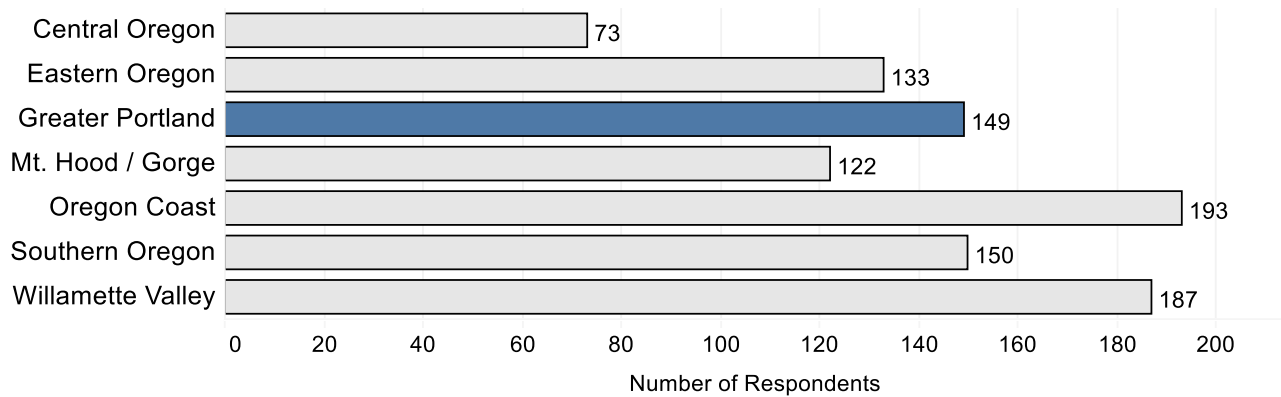
## KEY FINDINGS

- **Positive Views on Tourism and the Direction of the Industry:** Stakeholders view the direction of tourism in the state and the region very positively (82% and 78% agree that they are satisfied with the direction of the industry in the state and region respectively). Respondents from the Greater Portland Region are more satisfied than those from elsewhere in the state with the direction of tourism in the state and their respective regions (page 4).
- **Tactics Identified by Over 2/3 of Respondents as High or Very High Priority:** There were a handful of tactics across all categories (Marketing, Development, Management, Capacity Building, Industry Services, Global Sales) that stood out for their importance to stakeholders. Listed below are these “standout” tactics and the percentages of respondents listing the tactic as a “high” or “very high” priority for the region to pursue.
  - Planning/Management: Increase visitation to the region during off-peak seasons (79%)
  - Marketing: Leveraging marketing opportunities with Travel Oregon and other tourism organizations (79%)
  - PR: Targeted publications to publication and journalists for the region (69%)
  - Development: Improve the curb appeal of the region’s main streets and downtowns (69%)
  - Development: Provide more opportunities for tourists to experience the region’s fine arts, culture, and heritage (68%)
  - Global Sales: Develop more PR and media pitches for Travel Oregon’s key international markets (66%)
- **Custom Questions: Top Domestic and International Markets:** Greater Portland asked stakeholders to identify the top domestic and international source markets for their organization. The top domestic markets were Washington state and Northern California. The top international markets were Western Canada and Japan (page 12).
- **Custom Questions: Sports and Meetings/Conventions:** Greater Portland asked stakeholders to evaluate the importance of sports events and meetings/conventions to the region, to the city of Portland, and to their specific organization. In general, respondents indicated that meetings/conventions were more important across all categories than sports events. Additionally, respondents indicated that meetings/conventions were more important to the region than to their organization and more important to the city than to the region (page 13).

## RESPONDENT PROFILE

The figures below present the overall number of respondents as well as the industries in which respondents work. The question for Organization Type was a multiple response question, allowing respondents to select more than one industry or organization type. Thus, percentages will not sum to 100%. Relative to other regions, respondents from the Greater Portland Region are more likely to be a “tour operator, guide, outfitter” and less likely to be in “lodging.”

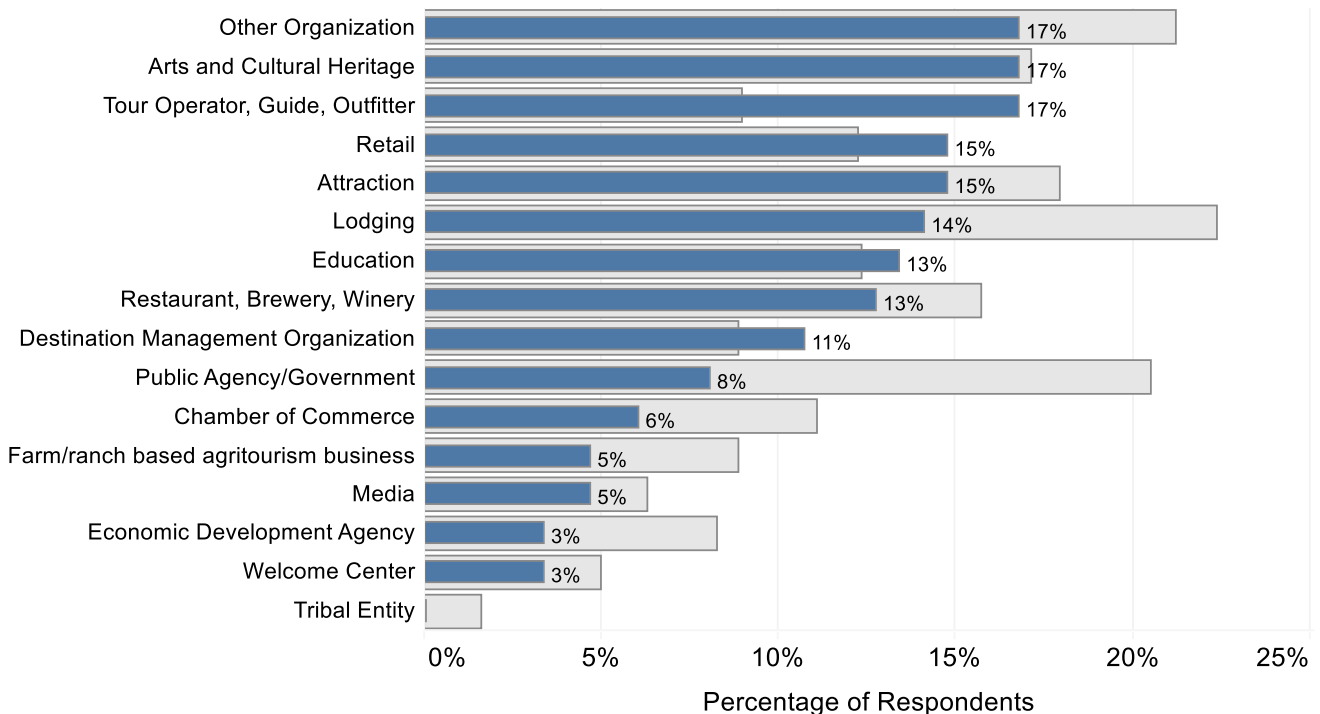
### Number of Respondents



### Organization Type of Respondents

■ Greater Portland  
 ■ All Other Regions Combined

Q. Your responses will be aggregated and analyzed by region, helping to inform strategies and investments for one specific region. In which region do you work or in which region is your business/organization/attraction located?



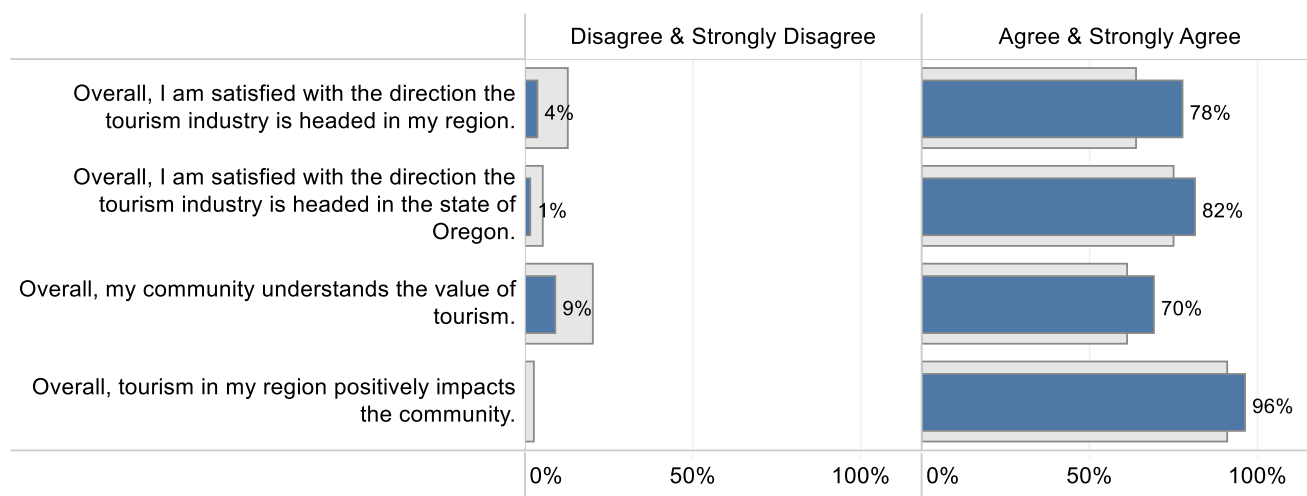
## INDUSTRY HEALTH MEASURES

On measures of overall industry health, respondents from Greater Portland indicate high levels of satisfaction. In every case, larger percentages of Greater Portland respondents agree that the industry is headed in the right direction relative to statewide norms. Most notable is the high percentage of respondents agreeing or strongly agreeing that they are satisfied with the direction of the tourism industry in the region.

### Tourism Industry Health

■ Greater Portland  
■ All Other Regions Combined

*Q. Please indicate the level to which you agree or disagree with the following statements. Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree.*



In addition to the structured question on the state of the tourism industry, respondents were asked an open-ended question about the overall health of the tourism industry. Those responses have been included on the following pages for the Greater Portland Region along with the overall ratings for additional context. The responses are quite diverse in their scope with no one theme dominating.

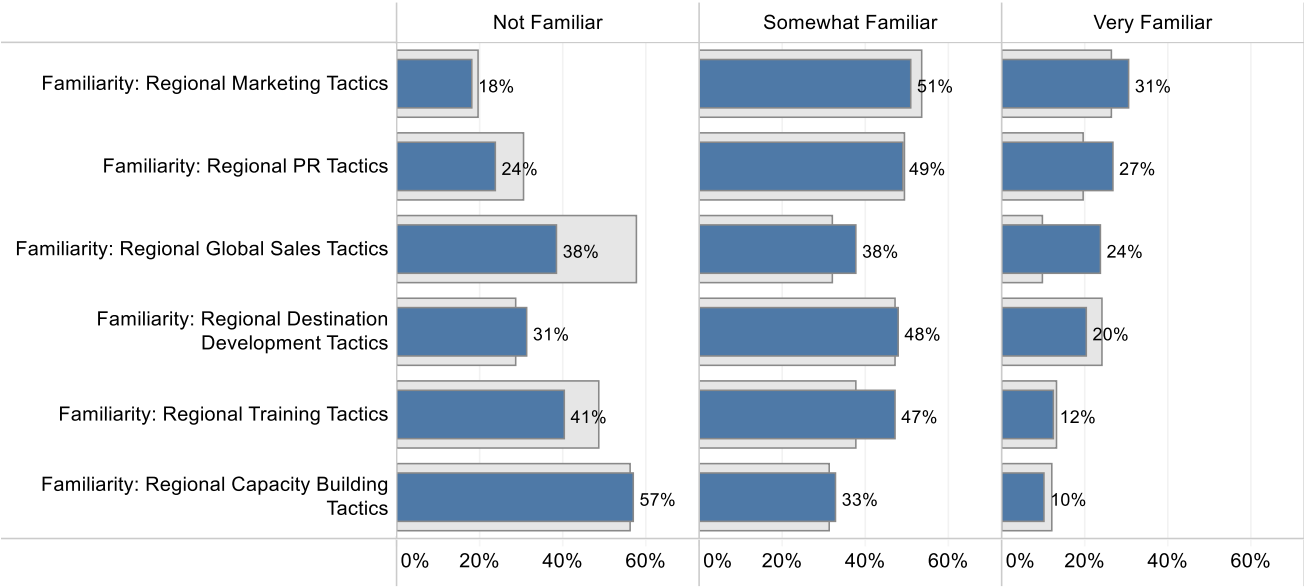
Question: Is there anything else you would like to share about the overall health of the tourism industry in Oregon?	My community understands the value of tourism.	Satisfied w/ direction of tourism industry in my region.	Satisfied w/ direction of tourism industry in Oregon.	Tourism in my region positively impacts the community.
• A lot of disinformation and fear is stifling mt. bike development in the Portland Metro region.	Neutral	Strongly Agree	Strongly Agree	Strongly Agree
• Am very in favor of the Convention Center Hotel.	Agree	Agree	Agree	Strongly Agree
• Attracting individuals to the state is good. Attracting both individual and group business to Portland will become more difficult with the protests and growing numbers of vagrants and mentally ill living on the streets.	Disagree	Disagree	Disagree	Strongly Agree
• Beer tourism outside Portland & Bend is overshadowed by the wine industry. Most tourism organizations outside Portland/Bend barely mention the many breweries that aren't within the Portland or Bend city limits.	Disagree	Disagree	Neutral	Agree
• I think the campaigns are wonderful, but the cultural divide needs to be addressed before going much further.	Agree	Neutral	Neutral	Strongly Agree
• I think the next few years are going to be challenging for all of the west coast.	Strongly Disagree	Neutral	Neutral	Strongly Agree
• I think the state is supporting a wide variety of activities which leads to a broad program. I also feel there is attention that is paid to supporting new folks thinking about quality of experience over just the money and numbers.	Agree	Agree	Agree	Strongly Agree
• I think there's room for a more united front- more collaboration with partners. More direct resources working together. A big beer festival in the winter would be a HUGE attraction for the Portland region. Portland really suffers during the winter and to have something to attract visitors and celebrate during that time would be beneficial for all.	Agree	Agree	Agree	Strongly Agree
• I wish the leaders in the community, county commissioners, volunteer advisors of county, better understood economic impact of tourism.	Neutral	Agree	Agree	Strongly Agree
• It will be interested to see if tour agencies offering guided tours will be successful with where some of the industry is going. Airbnb hosts are now starting to be personal guides for visitors. I'm curious to see how this impacts.	Agree	Agree	Agree	Strongly Agree
• Lack of diversity and cultural consideration in distribution of revenue	Disagree	Agree	Strongly Agree	Strongly Agree
• Lodging should be more forefront	Neutral	Neutral	Agree	Strongly Agree
• Oregon's culinary tourism, fine and performing arts, outdoor attractions, shopping, fashion and history are all top notch. We have so much to be proud of!	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
• Our roads - infrastructure need attention. Traffic will become our reputation and perhaps stop visitors from coming to our area.	Agree	Agree	Agree	Agree
• Sandy& Estacada, Oregon need more places for tourists to stay overnight; this would help the development of tourism, and the local economy in these areas regarding the further development of outdoor recreation in these surrounding communities and lands.	Agree	Agree	Agree	Agree
• The Chamber's Visitor Information Center offers a wide variety of products and services to assist local visitors. We would like to see greater recognition in regional and state wide publications of all that we do to support the industry.	Disagree	Neutral	Agree	Strongly Agree
• The new hotel supply growth is substantial and AirBnB is detrimental. The former city-wide dates that outlying hotels depend on is now constantly stretched thin and unreliable.	Agree	Strongly Disagree	Strongly Disagree	Strongly Agree
• The tourism industry in Oregon has made tremendous strides in recent years. The challenge will be to sustain a healthy tourism ecosystem over the long haul.	Agree	Strongly Agree	Strongly Agree	Agree
• Tourism as it relates to the entire region is not at the level it can be but not by the lack of trying. Travel Oregon is doing a great job.	Agree	Neutral	Agree	Agree
• Tourism is HUGE for my business and I LOVE it!	Neutral	Strongly Agree	Agree	Strongly Agree
• Tourists are vital to our economic viability, especially in areas such as Hillsboro. I feel tourism is headed in the right direction as it continues to grow in our state.	Strongly Disagree	Agree	Strongly Agree	Strongly Agree
• Travel Oregon has done a great job in promoting our state. WCVA in our area also does a great job. We need more of the 'same' - completing more trails and byways.	Agree	Strongly Agree	Strongly Agree	Strongly Agree
• We have seen a huge increase in brochure pick up over the last 2 years which leads us to believe that more people are coming here to participate in tourism based activities.	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
• We need more public transportation in Washington County!	Agree	Neutral	Agree	Strongly Agree
• We need to build clear streams of revenue that promote our services from all areas of the state to the US and global visitors.	Strongly Agree	Neutral	Neutral	Strongly Agree
• With significant supply increases, there is an opportunity to expand our marketing reach	Agree	Agree	Neutral	Strongly Agree
• Working with small B & B/Inns as well as large corporation hotels	Agree	Strongly Agree	Strongly Agree	Strongly Agree
• Would like to see awareness of tourism-destinations and economic development advantages increased to communities of all sizes, especially the underrepresented.	Agree	Disagree	Strongly Agree	Strongly Agree

Respondents were asked to indicate their familiarity with regional initiatives engaged in by the RDMO over the past 12 months. Greater Portland respondents were, overall, most familiar with marketing, PR, and global sales tactics. Relative to other regions of Oregon, Greater Portland respondents had the highest percentage of stakeholders indicate they are “very familiar” with regional global sales tactics.

Familiarity with Regional Initiatives

Greater Portland  
All Other Regions Combined

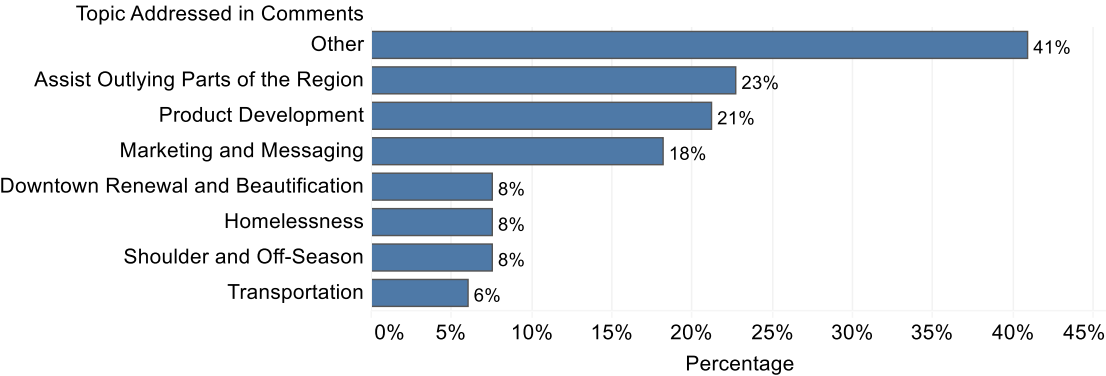
Q. Please indicate how familiar you are with the initiatives undertaken by your regional destination management organization in the following areas in the past 12 months:



Repondents were also asked to describe a specific outcome they would like their region to achieve in the next three to five years that would increase the economic impact of tourism or enhance the vitality and sustainability of the destination. The table below summarizes the comments (presented in their entirety in the Appendix on page 14). The comments span a wide range, though many focused on the need to support and market areas outside downtown Portland.

Open Ended Regional Goals: Comments Categorized for Analysis

In a sentence or two, please describe a specific outcome you would like your region to achieve in the next three to five years that would increase the economic impact of tourism or enhance the vitality and sustainability of your destination.



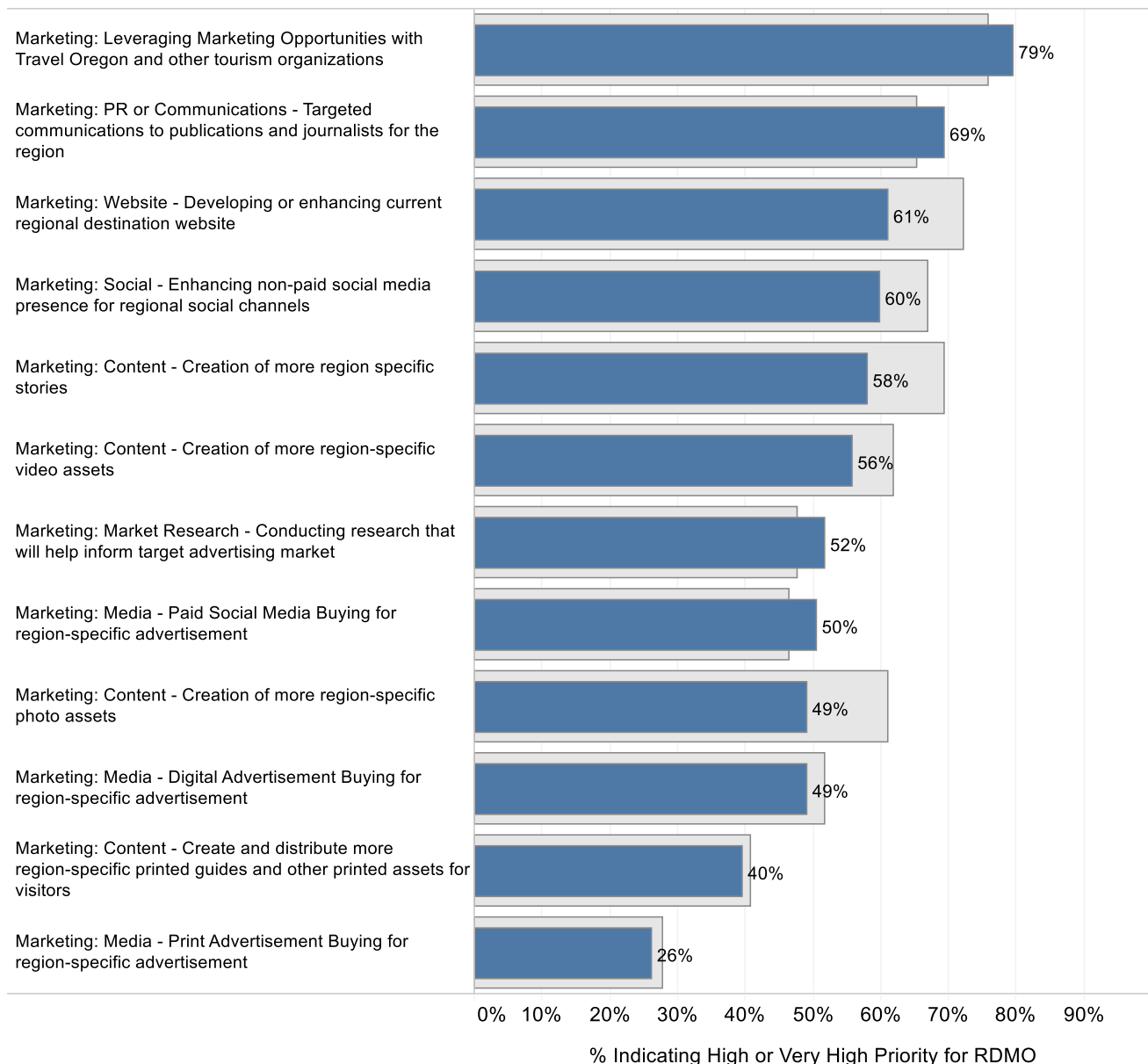
## MARKETING AND PUBLIC RELATIONS

Respondents were asked to prioritize a variety of marketing tactics for their region. Stakeholders could select from a scale of responses, including: “not a priority,” “low priority,” “moderate priority,” “high priority,” and “very high priority.” The figure below reflects responses for Greater Portland. The standout priorities (those with more than two-thirds of respondents indicating a high or very high priority) are: “leveraging opportunities with Travel Oregon and other tourism organizations” and “targeted communications to publications and journalists for the region.”

### Marketing Questions

■ Greater Portland  
■ All Other Regions Combined

*Q. Thinking from the perspective of your regional tourism marketing/management organization, please indicate how you would prioritize the following tactical MARKETING OPPORTUNITIES to advance the economic impact of tourism and ensure the vitality and sustainability of your region over the next 3-5 years. With limited resources available not all items should be considered to be an extremely high priority and some may not even 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 for your region. The goal of your prioritization is to provide guidance to your regional destination marketing/management entity.*



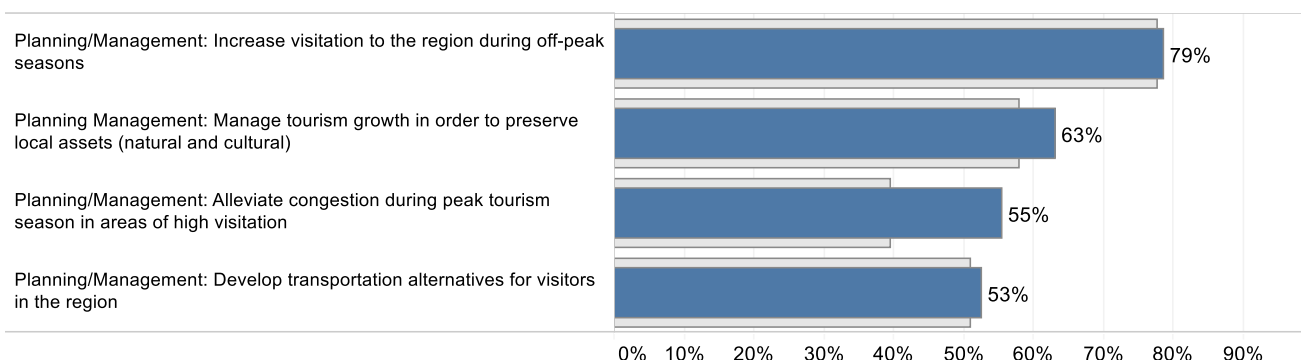
## DESTINATION DEVELOPMENT AND MANAGEMENT

Stakeholders in the Greater Portland Region were asked to prioritize destination development opportunities from an exhaustive list which included destination management, destination development and capacity building. Across those three categories (management, development and capacity), there are three tactics which more than 66% of respondents identified as a “very high priority” or a “high priority.” These three tactics are: “increase visitation to the region during off-peak seasons,” “improve curb appeal of main streets and downtowns,” and “provide more opportunities for tourists to experience fine arts, culture and heritage.”

### Management - percentage indicating high or very high priority for RDMO

■ Greater Portland  
■ All Other Regions Combined

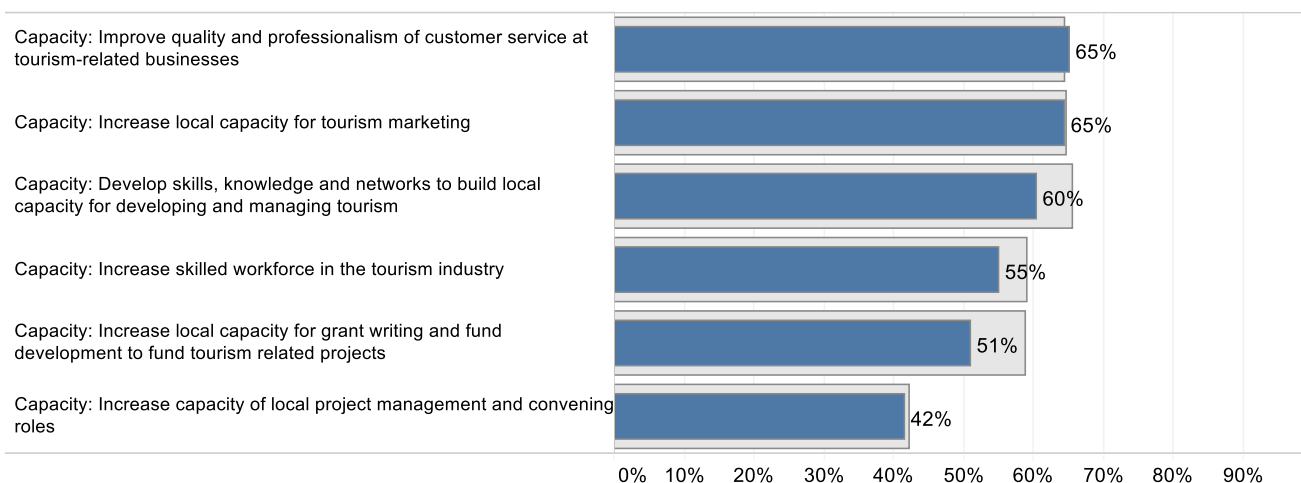
*Thinking from the perspective of your regional tourism marketing/management organization, please indicate how you would prioritize the following tactical PLANNING and MANAGEMENT OPPORTUNITIES to advance the economic impact of tourism and ensure the vitality and sustainability of your region over the next 3-5 years: With limited resources available not all areas should be considered to be an extremely high priority and some may not even 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 for your region. The goal of your prioritization is to provide guidance to your regional destination marketing/management entity.*



### Capacity - percentage indicating high or very high priority for RDMO

■ Greater Portland  
■ All Other Regions Combined

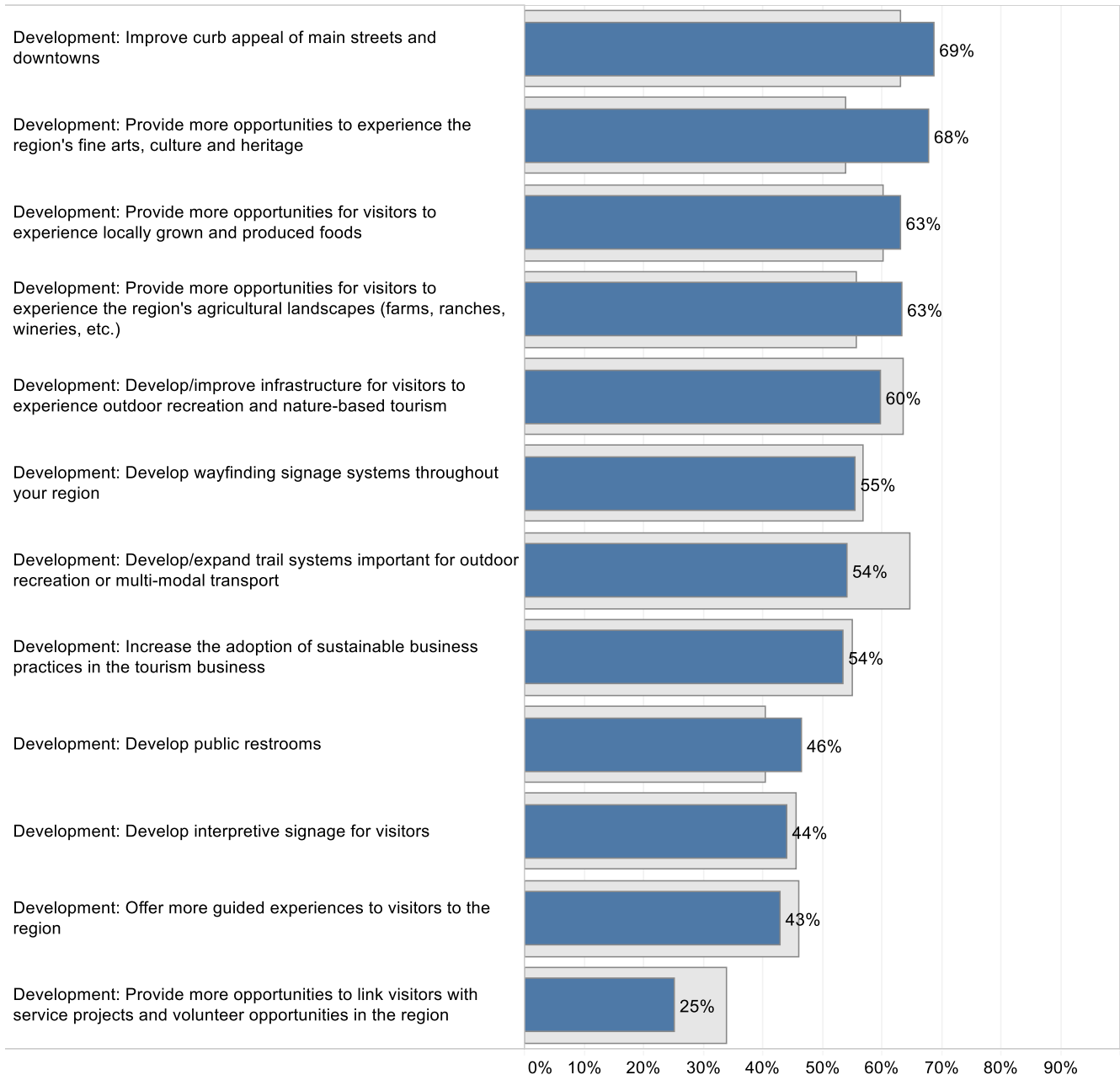
*Thinking from the perspective of your regional tourism marketing/management organization, please indicate how you would prioritize the following tactical TRAINING and CAPACITY BUILDING OPPORTUNITIES to advance the economic impact of tourism and ensure the vitality and sustainability of your region over the next 3-5 years: With limited resources available not all areas should be considered to be an extremely high priority and some may not even 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 for your region. The goal of your prioritization is to provide guidance to your regional destination marketing/management entity.*



## Development - percentage indicating high or very high priority for RDMO

■ Greater Portland  
■ All Other Regions Combined

*Thinking from the perspective of your regional tourism marketing/management organization, please indicate how you would prioritize the following tactical PRODUCT DEVELOPMENT OPPORTUNITIES to advance the economic impact of tourism and ensure the vitality and sustainability of your region over the next 3-5 years: With limited resources available not all areas should be considered to be an extremely high priority and some may not even 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 for your region. The goal of your prioritization is to provide guidance to your regional destination marketing/management entity.*



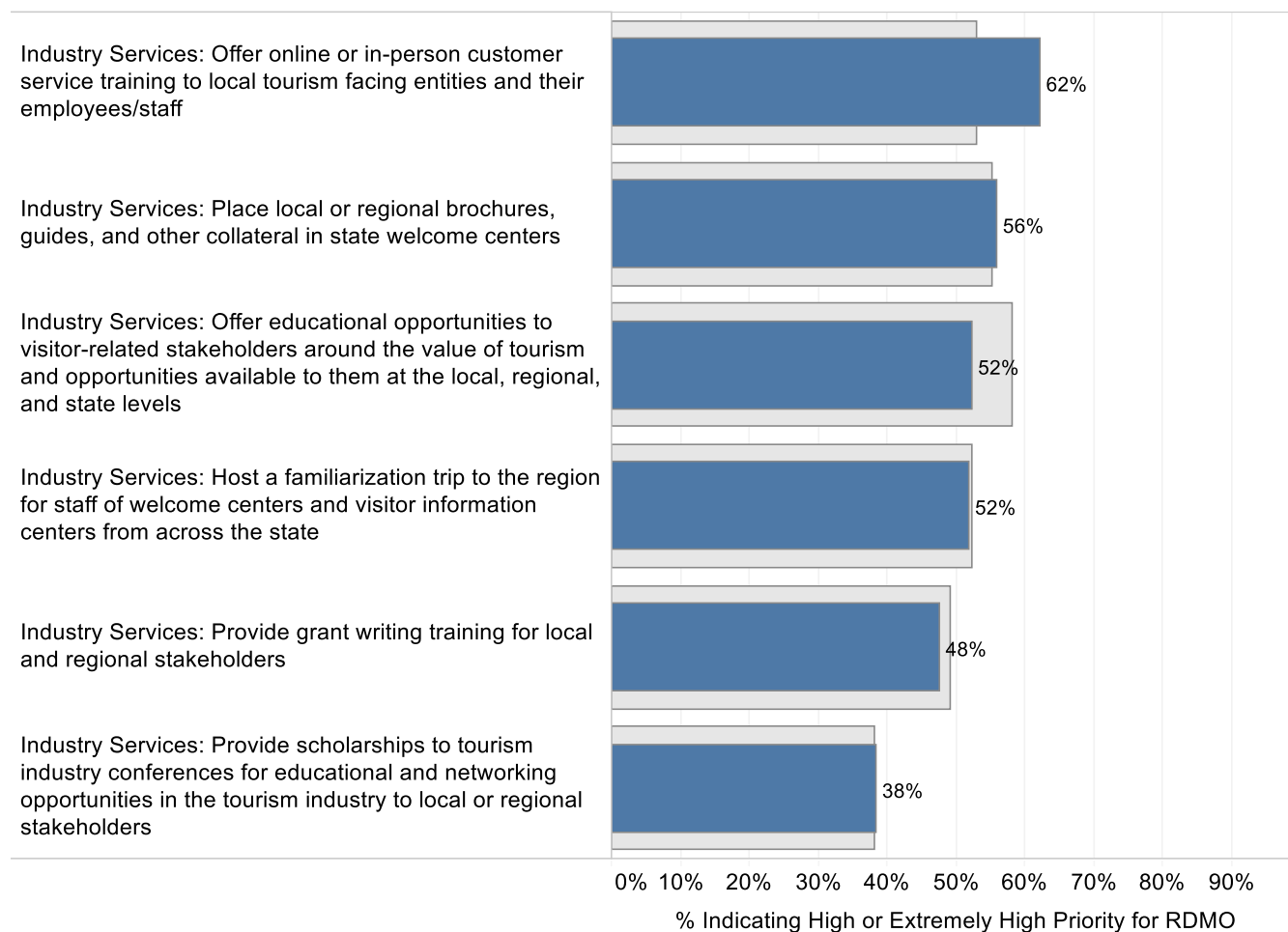
## INDUSTRY SERVICES

Stakeholders used the same rating system as in previous sections to prioritize specific industry and visitor services initiatives. Though no specific activities were considered to be a “very high priority” or a “high priority” by more than two-thirds of respondents (as in other sections), there are still clear initiatives which stakeholders have identified as relatively higher priorities. Customer service training was rated as the highest priority, with more than 60% of respondents indicating this tactic is a “very high priority” or a “high priority” for the region.

### Industry Services

■ Greater Portland  
■ All Other Regions Combined

*Thinking from the perspective of your regional tourism marketing/management organization, please indicate how you would prioritize the following tactical INDUSTRY & VISITOR SERVICES to advance the economic impact of tourism and ensure the vitality and sustainability of your region over the next 3-5 years: With limited resources available not all areas should be considered to be an extremely high priority and some may not even 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 for your region. The goal of your prioritization is to provide guidance to your regional destination marketing/management entity.*



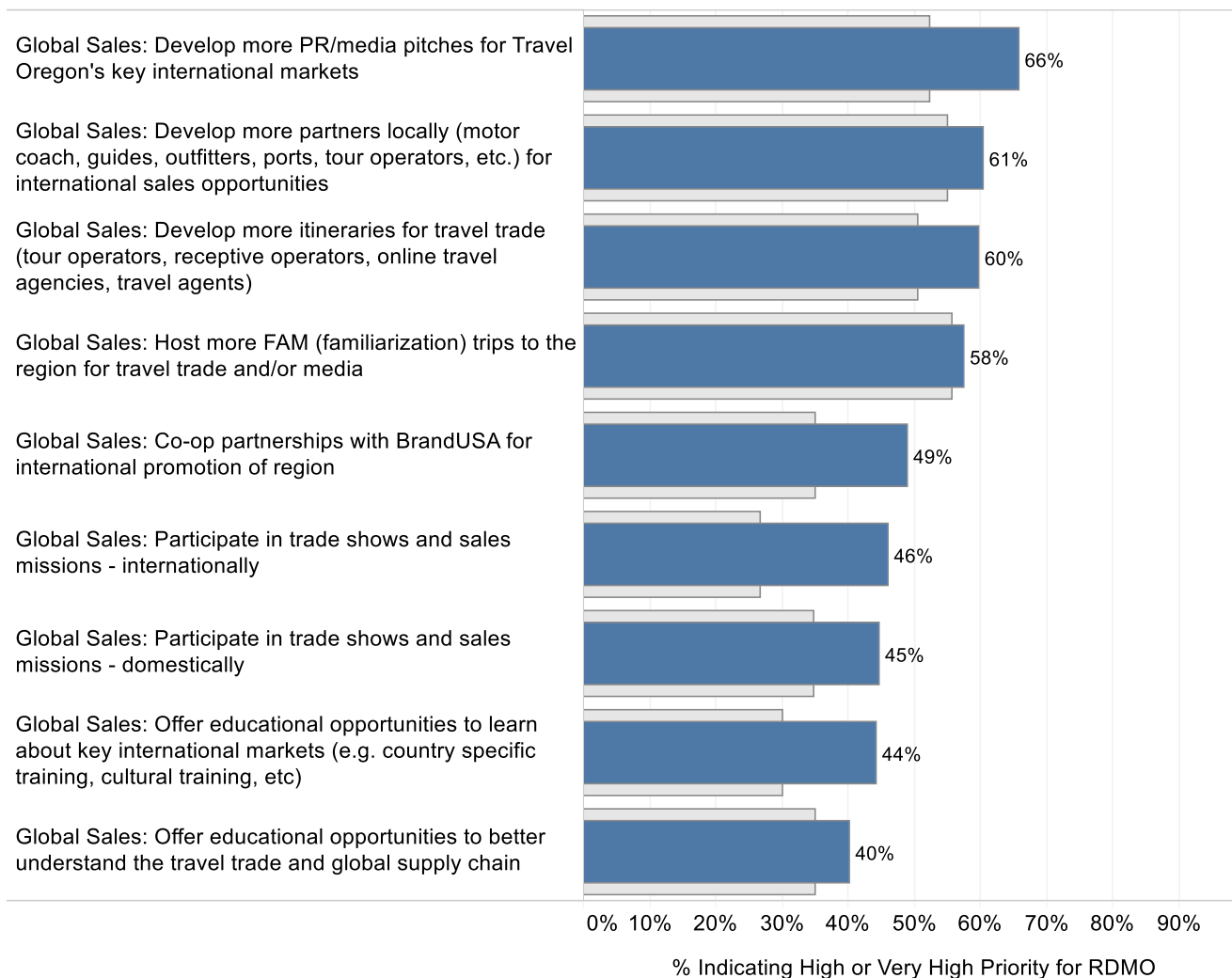
## GLOBAL SALES

Using the same rating scale as in previous sections, Greater Portland stakeholders evaluated several tactics related to international sales, development of international markets, international public relations, international marketing and travel trade. Over two-thirds of respondents indicated that developing more PR and media pitches for international markets should be a “very high” or “high” priority for the regional DMO. It is worth noting that every Global Sales tactic was given higher priority by respondents from Greater Portland than from respondents from elsewhere in the state.

### Global Sales

■ Greater Portland  
 ■ All Other Regions Combined

*Thinking from the perspective of your regional tourism marketing/management organization, please indicate how you would prioritize the following tactical INTERNATIONAL SALES, PR, MEDIA, & MARKETING OPPORTUNITIES to advance the economic impact of tourism and ensure the vitality and sustainability of your region over the next 3-5 years: With limited resources available not all areas should be considered to be an extremely high priority and some may not even 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 for your region. The goal of your prioritization is to provide guidance to your regional destination marketing/management entity.*



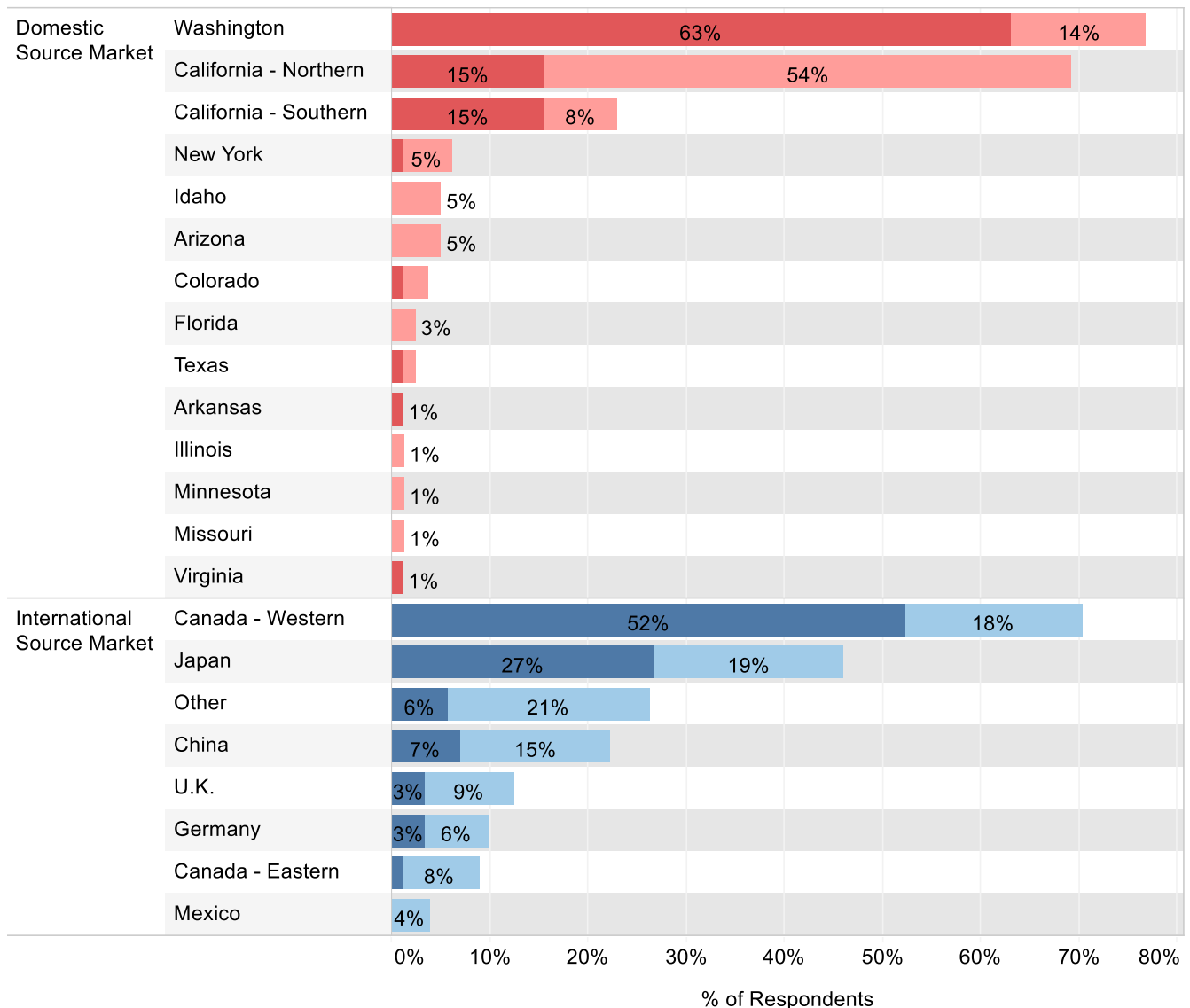
## CUSTOM REGIONAL QUESTIONS

Each region had the opportunity to ask a series of custom questions of specific interest to their stakeholders, challenges, and opportunities. Findings from these custom questions are presented below. These questions were not required and may therefore have slightly lower respondent totals.

### Greater Portland Top Source Markets

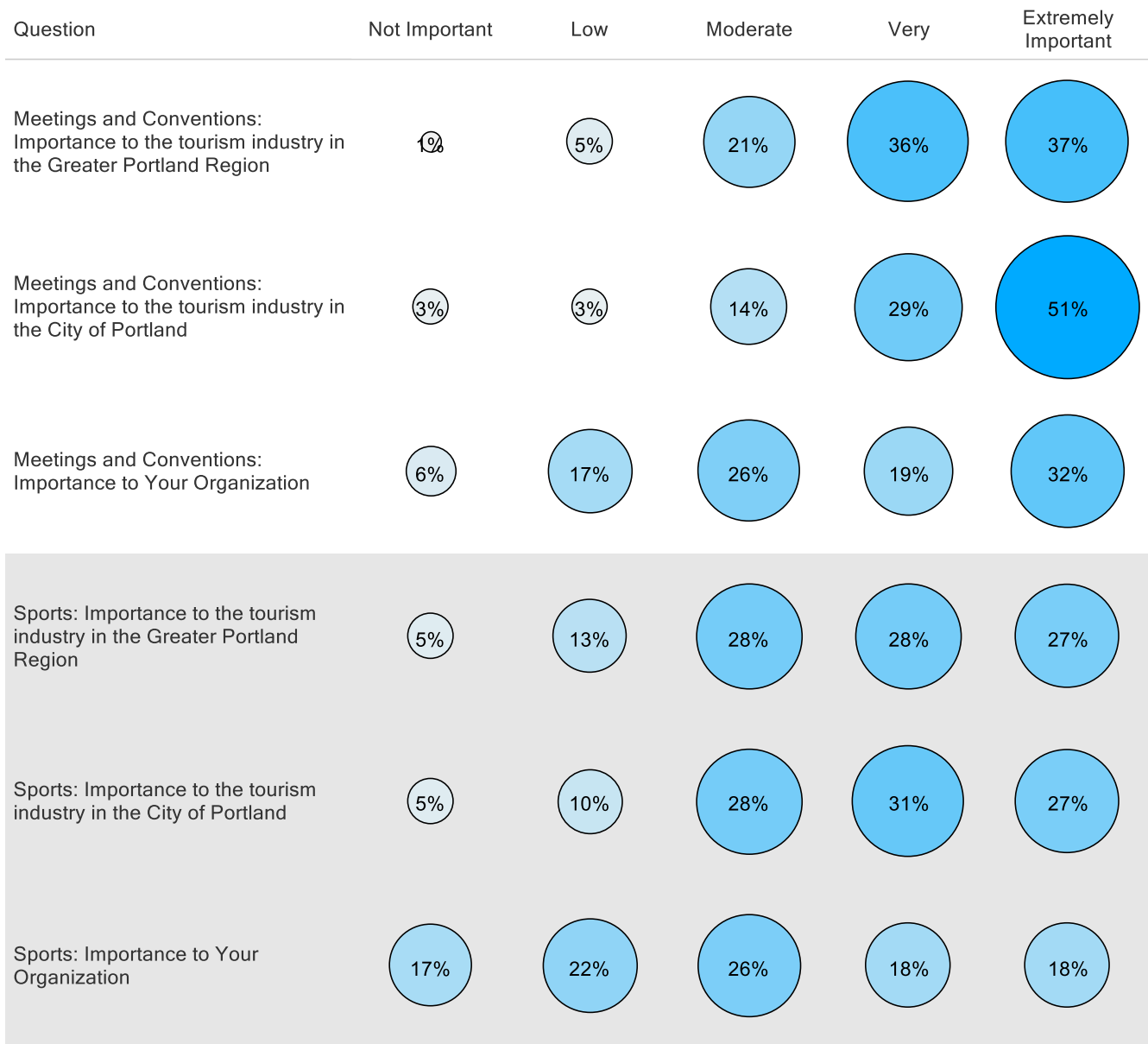
*Please indicate the top two domestic and international source markets for your business or organization.*

- Greater Portland: Second Largest Domestic Source Market
- Greater Portland: Largest Domestic Source Market
- Greater Portland: Second Largest International Source Market
- Greater Portland: Largest International Source Market



## Meetings/Conventions and Sports Events: Importance in Greater Portland

*Greater Portland: We are interested in knowing more about the economic impact of the Meetings, Conventions, and Sports business in the Greater Portland region. Please indicate the importance you would place on the Meetings, Conventions, and Sports business in the following areas:*



## APPENDIX – OPEN ENDED RESPONSES

Q. In a sentence or two, please describe a specific outcome you would like your region to achieve in the next three to five years that would increase the economic impact of tourism or enhance the vitality and sustainability of your destination.	Downtown Renewal and Beautification	Assist Outlying Parts of the Region	Shoulder and Off-Season	Product Development	Marketing and Messaging	Transportation	Homelessness	Other
<b>Greater Portland</b>								
• "Freshen the roads" and the look of our area. Keep it clean. That's what travelers always seem to notice, whether it be here or places they go. That is one of the first things people will say about their trip, "It was so clean..."								
• Address the cultural divide and help small towns become more welcoming. Assist those small towns that have needs in improving their "look" such as Spray, OR. Conduct community improvement events: community comes out to spruce up the various small towns.								
• All my survey answers relate to all regions of Oregon. I would like to see regional land managers better understand the value of tourism & their responsibility to protect lands in a way that keeps the quality of the tourist experience in mind.								
• An increase in visitors in a 'perceived' busy season, such as Memorial Day Weekend. (Spring/early summer shoulder season)								
• Become a National Heritage Area with site development, branding and marketing to increase visitors to the cultural and historic resources in the regions.								
• Better and faster transportation between towns and cities.								
• Clean up downtown Portland by figuring out how to deal with the worse panhandling of any West Coast city. Guests are frightened and intimidated by the aggressive and repeated panhandling.								
• Cleaning up the homeless problem will have a huge positive economic impact on our area. I have visitors fleeing Portland to get out of town and then travel to other regions (mt hood gorge, for instance) because they wanted to get away from the homelessness. My city wasn't far enough away.								
• Communicate issue with homelessness and impact on tourism safety.								
• Complete the Riverwalk at the Blue Heron mill site								
• Completion and promotion of the Columbia River Scenic Highway Bike Path								
• create a program that builds awareness and familiarity of what is in the greater portland region. most efforts have reinforced Portland and ignore the other 32 cities. Beaverton, Forest Grove, Oregon City, etc, etc.								
• Decrease recreation liability for providers, volunteers and participants.								
• Develop Rediscover the Falls project into world class destination								
• Education of business on how to work with tourism and use it to increase sales.								
• Enhance tourism outside of downtown e.g Hawthorne District, Missississipp, etc.								
• Expand efforts to reach LGBTQ community.								
• For the local city managers to be jointly bonded together with the inner working of Travel Oregon, and its individual departments, for the further development of local tourism in their area = Go to the inner working of a city to develop the outer working of a regions local tourism attractions.								
• For us to impact more local businesses. When they see the benefits of the tourism industry they will want to be more involved. It is almost like a chain reaction, once people are involved and the tourist feel welcomed we will see more tourism.								
• Greater Portland needs to focus on all the aspects of Portland not just the downtown area. Getting out into the local neighborhoods--Hawthorne, Sellwood, South Portland and having all regions in the conversation for promoting their regions with grants ie. for banners or signage of historic regions and business districts.								
• Have visitors want to return and check off their own personal bucket list of OR.								
• Help the City of Vernonia the importance f promoting the Banks-Vernonia State Trail to increase tourism in our area								
• How we can offer "Ease of Sale" for travel trade in Japan and "Ease of Visit" for Japanese visitors as Travel Oregon and Travel Portland.								
• I think having destination infrastructure in place to welcome visitors is important. Roads, trails, transportation, etc.								
• I think the efforts that are already underway are really impressive. Print, digital, PR and social media campaigns that show off Oregon's exemplary attractions and products. More of the same?								
• I think we have done a great job attracting tourism however I think we need to address the concerns that may not bring tourists back. For example the homeless and crime.								
• I think we're doing a pretty good job								
• I would like to see a continued effort, focusing on visitors coming at different times throughout the year bringing about stronger economic stability.								
• I would like to see a fair revenue sharing for both hotels and air b-n-b destinations. I also want to see our homeless shelters be afforded ways to help keep our streets clean and safe for tourists.								
• I would like to see Oregon upping the game on responsible stewardship of natural assets as well as housing inventory and affordability for those in the front lines of the hospitality industry.								
• I would like to see our region do more collaborative marketing to promote the region as a whole--while showcasing the four counties that make up the region. Collateral may include a logo, specific regional advertisements and brochures, pop-ups during trade shows.								
• I would like to see people exploring small towns and roadside attractions in addition to the big draws.								

Q. In a sentence or two, please describe a specific outcome you would like your region to achieve in the next three to five years that would increase the economic impact of tourism or enhance the vitality and sustainability of your destination.	Downtown Renewal and Beautification	Assist Outlying Parts of the Region	Shoulder and Off-Season	Product Development	Marketing and Messaging	Transportation	Homelessness	Other
<b>Greater Portland</b>								
• I would love to find a way to incorporate a festival like BEERVANA (in wellington) to Portland to drive tourism in January.								
• I would love to have more technology driven things. We have the resources in portland.. World Domination Summit is HUGE.. and has lots of people with a heart for travel/exploration.. you could probably get volunteer assistance from this group. It's a huge network. And you have the silicon forest mindshare..								
• I'd like for the many awesome breweries in Washington County to get the kind of recognition and visibility that wineries in the county do.								
• I'd like to see each neighborhood/region of Portland receive a more equal distribution of visitation which means some might require more development and marketing to get visitors attention to shift. The Pearl is growing and so are parts of the east side, but it's leaving downtown and china town in, what feels like, ruins. Perhaps support tri-met and free streetcar within the center-city to reduce cars and need for parking as visitation grows and traffic increases.								
• Improve the quality and variety of social media advertising. Photos and videos that are meaningful and inventive and show diversity among opportunities, and featuring small businesses etc. the same pictures of mt hood seem to have been used for the last 3 decades.								
• Increase awareness of the regional impact of the Ice Age Floods and for them to travel the new Ice Age Floods National Geologic Trail.								
• Increase Conventions and Tours to the area								
• Increase opportunities for Wine or beer tourism mixed with events for a weekend like Hops game or air show or fair. We want to see an increase in appreciation for our community as it will increase the value of living here.								
• increase outreach to Oregonians to visit sites in our region								
• Increase the number of large, outdoor music festivals available for attendees of all ages, close to the downtown core of Portland.								
• Increase work force training and cultural business start ups								
• Increased signage for winery destinations and trail head awareness.								
• Maintain high booking rates as new hotel rooms, including Convention Center Hotel, come on line. Successfully land large conventions that have not come to Portland because of lack of headquarters hotel. Identify and successfully market to new US regional and international markets.								
• Making diversity and middle income families								
• managing tourism and protecting resources is important. Education and customer service training is huge.								
• more lodging options								
• More support of rural communities in developing tourism assets and support initiatives to attract visitors to those assets.								
• My region is part of the greater Portland/Metro. I find this to be a very difficult region to be a part of since we are 30 miles from Portland and we are a small, rural town. We are not a big city like Portland or Vancouver.								
• Positive advertising on local broadcast radio and television stations. Increased web-based advertising.								
• Securing of grant funding to complete the CZ Trail at the Vernonia Banks trail head.								
• Small local communities do not this of themselves as a tourism destination. They need to understand what they have to offer and be motivated to share those resources to visitors. They lack the perspective and skills to do this effectively.								
• The area needs more trained people working in the tourism arena to be customer service friendly, work to enhance the beauty of the region not by just providing tours and making money but even going the extra mile to be a volunteer to improve some vital part of the region. Work together to invite and show off some great parts of the region but make sure that with the invite to maybe visit, we do not ruin the area by too many people visiting and if that is the case, work to change it.								
• The further development of multi-use trails and the supporting infrastructure to sustain them.								
• To develop a shared regional vision that includes those areas not serviced by a local DMO. Followed with a program of work that keeps us extremely focused on outcomes. Balancing the work of 3 competent DMOs with the regional plan.								
• To see more outdoor opportunities with specific written material on those area's for the Greater Portland Area.								
• Tourists from all over the Northwest, as well as other areas in the US and beyond come to our region to experience the natural beauty, and bounty of the area, via its trails, nature preserves, local wineries, farm-to-table restaurants and welcoming overnight accommodations. The local residents and businesses and government entities have worked together with the Washington County Visitors Association and Travel Oregon to promote the region's assets. Grants and capacity building training has made this possible on the local level.								
• visitation from identified key feeder markets to increase by defined percentage								
• Visitors who fall in love and either move here or come again.								
• We would like to develop our wayfinding system, increase the number of off-street trails, and lower our downtown vacancy rates.								
• We would love it tourism was enhanced in the off seasons so that there is less of a drastic drop in tourism during the rainy months.								
• Well planned unique tourism opportunities, in the upcoming urban sprawl. Well planned traffic signals and roads to keep everyone moving at a faster pace.								
• With the increased building of subdivisions, it is becoming imperative that an awareness of Oregon's Natural Resources are promoted as a primary quality to maintain, encourage and hold on to.								
• Working with agencies to develop and sustain the infrastructure in high traffic tourists sites for enhanced enjoyment for tourists and protection of the site.								
• Year round tourism on par with warm weather months.								

	<u>Global Sales Open-Ended Tactical Comments: Greater Portland</u>
Q.	<i>Please indicate any other areas of global sales and international travel trade and media which you believe should be an extremely high priority for your regional destination management organization in order to advance the economic impact of tourism in your region:</i>
	<ul style="list-style-type: none"> <li>• Education</li> <li>• extend marketing reach to new domestic feeder markets. We have a great story to tell, we just need to tell more people...there are so many US markets who do not know about this incredible destination</li> <li>• I personally have benefitted greatly from trainings through Travel Oregon and Travel Portland for front line hospitality staff. I really appreciated the training regarding welcoming international visitors and frequently apply what I learned in my work. I'd love to attend more!</li> <li>• identify cultural specific businesses in each region</li> <li>• Increased promotion on social media, connecting broader audiences through stories.</li> <li>• local DMO's should have opportunity to participate with the state in the markets the local DMO believes is important to their area.</li> <li>• Promoting the gems we have in OR. What about a podcast, vlog, fb group. You could have guests from around the state. I think u need to leverage technology. Online trainings.. videos.. could be videos from events i.e.: I just went to zwickelmania 2017 and portland winter light festival.. I wouldn't have known about either of it hadn't been from friends..</li> <li>• Swim competitions for Mount Hood Community College which has an Olympic size pool. Columbia Gorge and Multnomah Falls promotion.</li> <li>• The Greater Portland region has 3 very high performing DMOs who manage their own domestic and to a great degree international programs. Our shared program will need to continue to evolve with the new resources.</li> <li>• Their is a balance between seeking international tourism development for our local areas, as opposed to just focusing on developing the tourism market from the local US, so the average person, who would just like to get away for a regular vacation, or even a joint business trip, could enjoy the specialness of some of the small--OFF THE BEATEN PATHS TO SEEING OREGON!</li> <li>• Tualatin has been identified as a Hub on the NPS-National Geologic Ice Age Floods Trail. Bringing together the partners and helping us develop this opportunity would be appreciated.</li> </ul>

	<u>Marketing Open-Ended Tactical Comments: Greater Portland</u>
Q.	<i>Please indicate any other areas of marketing which you believe should be an extremely high priority for your regional destination management organization in order to advance the economic impact of tourism in your region:</i>
	<ul style="list-style-type: none"> <li>• All the above already ties in with what I wrote in further detail for the question before this one !</li> <li>• As much as I would love to see beautifully printed materials, I feel like that is not as impactful as videos</li> <li>• Explanation of responses: multiple entities within our region are promoting their own DMO messaging via social, advertising, etc., so the priority is lower on a branded regional voice via social, advertising, etc.</li> <li>• Heritage and outdoor activity tourism marketed to people who live in other counties or cities in the Portland metro area. Also tourists and conference attendees looking for attractions other than what is offered in the City of Portland or Willamette Falls destination.</li> <li>• I have just transitioned to Portland/The Nines (Dec 2016) so a lot of the programs are still new to me or I am unfamiliar with. Travel Portland has been phenomenal to work with and are very available to answer questions or assist me.</li> <li>• More maps/publications in Spanish, please!</li> <li>• Offering funding to local stakeholders to do their own marketing.</li> <li>• San Diego seems to do an excellent campaign to get people thinking about traveling down to that area. Perhaps Portland could mimic that effort.</li> <li>• Show authentic stories, not paid ads. Hire local content collectors to give natural impressions of an area.</li> <li>• Strengthening tourism in the entire Greater Portland region giving consideration for all cities within the region, not just Portland, will benefit the entire region.</li> </ul>

	<u>Industry Services Open-Ended Tactical Comments: Greater Portland</u>
Q.	<i>Please indicate any other areas of of industry services which you believe should be an extremely high priority for your regional destination management organization in order to advance the economic impact of tourism in your region:</i>
	<ul style="list-style-type: none"> <li>• continuing to book quality conventions and meetings at the Oregon Convention Center</li> <li>• Expand outreach to other community gathering spots i.e., restaurants, libraries, community bulletin boards via brochures, online 'blurbs' that can be posted on local community sites and social media sites.</li> <li>• Grant programs for wayfinding</li> <li>• help and promote diversity in tourism industry</li> <li>• Host a familiarization trip to the region for the hospitality and travel industry.</li> <li>• Marketing to domestic and international markets. Recent Travel Oregon and Travel Portland campaigns have been so fantastic. I am very proud to be a part of the effort to bring and welcome visitors to our wonderful state!</li> <li>• Provide marketing and/or communications training to local tourism facing entities and their employees/staff</li> <li>• shift from dated programs like these to enhanced consumer marketing to drive better economic impact</li> <li>• Travel Oregon, Oregon's Mt. Hood Territory, get together with the local city managers and their staff to determine what highlights could be developed for increased tourism in their local community and the surrounding areas for the uniqueness that their community could offer to the tourism industry for the development of Oregon tourism. This could also be the development of a new program: Getting off the beaten path to see the inner working of rural Oregon and its people !</li> <li>• website</li> </ul>

	<u>Destination Development Open-Ended Tactical Comments: Greater Portland</u>
Q.	<i>Please indicate any other areas of planning, management, development, training, or capacity building which you believe should be an extremely high priority for your regional destination management organization in order to advance the economic impact of tourism in your region:</i>
	<ul style="list-style-type: none"> <li>• Address the cultural divide. Some small towns are not friendly to visitors and they repel tourism.</li> <li>• Apply these principles to the development of the Aloha Town Center and Aloha Tomorrow project to encourage job growth and economic sustainability of local area.</li> <li>• As stated before, create something from the upper tourism Travel Oregon management people, to cause the local city governmental bodies to want to put a priority in their city planning budget to further develop their local tourism market.</li> <li>• Dealing with the homeless is the biggest priority in terms of caring as a community and cleaning up our streets for tourists.</li> <li>• I think we really need to address the homeless issues that impact our tourism</li> <li>• I'm not sure if there will be a place elsewhere, but I see the biggest issue with tourism in Portland is the homeless issue. I know not any an easy issue to fix, but one that cannot be ignored.</li> <li>• Minim wage is hurting us. Need relief for smaller businesses hiring inexperienced (ie. teenage) workers.</li> <li>• Partnering with all local businesses. We need to develop a sense of excitement and thirst for knowledge in the tourism industry, so it can be more widely embraced!</li> <li>• Wayfinding and interpretative signage seem less important with the smart phone usage so high - my preference would be to focus on mobile-friendly interpretation that then helps people activate experiences easily into social media to spread the word about their visit.</li> <li>• Work to educate small businesses on tourism marketing, management and customer service.</li> </ul>