

# STAKEHOLDER TRAINING: LEADING WITH RACIAL EQUITY

To support our vision of building a better life for all Oregonians, Travel Oregon has chosen to lead with a racial equity lens – working to ensure tourism is enhancing communities, contributing to equitable livability, and creating economic resilience for our diverse workforce.

To lead with a racial equity lens, Travel Oregon felt it was paramount the Oregon tourism industry is both excited and committed to join us in this work. To help grow support and understanding, we invited key members of the industry to partake in a "Leading with Racial Equity" training with equity expert Scott Winn. Through exercises, discussions and presentations, this two-day training helped strengthen the participants knowledge of leading with a racial equity lens.

Over 50 members attended from the following organizations:

Ashland Welcome Center  
Columbia Gorge Tourism Alliance  
Consulting Sensei  
Crissey Field Welcome Center  
Destination Think  
Eastern Oregon Visitors Association  
Klamath Falls Welcome Center  
Lieb Management  
Merete Hotel Management  
Mt. Hood Territory - Clackamas County Tourism  
National Park Service  
Ontario Welcome Center  
Oregon Coast Visitors Association

Oregon Dept of Fish and Wildlife  
Oregon Destination Association  
Oregon Film  
Oregon Heritage Commission  
Oregon Main Street  
Oregon Office of Outdoor Recreation  
Oregon Parks and Recreation Department  
Oregon Tourism Commission  
Oregon Tour and Travel Alliance  
Oregon Trails Coalition  
Oregon Wine Board  
SAGE Center - Boardman Welcome Center  
Seaside Visitors Bureau

Sport Oregon  
Trailkeepers of Oregon  
Travel Oregon  
Travel Portland  
Travel Southern Oregon  
Visit Central Oregon  
Visit Hood River  
Willamette Valley Visitors Association