



# **ANNUAL CONFERENCE**

**January 18 - 19, 2023**

**Best Western Plus Hood River Inn – Hood River**

***Host Destination: VISIT HOOD RIVER***



***Experience the magic of winter in Hood River and Mt. Hood Meadows***



## ***WELCOME to the 2023 ODA Annual Conference***

We cannot wait to gather in stunning Hood River and are honored that you have made the decision to invest your time and resources to attend the Oregon Destination Association (ODA) Annual Conference. ODA is committed to providing educational excellence and industry leadership to support our DMO and Associate Members and we trust you will enjoy and benefit from the next few days with your colleagues.

The quality and caliber of this conference would not be possible without the support of our very generous Sponsors. As you network during ODACon, please visit with our Exhibitors and Sponsors and express your appreciation. Thank you.

Katharine Cato, Board Chair | Alana Hughson, Managing Director

## ***Salute to ODACon Sponsors!***





## ODACon Schedule of Events

*(Conference Business Sessions will be held in the Best Western Plus Hood River Inn Conference Center)*

### WEDNESDAY JANUARY 18, 2023:

**12:00pm:** Registration Opens | Exhibitor Set up

**1:00pm:** Welcome | ODA Annual Report | Katharine Cato, ODA Chair & Katie Kadlub, CEO, Visit Hood River

**1:30 – 2:30pm:** State of American Travel and Oregon Travel insights | Kimberly Vince-Cruz, VP, Destination Analysts  
This keynote presentation by Destination Analysts will present the latest findings from *The State of the American Traveler*, including current trends, travel expectations and travel aspirations for the year ahead. The session will include an emphasis on how American travelers think and feel about sustainability and responsible travel, as well as key highlights from the Travel Oregon Visitor Research Study.

**2:30 – 4:00pm:** Leadership and the Power of Dialogue to Keep Your Destination Connected | Clinton Street Consulting  
In an era of ‘quiet quitting’ and a business culture that is increasingly polarized, the need for Destination dialogue skills is more critical than ever. This leadership development session will provide a roadmap for:

- Elements necessary to support dialogue and steer away from a debate
- Strategies to support a successful dialogue
- An easy-to-use tool to help reinforce dialogue skills

**4pm – 5:00pm:** CEO Riverside Chat | Todd Davidson, Travel Oregon; Jason Brandt, ORLA; Alana Hughson, ODA  
It’s a new year for the future of tourism in Oregon. Join this open conversation with the CEOs of Oregon’s statewide tourism organizations for a forecast of what to expect and how to strategically plan industry engagement in 2023.

**6:00pm:** Opening Night Dinner | Sponsored by Travel Oregon  
The Opening Night gala dinner will be held in the hotel Conference Center at the Best Western Plus Hood River Inn.

### THURSDAY JANUARY 19, 2023:

**8 – 9:00am:** Good Morning Reconnect Breakfast  
Mix, mingle and work the room visiting with ODACon Sponsor Exhibitors and your Destination colleagues

**9 – 10:00am:** The Future of International Travel to Oregon and the U.S. | Petra Hackworth, VP Global Sales  
Domestic travel has rebounded, however international travel recovery to the United States is lagging. During this hour you will have the opportunity to ask Travel Oregon’s extended global team about trends, recovery, consumer sentiment, culture, travel trade, media and more. Come prepared with your questions for an interactive session!

**10 – 11:00am:** A New Year and New Legislative Leadership | Key Strategies for Advocacy Success  
What does a new Governor and new Legislature hold for Oregon? What are key legislative concepts that will impact tourism and Oregon’s future? An expert panel preview of Oregon’s 2023 Legislative Session will be presented, along with a tool kit of destination resources and tactics for successful tourism policy and advocacy.  
Moderator: Todd Davidson, Travel Oregon. Panelists: Greg Astley, ORLA; Bill Perry Balance Point Solutions; Anna Taylor, ART Public Affairs; Alana Hughson, ODA



**THURSDAY JANUARY 19, 2023:**

**11 – 12:00pm: Pace Yourself: Strategy for the Long Haul | Matthew Landkamer, Whereabout**

Your strategic plan may only be for three years, but many of the changes we're beginning to witness will play out over decades. How can a destination make near-term choices that set the stage for long-term shifts like demographic changes, climate change, or transportation innovations?

**12:30pm – 1:30pm: Networking Luncheon**

Take an hour to *really* get to know your ODA peers. You'll enjoy how good it feels to listen, learn and share using a fun tool created for the Oregon Tourism Leadership Academy.

**1:30pm – 3:00pm: DMO Great Ideas Forum | Inspiration & Innovation in Destination Leadership**

You don't have to reinvent the wheel. You'll find inspiration from this curated blend of Oregon's innovative DMOs invited to share uniquely crafted destination program development and best practices in this highly rated annual session.

- Explore Lincoln City: The Mouse that Roared – Build your Brand with PR presented by Ed Dreistadt
- Oregon's Mt. Hood Territory: Responsive Co-op Marketing presented by Ithaca Janzen
- Visit Bend: Bend Sustainability Fund presented by Kevney Dugan
- Visit Central Oregon: "Greeting From..." murals installation presented by Julia Theisen
- Visit McMinnville: Connecting Value to Stakeholders presented by Kitri McGuire
- Willamette Valley Visitors Association: Regenerative Travel presented by Katie McFall

**3 – 3:30pm: Exhibitor Break | Visit Sponsor Exhibitor tables for key products to support your Destination strategies**

**3:30 – 4:30pm: Mapping the Evolving Landscape |** Activate your vision and voice in this interactive session designed to set the course for the evolution of Destination Organization stewardship in Oregon. With DMOs and RDMOs initiating and implementing programs far beyond traditional marketing and promotion, it's time for a fresh look at how we manage and communicate our values and priorities. This engaging session is designed to inspire and support your work as vital partners and policy leaders in your communities.

**4:30 – 5:30pm: Reception Honoring Oregon Tourism Leadership Academy | Sponsored by ORLA & OTLA  
Destination Basket Silent Auction | Win your dream Oregon vacation experience!**

Nibble, sip and discover the latest about the Oregon Tourism Leadership Academy. Network with your colleagues and bid generously on the fabulous Destination Baskets featuring Oregon's seven regions and premier destinations.

**6:30pm – 9pm: A Taste of Hood River & The 'Battle of the Regions' Karaoke Night @ The Emerald Room**

Sponsored by Visit Hood River & The Historic Hood River Hotel Emerald Room. Experience a Taste of Hood River with small bites and curated beverages from local vendors including Solstice, Thunder Island, Grasslands BBQ, Packers Orchards, Boda's Kitchen, Sugar Pine drive-in, Pfriem, Evoke and Thai House. Put together a group or a region for a fun night of karaoke or grab the mic and go for your solo moment in the spotlight!

**6:30pm sharp:** Leave the driving to us. Free Transportation for ODACon attendees will run from the BW Hood River Inn to the Historic Hood River Hotel. Look for the motorcoach at the entrance of the BW Hood River Inn. (FYI: The Historic Hood River Hotel is an approximate 15-minute walk from the BW Hood River Inn).

**9:00pm:** Motorcoach returns to the BW Plus Hood River Inn

***Thank You ODACon Attendees & Sponsors!***

61470 Tam McArthur Loop | Bend, OR | 97702





*There's a certain breed of folks who seek inspiration off the beaten path. We know because we're those folks too. From jaw-dropping beauty to a welcoming town, Hood River is your destination for what moves you.*

**FRIDAY JANUARY 20, 2022:**

**ODACon Group Ski & Snowshoe Day at Mt. Hood Meadows**

Lift tickets: \$89 | Lesson: \$89 | Rentals: \$59 | Snowshoeing and Nordic packages are also available for people who are interested in those options. The guided snowshoe tours are absolutely magical!

If you did not reserve your Mt. Hood Meadows experience in advance and would still like to do so, contact our wonderful hosts at Visit Hood River for assistance. [info@visithoodriver](mailto:info@visithoodriver) or [Katie@visithoodriver](mailto:Katie@visithoodriver)

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