

TRAVEL OREGON

OREGON TOURISM COMMISSION

Draft Travel Oregon 10-Year Strategic Vision

6.15.22

REVISION BACKGROUND

- **Travel Oregon released a draft transformational strategy for public comment in late Jan. 2022.**
- **In response to public comment received and the Commission input during the Feb. 2022 public hearing, the Commission requested staff revise the draft strategy.**
- **The Commission formed a strategy revision committee made up of two industry trade association members - one from Oregon Destination Association and one from Oregon Restaurant and Lodging Association - along with three Commissioners.**



REVISION KEY THEMES

- **Clarifying the purpose of the document as a 10-year strategic vision (not a biennial plan).**
- **Amplifying Travel Oregon's role as a statewide economic development agency.**
- **Enhancing our mission, vision and lenses to follow a triple bottom line (destination stewardship) approach to our work.**
- **Increasing the historical statewide transient lodging tax context.**
- **Highlighting the importance of the tourism industry as a key partner in Travel Oregon's work – both past, present and future.**



REVISION TIMELINE

REVISION COMMITTEE HELD 3 MEETINGS

April 12 – May 12

REVISED DRAFT RELEASED

May 24

PUBLIC COMMENT PERIOD

May 24 – June 7

COMMISSION MEETING AND ACTION

June 15



WHAT IS THE 10-YEAR STRATEGIC VISION?



VISION AND MISSION

VISION

Oregon is a welcoming destination where tourism drives economic prosperity, benefits the natural environment and celebrates rich, diverse cultures.

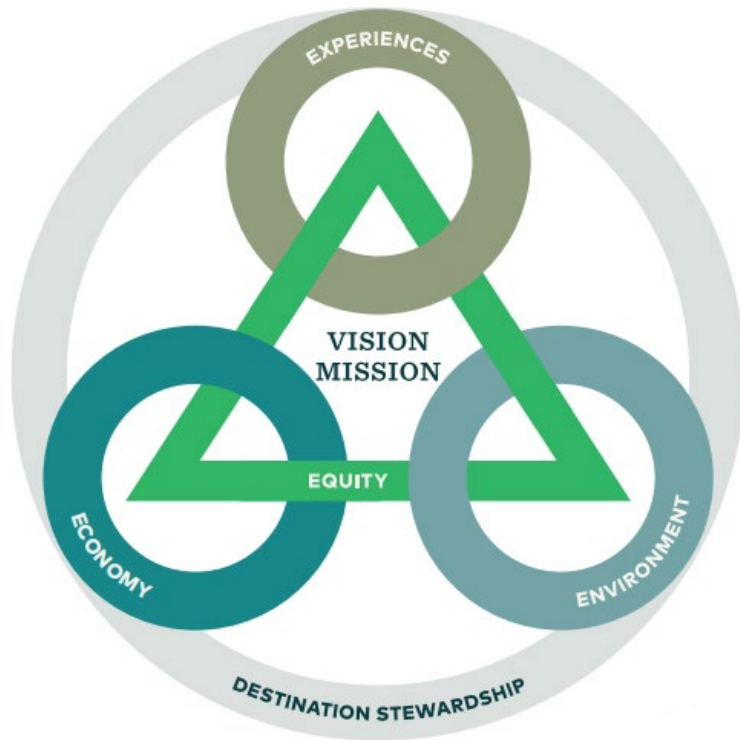
MISSION

We inspire travel that uplifts Oregon communities. Collaborating with stakeholders to align as stewards of Oregon, we work to optimize economic opportunity, advance equity and respect the ecosystems, cultures and places that make Oregon...Oregon.

DESTINATION STEWARDSHIP APPROACH

To implement this approach, we will employ three lenses to guide our future decisions, programming and actions:

- **Prosperity Lens**
- **Racial Equity Lens**
- **Regenerative Tourism Lens**



PROSPERITY LENS

- **How will this work best optimize economic impact?**
- **What tourism industry jobs will be created and/or supported?**
- **Are economic benefits realized equitably at a regional and community level throughout the state?**



RACIAL EQUITY LENS

- **What are the racial inequities that exist related to this work?**
- **How might decisions around this work contribute to racial inequities and/or racial equities?**
- **Who benefits from this decision? Who will be burdened by it?**
- **How might unintended consequences contributing to racial inequities be mitigated as the decision is made and implemented?**



Andrea Johnson

REGENERATIVE TOURISM LENS

- **What types of effects will this work have on the environment and future generations?**
- **Will the results of this work support visitors in having a positive impact on the destination?**
- **Have residents and other stakeholders been involved in an inclusive way— informing, validating, and co-creating the management of the destination, including promotional efforts, accommodations, transportation and more?**



PUBLIC COMMENT

Two key themes heard:

- **Support for both rural and urban Oregon.**
Updates made to Intro, Prosperity Lens and Remarkable Experiences Objective.
- **Clarify Regenerative Tourism Lens and definition.**
Updates made to both.

Several additional small word changes have been made throughout.

Tactical-related work comments will be considered in biennial planning.





THANK YOU
industry.traveloregon.com

TRAVEL  OREGON