

# SOUTHERN OREGON



2019 Stakeholder Meetings



# RCTP Plan | 2019 - 2021

Budget:

**\$1,289,000**

(9% of total RCTP budget)




## Mission/Vision:

Travel Southern Oregon (TSO) is one of the oldest Regional Destination Management Organizations in the state, having formed in 1983 to cooperatively market Southern Oregon as the Southern Oregon Visitors Association (SOVA). Today, the mission of TSO remains to drive increased visitation and prolonged overnight stays in our five-county region through cooperative destination management programs.

## RCTP Goals:

- Goal 1:** Promote travel to region in off-peak seasons through robust, regional marketing campaigns
- Goal 2:** Support development of destination assets to generate more four-season visitor experiences in region
- Goal 3:** Invest in regional outdoor recreation projects to leverage current initiatives and also develop new assets across the region
- Goal 4:** Generate high-impact PR stories in key travel publications to tell our Southern Oregon story
- Goal 5:** Support local marketing capacity for key regional events
- Goal 6:** Create regional program of workshops and trainings for industry stakeholders
- Goal 7:** Engage with civic leaders to share the value of tourism’s economic impact in our region
- Goal 8:** Create and support the Tourism Inclusion Council of Southern Oregon (TICSO) as a regional resource and network to benefit visitors and the tourism industry itself in the areas of equity, diversity and inclusion



# Plan Summary

Biennium

Budget:

**\$1,289,000**

Number of Tactics:

**40**

**Status**


(Percent of Southern Oregon Budget)

Ongoing **51%**

In Planning **49%**

In Progress

Complete

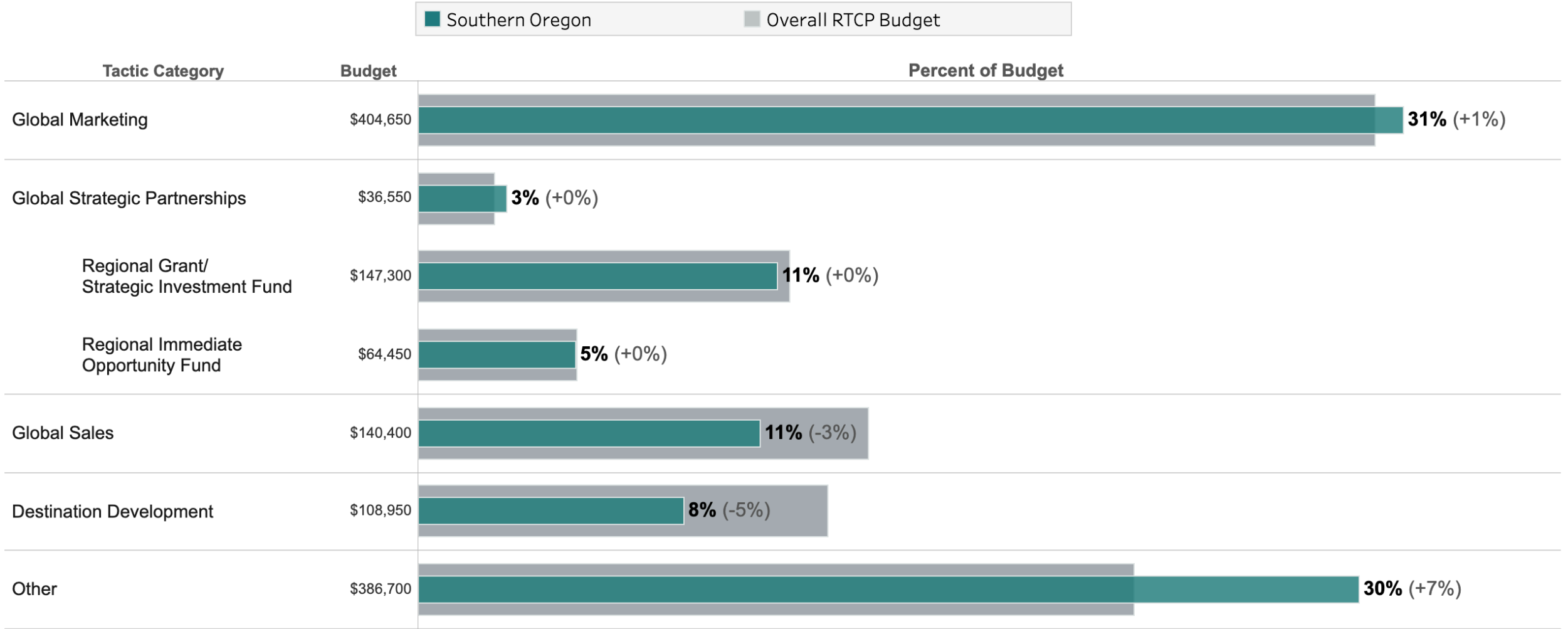


Fiscal Year View

Biennium

Filter by Tactic Status

(All)





# Global Marketing

## Biennium

# \$404,650

(31% of the Southern Oregon budget)

Ongoing 32%

In Planning 68%

In Progress

Complete

*Fiscal Year View*

Biennium

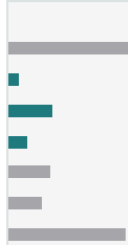
*Sort Tactics By*

Tactic Number

Ongoing

In Planning

Tactic	Budget	Status	Jul. 2019	Jan. 2020	Jul. 2020	Jan. 2021	Jul. 2021
1: Travel Oregon Fall (Winter) 2019 & 2020 Campaign	\$20,000	In Planning					
2: RDMO Google Content Co-Op	\$13,000	In Planning					
3: TSO Social Media Campaign	\$33,740	In Planning					
4: In-Market Activation in Key Market	\$20,000	In Planning					
5: Travel Oregon Led DOMESTIC FAM Tours	\$38,800	Ongoing					
6: TORP Program	\$12,000	Ongoing					
7: Oregon Welcome Center Brochure Program	\$4,320	In Planning					
8: Regional Photography	\$11,000	In Planning					
9: Economic Impact of Tourism- Regional	\$1,000	In Planning					
10: TSO Media Relations, Events & FAMS	\$77,290	Ongoing					
11: Digital Assets	\$50,000	In Planning					
12: Creative & Brand Development	\$32,000	In Planning					



# Global Strategic Partnerships

Biennium

## Budget

# \$248,300

(19% of the Southern Oregon budget)

## Status


(Percent of Global Strategic Partnerships Budget)

Ongoing 26%

In Planning 74%

In Progress

Complete



Fiscal Year View

Biennium

Sort Tactics By

Tactic Number

Ongoing

In Planning

Tactic	Budget	Status	Jul. 2019	Jan. 2020	Jul. 2020	Jan. 2021	Jul. 2021
Regional Immediate Opportunity Fund	\$64,450	Ongoing					
1: Brand USA Microsite Renewal	\$5,000	In Planning					
2: Tourism Advocacy	\$31,550	In Planning					
3: Gold Hill Whitewater Park*	\$41,400	In Planning					
4: Oregon Outback Dark Skies Project*	\$8,000	In Planning					
5: Lake County Roundup 100th Anniversary*	\$12,000	In Planning					
6: Regional Training Opportunities*	\$7,000	In Planning					
7: ORLA Leadership Academy*	\$5,000	In Planning					
8: Dollar Mountain Trail System Development*	\$12,900	In Planning					
9: Wine Country Destination Capacity Support*	\$25,000	In Planning					
10: Regional Trails*	\$9,000	In Planning					
11: Regional DMO Event Support*	\$27,000	In Planning					
			Jul. 2019	Jan. 2020	Jul. 2020	Jan. 2021	Jul. 2021

\*Utilizes Regional Grant/Strategic Investment Fund Resources

# Global Sales

## Biennium

**Budget**

**\$140,400**

**(11% of the Southern Oregon budget)**


### Status

(Percent of Global Sales Budget)

Ongoing	57%	■
In Planning	43%	■
In Progress		
Complete		


A donut chart illustrating the distribution of the global sales budget by status. The chart is divided into two segments: a larger brown segment representing 'Ongoing' at 57%, and a smaller teal segment representing 'In Planning' at 43%. The 'In Progress' and 'Complete' categories are listed in the legend but have no corresponding data in the chart.

Biennium ▼

Tactic Number 



Tactic	Budget	Status	Jul. 2019	Jan. 2020	Jul. 2020	Jan. 2021	Jul. 2021
1: Western Canada Roadshow	\$9,000	In Planning					
2: Vancouver Outdoor Adventure Show	\$8,000	In Planning					
3: Go West Summit 2020 Opening	\$4,000	In Planning					
4: Go West Summit	\$13,400	In Planning					
5: IPW	\$15,000	In Planning					
6: Oregon Road Rally	\$11,000	In Planning					
7: Travel Trade FAMS and Press Trips	\$80,000	Ongoing					



# Destination Development

Biennium

## Budget

# \$108,950

(8% of the Southern Oregon budget)

## Status


(Percent of Destination Development Budget)

Ongoing

In Planning 100%

In Progress

Complete



Fiscal Year View 


Biennium

Sort Tactics By 

Tactic Number

In Planning

Tactic	Budget	Status	Jul. 2019	Jan. 2020	Jul. 2020	Jan. 2021	Jul. 2021
1: Signature Trails Projects	\$25,000	In Planning					
2: Oregon Food Trails	\$10,500	In Planning					
3: Community Based Destination Planning & Development	\$26,400	In Planning					
4: RARE Tourism Development Staff Capacity	\$24,250	In Planning					
5: Stipends for Convening Oregon Tourism Studio	\$9,000	In Planning					
6: Guest Service Gold Tourism Trainings	\$13,800	In Planning					
			Jul. 2019	Jan. 2020	Jul. 2020	Jan. 2021	Jul. 2021



# Other

## Biennium

Budget

# \$386,700

(30% of the Southern Oregon budget)

Status


(Percent of Other Budget)

Ongoing 100% ■

In Planning

In Progress

Complete



Fiscal Year View


Biennium ▼

Sort Tactics By

Tactic Number ▼

Ongoing

■

Tactic	Budget	Status	Jul. 2019	Jan. 2020	Jul. 2020	Jan. 2021	Jul. 2021
Staffing & Administration	\$386,700	Ongoing					
			Jul. 2019	Jan. 2020	Jul. 2020	Jan. 2021	Jul. 2021

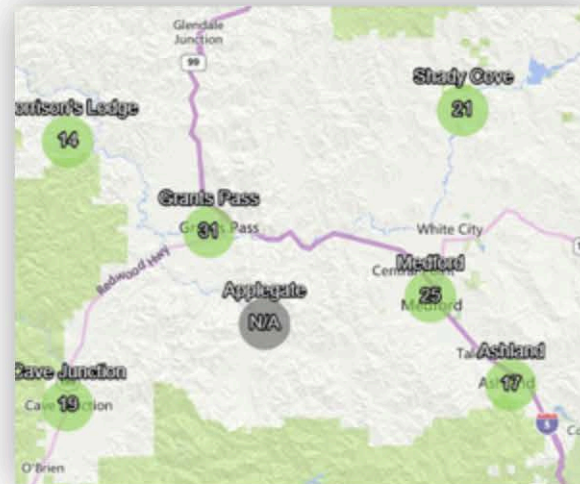


Once logged in, you may click on any of the following links below to be taken directly to the section of your choice, or to the main dashboard:

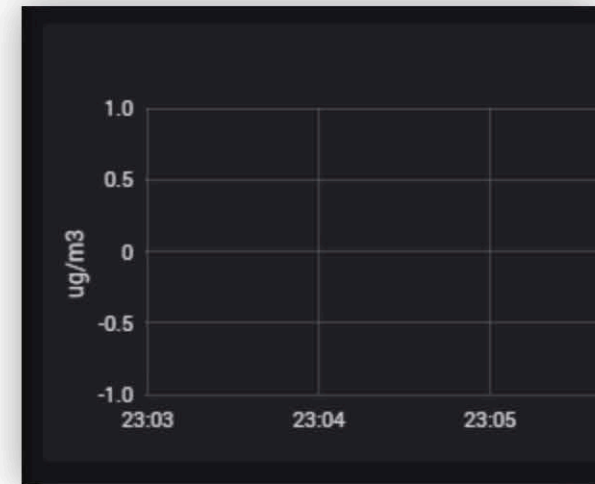
**MAIN DASHBOARD →**



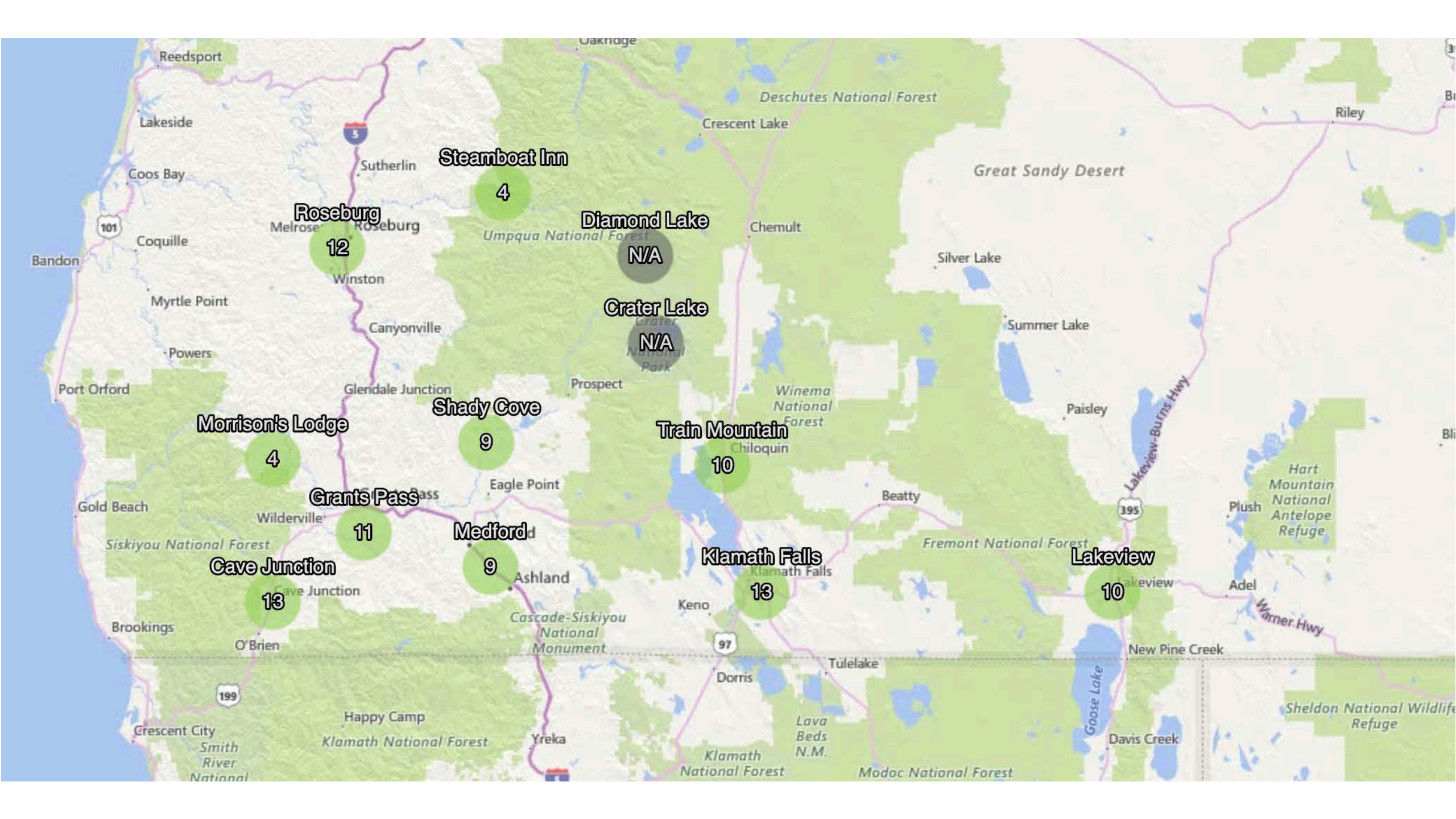
**AQI GAUGES →**



**MAP →**



**CONCENTRATION GRAPH →**



Applegate



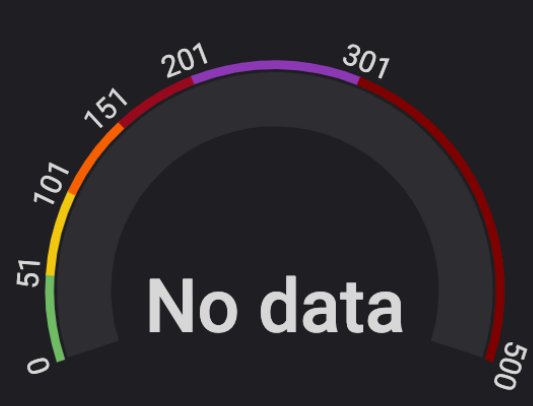
Ashland



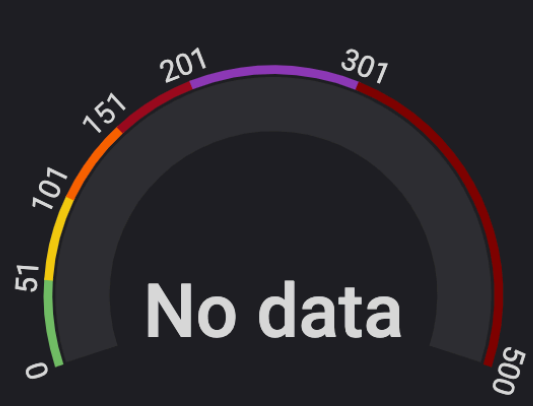
Cave Junction



Crater Lake



Diamond Lake



Grants Pass



Klamath Falls



Medford







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# THE GREAT UMPQUA FOOD TRAIL

Your guide to farmers markets, riverscapes and boutique wineries.

<https://youtu.be/1IZk05IFLp0>



# *Legendary Crater Lake of Oregon*



TRAVEL



OREGON







## Contact Info



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