

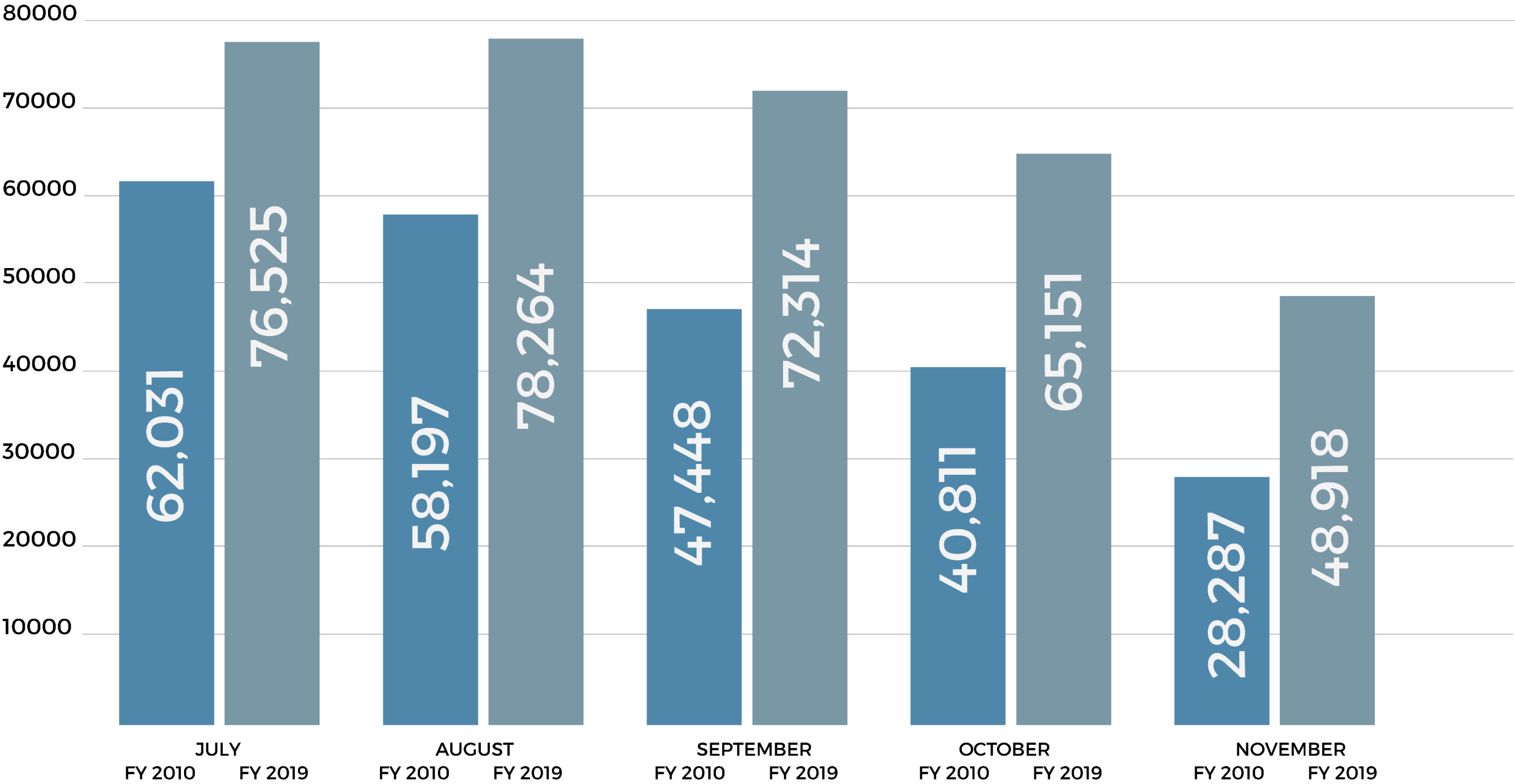


SUSTAINABLE TOURISM

PRESENTED BY KEVNEY DUGAN - VISIT BEND CEO

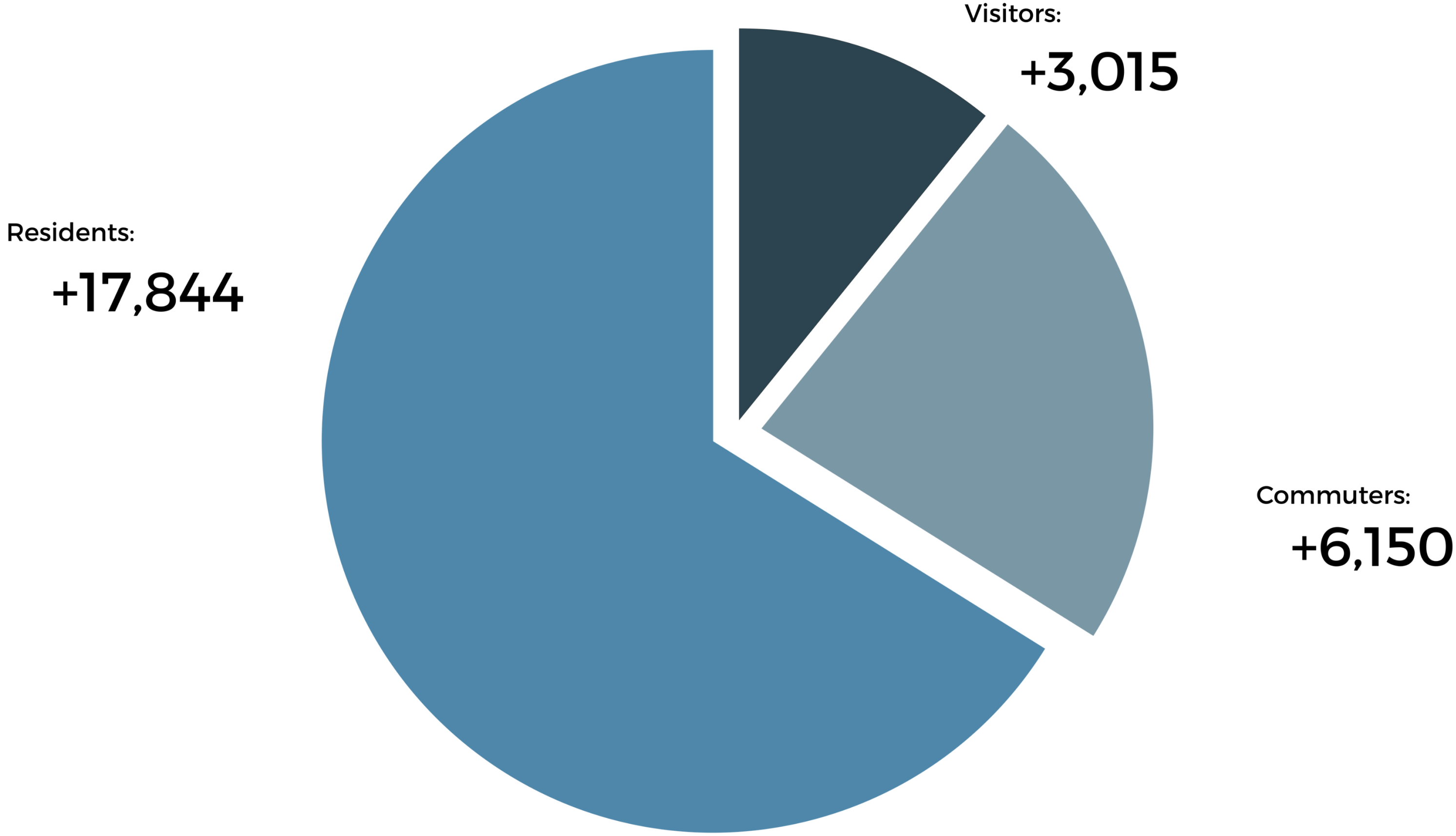


BEND TOURISM EVOLUTION DEMAND FOR HOTELS



Data provided by Smith Travel Research

BEND IS GROWING AT A RAPID PACE GROWTH SINCE 2010



POPULARITY INCREASES IN THE OUTDOORS

181%

Increase in visits to the Central Cascades Wilderness Areas in the past five years.

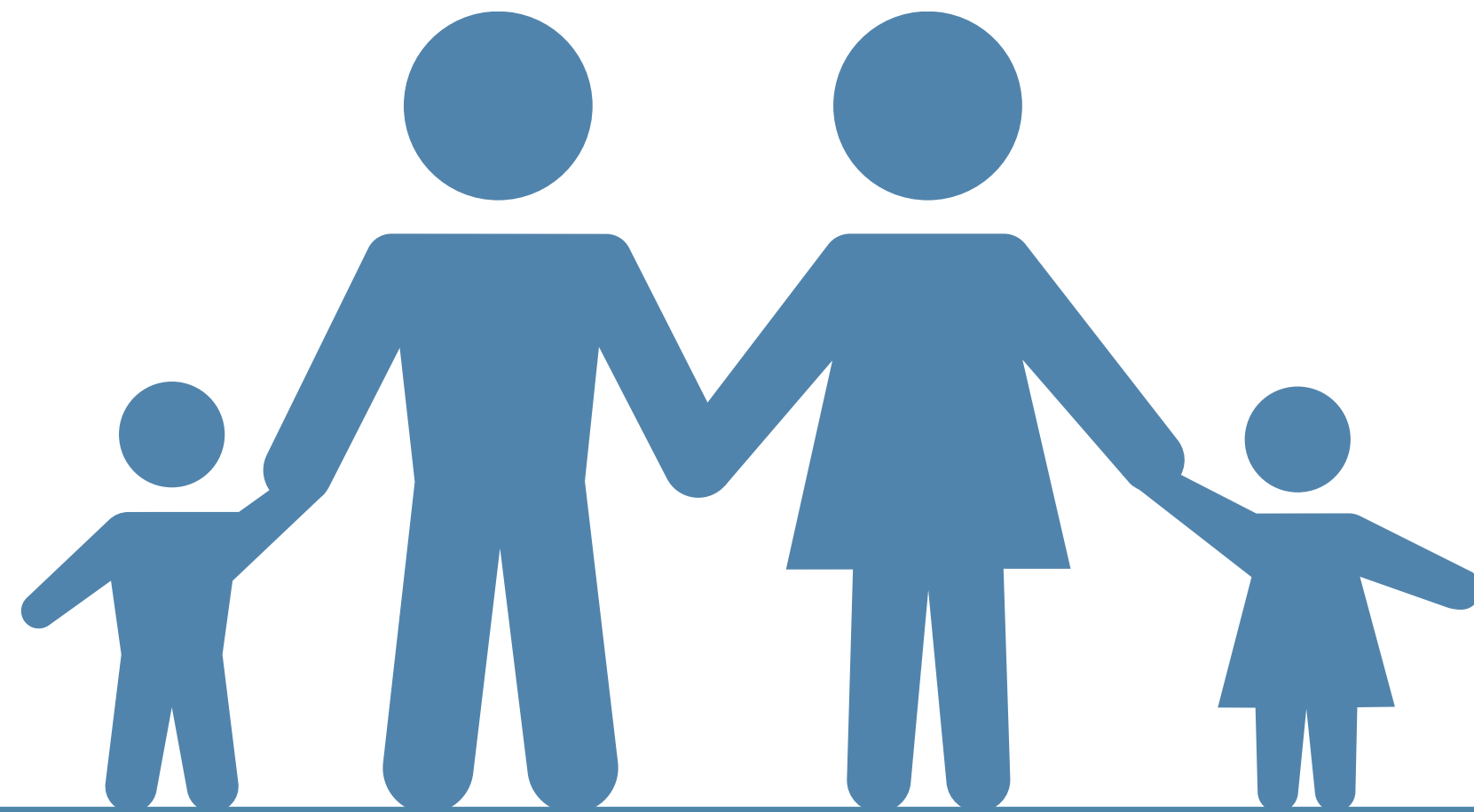
VISIT BEND'S ROLE IN DESTINATION MANAGEMENT

Successful sustainability requires equal parts social, environmental, and economic support. Sustainability plans also need to be viable, equitable, and bearable.

- As a marketing organization, Visit Bend utilizes our storytelling to support community objectives.
- We put trust in our land managers, ensuring the experts are making the correct decisions in the best interest of our environment.
 - Example: Sacrifice Zones vs. Disbursement
- Transient Room Tax (TRT) helps to support infrastructure, emergency services, and more.

A RECEPTIVE AUDIENCE

Over 80% of Visit Bend's marketing dollars are invested to target married females, age 30+, HH income of \$100K+ with one or more children living at home.



QUALITY
OVER
QUANTITY

VISIT BEND'S SUSTAINABILITY EFFORTS+PROGRAMS

- Visit Like a Local
- The Bend Pledge
- Stewards of Bend Adventures
- Strategic Partnerships
- Coalition Participation
- Collaborative Marketing Efforts
- Local engagement



VISIT BEND'S SUSTAINABILITY EFFORTS+PROGRAMS

The Bend Pledge – Encouraging visitors to take the pledge to leave Bend better than they found it (and have a chance to win a vacation to Bend, too).



VISIT BEND'S SUSTAINABILITY EFFORTS+PROGRAMS

Visit Like a Local – a categorized set of tips positioned as insider secrets to make the most of your Bend vacation.

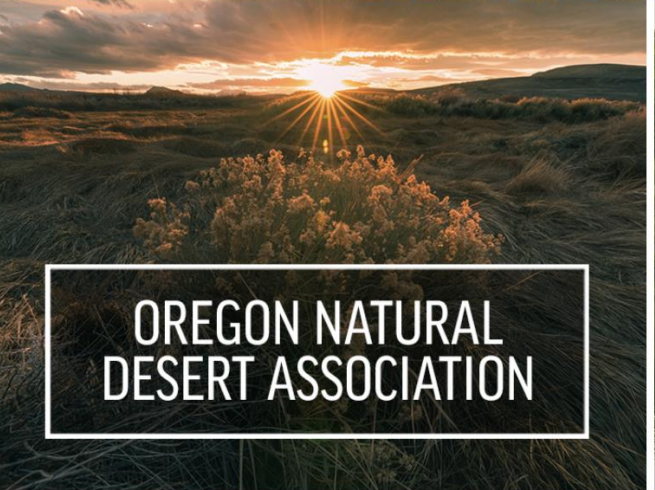
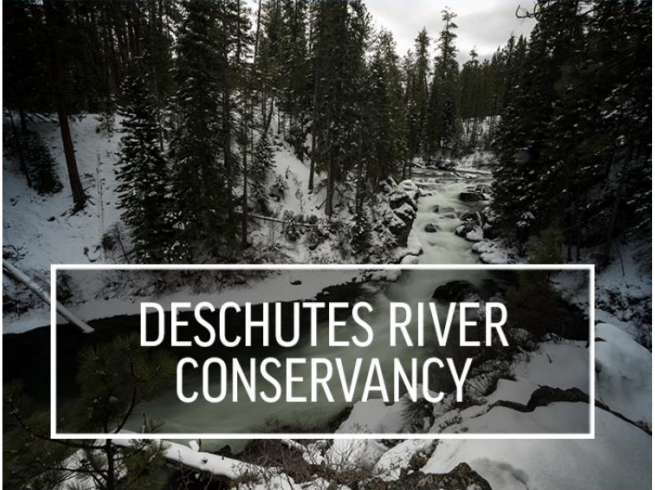


VISIT BEND'S SUSTAINABILITY EFFORTS+PROGRAMS

Stewards of Bend Adventures – Strategic Partnerships with local land management groups and affiliated non-profits to provide more visibility for their causes.

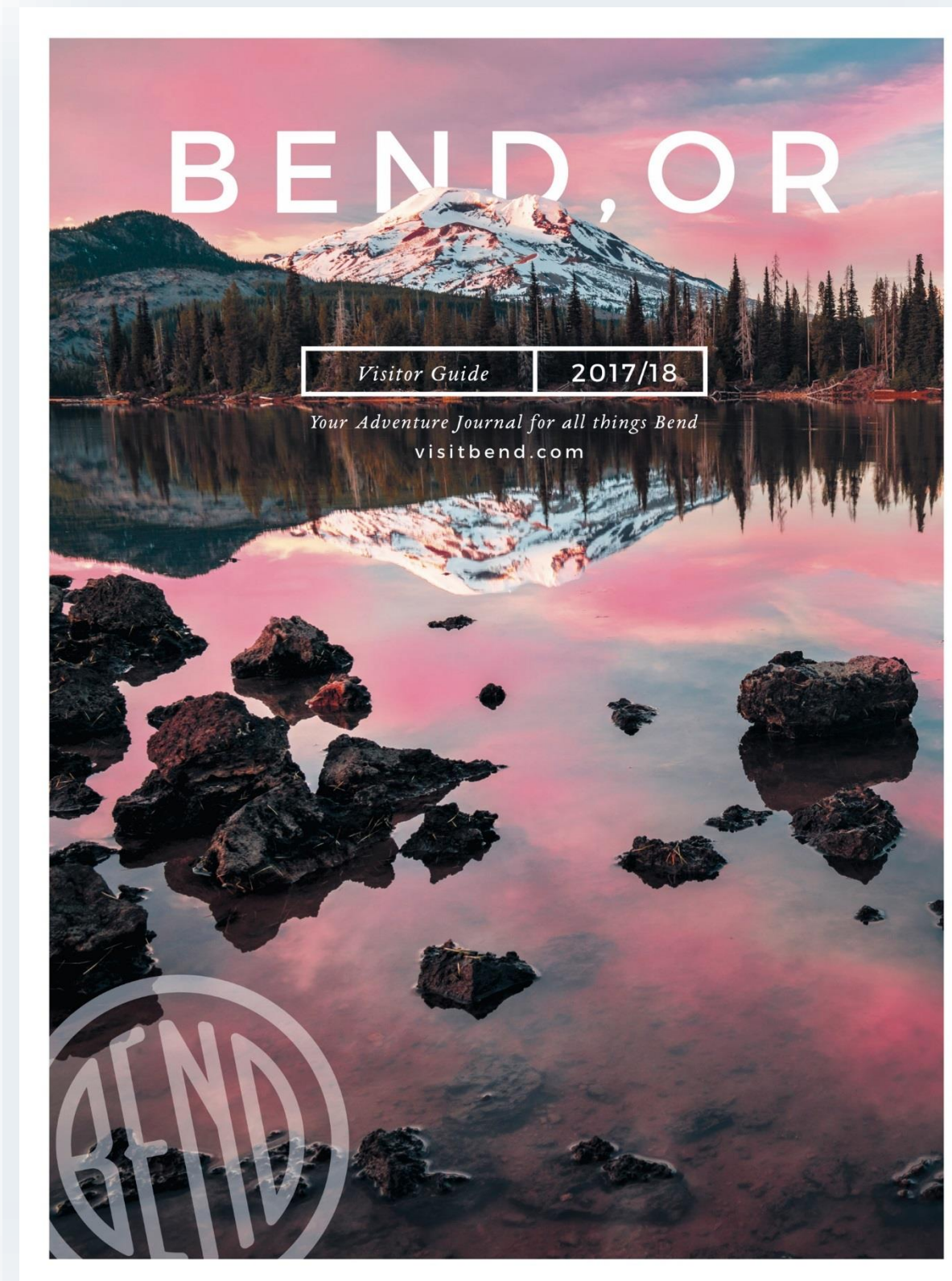
THE FOLLOWING NON-PROFIT PARTNERS ARE OUR OFFICIAL STEWARDS OF BEND ADVENTURES.

They're working hard to make sure Bend stays special. Please take a moment to visit their websites to learn more about their missions. On a larger scale, we are proud to partner with the [Conservation Alliance](#) who does incredible work supporting projects throughout the country on public lands.



VISIT BEND'S SUSTAINABILITY EFFORTS+PROGRAMS

- Strategic Partnerships (other)
 - Conservation Alliance, LNT, Bend 2030
- Coalition Participation
- Collaborative Marketing Efforts
- Local engagement



FINAL THOUGHTS

We need to act. We are in a unique position to dictate our futures, and the future is happening now.

A night landscape featuring snow-capped mountains under a starry sky with the Milky Way galaxy. The foreground shows a snow-covered slope leading to a small, clear turquoise lake. The sky is filled with numerous stars, and the Milky Way is visible as a bright, hazy band of light stretching across the upper portion of the frame. The overall scene is serene and majestic.

THANK YOU!