

PORTLAND REGION



OREGON TOURISM LISTENING SESSION SUMMARY June 2018



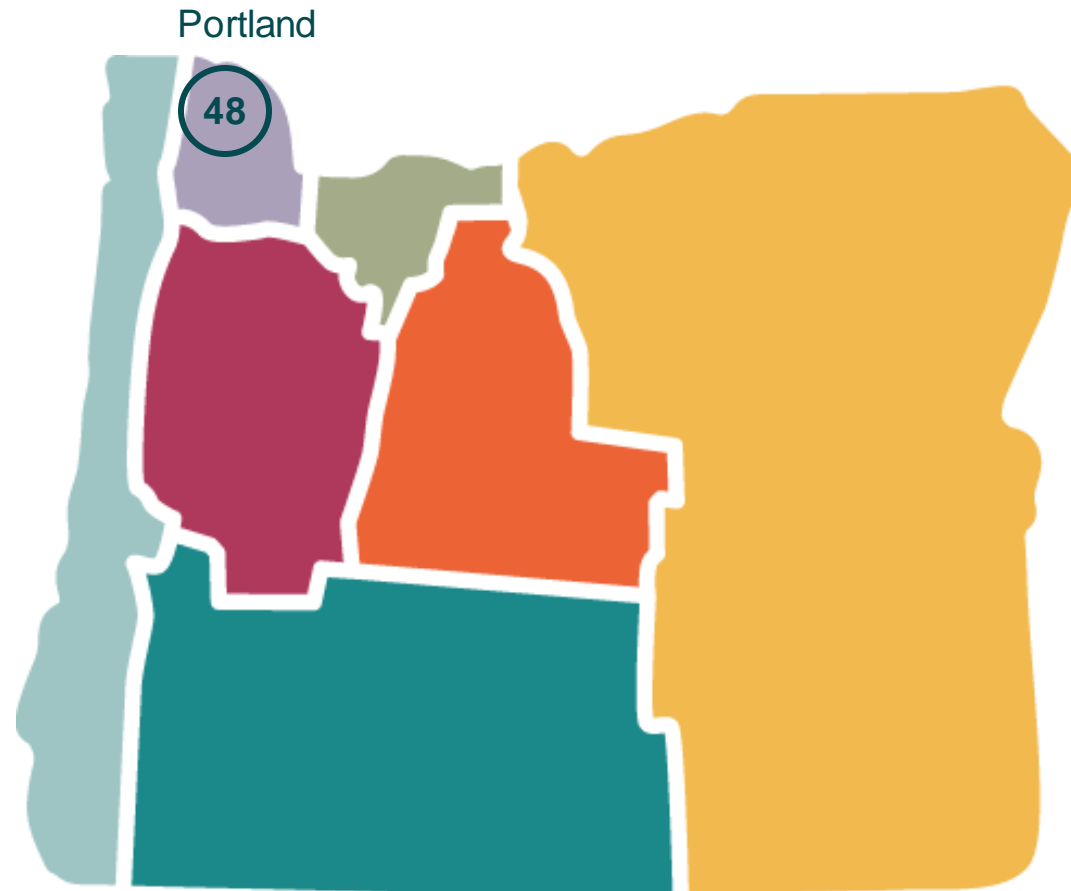
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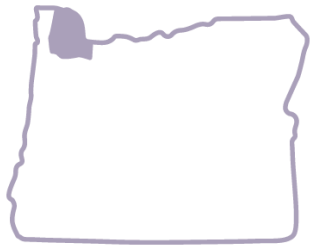


OREGON

PORTLAND REGION TOURISM LISTENING SESSION OVERVIEW

- Travel Oregon, in partnership with Travel Portland, hosted an Oregon Tourism Listening Session in the Portland region on April 13, 2018 in Portland, Oregon
- Anyone who touches the tourism industry, including business owners, land managers, volunteers, nonprofits, policymakers and more, was invited to attend
- 48 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 Portland Region's tourism plan





PORTLAND REGION LISTENING SESSION

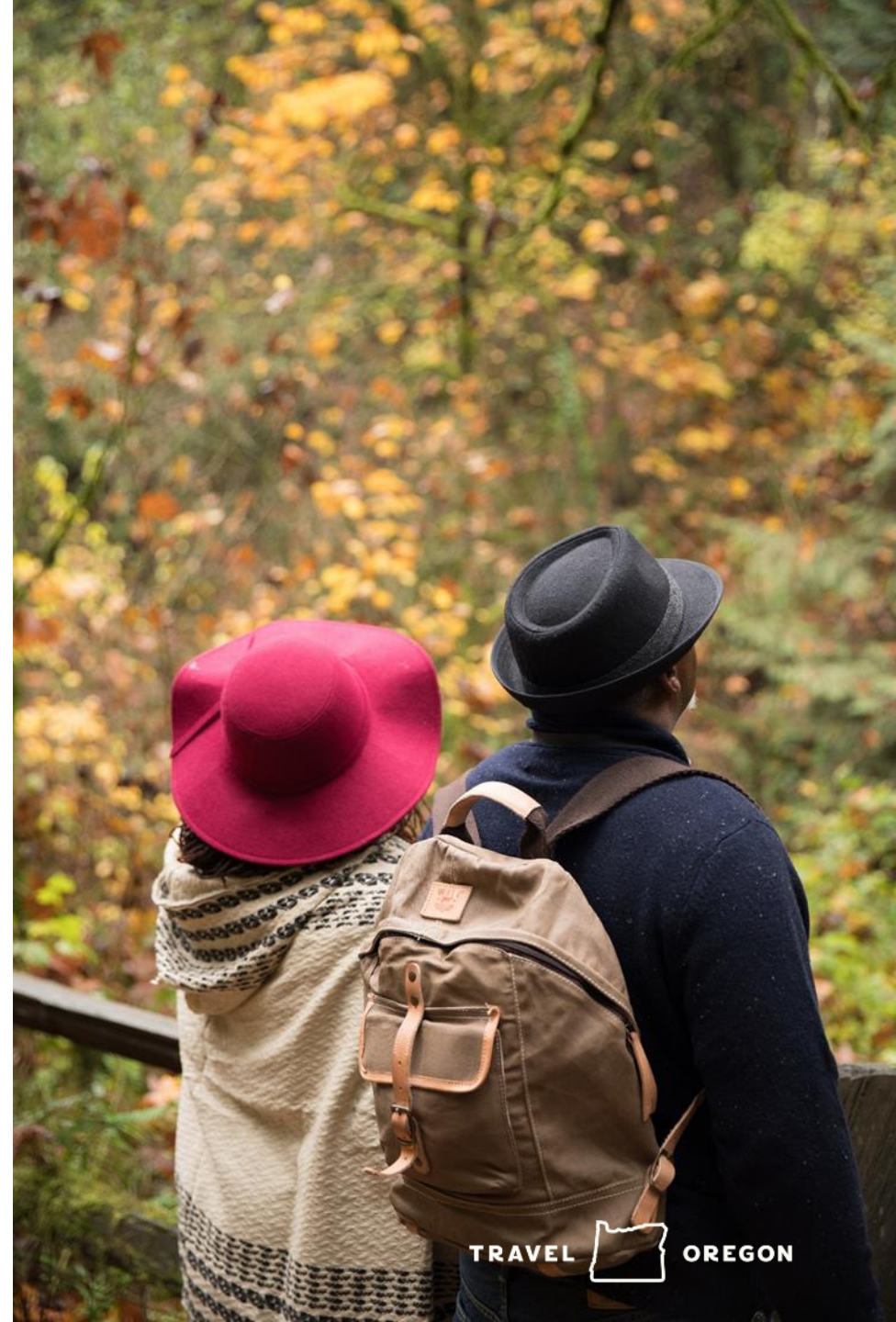
Organizations, Agencies, Etc. Represented

- Bureau of Land Management
- Christmas Ships Parade
- City of Banks
- City of Scappoose
- City of St. Helens
- City of Wilsonville
- Clackamas County Tourism and Cultural Affairs
- Clackamas Heritage Partners
- Columbia County Economic Team
- Embassy Suites Washington Square
- Explore Wilsonville
- Field and Vine Events
- Friends of International Rose Test Garden
- Gardens Dot Tours
- Genealogical Forum of Oregon
- Gresham Area Chamber of Commerce
- Hilton Garden Inn Beaverton
- KANEMASU LLC
- Lan Su Chinese Garden
- Metropolitan Exposition and Recreation Commission / TDC Clackamas County
- Oregon Sports Authority
- Pacific Northwest Tourism
- Plum Hill Vineyards
- Port of Portland
- Rogerson Clematis Garden
- SOLVE
- The Grotto
- Travel Portland
- Tualatin Valley Creates
- US Forest Service
- Washington County Visitors Association

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Engagement in Tourism Industry Structure

- The Portland region believes they are fairly well engaged with local DMOs, RDMOs, and Travel Oregon
- Engagement falls off as stakeholders move up the tourism partnering structure, with locals feeling more engaged with DMOs and RDMOs than they are with Travel Oregon
- Confusion exists in varying locations about where and how to best connect with and engage various organizations and partners
- Smaller communities have a harder time with engagement and at times this is associated with a lack of capacity



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Tourism Challenges and Regional Plan Gaps

Stakeholder Engagement & Collaboration

- Stakeholders find it challenging to keep up with everything going on in a busy region with multiple stakeholders and multiple communications
- A lack of clarity on how to connect and collaborate with potential partners (Marketing, RDMOs, State agencies, etc..)
- How do smaller communities better access grants and funding
- Prepare a plan for an economic downturn
- Current planning cycles can interfere with plan implementation

Increased Visitation & Sales

- A lack of convention sales that could drive overnight business and fill growing lodging supply
- Marketing and promoting local assets and outlying cities more directly (arts, gardens, heritage, wine)
- Continuing to target emerging international markets and secure inbound flights (India, China, Korea)
- Addressing the day tripper problem and driving overnight stays

Destination Development & Management

- Homelessness and cleanliness continue to be a challenge for the Portland region
- Growing visitations and its impact on rural communities and community identity
- Minimal funding levels to allow for product development in high potential areas (outdoor recreation)

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Tourism Challenges and Regional Plan Gaps (Cont'd)

Infrastructure & Transportation

- An increasing lodging supply in an environment of flat demand
- A lack of physical locations to host large conferences
- Aging infrastructure and inadequate city staff to support and maintain it in the face of growing utilization
- Increase traffic and congestion in the Portland area



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Tourism Challenges and Regional Plan Gaps

“Finding the funding needed to keep up with visitor demand and population growth.”

“Sharing information. There are so many groups in Oregon that I struggle to stay in touch with them all.”

“[We need] to create a whole that is bigger than its parts with attractions in smaller communities...and create a more compelling offering.”

“We are trying to drive hotel occupancy in the face of increasing supply and flat demand.”

“I worry about what travelers say about us (neighborhood issues, safety, homeless) when they go home.”

“Residents in rural areas want to remain small.”

“The neighborhood we live in has declined and homelessness is a huge issue.”

“Our community lacks a [large] physical location to house a conference.”



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Excitement for Tourism

Economic Growth

- Awareness of economic impact
- Local community benefit

Destination Development

- Regional asset connection
- Growth and sustainability

Product Development

- Outdoor recreation
- Salmonberry Trail
- Oregon Trail

Increased Visitation

- The growth of tourism in Portland
- Growth in inbound flights

Stakeholder Engagement and Partnerships

- New partnerships and collaboration
- Growing interest and engagement

Education

- Guest Service Gold Certification Training

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Desired Tourism Assets to Promote or Develop

Gardens

Data-based Decision Making

- Demographic/segmentation data

Outdoor Recreation

- Fishing
- Rafting

Events & Festivals

- Winter Hawks
- Christmas ships
- Arts and heritage

Food & Beverage

- Wine

Arts, Culture & Heritage

- Themes by area and region

Infrastructure

- Winter Hawks ice rink facility
- Mt. Hood Community College Olympic pool



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Desired Strategic Tourism Priorities & Areas of Focus

Stakeholder Engagement & Collaboration:

- Increased advocacy throughout industries and with smaller communities
- Increased cooperation and efficiencies between tourism agencies, businesses and federal partners
- Inclusive regional planning with both regions (Washington County, Columbia County) and organizations (Travel Oregon)
- Clear communication and clarity on where and how to get involved

Destination Development & Management

- Focus on the development of parks, gardens, outdoor rec and venues (Salmonberry Trail, ice rink, gardens)
- Addressing local homelessness and its impact on place
- Promote smaller communities while maintaining a sense of identity
- Pursue new assets to assist in the dispersion of crowds and counter a perception of over tourism

Marketing & Advertising

- Provide technical assistance to help with and leverage changes in data analysis
- Align marketing messaging and cooperative programming for consistency and efficiency
- Allocate funding to international marketing to drive global demand
- Influence year round demand

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Desired Strategic Tourism Priorities & Areas of Focus (Cont'd)

Infrastructure & Transportation

- Wayfinding and landmark development
- Pursue transportation projects in outlying regions (bikeshare)
- Increase funding to support an infrastructure facing increased demand

Increased Visitation & Sales

- Maintain and grow international flights
- Identify major events and/or conferences to drive overnight business
- Create and promote region wide itineraries to open new markets

Funding & Grants

- Provide smaller grants for smaller regions and communities
- Secure emergency funding for disaster related communications
- Funding for and encouragement of product development (Outdoor recreation, gardens)



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Desired Strategic Tourism Priorities & Areas of Focus

“How do we make small businesses camera ready?”

“How do we connect similar assets in a way to create more demand and visitation for all.”

“More funds for outer regions of Oregon.”

“We need resources to market and promote demand for inbound travel and international flights.”

“Help with more funding for the development of the destination.”

“[We need focus on] homelessness and job placement, as long as we don't have tourism interfering where the government should.”

“Keeping Oregon beautiful and inviting but at the same time keeping it beautiful.”

“How can we leverage other people's money better to prove more marketing, advertising and co-op media.”

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Desired Stakeholders to Engage

