

Regenerative Travel in the Willamette Valley

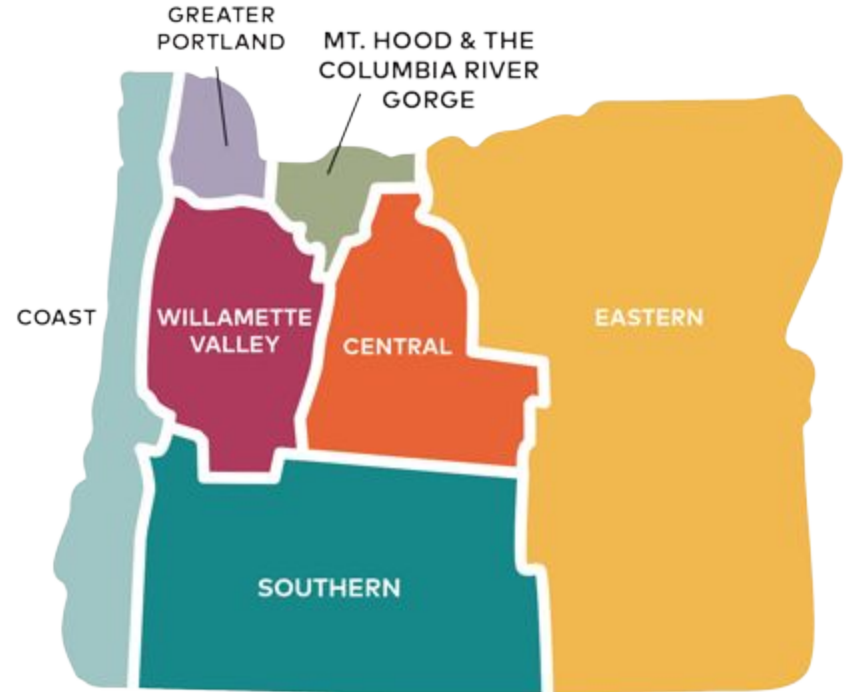
A scenic photograph of two people in a wooden canoe on a large body of water. The water is blue with gentle ripples. In the background, there are lush green mountains under a bright sky with some clouds. The canoe is in the lower center of the frame, with two people wearing life jackets. The overall scene is peaceful and natural.

Willamette
Valley

Katie McFall
Communications & Program Manager

Willamette Valley Region

- Katie McFall
- Regional DMO
- We are the largest river valley in the PNW



<https://industry.traveloregon.com/regions/>

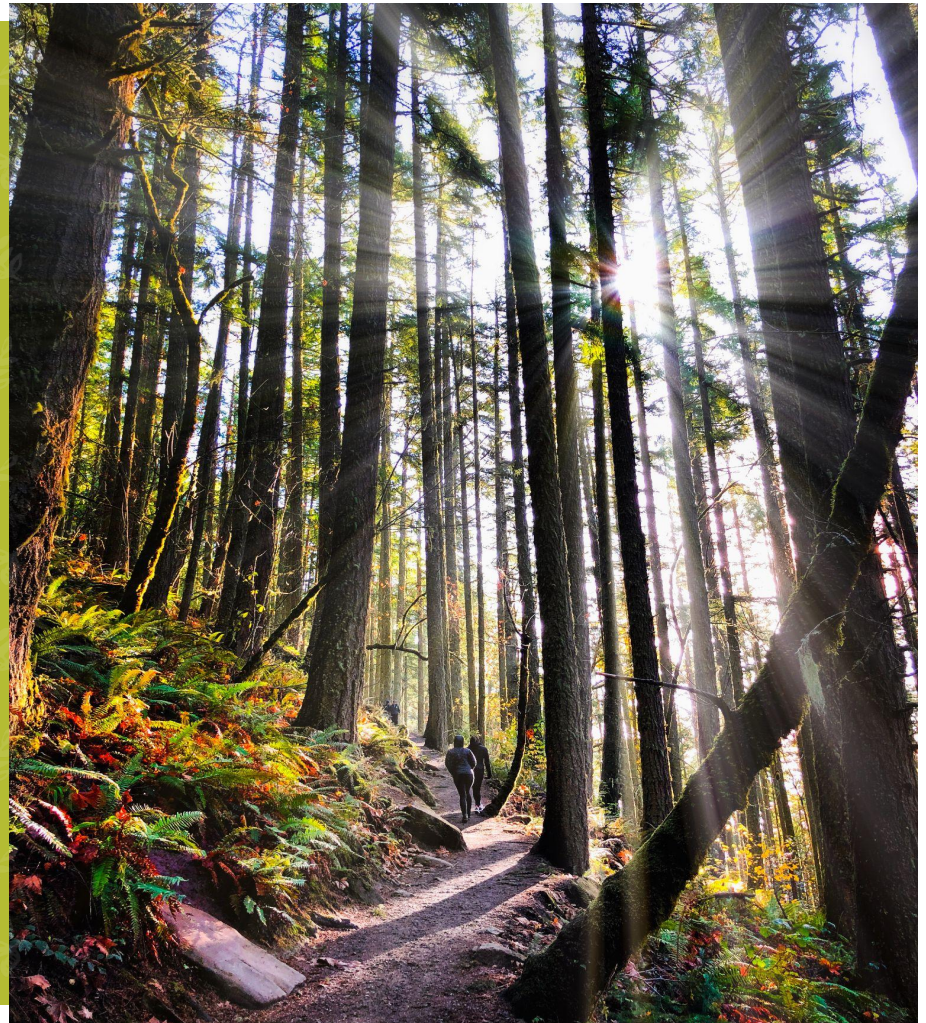


What is Regenerative Travel?



Destination Perspective

- Improve long-term resident, traveler, and environmental well-being
- Develop and implement a regenerative tourism framework
- Establish the destination as a global leader within the emerging transformational travel movement





So where does this take us?





Regenerative Itineraries

- Connect visitors and travelers to the destination, people give back and gain local knowledge
- Led by professional guides, feature recreation, dinner, overnight and outreach to community
- McKenzie River Trips in summer 2021 was a teaser program



Willamette River

Regenerative tourism is the new frontier



Submitted photo

Shaded banks buffer the north-flowing Willamette River on its run through Albany, a city of 53,000. Founded in 1847 at the confluence of the Willamette and Calapooya rivers, Albany quickly became a transportation hub served by regular steamboat routes.

BY JOANNA MANN

Albany Democrat-Herald

The Willamette River symbolizes many things for Oregonians who grew up on its banks — carefree childhood summers, lazy float trips and, for some, a lifelong career in environmentalism.

River tourism is often ex-

or help with river cleanup, and spend the next day paddling on the water.

“Regenerative trips are a key priority moving forward,” said Katie McFall, who works for the Willamette Valley Visitors Association. “It’s about giving back to the area you’re visiting and enjoying it simultane-



mittee applied for grant funding to build five new lifejacket kiosks along the river, two of which are in Corvallis. The group got additional funding for river cleanups and helped pilot a river safety program for BIPOC and LGBTQ groups, as well as veterans, formerly houseless individu-

“People can paddle all the way from Eugene to Portland,” McFall said.

Many people are interested in spending time on the river but may not have the needed equipment or knowledge of where to start and end. Willamette Tides is a new adventure company in Corvallis that

A close-up photograph of a pair of hands holding a large bunch of dark purple grapes. The hands are weathered and have some dirt on them, suggesting they are from a farmer or worker in a vineyard. The grapes are fresh and have a natural bloom. The background is a soft, out-of-focus green, likely representing a vineyard. The text "Thank You" is overlaid in the center in a white, serif font.

Thank You

Willamette
Valley