

IMPORTANCE OF TOUR OPERATORS, GUIDES & OUTFITTERS FOR YOUR COMMUNITY

TRAVEL



OREGON



OSU Sustainable Tourism &
Outdoor Recreation Conference

10.10.2019
Astoria, Oregon



TRAVEL OREGON

Travel Oregon, is a semi-independent agency created by the Oregon Legislature in 2003 to enhance Oregonians' quality of life by strengthening economic impacts of the state's \$12.3 billion tourism industry with over 115,400 jobs.

ECONOMIC IMPACT

TRAVEL



OREGON

WHY TOURISM MATTERS IN OREGON

In 2018, Oregon tourism:

- Generated \$12.3 billion in direct travel spending
- Generated 115,400 jobs in Oregon & indirectly creates another 60,000 jobs
- Produced \$560 million in state and local tax revenue
- Was one of the three largest export-oriented industries in rural Oregon (\$5.5 billion)



TOTAL ECONOMIC IMPACT OF TOURISM IN OREGON

	IN 2003	IN 2018	CHANGE
<i>Direct Employment</i>	84,500 jobs	115,400 jobs	+37%
<i>Employee Earnings</i>	\$1.7 billion	\$3.6 billion	+112%
<i>Visitor Spending</i>	\$6.5 billion	\$12.3 billion	+89%
<i>Taxes (State/Local)</i>	\$246 million	\$560 million	+128%

OUTDOOR RECREATION ECONOMY IN THE U.S.

- 7.6 million direct jobs
- \$887 billion in consumer spending
- \$65.3 billion in federal tax revenue
- \$59.2 billion in state/local tax revenue

Source: Outdoor Industry Association (2017).
The Outdoor Recreation Economy.



OUTDOOR RECREATION ECONOMY IN OREGON

- \$16.4 billion in consumer spending*
- 172,000 direct jobs*
- Out-of-state visitors to Oregon spend \$5.87 billion on outdoor recreation*
- 37% of day and overnight visitors participate in outdoor recreation when traveling to or in Oregon
- 70% of Travel Oregon website visitors cite outdoor recreation as an important factor in their decision to visit Oregon

Sources:
*Outdoor Industry Association, 2017;





**OREGON
NATURAL
BEAUTY &
OUTDOOR
RECREATION**

“What U.S. residents rate Oregon highest for – natural beauty and access to outdoor recreation – are among the top things Oregonians value about living in the state”

Adam Davis, DHM Research

DESTINATION DEVELOPMENT

TRAVEL



OREGON

TRAVEL OREGON DEPARTMENTS





DESTINATION DEVELOPMENT

Travel Oregon's Destination Development Team assists communities in creating robust and sustainable tourism economies by developing authentic, world-class experiences for travelers that aim to preserve, enhance and celebrate the local landscape and culture.

DESTINATION DEVELOPMENT STRATEGIC PRIORITIES

- Facilitate the development of world-class tourism product and experiences with a focus on gap areas
- Convene industry action networks to influence stakeholder action and increase collaboration
- Offer development and training opportunities to meet the needs of the industry
- Support high-use destinations to manage the impacts that stem from visitation



OREGON TOURISM STUDIO

TRAVEL



OREGON

OREGON TOURISM STUDIO

PROGRAM GOALS

- Raise the awareness and understanding of the value of the tourism industry
- Engage a broad cross-section of the community in a dialogue to identify strengths and opportunities
- Spark creativity and enthusiasm in community leaders to contribute to making Oregon a premiere tourism destination
- Connect community and business leaders with resources to help develop new authentic tourism products and leverage existing assets
- Develop new experiences and products for locals and visitors that sustain or enhance the geographical character of a place

EXPERIENCE DEVELOPMENT STUDIO

DEVELOPING NEW VISITOR EXPERIENCES

CHOOSE FROM

- Outdoor Recreation & Adventure Travel
- Bicycle Tourism
- River Recreation
- Culinary & Agritourism
- Cultural Heritage

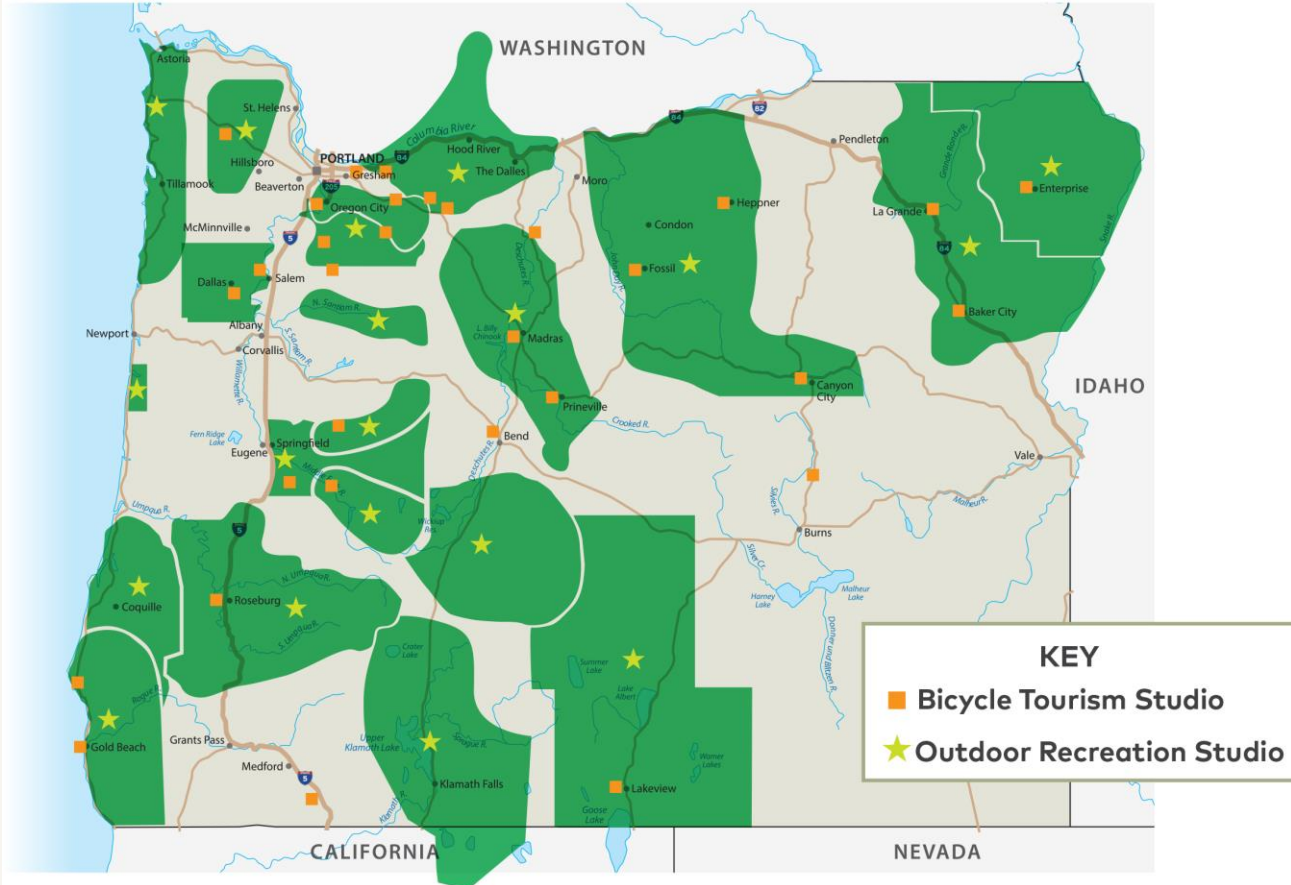
HIGHLIGHTS

- Travel Oregon brings in a facilitator and content expert(s)
- Priority strategies identified
- Community proponent builds a local action team
- \$5,000 for priority projects



Oregon Tourism Studio Delivery Areas (2009 - 2019)

Outdoor Recreation and Bicycle Tourism



TOUR OPERATORS, GUIDES & OUTFITTERS TRAINING

TRAVEL



OREGON



TRAVEL OREGON – TOUR OPERATORS, GUIDES & OUTFITTERS TRAINING

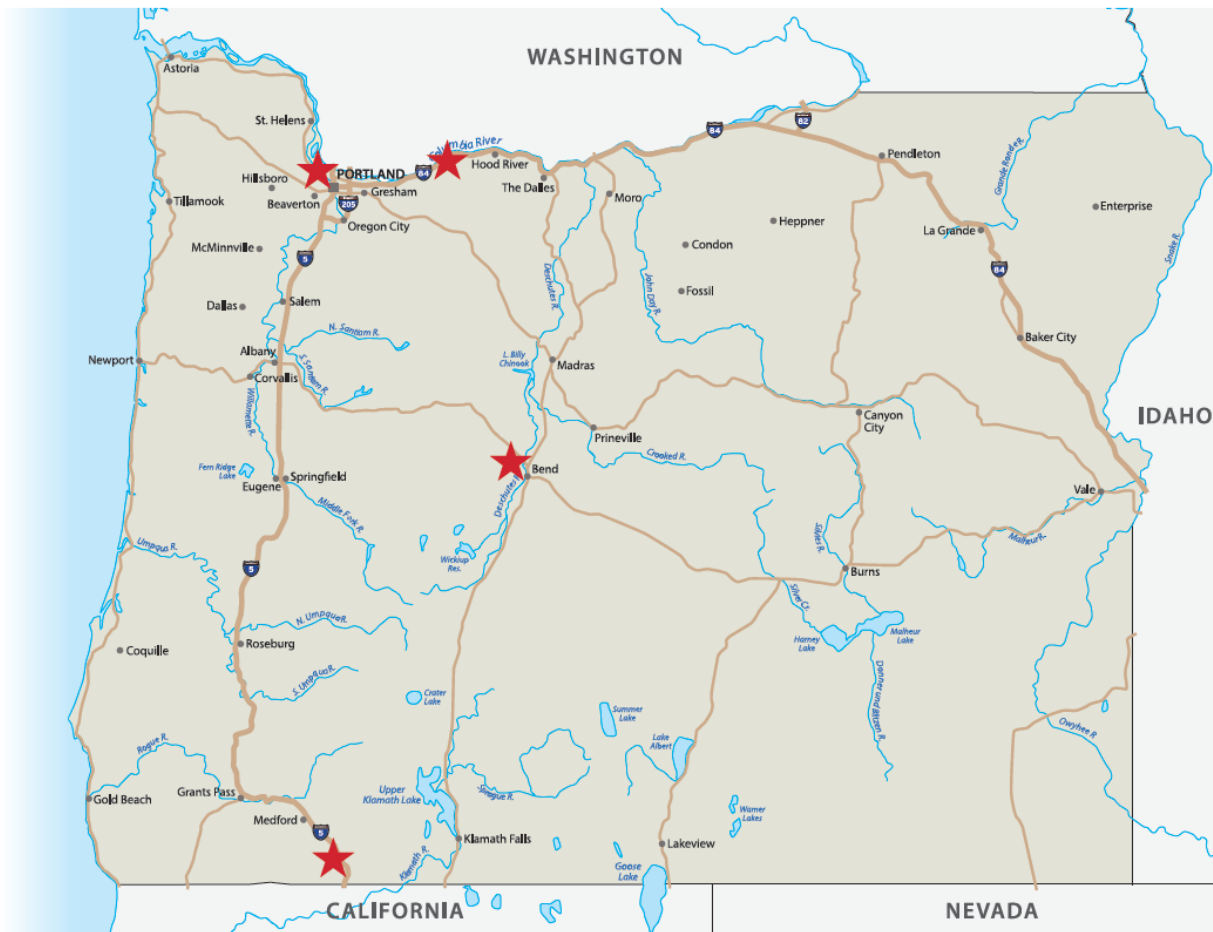
DAY ONE:

- **UNDERSTANDING YOUR CUSTOMER**
- **HIGH IMPACT MARKETING:**
 - **MARKETING PLANS**
 - **UNDERSTANDING OREGON'S BRAND, MARKETING STRATEGY & SUPPLY CHAIN**

DAY TWO:

- **PROTECTING YOUR BUSINESS, YOUR GUIDES & YOUR GUESTS**
- **EMERGENCY RESPONSE PLANS**
- **CUSTOMER SERVICE GOALS**
- **NAVIGATING PERMITS ON PUBLIC LANDS**

Tour Operators, Guides and Outfitters Trainings



ENCOURAGING RESPONSIBLE VISITATION

TRAVEL  OREGON

PREPARE, CARE, CONNECT

Prepare, Care, Connect is an upcoming campaign to encourage responsible visitation across Oregon.

This project was identified as a priority through the Oregon Outdoor Recreation Network and will launch on Oregon's 161st birthday on February 14, 2020.



TAKE CARE OUT THERE

PREPARE | CARE | CONNECT

HOW WE OUTDOOR



TRAVEL
OREGON

STATE EDITION

“Take Care Out There, Oregon” Messaging Framework

PREPARE

PLAN AHEAD

- Consider what you want to see and experience, and compare with the abilities of your group (including pets)
- Consider how much time you have, the terrain and your route
- Research what’s seasonally available, accessible
- Visit off peak and mid-week to reduce congestion
- Think beyond the #hashtag to avoid crowds and prevent overuse

BE READY

- Bring the right gear (or know where to rent)
- Check local road and weather conditions (and be ready for it to change)
- Know if you’ll be in cell range and bring other mapping tools if not
- Hire a local guide who can enrich your expertise with access, know-how and equipment
- Shop local outfitters who know exactly what gear you need and can show you how to use it

DON’T FORGET

- Tell someone where you’re headed and when you should be back
- Bring cash for recreation use fees

CARE

MAKE SMART CHOICES

- Stay watchful for signs and warnings there for your safety
- Practice safe selfies
- Know your limits and when to call it a day
- Don’t rely solely on cell phone or navigation systems for directional support
- Bring a friend along for safety and fun

MIND YOUR OUTSIDE MANNERS

- Appreciating wildlife, from a distance
- Share the trail
- Stay on public lands and be respectful of private property
- #hashtag responsibly
- Keep pets leashed and practice proper pooper scooping

KEEP IT NATURAL

- Savor what you find, then leave it behind
- Protect native ecosystems by staying on trails and in designated areas
- Pack out your trash
- Be like Smokey: take wildfire prevention seriously

CONNECT

ENJOY YOURSELF

- Relish the peace and quiet
- Feel rooted to the earth
- Recharge and re-center
- Benefit from improved wellbeing
- Take a digital vacation

SAY HELLO

- Be welcoming to your fellow adventurers in the outdoors
- Spark a conversation with locals and fellow visitors to gain new perspectives
- Check in with local visitor centers and ranger stations to learn from residents, pick up maps and gather information

SPREAD GOODWILL

- Share what you know when it can help others
- Sip, sup, stay and shop local to support strong communities
- Visit cultural centers to learn more about history and people’s relationship to place

QUESTIONS?

Stephen Hatfield
Outdoor Program Manager
Travel Oregon
stephen@traveloregon.com

