

A scenic view of a rocky coastline with two kayakers in the foreground. The water is a deep green, and the sky is a pale blue. The coastline features several large, dark rock formations and a dense forest of evergreen trees. Two kayakers in orange kayaks are visible in the lower left, paddling across the water. The text "TRAVEL" is overlaid in white, bold, sans-serif font on the left side of the image.

TRAVEL

A green silhouette of the state of Oregon, positioned between the words "TRAVEL" and "OREGON". The silhouette is a solid green color and matches the shape of the state of Oregon.

OREGON

**WHY GUIDES
PROGRAM UPDATE**

10.5.21

WHY GUIDES BACKGROUND

TRENDS & PROJECTIONS:

- High-use of natural areas during the pandemic
- Pent-up travel demand
- Desire to "relax & leave the planning to someone else"
- Projections for a busy spring/summer 2021 in Oregon



THE IDEA

- Inspire stewardship in our visitors
- Market small, locally owned industry businesses for economic recovery
- Use our racial equity lens to uplift TOGOs of color and promote to a different demographic
- Give visitors access to local experts and Oregon's unique product



WHY GUIDES WAS BORN





HOW?

- Create a registry
- Register with Google My Business/Local
- Acknowledge COVID best practices
- Market & promote through Travel Oregon's channels & connections

CREATION OF ASSETS

- 61 Guides registered to date
- New photography
- Creation of toolkit
- Why Guide Anthem Video





Here are all the reasons to book a trip with a licensed guide in Oregon



Let a local Oregonian show you around their favorite locations

See the city from a different point of view. Hop on two wheels and explore Portland by bike with a guided tour from **Cycle Portland**.

[Learn more](#)

CONSUMER CHANNELS

- traveloregon.com editorial
- Air Canada promotion
- Why Guides & the Welcome to Oregon Again campaign
- Bay Area Travel Show



TRAVEL TRADE & INTERNATIONAL MEDIA

- NTA
- Visit USA UK
- Spoiled Agent Training Canada
- TravPro webinar
- IPW 2021
- Brand USA Global Marketplace

DOMESTIC MEDIA

- KATU promotion
- Estacada guided press trip
- Hood-Gorge KOIN promotion



OTHER BENEFITS

- In-language tours
- Accessible tours
- Navigating set-backs
- A stronger community



THE FUTURE OF WHY GUIDES





Thank you