

—OREGON—
**GOVERNOR'S
CONFERENCE**
ON TOURISM

STEWARDING OREGON
WITH DESTINATION MANAGEMENT
SOLUTIONS

Travel Oregon

Nastassja Olson (she/her)

***Destination Services
Manager***

TRAVEL



OREGON



DESTINATION STEWARDSHIP

SUSTAINABLE TOURISM

DESTINATION MANAGEMENT

REGENERATIVE TOURISM

TRAVEL OREGON'S 10-YEAR STRATEGIC VISION

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





DESTINATION MANAGEMENT ORGANIZATION (DMO)

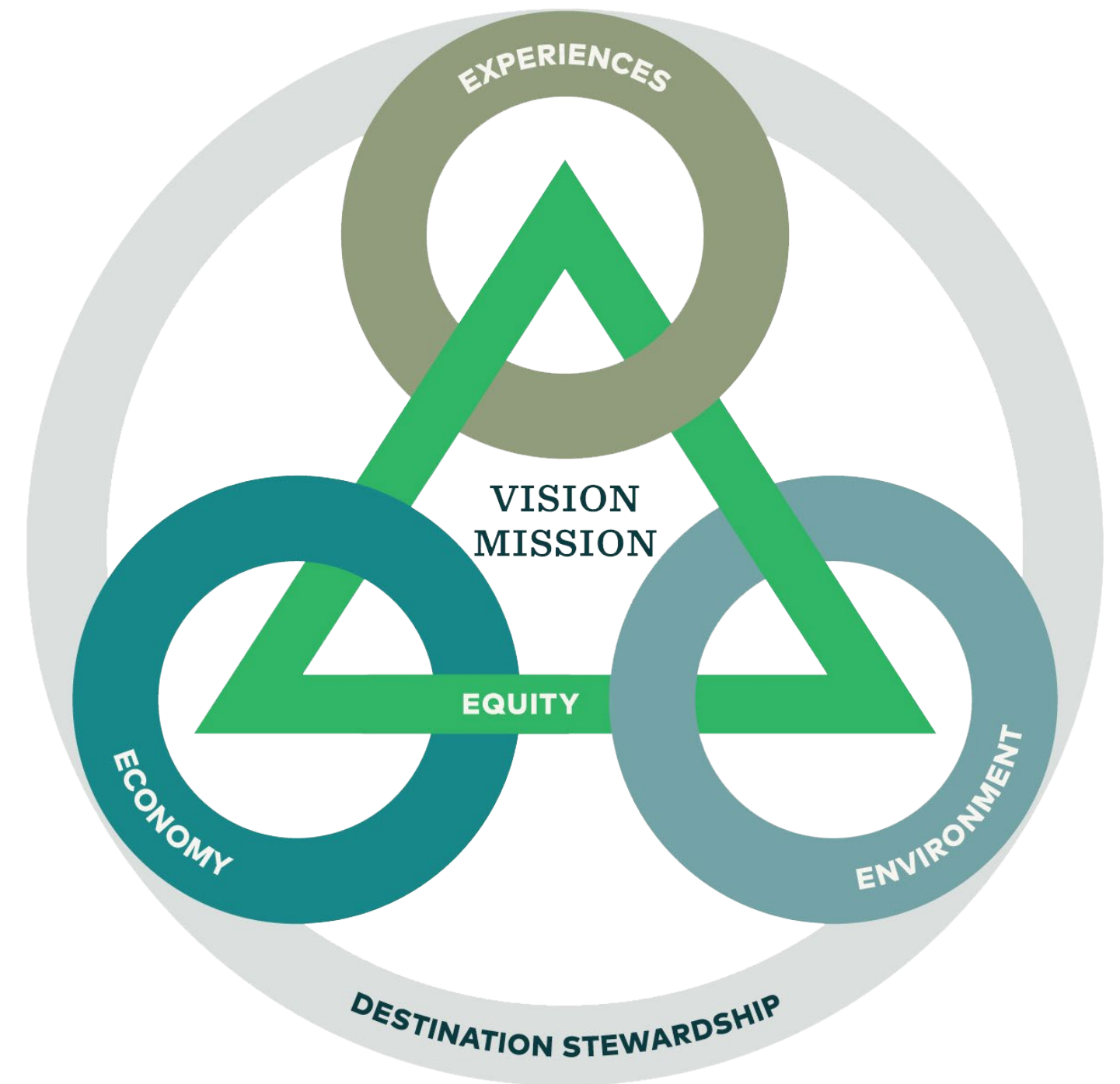
The agency responsible for coordinating the processes where almost all aspects of a destination are managed, including promotional efforts, local resources, accommodation, activities, events, environmental concerns, tourist attractions and transportation.

DESTINATION STEWARDSHIP APPROACH

A three-pronged approach to destination management that seeks to balance and meet the economic, environmental and social/cultural needs of a destination, ensuring active engagement with residents and tourism stakeholders.

The three lenses, which make up the approach, guide decision making, programming and actions:

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

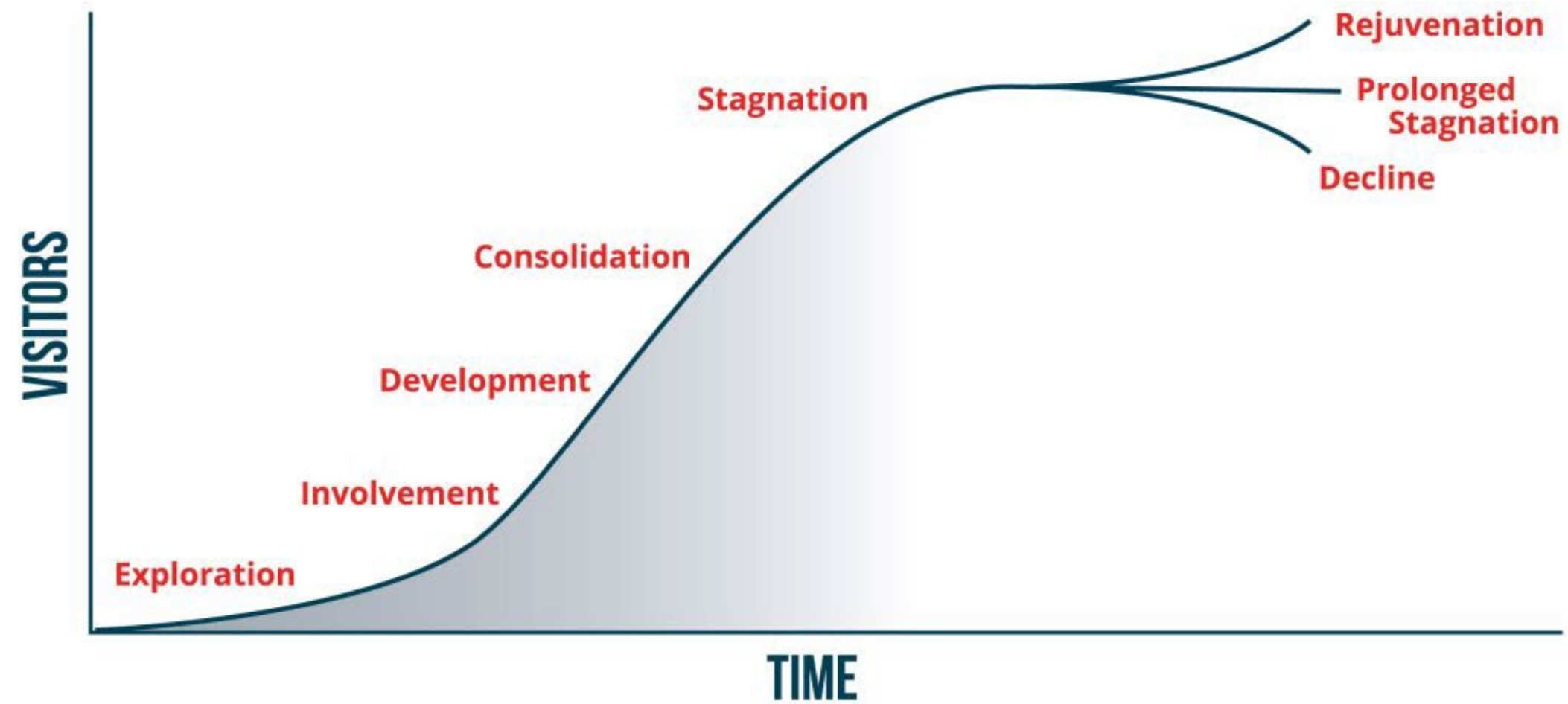


REGENERATIVE TOURISM

Is more than "doing no harm" when traveling. The goal of regenerative tourism is for visitors to make a positive impact on a destination – leaving it better than they found it.



Butler's Tourism Area Life Cycle (1980)



 National Geographic

Is overtourism a problem?

With visitor numbers around the world increasing towards pre-pandemic levels, the issue of overtourism is once again rearing its head.

Sep 7, 2023

 Skift

Hawaii's Maui Locals Speak Out Against Tourism Amid Housing Shortage

Maui Struggles to Recover Tourism: Latest Data · 2024 demand is underperforming. · Many tourists are still confused about whether it's okay to...

Dec 5, 2023

 SnowBrains

Investigating The Ski Town Housing Shortage

Affordable housing has been a problem in mountain towns for decades. Ski towns will lose residents and workers if change doesn't happen...

2 weeks ago

 Keys Weekly

COULD THE KEYS SPEND TOURISM MONEY ON WORKFORCE HOUSING?

Monroe County commissioners can make all the plans and promises they want to alleviate the affordability crisis in the Florida Keys,...

Oct 19, 2023

 Outside Magazine

Overtourism Has Reached a Dangerous Tipping Point—Am I Part of the Problem?

The stunning Arizona destination is feeling the squeeze, along with many other iconic destinations worldwide. A new film called 'The Last...

Mar 17, 2022

TOURISM: A PART OF THE SOLUTION



[menti.com](https://www.menti.com)

Code: 3174664



Dan Haag

***Trails & Outdoor
Recreation Manager***

Tillamook Coast Visitors Association





Tillamook Coast

Visitors Association

Visit Tillamook Coast



According to Travelanthropoist, there are four “most common” motivational themes identified by voluntourists themselves as being their main driver:

- 1. Cultural immersion**
- 2. Giving back**
- 3. Camaraderie**
- 4. Educational**

NPR reports that the phenomenon of volunteer tourism is now a \$3 billion a year industry (2021)





**20 bags of
trash
removed from
Manzanita
beach in one
afternoon**





**Tillamook Coast**
it's the natural choice





**Marine
debris
transformed
into art**

**Girls went
home and
created
volunteer
program at
local
homeless
shelter**







50 trees caged over two days, equivalent to six weeks of work with normal volunteer numbers

Students returned to campus and created a stewardship group






Tillamook Coast
it's the natural choice

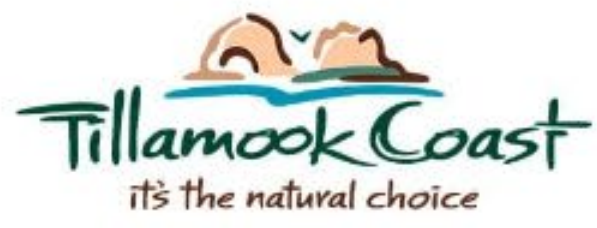







Tillamook Coast
it's the natural choice





GET A VISITOR GUIDE



- What To Do
- Where To Go
- Dine
- Stay
- Events
- Resources
- Blog

TILLAMOOK COAST VOLUNTEER ADVENTURES

Doing Good Does you Good

- Overview
- Get Started
- Partners

English

Nat Ferraro (they/them)

Engagement Manager

Trailkeepers of Oregon





**TRAILKEEPERS
OF OREGON**

Trail

Ambassadors

A safe and welcoming presence for all trail users



TRAILKEEPERS OF OREGON

MISSION

Protect and enhance the Oregon hiking experience through stewardship, advocacy, outreach, and education.

VISION

Oregon's trails are a place where people can go to connect with nature & one another. They are accessible and welcoming to all communities. The trails and the natural lands that visitors explore are well cared for by TKO-inspired stewards and dedicated public resources.



Trailkeepers of Oregon

Did you know that most of Oregon's hiking trails are taken care of by volunteers?

Trailkeepers of Oregon puts on hundreds of trail stewardship events each year, getting over 3,000 volunteers out on trails in need.

Staff and volunteer leaders in regions across Oregon organize crews that serve trails in a wide variety of ways!



Trail Ambassadors

Trailhead Ambassadors are friendly folks excited to engage with trail users just heading out on their adventures.

- Establish a safe and welcoming presence at the trailhead
- Answer questions about the hike
- Teach about safe and responsible recreation



Trail Ambassadors

How to become a Trail Ambassador

- Take the online training
- Join a training hike
- Do a shift with a Lead Ambassador
- Participate in ongoing trainings



Trail Ambassadors

A day as a Trail Ambassador

- Learn about your trail
- Coordinate with other volunteers
- Set up your station
- Talk to folks from around the world!
- Hike the trail
- Enjoy the day!
- Report back and submit data



Wilderness Ambassadors

These adventurous experts in public engagement head out on beloved wilderness trails on Mount Hood and in the Columbia River Gorge

- Wilderness area specific education
- Hiking etiquette
- LNT (Leave No Trace) pros
- Safety and wildfire prevention
- Light stewardship activities



Wilderness Ambassadors

How to be a Wilderness Ambassador

- Take the online training
- Full day workshop - in person
- Min. 3 mentorship hikes
- Head out on the trail!
- Mentor incoming volunteers



Wilderness Ambassadors

A day as a Wilderness Ambassador

- Learn about your trail
- Coordinate with other volunteers
- Head out on trail
- Talk to folks from around the world!
- Dismantle illegal fire rings & campsites
- Enjoy the day!
- Report back and submit data



Data Gathering

Volunteers gather a variety of both quantitative and qualitative data

- Visitor interactions
- Impact of conversations
- Group size
- Dogs off leash
- Solitude monitoring
- Other WSP data as requested



Whats coming next?

Let's keep growing!

- Expanded programming
 - Willamette Valley
 - Portland Metro
 - Coast (Wilderness)
- Accessibility project work
- Improved volunteer experience
- Expanded partnerships
- BIPOC Youth Corps in 20 25



Together, we do more for trails.

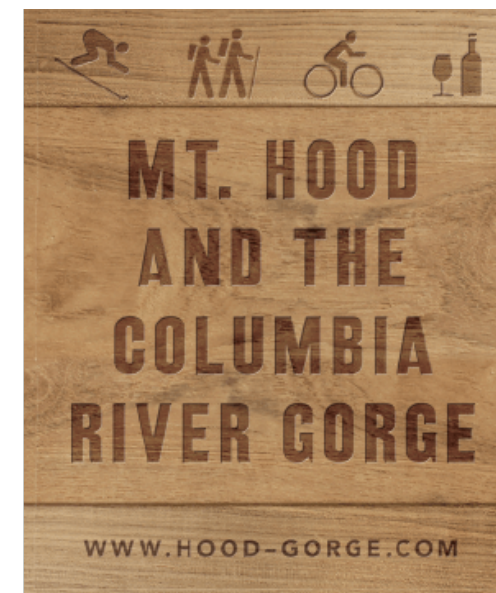
Thank you!



**TRAVEL
OREGON**



**National Forest
Foundation**



Jeff Knapp

President/CEO
Visit McMinnville



Connecting Destination Development Work to our Community



Visit McMinnville



Visit McMinnville

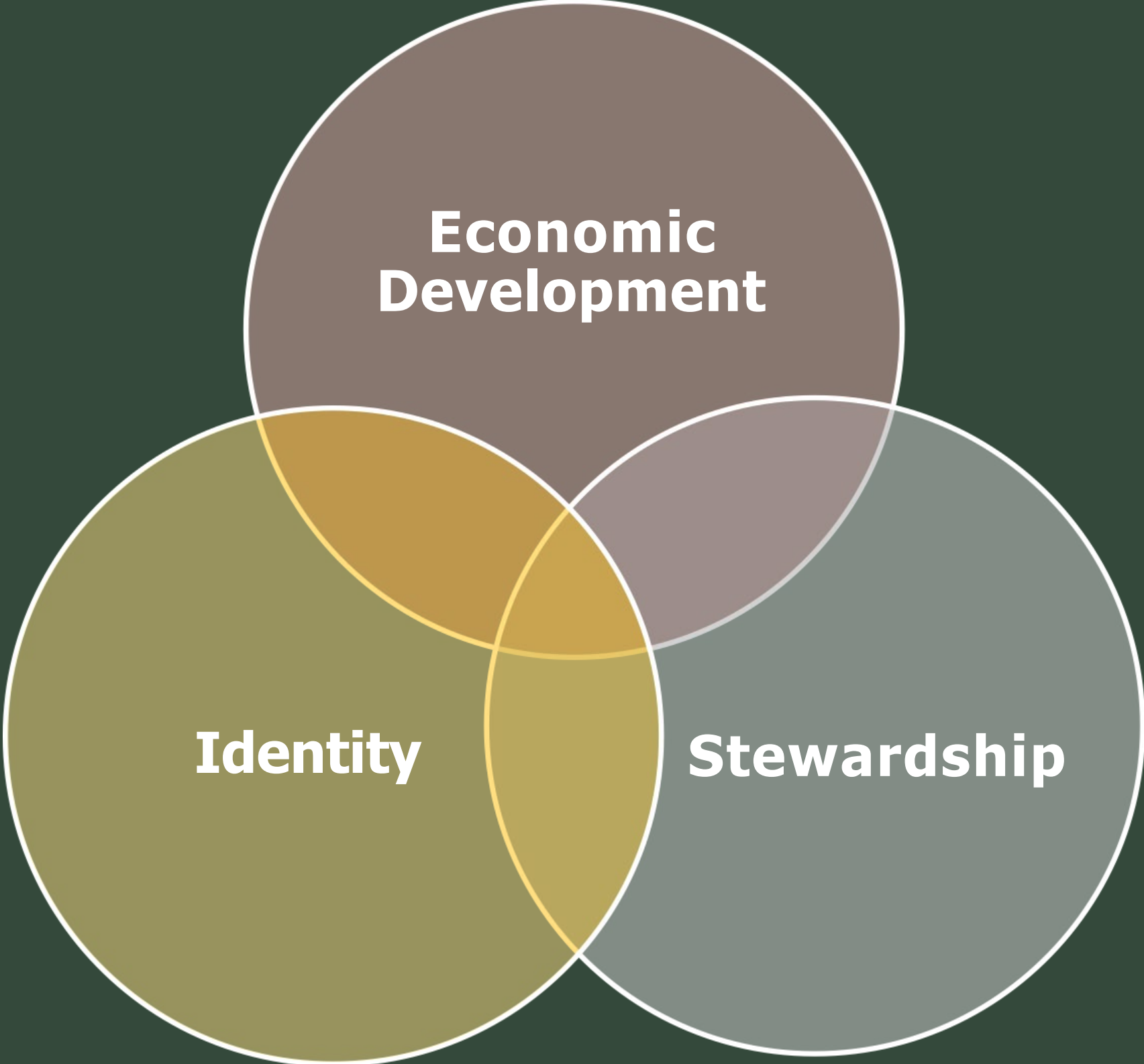
What is economic development
& why do we need it?



Economic development is the process of creating jobs and increasing the standard of living in a community through investment in development projects that enhance the prosperity of residents.

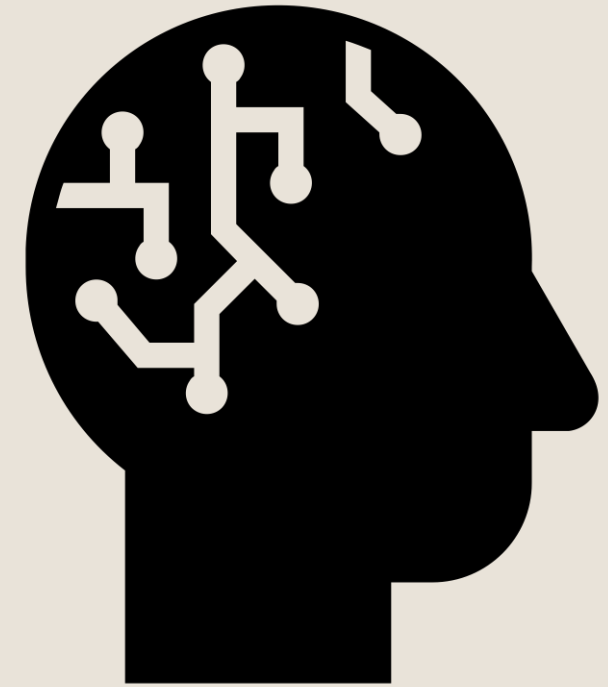


Pillars of Sustainable Operation



Development Tactics

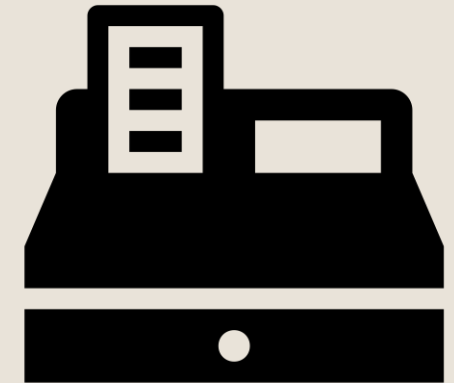
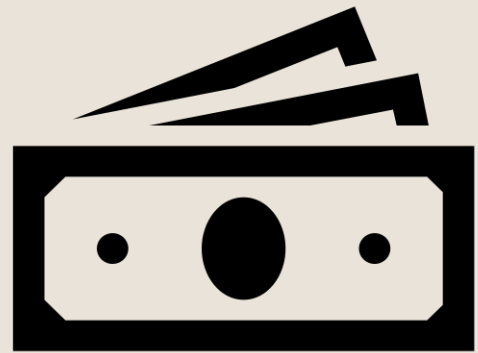
- Communication
- Convening
- Data
- Capacity Building



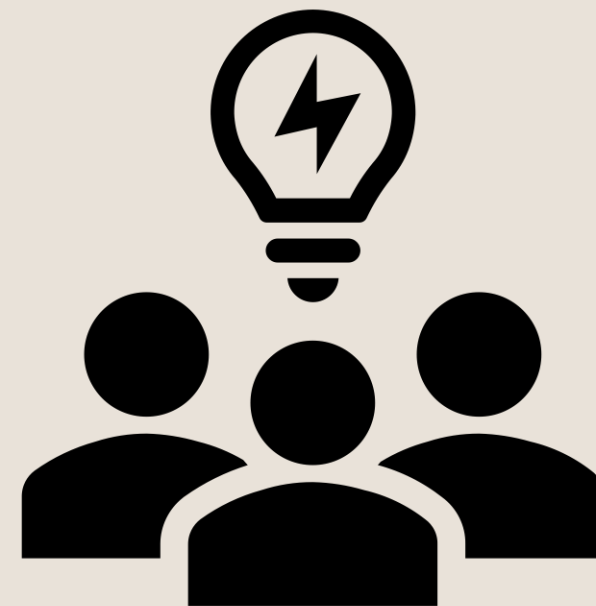
Marketing + Communications



Public Perception

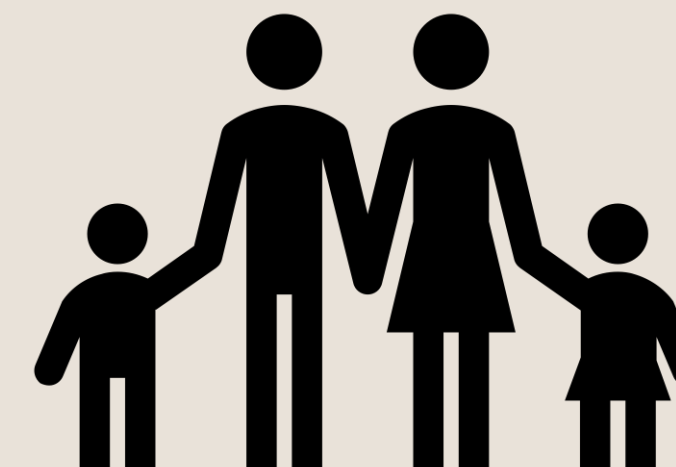
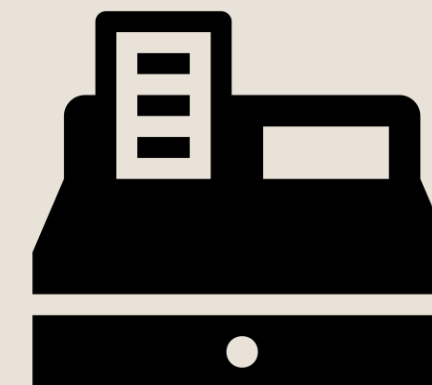
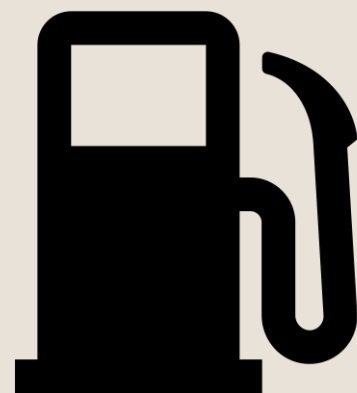
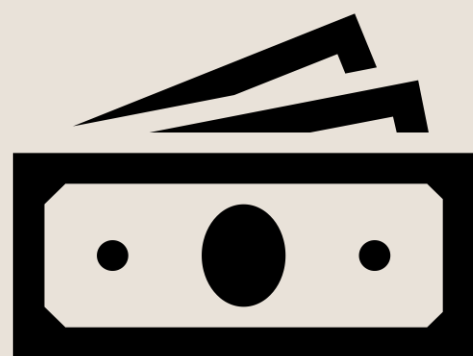


Marketing +
Communications

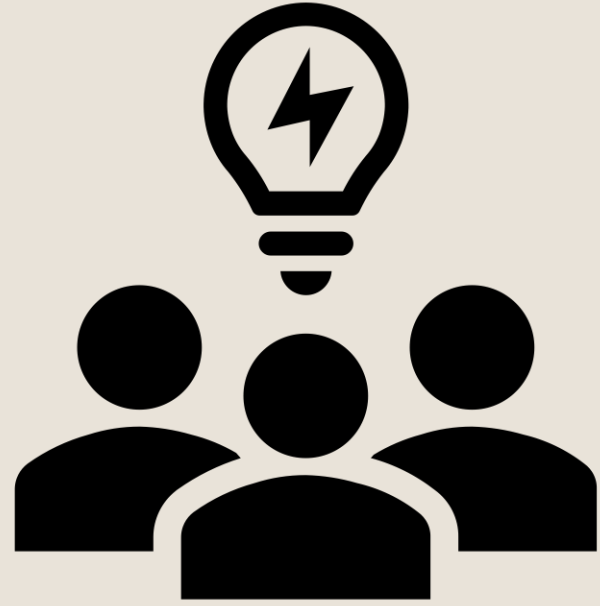
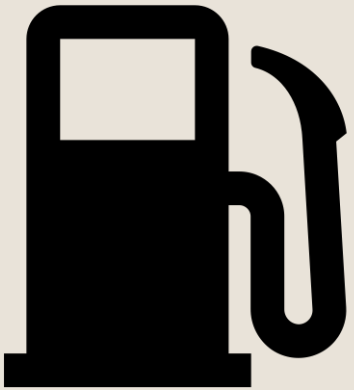
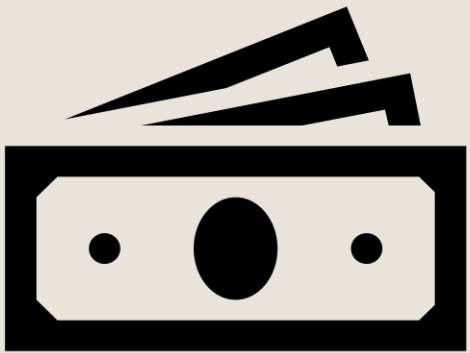


Public Perception

Destination
Development



Marketing +
Communications

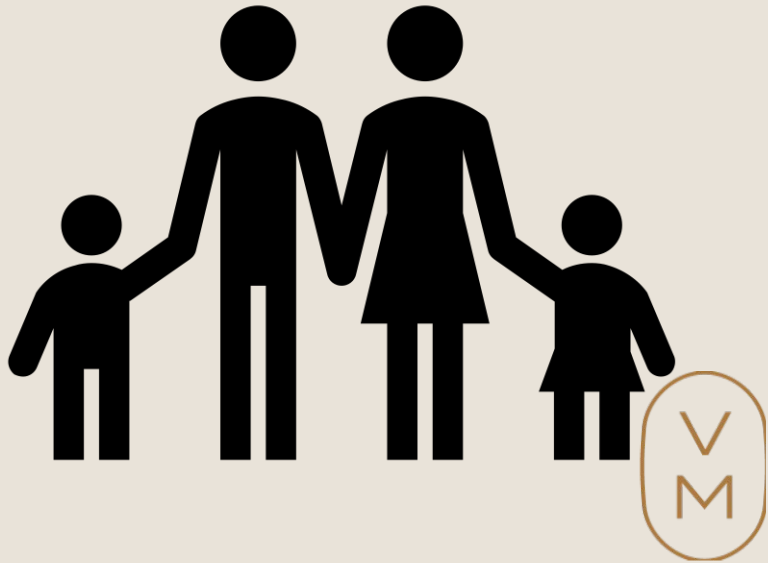


Public Perception

CRUSH *



Destination
Development



CRUSH * Arts & Culture in McMinnville, Oregon

- March is the 23rd episode our dual-language publication
- 22 writers
- 29 artists
- Each month, there are 7,050 copies distributed in the News-Register across the county for a total of
9,785 copies each month.



Over 2 years, \$90k contributed to directly supported local artists, writers, photographers and printers.



Capacity

McMinnville

Stable Table

McMinnville Economic Vitality Leadership Committee

McMinnville Urban Renewal Advisory Committee

Third Street Streetscape Advisory Committee

McMinnville Leadership Group

McMinnville Vagrancy Task Force

Block Captain Program

McMinnville High School Career Pathway Job Shadow

MEDP + Workforce Committee

MACPAC - Parks and Rec Advisory Committee

Make Music McMinnville Board

Walnut City Music Festival Board

Edible Landscapes Board

Gallery Theater Board

Wine Country Pride Board

MDA Promotions Committee

Art Alley Convening + T-Mobile Grant

State + Regional

Cycle Yamhill County

Yamhill River Committee

Oregon Destination Association Board of Directors

Chemeketa Hospitality Advisory Committee

Wine Country License Plate Advisory Committee

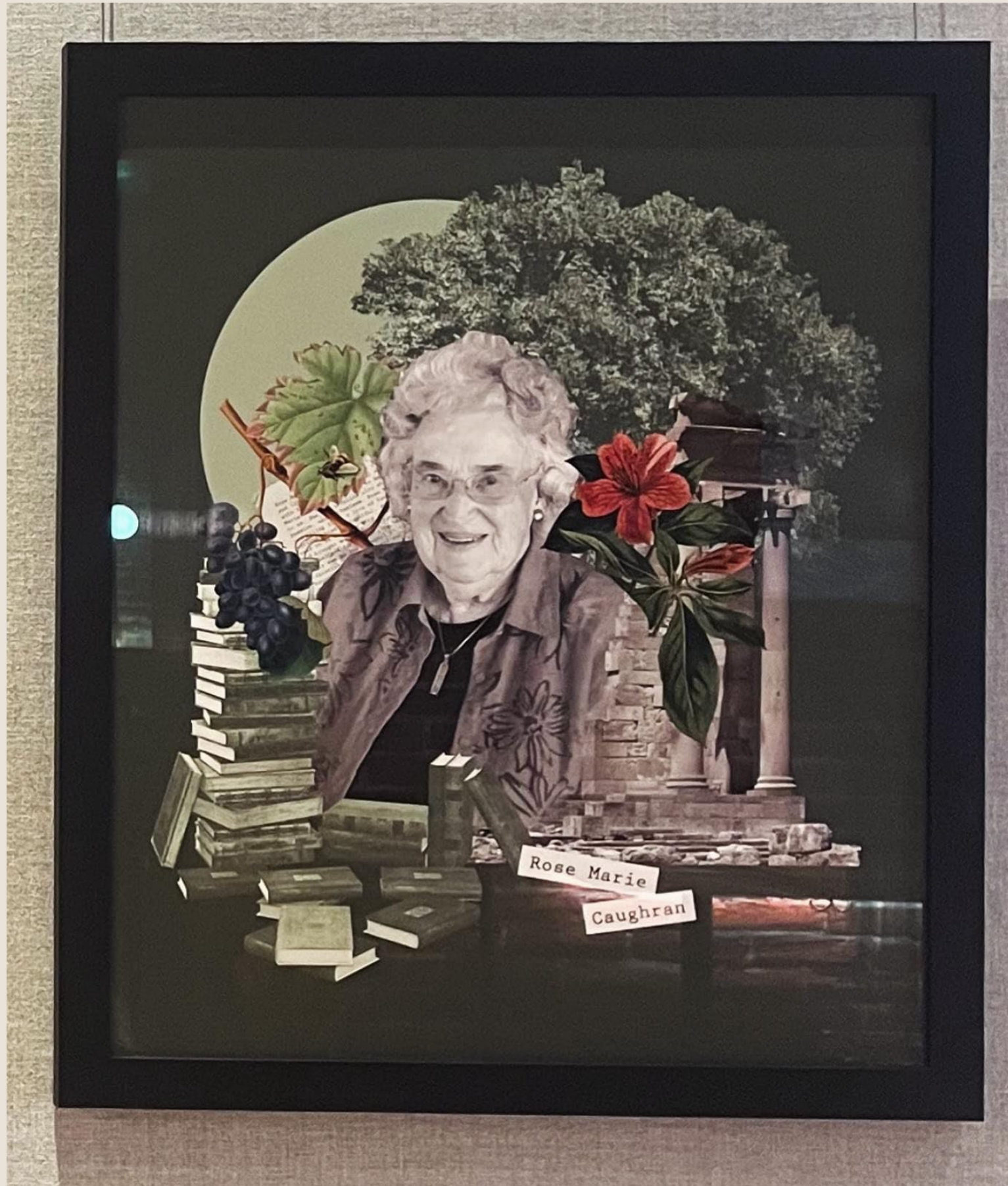
George Fox Hospitality Advisory Committee

Willamette Valley Visitors Association Board

International Pinot Noir Celebration



Rose Marie





HELLO!

MCMINNVILLE

+ COMMUNITY CONNECTED +



Convening
Solutions +
Building
Capacity



HELLO! MCMINNVILLE

+ COMMUNITY CONNECTED +



Hello McMinnville Program

- **Street Ambassador Program**
- **Volunteer Coordination**
- **Event Support**
- **Positive Local PR**
- **Community + Culture Building**
- **Shared Resources + Tools**



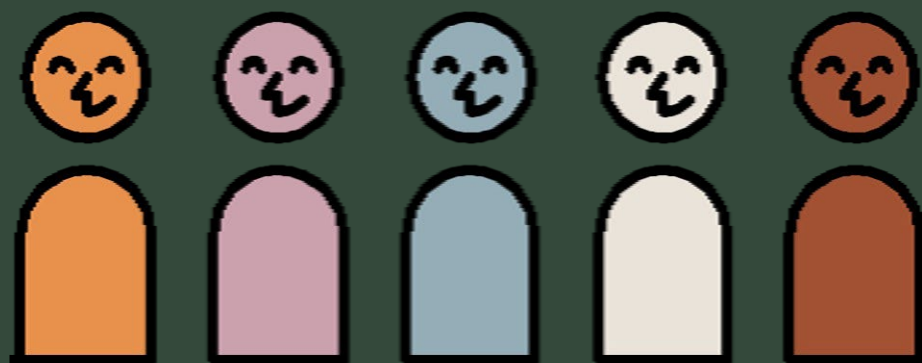
Community Tools

HELLO
LAMP POST

Non-Profit Meeting Space



Thank You



TRAVEL



OREGON

Q&A



Photo: Dylan VanWeelden