

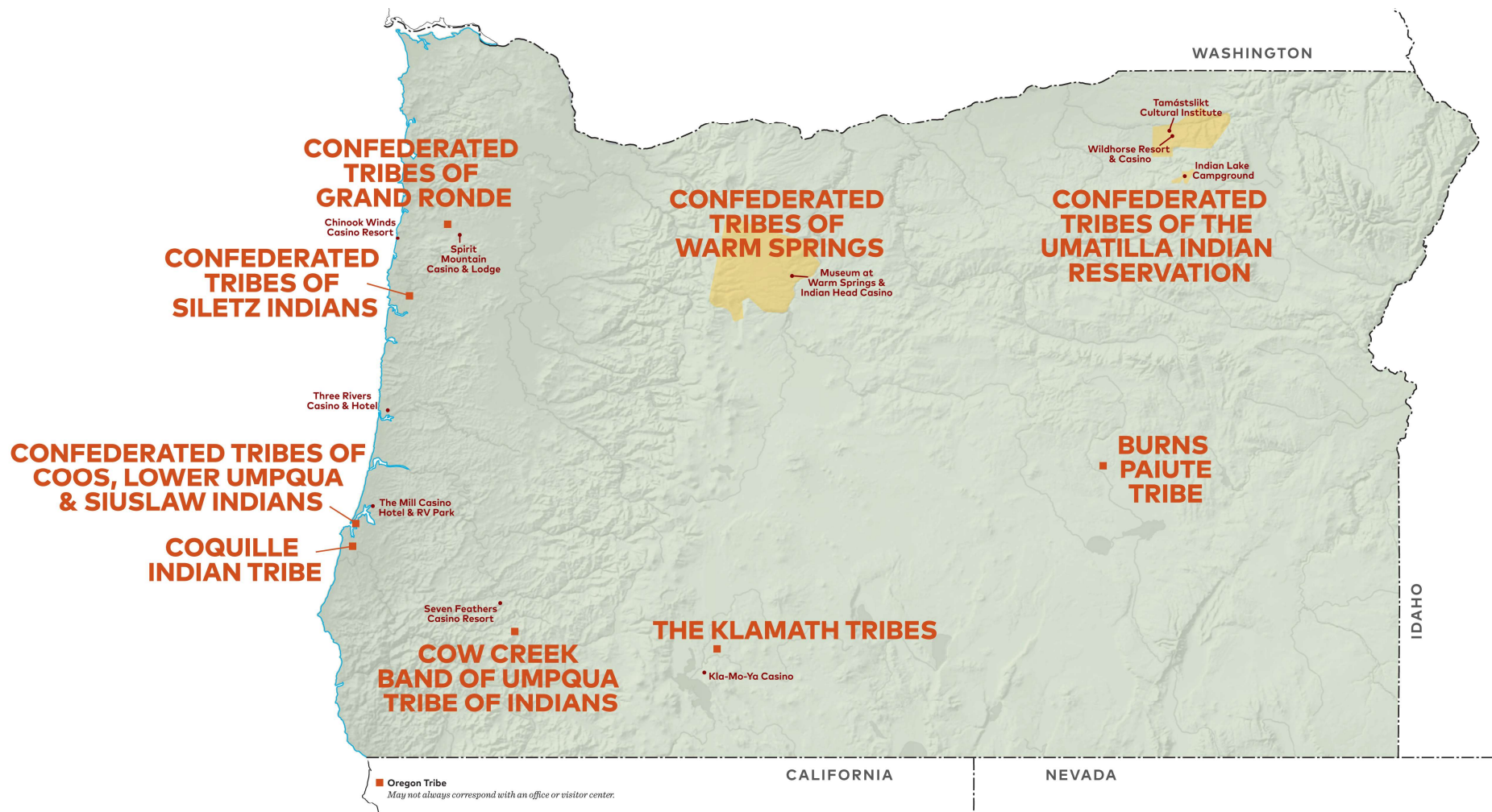


TRAVEL OREGON

Building Inclusive Pathways: Travel Oregon's Engagement with Tribal Nations and LGBTQIA+ Communities

9.11.25

William Mancabo





TRIBAL TOURISM AND TRAVEL OREGON – OUR HISTORY

Travel Oregon and the nine federally recognized tribes first collaborated back in 2006 when they met to explore mutually beneficial opportunities which resulted in the production of a Travel Guide to Indian Country. The group lost its momentum shortly thereafter and disbanded but the guide was a success and the concept of an ongoing partnership continued to tempt all involved. Then, in 2019, Travel Oregon took the initiative to invite the tribes to once again look at how they could collaborate. The idea was well received by all the tribes which resulted in a now very active committee with strong Travel Oregon support.

WHAT'S BEEN HAPPENING

Tribal Tourism Leadership Committee

- Our Tribal Tourism Liaison, Michelle Liberty, enrolled member of the Confederated Tribes of Umatilla, works directly with tribal representatives to facilitate group communications and activities and advise on tribal protocols and processes.
- A committee with designated representatives from each tribe and staff from Travel Oregon meet via Zoom monthly to share information, collaborate on projects and strengthen industry relations.
- The committee meets twice annually in person to define its strategic priorities.
- Committee representatives advise on culturally appropriate actions and terminology and share how as partners we can encourage responsible, culturally respectful tourism development



WHAT'S BEEN HAPPENING

Memorandum of Understanding (MOU)

Travel Oregon and seven of the nine tribes recently signed a **historic MOU** designed to:

- Acknowledge tribal sovereignty and the right to self-determination.
- Formalize collaboration to promote tribal tourism.
- Create a structure for ongoing communication and partnership.
- Ensure tribal voices are included in statewide tourism planning and strategy.
- The final two MOUs are in process.



WHAT'S BEEN HAPPENING

Partnerships

Travel Guide to Oregon Indian Country: Co-produced by Travel Oregon and all nine tribes, this guide includes tribal history, locations, businesses, events, and visitor tips.

Five of Oregon's Nine Tribes participated in a KATU AMNW segment sharing how their tribe is an important economic driver and partner in their communities.

Attend AIANTA (American Indian Alaska Native Tourism Association) annual conference. Michelle Liberty represents the Northwest Region on the AIANTA Board.

Attend / Collaborate at Oregon Governor's Conference on Tourism

Collaboration with the Legislative Commission on Indian Services & Governor Kotek's Tribal Liaison.





QIM
northwest

WHAT'S NEXT

- Focus on newly defined strategic priority areas
 - Communications
 - Image Development
 - Signage
 - Data/Research
- Grow appreciation and knowledge of Tribal cultures, histories, and contemporary communities
- Continue to explore opportunities within each tribe to develop new and unique visitor experiences
- Build stronger relationships between RDMOs and Oregon Tribal partners.
- Host a training with Oregon Why Guides and Tribal partners prior to the 2026 season, to build stronger partnerships and respect for tribal lands.



Celebrating **PRIDE** Across Oregon



-  Welcoming spaces for all
-  Celebrations statewide
-  Amplifying community voices
-  Boosting local businesses & tourism
-  Equity & inclusion in action

PRIDE Partnership Overview

- Supported 18 PRIDE Events across the State, 6 of those in rural communities
- Invested \$68k in sponsor dollars
- Travel Oregon's support extended beyond June, with events like Yachats Pride in July and Southern Oregon Pride in October, promoting continuous engagement with the LGBTQIA+ community.
- Volunteer Opportunities
- Partnership with Here is Oregon



Community Partnerships & Impact



**Proud
Partner of
Pride NW**

Try saying that 10 times fast.



Sponsored by Travel Oregon

WINE COUNTRY PRIDE PRESENTS

PRIDE ON THIRD

AUGUST 3RD 11AM - 6PM

MILWAUKIE PRIDE THANKS

**TRAVEL
OREGON**

FOR THEIR
GENEROUS
SPONSORSHIP

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Thank you!

TRAVEL OREGON

OREGON CITY PRIDE

Stronger Together

SEPTEMBER 6TH, 2025
Clackamas Community College
12 - 5 PM

Newport Oregon Pride

newportoregonpride.com
@newportoregonpride

Save the dates!
September 19-21, 2025

Planned Events:
(Fri) Trivia Pub Night @ Bier One
(Fri) Picnic/Movie @ the Pool
(Sat) Super Queer Fun Fair
(Sat) Pride Proclamation
(Sat) Drag Bingo @ 60+ Center
(Sat) Epic Queen @ the PAC
(Sat) After-party @ Primatones
(Sun) Unity 5k and Kids' Run
(Sun) Drag Brunch @ Hallmark

**LINCOLN CITY
OREGON
PRIDEFEST**

June 28th, Noon - 5 pm

DRAW PERFORMANCES

LIVE MUSIC AND DANCING

PEDESTRIAN PARADE, GAMES,
MENTAL RECHARGE ROOM

FOOD, DRINKS, TREATS, VENDOR FAIR,
COMMUNITY RESOURCES & MORE!!

FOR MORE INFORMATION
AND UPCOMING EVENTS

LINCOLN CITY CULTURAL CENTER
540 NE HWY 101 - LINCOLN CITY, OR

Looking Ahead

- Follow up with PRIDE Partners
- Winter/ Spring PRIDE Regional meetings
- Continued Partnership Development



Photography by Hamid Shibata Bennett



A scenic coastal landscape featuring a dense forest of evergreen trees on a cliffside. The ocean stretches out to the horizon under a bright blue sky with wispy white clouds. The foreground is filled with lush green foliage and bushes. The text "Thank you" is centered in the middle of the image in a dark green, serif font.

Thank you