

# TOOLS & RESOURCES AVAILABLE TO TOURISM-RELATED BUSINESSES

## Get to Know Your Regional Destination Management Organization (RDMO)

Oregon is divided into seven tourism regions. Each region has one designated Regional Destination Management Organization (RDMO). The RDMO develops regional plans that leverage Travel Oregon funds, along with private and public resources, to enhance local tourism products and marketing outreach. Get to know your RDMO here:

[industry.traveloregon.com/industry-resources/destination-marketing-resources/regional-destination-marketing-organizations](https://industry.traveloregon.com/industry-resources/destination-marketing-resources/regional-destination-marketing-organizations)

## Leverage Travel Oregon's Marketing & Communication Channels

Travel Oregon's marketing team has a multitude of channels and resources to help direct visitors to businesses and activity areas that can accommodate visitors, helping to enhance the economies of impacted regions.

### Get listed on TravelOregon.com

- Make sure your tourism business and/or event is listed on [TravelOregon.com](https://TravelOregon.com)
  - Is your business already listed on [TravelOregon.com](https://TravelOregon.com)? Review your listing and send updates to [OTIS@TravelOregon.com](mailto:OTIS@TravelOregon.com)
  - Do you have a business, event or point of interest that is not listed? Contact your RDMO to submit a listing; or submit through [OTIS@TravelOregon.com](mailto:OTIS@TravelOregon.com)
  - Lodging properties are listed in partnership with the Oregon Restaurant and Lodging Association (membership not required to submit listing). For more information go to [oregonrla.org/LodgingListings](https://oregonrla.org/LodgingListings) or email [Info@OregonRLA.org](mailto:Info@OregonRLA.org)

### Share new opportunities and story ideas to drive business to your community:

- Send information about areas and businesses that are open to visitors to your RDMO contact. Information will be shared with the RDMO and Travel Oregon teams for content creation and media outreach purposes.
- Sign up for one or more of Travel Oregon's industry newsletters on [Industry.TravelOregon.com](https://Industry.TravelOregon.com) to be the first to learn about new opportunities and events

### Tap into the Travel Oregon Ad Network:

- Capture the attention of consumers at the right time and place through print, online, email newsletters and social media advertising opportunities.

Find more info at [industry.traveloregon.com/sales-and-marketing-opportunities/online-publishing-and-content/](https://industry.traveloregon.com/sales-and-marketing-opportunities/online-publishing-and-content/)

### Utilize Travel Oregon's research data to help guide your marketing plans:

- Travel Oregon initiates research and purchases relevant studies to help Oregon's tourism and hospitality industry make informed decisions regarding product development and enhanced marketing efforts. Everything from visitor profiles to culinary and agritourism research is available at [industry.traveloregon.com/research/](https://industry.traveloregon.com/research/)

### Draft off Travel Oregon's marketing campaign efforts by utilizing toolkit assets

- The winter campaign toolkit launches this fall. Partners will find videos; photography; social media, content, PR, and the Travel Oregon media buy plans here: [industry.traveloregon.com/industry-resources/toolkits/](https://industry.traveloregon.com/industry-resources/toolkits/)

## Participate In Destination Development

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Travel Oregon's Destination Development team is focused on working with Oregon communities and Oregon businesses to help them tap into the tourism economy. Contact [Development@TravelOregon.com](mailto:Development@TravelOregon.com) to learn more about any of the opportunities below.

### Outdoor Recreation

- Learn more about the Oregon Outdoor Recreation Network [industry.traveloregon.com/opportunities/programs-initiatives/outdoor-recreation](http://industry.traveloregon.com/opportunities/programs-initiatives/outdoor-recreation)
- Join the Tour Operators, Guides & Outfitters contact list and attend professional development trainings

### Bicycle Tourism

- Become a Bike-Friendly Business and attract the lucrative cycle tourism market; apply at [industry.traveloregon.com/bfb](http://industry.traveloregon.com/bfb)
- Join the Oregon Bicycle Tourism Partnership and attend biannual network meetings

### Culinary & Agritourism

- Read the Oregon Agritourism Handbook to learn more about the intersection of agriculture and tourism
- Join the Oregon Agritourism Network and attend meetings three times a year
- Visit the Travel Oregon industry website for agritourism information at [industry.traveloregon.com/opportunities/programs-initiatives/culinary-agritourism-development](http://industry.traveloregon.com/opportunities/programs-initiatives/culinary-agritourism-development)

### Sustainable Travel

- Have a positive effect on your community, Oregon's environment and your bottom line by participating in the Travel Oregon Forever program. Learn more at [industry.traveloregon.com/givebacktooregon](http://industry.traveloregon.com/givebacktooregon)

## Participate In Global Sales Programming

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Expand your sales reach by working with the international and domestic travel trade and leveraging their expertise in packaging your business and destination for visitors to purchase. Find more information at [industry.traveloregon.com/sales-and-marketing-opportunities/working-with-travel-trade/](http://industry.traveloregon.com/sales-and-marketing-opportunities/working-with-travel-trade/)

## Learn More About Travel Oregon's Competitive Grants Program

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Through the Competitive Grants Program, Travel Oregon awards grants to eligible applicants for projects that contribute to the development and improvement of local communities throughout the state by enhancing, expanding and promoting the tourism industry. For more information and to learn about grant guidelines visit [industry.traveloregon.com/grants](http://industry.traveloregon.com/grants). Send inquiries to [Grants@TravelOregon.com](mailto:Grants@TravelOregon.com)