

#### OREGON

2021 OREGON TOURISM ENGAGEMENT SESSION SERIES REPORT



Credit: Joshua Raine

## **PURPOSE & OVERVIEW**

- Travel Oregon, in partnership with Oregon's regional destination management organizations (RDMOs), hosted six virtual Oregon Tourism Engagement Sessions across the state in spring of 2021.
- The tourism industry, including business owners, land managers, volunteers, nonprofits, policymakers and more were invited to attend.
- Stakeholder input was used to help shape the future of tourism in Oregon through Travel Oregon's statewide strategic plan, as well as the RDMOs' regional plans.
- Session attendees had the chance to meet their RDMO representatives and Travel Oregon employees, learn about and provide input on their region's 2021-23 plans and the statewide Strategic Rebuild Plan.
- All sessions were interactive; attendees got to partake in live polls and small breakout group discussions.
- The following pages are the results of the polls, poll "Other" chat responses and group discussions.



## **DATES & NUMBER OF ATTENDEES**

March 15 SOUTHERN OREGON

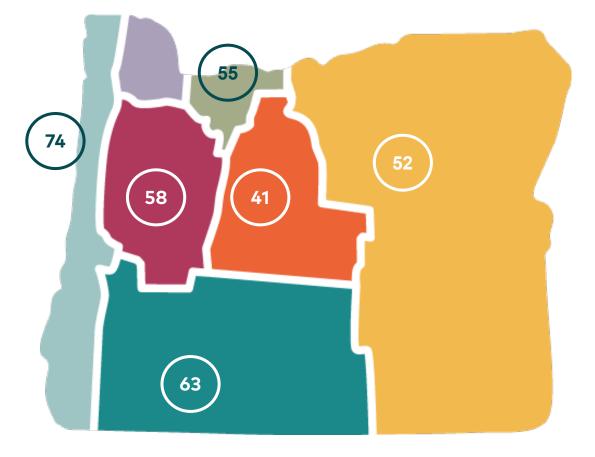
March 16 CENTRAL OREGON

March 16 MT. HOOD & THE COLUMBIA RIVER GORGE

March 18 WILLAMETTE VALLEY

March 30 EASTERN OREGON

March 30 OREGON COAST

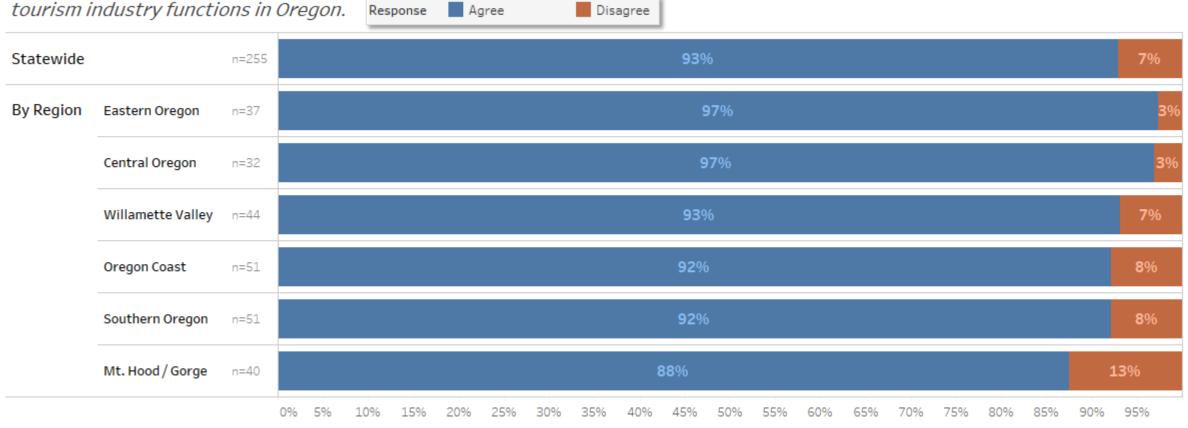


343 Total Attendees

## Strong Agreement for Rethinking How the Tourism Industry Functions in Oregon

#### Poll 1:

In order for the future of Oregon's tourism industry to be more resilent and relevant, we must re-think and re-imagine how the

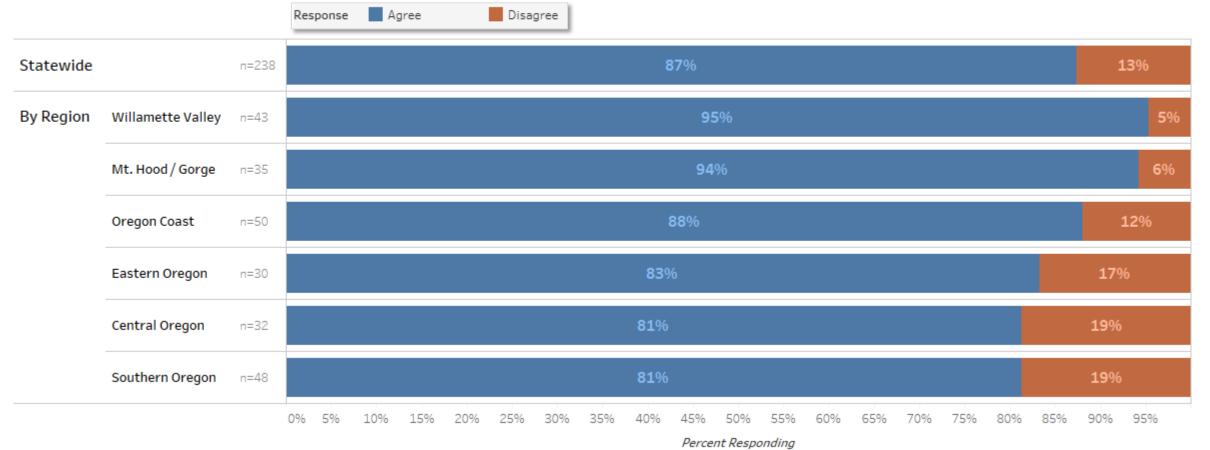


Percent Responding

# Strong Agreement for Travel Oregon to Play a Role in Closing the Racial Economic Wealth Gap

#### Poll 2:

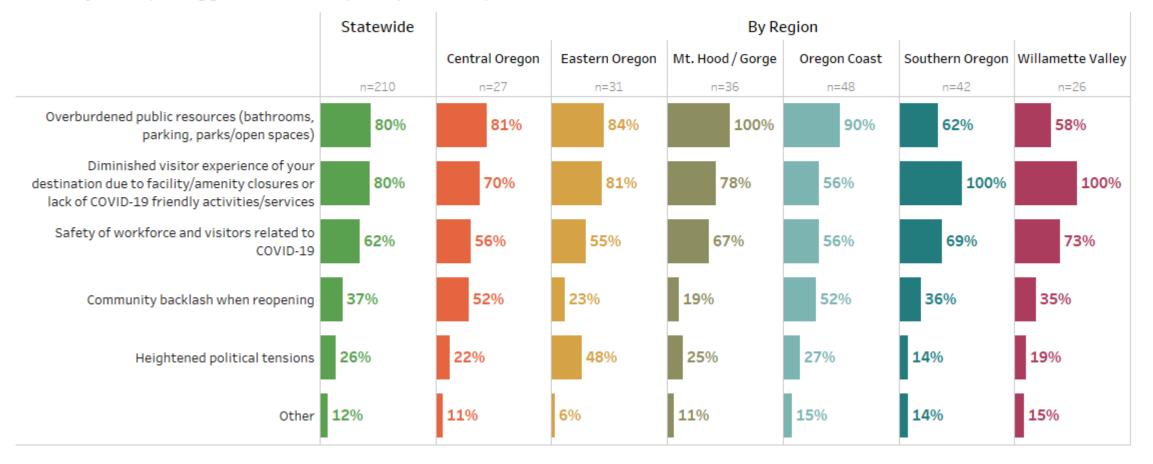
Gov Brown stated it is the duty of every state agency to apply the OR Equity Framework to develop agency-specific strategies and concrete actions to address racial and economic disparities. As an Economic Development Agency Travel OR should play a role.



#### Top Concerns for Welcoming Visitors to Oregon Communities

#### Poll 3:

*In thinking about the next 6 months, are your top concerns about welcoming visitors to your community the same? Please choose your top 3 biggest concerns. (multiple choice)* 



## Additional Statewide Key Concerns

- Lack of availability of workforce
- Lack of availability of workforce housing
- Houselessness and garbage deterring visitors in both urban areas and public lands
- Visitor perception of Portland as a key Oregon-destination gateway
- Lodging/hotel room scarcity in growing destinations



## Top Priorities to Assist Tourism Businesses and Organizations in Rebuilding

#### Poll 4:

Please select 3 options below that you believe are the top priority resources or programs to assist your BUSINESS/ORGANIZATION in rebuilding in the next six months. (multiple choice)

	Statewide	By Region							
		Central Oregon	Eastern Oregon	Mt. Hood / Gorge	Oregon Coast	Southern Oregon	Willamette Valley		
	n=227	n=28	n=33	n=36	n=44	n=48	n=38		
Help advocating for effective policies and funding to support tourism businesses/organizations	78%	89%	73%	86%	73%	73%	79%		
Tools and trainings to improve business communications and marketing	63%	46%	61%	58%	55%	77%	71%		
Networking with/learning from other professionals in your sector	44%	43%	58%	42%	43%	48%	29%		
Support transitioning to online and expanded sales/business platforms	40%	36%	<b>52</b> %	31%	55%	33%	32%		
Support adapting business plans/models	39%	57%	18%	31%	41%	33%	58%		
Technical assistance navigating business recovery funding and loans	29%	18%	39%	42%	25%	29%	21%		
Other	6%	7%	0%	8%	9%	4%	8%		

## Top Tourism-Related Priorities to Assist Oregon Communities in Rebuilding

#### Poll 5:

Please choose the 3 statements that you believe are the top priority resources/programs to assist your COMMUNITY in rebuilding in the next six months. (multiple choice)

	Statewide	By Region						
		Central Oregon	Eastern Oregon	Mt. Hood / Gorge	Oregon Coast	Southern Oregon	Willamette Valley	
	n=218	n=23	n=31	n=37	n=49	n=42	n=36	
Support development of visitor experiences that are COVID-19 appropriate and enhance local livibility	<mark>72</mark> %	74%	74%	<b>70</b> %	69%	71%	72%	
Land stewardship strategies and processes to help ensure outdoor recreation experiences are kept prisine	<mark>66</mark> %	65%	61%	<b>78</b> %	61%	79%	47%	
Support convening local stakeholders to address complex challenges and identify community-based solutions	53%	61%	58%	46%	41%	<b>67</b> %	50%	
Communication tools and message frameworks to convey safe visitor behavior in towns and businesses	50%	43%	55%	46%	51%	43%	64%	
Public relations and advocacy tools for communication with decision makers and community members	32%	22%	26%	27%	43%	33%	33%	
Training and engagement opportunities with industry leaders and other small businesses focused on economic recovery	28%	26%	19%	27%	29%	38%	22%	
Other	3%	0%	3%	5%	4%	0%	6%	

# Top Oregon Tourism Tactical Planning & Destination Management Priorities

#### Poll 6:

Please choose the 3 statements that you believe are the top tactical planning and destination management priorities to expand economic impact of tourism and to ensure its vitality and sustainability. (multiple choice)

	Statewide						
		Central Oregon	Eastern Oregon	Mt. Hood / Gorge	Oregon Coast	* Southern Oregon	Willamette Valley
	n=228	n=31	n=33	n=44	n=58	n=46	n=46
Managing tourism impacts in order to preserve local assets (natural and cultural) and livability	62%	<mark>68</mark> %	48%	77%	72%	17%	43%
Dispersing visitation across seasons	47%	58%	45%	41%	43%	15%	52%
Identifying and fostering partnerships to address economic resiliency	35%	26%	39%	32%	31%	11%	46%
Educating community leaders and policymakers on the value of tourism	35%	32%	42%	36%	24%	17%	37%
Building a diverse, equitable, and inclusive tourism economy	30%	<b>26</b> %	27%	27%	24%	9%	48%
Identifying and fostering partnerships to address the current demand on outdoor/natural resources and identify plans to mitigate its impact	27%	23%	39%	41%	29%	7%	9%
Creating positive interaction between visitors and residents	25%	23%	33%	20%	31%	4%	22%
Increasing visitation to less visited destinations	22%	<b>19</b> %	18%	18%	24%	17%	20%
Increasing adoption of sustainable business practices in tourism	14%	19%	6%	7%	17%	2%	20%

\*Southern Oregon respondents selected one answer option only.

## Additional Statewide Key Priorities

- Workforce training and development opportunities
- Direct support for events and festivals, downtowns and main streets, and restaurants
- More support for outdoor infrastructure and trails
- More direct communication opportunities between DMOs and RDMOs/Travel Oregon





## **THANK YOU**

**QUESTIONS?** 

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