

TRAVEL



OREGON

COLUMBIA RIVER GORGE
DESTINATION MANAGEMENT STUDIO – 2016 REVIEW

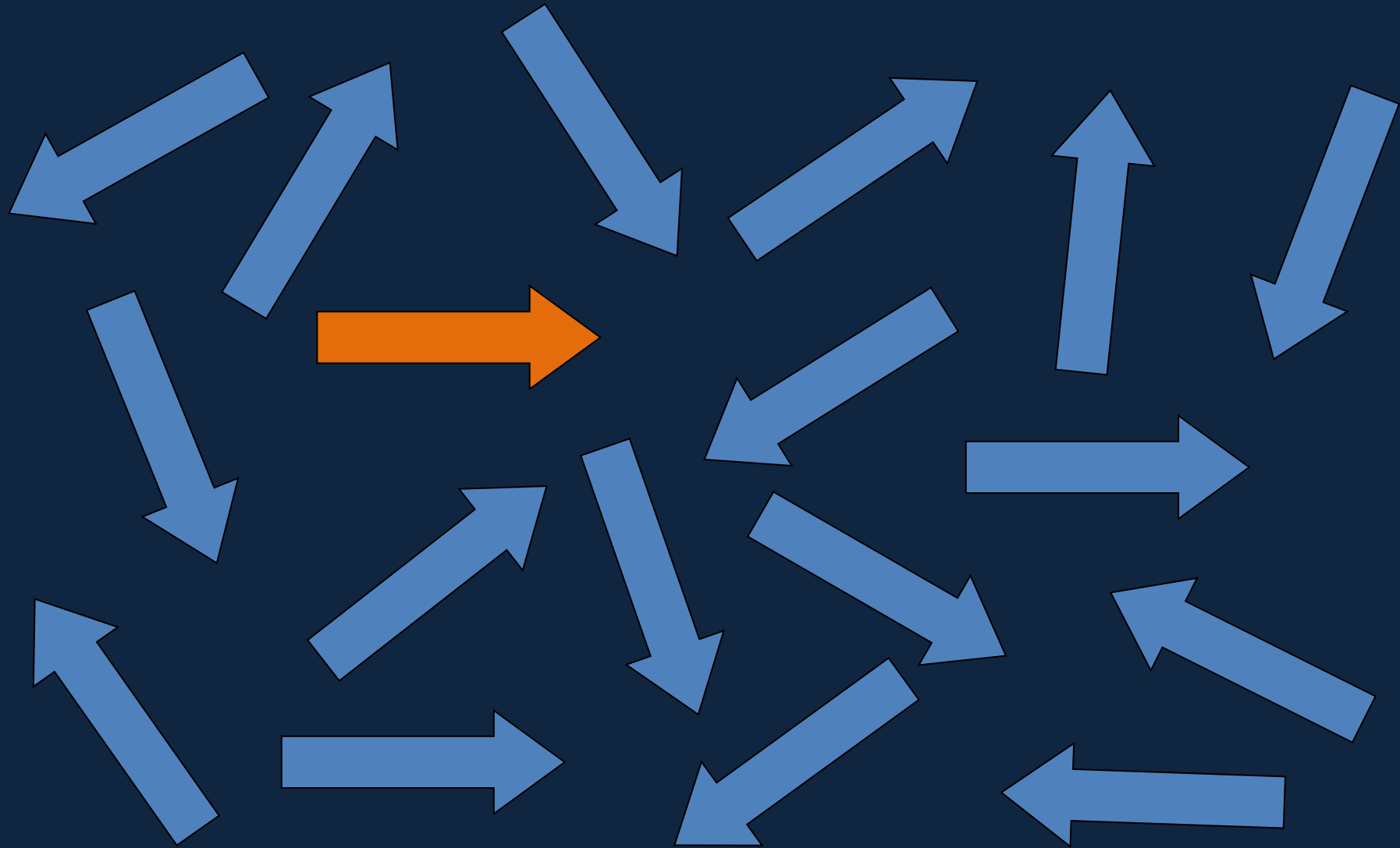
Oregon Tourism Commission Briefing | October 3

DESTINATION MGT. STUDIO PROGRAM GOALS

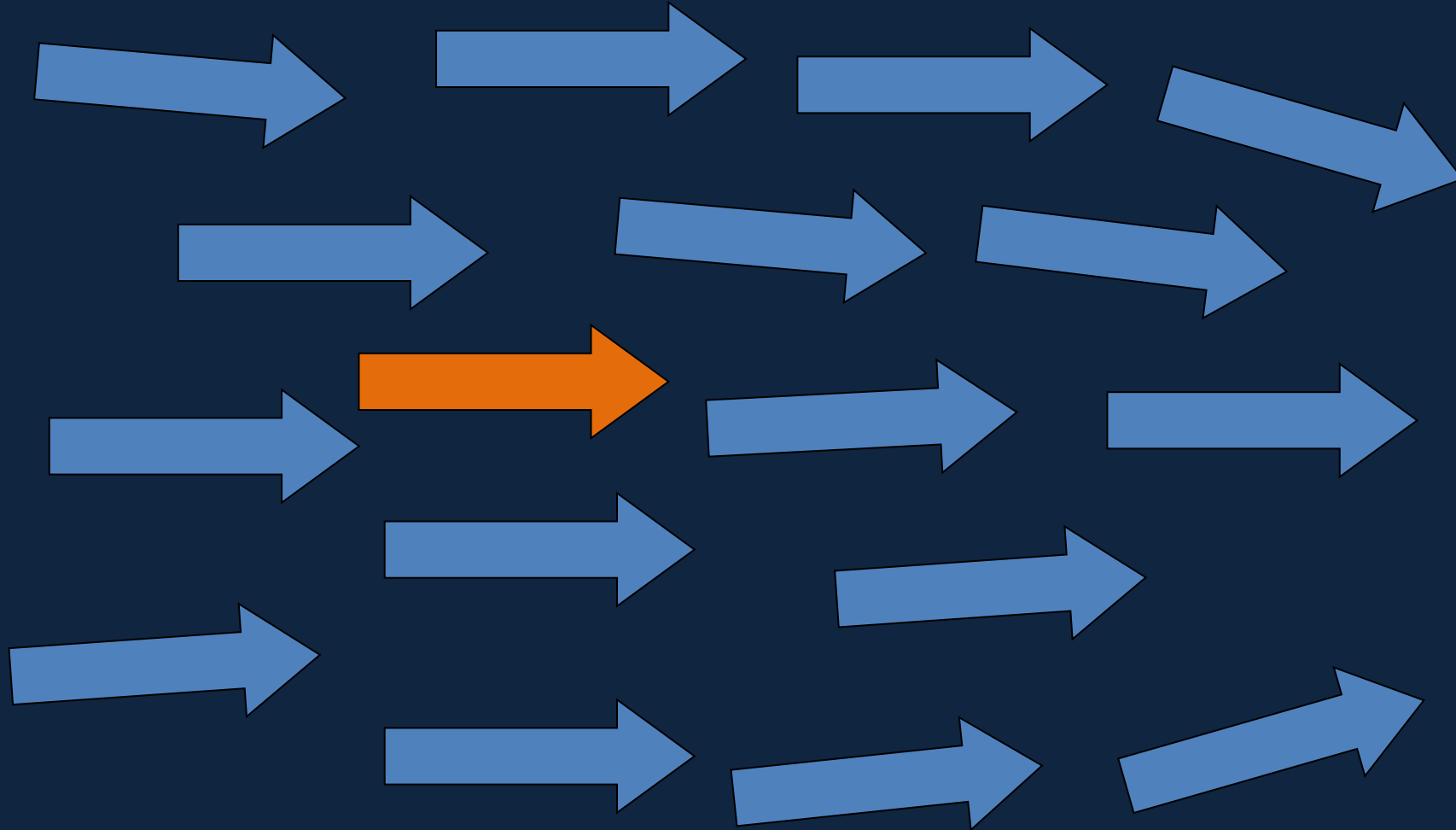
- Raise the awareness and understanding of the value of the tourism industry
- Engage a broad cross-section of the community to spark creativity and build enthusiasm to making Oregon a premiere tourism destination
- Connect community and business leaders with resources to leverage local assets and help develop authentic tourism experiences
- Develop destination solutions that help manage, sustain, and enhance the natural environment and local livability
- Stimulate new local business development
- Establish positive relationships between community leaders and the tourism organizations



Committed groups



Committed groups – ALIGNED



DESTINATION MGT. STUDIO WORKSHOPS

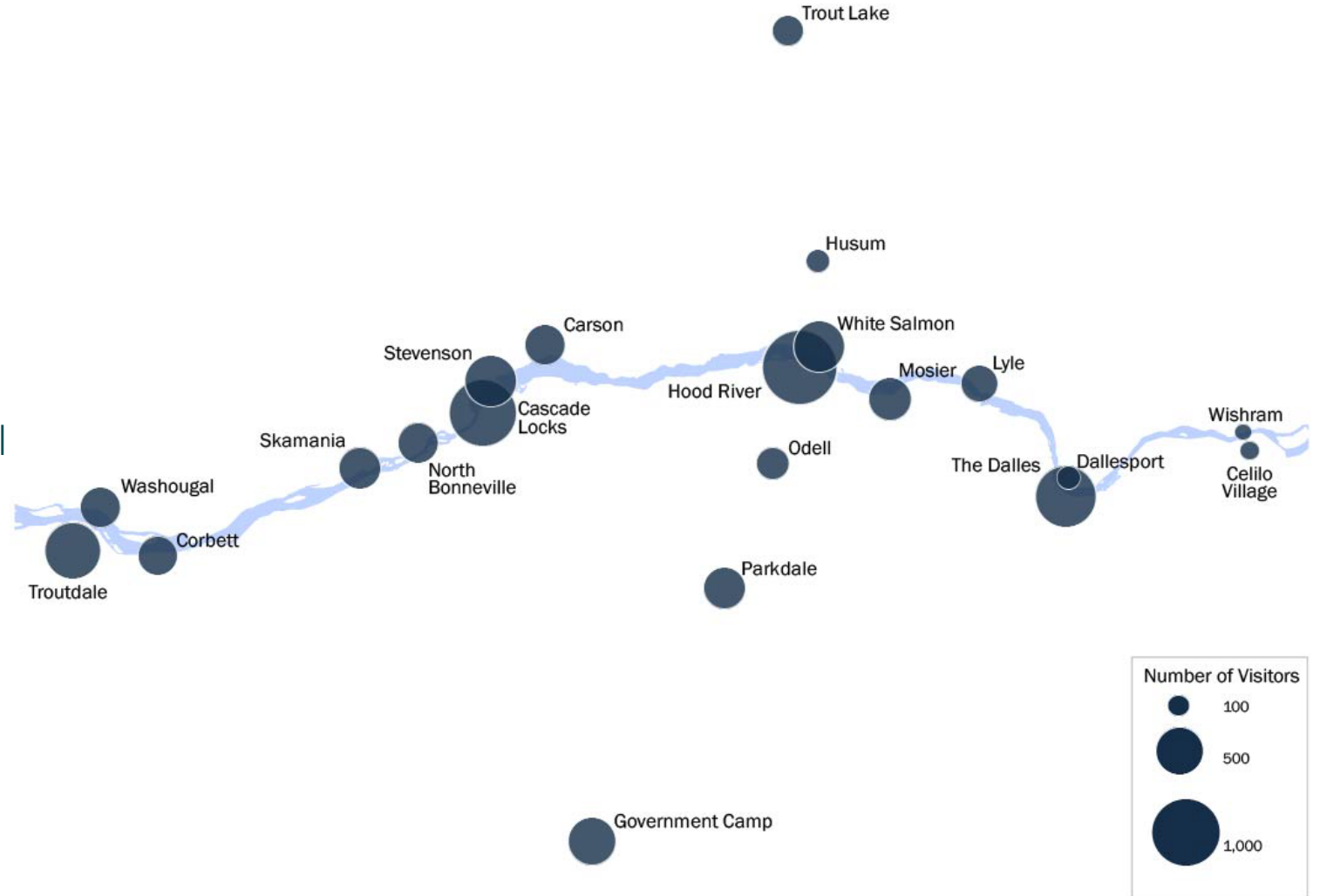
- Gorge Tourism Summit – January 2016
- Culinary & Agritourism (2-day)
- Cultural Heritage Tourism (2-day)
- Adventure Travel & Outdoor Recreation (2-day)
- Tourism Marketing & Communications
- Igniting Tourism Action Teams
- Community Tourism Kickoff – April 2016



DESTINATION MGT. STUDIO

STUDIO TEAM

- Future iQ Partners
- Walden Mills Group
- Pandion Consulting
- Metropolitan Group
- Rural Development Initiatives
- Sustainable Travel International
- ECONorthwest
- Write to Know



DESTINATION MGT. STUDIO GORGE STEERING COMMITTEE

- Mid-Columbia Economic Development Dist.
- Columbia River Gorge Commission
- Gorge Owned
- Columbia River Gorge Visitors Association
- Hood Gorge RDMO
- Skamania Chamber of Commerce
- The Dalles Area Chamber of Commerce
- Mt. Adams Chamber of Commerce
- Hood River Visitors Council
- Friends of the Columbia Gorge
- Old Parkdale Inn B&B
- Port of Cascade Locks
- City of Washougal
- City of Cascade Locks
- City of Mosier (Mayor & City Manager)
- City of Hood River , Hood River County Commissioner
- Oregon Governor Brown's Regional Solutions Coordinator
- Oregon Department of Transportation
- Oregon State Parks and Recreation Dept.
- Lewis & Clark National Historic Trail
- U.S. Forest Service

DESTINATION MGT. STUDIO

15-YEAR VISION

- Outdoor Recreation - Scenic Beauty – Environmental Stewardship
- Transportation
- Culinary and Agriculture
- Culture
- Seasonality / Congestion
- Balance

COLUMBIA RIVER GORGE

15-YEAR VISION FOR SUSTAINABLE TOURISM

The Columbia River Gorge region including the nationally recognized Columbia River Gorge National Scenic Area and the majestic Cascades Range of Mt. Adams (12,281 ft.) and Mt. Hood (11,249 ft) within which it's nestled, offers our target visitor a world-class adventure travel experience. While the mighty Columbia River is its defining feature, nationally designated Wild and Scenic Rivers are the life blood of the region. The Sandy and the Deschutes Rivers flank its east/west boundaries while the White Salmon, Klickitat and the Hood River carve pathways from the Cascades. Free flowing whitewater draws in the adventurous whitewater soul, skilled fishermen and most importantly, salmon. This transition zone from rainforest to desert creates nuclear winds making the Gorge one of the world's most sought-after destinations for windsurfing, kiteboarding and technical sailing. Access to snow sports abounds on the peaks including year-round skiing on the Palmer Glacier. The region's paved, gravel, and single-track terrain provide bicyclists with a flight-like, captivating experience of the scenic landscape.

Signature trails including Gorge Towns to Trails, the Historic Columbia River Highway State Trail and the Pacific Crest Trail are significant draws to the region. These trails that connect waterfalls, world-renowned wildflower meadows, basalt bluffs and the Gorge's charming towns are frequented by hikers, cyclists and trail runners alike due to the world-class experience that they provide.

[TRANSPORTATION] Our seamlessly integrated region-wide transportation system allows visitors to come, travel, explore and connect-- all without needing a car. Public and private transit options combined with our bike routes and trail systems have created a multi-modal web knitting together our communities, attractions and outdoor recreation. The region is vibrant with visitation, and traffic congestion is a thing of the past.

[CULINARY/AGRICULTURE] The Gorge with its concentration of locally owned boutique vineyards and small farms boasts an abundant and rich local food scene. Locals and visitors alike can easily eat what's grown and produced here and visitors are welcomed by growers to have meaningful, quality on-farm experiences. Restauranters are well-connected with local growers adding value to locally produced ingredients and offering memorable foodie experiences. The visitor industry has helped contribute to alleviating hunger in the region.

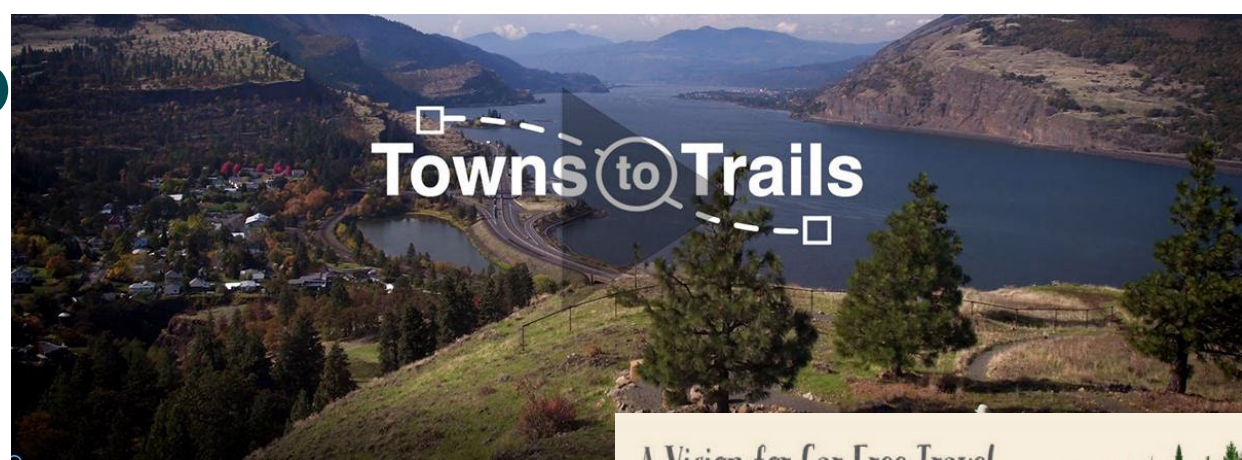
[CULTURE] The 'Gorge Experience' is unparalleled due to its exposure to history and culture. Locals in the Gorge's charming communities help travelers gain a deep understanding of peoples who have inhabited the Gorge in the past, of people who reside here now, and of the natural and human forces that have shaped and reshaped the landscape. Stories of this powerful place, both cultural and natural, are infused into every element of the traveler experience. Local guides help travelers personalize and deepen their own connection to the place and an unusual and rich array of classes and events to experience local culture exist. Trails of national historic significance including the Lewis & Clark National Historic Trail, the Ice Age Floods National Geologic Trail, Historic Columbia River Highway State Trail and the Oregon Trail also bring the region's history to life.

[SEASONALITY/CONGESTION] Our intuitive visitor information system has reduced congestion and spread the benefits to all corners of our region. We have effectively targeted the high-value visitor who appreciates the outdoors and local culture, is sensitive to their surroundings and enjoys people-powered activities. Visitors are coming year-round and staying multiple days.

[BALANCE] We have found balance and offer an unforgettable visitor experience while preserving our unique living ecosystem of people, culture and nature. Residents live in a harmonious and symbiotic relationship with our environment and with the people who travel from around the world to experience a slice of life in the Gorge.

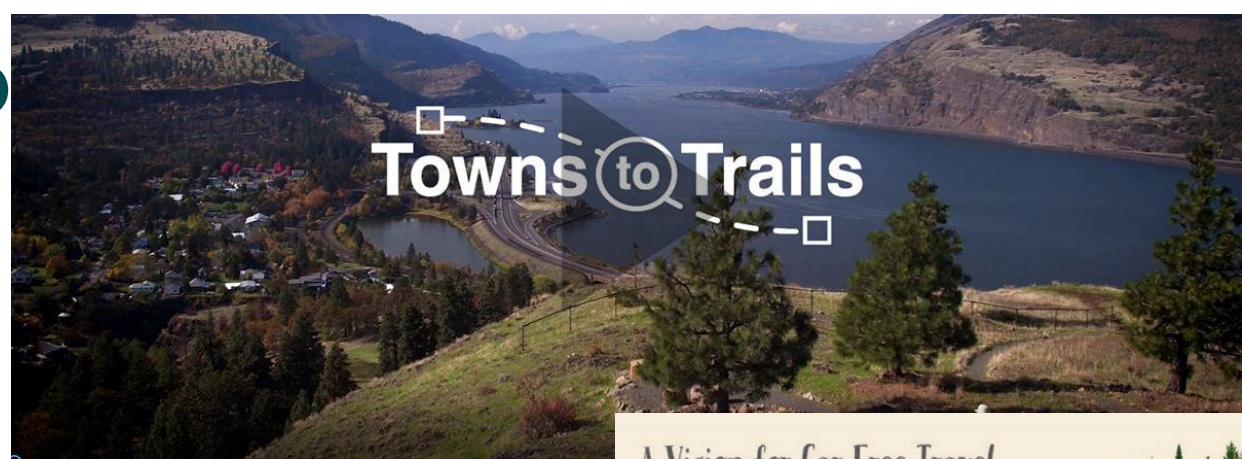
GORGE TOURISM STUDIO KEY INITIATIAL ACTIONS


- Formation of a formal, bi-state regional Tourism Alliance (501(c)3 + (c)6)
- *We Speak Gorge* guest customer service staff training
- *Hear in the Gorge* cultural podcast series
- *Gorge Towns to Trails* concept video
- *Ready, Set, GOrge!* congestion reduction communications strategy and collaborative
- Gorge Express – shuttle to reduce congestion on the Historic Columbia River Highway
- Working towards a system of car free travel



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Optimizing the positive impacts of the
visitor economy to enhance communities
and protect the region.



**COLUMBIA
GORGE**
TOURISM ALLIANCE

FI^TUTURE OF TOURISM



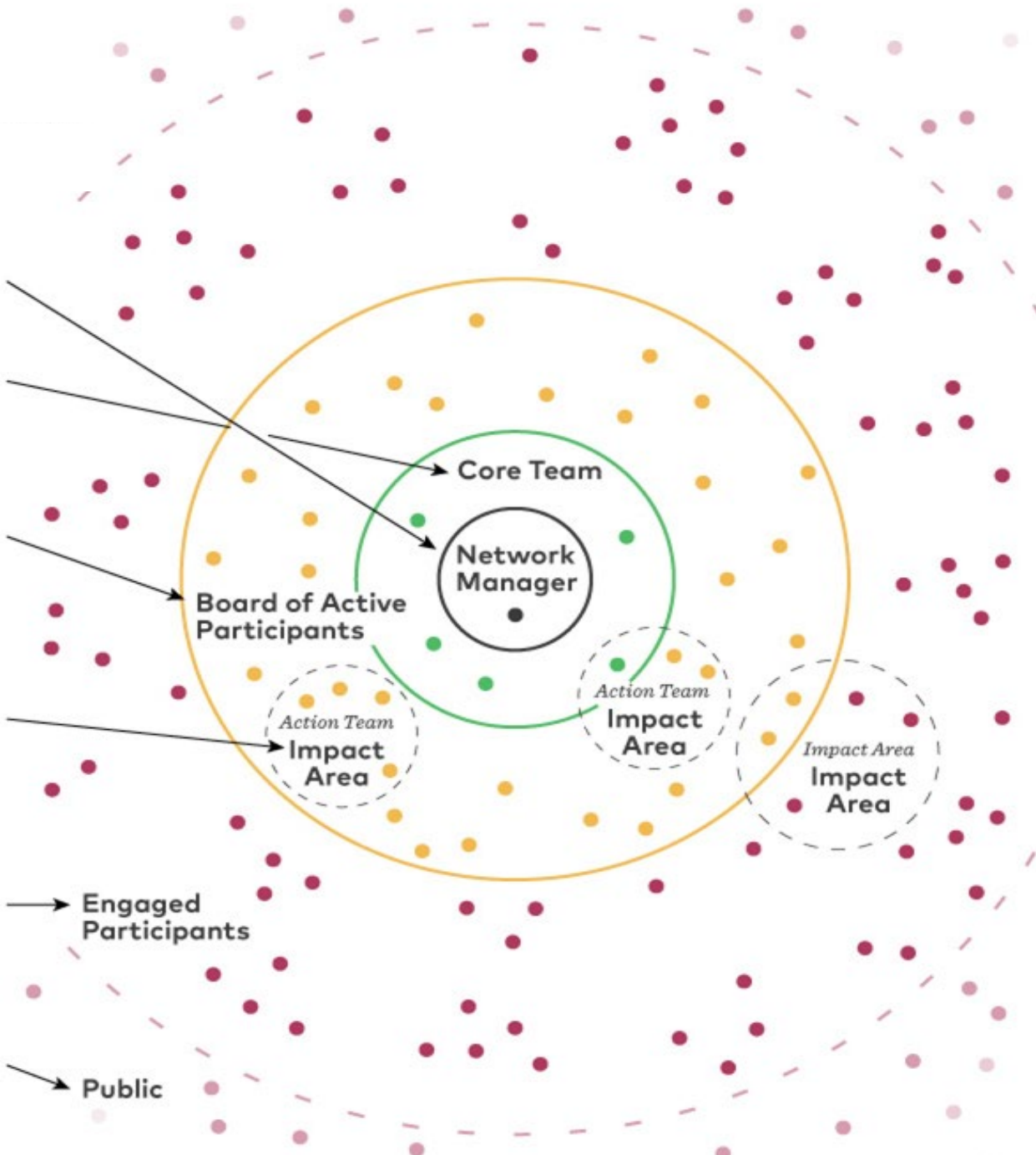
DESTINATION
STEWARDSHIP

YEARBOOK

2020
2021









CAR-FREE VISITOR TRANSPORTATION

Focused on creative ways to reduce congestion and parking pain throughout the Gorge.



CULINARY + AGRITOURISM

Focused on celebrating local food and the farms who grow it, the producers who transform it, and the restaurants who serve it.



CULTURE

Highlighting the history and unique stories that are only found here.



OUTDOOR RECREATION

The Gorge is a recreation mecca. This team helps to develop and enhance these experiences while protecting the natural resources from their impact.



WELCOMABILITY

Focused on clarifying issues and identifying solutions around justice, diversity equity, and inclusion in the visitor experience in the Gorge.



VISITOR DISPERSAL

Spreading the love by direct the flow of visitors away from hot spots and towards the lesser known, yet to be discovered highlights and experiences.



Optimizing the positive impacts of the visitor economy to enhance communities & protect the region

Outdoor Recreation

How do we develop world class outdoor experiences while protecting the natural resources from the impact?

Ready Set Gorge

Gorge Rec Summit

Pledge Wild

Car-Free Transportation

How do we transform visitor mobility in the Gorge to reduce congestion and parking pain?

Gorge Coordinated Transit Pass

Car Free Website

Culinary + Agritourism

How do we enhance and connect culinary and ag businesses to showcase the Gorge food system?

East Gorge Food Trail

West Gorge Food Trail

Cultural Heritage

How do we honor and present authentic cultural experiences and information to shape visitors' sense of

Hear in the Gorge podcast

Museums Pass

Visitor Dispersal

How do we spread the love by directing visitors away from hot spots and toward the lesser known?

Chambers Fam Tour

COVID Regional Messaging

Welcomability

How do we clarify issues and identify solutions around justice, diversity, equity and inclusion in the visitor experience?

Accessibility Site Visits

Gorge Equity Fund

Workforce

Front Line Staff Education

GORGE TOURISM SUMMIT

02 | 20 | 2020





Bike Tours

Hood River Mountain Bike Adventures



MountNbarreL Guided Tours



mountnbarrel.com

541.490.8687



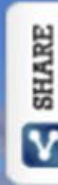
COVID Code of Conduct



Columbia Gorge Wine Tours

Why Go Guided

Local Knowledge & Support Locals guides know and understand the area – where to go and where not to go. We are part of the community and want to see it thrive. We've built networks with other locals to support each other and strengthen the region. Visiting the area and investing in a guided experience [...]



**Explore Columbia Gorge Culture
Inspired by a Region of World Class Beauty & Richness**



ARTS &
ECONOMIC PROSPERITY 6



**CHANGE THE
CONVERSATION.**

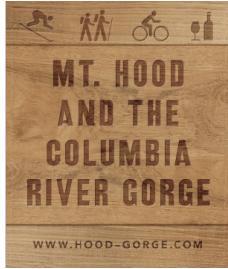


**TRAVEL
OREGON**





**TRAVEL
OREGON**



Experience
GOLDENDALE



**East Gorge
FOOD TRAIL**

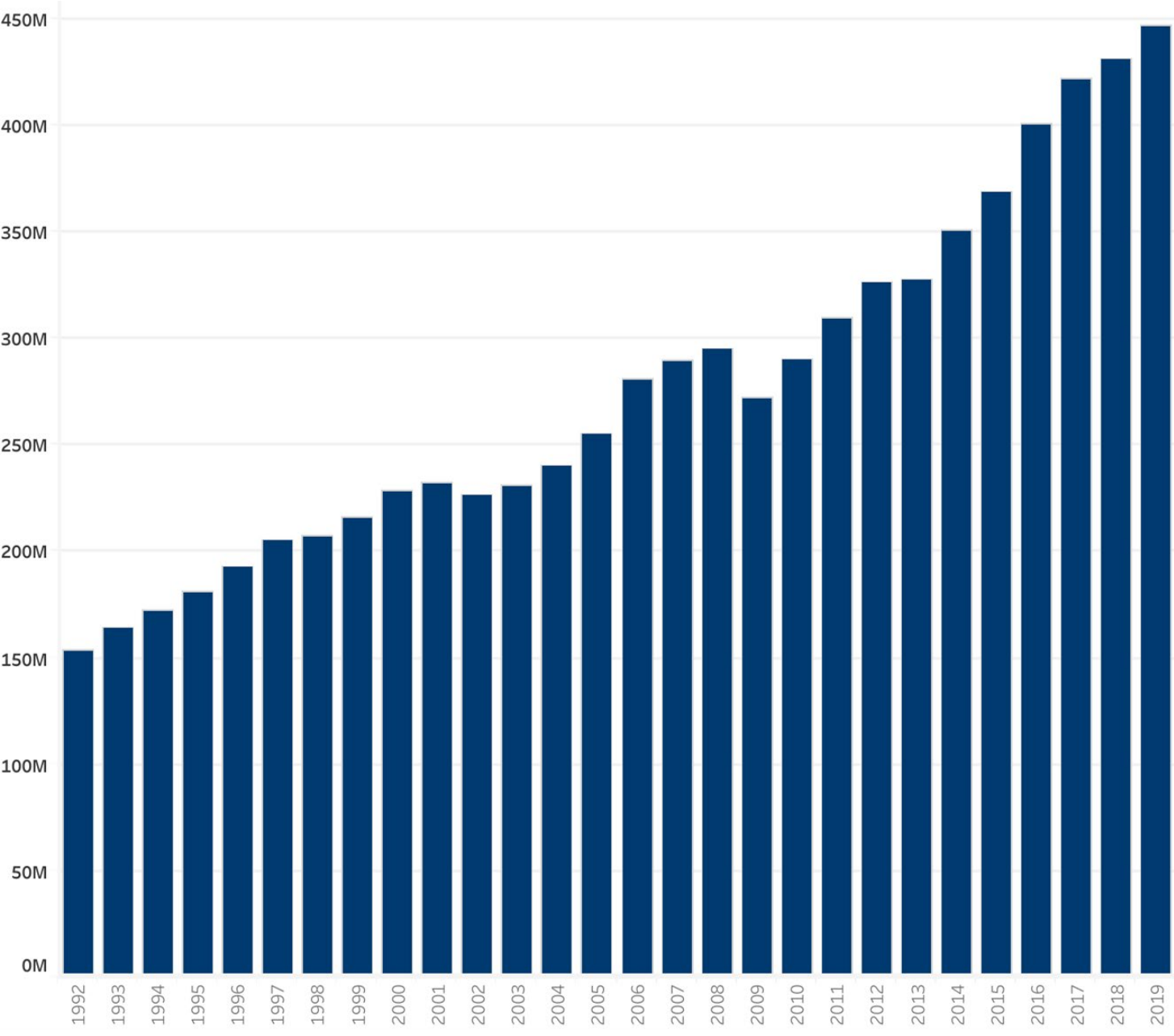


Gorge

FOOD TRAILS

OREGON & WASHINGTON









**TRAVEL
OREGON**



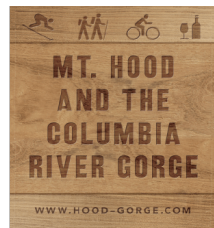
**COLUMBIA
GORGE**
TOURISM ALLIANCE



CAT



**TRAILKEEPERS
OF OREGON**

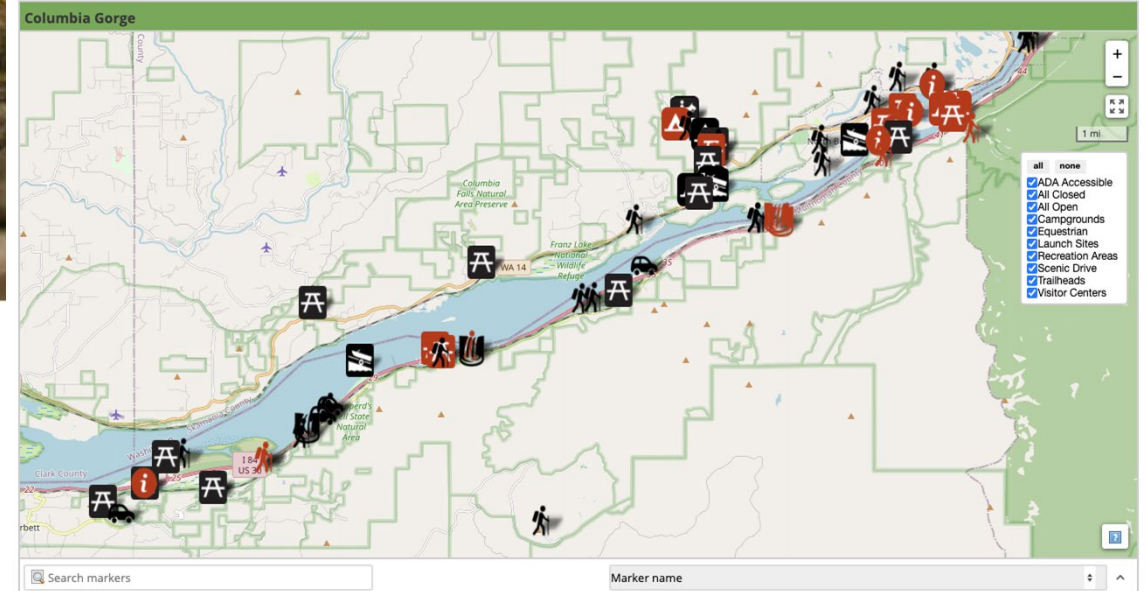




READY, SET, GORGE!



Icons in black are OPEN | Icons in red are CLOSED
Due to COVID-19, many of these sites will have limited to no bathroom access



COVID-19 UPDATE

Think Before Visiting the Gorge

STAGES KEY MESSAGES

THE GORGE IS CLOSED

STAY HOME. STAY SAFE.
STAY HOME. STAY HEALTHY
DO THE RIGHT THING

THE GORGE IS IN TRANSITION

THE GORGE IS ON ITS OWN TIMELINE
GIVE THE GORGE TIME
THE GORGE IS GETTING READY FOR VISITORS
CROWDS LEAD TO CLOSURES

THE GORGE IS OPEN FOR VISITORS

THE GORGE IS CAUTIOUSLY OPEN FOR VISITORS
PLAN BEFORE YOU GO TO THE GORGE
VISIT THE GORGE RESPONSIBLY
VISITING THE GORGE WILL BE DIFFERENT

ROLLBACK

[MESSAGES TO EXPLAIN NEED TO INCREASE
RESTRICTIONS AGAIN]
I.E. CROWDS LED TO CLOSURES



CONNECT WITH LOCAL COMMUNITIES



TAKE CARE OUT THERE: TAKE PUBLIC TRANSIT OR TRAVEL BY BIKE





COLUMBIA GORGE EXPRESS

The easy way to the Gorge

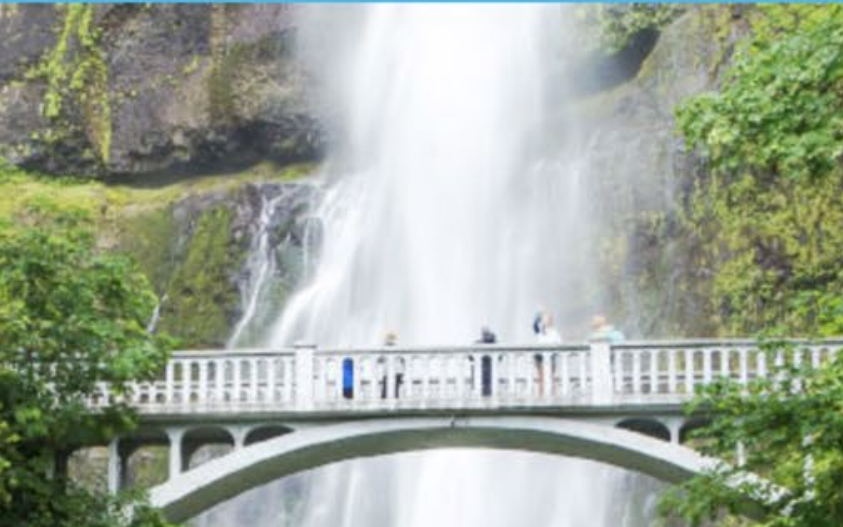
Select Language



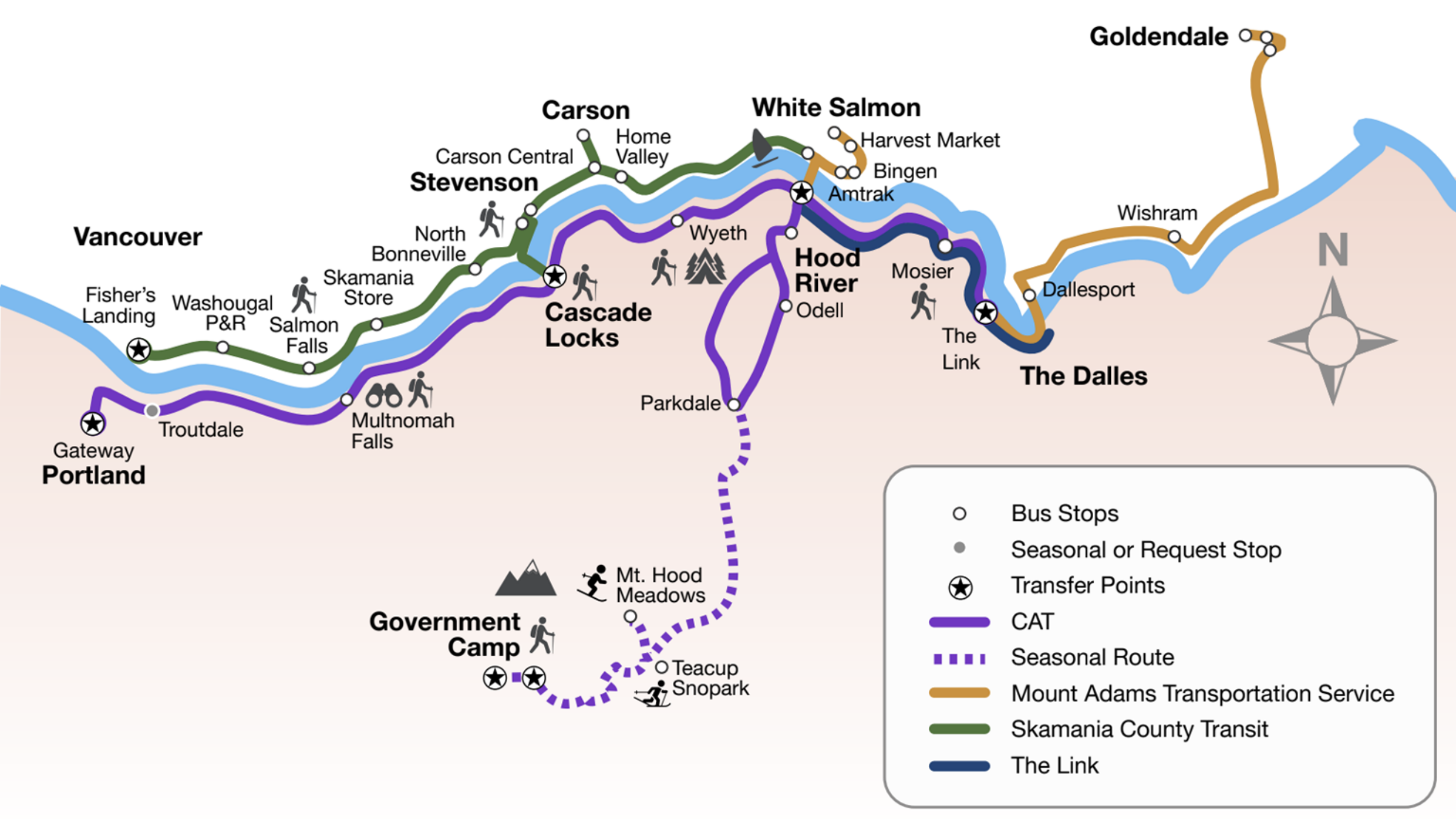
Powered by [Google Translate](#)

HOME

TRANSIT CONNECTIONS



Serving Portland, Multnomah Falls, Cascade Locks, Hood River and The Dalles

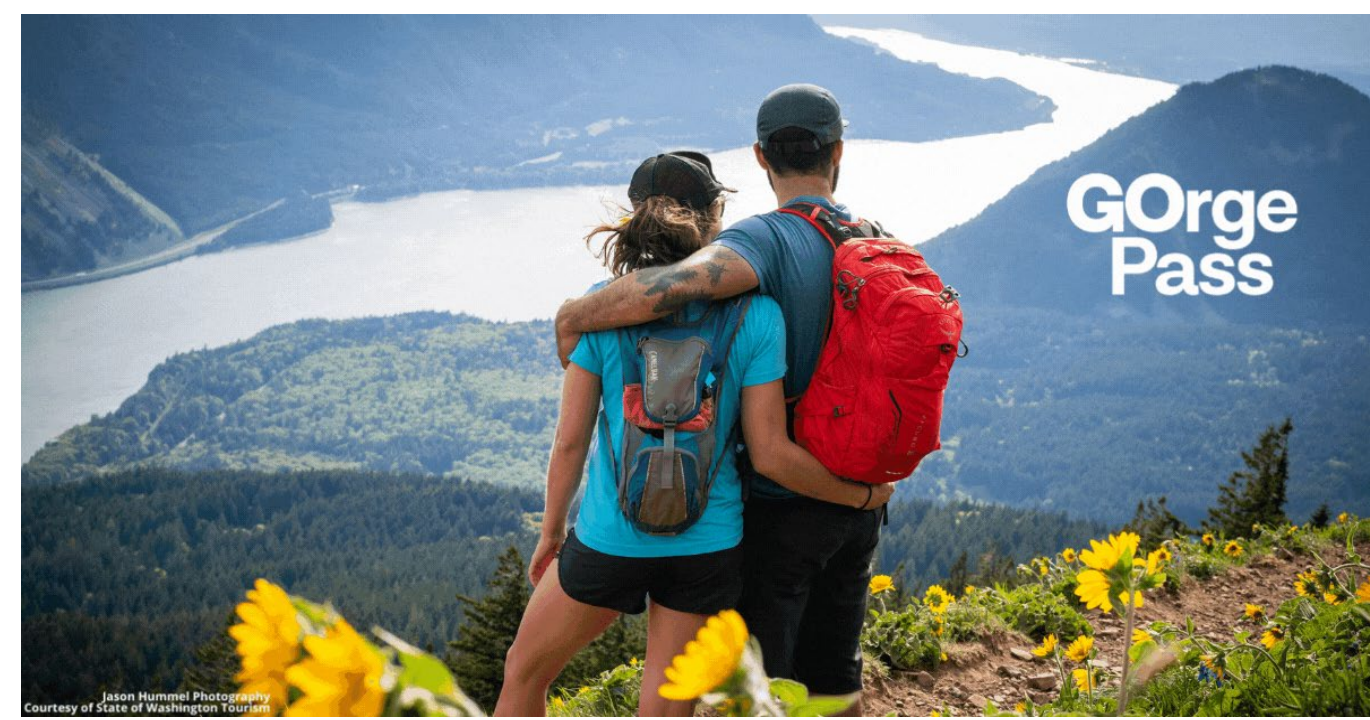




Your transit ticket to local food

STEVENSON





**GOrgie
Pass**

Jason Hummel Photography
Courtesy of State of Washington Tourism



**Visit
Multnomah
Falls
Car-free**



EXPLORE
CONNECT | PROTECT

**GOrgie
Pass**
.com 

\$40 Annual Transit Pass



Wild
Diversity



- ### GORGE EQUITY FUND
- Passes for Outdoor Equity Organizations
 - Donations to Search & Rescue Efforts
 - Passes for Low Income Programs





Waterfall Corridor Guide for Visitors With Disabilities

General Information

ADA- Accessible Restrooms

- Latourell Falls
- Multnomah Falls
- (Bridal Veil Falls)

Non-accessible restroom at Wahkeena Falls.

People of varying abilities can enjoy the Waterfall Corridor. To ensure you have a safe and enjoyable trip, make sure you read this information carefully.

- The road is quite uneven which can lead to a **bumpy ride**.
- You should bring enough **snacks and drinks** to get you through most of the day as only Multnomah Falls offers dining options.
- For safety reasons, we recommend wearing a **safety vest** since you will have to cross the highway at times.
- Check readysetgorge.com for any **trail closures**.

How To Get There

No car,
no permit
needed



Car

If you plan to tour the Historic Columbia River Highway **during the summer**, then you will need a permit. This \$2 fee **does not ensure parking** but will be needed for driving on the Highway. Find out more at:

oregon.gov/odot/waterfall-corridor-permits/pages/default.aspx

Private Shuttle Services

There are two private Hop-On-Hop-Off shuttle providers along the waterfall corridor. Both of them operate wheelchair-accessible vehicles. Let them know you will need extra accommodation ahead of time for their scheduling.

Sasquatch Shuttle

The parking lot is gravel with some paved areas. Currently, they cannot offer any designated ADA-accessible parking. The benches are temporarily out of order but the staff will happily bring out chairs to accommodate you. Restrooms are presently not



ADA-access:

Contact:
1 W Mill Rd
Sasquatch:
info@sasq

Waterfall

The parking even. Benches are no ADA

Contact
36901 E. H
OR, 97019
waterfalltr
503-241-74

Public Bus

Instead of driving to the meeting points, you might also take the **public bus system** from Portland's Gateway Transit Center to Multnomah Falls. From there, you can hop on either shuttle service.

Find the schedule for the Columbia Gorge Express at:
ridecatbus.org/columbia-gorge-express



5 Multnomah Falls

Multnomah Falls counts among the most famous waterfalls in the world.

The accessible parking spots via the Historic Highway are located to the side of the Multnomah Falls Lodge, right next to a small ramp onto the curb. The space in front of the lodge and gift shop has several benches and there is a picnic area at the creek. You can reach it through a ramp.

The gift shop is accessible although it can get crowded. The restrooms are accessible and an elevator will also allow you access to the upper levels of the lodge where you will find a restaurant. Alternatively, you can find an accessible picnic area at the creek.

The ramp leading up to the viewing area is a little steep but you will have enough space to meander your way up. We recommend going early during the summer months to avoid big crowds.

The path up to the Benson bridge is paved and offers seating along the way. However, you will have to take a flight of stairs to access it.



CHECKLIST

Waterfall View:	Yes, there is a viewing area (0.25 mi)
Transit Stop:	Safe exit
Parking:	ADA-accessible parking spots
Restrooms:	Yes
Picnic Area:	Usable
Seating:	Yes



Columbia Gorge Tourism Alliance

Waterfall Corridor Accessibility Audit Results

Transportation and Disability Access Audit with Experts on Historic Columbia River Highway | August 2022





COLD BREW 12
GOLDEN LATTE 14.50 MOCHA 14.50
CHAI 14.50 MATCHA 14.50
HOT CORDA 13.50 STEAMER 13.50
ADD VANILLA OR CARAMEL 1.50
MILK OPTIONS WHOLE BEANS





QUESTIONS / DISCUSSION





THANK YOU