

OREGON TOURISM STUDIOS



THE POWER OF SUSTAINABLE TOURISM

The Oregon Tourism Studio program has helped more than 25 destinations develop tourism opportunities in meaningful, sustainable ways. **Program benefits include:**

- New relationships between leaders in the region and key destination management organizations
- A culture and climate where tourism-related businesses are supported and can thrive
- Ongoing access to resources and support from Travel Oregon



Travel Oregon offers three types of tourism studios and works with communities to determine which is best for them:

Rural Tourism Studios help rural communities grow tourism based on their region's unique offerings.

Participants develop a shared vision and strategies for new tourism experiences in outdoor recreation, bicycle tourism, culinary and agritourism, and/or cultural heritage tourism.

Destination Management Studios support communities that have strong tourism demand and may be vulnerable to the impacts of high visitation. This studio promotes job creation, local economic development and a great experience for visitors, while addressing visitation and management complexities to protect natural resources.

Tourism Experience Studios are a streamlined one or two day workshop that help communities develop and market specific tourism products, focused on outdoor recreation, bicycle tourism, culinary and agritourism, and/or cultural heritage tourism.

For more information about the Oregon Tourism Studio program, visit Industry.TravelOregon.com/OTS

OREGON TOURISM STUDIO SUCCESS STORIES



Wilson Ranches Retreat

RURAL TOURISM STUDIO:

JOHN DAY RIVER TERRITORY 2010

*Connecting isolated communities
under a common identity*

A network of enthusiastic local champions and diverse small businesses from 19 communities worked together to develop a new regional brand that identifies the communities as a distinct region of Eastern Oregon. Visitors can now access the John Day River Territory and its historic fossil beds on horse or by bike before casting for steelhead on the second longest free-flowing stream in the continental United States.

Studio outcomes:

- Implementation of an integrated marketing strategy on johndayriverterritory.com
- Designation of the Old West and Painted Hills as Oregon Scenic Bikeways
- 2013 selection to host the 6,000 person Tough Mudder event

“We now have an organized group of advocates to address congestion, move folks eastward, promote transit and more. We’ve gained capacity through stronger partnerships and have successfully applied for three larger grants to support increased transit.”

– Gorge Tourism Studio Participant



Deschutes River



Trillium Lake



Covered Bridges Scenic Bikeway

DESTINATION MANAGEMENT STUDIO:

COLUMBIA RIVER GORGE 2016

Offering unforgettable visitor experiences while preserving the destination

The Gorge Tourism Studio was a collaborative program designed through a close partnership of stakeholders from Oregon, Washington and Travel Oregon. With high visitation and a high number of world-class attractions, the Columbia River Gorge National Scenic Area grapples with how to address mounting growth pressures. Through this effort, the Gorge communities are now working collaboratively to find a balance of people, culture and nature.

Studio outcomes:

- Establishment of the Columbia Gorge Tourism Alliance
- Creation of car-free transportation options to address congestion
- Development of Ready, Set, GOrge!, a visitor communications program to disperse impacts and promote stewardship

TOURISM EXPERIENCE STUDIO:

EAST LANE COUNTY: BICYCLING 2016

Transforming a region into a premier bicycling destination

The East Lane County Bicycle Tourism Studio expanded on the Oakridge Area and the McKenzie River Valley Tourism Studios to bring together 10 rural communities. Community leaders worked to combine efforts around a vision of connected communities through human powered transportation. Visitors now have access to world-class road, gravel and mountain biking within a mosaic of historic communities nestled against the backdrop of the Cascade Mountain Range.

Studio outcomes:

- Development of the “Connect Lane” wayfinding and signage program
- Curation of self-supported itineraries that connect each community
- Development of scenic, low-traffic bike routes between the communities

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INTERESTED IN HOSTING A TOURISM STUDIO IN YOUR REGION?

Any Oregon community—or, ideally, group of communities within a destination that have identified tourism as a priority economic development strategy and are interested in working collaboratively—can apply for a tourism studio. Travel Oregon's selections are based on the following criteria:

- **A community's readiness to proceed**
Are there enough stakeholders willing and able to implement the program and use it as a catalyst for future destination development and management activities?
- **A local convener**
Is there a local convener who has the trust of local leaders within the region and has the capacity to plan and facilitate program meetings before, during and after the workshops?
- **The location's potential to benefit**
Is there strong potential for a specific type of tourism development strategy or intervention that will unlock more benefit for the destination?
- **Willingness to engage and give feedback**
Are people in the region willing to engage in the program by attending workshops and serving on action teams?
- **Community commitment**
Interested communities must be prepared to make a significant and long-term commitment to leadership and participation, building a community-wide focus on tourism as a shared priority. Travel Oregon aims to make this a low-cost program for participants, and instead of asking for a large monetary commitment asks that community members invest their time, thinking and perspectives.

After identifying the opportunity to develop trails in the region, the Wild Rivers Coast tourism studio participants were able to secure over

\$610K IN TRAIL-RELATED FUNDING

THANK YOU TO OUR PROGRAM PARTNERS

Travel Oregon works with a number of organizations to design and deliver the Oregon Tourism Studio program, including:

- C2 Recreation Consulting
- Converge
- Destination Management Advisors
- Future iQ Partners
- Homegrown Grant Writing
- Metropolitan Group
- Plate and Pitchfork
- Rural Development Initiatives
- Sustainable Travel International
- Walden Mills Group
- Write To Know Consulting

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