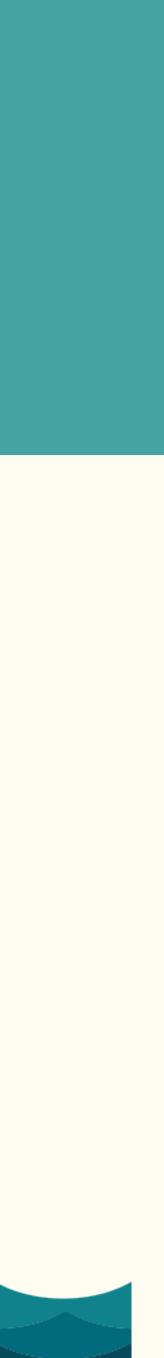
Oregon Ocean Cluster Initiative

A Case For Tourism & Food Systems





Tourism Segments

Culinary Experiences Cultural Heritage

- Agritourism Experiences



2018 Oregon Tourism Stakeholder Survey

TACTICAL OPPORTUNI DEVELOPMENT – PRODU

Develop/ir

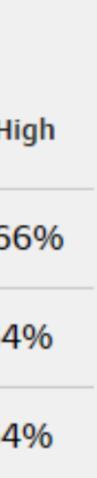
Provide more op

Develop/ex

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



TIES: DESTINATION UCT DEVELOPMENT	Rating % Indicating High or Very Hi Priority
improve infrastructure for visitors to experience outdoor recreation and nature-based tourism	DI
pportunities for visitors to experience locally grown and produced foods	D/1
expand trail systems important for outdoor recreation or multi-modal transport	64



2022 Oregon Visitor Profile (Activities)

68.6% VFR Visitors64.2% Repeat Visitor59.7% First Time Visitor54.2% 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 <u>We</u> Selling?



Oregon Ocean Cluster Initiative

Resources & Diverse Funding Infrastructure & Transportation

Output Consumer & Industry Education

- OK-12 & Workforce & Technical Assistance



Why Tourism & Food Systems

Alignment with Travel Oregon's 10Yr Vision

Visitor's Top Spend

- Tourism Stakeholders Want Investment

 - Considerable Economic Leakage





A Case For Tourism & Food Systems

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