

OREGON TOURISM COMMISSION

WILLAMETTE VALLEY VISITORS ASSOCIATION

MARCH 11, 2024

AGENDA

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ACCESSIBLE TRAILS WITH
TRAILKEEPERS OF OREGON

02

CONSUMER FACING
ASSETS

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MCKENZIE RIVER
TRAVEL PROJECT

04

ADAPTIVE MOUNTAIN
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REGIONAL SPORTS,
EVENTS, & PARTNERSHIPS

ACCESSIBLE TRAILS PROJECT WITH TRAILKEEPERS OF OREGON (TKO)



- 20 trails evaluated in Lane, Linn & Benton
- How to make the accessibility information accessible?
- Secured capacity and funding
- Finalized next stage of information with TKO
- RARE member's work plan
- Hopes for results & future direction

CONSUMER-FACING ASSETS



CONSUMER WEBPAGE

Landing page on
our site



REGENERATIVE WINERIES

Biodynamic Wine
Guide, Oak Accord



REGENERATOR STORIES

Lodging, Guide
Companies, etc.



GUIDED ADVENTURES

Seasonal trips with
First Nature Tours

MCKENZIE REGENERATIVE TRAVEL PROJECT

Collaborative Goal:

- Bring stewardship tourists into McKenzie River gateway communities.
- Boost local economies and enhance access to recreation opportunities.

• Implementation:

- Visiting volunteers will stay in the McKenzie River corridor.
- Support local restaurants during their stay.
- Engage in volunteering activities across the McKenzie River Ranger District.

• Tour Organizer:

- Tours are organized and led by First Nature Tours.

ADAPTIVE MOUNTAIN BIKING DEVELOPMENTS

New Mountain Biking Trail Systems:

- Two destination-level trail systems under consideration:

Accessibility Assessment:

- Surveying existing popular mountain biking trails in the Willamette Valley.
- Purpose:
 - Understand existing accessibility
 - Identify potential improvements

Publication and Collaboration:

Information to be published on TrailForks, a popular mountain biking site.

Partnership with WVVA (Willamette Valley Visitors Association) for assessments in various locations

TRANSFORMATIONAL & REGENERATIVE TRAVEL

TRANSFORMATIVE DESTINATIONS PROGRAM

This program helps destinations respond to the ongoing climate crisis and the COVID-19 pandemic.

Transformational Travel Council First Adopter.

REGENERATIVE PLACES PROGRAM

- Committed to this program in September 2022
- 2, 5, 7 Year Goals
- UN SDGs Score
- Food Zone Project

ONGOING & EVOLVING

- Global Stewardship Innovation Lab
powered by Miles Partnership
- Expedia Climate Program
- Zero FoodPrint
- Agrotourism economic analysis

REGIONAL PARTNERSHIPS

U.S. Forest Service (USFS) Partnership:

- Began in 2018 with the U.S. Capitol Christmas Tree.
- Ongoing collaboration in planning, trails coordination, and volunteer connection.
- In 2023, four USFS front offices promoted and sold ornaments.
- Forest Service Staff Hours Committed: 100 hours.

Cascade Volunteers (CV):

- 35+ teams focused on trail work, covering 2 million acres of forest.
- Involved in ornament placement since 2018.
- In 2023, assisted in trail coordination and placement.
- Beneficiary of ornament sales during the hunt.



REGIONAL SPORTS & EVENTS

IRONMAN 70.3 SALEM

- VOTED BEST RUN COURSE, 3RD BEST OVERALL COURSE
- SOLD OUT FOR 3RD CONSECUTIVE YEAR
- KEY EXAMPLE OF COLLABORATIVE EFFORTS ACROSS THE STATE FOR SPORTS

SPORTS ACROSS OUR REGION

- RECREATIONAL SPORTS CONTINUE TO CALL THE WILLAMETTE VALLEY HOME
- STRIVE TO FIND MORE WAYS TO COLLABORATIVELY GROW SPORTS TOURISM WITHIN OUR REGION AND STATE



THANK YOU!

QUESTIONS?

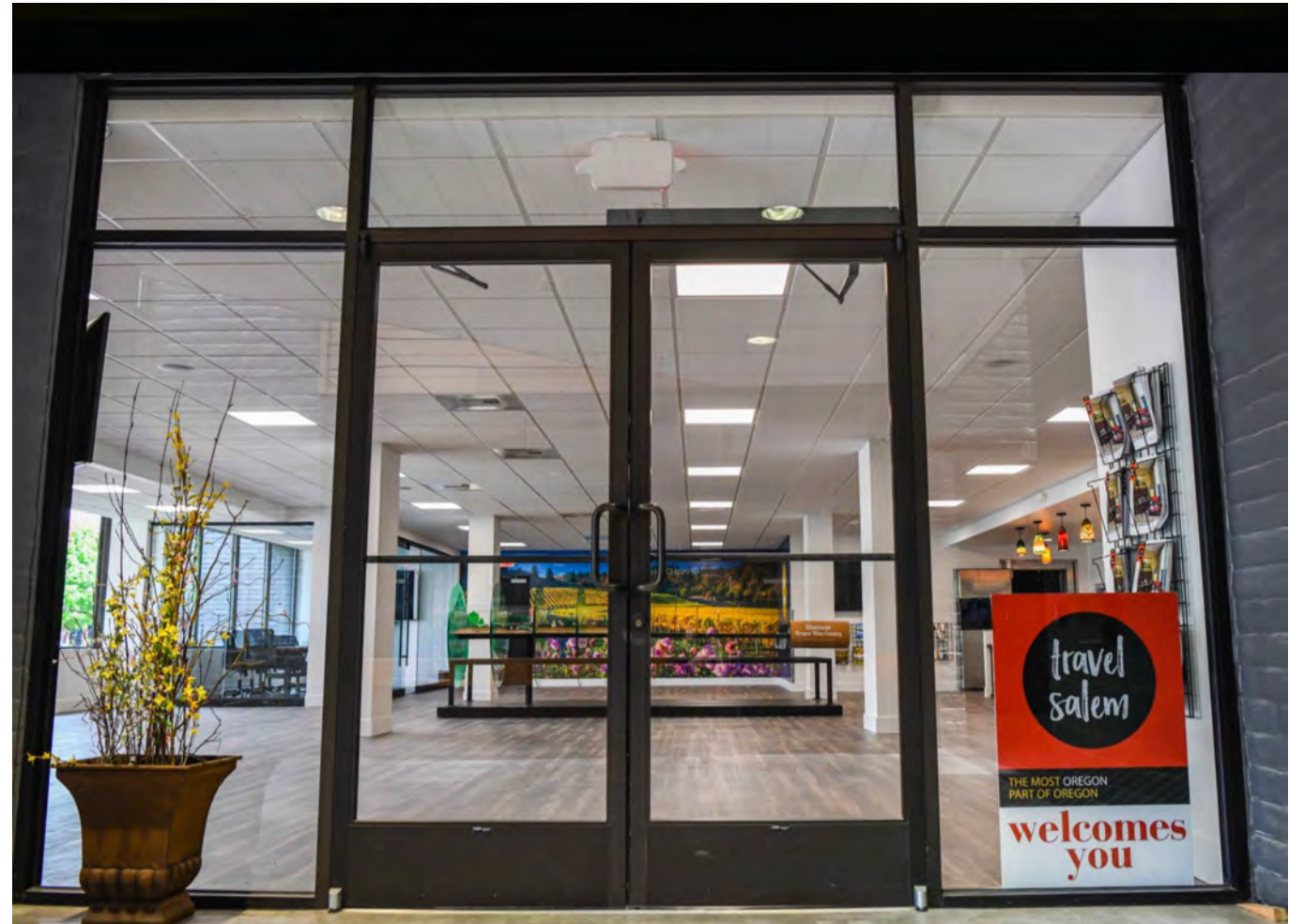


**Oregon Tourism
Commission**

March 11, 2024

new HQ

- Strategic initiative to drive mission & strengthen financial position
- 3/4 acre prime location downtown w/ parking
- Cutting-edge Visitor Center with drive-thru service
- Host community events & gathering place





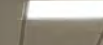
travel salem

Oregon State Capitol

Oregon's History Starts Here!

TRAVLSALEM.COM

Discover Oregon Wine Country







This Oregon destination is one of the Top 50 places to travel worldwide, according to Forbes

Updated: Jan. 25, 2024, 6:18 a.m. | Published: Jan. 25, 2024, 6:17 a.m.



Oregon's Willamette Valley was selected as one of the Top 50 places to travel in the world by Forbes magazine. Pictured here, a vineyard in the Dundee Hills American Viticultural Area in Oregon's Yamhill County. Kristyna Wentz-Graff/The Oregonian



fly salem

Commercial Air Service

- Oct 5, 2023: Avelo Airlines launched 2 routes: Las Vegas & Burbank
- Feb 21, 2024: Announced addition of Sonoma County; flights begin May 3
- City of Salem creating North Terminal Campus & evaluating options for phase 2 terminal expansion



**SLE to BUR is Avelo's
best launch to date!
(out of 35 markets)**

NEWS

Startup Avelo Airlines just turned a profit for the first time

David Slotnick

Feb. 22, 2024 • 3 min read

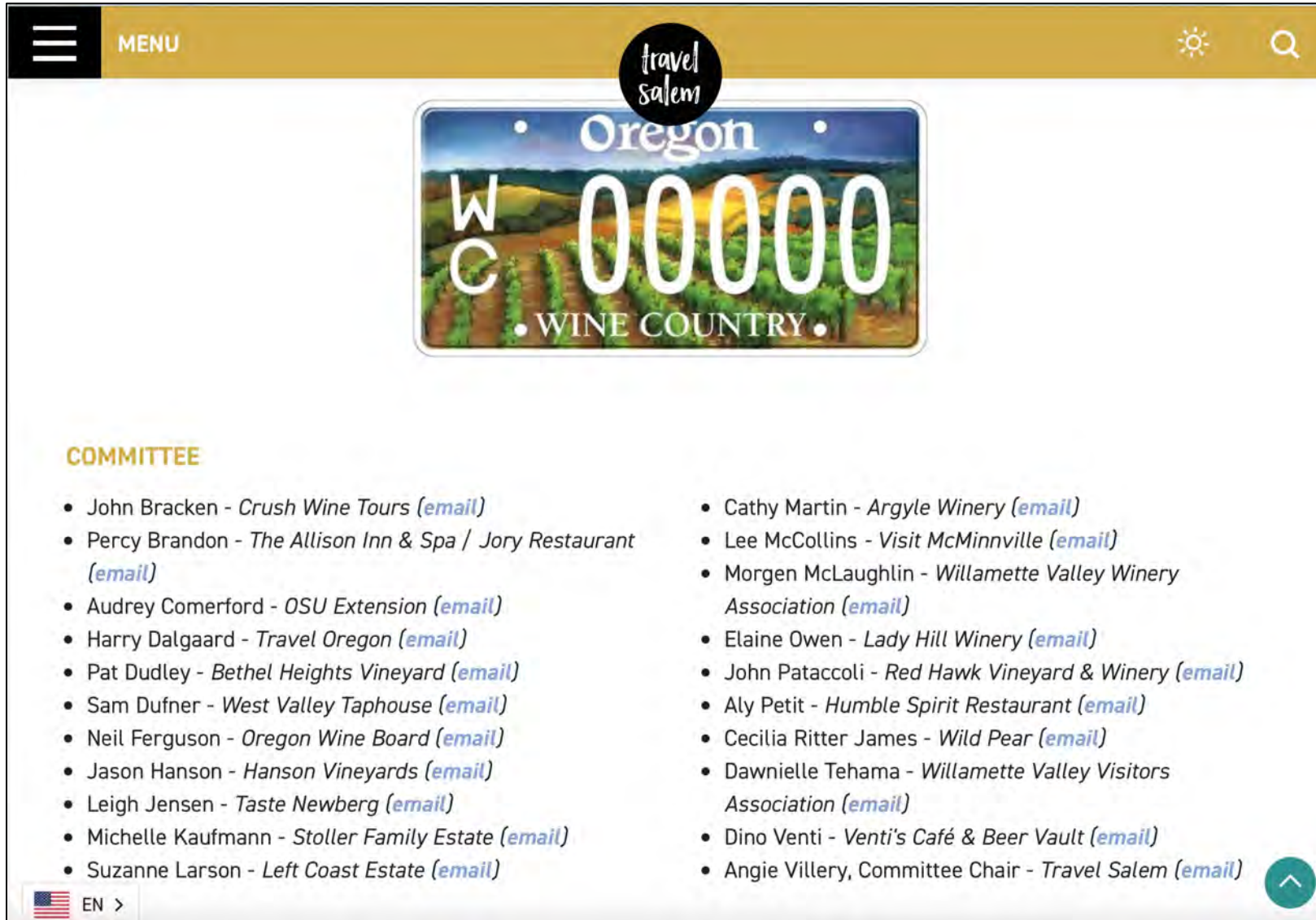


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Startup carrier [Avelo Airlines](#) said Thursday that it was profitable in the fourth quarter of 2023 — a significant milestone as the new airline continues to grow and begins to look toward its next phase.



wine country plate region 1



The screenshot shows a website header with a gold background. On the left is a hamburger menu icon and the word 'MENU'. On the right are a sun icon and a search icon. Below the header is a large graphic of an Oregon license plate. The license plate features a landscape of rolling hills and vineyards. The text on the license plate includes 'Oregon' at the top, 'WINE COUNTRY' at the bottom, and 'WC 00000' in the center. A 'travel salem' logo is overlaid on the top left of the license plate graphic.

COMMITTEE

- John Bracken - *Crush Wine Tours* ([email](#))
- Percy Brandon - *The Allison Inn & Spa / Jory Restaurant* ([email](#))
- Audrey Comerford - *OSU Extension* ([email](#))
- Harry Dalgaard - *Travel Oregon* ([email](#))
- Pat Dudley - *Bethel Heights Vineyard* ([email](#))
- Sam Dufner - *West Valley Taphouse* ([email](#))
- Neil Ferguson - *Oregon Wine Board* ([email](#))
- Jason Hanson - *Hanson Vineyards* ([email](#))
- Leigh Jensen - *Taste Newberg* ([email](#))
- Michelle Kaufmann - *Stoller Family Estate* ([email](#))
- Suzanne Larson - *Left Coast Estate* ([email](#))
- Cathy Martin - *Argyle Winery* ([email](#))
- Lee McCollins - *Visit McMinnville* ([email](#))
- Morgen McLaughlin - *Willamette Valley Winery Association* ([email](#))
- Elaine Owen - *Lady Hill Winery* ([email](#))
- John Pataccoli - *Red Hawk Vineyard & Winery* ([email](#))
- Aly Petit - *Humble Spirit Restaurant* ([email](#))
- Cecilia Ritter James - *Wild Pear* ([email](#))
- Dawnielle Tehama - *Willamette Valley Visitors Association* ([email](#))
- Dino Venti - *Venti's Café & Beer Vault* ([email](#))
- Angie Villery, Committee Chair - *Travel Salem* ([email](#))

EN >





- Fastest selling IM in North America!
- Signed new 5-year contract



HERE People Places Experiences Explore Videos Community Why Oregon

Oregon voted Best Overall Run Experience among other accolades in Global IRONMAN Athletes' Choice Awards

By Travel Salem
April 04, 2023 at 4:04 pm PDT

A photograph of a smiling triathlete wearing a white visor and sunglasses, holding a white banner that reads "IRONMAN 70.3 OREGON SALEM". The athlete is wearing a blue and white striped shirt. In the background, there are banners for "70.3 OREGON SALEM", "ENDURANCE", and "ACTIVE".

by the numbers

\$3,126,095

Lodging Revenue

\$281,348

Transient Occupancy Tax

9,204

Room Nights



91%

satisfaction rate from athletes



52%

want to participate in next year's event



33%

increase in economic impact compared to previous year



7,671

spectators cheered on the IRONMAN athletes



destination development

Resilient Headwaters

- Surveyed visitors and residents on how they once used the Santiam Canyon for recreation and what they would like to see in the future
- Concept plan is complete and includes inventory of 180 trails in the wildfire impacted area
- Connecting with nonprofit leaders to get a deeper understanding of opportunities and areas of intersection
- Trail work on-going to clear trails impacted by wildfires



Clearing trails in the Willamette National Forest



Marion & Polk tourism economic development consortium

- Bringing experts together to:
 - Share insights and discuss opportunities & challenges affecting the regional tourism ecosystem
 - Seek alignment and efficiencies where possible; to
 - Activate solutions when needed
- Projects underway include rural broadband opportunities, lodging development



marketing & communications

Cultural Heritage Intern – *Pilot Program*

Secured two OSU interns

Supporting various organizations

- Work includes website audit & development, content creation, event planning, research



resident engagement

Street Art & Block Parties



SCAN Neighborhood

STREET MURAL PROJECT

Painting & Party

PARTICIPATE

Volunteer!

We'd love your help and support. To volunteer, please signup at: bit.ly/SCANmural

Come to the party!

Neighbors and volunteers are invited to celebrate Monday, Sept 4 from 11 am - 2 pm.

DATES

9/2/23 | 2 - 5 pm Prep
9/3/23 | 10 - 5 pm Painting
9/4/23 | 11 - 2 pm Party
Leffelle & Church St
Bush's Pasture Park



Halcyon Day





THE MOST OREGON
travel
saalem
PART OF OREGON





THE MOST OREGON
travel
saalem
PART OF OREGON

govcon dine around lunch

Tuesday, March 12 @ 12:15p - 2:15p

Basil & Board | Bentley's | Gamberetti's | Masonry Grill | Pacific Standard | Ritter's | Wild Pear

