



**TRAVEL**



**OREGON**

**OCTOBER 2021  
COMMISSION MEETING  
TRIBAL TOURISM**

**10.5.21**

# NINE TRIBES OF OREGON

- Burns Paiute Tribe
- Confederated Tribes of Coos, Lower Umpqua & Siuslaw
- Confederated Tribes of the Warm Springs Reservation
- Confederated Tribes of Siletz Indians
- Confederated Tribes of Grand Ronde
- Confederated Tribes of the Umatilla Indian Reservation
- Coquille Indian Tribe
- Cow Creek Band of Umpqua Tribe of Indians
- Klamath Tribes



# HISTORY WHERE WE'VE BEEN

2009 : Tribal Tourism Working Group Concludes – Oregon Guide to Indian Country remained in publication until 2013

2019 / 2020: Travel Oregon's Marketing and Partnerships team meets with the 9 Tribes of Oregon to redevelop working relationship and to vet ideas for "Origins" campaign.

2020: Covid-19 has major impacts on Oregon's Tourism Industry. Global Marketing and Partnerships resume working on relationship development via online channels such as Basecamp and e-mail.

# TRIBAL TOURISM COLLABORATION GOALS & ACCOMPLISHMENTS

- Hired Michelle Liberty, Attitude Marketing, Tribal Tourism Contractor
- Presented Travel Oregon's Tribal tourism strategy to the LCIS.
- Continue to meet with all relevant parties from each Tribe including government officials, tribal member entrepreneurs, and executives of tribally owned business.
- Create and maintain a working relationship with all Tribes and Tribal enterprises.
- Connect RDMOs to Oregon's nine tribes
- Convened / reestablished a Tribal tourism working group
- Convene all federally recognized Tribes of Oregon at Travel Oregon's Governors Conference March 2022 to share accomplishments, challenges and projected next steps.

# TRIBAL TOURISM MEETING TAKEAWAYS

- Opportunities for collaboration
- Facilitating interagency collaborations with State Parks, ODOT, USFS, BLM
- Interpretive signage
- Promotion of events in Indian Country
- Oregon's Guide to Indian Country
- Optimization of RDMO partnerships
- Travel Oregon support for critical economic engines
- Convening of an all-inclusive Tribal tourism working group
- Planning for continuity and consistency



# TRIBAL TOURISM COMMITTEE

- Respect each Tribe's protocols and procedures
- Identify Tribal representatives to serve on committee
- Create calendar of meeting dates
- Utilize Basecamp for communications
- Maintain accurate Tribal contacts list
- Ensure inclusiveness and full participation
- Move from Zoom to live meetings as safety measures allow



# RDMO/TRIBAL PARTNERSHIPS

- OCVA and Coastal Tribes – Place names project
- Travel Southern Oregon, Travel Oregon, and Klamath Tribes – Spring Creek restoration Destination Ready Project



**Ellsworth Lang**  
**Klamath Tribes**





# **CURRENT** PROJECTS & OUTCOMES

- Letter to Tribal Councils
- Oregon's Travel Guide to Indian Country
- Increased cultural integrity in our tourism resources

# WHAT'S NEXT

- Continue outreach to Tribes and Tribal entrepreneurs
- Share relevant opportunities for education, grants, promotion, networking
- Facilitate collaboration with other organizations (AIANTA, etc.)
- Encourage participation in Travel Oregon strategic planning
- Identify and create opportunities for collaboration
- Create new and unique visitor experiences
- Increase awareness of Tribal tourism's economic impact
- Grow appreciation and knowledge of Tribal cultures, histories, and contemporary communities
- Make Oregon the premier destination for Native American experiences





Thank you