OUR VISION
A better life for all Oregonians through strong, sustainable local economies.

OUR MISSION
We inspire travel that drives community and economic development. Through innovation and partnerships, we share the stories of Oregon’s people and places, deliver world-class experiences, strengthen the industry, ensure preservation of Oregon’s way of life and its natural places and work to ensure all travelers feel welcome.
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 (GDP $5.5 bil)

Oregon Travel Impacts 1991-2018, Dean Runyan Associates
Available at: Industry.TravelOregon.com
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.
OUR APPROACH
EXPERIENCE DEVELOPMENT THROUGH ACTION TEAMS
OREGON OUTDOOR RECREATION NETWORK

Ensuring access to world-class outdoor recreation experiences for everyone.
A statewide initiative that brings together businesses, agencies, land managers, conservation groups and recreational user groups around the goal of expanding access to outdoor recreation and increasing the economic impact and sustainability of Oregon's outdoor recreation industry.
OREGON OUTDOOR RECREATION INITIATIVE

GOALS

• Build capacity and synergy to expand outdoor recreation opportunities in Oregon

• Create sustainable economic vitality for Oregon’s communities

• Make Oregon a world-class outdoor recreation destination for all
OREGON OUTDOOR RECRATION INITIATIVE
LEADERSHIP TEAM 2016-18

FEDS
U.S. Forest Service, Regional Office
U.S. Forest Service, Columbia River Gorge National Scenic Area
U.S. Bureau of Land Management

STATE
First Gentleman of Oregon
Oregon Parks + Recreation Dept.
Oregon Department of Fish and Wildlife
Oregon Department of Transportation
Oregon State University

NGOs | ASSOCIATIONS
• Theodore Roosevelt Conservation Partnership
• Oregon Outdoor Alliance
• Oregon Outdoors
• Ore. Outfitter + Guides Assoc.
• The Mazamas
• Oregon Bicycle Racing Assoc.
• Vive Northwest
• Friends of the Columbia Gorge
• Local Action Teams
OREGON OUTDOOR RECREATION INITIATIVE
LEADERSHIP TEAM 2016-18

PRIVATE SECTOR
REI
KEEN Footwear
Stanley
Timberline Lodge
Northwest Rafting Company
Little Creek Outfitters
Winding Waters River Expeditions

ELECTEDS
Bend City Councilor
Oregon House of Representatives

TOURISM ORGs
Travel Lane County
Willamette Valley Visitors Assoc.
Travel Oregon
Oregon Tourism Commission
OREGON OUTDOOR RECREATION INITIATIVE
IMPACT AREAS

• Education
• World-class experiences & infrastructure
• Diversity of participants
• Economic impact
• Stewardship of natural resources
• Transportation & distribution of impacts
• Marketing & communications
• Leadership & advocacy
• Community livability & well-being of residents

SHARED PURPOSE:
Ensuring access to world-class outdoor recreation experiences for everyone.
OREGON OUTDOOR RECREATION INITIATIVE
PHASE ONE OUTPUTS

June 2016 - August 2017
• 15-year vision
• Nine impact areas
• Five-year outcomes
• Two-year strategies
• Action team roadmap
• Phase one summary report
OREGON OUTDOOR RECREATION INITIATIVE
CHALLENGES | OPPORTUNITIES

**CHALLENGES**

Policy
• Liability laws
• Permitting

Failing outdoor rec infrastructure

Definition of and communication of what the industry is; people’s understanding

Resources to capitalize on opportunities
• Infrastructure
• Conservation / stewardship

**OPPORTUNITIES**

Timing – the time is now

New partnerships

Opportunity to expand participation / access

Evolution of infrastructure

Development of outdoor recreation in rural areas; disperse recreation

Policy
VISION
OREGON OUTDOOR RECREATION INITIATIVE
PHASE ONE ENGAGEMENTS

JUNE 2016 – AUG 2017

- Eight leadership team meetings (~25)
- Five public outreach meetings (431)
- One public outreach survey (188)
STATEWIDE PUBLIC OUTREACH MEETINGS
• Manage for world-class outdoor recreation

• Economic Impact: Improve the climate for outdoor recreation businesses + overall impact of industry

• Stewardship: balance use with conservation of natural assets

• Improve networks: develop state and local/regional leadership networks
PHASE TWO
2017-2019

ACTION TEAMS
1. Network design + development
2. Diversity of participants
3. Marketing + communications
4. Signature trails
5. Economic impact study
6. Transportation
7. Office of Outdoor Recreation
CORE
TEAM
Oregon Outdoor Recreation Network

KRISTIN DAHL
TRAVEL OREGON

LEE DAVIS
OREGON STATE UNIVERSITY
OREGON OUTDOORS

ERIN GAINES
KEEN FOOTWEAR
OREGON OUTDOOR ALLIANCE

BONNIE LIPPITT
U.S. FOREST SERVICE
BUREAU OF LAND MANAGEMENT

DAN LITTLE
FIRST GENTLEMAN OF OREGON

CAILIN O’BRIEN-FEENEY
OREGON OFFICE OF OUTDOOR RECREATION
CORE TEAM
Oregon Outdoor Recreation Network

STEPHEN HATFIELD – NETWORK MANAGER
TRAVEL OREGON

HILARY SAGER – NETWORK COORDINATOR
TRAVEL OREGON
DIVERSITY OF PARTICIPANTS: ROADMAP TO THE OUTDOORS

SHARED PURPOSE:
Ensuring access to world-class outdoor recreation experiences for everyone.
Ready, Set, GOrge! is a campaign aimed at improving the visitor experience in the Columbia River Gorge National Scenic Area.

The campaign helps people safely travel to, from and around the region while protecting it so that future generations can enjoy it, too.
## Responsible Recreation in Oregon Messaging Framework

<table>
<thead>
<tr>
<th>PREPARE</th>
<th>CARE</th>
<th>CONNECT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PLAN AHEAD</strong></td>
<td><strong>TAKE PRECAUTIONS</strong></td>
<td><strong>ENJOY YOURSELF</strong></td>
</tr>
<tr>
<td>- Consider what you want to see and experience</td>
<td>- Stay watchful for signs and warnings there for your safety</td>
<td>- Relish the peace and quiet</td>
</tr>
<tr>
<td>- Research what’s seasonally available, accessible</td>
<td>- Practice safe selfies</td>
<td>- Feel rooted to the earth</td>
</tr>
<tr>
<td>- Consider how much time you have, the terrain and your route</td>
<td>- Know your limits and when to call it a day</td>
<td>- Recharge and re-center</td>
</tr>
<tr>
<td>- Think beyond the hashtag to avoid crowds and prevent overuse</td>
<td></td>
<td>- Benefit from improved wellbeing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Take a digital vacation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHOOSE WISELY</th>
<th>MIND YOUR OUTSIDE MANNERS</th>
<th>SAY HELLO</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Map your experience to your capabilities</td>
<td>- Savor what you find, then leave it behind</td>
<td>- Welcome people new to the outdoors</td>
</tr>
<tr>
<td>- Consider the abilities of fellow travelers and pets</td>
<td>- Share the trail</td>
<td>- Spark a conversation</td>
</tr>
<tr>
<td>- Visit off peak and mid-week to reduce congestion</td>
<td>- Stay on public lands and be respectful of private property</td>
<td>- Share what you know</td>
</tr>
<tr>
<td>- Consider a guided trip for a richer experience</td>
<td>- Tag responsibly</td>
<td>- Learn something new</td>
</tr>
<tr>
<td></td>
<td>- Keep pets leashed and practice proper pooper scooping</td>
<td></td>
</tr>
</tbody>
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<tr>
<th>BE READY</th>
<th>KEEP IT NATURAL</th>
<th>SPREAD GOODWILL</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Bring the right gear (or know where to rent)</td>
<td>- Protect native ecosystems by staying on trails and in designated areas</td>
<td>- Support the local economy</td>
</tr>
<tr>
<td>- Check local road and weather conditions (and be ready for it to change)</td>
<td>- Pack out your trash</td>
<td>- Visit cultural centers to learn more about the people before you</td>
</tr>
<tr>
<td>- Know if you’ll be in cell range and bring other mapping tools if not</td>
<td>- Be like Smokey: take wildfire prevention seriously</td>
<td>- Rent or buy your gear from folks who know what you need and can show you how to use it</td>
</tr>
<tr>
<td>- Tell someone where you’re headed and when you should be back</td>
<td>- Appreciating wildlife, from a distance</td>
<td></td>
</tr>
<tr>
<td>- Bring cash for recreation use fees</td>
<td></td>
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</tr>
</tbody>
</table>

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TRAVEL OREGON
SUPPORT DEVELOPMENT OF RELATED NETWORKS

- Oregon Trails Coalition
  - Oregon Trails Summit
- Oregon Mountain Bike Coalition
  - Oregon Mountain Bike Coalition Summit
STATEWIDE ECONOMIC IMPACT STUDY

SHARED PURPOSE:
Ensuring access to world-class outdoor recreation experiences for everyone.

- World-class experiences & infrastructure
- Diversity of participants
- Economic impact
- Natural resources
- Transportation & distribution of impacts
- Marketing & communications
- Leadership & advocacy
- Community livability & well-being of residents
- Education
VISITOR TRANSPORTATION OPTIONS

SHARED PURPOSE:
Ensuring access to world-class outdoor recreation experiences for everyone.
Cascadia Connect

Mari Valencia, Kara Boden, Matt Gray, Tony Lamb, Brandon Crawford, John Whitman
Process

START

Project Kickoff → Research → Engagement → Synthesis → Solutions

Goals
- Short-term
- Mid-term
- Long-term

2018
- Jan
- Feb
- Mar/April
- May/June
Process

Overall:

- 13 Stakeholder Interviews
- 344 Total Survey Responses
- Issue-based Focus Group
- Access for All Focus Group
- Stakeholder Workshop
- 3 Site Visits
Toolkit Framework

Viable Transit Operations
User Experience
Low-Impact Recreation
Access for All

Solutions
Funding
Partnerships
Marketing
Infrastructure
Engagement
Policy
FOR INFORMATION ABOUT OREGON21, SIGN UP FOR OUR NEWSLETTER!
OFFICE OF OUTDOOR RECREATION

SHARED PURPOSE:
Ensuring access to world-class outdoor recreation experiences for everyone.

- World-Class Experiences & Infrastructure
- Diversity of Participants
- Economic Impact
- Natural Resources
- Leadership & Advocacy
- Marketing & Communications
- Transportation & Distribution of Impacts
- Education
- Community Livelihood & Well-Being of Residents
We all belong outdoors.
WELCOME TO THE
Oregon Outdoor Recreation Summit

Ensuring access to world-class outdoor recreation experiences for everyone.

May 13-14, 2019
Thank you