TRAVEL OREGON
Winning the Hearts of Experience Hungry Travelers
Oregon’s Tourism and Hospitality Industry Impact

• Tourism in Oregon generates $9.6 billion in visitor spending (2013)
• 94,000 Oregonians directly employed (2013)
• Tourism is one of the top 3 employers in rural Oregon counties
Travel Oregon

• **Vision:** A better life for Oregonians through strong, sustainable local economies

• **Mission:** Share the stories of Oregon’s people and places. Through innovation and partnership, we *inspire* travel that drives economic development, ensuring the preservation of Oregon’s way of life and its natural places.
How Do We Inspire?

Watch Video on YouTube
Oregon Bounty
Oregon’s soil produces amazing fruits and vegetables, like the grapes that we turn into wine and the hops that we brew our beer with. Our ocean provides sustainably caught crab and tuna. We grow hazelnuts and marionberries and exotic mushrooms. Best of all, we have chefs who know what to do with all this bounty. So come on out and taste the Oregon food scene for yourself.
Oregon Food Trips Brochure

TRAILS TO FEAST
SISTERS - REDMOND - PRINEVILLE - BEND - SUNRIVER

HIGH DESERT BREWS

Jimmy Seifrit got the brewing bug early on, while growing up in Philadelphia. An urge to move west — specifically to a mountain town — landed him in Bend. An avid home brewer, Jimmy turned professional in the tank rooms of Deschutes Brewery. In 2011, the chance to take over brewing at Bend's 10 Barrel Brewing was an opportunity he couldn't pass up. His approach is out-of-the-box, with beers that feature innovative methods and non-traditional ingredients. Here are some of Jimmy's favorite ways to spend a few days in Central Oregon beer country.

Start your day
At the Gallery in Sisters, the food is high-end diner and the service is down home. While you're in the area, stop in at Three Creeks Brewing for a Chocolate Porter or a Stonefly Rye. galleryrestaurantandbar.com

You've gotta see this
Check out Peterson Rock Garden outside of Bend. They have some really cool eccentric sculptures created in the early 1900s. Then head over to 7th Street Brewhouse in Redmond for a Bombshell Blonde, cascadeblakes.com

A treat worth driving out of your way
Take a hike around Stein's Pillar in the Ochoco National Forest. On your way back through Prineville, drop in at Solstice Brewing for a cold Prinotucky Pale Ale, solsticebrewing.com

Can't-miss meal
Trek the Bend Ale Trail then stop by the Broken Top Bottle Shop in Bend for an amazing selection of Oregon beers and local foods. I love their Burrito Rojo made with smoked Columbia River salmon and cheddar from Cadi Dair Cheese in Prineville. btbgbend.com, casadiacheese.com

Unique sleeps
A weekend at Sunriver Resort is a total escape. Get one of their River Lodge rooms overlooking the Deschutes. The Sunriver Brewing Company is just a short ride away. sunriver-resort.com, sunriverbrewingcompany.com, bendlettraill.com

See more of Jimmy's tasty tips at traveloregon.com/bounty

With dozens of breweries and the Bend Ale Trail, Central Oregon is quickly becoming "brewservation," a place where those who love to narrow down their nieces can add dozens of beers to their breweries. Featured: Smith Rock State Park near Terrebonne.

Jimmy Seifrit
10 Barrel Brewing Co.
Bend, Oregon
Oregon Wines
Fly Free

Wine Flies Free

Alaska Airlines is excited to partner with several leading wine destinations. Whether exploring Washington Wine Country, fertile valleys of Oregon, or even the coastal wonders of Sonoma County, Alaska connects you to the Wine adventure of your choice.

Oregon Wines Fly Free

Oregon is a world-class wine region and right now, when you visit Oregon and our great wineries, the Oregon Wine Board, Travel Oregon and Alaska Airlines are offering you this sweet deal! Taste wine for free when you visit any of the 300 participating tasting rooms by showing your Alaska Airlines Mileage Plan membership and in-bound boarding pass (paper or digital). Fly from Eugene/Springfield, Redmond/Bend, Medford, Portland or Walla Walla and check a case of wine, free of charge. Just make sure your Mileage Plan™ number is in your reservation and your wine flies free. For more information about wine tasting and a list of participating wineries, visit oregonwinesflyfree.org.

Holiday weekends and special events are excluded.

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For complete program details visit: www.oregonwinesflyfree.org
Oregon Visitor Product Purchase Behavior Study

85% of Oregon visitors said they were Very or Extremely satisfied with their trip

43% said they are More or Much More Likely to purchase Oregon products than before their trip

31% have purchased Oregon products “several times” since visiting (wine, microbrews, artisan foods...)

42% said that introducing their family/friends to Oregon’s local products would greatly influence their decision to visit in the future
Agritourism – What is on the Horizon

- Improve market visibility of existing Agritourism attractions
- Increase knowledge of the market for Agritourism
- Expand Agritourism content on Travel Oregon consumer website
- Engagement with industry and industry groups
- Build immediate capacity of Travel Oregon to intensify support for Agritourism
Thank you
Walking with the ‘Spirits’ of the Pacific Northwest
Distilleries -

The success of Oregon’s Microbrewery Industry has brought new players to the table.
Bartenders - Northwest bartenders, and products, have gained national notoriety.
Chefs -

Expanding the pairing concepts and showcasing our region’s offerings.
Oregon Unique –

• Our business climate favors independent operators.

• No quota on liquor licenses in Oregon.

• Urban-area chefs try their hand at unique concepts.
Thank you for the opportunity to attend today’s meeting.

Please contact me with questions regarding our industry or our Association.

Bill Perry
VP of Government Affairs
503.682.4422
BPerry@OregonRLA.org
Questions?