



This list serves as an overview of how the tourism industry is investing in conservation and environmental stewardship across the state. It is not an exhaustive list but should help to illustrate the many projects and partnerships Oregon's tourism industry has taken on to enhance our scenic beauty, advance recreation opportunities, and ensure that visitors are traveling responsibly and respectfully.

Oregon Coast

- Explore Lincoln City uses their local TLT funds to support the Cascade Head Biosphere, including significant direct grantmaking and a [partnership with the Biosphere Collective](#) that invites visitors to join a guided experience with a local trained naturalist to learn more about the conservation efforts along the Salmon River.
- The Oregon Coast Visitors Association has recently used their TLT funds to launch [a Kind Traveler Partnership](#), which works with local hotels to drive donations associated with each guest's stay to organizations like the North Coast Land Conservancy and Friends of Otter Rock Marine Reserve
- [Haystack Rock Awareness Program](#) is funded by the City TLT in Cannon Beach. They educate visitors on the local intertidal and seabird ecology, encourage the practice of proper tidepool etiquette, and educate visitors about the state and federal laws and agencies responsible for managing Haystack Rock.
- Tillamook Coast recently used TLT to create and administer their [Volunteer Adventures Program](#), which brings visiting groups to Tillamook County to both experience local tourism and give back to the community. Volunteer projects can include beach clean ups and removing invasive plant species with local nonprofits like SOLV and Tillamook Estuaries Partnership.
- A number of TLT funded organizations along the Coast have [partnered with Trailkeepers of Oregon](#) to undertake trail stewardship efforts and visitor education on principles like Leave No Trace

Southern Oregon

- Travel Southern Oregon and the Lake County Chamber of Commerce, two TLT funded organizations, recently spearheaded the creation of the [Oregon Outback Dark Sky Sanctuary](#)—which is the largest Dark Sky Sanctuary in the world. In addition to being an important step to expand visitation to this very rural area, the Dark Sky Sanctuary creates a light management plan that ensures the one billion migratory birds who pass through SE Oregon on the Pacific Flyway can continue to use the night sky for navigation rather than be thrown off course by artificial light.

- The Illinois Valley has recently used TLT dollars to make trail improvements to the [Rough and Ready Botanical Wayside](#) to enhance accessible recreational offerings and visitor educations while continuing the protection of unique habitat and wildflowers throughout the wayside.
- Recent efforts in Grants Pass utilized TLT funds to plan a design [a new 15 mile trail network](#) along Dollar Mountain that will increase outdoor recreation opportunities and tourism in Southern Oregon while also creating important fire mitigation improvements to the complex.
- Southern Oregon Trail Alliance received TLT funds for rehabilitation of sections of the Taylor Creek Trail following the Klondike Fire and construction of five trailhead kiosks along Taylor Creek Trail.

Eastern Oregon

- The Eastern Oregon Visitors Association has utilized TLT funding to deploy [stewardship and maintenance efforts](#) to prepare Eastern Oregon's most visited public lands for the high visitation season including Wallowa Whitman National Forest, The Owyhee Region, The Steens Mountain Wilderness and the Alvord Desert. Tactics have included work parties, the provision of new trash facilities to reduce waste in sensitive landscape, and the deployment of responsible recreation messaging.
- In Wallowa County, [ODFW received TLT funds](#) to make infrastructure and accessibility improvements to establish Marr Pond as the only ADA accessible fishing facility in Wallowa County, including the construction of new trash facilities and improved wildlife viewing areas.
- In recent years, destinations across Northeastern Oregon have been using TLT dollars to create the Hells Canyon Scenic Byway stewardship plan, working with land managers like USFS and BLM to evaluate recreation challenges opportunities across the region including needs for visitor dispersion in well-loved areas and wayfinding and signage tools to enhance responsible recreation.
- In La Grande, TLT dollars are currently being used to help [create a new bike park](#) that aims to increase economic prosperity and recreation access for the area while ensuring the natural environment is also respected.

Portland Region

- Travel Oregon and Travel Portland have directed TLT funds to [support the Human Access Project](#), a local nonprofit that strives to increase recreation in the Willamette River in Central Portland through clean ups and environmental work like algae bloom management.
- Further up the Willamette River, TLT funds have been used from Clackamas County and beyond to [enhance the Willamette River Trail](#), including enhanced deployment of leave no trace messaging and increased cleaning of facilities and river clean ups to ensure the well being of the riparian ecosystem.

- In Washington County, ongoing TLT funds have been programmed to support [the development of the Salmonberry Trail](#), an 82 mile trail built on a decommissioned railroad line that will stretch from the Tualatin Valley to the Coast, while protecting and restoring local watershed, removing invasive species, and supporting outdoor education.

Central Oregon

- In Bend, the local destination organization Visit Bend programs a significant portion of their TLT dollars to their [Sustainability Fund](#). Grants from this fund have supported projects like the habitat restoration and infrastructure improvements at Riverbend Park, conservation and safety improvements at Smith Rock, and a partnership with Trout Unlimited to enhance protection efforts at Tumalo Falls.
- Throughout the region, Visit Central Oregon also provides [grants from their Future Fund](#) to support stewardship as well. Their awarded projects include habitat and accessibility improvements on the Deschutes River, a partnership with the Deschutes Soil and Water Conservation District to support sark skies work, and sustainable new mountain bike trails on Cline Butte.
- Separate from the grants made by destinations organization themselves, the [Deschutes Trails Coalition also receives TLT](#) generated in Deschutes County for trail and recreation improvements.
- In Sisters, TLT funds have been used to create a [Trail Ambassador Program](#) in partnership with the Sisters Trail Alliance. Ambassadors educate trail users about sustainable recreation, environmental trail stewardship and reducing user-impact and multi-user conflict on the trails.

Mt. Hood and the Gorge

- The Mt. Hood and Gorge tourism region has a long standing [partnership with Trail Keepers of Oregon](#) through a trailhead ambassador program to not only improve the overall visitor experience but also support land-management agencies by increasing user preparedness.
- The City of Troutdale has recently used TLT funds to conduct a [parking management and shuttle feasibility](#) study to alleviate congestion at high visitation sites, increase accessibility of nature and attractions for underserved communities and people with disabilities as well as improve community livability and reduce emission in sensitive ecological areas like along the Sandy River.
- On Mt. Hood, TLT funds have been used for design and construction of a comprehensive trail signage program for 8.6 miles of new hiking trails developed by Mt. Hood Meadows. This project helps to provide ease of access for visitors and residents by designing and installing comprehensive signage program for the new trail system, including: welcome and trail map signage, interpretive signage, trail marker signage and interpretive markers to interpret the specific flora and fauna.

Willamette Valley

- A number of destination organizations across the Willamette Valley have been [directing funds to the Resilient Headwaters](#), a coalition that is driving recovery work in the Santiam Canyon including plans for rebuilding the parks and trails that were lost to devastating fires—as well as re-imagining new places for people to experience nature through outdoor recreation.
- Several tourism organizations have been working along with local jurisdictions in recent years to undertake [a Yamhill Rivers Access strategy](#), which includes a comprehensive assessment of existing public access points along the Yamhill Rivers to identify key access opportunities, decrease the use of social trails and undeveloped access points, and reduce negative impacts to riparian ecosystems.
- As communities along the Mackenzie River have also faced devastation from fires in recent years, there has been a focus on tourism helping to support community recovery. TLT funds have been used to launch [a partnership experience with Cascade Volunteers](#), where visitors dedicate time to ecological recovery along the river through a guided experience.

Statewide

- For several years, Travel Oregon has directed TLT funds to a partnership with [Keep Oregon Green](#) to ensure that messaging is distributed to educate visitors and residents on fire safety and wildfire prevention best practices.
- In recent years, Travel Oregon has worked with the USFS to develop [an Oregon Trails Fund](#), using TLT and federal dollars to increase capacity of Oregon trail organizations to support stewardship projects on new or existing USFS trails, and/or provide volunteer and trail ambassador programming to help provide enjoyable trail experiences for a diversity of visitors and recreation users. 11 projects across 6 tourism regions were supported through these partnerships.
- For many years, Travel Oregon has acted as a convener and trainer for [guides and outfitters](#) including offering workshops, and sharing best practices for topics such as commercial operations on public lands. The current Travel Oregon ad campaign also encourages visitors to Go With A Guide, enhancing visitors' experiences through encouraging stronger connections to the land and ensuring responsible travel.
- Travel Oregon has also used targeted social media ads to reach potential visitors to some of those well-loved sites like the North Coast and suggest lesser-known destinations in the area to support our visitor dispersion goals. At other points in the summer, similar tactics deploy “know before you go” messaging to make sure folks are armed with the most up to date visitor information like permit requirements at Multnomah Falls and responsible recreation behavior like staying on trail.
- Other state agencies and land managers will also ask Travel Oregon to utilize their communication channels for message amplification. Travel Oregon also administers ODFW's consumer website.

