

Oregon Ocean Cluster & Initiative

*A Case For Tourism
& Food Systems*



Tourism Segments

Culinary Experiences

Agritourism Experiences

Cultural Heritage



2018 Oregon Tourism Stakeholder Survey

TACTICAL OPPORTUNITIES: DESTINATION DEVELOPMENT – PRODUCT DEVELOPMENT

Q. Please indicate how you would prioritize the following PRODUCT DEVELOPMENT

Rating
% Indicating High or Very High Priority

Develop/improve infrastructure for visitors to experience outdoor recreation and nature-based tourism

66%

Provide more opportunities for visitors to experience locally grown and produced foods

64%

Develop/expand trail systems important for outdoor recreation or multi-modal transport

64%



2022 Oregon Visitor Profile (Activities)

68.6% VFR Visitors

64.2% Repeat Visitor

59.7% First Time Visitor

54.2% Business Visitor



2022 Oregon Travel Impacts

Food Services & Food Stores

\$3.824B Statewide

\$ 804M Oregon Coast

\$3,098B - Accommodations

\$1,286B - Retail Sales

\$ 970M - Arts, Ent. & Rec.



Oregon Ocean Cluster Initiative

*90% Seafood Consumed
on the Oregon Coast is not
from Oregon.*



Oregon Ocean Cluster Initiative

\$241M Economic Leakage Est.

What Are We Selling?



Oregon Ocean Cluster Initiative

- Resources & Diverse Funding
- Infrastructure & Transportation
- K-12 & Workforce & Technical Assistance
- Consumer & Industry Education



Why Tourism & Food Systems

- ★ Tourism Stakeholders Want Investment
- ★ Alignment with Travel Oregon's 10Yr Vision
- ★ Visitor's Top Spend
- ★ Considerable Economic Leakage



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Oregon Ocean Cluster Initiative

