

FUTURE STATE ACTIVITY: If your region were on par with world-class adventure travel destinations, what would the North Coast look like in 15 years?

- Oregon Coast Trail (OCT): A completed trail system; finish water taxis in Netarts bay; glamping opportunities throughout including private sector opportunities; packaged itineraries for how to use the OCT through tour operators and hotels; have a customer service rep who can provide guidance and booking assistance
- Build a more expanded experience for surfers. Group adventures that include overnight stays along the coast
- Develop itineraries/routes for loops visitors
- All-inclusive activity packages – partnerships between hotels, surf shops, rec shops, etc. Multi activity trips offered to provide variety of experiences
- Expand on the Oregon Coast Food Trail – integrate food experiences into the outdoor rec experiences. Mushroom foraging – cooking class. Clam digging, etc.
- Trail systems: create a self-sustaining trail system so it gives back to itself via fees to support maintenance and infrastructure; make sure there is connectivity throughout our trail systems; provide ways to get to the trail systems; inclusive packages for using the trail system
- All of this needs to be done through a destination brand for the N. Coast that incorporates trail/food/stewardship
- Keep in mind stewardship in the forefront of our messaging. Need to consider that some activities need to be limited at certain times of year – offer alternatives during these sensitive times (cultural heritage one angle)
- Training for front line staff so that they can provide all of this information easily!
- TRAILS! Expand section, connect with other recreational trails; have trail services available; community trails that offer access to OCT; readily available itinerary info
- Fall to Spring would be recognized as the best time of year to visit the North Coast; peaceful atmosphere, natural beauty is thriving
- Incorporate birdwatching into the OCT/trails experience

- North Coast Wildlife Center – rehab center for wildlife and birds found in area
- Art exhibits, art trails, repurposed/recycled materials workshops
- Develop retreat centers like a Breitenbush on the North Coast; focus on health and wellness opportunities to make this a destination for mind, body, and spirit
- Provide better centralized information for staff and visitors
- Ecological education centers for both travelers and visitors
- Identify the different types of outdoor recreation that are available and what resources are here to support your trip. Make this EASY for people to plan their experience here in advance. Make sure info is connective and consistent with local signage.
- Could base on Rhode Scholar model that gives you all the resources in one stop
- Tie in the culturally significant stories into experiences and locations in the region (ex: sig of river mouth)
- Low income housing exists in the region
- Storm-watching – marketing campaign with a local brand like Columbia
- Celebrating the rain! Provide easy access to ponchos, umbrellas
- Highlight less visited areas such as Tillamook State Forest, Siuslaw National Forest
- Promote off-season activities - whale watching, birdwatching, mushroom foraging, storm watching
- Trail development – work in stronger partnership with government agencies
- Develop shoulder season events (fat bike festivals, etc.)

OPPORTUNITY AREAS: What major elements need to be put into place to achieve a world-class destination for this target market?

TOURING

- INFRASTRUCTURE NEEDS:
 - Cellular service
 - Parking
 - Public transportation / shuttles – off-site parking lots with shuttles to hubs
 - Public restrooms
 - Covered areas for when weather is poor
 - Wayfinding/signage

- BUSINESS SERVICES
 - Hop on hop off busses
- MARKETING + COMMUNICATIONS
 - Local maps/brochures
 - Event calendars
 - Instagram influencers & other social media
 - Connections to local trails system
- PARTNERSHIPS
 - State parks/national parks
 - Wedding service agencies

OREGON COAST TRAIL

- INFRASTRUCTURE
 - Partner with communities to get hikers on/off trail: shuttles, linked trails to communities
 - Warming huts with whiskey along the way!
 - Solar charging stations for cell phones
- BUSINESS SERVICES:
 - Hiker-oriented opportunities: Sherpa/gear packing services, shuttle services, wilderness imbibing facilities, water taxis
- MARKETING + COMMUNICATIONS
 - Develop an advance planning and booking system that includes
 - Include maps, dining, lodging, activities and trip reports
 - Safety and stewardship messaging
- PARTNERSHIPS
 - With folks who maintain trails: Trailkeepers of Oregon, OPRD
 - With businesses offering deals and experiences for hikers
 - Tech companies to help with technology solutions

FOOD & FARM TRAILS

- INFRASTRUCTURE
 - None needed really
- BUSINESS SERVICES
 - Outfitter and guide services for the N. Coast
 - Increase business education for how to extend seasons successfully
 - Teach them how to market these off-season opportunities

- Create more off-season events
- Update individual business websites so they're accurate
- **MARKETING + COMMUNICATIONS**
 - Focus on marketing in nature, conservation and foodie publications to reach people interested in these things
 - More collaboration between independent businesses and destination marketing organizations so that information is well presented and accurate
 - Create a central resource for events
 - Produce suggested itineraries
 - Create better national PR for the N. Coast (36-hours on the North Coast in the winter in the NY Times for example)

MOUNTAIN BIKING

- **INFRASTRUCTURE**
 - Klookchy Creek county park – trailhead improvements, vault toilet, bike rack, fish cleaning station, presence of law enforcement, kiosk at trailhead with map and other info, garbage collection
 - Build out of trail at Klookchy Creek – beginner, intermediate and advanced. Signage along trail.
- **BUSINESS SERVICES**
 - Bike rentals
 - Shuttle services
 - Campground
 - Warm showers network
- **MARKETING + COMMUNICATIONS**
 - Get content on: Trailforks, MTB Project
 - Our own map
 - Dirt rag
 - Riding club bulletin boards
 - Oregon mountain bike clubs and affiliates
 - Trail conditions report / web cam
 - Provide info on hunting safety
 - Post news at brewpubs & coffee shops

UNDERSTANDING THE ADVENTURE TRAVELER: ITINERARY DEVELOPMENT UTILIZING ALL ASSETS – BY TARGET MARKET

Trip title: A Trip to Astoria

Target market: Grazer / Adventurer

- ITINERARY DAY 1
 - Meal 1 (morning): Camp 18 restaurant
 - Activity 1 (morning): Haystack Rock in Cannon Beach
 - Meal 2 (afternoon): Fish & chips in Seaside or Cannon Beach
 - Activity 2 (afternoon): Fort Stevens State Park & Peter Iredale shipwreck
 - Meal 3 (evening): Dinner in downtown Astoria
 - Activity 3 (evening): playhouse/movie
 - Sleep (overnight): Bed & breakfast in Astoria

- ITINERARY DAY 2
 - Meal 1 (morning): Bed & breakfast
 - Activity 1 (morning): Astoria Column
 - Meal 2 (afternoon): Bowpicker
 - Activity 2 (afternoon): View sea lions at Pier 39
 - *Depart*

Trip Title: North Coast MTB

Target Market: Mountain Biking Enthusiast

- ITINERARY DAY 1
 - Meal 1 (morning): Portland
 - Activity 1 (morning): Drive to Klootch Creek
 - Meal 2 (afternoon): Picnic lunch brought from the road
 - Activity 2 (afternoon): Ride trails at Klootch Creek
 - Meal 3 (evening): Local pub
 - Activity 3 (evening): Local pub
 - Sleep (overnight): Bike friendly hotel in Seaside

- ITINERARY DAY 2
 - Meal 1 (morning): Fuel up for the day in Seaside
 - Activity 1 (morning): Drive to Pacific City
 - Meal 2 (afternoon): Pelican Brewery
 - Activity 2 (afternoon): Ride trails at Sand Lake
 - *Depart*

Trip Title: Oregon Coast Trail to Town

Target Market: Hiker on the Oregon Coast Trail

- ITINERARY DAY 1
 - Meal 1 (morning): Osprey Café in Seaside
 - Activity 1 (morning): Walk Prom to the trail
 - Meal 2 (afternoon): Picnic lunch on the trail brought from town
 - Activity 2 (afternoon): Hiking to Circle Creek and up to dispersed campsite
 - Meal 3 (evening): Dinner on trail at campsite
 - Activity 3 (evening): Watch sunset from the trail and set up camp
 - Sleep (overnight): Camp on the trail

- ITINERARY DAY 2
 - Meal 1 (morning): Breakfast in camp
 - Activity 1 (morning): Hike to Cannon Beach
 - Meal 2 (afternoon): Season's Café in town
 - Activity 2 (afternoon): HRAP Program – nudibranch safari
 - *Depart via trail shuttle*

BIG IDEAS FOR COLLABORATIVE REGIONAL APPROACH:

- Bring more local decision makers into the network
- Develop regional platform for businesses and organizations to share information – OCVA website overhaul
 - Internal communication network for tourism related organizations and businesses
- Toolkit & trainings for frontline staff
- Incorporate health and wellness into tourism messaging
- Maintaining and sustaining existing trails – what resources do we currently have?
- Partnering with conservation agencies and organizations
- Provide stewardship toolkit for businesses to adapt
- Develop aligned messaging in the region
- Oregon Coast Trail – develop support services, linkages, and activities to make this a world class experience
- Advance the Klotchie Creek mountain bike area