

THINK

DESTINATION

DESTINATION

DESTINATION



RODNEY PAYNE

PARTNER & CEO



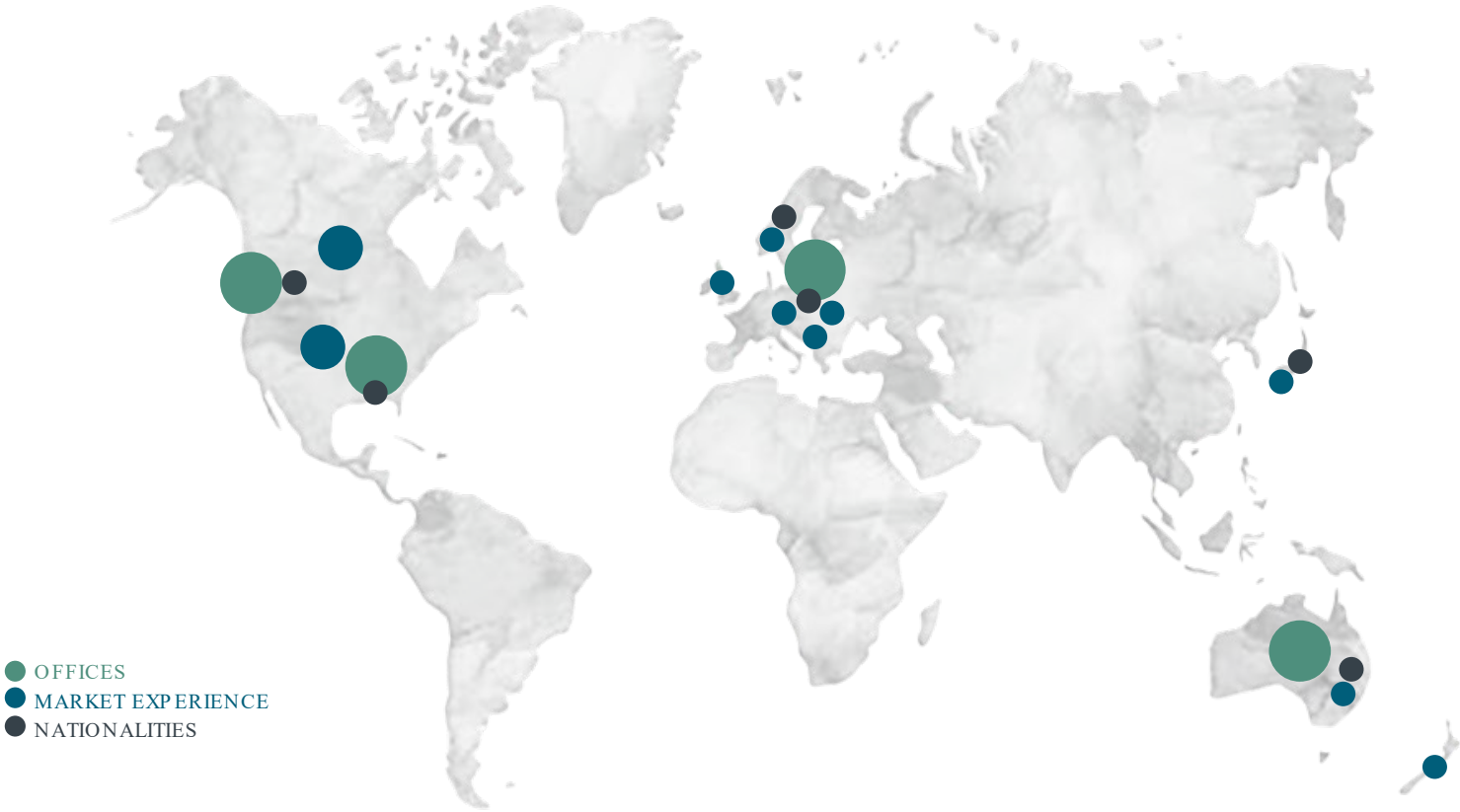
FRANK CUYPERS

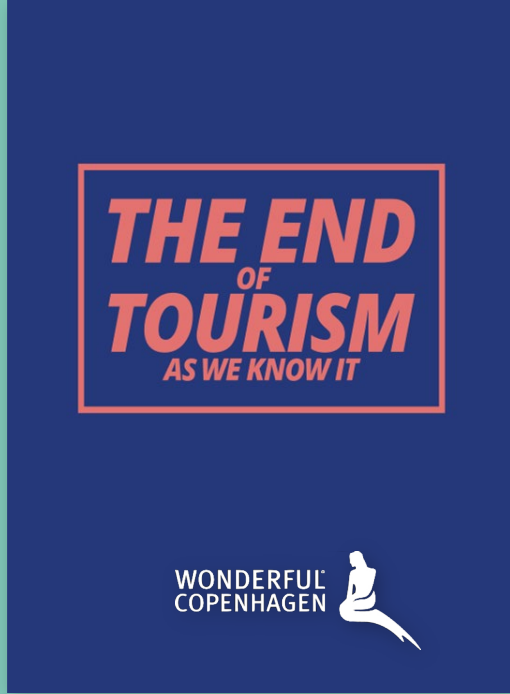
SENIOR STRATEGIST

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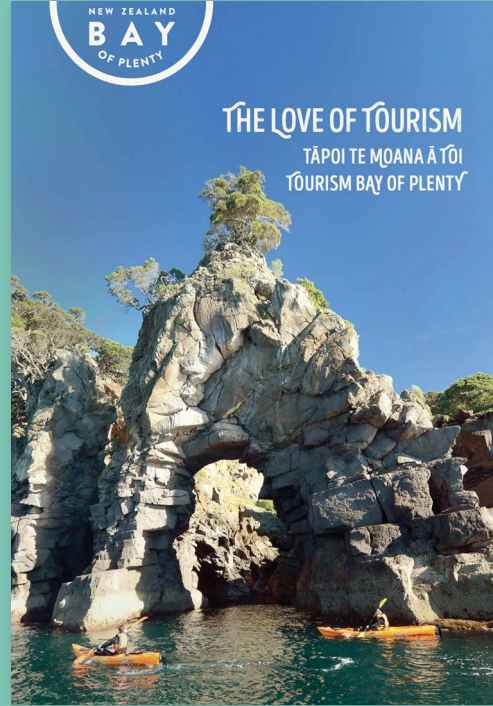
**WE BRING
PLACES
CLOSER
TO PEOPLE**

DESTINATION
THINK
DESTINATION





Copenhagen



Bay of Plenty



Europe



SHANNON LANDRETH

CLIENT STRATEGIST



FRANK CUYPERS

SENIOR STRATEGIST



WILLIAM BAKKER
*CHIEF STRATEGIST &
PARTNER*



SARAH PRUD'HOMME
SENIOR STRATEGIST

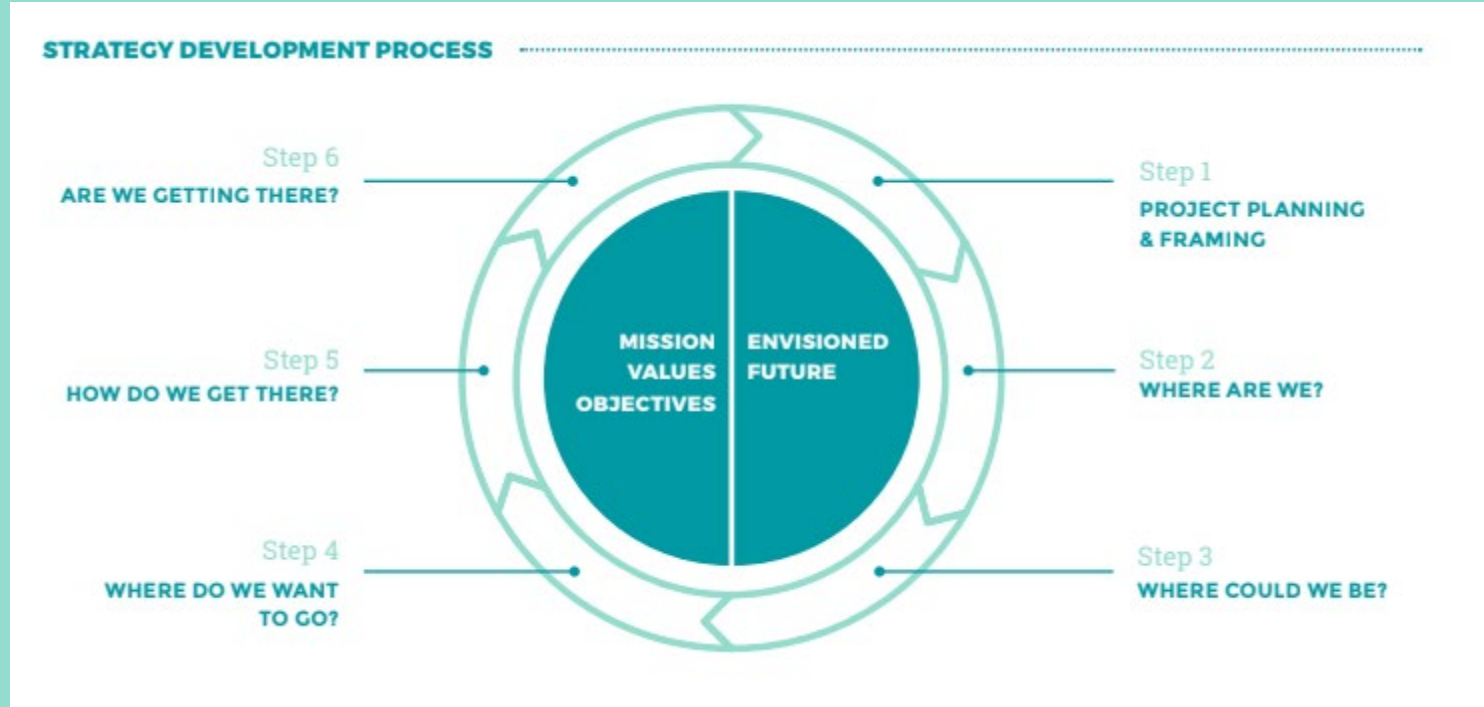


DAVID ARCHER
MARKETING MANAGER



MARK PROUDFOOT
MANAGING DIRECTOR

OUR PROCESS



PHASE 1: The Rebuild Plan

February - May

- Document review & desktop research
- Review of project approach & goals with entire organization
- Discovery workshop with Travel Oregon team members
- Support and guidance on the March Oregon Tourism Engagement Sessions
- Distill into clear learnings and formulate framework for the Rebuild Plan to present back to Travel Oregon for alignment
- Present the draft Rebuild Plan to Travel Oregon and gain input and apply feedback as required

PHASE 2: Transformational Strategy

May - December

- Conduct interviews with each member of the organization (46) and selected industry stakeholders
- Develop and deploy a SOAR survey
- Complete a Destinations Assessment
- Present a keynote about the 'future of tourism' at GovCon 2021 and co-lead breakout sessions with Travel Oregon
- Conduct ten co-creation labs with key industry stakeholders and special interest groups across the state of Oregon including a workshop with Travel Oregon
- Complete a Racial Equity Impact assessment in collaboration with the DEI Taskforce and REI consultant
- Distill all insights and learnings to inform and validate the transformational strategy for adoption

PHASE 3: Implementation

January - March

- Regroup to discuss next steps and action plan to implement organizational change plan, including assigning roles and responsibilities
- Collaborate together on key priorities and actions to drive the implementation of the organizational change plan forward through ongoing working sessions and consultation

PROJECT PLAN

The Rebuild Plan

Where are we?

Where could we be?

How do we get there?

Are we getting there?

February - April

May - August

June - November

Nov - December

2022

The Rebuild Plan

Destination Assessment

Industry Engagement

Transformational Strategy

Implementation

Through discovery, engagement and research, develop a short-term plan to aid in rebuilding tourism and Oregon's economy

Leverage insights and learnings from DMO through 1:1 engagement, research and a SOAR survey to develop a destination assessment.

Collaborate with industry across the state and the DMO via breakout sessions at GovCon and a series of co-creation labs and workshops to inform and validate direction for the transformational strategy.

Distill all learnings into a framework, validated by a REI and the DMO to develop the 4-year plan in detail for adoption. .

Begin implementing key priorities through consultation and collaboration with DT.

Q & A

THANK YOU

The end (or, the beginning)



Oregon Tourism Engagement Sessions *(virtual)*

- March 15, 10-11:30 a.m.– Southern Oregon
- March 16, 9:30-11 a.m.– Central Oregon
- March 16, 2-3:30 p.m. – Hood/Gorge
- March 18, 3:30-5 p.m. – Willamette Valley
- March 30, 9 -10:30 a.m.– Eastern Oregon
- March 30, 3:30-5 p.m – Oregon Coast
- TBA - Portland

REGISTRATION REQUIRED:

www.industry.traveloregon.com /opportunities/events

