OREGON COAST

OREGON TOURISM LISTENING SESSIONS SUMMARY
June 2018

TRAVEL OREGON
Travel Oregon, in partnership with the Oregon Coast Visitors Association, hosted two Oregon Tourism Listening Sessions in the Oregon Coast region on April 17, 2018 in Tillamook, Oregon and on May 9, 2018 in Coos Bay, Oregon.

Anyone who touches the tourism industry, including business owners, land managers, volunteers, nonprofits, policymakers and more, was invited to attend.

69 regional stakeholders attended.

Stakeholders input was gathered on a host of topics ranging from tourism challenges to asset opportunities.

Listening sessions’ findings will help shape the future of tourism in Oregon through Travel Oregon’s statewide strategic plan, as well as the Oregon Coast’s regional tourism plan.
ORGON COAST LISTENING SESSIONS
Organization, Agencies, Etc. Represented

- Bandon Chamber of Commerce
- Bay Area Chamber of Commerce
- Coos Bay Visitor Information Center
- Best Western Agate Beach Inn
- Bureau of Land Management
- Butterflies Forever
- Candidate for Tillamook County Commissioner
- Cannery Pier Hotel & Spa
- Cannon Beach Vacation Rentals
- Cape Blanco Heritage Society
- Caravan Airport Transportation
- Cardinal Services, Inc and Tokyo Bistro
- City of Brookings
- City of Coquille
- City of Florence
- Comcast Spotlight
- Confederated Tribes of Coos, Lower Umpqua & Siuslaw Indians
- Coos Art Museum
- Coos Bay-North Bend VCB
- Coos Family Fun Center
- Coos History Museum
- Coquille Carousel Association
- Coquille River Water Trail
- CS Fishery
- Dancing Spoons Macaroons & Company
- Driftwood Shores Resort
- Echo Creative
- Egyptian Theatre Preservation Association
- FACT Oregon (Families and Communities Together)
- Friends of Netarts Bay WEBS/ Friends of Cape Falcon Marine Reserve/ Explore Nature
- Heartfelt Hospitality Management
- Lincoln City VCB
- Little Cabin on the River
- MEDIAmerica
- North Coast Land Conservancy
- Northwest Trail Alliance
- Oregon Coast Aquarium
- Oregon Coast Visitors Association
- Oregon Department of Fish & Wildlife
- Oregon Parks & Recreation Department
- Pelican Brewing Company
- Port of Newport RV Park and Marina
- Seaside Chamber of Commerce
- Sheltered Nook on Tillamook Bay
- Southern Oregon Workforce Investment Board
- Surfside Resort Corporation
- The Mill Casino
- The Salmonberry Trail
- The schooner
- Tillamook Co. Soil & Water Conservation
- Tillamook County Parks Department
- Tillamook County Pioneer
- Tillamook County Year of Wellness
- Tillamook Estuaries Partnership
- Tillamook Regional Medical Center
- Travel Lane County
- Visit Tillamook Coast
- Wild Rivers Coast Alliance

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Engagement in Tourism Industry Structure

• Engagement follows the tourism marketing structure, but some stakeholders would like more clarity on the structure itself

• Stakeholders work with local DMO and RDMOs and understand the engagement process well

• Some stakeholders would like to be more directly engaged with Travel Oregon, specifically how they fit into broader state activities

• Those outside the marketing structure engage with Travel Oregon at the informational level (campaigns, emails, etc.)
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Tourism Challenges and Regional Plan Gaps

Workforce & Training
• Limited access to a reliable workforce due to a low supply of affordable housing and absence of a living wage
• Minimal buy-in from businesses and other stakeholders on the value of participating in trainings
• Educating frontline staff as service sector employees and brand ambassadors

Stakeholder Engagement & Collaboration
• Encouraging involvement of smaller communities and disengaged stakeholders in the tourism industry
• Stakeholders limited capacity to stay engaged with regional and state opportunities and strategies
• Collaborating with county and government entities on pro-tourism initiatives (permits)
• The size of the coastal region makes collaboration difficult

Infrastructure
• Limited supply of quality lodging options
• The effects of visitor demand on coastal infrastructure, and its general availability (public restrooms, parking, congestion)

Increased Visitation
• Targeting and attracting visitors beyond the Portland market
• Limited international awareness of the Oregon Coast experience
• Effective strategies to address the seasonality of coastal visitation
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Tourism Challenges and Regional Plan Gaps

Marketing & Promotion
- Promoting itineraries with additive, secondary experiences
- Marketing coastal experiences and value in the off-season

Funding
- Expanded funding opportunities for for-profit businesses that support the tourism industry

Destination Development & Management
- Minimal product development outside of the beach experience (trails, surfing, diving, etc.)
- Managing increased visitation and its effect on local residents and communities
- Unclear local plans to deal with increased visitation
“Workforces and infrastructure need more attention. There needs to be a balance for year-round housing and employment.”

“Global sales don’t account for the fact that most dollars come from the Portland Valley.”

“Daily operations cause me to lose the focus and energy to dedicate to regional tourism issues and opportunities.”

“[There is] overuse without a proper plan on how to sustain, stay viable, stay clean and stay safe.”

“Traffic in the summer is consistently in gridlock, especially if an accident occurs.”

“Grants are focused on promotion. It would be great to have grants for development and business support.”

“I think we need to have a customer service training in place for all people.”
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Excitement for Tourism

Addressing Seasonality
• Creating winter opportunities

New Products & Visitors
• Outdoor recreation and water trails
• Overnight itineraries

Events & Attractions
• Mushroom Festival, labyrinth
• Food and Farm Tours
• Diverse outlying attractions

Destination Management
• Dispersion
• Sustainability

Community & Economic Growth
• “The fact that there is one!”

Regional Plan

Training
• Brand ambassador
• Frontline customer service

Workforce
• Addressing affordable housing
• Enhancing quality

Funding
• Oregon Coast Visitors Alliance investment fund
• Grants
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Desired Assets to Promote or Develop

Agritourism
• Cranberries

Timber Tourism

Culinary Tourism
• Crabbing
• Clamming
• Brewery tours

Outdoor Rec
• Hiking (Oregon Coast Trail)
• Mountain Biking
• Surfing
• Fishing

Arts & Heritage
• Public art
• Tribal
• Lighthouses
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Desired Strategic Priorities and Areas of Focus

Stakeholder Engagement & Collaboration
• Connect and communicate with regional stakeholders, both large and small
• Increase outreach to local businesses and outlying communities who may not be as easily engaged in the marketing structure
• Assist local stakeholders in advocating with local governments for increased resources, beneficial city programs and the overall value of tourism (fees, permits, etc.)

Destination Development & Management
• Address overuse of natural resources and identify a sustainability plan
• Develop assets and create a regional itinerary (Oregon Coast Trail, biking, arts, heritage)

Workforce & Training
• Affordable housing for a sustainable workforce
• General tourism education for the tourism community and local governments (value of tourism, branding, marketing, etc.)
• Assist with volunteer recruitment to help offset capacity issues
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Desired Strategic Priorities and Areas of Focus (Cont’d)

Infrastructure & Transportation
• Provide wayfinding to connect coastal regions
• Increase lodging capacity to enhance quality and provide large group options
• Improve transportation infrastructure to help with congestion and asset connection

Marketing & Promotion
• Marketing support to rural areas to increase visitation
• Promote shoulder season and winter opportunities
• Create more awareness on outdoor recreation opportunities (fishing, surfing, etc.)

Funding
• Funding for for-profit businesses and itinerary development
• Increase funding for stewardship and conservation of natural resources
“Emphasize rural marketing to help grow tourism along the south coast.”

“Educate politicians and the public on the economic benefits of outdoor recreation and tourism visitation. Tourism DOES provide family wage jobs.”

“We need off season tourism to be a bigger thing here on the coast.”

“[We need] clear funding channels so that those seeking capital work more cooperatively than competitively.”

“[We need] a clear definition of South and North coasts. The Central coast gets lost in the mix and is sometimes forgotten.”

“Support the capacity to put good thinking into action.”

“[Address] over tourism leading to a loss of “sense of place” for small rural communities on the coast.”
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Desired Stakeholders to Engage

Mainstreets
Tribes
Educational Institutions
Residents
Ports
Government Reps
ODFW
Regional Government
Transportation
Homeshares
Heritage & Culture
County Commissioners
Travel Agencies
Community Development Organizations

Museums
Non Profits
Travel Groups
Nor Cal
OFD
Residents

Film Organizations
Law Enforcement
Tour Operators
Local Businesses
Foundations

Housing Authority
Marine Estuaries
Elected Officials
Local Municipalities

Job Corps
Dunes

Airports
Farmers
Chambers
USFS
Arts

Speedway
Breweries
Media
County Planners
Wineries
City Government

Community Development Organizations
Travel Agencies
County Commissioners
Heritage & Culture