

# OREGON GOVERNOR'S CONFERENCE ON TOURISM

## Wednesday, March 16 – AGENDA

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▶ 8:45 - 9:45 a.m. :: Morning Keynote Into America's Wild ▶ [zoom](#) ◀

▶ 10:00 - 11:00 a.m. :: Morning Breakout Sessions

**The Future of Travel Oregon's Visitor Profile Data is Now** ▶ [zoom](#) ◀ Destination Analysts will share fresh insights from Travel Oregon's new visitor profile study, including how our visitors are experiencing the state and what motivates them to choose Oregon. They will be joined by a panel of DMO professionals who will share how they've successfully used this kind of data/study to enhance their management programs and strategies.

**Recovery in Oregon's Urban Markets** ▶ [zoom](#) ◀ While many destinations in Oregon have experienced extremely high occupancies during peak seasons throughout the pandemic, Oregon's cities have not seen the same vitality return. With social challenges related to vulnerable communities, rising safety issues and in some cases policy work not implementing short-term solutions quickly enough, Oregon's cities are faced with additional challenges as they work toward recovery. As the economic engines in the state and, in Portland's case, home to our largest airport and thus the main entry point into Oregon, find out how tourism leaders in Salem, Eugene and Portland are working through these challenges and what the future looks like in Oregon's urban areas.

**Dark Sky Tourism: Oregon's Competitive Advantage** ▶ [zoom](#) ◀ Dark Sky Tourism, or "astrotourism" is a product niche actively emerging in Oregon's rural and more remote areas – but there is something for everyone to gain from Oregon becoming renowned for its access to exceptionally dark places for night sky viewing. This session will share the work underway to nominate the Oregon Outback for an International Dark Sky Sanctuary (IDSS) designation – which if successful would make it the largest and darkest international dark sky place – of any kind – in the world. This is an exciting opportunity for Oregon to cast the spotlight (figuratively speaking) on our stunning remote landscapes that are as beautiful after dark as in the daylight. Hear from tourism leaders and astrotourism experts about why Oregon has a leading edge when it comes to this emerging visitor experience and how communities across the state can explore opportunities to grow and promote astrotourism locally.

**May the Workforce Be With You- Rebel tips to fighting the dark side.** ▶ [zoom](#) ◀ A global pandemic has contributed to and amplified growing pressure on hospitality and leisure workforce. The future of the Tourism industry depends on what we do today. Join us to baseline where we are as an industry and gain actionable takeaways to support the fight.

▶ 11:30 a.m. - 12:30 p.m. :: Mid-day Breakout Sessions

**Growing Food Systems for Oregon's Economy, Health and Climate** ▶ [zoom](#) ◀ Local food is a critical element and travel motivator for the Oregon visitor – and having a robust food system around a local or regional destination can have long reaching impacts beyond tourism into sustaining community health, resiliency, culture, and climate impacts. This session puts food systems in the middle of the conversation – panelists will speak to their roles & the impacts that strengthening elements of those systems has had on their local economy, community and environment. Participants will hear from tourism leaders and food systems experts who can showcase actionable examples that can be implemented in your community.

**Marching Toward a Greener Future: Communicating the Value of Sustainable Travel (Without the guilt!)** ▶ [zoom](#) ◀ Consumers want sustainable travel that is better for the environment, but how do you communicate the value of sustainability and build your brand around these values? This panel will explore this question and also look at ways to use your sustainability values to inspire, educate and activate your audience without making them feel guilty or intimidated.

**Innovative Strategies to Maximize Economic Impact & Livability for Rural Destinations** ▶ [zoom](#) ◀ Oregon's rural communities have been strongly impacted by the ripples of COVID-19. These communities face different yet uniquely complex challenges compared to urban areas – and the solutions that address the changed tourism landscape need to be tailored to what works well for these destinations. This session brings together community leaders who are implementing creative, innovative & boundary-pushing solutions that maximize the visitor dollar, reduce economic leakage, and both streamline and shorten supply chains to keep more money locally to support small businesses and local economies. Panelists will speak to their direct experiences designing and leading projects that support their rural destinations through tourism and tourism-adjacent initiatives to support recovery. Participants will walk away with strategies, solutions and straightforward projects they can implement in the short-term to support recovery.

▶ 12:45 - 2:15 p.m. :: Closing Lunch Keynote

**Ann Curry** ▶ [zoom](#) ◀ (Password to join: Travel2022)