



TRAVEL



OREGON

We will be starting shortly.

**OREGON TOURISM
ENGAGEMENT SESSION SERIES
CENTRAL OREGON**

03.16.21

Tyler Roemer

MEETING BEST PRACTICES

1. Keep yourself "muted" unless speaking.
2. Participate by being fully present and engaged, if you need to step away or take a break, do so.
3. Respect the process and respect other people — the unique experiences, perspectives and value others bring.
4. Respect our time and be collaborative by keeping it brief and focused on current topic. Create space for others to be heard.
5. Speak from our own experiences and use "I" statements.



1110

Welcome to
Chase
please mail to be
sorted

BREAKFAST

OPEN

STRATEGIC PLANNING & INDUSTRY ENGAGEMENT

TWO-PHASED APPROACH

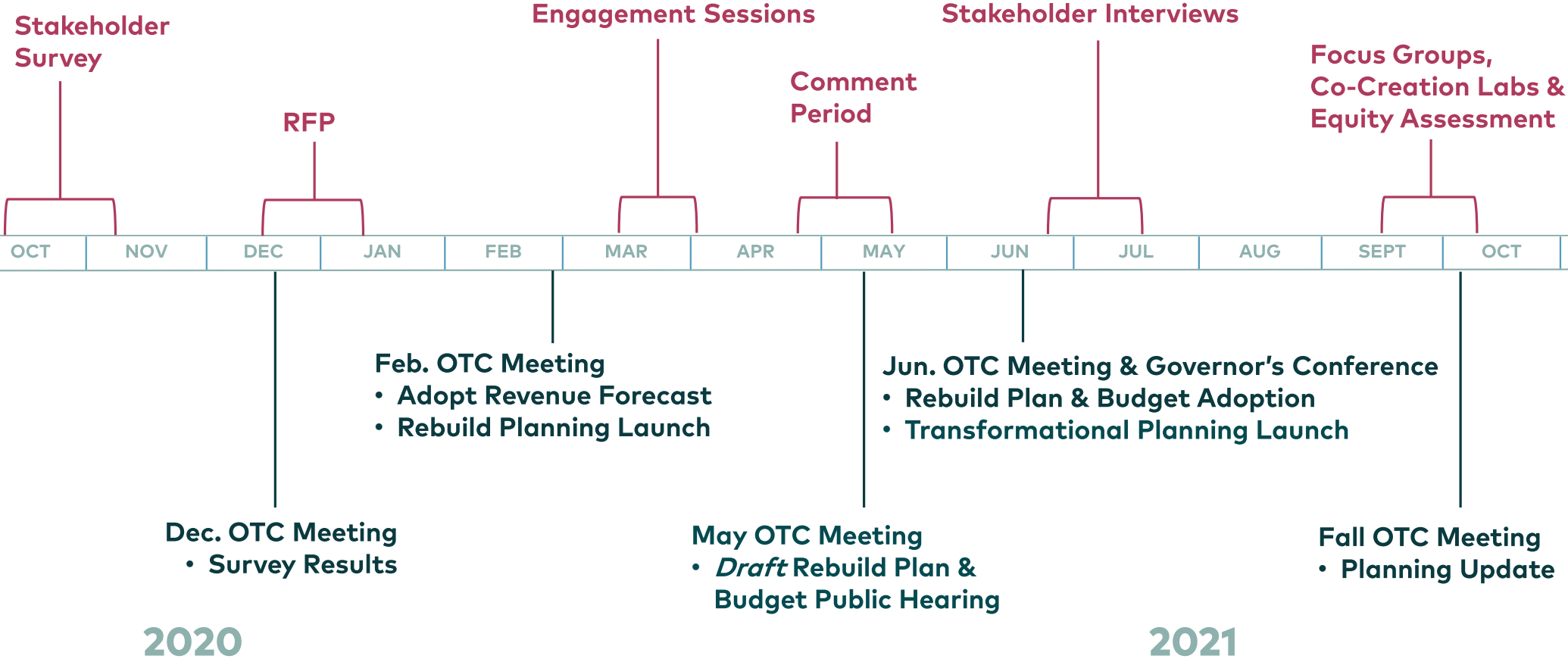
- **Rebuild Plan > Transformational Plan
extending to 2025**

WHY

- **Fluidity + uncertainty of current
economic environment**
- **COVID-19 Crisis > Rebuild**
- **Rebuild > Longer-range vision**
- **Robust industry engagement**
- **Equity lens**



STRATEGIC PLANNING & INDUSTRY ENGAGEMENT

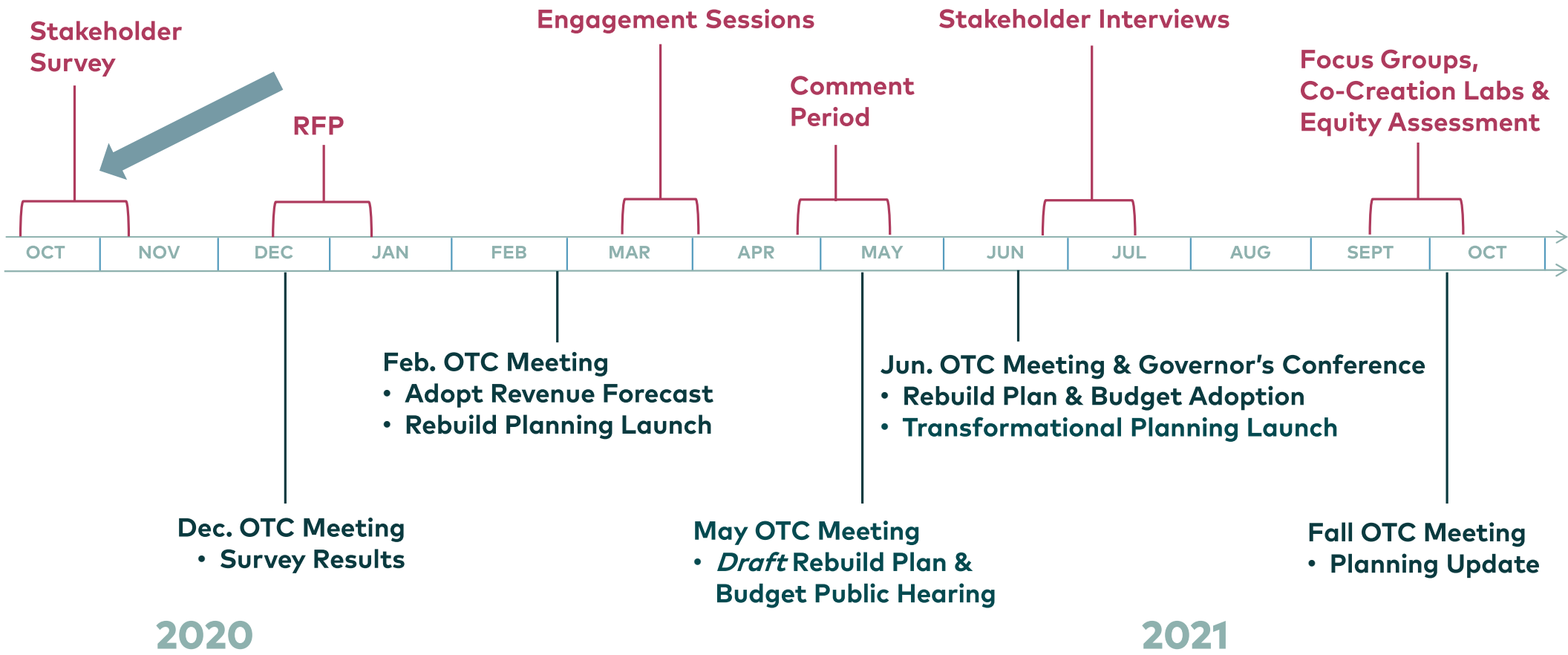


A person wearing a blue shirt and a white cap is running a dog on a dirt trail. The trail is surrounded by lush green grass and wildflowers. In the background, there are dense evergreen forests and a large, rugged mountain peak with some snow patches. The sun is shining brightly from the upper right, creating a lens flare effect.

industry.traveloregon.com/newsletter

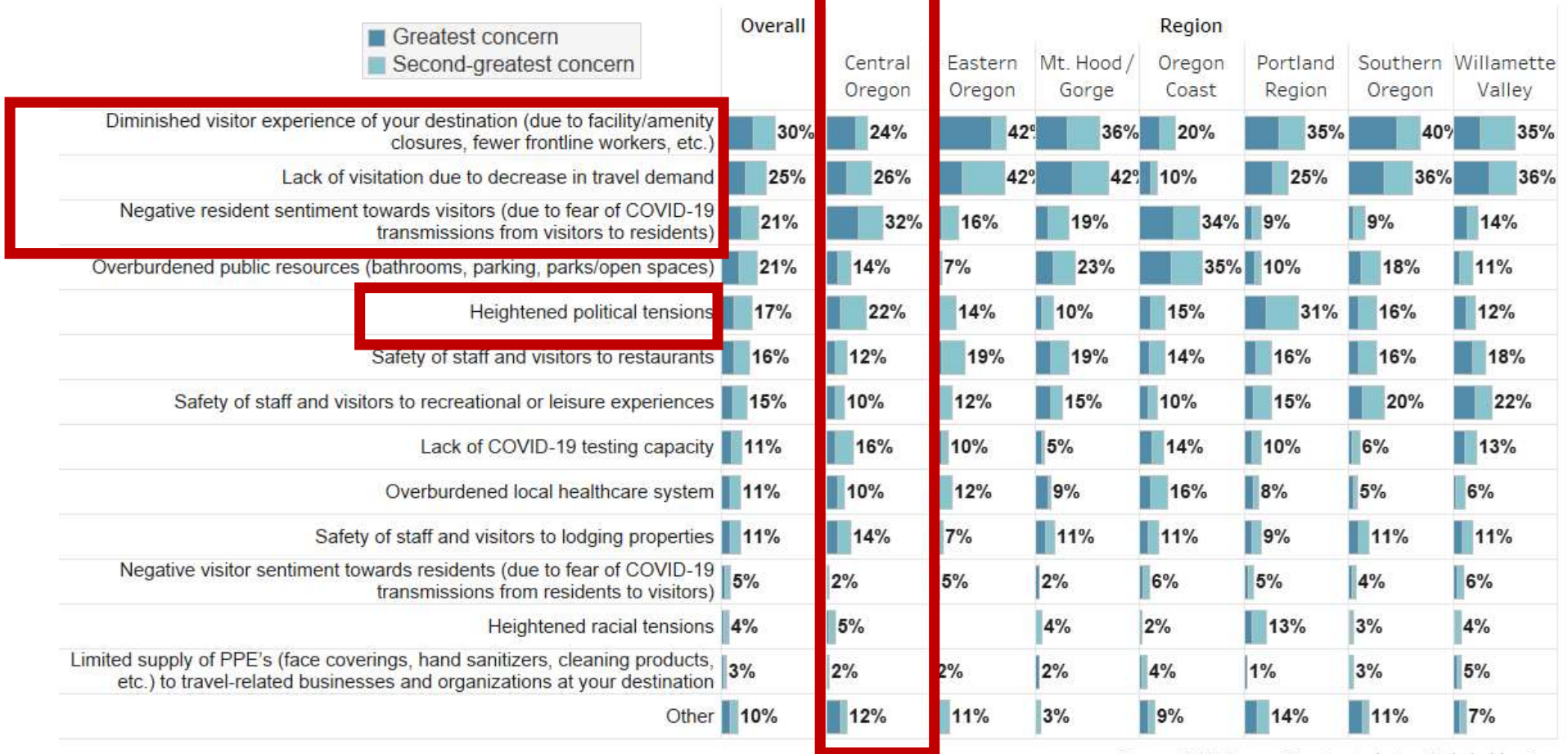
staj@traveloregon.com

STRATEGIC PLANNING & INDUSTRY ENGAGEMENT



TOP 2 CONCERNS ABOUT WELCOMING VISITORS BY REGION

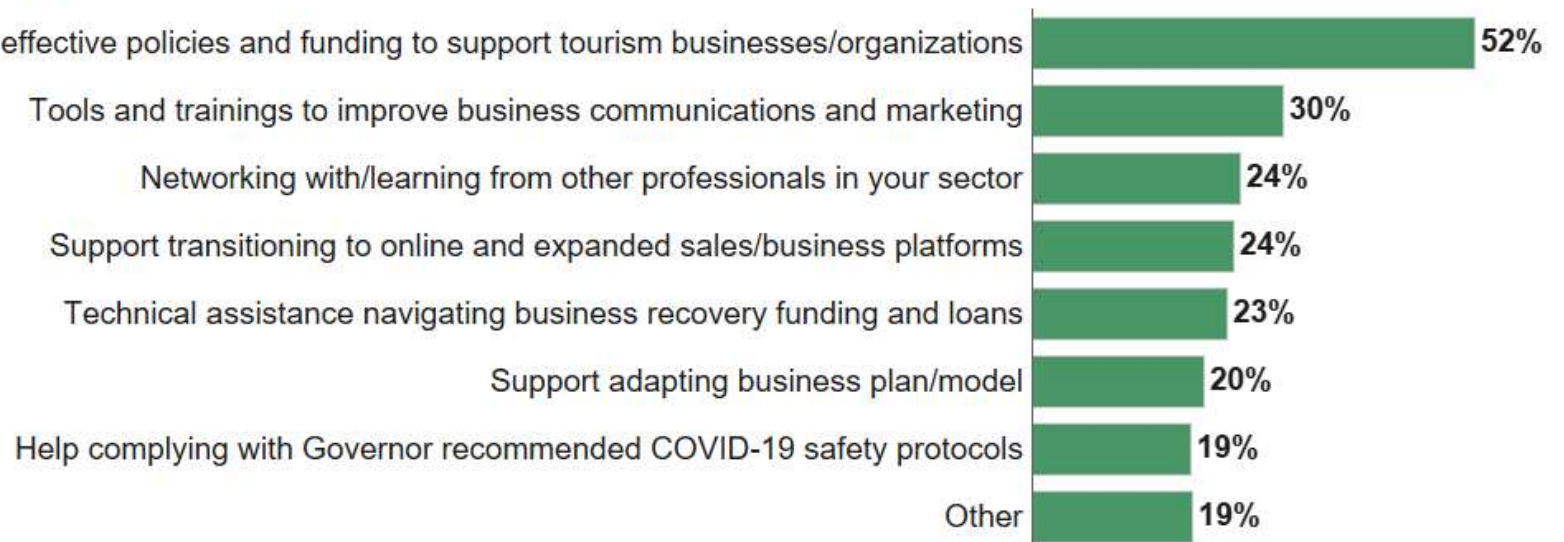
Q: From the list above, please identify your top two concerns related to welcoming visitors to your community.



Source: 2020 Oregon Tourism Industry Stakeholder Survey

RESOURCES OR PROGRAMS TO ASSIST YOUR BUSINESS/ORGANIZATION

Q: Which of the following resources or programs would best assist your BUSINESS/ORGANIZATION in resiliency, recovery, and reopening? (Select up to three answer options)



Source: 2020 Oregon Tourism Industry Stakeholder Survey

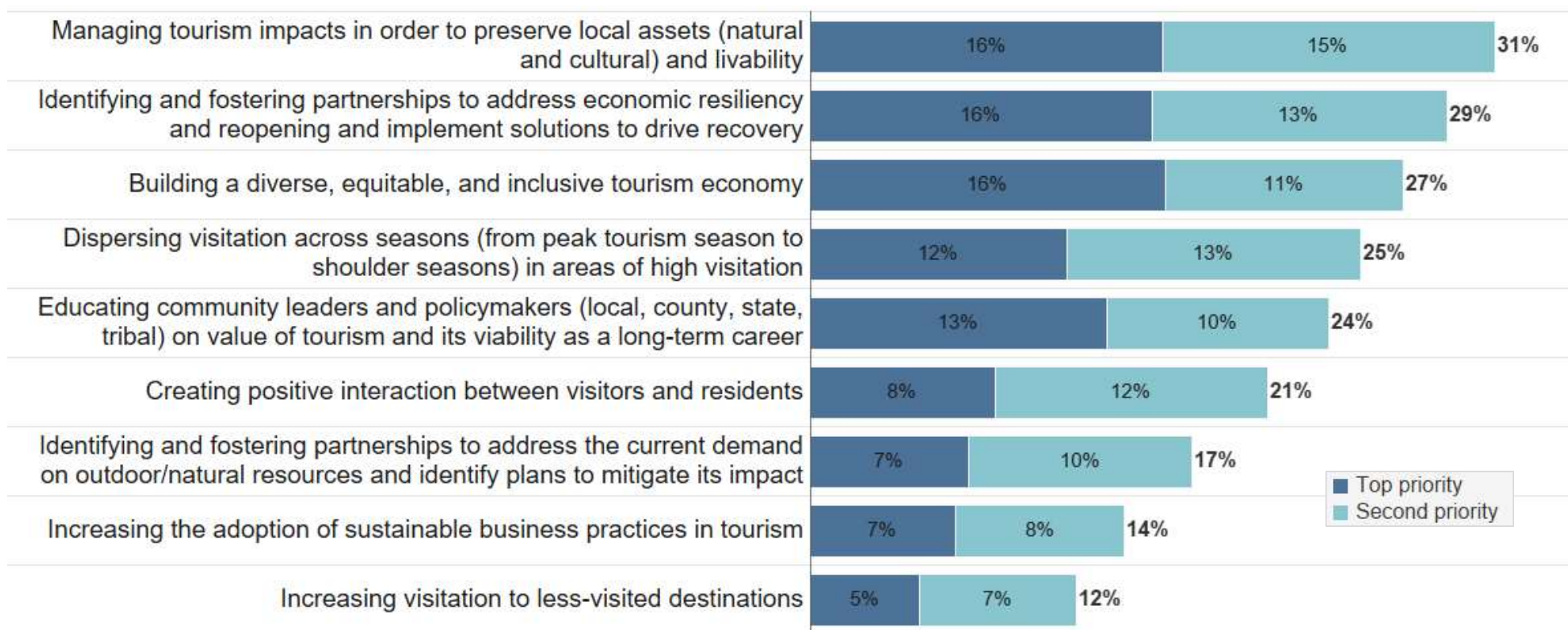
RESOURCES OR PROGRAMS TO ASSIST YOUR COMMUNITY

Q: Which of the following resources or programs would best assist your COMMUNITY in resiliency, recovery, and reopening? (Select up to three answer options)



Source: 2020 Oregon Tourism Industry Stakeholder Survey

TACTICAL PLANNING & MANAGEMENT OPPORTUNITIES TO EXPAND ECONOMIC IMPACT OF TOURISM AND TO ENSURE ITS VITALITY AND SUSTAINABILITY



Source: 2020 Oregon Tourism Industry Stakeholder Survey

What is one specific experience, place or product (in your community) you believe is important to rebuild over the next 2 years?

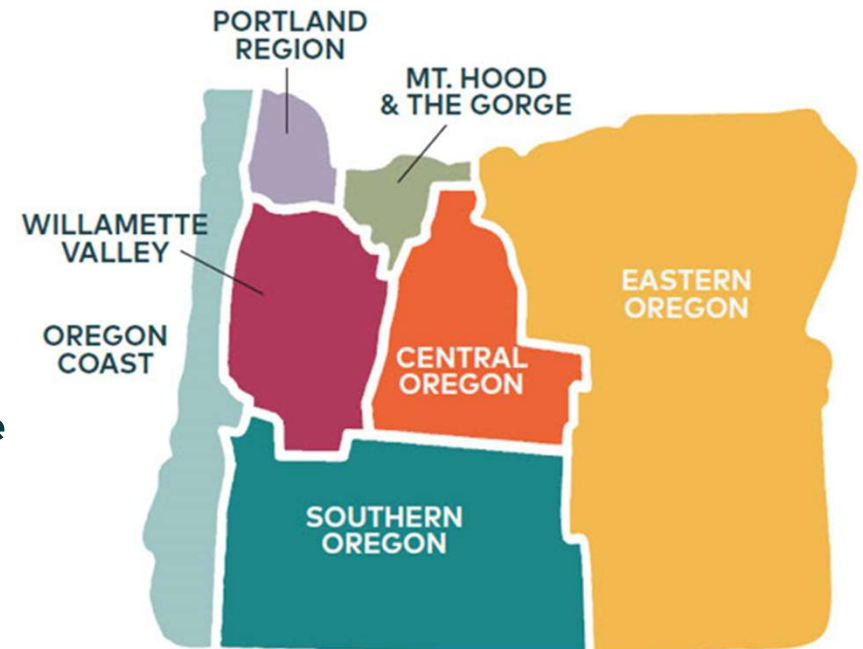
REGIONAL COOPERATIVE TOURISM PROGRAM

2003 LEGISLATION (HB 2267)

- Implemented 1% Statewide Lodging Tax to fund Oregon Tourism Commission, dba Travel Oregon
- Established Travel Oregon as a semi-independent state agency

2016 LEGISLATION (HB 4146)

- Increased state lodging tax from 1% to 1.8% effective July 1, 2016 & decreased to 1.5% effective July 1, 2020
- Directs 20% of state lodging tax to implement a Regional Cooperative Tourism Program & 10% to a competitive grants program



REGIONAL COOPERATIVE TOURISM PROGRAM PLANNING TIMELINE

REGIONAL COOPERATIVE TOURISM PROGRAM PLANNING TIMELINE

Statewide Survey

At the onset of each two-year planning cycle, Travel Oregon will conduct a statewide survey of tourism stakeholders asking for input regarding regional plans and regional tourism priorities, opportunities and constraints, and their general insights on how regional investments could be maximized within their region and individual communities.

Draft Plan

RDMO drafts plan based on input derived from stakeholder survey.

Final Plan

RDMOs will craft final two year plans and corresponding budgets.

Presentation to Stakeholders

Regional Destination Management Organizations will present approved plans back to regional stakeholders via an in-person presentation.

Survey Reports

The survey results and corresponding regional reports (7) will be distributed to Regional Destination Management Organizations to aid their planning efforts.

Regional Stakeholders Gatherings

The regional stakeholder gatherings will be structured as an opportunity for core tourism stakeholders within the region to interface with the Regional Destination Management Organization directly and give their insights on regional strategies. Regional Destination Management Organizations will present regional survey results and a draft of their regional strategy to assess with regional stakeholders.

Travel Oregon Review

Regional Destination Management Organizations will submit two-year plans to Travel Oregon staff for approval.

RCTP PROGRAMING UPDATES

EMERGENCY MANAGEMENT GUIDELINES

- Developed modified RCTP guidelines and framework to ensure program resiliency through COVID and other natural disasters
- Increases staffing and administration
- Focus on being responsive to the needs of the industry

REGIONAL DIVERSITY EQUITY INCLUSION TRAINING

- RDMO cohort and RCTP staff completed collaborative DEI training to address considerations around racial inequity and racial justice

REGIONAL RECOVERY & STABILITY FUNDS

- Funding to help RDMOs actualize programming, investments, and product development that was put on hold or delayed due to the events of 2020 and the ongoing COVID-19 pandemic.



EMERGENCY MANAGEMENT FUNDING RATIOS

TYPICAL RCTP PLAN – CURRENT PROGRAMING RATIOS



EMERGENCY RESPONSE – PROGRAMING RATIO



EMERGENCY RESPONSE w/ REGIONAL GRANTS – PROGRAMING RATIO



REGIONAL RECOVERY & STABILITY FUND DISTRIBUTION

Allocate \$1M weighted by impact of decreased funding
and \$500,000 evenly

Region	FY21 RCTP	FY22 RCTP	Recovery & Stability Funds (RSF)	Total FY22 RCTP + RSF	Change \$ Over FY21	Change Total FY21 vs. FY22
Oregon Coast	1,781,300	1,344,700	207,429	1,552,129	(229,171)	-13%
Willamette Valley	931,900	568,980	184,429	753,409	(178,491)	-19%
Portland Region	3,143,500	1,385,360	618,429	2,003,789	(1,139,711)	-36%
Southern Oregon	660,400	456,870	134,429	591,299	(69,101)	-10%
Central Oregon	854,500	627,790	142,429	770,219	(84,281)	-10%
Mt. Hood & The Gorge	309,100	194,210	107,429	301,639	(7,461)	-2%
Eastern Oregon*	300,000	189,510	105,429	294,939	(5,061)	-2%
	7,980,700	4,767,420	1,500,000	6,267,420	(1,713,280)	

* Eastern Region supplemented \$44.9K to \$300K for FY21 (CY2019)

CENTRAL OREGON





VISIT CENTRAL OREGON

Meet the Team



Julia Theisen
President & CEO



Kristine McConnell
VP - Industry Relations



Mackenzie Ballard
VP of Marketing



Yumi Oakes
Operations Manager



Julie Bradley
Travel Concierge



Katie Johnson
Communications Manager





MISSION

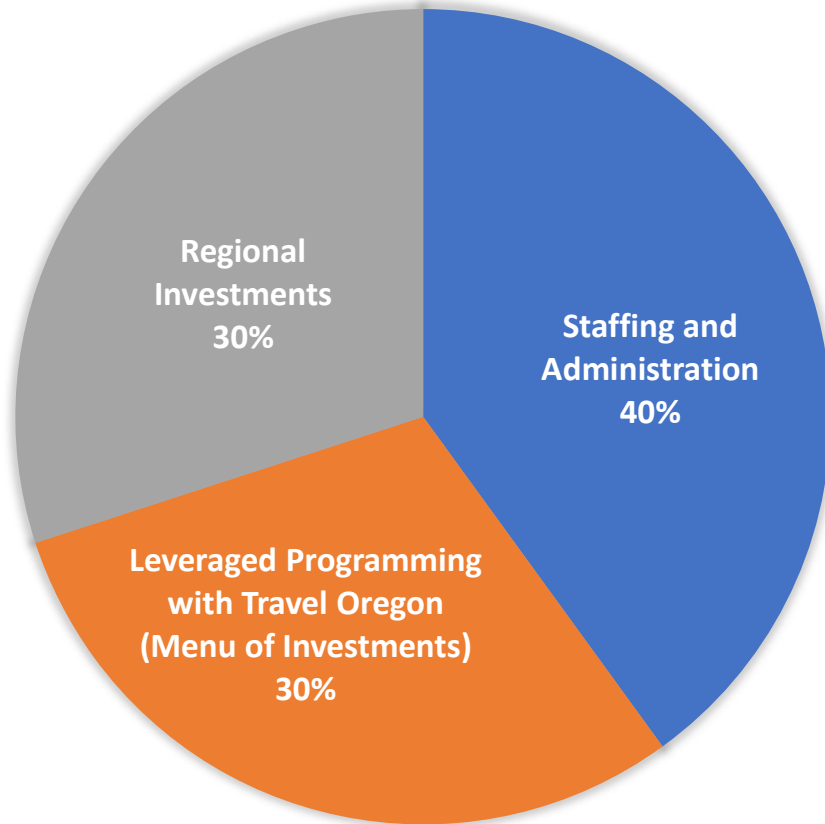
Visit Central Oregon's mission is to generate overnight visitation to support an enduring economy for the region.





CENTRAL OREGON RCTP EMERGENCY RESPONSE

Travel Oregon Revised Guidelines FY20-21



CENTRAL OREGON RCTP
FY20-21 Budget \$854,500 - TLT revenue generated from 2019 - Includes carryover from FY19-20
FY21-22 Budget Disbursement: \$627,790 (-10%) \$142,429 Recovery & Stability Fund \$770,219 Total
Leveraged with Visit Central Oregon Annual Budget (Deschutes County TRT Revenue)



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CENTRAL OREGON RCTP FY21-23 BUDGET

Regional Cooperative Tourism Program

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2021-2022 RCTP Disbursement:	\$ 770,219
2022-2023 Projected RCTP Disbursement:	\$ 627,790
Δ - 2020-2021 Anticipated Rollover	\$ 250,000
@Total 2021-2023 RCTP Budget:	\$1,648,009





CENTRAL OREGON RCTP

Key Priorities



**RECOVERY
&
REOPENING**

**PLANNING &
MANAGEMENT**

**STRATEGIC
PARTNERSHIPS
&
INVESTMENTS**

**INDUSTRY
ENGAGEMENT**

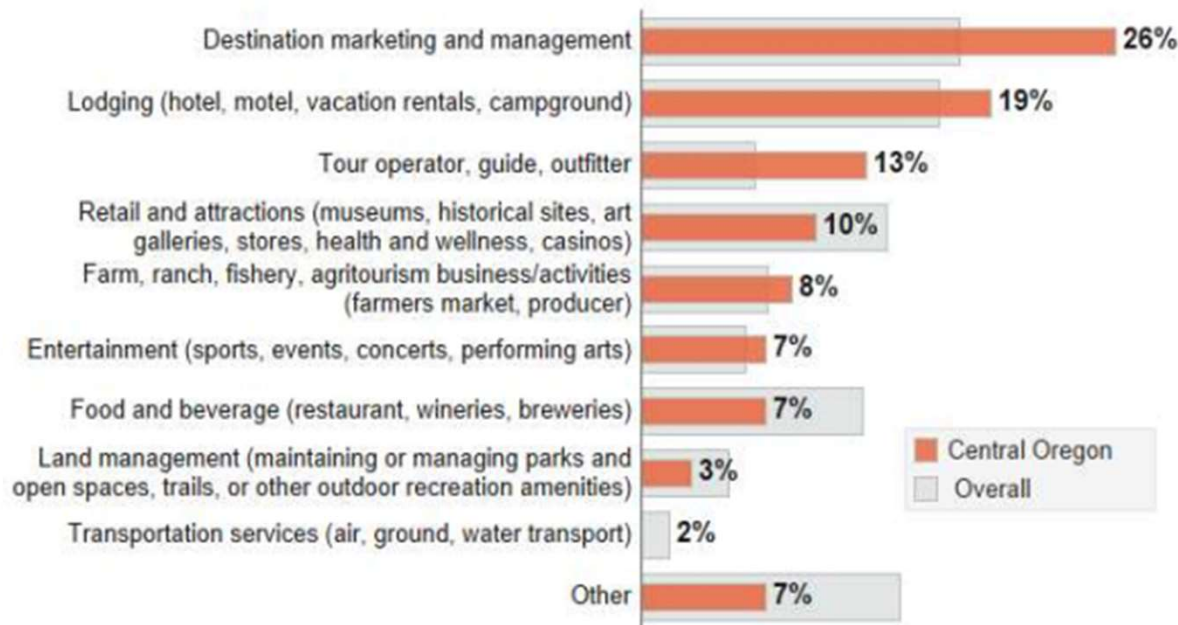




CENTRAL OREGON 2020 Stakeholder Survey Respondents

Industry Sector, Entity Type and Employment Status

Q: In what sector of the tourism industry do you primarily work? Choose one:





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2020 Stakeholder Survey Respondent Priorities

Short vs. Long-Term Priorities: *Central Oregon





RECOVERY & REOPENING

Building brand awareness and publicizing safe visitor experiences that distinguish Central Oregon as a unique, premier Travel destination.

Marketing to potential and returning visitors in key target markets.



TRAVEL DREAMING & PLANNING

BETWEEN MARCH 1–7, 2021

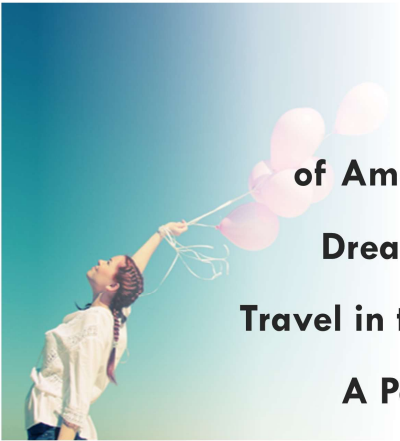
84%

**of American Travelers
Have Trips at Least
Tentatively Planned**

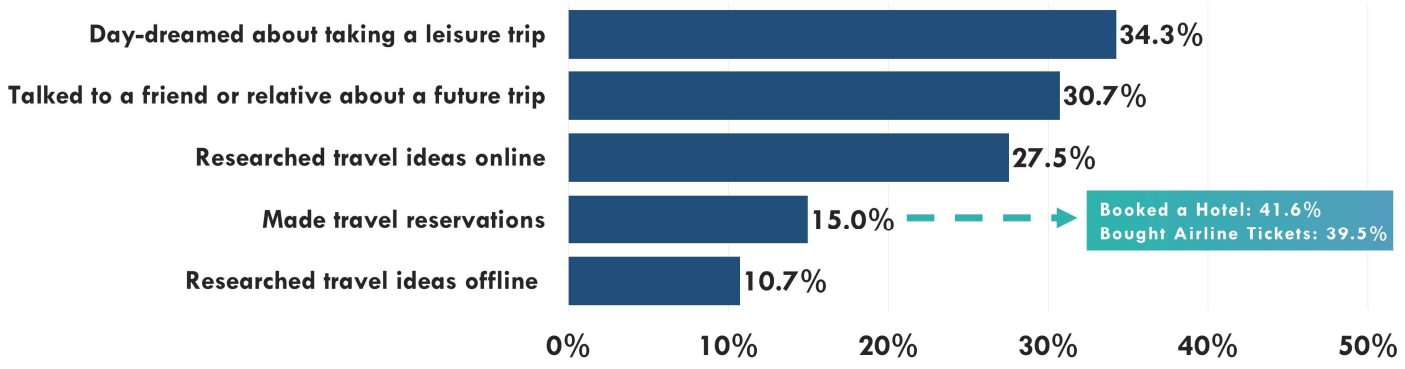


71%

**of American Travelers
Dreamt and Planned
Travel in the Last Week—
A Pandemic Record**



TRAVEL PLANNING IN THE PAST WEEK



(Base: Wave 52 data. All respondents, 1,209 completed surveys. Data collected March 5-7, 2021)



Americans are so desperate for travel, they'd give up sex, survey finds

38% of American respondents would give up sex for a year to go on a trip immediately...

<https://www.foxnews.com/travel/americans-desperate-travel-give-up-sex-survey>

LATE SHOW
stephen colbert



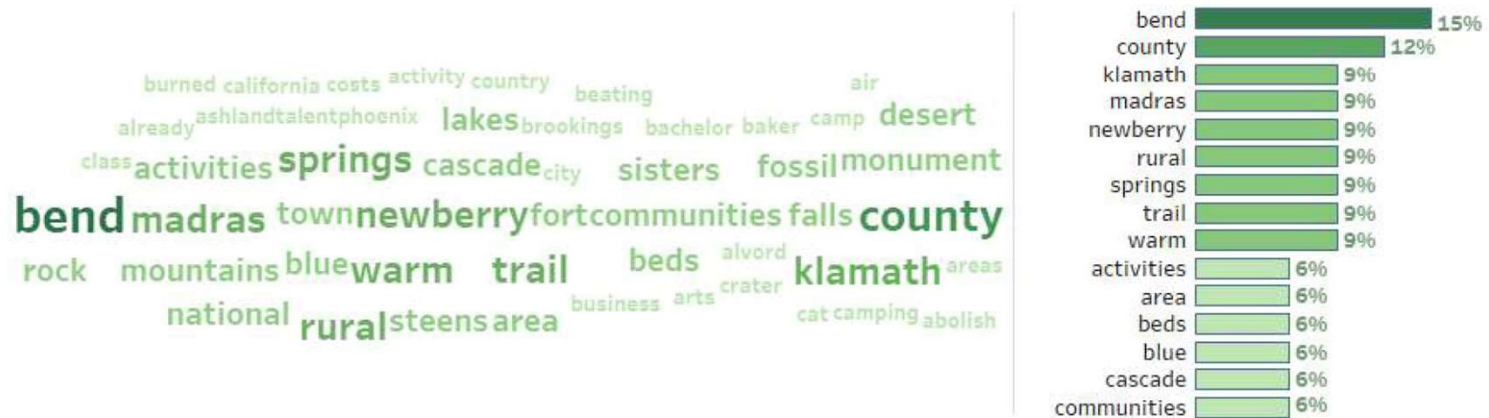


CENTRAL OREGON 2020 Stakeholder Survey

Q: Visit Central Oregon is currently working on creating opportunities for stakeholders to package their products/services with other businesses that consumers can purchase on VisitCentralOregon.com. The goal is to increase exposure for stakeholders and create a one-stop-shop for consumers. Would you be interested in having your business/organization participate?



Q: Once it is considered safe to travel, are there destinations or attractions in Oregon that you believe would benefit from increased tourism development? (Provide up to three)





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Recovery & Reopening

INNOVATING THE WAY...

PEOPLE BOOK EXPERIENCES

- ✓ We're creating bookable packages visitors can purchase.
- ✓ Curated packages based on interest and activity
- ✓ Build your own package
- ✓ Promoted through digital campaigns
- ✓ Platform hosted on [VisitCentralOregon.com](https://www.VisitCentralOregon.com)

PACKAGES
WILL BE FEATURED
ON OUR NEW WEBSITE

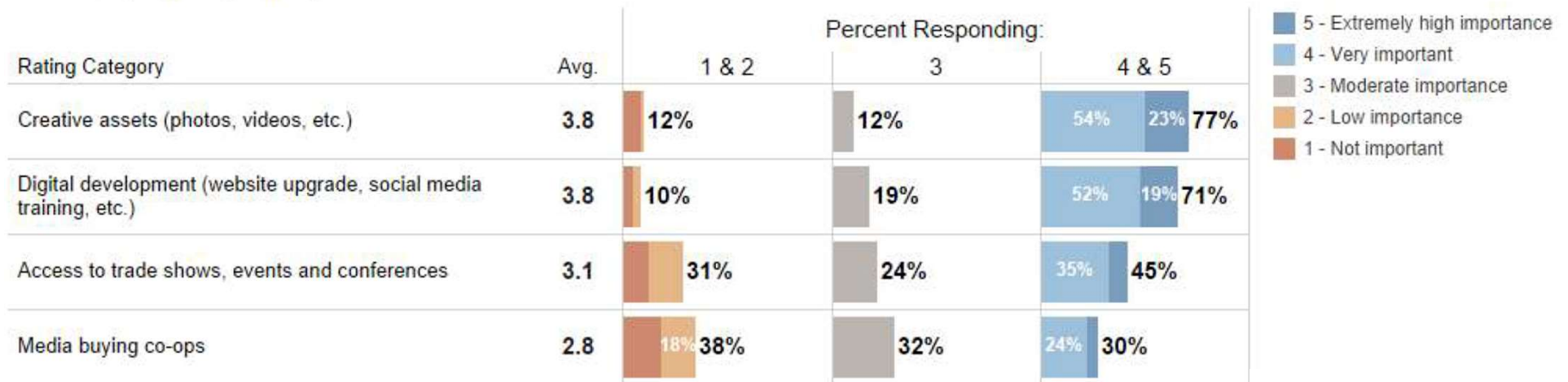




CENTRAL OREGON

2020 Stakeholder Survey

Q: Thinking from the perspective of your business or organization, please indicate how important you believe each of the following Visit Central Oregon marketing tactics are to increasing tourism's economic impact. (1 = Not important, 5 = Extremely high importance)





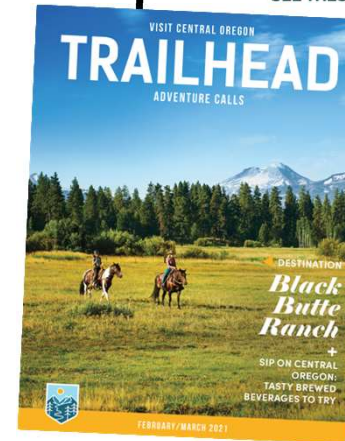
CENTRAL OREGON

Recovery & Reopening

Optimizing the Visit Central Oregon brand to drive visitor awareness. Visit Central Oregon is using data from recent research projects to build the new website and brand identity. We're actively promoting the entire region through all of our marketing initiatives.

Global Marketing Tactics	Proposed Budget
Official C.O. Visitors Guide (FY21-22)	\$157,000
Trailhead & The Turn Digital Mags	
Regional Arts & Culture Campaigns	\$118,000
Travel Oregon Leveraged Co-ops <ul style="list-style-type: none"> - Your Story Everywhere - Re-marketing - Activations - Regional Videos - Welcome Center Program 	\$234,000
VisitCentralOregon.com	\$40,000
Domestic and International Media FAMs	\$17,000
Monthly Lodging Data	\$32,000

FY21-23 DRAFT Global Marketing Budget: \$598,000





CENTRAL OREGON Recovery & Reopening

Recovery of meetings and events and maintaining the long-term momentum of regional inbound international markets through leveraged region-wide partnerships.



Global Sales Tactics	Proposed Budget
Industry Tradeshows	\$37,000
Brand USA Opportunities	\$15,000
Regional Group Development (Including SkiTOPS - March 2023)	\$115,000
OR Road Rally & In-region FAM Tours	\$31,000
Tourism Economics Reporting	\$6,000

FY21-23 DRAFT Global Sales Budget:

\$204,000



PLANNING & MANAGEMENT

Reengaging with air service and expanding drive markets.

Strategies that will bolster the economic impact of tourism and ensure its vitality and sustainability.

Managing tourism impacts in order to preserve local assets and livability.

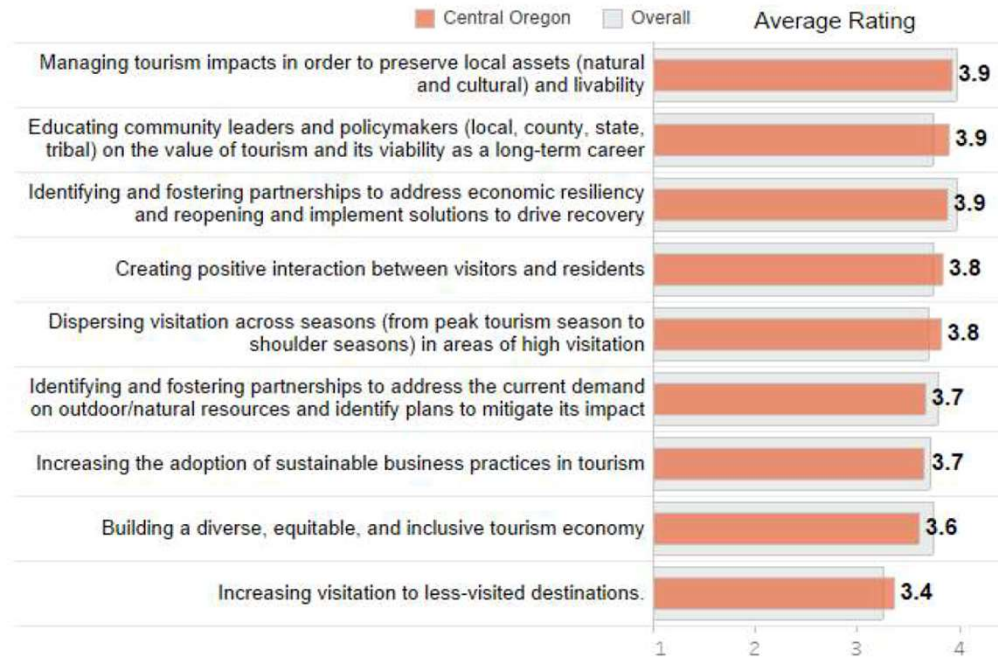




CENTRAL OREGON 2020 Stakeholder Survey

Planning and Management

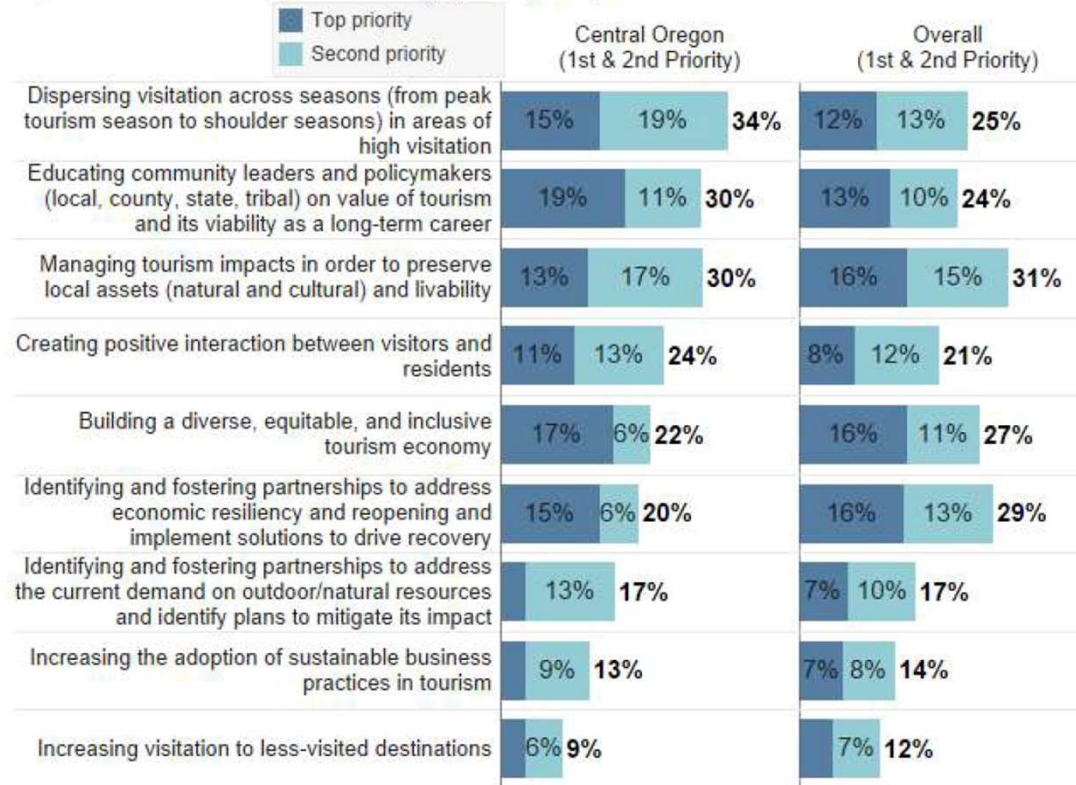
Q: Please indicate how you would prioritize the following tactical planning and management opportunities to advance the economic impact of tourism and ensure its vitality and sustainability. With limited resources available, not all tactics should be considered extremely high priorities, and some may not be feasible given budget realities. Please differentiate between tactics which you believe deserve new/continued investment and those areas which you believe to be less important. (1 = Not a priority, 5 = High priority)





CENTRAL OREGON 2020 Stakeholder Survey

Q: From the list above, please identify your top two priorities:

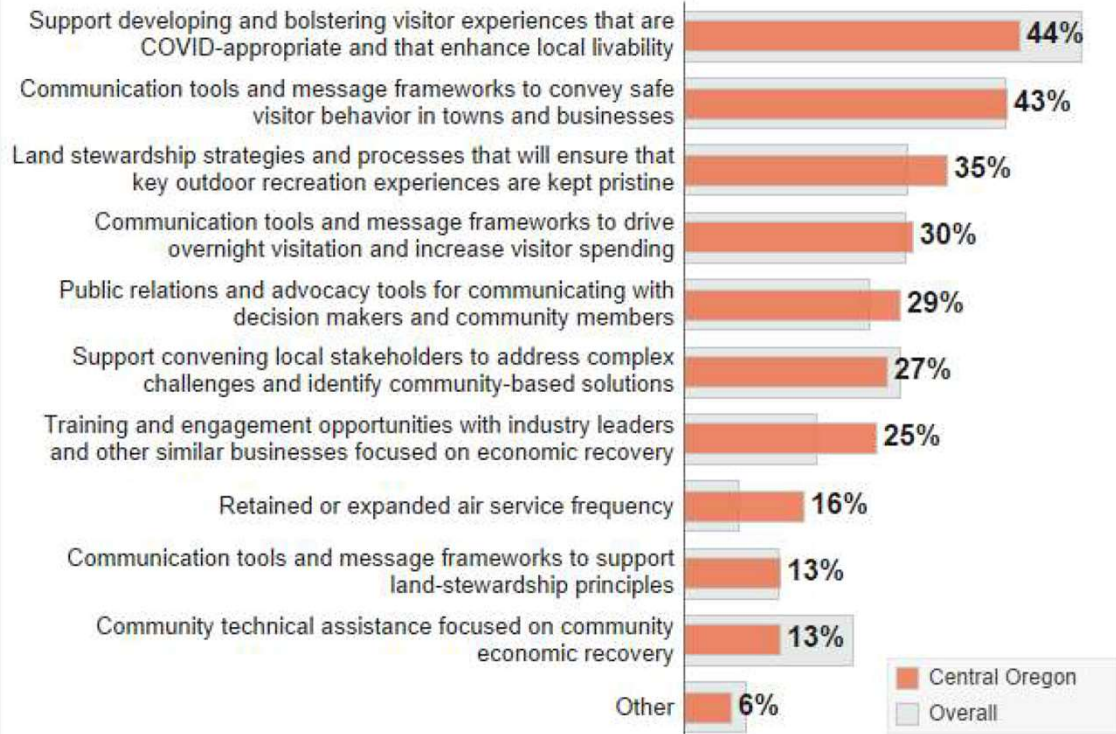




CENTRAL OREGON 2020 Stakeholder Survey

Community Assistance

Q: Which of the following resources or programs would best assist your COMMUNITY in resiliency, recovery, and reopening? (Select up to three answer options)

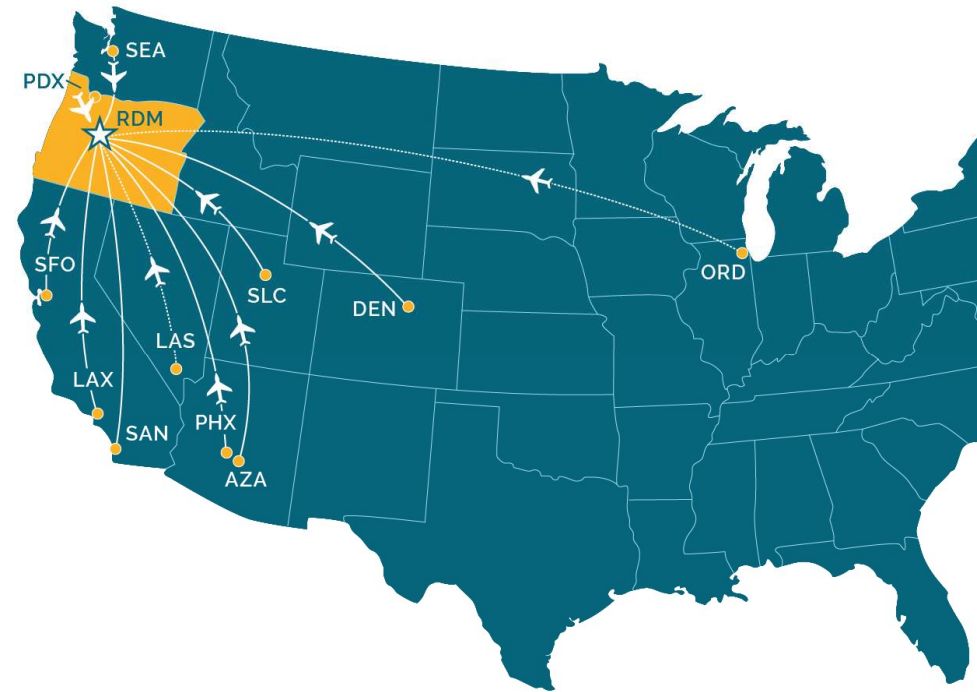




CENTRAL OREGON Planning & Management

AIR SERVICE

- Relaunching digital campaigns within existing markets
- Collaborating with Central Oregon Air Service Team (COAST) to maintain and attract new air service to RDM



Air Service Tactic	Proposed Budget
FY21-23	\$100,000



CENTRAL OREGON Planning & Management

Convening and collaborating with regional partners on destination development programs designed for the enhancement and stewardship of regional trails, public lands, agritourism and other infrastructure.

Destination Development Tactics	Proposed Budget
Public Lands: USFS Communications Support	\$10,000
Central Oregon Food Trail	\$2,500
Take Care Out There	\$10,000
Deschutes Trails Coalition	\$15,000
FY22-23 TBD	\$28,000

FY21-23 DRAFT Dest. Development Budget: \$66,500





STRATEGIC PARTNERSHIPS

DEI training supporting an inclusive culture within Central Oregon communities.

Investment resources supporting opportunities to boost regional recovery and enhance the livability of our destination.





CENTRAL OREGON Stakeholder Survey

Business/Organization Assistance

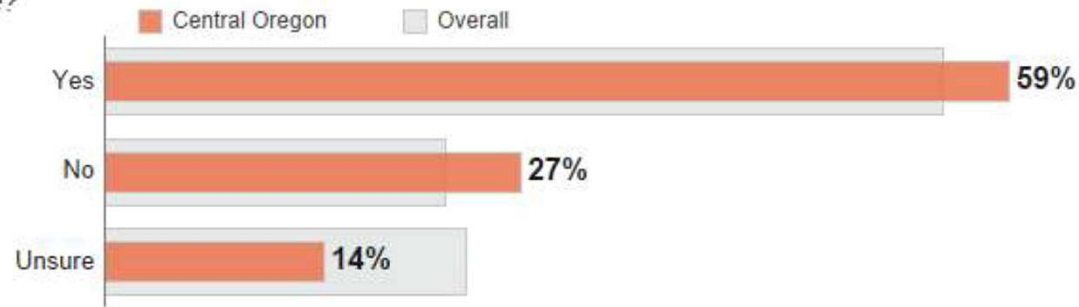
Q: Which of the following resources or programs would best assist your BUSINESS/ORGANIZATION in resiliency, recovery, and reopening? (Select up to three answer options)





CENTRAL OREGON Stakeholder Survey - Diversity, Equity & Inclusion

Q: Do you think the Oregon tourism industry should play a role in advancing social and racial justice?



Just 6% of all respondents, and 5% in Central Oregon, indicated that they were somewhat unprepared or not at all prepared.

Q: How prepared do you feel to interact with visitors/clients/coworkers of diverse ethnic/racial/cultural backgrounds?

Sample	Avg.	Percent Responding:			Total
		Not prepared (1 & 2)	3	Prepared (4 & 5)	
Central Oregon	4.3	5%	5%	44% (4) + 47% (5)	91%
Overall	4.3	6%	6%	36% (4) + 52% (5)	87%

- 1 - Not at all prepared
- 2 - Somewhat unprepared
- 3 - Neither prepared nor unprepared
- 4 - Somewhat prepared
- 5 - Very prepared



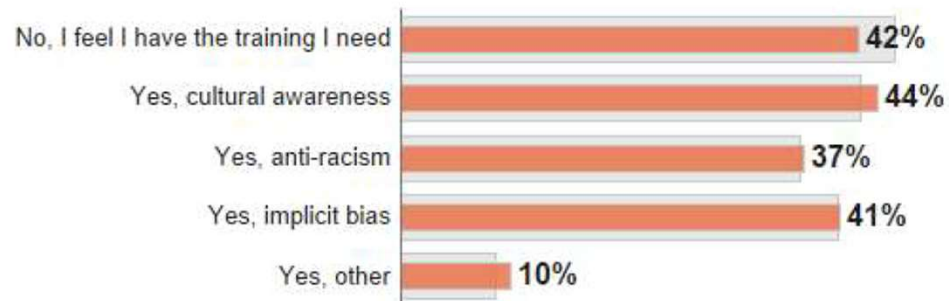


CENTRAL OREGON Stakeholder Survey - Diversity, Equity & Inclusion

Q: Have you participated in trainings related to any of the following? (Check all that apply)



Q: Would you be interested in participating in trainings related to any of the following? (Check all that apply)





CENTRAL OREGON Strategic Partnerships

Supporting regional industry partner growth for effective policy advocacy and funding to support regional businesses/organizations.

Strategic investment resources will be utilized for opportunities that alter or enhance the regional tourism economy in response to COVID-19 or regional



Tactic Name	Proposed Budget
DEI Program Development	\$17,000
Grant Workshops	\$3,000
Annual Assoc. Memberships	\$20,000
Rural Conference Sponsorships	\$5,000
Strategic Investments / Immediate Opportunities	\$138,000

FY21-23 DRAFT Strategic Partnerships Budget: \$183,000





INDUSTRY ENGAGEMENT

Striving for
creativity and
innovation for all of
our industry and
community
engagements.





CENTRAL OREGON

2020 Stakeholder Survey – Industry Engagement

Q: Please indicate the level to which you agree or disagree with the following statements: (1 = Strongly disagree, 5 = Strongly agree)

Rating Category	Avg.	Percent Responding:		
		1 & 2	3	4 & 5
Overall, I am satisfied with the past efforts of Visit Central Oregon	3.6	11%	33%	38% 18% 56%
Overall, I am engaged with the Central Oregon Visitors Association (Visit Central Oregon)	3.5	16% 18%	25%	40% 16% 56%
Overall, I am satisfied with the direction of tourism in Central Oregon	3.5	15%	29%	44% 56%
Overall, I am satisfied with my level of engagement with Visit Central Oregon	3.4	19% 22%	26%	37% 15% 52%

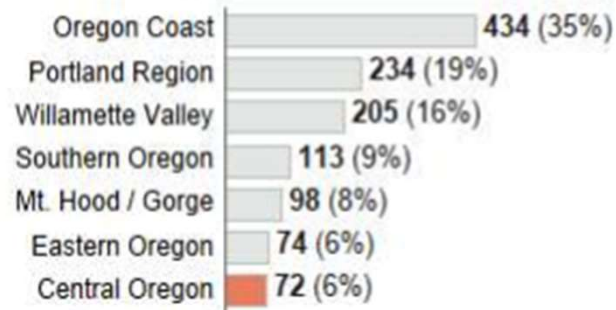
- 5 - Strongly agree
- 4 - Agree
- 3 - Neutral
- 2 - Disagree
- 1 - Strongly disagree





CENTRAL OREGON 2020 Stakeholder Survey – Industry Engagement

Number of Respondents



We appreciate hearing from you!

<https://forms.gle/DvYKp2p69FcmDHmW7>



Q: Please indicate the level to which you agree or disagree with the following statements: (1 = Strongly disagree, 5 = Strongly agree)

Central Oregon Overall

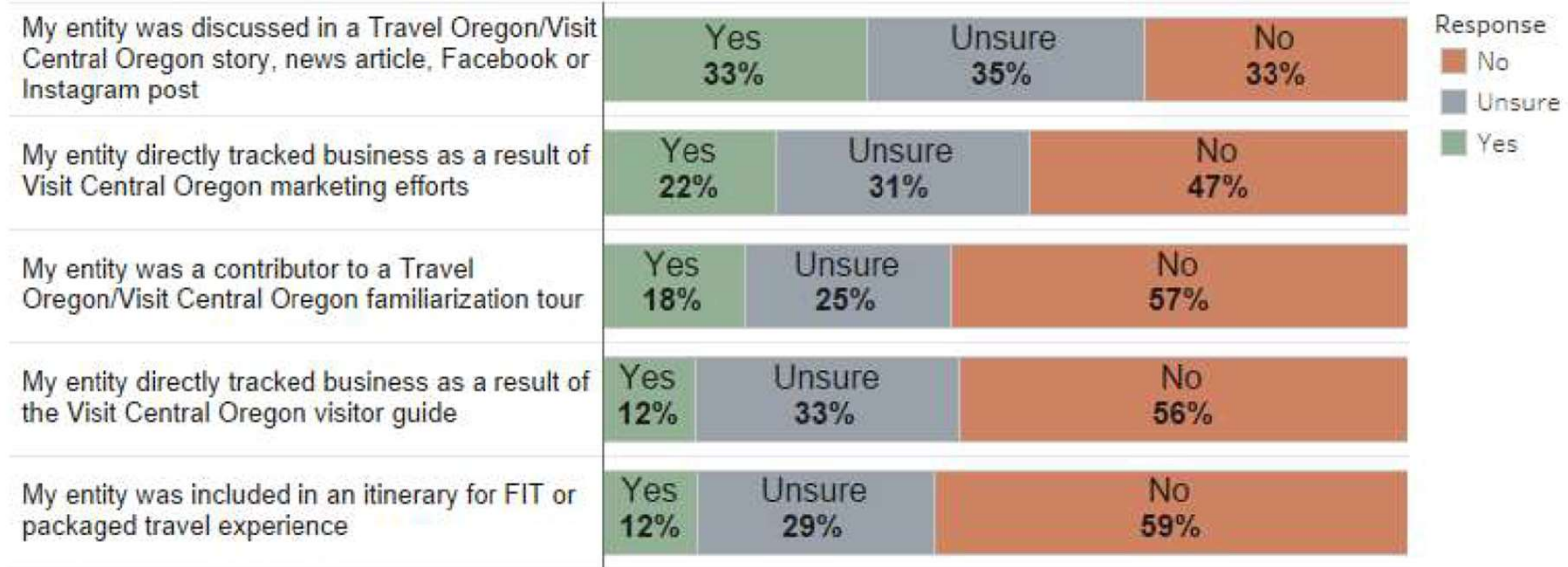




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2020 Stakeholder Survey – Industry Engagement

Q: Please indicate whether your business/attraction/event engaged with Visit Central Oregon in the past year in the following areas:

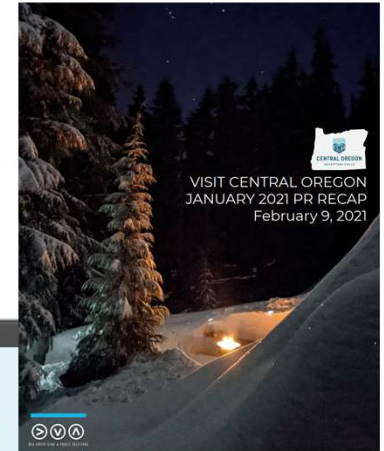
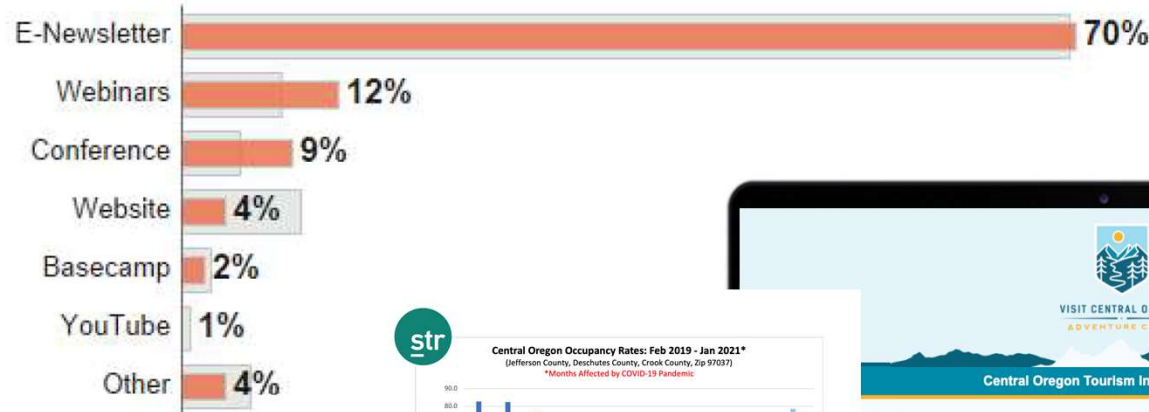




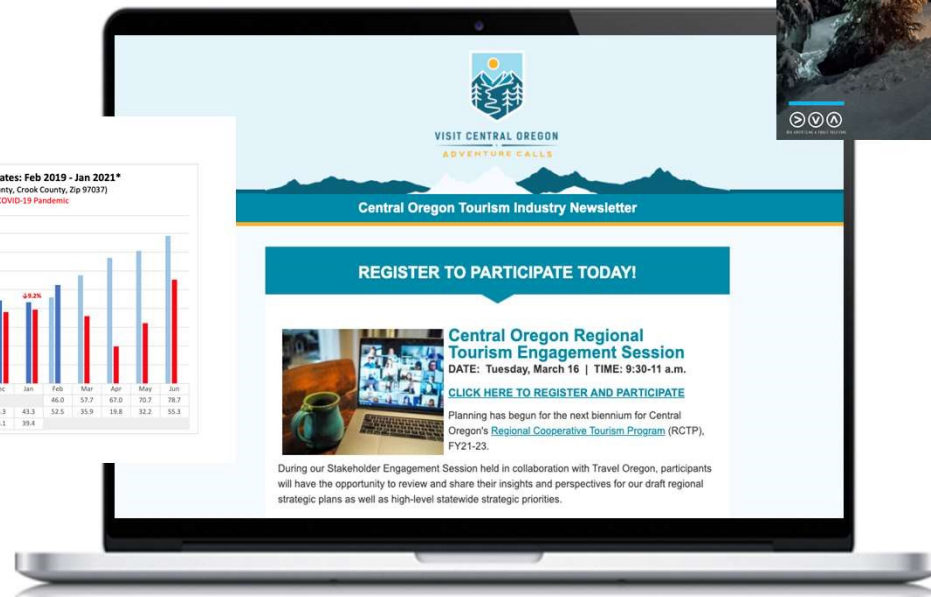
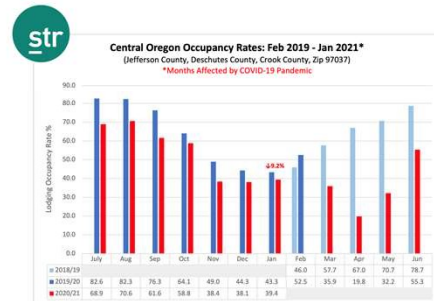
CENTRAL OREGON

2020 Stakeholder Survey – Industry Engagement

Q: What is the best way for you to receive tourism industry-related information from Travel Oregon and your Regional Destination Management Organization?



VISIT CENTRAL OREGON
JANUARY 2021 PR RECAP
February 9, 2021





BREAKOUT GROUPS

1. Recovery & Reopening

Global Marketing; Brand Awareness

2. Planning & Management

Resiliency; Destination Development

3. Strategic Partnerships

DEI; Strategic Investments

4. Industry Engagement

Industry Relations; Global Sales





VISIT CENTRAL OREGON

THANK YOU

THANK YOU + NEXT STEPS

PUBLIC FEEDBACK

- Feedback Form: <https://bit.ly/3tzESmD>
- Open until May 3

CONTACTS

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- Kristine McConnell: kristine@visitcentraloregon.com
- Staj Olson: staj@traveloregon.com
- Harry Dalgaard: harry@traveloregon.com
- Kate Sappell: ksappell@traveloregon.com

MANY THANKS!



Dylan VanWeelden