

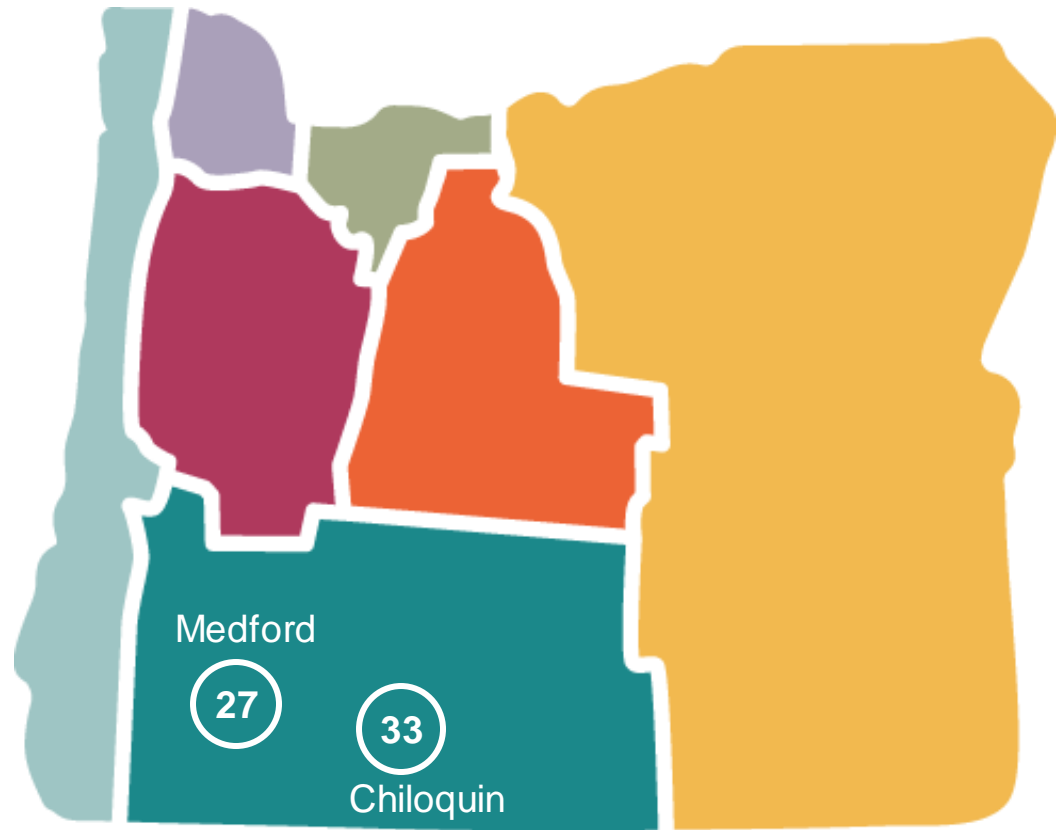
# SOUTHERN OREGON



OREGON TOURISM LISTENING SESSIONS  
SUMMARY  
June 2018

# SOUTHERN OREGON TOURISM LISTENING SESSIONS OVERVIEW

- Travel Oregon, in partnership with Southern Oregon, hosted two Oregon Tourism Listening Sessions in the Southern Oregon region on May 10, 2018 in Chiloquin, Oregon and on May 11, 2018 in Medford, Oregon
- Anyone who touches the tourism industry, including business owners, land managers, volunteers, nonprofits, policymakers and more, was invited to attend
- 60 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 Southern Oregon's regional tourism plan





## SOUTHERN OREGON LISTENING SESSION

Organizations, Agencies, Etc. Represented

- Adventures Near Crater Lake
- Ashland Bed & Breakfast Network and Iris Inn
- Ashland Gallery Association and Smithfields Restaurant and Bar
- Ashland Springs Hotel/Neuman Hotel Group
- Basinlife.com Magazine
- Bureau of Land Management
- Bureau of Land Management Klamath Falls
- Candlewood Suites
- Central Point Chamber of Commerce
- Cerulean Hotel Running Y Properties
- Chiloquin Vision In Progress
- CommUNITY Consulting
- Crater Lake National Park
- Crater Lake Zipline
- Discover Klamath
- Friends of Cascade-Siskiyou National Monument
- Friends of the Oregon Caves and Chateau
- Greg Walter Presentations
- Hellgate Excursions
- Klamath and Western Railroad
- Klamath Trails Alliance
- Lake County Chamber
- Lava Beds/Tule Lake National monuments
- Living Covenant Ministries
- Neuman Hotel Group
- Oregon Scenic Tours
- Oregon Shakespeare Festival
- Oregon Welcome Center (Klamath)
- Platinum Xcursions
- Rogue Community College
- Rogue River-Siskiyou National Forest
- Roseburg Area Chamber of Commerce & Visitor Center



## **SOUTHERN OREGON LISTENING SESSIONS**

Organizations, Agencies, Etc. Represented (Cont'd)

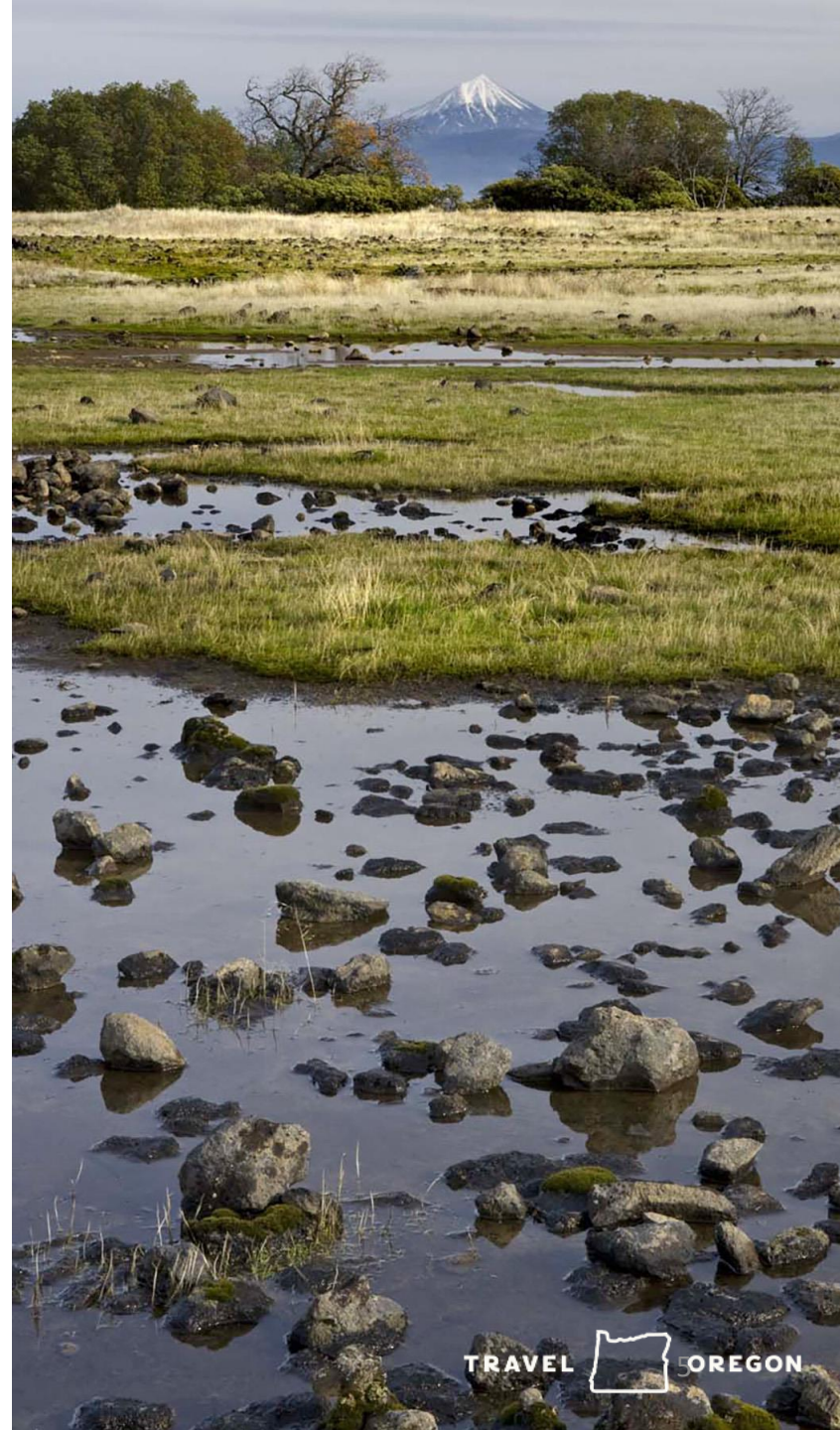
- Running Y Resort
- Science Works Hands-on Museum
- Seven Feathers Casino Resort
- South Central Oregon Economic Development District
- Sturlee Construction, Inc
- The Chamber of Medford/Jackson County
- The Summit Prairie
- Train Mountain
- Train Mountain Railroad Museum
- Travel Medford
- Travel Southern Oregon
- Two Rivers Art Gallery
- Vividly Consulting LLC.
- What to do in Southern Oregon



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## Engagement in Tourism Industry Structure

- Engagement in Southern Oregon is on the rise
- Stakeholders who tend to be a part of the tourism marketing structure (DMOs, RDMOs, etc.) are more engaged than businesses and other stakeholders in the area
- These new stakeholders tend to be more engaged with their local DMO but are excited to learn more from the structure and continue to engage further as the region develops



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## Tourism Challenges & Gaps in Regional Planning

### Marketing & Advertising

- Limited presence in Oregon state marketing campaigns
- Inconsistent marketing and promotion with regional partners (other DMOs, Northern California)
- A lack of diverse and multicultural campaigns
- Primary focus on primary outdoor recreation assets (Crater Lake), which limits awareness of regional arts, cultural experiences and lesser known outdoor recreation opportunities

### Stakeholder Engagement

- Lack of collaboration between separate tourism organizations and businesses

### Workforce & Training

- Southern Oregon does not have the workforce capacity to adequately promote the region
- Educate communities on their tourism assets to create brand ambassadors
- Difficulty in retaining a workforce due to low wages, labor shortages and minimal interest in hospitality

### Funding

- Funds are limited in the region to develop effective marketing tools, promote everything the region has to offer and execute on plans

# SOUTHERN OREGON

## Tourism Challenges & Gaps in Regional Planning (Cont'd)

### Destination Development & Management

- Maintaining natural resource assets and educating visitors on the importance of conservation
- Some areas are worn out and need beautification efforts

### Infrastructure & Transportation

- Lack of regional air service and alternative transportation options (public trans, etc.)
- Effective wayfinding to attract visitation from Interstate-5 and within the region
- Limited lodging and event options in rural areas





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## Tourism Challenges & Gaps in Regional Planning

**“Get the word out for Klamath Falls activities other than Crater Lake.”**

**“[A challenge is our] poor image, a deteriorated downtown, a transient population and overall lack of funding in the community.”**  
**“Art galleries and artists are struggling with exposure and reaching tourist interested in visiting and exploring the visual arts.”**

**“We need to dispel the myth that we are too far away from the northern part of the state.”**

**“[A challenge is] providing sustainable recreation access, in the context of ensuring appropriate visitor use, not negatively influencing resources, and ensuring we can operate and maintain those assets.”**  
**“A challenge my business is facing is a labor shortage and retention of employees.”**

**“Younger generations don’t think of food service and the hotel business as a viable career.”**  
**“Our base is overwhelmingly white, older and well to do. We need to diversify on multiple levels to survive and thrive long-term.”**





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## **Excitement for Tourism**

### **Stakeholder Engagement & Collaboration**

- New partnerships and collaboration opportunities
- Shared love for the region

### **Marketing and Promotion**

- Co-op programming (Travel Oregon spring campaign)
- New media content (photos, website, etc.)
- Trail and bike promotion

### **Economic Growth**

### **New Products**

- Casino
- Expanded Lodging

### **Regional Plan**

- Broad support and alignment
- Forward thinking

### **Funding**

- Grant workshops
- Help meet regional needs



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## Desired Tourism Assets to Promote & Develop

### Attractions

- Sasquatch Hollow
- Klamath Outdoor School
- Crater Lake zipline
- Fish Hatchery
- Oregon Caves
- Wildlife Safari
- Train Mountain

### Events

- Ashland Klamath Film Festival
- Art Fair

### Activities

- Horse back riding
- Hiking
- Camping
- Agritourism
- Wine tasting
- Wildlife Viewing

### Arts, Heritage and Culture





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## **Desired Strategic Tourism Priorities & Areas of Focus**

### **Workforce Development & Training**

- Toolkits to help the region effectively market their destination
- Social media training
- Address issues with living wage and workforce retention
- Provide cultural training to be internationally ready

### **Stakeholder Engagement & Collaboration**

- Coordination and collaborate with local and regional DMOs and RDMOs to help promote and disperse visitors in the region
- Explore inter-state partnerships to drive visitation
- Engage with small businesses
- Assist in the development of long-term plans

### **Funding**

- Increase funding for areas outside of Portland metro
- Evaluate the opportunity for micro-grants and process simplification

### **Infrastructure & Transportation**

- Pursue comprehensive signage and map programs to help attract visitors to the region
- Explore alternative transportation options

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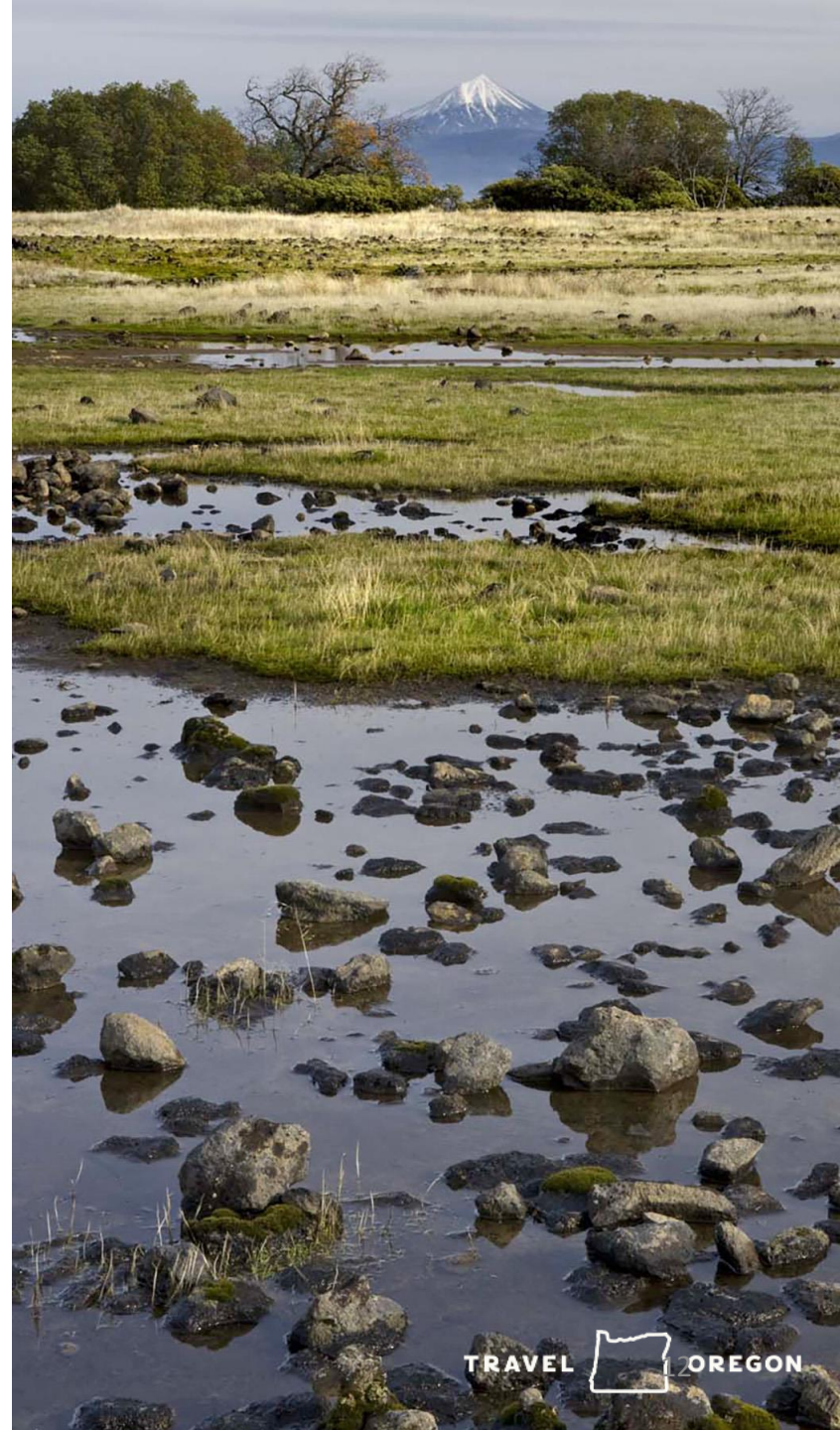
## Desired Strategic Tourism Priorities & Areas of Focus (Cont'd)

### Destination Development & Management

- Provide assistance in developing new products and target markets
- Help manage visitation and create a sustainable tourism industry in the region
- Develop more comprehensive itineraries that go beyond primary assets (Crater Lake)
- Represent and expand the arts/culture/heritage experiences in the region

### Marketing & Promotion

- Increased marketing to all Oregonians
- Identify the regions brand & value proposition
- Promote public lands, forests and national monuments as a means to drive visitation
- Leverage visitor information centers to the benefit of the region
- Provide marketing content and collateral (videos, photos)





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## Desired Strategic Tourism Priorities & Areas of Focus

“Share the wealth. More dollars for regions outside of PDX.”

“Simplify the grant process to accommodate easy micro grants from \$1,000 to \$5,000.”

“Consider not just promoting but helping to manage visitation and visitor expectations and help disperse throughout the region and state.”

“Help DMOs, develop long range tourism plans and aid in funding to make these plans happen.”

“Stop checking the box by giving mention to Crater Lake or sending groups to CLNP...we have so much more to offer.”

Figure out where and how to market public lands in a way that the natural resources that high quality experiences are dependent on are not negatively impacted.:

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Desired Stakeholders to Engage

