

ACTIVATING EXPLORERS

OREGON TOURISM COMMISSION

ANNUAL REPORT FY 2017-2018



TRAVEL



OREGON

ABOUT TRAVEL OREGON

The Oregon Tourism Commission, dba Travel Oregon, is a semi-independent agency that works to enhance Oregon's economy by developing world-class visitor experiences and providing information that inspires travel and conveys the exceptional quality of Oregon as a destination. A nine-member board of commissioners appointed by the Governor oversees the agency. The commission aims to improve Oregonians' quality of life by strengthening the economic impacts of the state's \$11.8 billion tourism industry, which employs more than 112,200 Oregonians.

ABOUT THIS REPORT

With the passing of House Bill 4146 in 2016, Travel Oregon is required to submit an annual report regarding the funds received by the commission during the prior fiscal year pursuant to ORS 320.305.

OTHER REPORTS

In addition to this annual report, Travel Oregon produces or contributes to the following regular reports:

- Contribute to the Comprehensive Annual Financial Report (CAFR), annually
- Participate in Audit/Financial Review, biennially
- Strategic Plan & Budget, biennially
<http://industry.traveloregon.com/organization>
- Oregon Tourism Commission reports, quarterly
<http://industry.traveloregon.com/organization/commissioners>
- Legislative Fiscal Office Reports as requested
- Legislative Revenue Office Reports as requested
- Legislative Committees Reports as requested



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VISION

A better life for all Oregonians through strong, sustainable local economies.

MISSION

We inspire travel that drives economic development. Through innovation and partnerships, we share the stories of Oregon's people and places, deliver world-class experiences, strengthen the industry and ensure the preservation of Oregon's way of life and its natural places.



MESSAGE FROM THE CEO

Everything we do at Travel Oregon is aimed at improving the lives of Oregonians through strong, sustainable local economies. In order to achieve this vision, we work every day to inspire travel that drives economic development and generates jobs for Oregonians in every corner of the state. Through award-winning marketing campaigns, innovative destination development initiatives, robust international outreach and strong alignment with our industry partners throughout the state.

Travel Oregon works tirelessly to run effective programs that maximize the return on investment for Oregon as we continue efficient stewardship of public funds. According to the 2017 Tourism Advertising Evaluation and Image Study by Longwoods International, every dollar Travel Oregon spends on advertising generates \$157 in new visitor spending and \$8 in state and local taxes. What's more, the study found that Oregon's tourism advertising campaigns and subsequent visitation significantly improved the image of Oregon as not only as a place to visit, but also for a wide range of other economic development opportunities. Specifically, those who saw the advertising were 61% more likely to consider Oregon a good place to start a business and as place to start a career by 128%.



There has never been a better time for Oregonians to create cherished memories by exploring the state, all while supporting the more than 112,000 Oregonians directly employed in the tourism industry. There has also never been a better time for out-of-state and international travelers to visit — perhaps for the first time. In fact, Oregon is outpacing the west coast in growing international visitation and is growing more market share with an increase of 11% in the last five years, which has led to record international spending with an 18% increase since 2012.

Over the past year we have worked with and supported our partners to help deliver world-class experiences to visitors. By working together with one shared vision, we ensure that we're optimizing the state-wide benefits of the tourism industry and helping preserve Oregon's way of life. This report illustrates the strategic investments we've made for this place we call home and the stories of the people that live, work and play here.

TODD DAVIDSON

Todd Davidson
CEO

OREGON TOURISM COMMISSION



Governor
Kate Brown

Nine commissioners, each appointed by the Governor of Oregon, oversee the Oregon Tourism Commission. One commissioner represents the public-at-large, five represent the lodging sector and three represent the tourism industry-at-large. Commissioners approve and oversee the commission budget and the strategic plan that directs the actions of the professional staff.



Chair
Ryan Snyder



Vice Chair
Scott Youngblood



Kara Wilson-Anglin



Don Anway



Richard Boyles



Nigel Francisco



Al Munguia



Maria Ponzi



Kenji Sugahara

FINANCIALS

Travel Oregon provides reporting on budget, financial, agency and industry performance to inform the public as well as the Executive and the Legislative branches of state government.

OREGON'S TOURISM INVESTMENT

In 2003, Oregon's tourism budget was ranked among the lowest in the nation — 47th out of the 50 states. Unsurprisingly, Oregon was losing tourism market share as people chose to vacation in other western states. Clearly, Oregon needed a stimulus strategy. In 2003 the Oregon Legislature passed and the governor signed into law the Oregon Tourism Investment Proposal, which implemented a 1 percent statewide lodging tax.

By 2016, according to the US Travel Association, Oregon's tourism budget ranked 14th in the nation. More importantly, Oregon had seen major growth in tourism-related jobs, employee earnings, visitor spending and state and local taxes.

	2003	2017	Change
TAXES (STATE/LOCAL)	\$246 million	\$539 million	+119%
DIRECT EMPLOYMENT	84,500 jobs	112,200 jobs	+33%
EMPLOYEE EARNINGS	\$1.7 billion	\$3.3 billion	+94%
VISITOR SPENDING	\$6.5 billion	\$11.8 billion	+82%



“This bill increases resources for the Oregon Tourism Commission to invest in furthering the state’s tourism industry to promote all of Oregon. And we know that investing in tourism pays off — big time.”

- Nancy Nathanson
Oregon Representative

HOUSE BILL 4146

TAX OVERVIEW

The success of the Oregon Tourism Investment Proposal bolstered the tourism industry. It also helped set the stage for House Bill 4146. Passed in the 2016 legislative session, HB 4146 increased the state lodging tax to 1.8 percent — effective July 1, 2016, and decreasing to 1.5 percent in July 2020.

HB 4146 was presented by policymakers who recognized the power of the tourism industry as a vital part of the state's economy. With the success of the tourism industry they pushed for increased resources to empower and support its growth.

DISTRIBUTION OF FUNDS

HB 4146 also directed 20 percent of state lodging tax to implement a Regional Cooperative Tourism Program — allowing for investment in tourism marketing, services, sales and development — and directed 10 percent of state lodging tax to a competitive grants program.

FY 2017-18 ACTUALS

July 1, 2017 - June 30, 2018

SOURCES

State Lodging Tax Revenue	\$38,017,086
Beginning Fund Balance	\$11,092,597
Other Sources	\$329,886
TOTAL	\$49,439,569

USES

Global Marketing	\$13,420,549
Global Strategic Partnerships (GSP)	\$2,164,200
GSP - Regional Cooperative Tourism Plans	\$12,326,765
GSP - Grants	\$6,938,451
Global Sales	\$2,984,191
Destination Development	\$1,332,855
Administration & Operations	\$3,752,071
TOTAL	\$42,919,082

ENDING EQUITY

\$6,520,487



WINE COUNTRY LICENSE PLATE PROGRAM

When the Oregon Legislature passed the law creating the Oregon Wine Country license plates, they initiated two programs for Travel Oregon to bring to the tourism industry in Oregon: a matching grant program and a regional tourism promotion program. 100% of the net proceeds from the sale of these specialty plates are used to help advance wine and culinary tourism promotion projects and initiatives that help share the story and experiences of Oregon's wine and culinary bounty with Oregonians and visitors.

July 1, 2017 - June 30, 2018

SOURCES

Wine Country Plates Revenue	\$360,549
Beginning Fund Balance	\$480,907
TOTAL	\$841,456

USES

Wine Country Plates - Regional	\$145,752
Wine Country Plates - Grants	\$105,160
TOTAL	\$250,912





“The travel and tourism industry continues to be a bright spot for Oregon’s economy. Not only are travel-related spending, employment and earnings vital components to the state’s healthy economy, but also, traveling and connecting with the outdoors are good for Oregonians’ health and well-being.”

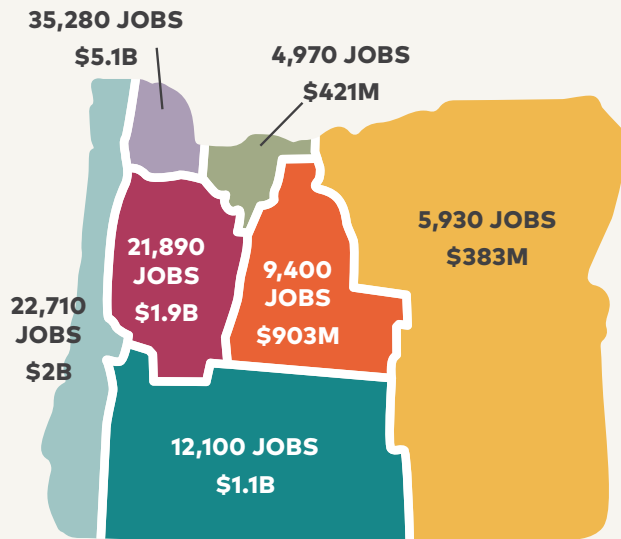
- Governor Kate Brown

RETURN ON INVESTMENT

- The Oregon Tourism Commission strives for efficient and effective stewardship of public funds. In 2017 tourism spending in Oregon enjoyed its eighth consecutive year of strong growth.
- Visitors to Oregon generated **\$11.8 billion** in revenue — a **4.7 percent increase** in spending in real dollars compared to 2016.
- Oregon destinations hosted **28.8 million overnight visitors**, with hotel room revenue throughout the state increasing by **1.3 percent**.
- Domestic visitor air arrivals to Oregon numbered **3.8 million**, a growth of **5.5 percent** over the previous year.
- The travel industry added more than **2,700 new jobs** in 2017, a **2.2 percent increase** over the prior year, bringing the total number of statewide travel industry jobs to 112,200.
- Secondary impacts from the re-spending of travel-generated revenues by businesses and employees were equivalent to **58,300 jobs** in 2017, with earnings of **\$2.8 billion**.
- The travel industry’s gross domestic product was **\$5 billion** in 2017.
- The travel industry is one of the **top three** export-oriented industries in rural Oregon counties.

Source: 2017 Dean Runyan Economic Impact Report

EMPLOYMENT & REVENUE DUE TO TOURISM



GEOGRAPHIC EQUITY & COMMUNITY SUPPORT

OVERVIEW

Travel Oregon strives to support the varied regions of the state's tourism industry, recognizing that each locale represents a diversity of needs and opportunities. With the passage of HB 4146, we began a comprehensive engagement and insight process to ensure that we fully understood industry members' priorities. The process included a **tourism engagement survey** and a series of **22 town hall meetings** in each of the state's seven regions — Portland, the Coast, the Willamette Valley, Southern Oregon, Mt. Hood/Columbia River Gorge, Central Oregon and Eastern Oregon. We also created several **work groups** focused on informing and engaging members of the tourism community, including a legislative lodging tax work group, a competitive grants work group and Regional Cooperative Tourism Program work group. This process gave us clear insight into the needs and perspectives of industry partners, key stakeholders and staff.



REGIONAL DESTINATION MANAGEMENT ORGANIZATION (RDMO) TOURS

We work to maintain our understanding of the needs of our regional partners. In keeping with our commitment to equal representation of the state's seven diverse regions, members of the Communications team, Integrated Marketing team and Global Sales team, as well as staff from our PR agency of record and our custom publisher, MEDIAmerica, visit each of the seven regions annually. During these visits, which we call Regional Destination Marketing Organization (RDMO) tours, Travel Oregon staff and vendors meet with regional partners to learn about what's new in each region. The RDMO tours offer us media talking points, new and unique stories to share through our outlets and emerging international tourism opportunities to highlight.



WORKSHOPS

In 2016, we introduced a workshop element to the RDMO tours to offer our regional partners training in public relations, online content, social media and international tourism. As part of this new workshop element, Travel Oregon also developed a statewide media tour plan to share with writers and editors across the state. We held meetings in every region and invited our local partners to participate and share stories about the positive effect travel and tourism has on their communities. Coverage included articles in *The Coos Bay World*, *Medford Mail Tribune*, *Eugene Register-Guard*, *KATU*, *MyColumbiaBasin.com* and the *Bend Bulletin*.



GLOBAL MARKETING

The Global Marketing team inspires statewide overnight travel through innovative advertising and world-class messaging and content.

ADVERTISING CAMPAIGNS

OVERVIEW

Travel Oregon develops advertising campaigns to inspire travel from high-yield visitors in key drive and fly markets. Our success in inspiring travel was noted in MMGY Global's annual Portrait of American Travelers study, which showed strong growth in U.S. leisure travelers interested in visiting Oregon. In 2010, Oregon ranked 14th out of all 50 states with only 6 percent of travelers interested in visiting. We are now 12th in the nation with 13 percent of leisure travelers interested in experiencing Oregon. Travel Oregon's award-winning marketing efforts also increased statewide lodging demand with 15.8 million rooms sold in FY17/18, accounting for a 1.2 percent increase over FY16/17. Oregon has seen a year-over-year increase in lodging demand for nine consecutive years for a total of nearly 30 percent growth — up more than 3.6 million room nights from FY08/09 (Source: STR, Inc).



In FY 2017/18, Travel Oregon launched two marketing campaigns that amplified the natural inclination of travelers to visit in the spring and summer and worked to encourage more wintertime travel. These campaigns — **Travel Oregon: The Game** and **Oregon: Only Slightly Exaggerated** — convey compelling Oregon stories in creative ways that broke through market clutter.

FALL / WINTER 2017

October 26 – December 16



SPRING 2018

March 12- May 6





TRAVEL OREGON: THE GAME

Travel Oregon recognized the need to motivate our target audience to visit in winter, a time of year when Oregon sees less visitors. With that in mind, Travel Oregon created “Travel Oregon: The Game” to educate would-be-travelers about Oregon’s wide range of winter activities. Nostalgia for this beloved childhood game combined with a modern-take on the content that led to record-breaking page views and time on site.

Running from late October through mid-December, the game brought more than half a million people to TravelOregon.com, where they stayed, played, and were inspired to plan trips to Oregon.



TRAVEL OREGON: THE GAME

Results

- **550,410** Unique visits to the game
- **124,480** Unique game plays
- **6,375,702** Video views
- **6 minutes** Average session duration of someone who visited the game
- **41 media articles** Secured featuring The Game, reaching an audience of more than 235.9 million with an average score of 8.6/10
- **17,300 rooms nights** Generated with \$2.1M in revenue*

* OTA booking data

Awards

- Silver Lion at the Cannes Festival of Entertainment (*The Oscars of Advertising*)
- Merit recognition in Branded Entertainment at The One Show
- Webby Honoree in the Game or Application category

COMBINED CAMPAIGN RESULTS

36,698,154

Video views

1.67 million

Sessions on TravelOregon.com

261,290,356

Paid and organic impressions across TV, digital, cinema and social

191,000

Subscribers to e-news with a FY17/18 net gain of 15,000

436,493

Facebook fans as of end of June 2018

227,495

Instagram followers as of end of June 2018

60,000

Visitor guide orders, which was a 32% increase over 16/17

479.5 million

Circulation sum from 154 earned media placements





ONLY SLIGHTLY EXAGGERATED

In March 2018, Travel Oregon introduced a new campaign to inspire people to find happiness off the beaten path in Oregon. This campaign was based on research showing that modern life is taking a toll on people's happiness and health. To help alleviate this troubling trend, we strove to stir a visceral, emotional reaction with our target audience using beautiful, enchanting animation. We showcased places in Oregon in new and innovative ways that were true and honest to the spirit of this place.

ONLY SLIGHTLY EXAGGERATED

Results

- **30,322,452** Video views paid and organic
- **212,260,056** Paid and organic impressions
- **532,000** Website sessions

Earned Media coverage

- **479 million** impressions
- **154** media placements
- **127** online features
- **27** broadcast and radio segments

4 million views within the first week

More than 10 million views at the end of the campaign



INTEGRATED & DIGITAL CONTENT

The Integrated Marketing team works to ensure that Travel Oregon is a trusted resource for travel inspiration. We oversee a wide-range of content, including **TravelOregon.com**, the official *Travel Oregon Visitor Guide*, *Scenic Byways Guide* and more than **200 digital stories, videos and itineraries** that aim to ignite a potential visitor's desire to travel in Oregon. But we don't just inspire visitors; we also provide them with necessary trip-planning information. TravelOregon.com strives to be a key resource and a hub of inspiration for travelers, both as the home of well-crafted expert content and as a guide to other high-quality resources.

For 2017/18 we reached an all-time record of

4.01 million website visitors

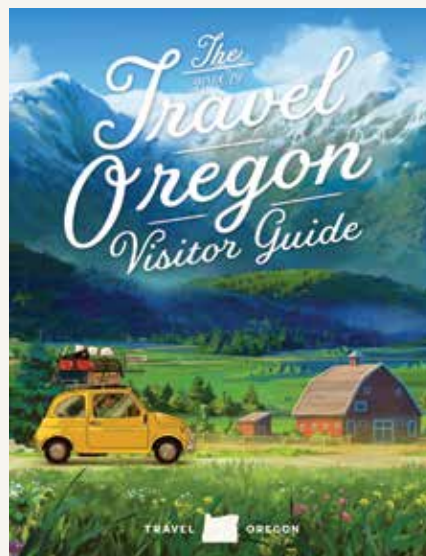
Travel Oregon's stories convey simple truths about the places we love without making the reader feel like they're being marketed to. Through first-person narratives, we share stories about Oregon as a refuge for idealism, a place for endless adventure, a place where dreamers can make big things happen, where we're serious about where food comes from, and a place with a shared sense of stewardship for the natural world.

Consumers reached via social media:

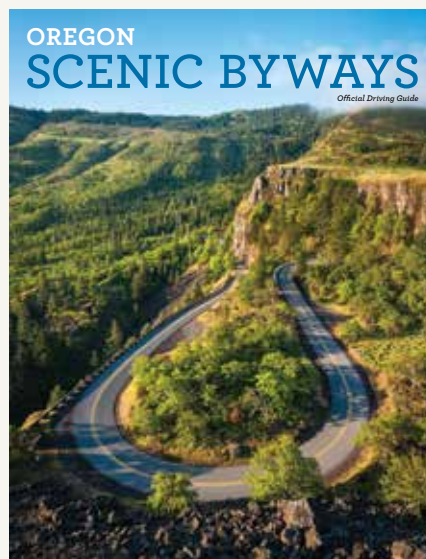
- 23.2 million Facebook
 - 6.9 million Twitter
 - 9.6 million Instagram
- 256 stories published**

This year Travel Oregon launched a new TravelOregon.com and our collaborative tourism management platform Oregon Tourism Information System (OTIS), which enables the industry to post content that is then distributed to multiple partner sites. To date, we have 47 partners around the state contributing content to help elaborate on nearly 11,000 points of interest, including lighthouses, museums, events and attractions.

Travel Oregon Visitor Guide



Oregon Scenic Byways Official Driving Guide



TravelOregon.com



TravelOregon.com was recognized by the International Academy of Digital Arts and Sciences as a 2018 Webby Award Honoree.



CONSUMER & INDUSTRY MEDIA

The Communications team garners coverage highlighting Oregon as a destination and showcasing the power of tourism to enhance communities throughout the state.

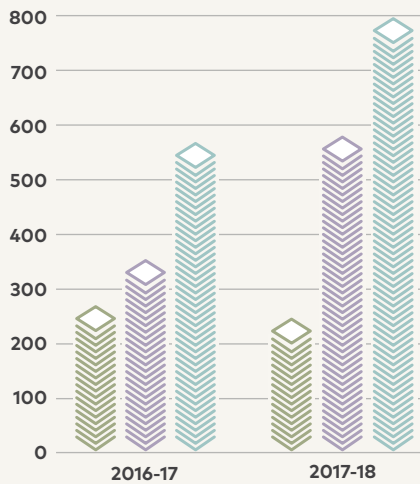
PRESS COVERAGE

Travel Oregon hosted 66 domestic journalists and garnered coverage for every region of the state in key publications like the NY Times, L.A. Times, Chicago Tribune, Sunset, USA Today, HuffPost, San Francisco Chronicle and Washington Post.



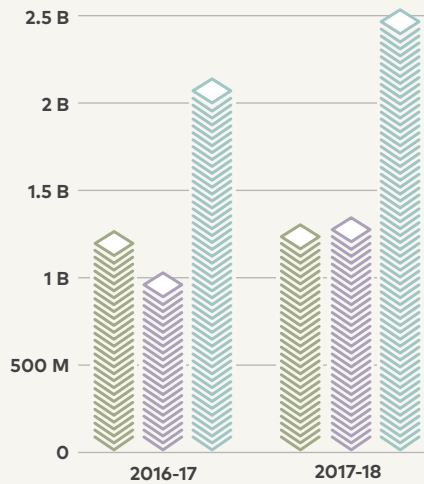
Media Articles

FY 2016-17 vs. FY 2017-18



Circulation

FY 2016-17 vs. FY 2017-18



FEAST

In addition to a yearly sponsorship of Feast Portland, the Communications team hosts pre-Feast familiarization tours for top-tier media attending the food festival so they can experience parts of the state outside of Portland. In 2017, we held four pre-Feast tours in Southern Oregon, the Central Coast, Central to Eastern Oregon, and Mt. Hood Territory with a total of 19 attendees, which resulted in 25 stories, a circulation sum of 54.4 million and average story score of 8.76 out of 10.

SATW

Travel Oregon partnered with Travel Portland to host the Society of American Travel Writers (SATW) conference in Portland in October. We provided 45 conference attendees with 10 different tours before and after the conference so they could gather story inspiration through their exploration of the state. These tours gained excellent coverage ranging from top-tier publications to personal blogs with a total of 32 stories, a circulation sum of 171.8 million and an average story score of 8.3 out of 10.

INDUSTRY ENEWSLETTERS

Our monthly eNewsletters reach nearly 4,500 of our partners and keep them up to date on key tourism news through a monthly industry newsletter, breaking news, and niche newsletters in outdoor recreation, destination development, culinary and agriculture, and sustainable tourism. The average open rate is 30%, which is 10% above the industry standard.

NATIONAL TRAVEL AND TOURISM WEEK

In celebration of National Travel and Tourism Week, Travel Oregon embarks on an annual statewide media tour to tout the positive economic impacts of the travel and tourism industry in every corner of the state. The 2018 tour reaped 37 stories with a circulation sum of 59.1 million and an average story score of 8.5 out of 10.

CRISIS COMMUNICATIONS

TOTAL SOLAR ECLIPSE

The Global Marketing team saw the Total Solar Eclipse through to success, finalized the agency's Crisis Communications Plan, and created assets for our partners to use during potential crises.

On August 21, 2017, Oregon was the first state to witness the Total Solar Eclipse. As the state with the best chance of clear skies that day, we were faced with the possibility of nearly 1 million visitors traveling into the 60-mile wide path of the eclipse.

Our goal was to ensure an excellent experience for visitors while preserving this beautiful place. We engaged approximately 60 state, local and federal partners to align our messaging to help **achieve four goals**:

1. Traffic backups post-eclipse will not exceed three times normal congestion for more than eight hours;
2. No people would die in eclipse-related traffic accidents;
3. Eclipse visitors would start no wildfires;
4. And hospital visits would be proportional to the size of the crowd.

Key Messaging Developed and Aligned with Partners:

- Keep Oregon moving: Arrive early, stay put, leave late
- Keep yourself healthy: Stay cool, stay hydrated, stay informed
- Keep yourself safe: No campfires, no fireworks, carry a first aid kit
- Keep Oregon safe: See something, say something



Our eclipse-related media contact resulted in 115 stories with 415 million in circulation.

Eclipse content on Travel Oregon's social channels saw 279,315 total web impressions and 1,084,522 total video impressions.



Travel Oregon also distributed 50,000 **Eclipse Guides**, and 80,000 tear-off maps and branded eclipse glasses. Staff at the official state welcome centers helped visitors make the most of their trips before, during and after this celestial event. The welcome center team at Portland International Airport received special recognition from the Port of Portland for their outstanding customer service to visitors leading up to the eclipse.

CRISIS COMMUNICATIONS PLAN

Travel Oregon presented the Crisis Communications Plan (CCP) to our partners at the annual gathering of Oregon Destination Marketing Organizations and at the Oregon Governor's Conference on Tourism, sharing key lessons from the Solar Eclipse and how they could be applied to develop a local CCP.



WILDFIRES

The wildfire season of 2017 burned 1.2 million acres in Oregon, including some of the state’s most significant visitor destination areas. To be proactive in wildfire prevention and preparation for 2018, Travel Oregon convened meetings with Bureau of Land Management, United States Forest Service, Oregon Parks and Recreation Department, Oregon Department of Forestry and Keep Oregon Green to align messaging. We also developed a wildfire toolkit, giving our partners the resources they need to help visitors plan or modify their trips should wildfires affect their vacation plans.

Impacts

Travel Oregon also worked with Dean Runyan Associates and Destination Analysts to conduct a study in March 2018 to better understand the economic impact of fires on Oregon’s communities and businesses:

- An estimated \$51.1 million in lost visitor spending during 2017
- Impacts were felt most strongly by food and beverage service (\$13.9 million) and lodging (\$13.5 million), followed by retail businesses (\$3.9 million).
- Employees and working proprietors lost \$16 million in earnings, and \$368,000 and \$1.5 million in local and state tax receipts respectively.
- Smoke was particularly widespread, causing 451 unique unhealthy air quality readings across the state, a 65% increase over the highest number of readings from 2000 to 2016.
- Businesses and Organizations reported that the most significant problems were the following: smoke (90%), customer perceptions regarding fire-related discomfort or danger (75%), and road closures (60%).
- Nearly half of the survey respondents believe the 2018 season may see a decline in visitation due to the possible perception that fire damage from 2017 has diminished their community’s appeal to visitors.

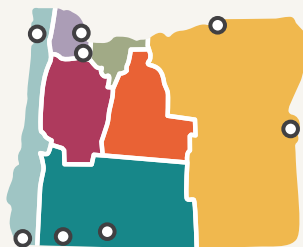


Travel Oregon, in conjunction with the Governor’s Regional Solutions teams, worked directly with the communities impacted by the 2017 wildfires. We engaged in meetings in the Columbia River Gorge and on the Southern Oregon Coast to highlight opportunities for our tourism partners to tap into Travel Oregon’s existing programs to aid in their recovery efforts.

WELCOME CENTERS

OVERVIEW

Travel Oregon operates seven staffed welcome centers at key entry points around the state. An eighth center, located in the Oregon Department of Transportation (ODOT) Siskiyou Safety Rest Area near Ashland, is anticipated to open in spring of 2019. These welcome centers are an essential part of a visitor's experience and provide in-person engagement with Travel Oregon's brand. We are able to offer this efficient and extensive program thanks to critical partnerships with Oregon Parks and Recreation Department, ODOT, Oregon Travel Experience, Seaside Visitors Bureau, Port of Portland, and the Port of Morrow.



\$1,858 vs. \$652

The average trip spend for visitors to Oregon Welcome Centers who stay overnight in Oregon is \$1,858 versus the average Oregon overnight trip spend of \$652.

Based on 2016/2017 Travel Oregon Welcome Center Survey and Dean Runyan Associates Oregon Travel Impact 2017.

"On our way back through Oregon from California we stopped at the Welcome Center and talked to a really nice lady who was so personable and knowledgeable. She was a real delight. Beautiful facility."

- Burt (WA)

"You did great! You all have the best information center of any state I've visited. Visited Oregon last year and decided to come back. After picking up our bags, we headed straight for the information center. Thank you for still being there with your smiling faces, tons of brochures, and helpful suggestions."

- Claire

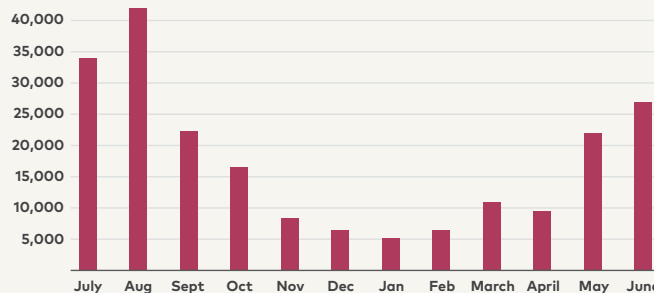
"At the beginning of our visit to Portland, we received hospitality at your counter. Due to your kindness we could enjoy sightseeing there. You took enough time to look for the way from Hood River to Timberline Lodge using public transportation. Thank you so much for the appropriate information and the fun conversation. See you again someday in our beloved Portland!!"

- Noriko (Japan)

VISITOR STATISTICS

Staff interacted with visitors from all 50 states and at least 57 countries. Top 5 countries visitors came from: Canada, Germany, United Kingdom, Australia and the Netherlands.

208,000+ travelers visited at least one of the welcome centers (up 11% over FY16/17), with August seeing the most visitors:



WELCOME CENTER BROCHURE PROGRAM

The Welcome Center Brochure Program gives Oregon attractions, lodging properties, tour operators, events, festivals and destinations the opportunity to reach visitors directly by displaying their brochures in one or more of our welcome centers. Through this program, each welcome center carries a broad selection of local, regional and statewide visitor information materials, including publications produced by Travel Oregon, Oregon Department of Transportation, Oregon Parks & Recreation, Oregon Department of Fish and Wildlife and other state and federal agencies.

284 paid advertisers participated in the brochure program, representing all seven regions.

35% increase over advertiser participation from last year

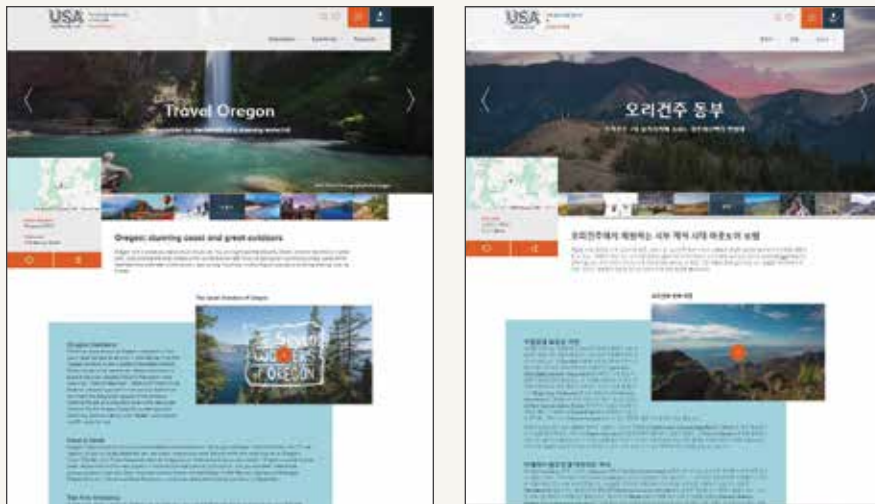


GLOBAL STRATEGIC PARTNERSHIPS

The Global Strategic Partnerships team strives to develop strong partnerships with local businesses and international organizations. We also award funding through a competitive grants program, work with the states RDMOs, and offer educational trainings that support and empower our industry partners.

BRAND USA GLOBAL MICROSITE

Travel Oregon led a website development project using Brand USA’s Visit the USA platform to give state and regional partners a unified voice to inspire international visitors. Content included must-see places, city pages and road trip videos with itineraries. This \$50,000 investment helped Travel Oregon reach 14 countries in seven languages.



Site performance as of June 19, 2018

38k pageviews

1:55 seconds time on site

2.6 million impressions

STRATEGIC PARTNERSHIPS

Travel Oregon is developing relationships with companies such as Laika, Columbia Sportswear, Nike and Dakine. These partnerships give Travel Oregon the opportunity to access a broader range of resource and expertise for the travel and tourism industry. These types of strategic partnerships raise awareness of our marketing, sales and development programs and elevate the Travel Oregon brand awareness outside the industry.

KEY TOURISM INDUSTRY PARTNERSHIPS

Travel Oregon is further developing relationships with the Oregon Restaurant and Lodging Association, Oregon Wine Board, Oregon Sports Authority, Oregon Film, and Business Oregon to identify additional opportunities for alignment and partnership.





“This project (to repair and install signage at the Siltcoos Lake boat ramp) would not be completed without your help.”

**\$1,775 award to
Dunes City**

“Because of this small grant award, Visit McMinnville now has one of the most user-friendly trip planning websites in Oregon wine country, and even better, the grant funded project allowed us to participate in positive collaboration with all tourism organizations using OTIS.”

**\$20,000 award to
Visit McMinnville**

“Hopefully, this small grant program will continue as it provides an opportunity to develop projects that support the local economy. Continuing to ensure the criteria offer the flexibility to allow ground-up solutions to come forward is an important attribute of the program.”

**\$20,000 award to
Association of Oregon Counties**

COMPETITIVE GRANTS PROGRAM

OVERVIEW

Travel Oregon directs 10 percent of the state transient lodging tax to a competitive grants program. The program awards grants for projects that contribute to the development and improvement of communities throughout the state by means of the enhancement, expansion and/or promotion of the tourism industry.

COMPETITIVE SMALL GRANTS PROGRAM

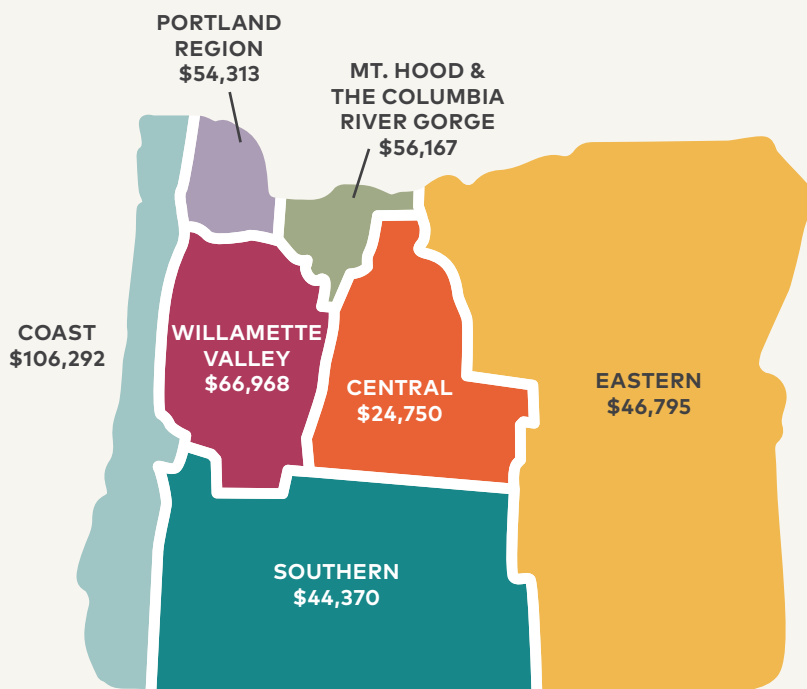
Travel Oregon’s Competitive Small Grants program funds requests up to \$20,000 with a required 10 percent cash match. Funded projects ranged from \$600 to \$20,000. Even the smallest amount provided a big impact for our communities.

29 projects funded

\$399,656 awarded

\$860,375 amount leveraged

138 community support letters



COMPETITIVE LARGE GRANTS PROGRAM

Grant Recipient: Oregon21

Travel Oregon awarded Eugene-based Oregon21 a \$10 million grant for the 2021 IAAF World Championships, which will showcase Oregon on an international scale. Oregon21 will receive \$2.5 million per year for four years.



The IAAF World Championships is the crown jewel of track and field sports — a 10-day spectacle of awe-inspiring performances from the best athletes in the world. Oregon21 will be the largest sporting event held in the world in 2021, and the largest our state has ever welcomed. Oregon will be the first state in the U.S. to host this event.

The global attention Oregon will receive over the next four years, culminating with the IAAF World Championships August 6 through 15, 2021, is an unparalleled opportunity for the state. During the 2015 IAAF World Championships in Beijing, approximately 63 hours of competition were broadcast to 194 countries over the course of nine days. By comparison, in that same year, the Super Bowl was broadcast to 180 countries for three-and-a-half hours.

Oregon21 has four key goals for this event:

1. Engage communities throughout Oregon and the United States, innovate how the world experiences sport, and be a global platform for advancing diverse programs that leave a lasting legacy.
2. Work with Travel Oregon to highlight the entire state of Oregon (encompassing all seven tourism regions) and create an event that is “Authentically Oregon.” Produce and deliver an experience that will create lasting memories for those who attend and spur a desire to visit in those watching from afar.
3. Benefit Oregon businesses by tapping into local resources and expertise at every level of event operations.
4. Offer opportunities to all regions of the state to host team training camps prior to the event.

Estimated Impact

A preliminary economic impact report conducted by ECONorthwest in the fall of 2015 estimated direct spending by visitors at the event itself would total **\$52 million**. The report also shows total direct spending by visitors throughout the state (including at the event) would total **\$138 million**. An estimated 4,874 visitors are expected for the event, with more than 60 percent of visitors coming from outside Oregon.

\$2.5 million annually for four years

\$85 million amount leveraged

11 statewide support letters



“This was an opportunity to leverage resources in key international and domestic markets in a way that we couldn’t possibly do on our own. This event will showcase what Oregon is and why we are special to a worldwide audience.”

- Ryan Snyder

Oregon Tourism Commission Chair
President, Martin Hospitality

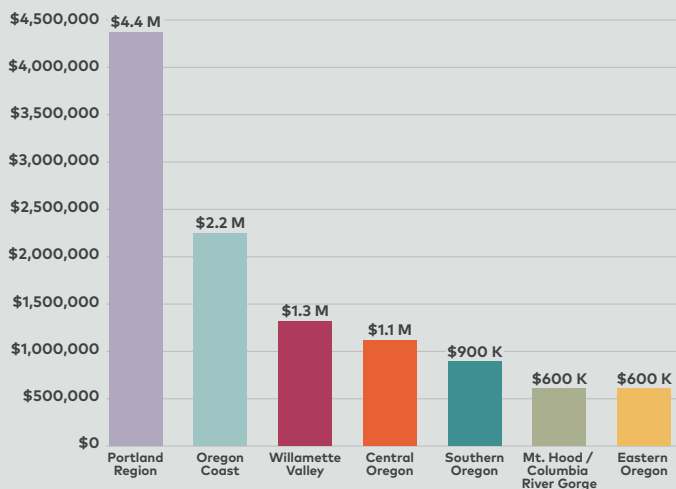
REGIONAL COOPERATIVE TOURISM PROGRAM (RCTP)

As mandated by HB 4146, the Regional Cooperative Tourism Program (RCTP) is supported by 20 percent of the state transient lodging tax. The RCTP focuses on tourism marketing, services, sales and development and works to ensure equal investment in each of Oregon's seven regions. In August 2016, Travel Oregon created a diverse work group of tourism businesses and state and local agencies to brainstorm how to improve the RCTP. The group created new guidelines, which were implemented in October of 2016. (RCTP funding and program evolution and guidelines can be viewed at: <http://industry.traveloregon.com/content/uploads/2018/08/RCTP-Guidelines.pdf>)

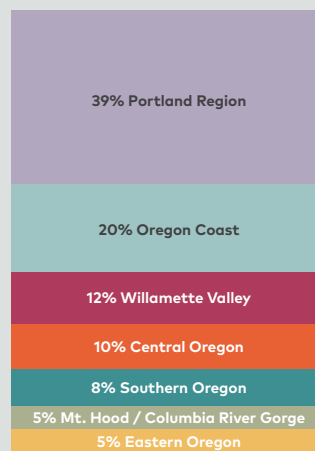
REGIONAL STAKEHOLDER MEETINGS AND SURVEYS

- 17 stakeholder engagements
- 577 statewide regional listening session attendees
- 230 engagements in 2017
- 347 engagements in 2018
- 8 stakeholder survey reports: 1 statewide, 7 regional

Overall Program Budgets



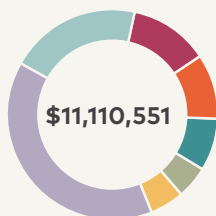
Regional Budgets as a Percentage of RCTP Program



RCTP OVERALL PLAN SUMMARY

Greater Portland	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood & The Gorge	Eastern Oregon
\$4,357,349	\$2,229,600	\$1,318,608	\$1,117,903	\$888,091	\$600,000	\$599,000

Budget by Region

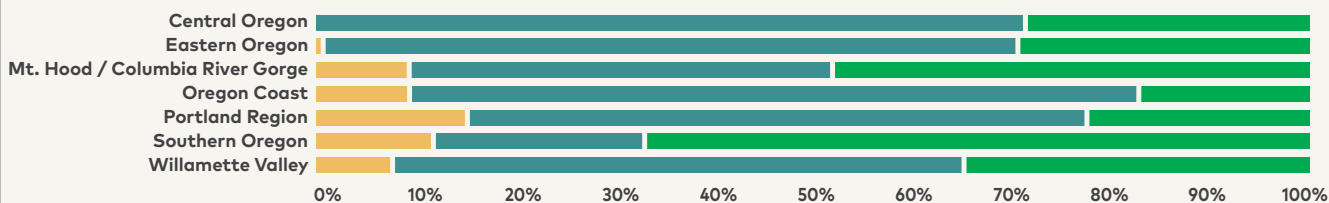


Budget by Tactic Category



Progress by Region

In Planning In Progress Complete



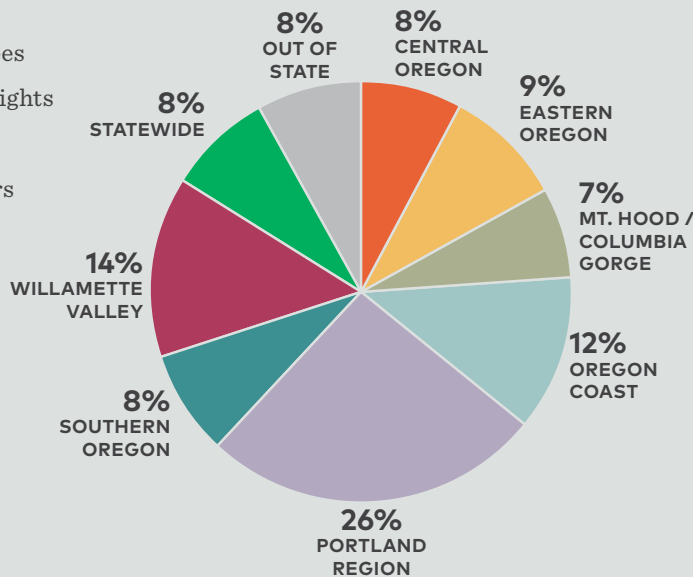


OREGON GOVERNOR'S CONFERENCE ON TOURISM

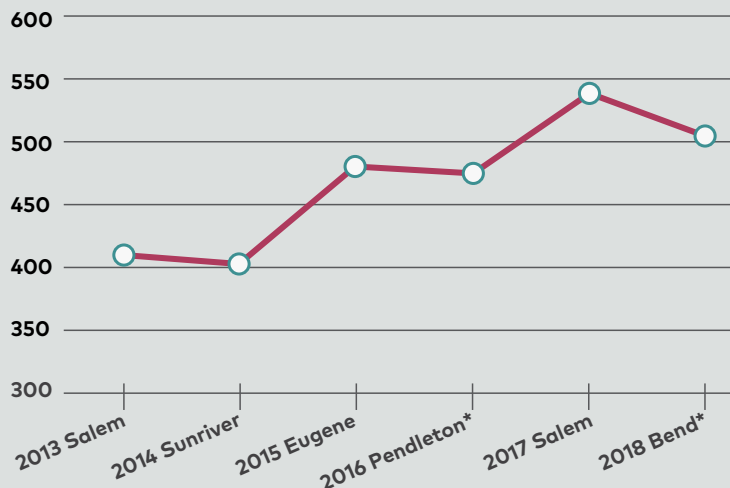
Each year, Travel Oregon hosts the Oregon Governor's Conference on Tourism in a different part of the state. This year's conference, held in Bend, offered three days of networking and workshops for more than 450 attendees, exhibitors, sponsors and industry experts.

2018 ATTENDEE STATISTICS

501 attendees
588 room nights
32 sponsors
40 exhibitors



YEAR-OVER-YEAR AVERAGE NUMBER OF ATTENDEES



*2016 and 2018 attendance sold out based on venue capacity. 2018 had a consistent waitlist of over 120 people.



2018 CONFERENCE SUSTAINABILITY PRACTICES

- Food and beverages served to attendees were sourced locally from Central Oregon and/or Oregon.
- Conference lodging provided in-room recycling bins.
- Convention center had recycling for exhibitors and event staff.
- No food or beverage was served from plastic, Styrofoam or disposable dishes.
- Cloth linens and napkins were used instead of paper.
- Handouts and information were shared through the conference mobile app to reduce paper waste.
- Green certified buses from Northwest Navigator were used to transport attendees to the night out event.

TRAVEL OREGON 101

This free seminar offers an overview of Oregon's travel and tourism industry. It's designed to help visitor-related organizations and businesses take advantage of the many opportunities offered by Travel Oregon, including Global Strategic Partnerships, Destination Development, Global Sales and Global Marketing. Travel Oregon 101 is offered online and in person.

TOURISM INDUSTRY OVERVIEW

- Who is the Tourism Industry?
- Travel Oregon's Organizational Structure
- What is a Regional Destination Management Organization / Destination Management Organization
- Tourism Industry Partnering Structure

GLOBAL STRATEGIC PARTNERSHIPS

- Regional Cooperative Tourism Program
- Grants Program
- Industry Services
- Strategic Partnerships Development

DESTINATION DEVELOPMENT

- Community-Based Development
- Product and Business Development
- Destination Management Services

GLOBAL SALES

- Target Markets
- The International Traveler
- How We Market Oregon Internationally
- Brand USA
- Are You Ready to Go International?

GLOBAL MARKETING

- Brand and Consumer Advertising
- Digital Platforms and Content
- Insight and Planning
- Consumer, Industry and Corporate Communications
- State Welcome Centers

SEMINAR STATISTICS

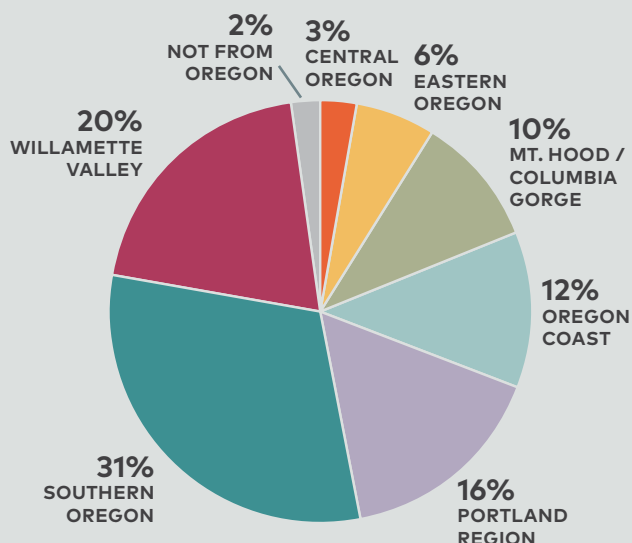
8 Seminars

Medford | Oregon City | Bend
Sandy | Eugene | Grants Pass
Bandon | Cascade Locks

4 Webinars

33% Signed up for the industry e-Newsletter

417 Attendees



DESTINATION DEVELOPMENT

The Destination Development team works with Oregon communities and businesses to help them realize their tourism potential and better participate in the state's growing tourism industry.

OREGON TOURISM STUDIO

Through the Oregon Tourism Studio program, the Destination Development team works with communities interested in developing sustainable tourism economies. Studios help communities create a shared vision to boost tourism, manage demand and develop unique offerings for visitors. The program helps increase high-value, authentic experiences for travelers in Oregon, while benefiting the livability and natural environments of rural communities.

In FY 2017-18, we revamped our Oregon Tourism Studio offerings by defining three distinct program types to better serve our distinct communities.

- **Rural Tourism Studios** for communities striving to grow tourism based on their region's unique offerings
- **Destination Management Studios** for communities with strong tourism demand and potential vulnerability to the impacts of high visitation
- **Tourism Experience Studios** for communities ready to develop and market specific tourism products, such as outdoor recreation or agritourism

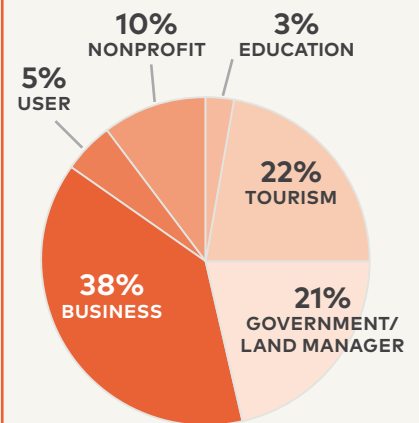
A survey taken six months after the Klamath Basin Tourism Studio showed that participants credited the program with catalyzing a **54% increase** in knowledge of sustainable tourism development. Attendees of the Southern Oregon Coast Tourism Studio reported a **65% increase** in knowledge of emerging market opportunities in a survey taken six months after the studio took place. Participants of both studios stated significant increases in clarity of action plan and levels of collaboration.

FY 2017-18 OREGON TOURISM STUDIO BY THE NUMBERS

5 Studios delivered

13 Action Teams formed

221 Attendees by sector:



To support priority projects identified by communities, Destination Development awarded **\$52,000** in Oregon Tourism Studio matching grants in FY 2017-18, bringing the total amount awarded since program inception to **\$208,000**.

"The workshop on Adventure and Outdoor Recreation turned out to be one of the most productive days of my professional life!"

-Southern Oregon Coast stakeholder

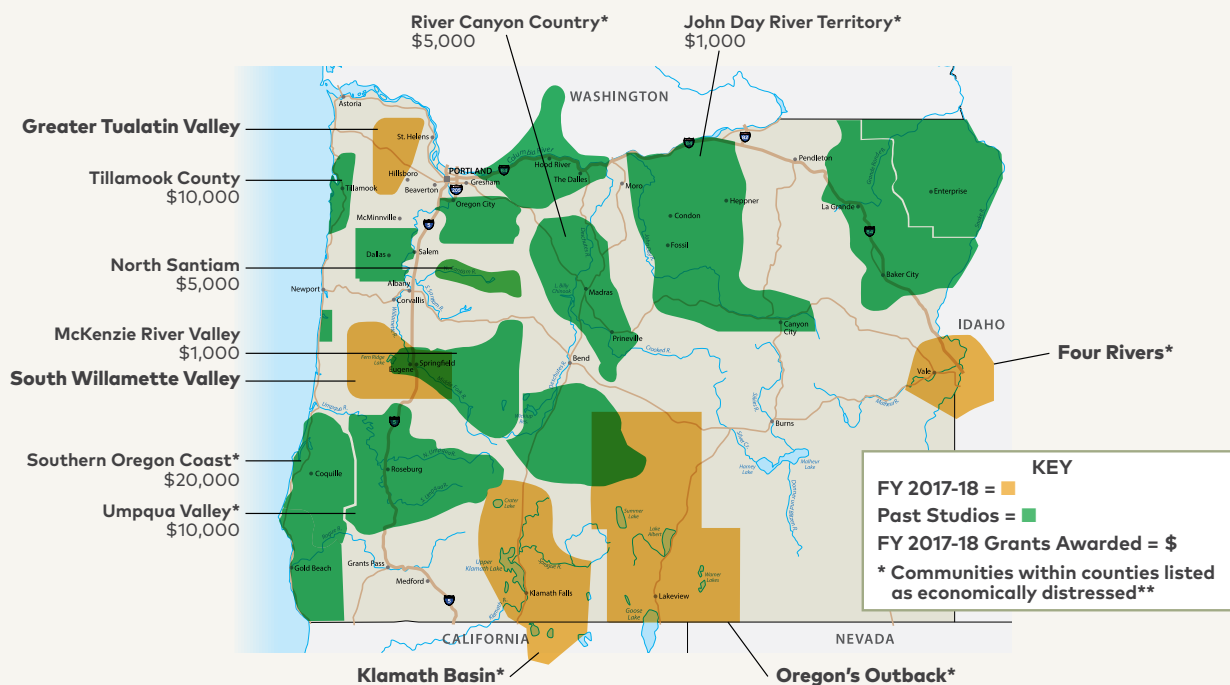
"The broad nature of the participants in the whole process — that has a lot of value. There are a lot of different perspectives. Together we caught a glimpse of what was possible."

- East Lane County stakeholder

"More than anything, Travel Oregon brought an awareness to the community and the area that these types of tourism efforts are real and effective and there's real money behind it and it brings people to the area."

- Umpqua Valley stakeholder

Oregon Tourism Studio Regions



**Source: Business Oregon, based on data from the U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis and Oregon Employment Department. December 29, 2017.

OREGON TOURISM STUDIO FOLLOW-UP WORK

In addition to awarding Tourism Studio Grants, Destination Development supports post-Tourism Studio regions by offering a suite of support services, including:

- **Network design consulting** – supports ongoing development of regional tourism networks to expand economic impact and strengthen relationships for locally driven growth
- **Technical assistance** – Travel Oregon offered grant writing assistance to 17 communities, as well as strategic planning support
- **Investment in full-time staff** – Julie Miller, Oregon South Coast Regional Tourism Network Manager

RESOURCE ASSISTANCE FOR RURAL ENVIRONMENTS

Travel Oregon completed a second-year partnership with the University of Oregon to deliver the Resource Assistance for Rural Environments (RARE) AmeriCorps program. Twenty percent of RARE placements in Oregon are focused on tourism development in communities that have completed an Oregon Tourism Studio. Five of the positions were funded in partnership with Travel Oregon, RDMOs and other local and regional partners and then matched with contributions from the University of Oregon.



PRODUCT DEVELOPMENT

Travel Oregon led, partnered on, or funded the development of 31 tourism-related projects across the state to support the continued development of the Oregon experience.

PROJECTS DELIVERED	REGION	LEAD PROJECT PARTNERS
CONSUMER-FACING PROJECTS		
62 New Bike Routes Published	Statewide	
Columbia Express – service expansion to Hood River	Mt. Hood/Gorge	Oregon Department of Transportation
Crooked River Canyon Scenic Bikeway	Central Oregon	
EV Charging Stations: Estacada, Florence, Junction City	Mt. Hood/Gorge, Oregon Coast, Willamette Valley	Forth, Tesla
Event Toolkits*	Willamette Valley	Travel Lane County, McKenzie Chamber of Commerce, City of Oakridge
Fat Biking Brochures: Central Oregon Coast, Southern Oregon Coast*	Oregon Coast	Oregon Coast Visitors Association
Gresham Bike Pod (TO Grant)	Portland Region	
Historic Columbia River Highway – continued redevelopment	Mt. Hood/Gorge	Oregon Department of Transportation
McKenzie River Valley: McKenzie Frenzy Event*	Willamette Valley	McKenzie River Chamber of Commerce
Mountain Bike Video	Mt. Hood/Gorge, Central Oregon, Willamette Valley	
North Santiam River Fusion 22*	Willamette Valley	North Santiam Canyon Economic Development Corporation
Oregon Food Trails: North Coast*, Wild Rivers Coast*	Oregon Coast	Visit Tillamook, Oregon Coast Visitors Association
Oregon Scenic Bikeway Video – Oregon Outback	Southern Oregon	
Oregon Scenic Bikeways Map	Statewide	Oregon Parks & Recreation Department
Regional Welcome Kiosks – John Day River Territory*, River Canyon Country*	Eastern Oregon, Central Oregon	Mid-Columbia Economic Development District, Maupin Chamber of Commerce, Prineville-Crook County Chamber
Santiam River Country Highlight Video*	Willamette Valley	North Santiam Canyon Economic Development Corporation
Tourism Studio Trip Ideas: East Lane County*, Umpqua Valley*	Willamette Valley, Southern Oregon	
Uncork Polk County*	Willamette Valley	Polk County Tourism Alliance
WeSpeak Toolkit - Lane County – Mountain Biking and Covered Bridges*	Willamette Valley	Travel Lane County, City of Oakridge, City of Cottage Grove
Whiskey Run Mountain Bike Festival*	Oregon Coast	Oregon Coast Visitors Association, Bike Newport, Travel Southern Oregon Coast, Wild Rivers Coast Alliance
Whiskey Run Trail*	Oregon Coast	Oregon Coast Visitors Association
INDUSTRY-FACING PROJECTS		
Cascadia Connect Car-Free Access to the Outdoors**	Oregon Coast, Mt. Hood/Gorge, Central, Willamette Valley	
Oregon Agritourism Network Survey 1-Page**	Statewide	
Oregon Outdoor Recreation Initiative Phase 1 Summary Report**	Statewide	
Trail Funding Webinar**	Statewide	

*Projects led by Oregon Tourism Studio Action Teams

**Project developed as part of an Industry Working Group

INDUSTRY WORKING GROUPS

Oregon has a competitive advantage over other states with our richness of outdoor recreation, bicycle tourism and culinary and agritourism. To support the advancement of these key areas, Destination Development manages and convenes statewide industry working groups to help industry members network, share lessons learned and increase development of tourism product and experiences.



A panel at the Roadmap to the Outdoors Symposium discusses ways to expand access to outdoor recreation in Oregon.

OREGON OUTDOOR RECREATION INITIATIVE

In 2016, Travel Oregon launched the Oregon Outdoor Recreation Initiative, a statewide effort to bring together businesses, agencies, land managers, conservation groups and recreational user groups around the goal of expanding access to outdoor recreation and increasing the economic impact and sustainability of Oregon's outdoor recreation economy. The initiative is steered by a 25-person leadership team. In September 2017 Travel Oregon published a Phase One Summary Report for the Oregon Outdoor Recreation Initiative, which can be found at Industry.TravelOregon.com/OregonOutdoorRecreation.

Action Teams established: Economic Impact, Network Design, Communications, Office of Outdoor Recreation, Transportation, Signature Trails, Diversity in the Outdoors

Action Team projects completed: Office of Outdoor Recreation, Roadmap to the Outdoors Symposium, Cascadia Connect Car-Free Access to the Outdoors Toolkit, Central Oregon Outdoor Recreation Network Discovery Survey

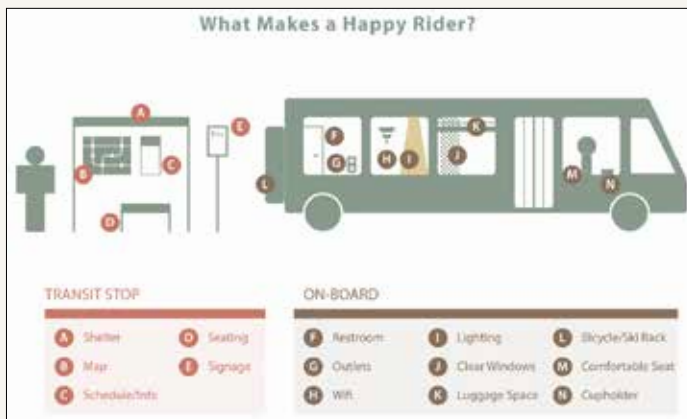
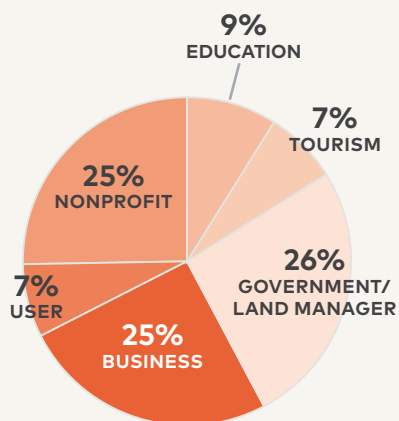


A panel at the Oregon Bicycle Tourism Summit discusses adventure cycling and tourism. Pictured left to right: Stephen Hatfield, Travel Oregon; Steve Schulz, Cycle Oregon; Jocelyn Quarrell and Kim McCormick, Oregon Timber Trail Association; Chris Bernhardt, C2 Recreation Consulting.

FY 2017-18 INDUSTRY WORKING GROUPS BY THE NUMBERS

6 Statewide events: Oregon Outdoor Recreation Summit, Oregon Trails Summit, Special Use Permit Workshop, Roadmap to the Outdoors, Oregon Bicycle Tourism Summit, Trails Funding Webinar

1,030 Attendees by sector:



A visual within the Cascadia Connects Toolkit displays key features and amenities needed to provide excellent transportation service.



OREGON AGRITOURISM NETWORK

With support from a 26-person leadership team, the Oregon Agritourism Network focuses on advancing policy, network development, marketing, quality of product offerings, education and economic impact of culinary and agritourism in Oregon.

In recognition of the numerous regulations that agritourism businesses must comply with to operate, Travel Oregon provided one-on-one technical assistance for agritourism to 37 businesses and 12 agencies.

2018 AGRITOURISM BUSINESSES IN OREGON: SURVEY KEY FINDINGS:

- Agritourism is growing in Oregon
- Operating agritourism businesses are seeking marketing support
- Agritourism businesses are seeking training, education and networking opportunities



DESTINATION MANAGEMENT

As Oregon matures as a tourism destination and resources for tourism expand, Travel Oregon invests in the management of tourism-related impacts. Destination Management activities focus on the quality of all elements that make up a destination and impact the visitor experience.

OREGON GUEST SERVICE GOLD

Through this work, Travel Oregon recognizes the importance of workforce development and giving back to support the long-term health and coordination of the people and places that collectively make up our state's tourism industry. We partnered with the Oregon Restaurant and Lodging Association (ORLA) to develop the Oregon Guest Service Gold customer service training, an internationally accredited education program. The training can be offered online or in-person.

- **35 new trainers** have been trained to deliver Guest Service Gold trainings
- **510 new students** were certified as Guest Service Gold in these regions:
 - Oregon Coast: 287
 - Willamette Valley: 66
 - Portland Region: 55
 - Southern Oregon: 52
 - Central Oregon: 34
 - Mt. Hood & Columbia River Gorge: 15
 - Eastern Oregon: 1

TRAVEL OREGON FOREVER

We developed the Travel Oregon Forever Fund in 2012 to enable residents and visitors to give back to tourism-related projects that make Oregon a better place to live and visit. Now, when visitors spend money at participating businesses, a portion of proceeds is donated to seven projects across the state. More than \$42,800 was raised in 2017 and more than \$175,000 has been raised and distributed since 2012.

2017-18 PROJECTS

The following projects were selected in December 2017 to receive an equal share of Forever Fund donations collected between 2017 and 2018:

OREGON COAST

Explore Nature



PORTLAND REGION

Gateway Green



Travel Oregon and Deschutes Brewing partnered to create the Slightly Exaggerated IPA; \$1 from every pint sold at the 2018 Oregon Governor's Conference on Tourism was donated to the Forever Fund.

SOUTHERN OREGON

Restoring the North Umpqua Trail



CENTRAL OREGON

Cascade Lakes Mountain Bike Trail



WILLAMETTE VALLEY

Bunchgrass Trail Rehabilitation



MT. HOOD / COLUMBIA RIVER GORGE

Ready, Set, GOrge!



EASTERN OREGON

Oregon Desert Trail



CLOCKWISE: COURTESY OF EXPLORE NATURE; GATEWAY GREEN; TRAVEL OREGON (5)

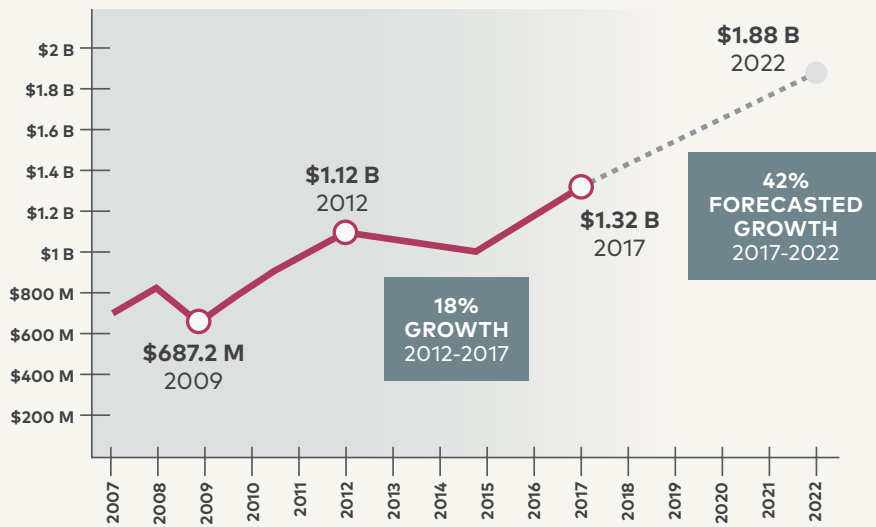
GLOBAL SALES

Travel Oregon's Global Sales team works to increase international inbound leisure travel to Oregon through travel trade, media, marketing programs and consumer events in key international markets and by supporting international nonstop airline service. Global Sales focuses on increasing visitation during off-peak seasons from the target markets of Europe, Asia, Oceania and North America, while monitoring growth and opportunities in emerging markets.

INTERNATIONAL VISITOR SPENDING

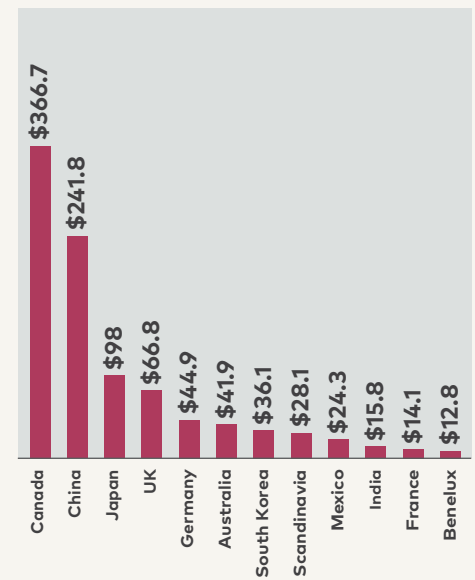
In 2017, international visitors spent \$1.325 billion, an 8% increase from 2016, compared to national average of 5%. Oregon is the sixth fastest growing state in international visitation.

TOTAL INTERNATIONAL SPENDING IN OREGON



2017 SPENDING BY COUNTRY

In millions of dollars

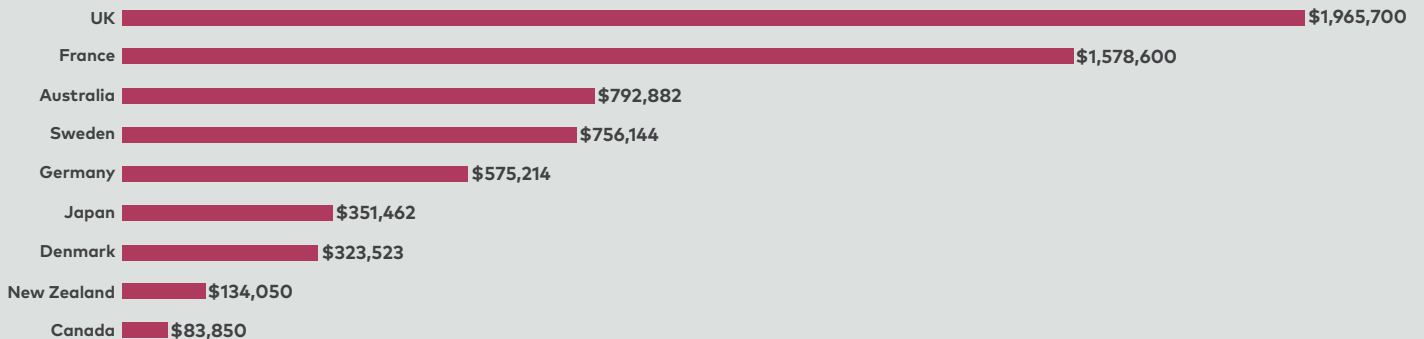


INTERNATIONAL MEDIA

Travel Oregon hosted 35 research trips with international media. Earned media generated 1,566 online and print pieces highlighting Oregon travel experiences, accounting for billions of international impressions valued at \$17,149,047.

By introducing international media to the splendor of Oregon via press trips, Travel Oregon is able to influence a large amount of international media coverage for Oregon. In planning these trips, we partner with RDMOs, local DMOs and businesses to showcase the state, which results in excellent media coverage.

TOTAL EARNED MEDIA VALUE



TRAVEL TRADE FAMILIARIZATION TOURS

These tours offer travel agents, product managers and tour operators the chance to experience new or existing Oregon product. This valuable program keeps Oregon top of mind when they are developing new tours or selling travel. Travel Oregon also collaborates with Brand USA on large-scale familiarization tours called Mega Fams, which typically involve multiple state partners.

*Travel Oregon hosted **38 travel trade familiarization tours** with tour operators/agents from **11 countries** – including 2 Brand USA co-sponsored Mega Fams Tours from Korea and the United Kingdom.*

RETURN ON INVESTMENT

Here are some of the new or expanded tours developed by international tour operators who attended a Travel Oregon familiarization tour:

United Kingdom: Dnata created an eight-day “Pacific Northwest Peaks & Pours” tour which includes five nights in Oregon and features craft beer and outdoor recreation experiences in Portland, Bend, The Columbia Gorge, Eugene, Ashland and Cannon Beach.

France: Syltours released the first ever French-guided motor coach tour in Oregon. The nine-day itinerary features overnights in Portland, Pendleton, Baker City, Bend, Roseburg, and Newport and includes many culinary and cultural experiences throughout the state.

Japan: Tabikobo created a seven-day exclusive Oregon tour that includes overnights in the Willamette Valley at the Vintages Trailer resort.

China: Jinjiang Travels (JJT) created a new small group nine-day tour itinerary for 2018 that focuses on Oregon exclusively.

Australia: Adventure World created a “Taste of Oregon” tour series featuring three- to 15-day itineraries featuring unique arts & culture, culinary and outdoor recreation experiences.



OREGON ROAD RALLY

Seventeen trade clients and four key opinion leaders from nine different countries embarked on a seven-day road trip through Oregon to develop new product and content. This year’s trip touched four regions, thereby offering clients more time to explore and less time driving. We offered a “speed dating” session so partners from the seven regions could meet one-on-one with Road Rally participants. More than 120 Oregon DMOs, partners and businesses helped make the Road Rally a success.

RETURN ON INVESTMENT

As a result of the Road Rally, more than 75 pieces of content were created by the four Chinese and Japanese key opinion leaders, including blog posts, social media stories, travel articles and live streaming videos that reached millions of viewers. Three trade publications also picked



up stories about the Road Rally in the United Kingdom, New Zealand and Australia. Six new itineraries based on the 2018 Road Rally are already being developed and sold in four markets, and Oregon’s visibility as a travel destination was highlighted with four tour operators through ad buys, social media posts, sponsorships and agency travel events.

DELTA SKY MAGAZINE

Japan, September 2017



GEO MAGAZINE

France, March 2018



TRADESHOWS & SALES MISSIONS



OVERVIEW

885 travel trade and media leads were generated in FY 2017-2018 through our participation in tradeshows, which we shared with the seven RDMOs.

10 tradeshows and four international sales missions were attended by RDMOs through expanded access to Regional Cooperative Tourism Program (RCTP) funds.

2018 US TRAVEL ASSOCIATION'S IPW

In May 2018, 50 delegates — at least one from each tourism region — shared Oregon with the world at the 2018 IPW tradeshow in Denver. In Travel Oregon's booth, delegates collaboratively engaged in more than 220 direct appointments or leads.



INTERNATIONAL GOLF TOUR OPERATORS NORTH AMERICAN CONVENTION 2018

Central Oregon's Sunriver Resort hosted the 10th International Association of Golf Tour Operators North America Convention with more than 160 golf tour operators from 35 countries attending. Travel Oregon partnered with five regions to host 100 buyers — a record number — on 10 pre- and post-convention familiarization tours to showcase Oregon as a premier golf destination. Travel Oregon and 15 Oregon partners attended the show, generating more than 60 leads from one-on-one appointments.



“Oregon is a truly spectacular and varied golf destination and one that is now firmly established in the minds of all those golf tour operators who attended our 10th NAC ... This convention had a completely different feel about it and perfectly reflected all that Oregon has to offer. Most importantly, everyone is now aware of the incredible array of amazing golf experiences readily available throughout the state and we are certain that you will see a dramatic increase in profile of Oregon on tour operators’ websites and group promotions in the coming months.”

**– Peter Walton,
Chief Executive of the
International Association
of Golf Tour Operators**

SALES DEVELOPMENT GRANTS

Local tour operators Dan Sizer with Go Wild American Adventures and Nick Gibson with Trans-Cascadia Excursions used small grants from Travel Oregon to attend the Go West Summit in Salt Lake City. Go West is a tradeshow introducing the world's top international tour operators to tourism-related businesses and services in the American West. This was the first tradeshow for each of them, and they both developed new sales opportunities and relationships with international buyers and Oregon suppliers.

“My biggest take away from Go West was networking within my community and learning more about the travel and tourism industry... and I found there is a lot of room for me to refine and grow my product.”

– Nick Gibson, Trans-Cascadia Excursions



INTERNATIONAL SALES DEVELOPMENT WORKSHOPS

The International Sales Development Workshop program was another new RCTP opportunity for RDMOs. With workshops tailored to each region's needs, local businesses learned about marketing to international visitors. Seventy-seven representatives from the Southern Oregon Coast and Willamette Valley participated in 2018. The South Coast Itinerary Planning Session produced a five-day itinerary that was promoted at the 2018 IPW tradeshow, and a similar itinerary from the Willamette Valley Itinerary Planning Session is underway.



CONNECTING KEY MARKETS

Oregon boasts 12 international nonstop flights to Portland International Airport:

- London Heathrow*
- Reykjavik *
- Frankfurt
- Amsterdam
- San Jose Del Cabo
- Puerto Vallarta
- Guadalajara
- Mexico City
- Tokyo
- Toronto*
- Calgary
- Vancouver

NEW: Mexico City *(year-round service added Winter 2018)*

Travel Oregon and key industry partners joined the Port of Portland's Mission to Mexico City to support the new, nonstop service on Aeromexico. Travel Oregon met with prominent travel trade and media, as well as Brand USA and Aeromexico to discuss potential promotions and partnerships. As a result of the mission, three media familiarization trips have been scheduled for summer/fall 2018.

**seasonal flights*



Swan Island Dahlias

GLOBAL REACH

The Global Sales team expands their global reach in international markets with consumer activations and traditional marketing programs and promotions with key airline, tour operator and other strategic partners. Just two of the many examples of successful marketing promotions this year included projects in the United Kingdom and Canada.

UNITED KINGDOM

In July 2017, Travel Oregon, in partnership with Brand USA, was one of three US destinations exhibiting at the **Royal Horticulture Society (RHS) Hampton Court Palace Flower Show**. Oregon's presence at the show was amplified by numerous media events and coverage highlighting the state as a unique destination for garden lovers and helping drive visitation from the United Kingdom and promote the new Delta Air Line nonstop service from London Heathrow to Portland. This is the world's largest annual flower show with 140,000 visitors in 2017. The total press coverage for Oregon's participation in the show was valued at \$9,011,918 reaching a circulation of 359,840,424.

CANADA

Travel Oregon partnered with Expedia to place key advertising across Canada targeting the leisure traveler with the message **"Save up to 25% and Keep Your Dollar At-Par!"** The campaign promoted American businesses accepting the Canadian dollar at par with the American dollar. The promotion ran May 23 – July 17, 2017. More than 6,000 hotel rooms were booked, with a two-night average length of stay and total gross bookings of \$1,434,160. More than 50 hotel partners from around the state participated in the campaign.

ADMINISTRATION & OPERATIONS

In providing general organizational support, the Operations team serves the state and Oregon's tourism industry through investment in effective human resources, leveraging the expertise of contract vendors to drive results and above all, ensuring transparency and attention to detail in accounting functions. Travel Oregon administrative costs were kept below **10 percent** of total revenues thereby maximizing resources available for our programs.

"I am inspired by the strong, smart people we work with and am excited to continue to build up our industry to make a difference in the lives of all Oregonians."

- Staff quote from the Travel Oregon Employee Engagement Survey

One of Travel Oregon's four imperatives, "Run an Effective Business," speaks directly to the responsibility shared by all employees working at Travel Oregon. Running an effective business starts with hiring and retaining great people. Travel Oregon employees understand the critical role tourism plays as an economic and community development engine. Engaged and empowered employees are pivotal to our success as is striving to ensure our industry partners feel optimistic and empowered to act. We work to provide an environment which fosters collaboration and a commitment to doing meaningful, impactful work in support of our vision to provide a better life for all Oregonians.

CAFR Gold Star Award

Travel Oregon has received the CAFR (Comprehensive Annual Financial Report) Gold Star Award every year since 2004 for our financial statements.

In addition, financial reviews submitted to the Oregon Secretary of State's office reflect an agency committed to excellence as stewards of state resources.



Some of the Travel Oregon team at the 2016 Oregon Governor's Conference on Tourism in Pendleton.

