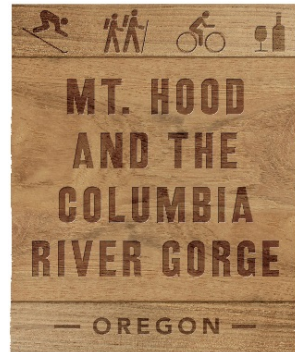




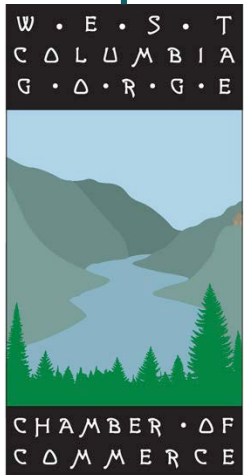
MT. HOOD & THE GORGE

WHO ARE WE



Lizzie Keenan, Regional Coordinator

Mt. Hood and Columbia River Gorge Regional Tourism Alliance
(MHCRGRTA)



Visit Hood River



THE DALLES AREA
CHAMBER OF COMMERCE
The Dalles...Simply Sunsational.



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lev → R DMO
+ w/ community
lege on
ertification

investment

y: map

y: content & algorithm

y: group

MESSAGING + PROMOTION

ROAD CONGESTION

T D ch

PR →

Global Sales

visitors Guide

MAP

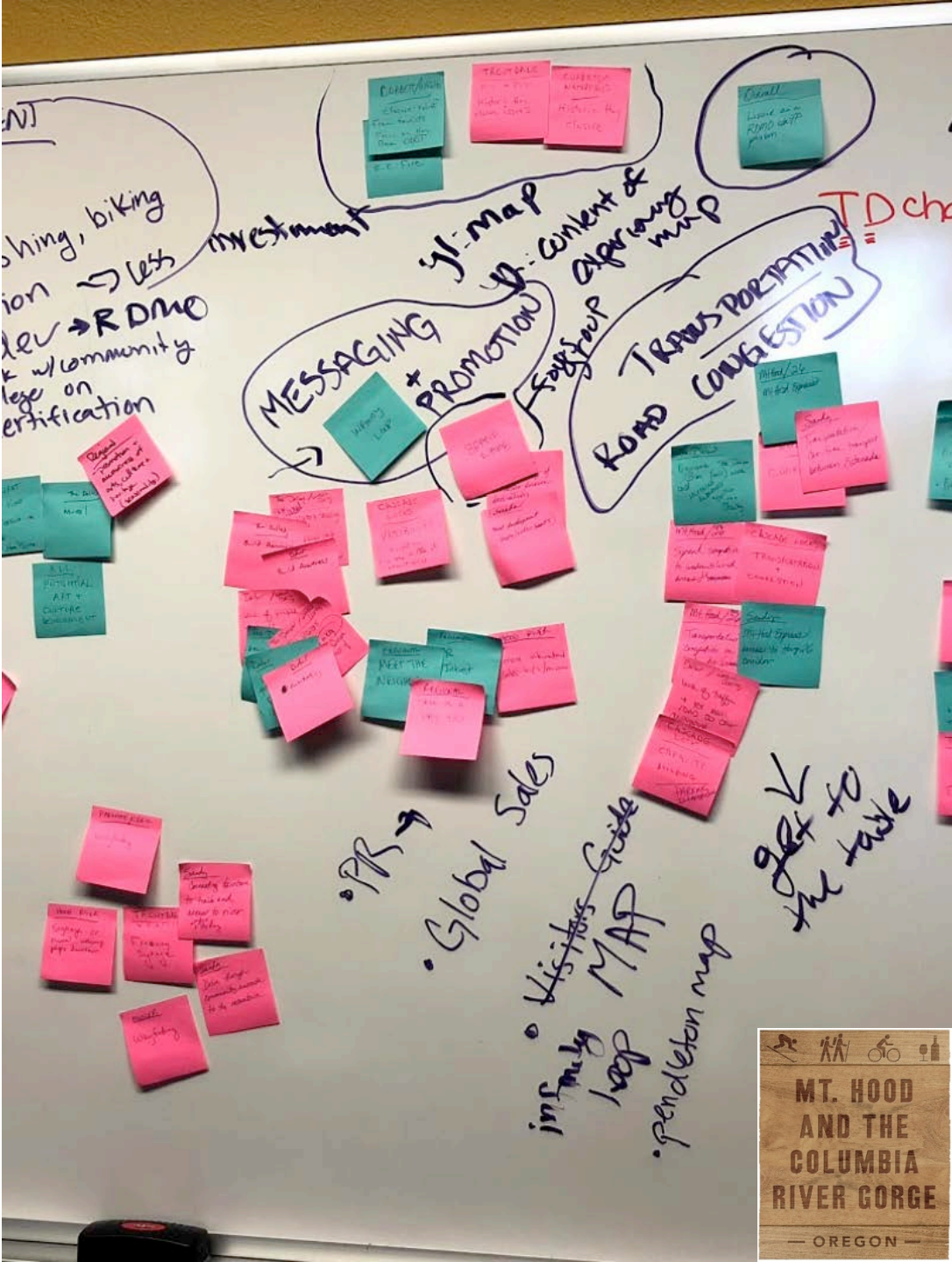
infomly loop

pendleton map

get to the table

MT. HOOD AND THE COLUMBIA RIVER GORGE
— OREGON —

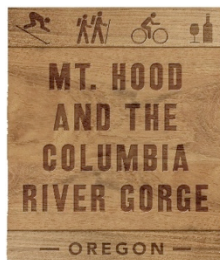
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- Global Sales
- visitors Guide
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- infomly loop
- pendleton map
- get to the table
- MT. HOOD AND THE COLUMBIA RIVER GORGE
— OREGON —



STAKEHOLDER FEEDBACK

- Focus on marketing, communication, and development that supports an increase in **shoulder season, mid-week, and multi-day travel**.
- Target marketing and communications toward **lesser known communities** and sites throughout the region and away from congested areas.
- **Address the negative impacts** that increased tourism causes on our natural assets.
- Support and communicate **transportation** congestion mitigation efforts in the region.
- Support **business and workforce development** with marketing and customer service training opportunities in the region.
- Increase engagement and communications about the **value of tourism** with local and regional policymakers.

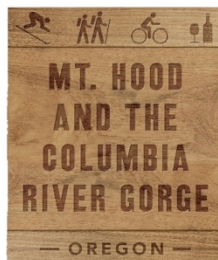
“How do we protect and enhance the very reason people come to visit Oregon and find a balance between enhancing economies, providing experiences and protecting our natural resources.”



MISSION AND VISION

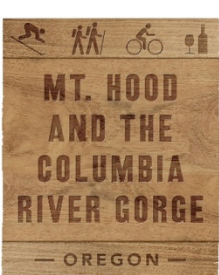
The Mt. Hood/Columbia River Gorge RDMO seeks to use responsible visitor management to build awareness for the region as a multi-day and year-round travel destination that benefits all communities.

Our mission is to continuously and creatively address the challenges that come with being a mature destination that is surrounded by small communities and neighbors Oregon's largest metro area. Challenges include congested roadways, over-visited sites, imbalance of visitation throughout all of our communities, and workforce development and training needs. By establishing regular feedback channels for us to learn from community and industry representatives we will be better equipped to design global marketing, PR, destination development and global sales tactics in order to address these complex challenges and convert them to opportunities.



MT. HOOD/GORGE RCTP GOALS

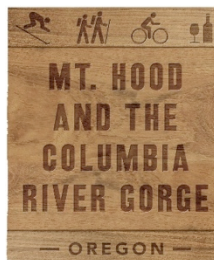
- Goal 1: Promote lesser visited communities and visitor-ready sites in the region.
- Goal 2: Increase shoulder season and weekday occupancy.
- Goal 3: Increase alignment between the Gorge and Mt. Hood communities through regional programs.
- Goal 4: Increase and improve messaging and communications about alternative forms of transportation throughout the region.
- Goal 5: Leverage marketing and development opportunities with Travel Oregon and industry partners.
- Goal 6: Increase workforce development and marketing training opportunities in the region.
- Goal 7: Support product development led by community stakeholders through the strategic investment fund.
- Goal 8: Increase awareness about the economic impact of tourism in the region.
- Goal 9: Increase awareness about natural lands stewardship among visitors and local residents.



BUDGET

MT. HOOD AND THE COLUMBIA RIVER GORGE OVERALL BUDGET

DEPARTMENT / CATEGORY	2019-21 BUDGET	% OF BUDGET
Destination Development	\$ 54,000	9%
Global Marketing	\$ 194,540	32%
Global Sales	\$ 70,460	12%
Global Strategic Partnerships	\$ 71,000	12%
Regional Immediate Opportunity (≥5%)	\$ 30,000	5%
Staffing	\$ 180,000	30%
Total	\$ 600,000	100%



DESTINATION DEVELOPMENT

- Build on success of Trailhead Ambassador Program
 - HOW TO GET INVOLVED
 - Become a volunteer, help recruit volunteers, become a sponsor
- Support Workforce Development, including customer service training
 - HOW TO GET INVOLVED
 - Take the Travel Oregon Workforce Survey (Deadline Nov 8)
 - Provide feedback today
 - Sponsor/encourage your employees to get Guest Service Gold certified





TRAVEL
OREGON

Opportuni

Take the Oregon Tourism Workforce Survey

The survey is intended for anyone who works in the tourism industry.

Complete the survey by Nov. 8

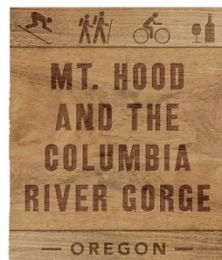
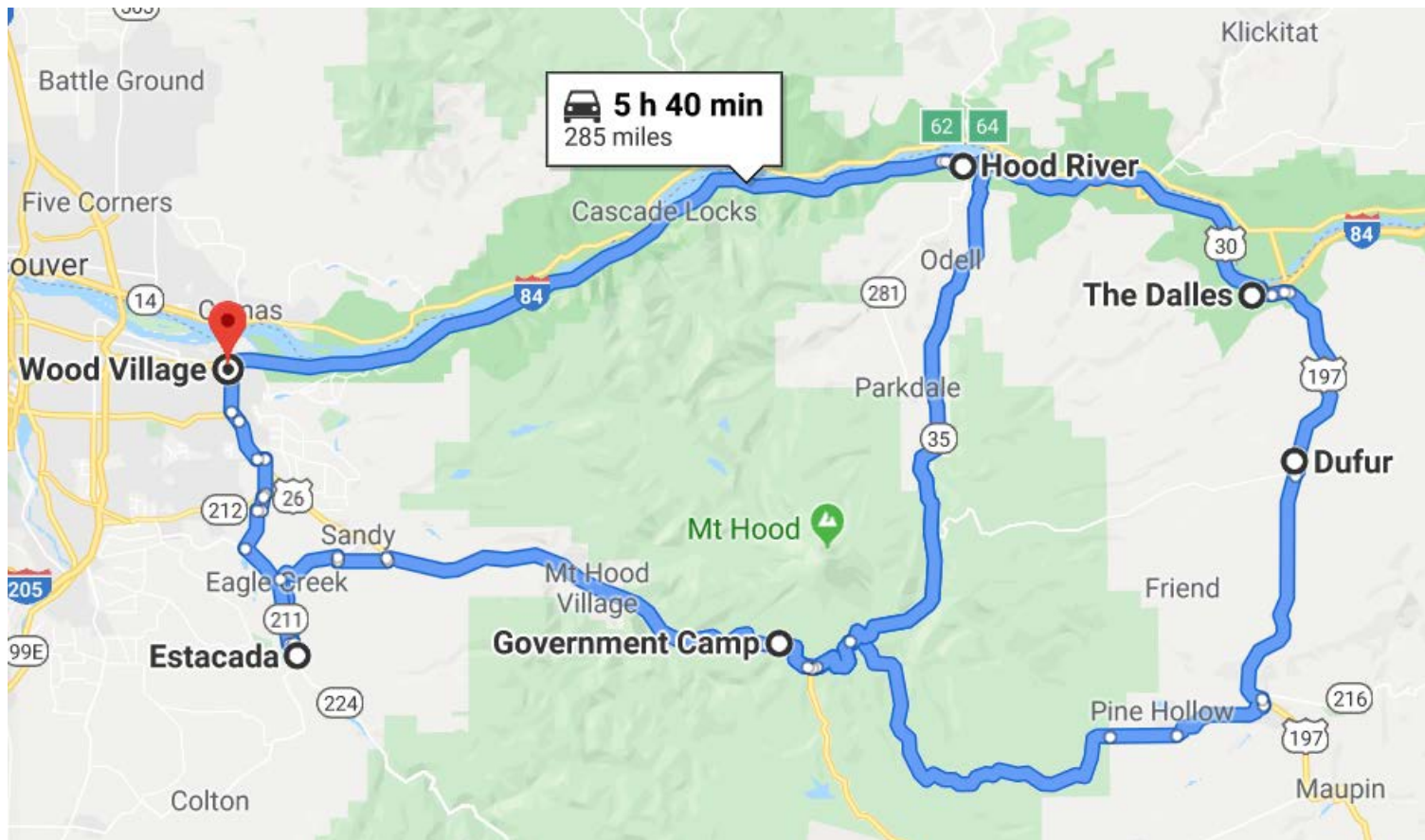
DESTINATION DEVELOPMENT

- Role in Transportation
 - HOW TO GET INVOLVED
 - Learn about and promote car free options
 - Direct people to car-free options
- Regular Stakeholder Engagement
 - HOW TO GET INVOLVED
 - Sign up for the Mt. Hood/Gorge Newsletter
 - Hood-gorge.com/industry-resources
- Share priority messaging and updates through Greater Portland Training



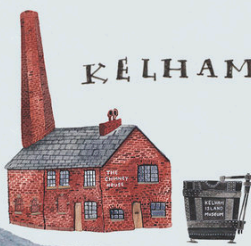
GLOBAL MARKETING

- Infinity Loop Map
 - HOW TO GET INVOLVED
 - Know any artists/designers? Send them my way





KELHAM ISLAND



CHIMNEY HOUSE

WICKER ARCHES



RIVER DON

WICKER



PARK WAY



PARK HILL

OLD TOWN HALL



CATHEDRAL



HENDERSONS RELISH



BROAD LANE



CRUCIBLE

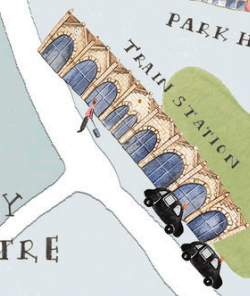


LYCEUM

HUBS



CITY CENTRE

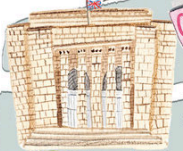


TRAIN STATION

WINTER GARDENS



CITY HALL DEVONSHIRE



THE MOOR



LEADMILL



HEeley



HAGGLERS CORNER

RIVER SHEAF



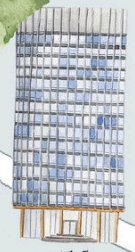
BISHOPS HOUSE



NORFOLK PARK

THE CITY OF
Sheffield

PONDEROSA



ARTS TOWER

CROOKES



TO THE PEAKS

HANOVER WAY

CITY HALL DEVONSHIRE



BOTANICAL GARDENS

ECCLESALL ROAD



HUNTERS BAR

SHARROW VALE

NETHEREDGE

LONDON ROAD

BRAMALL LANE

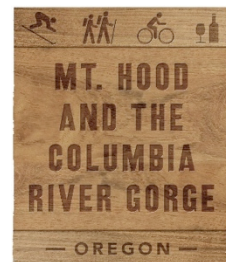
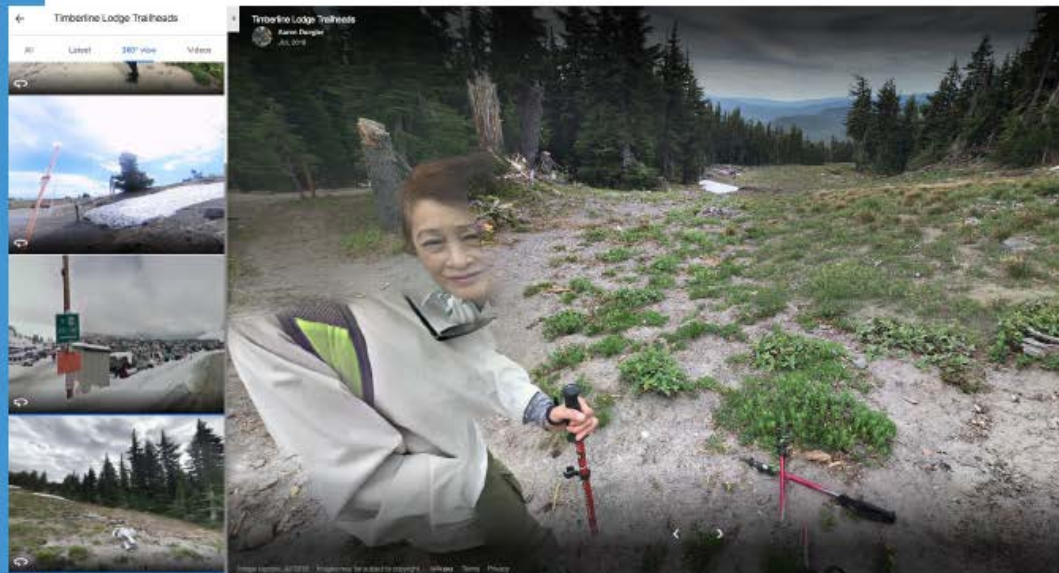
GLOBAL MARKETING

- Google Content Co-Op
 - HOW TO GET INVOLVED
 - Dec 5th Google Travel Guide in-person training – Troutdale (Location TBD)
 - Targeted towards tourism communities
 - January Google Business webinar (date TBD)
 - Targeted towards tourism businesses

IMAGE RESULTS:

Travel Guide

- Within individual locations, there are opportunities to review and flag irrelevant or low-quality images.
- This action won't contribute to Local Guide score, but will improve the quality of image results for the destination as a whole.



- Mount Hood
- Columbia River Gorge
- Troutdale
- Corbett
- Cascade Locks
- Hood River
- Odell
- Mosier
- The Dalles
- Government Camp
- Sandy
- Estacada



Sandy Travel Guide

Maps

[Travel guide](#)



Photo by Susan Chakraborty



Photo by American Salsas



Photo by Sid Williams

Sandy

City in Oregon

Sandy is a city located in Clackamas County, Oregon, United States, and named after the nearby Sandy River. The city serves as the western gateway to the Mount Hood Corridor, 25 miles east of Portland. As of the 2010 census, the city had a total population of 9,570. [Wikipedia](#)

Things to do

Based on traveler visits and local insights

[See all](#)



Jonsrud Viewpoint

4.7 ★★★★★ (268)



Buddha Kat Winery

3.2 ★★★★★ (11)

Winery



Meinig Memorial Park

4.5 ★★★★★ (382)



Sandy Historical Society

4.5 ★★★★★ (58)

55% of listings are unverified
 14% are missing business hours
 14% are missing websites
 86% need better images
 100% need better 360s
 59% Complete

The Travel Guide product includes 11 top sights. Opportunity to contribute visual assets to business listings.

GLOBAL MARKETING

- PR FAMs and PR Activation in New York
 - HOW TO GET INVOLVED
 - Keep in touch with your local DMO
- Economic Impact of Tourism Collateral
 - HOW TO GET INVOLVED
 - Share the collateral when it goes live
- Social Media/Content Support
 - HOW TO GET INVOLVED
 - Use #hoodgorge
 - Send us events we can promote
- Website Hosting and SEM
- Oregon Welcome Center Brochure Program and TORP
- Photo Asset Management
- Social Media/Content Support

HUFFPOST



Rich Grant, Contributor

Rich Grant is a freelance travel writer in Denver, Colorado



Columbia River Gorge is Open for Business – and as Beautiful as Ever

11/21/2017 04:18 pm ET | **Updated** Nov 21, 2017



RICH GRANT

The Columbia River Gorge in November 2017, just two months after the fire, is in many places untouched and as beautiful as ever.

September 2, 2017, started off wonderfully in the Columbia River Gorge. It was the beginning of Labor Day weekend in one of the nation's most beautiful scenic areas. Located just an hour east of Portland, Oregon, this was a busy time for the area's \$100 million-a-year tourism industry. They had been hurt that winter with 8 feet of snow falling in an area that usually gets just inches. Interstate 84 was closed and schools and businesses had to shut down for as much as two weeks.

But now on Sept. 2, the weather was beautiful, people were hiking, biking, wind surfing, eating locally sourced foods,



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TRENDING



Senate Votes Down Competing Measures To Reopen The Government



Wilbur Ross Shrugs Off Shutdown: Federal Workers Will 'Eventually' Get Paid



Alexandria Ocasio-Cortez Is Only Democrat To Vote

GLOBAL SALES

- Trade Show Attendance: Go West and IPW
 - HOW TO GET INVOLVED
 - Commit to working with receptive tour operators
 - Attend the 2020 Go West Summit in Portland
- Go West Pre- and Post- FAMs
- Global Sales Trade and PR FAMs
- FAM Coordination Contractor
- Tourism Economics Research



GLOBAL STRATEGIC PARTNERSHIPS

- Grant Training
 - HOW TO GET INVOLVED
 - Attend a training
 - Apply for grants weeks in advance of deadline
 - Triple check every requirement in the guidelines
- **City of Cascade Locks** to construct a “Hub” to serve as a community operated rest stop for hikers, cyclists, recreationalists and community members. The Hub will include amenities such as information kiosks, water fountains, restrooms and showers, electrical outlets, bicycle parking and repair stations, picnic areas and lockers and storage facilities.
- **Hood River Soaring (\$20,000)** to develop a strategic communications and marketing plan to increase the number of glider tours and to increase overnight stays to Hood River.



Hear in the Gorge

by Sarah Fox



STRATEGIC INVESTMENT FUND

- Grant Program vs. Strategic Investment Fund
- Timeline (tentative)
 - Applications open Week of Nov 11
 - Due to your local DMO by Jan 6th
 - Application reviews January
 - SIF funds awarded in February
- Process
 - Review the Mt. Hood and Columbia River Gorge 2019-2021 RDMO Plan
 - Complete Application (Google Form)
 - Connect with your local DMO
 - DMOs will bring top projects to the MHCRGRTA Group
 - MHCRGRTA will select projects to fund and reach out to confirm
 - Funding spent within 12 months
 - Report due within 1 month of project completion



STRATEGIC INVESTMENT FUND

- Year 1: \$31,343
- Year 2: \$40,000
- These are one-time investments
- Align with mission and goals of the RDMO
- Encourage investments in the following categories:
 - New/improved tourism product
 - Transportation
 - Wayfinding
 - Arts/Culture/Heritage
 - Fishing
 - Biking
 - Trail Congestion Solutions
 - Agritourism
 - Menu of Investment Opportunities (that the RDMO has not already invested in)
- Cannot be used for: cost of doing business, event sponsorship, small festivals



OPERATIONS STRATEGY

- 75% Regional Staff

Supplemented by:

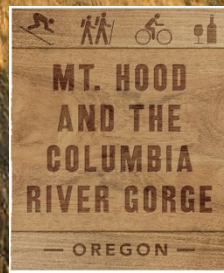
- Social Media/Content Contractor from Marketing budget
- FAM Contractor from Global Sales budget

REGIONAL IMMEDIATE OPPORTUNITY FUND

- Oregon21

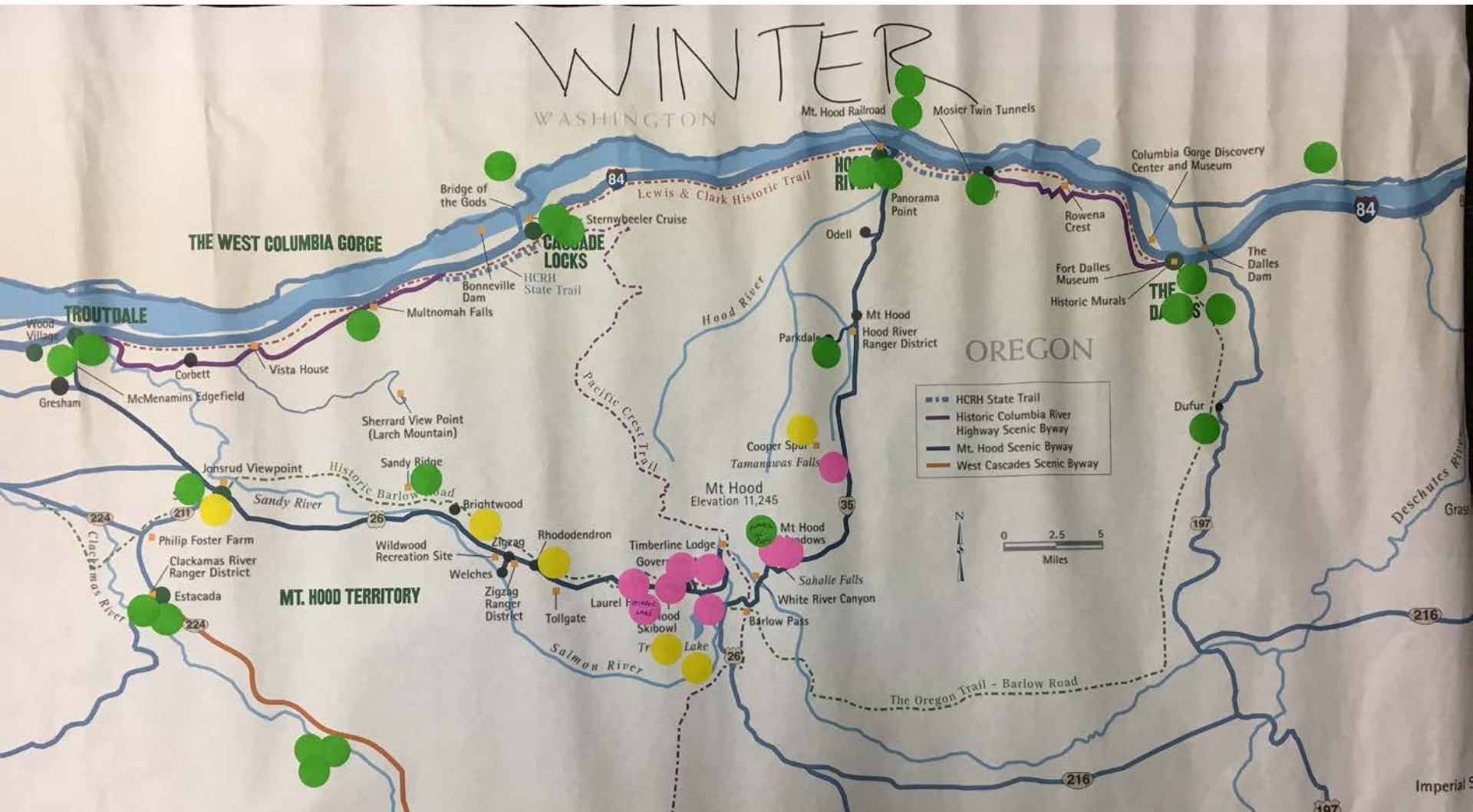


QUESTIONS?



HEAT MAPPING EXERCISE

- Green dot: low use area, has capacity for more visitation
- Orange dot: visitor impact is just right
- Hot Pink dot: high/over-use area



WORKFORCE DEVELOPMENT GROUP THINK

- Fill out your worksheet
- Group discussion at table
- Present on discussions: challenges, solutions, opportunities





TRAVEL
OREGON

Opportuni

Take the Oregon Tourism Workforce Survey

The survey is intended for anyone who works in the tourism industry.

Complete the survey by Nov. 8

A photograph of two people sitting on a snowy mountain peak at night. They are looking out over a city lights and a starry sky. The text "Thank You" is overlaid in the center.

Thank You