

# TRAVEL OREGON COVID-19 RESPONSE STRATEGIC PLAN

**Worldwide, COVID-19 has had devastating effects on economies, health and wellbeing. Oregon is no exception.** The state's travel and tourism industry has seen immediate and potentially long-term impacts. It is in this moment that Travel Oregon finds itself with an unprecedented opportunity to rebuild Oregon tourism, with a priority for doing so in a way that ensures every Oregonian and all who visit feel welcome, safe and valued.

It is with a clear resolve to provide a better life for all Oregonians and to ensure that all travelers feel welcome that Travel Oregon has pivoted its strategic plan in response to COVID-19 to expedite economic recovery in the travel and tourism industry. The plan aligns with the State of Oregon Equity Framework in COVID-19 Response and Recovery and Governor Brown's phased approach for reopening. As we work with partners to recover and rebuild Oregon's tourism economy, we commit to doing so in a way that advances equity, opportunity and social justice.

## DESIRED OUTCOMES

- Staff, regional partners, policies and programs better reflect the diversity of Oregon, and our daily work helps Oregon become a more equitable destination.
- Policies and procedures are updated to align with the governor's direction, Oregon Health Authority and CDC guidelines.
- Programs are responsive to industry need and scaled to revised budget projections for business continuity.
- Travel Oregon and its partners have successfully executed programs that are driving statewide overnight visitation.
- Travel Oregon is viewed as a trusted resource for travelers by providing access to timely information on where and how visitors can travel in Oregon during this time.
- Businesses in the travel and tourism industry have the tools, resources and information needed to function successfully in the new operating environment and are prepared for future closures.
- Responsive visitor management strategies are in place, understanding the need to be nimble and adaptive as the state moves through Governor Brown's reopening framework.
- Policymakers, community leaders, business leaders and agency partners are supported through reopening and recovery.

## STRATEGIES

### Diversity, Equity and Inclusion

Renew commitment and evolve agency-wide priorities to advance diversity, equity and inclusion throughout Oregon's tourism industry.

*Examples: Committing to educate ourselves and advance our workplace culture. Engage the tourism industry community in awareness-building and grow diverse voices at the table. Expand our network of BIPOC content contributors to enhance robust story telling via marketing platforms. Prioritize opportunities to utilize BIPOC-owned businesses, from internal contracting and procurement, to consumer-facing channels.*

### VISION

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

### MISSION

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

### IMPERATIVES

- *Optimize Statewide Economic Impact*
- *Support and Empower Oregon's Tourism Industry*
- *Champion the Value of Tourism*
- *Run an Effective Business*

## Marketing and Sales

Create an effective marketing campaign reflecting Governor Brown’s “Reopening Oregon” framework and the State of Oregon Equity Framework in COVID-19 Response and Recovery that offers robust cooperative buy-ins for industry alignment and impact to boost the recovery of Oregon’s travel industry. Assist industry with identifying new sales channels that can be leveraged with drive and fly markets in Phase II.

*Examples: consumer website content around reopening, campaign development for when non-essential travel is allowed, promotion of experiences that can support social distancing, develop statewide packages with partners like online travel agencies, airlines, AAA, etc.*

## Regional Cooperative Tourism Program and Grants

Evaluate, revise and deploy the Regional Cooperative Tourism Program and Competitive Grants program guidelines to ensure industry resiliency and expedite economic recovery.

*Examples: COVID-19 Emergency Response grants, revised opportunities for regional investments to aid recovery.*

## Communications

Execute a clear communications strategy for the industry, policymakers and consumers that provides up-to-date resources, demonstrates the value of tourism, and shares compelling Oregon stories from a diversity of voices and perspectives.

*Examples: representation of tourism industry with policymakers, tourism-related research, industry newsletter, COVID-19 toolkit.*

## Education and Engagement Opportunities

Evolve design and delivery of educational and engagement opportunities to support tourism businesses, industry stakeholders, and community leaders to ensure all visitors feel welcome and to expedite economic recovery.

*Example: Virtual Training, Engagement and Assistance Program.*

## Responsible Visitor Management

Support community and business leaders, key organizations and public agencies across Oregon with the development of responsible visitor management strategies in alignment with Governor Brown’s “Reopening Oregon” framework.

*Examples: Trailhead Ambassadors, Take Care Out There, responsible visitation messaging, wayfinding to support modified visitation.*

The future of Oregon’s tourism industry will be defined by our prioritization around equity and inclusion and by how we show up to support local economies. As we reopen and rebuild the tourism economy, it will be in an intentional way that supports stabilization and growth of businesses that employ and support all Oregonians and welcome all visitors in local communities across the state. Travel will be different – nothing will quickly return to the way it was before the pandemic. We must be smarter, more strategic, and look at new ways to partner with and support all industries as we recover together and make Oregon the welcoming place we want it to be for everyone. Travel Oregon is here, and we’re ready to work alongside our industry in rebuilding the statewide tourism economy.