

TRAVEL



OREGON



Partner Survey Results + RCTP Plans

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WHAT IS TIPS?

Study that seeks feedback from individuals linked to the tourism industry. Informs Travel Oregon's biennial strategies and RDMO strategic plans.

Collaborative project: Regional Cooperative Tourism Program + Research + DMOs, RDMOs, Chambers, ORLA, and more.



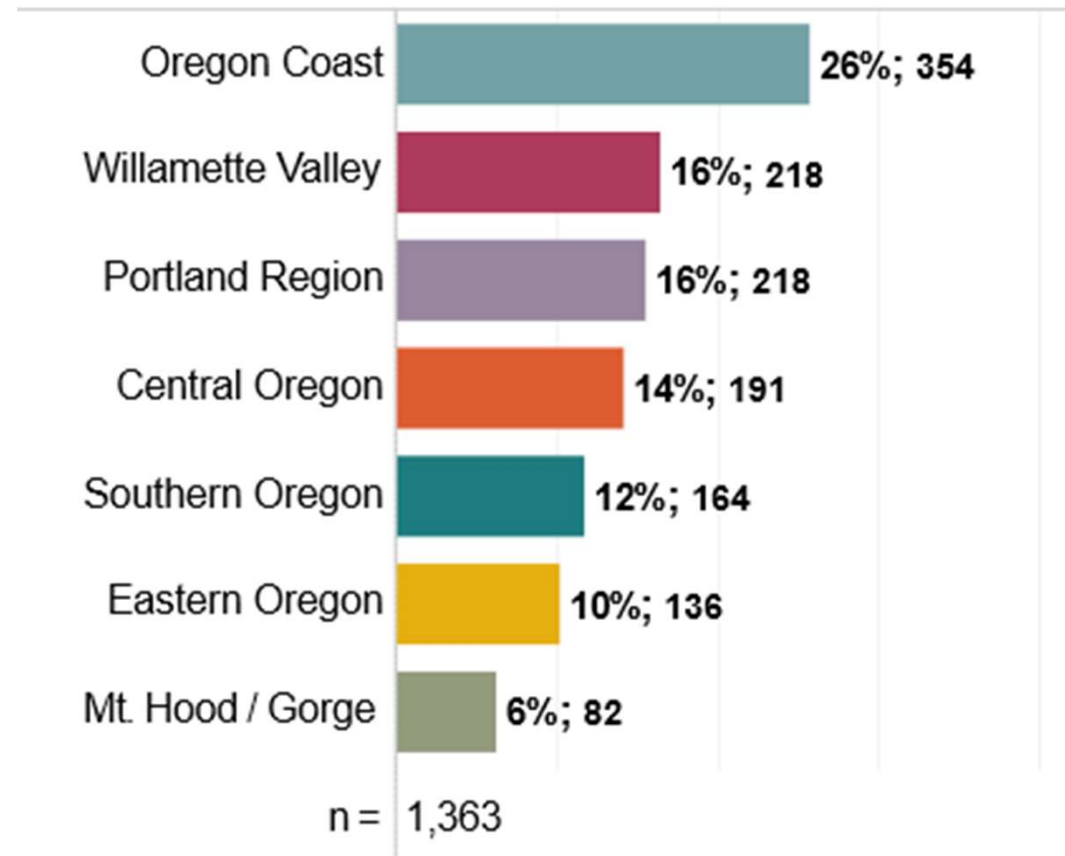
WHAT IS TIPS?

Digital survey to Oregon tourism industry employees

5th version of the study

Over 1300 responses from all 7 regions

Responses by region

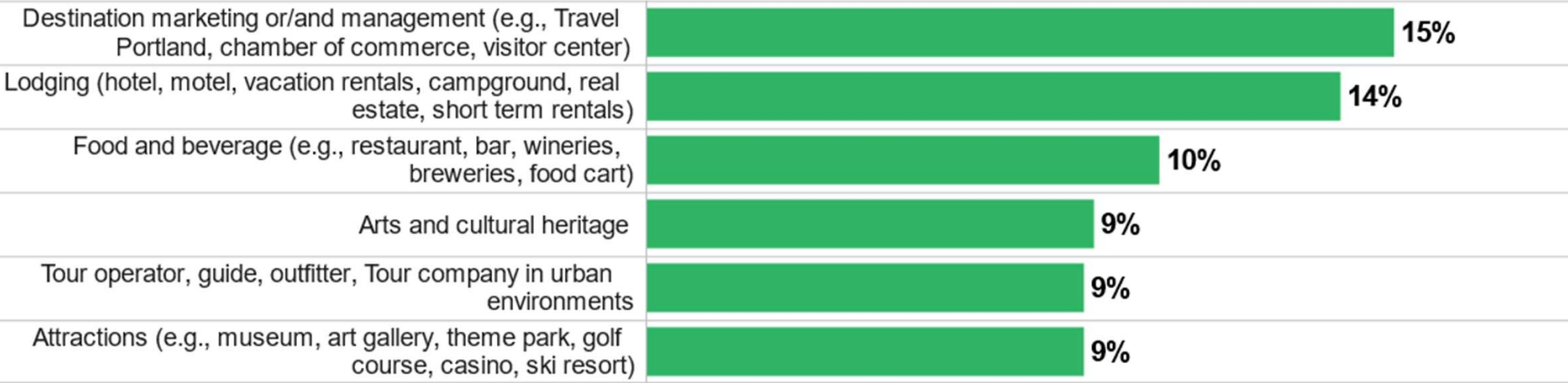


STATEWIDE RESULTS

TIPS

STATEWIDE RESULTS

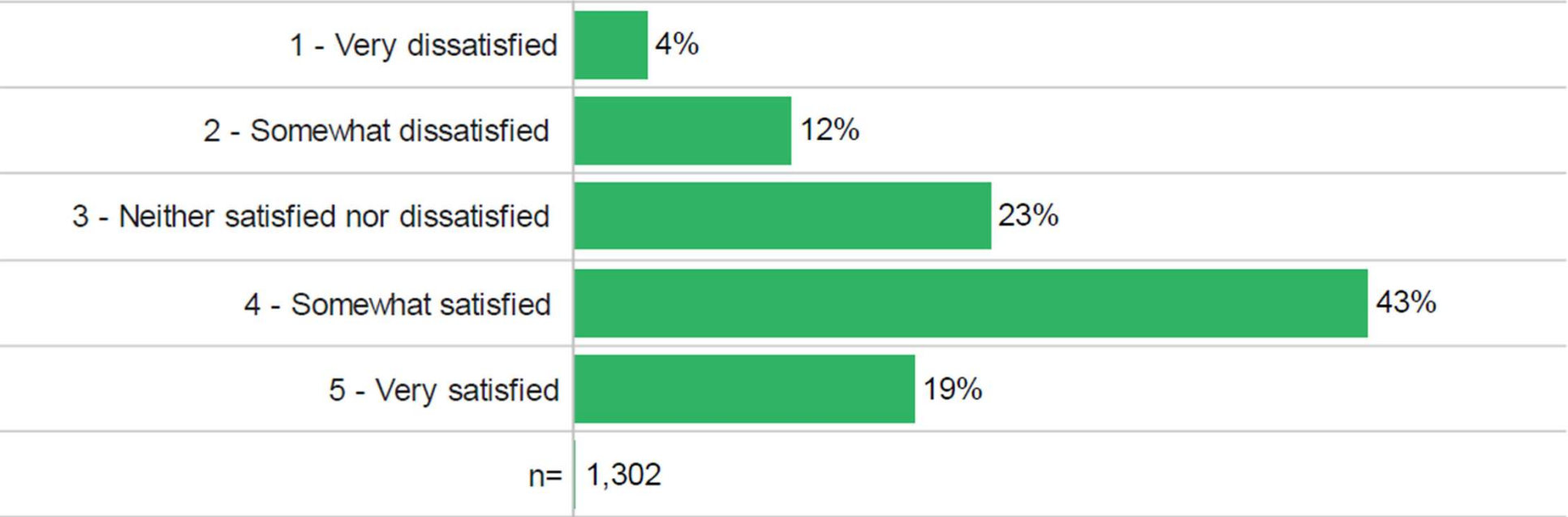
In what sector of the tourism industry do you primarily work?



TIPS

STATEWIDE RESULTS

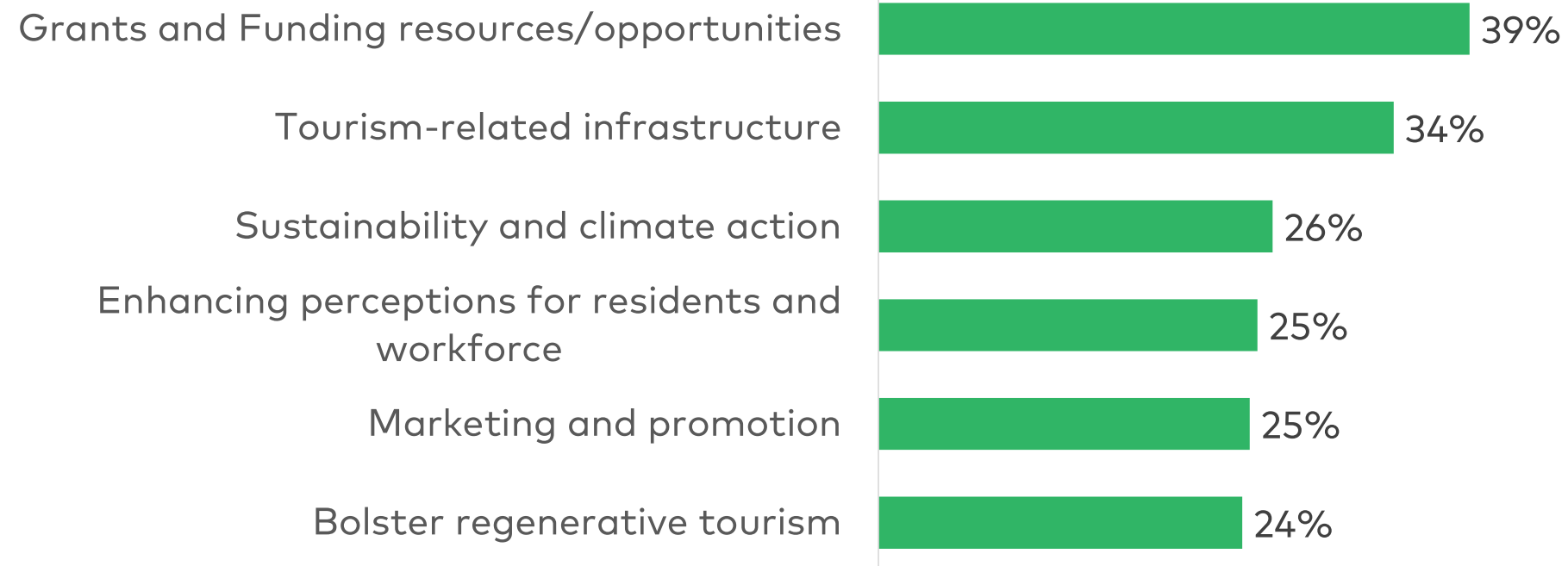
Please rate your satisfaction with the direction of destination development in Oregon:



TIPS

STATEWIDE RESULTS

Please identify the three areas that you believe should be emphasized for longer-term tourism planning over the next 2 - 5 years. (Rank top three priorities within this list)



TIPS

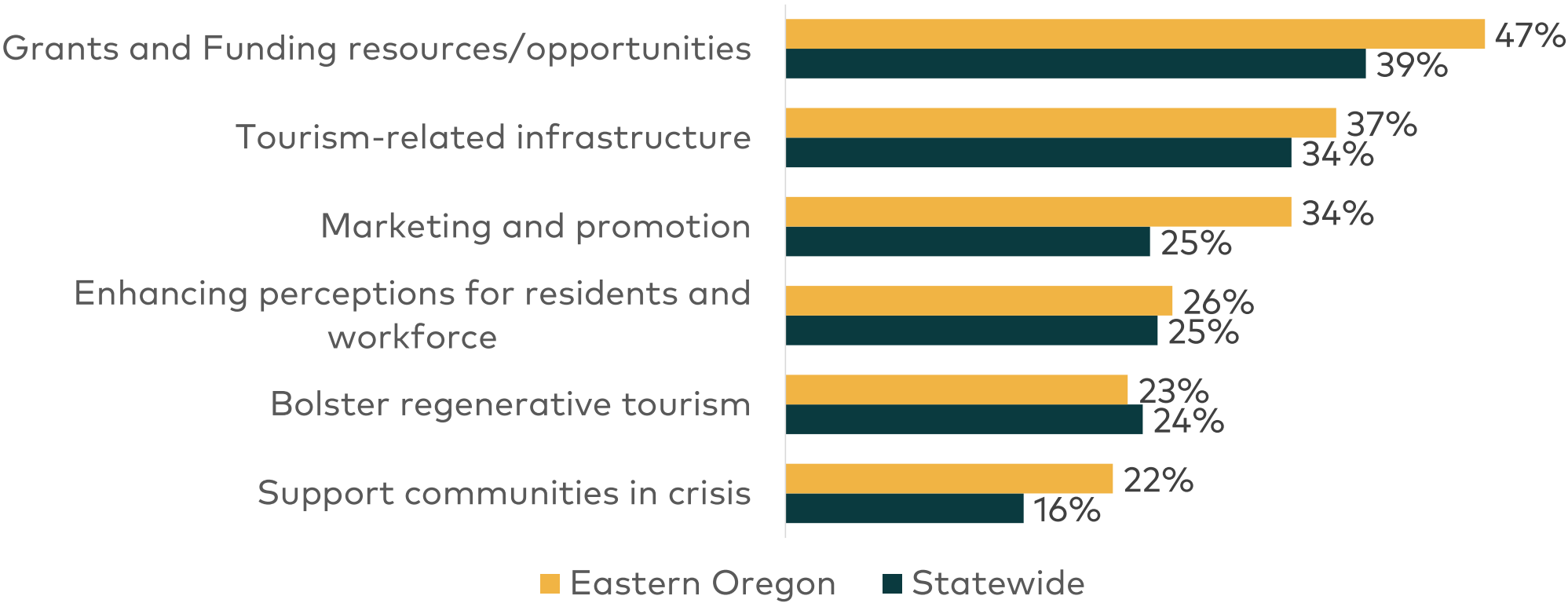
STATEWIDE RESULTS

- Oregon's Strengths:
 - Outdoor Rec opportunities
 - Food and Beverage
 - Agritourism
- Oregon's areas for improvement:
 - Public infrastructure
 - Marketing and promotion
 - Downtown development



REGIONAL PRIORITIES

EASTERN OREGON



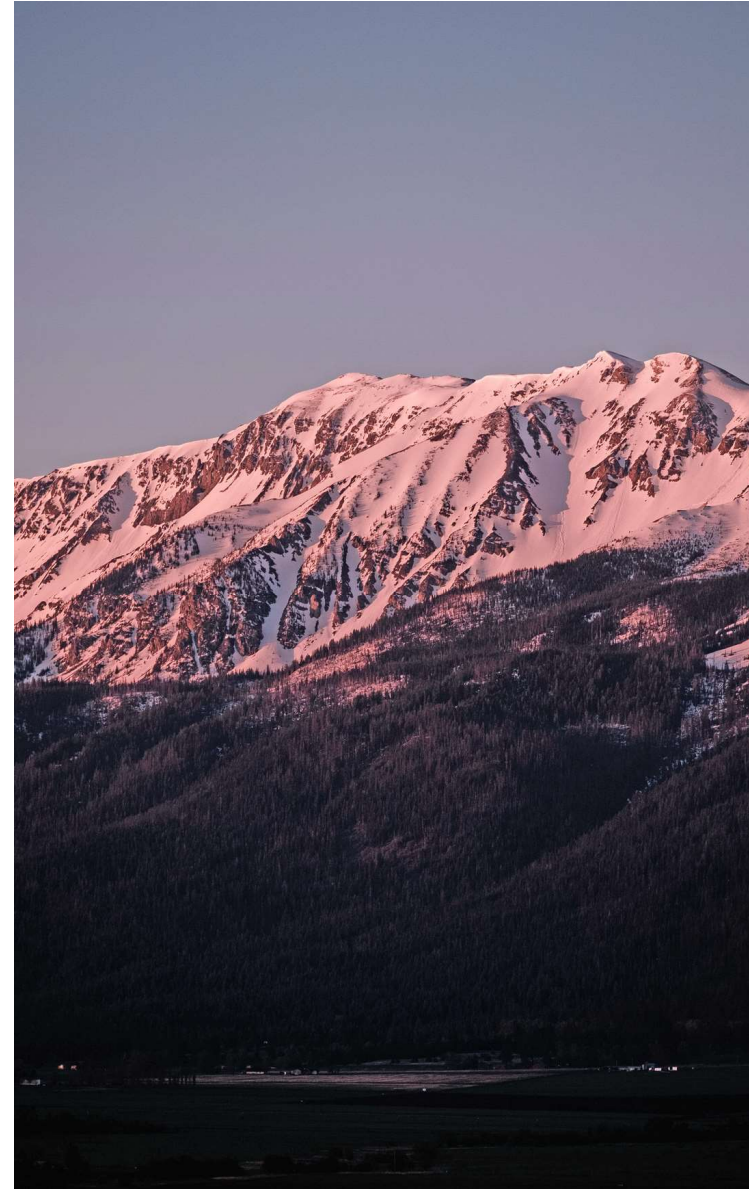
EASTERN OREGON

- Focus areas Destination Marketing, downtown development and food and beverage.
- Low overcrowding concerns. Lack of winter visitation
- Workforce shortages and wildfires stand out as challenges

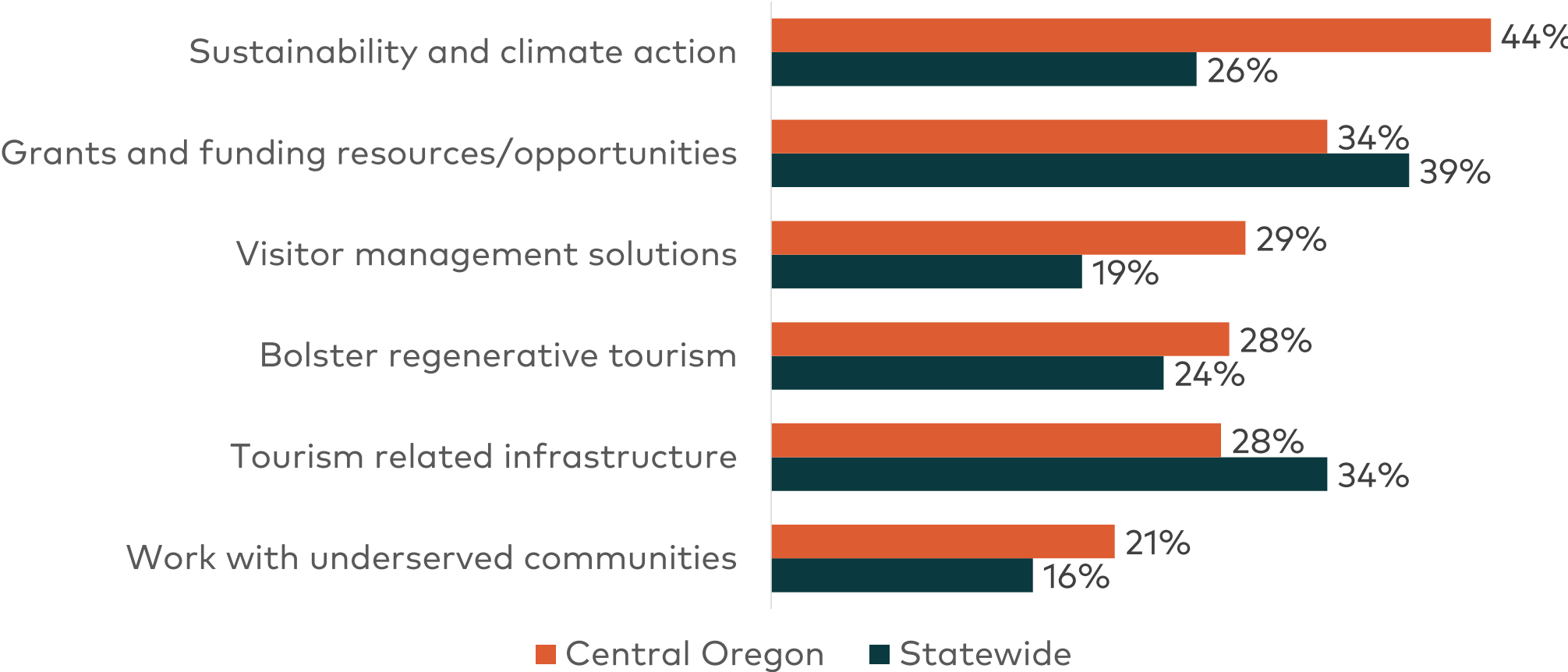


EASTERN OREGON – PROGRAMS/INVESTMENTS 25-26

- Destination Marketing Focus:
 - Social Media Marketing campaigns - \$30,000
 - Guide distribution and fulfillment – \$25,000
 - International Development (Go West & IPW) - \$10,000
 - Regional Grants Program - \$ 40,000

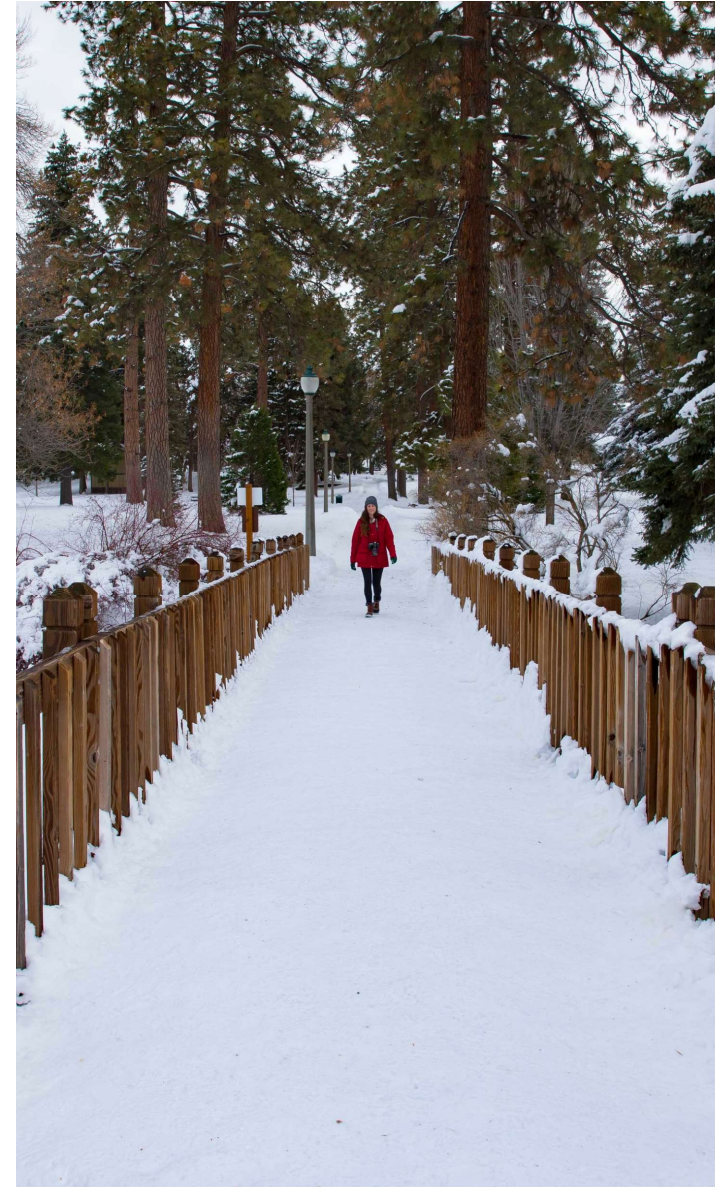


CENTRAL OREGON



CENTRAL OREGON

- Focus areas include land stewardship, public infrastructure and welcoming environment for BIPOC and LGBTQIA+ communities
- 67% of respondents believe there are too many visitors in summer
- Affordable housing and wildfires are major challenges

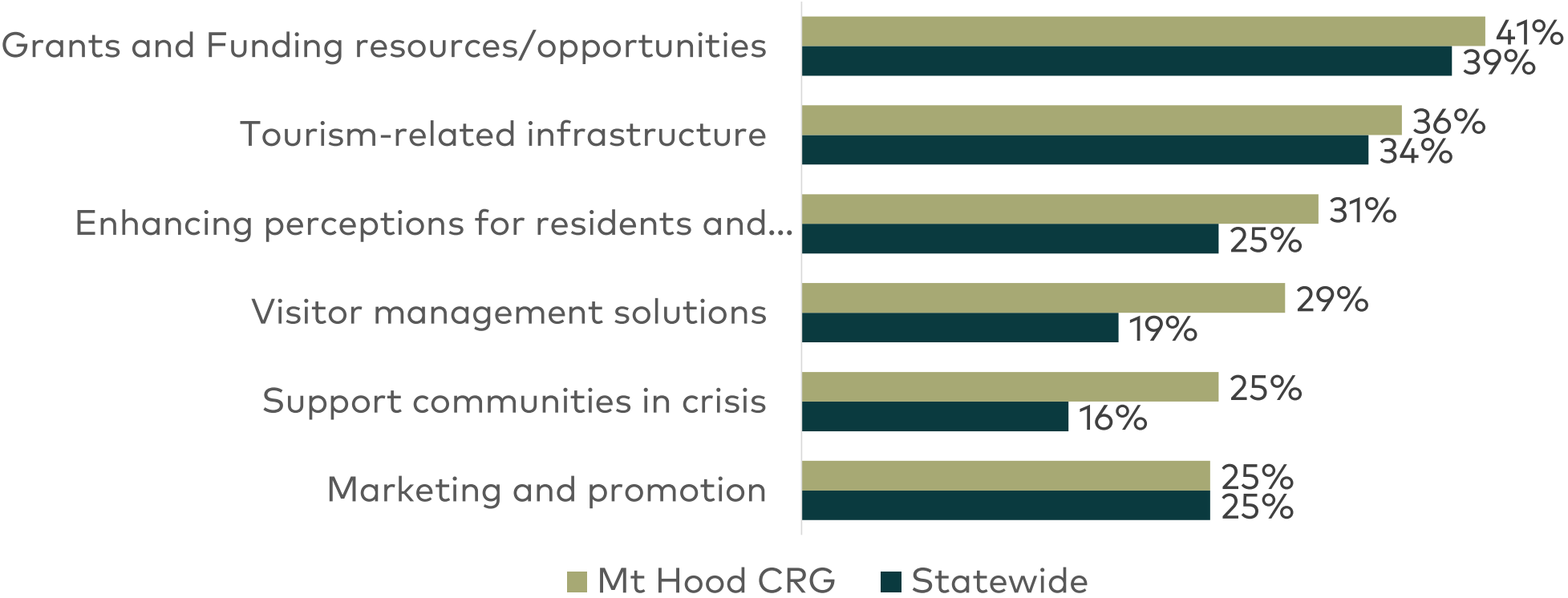


CENTRAL OREGON - PROGRAMS/INVESTMENTS 25-26

- Stewardship Focus:
 - Future Fund (creation of tourism assets, stewardship, cultural tourism, and accessibility focus – \$300,000
 - Regional Strategic Investment Fund – (Rural community partnerships) - \$28,120
 - Public lands investment (Discover Your Forest, Deschutes Trails Coalition) - \$25,000
 - Travelability conference investments - \$32,500



MT HOOD AND CRG



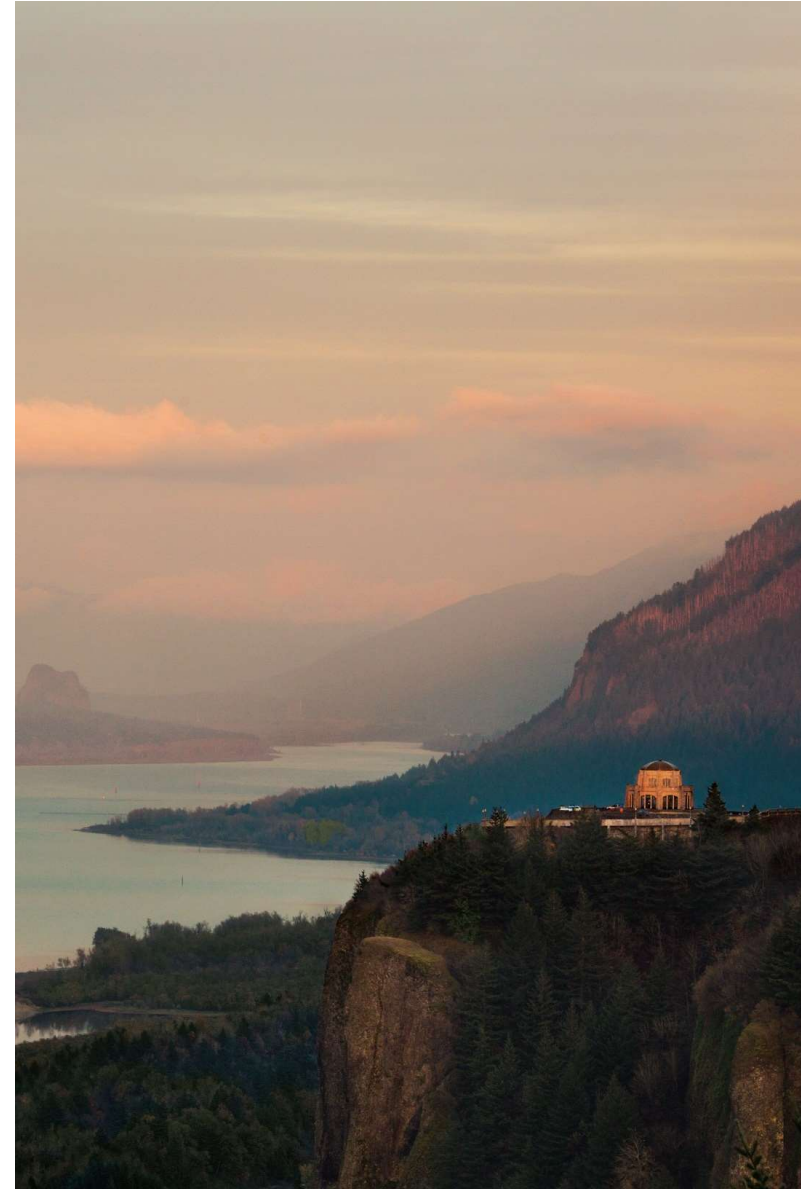
MT. HOOD AND CRG

- Focus areas: public infrastructure, signage/wayfinding, marketing, downtown development
- Overcrowding concerns are higher than statewide in summer and winter
- Workforce housing and wildfire concerns

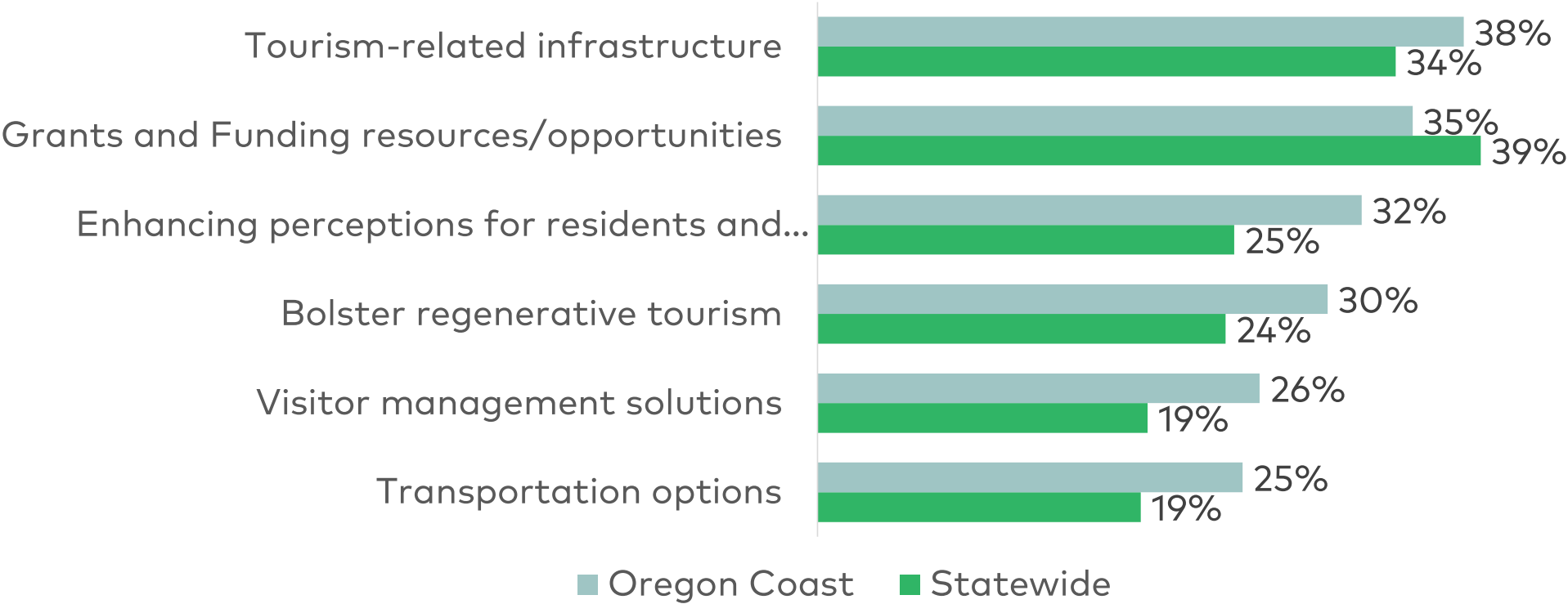


MT HOOD AND CRG – PROGRAMS/INVESTMENTS 25-26

- Public infrastructure:
 - Strategic Investment Fund (Tourism infrastructure needs TBD) - \$48,000 (biennium)
- Overcrowding concerns:
 - Strategic Investment Fund (Trail Ambassadors) - \$10,000
 - Infinity Loop Map (addresses over visitation and encourages car free travel) - \$43,500
 - Waterfall Corridor Map - \$5,000



OREGON COAST



OREGON COAST

- Focus areas: public infrastructure, downtown development and outdoor recreation opportunities
- Overcrowding in summer, could do with more visitors in winter
- Lack of affordable workforce housing significantly higher than statewide

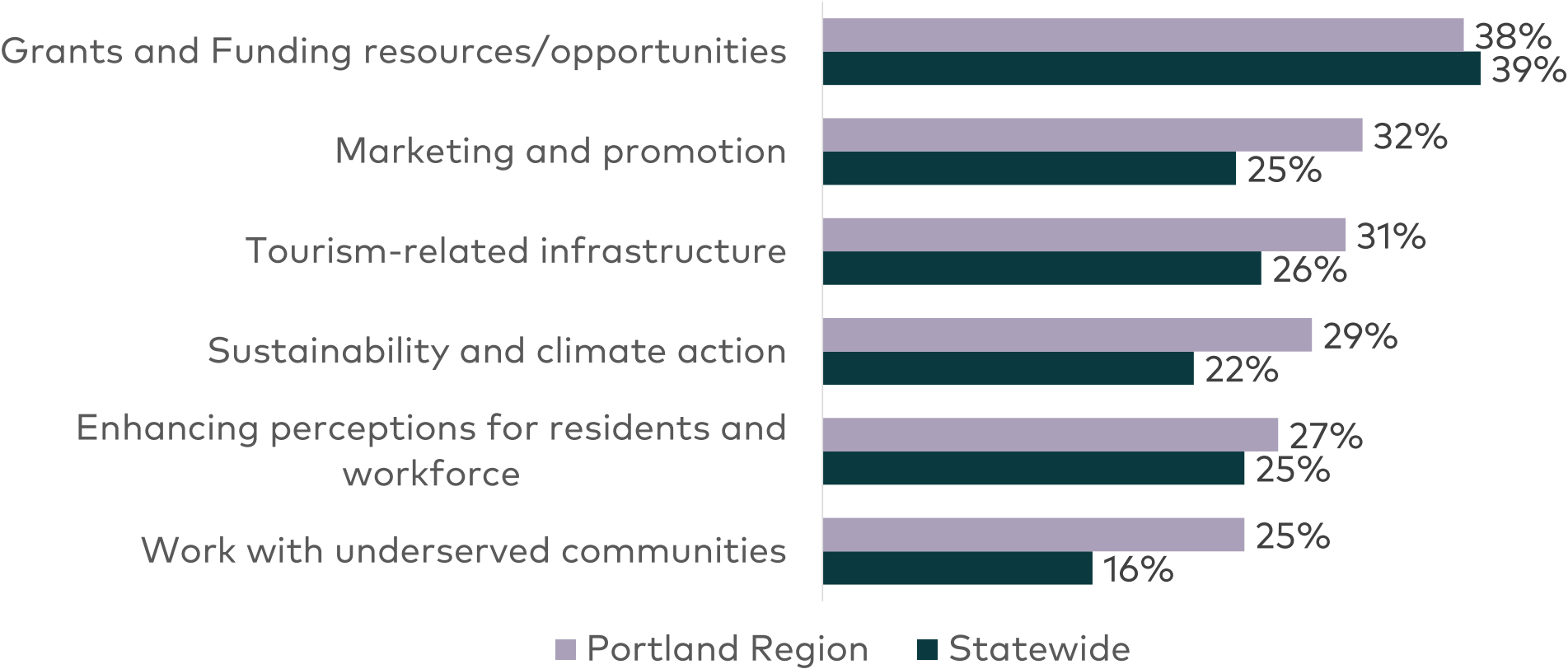


OREGON COAST – PROGRAMS/INVESTMENTS 25-26

- Public infrastructure:
 - Strategic Investment Fund (Tribal Tourism, signage, interpretation) - \$212,195
- Overcrowding:
 - Visitor destination management (ambassador programs, strategic advisory groups) - \$55,000
 - North Coast Express – \$100,000
- Outdoor recreation:
 - Mountain Biking Development - \$83,500
 - Paddling and Water Dev. - \$19,500



PORTLAND REGION



PORTLAND REGION

- Focus areas: downtown development, public infrastructure and marketing.
- Food and beverage is perceived as a significantly larger strength than outdoor rec
- Higher visitation is desired year-round
- Concerns around visitor perceptions

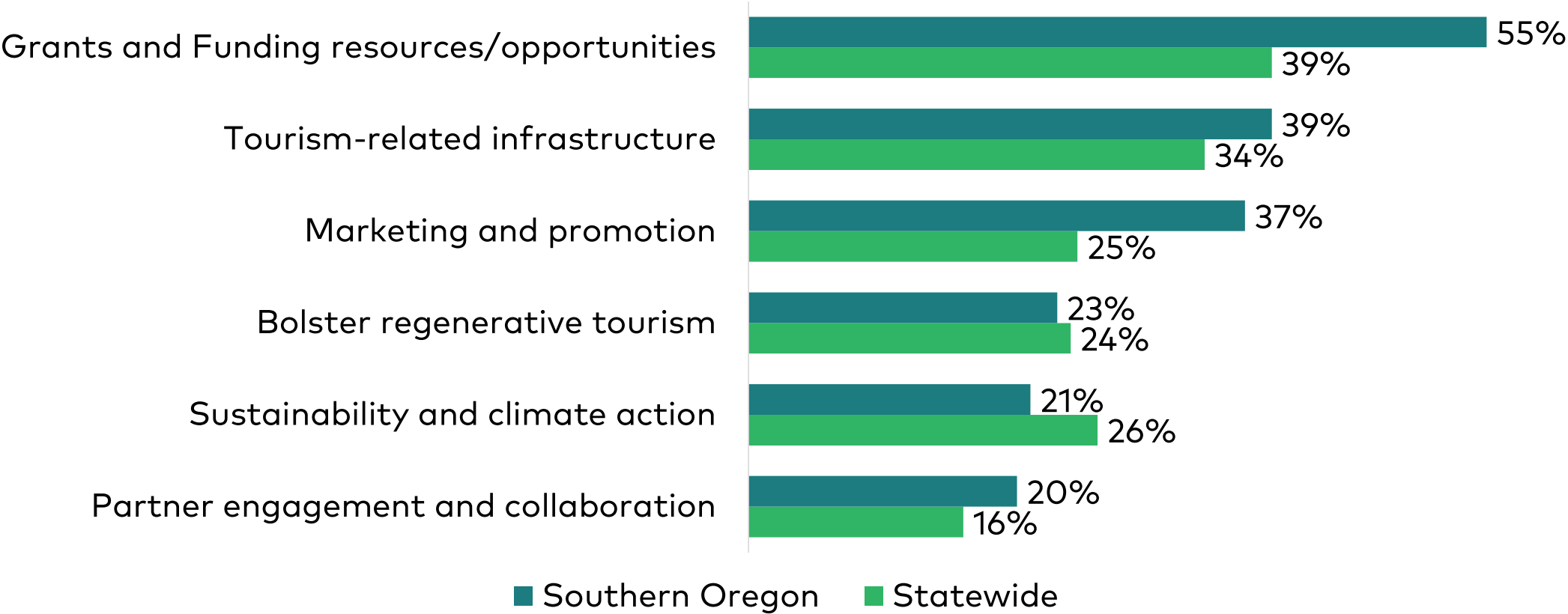


PORTLAND REGION – PROGRAMS/INVESTMENTS 25-26

- Downtown development and public infrastructure:
 - Strategic Investment Fund (Central City, leveraged with Travel Portland other budget) - \$40,388
- Concerns around visitor perceptions:
 - PR Agency - \$200,000
 - Media Monitoring - \$18,600



SOUTHERN OREGON



SOUTHERN OREGON

- Focus areas: public infrastructure, outdoor rec, and downtown development
- Strengths include outdoor rec, food and agritourism
- Higher visitation is desired year-round
- Tools/training to improve communications and marketing
- Wildfire is cited as the top threat

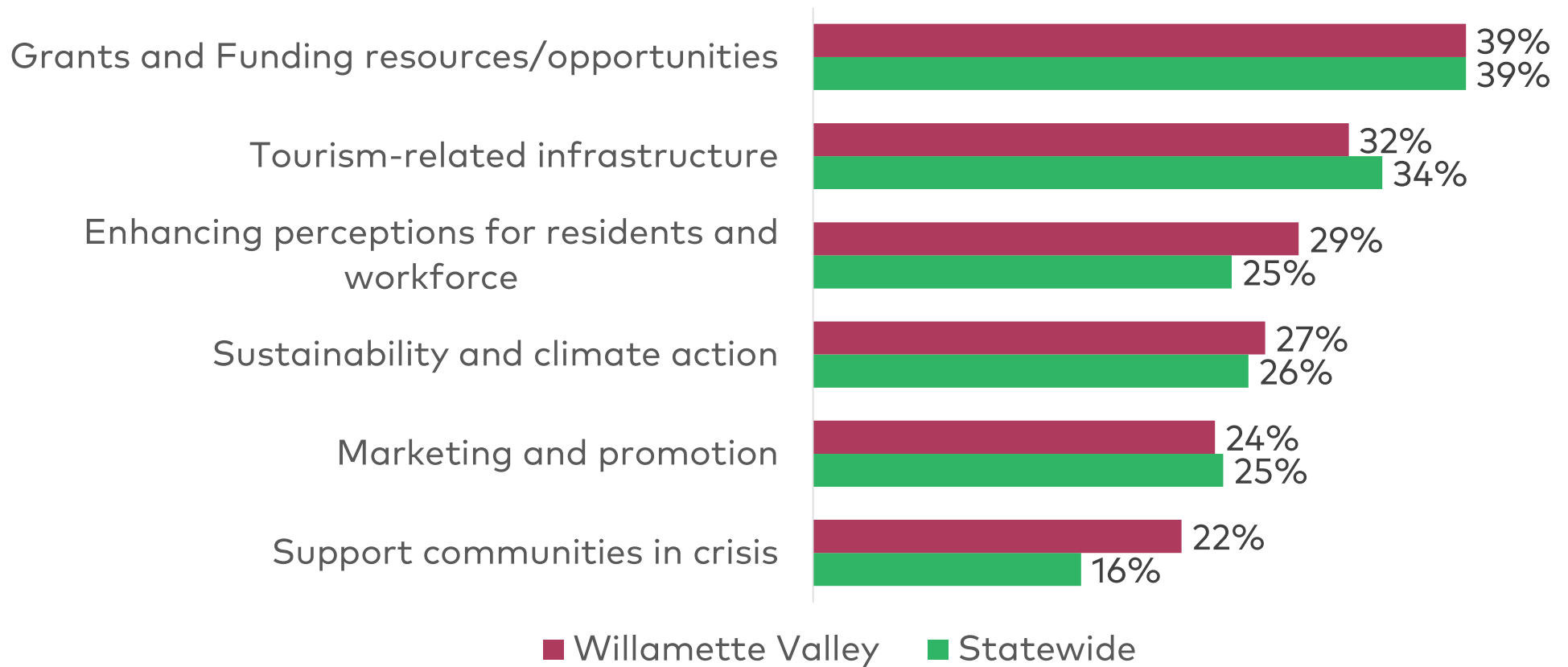


SOUTHERN OREGON – PROGRAMS/INVESTMENTS 25-26

- Public infrastructure, outdoor rec, and downtown development:
 - Regional Partner Infrastructure Support - \$10,500
 - Dark Skies - \$20,000
- Communications and marketing
 - PR and Media Relations - \$60,000
 - TSO campaigns - \$30,000



WILLAMETTE VALLEY



WILLAMETTE VALLEY

- Focus areas: Public infrastructure, outdoor recreation, and marketing.
- Food/beverage and outdoor rec are cited as nearly equally important strengths for WV, followed by agritourism
- Year-round increased visitation would be welcome, especially during winter
- Overall, risks are perceived less severely than statewide results



WILLAMETTE VALLEY – PROGRAMS/INVESTMENTS 25-26

- Public infrastructure:
 - Strategic Investment Fund: \$90,276
 - Mountain Biking Development: \$39,000
- Food/beverage and outdoor recreation:
 - Water Trail Development: \$2,500
 - Outdoor Rec Map Support: \$50,000
 - Agritourism Survey Support: \$5,000
- Increasing year round visitation:
 - Annual Ornament Hunt - \$8,000



THANK YOU