

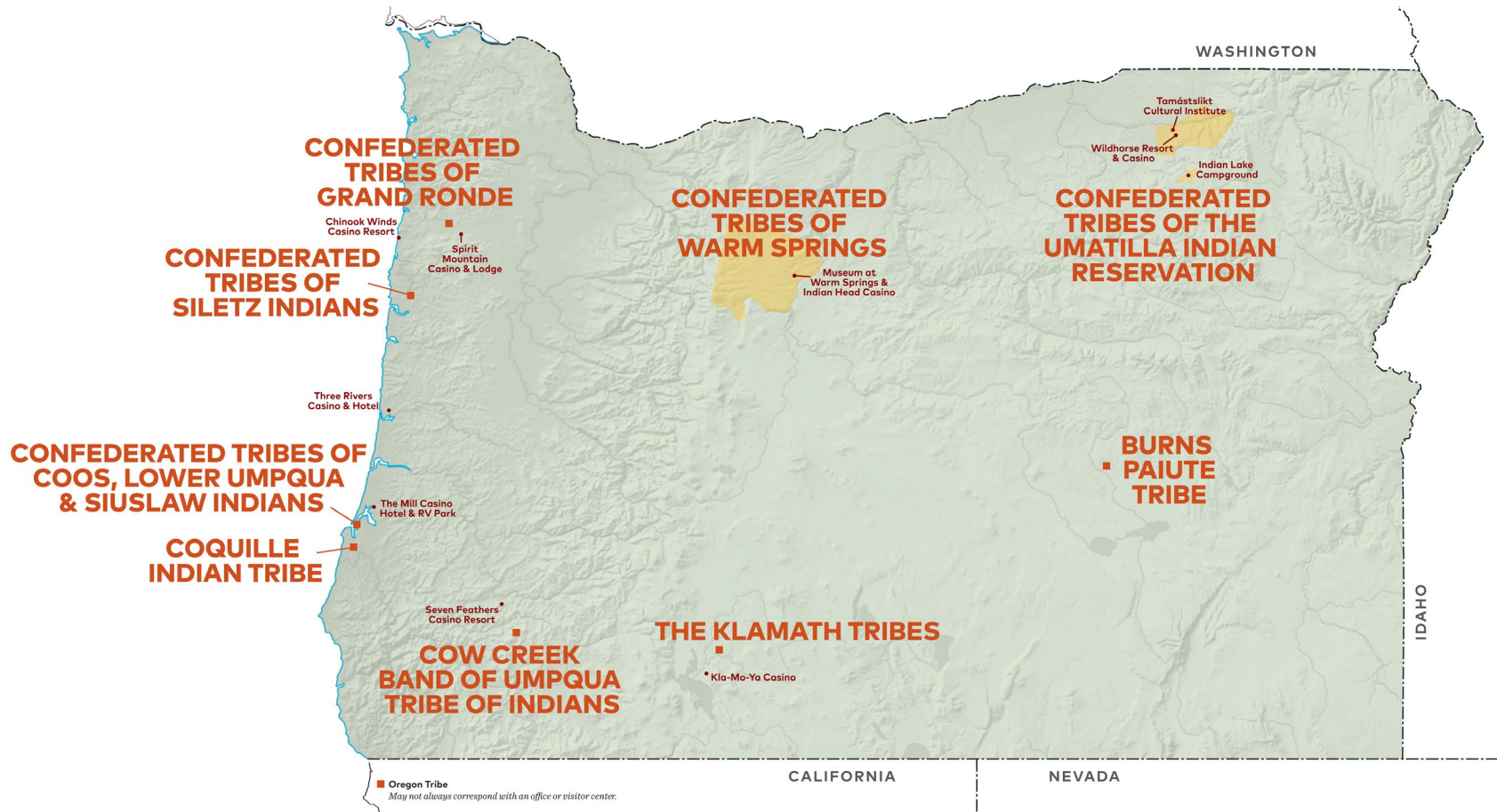


TRAVEL  OREGON

**TRIBAL TOURISM  
UPDATE**

9.12.23

William Mancebo





# HISTORY WHERE WE'VE BEEN

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

2019 / 2020: **Hired tribal tourism contractor.** Travel Oregon teams meet with the 9 Tribes of Oregon to redevelop working relationship.

2020 / 2021: Covid-19 has major impacts on Oregon's Tourism Industry. Travel Oregon resume working on relationship development via online channels such as Basecamp and e-mail. Convened Tribal Tourism Leadership Committee.

2022 / 2023: Published Oregon Guide to Indian Country and work to develop a list of collaborative strategic projects.

# TRIBAL TOURISM CONTRACTOR

## MICHELLE LIBERTY, ATTITUDE MARKETING

- Convene bi-yearly meetings with each tribe
- Communicate opportunities for tribal engagement
- Facilitate collaboration with other organizations (AIANTA, LCIS, etc.)
- Coordinate bi-annual in-person gathering
- Maintain a communications platform, i.e. Basecamp, to facilitate messaging with the tribes
- Provide ongoing support and follow up with Tribe and Tribal enterprises on any established commitments
- Initiate and schedule presentations to councils and or boards where this is expressed interest
- Maintain ongoing positive working relationships with all Tribes and Tribal enterprises



# TRIBAL TOURISM LEADERSHIP COMMITTEE

- Burns Paiute Tribe
  - Logan Hunt, Economic Development, BPT
- Confederated Tribes of Coos, Lower Umpqua & Siuslaw
  - Garrett Gray, Assistant Planner
- Confederated Tribes of the Warm Springs Reservation
  - Starla Green, Commissary General Manager
- Confederated Tribes of Siletz Indians
  - Heather Hatton, Public Relations Manager, Chinook Winds Casino
  - Andrea Taylor, Public Information Assistant
- Confederated Tribes of Grand Ronde
  - Open position
- Confederated Tribes of the Umatilla Indian Reservation
  - Bobbie Conner, Director, Tamastslikt Cultural Institute
  - Diane Long, Marketing Director, Wildhorse
- Coquille Indian Tribe
  - Jared Schmidt, Cultural Arts & Exhibits Coordinator
  - Lucinda DiNovo, Director of Sales & Events, The Mill Casino
- Cow Creek Band of Umpqua Tribe of Indians
  - Travis Hill, Chief Operating Officer, UIDC
- Klamath Tribes
  - Ellsworth Lang, General Manager, Klamoya Casino
  - Daran Gard, Marketing Manager, Klamoya Casino

# ONGOING COMMITTEE COLLABORATION

- Leadership Committee to meet virtually the second Monday of every month
- Convene all federally recognized Tribes of Oregon at bi-yearly to share accomplishments, challenges and projected collaboration opportunities
- Continue to meet with all relevant parties from each Tribe including government officials, tribal member entrepreneurs, and executives of tribally owned business bi-yearly.
- Continued collaboration with the LCIS & Governor's Office
- Continue to reimagine Oregon's Guide to Indian Country
- Continue the process of strategic visioning and defining the mission of the leadership committee
- Attend AIANTA (American Indian Alaska Native Tourism Association)
- Attend / Collaborate at Oregon Governor's Conference on Tourism

# TRAVEL GUIDE TO OREGON INDIAN COUNTRY

- Inventory as of 7/31: 25k
- Continues to receive excellent feedback from consumers, industry partners and media.



# REPRINT PLAN

- Reprint: 100k
- Minimal edits
- Timeline:
  1. Minimal edits: 8/16-9/27
  2. Files to printer: 10/4
  3. Guides delivered: 10/30





# MERCURY AWARD WINNER

## PRINTED COLLATERAL MATERIALS



# AIANTA 2022/2023

- AIANTA serves as the national voice for American Indian nations engaged in cultural tourism
- AITC is the only national conference dedicated to growing tourism in America's indigenous communities.
- AITC allows opportunity to connect with Tribal leaders, entrepreneurs and other tourism professionals.
- Five of the nine tribes attended in 2022 and four out of the nine tribes attending in 2023. Attendance is covered by the Travel Oregon partnership.
- Bringing a delegation to AITC and being members of AIANTA allows for further relationship building and learning opportunities.



# BI-ANNUAL MEETINGS

## Potential Work Areas

- Reframe gaming and the benefits to Oregon communities.
- Trails as a container for linking shared experiences
- Better leverage of existing tools & processes (including a better integration with RDMOs)
- Develop shared MOU between the 9 Tribes and Travel Oregon
- Signage—directional and interpretive
- Eco/sustainable/stewardship tourism



**TRAVIS HILL**  
**COO, UMPQUA**  
**INDIAN DEVELOPMENT**  
**CORPORATION**



**STARLA GREEN**  
**WARM SPRINGS**  
**COMMUNITY ACTION**  
**TEAM**



**ROBERTA (BOBBIE)  
CONNER DIRECTOR,  
TAMASTSLIKT  
CULTURAL INSTITUTE**



# WHAT'S NEXT

- Grow appreciation and knowledge of Tribal cultures, histories, and contemporary communities
- Create opportunities within each tribe to develop new and unique visitor experiences
- Increase awareness of Tribal tourism's economic impact through data collection, communications, etc.
- Collaborate on stewardship of natural resources in our region
- Finalize strategic goals



An aerial photograph of a winding river flowing through a vast, green, grassy landscape. The river is dark blue and meanders across the terrain, which is dotted with small, dark green bushes and patches of lighter green grass. The text "Thank you" is overlaid in the center of the image in a white, serif font.

Thank you