

TRAVEL OREGON STRATEGIC PLANNING

Rebuild Planning

Oct. 2020 – June 2021

We sought expert advice, engaged the industry, drilled into research, and developed a short-term Strategic Rebuild Plan & Budget to aid in rebuilding Oregon's tourism while balancing priorities in a way that benefits both residents and visitors while laying the foundation for the Transformational Strategic Plan.

- ✓ Stakeholder Survey
- ✓ RFP for Planning Firm
- ✓ Staff Racial Equity Lens Training & Development
- ✓ Stakeholder Engagement Sessions (by region)
- ✓ Staff Planning Workshops & Reviews
- ✓ Commission Engagements (2/23 & 5/11)
- Public Comments (closes 5/18)
- Commission Adoption (6/15)

Transformational Planning

June – Dec. 2021

We will reimagine how tourism contributes to a better life for all Oregonians, how travel enhances communities and contributes to equitable livability, and how we can create more economic resilience for our diverse workforce. We will assess our destination, our role as a DMO, our business practices, and undergo an organizational design process to better lead and support Oregon's tourism industry. We will do all of this through a racial equity lens. The result will be a 2021-25 Transformational Strategic Plan.

- Stakeholder Planning Workshop at GovCon (6/16)
- Stakeholder 1:1 Interviews (10 total)
- Stakeholder Racial Equity Lens Training (7/20 & 7/21)
- Staff 1:1 Interviews (45 total)
- Staff SOAR Survey
- Commission Engagement (fall '21 meeting)
- Stakeholder Co-Creation Labs (by region)
- Stakeholder Focus Groups (RDMOs, Tribes & BIPOC)
- Staff Co-Creation Lab

Plan Implementation

Early 2022

Upon Commission review and adoption of the Transformational Strategic Plan, we will begin implementation of priority strategies.

2021-2023 Draft Strategic Plan & Budget Public Comment Form

The public comment period for [Travel Oregon's Draft 2021-2021 Strategic Plan & Budget](#) is open through May 18, 2021.

2021-2023 DRAFT STRATEGIC PLAN & BUDGET PUBLIC COMMENT FORM

Name *

Enter your first and last name.

Affiliation *

Email Address *

Enter your email address.

Region

Questions?

Reach out to our staff



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Stakeholder Workshop: A Transformational Strategy for Oregon Tourism

Following the 2021 Oregon Governor's Conference on Tourism, Travel Oregon invites you to join us for interactive workshop with our strategic planning firm, Destination Think.

Date and Time

June 16, 2021

3:30-5 p.m.

Location

📍 Virtual Event

[REGISTER HERE](#)

How does tourism contribute to a better life for all Oregonians? How can travel better enhance communities and contribute to equitable livability? How do we create more economic resilience for our diverse workforce? How can we grow Oregonians understanding of and support for the value of tourism? How can we restore and manage the balance between environments and visitor pressures? How do we direct tourism impacts to preserve natural resources and cultures?

Questions?

React



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