Oregon Heritage
Experiencing heritage

• What was your most memorable cultural/heritage experience as a traveler?
• What made it so special?
Visitor: “Someone who travels more than 50 miles per home, or who stays overnight in a destination”

Cultural/Heritage Tourist: “A person who travels to experience the places, people, activities and things that authentically represent the past and present, including cultural, historic and natural resources”

Travel Oregon, National Trust for Historic Preservation
Willamette Valley region

Greater Portland
Cultural attractions, parks and gardens, restaurants, craft breweries, and so much more...

Willamette Valley
A fertile valley famous for its wine, historic towns and covered bridges.

Oregon Coast
363 miles of coastline dotted with lighthouses, fishing villages and dramatic scenery.

Mt. Hood/The Gorge
Ski, hike, windsurf and wander Mt. Hood and its fertile foothills.

Central Oregon
A high-desert playground for skiing, fishing, climbing, hiking, biking, rafting and incredible golf.

Eastern Oregon
A place of spectacles: Hell's Canyon, Painted Hills - even Oregon Trail wagon ruts.

Southern Oregon
A region prized with a temperate climate, a thriving arts scene and Crater Lake.
Tourism is big business

• Attracts $733.6 million in spending by visitors and key service providers; $1.597 billion in Willamette Valley region as a whole.
• Generates $173.3 million in wages, salaries, and benefits in Lane County; $367 million in Willamette Valley region.
• Accounts for 8,500 full and part time jobs in Lane County; 18,350 in the Willamette Valley region

Source: 2013p Oregon Travel Impacts, Dean Runyan Associates
General visitor profile for Willamette Valley Region

- Similar to Oregon as a whole
- Overwhelmingly white,
- Notably more female (61%) than male (39%)
- Average age 47
- Mostly households without children under the age of 18 (64%)
- Mostly college graduates (61%)
- Half have annual household income between $25-$75,000
- Over half (52%) are retired or not employed
- Most are from close by- Portland, Eugene and Bend account for 61% of overnight visitors

Source: Longwoods International 2011 Visitor Report
Heritage tourism traveler profile

• Well-educated
• Older (for now)
• Influenced by women
• Cosmopolitan
• Seeking education, entertainment and authenticity
• Value conscious
• High quality infrastructure, services, programs
• More likely to stay overnight, stay longer, and visit a diversity of sites, cities and regions
Visitor spending per person per day, by type of expense

Source: Longwoods International 2011 Visitor Reports
Cultural/Heritage Tourists spend more

- Cultural/heritage travelers spend 35-60% more on their trips (depending on year) than other categories of travelers. (U.S. Cultural and Heritage Tourism Marketing Council)

- Nationally, people who participated in cultural/heritage tourism activities spend $1,072 per trip. (Mandala)

- People who participate in cultural/heritage tourism activities in Oregon spend 50% more ($1,618 per trip) than the national average. (Mandala)

- $19.6 billion spent by cultural and heritage travelers on their most recent trip to Oregon (on all activities) (Mandala)

- Heritage tourism is the fastest growing segment of the world’s largest industry (Mandala)
What do visitors do in our region?

- Beach/Waterfront (#1)
- Camping (#2)
- Shopping (#3)
- National/State Park (#4)
- Fine dining (#5)
- Landmark/Historic Site (#8)
- Fair/Exhibition/Festival (#10)
- Museum (#13)
- Special interest- Historic Places (#1)
- Special Interest-Cultural activities/attractons (#2)

Percentage of visitors who participate in this activity (green = higher rate than state average)

Source: Longwoods International
What do cultural/heritage travelers do in our region?

• Of all the regions in state, more of our visitors experience state/national parks, farms, historic sites and heritage buildings

• More inclined than state average to attend food and wine festivals, and to explore small towns

• Less inclined to shop for locally made crafts

• Most likely to start their travel with a specific destination in mind

Source: Mandala
More Oregon visitors (vs. national average) make travel decisions based on cultural/heritage activities
Well rounded active travelers in Oregon

• Oregon’s most prevalent type of cultural/heritage traveler is the “well-rounded/active” leisure traveler who is open to experiencing all types of activities, including cultural or heritage activities. Wide ranging interests from museums to hiking to hand crafted spirits; most appreciative of opportunities to “engage in the local scene”
• This type most includes leisure activities as part of a business trip
• Thus, visitors who could be drawn to cultural/heritage activities are lurking everywhere!

Source: Oregon Cultural and Heritage Travelers Study, Mandala Research, Nov 2012
Walk in your visitor’s shoes

• A Cottage Grove family with teenaged children is entertaining three sets of visitors this summer, from Bend, San Francisco and Portland. They don’t want to go stir-crazy!

• A small group of cycling friends from Seattle are riding the Willamette Bikeway, which stretches from Champoeg State Park to Armitage County Park. They will spend a long weekend in the Eugene-Springfield area after they are done.

• A retired German couple are traveling the Northwest with a special interest in Native American and western culture. They will be passing through Eugene on Amtrak and aren’t sure if they should stop.
• What might they be interested in seeing and doing?
• What is the best way to reach them?
• What might need to be in place to enable them to enjoy their experience?
Assets for Heritage Tourism

- Festivals and events
- Itineraries and tours
- Facilities/organizations
- Heritage sites and landmarks
- Historical records
- Living history experiences
- Interpretive/educational programs
- Other?
• Are these assets already attracting visitors? To their greatest capacity?
• How are the assets connected, if at all, from a visitor’s perspective?
• What do these assets suggest as the region’s unifying themes/stories?
Connecting heritage stewardship and tourism development: Examples

- Linking heritage attractions to tell a rich story
- Engaging volunteer ambassadors
- Linking heritage and culture to outdoor recreation
- Creating a mechanism for locals to buy into heritage and culture
- Engaging with heritage businesses
- Surfacing hidden history, and making it intriguing for hip audiences
Hatfield McCoy Feud Tour

• Kentucky: Self-guided themed tours
• Began 23 years ago, still working on site improvements
• 75-100,000 people/year visit
• Geocaching link
• Creative leveraging of volunteer resources site development, development of driving tour concept, cd production, signage etc.
  Total cash investments under $100,000.
• Earn revenue from cd sales
• Now organizing a music trail
• Convention and Visitors Bureau coordinates
“We Speak” rural Oregon

• Training for local “front line” workers who interact with visitors to be ambassadors for topics they love
• Wildflowers, farms, bicycling, hiking. . . Why not heritage?
Michigan’s Great Outdoors Culture Tour

- National award winning program to bring cultural offerings to remote communities, and to preserve the Northwoods heritage.
- Supported by research on overlapping visitor markets between outdoor adventures and cultural experiences.
- Partnership between state arts/humanities and natural resource agencies to stretch resources and meet own missions.
- Traveling band of artists/interpreters, performing at campgrounds and other rural venues.
- Launched in 1997, unsustainable funding model, no longer operational.
Handmade in America

- Regional initiative for multiple counties in W. North Carolina to strengthen folk arts and craft as economic engine, including for tourism
- Arts and craft trails - early model
- Apprenticeship programs in community colleges
- Community Supported Art project - sells shares in emerging artist
Baker Creek
Heirloom Seeds

• Private business driven model
• Free Heritage Day festivals every month in season with music, presentations, food and vendors
• Annual Spring Planting Festival
• Seed Bank (in an old bank building) offering heirloom seeds, gardener education, related products.

Here at Baker Creek, we like to celebrate!
Know your City

• Portland-based living culture and history tours featuring less well known aspects of the community

• Local authorities and performers engaged as guides
Lunch Topics

To be determined
Resources for tourism development and collaboration

• Travel Oregon
• Willamette Valley Visitors Association
• Travel Lane County
• Oregon Travel Experience
• Oregon Heritage
Opportunities for collaboration

• What is bringing visitors already?
• What about heritage might be of interest to those visitors? What is the story to share?
• How do we reach those visitors?
• How do we ensure they have a positive experience?
8 days, 173,000+ track fans, 1000+ athletes, family members: what’s a museum to do?

Allyson Felix (left) wins the women’s 200 meters at the 2012 U.S. track & field Olympic Trials held at Hayward Field.
• Focus (theme, market opportunity?)
• Location
• Who to involve (including community partners and businesses that cater to tourists)
• Potential benefits and risks
• Report top 1-3 ideas back to full group
Action Steps

• Top opportunities for a collaborative project?
• Who’s interested?
• Next steps
Presenters

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