



**TRAVEL**



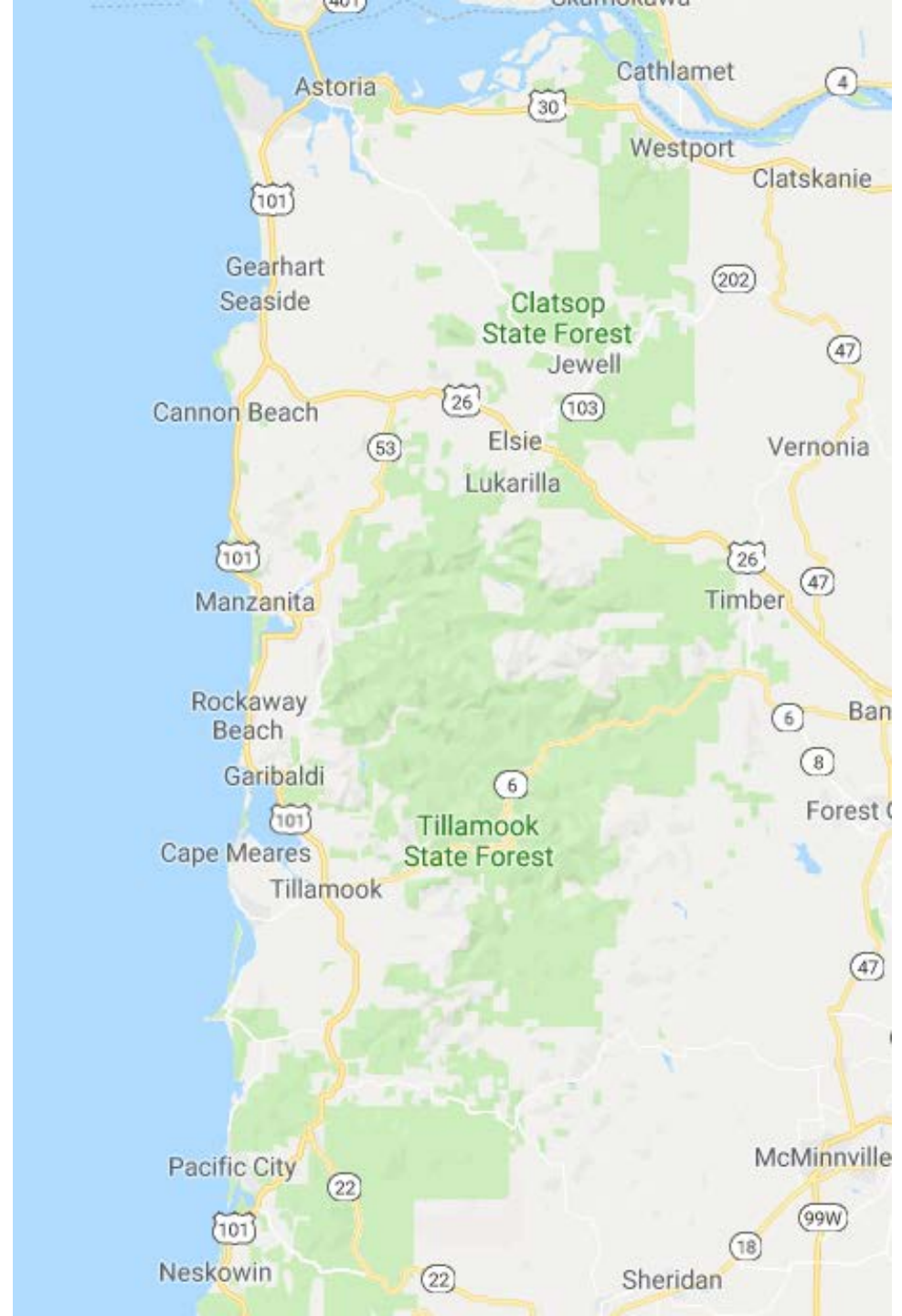
**OREGON**

**VISITOR COMMUNICATIONS &  
DESTINATION MARKETING WORKSHOP**

**1.15.2019**



# NORTH COAST STUDIO GEOGRAPHIC FOCUS



# NORTH COAST STEERING COMMITTEE

- Astoria-Warrenton Chamber of Commerce
- Cannery Pier Hotel + Spa
- Cannon Beach Chamber of Commerce
- City of Cannon Beach
- City of Seaside Visitor's Bureau
- Clatsop Economic Development Resources
- Community Supported Fishery
- Friends of Cape Falcon Marine Reserve
- Manzanita Visitor Center
- National Park Service
- North Coast Land Conservancy in Seaside
- Oregon Coast Visitors Association
- Oregon Department of Forestry
- Oregon Department of Transportation
- Oregon Parks and Recreation Department
- Pacific City + Nestucca Valley Chamber of Commerce
- Pelican Brewing
- Regional Solutions
- Sunset Empire Transportation District
- Tillamook Area Chamber of Commerce
- Tillamook County Transportation District
- Tillamook Estuaries Partnership
- Visit Tillamook Coast

# STATEMENT OF INTENT

The North Coast Tourism Studio Steering Committee believes the immediate focus must include strategies that aim to achieve systemic change and deliver innovative solutions aimed to:

- **Preserve and enhance the natural and cultural resources** of the region while offering high-quality experiences.
- **Encourage stewardship** best practices by visitors and the industry.
- **Integrate cultural heritage** into the visitor experience, authentically and respectfully.
- **Reduce congestion** during peak seasons and in high-use areas.
- **Spread** the seasonality of **visitation**.
- **Spread** the **positive economic benefits** of tourism throughout the region and **maximize the integration** with other key economic drivers including fisheries, forestry, agriculture and main street retail.
- **Increase local understanding** and appreciation of the value of tourism, and the contribution it makes to the local economy.
- **Capitalize** upon the array of **visionary projects** already underway to bolster momentum and ensure this region remains a unique destination.



# COMMUNITY VISION STATEMENT

- Natural features & preservation
- Outdoor experience
- Rich cultural heritage
- Culinary & agritourism





# NORTH COAST STUDIO WORKSHOP + EVENTS

- SEPT 25** SUMMIT  
Networking Event
- OCT 9** THE PEOPLE'S COAST SUMMIT  
**OCT 10**
- OCT 16** DESTINATION STEWARDSHIP - Networking  
**OCT 17** VISITOR TRANSPORTATION - Workshop
- NOV 13** OUTDOOR REC – Networking Event  
**NOV 14** OUTDOOR REC – Workshop
- DEC 4** CULTURAL HERITAGE – Networking Event  
**DEC 5** CULTURAL HERITAGE – Workshop
- JAN 15** VISITOR COMMUNICATIONS– Workshop  
**JAN 16** TEAMING FOR ACTION – Workshop  
Community Celebration Event

# AGENDA

TIME	ITEM
9:00	Welcome & Introductions
9:20	The Power of Regional Marketing Efforts
9:45	Travel Oregon's Approach to Destination Marketing
10:30	Get the Most Out of Your Content
11:15	Listen and Learn: Destination Management Case Studies
12:00	LUNCH
1:00	Marketing Efforts on the North Coast
1:45	North Coast Marketing Speed Dating
2:30	Group Discussion
3:15	Adjourn



# INTRODUCTIONS

- **FIRST AND LAST NAME**
- **ORGANIZATION**



**THE POWER OF REGIONAL MARKETING**

# Global Sustainable Tourism Council

## Sustainable Destination Criteria

### A - Sustainable Destination Management

#### A14 | Marketing for sustainable tourism

The destination has a program to develop and promote sustainable products and services compatible with its ecological, social, and cultural circumstances.

#### A15 | Promotional materials

Promotional materials are accurate and complete with regard to the destination and its products and services, including sustainability claims.





**VISITORS ONLY KNOW WHAT THEY ARE  
TOLD OR SHOWN ABOUT DESTINATIONS**



# REGIONAL MARKETING

- Extends individual budgets
- Reinforces key messages
- Creates feedback loops



# NORTH COAST LANDSCAPE

- 89% of visitors are here for leisure travel
- North Coast visitors are traveling to more than one destination during visits



*\*North Coast Visitor Opportunity Study, University of Oregon, 2018*





# **AFRICAN SAFARI MODEL**

# AFRICAN SAFARIS

- Are some of the first examples of modern international tourism
- Were revolutionized in the 1960's when the gun was dropped for the camera
- Operate within a closed-loop system that supports consistent visitor experience that meets visitor expectations



# HOW IT WORKS

- Safari operators are responsible for:
  - Destination development
  - Hiring and contracting tourism related staff
  - Destination marketing
  - Trip planning and booking





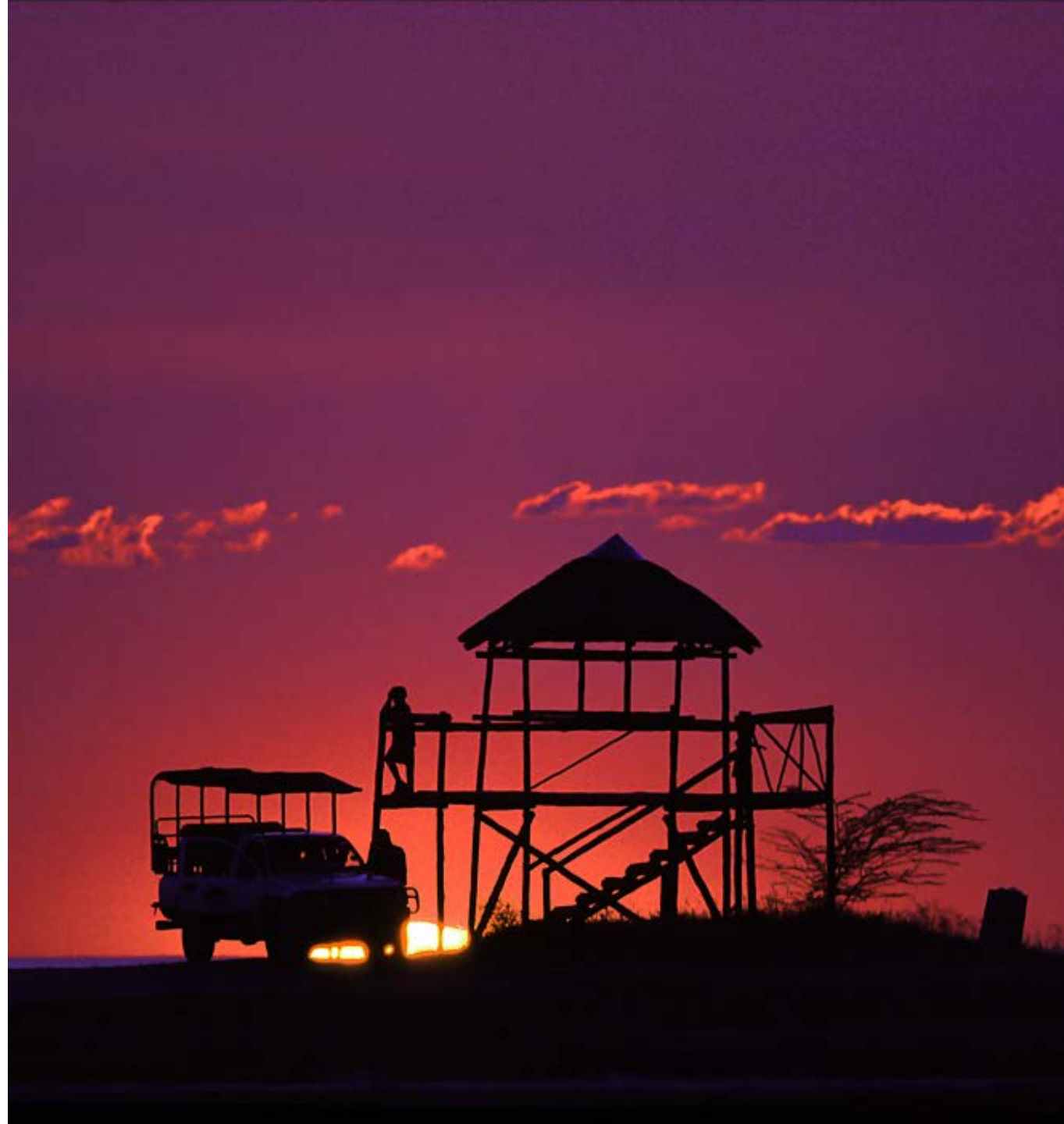


**ABERCROMBIE & KENT**



# ABERCROMBIE & KENT

- Manages local action projects that support destination priorities
- Uses visitor communications to invite donations to their work
- GOAL: Inspire visitors to donate



# DESTINATION DEVELOPMENT





# DESTINATION MARKETING

Abercrombie & Kent

Discover the World on an  
A&K Tailor Made Journey

Abercrombie & Kent's incomparable local experts around the world are proud to partner with Andrew Harper to help you create inspiring journeys. Tailor Made journeys feature itineraries designed exclusively for each guest, with local guides in each destination and luxury hotels personally selected by our experts.

Andrew Harper's Global  
Abercrombie & Kent Partners  
A&K Argentina | A&K Australia  
A&K Chile | A&K China | A&K Ecuador  
A&K Great Britain/Ireland | A&K Kenya  
A&K Peru | A&K South Africa  
A&K Tanzania | A&K Villas

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CALL 888 785 5379

or speak to your travel professional

## A&K's Recommended Journeys to Africa



WINGS OVER THE WORLD

Wings Over Spain & Morocco  
Spring 2019

12 days from \$28,995  
Limited to 13 guests

[See Details >](#)



WINGS OVER THE WORLD

Wings Over Spain & Morocco  
2019-20

13 days from \$29,995  
Limited to 13 guests

[See Details >](#)



WINGS OVER THE WORLD

Wings Over East Africa Spring  
2019

12 days from \$31,495  
Limited to 16 guests

[See Details >](#)



WINGS OVER THE WORLD

Wings Over East Africa 2019-20

12 days from \$32,495  
Limited to 16 guests

[See Details >](#)



WINGS OVER THE WORLD

Wings Over Southern Africa  
2019-20

14 days from \$39,995  
Limited to 15 guests

[See Details >](#)



LUXURY SMALL GROUP JOURNEYS

Kenya & Tanzania: A Great  
Migration Safari Adventure  
2019

10 days from \$14,495  
Limited to 18 guests

[See Details >](#)



LUXURY SMALL GROUP JOURNEYS

Kenya & Tanzania Wildlife Safari  
2019

12 days from \$8,595  
Limited to 18 guests

[See Details >](#)



LUXURY SMALL GROUP JOURNEYS

Tanzania Safari in Style 2019

8 days from \$7,995  
Limited to 18 guests

[See Details >](#)



LUXURY SMALL GROUP JOURNEYS

Climb Kilimanjaro: Summiting  
the Machame Route 2019

9 days from \$7,395  
Limited to 12 guests

[See Details >](#)



# TRAVEL LOGISTICS



# HOSPITALITY





# EXPERIENCES





# MESSAGE STRATEGY

- Action project work is listed on website
- Project site are included in visitor itineraries
- Staff and guides reinforce key messages during trip
- Donation asks are made on the last night of the stay







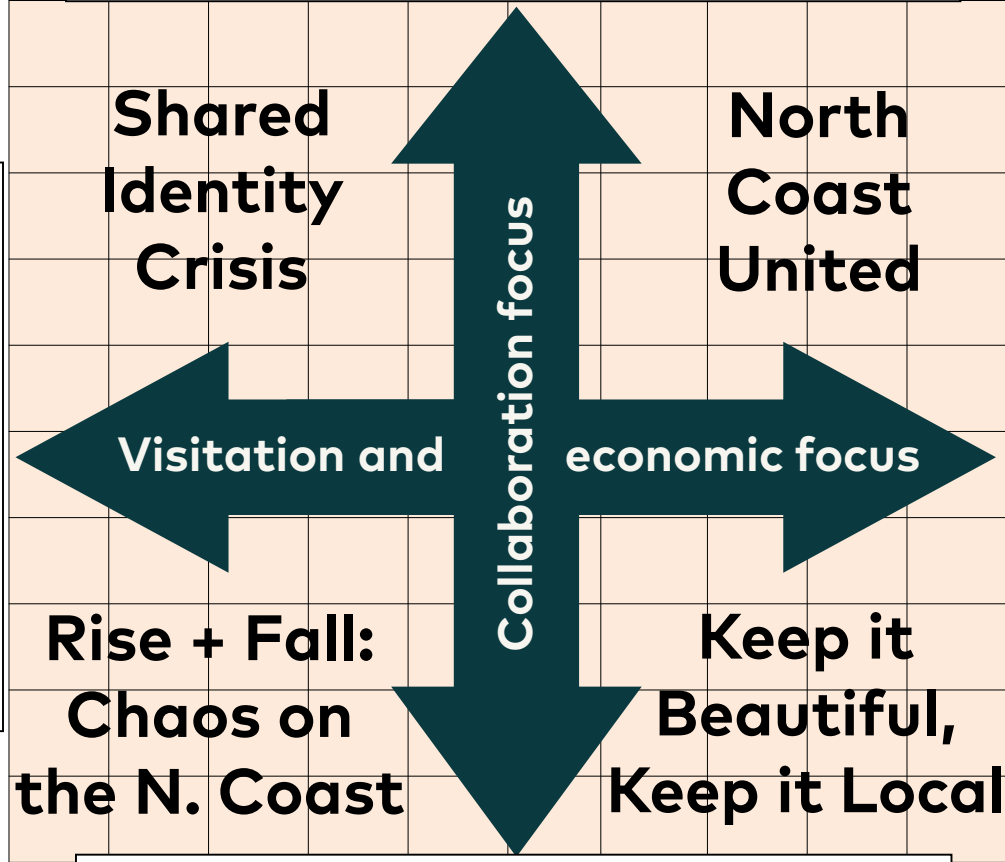
**ACTIVITY #1**  
**COORDINATED REGIONAL MARKETING**



# PLAUSIBLE SCENARIO MATRIX 2030

**Strong regional collaborative approach**  
 Strong focus on building regional collaboration and connectivity up and down the region. The emphasis is on building interconnected regional scale product and visitor experiences, which spans across the various amenities and regional destination locations.

**Increased Visitation**  
 Focus is primarily on driving visitor numbers and maximizing economic impact. The priority is building the growth of tourism dependent and related businesses. Investment is made primarily in iconic and popular areas helping drive greater visitation to the region's high profile destinations.



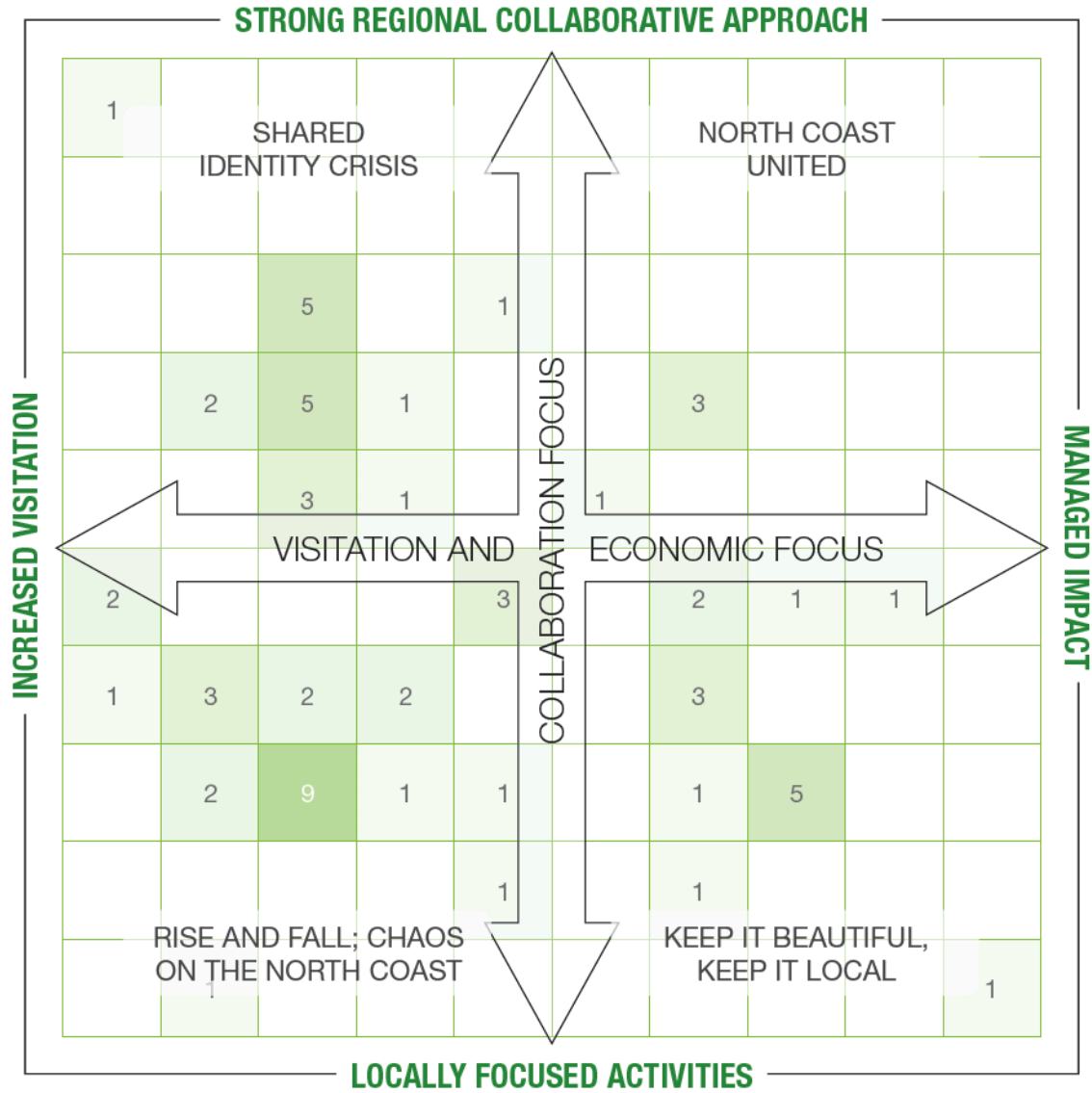
**Managed Impact**  
 Focus is primarily on optimizing the economic impact, with the intent of protecting and enhancing the natural and cultural assets. Sustainability and societal impacts are carefully managed by applying active destination management efforts. Investment is made to carefully moderate potential negative visitor impact, and enhance positive impact.

**Locally focused activities**  
 Strong focus on local activities and communication within local sectors and communities. The focus is primarily on driving local benefit and value. At a regional scale, there are fragmented and disjointed collaboration efforts, and a lack of overall coordination and collaboration.



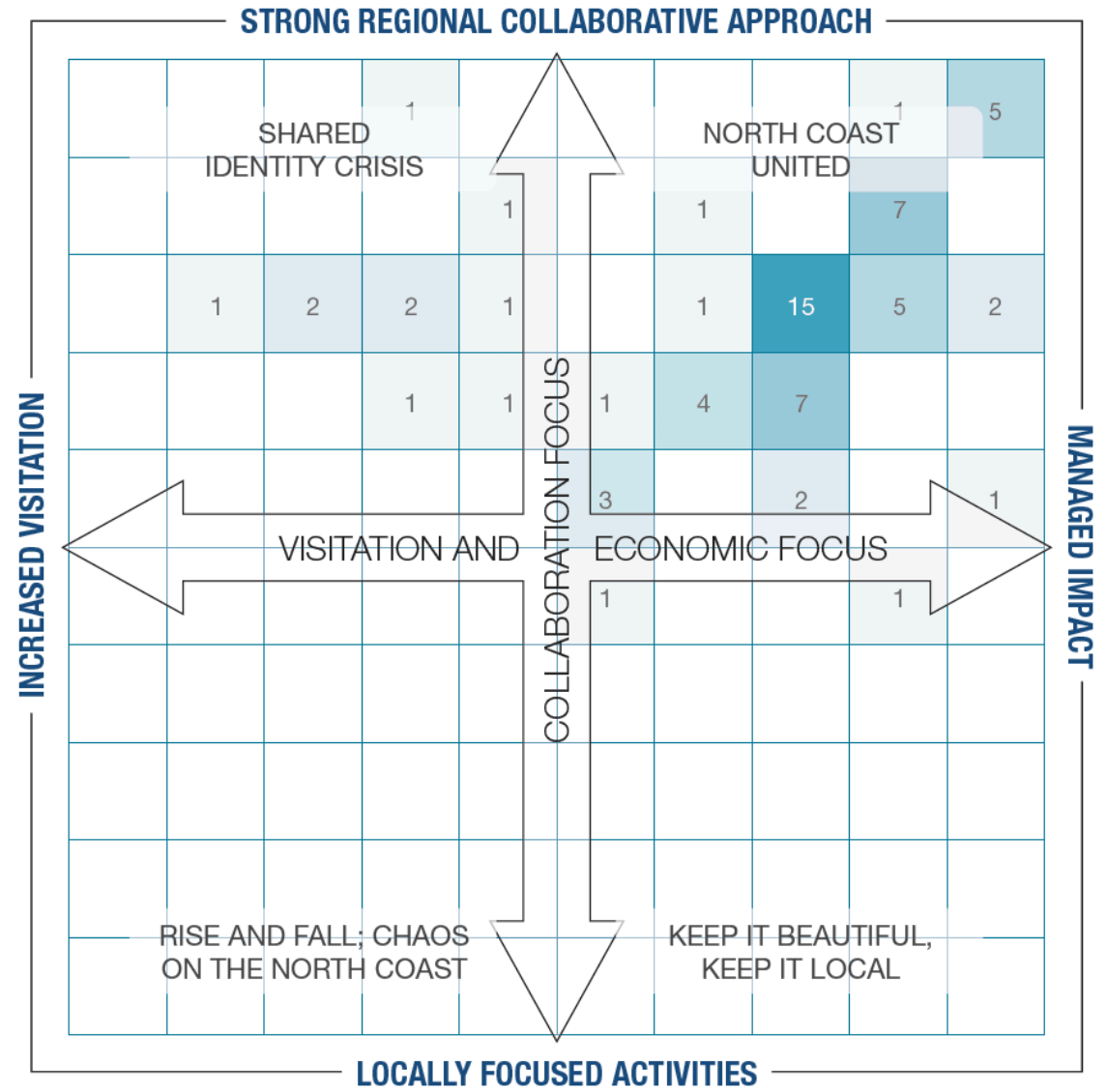
# NORTH COAST TOURISM SUMMIT - SCENARIO DEVELOPMENT FRAMEWORK

EXPECTED FUTURE – 2030



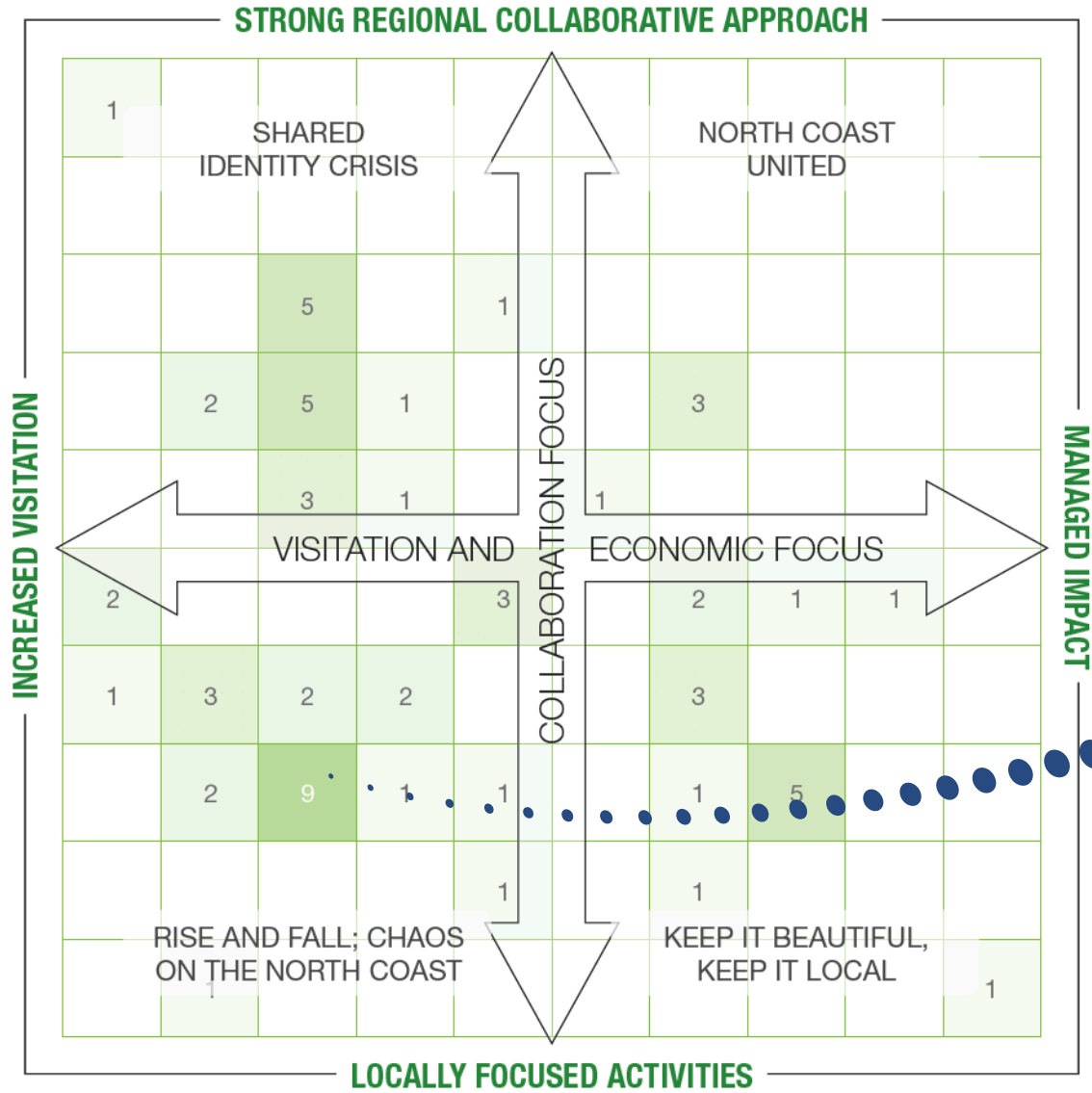
# NORTH COAST TOURISM SUMMIT - SCENARIO DEVELOPMENT FRAMEWORK

PREFERRED FUTURE – 2030



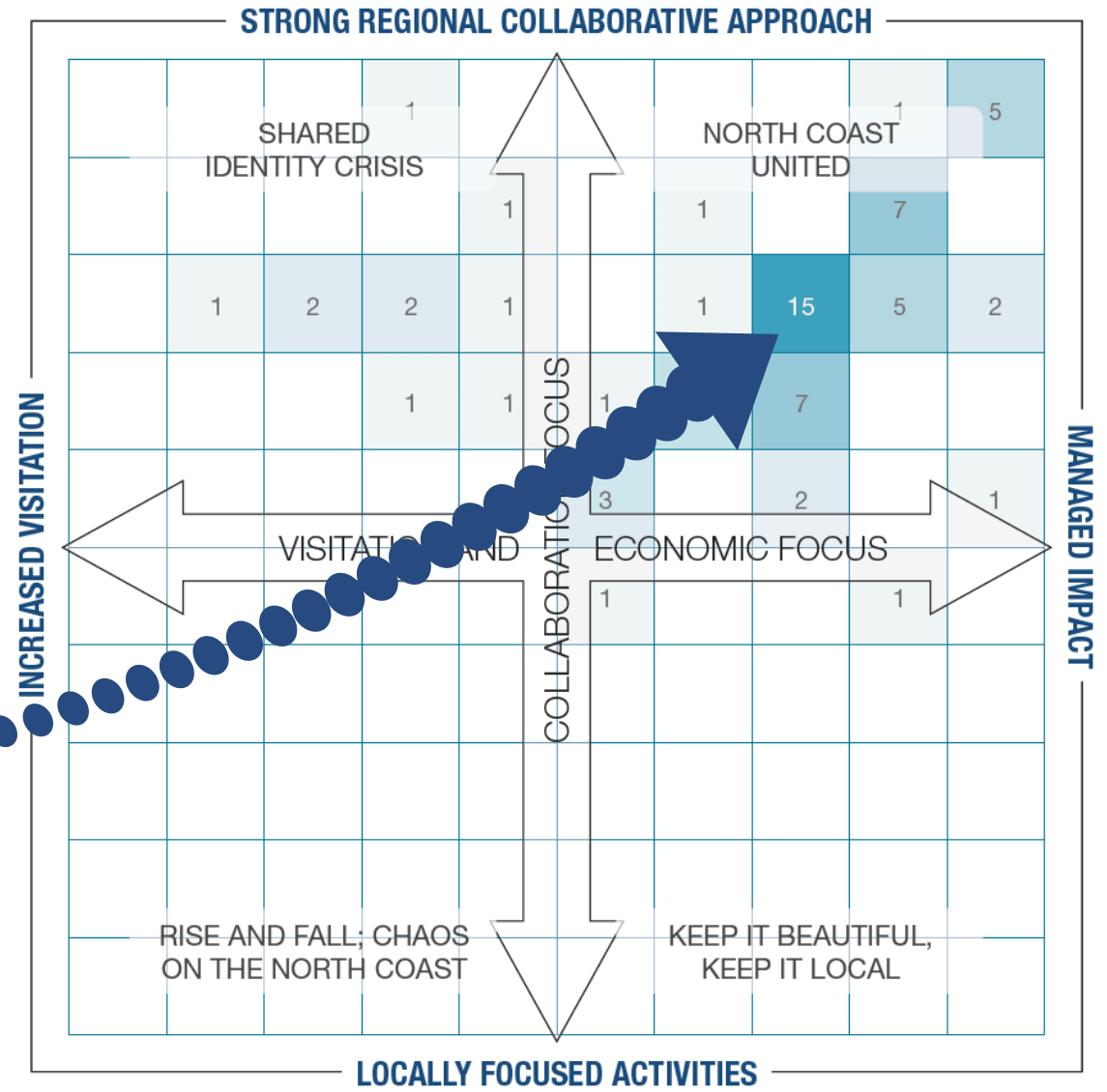
# NORTH COAST TOURISM SUMMIT - SCENARIO DEVELOPMENT FRAMEWORK

EXPECTED FUTURE – 2030



# NORTH COAST TOURISM SUMMIT - SCENARIO DEVELOPMENT FRAMEWORK

PREFERRED FUTURE – 2030





# ACTIVITY #1

- 1) What visitor communication opportunities exist for the North Coast when the region is working collaboratively and managing visitor impacts? (For example, car free transportation options are being shared with visitors when they book hotels.)
- 2) What tactics could be implemented by the North Coast region to achieve stronger regional visitor communications to manage impacts? (For example, develop a set of key messages for all North Coast stakeholders to include in their visitor communications.)

**TRAVEL OREGON MARKETING APPROACH:  
THE CONSUMER MINDSET AND THE VLM**



An aerial photograph of a river winding through a lush, green landscape. The river is dark blue and flows from the left towards the right, with several meanders. The surrounding terrain is covered in vibrant green grass and scattered, small evergreen trees and shrubs. The overall scene is bright and natural, suggesting a healthy, undisturbed environment.

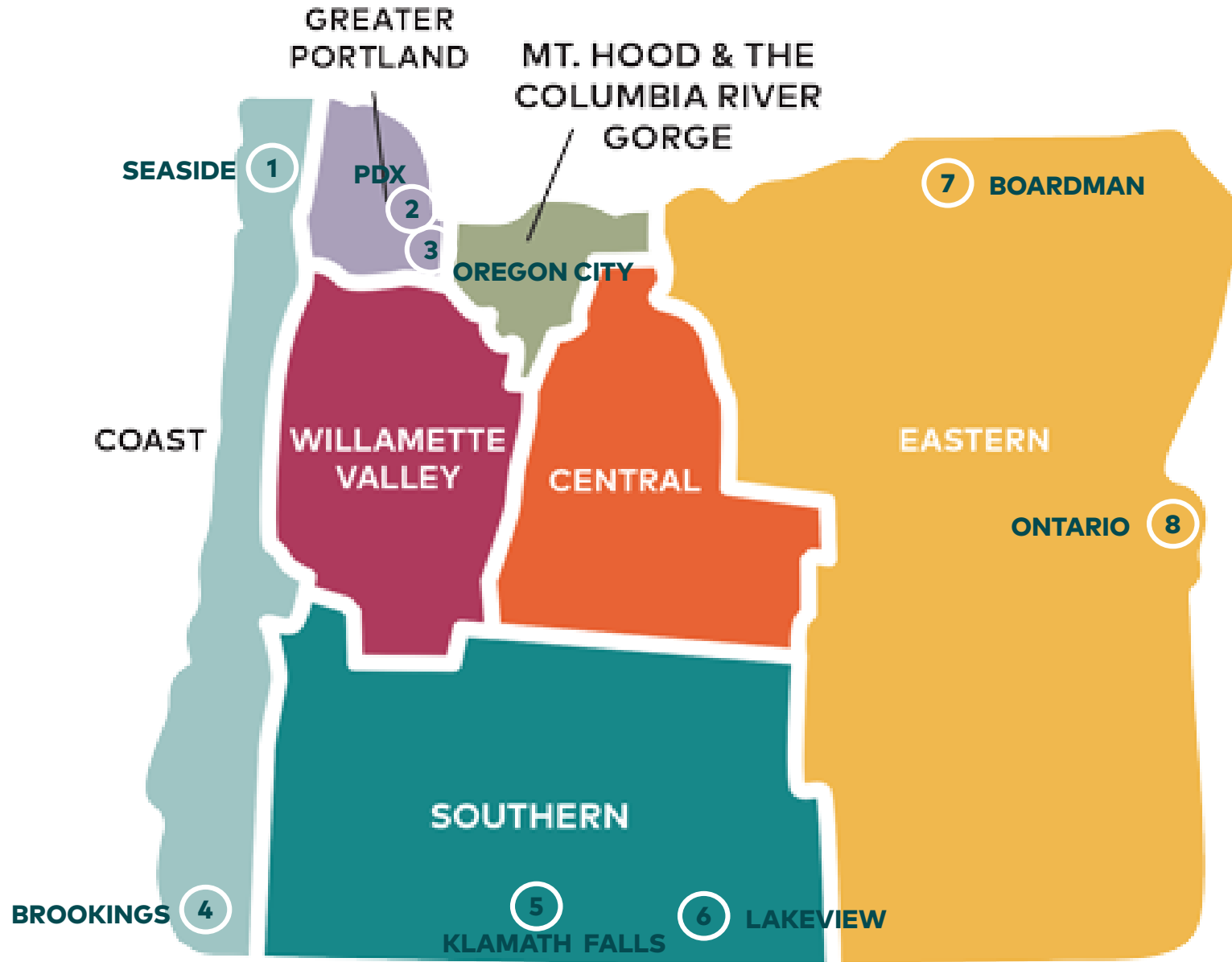
# GLOBAL MARKETING & SALES



# GLOBAL MARKETING

- Brand and Consumer Advertising
- Digital Platforms and Content
- Insight and Planning
- Consumer, Industry and Corporate Communications
- Marketing Services
- State Welcome Centers





# WHAT WE KNOW ABOUT VISITORS





## **MARKETING** **OBJECTIVES**

Continue to engage consumers in the Oregon brand

Engage in conversations with consumers who identify with the Oregon mindset

Breakthrough market clutter by focusing our messages

Leverage fans of Oregon

# TARGET

## ACTIVE ADVENTURER

- Traveled 2+ times domestically in last 12 months for vacation exclusively
- They participated in 1+ of the listed leisure activities in the last 12 months
- They participate in any of the listed sports
- Ideal vacation is full of activities, exercise, dining and sightseeing and they tend to avoid guided and/or group tours

### LEISURE ACTIVITIES

- Attended an art gallery
- Went to the beach
- Dined Out
- Camped Overnight

### SPORTS

- Mountain Biking
- Canoeing / Kayaking
- White Water Rafting
- Skiing / Snowboarding

- Surfing / Wind surfing
- Hiking / Backpacking
- Golf





# DOMESTIC MARKETS

- SEATTLE
- PORTLAND
- SAN FRANCISCO



# THE VISITOR LIFECYCLE



# TRAVELER DECISION MAKING PROCESS

## ACTIVE ADVENTURER SEES INSPIRING CONTENT

- ADVERTISING
- PR
- PROMOTIONS
- FEATURED STORIES

## TRIP PLANNING AND RESEARCH

- RESEARCH DESTINATIONS AND LODGING
- DISCOVER ACTIVITIES
- COMPARE PRICES

## PURCHASE

- BOOK TRAVEL
- BOOK LODGING
- BOOK ACTIVITIES

## EXPERIENCE

- WELCOME CENTERS
- TRANSPORTATION
- MAPS

## SHARE

- SOCIAL MEDIA
- WORD OF MOUTH

## **OUR GOAL**

**GUIDE ACTIVE ADVENTURERS THROUGH EACH STEP  
OF THEIR TRAVEL LIFECYCLE BY SEAMLESSLY  
PROVIDING THEM WITH RELEVANT ASPIRATIONAL  
AND TIMELY CONTENT BASED ON THEIR TRAVEL  
PREFERENCES, RESULTING IN AN UNFORGETTABLE  
OREGON EXPERIENCE**



# THE VISITOR LIFECYCLE



# THE VISITOR LIFECYCLE

Strategy: Increase top of mind awareness for Oregon as a premier travel destination

Consumer Mindset: Wow! This area of Oregon looks amazing! I need to find out more. Let's go.

Key Players: Travel Oregon, RDMO, Wieden + Kennedy, Sparkloft, MediAmerica





# THE VISITOR LIFECYCLE

Strategy: Provide potential visitors with the tools and resources they need to create a great trip.

Consumer Mindset: Time to research. What will make this trip unforgettable?

Key Players: Travel Oregon, RDMO, DMO, Online Travel Agents (OTAs), Sparkloft, MediAmerica



# THE VISITOR LIFECYCLE

Strategy: Make it easy and simple for visitors to book their travel needs

Consumer Mindset: I'm ready to book my trip.

Key Players: Businesses, Online Travel Agents (OTAs) Travel Partners (Alaska Airlines), Tour Operators





# THE VISITOR LIFECYCLE

Strategy: Provide visitors with all the tools and guides to help them feel independent during their Oregon vacation

Consumer Mindset: The scenery is amazing. Oregonians are so friendly! Let's explore some more!

Key Players: Businesses and frontline staff, Welcome Centers, Chambers of Commerce/ Visitor and Convention Bureaus, Guides and Operators



# THE VISITOR LIFECYCLE

Strategy: Offer and encourage visitors to share their experiences through the appropriate social channels

Consumer Mindset: How's this for an ocean view? #oregoncoast #ocean #traveloregon

Key Players: Active Adventurer, Travel Oregon, RDMO, DMO, Businesses





# THE VISITOR LIFECYCLE

Strategy: Continue the conversation with visitors after their trip and provide additional recommendations on future trips that they might like

Consumer Mindset: Let's go again! I want to try rafting this time

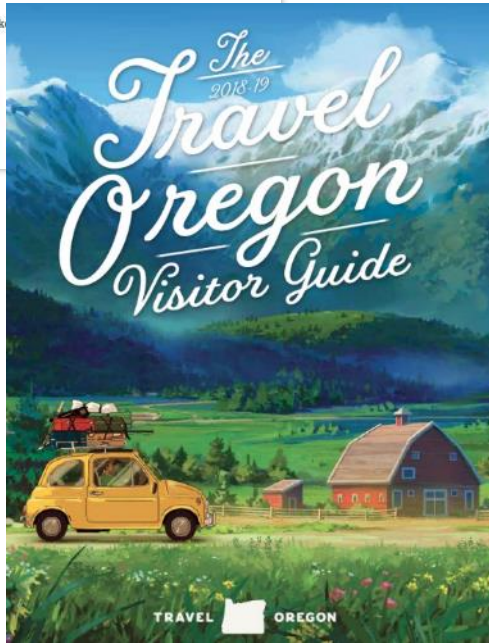
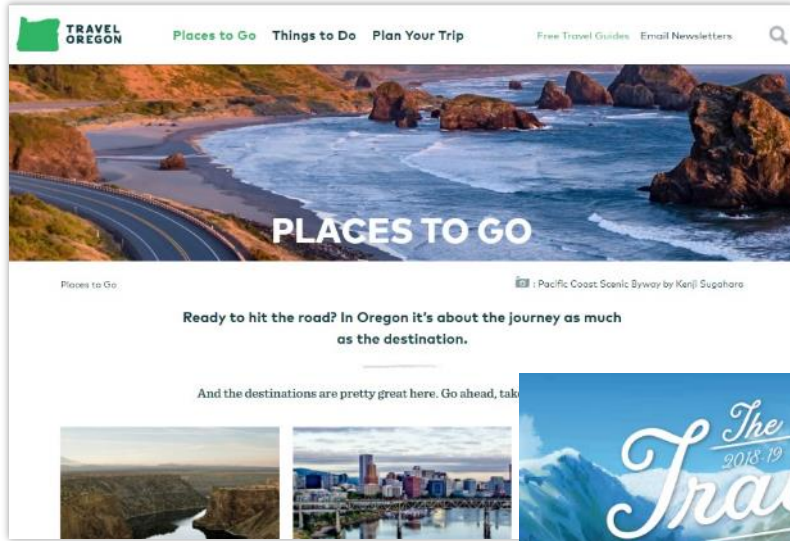
Key Players: Travel Oregon, RDMO, DMO, Wieden + Kennedy, Sparkloft, MediAmerica



# HOW MARKETING FITS IN



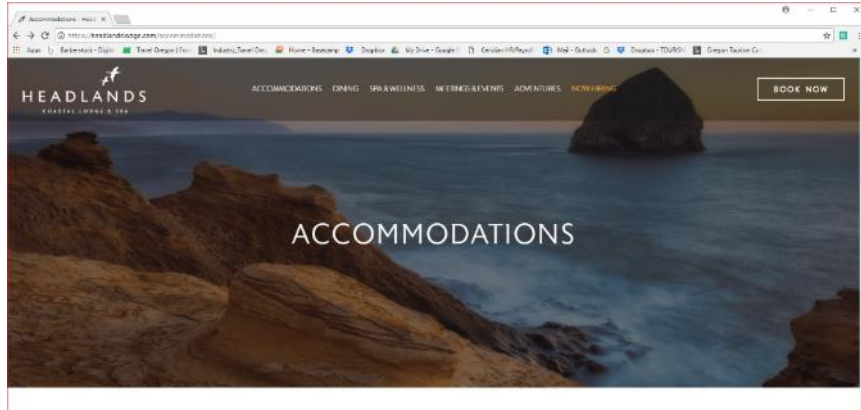
# HOW MARKETING FITS IN



- Trip research on TO.com
- Listings and digital content
- Itineraries

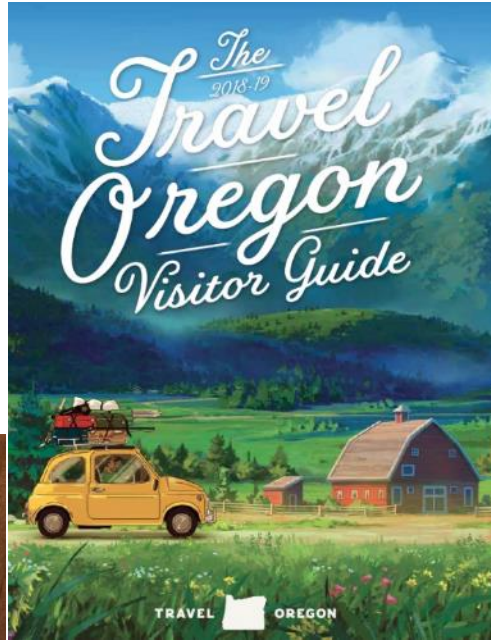
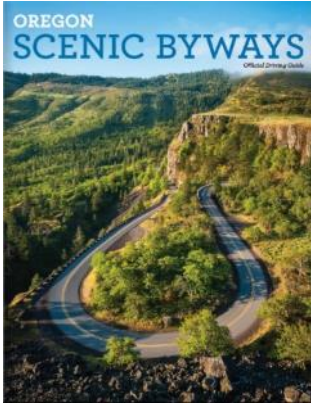


# HOW MARKETING FITS IN



- Hotel and Airline booking websites
- Rentals
- Guide and tour packages

# HOW MARKETING FITS IN

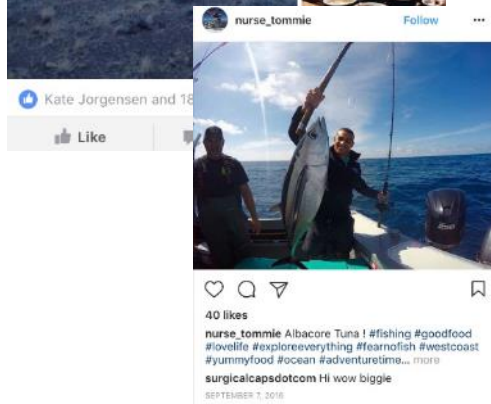


- Visitors Centers
- Maps and Guides
- Tours and Operators
- Customer Service

# HOW MARKETING FITS IN

Emily Forsha added 4 new photos.  
July 31, 2014 at 10:12am · 🌐

I'm on one of my tours of Oregon! We started with the Southern Oregon Coast and are now exploring Southern Oregon. We're currently en route to Crater Lake. Follow along with our trip on Instagram by checking out the #oregontour14 hashtag.



- Word of mouth referrals
- Instagram, Facebook, Twitter,



# HOW MARKETING FITS IN



**CONSUMER E-NEWS**



- Advertising
- PR
- Consumer shows
- Events
- Enewsletter

**GLOBAL SALES**



## **MARKETING** **OBJECTIVES**

Create awareness through media and travel trade channels

Offer world-class familiarization tours of Oregon product

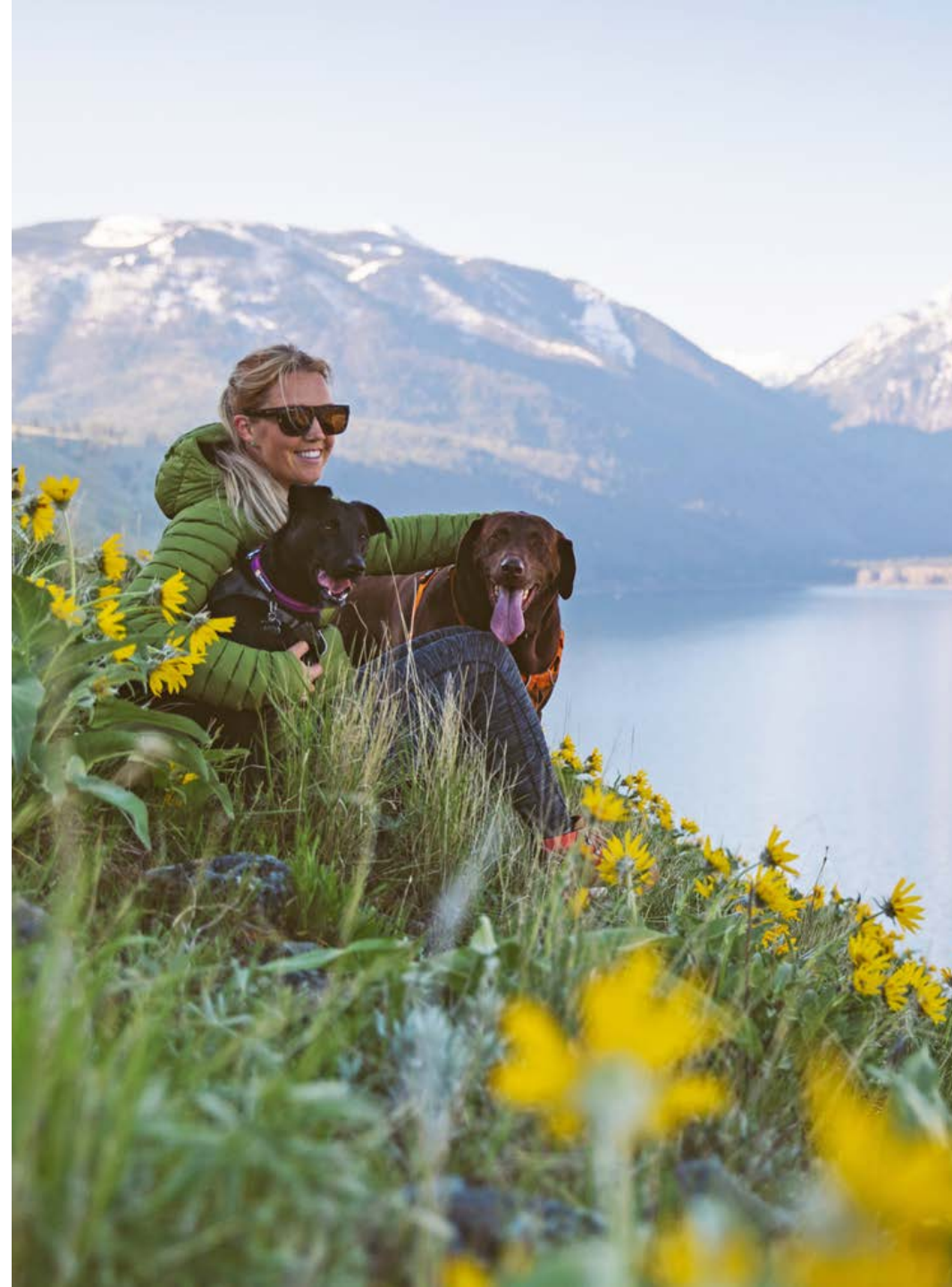
Promote Oregon as a year-round destination

Generate fans of Oregon around the world



# INTERNATIONAL VISITORS

- Book 6-12 months in advance
- Stay Longer
- Spend More on Average
- Book Midweek and Shoulder Season
- Rarely Cancel
- Work Well in Conjunction with Domestic Business



# INTERNATIONAL MARKETS

## **EUROPE**

- Germany
- France
- United Kingdom
- Scandinavia
- The Netherlands

## **ASIA**

- Japan
- China
- Korea – Emerging Market
- India – Emerging Market

## **OCEANIA**

- Australia
- New Zealand

## **THE AMERICAS**

- Canada
- Mexico

## **DOMESTIC TRAVEL TRADE**

- Domestic marketing specifically focused on group and FIT travel trade

# INTERNATIONAL VISITORS BUY TRAVEL DIFFERENTLY

**Oregon**  
Don't just look. Leap

Located in the Pacific North West, Oregon is a state blessed with natural wonders, from the historic towns, serene wineries, miles of unspoiled coastline and the deepest lake in the USA. Explore, experience and adore charming beach communities and Oregon's Seven Wonders including stunning Crater Lake National Park. Oregon will most certainly not disappoint.

**FEATURED HOTELS**

**SunRiver Resort**  
★★★★ (Pages 106-107) 5000  
Westport • 10000  
Washouli Ski Area • The Stone Reef Complex • Sage Springs Club and Spa  
Location: Westport • 10000  
Book: 800-828-7262

**Salt River Golf & Golf Resort**  
★★★★ (Pages 106-107) 5000  
Westport • 10000  
Washouli Ski Area • The Stone Reef Complex • Sage Springs Club and Spa  
Location: Westport • 10000  
Book: 800-828-7262

**What to see and do**

**Crater Lake National Park**  
Oregon Lake & Scenic Area is the original bucket list  
We Need Your Vote  
\$2.00 (Admission) • \$1.00 (Parking)  
Columbia River Gorge  
Look for the National Park  
South Fork River  
Columbia River Gorge National Monument  
Deep-sea research and exploration  
Walla Walla  
Oregon's Wild West and cowboy country  
Hill Country the largest state park in Oregon  
Mount Hood and Mount St. Helens  
The Oregon Coast  
Oregon's wine country  
Oregon's state capital  
Oregon's state capital

**Expert tip**  
"Think bigger when in the Oregon Coast and the Mount Hood region. If you intend to visit, it's best to book early!"  
Charlie, Destination Manager

**Suggested Multi-Centres**  
Oregon's Seven Wonders  
Experience the beauty of Columbia River Gorge, Crater Lake, Mt. Hood, Oregon Coast, Portland Hills, South Coast and The Willamette or the incredible Oregon adventures.  
Columbia River  
Being active, clean up, and enjoying water are among the exciting activities of the suggested itinerary. It's all about the fun of why not jump on a kayak and go out on the Columbia River. Check out the Oregon Coast. See page 106 for more details.  
Explore the Pacific Northwest  
Experience the beauty of the Pacific Northwest. It's a vast area of a lot of different landscapes, from the rugged coastline and majestic mountains to the rolling hills and vineyards. For more information on the Pacific Northwest and the Willamette Valley, visit [www.visitoregon.com](http://www.visitoregon.com).




- Travel Agent
- FIT/Fly Drives/Packaged Travel)
- Tour Operators
- Online Travel Agencies
- Guaranteed Vacations





# RECEPTIVE TOUR OPERATORS

- Help leverage entire communities
- Based in the US
- Sell only to International Tour Operators
- Make it easy for tour operators to book and pay
- Contract directly with Oregon suppliers
- Only get paid if supplier gets paid
- Market your business
- Business booked outside of contracts
- Makes your community accessible to international communities
- Similar process to other OTAs

# HOW WE MARKET

- Tradeshows (Trade, Media & Consumer)
- Sales Missions
- Trade and Media Fam Tours
- Tour Operator Partnerships
- Activations
- Out of Home Advertising
- Brand USA

Buchungs- und Beratungshotline: Mo. - Fr.: 10:00 - 19:00 | Sa.: 10:00 - 14:00 | ☎ 030 - 707 93 40 | ☎ 0325 - 12 70 06 | ☎ 0720 - 51 59 75



Home Flüge Unterkünfte Mietfahrzeuge Rundreisen Angebote Kreuzfahrten



Home > News > Info > Empfehlungen > Traumziel Oregon: eine Welt der Wunder

Foto: Sarah CTO

### Ziel Oregon: eine Welt der Wunder

Wenn Sie nach Kalifornien liegen, dann ist Oregon eine wahrhaft wundervolle Welt mit ungleichen Landschaften, der Kunststadt Portland, sympathischen Menschen und einer fantastischen Kulinarik aufwartet. Egal, ob Sie sich auf der Suche nach einer fantastischen Reise machen möchten, dann ist es hier und so können Sie sich auf der Suche nach einer fantastischen Reise machen!

Die Grenzen Kalifornien und Nevada an, im Norden die die Landschaft zwischen Traumstränden und der wildromantischen Panoramastraße, dem Highway 101, womit auch die Rocky Mountain States nicht zu vergleichen sind. Oder KLM/Delta via Amsterdam gibt es

Mehr Artikel über Oregon:

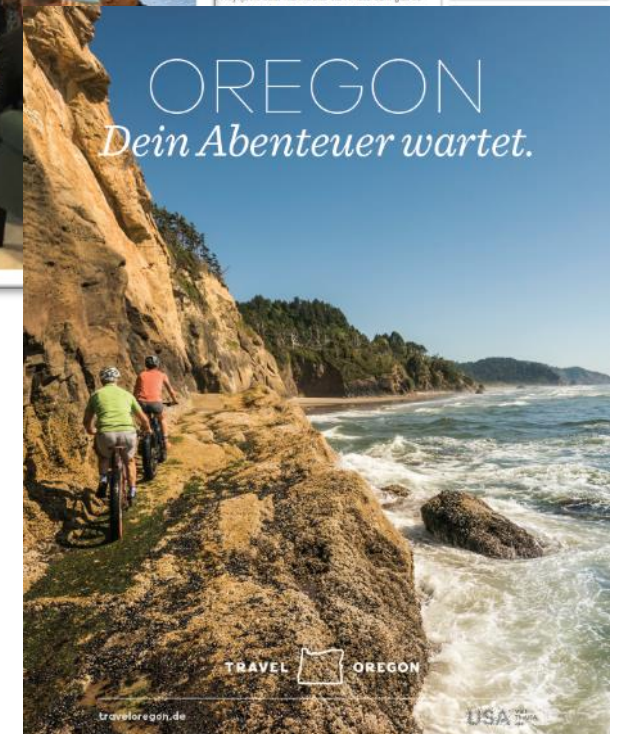
Infos / Empfehlungen (2)

News (1)

Lust auf Urlaub?

Unsere Nordamerika-Reiseexperten beraten Sie gern und finden Ihre Traumreise.

Sprechen Sie uns an!



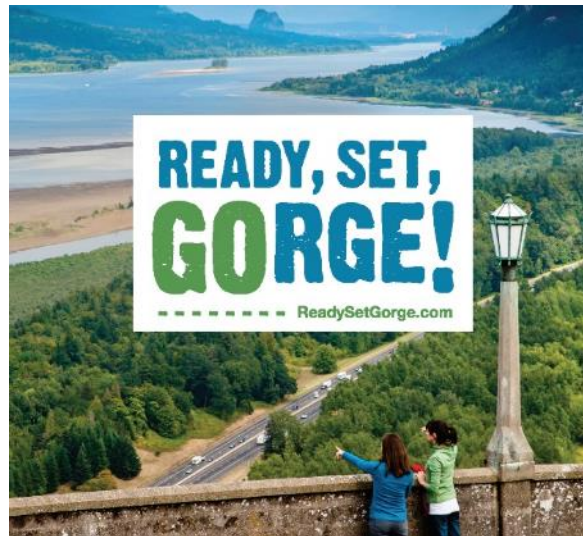


**LEVERAGE IMPACT**

**CONNECTING DESTINATION  
MANAGEMENT  
AND  
VISITOR COMMUNICATIONS**



# VISITOR COMMUNICATIONS READY, SET, GORGE!



## THE NATION'S LARGEST BI-STATE SCENIC AREA IS A SITE TO SEE - AND A PLACE WORTH PROTECTING

Established in 1986, the Columbia River Gorge National Scenic Area protects nearly 293,000 acres of trails, forest, waterfalls, parks and historical sites within this spectacular river canyon.

## GET READY



The Historic Columbia River Highway and State Trail (Route 30) provides access to many unique features on the Oregon side of the Columbia River Gorge. Visitation often exceeds the automobile capacity along and at parking areas on the Historic Highway and on I-84, including at Multnomah Falls, Angel's Boat and Wahkema Falls. Popular trail heads along Highway 14 in Washington often experience over-crowding.

When planning your visit to the Gorge, follow these tips to avoid crowds. You'll be rewarded with stunning views and solitude.



### GO EARLY

Arrive at the trailhead before 7 AM in the morning to avoid the crowds.

### LOCAL PARKS STEWARTS LAKE NATIONAL WILDLIFE REFUGE

Look for the orange and white signs indicating areas of closed access. Many of the trails are closed to the public until the refuge is open to the public.

Find more tips at [ReadySetGorge.com](http://ReadySetGorge.com)



### GO EAST

Go east to the gorge to avoid the crowds. Many of the trails are closed to the public until the refuge is open to the public.

### LOCAL PARKS COLUMBIA RIVER NATIONAL WILDLIFE REFUGE

Look for the orange and white signs indicating areas of closed access. Many of the trails are closed to the public until the refuge is open to the public.

Find more tips at [ReadySetGorge.com](http://ReadySetGorge.com)

## GET SET



### 1. Choose trails that meet your group's comfort and fitness level.

When choosing a trail, consider the following:

- Trail length and difficulty
- Trail elevation gain and loss (and if you're a hiker, consider the trail's elevation gain and loss)
- Trail conditions (road closures, trail closures, etc.)
- Is your group prepared for the weather?

### LOCAL PARKS WICKIACULA FALLS

The Wickiaculla Falls trail is a 1.5-mile trail that is a great place to see the falls. It is a good trail for families and people who are not very fit.

### 2. Research road, trail and weather conditions.

Check the following conditions before you go:

- Road conditions (road closures, etc.)
- Trail conditions (trail closures, etc.)
- Weather conditions (rain, etc.)

### LOCAL PARKS COLUMBIA RIVER NATIONAL WILDLIFE REFUGE

Check the following conditions before you go:

- Road conditions (road closures, etc.)
- Trail conditions (trail closures, etc.)
- Weather conditions (rain, etc.)

Find more tips at [ReadySetGorge.com](http://ReadySetGorge.com)

## GORGE!

Help protect the Columbia River Gorge National Scenic Area, so that future visitors can enjoy it, too.

### 10 WAYS TO LOVE THE GORGE - A HELPFUL GUIDE

Help protect the Columbia River Gorge National Scenic Area, so that future visitors can enjoy it, too.

#### 1. Protect vital habitat by using only authorized trails and campsites.

- Stay on the trail and avoid other areas on the trail.
- Follow good trail etiquette.
- Hike on the trail and avoid other areas on the trail.
- Hike on the trail and avoid other areas on the trail.
- Hike on the trail and avoid other areas on the trail.

#### 2. Leave no trace by packing out your trash and picking up litter you find.

- Carry a trash bag and pick up any litter you find.
- Leave a clean and healthy trail for everyone to enjoy.
- Pick up any litter you find.

#### 3. Stop the spread of invasive species by using a boot brush, available at many trailheads.

- Use a boot brush to clean your boots before you hike.
- Use a boot brush to clean your boots before you hike.
- Use a boot brush to clean your boots before you hike.

Find more tips at [ReadySetGorge.com](http://ReadySetGorge.com)

# VISITOR COMMUNICATIONS READY, SET, GORGE!



The screenshot shows the Columbia Gorge Express website. The header includes the logo, the text "COLUMBIA GORGE EXPRESS The easy way through the Gorge", a language selection dropdown, and a "Powered by Google Translate" notice. A navigation bar contains links for HOME, NEWS AND UPDATES, PARK AND RIDE, FAQs, and CONTACT US. The main content area features a large image of a waterfall with a bridge, overlaid with the Columbia Gorge Express logo. Below this, there are sections for "The easy way to Multnomah Falls!", "NEWS AND UPDATES" (with a call to action for a survey), "2018 Service Operation" (with an expected launch date of May 25, 2018), and "Summer Internships with the Columbia Gorge Express". A "View all >>" link is at the bottom.

**COLUMBIA GORGE EXPRESS**  
The easy way through the Gorge

Select Language

Powered by Google Translate

HOME NEWS AND UPDATES PARK AND RIDE FAQs CONTACT US

**COLUMBIA GORGE EXPRESS**

### The easy way to Multnomah Falls!

The Columbia Gorge Express is a convenient, reliable and fun way to travel between Portland and some of the best the Gorge has to offer, including iconic **Multnomah Falls**. In 2018, the Columbia Gorge Express will serve:

- Gateway Transit Center in Portland
- Rooster Rock State Park
- Multnomah Falls
- Cascade Locks
- Hood River

### 2018 Service Operation

**Expected launch date:** May 25, 2018

Check back soon for more details. Want to be notified as soon as tickets are available? Sign up to receive updates below!



**NEWS AND UPDATES**

### Help shape season three of the Columbia Gorge Express! Share your thoughts by April 11

Columbia Gorge Express service kicks off Memorial Day Weekend 2018, and this year the service is bigger and better than ever.

What's new in 2018:

Extended service with new stops east of ... [more](#)

### Summer Internships with the Columbia Gorge Express

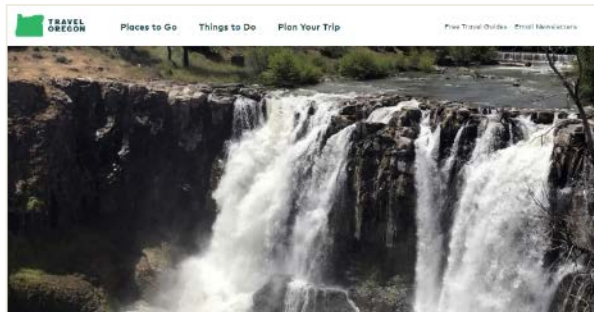
We're hiring! If you or someone you know is a student pursuing a career in transportation, urban planning, tourism, or a related field, a summer internship with the Columbia Gorge Express is a great ... [more](#)

[View all >>](#)





# VISITOR COMMUNICATIONS READY, SET, GORGE!



Things To Do » Destinations » Lakes & Reservoirs » Spring Waterfall Hikes

## SPRING WATERFALL HIKES

Jen Anderson, Author  
March 5, 2019

Oregon, how we love you. Every spring, we seem to experience all four seasons at once — a week of rain, a good dose of sunshine, a crisp fall (sometimes a dusting of snow) and eventually the warmth of the sun. It all makes for one spectacular season to hit the trails and take in the sights and sounds of a spring waterfall hike.

So lace up those hiking boots, load up for a roadtrip and always remember to practice Leave No Trace principles, including staying on trails, respecting wildlife, packing out all trash and being prepared for emergencies.

Here are several top waterfall hikes across the state to explore:

### Mt. Hood/Gorge

Now that Mount Hood isn't completely inaccessible due to the Eagle Creek Fire restoration efforts, the fire that remains open — notably Latourette Falls and Bridal Veil Falls — will likely be busy all spring and summer. Aerial conditions and limited parking at Mt. Hood during the week and early in the day. Latourette's impressive 224-foot cascade will still be there, as will its family-friendly 2.4-mile round-trip loop, but with a few caveats.

Bridal Veil Falls, in the Mt. Hood National Forest, is an awe-inspiring trek with striking technical slides on the way to the 90-foot falls. The moderate hike will take 2-3 hours, depending on how long you meander along the falls' white boogym, deep purple log run and bright red Indian paintbrush. The views are just as perfect on a clear spring day when Mt. Hood appears on the skyline. Bring a picnic and make a day of it: 4.2-mile loop, stopping at other Bridal Veil Falls along the way.

### Coast Range

You may feel like Indiana Jones as you cross the 240-foot suspension bridge at Devil's Creek Falls, just outside of Latourette City, surrounded by lush ferns, alders and other shrubs. This 6-mile out-and-back hike through the Siuslaw National Forest is highly scenic and peaceful in the spring, just after spring rains. Go for an easy walk or a more challenging run. Just make sure to bring a picnic and make a day of it: 4.2-mile loop, stopping at other Bridal Veil Falls along the way.

Follow the signs from Highway 63 along Saddle Mountain Road for a few miles to Catherine Falls in the lush Willamette State Forest. This refreshing 60-foot waterfall makes a perfect detour on any springtime Coast road trip; you can enjoy it via a short trail walk on the 6.5-mile loop. Admire the pink and white cottonwoods in full bloom and look for a peekaboo Mt. Hood through the towering red alder.

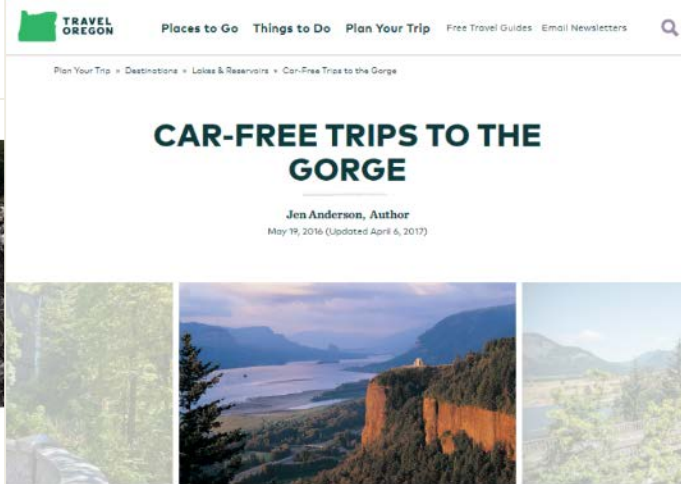
### Southern Oregon

There's so much to soak up at Linnville Falls — from the mist cascades on a path along the North Umpqua River, to the summer 500-foot falls, set against a backdrop of towering green and hazel rock. The 3.4-mile out-and-back hike will take you a few hours, so pack a lunch and some layers. It's an ideal day trip from Bend, 90 miles west.

Clearwater Falls is an out-of-the-way beauty tucked deep in the heart of the Oregon Coast. The 2.5-mile round-trip hike is a



### ADVERTISEMENTS



The historic Columbia River Highway and winding waterfall Falls. (Photos credit: Jeffery Oakes)

## CAR-FREE TRIPS TO THE GORGE

Jen Anderson, Author  
May 19, 2016 (Updated April 6, 2017)

**Traveler Alert:** This area was impacted by the recent Eagle Creek Fire. Before you head out, please check with USFS for the most up-to-date information on closures.

With its cascading waterfalls, hills full of wildflowers and sparkling river views, touring the Columbia River Gorge is easily one of the most scenic routes you can take in all of Oregon.

But what if you could see the sights without having to drive?

Luckily visitors can check out a few new ways to explore the Gorge car-free.

Leaving the car behind means saving on gas and avoiding parking headaches, not to mention easing congestion and reducing emissions, which will go a long way toward keeping this region pristine and green for the next 100 years.

### Shuttles

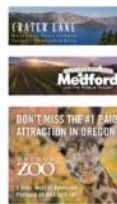
Beginning in late May, the Columbia Gorge Express will transport visitors from the Gateway Transit Center in Portland to Multnomah Falls and Rooster Rock State Park for just \$5 round-trip. The bus service departs Gateway 12 times each day Friday through Sunday until the end of September. Cyclists can even get aboard with three bike spaces on each bus.

Looking for a longer Gorge tour? Gray Line Tours just rolled out a brand-new half-day luxury coach tour to the Gorge, for a round-trip fare of \$50 to and from downtown Portland. The four-and-a-half-hour tour stops at Latourette Falls, Multnomah Falls and Lodge and the Bonneville Dam and Fish ladder, a national historic site in the heart of the Gorge. Tours run daily mid-June through early September.

America's Hub World Tours offers a guided Mt. Hood loop tour, half- or full-day Gorge tour and a special wine-lovers Gorge tour year-round, with pre-arranged pickups and drop-offs from downtown Portland. The full-day tour covers each of the Gray Line's stops, plus more at Timberline Lodge, Crown Point Vista House and Hood River, where visitors can explore before hopping on for the return trip.

You can also spend your visit to the Gorge sipping wine with Evergreen Escapes' six-hour Columbia Gorge Waterfalls & Wine Tour. Visit "Waterfall Alley," take interpretive nature walks, view wildlife and sample boutique wines only found in Oregon — without having to drive. (Pick-up and drop-off are in downtown Portland.)

### ADVERTISEMENTS



### TRAVEL OREGON

Places to Go Things to Do Plan Your Trip

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Things To Do » Destinations » Lakes & Reservoirs » Tips for Touring the Gorge

## TIPS FOR TOURING THE GORGE

Jen Anderson, Author  
June 23, 2016 (Updated May 1, 2017)



was impacted by the recent Eagle Creek Fire. Before you head out, please check with USFS for the most up-to-date information on closures.

Fields of wildflowers, basalt cliffs, lakes, streams and rivers, the Gorge is a magical, awe-inspiring place to visit in the summer — or

to the Gorge each year to experience some of Oregon's most scenic and cultural attractions like Multnomah Falls, Crown Point, and Rowena Crest Viewpoint.

and trails will be at their max during the Historic Columbia River Festival celebration.

is a great time and help preserve this beautiful region for

### ADVERTISEMENTS



### Avoid congestion

Consider visiting the Gorge during off-peak times of the day, off-peak days of the week and during shoulder seasons. Start your trip before 10 a.m. to beat the crowds. Travel against the grain, from east to west.

Photo credit: Sumie Kintama



### Go car-free

Let someone else do the driving. Take a car-free trip by arranging one of many public-private shuttles or go by bike. Join a bike tour group. Check out a hike trip itinerary and explore sections of the Columbia River Gorge Historic Highway that are closed to vehicles.

Photo credit: Tyler Bremer



### Enjoy the ride

Take your time and enjoy the ride. Check the traffic, weather and trail conditions and plan accordingly.

Photo credit: Larry Oddie





# VISITOR COMMUNICATIONS READY, SET, GORGE!



Places to Go Things to Do Plan Your Trip

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Plan Your Trip » Transportation » Ground Transportation » Columbia Gorge Express

## COLUMBIA GORGE EXPRESS

Portland, Portland Region

Gateway/Northeast 99th  
Avenue Transit Center  
Portland, Oregon 97220

(888)246-6420

Email

WEBSITE

Take the Columbia Gorge Express from Gateway Transit Center to Multnomah Falls any day of the week. Sit back and enjoy the fun, easy ride to some of the best the Gorge has to offer for only \$5 round trip. In addition, regular weekend bus service transports visitors for free between an overflow parking lot at Rooster Rock State Park and Multnomah Falls, helping you spend less time parking and more time relaxing.

Please note: if you travel to Multnomah Falls on the weekend, you'll probably have to wait to get in. Want a better chance at avoiding the crowds? Travel during the week to beat the weekend rush and be sure to purchase your tickets [in advance](#).

Taking the Columbia Gorge Express is your only option to see the Falls if the parking lot at Multnomah Falls (which has just 186 spaces) is full. Buses come about every 20-30 mins, but if crowds are big enough, you may not get on the first bus that comes. Visit [website](#) for more information and complete schedule.



Multnomah Falls, Historic Columbia River Highway by Sumio Koizumi



Places to Go Things to Do Plan Your Trip

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Things To Do » Destinations » Waterfalls » Multnomah Falls

Multnomah Falls is one of the tallest year-round waterfalls in the U.S.

## MULTNOMAH FALLS

Plummeting 620 feet, in two different sections, Multnomah Falls is the most-visited natural recreation site in the Pacific Northwest with more than 2 million visitors each year.

**Traveler Alert:** Some areas of the Columbia River Gorge were impacted by the Eagle Creek fire of 2017. Before you head out, learn more about what's open and closed on the Historic Columbia River Highway and check with USFS for the most up-to-date information on trail closures.

Fed by underground springs, the flow over the falls varies and is usually highest during the winter and spring months. Multnomah Falls offers one of the best places in the Columbia River Gorge National Scenic Area to study geology exposed by floods. Six flows of Grande Ronde Basalt are visible in the fall's cliff face, representing more than 400,000 years of geological history. From the information center, visitors can follow the 1.2 mile trail that climbs approximately 800 feet to the top of Multnomah Falls (Traveler Alert: this trail is currently closed due to damage from the Eagle Creek Fire of 2017).

Because Multnomah Falls is such a popular attraction, you'll want to plan ahead to have the best experience visiting. Here are some tips to make the most of your visit:

**Avoid the crowds.** If you go to Multnomah Falls on the weekend, be prepared for a wait. The parking lot is regularly full on weekends and during peak travel season. Go early, late, or midweek.

**Take the bus.** The Columbia Gorge Express bus is an affordable and convenient option for traveling between Portland and the Columbia River Gorge National Scenic Area. During peak times and seasons, board the Express from the Gateway Transit Center, Hood River, or Cascade Locks to avoid crowds and long wait times.

**Take your time.** If you arrive at Multnomah Falls when it's crowded, take a detour to explore other parts of the Columbia River Gorge while you wait for crowds to disappear. Find inspiration with some of our favorite Columbia River Gorge trip ideas [here](#).

Exit 31 off I-84 or Exit 17 Hwy 30  
Corbett, Oregon

### TRIP IDEAS

[MORE TRIP IDEAS](#)

#### Explore These Hikes in the Gorge

Wildflowers? Check. Dramatic waterfalls? Check. Epic views of the Columbia River Gorge? Check again. Foraging with wildflowers in the spring, the Mosier Plateau Trail, just east of Hood River, may just become your go-to spot... [more](#)

Joe Anderson

#### 9 Ways to Show the Gorge Some Love

The Gorge is back open for business and welcoming visitors with open arms — whether it's apple picking, wine tasting, shopping for art or wanting a hike to cruise around town... [more](#)

Joe Anderson

#### 6 Lesser-Known Waterfalls in Oregon

Get out there and discover these not-quite-secret cascades. Just don't tell everybody... [more](#)

Zach Drossel

# VISITOR COMMUNICATIONS READY, SET, GORGE!


Learn Five Tips for a responsible Gorge Visit During the Government Shutdown

Stay Updated Volunteer Shop Living With Fire Donate

Who We Are Protect the Gorge Conserve & Connect Hike the Gorge About the Gorge Ways to Give News & Events

## Bridal Veil Falls

Western Gorge, Oregon



Bridal Veil Falls (photographer: Greg Lief)

**Trail Features**

- 🌞
- 🚲
- 👤

**Trail Description**

This is a quick, but nice stroll for kids or less mobile hikers. The trail is paved, and all-access, circling the top of a bluff in Bridal Veil Park. There are beautiful views of the Columbia River, as well as a good look at the transportation routes in the area. Numerous historic markers explain Gorge history, geology and plant life. Hikers in the park should check out the Bridal Veil Falls Hike as well.

- Hike descriptions were collaboratively written with the generous support of [oregonhikers.org](#).

**Driving Directions**

**Trail Details**

Type: Out and back  
 Distance: 0.6 miles round trip  
 Elevation Gain: 70 feet  
 Difficulty: Easy

- 👤 Family Friendly: Yes
- 🚻 Restrooms: Yes
- 👤 Trailhead Pass: No

[Gorge Trailhead Passes Guide](#)

**Columbia Gorge Car-Free**  
View itineraries for exploring the Gorge by foot, bike, bus or train.

**Post-Fire Gorge Hiking Opportunities**  
These trails and recreation areas in and around the Gorge are open for exploring.

**Ready, Set, GORGE!**  
When planning your visit to the Gorge, take Ready, Set, GORGE! to heart.

**Friends Business Members in the Gorge**  
Support a local business for a post-hike outing.


Hood River News

Home News Sports Gorge Life Opinion Society Bigs Events Media Classifieds Special Sections Contact Us Login/Register

BAW SCHUBERT

## Thrillist pumps up Hood River as top Oregon destination

Waterfalls of the Gorge also gain national mention



File photo: ONONOTA Gorge, part of the Triple Falls complex. Check conditions and prepare yourself for any venture to a waterfall or trail.

By Kirby Neumann-Saxe As of Monday, July 9, 2017

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Hood River travel guides keep rising from the national media. Two weeks ago, Hood River News reported on the Culture Trip website's designation of Hood River as "The Most Beautiful Town in Oregon."

Now, a similar online service, Thrillist, has named Hood River on its list, "The Best Small Towns to Visit in All 50 States."

(Probably, the "small towns" range from places such as Helen, Ga., with 888 people, to bustling San Luis Obispo, Calif., with nearly 50,000.) Typically, the towns on the list average something like Hood River's 7,276. (Thrillist also chose Edmunds, Wash., and Driggs/Victor, Idaho.)

Says Thrillist of Hood River: "With much respect to Cannon Beach and Astoria ... and the high-dense coast towns and Bend, no small town captures the beauty of the Pacific Northwest quite like Hood River. The town sits out of the ordinary and scenic Columbia River Gorge — one of the most breathtaking natural areas in the West — and climbs steeply into the foothills of Mount Hood. This is a stunning capital thanks to the steady winds, and a gateway to endless adventures for hiking, snowshoeing, and mountain biking. You can cruise the river's sea of orchards, called the Fruit Loops, or just stroll by the old buildings that make up the lively, walkable downtown. Oh, and because it's Oregon, there's been a lot of beer. Five breweries — including Half Sack, pilsners, and Double Mountain — call downtown Hood River home. That's a brewery per 1,700 residents. No wonder people here are so friendly."

The "friendly" readily isn't interesting, a familiar town running coast that has that vaguely realistic quality even if it's not exactly the case. Also arguable is the "endless wilderness" reference, and local merchants are certainly hopeful people will do more than "stroll by" the historic buildings.

Meanwhile, in waterfall news: [msr.com](#) listed the Gorge waterfall trail on its top 10 of U.S. waterfalls, and CNN ranked Triple Falls as second in the American top 10, after Hovoss Falls, in the Grand Canyon, Ariz.

Of Triple Falls, this is what CNN had to say:

"High in the Multnomah Falls area of the Columbia River Gorge in Western Gorge, Oregon, is the aptly named Triple Falls. The Columbia Gorge that runs through the Gorge splits into three channels, which make their way around rock formations, before they race their 64-foot plunge over the brink."

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Video by [Hood River](#)  
 218 Views

Video by [Hood River](#)  
 13 Views

Video by [Hood River](#)  
 13 Views





## **ACTIVITY #2**

**GET THE MOST OUT OF YOUR CONTENT**



# ACTIVITY #2

- 1) Each table receives Destination Marketing content related to the North Coast along with copies of the statement of intent
- 2) Take 7 minutes to review the statement of intent and Destination Marketing content
- 3) Group discussion about how the content can be refined to better address the objectives of the statement of intent



**BREAK**



**LISTEN AND LEARN:**

**DESTINATION  
MANAGEMENT CASE  
STUDIES**

**KEVNEY DUGAN**

Visit Bend



**LIZZIE KEENAN**

Mt. Hood & Columbia River Gorge

**Q & A**



A night sky with the Milky Way galaxy visible, illuminated by red light. The text "LUNCH BREAK" is overlaid in white.

**LUNCH BREAK**



**MARKETING EFFORTS  
ON THE NORTH  
COAST**

# MARKETING SPEED DATING







**BREAK**





**ACTIVITY #3**  
**REFLECTION & NEXT STEPS**



# ACTIVITY #3

- 1) What project ideas have you heard today that resonated with you?
- 2) Which of those ideas are the most actionable to bring forward during the Igniting Action Teams workshop tomorrow?



# KEY THEMES

## Table 1

- Real time capacity to receive information using beacon technology or peak times (2)
- Care for the Coast campaign. Develop Cohesive stewardship message – keep the messaging consistent and with incentives. People can share themselves demonstrating messaging socially for prizes (5)
- Meet people where they are through an Ambassador style program / Host certification / consider local interpretation (6)

## Table 2

- Develop a stewards of the coastal landscape program (like visit bend) (4)
- Develop a unified event calendar with a focus on offseason opportunities (3)
- Develop marketing partnerships and related collaborations
- Increase voluntourism opportunities

## Table 4

- Identify a Friends of the North Coast style organization that can fulfill a Friends of the Gorge role

## Table 5

- Developing curated itineraries that highlight experiences across the entire North Coast
- Increase shuttle capacity to support communications related to transportation
- Expand the North Coast Partnership across the entire North Coast region

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