

OREGON COAST



PRESENTATION
REGIONAL STAKEHOLDER
REPORT BACK

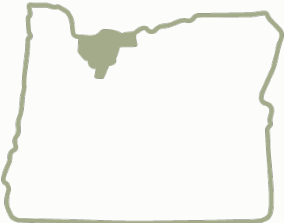
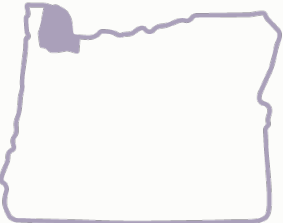
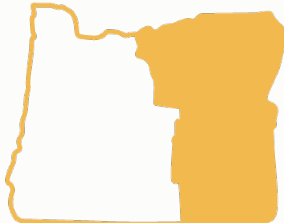
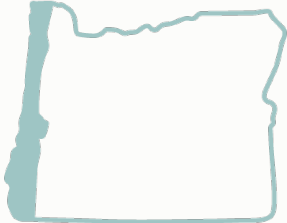
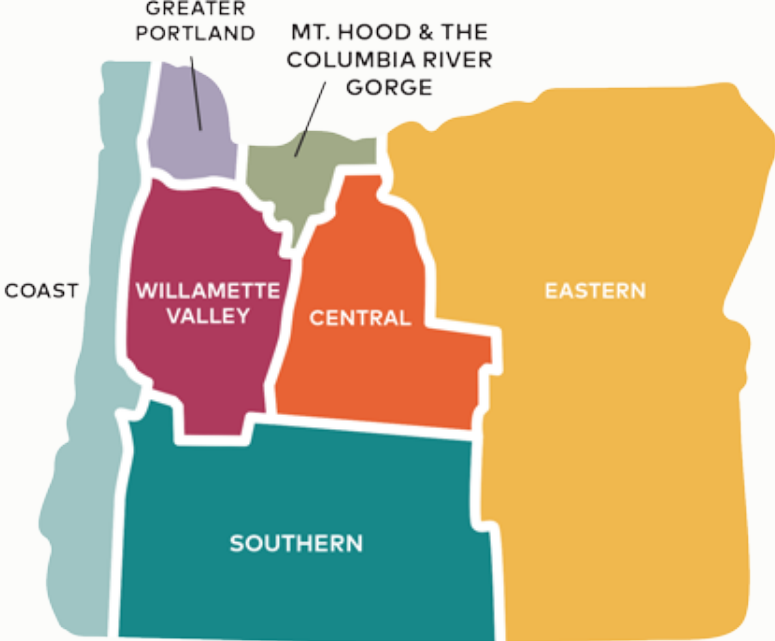
TRAVEL



OREGON

10.10.2017

OREGON'S SEVEN REGIONS



WHAT IS OCVA?

OVERVIEW

The **Oregon Coast Visitors Association (OCVA)** is the official **Regional Destination Management Organization (RDMO)** as designated by the **Oregon Tourism Commission (OTC)**, DBA Travel Oregon. Our association is comprised of Chambers of Commerce, Visitors Centers/Bureaus, resource management entities and 100+ private tourism businesses along Oregon's 363 miles of coastline.

9 MEMBER BOARD OF DIRECTORS

5 STAFF

6 STRATEGIC ADVISORS





WHO IS OCVA?

9 MEMBER BOARD OF DIRECTORS

Donna Quinn • Astoria

Scott Humpert • Lincoln City

Connie Soper • Manzanita

Drew Roslund • Yachats

Joy Hawkins • PDX

Gary Hayes • Cannon Beach

Court Carrier • Cannon Beach

Nic McNair • Gold Beach

Gary Milliman • Brookings

Sue Meyers • Non-Voting Member

OCVA STAFF

Marcus Hinz • Oceanside

Dave Lacey • Gold Beach

Katera Woodbridge • Waldport

Elizabeth Gronert • Bandon

Michael Barbieri • Rockaway Beach

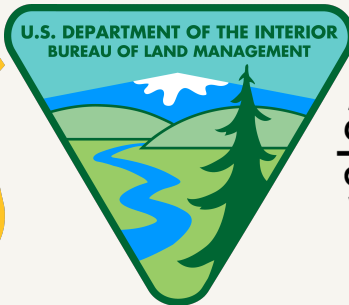


WHAT IS THE STRATEGIC ADVISORY GROUP?

MISSION

SAG is one unified table that regularly convenes representation from coastal natural resource agencies to share information, resources and develop unified strategies, tactics and messaging aimed at reducing the impacts of visitation on natural resources while also promoting public safety.

One rep from each agency:



2017-2019 PLANNING

A: MOST CURRENT OUTREACH AND STRATEGY DOCUMENTS

- Sept 2016 RCTP – Work Group Takeaways
- April 2016 Oregon Tourism Stakeholder Engagement Survey Results
- Oct 2016 Travel Oregon Strategic Planning Leadership Summit Summary
- Oct 2016 Oregon Tourism Town Hall Findings
- Oct 2016 Travel Oregon Strategic Planning Leadership Summit Summary
- 2016 Travel Oregon All Staff Strategic Insight Session

B: MOST CURRENT RESEARCH AND DATA

- 2015 - Longwoods
- 2015 - Runyan

C: STAKEHOLDER CENTRIC PERSPECTIVE

- 2017 Regional Tourism Stakeholder Survey Oregon Coast

D: HISTORIC FACTORS & CONSIDERATIONS

- Sub-regionality
- Change 2013 - Present in coastal structure OCVA+COCA+Travel Oregon
- 22 Active DMO's (conservatively) peppered along 363 miles of coastline



2017-2019 PLANNING

2017-2019 RCTP COAST PLAN

=

OCVA VISION

+

RCTP Guidelines

+

2015 Consumer Research

+

2016/2017 Stakeholder Research

+

Travel Oregon's Strategic Plan



STAKEHOLDER FEEDBACK

CONDUCTED SURVEYS

- February, 2017 (193 people)
- Coos Bay - April 13, 2017 (28 people)
- Tillamook - April 14, 2017 (20 people)



GENERAL FEEDBACK

Planning/Management: Increase visitation to the region during off-peak seasons (85%)

Marketing: Leveraging Marketing Opportunities with Travel Oregon and other tourism organizations (79%)

Marketing: Developing or enhancing current regional destination website (76%)

Marketing: Enhancing non-paid social media presence for regional social channels (69%)

Capacity: Improve quality and professionalism of customer service at tourism-related businesses (68%)

Marketing: Creation of more region-specific stories (68%)

PR: Targeted communications to publications and journalists for the region (66%)

Capacity: Increase skilled workforce in the tourism industry (66%)



HONORING STAKEHOLDER FEEDBACK

ACTIONS

ACTION 1: Pre-RCTP Plan Work - Modified 2016 survey for 2017:

- Added North, South, Central segmentation
- Reduced and clarified industry lingo
- Added measurable metrics so stakeholders could rate performance of both DMO's and their RDMO
- Advocated for 3 Stakeholder Meetings (got 2!)

ACTION 2: Stakeholder Summary document for the OCVA Board of Directors to review (see your handout) prior to plan development.

ACTION 3: OCVA Board and Staff Review of plan

- OCVA Board represents 22 DMO's + 100+ Business Members.
- Staff is intensely involved with stakeholders.
- Summarized & represented stakeholder feedback.



HONORING STAKEHOLDER FEEDBACK

RESULTS

RESULT 1: Excellent, actionable **high quality stakeholder data** (by sub-region)

RESULT 2: Stakeholder Summary thoroughly and explicitly integrated into each section (Department) of RCTP Plan.

RESULT 3: Almost entirely **Stakeholder-Centric**





SKY IS THE LIMIT • HERE COMES 2020

RCTP GOALS



2017-2019 RCTP GOALS

Identify and Execute Strategies to Increase **Off-peak Season Visitation**

Identify & Execute Strategies to Increase **Availability of Skilled Workforce**

Develop **New Tourism Products & Experiences**

Enhance **Sustainability** Programs

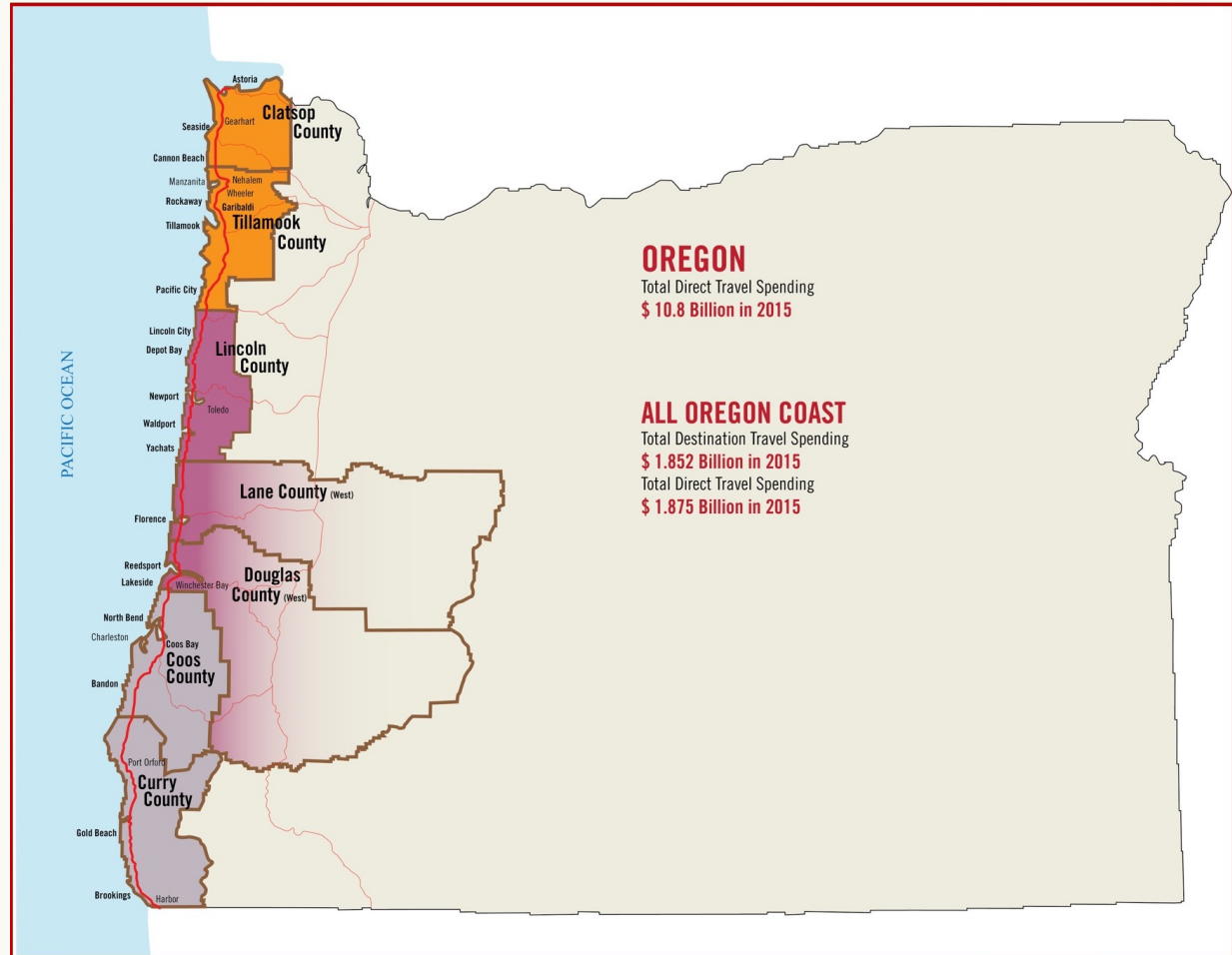
Increase Frequency, Methods, & Topics of **Communication with Industry Partners** & proactively adapt industry communications accordingly

Increase Access to and Capacity to **Accommodate International Visitation**

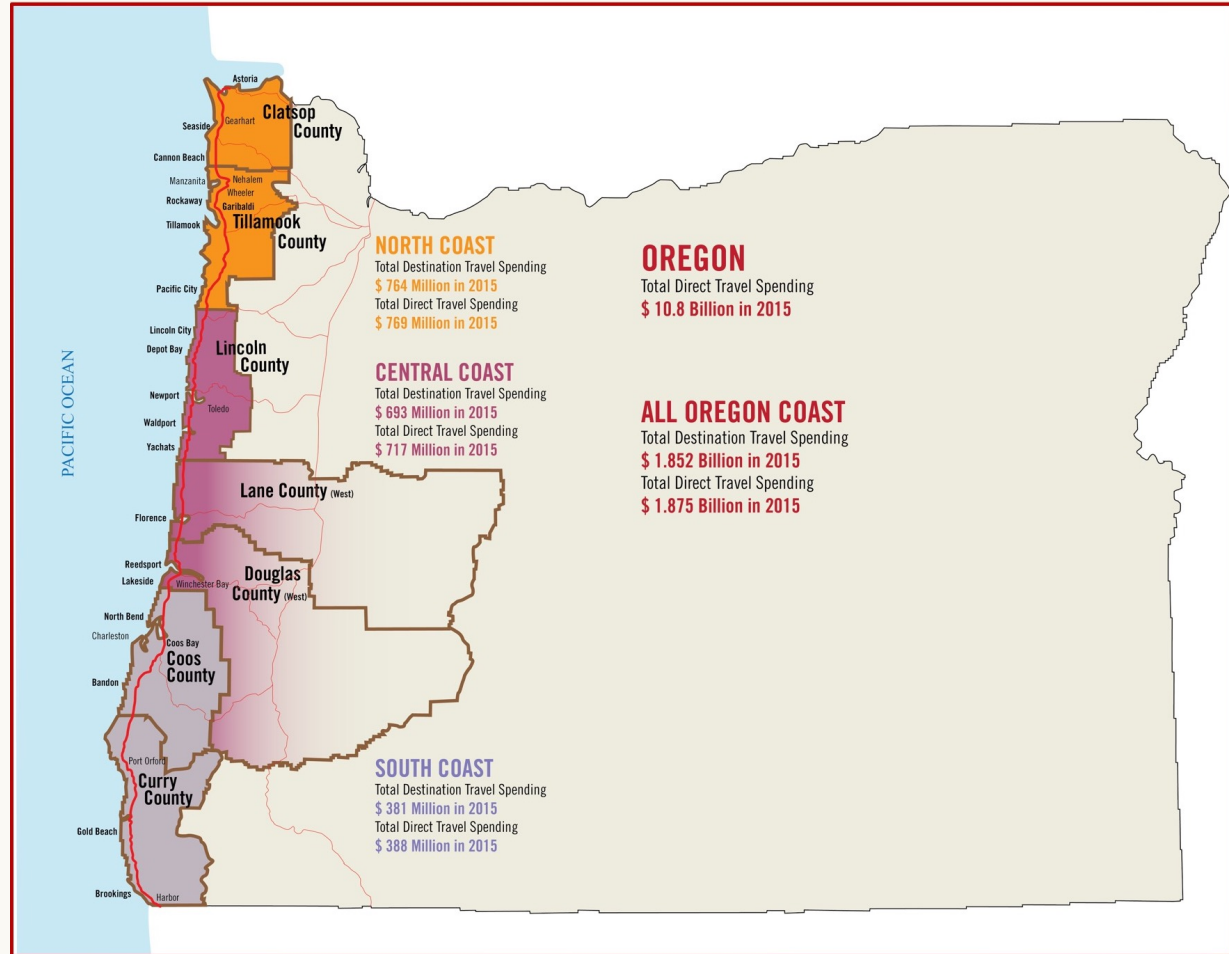
Expand **Cooperative Marketing** Opportunities



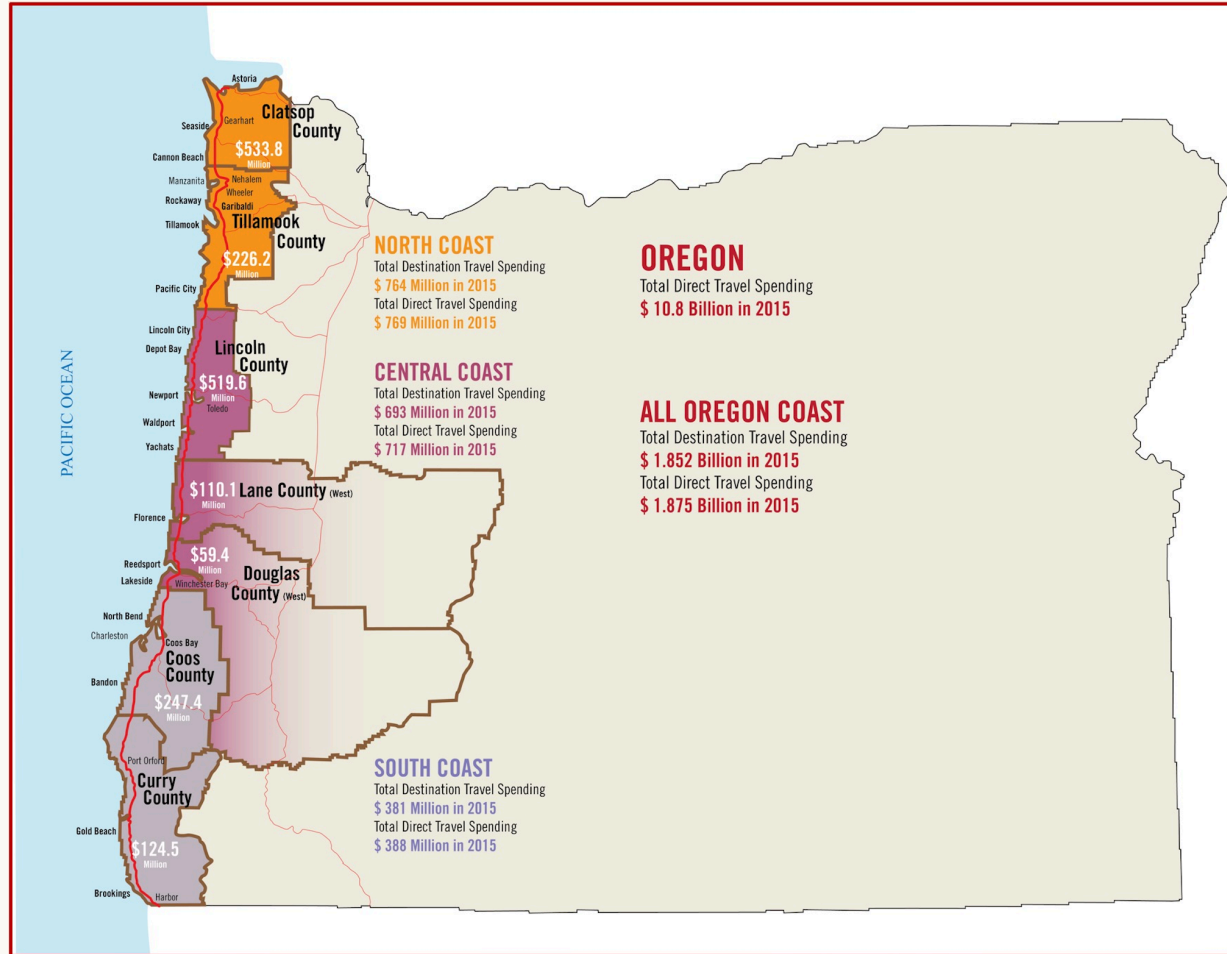
TRAVEL SPENDING ENTIRE COAST



TRAVEL SPENDING REGIONAL BREAKDOWN

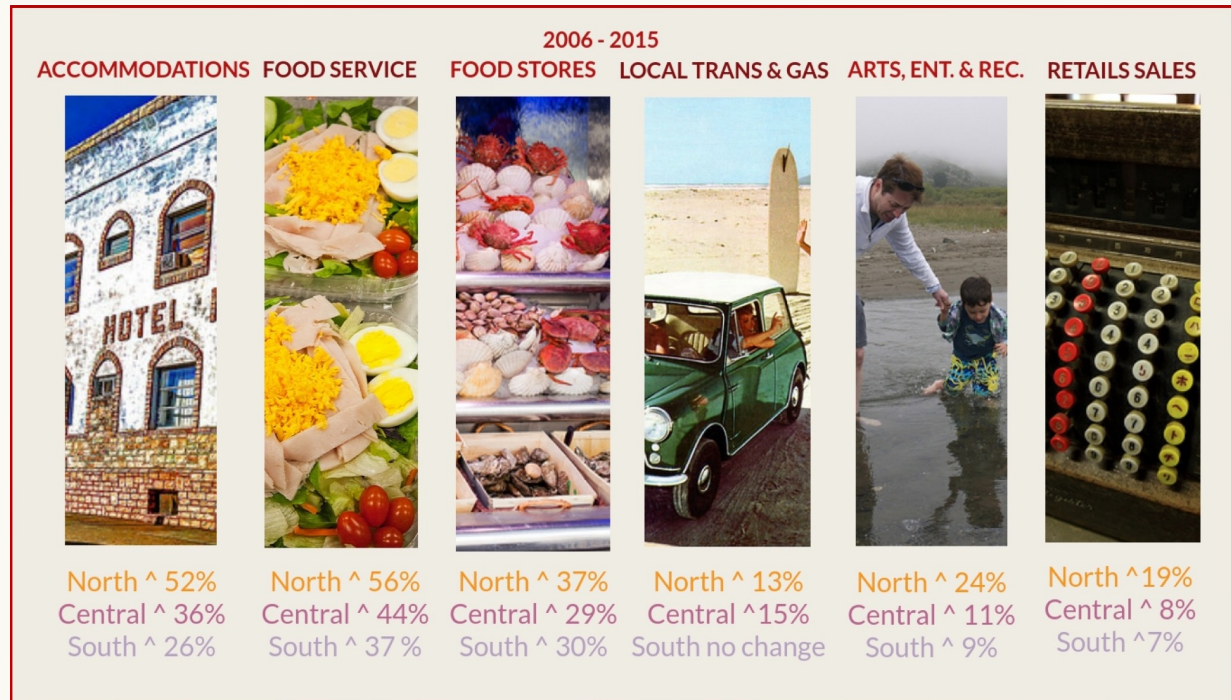


TRAVEL SPENDING COUNTY BREAKDOWN



TRAVEL IMPACTS

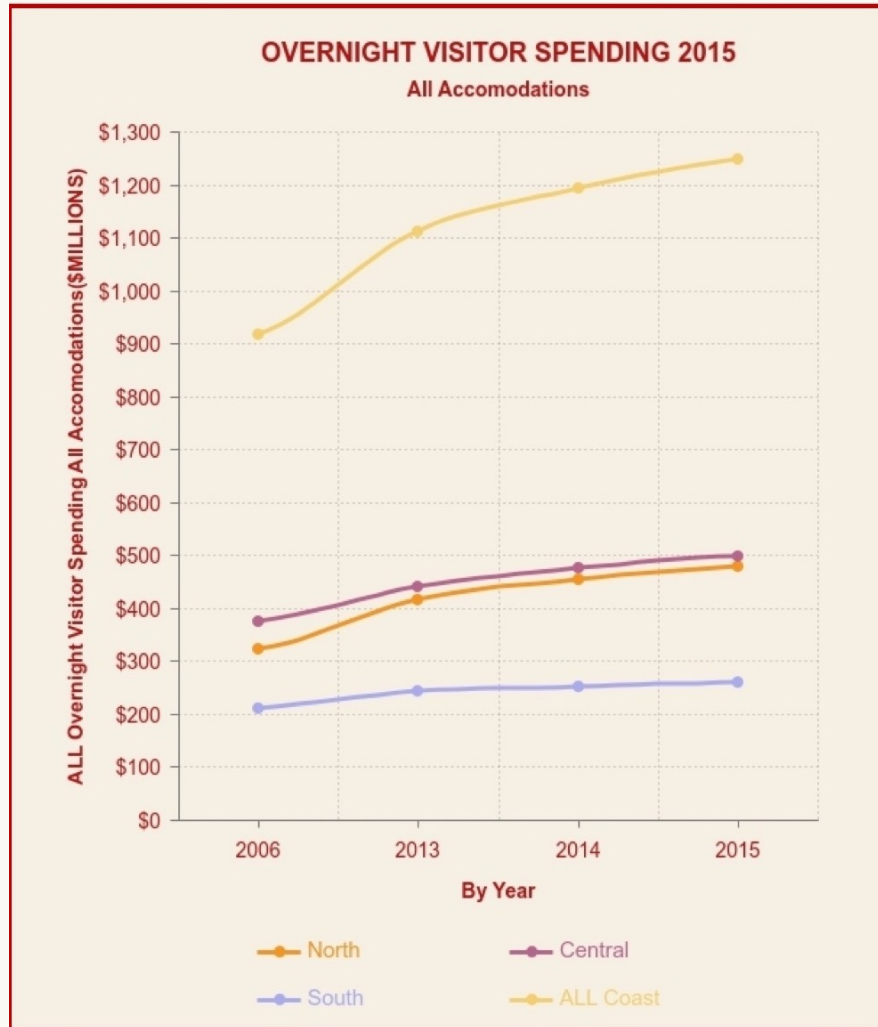
CHANGE FROM 2006-2015



TRAVEL IMPACTS

BY TYPE OF ACCOMMODATIONS

2006-2015



2017-2019 DESTINATION DEVELOPMENT

DESTINATION DEVELOPMENT	2017/2018	2018/2019
Regional Trail Development & Planning	\$100,000	\$100,000
Travel Oregon Forever Fund	\$0	\$0
Tourism-related Volunteer Events (SOLVE)	\$0	\$20,000
RARE Tourism Development Staff	\$24,000	\$0
Strategic Investment Fund	\$71,000	\$71,000
OREGON COAST SPECIFIC		
Beaches, Bikes and Brews – Event	\$0	\$25,000
Fat Tire Beach Bike Map & Marketing	\$30,000	\$0
S. Lincoln County Trail Maps & Signage	\$0	\$18,000
S. Coast & Coquille River Water Trail	\$0	\$27,000
Wild Rivers Coast Farm Trail Marketing & Dev	\$18,500	\$0
Wild Rivers Coast High Impact Event Dev	\$25,000	\$0
OSU PARTNERSHIP		
Workforce Study	\$12,000	\$12,000
	\$280,500	\$273,000

2017-2019 INDUSTRY SERVICES

INDUSTRY & VISITOR SERVICES	2017/2018	2018/2019
Guest Services Training (\$30 person)	\$15,000	\$15,000
Oregon Welcome Center	\$1,080	\$2,160
Industry Services Trainings (Grants) FREE	\$0	\$0
Tour Product Market Pricing	\$0	\$12,000
	\$16,080	\$29,160



2017-2019 GLOBAL MARKETING

GLOBAL MARKETING	2017/2018	2018/2019
FAM Tours	\$5,000	\$10,000
Travel Oregon Regional Pack (TORP)	\$10,000	\$20,000
Influencer Marketing	\$8,000	\$8,000
OTIS Partnership	\$0	\$10,000
Travel Oregon Ad Network	\$10,000	\$10,000
Winter Campaign Coop	\$25,000	\$25,000
Paid Advertising (Co-ops)	\$58,300	\$68,300
	\$116,300	\$151,300



2017-2019 GLOBAL SALES

GLOBAL SALES	2017/2018	2018/2019
Global Sales Educational Trainings (\$500 per)	\$3,000	\$3,000
Active America China Summit	\$0	\$9,000
Go West Summit	\$8,000	\$8,000
ITB	\$0	\$6,000
Tourism Economics Intl Regional Research	\$5,000	\$0
China Sales Mission	\$0	\$16,000
Travel Trade FAMS & Press Trips	\$25,000	\$50,000
Travefy – Itinerary Management Software	\$1,800	\$1,800
WTM – UK Market	\$0	\$7,000
Oceana Sales Mission	\$0	\$5,000
Vancouver Outdoor Adventure Show	\$2,000	\$2,000
Western Canada Road Show	\$3,000	\$3,000
Brand USA Opportunities	\$25,000	\$45,000
	\$72,800	\$155,800



STAY IN CONTACT

INDUSTRY RESOURCES WEBPAGE

OREGON THE PEOPLE'S COAST

WHAT TO DO / WHERE TO STAY / CITIES ON THE COAST / STORIES FROM THE PEOPLE'S COAST

Oregon Coast Visitors Association > Industry Resources

INDUSTRY RESOURCES

On this Industry Resources page we've assembled the most current and relevant resources in running a tourism business on the Oregon Coast. These information resources and tool will help you understand who travels to the Oregon Coast, why they travel and what their spending behaviors are once they get here.

Other resources include our industry calendar where you can find professional development opportunities as well as when and where important and fun industry planning meetings are! Please join us at them and share your thought and creativity in helping us build a vibrant tourism industry that improved the livability of our coastal communities while offering unique world class experiences that keep our visitors coming back.

INDUSTRY RESOURCES

- [Industry Resources](#)
- [Industry Events](#)
- [Industry Newsletter](#)
- [Coastal Research](#)
- [Beach Safety Resources](#)
- [Regional Destination Management Organizations](#)
- [Industry Planning Documents](#)
- [OCVA Staff](#)

RECENTLY ADDED INDUSTRY STORIES

How to Get Hero Shots on a Limited Budget

Posted by **OCVA**



Sunshine, blue skies, clear waters and perfect dirt. If you're a mountain biker, these are the essential ingredients for a perfect ride on the Oregon Coast. Earlier this summer photographer Justin Myers spent an hour "chasing the light" to capture this shot of Rena Simpson mountain biking the Cape Blanco Trail System near Port Orford. "For this photo, Rena biked that same 100-foot section at..."

[Continue Reading](#)

Rescues Raise Questions About Tourism's Role in Public Safety

Posted by **OCVA**



In the middle of the day on Aug. 16, 2017, a U.S. Coast Guard helicopter hoisted a woman off a cliff near the Sea Lion Caves in Florence, reuniting her with her family after five days and nights in the woods. Two weeks earlier, the Coast Guard rescued an injured man aboard a sailboat off the coast of Gold Beach. And just weeks before that,

[... Continue Reading](#)



STAY IN CONTACT NEWSLETTERS



NEW TRAIL WILL HIGHLIGHT COASTAL PUBLIC ART

The coast is an ideal place for artists to retreat, reflect and create. So, it's no surprise that coastal communities are home to theaters, galleries, glassblowing shops, blacksmiths, woodworkers, photographers and more. They are also home to a wide range of public art. In an effort to make that public art more visible to visitors, the Oregon Coast Visitors Association (OCVA) is leading an effort to create an art trail that traverses the entire length of the Oregon Coast. [CONTINUE READING >](#)



TOURISM STUDIO SET TO LAUNCH ON THE NORTH COAST

Travel Oregon will soon initiate a Tourism Studio focused on destination management for the North Coast. Initially, it will work in partnership with a diverse steering committee comprised of stakeholders from the North Coast to help shape the design of the program. In 2018, a workshop series will offer stakeholders in the region the opportunity to address tourism visioning, management planning, product (or 'experience') development, and action planning. [CONTINUE READING >](#)

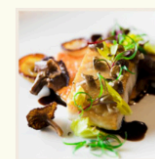


Top banner: Cape Lookout by Nickle Bourmlas



Manzanita
by Susan Seubert

Destination Manzanita
From the epic summit at Neahkahnie mountain to the hot dogs and ice cream you can grab right next to the beach, Manzanita is a beloved spot on the Oregon Coast. Nearly a year after a powerful storm damaged 128 homes and several businesses, this dreamy outpost is back in full force and ready to welcome visitors. Here's where to eat, drink, shop in Manzanita. [Continue reading >](#)



Sapphire Restaurant

7 New Coast Eateries to Try
We all have our go-to chowder or fish n' chips on the Oregon Coast, those tasty stand-bys that never let us down. But every so often, it's fun to change it up a little – and luckily there's always something new in the Oregon Coast dining scene. Whether it's local albacore tuna poke, grilled oysters, a killer burger or fresh-baked cinnamon rolls, you can find it at these seven new fabulous eateries along the Coast. [Continue reading >](#)



Rogue River Lodge at Snag Patch

Spend a Night at These Lesser-Known Lodgings
The oceans and mountains, rivers and lakes along the Oregon Coast range are magical places to wake up every morning. But have you ever dreamed of sleeping in a working lighthouse, on a houseboat, at the base of an epic peak or at a secluded riverside tree perch? Here are four inspired lesser-known lodgings for your next Coast adventure. [Continue reading >](#)



UPCOMING EVENTS

- Aug. 26
Sand Sculpting Clinic
Florence
- Sept. 3
Rockaway Old-Fashioned Carnival in the Park
Rockaway Beach
- Sept. 23
SOLVE Beach & Riverside Cleanup
Various locations

RESOURCES

- [Beach Safety](#)
- [Road Conditions](#)
- [Weather](#)
- [Tides](#)
- [Coast Store](#)
- [Order the Visitor Guide](#)



A night sky filled with stars and the Milky Way galaxy. In the foreground, two tents are illuminated with a soft glow, one in green and one in blue. The landscape is dark, with silhouettes of hills and mountains.

Thank You

10.10.2017