

# KLAMATH BASIN

## 15-Year Vision for Sustainable Tourism

The Klamath Basin is a nationally recognized destination that attracts visitors and residents to its natural experiences, including lakes, lava beds and world-class parks. The visitor experience focuses year-round on abundant ecotourism and outdoor recreation opportunities (birding, fishing, mountain biking, hiking, canoeing, snowshoeing, skiing, golfing, etc.). Visitors also enjoy exploring charming rural towns with thriving, revitalized downtowns, unique shopping and dining opportunities, and lively arts, culture and entertainment opportunities. A strong connection has developed between the culinary and agriculture sectors. Adding to the attractiveness of the area is its rich history, and partnerships that have developed with diverse cultures, including local tribes, Hispanic communities, and a range of socio-economic and age groups, to provide a variety of sensitive cultural experiences. The entrepreneurial spirit of the region supports a diverse population, robust economy, and vibrant social connections, and has given youth opportunities to remain in or return to the region. Infrastructure has developed in the region to support growth in tourism, including consistent airport service and collaboration between transportation services. Businesses have incorporated sustainable production and harvesting practices to protect, restore and utilize natural resources. Resources are available to manage public lands for both recreation and conservation.

The people in the region have collaborated to make their shared vision a reality. The community has improved the quality of life in the region by implementing critical infrastructure and creating opportunities for local people.

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## Tourism Leadership and Action Teams

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| <p><b>ACTION TEAM: Happy Trails</b><br/> <b>FOCUS: Itinerary Building</b></p> <p><b>Priority Projects:</b></p> <ul style="list-style-type: none"> <li>• Develop four visitor itineraries inclusive of agriculture, cultural heritage, quilting, and food assets in the Klamath Basin</li> <li>• Wayfinding and signage to enhance region connectivity</li> </ul>   | <p>First meeting: January 16, 2018, 10am<br/> Klamath County Museum<br/> 1451 Main St, Klamath Falls, OR 97601</p> <p><b>Conveners:</b><br/> Katie Jameson - Community Builder &amp; South Central Oregon Economic Development District<br/> Email: <a href="mailto:katie@scoedd.org">katie@scoedd.org</a><br/> Phone: 541-884-5593</p> <p>Linda Woodley – Community Builder<br/> Email: <a href="mailto:LinWoodley@aol.com">LinWoodley@aol.com</a><br/> Phone: 541-723-3181</p> |
| <p><b>ACTION TEAM: Recreating Outdoors Committee (ROC)</b><br/> <b>FOCUS: Outdoor Recreation</b></p> <p><b>Priority Projects:</b></p> <ul style="list-style-type: none"> <li>• Develop a regional cycling map that highlights the “best of the best” routes in each local area for all riders</li> <li>• Identify routes and get them online with a GPS file</li> <li>• Locate funding partners or sponsors</li> </ul> | <p>First meeting: January 9<sup>th</sup>, 2018, 1:30pm<br/> Tulelake City Hall<br/> 591 Main St, Tulelake, CA 96134</p> <p><b>Convener:</b> Betty Riley, South Central Oregon Economic Development District<br/> Email: <a href="mailto:betty@scoedd.org">betty@scoedd.org</a><br/> Phone: 541-884-5593</p>  |
| <p><b>ACTION TEAM: Marketing Action Team</b><br/> <b>FOCUS: Content &amp; Marketing</b></p> <p><b>Priority Projects:</b></p> <ul style="list-style-type: none"> <li>• Gather inventory of current marketing assets including photos, existing itineraries, collateral materials</li> <li>• Develop trip ideas, utilize OTIS (Oregon Tourism Information System), quality library of photo assets</li> </ul>            | <p>First meeting: January 8<sup>th</sup>, 2018, 10:30am<br/> Conference call: (712) 451-0812<br/> Access Code: 950750</p> <p><b>Convener:</b> Raena Rodgers, Discover Klamath<br/> Email: <a href="mailto:raena@meetmeinklamath.com">raena@meetmeinklamath.com</a><br/> Phone: 541-882-1501</p>  |