



TRAVEL

OREGON

REGIONAL COOPERATIVE TOURISM PROGRAM
19-21 BIENNIUM REPORT

10.05.21

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PROJECT BACKGROUND + REPORT STRUCTURE

- Regional Program tasked to develop a report to share investments from biennium to biennium
- Collaborated with 7 RDMOs to develop content
- RDMOs chose to highlight 2-3 investments from the 19-21 biennium strategic plans
- Additional Sub-Categories
 - Covid-19 Response
 - Natural Disaster Response
 - Social Justice + Diversity, Equity, and Inclusion Initiatives



REPORT OBJECTIVES

- Tell the story of 19-21 investments made by the 7 RDMOs
 - Over 40 investments featured
- Show how RDMOs were able to adapt and find new ways to continue supporting their communities despite the adversity of 2020 and 2021
- Share the work of RCTP beyond dollar investment
- Provide transparency of resource
- Improve Accessibility

What is RCTP?

Travel Oregon's Regional Cooperative Tourism Program (RCTP) dedicates 20% of the State's Transient Lodging Tax (TLT) into regional tourism programming and activities across the state. There are seven Regional Destination Management Organizations (RDMOs) that leverage state dollars generated by the TLT along with private and public resources to work with Travel Oregon to bolster the state's tourism economy. The RDMOs submit regional plans that include proposals for the use of state dollars for the Regional Cooperative Tourism Program (RCTP) which are approved by Travel Oregon based on specific metrics and accountability standards that govern the program.

Regional Strategic Tourism Management Plans for each of the RDMOs were developed in alignment with Travel Oregon's strategic planning process, RCTP Guidelines and extensive input from regional stakeholders.



RCTP 2019-2021
Biennium in Review



SOUTHERN OREGON

A vast and varied landscape known for its wild rivers, high deserts, wine country and thriving arts culture—and the always awe-inspiring Crater Lake National Park.

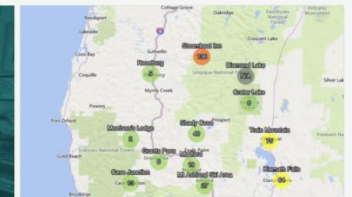
2019-2021 Investments



Oregon Outback Dark Sky Network
The Oregon Outback Dark Sky Network (ODSN) is a voluntary grass-roots initiative to build an alliance towards conservation of our starry night heritage.



Rogue Valley Food Trail
Cultivating innovative partnerships between culinary and agricultural businesses, strengthening local food economies, and creating unique experiences for visitors.



Southern Oregon Smoke Dashboard and Visitor Air Quality Monitors
A vast and varied landscape known for its wild rivers, high deserts, wine country and thriving arts culture—and the always awe-inspiring Crater Lake National Park.

**RCTP *2019–2021*
Biennium in Review**

