

TRAVEL



OREGON

**2021 OREGON TOURISM
ENGAGEMENT SESSION SERIES
REPORT**

4.12.21

Credit: Joshua Rainey

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

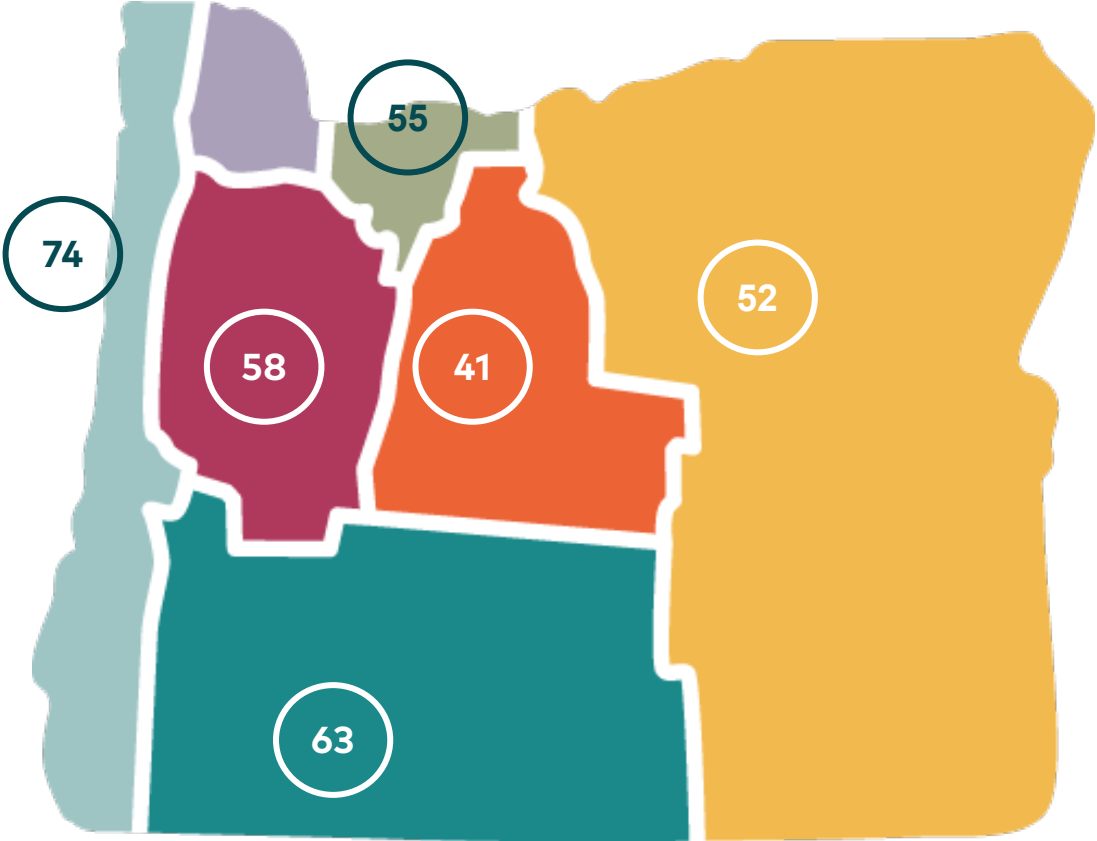
March 16
CENTRAL OREGON

March 16
MT. HOOD & THE COLUMBIA RIVER GORGE

March 18
WILLAMETTE VALLEY

March 30
EASTERN OREGON

March 30
OREGON COAST



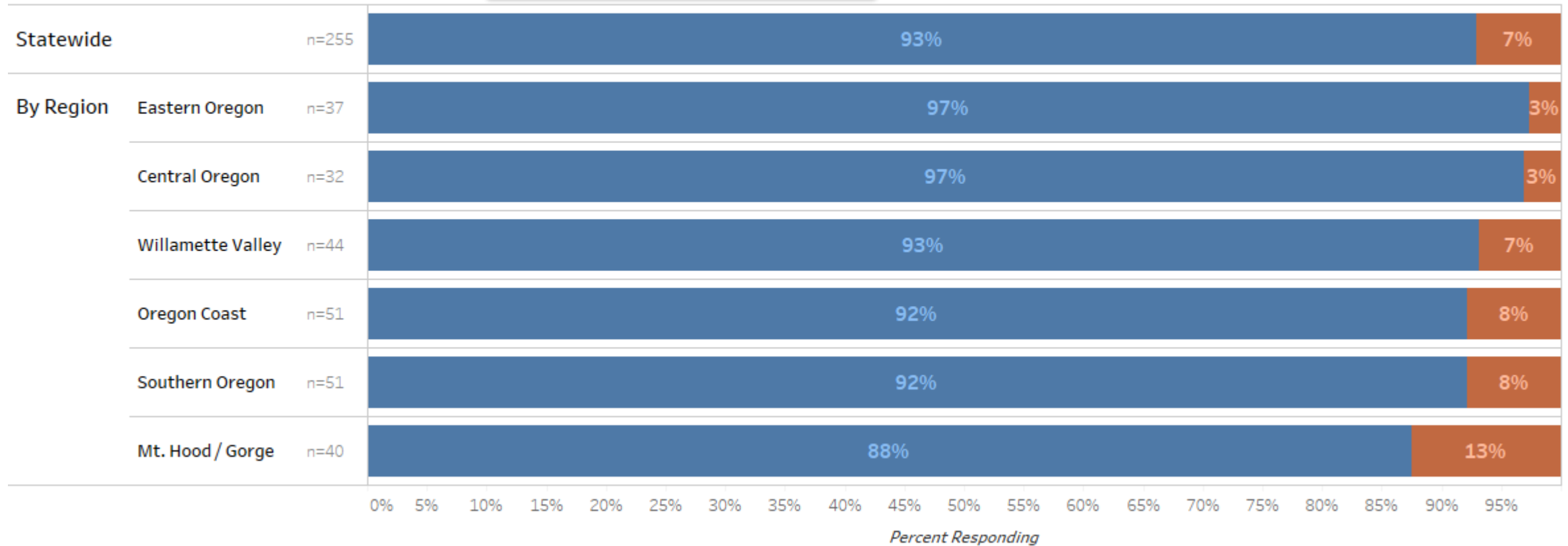
343 Total Attendees

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 resilient and relevant, we must re-think and re-imagine how the tourism industry functions in Oregon.

Response ■ Agree ■ Disagree

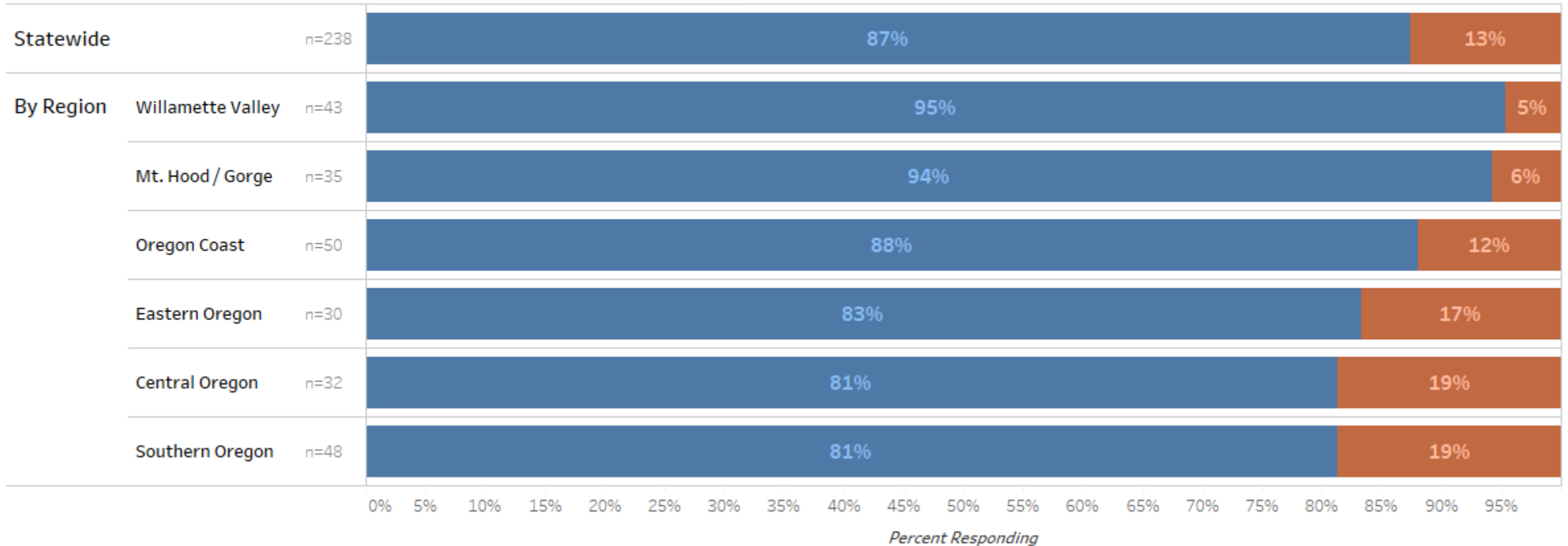


Strong Agreement for Travel Oregon to Play a Role in Closing the Racial Economic Wealth Gap

Poll 2:

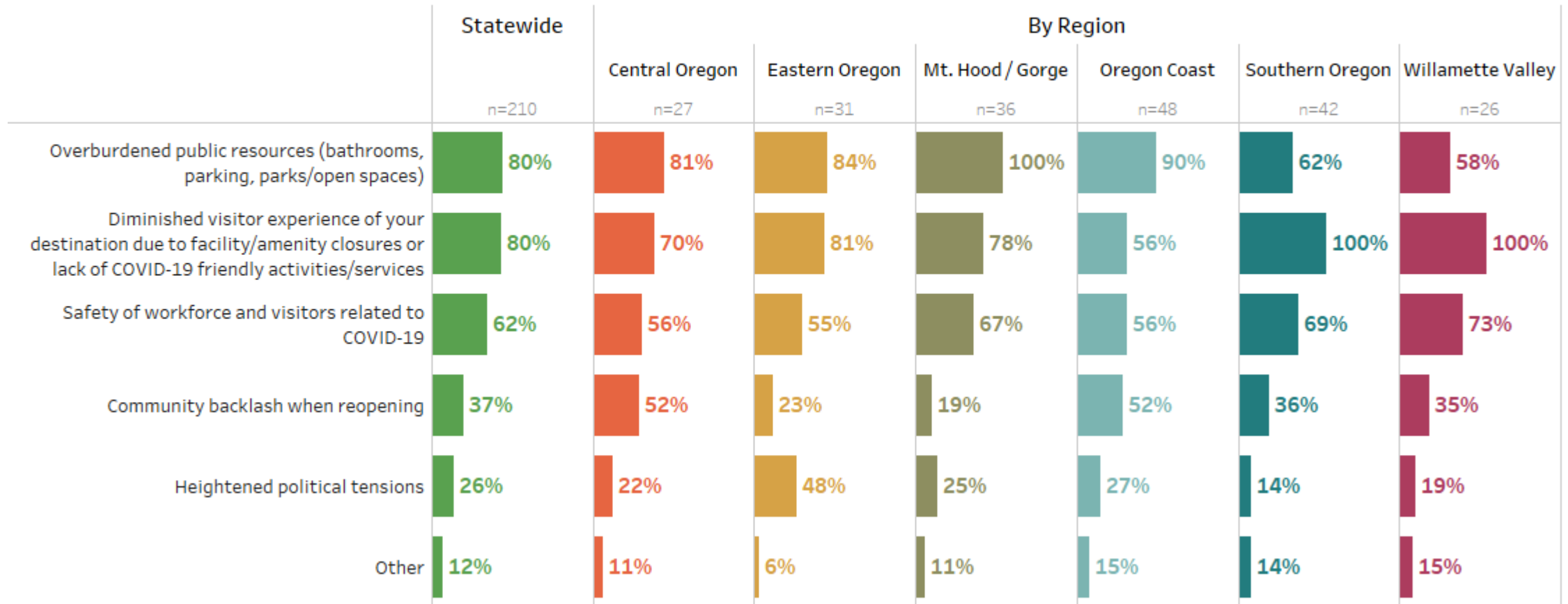
Gov Brown stated it is the duty of every state agency to apply the OR Equity Framework to develop agency-specific strategies and concrete actions to address racial and economic disparities. As an Economic Development Agency Travel OR should play a role.

Response ■ Agree ■ Disagree



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

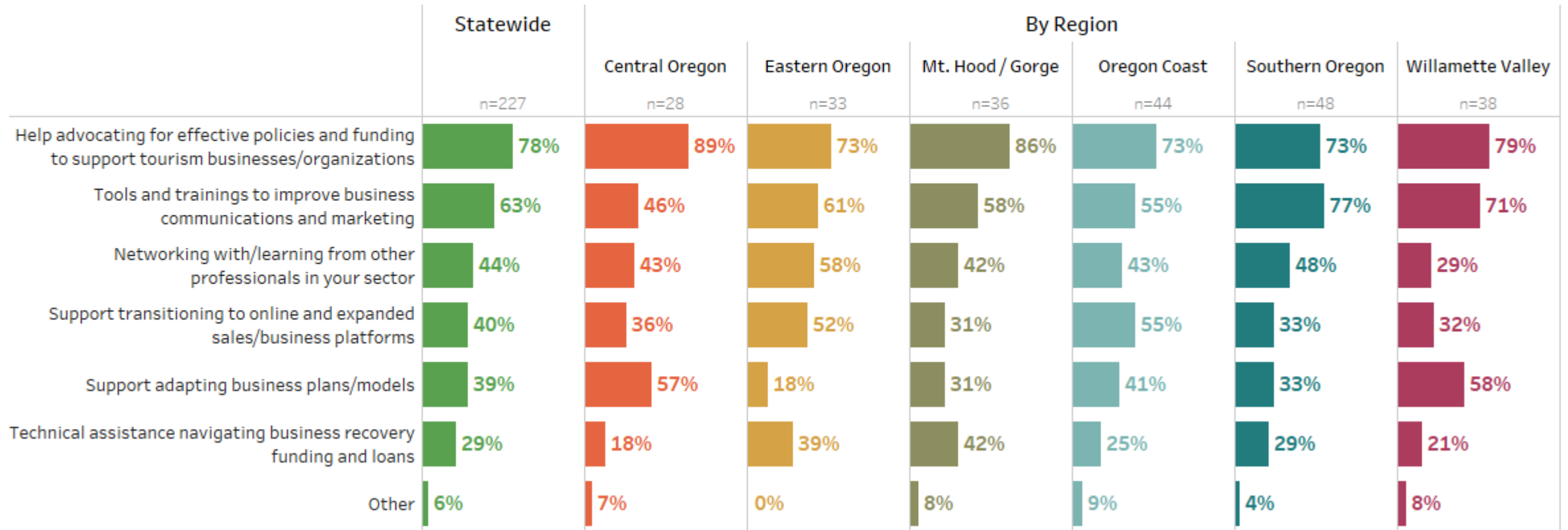
- **Lack of availability of workforce**
- **Lack of availability of workforce housing**
- **Houselessness and garbage deterring visitors in both urban areas and public lands**
- **Visitor perception of Portland as a key Oregon-destination gateway**
- **Lodging/hotel room scarcity in growing destinations**



Top Priorities to Assist Tourism Businesses and Organizations in Rebuilding

Poll 4:

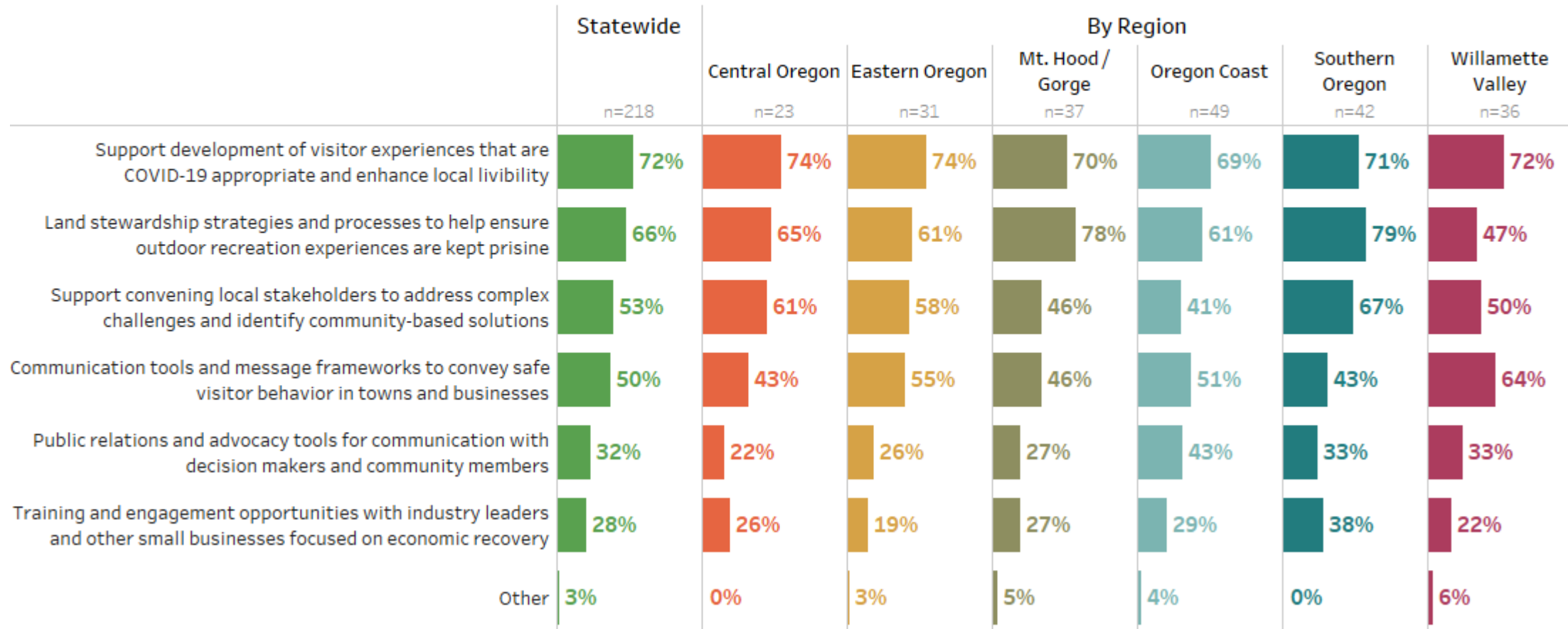
Please select 3 options below that you believe are the top priority resources or programs to assist your BUSINESS/ORGANIZATION in rebuilding in the next six months. (multiple choice)



Top Tourism-Related Priorities to Assist Oregon Communities in Rebuilding

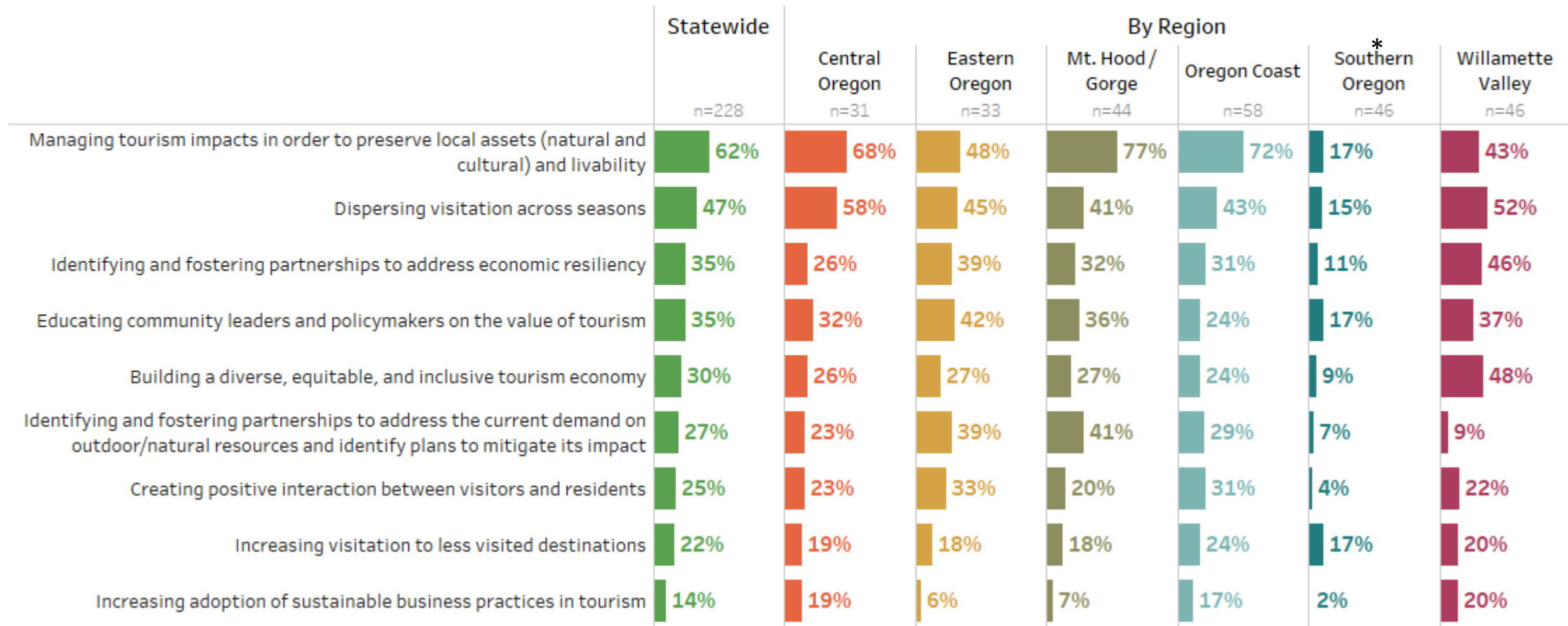
Poll 5:

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)



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)



*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**



An aerial photograph of a valley during sunrise or sunset. The sky is a clear, light blue. Several hot air balloons are visible: a large red one in the upper left, a yellow and red one in the center, and a small blue one in the distance. The landscape below is a patchwork of green and brown fields, with a winding river or stream in the foreground. The overall mood is peaceful and scenic.

THANK YOU

QUESTIONS?

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