

TRAVEL



OREGON

We will be starting shortly.

**OREGON TOURISM
ENGAGEMENT SESSION SERIES
OREGON COAST**

03.30.21

Credit: Justin Myers

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.





STRATEGIC PLANNING & INDUSTRY ENGAGEMENT

TWO-PHASED APPROACH

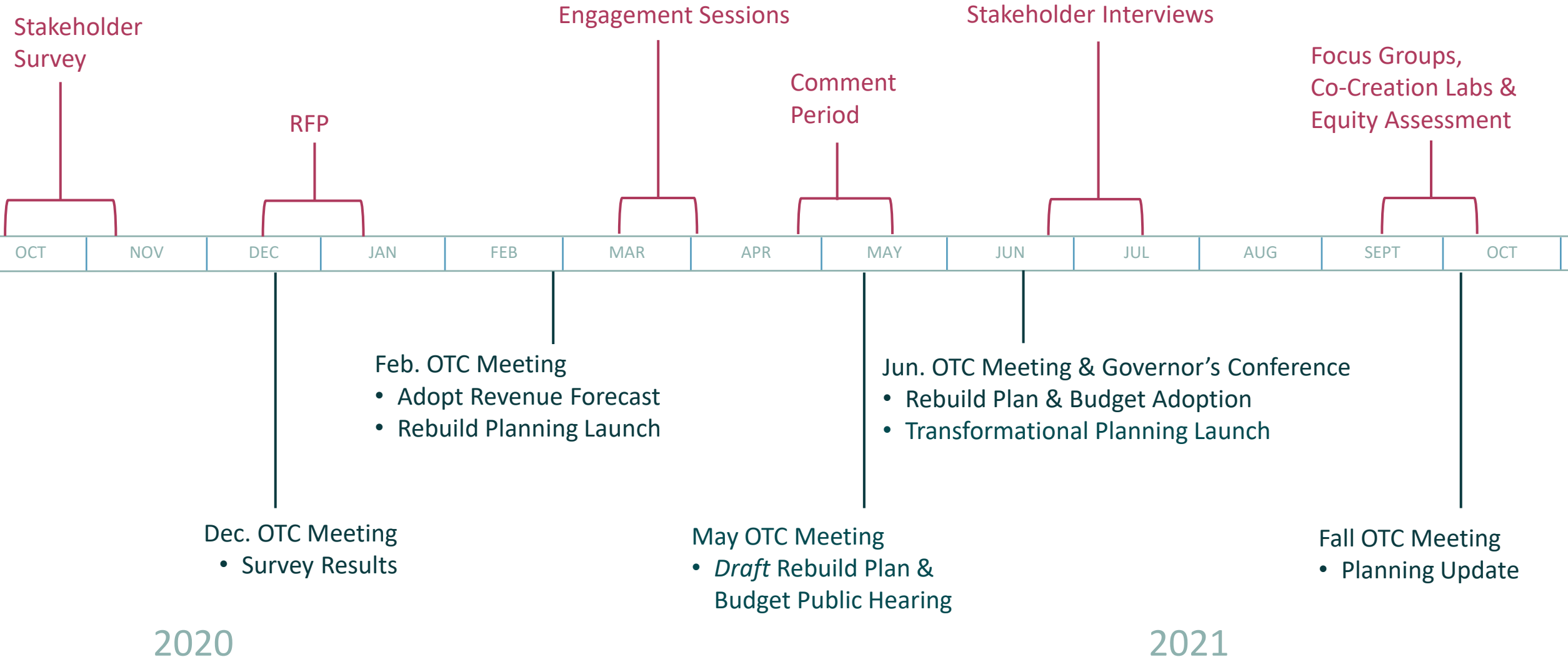
- Rebuild Plan > Transformational Plan
extending to 2025

WHY

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



STRATEGIC PLANNING & INDUSTRY ENGAGEMENT

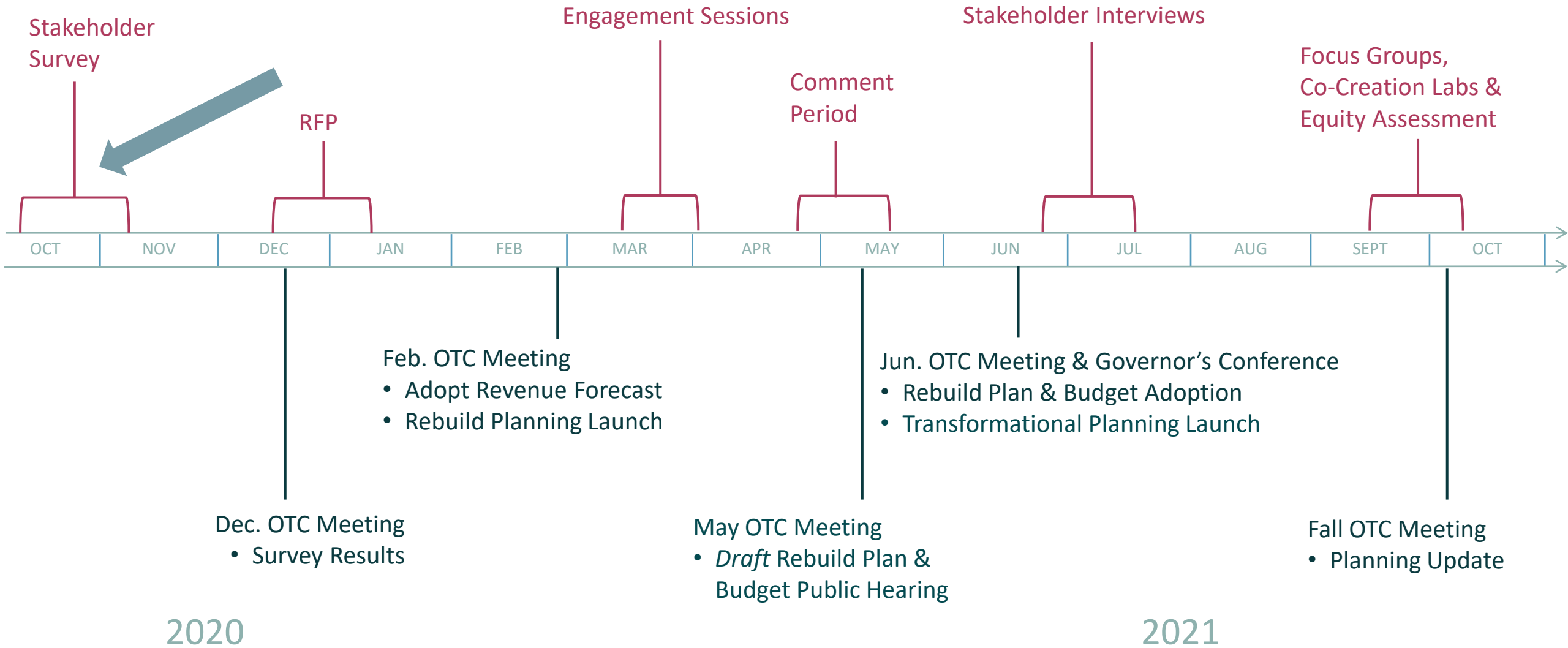


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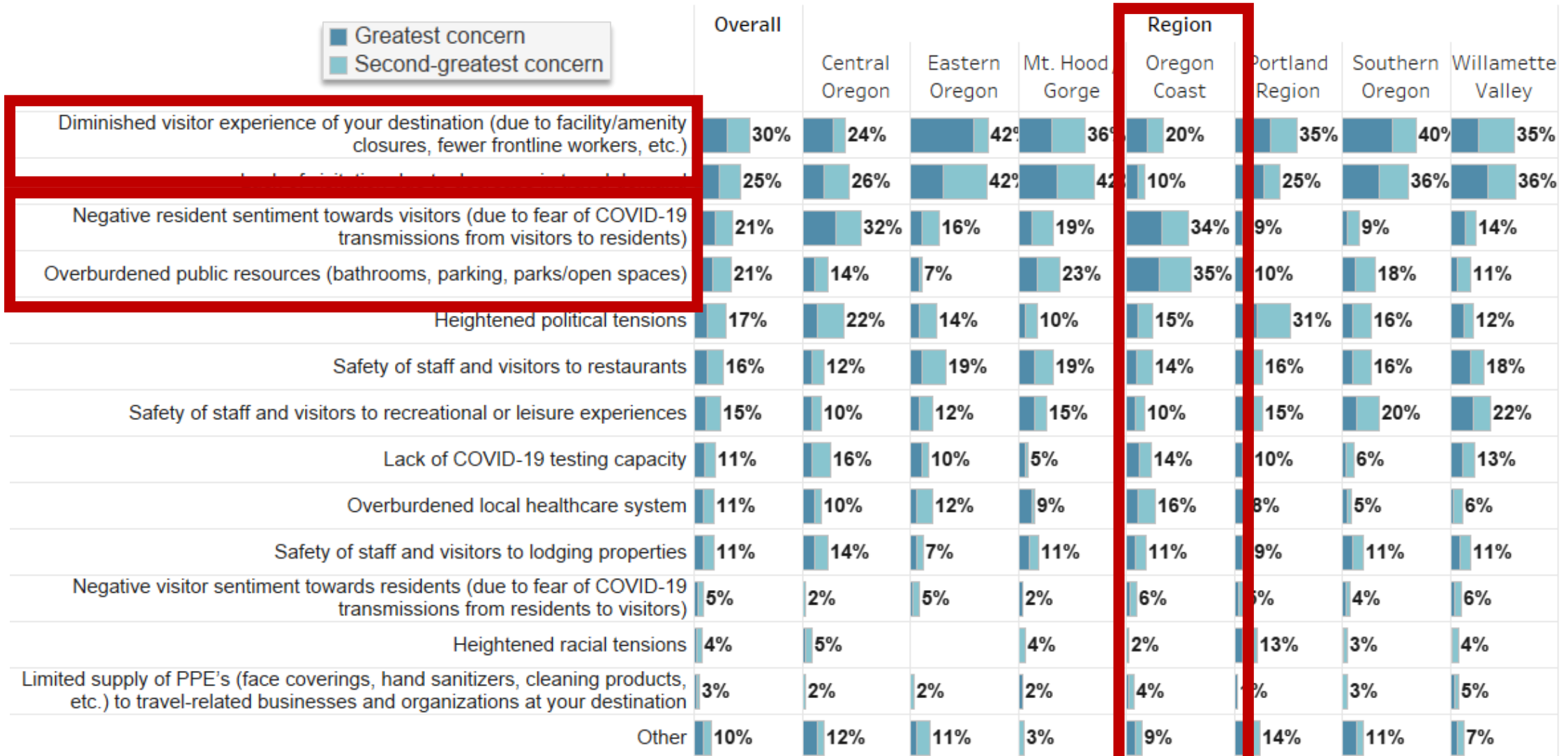


STRATEGIC PLANNING & INDUSTRY ENGAGEMENT



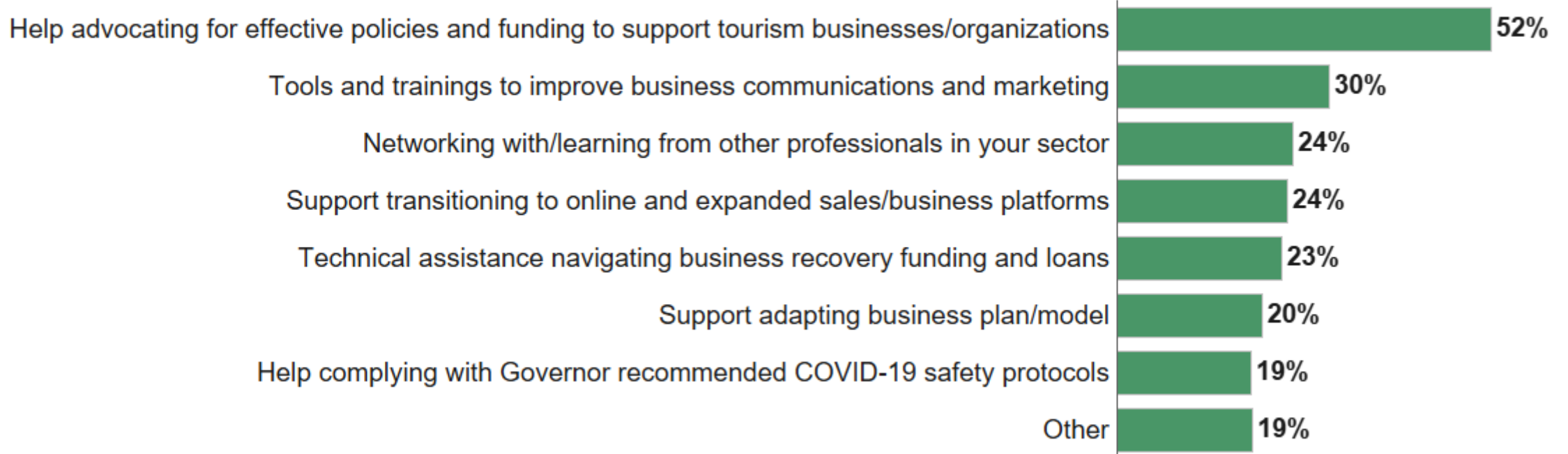
TOP 2 CONCERNS ABOUT WELCOMING VISITORS BY REGION

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



RESOURCES OR PROGRAMS TO ASSIST YOUR BUSINESS/ORGANIZATION

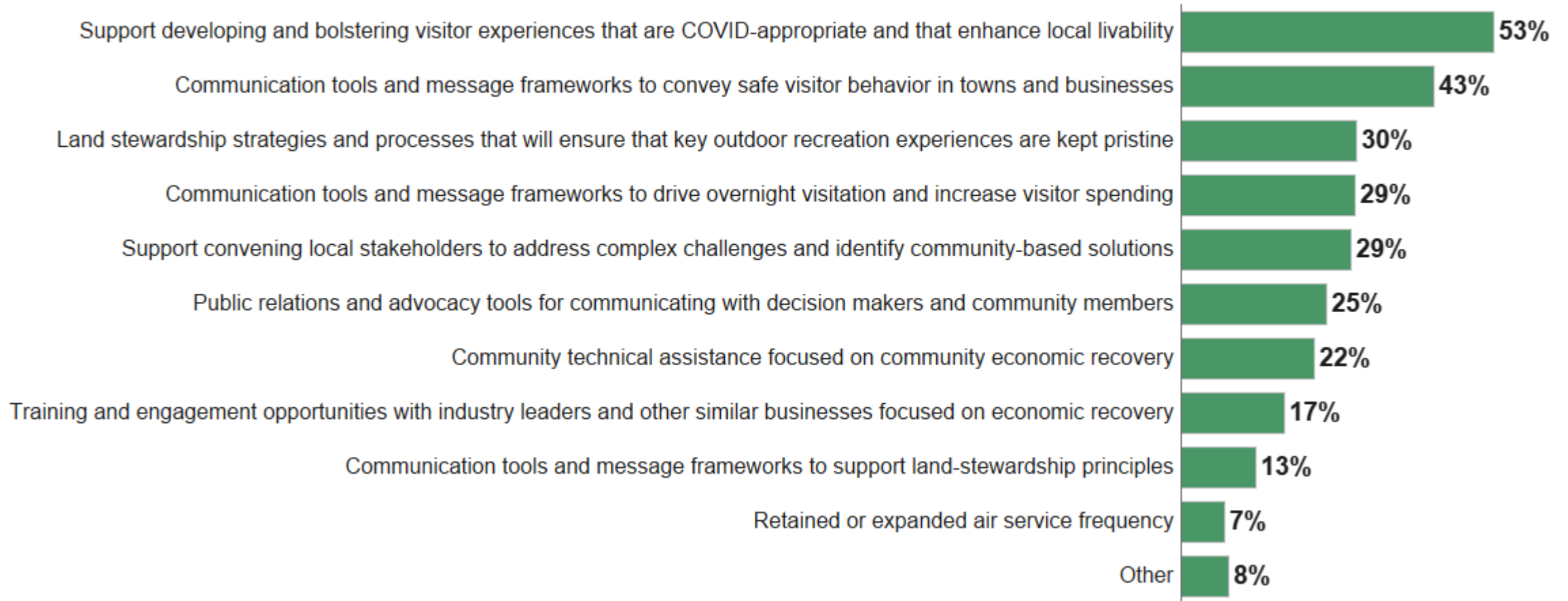
Q: Which of the following resources or programs would best assist your BUSINESS/ORGANIZATION in resiliency, recovery, and reopening? (Select up to three answer options)



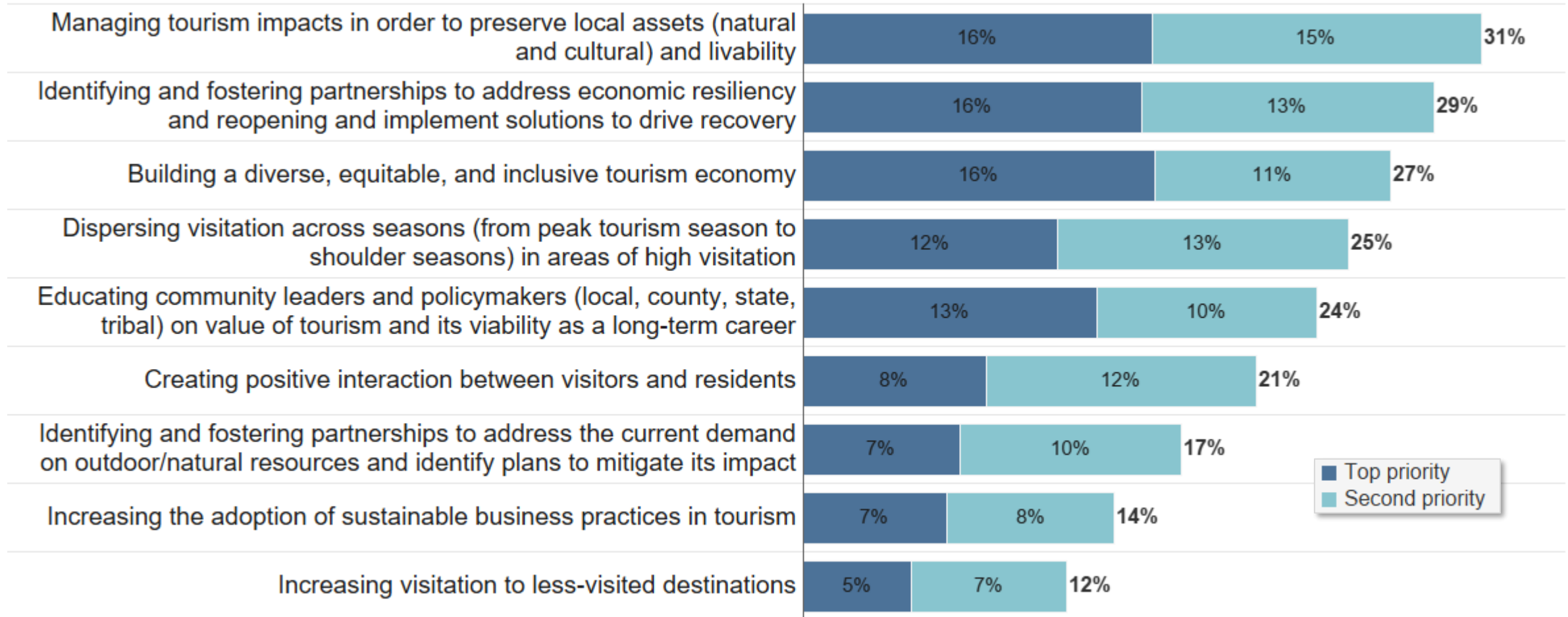
Source: 2020 Oregon Tourism Industry Stakeholder Survey

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)



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?

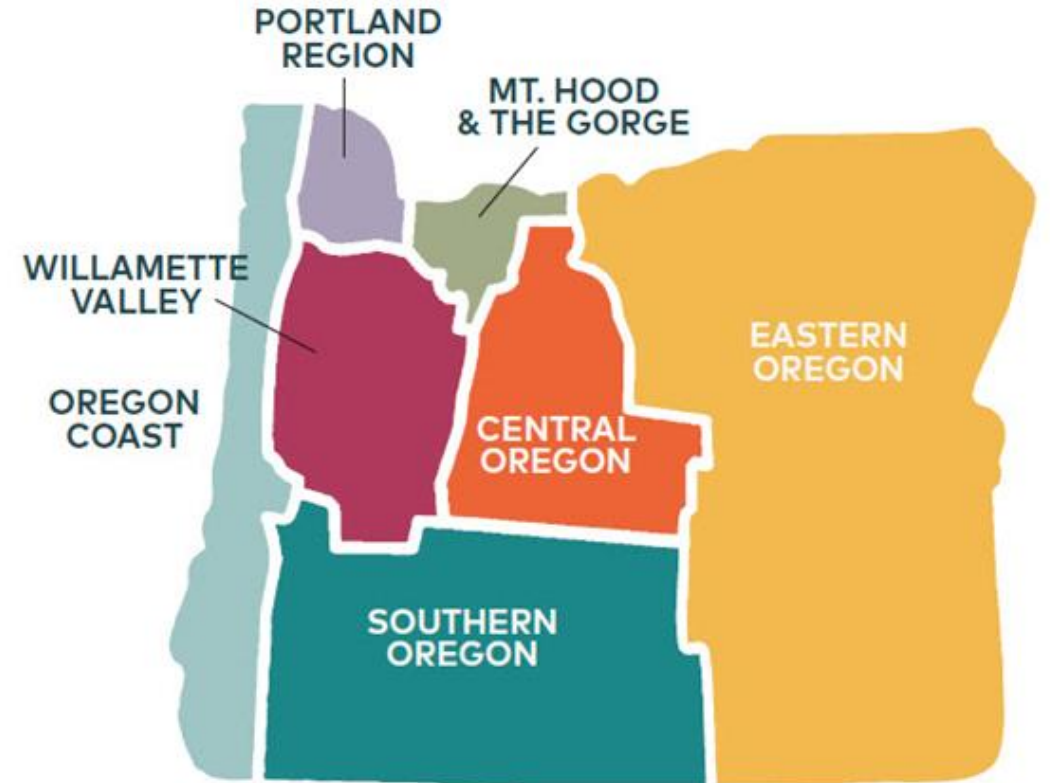
REGIONAL COOPERATIVE TOURISM PROGRAM

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

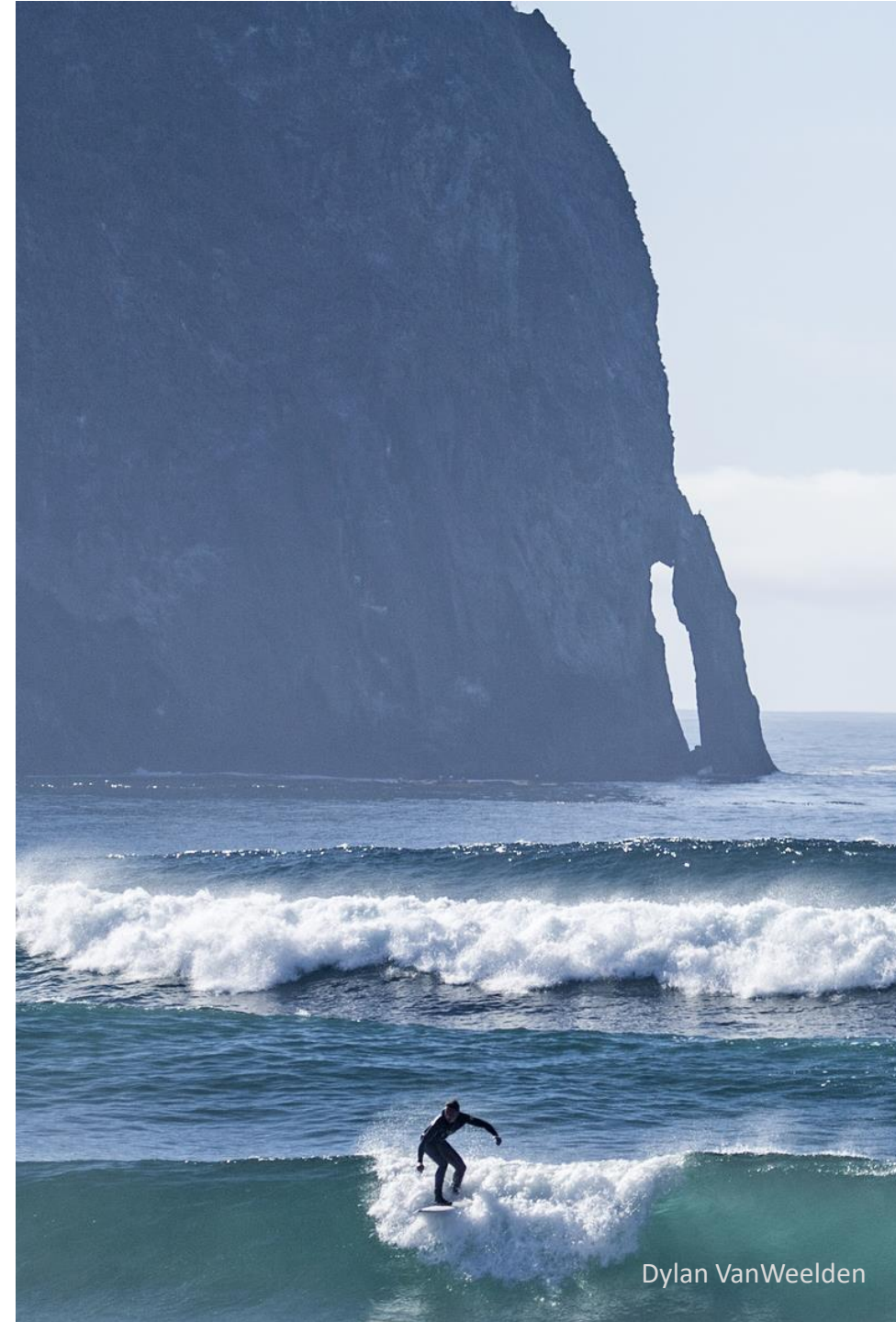
- Developed modified RCTP guidelines and framework to ensure program resiliency through COVID and other natural disasters
- Increases staffing and administration
- Focus on being responsive to the needs of the industry

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)

OREGON COAST



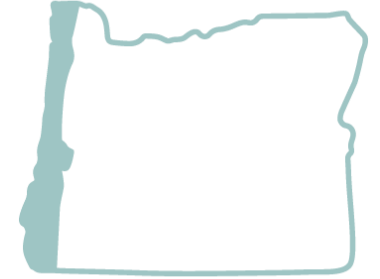
OREGON COAST PRIORITIES/GOALS

1. Refine our stakeholder engagement processes to be more accessible and inclusive.
2. Invest in tourism related infrastructure in ways which improve the visitor experience, mitigate visitor impacts, and support shoulder season visitation.
3. Explore and invest in tourism development strategies which also improves coastal resilience in the face of climate change.
4. Design marketing and sales strategies which attract respectful visitors and contribute toward responsible visitation to our coastal communities.
5. Offer grants and other resources to coastal businesses to address the salient issues of our times.



OREGON COAST

2021-23 RCTP DISBURSEMENT



2021-2022 RCTP Disbursement: \$1,552,129

2022-2023 Projected RCTP Disbursement: \$TBD Projection similar to FY 21-22

Δ – 2020-2021 Anticipated Rollover: \$120,000

Total 2021-2023 RCTP Disbursement: \$3,104,258

INDUSTRY PARTNERSHIPS STRATEGY

OCVA is ultimately a network of partnerships constantly growing and changing to meet the needs of local communities while also leveling up to current tourism consumer trends. Our Industry Partnerships Department supports this dynamic relationship by scaling successful local projects and statewide initiatives into accessible coastwide regional programming.

Tactic Name	Proposed Budget
Tourism Advocacy + Engagement	\$60,000
Industry Communications	\$10,000
Workforce + Professional Development	\$65,000
Oregon Coast Inclusivity	\$20,000
Strategic Investment Fund	\$90,000
North Coast Network Capacity	\$25,000
Tourism Declares a Climate Emergency	\$30,000
Responsible Visitor Communications Campaign	\$50,000
Whale Watching	\$30,000

Overall Proposed (Departmental) Budget: \$380,000

GLOBAL MARKETING STRATEGY

By utilizing industry-leading content we inspire visitors and support travelers in their journey to discover new experiences around every winding roads and wind-swept sea bluffs of the Oregon Coast. The pillars that make up our core marketing efforts include outdoor recreation, places to stay, local food, and sustainable travel practices.

Tactic Name	Proposed Budget
Visitor Guide Fulfillment + Call Center	\$33,000
Asset Management + Procurement	\$24,400
Influencer + FAM Marketing	\$20,000
Consumer Newsletters	\$14,000
OTIS Support for Coastal Listings	\$7,500
Paid Advertising	\$65,000
Social Media Marketing	\$35,000
TO Ad Network	\$5,000

GLOBAL MARKETING STRATEGY (CONT.)

Tactic Name	Proposed Budget
TORP	\$10,000
Website Development + Maintenance	\$18,000
Marketing Support	\$30,000
Custom Media Content with TO	\$1,650
Food System Content Acquisition + Marketing	\$20,000
Lodging Marketing Co-op with TO	\$10,000
Promotional Products and Webstore Mgmt.	\$8,000
Public Relations Strategies + Earned Media	\$20,000
Educational Video Series for Coastal Seafood	\$9,500
Paid Reporting	\$TBD

Overall Proposed (Departmental) Budget:

\$341,050

GLOBAL SALES STRATEGY

The Global Sales team postures The Oregon Coast as a unique and desirable destination to select international travelers and domestic travel trade. International visitors spend considerably more money than domestic visitors, and in that spirit, we will recruit additional partners to bolster international visitation.

Tactic Name	Proposed Budget
Global Sales Product Development	\$3,000
Business Development Investment Opportunities	\$17,000
Domestic B2B Investments	\$2,000
Canadian Market Investments	\$5,000
German, UK, Japan - Market Investments	\$3,000
OCVA In-House Domestic Sale Investments	\$33,000
Global Sales Contractor	\$48,000

Overall Proposed (Departmental) Budget:

\$111,000

DESTINATION DEVELOPMENT STRATEGY

DDev investments better prepare coastal communities to receive visitors that are eager to connect with nature and the beauty of the Oregon Coast. We invest in a variety of outdoor recreation tactics that improve paddling infrastructure, offer new disc golf opportunities, support an OCT that is better suited for hikers, and create a swelling dirt wave for mountain bikers. We also invest in food trails to help our local businesses reach new potential customers and support local producers.

Tactic Name	Proposed Budget
Emerging Recreation	\$44,000
Food Trails	\$37,000
Regional Trails + Infrastructure	\$69,000
Water Trails + Infrastructure	\$32,000
Mountain Biking	\$85,000
Agritourism Event	\$42,000
Trail Restoration	\$120,000
Local Seafood Product	\$120,000
Louis Southworth Installation	\$25,000

Overall Proposed (Departmental) Budget:

\$574,000

BREAK OUT ROOMS

- 5 Breakout Rooms
- OCVA team has a few questions, and you can ask questions, too.



THANK YOU + NEXT STEPS

PUBLIC FEEDBACK

- Feedback Form: <https://bit.ly/3thf1iQ>
- Open until May 3

CONTACTS

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MANY THANKS!

