

# STRATEGIC PLAN PROGRESS REPORT

DECEMBER 2019

TRAVEL  OREGON

## ABOUT TRAVEL OREGON

The Oregon Tourism Commission (OTC), dba Travel Oregon, is a semi-independent agency that serves as the state's destination management organization. Travel Oregon is focused on building strong, stable communities that welcome a diversity of explorers. A nine-member governor-appointed commission oversees the work of the agency approving the budget and strategic plan. The OTC strives to create a better life for all Oregonians through product and community development, destination sales and marketing, regional investments and matching grants that strengthen the economic impact of the state's \$12.3 billion tourism industry that employs more than 115,000 Oregonians.

This Strategic Plan Progress Report (SPPR) is a high-level summary of key initiatives and programs embedded within Travel Oregon's 2019-21 Strategic Plan. The plan was adopted by the Oregon Tourism Commission following review by the Governor, Oregon Legislative Assembly, Oregon travel industry trade associations, applicable state agencies, Oregon's tourism industry and the public. This SPPR is provided to the Oregon Tourism Commission and shared with Oregon's tourism industry and other interested parties to report on program advancement, key learnings, agency and industry performance metrics and general updates on the 2019-21 Travel Oregon Strategic Plan since the Commission's last meeting.



## MESSAGE FROM CEO



Dear Commissioners,

We look forward to being together with you in Florence on December 9-10, 2019 as we finish out 2019 and look to welcome in a new year and a new decade – 2020! Our industry partners on the central coast have come together to plan several

community engagement opportunities. Please refer to the full Itinerary for specifics on where to be and when – but highlights include:

- Sunday, Dec. 8 (2:00 p.m.) – Potential sand dunes (more information to come)
- Sunday, Dec. 8 (4:00 p.m.) – Travel Oregon Ad Campaign/Yeti & Squatch book reading (Siuslaw Library)
- Monday, Dec. 9 (2:00 p.m.) – Central Coast Ag Field Trip (more information to come)

Our meeting location and our overnight accommodations are at the **Driftwood Shores Resort** (88461 1st Ave., Florence). And our agendas are designed to help make our

time together productive and informative. We'll be reviewing, discussing and receiving updates on:

- RCTP mid-year progress report from EOVA
- Oregon Food Trails
- Central Coast Culinary & Ag Studio Update
- 2020 Legislative Session
- Global Strategic Partnership Update
- OSE Fall Campaign Update
- Oceania Trade Mission
- Governor Trade Mission to Korea and Japan

On Monday evening, Dec. 9, starting at 6:30 p.m. we have the opportunity have a special dinner at the International C-Food Market (ICM - 1498 Bay St.). Dress for the evening is casual, and make sure you come hungry as ICM touts some of the best chowder on the coast!

As we move into this holiday season, your continued service to the Oregon Tourism Commission and to the State of Oregon is, and continues to be, a gift we are forever grateful for. Safe travels and we'll see you in Florence! Should you have questions on any of the materials provided, please don't hesitate to contact me in advance.

Best regards,

**Todd Davidson**  
CEO

## OREGON TOURISM COMMISSION



Chair

**Scott Youngblood**



Vice Chair

**Nigel Francisco**



**Don Anway**



**Richard Boyles**



**Lucinda DiNovo**



**Maria Ponzi**



**Mia Sheppard**



**Kenji Sugahara**



**Greg Willitts**

# VISION

*A better life for all Oregonians through strong, sustainable local communities that welcome a diversity of explorers.*

# MISSION

*We inspire travel that drives community enhancement and economic development. Through innovation and partnerships, we share the stories of Oregon's people and places, deliver world-class experiences, strengthen the industry, work to ensure all travelers feel welcome and preserve Oregon's way of life and its natural places.*

# VALUES

## EVERGREEN

- *We strive to preserve Oregon's natural beauty with everything we do*
- *We build strength and resiliency for a sustainable future*
- *We balance work and life with our love for Oregon and the people in it*

## TRAILBLAZE

- *We lead the way through innovation*
- *We lift each other up while driving forward*
- *We set the bar high and aren't afraid to fail*

## TRUE NORTH

- *We take ownership of our work*
- *We honor our commitments*

## CANOPY

- *We celebrate and invite diverse cultures, perspectives and voices*
- *We show up for each other and our industry*



# EQUITY STATEMENT

Travel Oregon is committed to ensuring our work helps Oregon become a more equitable destination, so all who travel the state can enjoy their journey and feel welcome. Our work aligns with how we value Oregon and its communities, our staff and our industry partners.

We define equity as: when all people have equal access to the same resources to potentially reach the same outcomes. To that end, we want all people to have access to enjoyable travels throughout Oregon.

**We are committed to the following shared values:**

- Understanding what equity is and acknowledging that not all people have the same starting point.
- Being life-long learners regarding equity and committing to the necessary repair work when we misstep.
- Working to ensure our intent aligns with our impact.

Travel Oregon is growing in our understanding of the myriad intersecting identities people hold and how some identities are rooted in systems of oppression. We aim to remove barriers from all travelers. Addressing equity through an exploration of people's held identities helps us to build a stronger more unified community — a community where we see race, age, ethnicity, sexual orientation, gender, gender identity, gender expression, religion, visible and invisible disabilities, socio-economic status, and all of the intersecting identities therein, and we know that in these differences lies our strength.







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# OREGON TOURISM COMMISSION BRIEFING

Monday, December 9, 2019

11:00 a.m. – 1:00 p.m.

Driftwood Shores Resort

Pacific Ballroom

88416 1<sup>st</sup> Ave.

Florence, OR 97439

**Welcome and Introductions**

Chair Youngblood

**RCTP Mid-year Update from EOVA**

Alana Carollo

**Oregon Food Trails**

Scott Bricker

**Central Coast Culinary & Ag Studio Update**

Natalie Inouye & Jesse Dolin

**Review of Dec. 10 Commission meeting agenda**

Todd Davidson

**Other Business**

Chair Youngblood

# OREGON TOURISM COMMISSION BRIEFING

Tuesday, December 10, 2019

9:00 a.m. – 12:00 p.m.

Driftwood Shores Resort  
Pacific Ballroom  
88416 1<sup>st</sup> Ave.  
Florence, OR 97439

*Please sign in if you wish to provide Public Comment or testify under Public Hearing. To accommodate as many contributors as possible please abide by requirements stated on sign-in sheet.*

Welcome and Introductions	Chair Youngblood
Chair Remarks	Chair Youngblood
Local Welcome	Jesse Dolin & Natalie Inouye
Public Comment	
Commission Business	Chair Youngblood
Review of Commission Packets	
Commission Action	Chair Youngblood
Approval of Minutes	
Reports, Updates & Discussions	
Governor's Office - 2020 Legislative Session	Brendan Finn & Sara Morrissey
Global Strategic Partnership Update	Teresa O'Neill & Lisa Itel
OSE Fall Campaign Update	Bryan Mullaney
Oceania Trade Mission	Greg Eckhart & Richard Boyles
Governor Trade Mission	Petra Hackworth & Greg Eckhart
Other Business	Chair Youngblood
Adjourn	Chair Youngblood

*If you have any questions or comments related to today's proceedings or presentations, please email us at [industry@traveloregon.com](mailto:industry@traveloregon.com) and indicate "December 2019 Commission Meeting" in the subject line.*

*Next Tourism Commission Public Meeting – February 24-25, 2020, Independence, Oregon*

# OPTIMIZE STATEWIDE ECONOMIC IMPACT

*Facilitate the development of world-class tourism product and experiences with a focus on priority gap areas*

## OREGON TOURISM STUDIO GRANTS

The Oregon Tourism Studio Grant program has been updated to better serve tourism studio communities applying for initial funding to support post-studio priority projects. Grants are now accessible through an online platform, Foundant, on a rolling basis. The program guidelines are also updated to reduce the cash match requirement to 10%, increase the initial disbursement of funds (90% initial funding; 10% on completion) and reduce overall reporting requirements.

*Support high-use destinations to manage the impacts that stem from visitation*

## VISITOR TRANSPORTATION

### Oregon Electric Charging Station Rebate Program Video

Travel Oregon partnered with Oregon Business Magazine to produce a new video that highlights the results of the Oregon Electric Vehicle Charging Station Rebate program that was developed by Forth and Travel Oregon. Through the rebate program, Travel Oregon was able to support six tourism-related entities to install level 2 charging stations in known gaps of the electric vehicle network.



## INDUSTRY LEARNINGS

### 2019 Sustainable Tourism & Outdoor Recreation Conference

In October, Vice President of Destination Development, Kristin Dahl, delivered a keynote presentation at this year's national Sustainable Tourism and Outdoor Recreation Conference in Astoria, Oregon hosted by the National Extension Tourism Design Team. The presentation focused on how Travel Oregon catalyzes community-based tourism development through its destination development, Regional Cooperative Tourism Program and Competitive Grants Program.

*Inspire overnight leisure travel from key markets*

## TRADE & CONSUMER SHOWS

### Brand USA Travel Week Europe: London, U.K., September 9–13

Brand USA hosted the first ever Brand USA "Travel Week" in September, a new platform for U.S. destinations to engage with key buyers from the U.K. and Europe. The program included appointments, educational tracks, and networking and was a highly successful first-time event. Travel Oregon attended and participated in one-on-one appointments with more than 40 hand-picked key tour operators from the U.K. and Europe with the objective of itinerary and product development. During a meeting at Travel Week, Visit California, Brand USA, United Airlines and Travel Oregon decided to create a pre-Go West Summit fam trip for four top Indian tour operators who will develop Oregon-California itineraries.

### Spotlight on the Northwest: Olympia, Washington, September 13–15

Travel Oregon was a sponsor of Spotlight on the Northwest, a tourism conference which combines educational seminars, networking functions and a trade show. Operators are primarily domestic, including Canada, and range from small operations to large receptive companies. The Oregon partners that attended created an itinerary that each pitched to tour operators in these meetings. Because this conference brings together NW partners and domestic operators, it provides one-on-one networking time in an intimate setting.

### **Connect THRIVE Summit: San Francisco, California, October 3-5**

Connect THRIVE Summit is focused on community development and partnerships in the LGBTQ travel market. The summit featured dynamic educational sessions and networking events alongside a series of pre-scheduled, one-on-one connections between destinations and international tour operators, receptive operators, and travel agents that all focus on the LGBTQ market. Travel Oregon's meetings included Bonotel, Brand USA and Destination America. This was the first time Global Sales participated in a conference specific to the LGBTQ travel community. This directly connects to the work we are doing as an agency in making Oregon more welcoming to all through diversity, equity and inclusion training.

### **World Travel Market: London, U.K., November 4-6**

Travel Oregon and Travel Portland co-sponsored a booth at the World Travel Market (WTM) in London with partners from Washington County Visitors Association, Newport Chamber of Commerce and Travel Lane County. WTM is one of the biggest travel and tourism exhibitions in the world with 50,000 travel professionals in attendance, 9,000 of which are key decision makers with direct purchasing power. The objective of WTM is for Oregon delegates to build and further relationships with tour operators, airlines and media to enhance visitation to Oregon from European markets. The Oregon delegation took 60 confirmed appointments and approximately 50 drop-in appointments with travel trade, airline and media representatives, including meetings with Brand USA, Delta Air Lines, Virgin Atlantic and some of the top producing tour operators in the U.K. Two highlights from these appointments were that Azure Collection, a luxury tour operator, will now include Oregon tour product for the first time and a tour operator specializing in sports travel product will be developing itineraries to sell specifically tailored for Oregon21.

## **SALES MISSIONS**

### **Travel Oregon French Sales Mission: August 31-September 6**

Travel Oregon, with partners from Travel Portland and Washington County Visitors Association, participated in a sales mission to France this fall. The mission included sales calls and trainings in Bordeaux and Paris. The focus was to maintain existing itineraries in the fly-drive market, aid in developing new product for Free Independent Travelers (FIT) and leisure travel, and to meet with new clients to develop Oregon itineraries. The

delegation had a total of 30 travel trade media and airline partner meetings. One success from the mission was that Terres Lointaines, a French tour operator, created a [page](#) dedicated to Oregon on their website after meeting. The mission also included a media launch event promoting the Mountains Legacy video project (see more on the project in the Marketing Programs section) with 75 media in attendance.

### **Brand USA India Sales Mission: September 21-28**

Travel Oregon, along with Clackamas County Tourism and America's Hub World Tours, participated in the eighth annual Brand USA sales mission to India. The mission provides the platform for U.S. Destination Marketing Organizations (DMOs) and suppliers to interact directly with tour operators, airline representatives, travel agents, Meetings, Incentives, Conventions, and Expositions (MICE) buyers and media. The focus is to encourage Indian visitation to the United States and to educate the Indian travel industry on the limitless potential of the U.S. as a travel destination. This year, Travel Oregon will continue to focus on the travel trade, Indian receptive tour operators, and school group operators. During the mission this year, Travel Oregon met with an Indian tour operator who reported that after meeting with us for a few years in a row he decided to offer an optional 10-day Oregon "add on" to his California group trip. The trip occurred in June of this year and traveled through Southern, Central, Eastern Oregon and the Hood/Gorge region. Of the 50 people in the group, 38 opted for the Oregon trip. Due to the success, he will offer this again and develop an itinerary to include other regions in Oregon.

### **Travel Oregon Oceania Sales Mission: October 18-25**

Travel Oregon organized a sales mission and series of client events in Christchurch and Auckland, New Zealand and Melbourne and Sydney, Australia. This mission included partners from America's Hub World Tours, Oregon Coast Visitors Association, commissioner Richard Boyles, Todd Davidson, VP of Global Sales Petra Hackworth, and Director of Global Sales Greg Eckhart. During the mission, delegates had the opportunity to have one-on-one meetings with influential consumer media outlets like the New Zealand Herald and Escape daily newspapers, Better Homes & Gardens Australia, as well as a pre-recorded radio segment with Travel Writers radio. The delegation also conducted in-person destination/Oregon product trainings at House of Travel, Go Holidays, Luxury Escapes, Adventure World Travel and Ski Max. The team also met with airline partners at Hawaiian Air Lines, American Air Lines, United Air Lines and Air New Zealand.

The Oregon delegation also had the opportunity to network with media and trade clients at two “Only Slightly Exaggerated” themed costume parties in Auckland and Sydney co-sponsored by United Air Lines and Air New Zealand. The airlines provided a total of six complimentary, economy class tickets for media and travel trade buyers combined with three, five-night Oregon packages provided by America’s Hub World Tours. Travel Oregon events were covered in nine different travel industry publications, which included highlights of the events and interviews with Todd Davidson.

This region is now the fifth largest overseas market for Oregon, spending \$42 million in 2018. Traffic from Australia and New Zealand grew 53% between 2013 and 2018.

The Travel Oregon Oceania Mission and associated events were covered in four travel industry magazines including New Zealand Travel Memo, New Zealand Tabs on Travel, Australia Travel Week and Australia Global Travel Media.

## MEDIA FAMS

### dpa: August 17–24

Travel Oregon hosted a freelance journalist on assignment with dpa. Dpa is one of Germany’s largest news agencies and the leading provider of German-language news worldwide. The press trip to Oregon was a result of a pitch during the 2018 IPW Media Marketplace, using the new itinerary developed for the South Coast during their International Sales Development Workshop. The journalist travelled the entire length of the Oregon Coast for a feature on its unique landscape, coastal communities and nature-based recreation that will release in 2020.

### National Geographic Traveller: September 3–10

National Geographic Traveller commissioned a Dutch freelance journalist to visit Oregon for an article about the Willamette Mountains with a focus on hiking and the Nez Perce history of the region. The press trip included meetings with tribal representatives and guided hikes with local adventure tour operator, Go Wild Adventures (participant in the Travel Oregon’s Tour Operators Guides and Outfitters and recipient of a small grant). The article will be published in the June 2020 Dutch edition of National Geographic Traveller.

## Americas



Corey Marshall, Canuckiwi; Paige Myocovich, Jared Jamison, both Air New Zealand



Petra Hawksworth, Todd Davidson, Joanne Motta, all Travel Oregon



Chris Trew, Audrey Van Kan, both helloworld Travel CBD

### Oregon not exaggerating to Kiwi trade

A long term relationship with the New Zealand and Australian markets and the trade here continues to pay off for the US state of Oregon, says Todd Davidson, chief executive officer of the Oregon Tourism Commission.

Davidson says Australasia is now the fifth largest overseas market for Oregon, spending US\$42 million dollars a year there. Traffic from the combined markets grew by 53% from 2013 to 2018.

“We’re represented here by Canuckiwi

and it’s important to have someone on the ground. That way the trade knows there is someone here, in their time zone, who can answer questions. We’ve also been coming here (as a trade delegation) since 2011.”

Davidson says increased access to the US has made it easier for Kiwis to visit, but there is more to it than that.

“We find when we come here that what we offer really resonates with Kiwis. Our fresh produce, wines, craft beers, places like



Clinton Sangster, Penny Houghton, The Private Travel Company



Desiree Toi, Shane Robertson, both Infinity; Louise Sutton, Flight Centre Product



Greg Eckhart, Travel Oregon; flanked by Bailey Gorst and Tammy Baker, both travel6co

### Meantime in CHC...

Christchurch was first off the block for Oregon this week when it held its agent event at Welles Street. During dinner agents were introduced to the new Oregon Slightly Exaggerated campaign.

The major prize winner of a trip to Oregon with flights from Air New Zealand and United Airlines was Alannah Batt from House of Travel Product.



David Penilton, America's Hub World Tours; Gregg Eckhart, Travel Oregon; Alannah Batt, House of Travel Product; Briony Rodden, Air New Zealand and Katerina Woodbridge, Oregon Coast Visitors Association

### Le Devoir: September 10–13

Le Devoir, a daily newspaper in Montreal, Canada with a circulation of 1,135,000, sent a journalist to Oregon in September to cover the acclaimed concert series, “In a Landscape.” This program features concert pianist Hunter Noack playing on a Steinway grand piano in outdoor landscapes that showcase Oregon’s natural beauty, history, industry and culture. The goal is to create a music experience that cultivates an appreciation for the land. At the 2019 Governor’s Conference, “In a Landscape” was recognized for its innovation with the Oregon Tourism Development Award. The article will provide an overview of the diverse landscapes statewide that the concert series highlights, including the concert attended by the journalist at Smith Rock State Park. The journalist also interviewed local tour operator, Wanderlust Tours, about how their business has built additional programming around the concert series for visitors to extend their immersion in Oregon’s wild landscapes.

### viCARious Magazine: October 12–19

The co-founder and writer/photographer for viCARious Magazine completed a press trip to Oregon in October to research a 10-page, 1500-word story on Oregon as an ideal road trip destination. The Ontario-based luxury lifestyle and travel publication is geared toward top executives and car and motorcycle enthusiasts. Circulation for this publication is 86,000. The press trip included several of Oregon’s iconic Scenic Byways such as Hells Canyon, Journey Through Time, Cascade Lakes and Mt. Hood.

### Autocar India Magazine: October 12–20

Autocar India Magazine (India’s equivalent to AAA Magazine) completed a press trip to California and Oregon. In partnership with Brand USA, Travel Oregon and Visit California worked in tandem to extend Autocar India’s visit to include the

Oregon Coast and Portland with the shared goal of promoting scenic driving in Northern California and Oregon. Autocar is a monthly publication with a circulation of 165,000 and readership of 664,000. Autocar India also has a television show airing weekly and a strong digital presence in India. Coverage from the trip will include a two-page spread on Oregon in the magazine and a four-minute segment on Autocar India's television show.

### **Calgary's Child Magazine: October 10-13**

Travel Oregon welcomed a journalist on assignment for Calgary's Child Magazine in Canada. Her confirmed story will be 800-1200 words with images and will include Portland and the Coast. This publication focuses on family activities and travel. Travel Oregon has been working to solidify media coverage for family travel in the Western Canada market.

## **MEDIA EXPOSURE**

### **Boulevard Vancouver: September 2019**

The feature travel story "A Solo Road Trip in Oregon" was in Boulevard Vancouver's September issue as a result of a June media fam that was hosted by Travel Oregon. The seven-page spread highlights Portland, the Willamette Valley, the Coast and McKenzie River with photos and is geared towards the Chinese Canadian consumer. The publication has a circulation of 40,000 and is a leading lifestyle magazine published bi-monthly throughout Vancouver and Richmond.



### **Australian Geographic Adventure Magazine: November 2019**

Travel Oregon welcomed Australian Geographic Adventure Magazine's editor-in-chief to experience mountain biking, hiking, rafting and kayaking around the Willamette Valley, Central Oregon, Southern Oregon, and the Coast in July. The trip resulted in an eight-page spread highlighting Oregon's natural wonders and outdoor recreation assets and can be found in the October issue of the magazine.



## **TRADE FAMS**

### **European Tour Operator Fams: September-October**

This September and October Travel Oregon hosted a series of fams for the German, Swiss and U.K. markets. Participants were top producers and product managers from tour operators that feature Oregon itineraries, including CANUSA (Germany), Knecht Reisen (Switzerland) and Travel Counsellors (United Kingdom). These fams built knowledge of Oregon as a destination for further product and itinerary development for these companies with the goal of driving more sales of tour product to Oregon.

### **Turner Coaches: September 13-22**

Travel Oregon hosted the product manager from domestic motor coach operator, Turner Coaches, this fall. The trip's purpose was to scout Oregon locations for upcoming tour development. Turner Coaches is the oldest Indiana based motor coach company and offers group tours spanning from 1 to 22 days traveling to all regions of the U.S. and Canada. It's been more than 10 years since Turner has brought clients to Oregon and they are now developing an eight-day Oregon itinerary for 2020.

### **Flight Centre Executive Leadership Meetings: September 30-October 3**

Travel Oregon partnered with Flight Centre USA & Canada to assist in hosting their annual executive

leadership meetings in McMinnville. This was the first time this three-day gathering was held outside of a major city and was a great opportunity to showcase Oregon to the top decision makers from the world's largest tour operator. Travel Oregon met with Flight Centre's head of product for the U.S. market during this trip and plans to continue working together on new Oregon itineraries.

#### **Air Canada Fams: September–October**

In September, Travel Oregon partnered with Air Canada to host a trade fam with executive level tour operator partners from American Express, Merit Travel, A Nash Travel, WE Travel, UNIGLOBE The Premiere Travel Group, and several others in an effort to further develop or create new golf product in Oregon. The group golfed near Portland, Bend and on Mt. Hood. This fam was in alignment with Global Sales' golf strategy, continuing to leverage partnerships that resulted from Oregon hosting the International Association of Golf Tour Operators (IAGTO) tradeshow in 2018.



In October, Travel Oregon partnered with Air Canada again to host top selling travel agents from AMA Travel, Flight Centre, Custom Travel, Anderson Vacations, Vision Travel and Elite Travel. While Oregon has product with each of these tour operators, this fam served to educate on current product as well as an opportunity to further develop product. The group visited Portland, Washington County and the Coast.



#### **H.I.S. Japan, America Master's Program Fam: September 29–October 4**

Travel Oregon, in partnership with Delta Air Lines Japan, welcomed a group of four retail sales agents participating in the H.I.S. "America Master's Program." This program is the company's internal educational program for front line sales staff that are selling H.I.S. tours directly to clients/consumers of U.S. travel packages. H.I.S. has chosen Oregon as their recommended destination on the U.S. West Coast. This fam tour will continue to keep Oregon front of mind with H.I.S. staff and clients.



#### **Sell Your Way Australia, Agent Incentive Fam: October 27–November 4**

Travel Oregon, in partnership with American Air Lines Australia, developed a self-driving Oregon fam trip as part of the "Sell Your Way" incentive program. This incentive program was developed by Travel Oregon with our in-market team and American Airlines to provide a call to action component during Visit USA and Brand USA Sales Missions in Australia and New Zealand. The program encouraged agents to sell American Air Lines flights to a small number of states/gateways, then selected the winners based on production and revenue for the participating destinations. The incentive program was a success with 308 travel agents registered across Australia and New Zealand. The three agents that came on the Oregon fam trip produced a combined \$54,000 in revenue through booked American Airlines tickets to Oregon, which is 15% of the \$360,000 of total revenue generated through this incentive program.

## NEW PRODUCT

### Pleasurebent Tours: September

Travel Oregon worked with Pleasurebent Tours, a domestic motor coach company from Tucson, Arizona, to develop a [brand-new tour](#) coming to Oregon July 19-26, 2020. “Bountiful Oregon” highlights Portland, the Coast, Crater Lake National Park and the Oregon Shakespeare Festival.

## INTERNATIONAL MARKETING

### Digital Content Creation

Travel Oregon worked with a French-based production agency, Mountains Legacy and Sparkloft Media on two separate projects to produce photo and video content for Travel Oregon use in all markets for agent trainings, trade and consumer shows, and with tour operators for promotion of Oregon across various digital media channels. Mountains Legacy created a [two minute video](#) which received more than 53,000 views. The locations featured in the video highlight parts of the state that are unique and visited less frequently, to inspire travel to Oregon’s remote yet stunning landscapes. The [Sparkloft video](#) features Oregon as an all-season destination, with footage from winter, spring, summer and fall.

### SORTEDfood: September

In partnership with Travel Portland and Brand USA, we supported production for two episodes of the popular British YouTube cooking series SORTEDfood. The episodes featured Portland and the Oregon Coast with four British chefs taking a three-day, food-centric journey and competing in a forage and cook-off challenge. Each episode airs through multiple channels in the U.K. In the first 24 hours after launching, each show had more than 250,000 viewers. Both episodes are available to watch here: [Oregon Coast episode](#) / [Portland episode](#)



## FALL CAMPAIGN 2019/2020

On October 15 we launched our fall marketing campaign using “Only Slightly Exaggerated” (OSE) artwork to showcase the wide variety of activities and destinations available in Oregon’s fall and winter seasons. We created an illustrated story of Yeti and Sasquatch (“Squatch”), two characters from previous OSE campaigns, that will inspire Oregonians, nearby adventurers, and those familiar with the OSE campaign.

Yeti & Squatch in the Winter Wonderland of Oregon” begins with Squatch, who is sad summer is over. His winter-loving friend, Yeti, is excited to show him what makes Oregon a wonderful place in winter. The two embark on a road trip through each of Oregon’s seven regions, enjoying Yeti’s favorite winter activities.

Each week we released a new illustration featuring a region and activity through paid media and across all Travel Oregon owned channels. The final week culminated with the release of a limited-edition hard cover book showcasing their journey. The book launched in Portland at Powell’s Books with a reading by celebrity author, Cheryl Strayed. Following the event at Powell’s, the book will be available during book reading events at select independent bookstores, Welcome Centers and through regional partners. Fans can order books on [traveloregon.com](#) while supplies last. A digital version of the book will also be available.



## PAID MEDIA

Parameters:

- Timing: 10/15/19 – 1/1/20
- Markets: Portland, Seattle, Boise, Eugene and Bend
- Target: “The Winter Wanderer” (adults 25-54 who prefer active vacations, doing new things and exploring different locations and activities throughout the winter months)
- Budget: \$909,316

Key Strategies:

- Inspire “Winter Wanderers” by aligning with regional partners to capture local interest and feature regional wintertime activities.
- Engage our audience with the week-by-week story of the Yeti and Squatch journey and reward active followers with the free limited-edition book.
- Drive bookings by connecting with our target audience through Online Travel Agencies (OTAs) while they are most likely to book.

### Digital Banners

Focusing more on visitor acquisition (vs awareness) during the winter months, we increased our investment with digital banner ads year over year (YOY) +343% by partnering with Sunset and Pinterest who both provided us with travel-focused targeting options.

### Print

We bought print in targeted Pacific Northwest publication Portland Monthly, with features in December and an eight-page spread in January. We partnered with Travel + Leisure to leverage their national recognition to travelers with premium content. Along with the print ads and editorial, we developed featured ads within each publication’s email newsletter program to drive traffic back to [traveloregon.com](http://traveloregon.com).



## Online Travel Agencies (OTAs)

We utilized proven OTA partners like TripAdvisor and Sojern to connect with our target audience while they are in the travel mind state and most likely to book using regional banner creative. We have prioritized OTAs that are tracked by Adara<sup>1</sup> to truly understand how our media drives bookings.

### Out of Home (OOH)<sup>2</sup>

From 11/11/19 - 12/8/19, we leveraged OOH in Portland through the following:

- Wallscape near Powell’s Books to coincide with the reading of the book in early December.
- We will continue last spring’s success and extend overall reach with MAX line wraps (covering the MAX trains in Portland with OSE illustrations).

## Social

The goal of the campaign is to inspire the existing Travel Oregon community to plan/book immediate travel within the state; this campaign represents our largest social media buy to date (31% of total budget allocation). This is the opportunity to share relevant and inspiring imagery and content across those channels.



<sup>1</sup> Adara is a 3rd party attribution partner. By placing tracking pixels on our digital ads, Adara can tell us who has seen one of our ads and then actually booked a trip to Oregon due to relationships it has with various OTAs, hotels and airlines

<sup>2</sup> Out-of-Home (OOH) advertising is that which reaches a consumer while they are outside of their homes. It can include billboards and advertisements on public transit.

Targeting parameters for the campaign:

- Timing: 10/15/19 – 12/16/19
- Markets: Oregon and retargeted audience from OSE in Washington, western Idaho and northern California
- Platforms: Facebook, Instagram and Twitter

We used Facebook, Instagram and Twitter to roll out content weekly to engage fans and connect them to traveloregon.com to follow the Yeti & Squatch story as it unfolded.

The goal with social media is to leverage the inspiration of Yeti and Squatch's trip to activate our audience and immerse them in a range of things and places they can visit in each region this fall and winter. Key tactics include:

- Drive awareness by amplifying the original illustration featuring each week's journey along with deeper content that supports that week's activity and region.
- Drive traffic to traveloregon.com by promotion of "Trip Ideas" that support and feature key destinations and regional experiences.
- Drive engagement and traffic by promoting videos focused on targeted activities and destinations from the book.

For example, when Yeti and Squatch went fishing at the John Day River, we shared content related to the destination (Eastern Oregon) and the activity (winter fishing) statewide. Each week's content varied from inspirational itineraries to engaging video clips with key tips about the featured activity.

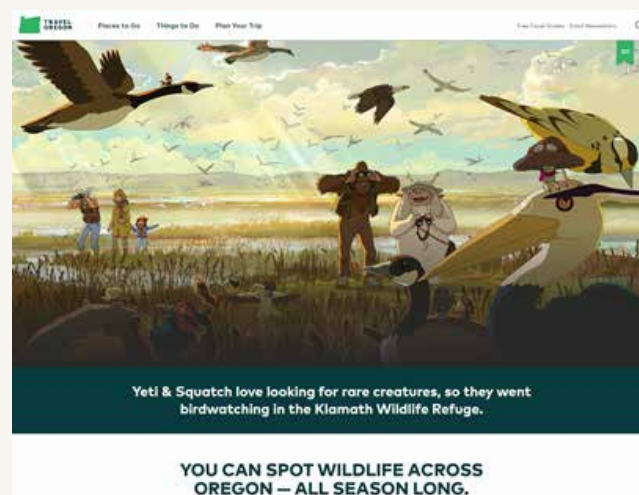


This was followed by a 15-second video of winter fishing tips and a host of fishing and destination-based winter content.

## Web

On traveloregon.com, we continued to use the inspirational illustrations of the campaign to connect our audience with real Oregon experiences. The homepage sets up Yeti and Squatch's journey and compels visitors to dig into deeper content based on region or activity themes. Once visitors land on the page, they can pre-order the limited-edition book.

The weekly illustrated creative was featured as the hero image on the homepage and linked consumers to the region page where we tell a broader story about winter travel activities in that region.



Regional pages were also updated to feature more detail on the featured destinations and other fall and winter travel ideas designed to inspire folks to plan a trip immediately. For example, when Yeti and Squatch are fishing the John Day River, we showcased a variety of experiences in Eastern Oregon including Wallowa Barn Tours, backcountry trails, Anthony Lakes and Ferguson Ridge ski areas.



## YOU CAN SPOT WILDLIFE ACROSS OREGON – ALL SEASON LONG.



Winter Trips in Southern Oregon

Southern Oregon is home to a tremendous number of natural treasures: the nation's deepest lake, the ruins of an ancient civilization, fertile valleys for world-class winegrowing, and wildlife refuges on the Pacific Flyway that are home to thousands of geese, loons, bald eagles, osprey and other birds as they rest or feed in the wetlands during their winter migration. Don't close the book on this trip and wait it all up this winter.



Woodstock for Birders

Find out why so many people flock to this diverse winter region each winter.



Winter Birding in Oregon

Small wonder for new birding and nature-loving birds to Oregon's wildlife areas.

### Public Relations

Prior to campaign launch, the Global Communications team developed and distributed talking points to all Travel Oregon staff, including Welcome Centers. The PR strategy for this campaign is to leverage the strong media hook of the physical book release and accompanying book tour around the state. The press release and media outreach began the week of November 18, with media follow-ups in early December.

### Powell's Books Reading

We hosted the first public reading of "Yeti & Squatch in the Winter Wonderland of Oregon" at Powell's Books on December 7 with award-winning author Cheryl Strayed reading the book (Strayed's book *Wild* is featured in the Yeti and Squatch story as one of the books selected by Yeti while in Powell's). Strayed was available after the event for photo opportunities. In addition, we had large cut-outs of Yeti and Squatch for people to take photos with and gave the book away to fans that attended the reading. Powell's promoted the event on its Twitter feed.

### Content

To support the campaign, we identified updates to 29 existing stories that supported the campaign's themes. We also commissioned 14 new trip ideas for the campaign, including seven regional "winter trips" stories, each featuring three itineraries, and snow sports articles written by Ski Oregon. We are also translating the book and seven regional winter road trip stories into Spanish.

### Sweepstakes

The "Emerald City Adventures" fall sweepstakes will give consumers the opportunity to win an Oregon getaway to Eugene to explore the South Willamette Valley Food Trail.

- The sweepstakes launched 9/18/19 and wrapped 10/14/19.
- The prize included a two-night stay at Inn at the 5th, a gift certificate to Marche restaurant and roundtrip airfare for two.

## INDUSTRY SUPPORT

### Co-ops

This fall, we offered a multi-channel content co-op with MEDIAmerica and Sparkloft. Travel Oregon matched the RDMO contribution at 50%. Each region will receive banner placement on the campaign landing page, custom trip idea(s), influencer tour, media support and premium content based on the level of the RDMO's investment. Co-op content will run in December and January.

### Yeti & Squatch Statewide Bookstore Tour

To activate consumers to travel throughout the state, the Global Communications team is taking "Yeti & Squatch in the Winter Wonderland of Oregon" on a bookstore tour throughout the state. Each region will host at least one free public event at a bookstore where the book will be read by a local celebrity. Media will be invited to attend. We will be giving out a limited number of books on a first-come basis and distribute posters. At each event there will be life-size cut outs

of Yeti and Squatch for photo opportunities to inspire engagement with friends on social media. The strategy is to extend the life of the campaign and gain additional media coverage for the book, bookstore and region.

### Travel Oregon Welcome Centers and Partner Visitor Centers

To encourage travel throughout Oregon, the eight Travel Oregon Welcome Centers and regional partner visitor centers will distribute posters and books to fans who visit in person. The Yeti and Squatch cut outs will also make their way to various welcome centers throughout the state to encourage people to come and take a selfie with the stars of the book.

### Toolkit

We developed a campaign toolkit on the industry site that provides partners with resources to leverage the campaign in their region. The toolkit includes images for each region, tips for sharing on social, and examples of ways partners leverage the assets (i.e. Willamette Valley featured the regional hot springs image on its homepage).



## PRELIMINARY RESULTS (10/15 – 11/3)

Below are preliminary results which our vendors pulled for the first two weeks of the 15-week campaign. We will provide a full mid-campaign analysis at the December Commission meeting and the final results in February's report.

### Digital Display:

Our click through rates (CTR) were up 91% YOY (0.21% vs 0.11%). This meant our ads reached a more engaged audience than last year.

### Paid Newsletters:

We saw high engagement from visitors coming from our ads and custom content served on Sunset and PDX Monthly emails. However, we will monitor this going forward as the overall traffic volume is low compared to other traffic sources.

### Paid Search/Remarketing:

YOY traffic from paid search was up 20%, while our cost per click was down 43%. The major traffic

contributors YOY were the Mt. Hood and Portland region keywords. In terms of remarketing, our traffic was up 82% YOY.

### Social Media:

We saw very positive sentiment across all social media channels for the first two weeks of the campaign. One learning was that we need to continue creating awareness around the fact that the illustrations will be turned into a book. Additionally, we need to redirect funds towards generating more traffic to [traveloregon.com](http://traveloregon.com).

## FEAST PORTLAND

For several years, Travel Oregon has sponsored Feast Portland, a festival that celebrates the diverse food and beverage community in Portland and around the world. This year, the festival took place September 12-15, and included large-scale events, intimate hands-on classes, collaborative dinners and thought-provoking panels. Our goal is to leverage the festival to encourage attendees to travel throughout Oregon and discover

the state's bounty. The 2019 festival had an attendance of 21,382 (more than 5% above 2018 attendance) and featured 131 chefs, including 41 chefs from 15 different states and four countries.

### Food Trails to Feast

In partnership with Feast Portland, Integrated Marketing

produced three videos that showcased the state's farm-fresh bounty and new Oregon Food Trails. The first video featured [Portland chef, Maya Lovelace](#), who created a "Feast Collab" product sold at New Seasons Markets. The second highlighted [Runcible Cider](#) along the East Gorge Food Trail. The final video, in partnership with Destination Development, depicted [the Great Umpqua Food Trail](#). All three videos performed exceptionally well, garnering nearly 38,000 views on Travel Oregon's channels, and were promoted by Feast as well.

### Media Tours

In an ongoing effort to keep the pre-Feast media tours fresh and exciting, this year the Communications team re-envisioned the tour: instead of four tours, we focused on one road rally-style trip (aptly named, Earn Your Feast) where attending journalists set off in different directions gathering local ingredients along the way. Group one travelled through the Willamette Valley, while group two made their way down the Oregon Coast.

Some of the activities/ingredients included: a crabbing lesson with the Oregon Department of Fish and Wildlife, a farm tour of Oregon Coast Wasabi, Oregon wine tasting, gathering fresh produce and edible flowers at Pollinate Flowers, and learning how salt is made at Jacobsen Salt Works. The groups converged in Neskowin, where Chef Althea Potter of Oui Wine Bar + Kitchen prepared a gourmet meal with the ingredients the journalists provided.

- Pre-Feast itinerary: [Willamette Valley to the Coast](#) and [Coast to the Willamette](#)
- Coverage to date: Feed Me Dearly, “[We Be Feastin’](#).” Huffington Post, “[What’s The Difference Between All The Types Of Salt?](#)”

In addition to the pre-Feast tour, we offered one post-Feast tour, giving media the opportunity to “**Burn Your Feast**,” after the festival. This itinerary was filled with active and rejuvenating adventures including bike riding at Black Butte, soaking in a hop spa and hiking Smith Rock.

- Post-Feast itinerary: [Burn Your Feast](#)

### Hospitality (Media) Lounge

The Global Communications team invited regional partners to participate in the media lounge to highlight our new Oregon Food Trails program. This was a perfect opportunity to support and empower our partners from the South Willamette Valley Food Trail and North Coast Food Trail. This effort provided an opportunity for media at the lounge to sample products from the food trails and talk with regional representatives about story ideas and trip planning.

### Sweepstakes

Global Marketing contributed a prize to win “The Feast of Your Dreams,” featuring locations and experiences on the East Gorge Food Trail. The prize included a stay at the Balch Hotel in Dufur and winery visit with Martin’s Gorge tours. The winner will be traveling from Hot Springs, Arkansas.

## GLOBAL MARKETING

### Key Performance Indicators (KPIs)

Prior to the start of the new fiscal year, the Global Marketing team reviewed and analyzed the results of the KPIs set in FY18/19. We decided to add new KPIs for FY 19/20 including tracking social engagement across all channels, setting a baseline for the number of PR stories mentioning jobs and economic impact figures and setting a goal for tracking the size of our industry newsletter group.

Once the KPIs were set, each marketing studio set individual KPI goals for FY 19/20. These goals are set on a yearly basis so we can make optimizations mid-way through the biennium. Progress towards goals will be outlined individually within the marketing sections of this report.

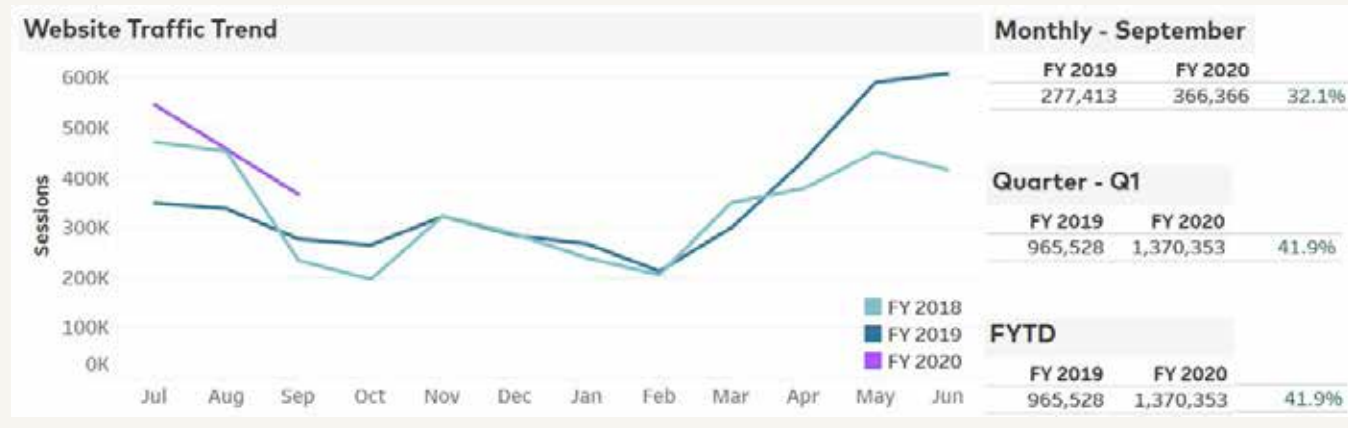
(See Appendix A for a total list of marketing KPIs. It’s important to note that this is only a high-level list of our KPIs. The marketing team tracks many other marketing-related metrics beyond this list.)

## DIGITAL CONSUMER PLATFORMS

Traffic to traveloregon.com was up 32.1% in Q1 compared to the same period last year. This is also 24% above our quarterly goal of 1,107,118 sessions which means we’re above pace to hit our annual goal of 5.3 million sessions by the end of June.

While organic search continued to be the largest driver of traffic by volume (up 32% over the same period last year), other channels also experienced healthy growth with paid search (112%), direct<sup>3</sup> (12%), social (90%), email (19%) and referrals<sup>4</sup> (29%) up compared to the same period last year.

It is noteworthy that 25,343 unique keywords are driving traffic to traveloregon.com; this is approximately 10% more than a year ago. The team is continuing to find ways to improve the discovery of the site via search both from a structural and content



<sup>3</sup> Direct traffic – consumers who type in traveloregon.com or follow a link via email or bookmark.

<sup>4</sup> Referral traffic – consumers who click on a traveloregon.com link from another website



standpoint, including monthly event roundups, more locals' guides and seasonal and holiday content.

Overall reach for the quarter was up 22% with engagement across Facebook at 0.52%, Instagram at 6.6% and Twitter at 2.3%. These numbers were each above or within reach of our FY 19/20 goals of .25%, 6%, and 3%, respectively. For Q1, social drove 125,777 sessions, making it the third largest traffic source for traveloregon.com after search (both organic and paid) and direct traffic. This was a 90% increase in traffic compared to the same period last year and was due to a combination of our always-on strategy, posting diverse content and expanding our reach through new content partnerships. Examples of our diverse approach included:

- Content partnerships with a variety of partners such as Deschutes Brewery, Hood/Gorge region and Feast Portland and New Seasons to support special projects.
- Unique programming such the second edition of "Local Lingo"<sup>5</sup> and our curated list of monthly events and activities happening throughout the month was a top driver for traffic from Instagram.

Content highlights:

- Stories based on anniversaries and special events continued to be popular with our audience. Posts celebrating the 26th anniversary of the Americans

with Disabilities Act, National Public Lands Day and celebrating the Portland International Airport's #1 standing for the 7th year in a row by Travel + Leisure were well received.

- Our audience also appreciated educational content with posts that drove awareness about fire safety (safe fireworks practices in July and outdoor safety in August) and posts about car-free travel itineraries to the Columbia River Gorge, Oregon Coast and Crater Lake all performed well.
- Posts involving animals and unique experiences continued to be popular. For example, Central Oregon Alpacas, glass-bottomed kayaking on Wallowa Lake and Portland's one-of-a-kind Stoopid Burger and our Feast food trail videos performed well.



<sup>5</sup> Local Lingo is an Instagram series shot in interview-style, where people on the street were asked to pronounce Oregon locations such as The Dalles, Yachats, and Wallows. Our first installment was released in April 2019.

## PLATFORMS

### Traveloregon.com

Q1 was focused primarily on preparing the website to support the fall campaign and addressing site maintenance. A few key items that were addressed included: refinements to the travel alerts functionality (in preparation for summer and potential wildfire season), enhancing our advertising block to give us more flexibility in the amount of content we can post on a page while incorporating advertisements from our partners, and extending the interactive map functionality from Trip Ideas (as mentioned in the previous report) to Oregon's Scenic Byways. Visit [Pacific Coast Scenic Byway page](#) to see the new map.

## PUBLISHING & CONTENT

We produced, published and distributed 44 stories in Q1. The publishing lineup included:

- 20 news stories designed to keep Oregon top of mind with content related to three-month booking time frame.
- Six seasonal features that took a long-form approach to storytelling, prompting an emotional desire to travel to Oregon.
- 15 special project stories produced to support special partner requests and/or specific partner events, including eight sponsored stories.
- Three Ski Oregon articles promoting summertime activities at Oregon ski areas.

Fall seasonal features included a tour of the [Willamette Valley's small towns](#), a history lesson of [two terroir-driven AVAs](#), a look into [local surfing culture](#), spotlight on [ranch-to-table businesses](#), new video content for [Support Black-Owned Business Week](#), and a round-up of [mountain bike destinations](#) that champions the work of Destination Development.

Other content highlights included:

### Only Slightly Exaggerated IPA

In celebration of the newly bottled Only Slightly Exaggerated IPA by Deschutes Brewery, we partnered with Deschutes Brewery to create content to support this unique summer seasonal beer. In addition to two news stories [about the beer release](#) and the [brewery's innovation director](#), we produced a [one-minute video](#) about the IPA, a GIF featuring the beer in scenic Oregon locales, along with a Moment of Zen [along the Deschutes River](#).



### Leave No Trace Hot Spot

We sent social media influencer @2traveldads to the Painted Hills, one of Oregon's three Leave No Trace hot spots<sup>6</sup>. @2traveldads shared "Don't Hurt the Dirt" messages at the John Day Fossil Beds, had an engaging Instagram takeover and supplied [story content that became our most-liked Facebook post in September](#).

### 2020-21 Travel Oregon Visitor Guide

We began planning for the 2020-21 Travel Oregon Visitor Guide. It will be an update year (versus the biannual rewrite), and we are currently engaging RDMO partners on editing last year's regional sections. The new front-of-book section will cover the more offbeat and only-in-Oregon attractions. We are working with the Oregon Lodging and Restaurant Association to update the lodging directory. The new guide will be available for shipment in April 2020.

<sup>6</sup> Hot Spots identify areas suffering from the severe recreational impacts that can thrive again with Leave No Trace solutions. <https://lnt.org/our-work/protecting-parks/hot-spots/>



## CONSUMER COMMUNICATIONS

### Consumer

Q1 resulted in excellent top-tier media coverage (online and print) in the L.A. Times, The Washington Post, USA Today, Outside, Travel + Leisure and Forbes, among others. Our goals for FY 19/20 are 182 stories and a circulation of 899 million, and we're at 26% and 39%, respectively. In Q1, we garnered 48 consumer stories, with a circulation of 350 million and an average story score of 8.46/10. In comparison, Q1 of FY 18/19 saw 65 stories, a circulation of 513 million and average story score of 8.38/10. Although our circulation and stories numbers were down YOY, our story score increased signaling a higher number of top-tier publications, Oregon feature stories and links to [traveloregon.com](http://traveloregon.com).

Please see the Appendix C for Q1 consumer coverage.

### Press Trips

In July we hosted freelancer Amber Gibson on a press trip to the Willamette Valley and the Oregon Coast. Following her trip, she produced stories in [Forbes](http://Forbes.com) and [USA Today's 10 Best](http://USA Today's 10 Best). Over the years, our media relationship with Amber has resulted in more than a dozen Oregon stories.

### Oregon Wine Board (OWB)

The Global Communications team supported the OWB's annual July press tour to help diversify their audience to include travel and lifestyle. To date, there have been two pieces of coverage from the tour including an article in [The Register Guard](http://The Register Guard) and [Edible Communities](http://Edible Communities).

## MARKETING INSIGHTS AND VISITOR SERVICES (MIVS)

### The Oregon Outdoor Recreation Economic Impact Study

The study, in partnership with the firm Earth Economics, will include analyses of the total spending on outdoor recreation in Oregon, as well as direct and secondary impacts of outdoor recreation including employment and tax revenue from both locals and visitors (people traveling more than 50 miles from their home). Travel Oregon, Oregon Parks and Recreation Department (OPRD) and Oregon Department of Fish and Wildlife (ODFW) established an intergovernmental agency agreement to manage the project.

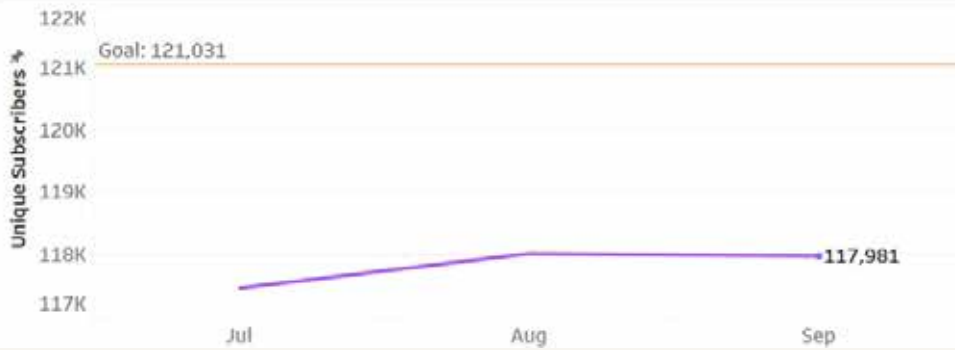
The project is currently in the data collection phase, which consists of collecting use and spending data from recreation agencies (national parks, national forests, state parks, local park agencies). The final report is expected by June 2020.

### Visitor Life Cycle Management (VLM)

The VLM team continued to push toward their goal of completing the following features and programs by January 2020:

- Transactional email template, used for the majority of emails that aren't a part of the newsletter lists (e.g. a "thank you for your order" email).
- Email preference center that will allow visitors to select which newsletters they want to be on.
- Email welcome series, an automated grouping of emails that are triggered when you sign up for an email.

All of these features and programs will be new to Travel Oregon's consumer email program and move us closer to aligning with email best practices.

**Email List Size Trend****% Chg from Start of FY**

0.4%

**Net Gain / Loss from Start of FY**

515

**Email**

Travel Oregon's consumer email marketing programs were identified as a key initiative for Global Marketing in FY 19/20. The email programs allow for ongoing communication with engaged potential travelers to keep Oregon top of mind.

Total list size at the end of Q1 was 117,981, up 0.4% from the start of the fiscal year. Our goal for FY 19/20 is to increase the email list size by 4%, which would lead to a total list size of 121,031 subscribers. Each of the newsletter lists saw an increase in the number of subscribers and a decrease in unsubscribes when comparing YOY.

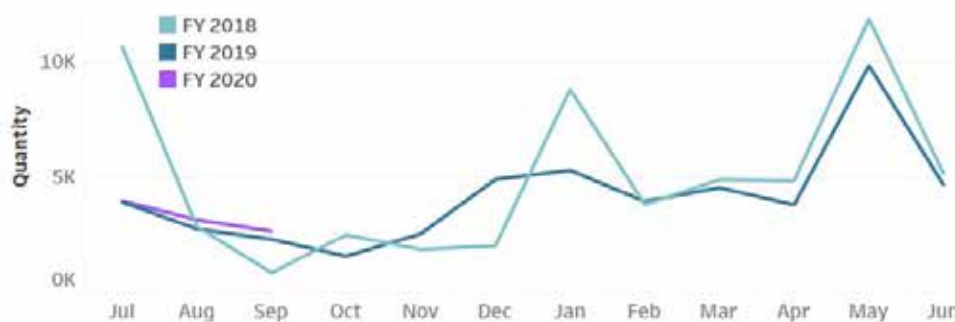
Each of the lists saw increased engagement from both an open rate and clickthrough rate perspective. The general list saw an open rate of 30.3% which was up 65% compared to Q1 of 2018. Our engagement rate increases were tied to list cleansing operations that

we completed last year, as well as testing different subject lines and content within the body of our emails to see which performs better. We then optimize based on those results.

Email acquisition is a top priority for the marketing team for the fiscal year. One method we are using this fall is through the Yeti & Squatch printed book, shipping a copy to folks who provide an email and physical address.

**Fulfillment**

We fulfilled 9,801 individual guide orders during Q1, which exceeds the Q1 goal of 9,733 orders. This represents an 8.8% increase over Q1 of FY18/19. The overall goal is to increase guide orders by 5% for the fiscal year, which translates to 53,046 total orders.

**Guide Orders****Monthly - September**

FY 2019	FY 2020	% Chg
2,313	2,667	15.3%

**Quarterly - Q1**

FY 2019	FY 2020	% Chg
9,005	9,801	8.8%

**FYTD**

FY 2019	FY 2020	% Chg
9,005	9,801	8.8%

# SUPPORT AND EMPOWER OREGON'S TOURISM INDUSTRY

*Offer development and training opportunities to meet the needs of the industry*

## REGIONAL COOPERATIVE TOURISM PROGRAM

### 2019 Regional Stakeholder Meetings

RDMOs, in partnership the Regional Cooperative Tourism Program, met with close to 400 stakeholders across the seven regions in a total of 11 meetings that occurred in October and November. All stakeholder meeting locations can be viewed [here](#). In these sessions, RDMOs shared their 2019-2021 strategic plans with stakeholders, which served as the conclusion to the RCTP planning process. Emphasis was placed on how stakeholders can best leverage components of the plans. All 2019-2021 regional plans are posted to the industry site and can be viewed [here](#) along with regional dashboards that detail budgets and the status of these investments.

## MEETING SERVICES

### Travel Oregon 101

A video version of the Travel Oregon 101 is in production and will be available on the industry website in Spring 2020. This video will be available to partners around the state to support local tourism trainings. The 101 video will be an overview of the Oregon tourism industry, Travel Oregon's programs, with a focus on how to partner locally, regionally, statewide and globally.

## PRODUCT DEVELOPMENT TRAININGS

### Tour Operator, Guide and Outfitter 101 Training

On November 5-6, a total of 47 tour operators, guides and outfitters gathered in Cascade Locks for the Tour Operators, Guides & Outfitters 101 training. This two-day workshop was geared toward providing start-up and/or newer operations with an overview of business essentials including but not limited to marketing strategy, customer service, emergency response plans, permitting and stewardship. During the

training, representatives from Travel Oregon's Global Marketing and Global Sales teams joined to share insight regarding how participants can engage with Travel Oregon's programs. The training also included presentations by representatives from the following federal and state agencies: U.S. Forest Service, Bureau of Land Management, OPRD, and the Oregon State Marine Board.

## OREGON TOURISM STUDIOS

### Rogue Valley Culinary & Agritourism Studio

Travel Oregon, in partnership with Travel Southern Oregon, Travel Medford and a local steering committee, hosted the Rogue Valley Culinary & Agritourism Studio October 23-24 in the Rogue Valley region within Jackson and Josephine counties. This region includes the communities of Grants Pass, Medford, Central Point, Phoenix, Talent, Jacksonville, Ashland, White City, Gold Hill, Eagle Point, Ruch and the greater Rogue Valley communities. With more than 30 participants during the course of the workshop, the steering committee, along with regional participants prioritized the development of an Oregon Food Trail as their primary project. Travel Oregon will award the Oregon Tourism Studio grant to support this effort. The region has also secured a Resource Assistance for Rural Environments (RARE) placement who will be contributing full-time capacity to project manage the regional food trail from concept to completion.

### Central Coast Culinary & Agritourism Studio

Travel Oregon, in partnership with Travel Lane County, Oregon Coast Visitors Association and a local steering committee, hosted a workshop November 12- 13 in the Central Coast region within coastal Lane and Lincoln counties. This region includes the communities of Dunes City, Florence, Mapleton, Lincoln City, Yachats, Waldport, Seal Rock, Toledo, Newport, Siletz, Otter Rock, Depoe Bay, Gleneden Beach and the greater Central Coast communities. More than 50 community leaders from throughout the region participated in this workshop. The priority project, selected with guidance from the steering committee, OCVA, and studio participants, is the development of an Oregon Food Trail on the Central Oregon Coast. This project will receive an Oregon Tourism Studio grant. The region has staff capacity through DMOs, the RDMO, and supporting agencies to see this project completed within a year.

### Polk County Food Trail Development Workshop

Travel Oregon, in partnership with Willamette Valley Visitors Association, Polk County Tourism Alliance and a local steering committee hosted a full-day Food Trail Development Workshop on November 14 for the greater Polk County area. This includes the communities of Dallas, Independence, Monmouth, Falls City, Rickreall, Grand Ronde, Salem and neighboring communities to Polk County. The region requested this workshop as part of their effort to develop an Oregon Food Trail for the destination. Polk County prioritized culinary and agricultural tourism as part of their initial Rural Tourism Studio that took place in 2014. Since the studio, local leadership has developed additional collateral to highlight the diverse food and farm experiences.

Now, to leverage Travel Oregon's new program, the Polk County Tourism Alliance is pursuing a streamlined process to develop an Oregon Food Trail to launch in 2020. The region has expanding staff capacity through two recent hires with Oregon State University and Travel Salem's Polk County Tourism Alliance to see this project through. This event was hosted on the same day as the Annual Polk County Tourism Summit to showcase and build momentum around the growing development and marketing efforts happening through collaboration in Polk County.

## OREGON TOURISM STUDIO FOLLOW-UP TRAININGS

### Oregon's Outback Tourism Experience Studio Reconvening

Following the Oregon's Outback Outdoor Recreation Tourism Experience Studio in Lake County in 2018, the Outback steering committee and action teams created tremendous success by completing numerous projects in 2018-19. Travel Oregon identified the need to reconvene this studio community to help identify phase two priority projects and define next steps for this tourism studio community. This follow-up meeting helped the community celebrate their successes, align on related development projects and identify the following priority action team projects:

#### 1. Expanding the Oregon Adventure Trails:

Establish a connection to the Oregon Timber Trail system through road and trail signage development in Paisley, Oregon.

#### 2. Lakeview Downtown Development &

**Revitalization:** Develop and revitalize Lakeview's downtown in partnership with Oregon's Main

Street program and engaged studio participants interested in supporting this process.

**3. Dark Skies Development:** Work towards the International Dark Skies designation with support from new studio action team focused on this effort with the innovative support and leadership from Bob Hackett at Travel Southern Oregon.

### John Day River Territory Rural Tourism Studio Reconvening

Throughout 2010 and 2011, seven tourism development workshops were conducted in the John Day River Territory (JDRT) as part of the Rural Tourism Studio program. In 2018-19, the community hosted a RARE placement to continue to expand on tourism development efforts that align with the studio priorities. Travel Oregon determined a need for a regional Rural Tourism Studio re-engagement session to continue to build off the momentum from the tourism development work in 2018-19. Travel Oregon staff have worked with the JDRT steering committee to help identify priority projects that work towards the community's 15-year vision for tourism in the region. The community identified initial priority project areas in this meeting including:

**1. Content Management Strategy:** Develop a content management strategy that supports the limited capacity of this working group.

#### a. Marketing and Communications

**Planning:** Work with a contractor to develop a plan for marketing and communications for the JDRT's online presence (social media, EOVA and Travel Oregon) and printed media (itineraries, ads, brochures, etc.).

**2. Dark Sky Development:** Expand upon efforts to designate southeastern Oregon as an International Dark Sky community, specifically identifying opportunities for events, business development, and regional tourism promotion based on the potential "dark skies" designation by the International Dark-Sky Association.

**3. Agritourism Development:** Continue to explore agritourism business development and promotion through the community working group established out of Wealth Works.

### Klamath Basin Rural Tourism Studio Reconvening

Following the 2017 Rural Tourism Studio, this community has worked to develop projects that support their 15-year vision for tourism in the region. Travel Oregon recently hosted a re-engagement session with this Rural Tourism Studio community with the goals of building community connections, establishing priority project and next steps, and

identifying action team best practices. After discussions, the community identified the following projects as priorities:

- 1. Agritourism Business Development and Itinerary Development:** Identify opportunities for agritourism development and existing agritourism businesses. Then, develop an itinerary and map that supports the promotion of local agritourism business that can be cross promoted through existing trails (such as the audio tour and quilt trail).
- 2. Chiloquin Strategic Plan Development:** Host a community visioning workshop and establish a strategic tourism development plan for the Chiloquin community.
- 3. Agritourism Active Partners and Investment Strategy:** Identify opportunities for strawberry, alfalfa and potato producers to support local economies through agritourism.

## DESTINATION-BASED CAPACITY BUILDING

### Training for Destination Development Professionals

Travel Oregon hosted Travel Oregon Days in November at the Portland office. This is an in-person convening that brings together new RARE placements and new staff around the state that support network management or destination development projects related to an Oregon Tourism Studio. This two-day training focused on connecting new staff and RARE placements to Travel Oregon staff and sharing best practices related to tourism development. Discussion and presentation topics included technical expertise, sharing tools and resources for tourism development-focused staff, and training on effective project/program management related to steering committees and action teams. This was also an opportunity to connect and network with other professionals who are doing similar work around the state.

*Support and enhance an industry-leading information network as the trusted source for all things Oregon*

## OREGON TOURISM INFORMATION SYSTEM (OTIS)

In Q1, we launched the following new OTIS features:

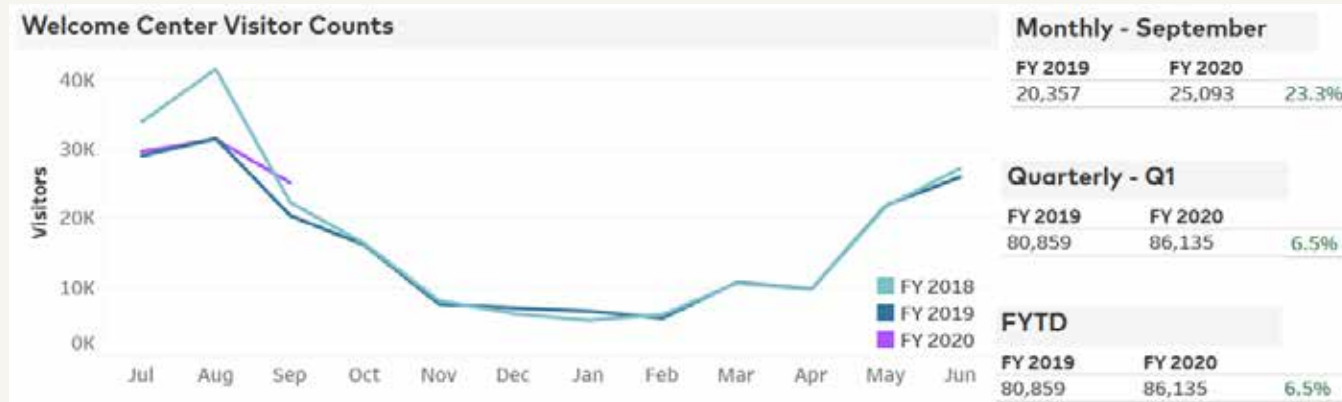
- **Message notifications via email:** When a user messages another person in OTIS, that person will receive an email notification (historically, a user only received notifications when they logged into the platform).
- **Broadcast messaging:** This enables OTIS administrators to send a message, via the OTIS platform, to all users without manually adding them to a message.
- **User activity:** Historically the team's visibility into user interactions with OTIS has been limited to login (e.g. if someone has logged in and when). As of August 26, OTIS administrators can see what users are adding, editing and deleting.

In Q1, the team added 21 new users, eight new organizations and trained 15 partners.

## WELCOME CENTERS

### Q1

The visitor traffic increased due to the opening of the new Ashland Welcome Center on July 31. Ashland counted approximately 10,500 visitors in August and September. Aside from this, counts were slightly down at each center except for the Boardman and Ontario centers, where visitor traffic increased 11% and 15%, respectively.





### **Ashland Welcome Center Grand Opening Celebration**

A Grand Opening celebration was held 8/26/19 – 9/2/19, with nearly 2,000 visitors attending the event. Approximately 50 local vendors, partners, purveyors and entertainers participated in the farmers-market style festivities for visitors.

The event was promoted through social media, targeting the northern California and local markets. Across social, the celebration reached 582,131 people and had a total of 7,767 link clicks, 305 comments and 2,266 total reactions.

#### **Media Coverage of Center Opening:**

7/30/19, ODOT, "[New Siskiyou Rest Area open; Welcome Center opens tomorrow](#)"

7/31/19, KDRV, "[New Siskiyou Rest Area and Welcome Center opening today](#)"

7/31/19, State Library, "[New I-5 rest area-welcome center opens near Ashland](#)"

7/31/19, ODOT, "[I-5 Siskiyou Rest Area & Welcome Center](#)"

8/13/19, Ashland Tidings, "[Oregon welcomes drivers, asks them to stay a while](#)"

*Convene industry action networks  
to influence stakeholder action and  
increase collaboration*

## **OREGON AGRITOURISM NETWORK**

### **Oregon Agritourism Steering Committee**

On November 1, Travel Oregon convened 17 agritourism stakeholders from around the state for a steering committee meeting to discuss the priority areas of work for the 2019-2021 biennium. Travel Oregon presented a draft plan, breaking down the priority areas of work into those that Travel Oregon will continue to lead on and those that require additional leadership from the agricultural/agritourism sector.

#### **Travel Oregon is committed to continuing the following activities:**

- Packaging and marketing experiences
- Business and operator technical assistance
- Business trainings (including the Oregon Food Trails program and Oregon Tourism Studio program)

Agritourism priorities that require additional leadership from agriculture-focused organizations and agencies, as well as others:

- Coordination of the Agritourism Working Group
- Support counties to follow best practices
- Create clarity in Oregon revised statute and Oregon administrative rules
- Create a central hub for business development and technical assistance
- Conduct an economic impact study for agritourism in Oregon

There was strong agreement among steering committee members that an economic impact study is critical to supporting all of the above priorities, and as such should be prioritized. As a follow up to this meeting, Travel Oregon distributed a poll to allow steering committee members to opt-in to action teams that would around each of the agritourism priorities requiring additional leadership.

## DESTINATION-BASED NETWORKS AND ACTION TEAMS

### Oregon South Coast Regional Tourism Network (OSCRTN)

In collaboration with Travel Oregon and the Oregon Coast Visitors Association, the OSCRTN hosted the quarterly Network meeting at Bandon Dunes on November 7. This meeting included a stakeholder listening session, OCVA regional plan presentation, and micro-presentations of projects happening within the Brookings to Reedsport region; 75 people attended the meeting.

Within the past few meetings, more community leaders from smaller towns such as Powers and Lakeside are engaging and finding value in the network. While the content consistently rotates, network meeting participants are actively taking part in projects coordinated by the regional tourism organizations and key partners to leverage support and funding for existing work in outdoor recreation with a focus on water recreation, cycling and mountain biking as well as culinary and agritourism through the continued emphasis on the Wild Rivers Coast Food Trail and Passport.

### Columbia Gorge Cultural Heritage Action Team Update

The Cultural Heritage Action Team from the Columbia River Gorge Destination Management Studio continues to see momentum since the studio concluded in 2016. This action team, in partnership with Gorge Owned, recently concluded the four-part podcast series, “Hear in the Gorge,” by releasing the final episode entitled “[Tribal Fishing in the Pacific Northwest](#).” With the goal of preserving and distributing regional knowledge of cultural and natural history of the Columbia River Gorge, the new episode focuses on the story of regional civil rights movements and the subsequent fish wars.

### Oregon’s Outback Action Team Update

After the Outdoor Recreation Studio in 2018, Oregon’s Outback continues to work towards tourism development in their region.

- **Western Heritage Action Update:** This action team raised \$10,000 from the Town of Lakeview, The Lake County Commissioners, Pacific Power and Travel Southern Oregon to develop a “Kick Your Boots Off & Stay Awhile” sculpture by artist Bud Thomas in downtown Lakeview.

### Klamath Basin Action Team Update

In 2017, the Klamath Basin region, including the communities of Klamath Falls, Bonanza, Chiloquin, Malin, Merrill, Dorris, Tulelake and others, participated in a Rural Tourism Studio to develop a shared community vision for tourism in their region. Action teams were developed to support destination enhancement for outdoor recreation and cultural heritage. After completion of their first projects, the Klamath Basin Steering Committee and action teams reconvened to prioritize the next level of development projects.

- **Outdoor Recreation/Chiloquin Community Action Team Update:** In October, this Action Team, alongside Klamath Vision, Klamath National Wildlife Refuge, Collier State Park, the 30 Mile Club, Discover Klamath and private and commercial land owners, secured \$11,000 from the Klamath County Tourism Grants program to identify regional water trails for recreation that will be promoted out of county to increase visitor traffic in the region. They will develop printed and online promotional material for segments along the Williamson River, Agency Lake, Wood River, and the Upper Klamath Canoe Trail.
- **Happy Trails Action Team Update:** The next phase of the “Five Friendly Towns” branding initiative in the Klamath Basin will include development of an in-town visitor information plan that will include developing branded kiosks, lamppost banners, and two promotional brochures for the Five Friendly Towns and their Barn Quilt Trail (to be distributed in Oregon and California).

# CHAMPION THE VALUE OF TOURISM

*Grow and align strategic partnerships  
and stakeholder base to leverage  
resources and build capacity*

## STRATEGIC PARTNERSHIPS

### Cowboy Christmas Activation

Travel Oregon in partnership with St. Paul Rodeo, Crooked River Roundup, Lake County Round-Up and Sisters Rodeo will celebrate the state's rich tradition of rodeo and western heritage with an activation at Cowboy Christmas, part of the 2019 National Finals Rodeo (NFR) experience, in Las Vegas, Nevada, December 5-14. Las Vegas truly becomes a "Cowboy Town" for the more than 400,000 NFR fans to experience, an estimated 200,000 of those fans will visit Cowboy Christmas.

### World Athletics Championships Doha Re-Cap

Travel Oregon recently attended the 2019 World Athletics Championships in partnership with Oregon's Governor Kate Brown and other key statewide partners. Throughout the championships the delegation had the opportunity to form key partnerships with IAAF and USATF staff. Connections were also made with IAAF member federations planning training camp locations throughout Oregon along with key media and tour operators all interested in Oregon and the championships that will be held in the U.S. for the first time in Eugene in 2021. At the closing ceremonies, Governor Brown presented the men's 4x100 gold medal (second fastest time in history) and officially received the baton to Oregon21 in a special ceremony with Qatari officials and U.S. athletes. The eyes of world are now turned to Oregon and the efforts to date have laid the foundation for a successful World Athletics Championship.

### Oregon Economic Development Association (OEDA) Conference

Travel Oregon staff, Lisa Iteel and Scott Bricker, presented a plenary address at the OEDA annual conference. This discussion covered the impact of tourism on Oregon's economy, recruitment strategies and how local economic development agencies can connect with DMOs to collaborate on the development of tourism related facilities, and ways to connect with Travel Oregon.

Following this session, Travel Oregon organized an agritourism breakout session to focus on how culinary and agritourism are growing economic sectors and how to help advance agritourism businesses through engagement and support.

*Activate, engage and inspire new and  
existing advocates through compelling  
communication tools and messaging*

## INDUSTRY COMMUNICATIONS

Our goals for FY 19/20 are 252 stories and a circulation of 201 million, and we are at 30% and 27.6%, respectively. In Q1, we garnered 78 stories with a circulation of 68.2 million and an average story score of 8.1/10. These numbers were down compared to Q1 in FY 18/19 which saw 248 stories, a circulation of 247 million and average story score of 7.8/10. We anticipated this change as last year's Q1 numbers were high after Associated Press coverage of our wildfire survey and formation of the West Coast Tourism Recovery Coalition with California and Washington state; the announcement of the Capitol Christmas Tree coming from Oregon; and our Oregon Trail 175th Anniversary Lyft promotion.

Please see Appendix C for a complete list of industry coverage.

Industry PR - # of Stories Trend



Monthly - September

FY 2019	FY 2020	
57	19	-66.7%

Quarter - Q1

FY 2019	FY 2020	
248	78	-68.5%

FYTD

FY 2019	FY 2020	
248	78	-68.5%

## Press releases and Media Outreach

- August 6, [“Travel Oregon and Deschutes Brewery Collaborate to Create ‘Only Slightly Exaggerated IPA’”](#)
  - This press release and media outreach resulted in five stories. (Note: this effort was reported out by Global Strategic Partnerships in the October 2019 progress report.)
- August 23, [“Travel Oregon Celebrates Brand-New State Welcome Center in Ashland”](#)
  - This press release and media outreach resulted in 29 stories. (Note: Look for more information in the Welcome Center section.)
- September 12, [“Travel Oregon Awards \\$470,000 for Local Tourism Projects”](#)
  - This press release and media outreach resulted in 13 stories. (Note: Small Grants was covered in the October 2019 progress report.)

## Industry.TravelOregon.com

After the launch of the site in June, we moved into site maintenance in July. This addressed priority features like hero images supporting videos, travel alerts functionality and automatically expiring events.

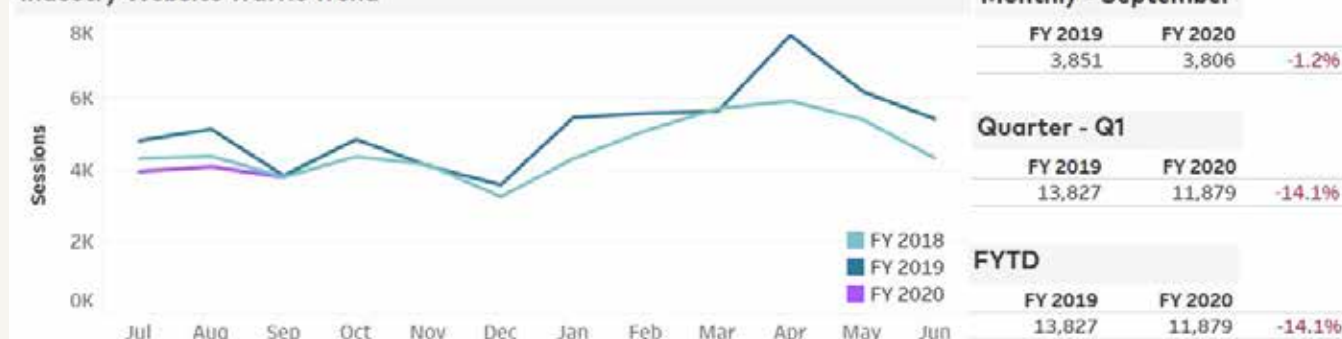
In Q1, we saw a slight decrease of 15% in visitors to our site year compared to last year due to the launch of the new industry site. A decrease in web traffic is common after a site relaunch.

The top visited pages in Q1 were homepage, career opportunities, opportunities (general industry opportunities), resources, competitive grants, about Travel Oregon staff/contact and the press room.

## Oregon Tourism Studio Community Pages Updates

Travel Oregon audited and updated Oregon Tourism Studio community pages on [industry.traveloregon.com](http://industry.traveloregon.com) in September and October. Existing pages are now update-to-date with studio outcomes, action team progress updates, community success stories, and new upcoming studio details.

### Industry Website Traffic Trend



# RUN AN EFFECTIVE BUSINESS

## FINANCIALS

### 2019-20 FYTD

The OTC adopted budget anticipates Transient Lodging Tax (TLT) income for FY19/20 of \$41,300,000. TLT income fiscal year-to-date through October 31 is \$10,757,097, or 26% of TLT budget. Funds from prior periods for the RCTP program for this fiscal year are \$7,538,000; beginning balances for the Grants program total \$4,589,138 including funds awarded but not disbursed in prior period. Fiscal year-to-date agency expenses, Grants and RCTP disbursements, and future programming reserves total \$17,778,969, or 29.5% of budget; programmatic and payroll expenses are well within budget.

Proceeds from Wine Country License Plate sales fiscal year-to-date through October 31 is \$151,297, averaging \$37,824 per month (four deposits). \$37,367 in grants and \$22,761 in tourism promotion funding has been distributed this fiscal year-to-date.

*Deploy agency-wide IT training on agency expectations and utilization of shared technology platforms*

### IT Platform and Resources Modifications

Travel Oregon will begin the process of determining what, if any, Custom Relationship Management (CRM) database platform is needed to meet agency mission in service to the industry and the state. Our direction and determinations will be made considering budget, needs analysis and with thorough input from staff.

In keeping with agency priorities and state policy, we are working with ZOOM to support our workforce that is frequently distributed throughout Oregon serving communities locally. In addition, this platform supports sustainability efforts, reduces risk and provides a means to conduct effective meetings while reducing time spent commuting for staff based

in Salem, Portland and at PDX. Training and materials to onboard staff to ZOOM functionality and use expectations will be provided over the coming months.

*Continuously improve, communicate and ensure alignment on policies and procedures*

We are in process of updating our employee manual and following completion will train on any changes through various team and staff meetings. The process of updating the employee handbook is one that ideally takes place every few years and as legislative or executive directives come through.

An additional means by which we're working to ensure alignment on policies and procedures is through creation of a handbook specifically intended to improve acumen of managers and supervisors by reinforcing expectations and clarifying expectations, policy and procedures. We see consistency and clarity as critical elements of managing people and this work really supports a strong and engaging workplace. The Manager's Handbook project along with ongoing manager training will be undertaken during the 2020 calendar year.

## RECRUITING UPDATE

### Integrated Marketing

As noted in our January 2019 report, the role of Content & Community Manager was opened on this team. Sachie Yorck stepped into the role on an interim basis and we're pleased to announce she was promoted officially at the start of the fiscal year. We are now recruiting to backfill Sachie's former content editor role and expect to have a new employee in place by January. The position was included in the budget for the 2017-19 biennium approved by the OTC and anticipated in the current adopted budget for the 2019-21 biennium.

*Prioritize improvement of employee and industry engagement in identified areas of greatest need*

## MEASURE AND DRIVE EMPLOYEE ENGAGEMENT AND SATISFACTION

### **Annual Engagement and Satisfaction Survey**

Since 2012, the agency administered an engagement and satisfaction survey to all members of the staff. The anonymous survey helps us gain insight to reinforce where we're doing well and also serves as an indicator for developing actions in the interest of continuous improvement. We know that highly engaged staff teams generate positive business outcomes for the state. Based on feedback received from the August survey, and in consideration of our current strategic plan, we are taking a deeper dive into driving improvements in the following areas:

- Diversity, Equity and Inclusion
- Technology
- Learning and Development
- Effective Meetings
- Executive Alignment and Decision Making
- Staff Capacity/Workload Challenges

We will provide updates on these areas of focus – most of which tie directly to strategic initiatives in our plan – in future reports.

# APPENDIX A

## GLOBAL MARKETING FY 19/20 KEY PERFORMANCE INDICATORS (KPIs)

### Marketing Insights and Visitor Services

KPI: Total guide orders

Goal: 53,046 guide orders by 6/30/20

KPI: Net growth of total consumer email subscribers

Goal: total list size of 121,031 by 6/30/20

### Integrated Marketing

KPI: Website sessions

Goal: 5.3 million sessions by 6/30/20

KPI: Social engagement

Goal: Facebook at 0.25%, Instagram at 6% and Twitter at 3%

### Communications

KPI: Number of stories – Consumer

Goal: 182 stories by 6/30/20

KPI: Circulation – Consumer

Goal: circulation of 889 million by 6/30/20

KPI: Number of stories – Industry

Goal: 252 stories by 6/30/20

KPI: Circulation – Industry

Goal: circulation of 201 million by 6/30/20

KPI: Number of stories that mention jobs and economic impact figures

Goal: Create baseline figure

KPI: Industry list size

Goal: 4,000 total subscribers across the lists. Industry team is planning to perform a cleanse of their lists to weed out legacy email addresses. Therefore, they are expecting a YOY decrease in list size.

# APPENDIX B

## INDUSTRY NEWSLETTERS

Travel Oregon offers six industry-facing newsletters with a total of more than 5,500 subscribers. The newest newsletter is our Travel Trade newsletter, developed in Q1 2019.

### 1. General Monthly Newsletter

- Highlights campaign assets for the industry to leverage, partnership opportunities, research results, training events and program updates.
- 4,633 subscribers
- Average open rate: 28%

### 2. Culinary and Agritourism Update

- Updates on what's brewing around the state; offers opportunities for agritourism destinations, organizations and farm or ranch businesses.
- 1,370 subscribers
- Average open rate: 37%

### 3. Destination Development Update

- Provides information on Development trainings, related workshops and conferences, project funding opportunities, award programs and inspiring destination development success stories.
- 1,816 subscribers
- Average open rate: 38%

### 4. Outdoor Recreation Update

- Updates on current trends and resources to keep the Oregon outdoor travel industry informed and fresh and innovative.
- 1,781 subscribers
- Average open rate: 35%

### 5. Sustainable Tourism Development Update

- Offers the latest on sustainability programs, opportunities, case studies and tips and trends.
- 1,181 subscribers
- Average open rate: unavailable (no niche newsletters sent to this group in 2019)

### 6. Travel Trade

- Highlights timely information and updates to tour operators, industry partners, businesses and organizations interested in travel trade.
- 205 subscribers
- Average open rate: 42%

# APPENDIX C

## Q1 EARNED MEDIA COVERAGE

TRAVEL OREGON EARNED MEDIA COVERAGE Q1, Fiscal Year 19/20				
CONSUMER				
Date	Publication	Headline	Summary	Link
JULY				
7/1/19	<a href="https://finance.yahoo.com">finance.yahoo.com</a>	"CEO Noel Irwin Hentschel and AmericanTours International Honored for Bringing 20 Million Tourists to America by USTA and Brand USA"	An article about an awards gala at IPW hosted by Todd Davidson (TO) and Carolyn Beteta (Visit CA).	<a href="#">Link</a>
7/2/19	<a href="https://travelnews-buzz.com">travelnews-buzz.com</a>	"Huge American tourism contingency set to tempt WTM London visitors"	An article about Travel Oregon being part of the delegation at WTB in London.	<a href="#">Link</a>
7/4/19	<a href="https://ridgecrestca.com">ridgecrestca.com</a>	"Audio tour tells story of Modoc War"	An article about a new audio tour available in Klamath—a direct product of the tourism studio in the area.	<a href="#">Link</a>
7/5/19	<a href="https://citylab.com">citylab.com</a>	"Hit by a Tourist Boom, Cities Wonder When to Stop Self-Promotion"	An article about the global tourism boom and how cities are mitigating the (over)flow of visitors. Linea Gagliano is quoted.	<a href="#">Link</a>
7/5/19	<a href="https://portlandbusinessjournal.com">Portland Business Journal</a>	"Cycle Oregon's uphill climb"	An article features Cycle Oregon's weeklong Classic. Linea Gagliano is quoted.	<a href="#">Link</a>
7/5/19	<a href="https://portlandbusinessjournal.com">Portland Business Journal</a>	"Cycle Oregon's uphill climb"	An article features Cycle Oregon's weeklong Classic. Linea Gagliano is quoted.	(Print)
7/9/19	KOPB	N/A	A radio broadcast interviewing Terra Langley with ODOT about visitation to the Gorge, car free itineraries, the Gorge Express Shuttle and other visitation management initiatives.	<a href="#">Link</a>
7/9/19	KOPB	N/A	A radio broadcast interviewing Terra Langley with ODOT about visitation to the Gorge, car free itineraries, the Gorge Express Shuttle and other visitation management initiatives.	<a href="#">Link</a>
7/10/19	KDRV	N/A	A broadcast segment about the upcoming opening of the Ashland Welcome Center.	<a href="#">Link</a>
7/10/19	KDRV	N/A	A broadcast segment about the upcoming opening of the Ashland Welcome Center.	<a href="#">Link</a>
7/10/19	KDRV	n/a	A broadcast segment about the upcoming opening of the Ashland Welcome Center.	<a href="#">Link</a>
7/11/19	KDRV	n/a	A broadcast segment about the upcoming opening of the Ashland Welcome Center.	<a href="#">Link</a>
7/11/19	KDRV	n/a	A broadcast segment about the upcoming opening of the Ashland Welcome Center.	<a href="#">Link</a>
7/11/19	KDRV	n/a	A broadcast segment about the upcoming opening of the Ashland Welcome Center.	<a href="#">Link</a>
7/11/19	KDRV	n/a	A broadcast segment about the upcoming opening of the Ashland Welcome Center.	<a href="#">Link</a>

7/12/19	<a href="http://phocuswire.com">phocuswire.com</a>	"You're not in tourism - a digital world means you're in entertainment"	An article by Charles Cunningham (Sparkloft) that discusses TO's "love letters to Oregon" content series.	<a href="#">Link</a>
7/14/19	<a href="http://argusobserver.com">argusobserver.com</a>	"Four Rivers Farm & Garden Trail makes debut in brochure"	An article about the completion of the Four Rivers Farm & Garden Trail, an outcome of the agritourism studio in Ontario/Eastern Oregon.	<a href="#">Link</a>
7/25/19	<a href="http://eturbonews.com">eturbonews.com</a>	"Travel industry leaders being inducted into U.S. Travel Hall of Leaders"	An article about the 2019 Hall of Leaders inductees. Brief mention of Todd Davidson being inducted in 2018.	<a href="#">Link</a>
7/25/19	KOBI	n/a	A broadcast segment about the new audio tour in Klamath detailing this history of the Modoc tribe; a direct outcome of the Oregon Tourism Studio in the area.	<a href="#">Link</a>
7/25/19	KOBI	n/a	A broadcast segment about the new audio tour in Klamath detailing this history of the Modoc tribe; a direct outcome of the Oregon Tourism Studio in the area.	<a href="#">Link</a>
7/26/19	KOBI	n/a	A broadcast segment about the new audio tour in Klamath detailing this history of the Modoc tribe; a direct outcome of the Oregon Tourism Studio in the area.	<a href="#">Link</a>
7/26/19	<a href="http://prnewswire.com">prnewswire.com</a>	"Historic Columbia River Highway State Trail Opening Three More Miles of Connectivity in the Gorge"	Travel Oregon's joint press release with ODOT announcing the new section of the Historic River Highway State Trail opening.	<a href="#">Link</a>
7/27/19	<a href="http://theworldlink.com">theworldlink.com</a>	"Tourism infrastructure strengthens local industry"	An article about the tourism economy in Coos County; Travel Oregon Dean Runyan stats are included.	<a href="#">Link</a>
7/28/19	<a href="http://KOIN">KOIN</a>	"Group makes outdoors great for LGBTQ, minorities"	An article about the non-profit Wild Diversity and their efforts in supporting marginalized communities interested in outdoor adventure.	<a href="#">Link</a>
7/29/19	<a href="http://Brewpublic">Brewpublic</a>	"Deschutes Brewery partnership with Travel Oregon on Slightly Exaggerated IPA"	An article about the release of the Deschutes Brewery Slightly Exaggerated IPA. Todd Davidson is featured.	<a href="#">Link</a>
7/30/19	<a href="http://The New School">The New School</a>	"Deschutes Brewery releases Slightly Exaggerated IPA with Travel Oregon Campaign"	An article about the release of the Deschutes Brewery Slightly Exaggerated IPA. Todd Davidson is featured.	<a href="#">Link</a>
7/30/19	<a href="http://Brewbound">Brewbound</a>	"Deschutes Brewery and Travel Oregon Collaborate on Slightly Exaggerated IPA"	An article about the release of the Deschutes Brewery Slightly Exaggerated IPA. Todd Davidson is featured.	<a href="#">Link</a>
7/30/19	<a href="http://gazettetimes.com">gazettetimes.com</a>	"Hiking expert: Corvallis to the Sea Trail could become 'world-wide draw'"	An article about the development and tourism potential for the Corvallis to Sea trail. Economic impact numbers are included.	<a href="#">Link</a>
7/30/19	<a href="http://ktvz.com">ktvz.com</a>	"New I-5 rest area-welcome center opens near Ashland"	An article about the opening of the Ashland Welcome Center. Todd Davidson is quoted.	<a href="#">Link</a>
7/30/19	KOBI	n/a	A broadcast segment about the grand opening of the Ashland Welcome Center.	<a href="#">Link</a>
7/31/19	KDRV	n/a	A broadcast segment about the grand opening of the Ashland Welcome Center. Linea Gagliano is interviewed.	<a href="#">Link</a>

7/31/19	KDRV	n/a	A broadcast segment about the grand opening of the Ashland Welcome Center. Linea Gagliano is interviewed.	<a href="#">Link</a>
7/31/19	KMVU	n/a	A broadcast segment about the grand opening of the Ashland Welcome Center.	<a href="#">Link</a>
7/31/19	KDRV	n/a	A broadcast segment about the grand opening of the Ashland Welcome Center. Linea Gagliano is interviewed.	<a href="#">Link</a>
7/31/19	KOBI	n/a	A broadcast segment about the grand opening of the Ashland Welcome Center.	<a href="#">Link</a>
7/31/19	KOBI	n/a	A broadcast segment about the grand opening of the Ashland Welcome Center.	<a href="#">Link</a>
7/31/19	KMVU	n/a	A broadcast segment about the grand opening of the Ashland Welcome Center.	<a href="#">Link</a>
7/31/19	KDRV	n/a	A broadcast segment about the grand opening of the Ashland Welcome Center. Linea Gagliano is interviewed.	<a href="#">Link</a>
7/31/19	KOBI	n/a	A broadcast segment about the grand opening of the Ashland Welcome Center.	<a href="#">Link</a>
<b>AUGUST</b>				
8/2/19	<a href="http://hoodrivernews.com">hoodrivernews.com</a>	"Three more miles of Historic Highway State Trail open"	An article about the newest portion of the Historic Columbia River Highway Trail (From Wyeth Campground to Starvation Creek) opening.	<a href="#">Link</a>
8/3/19	<a href="http://mailtribune.com">mailtribune.com</a>	"Since You Asked: Oregon has more than a dozen plates"	An article listing all of Oregon's license plates; mentions Wine Country Plates and the OTC.	<a href="#">Link</a>
8/6/19	<a href="http://prnewswire.com">prnewswire.com</a>	"Brewery Collaborate to Create 'Only Slightly Exaggerated IPA'"	Travel Oregon's press release about the launch of the OSE IPA in collaboration with Deschutes Brewery.	<a href="#">Link</a>
8/6/19	<a href="http://registerguard.com">registerguard.com</a>	"Bikes bridge cultural divide"	An article about bicycle tourism and Cycle Oregon; mentions bicycle tourism economic spending numbers.	<a href="#">Link</a>
8/7/19	<a href="http://seasidesignal.com">seasidesignal.com</a>	"Beach wheelchair storage unveiled"	An article about the beach wheelchair locker in Seaside; a 2018 small grants recipient.	<a href="#">Link</a>
8/8/19	<a href="http://oregonbusiness.com">oregonbusiness.com</a>	"Icelandic Hotel To Compete With Airbnb Market"	An article about an Icelandic hotel developer bringing a new hotel to Portland; includes industry stats.	<a href="#">Link</a>
8/8/19	<a href="http://KTVZ">KTVZ</a>	"Travel Oregon, Deschutes launch 'Slightly Exaggerated' IPA"	An article about the Travel Oregon, Deschutes 'Slightly Exaggerated' IPA launch.	<a href="#">Link</a>
8/9/19	<a href="http://tillamookheadlightherald.com">tillamookheadlightherald.com</a>	"Mountain biking trails coming to South Tillamook County"	An article about the TORTA mountain bike development in south Tillamook County; a 2018 small grants recipient.	<a href="#">Link</a>
8/12/19	<a href="http://dirtragemag.com">dirtragemag.com</a>	"In Print: Community. Prosperity. Hope. Change."	An article about bicycle tourism and advocacy across the country. Includes Oakridge trails as an example of work being done in this space (also includes 2012 bike tourism stats).	<a href="#">Link</a>

8/19/19	<a href="https://www.thenewsguard.com">thenewsguard.com</a>	"Mountain biking trails coming to Oregon Coast"	An article about the TORTA mountain bike development in south Tillamook County; a 2018 small grants recipient.	<a href="#">Link</a>
8/19/19	<a href="https://www.oregonlive.com">oregonlive.com</a>	"Daily flights from Portland to central Tokyo's airport coming in 2020"	An article about daily service between Tokyo and PDX beginning in 2020; includes stats on increase in international travel.	<a href="#">Link</a>
8/20/19	<a href="https://www.aviationpros.com">aviationpros.com</a>	"Daily Flights from Portland to Central Tokyo's Airport Coming in 2020"	An article about daily service between Tokyo and PDX beginning in 2020; includes stats on increase in international travel.	<a href="#">Link</a>
8/22/19	<a href="https://www.ktvz.com">ktvz.com</a>	"OSU-Cascades offers community learning workshops"	An article listing upcoming workshops at OSU Cascades that includes a tourism research course led by Ladan.	<a href="#">Link</a>
8/23/19	<a href="https://www.prnewswire.com">prnewswire.com</a>	"Travel Oregon Celebrates Brand-New State Welcome Center in Ashland"	Travel Oregon's press release announcing the grand opening event at the Ashland Welcome Center.	<a href="#">Link</a>
8/23/19	<a href="https://finance.yahoo.com">finance.yahoo.com</a>	"Travel Oregon Celebrates Brand-New State Welcome Center in Ashland"	A run of Travel Oregon's press release announcing the grand opening event at the Ashland Welcome Center.	<a href="#">Link</a>
8/26/19	KDVR	N/A	A broadcast segment mentioning the grand opening events for the Ashland Welcome Center.	<a href="#">Link</a>
8/27/19	<a href="https://www.argusobserver.com">argusobserver.com</a>	"Conference for nonprofits includes talks, workshops"	An article announcing an upcoming Travel Oregon grants conversation connecting funders to small businesses.	<a href="#">Link</a>
8/28/19	<a href="https://www.bendsource.com">bendsource.com</a>	"Still Water"	An article about cold weather and fears of wildfires being a driving factor behind a slower than usual summer rafting season in Central Oregon; includes findings from the TSO wildfire study.	<a href="#">Link</a>
8/29/19	<a href="https://www.mailtribune.com">mailtribune.com</a>	"Good news for Labor Day travelers"	An article about lower than usual gas prices heading into Labor Day Weekend; Economic impact numbers are included.	<a href="#">Link</a>
8/30/19	pamplinmedia.com (Columbia County Spotlight)	"Tourism planners assess status of initiative"	An article about tourism planning in Columbia County.	<a href="#">Link</a>
<b>SEPTEMBER</b>				
9/2/19	<a href="https://www.ktvz.com">KTVL</a>	"Labor Day rest stop travel stories"	An article and broadcast segment about the grand opening of the Ashland Welcome Center.	<a href="#">Link</a>
9/2/19	KTVL	N/A	A broadcast segment about the grand opening weekend of the Ashland Welcome Center.	N/A
9/3/19	KTVL	N/A	A broadcast segment about the grand opening weekend of the Ashland Welcome Center.	N/A
9/3/19	KTVL	N/A	A broadcast segment about the grand opening weekend of the Ashland Welcome Center.	N/A
9/3/19	KTVL	N/A	A broadcast segment about the grand opening weekend of the Ashland Welcome Center.	N/A

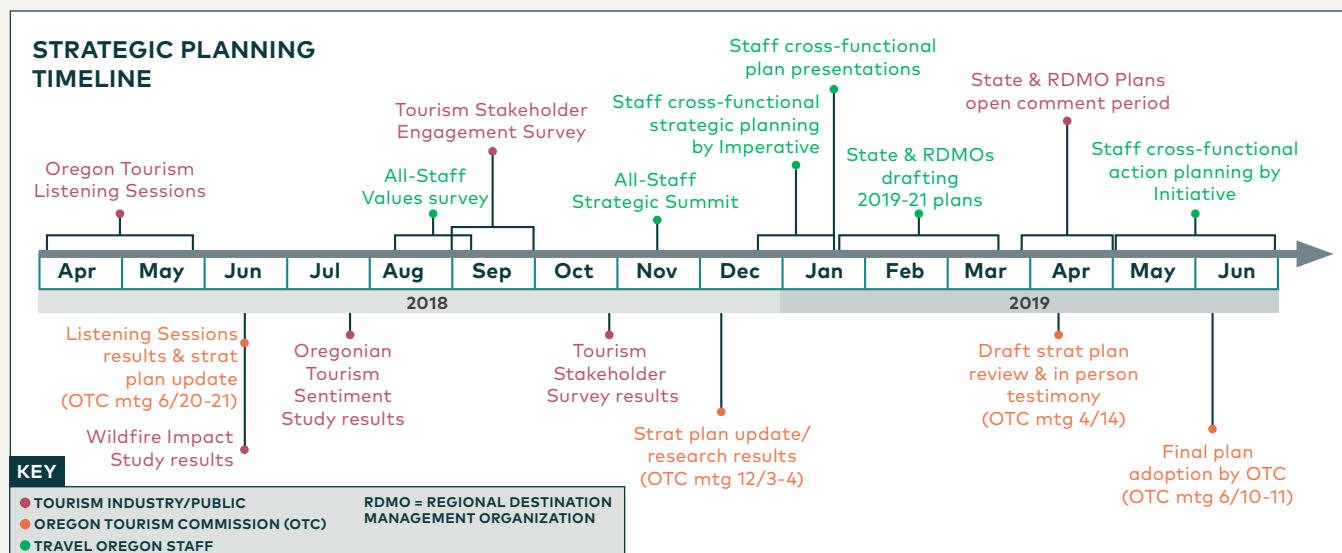
9/3/19	<a href="http://eastoregonian.com">eastoregonian.com</a>	"Eastern Oregon Nonprofit Conference slated for later this month"	An article about a "Meet the Funders" panel scheduled for late September in Eastern Oregon with Travel Oregon participating.	<a href="#">Link</a>
9/6/19	<a href="http://dailyastorian.com">dailyastorian.com</a>	"Astoria searches for balance on hotels"	An article about hotel development in Astoria; includes Travel Oregon stats from STR study.	<a href="#">Link</a>
9/9/19	KEZI	N/A	A broadcast segment about the upcoming delegation heading to Doha for the IAAF Championships, and the upcoming OR21.	<a href="#">Link</a>
9/10/19	<a href="http://pamplinmedia.com">pamplinmedia.com</a>	"Groundwork begins for river ambassador program"	An article about work being done following the Travel Oregon tourism experience studio on the Clackamas River.	<a href="#">Link</a>
9/12/19	<a href="http://ktvz.com">ktvz.com</a>	"High Desert Museum receives exhibit grant"	An article about the High Desert Museum being awarded a \$20,000 small grant for efforts to rework their permanent By Hands, Through Memory exhibit.	<a href="#">Link</a>
9/12/19	<a href="http://northcoastcitizen.com">northcoastcitizen.com</a>	"Column: Why the North Coast Food Trail matters to the economy"	An editorial about the economic impacts and increased popularity of the North Coast Food Trail.	<a href="#">Link</a>
9/13/19	<a href="http://thechronicleonline.com">thechronicleonline.com</a>	"County Commissioners approve Tourism Initiative request"	An article about county commissioners approving additional funding for the CZ trailhead in Columbia County; CZ trailhead was a recipient of a 2019 small grant (also mentioned in the article).	<a href="#">Link</a>
9/13/19	<a href="http://seasidesignal.com">seasidesignal.com</a>	"Visitors Bureau wins Travel Oregon grant"	An article about Seaside being awarded a grant for marketing the centennial celebration of the promenade.	<a href="#">Link</a>
9/18/19	<a href="http://HoodRiverNews.com">Hood River News</a>	"Travel Oregon awards tourism development grants"	An article about Travel Oregon's grant donations to organizations around the state. Todd Davidson is quoted.	<a href="#">Link</a>
9/19/19	<a href="http://insights.digitalmediasolutions.com">insights.digitalmediasolutions.com</a>	"An A-To-Z Look At Lessons Learned From Some Of The World's Best Tourism Marketing Campaigns"	A round up of the best marketing campaigns in the world (includes OSE).	<a href="#">Link</a>
9/22/19	<a href="http://ArgusObserver.com">Argus Observer</a>	"Your grant is granted!"	An article about Ontario receiving Travel Oregon tourism grant.	<a href="#">Link</a>
9/26/19	<a href="http://ArgusObserver.com">Argus Observer</a>	"Ontario grant will help 'create and execute a plan'"	An article about Ontario receiving Travel Oregon tourism grant. Jaime Eder is featured.	<a href="#">Link</a>
9/26/19	<a href="http://Oregonlive.com">Oregonlive.com</a>	"Kate Brown off to Doha world championships, pledges \$40 million to fund Oregon's turn as host"	An article about Kate Brown and members of Travel Oregon going to Doha for the IAAF Championships.	<a href="#">Link</a>
9/28/19	<a href="http://thenewsguard.com">thenewsguard.com</a>	"Depoe Bay Chamber of Commerce receives \$40,000 in grant funding"	An article about 2019 grant funding awarded to the Depoe Bay Chamber of Commerce.	<a href="#">Link</a>

# STRATEGIC PLANNING

In June, the commission adopted Travel Oregon's 2019-21 Strategic Plan, which guides our work with key initiatives and measurements — aligning staff, programs and investments around clear strategies. At the core of the plan is the reinforcement of our strategic evolution as a Destination Management Organization. This is a progression that reflects the maturity of Oregon's globally recognized tourism industry and is possible because of our long-standing, resolute focus on market-driven and responsive marketing, along with innovative sales, strategic partnerships and the robust development of new tourism products and experiences that we market and share with the world.

## 2019-2021 OVERVIEW

STRATEGIC IMPERATIVES			
OPTIMIZE STATEWIDE ECONOMIC IMPACT	SUPPORT & EMPOWER OREGON'S TOURISM INDUSTRY	CHAMPION THE VALUE OF TOURISM	RUN AN EFFECTIVE BUSINESS
STRATEGIC INITIATIVES			
Align and optimize Travel Oregon sales, marketing, development and partnership programs and empower the industry to do the same	Offer development and training opportunities to meet the needs of the industry	Grow and align strategic partnerships and stakeholder base to leverage resources and build capacity	Deploy agency-wide IT training on agency expectations and utilization of shared technology platforms
Facilitate the development of world-class tourism product and experiences with a focus on priority gap areas	Support and enhance an industry-leading information network as the trusted source for all things Oregon	Activate, engage and inspire new and existing advocates through compelling communication tools and messaging	Prioritize professional development and wellness through a diverse, equitable and inclusive culture of learning and continuous improvement
Support high-use destinations to manage the impacts that stem from visitation	Convene industry action networks to influence stakeholder action and increase collaboration	Improve industry and public feedback channel/process	Continuously improve, communicate and ensure alignment on policies and procedures
Inspire overnight leisure travel from key markets	Fulfill and respond to unforeseen opportunities and challenges as defined by Oregon's tourism industry		Establish cross-functional strategies in alignment with state and agency values to improve interdepartmental communication, workflows, productivity and outcomes  Prioritize improvement of employee and industry engagement in identified areas of greatest need



# RETURN ON INVESTMENT

## DASHBOARD: 2018

### TRAVEL IMPACTS SUMMARY

<b>Spending (YOY)</b> <b>\$12.3B (4.2%▲)</b>	<b>Employment (YOY)</b> <b>115.4K (2.9%▲)</b>
<b>Earnings (YOY)</b> <b>\$3.6B (8.9%▲)</b>	<b>Tax Receipts (YOY)</b> <b>\$1.3B (5.8%▲)</b>

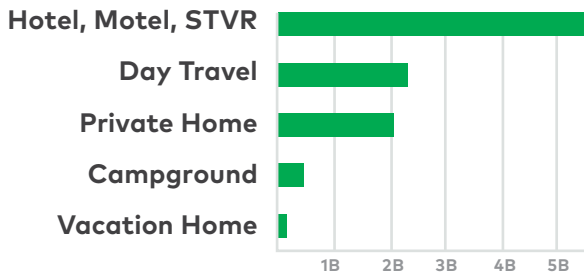
Source: Dean Runyan Associates

### VISITOR VOLUME & AVERAGE SPENDING

<b>Person Trips (YOY)</b> <b>29.1M (1.1%▲)</b>	<b>Per Person Trip (YOY)</b> <b>\$287 (2.7%▲)</b>
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Source: Dean Runyan Associates

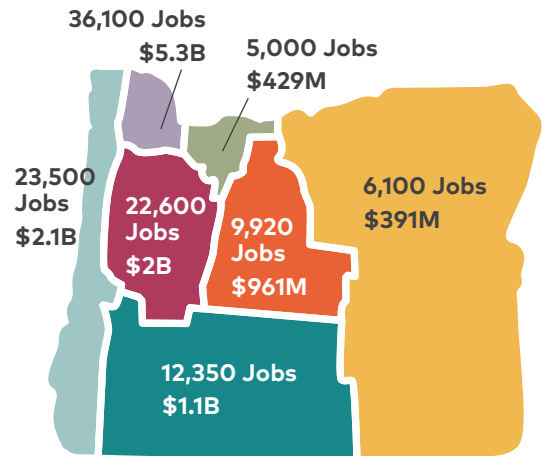
### VISITOR SPENDING BY TYPE OF LODGING



	Value	% of Total	YOY Chg
Hotel, Motel, STVR	\$5575.6M	52.4%	3.8%▲
Day Travel	\$2290.4M	21.5%	3.7%▲
Private Home	\$2101.9M	19.8%	4.4%▲
Campground	\$478.4M	4.5%	4.2%▲
Vacation Home	\$189.3M	1.8%	2.2%▲

Source: Dean Runyan Associates

### TOURISM EMPLOYMENT & REVENUE



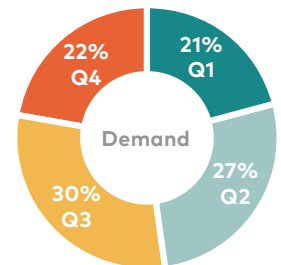
Source: Dean Runyan Associates

### LODGING TRENDS (YOY)

**Demand**  
**15.9M (1.4%▲)**

**Revenue**  
**\$1.96B (2.3%▲)**

**Occupancy**  
**64.8% (-0.9%▼)**

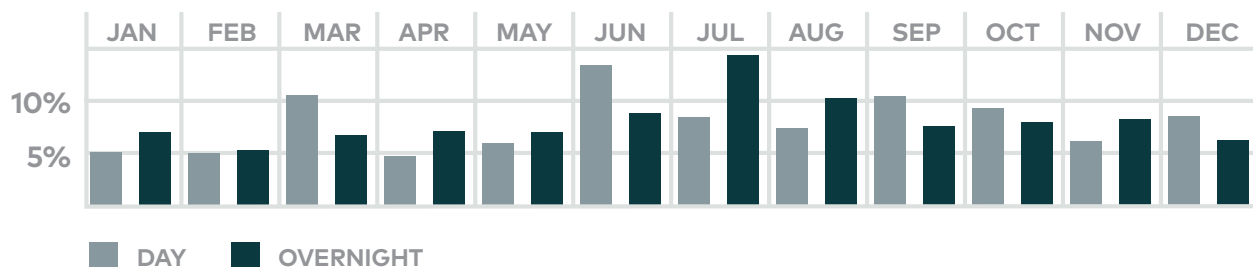


Source: STR, Inc.

***Every \$1 invested in the 2017 Oregon ad campaign generated \$157 in visitor spending & about \$8 in state and local tax revenue.***

Source: Longwoods

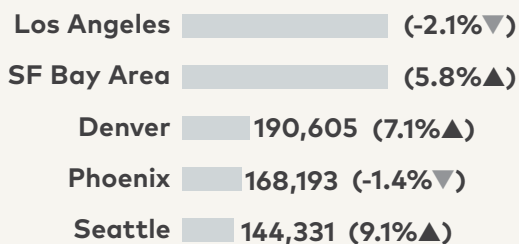
## DOMESTIC TRIPS SEASONALITY



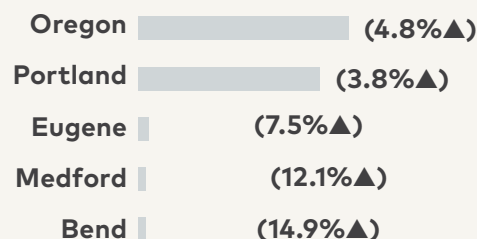
Source: Longwoods

## DOMESTIC VISITOR AIR ARRIVALS

## Top 5 Origin Markets (YOY)

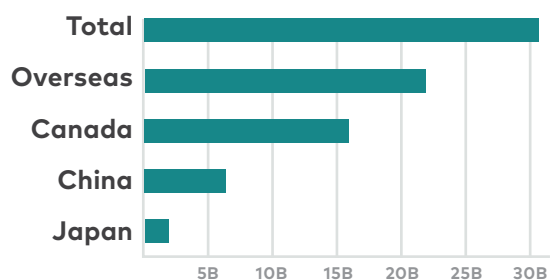


## OR Airports (YOY)



Source: U.S. Department of Transportation (O&amp;D Survey, T100), Dean Runyan Associates

## TOP MARKETS: INTERNATIONAL SPENDING



Source: Tourism Economics

## INTERNATIONAL SPENDING



Source: Tourism Economics

## INTERNATIONAL VISITATION

Volume (YOY)  
1.1M (3.9%▲)

Spending (YOY)  
\$1.4B (4.9%▲)

Source: Tourism Economics

# Oregon Tourism Commission

## Profit & Loss Budget vs. Actual

July - October 2019

	July - October 2019	Annual Budget	Over (Under) Budget	% of Budget
<b>Sources:</b>				
Lodging Tax Income	10,757,097	41,300,000	(30,542,903)	26.0%
Interest Income	81,044	150,000	(68,956)	54.0%
Misc. Revenue	7,632	-	7,632	100.0%
Conference/Event Revenue	14,598	100,000	(85,402)	14.6%
Welcome Center Brochure Program	18,577	40,000	(21,423)	46.4%
Grant Funds	-	-	-	0.0%
Federal Grant Funds	-	-	-	0.0%
<b>Total Budgeted Sources:</b>	<b>10,878,948</b>	<b>41,590,000</b>	<b>(30,711,052)</b>	<b>26.2%</b>
Beginning Balance - Regional	7,538,000	7,538,000	-	100.0%
Beginning Balance - Grants	4,589,138	4,589,138	-	100.0%
Beginning Balance - All other TO programs	8,838,810	8,838,810	-	100.0%
<b>Total Sources</b>	<b>31,844,896</b>	<b>62,555,948</b>	<b>(30,711,052)</b>	<b>50.9%</b>
<b>Uses:</b>				
Future Programming - Statutory				
Regional - future (net of administrative expense)	2,011,577	7,723,100	(5,711,523)	26.0%
Grants- future (net of administrative expense)	978,896	3,758,300	(2,779,404)	26.0%
<b>Net Change - Total Future Programming - Statutory</b>	<b>2,990,473</b>	<b>11,481,400</b>	<b>(8,490,927)</b>	<b>26.0%</b>
<b>Expense</b>				
Global Marketing	2,782,471	22,587,345	(19,804,874)	12.3%
Global Strategic Partnerships	766,965	2,357,961	(1,590,995)	32.5%
Global Strategic Partnerships - RCTP	7,747,682	8,074,900	(327,218)	95.9%
Global Strategic Partnerships - Grants	330,750	4,960,838	(4,630,088)	6.7%
Global Sales	950,182	3,283,000	(2,332,818)	28.9%
Destination Development	541,153	2,436,982	(1,895,829)	22.2%
Administration & Operations	1,669,293	5,097,688	(3,428,394)	32.7%
<b>Total Expense</b>	<b>14,788,496</b>	<b>48,798,713</b>	<b>(34,010,217)</b>	<b>30.3%</b>
<b>Total Uses:</b>	<b>17,778,969</b>	<b>60,280,113</b>	<b>(42,501,144)</b>	<b>29.5%</b>
<b>Net Income</b>	<b>14,065,927</b>	<b>2,275,835</b>	<b>11,790,092</b>	
<b>Wine Country License Plate Program:</b>				
<b>Sources:</b>				
Wine Country License Plate Sales	151,297	-	151,297	100.0%
Beginning Balance for Distribution: Tourism Promotion	267,155	267,155	-	100.0%
Beginning Balance for Distribution: Grants	387,617	387,617	-	100.0%
<b>Total Sources</b>	<b>806,068</b>	<b>654,772</b>	<b>151,297</b>	
<b>Uses:</b>				
Tourism Promotion	22,761	267,155	(244,394)	8.5%
Grants	37,367	387,617	(350,251)	9.6%
<b>Total Uses</b>	<b>60,128</b>	<b>654,772</b>	<b>(594,644)</b>	
<b>Net Income</b>	<b>745,941</b>	<b>-</b>	<b>745,941</b>	
<b>Total Net Income</b>	<b>14,811,867</b>	<b>2,275,835</b>	<b>12,536,033</b>	

# Oregon Tourism Commission

## Balance Sheet

As of October 31,  
2019

### ASSETS

#### Current Assets

##### Checking/Savings

Unrestricted Cash 16,089,555

Conference Revenue 4,355,417

Cash - committed for future RCTP & Grants 4,890,893

Restricted Cash - Wine Country Plates 932,472

Total Checking/Savings 26,268,337

Accounts Receivable 54,370

Other Current Assets 58,017

Total Current Assets 26,380,724

Fixed Assets 333,000

Other Assets 32,982

**TOTAL ASSETS 26,746,706**

### LIABILITIES, EQUITY & FUND BALANCES

#### Liabilities

##### Current Liabilities

Accounts Payable 1,282,243

Other Current Liabilities 487,450

Total Current Liabilities 1,769,693

Long Term Liabilities 0

Total Liabilities 1,769,693

#### Equity & Fund Balances

Regional (RCTP) 3,911,997

Grants 978,896

Invested in capital assets 333,000

Reserved for prepaids 106,300

Operating Reserve 3,148,422

Reserved for IOF 1,500,000

Restricted for Wine Country Plates 932,472

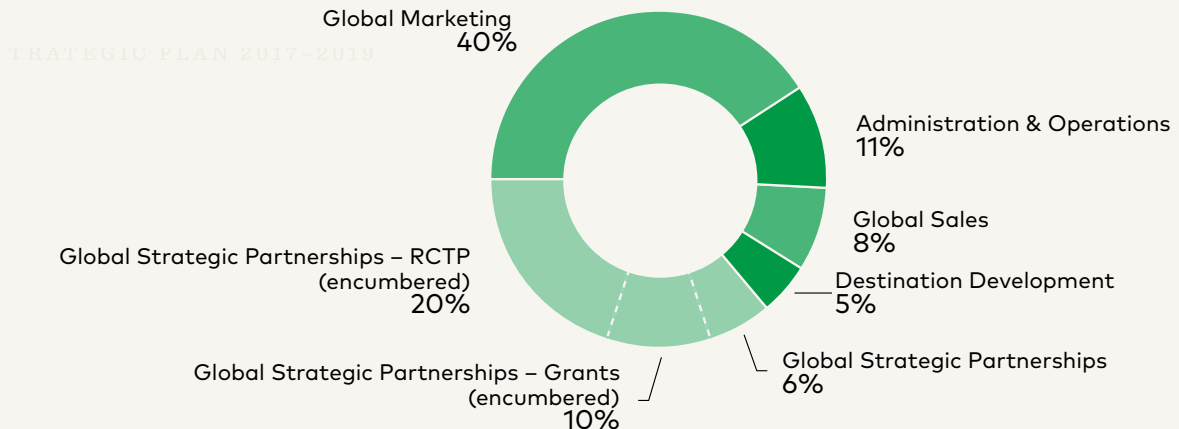
Net income 14,065,927

Total Equity and Fund Balances 24,977,013

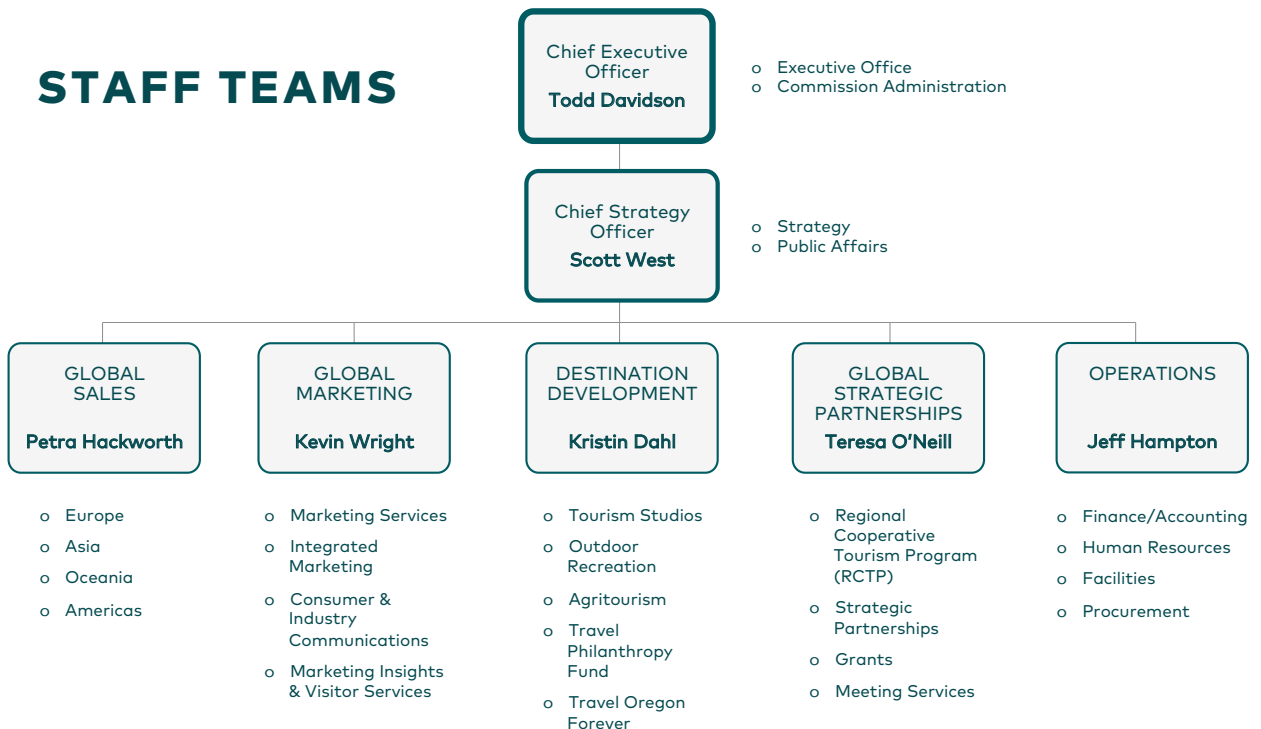
**TOTAL LIABILITIES, EQUITY & FUND BALANCES 26,746,706**

## 2019-21 BIENNIAL BUDGET

State Lodging Tax Revenue .....	\$77,900,000
Other Sources .....	\$640,000
<b>TOTAL .....</b>	<b>\$78,540,000</b>
Global Marketing .....	\$31,101,000
Global Strategic Partnerships .....	\$4,350,000
Global Strategic Partnerships – Grants (encumbered) .....	\$7,790,000
Global Strategic Partnerships – RCTP (encumbered) .....	\$15,580,000
Global Sales .....	\$6,473,000
Destination Development .....	\$4,200,000
Administration & Operations .....	\$9,046,000
<b>TOTAL .....</b>	<b>\$78,540,000</b>



## STAFF TEAMS





TRAVEL  OREGON

**OREGON TOURISM COMMISSION**

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[industry.traveloregon.com](http://industry.traveloregon.com)