

Oregon Tourism Commission

Staff Report | June 2019

TABLE OF CONTENTS

| | |
|--|----|
| Optimize Statewide Economic Impact..... | 2 |
| Drive business from key global markets through integrated sales/marketing plans leveraged with global partners and domestic travel trade | 2 |
| Facilitate the development of world-class tourism product in partnership with community leaders, tourism businesses and key agencies | 11 |
| Guide tourism in a way that achieves the optimal balance of visitation, economic impact, natural resources conservation and livability..... | 12 |
| Inspire overnight leisure travel through industry-leading branding, marketing and communications..... | 14 |
| Support and Empower Oregon's Tourism Industry..... | 41 |
| Provide development and training opportunities to meet the evolving tourism industry needs..... | 41 |
| Implement industry leading visitor information network..... | 53 |
| Fully realize statewide, strategic integration of OTIS (Oregon Tourism Information System) | 55 |
| Deploy tourism programs (e.g. RCTP, Competitive Grants) in a powerful way that fulfills unique opportunities and challenges as defined by the tourism industry | 56 |
| Champion the Value of Tourism..... | 58 |
| Grow and align strategic partnerships to leverage resources and capacity to address key issues | 58 |
| Empower and equip Oregon's tourism industry with power of travel and issue-oriented messages | 59 |
| Engage policymakers to strengthen Oregon's tourism industry | 62 |
| Run an Effective Business | 63 |
| Attract, develop and retain top talent | 63 |
| Continuously review, improve and document policies and processes/procedures..... | 63 |
| Measure and drive employee engagement and satisfaction..... | 64 |

OPTIMIZE STATEWIDE ECONOMIC IMPACT

Drive business from key global markets through integrated sales/marketing plans leveraged with global partners and domestic travel trade

TRADE & CONSUMER SHOWS

Vancouver Outdoor Adventure Show: Canada, March 2019

Travel Oregon participated in the Vancouver Outdoor Adventure show. This consumer show is British Columbia's largest showcase of adventure travel experiences. Sales mission partners included Travel Portland, Washington County Visitors Association, Travel Southern Oregon, Willamette Valley Visitors Association and the Oregon Coast Visitors Association. Over 600 consumers signed up to learn more about visiting Oregon and entered to win a prize trip to the state.

FDM Travel USA Event: Copenhagen, Denmark, March 2019

Travel Oregon participated in the FDM Travel USA Event in Copenhagen, Denmark in March 2019. The show focuses entirely on USA destinations and had over 4,000 visitors in the one-day event. FDM is a consumer show and Travel Oregon took the stage for a 30-minute seminar on Oregon for over 100 guests who plan to visit the state.

USA Travel show: Denmark, March 2019

Travel Oregon participated in Discover America Denmark, the largest Business to Business (B2B) workshop in Scandinavia. The full day program included press conferences and a high-level business forum, with the B2B workshop in the evening. Todd Davidson and Commissioner Maria Ponzi attended and participated in the press conference. Todd was on the forum panel addressing the transformative power of tourism as it relates to industry, community and global society. The panel was facilitated by Global Sales VP Petra Hackworth and led by Keynote speaker, Roger Dow, CEO and President of US Travel Association.

Silkway Travel 40th Anniversary Consumer Trade Show: Richmond B.C., March 2019

Travel Oregon participated in Silkway Travel's consumer show for the Chinese Canadian market that took place in Richmond B.C. Silkway created a new itinerary that featured two nights in Oregon, utilizing Amtrak, that was promoted at Travel Oregon's table at the event. There were more than 3000 attendees.

ITB: Germany, March 2019

Travel Oregon and several regional partners and DMOs participated in ITB, the largest travel show in the world in Germany in March 2019. The focus was to present Oregon and individual destinations to tour operators in order to increase catalog product and overnight stays in Oregon. A media workshop was held to create awareness and interest in Oregon, particularly in shoulder season product.

Active America China Summit: Anchorage, Alaska, March 2019

Travel Oregon participated in B2B sales meetings with leading Chinese tour operators, OTA's and wholesalers during the two-day summit. The Active America China Summit is an annual product development show that connects Chinese tour operators with invited suppliers and destinations to develop new product and identify potential marketing synergies. As a result of the summit, a new small group product for Shanghai Tri-S Alliance was finalized. Their five-day program for leisure traveling executives includes Portland, the Willamette Valley, the Oregon Coast and Crater Lake National Park.

National Tour Association (NTA) Contact: Tucson, Arizona, March 2019

Travel Oregon attended NTA Contact, an exclusive buyer event that blends business, education and fun in an intimate setting. NTA Contact fosters buyer-to-buyer conversation and partnerships and allows tour operators, travel agents and sponsoring suppliers and DMOs to connect, create and collaborate in a three-day program. Travel Oregon had a joint sponsorship with Travel Portland which included prominent logo placement on key cards to keep Oregon top of mind with attendees.

Receptive Tour Operator (RTO) Summit East: New York City, New York, April 2019

RTO Summit East is a marketplace and conference bringing together receptive tour operators with destinations and suppliers for one-on-one marketplace meetings and industry educational tracks. Travel Oregon met with 20 receptive tour operators mainly servicing European and South American markets. Flight Centre's new Head of Global Product was in attendance and is now interested in adding more Oregon hotels and tour offerings.

IPW: Anaheim, California, June 2019

Travel Oregon will be attending IPW in Anaheim June 1-6, bringing along 15 Booth Share delegates and 14 Travel Oregon staff and contractors. Over 250 trade and media appointments are planned to take place during the week. The 20'x70' Oregon booth is shared with the Portland Region who also hopes to see a few hundred appointments during the course of the show.

SALES MISSIONS

Canada Media Mission: Toronto, Calgary, Vancouver B.C., February 2019

Travel Oregon's "Only Slightly Exaggerated" campaign was brought to life through partnership with Air Canada to create engaging events for a total of 65 travel media. Key messages focused on Oregon's differentiation, new product and accessibility, including Air Canada's nonstop service from Toronto, Calgary and Vancouver. Desk-side meetings were also conducted including WestJet Magazine. WestJet began daily,



nonstop service from Calgary (YYC) to Portland (PDX) on April 29, 2019. At the Toronto event, Air Canada announced increased capacity for the Toronto to Portland nonstop service by almost 50%.

Visit USA Australia and New Zealand Trade Shows: February – March 2019

Travel Oregon, along with the Oregon Coast Visitors Association and Central Oregon Visitors Association participated in the Visit USA roadshows in Australia and New Zealand. The events were well attended and included a free flow shopping session for impromptu B2B meetings and networking.

Attendance was as follows:

- Melbourne - 220 agents
- Brisbane – 215 agents
- Sydney – 313 agents
- Wellington – 90 agents
- Auckland – 300 agents

In addition to the travel agent and trade media networking, team Oregon networked and marketed the state to 25 product managers in Sydney via pre-scheduled Brand USA B2B meetings.

Brand USA Australia International Media Marketplace: Sydney Australia, February 2019

To wrap up the Brand USA and Visit USA roadshows, Travel Oregon and partners met in one-on-one appointments with key Australia media at the International Media Marketplace in Sydney promoting Oregon story angles. A deskside meeting with the Adventure Travel Editor for National Geographic Adventure Magazine – Australia resulted in a single feature story for this publication along with three to four additional freelance stories developed for other media outlets. Story highlights will include paddling and culinary experiences on the South Coast, Central Oregon mountain biking, custom bike makers, and The Oregon Timber Trail.

Brand USA China Mission: Beijing, Guangzhou & Shanghai, March 2019

Travel Oregon and representatives from America's Hub World Tours participated in the fourth Annual Brand USA Sales Mission to China. The team met in one-on-one appointments with the top 25 tour operator buyers in each of these cities, marketing Oregon as a desirable destination for their clients and customers. One result of the mission is a proposed plan with ZuZuche.com, the leading rental car and self-drive travel focused OTA in China. The proposed plan includes B2B and B2C co-op marketing via this online platform with US based rental car partners highlighting Oregon Scenic Byways.

TRADE FAMILIARIZATION TOURS (FAMS)

Silkway Travel, Richmond, B.C., April 2019

In response to Travel Oregon's participation at the Silkway Travel 40th Anniversary Consumer Trade Show, the general manager of Silkway Travel visited Portland to research

upcoming tours for the Chinese Canadian market. The visit included the Columbia River Gorge and Mt. Hood on a day trip with America's Hub World Tours.

TUI: Germany, April 2019

In partnership with TUI Germany, Travel Oregon and several regions welcomed a TUI Fam in April. TUI Germany is the largest Tour operator in the German speaking market. The group flew with Icelandair in support of the nonstop service between Reykjavik and PDX. TUI came to Oregon for site tours at hotels featured in their brochure and met with several partners along the way. The visit to Oregon will assist them with planning for new itineraries and allowed TUI agents to experience Oregon first-hand to better sell to clients.

Oregon Road Rally: May 2019

Travel Oregon completed its 4th Oregon Road Rally. This year's rally saw 11 cars with trade and media clients from 10 countries around the world, including China, UK, Germany, France, the Netherlands, Korea, Australia, New Zealand, Canada and the United States. Clients spent a week touring the state, with overnights in Oregon City, Bend, Baker City, Pendleton and Welches. An optional Portland pre-fam was offered before the start of Road Rally in which nearly all clients participated. Representatives from all seven regions of Oregon were on hand May 7 in Bend for two hours of "speed dating", quick, one-on-one appointments allowing Oregon destinations to offer product and experiences to trade clients. After a week of hiking, tasting, roping, and touring, participants finished up with the first ever Road Rally Olympics hosted by the Hood/Gorge region.



Der Touristik: Germany, May 2019

Der Touristik is Germany's third largest tour operator. They currently feature several fly-drive, bus tours, and mini-group itineraries in Oregon, as well as hotels in Oregon in their various print brochures and online. Their product manager and 12 agents visited Oregon in May to perform site tours of featured hotels and scout for new product and places to incorporate into existing and new itineraries.

Delta UK: June 2019

In partnership with Delta Air Lines and to further support the seasonal daily nonstop service between LHR and PDX, Travel Oregon will host eight UK tour operators in June. The product managers and senior sales staff were invited from several top-selling UK operators, along with staff from Delta Air Lines London operations. The experience in Oregon will aid in developing new itineraries in Oregon as well as provide sales training information for agents in their offices.

MEDIA/KEY OPINION LEADER (KOL) FAMS

Scout Magazine: Vancouver, Canada, April 2019

Scout Magazine is a publication based out of Vancouver, Canada with a focus on food, culture, and travel. The audience is the active adventure traveler – females age 35-60 and males age 21-55. The feature article focuses on road tripping to Oregon hot springs and will feature numerous photographs of Oregon. Scout Magazine visited Portland, Breitenbush, Bend, Paulina Lake, Summer Lake Hot Springs and McCredie Hot Springs as research for the article.

Calgary Herald: Calgary, Canada, April - May 2019

The Calgary Herald hosted a journalist on WestJet's inaugural flight from Calgary to PDX in April. The focus of the visit was wellness and featured a stay at the Hoxton in Portland.

The Informed Traveler: Canada, April - May 2019

The Informed Traveler, a publication out of Canada, sent a journalist to cover Portland and birding in Oregon. The journalist flew to PDX on WestJet's Inaugural Calgary flight in April. The visit included three days in Klamath Falls meeting with birding experts and resulted in several print stories being pitched that highlight Oregon as a top US birding destination.

Boulevard Magazine: Canada, May 2019

Boulevard Magazine visited Oregon on assignment for their English publication out of Victoria. Boulevard is published six times a year for a demographic of 40+ aged adults and has a very upscale, wealthy audience. The circulation is 30,000 with an estimated 100,000 readers. The visit included Astoria, Cannon Beach, Pacific City, the Willamette Valley and Portland.

Mr. Fabulous: Canada, May 2019

Mr. Fabulous, an influencer based in Calgary, will be covering Oregon for his website and social media platforms, and is a regular on TV and radio stations across the city. The focus of the trip is a weekend getaway from Calgary, promoting WestJet's new nonstop service, that includes food, drink, nightlife, architecture and unique dining experiences. The main audience is the LGBTQ community.

Japan Key Opinion Leader (KOL) Mural Trail FAM: May 2019

Travel Oregon and Delta Air Lines partnered to bring two Japanese influencers to experience the Only Slightly Exaggerated campaign in real life while their group of engaged fans follows along on the journey. This is the last phase of the Only Slightly Exaggerated Japan activation that occurred in Tokyo in March of 2019. With air tickets sponsored by Delta Air Lines, these KOLs will visit all seven regions of the state experiencing a modified version of the OSE mural trail itinerary. Ms. Keiko Kosaka and Mr. Shinya Takahashi have a combined following of 504,176 followers across Instagram & twitter.

Freelance Journalist: Germany, June 2019

Travel Oregon will host a German freelance journalist who secured assignments from three large German print publications for articles about Oregon, wine diversity, and unique wine producers. While the primary focus is wine, the publications will include kayaking, biking and hiking as other activities to showcase Oregon as a vibrant state for visitors.

MEDIA EXPOSURE

New Zealand Herald: February 2019

The New Zealand Herald published two stories in their Tuesday and Saturday travel magazines, one titled “Bend in the Road” and the other titled “Portland Three Ways”. The 26-pages of print and digital coverage reached an estimated 1.1 million experience-hungry New Zealanders and is valued at \$147,000 USD.



Chasing Darkness: February 2019

Chasing Darkness released an Oregon episode for the dark sky photography and video project. Dark sky locations are identified by the absence of light pollution, which creates ideal conditions to see the night sky. The video, Chasing Darkness, includes Eastern and Central Oregon and can be watched [at this link](#).

Paris Tonkar: February 2019

Paris Tonkar published a street-art piece featuring Eugene, Oregon in February 2019. This is a French magazine, based in Paris and also circulated in Canada.



Vancouver Magazine: March 2019

Vancouver Magazine published “The Ultimate Cannon Beach Road Trip” that features Astoria, Cannon Beach and Pacific City in both print and online. The full article can be read [via this link](#).

“Seeing the USA” with Brandy Y: April 2019

Brandy Y Productions’ documentary travel show “Seeing the USA” premiered on PBS and affiliate channels across the USA and Canada. Episode 2 focuses solely on Oregon and showcases some of Travel Oregon’s incredible partners including Orox Leather, Hopworks, Albany’s Historic Carousel, OutRiders Northwest, Wilson Ranches Retreat and the Tamástslíkt Cultural Institute. This episode was the result of a Travel Oregon hosted visit for Brandy Y Productions in October 2018. The visit was also highlighted via social media and included posts on an ATV excursion through the Deschutes National Forest, Portland’s craft beer scene, and much more. Travel Oregon, in partnership with Sparkloft, promoted the episode across Facebook, Instagram and Twitter which resulted in 958,860 impressions, 4,100 clicks and 216,953 video views.

Calgary Breakfast Television: April 2019

Calgary Breakfast TV highlighted WestJet’s new nonstop service to PDX and what to do when visiting Oregon this spring. The clip can be watched [here](#).

Bucketlist: Germany, April 2019

A print article about Oregon’s beer diversity, including the Oregon Brewers Festival, Ale Trails, and the Hop Spa was published in Bucketlist, a lifestyle and travel magazine.

NEW PRODUCT

Wells Gray Tours “Hands on Oregon”: September 2019

Wells Gray Tours is creating an Oregon-only, eight-night itinerary, departing September 20, 2019. It includes eight nights of hotel accommodation & taxes, Alaska Airlines flight from Kelowna, B.C. to Portland, locally-guided walking tour of Portland, craft making at DIY Bar, star-gazing at Hopservatory, electric bike tour of Bend, tour and tasting at Deschutes Brewery, Marine Discovery cruise in Yaquina Bay, Dinner at the aquarium among the sea creatures, kite-building workshop, and creative class at Mor Art Studio, among other hands-on activities.



HANDS-ON OREGON
September 20, 2019 - 9 Days

WELLS GRAY TOURS a world to experience

Fares Per Person:
\$4990 double/twin
\$5920 single
\$4710 triple

> Tour is exempt from GST.
> **Early Bookers:** \$200 discount on first 6 seats; \$100 on next 4
> **Experience Points:** Earn 100 points from this tour.
Redeem 100 points if you book by July 17.

Includes

- Coach transportation for 9 days
- 8 nights of hotel accommodation & taxes
- Alaska Airlines flight from Kelowna to Portland
- Locally-guided walking tour of Portland
- Craft making at DIY Bar with beverage
- Star-gazing at Hopservatory
- Electric bike tour of Bend
- Tour and tasting at Deschutes Brewery
- Beachcombing for glass balls
- Marine Discovery cruise in Yaquina Bay
- Behind-the-scenes tour of Oregon Coast
- Aquarium with dinner among the sea creatures
- Kite-building workshop and team to fly your kite
- Creative class at Mor Art Studio
- WestJet flight from Portland to Kelowna
- Gratuities for local guides, boat crew, instructor, and Oregon driver
- Knowledgeable tour director
- Luggage handling at hotels and WestJet flight
- 15 meals: 8 breakfasts, 2 lunches, 5 dinners

Behind the Scenes in Oregon
There are so many amazing experiences in Oregon and Wells Gray Tours has arranged trips to many highlights of the state. This tour focuses on lesser-known attractions, culinary events, and hands-on activities. The quaint towns have a penchant for serving up legendary seafood, historic lighthouses, breathtaking viewpoints, stunning state parks, a cornucopia of galleries and museums, and a world class aquarium. Start through Portland with an expert guide. Make a craft while sipping a local brew. Learn about the night sky during a star-gazing session. Ride an electric bike. Explore a town famous for quilts. Look for glass balls on an Oregon beach. Explore an aquarium, then savour dinner among the sea creatures. Make your own kite at a workshop and learn how to fly it. Get up close and personal with a myriad of marine life. Create your own glass or mosaic art piece. Oregon has so much to do that most tourists don't know about. This tour is limited to just 20 travellers, so a small group is the best way to enjoy all these experiences.

Kamloops > 250-374-0831 Penticton > 250-493-1255
Kelowna > 250-762-3435 Vernon > 250-545-9197
www.wellsgraytours.com Toll Free > 800-647-9552 **WELLS GRAY TOURS**
a world to experience

MARKETING PROGRAMS

AMA Travel Canada Campaign: 2018

Travel Oregon partnered with AMA Travel in Canada on a marketing campaign titled “Quick Trips” targeting couples and families. Media and tactics included email, Google Adwords, social media, AMA Travel landing page, and the Edmonton Global News. An email featuring Oregon was sent to 9,161 people with an open rate of 62.7%. The Oregon Quick Trips page had 108,294 views with an average time on the site of 3:51 minutes. Below are the results of Oregon sales year over year from the initial \$5,000 investment. See the appendix for more details.

| Oregon 2017 | | | Oregon 2018 | | | Change in Pax | Change in \$ |
|--------------------|------------|------------------|--------------------|-------------|-------------------|---------------|---------------|
| Air | 44 | \$ 19,600 | Air | 117 | \$ 40,411 | 165.9% | 106.2% |
| Car | 36 | \$ 10,805 | Car | 92 | \$ 28,239 | 155.6% | 161.4% |
| Hotel | 83 | \$ 18,200 | Hotel | 136 | \$ 34,304 | 63.9% | 88.5% |
| Insurance | 366 | \$ 34,801 | Insurance | 770 | \$ 73,275 | 110.4% | 110.6% |
| Grand Total | 529 | \$ 83,406 | Grand Total | 1115 | \$ 176,229 | 110.8% | 111.3% |

Osako Run Campaign with Delta Air Lines: Japan, January 2019

Travel Oregon in partnership with Delta Air Lines & Travel Portland developed and marketed a unique B2C engagement, leveraging Delta Air Lines brand ambassador Suguru Osako. Osako-san is a track celebrity in Japan and was the winner of the 2018 Chicago Marathon. He’s also based in Oregon part time with the Nike running team. The Oregon Run Game developed for IOS and Android encouraged consumers to “race” around Oregon with Osako, collecting Oregon themed badges along the way. Players who collected all of the digital badges were eligible to win a round-trip airline ticket with Delta Air Lines. The 21-day campaign, marketed via Delta Air Lines official channels and Travel Oregon’s social media channels, garnered 14,054 entries and generated 25 million digital ad impressions along with 1.89 million impressions on Facebook Japan.



Tour Operator Quiz Show Training: Beijing & Shanghai, China, January 2019

Travel Oregon and Travel Portland’s in-market China teams partnered to host a B2B training for 25 tour operators and travel buyers. This engaging “quiz show” format provided our teams the chance to educate these key decision makers and product managers on Oregon’s appealing aspects for their clients. The quiz focused on sights, things to do, and how to get around in Oregon and Portland. Our trade partners were pleasantly surprised as we diverted from the “normal” classroom setting of a typical destination training.



Only Slightly Exaggerated Japan Activation: Tokyo, Japan, March 2019

Travel Oregon held a pop-up activation of “Only Slightly Exaggerated” over four days taking over the café and lobby of the Hotel Koe in Tokyo’s heavily trafficked Shibuya neighborhood. In total, content surrounding the activation at Hotel Koe in Tokyo earned 4,366,304 impressions, 50,288 video views, 33,695 engagements and 3,160 website clicks. Additionally, Travel Oregon purchased five, 15-minute “Only Slightly Exaggerated” spots broadcasted digitally and over-the-air via Tokyo’s Inter FM’s breakfast show from Monday to Friday reaching 600,000 listeners. During the activation week, the event was also introduced in the program’s and DJ’s blog, Facebook and Twitter. There were 29 posts in total with approximately 153,985 impressions.

Travel Oregon leveraged a variety of traditional and non-traditional approaches to tour operator cooperative marketing channels. This included in-store events & display at HIS retail shops engaging almost 6,000 consumers as well as an HIS frequent client event with destination/product seminars for 50 targeted customers. HIS also developed an Oregon landing page which has seen 3,000-page views and will be marketed and promoted through September 2019.

Working with online travel agency, Tabi Kobo, the Oregon team identified a network of 11 travel focused influencers, inviting them to visit the activation and then hosting the group to an Oregon themed party sponsored by Delta Air Lines. Participants sent 51 tweets, earning 255,000 impressions. This was in addition to an Oregon landing page on the Tabi Kobo website. The page is still active and currently accepting bookings. The campaign tie-up page

with Travelko will be available from April 16 to May 20, 2019, with an overall estimated 8,000 total page views. The content introduces Oregon through a variety of themes and links to Delta Air Lines and Oregon tour products offered via HIS and Tabi Kobo.

Excite Holidays– Australia Co Op Marketing Campaign: March 2019

Travel Oregon, in partnership with Brand USA, developed a five-page digital destination guide marketed to Excite Holidays’ network of 30,000 travel agents. This digital guide was distributed via their weekly e-newsletter to 11,600 agents and the guide was marketed across travel trade digital platforms via digital display ads. Elements of the campaign also included paid social media posts featuring the Oregon guide content throughout Excite Holidays’ Instagram and Facebook accounts. Last, but not least, the Excite travel agency sales team also marketed the Oregon destination guide and content via their network of high-value agency accounts. Excite is a global wholesaler for travel agents in Australia and New Zealand. The guide can be viewed [here](#).

Oregon Wine Board Event: Toronto, Canada, April 2019

Travel Oregon partnered with Air Canada and the Oregon Wine Board for an event in Toronto. The event included Oregon crab, hazelnuts, Stumptown coffee, and 35 Oregon wineries pouring tastings. Travel Oregon was present at the trade and consumer events with a promotion table and giveaways. Air Canada offered a voucher for 15% off coupon code for all participants. Travel Oregon, in partnership with Air Canada, did a trip giveaway that included airfare and four nights in wine country.

Facilitate the development of world-class tourism product
in partnership with community leaders, tourism businesses
and key agencies

OREGON FOOD TRAIL PROGRAM

Following the successful completion of the first four Oregon Food Trails and in response to demand for more trails in new regions, Travel Oregon created a formal application process and toolkit to help bring interested communities into the program and set them up for success. Detailed information on the program and process is now available on

Industry.TravelOregon.com/OregonFoodTrails.



South Willamette Valley Food Trail

In April, Travel Oregon worked with Travel Lane County and the South Willamette Valley Food Trail Action Team to successfully launch the South Willamette Valley Food Trail – the latest food trail in the Oregon Food Trails program. The trail features the thematic elements of world-class wine, valley grazing and family-friendly farms, represented by 58 agricultural and culinary businesses in the Eugene, Springfield and surrounding areas. In addition to the [printed brochure](#), Travel Oregon created a companion page on TravelOregon.com for the [South Willamette Valley Food Trail](#).

RIVER RECREATION DEVELOPMENT

Product Development Roadmap

Travel Oregon staff are exploring the processes by which it embarks upon new product development niches through a draft document called the Product Development Roadmap. We are testing the roadmap process with an initial dive into water recreation, with a river focus, as a new product area of statewide significance.

The Roadmap includes reviewing data and trends to evaluate the viability of the niche product and working to understand community and national trends. Travel Oregon has received strong interest from communities, including recently completing a Clackamas River Recreation Studio and we are cued up to deliver a robust Willamette River Recreation Studio from Eugene to Columbia River in January 2020.

Another step in the Roadmap process is to reach out to agencies and partners to understand challenges and barriers. Travel Oregon has scheduled a meeting with federal and state land management agencies on June 6 to review this project.

Guide tourism in a way that achieves the optimal balance of
visitation, economic impact, natural resources conservation
and livability

VISITOR TRANSPORTATION PRESENTATIONS

Travel Oregon believes that providing transportation options for visitors, without a car, can help provide improved access for all people as well help manage traffic and parking congestion in high-use destinations. One strategy we are deploying is to share and spread information about the importance of, and strategies for, providing visitor transportation options.

Travel Oregon organized two sessions at recent conferences to communicate this information:

- 2019 Oregon Governor's Conference on Tourism session, *Visitor Transportation to Manage Destination Carrying Capacity*. In this session we reviewed the basic tenants of visitor transportation and heard from transportation leaders that are

exploring innovative solutions to enhance visitor mobility while also managing congestion in destinations.

- Oregon Active Transportation Summit session, *Equitable Access to Outdoor Recreation*. In this session we explored key principals to providing access to all Oregonians and visitors arriving without a car to be able to enjoy Oregon's wonderful offerings, including from and within the Portland Metro, to nearby destinations such as the Gorge and Mt. Hood and beyond.

DESTINATION MANAGEMENT PROGRAMS

Develop a Baseline of Destination Management Needs in Oregon

Travel Oregon has partnered with Portland-based non-profit, [Ecotrust](#), to use GIS mapping technology to develop a baseline of destination management needs for Oregon. This is a key measure that was identified for development in Travel Oregon's 2017-19 Strategic Plan. The index will highlight results of eight opportunities from the [2018 Industry Engagement Survey](#) in a geographic format.

Travel Oregon selected the eight opportunities listed below based on their adherence to the Global Sustainable Tourism Council's Destination Criteria and their relevance for supporting stronger destination management activities for Oregon's tourism industry. The first five opportunities have overlap with questions from the Oregon Resident Sentiment Study, so both data sets will be combined to show both industry and residents' perspectives on these indicators.

1. Manage tourism growth in order to preserve local assets (natural and cultural)
2. Alleviate congestion during peak tourism season in areas of high visitation
3. Increase visitation to the region during off-peak seasons
4. Create positive interaction between tourists and residents
5. Educate community leaders and policymakers (local, county, state) on value of tourism and its viability as a long-term career
6. Identify and foster partnerships to address the current demand on outdoor/natural resources and identify plans to mitigate its impact
7. Influence ethos of conservation and sustainability in ongoing development and marketing
8. Increase the adoption of sustainable business practices in the tourism businesses

In both surveys, respondents were asked to prioritize the importance of each opportunity from *low* to *extremely high*. Ecotrust will use this rating system to report survey results at a zip code level to help identify specific destinations in Oregon where destination management needs are occurring to support future planning efforts by the organization and its partners. The final map should be available in June 2019.

Oregon Tourism Workforce Analysis

Travel Oregon has partnered with [ECONorthwest](#) to complete a study to better understand the contextual considerations that support or inhibit the advancement of tourism workforce

in Oregon. This study will build upon the results of the [Oregon Talent Assessment](#) that EcoNorthwest finalized in fall 2018 that focused on 10 other industries in Oregon.

Travel Oregon consistently hears that workforce development is a concern for tourism stakeholders in Oregon during Tourism Studio engagements, town hall meetings and industry engagement surveys; however, a need exists to better understand the factors that lead to these concerns across geography, sector and time of year. The purpose of this study is to better understand these variables by diagnosing their direct and indirect causes. The results of the diagnosis will help inform Travel Oregon's future programming related to workforce and professional development.

A literature review will be finalized in early June and a stakeholder survey will be released later this year. Direct stakeholder interviews will also take place as part of the study. A final report should be available by October 2019.

The Travel Oregon Forever Fund 2018 Donation Totals

The [20 Travel Oregon Forever Fund business partners](#) raised more than \$42,500 in 2018 and have now raised over \$215,000 since 2012 for [28 tourism-related projects](#) across the state of Oregon. Each of the seven current 2018-2019 Forever Fund project beneficiaries received a little over \$6,000 from the Oregon Community Foundation in March 2019. Travel Oregon worked with the 2018-2019 Forever Fund project beneficiaries to compile a recap of project activities for 2018. You can review the 2018 Forever Fund report [online here](#).

Inspire overnight leisure travel through industry-leading branding, marketing and communications

SPRING MID CAMPAIGN RESULTS (APRIL 5 – APRIL 30)

Inspired by the viral success of the Only Slightly Exaggerated (OSE) campaign last year, the Marketing team launched the spring campaign Only Slightly More Exaggerated on April 5 in the animated OSE style to evoke the magical feeling of being in Oregon.

The new 1:45 minute video showcased different locations, experiences and thrilling adventures in Oregon—from venturing deep into the Oregon Caves National Monument to paragliding over Steens Mountain. Like the original, the new video featured a cast of animated human characters, native flora and fauna and new fantastical beings, including mystical cloud-people and a sea-stack creature, to name a few.

In addition to the sweeping outdoor animated imagery highlighted in the video, the viewer also got a taste of Oregon's culinary bounty. In the restaurant scene, look for the bottle of Oregon Solidarity wine, a nod to the real-life collaboration between four Oregon wineries that came together to help the Rogue Valley wine region affected by the Southern Oregon wildfires last summer.

Paid media will conclude on June 2, and a final recap will be delivered in next report.

Advertising

Media Objective: Inspire Active Adventurers to book their Oregon vacation to experience all the “slightly exaggerated” places and things that Oregon has to offer. We used key assets from the campaign including:

- the long form 1:45 video
- one :30 cutdown
- two :15 cutdowns
- nine :06 cutdowns, including all seven from 2018
- Still creative for Out of Home (OOH) placement featuring Clear Lake, Steens Mountain and placements from 2018 including the Three Sisters, the Willamette Valley Tulip Fields, the Coast and waterfalls

| KEY STRATEGIC PILLARS | | |
|---|--|--|
| Inspire | Engage | Convert |
| Video Distribution | Activity Targeting | Bookings |
| Create Awareness through strong/premium video placements featuring our “Slightly Exaggerated” film. | Design custom content with partners through the lens of our activity based strategy -- Action Seeker, Animal Lover, Nature Wanderer, Foodie Focused. | Drive conversions by leveraging OTA partnerships to drive heads-in-beds. |

Inspire – In media we aim to create awareness of Oregon and the Only Slightly Exaggerated campaign through strong/premium video placements featuring the Only Slightly Exaggerated video.

For video distribution we will take advantage of must-watch broadcast TV moments (including: the Men’s Final Four basketball games, the final season of The Big Bang Theory and more), large cinematic display targeted around specific movie premiers including *Dumbo* and *Avengers: Endgame*, and digital video display targeting relevant content (Health, Food & Beverage, Travel, and Outdoors) with exposure in Full Episode Players (FEP)¹ and [TrueView](#).

Engage – Through custom content and activity targeting on social media we connected the real places and activities that inspired the Only Slightly Exaggerated video with our target audience in a compelling manner.

¹ Full Episode Players (FEP) are television-like content on digital platforms that have commercial breaks in between

Custom Content:

Working with Atlas Obscura and Chefsfeed we created content that spoke directly to the Active Adventurer’s mind-sets including Action Seeker, Animal Lover, Nature Wanderer and Foodie Focused.

On Atlas Obscura we created four location-based lists that were targeted [Animal Lovers](#) and [Nature Wander](#). We are also creating custom behind the scenes content that will drive people to TravelOregon.com to download a full-length book via PDF. This will allow us to extend interest in the campaign through the duration with new creative being shared.

With Chefsfeed we partnered with two local chefs, [Bonnie Morales](#) and [Ben Jacobsen](#), to create robust culinary stories told across [custom video](#) and photo essays promoted on social media and their site.

Convert – We will drive bookings by leveraging Online Travel Agent (OTA) partnerships and exposure.

We’re utilizing partners like Sojern and Trip Advisor to target their audience’s travel intent to drive bookings through video and display exposure.

Social Media

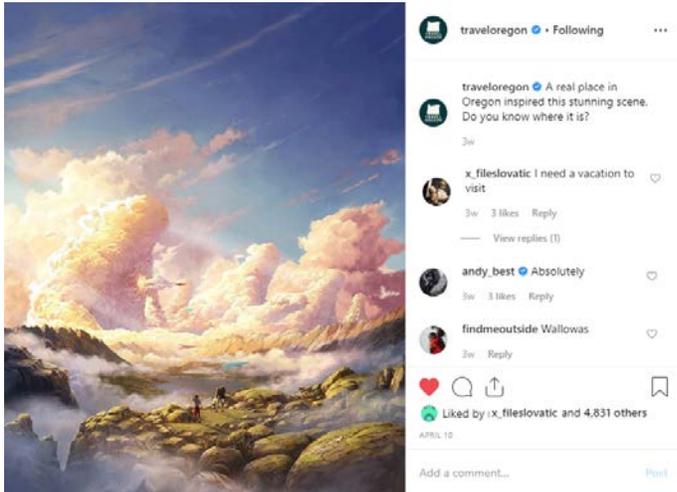
The overarching social strategy was to ground the animation to real experiences in Oregon. The social plan was designed to support the OSE campaign with tactics to drive views, clicks and engagement to campaign creative and content.

| | | TO SPRING 2019 | | |
|------------------|--------------------------|----------------|----------|------|
| PLATFORM | DETAILS | APRIL | MAY | JUNE |
| VIDEO | 1:45s Spot | [Active] | | |
| | 15s Spot | [Active] | | |
| | 6s Spots | [Active] | | |
| UGC | Weekly | [Active] | | |
| CLICK ADS | Ongoing | [Active] | | |
| GIF'S / STICKERS | Ongoing | [Active] | | |
| INFLUENCERS | Takeover | [Active] | | |
| | Paid Promotion (article) | | [Active] | |

Paid Social Plan & Flow

- Video – Leading with our best assets, paid media distribution will support the video ads and be used to distribute the 1:45, :15 and :06 and :15-second video creative.

- User-Generated Content (UGC): Much like last year, once our audience has been introduced to the campaign, we'll bring them closer to real trip ideas with UGC that juxtaposes the animation with real photos of locations that inspired the animation. The examples below show how we showcased the hiking scene at Steens Mountain from the animation followed by real photos of the Steens and other spectacular hikes in Oregon.



Animated OSE scene of Steens Mountain on Instagram



UGC of real-life photo of Steens Mountain

- Click-Ads to Content: We're also using our social media channels to drive our audience to relevant content on TravelOregon.com inspired by the creative of OSE. To prepare for the campaign, more than 56 stories were updated or written to show Oregon fans how they can experience the real places (and those along the way) that inspired the creative. For example, the hot springs story below was showcased to bring to life the hot springs scene featuring the tree creature.
- Influencers: We are also working with influencers to reach audiences outside our realm to share OSE campaign locations and experiences from their own perspectives. This year, we are taking Oregon fans to great places all over the state with four influencers (@2traveldads, @findmeoutside, @Scott_Kranz, and @foodbellypdx) who have a combined reach of nearly 500,000 on multi-region trips that align with activities and niche profiles from the creative (family travel, pet travelers, foodie adventures and adventure seekers).



Each influencer will take over our Instagram channel for three days and provide us with assets we can use later. These experiences will also be highlighted through articles on TravelOregon.com. See Appendix for more information on the influencers.

Finally, we are creating stickers and GIFS for Instagram and Giphy² so our followers and partners can use them for Instagram stories and reaction GIFS.

PR MEDIA LAUNCH DAY

On Friday, April 5, the Communications team, in conjunction with Wieden+Kennedy's (WK) PR team, held a media day at WK where local media were invited to get an exclusive first look of the new video and interview Travel Oregon's CEO and the WK creatives behind the campaign. The media day was successful with KPTV, KOIN, and KGW all coming and producing positive news stories later that day. In addition to broadcast coverage, numerous newspapers and online outlets also covered the launch.

Results

Digital Display and Video

- Aside from Reddit, all partners are surpassing their target view through rates and video completion rates
 - We are looking into adjustments to campaign headlines to avoid campaign fatigue for Reddit, along with adjustments to targeting parameters

OTA

- Sojern and TripAdvisor are 23% below their video completion rate goal of 80%
- We are adjusting Sojern's pre-roll units to ensure that we meet our target KPI goal
- For TripAdvisor, we will adjust some targeting and site parameters to ensure higher video completion rates

Custom Content

- Atlas Obscura's new place pages and lists are experiencing strong engagement with site visitors. Time on site was over the site benchmark by 66%.
- Video completion rate for Atlas Obscura was 2% below benchmark, while Chefsfeed was 4% over the benchmark of 80%

Paid Search

- We've generated 87K clicks for a YOY increase of 7.99%, while lowering our cost per click (CPC) to \$0.59 from \$0.63 last year.
- Our most popular regional keyword campaigns included the Coast and Portland.
- For nonbranded paid search, we shifted our focus to push more spend towards mobile & tablet. We increased clicks by 6.97% overall YOY (8.54% on mobile, 6.51% tablet, 4.39% desktop), while decreasing our average CPC by 5% from \$0.63 to \$0.60.

² Giphy is an online database that allows users to search for and share GIFS which are animated photos

YouTube Discovery Ads

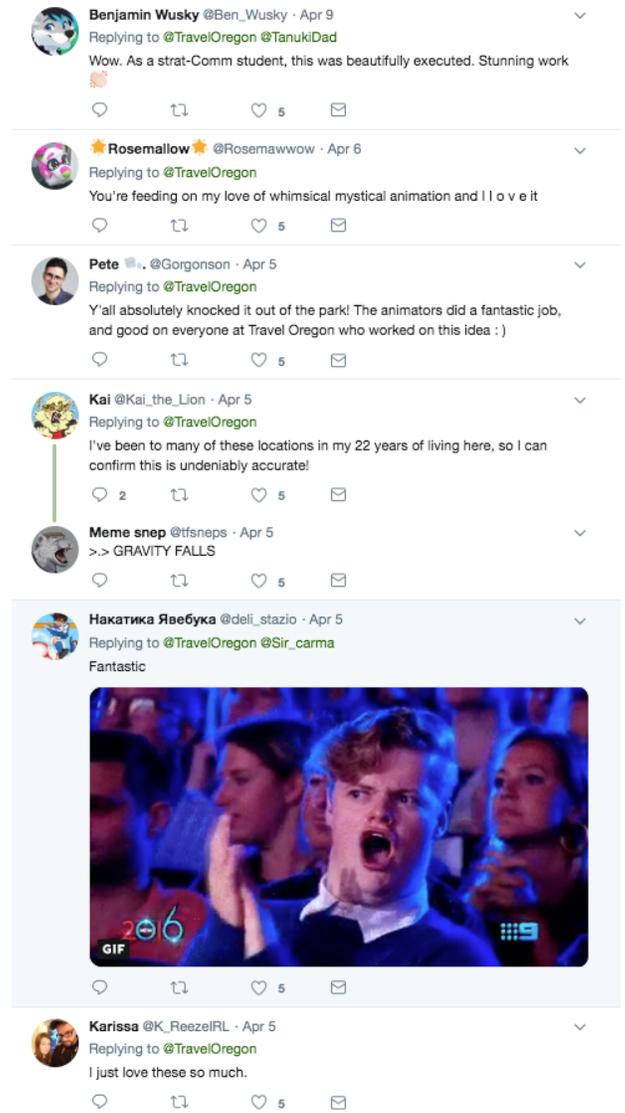
- We tested an ad format that aligned with longer form video content: Youtube Discovery Ads. This is essentially paid search for Youtube. We can place ads on the top of the Youtube search result page based on what keywords you are searching for.
- In the two-week test, we generated just under 60K views of the 1:45 OSE video with a cost per view of \$0.13. While the cost per view can be low or high depending on how you look at it, we were actively pursuing an engaged audience who was searching for Oregon related content.

Remarketing

- Using the tactic of remarketing to visitors who had previously visited our site, we generated 3.6K visitors with a cost per click of \$1.69. That is an 84% increase in clicks and a 20% decrease in the cost per click year over year.
- Engagement on TravelOregon.com from remarketing visitors remained in the middle when compared to other digital display partners.

Social

- The 1:45 video accumulated over 1.9 million views across Facebook, Instagram and Twitter. This is 52% over our goal of 500K.
- We've already surpassed our goal of over 25K clicks to TO.com by 67%.
- Sentiment towards the campaign remains high. Consider:
 - The [campaign video](#) was the top post of April on Facebook with a reach of 936,394 and more than 4,000 retweets and 10,000 likes.
 - Engagement on Instagram was up 37.5% over last April due to promotion of campaign content.



Press Coverage

We have garnered 39 stories reaching a circulation audience of 113.6 million with an average story score of 9.03/10

Highlights include:

- KGW.com, [Travel Oregon 'Only Slightly Exaggerated' more of Oregon's beauty in new animated ad](#)
- KPTV.com, [Travel Oregon releases new 'only slightly exaggerated' promotional video](#)
- BizJournals.com, [5 Things for Friday](#)
- OregonLive.com, [Sky whales return in new, more fantastical tourism video from Travel Oregon](#) (and Oregonian in Print)
- AdWeek.com, [W+K Launches Another Whimsical Animated Film That Shows Oregon's Quirky Majesty](#)
- AdAge.com, [Agency Brief: The A-List Blues](#)
- TheDrum.com, [Ads We Like: Travel Oregon continues its magical animated campaign](#)
- Syfy.com, [OREGON TOURISM AD 'SEQUEL' IS THE BEAUTIFUL SHORT ANIME FILM OF YOUR WILDEST DREAMS](#)
- StashMedia.TV, [Travel Oregon "Only Slightly \(More\) Exaggerated"](#)
- ETurboNews.com, [Travel Oregon's Only Slightly Exaggerated Campaign](#)



Key takeaways

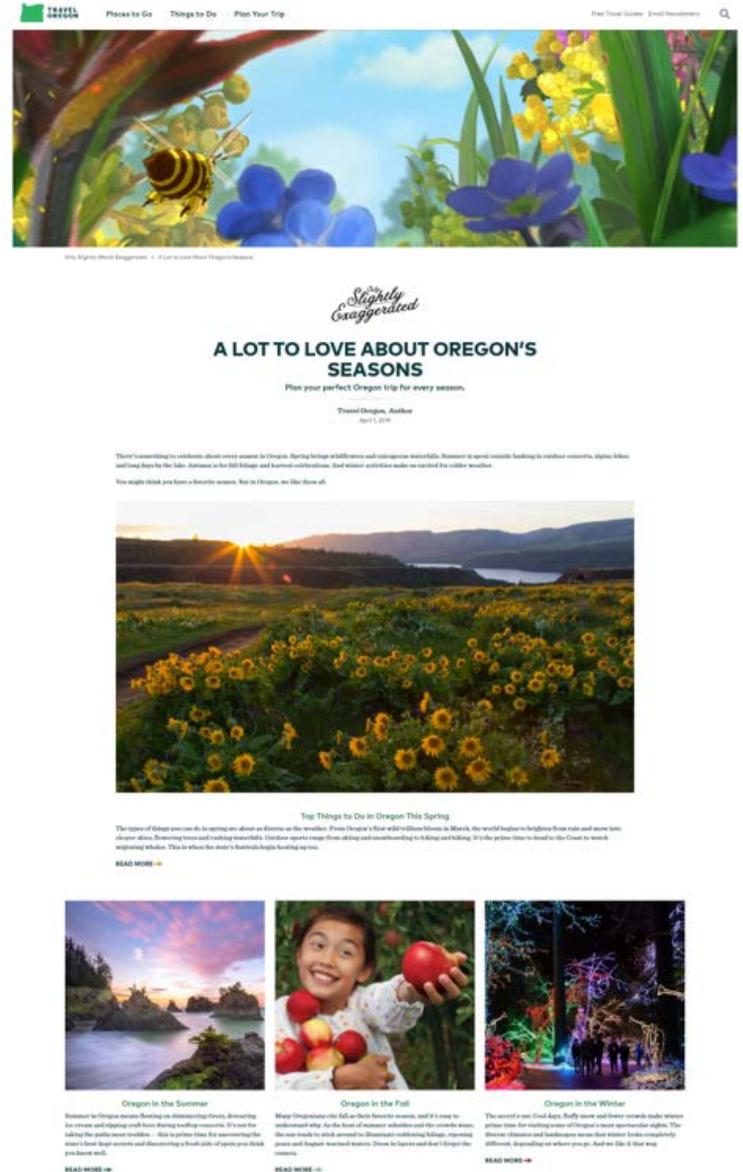
- The local media had a lot of interest in the new campaign and covered it. While there were a handful of national outlets that covered the campaign, the results show there was less PR buzz this year compared to last year's campaign which had the most coverage of any campaign to date of 141 stories, a circulation sum of 465 million and an average story score of 8.33. This is not surprising as this was a re-launch of a prior campaign.
- Launching a campaign or sending press releases on a Friday can be challenging and not advised in the PR world. For future campaigns, we will hold a media event at least two days ahead of the advertising-buy if launch takes place during the weekend.
- This year's story score went up 0.7 from 8.33 to 9.03, which signifies that the quality of stories improved, meaning that more coverage was in feature stories/dedicated segments, interviews/quotes were included in stories, a higher media tier covered the campaign and more visuals were included.

Web

When consumers are driven to TravelOregon.com from media placements, We are using the [campaign hub](#) page on TravelOregon.com to leverage the fantastical images and characters from the campaign video to immerse visitors in a compelling new world before they have a chance to exercise their disbelief.

The landing page, or hub, takes visitors on a journey through Oregon, complete with animations (a combination of GIFS and images) and calls-to-action (CTAs). The scenes and CTAs link to deeper content – Trip Ideas (the connections to *real* places) – as you move along the path. For example, the scene inspired by the Oregon bumblebee’s flight [leads visitors to information](#) about seasonally relevant stories such as flower festivals and a guide to what’s fresh and seasonal across Oregon.

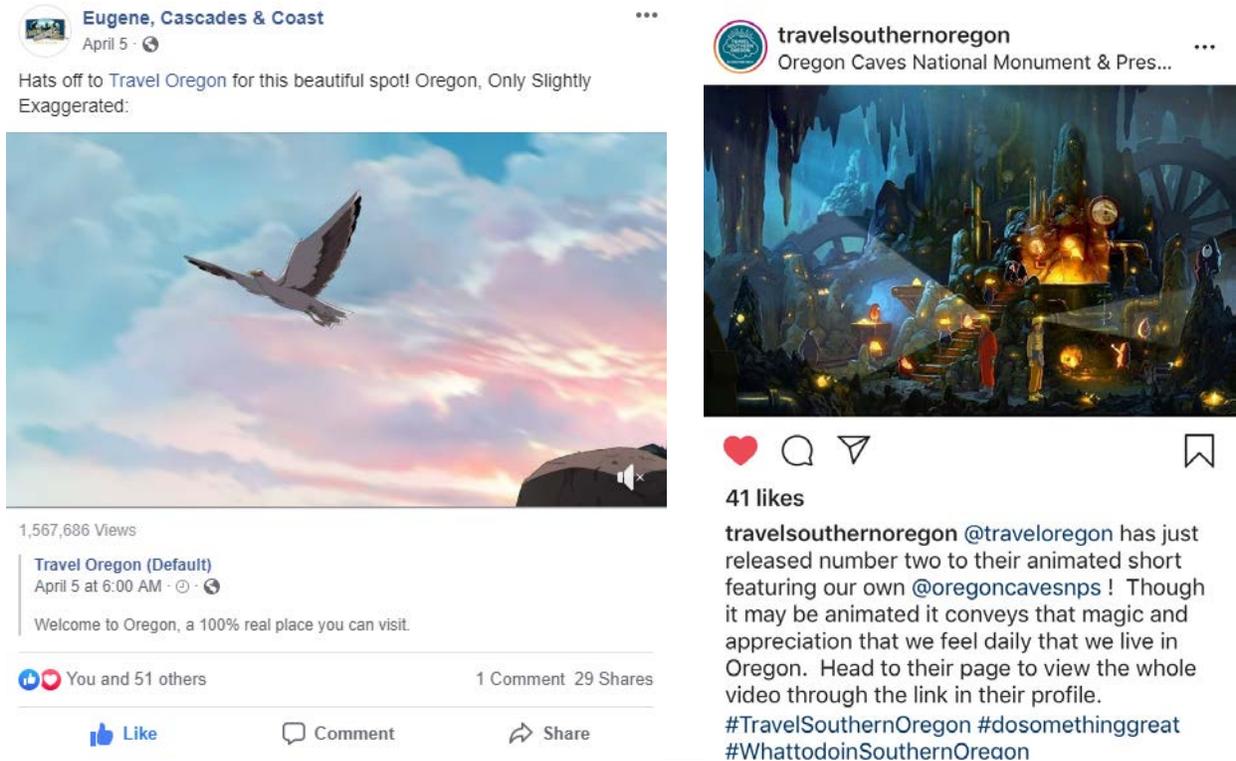
It is important to remember that unlike last year, most of the media spend this year was directed towards the homepage of TravelOregon.com because our primary KPI for the campaign are video views. Because of this, while overall web sessions and Pageviews were up 16.2% and 36.2% respectively, traffic to the campaign hub page was down 66%. Also, approximately 21% of hub page traffic scrolled at least ¾ of the page. This was on par with the OSE hub in 2018.



Bumblebee creative that leads to seasonally relevant stories such as flower festivals

Industry Outreach

On Friday, April 5 we sent out a [Breaking News](#) industry newsletter announcing the launch of the campaign and provided our partners with information and a [toolkit](#) to encourage them to leverage the campaign through their channels.



Partners leveraging the OSE assets on their social media channels

Sweepstakes

Our Spring sweepstakes will give consumers the opportunity to win a Magic Coast Getaway and make their Oregon dream a reality. We're bringing on Oregon based partner [Rumpl](#) to expand our reach and equip our winner with gear to make their trip truly memorable.

- The sweepstakes will launch 5/24 and wrap 6/10
- The prize includes roundtrip airfare for two from Alaska Airlines, a three-night stay at Headlands Coastal Lodge & Spa in Pacific City, \$600 in guided experiences with Headlands Coastal Lodge & Spa, and a \$500 gear gift certificate from Rumpl

OSE Swag

To further drive the connection of creative to place, the marketing team is creating posters, postcards, bumper stickers, temporary tattoos and pins that will be distributed in-region at Welcome Centers and through RDMO and DMO partners. This strategy has been successful with the posters from 2018 with stories like this coming out of the Welcome Centers:

“It is a winter wonder land out here. We are expecting another 2-5” today. The snow hasn’t stopped ‘the poster people.’”

“We just had a guy drive 4 hours from Corvallis to get a Wallowa Poster. He has 14 of the 16 posters. He is very committed to getting all 16. He mentioned that he might have to find the zoo lights poster on eBay.”

FALL 2019 CAMPAIGN PLANS

The Marketing team has begun the briefing process for FY 19/20. The goal of the brief is to drive demand for overnight stays throughout Oregon.

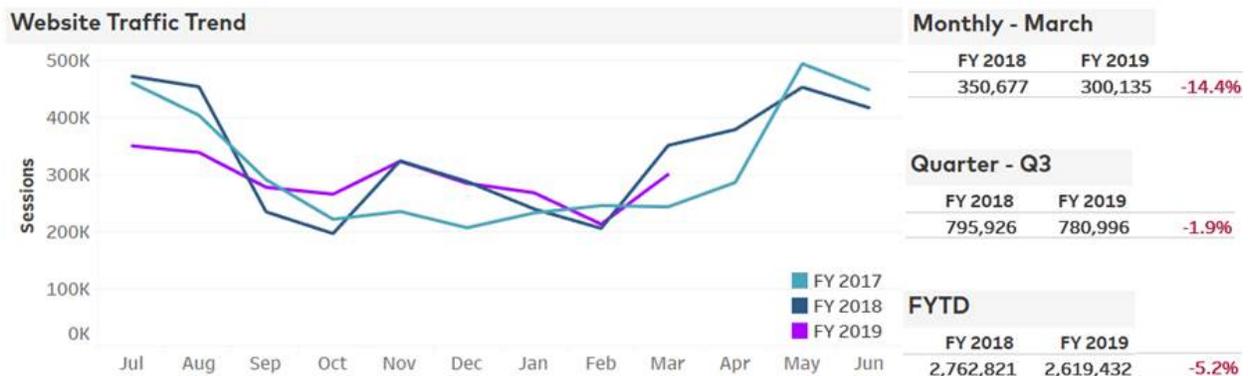
As we look ahead, we will take best practices from FY 18/19 and will also include new nuances that are important to our strategy:

- A year-round campaign creative and media strategy that raises awareness of Oregon and Travel Oregon channels in the Spring and activates those channels, Travel Oregon fans and Oregon-familiar in the Fall/Winter
- We want to roll out campaign assets to create sustained interest that consistently drives back to Travel Oregon channels
- All elements of the strategic plan will be considered, and we will be deliberate in what we will address in the advertising campaign. This includes how and when we promote regions and destinations through hero creative.

We will have a topline overview of the briefing process to share with the Commission in June, and more detailed plans to share over the summer as we work towards a September launch.

DIGITAL CONSUMER PLATFORMS

TravelOregon.com



Traffic to TravelOregon.com was down 1.99% in Q3 compared to the same period last year. As stated earlier, this was expected because of the later start of the spring campaign (April 2019 vs. March 2018), which historically brings in the bulk of the traffic for the year.

We expect that once spring traffic has been accounted for in April through June, traffic for the year overall will be within target range.

Highlights from this quarter are:

1. Organic traffic continued to rise and our proverbial “Google juice³” did well. In Q3, organic traffic accounted for 59.6% of traffic (it was 49.4% for the same period last year).
2. TravelOregon.com’s content had more than 26,000 keywords ranked across Google. This was up 2% over the same period last year.

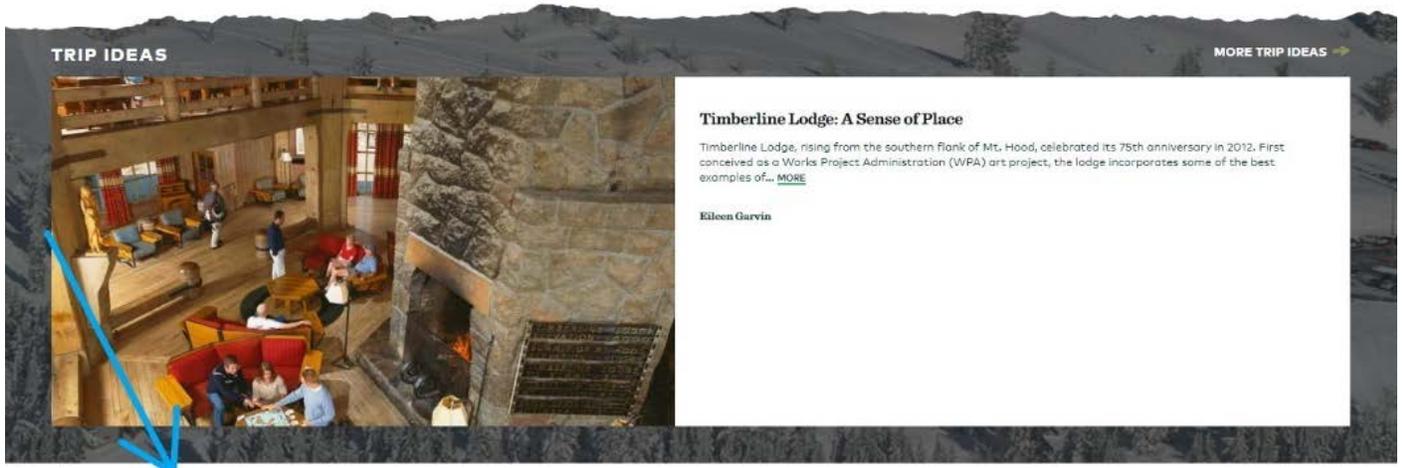
TravelOregon.com Platform Updates:

The Q3 focus on TravelOregon.com was launching support of the OSE spring campaign, knocking out our maintenance backlog, industry website redesign, and preparing for the [new food trail template](#) coming online in Q4.

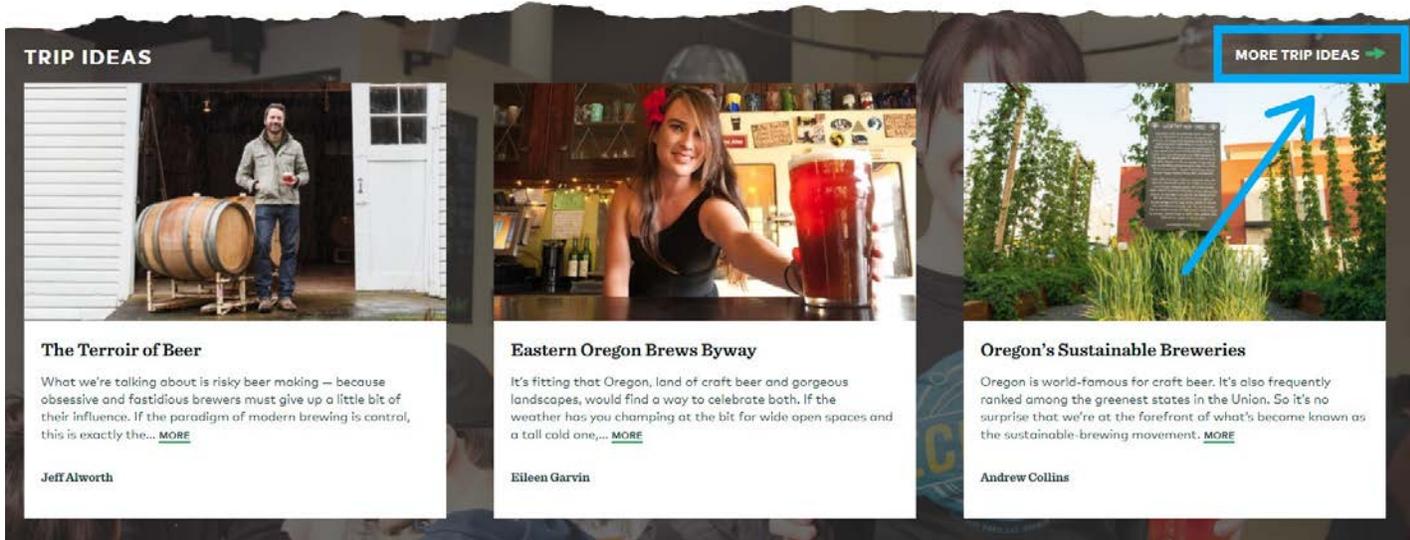
We tackled a lot of maintenance tickets during this time period. A few notable enhancements include:

- **Relationships:** Showing related content on points of interest (e.g. OTIS listings). We have been able to curate relationships in OTIS since launch, but we only recently prioritized showing those relationships on TravelOregon.com. Timberline Lodge is a good example: <https://traveloregon.com/plan-your-trip/places-to-stay/hotels-motels/timberline-lodge-2/>

³ “Google juice” is a colloquial term for visibility and prominence from the Google search algorithm PageRank and associated traffic on a website. A site that has more “Google juice” shows up more prolifically on top page rankings.



- **Call to action (CTA) curation:** Historically we haven't been able to curate CTA links across *all* types of feature blocks on TravelOregon.com (like the Trip Ideas feature block). With this change, the team can now curate links to more relevant content across all the various feature blocks.



- **Featured keywords:** We rolled out “featured keyword” functionality, which enables the team to curate specific keywords for any kind of content on the website. This is

important because it is another tool for us to surface the best content when visitors are searching. It is also an opportunity to surface content we know visitors are looking for, via Google Analytics. Here is an example of how we curated the keywords “scenic bikeway” to ensure our most relevant content appears first in the search results:

The screenshot shows the Travel Oregon website's search interface. At the top left is the Travel Oregon logo. Navigation links include 'Places to Go', 'Things to Do', and 'Plan Your Trip'. On the right, there are links for 'Free Travel Guides' and 'Email Ne'. The search bar contains 'scenic bikeways' under the 'LOOKING FOR' tab. The 'WHAT' tab is selected, and the 'WHERE' tab is set to 'Search by address, place, or your current location'. Below the search bar, there are two view options: 'LIST VIEW 1464 RESULTS' (selected) and 'MAP VIEW 761 RESULTS'. The main heading is '1464 Results' with a sub-heading 'Showing results for "scenic bikeways"'. A 'SWITCH TO MAP VIEW' button is visible. The first result is 'Ride the Oregon Scenic Bikeways', featuring an image of cyclists on a desert road. The text describes these as the state's best road rides, showcasing incredible, only-in-Oregon scenery. The second result is 'Road Biking', featuring an image of cyclists on a paved road through a green landscape. The text describes it as a way to experience Oregon's most stunning scenery.

Industry Site Redevelopment

The focus for Q3 was design, content planning and development. The stakeholder team chose a design direction and provided approval to move into development after reviewing 10 fully designed comps and 20 supporting wireframes.

Below is a comp of the home page and links to a handful of approved comps⁴:

- [Home page](#)
- [Home page on mobile](#)
- [Flexible landing page](#) (will be used for both landing pages and detail pages)
- [Regional page](#)
 - Note: these pages are in response to feedback we've received about providing a way for partners to view information in a way that is more relevant to them, regionally.
- [Events group](#) (could be used to organize events that happen regularly, like Travel Oregon 101s and the Commission Meeting)

Next Steps:

- Wrap up content staging by June 5
- Content freeze / prepare for launch (final QA/fixes)
- Launch date is scheduled for June 11, and a full report will be given at the October Commission Meeting
- We will announce the industry site launch on June 11 through a Breaking News announcement, sharing on Twitter, LinkedIn, and sharing with RDMOs through Basecamp. A link will also be featured in the Travel Oregon staff email signature June 11-14, and we will share in the June Industry Newsletter roundup on June 27.

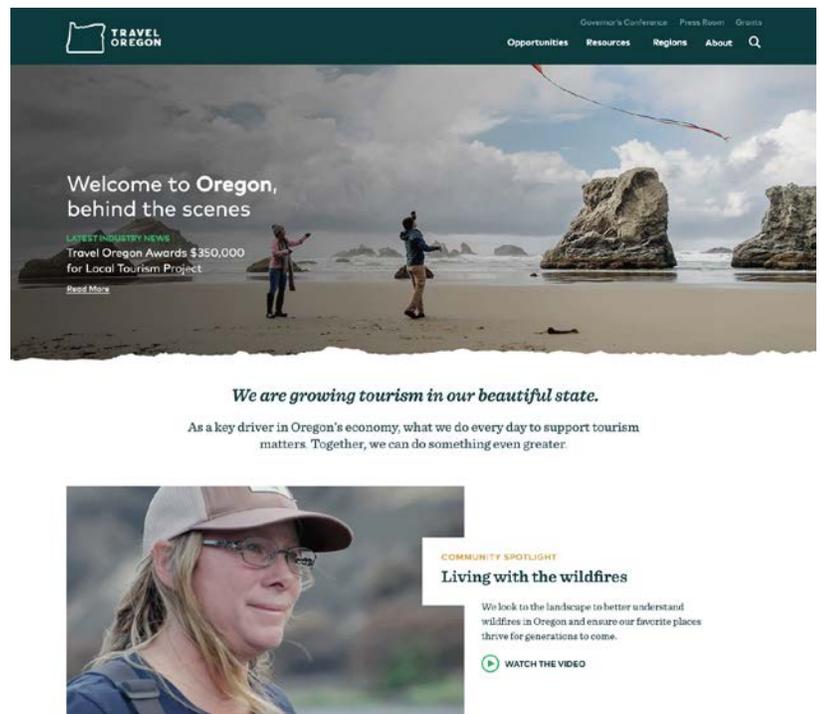


Image: Comp of industry site home page – top of page

⁴ Please note that content may look real, but it is for placement only (FPO). The new templates are being built very similar to the consumer site, which allows for maximum flexibility and will optimize based on size of device.



Together, we made a big impact in 2017. Every effort in each location is positively impacting the Oregon economy.


\$11.8 Billion
Visitor Spending
[Read the Report](#)


112,000
Oregon Jobs
[Read the Report](#)


\$539 Million
State & Local Tax Revenue
[Read the Report](#)

[ABOUT TOURISM IN OREGON](#) →



Quisque ut dolor gravida, placerat libero vel, euismod. Donec sed odio operae, eu vulputate felis rhoncus.

Upcoming Events

Learn By Doing – Grant Writing Workshop
September 27 - November 8, 2018
Gold Beach, Oregon Coast

OTIS Training
November 8, 2018 – June 4, 2019
Webinar

Travel Oregon 101
November 8, 2018 – June 4, 2019
Pedleton, Eastern Oregon

[MORE EVENTS](#) →

Latest News



Travel Oregon Invites Explorers to Discover the Magic of Oregon's Seasons
October 18, 2018

Beach wheelchair lockers, historic theater renovations, mountain bike trail development and increased signage are just some of the products that...

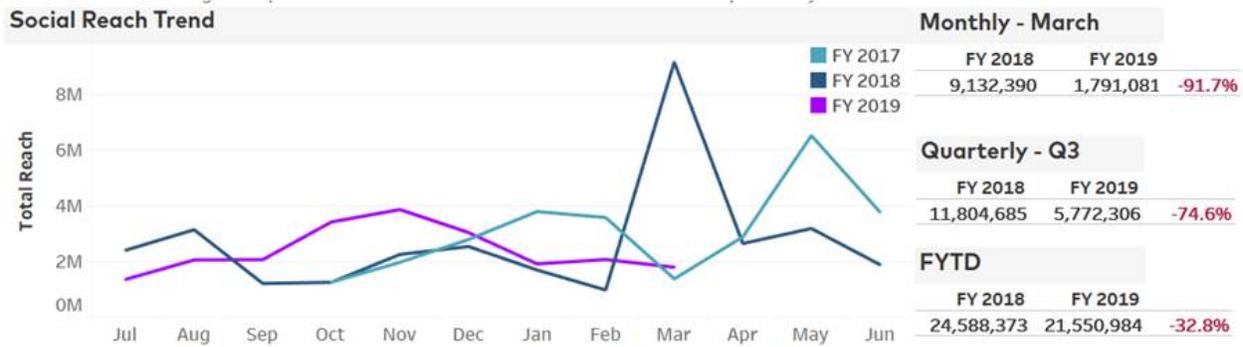
Travel Oregon Awards \$350,000 for Local Tourism Projects
October 18, 2018

Beach wheelchair lockers, historic theater renovations, mountain bike trail development and increased signage are just some of the products that...

[MORE INDUSTRY NEWS](#) →

Comp of industry site home page – middle/bottom of page

Social Media



Overall reach for the quarter was down 91.7% due to the impact of the spring campaign starting in April this year versus March last year. Last year’s campaign had tremendous organic reach and went viral, resulting in landmark social reach and engagement. [Note – social engagement is up an average of 266% in April so we know this dip in Q3 was completely related to the late start of the spring campaign.]

Highlights this quarter include:

- On Instagram, we continued to finesse our IGTV⁵ and Stories experiments.
 - For IGTV, we published three videos – MOZ⁶ for winter campaign and featured stories about shipwrecks on the Oregon Coast and Freeland Spirits. Both the shipwrecks video and Freeland video both commanded an average of completion rate of 7.5% (typical completion rate is 1%). This was significant because both these videos were more than 2:30 long, indicating that IGTV audience maybe ready for longform stories.
 - With respect to IG Stories, we published 17 stories over the quarter, garnering an average retention rate of 74% and an engagement rate of 3.8%. Across all the Instagram Stories, we continued to see that 6 to 8 frame stories performed the best. Our retention rate was slightly higher than the average for branded content on IG Stories (68%).

⁵ IGTV is an application owned by Instagram that allows for longer videos than the Instagram platform

⁶ Moment of Zen (MOZ) 5-30 minute videos of serene locations that air on social channels including Facebook, Instagram, Youtube, and Twitter

- One trend we're noting is that as the [aesthetics of Instagram](#) evolve, users are seeking content with more authenticity and context in the platform. This is promising because it has the potential for becoming less of a place to post awe-inspiring images and more of a place to do more meaningful place-based storytelling.
- As the state was pummeled with historic levels of snow in late January through February, we were thrilled that a UGC photo we posted of snowy Cannon Beach became our most engaged and commented on Instagram over the past two years with 20,766 likes and 541 comments. It also broke the record for reach with 139,968 and impressions with 205,955. The previous top post was our grid post for Love Letters to Oregon in 2018 with 17,013 likes, 126,724 in reach. This post proves that a well-timed social post on an interesting weather phenomenon is a reliable way to boost engagement.
- The partnership with Global Strategic Partnerships and Oregon Restaurant & Lodging Association for 20% off at Oregon properties for National Plan for Vacation Day was a top traffic driver across all three social platforms in January.
- We made a "last call" for OSE posters, and it drove chatter on Instagram, earning the most comments (69) from fans asking us where to pick up these posters.



20,766 likes
Add a comment...
TravelOregon @TravelOregon Follow

In honor of National Plan for Vacation Day, select Oregon hotels are offering special 20% off deals for those who make reservations today: bit.ly/2sK26sF #PlanForVacation

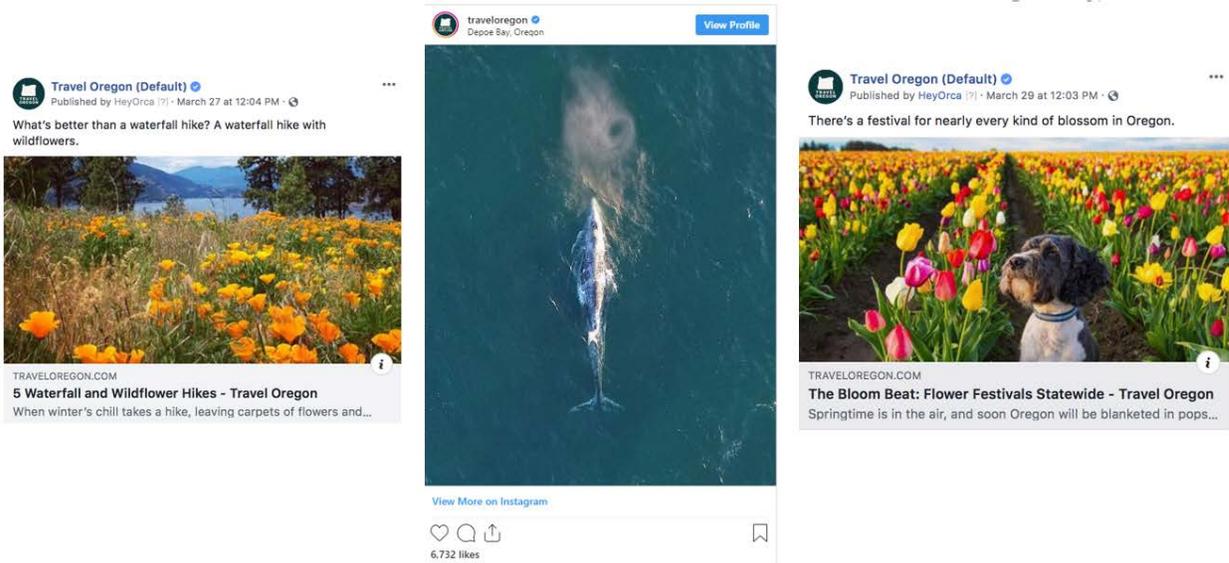


6:02 AM - 29 Jan 2019



traveloregon • Follow
Are you inspired by "Oregon, Only Slightly Exaggerated" artwork? Pick up a free limited-edition poster at locations around the state (while supplies last). For more details, see the link in our bio.
Load more comments
janimal_jane These are so cool!
curlycyrus @traveloregon would love to buy these online as well!!!!
2,436 likes
JANUARY 9
Tap in to like or comment

- Our “classic” hits—waterfalls, whales and flowers—continued to be crowd pleasers, with posts about wildflower hikes to waterfalls, spring flowers, and Whale Watch Week garnering strong performance across platforms. [Waterfall hikes with wildflowers](#), and [The Bloom Beat Article](#) drove more than 5,256 clicks to the website (44% of all clicks in March) while the [Whale Season UGC](#) was our top post for reach (86,363) and shares (6,666) in March.



Email Marketing

Email List Size Trend



Travel Oregon’s consumer email marketing programs were identified as a key initiative for 2017-2019. The email programs allow for ongoing communication with potential travelers to keep Oregon top of mind.

Total list size was 134,656 at the end of Q3, down 28% compared to the prior year. Year to date, our list was down 29%. In February, we completed a list cleanse to remove inactive subscribers who were negatively affecting our sender score and email deliverability.

Approximately 15% of the cleansed subscribers would have been removed via the forthcoming General Data Protection Regulation⁷ compliance cleanse.

From an engagement standpoint for the quarter, the general and culinary lists increased in open rates, while the outdoor list's open rate dropped 16%. On the other hand, click through rates remained flat or improved for all the newsletter lists across the quarter. Fiscal year to date all lists showed improved open rates, while click through rates for the niche lists declined. Click through for the general newsletter grew by 10.3% to 19%.

Note: We adjusted our email KPI from net gain/loss in subscribers to a change in total list size. This allows us to better visualize the overall growth or decline in our list and is a more accurate way to track list size over time. We also outlined our goal list size for the end of the fiscal year. Due to projected decreases in website traffic and pending database purges in accordance with GDPR, we anticipate a 10% drop in list size for FY 18/19.

PUBLISHING & CONTENT

We produced, published and distributed 49 stories in Q3. The publishing lineup included:

- 5 feature stories: These long-form content pieces were designed to evoke an emotional response and ignite a desire to travel to Oregon.
- 17 news stories: These stories were informational and designed to keep Oregon “top-of-mind” with information about events and happenings within three months.
- 1 guest blogger story: Stories from local Oregon personalities and content partners using their independent voice.
- 5 campaign support stories: created to support the winter marketing campaign
- 15 special project stories: Stories produced to support special partner request and/or specific partner events, including 6 sponsored stories.

Spring seasonal features included an [ADA-adventure guide to visiting the Painted Hills](#), top [waterfalls in the Willamette Valley](#), a spotlight on the [trend of nature-based adventure accommodations](#), a look at [public art and creativity](#) on the Oregon Coast and a video feature on [Freeland Distilling](#), one of the only all-women owned and run distilleries in the world.

Voice

Voice-assistant is expected to be a dominant mode of consumer interaction with 40% adoption expected among US consumers by 2021. Currently, 54.7 million consumers have used or plan to use voice-activated devices to make a purchase. Because voice-activated content also has implications for platform structure and search engine optimization (SEO), we're currently undertaking two pilot projects to explore this.

⁷ GDPR (General Data Protection Regulation) is a new regulation in addition to the Canada Anti-Spam Legislation (CASL) which took effect in 2017

- Amazon Alexa: Currently, 17% of American households have a smart speaker installed. The leading device is the Amazon Echo with 41% market share due to ease of use and purchase. In order to test content discovery on Amazon Alexa⁸, we're developing an Amazon Skill⁹ to allow Alexa users to discover deeper stores about Oregon's wine country.
We're using the skills app to create a wine quiz that will allow users to test their Oregon wine knowledge. After answering a series of questions, the listener will fall into two buckets: wine enthusiasts and wine experts. They'll then be paired with stories about the Southern Oregon wine region or from Oregon winemakers. Both will feature Southern Oregon travel recommendations from the characters. We're currently in the final stages of finishing the skill and producing the podcasts; we're hoping to have this live in time for the culmination of Oregon Wine Month.
- TravelStories: We're also in discovery mode with ODOT to pilot location-based storytelling along our byways. Using an app-based podcast/audio platform (TravelStories) that will enable offline listening, this pilot will test the feasibility of bringing cultural, historical and geographical stories as travelers take road trips across Oregon. For the pilot, we're looking to bring one story to life across the new Marys Peak to Pacific Scenic Byway.

Scenic Byways

As part of our ongoing relationship with ODOT, the team worked to reprint the *Scenic Byways* guide in German, French and Chinese. The German guide was reprinted in Q3 while the French and Chinese guides will be available by mid-summer.

Other content highlights include:

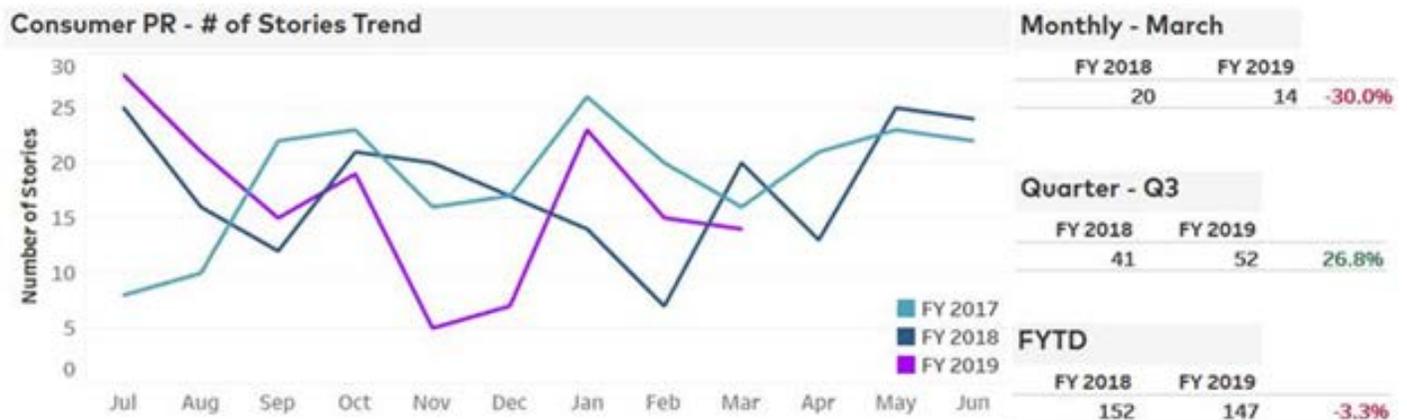
- Plan for Vacation Day support on social media and email with trip ideas that determined [ideal trips based on vacation days](#) and showcased [one-day deals](#) on Jan. 29.
- Continued partnership with Ski Oregon focused on easing congestion with [midweek deals](#), a [midweek first-person story](#) and car-free transportation to Mt. Hood and Mt. Bachelor, as well as featuring [ski camps](#) and frequently updated [conditions and events report](#).
- Highlighting a range of winter activities at seven cities (one per region) with a new [48 Hours Instagram Story](#) pilot series.
- Educating consumers to recreate responsibly with safety and outdoors ethics messaging in "[How to Spring Like an Oregonian](#)" and key tips and considerations in "[Everything You Need to Know Before Visiting Multnomah Falls](#)."
- Reinforcing the diversity in Oregon through feature stories about accessible adventures at the Painted Hills, [local women makers](#), [minority winemakers](#), and the female-run Freeland distillery.

⁸ Amazon's Alexa is the voice-activated, interactive AI bot, or personal assistant, that lets people speak with their smart Amazon devices.

⁹ An Alexa Skill is basically an app that gives Alexa even more abilities, letting users perform more actions through voice-activated controls such as fetching news, sports scores, or playing games.

- Developing content in conjunction with the Only Slightly Exaggerated campaign about [Oregon Solidarity Wine](#), [Clear Lake](#), [hot springs](#), [unique coastal landmarks](#), [dog-friendly hotels](#) and more, as well creating service pieces about the [Sandy River Delta](#) and [Three Sisters](#).
- Targeting trip planners in a specific stage of the visitor lifecycle (VLM), with the [“First-Timer’s Guide to Packing for Oregon.”](#)
- New trip ideas that reflect recent tourism studios: [Great Adventures in Oregon’s Outback](#), [3 Days of Four Rivers](#), [3 Days, 3 Exciting Bike Routes](#).
- Supporting industry initiatives such as the [“Coraline”](#) anniversary tour, the Oregon Coast Public Art Trail, the new [Oregon Shakespeare Festival lineup](#), [cellar season in the Willamette Valley](#), voluntourism opportunities for [Earth Day in the Gorge](#), [spring break trips in Eastern and Central Oregon](#) and car-free [MAX trips around Portland](#).

CONSUMER COMMUNICATIONS



The Communications team had a successful Q3 garnering a total of 52 stories (a 26.8% increase over last year) with a total circulation of 144.5 million and an average story score of 8.05. In comparison to Q3 last year which had 27 stories with a circulation of 171.6 million and average story score of 8. All these stories were a result of proactive/reactive pitches, press trips and ongoing relationships established with media over the years through deskside briefings, editorial meetings and longstanding relationships.

Consumer coverage highlights for Q3

- 1/13/19, TravelChannel.com, [“The Most Famous Home in Every State”](#)
- 1/14/19, Outside.com, [“9 Adventurous Wellness Retreats”](#)
- 1/25/19, WineMag.com, [“The Best Wine Regions for Ski Vacations”](#)
- 2/9/19, TravelAndLeisure.com, [“How a Bunch of Bigfoot Hunters Helped Me See My Home State’s Breathtaking National Forests in a New Light”](#)
- 2/21/19, PDXMonthly.com, [“Head to Oregon’s South Coast for Craggy Beaches and Painted Dinosaurs”](#)

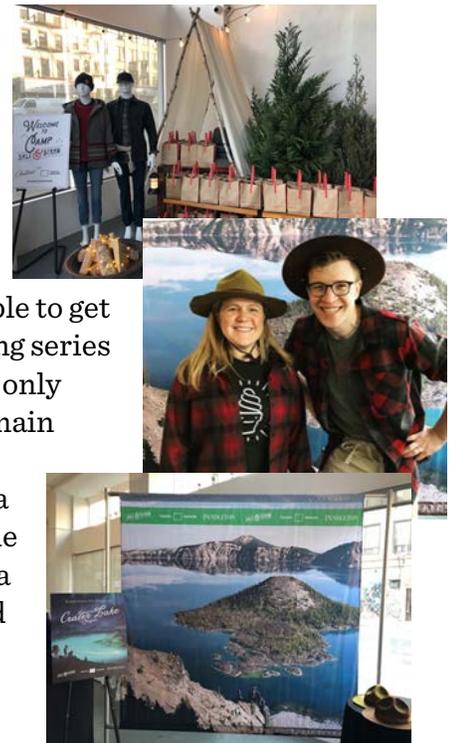
- 2/28/19, MensJournal.com, "[This Windswept Oregon Retreat Offers Adventure at the Edge of the World](#)"
- 3/1/19, ViaMagazine.com, "[Highway 101: The Ultimate West Coast Drive](#)"
- 3/11/19, LATimes.com, "[Where you can ski for less](#)"
- 3/27/19, Outside.com, "[The Best Local Bike Shops Across America](#)"

Q3 Consumer Press Trips

- [Helen Soteriou](#) (Jan. 20-Feb. 1) Helen is a London-based freelancer who sees regular placements in Yahoo! Travel, National Geographic and Los Angeles Times (among other publications). Maxwell PR conducted initial outreach and secured Helen's trip with a confirmed story for Yahoo! Travel about the Oregon Truffle Festival. In addition to attending the festival, she spent time in the Willamette Valley, Portland Region and the Oregon Coast. Although we have yet to see Helen's Oregon Truffle Festival story, she produced two articles from her Oregon trip that appeared in UK publications, including a story on the UFO Festival in McMinnville for the [Daily Mail](#) and a Goonies story for [The Telegraph](#).
- [Mike Carr](#) (March 12-19) We hosted Mike on a last-minute press trip with confirmed stories for SnowGoer and American Snowmobiler. This was our first time hosting a snowmobiling journalist. We worked with Visit Central Oregon who secured lodging in Bend. The stories will be coming out in fall 2019.
- [Alex Schechter](#) (March 12-19) We have had a longstanding relationship with Alex, so it was great to finally get him to Oregon. He came out with a confirmed story from AFAR about the wildfire recovery efforts happening in the Gorge for which we worked closely with the Hood/Gorge region and its tourism partners.

Salt & Straw NYC Media Event

In January 2019, the Global Communications team partnered with Salt & Straw and Pendleton Woolen Mills to execute "Camp Salt & Straw," a NYC pop-up media event announcing the release of this year's June pint series, which is inspired by the great outdoors and camping memories. Flavors include: Berries, Beans & BBQ, Mushroom Muddy Buddies, Buttermilk Pancakes, Bacon & Eggs and Campfire S'mores. The purpose of this pint series is to encourage people to get outside and support the great outdoors. All proceeds from the upcoming series will benefit the National Parks Foundation. As an homage to Oregon's only national park, we created a Crater Lake backdrop that was one of the main visual focal points of the event. Overall, more than 85 media/influencers attended the event and posted on their social media accounts which accounted for 1.2 million overall impressions. Once the June pint series launches, we will be able to track any additional media coverage that comes in highlighting the outdoor and camping-inspired series. This partnership also opened doors for future collaborations with Salt & Straw and Pendleton, both of whom our Global Strategic Partnerships team is enthusiastic to partner with.



Communications Endeavors

- During National Travel and Tourism Week (May 5-11), members of the Communications team and Todd Davidson traveled to key media outlets throughout the state to release our new economic impact numbers. Partners were invited to attend to lend a local perspective.
- The week of May 13, the Communications team traveled to L.A. and San Francisco to meet with top-tier media to pitch Oregon story angles.
- On June 27, Travel Oregon, in partnership with Travel Portland, will hold a Media Marketplace, inviting our partners and key statewide media to get together to highlight happenings in their regions and to introduce the RDMOs as resources for these writers.

Updates for these events will be forthcoming when we report out on Q4 results.

MARKETING INSIGHTS & VISITOR SERVICES

Visitor Life Cycle Management (VLM)

This quarter we hired our new Insights and Planning Coordinator, Roark Hart, who joined the team with prior experience with our marketing platform, Marketo, helping onboard and manage other clients with Marketo.

On the technical side of VLM, we moved closer to being email ready within Marketo. We are finishing up two important tasks: the API integration and database migration. Simultaneously, we have also been working within the platform to build out deliverability campaigns, email templates and performance reports.

We are aiming to be email ready and deliver our first newsletter email by the end of June.

Fulfillment



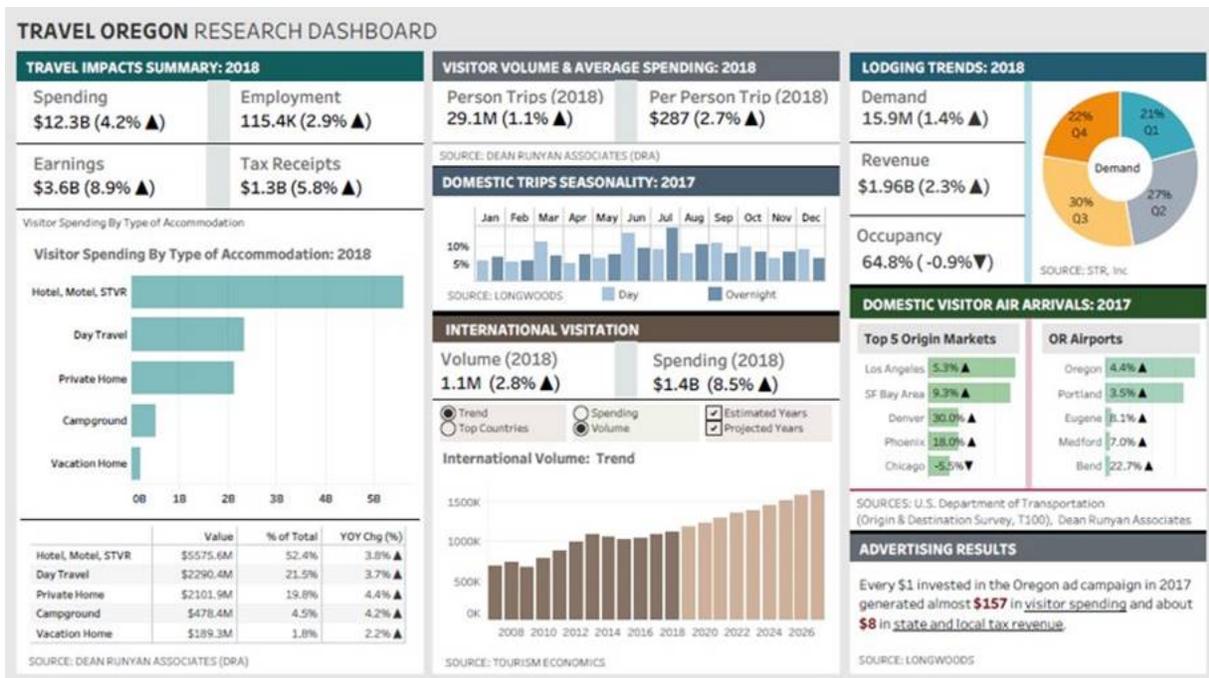
Individual guide orders were down in Q3 (-21.2%) versus the same time last year. Part of this decrease was driven by an issue that prevented mobile users from filling out the guide order form on Safari. The issue was discovered and fixed at the end of April 2019, but it affected

the site between February 19, 2019 through the end of April. Additionally, there was less traffic overall to TravelOregon.com during Q3 (-1.9%).

A dedicated email promoting the arrival of the new 2019-20 visitor guide was delivered on May 17, 2019 and is expected to boost guide orders for Q4.

Research Dashboard

Travel Oregon reports out on key performance indicators to the industry and has developed a new dashboard as a resource to the industry. The dashboard provides a quick view of annual figures from multiple data sources and entry points into detailed economic impact data. This interactive dashboard will be accessible late June to our partners via Travel Oregon’s Research page on the industry website.



TOURISM EXPERIENCE CONTENT

New Oregon Scenic Bikeway Videos

Travel Oregon partnered with Path Less Pedaled to develop the 16th and 17th Oregon Scenic Bikeway videos:

1. The Sherar's Falls Scenic Bikeway Video showcases the new 33-mile Oregon Scenic Bikeway in Central Oregon that originates in Maupin. The video highlights a couple staying at the Imperial River Company in Maupin before they hit the road and ride past Sherars Falls, White River Falls and through Tygh Valley. You can watch the video [online here](#).
2. The Crooked River Canyon Scenic Bikeway Video showcases the new 37-mile Oregon Scenic Bikeway in Central Oregon that originates in Prineville. The video highlights a group of four friends starting from Good Bike Company in Prineville before riding along the Crooked River and the basalt cliffs of the canyon. Other highlights include the campgrounds along the route, fishing opportunities along the river and the cold beer waiting for them back at Good Bike Company when they return. You can watch the video [online here](#).

10 Year Anniversary Oregon Scenic Bikeway Map Update and Celebration

Travel Oregon partnered with Oregon Parks & Recreation Department (OPRD) to update the Oregon Scenic Bikeway Map and to celebrate the 10th anniversary of the program. The logo was updated to acknowledge the 10th year mark and content was added to acknowledge this important anniversary. In addition to the map, OPRD hosted a celebration at the Oregon Capitol on May 3 along with Travel Oregon staff and members of the Oregon Scenic Bikeway Committee.



OREGON TOURISM STUDIO CONTENT

Klamath Basin Tourism Landing Page

Travel Oregon published three new three-day itineraries as a direct result of the Klamath Basin Rural Tourism Studio that occurred from October to December 2017. The itineraries were developed in partnership with the local tourism studio steering committee and highlight the key themes of cultural heritage, agritourism opportunities and cycling-related outdoor recreation that were discussed during the workshop series. The online content also includes new photography of Klamath County that Travel Oregon funded in partnership with Discover Klamath in fall 2018 to increase the amount of destination marketing images available to promote the area moving forward.

You can review each itinerary using the links below:

- [A Road Trip Through Klamath Basin History](#)
- [Get a Taste of the Klamath Basin](#)
- [Cycling the Klamath Countryside](#)

Travel Oregon also worked with the Klamath Basin community leaders to publish a landing page on TravelOregon.com in March 2019. You can review the Klamath Basin landing page [online at traveloregon.com/places-to-go/regions/klamath-basin/](https://www.traveloregon.com/places-to-go/regions/klamath-basin/).

Looking ahead, Travel Oregon will host a workshop in June 2019 for the towns located in Klamath Basin to enhance the content for each of their city pages on TravelOregon.com. We plan to publish robust city pages for all of the communities in the Klamath Basin by the end of 2019.

Oregon's Outback Outdoor Recreation Studio

Travel Oregon published a new three-day itinerary as a direct result of the Oregon's Outback Outdoor Recreation Studio that occurred in April 2018. This itinerary was developed in partnership with the local steering committee and showcases a three-day itinerary of the area. Each day of the itinerary focuses on a different key theme from the workshop series, (for example geological history, local outdoor recreation trails and cultural history). At the same time highlighting the not to miss local businesses like Summer Lake Hot Springs resort and the Cowboy Dinner Tree along the way. You can review this itinerary [online here](#).

Four Rivers Culinary & Agritourism Studio

Travel Oregon published a new itinerary as a direct result of the Four Rivers Culinary and Agritourism Studio that occurred in April 2018. This itinerary was developed in partnership with the local steering committee and highlights the key themes that were discussed during the workshops. These themes include access to great food and water recreation while traveling through rich cultural and geological history sites. You can review this itinerary [online here](#).

Greater Tualatin Valley Outdoor Recreation Studio

Travel Oregon published a new three-day itinerary as a direct result of the Greater Tualatin Valley Outdoor Recreation Studio that occurred in May 2018. The purpose of this itinerary was to showcase three days of cycling within the area that brings visitors along the Tualatin Valley Scenic Bikeway, gravel logging roads and the scenic views along Hagg Lake. This itinerary also showcases all the Bike Friendly Businesses in the area along with other do not miss businesses like Maggie's Buns in Forest Grove. You can review this itinerary [online here](#).

Travel Southern Oregon Coast

In summer 2018 the board for the Travel Southern Oregon Coast approached Travel Oregon for assistance on developing a digital presence for the burgeoning organization. As a result Travel Oregon partnered with Travel Southern Oregon Coast to publish a landing page for the organization on TravelOregon.com. The landing page is accessible by visiting [TravelSouthernOregonCoast.com](https://www.TravelSouthernOregonCoast.com) and highlights the key themes of agritourism, adventure cycling and water recreation that were discussed throughout the Wild Rivers Coast and Southern Oregon Coast tourism studios.

Looking ahead, Travel Oregon will continue to work with Travel Southern Oregon Coast to build its digital presence by enhancing the content for each of the city pages on TravelOregon.com for towns within the Travel Southern Oregon Coast subregion by the end of 2019.

SUPPORT AND EMPOWER OREGON'S TOURISM INDUSTRY

Provide development and training opportunities to meet the
evolving tourism industry needs

INDUSTRY SERVICES

2019 Oregon Governor's Conference on Tourism

The 35th Oregon Governor's Conference on Tourism was held April 14-16, 2019 in Eugene. Overall, there were 573 industry members in attendance which included registered conference attendees as well as guests to the Oregon Travel & Tourism Industry Achievement Awards, Night Out at Autzen Stadium and Travel Oregon staff. There were over 100 people who added their name to a wait list of which about half were ultimately able to register to attend the conference.

Sponsors and Exhibitors

There were 41 exhibitor partners and 26 sponsor partners who's support of the conference helps to keep the costs affordable for attendees. Without their support this conference would not be possible! Please see the appendix for a full list of sponsors and exhibitors.



Photo credit: Timothy Bishop

Educational Sessions

There were 55 industry experts who spoke at Four Keynote Sessions and 14 Workshop Sessions. The conference venue and headquarter hotel was the Hotel Eugene (soon to be Graduate Eugene). Conference registration and the headquarter hotel room block opened mid-January 2019 and the room block filled up on the first day. Attendees were able to book rooms at five other conference overflow Eugene area hotels. From the hotel room pick up reports received to date; the conference generated approximately 570 hotel room nights in Eugene (a few overflow properties reports not in yet so final number may change slightly).



Photo credit: Timothy Bishop

Award Recipients

Congratulations again to all of the 2018 Travel and Tourism Industry Awards recipients:

The Oregon Tourism Stewardship Award was presented to [Friends of The Columbia Gorge and Mt. Hood & Columbia River Gorge Regional Tourism Alliance](#) for the development of the Trailhead Ambassadors Program.

The Oregon Tourism International Sales & Development Award recognized [Meg Trendler](#), Travel Lane County for excellence in the creative sales, marketing and development of Oregon as a destination in the international marketplace.

The Oregon Niche Tourism Award was awarded to two recipients this year: The award was presented to [Visit Tillamook Coast](#) for the development of the North Coast Food Trail.

The co-honoree is [Oregon Adaptive Sports](#) for providing snow opportunities to members of the community with disabilities.

The Oregon Tourism Development Award went to [IN A LANDSCAPE: Classical Music in the Wild](#) was awarded for their unique outdoor concert series.

The Oregon Tourism Leadership Award recognized [Bob Hackett](#) with Travel Southern Oregon for his leadership and vision in the Southern Oregon's tourism industry.

The Oregon Tourism Digital Marketing Award went to [Explore Lincoln City](#) campaign, "Random Acts of Findness."

The Oregon Tourism Communications Program or Initiative Award was awarded to the [U.S. Forest Service, Willamette Valley National Forest, Choose Outdoors and the Willamette](#)

[Valley Visitors Association](#) were recognized for their work on the U.S. Capitol Christmas Tree Campaign.

The Overall Oregon Tourism Marketing Program Award went to [Visit McMinnville](#) for the creation of a timeless brand that represents the town's personality and a campaign that put new brand assets and voice to work in key target markets.

The first ever Oregon Guest Service Award recognized [Kennedy Oloya](#), the Guest Service Lead for the Mark Spencer Hotel in Downtown Portland, for his exemplary guest service.

The Oregon Tourism Innovative Partnership went to [South Coast Regional Tourism Network, Pressing Sand](#) for partnerships and collaboration in their region.

Oregon Governor's Tourism Award

This year the state's most prized recognition went to [David Zielke](#), Director of Air Service Development at the Port of Portland. David was honored for his leadership and commitment overseeing recruitment and retention of strategic air service for Portland International Airport.

Full press release is [here](#).

Night Out

The Night Out at Autzen Stadium featured over 20 local Lane County restaurants, wineries, distilleries, breweries and cideries as well as the University of Oregon mascot, cheerleaders and band. Many of the businesses were part of the new South Willamette Valley Food Trail. Travel Lane County and the University of Oregon really rolled out the 'green' carpet for the attendees! Thank you to Travel Lane County, Willamette Valley Visitors Association, South Willamette Wineries Association and Heritage Distilling for sponsoring this fun evening.





Photo credit: Central Oregon Film Office

Title Sponsor Graduate Eugene

The Graduate Eugene, set the bar high as the first ever conference title sponsor with all sorts of fun treats in their booth at every exhibitor break. Travel Oregon is so appreciative of their support!



Photo credit: Central Oregon Film Office



Photo credit: Timothy Bishop

Travel Lane County Dine Around

New this year was a Dine Around on Monday night organized by Travel Lane County. Travel Lane County staff invited first time attendees to dinner with them at several different restaurants so everyone had a chance to make new friends this evening. Conference attendees had 28 restaurants to choose from and sponsors and exhibitors took advantage of the opportunity to invite clients out to dinner this night too.



Photo credit: Timothy Bishop

Future Conferences

April 26–28, 2020

Rural Tourism Conference
Sunriver Resort
Sunriver, OR

April 11–13, 2021

Oregon Governor’s Conference on Tourism
Oregon Convention Center
Portland, OR

OREGON TOURISM STUDIOS

Mid-Willamette Valley Culinary & Agritourism Studio

In partnership with Albany Visitors Association and Visit Corvallis, Travel Oregon delivered a Culinary and Agritourism Studio in the Mid-Willamette Valley region on March 20-21, 2019 in Corvallis. For the purpose of this studio, this region was defined as the communities of Corvallis, Philomath, Alsea, Monroe, Albany, Lebanon, Sweet Home, Brownsville and the greater Mid-Willamette Valley. This program was designed for those interested in developing unique visitor experiences like farm stands, tasting rooms, and hands-on culinary and agricultural tours.

Destination Development hosted 43 local participants for a one-and-a-half-day workshop and evening familiarization tour of local culinary and agricultural assets. Three action teams were formed around these projects that participants prioritized during the Studio:

- Develop an Oregon Food Trail under Travel Oregon's Food Trail brand guidelines
- Develop a trip idea itinerary focused on agritourism experiences
- Cultivate robust content and listings to improve presence on TravelOregon.com and partner websites

This region will be focused on building new product as well as building capacity to support these efforts in the coming 6-18 months.

Clackamas River Recreation Studio

In April, Travel Oregon hosted its first Outdoor Recreation Studio focused exclusively on river recreation; the focus of this studio was the entirety of the Clackamas River from source to where it flows into the Willamette River. This project included three workshop segments held in the communities of Estacada and Oregon City. The first workshop was dedicated to the upper river – everything above Estacada and the second workshop focused on the lower river – from Estacada to the mouth. The final workshop brought everyone together for a final river-long strategy and planning session.

Approximately 50 community leaders participated throughout three workshops and two familiarization tours. A comprehensive set of strategies were developed in collaboration with the convening organization, Clackamas County Tourism and Cultural Affairs, as well as a 15-person Steering Committee made up of related organizations. Those strategies were expanded and detailed by participants in the final workshop. The final priority action teams as well as follow-up funding plan for implementation will be confirmed in a final post-studio steering committee meeting.

The Destination Development team will work closely with Clackamas County Tourism to support these action teams and provide technical assistance to reach project completion within 6-18 months.

The key impact areas that the region prioritized included:

1. Connect downtown Estacada to the river
2. Increase community engagement and partnerships
3. Improve visitor comfort and sense of safety
4. Increase diversity of guided recreation opportunities
5. User capacity management
6. Communication strategy development
7. Create a tourism-focused recreation network to support regional development, marketing, and communications efforts

OREGON TOURISM STUDIO FOLLOW-UP

Oregon South Coast Regional Tourism Network

This year's Oregon Tourism Innovative Partnership Award at the Governor's Conference went to the Oregon South Coast Regional Tourism Network. This award recognizes organizations or businesses that have successfully entered into a traditional or non-traditional partnership that resulted in an enhanced visitor experience. The cities on the Southern Oregon Coast – from Brookings to Reedsport and inland through the Oregon Coast Range – are breaking new ground when it comes to partnerships and collaboration.

Through a series of Oregon Tourism Studios and collaborative projects, this sub-region was able to embrace the idea that they are stronger together than they are as individual communities. Together, they created the [Oregon South Coast Regional Tourism Network](#) (OSCRTN) that regionally collaborates to enhance economic development through sustainable tourism. As a rural area, they are interested in sharing the raw beauty of their region in a way that is respectful to the environment and those who call it home. The network is intentional about leveraging relationships, opportunities and dollars.

North Coast Tourism Management Network

The workshops have concluded, but the work is just beginning for the participants and attendees of the North Coast Destination Management Studio. The newly created North Coast Tourism Management Network is formed by a leadership team that includes the network coordinator, core leaders, project team leaders, the original steering committee, and active community participants.

The studio attendees identified five critical action areas that do not already have strong organizational support behind them. Action teams have formed and developed a work plan for each action area that represents the whole region, geographically and across different economic sectors. These initial projects are in development now:

- **Align and enhance regional marketing:** The first priority for this action team is to develop a database of contacts for sharing information with media, groups, government and more. Once the “encourage stewardship behavior” messaging is developed, this action team will utilize and promote the content across all communications channels.

- **Improve and diversify visitor transportation options:** This action team is working to find ways to encourage visitors to use alternate transportation to and around the coast, and incentives and outreach are being developed to encourage it. This will help reduce peak season traffic, especially along Highway 101.
- **Enhance outdoor recreation experiences:** This action team will develop a Trailhead and Beachhead Ambassador pilot program at four locations on the North Coast. The goals of Ambassadors are to provide information on area activities, reduce congestion at popular locations by suggesting alternative, nearby trails and beaches, and communicate safety and stewardship.
- **Encourage stewardship behavior:** Using the [Ready, Set, GORge!](#) model deployed in the Columbia River Gorge, and the [Haystack Rock Awareness Program](#) in Cannon Beach, the goal of this action team is to educate and inform residents and visitors about diverse stewardship practices such as: how to enjoy and interact with native wildlife and vegetation, how to recreate safely in fragile coastal ecosystems, responsible waste disposal, etc. The action team will work with a facilitator to develop new messaging techniques to reach a wider audience.
- **Champion the value of tourism:** Clarifying and communicating the economic impact and value of tourism to North Coast communities is important at a time when residents are concerned about issues stemming from high visitation to the region. This action team will develop a tourism ambassador program for the region. Local proponents will engage with residents and visitors to highlight and champion the value of year-round, managed tourism and the positive impacts it has on each coastal community.

South Willamette Valley – Culinary and Agritourism Studio

The South Willamette Valley Food Trail (“Trailblazers”) Action Team successfully created a South Willamette Valley Food Trail brochure and accompanying online content. The food trail’s launch took place at the 2019 Oregon Governor’s Conference on Tourism’s night out at Autzen Stadium, where businesses from along the food trail came together to share samples of their offerings from the bounty of the southern Willamette Valley. See the Oregon Food Trail section above for more information on the South Willamette Valley Food Trail.

Oregon’s Outback – Outdoor Recreation Tourism Studio

One of the three action teams coming out of the Oregon Outback completed their first geologic features brochure. This collateral piece includes information on the features, how to access and visit safely, what to bring, and when to visit. This map, focused on Bullards Canyon, is the first in a series of trails map to be created for the Lake County region.

The Oregon Outback trails team has finalized their first trail map that highlights the trails closest to the Town of Lakeview. This collaborative effort included multiple local and regional partners for the design and printing. In addition, the team has worked with a local family and their RDMO to secure funds to include trail signage for the unmarked trails. This effort is the first of a larger effort to map and sign the major trails throughout the county.

Greater Tualatin Valley

This region has recently finalized eight bike hubs around the Washington and Columbia County region. These projects involve securing a hub location, acquiring/installing hub equipment. While a total of 14 locations have been identified, the other six will still need to be completed.

The Greater Tualatin Valley Cycling Hub Map has been finalized and printed. The map shows directions, terrain, and amenities to improve awareness and accessibility of the destination's offerings for cyclists.

Klamath Basin

The Klamath Basin Outdoor Recreation Trails team has completed their regional bike map. This has been designed and printed for use within the 2019 spring and summer seasons.

The Agritourism Action Team coordinated their first Klamath Basin Agritourism Meet + Greet convening and regional farm tour. Roughly 30 attendees participated in the full-day workshop and a tour which included a visit to five farms, ranches and agricultural operations that welcome visitors. Additionally, the Action Team has worked to place row crop signage that educates locals and visitors while visiting local agriculture-based businesses.

The Cultural Heritage Action Team has created their first regional GPS audio driving tour highlighting cultural heritage elements of the Klamath Basin. This bi-state project has engaged key stakeholders such as Cheewa James, Tribal Representative and Speaker for the Modoc Tribe, and other tribal speakers to narrate native history and stories. This experiential tour gives visitors an opportunity to experience a sense of place and richness that is not visible without context. This hour-long drive enhances the visitor stay into a 3-and-a-half-hour interactive experience.

OUTDOOR RECREATION DEVELOPMENT

Oregon Outdoor Recreation Network

The Oregon Outdoor Recreation Network remains focused on the shared purpose: ensuring access to world-class outdoor recreation for everyone. The core team continues to meet weekly, coordinating the activities of the six action teams and planned the program for the Oregon Outdoor Recreation Summit in May 2019.



In May, Travel Oregon published a 20-page [Phase II Update](#) report for the Oregon Outdoor Recreation Network that was made available to attendees at the Oregon Outdoor Recreation Summit. The next meeting of the OORN active partners will be in early June 2019.

The Network was created to cultivate and regularly convene a network of outdoor recreation stakeholders (businesses in the industry, community leaders working on projects, tourism, policymakers, etc.) throughout the state. In spring 2019, two core team members Stephen Hatfield and Cailin O'Brien-Feeney, representing Travel Oregon and the Office of Outdoor Recreation, respectively, visited six regions of Oregon, meeting with conveners of outdoor recreation groups. The purpose of this trip was to better understand local needs, share information about the Oregon Outdoor Recreation Network, discuss ideal mechanisms for communication, and learn how the network can help support the advancement of local goals and objectives. After these regional meetings, participants were asked to complete a survey to help provide more insights into how they work at the local level. Findings from the tour and the survey were shared by Travel Oregon and network design strategist Garrett Brennan with Three Pin Strategy + Design at the Oregon Outdoor Recreation Summit in May 2019.

Oregon Outdoor Recreation Network Action Team Progress Updates

Communications Action Team: The Communications Action Team (formerly Marketing & Communications Action Team) was created to develop and deploy a statewide communications plan for responsible recreation in Oregon. The communications plan will address topics like “Leave No Trace” principles, stewardship, preparation, appropriate gear and other outdoor recreation issues common across the state. Further details will be shared during the Oregon Outdoor Recreation Update at the meeting in Joseph this June.

Diversity in the Outdoors/Roadmap to the Outdoors Action Team: As Oregon’s First Gentleman, Dan Little has made it his personal passion to increase access to the outdoors for all Oregonians. Dan’s initiative, titled Roadmap to the Outdoors, serves as an action team focused on reducing barriers for people getting outdoors and increasing the engagement of youth and under-represented communities. Strategies for success are built around improved marketing and communications, infrastructure, transportation, education and representation on leadership boards and commissions that reflect the demographics of Oregon. A team of partners convenes monthly to advance these recommendations and helped developed content for a dedicated track at the Oregon Outdoor Recreation Summit in May 2019.

In partnership with the Oregon Outdoor Recreation Summit, Governor Kate Brown and First Gentleman Dan Little invited a group of 25 equity leaders to join them along with Rue Mapp, founder of [Outdoor Afro](#), for a hosted dinner and conversation on how to continue the work of building a welcoming outdoors for ALL Oregonians.

Economic Impact Action Team: The Economic Impact Study Action Team is focused on delivering a statewide study that will estimate the economic impact and economic contribution of outdoor recreation in Oregon. The study 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). The action team has released a Request for Proposal to hire the firm that will conduct the study. Six teams submitted at time of writing this report, one firm is being contacted for a final interview with the intention of finalizing the selection by June 2019.

Signature Trails Action Team: The Signature Trails Action Team was created to identify and collectively support the development and ongoing maintenance of priority signature trail systems that have the potential to be world-class and, when completed, will make a major difference in Oregon. In spring 2019, the Signature Trails Action Team hired [Alta Planning and Design](#) to develop a mock digital guidebook that outlines a future vision of the Oregon Coast Trail for an integrated experience that includes access to transportation and lodging providers and consolidated info on guides and outfitters. This resource will be used to help advance the Oregon Coast Trail project and initiate conversations with land managers, potential funders and elected officials about the potential of signature trail projects across the state.

Transportation Action Team: The Transportation Action Team was created to complete a statewide transportation strategy that identifies tourism and outdoor recreation transportation solutions for high-use areas. In spring 2019 the action team began negotiating a contract with the University of Oregon to focus on providing transportation strategies to the outdoors from the Eugene area, leveraging the much anticipated 2021 IAAF World Track & Field Championships coming to Eugene. This contract is currently being finalized.

2019 Oregon Outdoor Recreation Summit

On May 13-14 of 2019, Travel Oregon, Oregon State University, the Governor's Office and the Oregon Office of Outdoor Recreation hosted the [2019 Oregon Outdoor Recreation Summit](#) at the Riverhouse in Bend; Travel Oregon produced and provided the primary funding for the Summit. The Oregon Outdoor Recreation Summit convened all sectors of the state's outdoor economy for a conversation to help ensure sustainable access to world-class outdoor recreation experiences for all Oregonians. A total of 331 individuals attended the Summit, including statewide stakeholders, industry professionals, elected officials, research scientists and land managers that play a key role in Oregon's outdoor recreation community.



The Summit also featured twelve breakout sessions within the following four tracks: Place and Infrastructure; Business and Policy; People and Access; and Communication and Education. The Oregon Outdoor Recreation Network leadership team and key program partners will debrief the Summit and consider future plans in the coming month.

Office of Outdoor Recreation

In April 2019, Governor Brown tasked the Oregon Office of Outdoor Recreation with convening a Governor's Task Force on the Outdoors. In directing the office to spearhead this work, Governor Brown set forth the purpose to "recommend policies, legislation and initiatives to support economic development in both rural and urban areas, balance improved outdoor recreation access with resource protection, and increase outdoor recreation participation, especially among youth and traditionally underserved communities". This diverse group of citizens and public servants will work to build upon and accelerate statewide efforts already underway. The initial meeting of the task force will be in late May 2019. In April 2020, the group's final recommendations will be delivered to Governor Brown, the Oregon Legislative Assembly and the Oregon State Parks and Recreation Commission.

CULTURAL HERITAGE DEVELOPMENT

Oregon Trail Coalition Cultural Heritage Meeting Report

In December 2018 the Oregon Trail Coalition group met for a meeting facilitated by Randy Harrington to explore the future state of the Coalition as well as cultural heritage tourism in Oregon. A final report was published in late April, with key findings including:

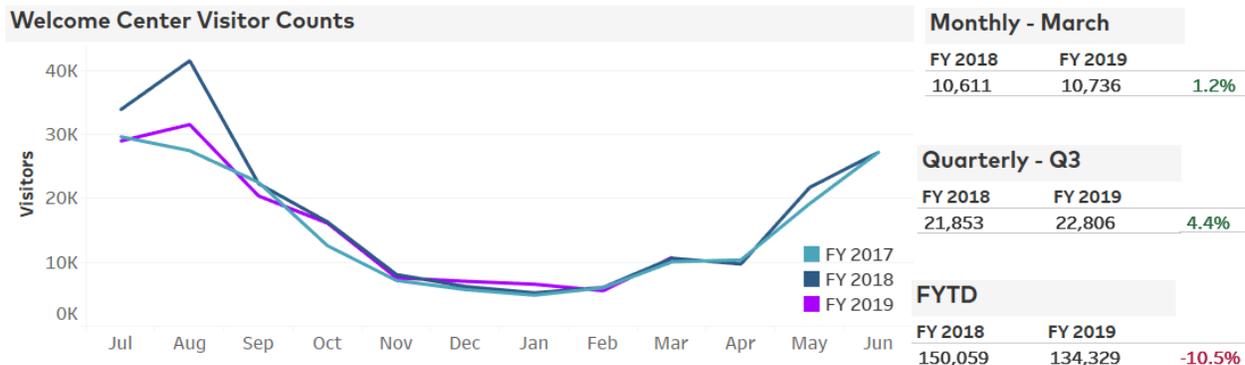
- **Inclusion:** How do we invite and attract the voices of those that have been historically excluded or marginalized in narratives around Oregon’s culture and heritage?
- **Vision:** What is the potential for integrating cultural and heritage resources in the overall fabric of tourism in Oregon? What would success look like?
- **Experience:** The potential of this effort is dependent on the ability to generate compelling experiences for visitors. How do we develop this capacity within our communities, museums, and heritage organizations?
- **Leadership:** Who is the convener for these efforts? Are we able to move from leader to follower roles easily? How do we develop leadership in this space?

As a milestone for consideration, the Heritage Conference will be held in 2020 where many of the players referenced in this report will be present. We discussed developing a framework or pitch that could galvanize the effort to better align cultural heritage and tourism.

Implement industry leading visitor information network

WELCOME CENTERS

Oregon Welcome Center visitors counts for Q3 were up 4.4% compared to FY 2018. January posted a 26% increase in visitor traffic over 2018, with the Brookings, Seaside, and PDX centers leading the most significant contributions for the month: 47% (891 vs. 607), 44% (830 vs. 578) and 31% (2,492 vs. 1,908) respectively. The Brookings and Seaside centers both attributed the rise in visitation specifically due to the campaign posters. Visitors came to the center locations knowing the posters were available, and they shared their adventure of collecting the different poster themes. The Klamath and Ontario Welcome Centers open Q4 on May 1, 2019.



Note: Oct 2018 visitor counts from the Klamath Falls WC that were not included in the Q2 report have been added to the Welcome Center Visitor Count data as of this report.

Boardman Welcome Center

Welcome center branding updates were made to the interior of the Boardman Welcome Center (also the SAGE Center) in March. The new, official welcome center logo and artwork from Oregon's regions serve to position the center as an important part of the official Travel Oregon Welcome Center program, enhance the visual elements of the center and better define the purpose of the space.



Branding updates at Boardman Welcome Center

Ashland Welcome Center

A contract with Travel Southern Oregon was executed for the management and operations of the new center effective May 1, 2019. Travel Southern Oregon will proceed in recruiting and securing staff for the center.

Per ODOT, substantial completion of the welcome center building and rest area facility is still slated for May, although later than previously estimated due to minor construction delays. We are coordinating with ODOT to determine our interior installation date, as well as dates for a potential private event prior to a public opening in June. Coordination for special grand opening activations and marketing giveaways are under way and will include local partners.

The upcoming Welcome Center Spring Season Kickoff meeting will convene in Ashland May 16- 19. Managers from each center will be briefed about pertinent information their teams will need to know to better serve visitors. The meeting will include a regional update by the RDMO, Travel Southern Oregon. The staff will also take a hard hat tour of the Welcome Center and learn about local attractions during a FAM tour.



Fully realize statewide, strategic integration of OTIS (Oregon Tourism Information System)

OREGON TOURISM INFORMATION SYSTEM (OTIS)

The Q3 focus with OTIS was building and launching infrastructure to make it easier for partners to update content. We also tackled our backlog, with the bulk of time spent building out and launching the Rest API Integration Application (RAIA).

RAIA enables us to meet partners where they are at (rather than requiring them to login to our platform and duplicate efforts between databases). For example, the United States Forest Service does not use OTIS to manage its data; however, we want to receive real-time updates from its database. RAIA will help us efficiently receive updates automatically, at more regular intervals (via Application Programming Interface, aka: API) instead of manually (via spreadsheets).

Our first test case was the Oregon Wine Board (OWB), who recently released its own API that OTIS now leverages. The wine data in OTIS is now powered by the OWB API, which gets updated nightly as opposed to the annual, manual update. The integration with the OWB data went live just in time for the Oregon Wine Symposium on February 11, 2019, where it was announced that wineries would be able to update their TravelOregon.com listing by simply updating it with OWB.

Partnerships:

We are actively working on the following content integrations.

- Tillamook Chamber: The Tillamook Chamber decided to integrate with OTIS, and our team has been working closely with its developers on scoping out that integration. It will likely go live in Q4.
- Travefy: Travefy is a software platform Travel Oregon uses to collaborate with RDMOs to create media and travel trade familiarization (FAM) itineraries. There is duplication of efforts for partners who use both Travefy and OTIS as they are creating listings in both systems.

Deploy tourism programs (e.g. RCTP, Competitive Grants)
in a powerful way that fulfills unique opportunities and
challenges as defined by the tourism industry

GRANT PROGRAM

Oregon Wine Country Plates Matching Grants Program

On April 24, 2019, Travel Oregon awarded five projects a total of \$125,500 in grant funding through the Oregon Wine Country Plates Matching Grants Program. The awarded projects will be completed by May 2020. [View the awardee list](#). Reminder: Travel Oregon administers this grants program; revenue comes from the sales of the Oregon Wine Country license plate.

Competitive Small Grants Program

Travel Oregon will begin accepting online applications for its Competitive Small Grants Program on May 20, 2019, with an application deadline of June 19, 2019. The grant award announcement will occur on Sept. 12, 2019. Eligible projects may be awarded up to \$20,000. There is a required 10 percent cash match from applicants. Prior to receiving access to the online application, potential applicants must complete a [project idea form](#) which is sent directly to their RDMO to help create greater awareness and potential alignment of projects happening in each region. Two new additions to the 2019-2020 Grants Guidelines include:

- 1) Application to for-profit businesses for funding to attend Travel Oregon conferences/trainings (examples are Oregon's Rural Tourism Conference, Oregon Governor's Conference on Tourism, Oregon Guest Service Training)
- 2) Applicants who fail to meet the eligibility requirements or submit incomplete applications will be notified by Aug. 12, 2019 that their application has been disqualified from consideration for funding. This will allow ineligible applicants to move forward sooner and search for additional funding sources.

Learn by Doing Grant Writing Workshop – The Dalles

In efforts to bolster the quality of grant applications submitted by the Mt. Hood/Columbia River Gorge region, Travel Oregon teamed with the region's RDMO to offer scholarships for a four-week grant writing training being held in The Dalles (mid-May-June). The [Learn by Doing Grant Writing Workshop](#) is conducted by Meredith Howell of NeighborWorks Umpqua and sponsored by the Nonprofit Board Training and Resources. Additional sponsors for the training include The Ford Family Foundation and the Oregon Community Foundation.

Funder Familiarization Tour

In conjunction with the Oregon Governor's Conference on Tourism, Travel Oregon's grants team worked with Travel Lane County to connect with a pair of entities in Lane County who are in the midst of seeking funding for projects. Travel Oregon, the Oregon Community Foundation and the Willamette Valley Visitors Association spent 45 minutes visiting and learning more about funding needs at the Applegate Regional Theater in Veneta and the

Cottage Grove Carousel project in Cottage Grove. Both non-profits were provided with ideas for next steps to bring their project to life and Travel Oregon gained insights from the Oregon Community Foundation who often conducts similar site visits with potential grant applicants.

Plan Approval Update

The next steps in the plan approval process are currently in motion. Travel Oregon staff is slated to approve plans by the June 30th.

April 23 & 29, 2019:

- The seven designated RDMOs met with all Travel Oregon Departments (Global Marketing, Global Sales, Global Strategic Partnerships, Destination Development, Operations).
- The intent of these meetings was to address draft plan feedback provided in the initial RFP review process, as well as an opportunity for plan improvements, review investments made in Menu of Investment Opportunity tactics, determine additional opportunities for alignment, and discuss how departments and RDMOs would like to interface on investments.

REGIONAL COOPERATIVE TOURISM PROGRAM

Plan Approval Update

April 2 – May 1, 2019:

Stakeholder Feedback Process on 2019-2021 Draft Plans:

In conjunction with Travel Oregon's Strategic Draft Plan, the Draft Regional 2019-2021 Plans were posted online utilizing a program called Focus Group It. Results were distributed back to the regions and will be incorporated into the finalized plan development. A total of 208 regional stakeholders participated in this process.

RCTP Timeline

May 31, 2019: Final 2019-2021 Plans Due

June 10, 2019: RDMO Meeting – Joseph, OR

June 10, 2019: Commission Briefing – Joseph, OR

- Regions to present to the Commission their final plans

June 11, 2019: Commission Meeting – Joseph, OR

- Oregon Tourism Commission to approve 2019-2021 RDMO plans

CHAMPION THE VALUE OF TOURISM

Grow and align strategic partnerships to leverage resources
and capacity to address key issues

STRATEGIC PARTNERSHIPS

LAIKA Partnership/Coraline 10th Anniversary

To celebrate the 10th anniversary of “Coraline,” Oregon-based animation studio [LAIKA](#), in partnership with [Oregon Film](#) and [Travel Oregon](#) teamed up to take the Oscar-nominated film on a tour across the state in an effort to help with wildfire recovery projects. Part of the #OregonMade Film Series, Coraline was shown in eight communities including six historic theatres across the state – from Astoria’s Liberty Theatre to Ashland’s Varsity Theatre – approximately 1,200 moviegoers raised more than \$10,000. All proceeds will directly benefit the North Umpqua Trail Project and the Lower Deschutes River Post-Fire Restoration Project. This was a cross-functional agency effort that was led by Global Strategic Partnerships and leveraged by Communications and Integrated Marketing. The Communications team wrote and distributed a [press release](#) and pitched media across the state. Overall the promotion garnered coverage in 14 outlets with a circulation of 28.9 million and an average story score of 8.3/10.

Oregon Wine Growers/Crush on Oregon

Travel Oregon is partnering with the Oregon Winegrowers Association to support their first public tasting event June 2, 2019 at Castaway Portland. The event is expected to see over 1,000 consumers and will include a full day of wine tasting, local eats, and entertainment. Attendees will have a chance to taste wine from 40+ Oregon winemakers, with representation from around the state. A portion of the proceeds from wine sold at this event will be donated to the Oregon Food Bank. The Oregon Winegrowers Association is the only statewide organization speaking on behalf of Oregon’s vineyards and wineries to decision-makers in Salem and Washington, D.C. to ensure the community’s continued success.

Women in Wine – Fermenting Change Across Oregon

Women in Wine: Fermenting Change is Oregon’s first event dedicated to advancing and supporting women in all facets of the Oregon wine industry. Travel Oregon will be a key supporter of this event, which will take place on July 8, 2019, at Willamette Valley Vineyards. The mission is to educate wine professionals on the unique challenges and opportunities that women face, and to provide practical solutions for a positive, inclusive way forward. The event seeks to elevate and inspire, developing change leaders, and role models for the wine industry: advocating and activating for diversity and gender equality, and fostering mentorship to be a strong example for the wine industry.

Outdoor Retailer Summer Market

Travel Oregon will attend Outdoor Retailer Summer Market June 18-20 in Denver, Colorado. The show is North America’s largest tradeshow in the outdoor industry drawing attendees from around the world. The show will allow Travel Oregon the opportunity to network with decision makers, media, influencers, stakeholders and athletes that influence the outdoor market. The show is also an opportunity to strengthen and develop key partnerships that can assist with the great work already happening across the state to help make the outdoors accessible to all Oregonians.

COLLABORATIONS WITH OTHER STATE AGENCIES

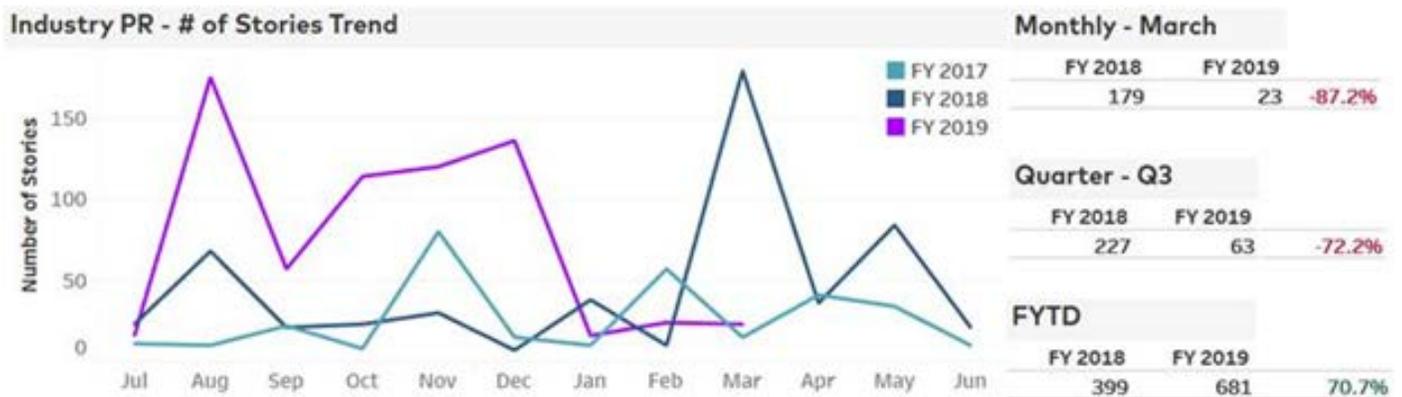
2019 Nevada Rural Roundup

Travel Oregon’s Destination Management Specialist, Andrew Grossmann, delivered a keynote presentation to kick off Travel Nevada’s 29th Rural Roundup conference in Fallon, Nevada on April 11, 2019. Travel Nevada is in the process of exploring what creating a destination development team could look like for its organization and invited Travel Oregon to provide an overview of its development programming to inspire attendees to consider how to apply the lessons learned from Oregon in Nevada. A copy of the slide deck presented is available [online here](#).

Rural Roundup is Travel Nevada’s rural tourism conference and receives more than 200 attendees. As Travel Oregon begins to plan its first rural tourism conference for April 2020 the partnership with Travel Nevada will be helpful in planning the scope and scale of the conference.

Empower and equip Oregon’s tourism industry with power of travel and issue-oriented messages

INDUSTRY COMMUNICATIONS



Industry coverage for Q3 included 63 total stories, a circulation sum of 43 million and an average story score of 7.7. We are 71% ahead of our FYTD story number total compared to last year at this time. However, it's challenging to compare to last year's Q3 due to the launch of OSE last March. As we know, last spring's campaign produced incredible, viral coverage resulting in 226 stories with a circulation of 594 million and average story score of 8.2. Overall, we were pleased with our Q3 outcomes because we were ahead of our FYTD stories for the year and already met our annual story number goal number of 597 stories (we currently have 681 stories).

Industry coverage highlights of Travel Oregon-influenced coverage for Q3

- 1/4/19, TheRinger.com, "[Stay Wild: How Parks Departments Are Keeping Up with Instagram Chasers](#)"
- 1/8/19, Oregon Wine Press, "[Refining Wine](#)"
- 1/28/19, TheNewsGuard.com, "[TOURISM: Growing the Coast's Economy](#)"
- 2/11/19, KXL, "[Happy 10th Anniversary 'Coraline'](#)"
- 2/13/19, StatesmanJournal.com, "[Oregon Solidarity Wines benefiting Rogue Valley winegrowers make their debut](#)"
- 2/16/19, OregonLive.com, "['Coraline' Oregon screenings will benefit areas recovering from wildfire damage](#)"
- 3/2/19, Jefferson Public Radio, "[Coraline 10th Anniversary Benefit Screening](#)" (radio interview)
- 3/22/19, PostRegister.com, "[Capitalizing on the appeal of agritourism](#)"
- 3/24/19, RegisterGuard.com, "[Eugene and Lane County planning now for influx of visitors during 2021 IAAF World Championships](#)"

Press Releases

- 1/22/19, "[Time to Plan Your 2019 Vacation—Your Overall Health Will Thank You](#)"
- 2/5/19, "[Oregon-Based LAIKA Celebrates 10th Anniversary of 'Coraline' with Statewide Screenings to Aid Wildfire Recovery Efforts](#)"

Travel Oregon PR Action Team (TOPRAT)

On Monday, January 7, the Communications team hosted our quarterly TOPRAT meeting with Communications and PR contacts from each region. The purpose of these meetings is to have face-to-face time with our Communications/PR partners across the state to discuss what each region accomplished in the previous quarter and what's on the horizon for the upcoming quarter, deskside/activation schedules and anything new we should hear about. Find a copy of the meeting notes [here](#). The next TOPRAT meeting is scheduled for June 28.

National Plan For Vacation Day

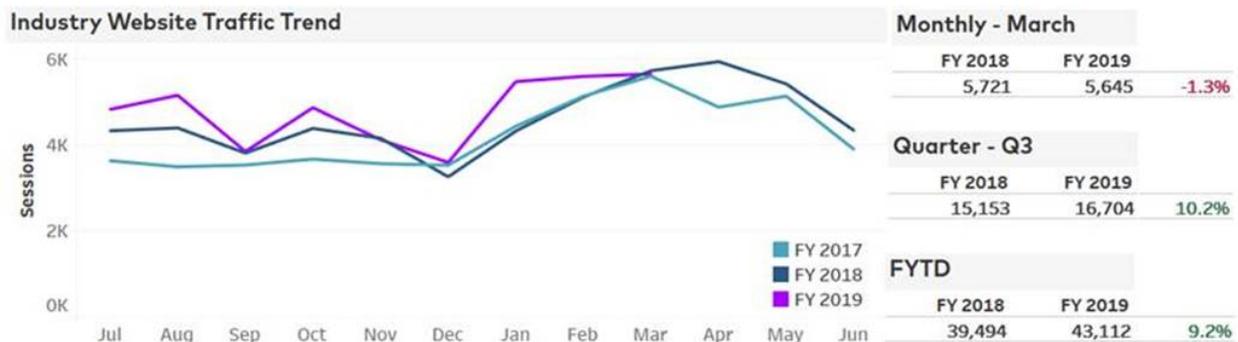
National Plan For Vacation Day (NPFVD) was celebrated on Tuesday, January 29, 2019. This annual campaign, spearheaded by the U.S. Travel Association’s Project: Time Off, encourages people to commit using their hard-earned vacation days.



Travel Oregon’s Global Communications team spread awareness of the campaign through strategic media relations by reinforcing the message that taking time off is good for your health. In addition to creating a NPFVD Toolkit for our industry partners, we tried something a little different to help with consumer engagement for NPFVD. We partnered with the Oregon Restaurant and Lodging Association (ORLA) to offer a 20% discount from participating hotels to anyone who booked a future vacation on January 29. Overall, more than 50 hotels participated. The 20% discount proved to be a media hook, and we received media coverage in Travel & Leisure, Portland Monthly and MSN.com to name a few.



Industry.TravelOregon.com

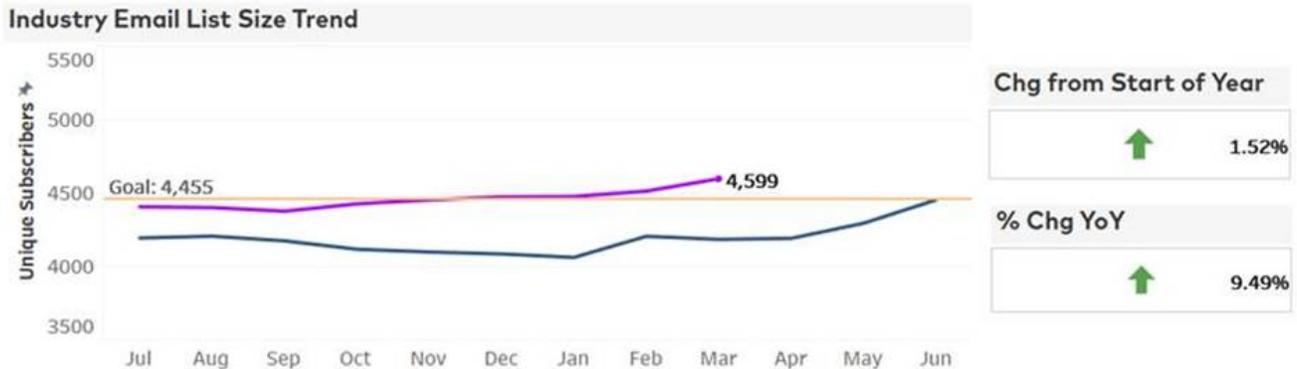


In Q3, we saw a 10.3% increase in traffic to Industry.TravelOregon.com, likely due to Governor’s Conference, grant opportunities and employment opportunities. The top five

most visited pages on the industry site were: The Governor’s Conference on Tourism landing page, Homepage, Job opportunities, Matching Grants program, and Contact page.

Industry Newsletter Subscribers

In Q3, our industry newsletter subscriber list increased by 9.5% from last year. We continued to see a strong open rate averaging about 30%. Content that received the highest readership was grant related or opportunities that present a specific call-to-action for industry partners.



Engage policymakers to strengthen Oregon’s tourism industry

DESTINATION CAPITOL HILL

Travel Oregon Staff, Commissioners and industry partners from Travel Portland, Travel Lane County, ODMO and Travel Southern Oregon traveled to Washington D.C. April 10-11 to participate in US Travel’s annual Destination Capitol Hill.



The Oregon delegation met with all seven of the Oregon Senators and Representatives offices, with Senator Merkley, Senator Wyden, and Representative Schrader attending the meetings in person. Travel Oregon staff also had the opportunity to speak with Congresswoman Bonamici at the airport on their way back to Portland. The trip allowed staff to form stronger relationships with the congressional offices and provided an opportunity to provide updates on topics that strongly impact the Oregon tourism economy including wildfires and smoke and the need to invest in infrastructure projects, such as transportation, from a federal level.

RUN AN EFFECTIVE BUSINESS

Attract, develop and retain top talent

RECRUITING UPDATE

As noted in our February report, Alexa Carey's promotion to *Director of Community-Based Services (Destination Development)* resulted in a *Community-Based Services Specialist* position vacancy. Recruiting has been underway for this budgeted, yet currently unfilled position and final interviews will be completed by the end of May. It is our intent to complete recruitment and fill the position early in the start of the next fiscal year.

Also noted in our last report was an update on recruitment for the vacant *Insight & Planning Coordinator (Marketing Insights & Visitor Services)* position. We're pleased to share that Roark Hart accepted that role on April 22nd. Roark comes to us from Ideas Collide, a marketing agency with offices in Oregon and Arizona, where he gained valuable experience working with marketing automation platforms, including Marketo. His experience benefits us tremendously as we continue building out our tech stack and Visitor Lifecycle Management (VLM) platform. Roark is skilled in supporting day-to-day email marketing activities, campaign building, segmentation, and more. In his role at Travel Oregon, Roark will be supporting our launch of the VLM platform and will also provide analytic support to help guide our advertising.

Global Strategic Partnerships Team Structure

We recognize the project management and leadership responsibilities required to support the efforts of our regional partners and their efforts to create and execute on the most effective plans possible. To that end, we are pleased to announce two promotions on the RCTP Team. Please join us in congratulating Harry Dalgaard on his promotion to Director, Regional Cooperative Tourism Program and Kate Sappell, on her promotion to Project Manager, Regional Cooperative Tourism Program.

The regional program has undergone comprehensive changes over the past few years. Nearly every aspect of our program management, industry engagement and program impact is different today than when the regional program was first implemented. RCTP guidelines were updated and improved through internal and external stakeholder inputs, we have undertaken RFQ and RFP selection processes to support the Oregon Tourism Commission in designating RDMOs, in each of the regions we have conducted industry outreach and face-to-face training with our local and regional partners on program expectations. We have developed enhanced tracking of state lodging tax investment deployed regionally and have enhanced transparency. Harry and Kate have been instrumental and effective in the successful program transitions during each of these comprehensive changes.

As announced during the Oregon Governor's conference in Eugene, longtime Industry Services employee, Kendra Perry, ended her tenure with Travel Oregon in April. Kendra left some big shoes to fill and this transition has given us opportunity to evaluate agency and department needs rather than simply recruiting to fill the vacancy as it previously functioned. This structure and program evaluation is part of our normal course of business whenever we experience department staffing changes. Rather than increase staffing, the FTE vacancy created with Kendra's departure will be re-established as a shared staff position serving both the RCTP and Industry Services programs. Our intent is to gain efficiencies and improve alignment among department programs of work. Our heartfelt thanks go out to Kendra for her years of great work at Travel Oregon and on behalf of Oregon's Tourism industry. We wish her all the best in future travels and professional adventures.

Continuously review, improve and document policies and processes/procedures

EMPLOYEE HANDBOOK UPDATE

As noted in previous Commission updates, an internal policy review team identified and reviewed key concepts and policies for potential amendment. We are currently working on edits to our employee manual both in areas identified by the policy review team as well as to other policies in need of updating. We expect to have that completed in July in alignment with the new biennium.

Measure and drive employee engagement and satisfaction

ANNUAL ENGAGEMENT & SATISFACTION SURVEY

As we've done since 2012, the agency will be administering our annual employee engagement and satisfaction survey to all staff following the end of the current fiscal year. The anonymous survey helps us gain tremendous insights and develop actions in response to learnings offered from staff at all levels in the organization. The questions for the engagement survey are based on Gallup's "Q12," the 12 core elements that Gallup has identified through research that most effectively link to key business outcomes and best predict employee and workgroup performance. In 2017 we added additional questions to measure employee satisfaction. We utilize the survey responses to guide our areas of focus.

VALUES

As noted in our report last November and shared by Todd during the April Commission meeting, Travel Oregon engaged all members of staff in the development and refinement agency values. The work began with input received via all staff surveys and continued with

targeted exercises during a series of sessions leading to development of our strategic plan. Our final product will be included in our Strategic Plan:

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*

We continue to define strategies to best infuse and reinforce these values in our work culture. Strategies already underway include tying our recognition program to our values (see below), ensuring we use a “values lens” in decision-making, discussing where we’ve seen “values in action” at our All Staff meetings, and providing our employee groups an annual time to meet with our CEO to thoughtfully reflect on our values.

RECOGNITION PROGRAM

The agency recognized a need to develop a more formalized approach to recognition and formed an internal team to help us craft a program that reflected what employees would find most meaningful, coupled with our desire to focus on “wins” while reinforcing our agency values. Highlights of the program include monthly “shout-outs,” quarterly awards tied to individual values and an annual award that spans all of our values.