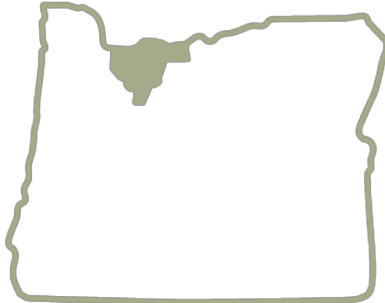
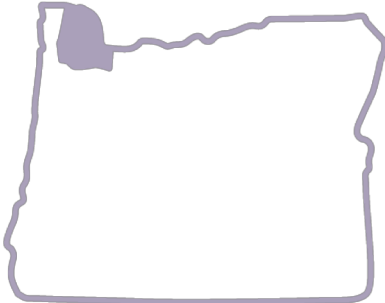
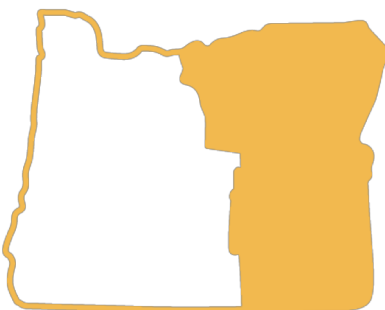
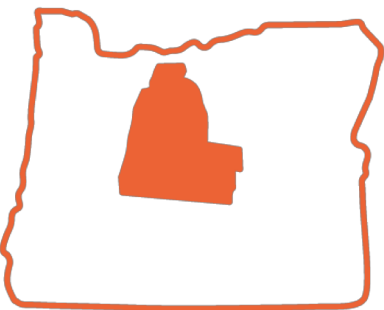
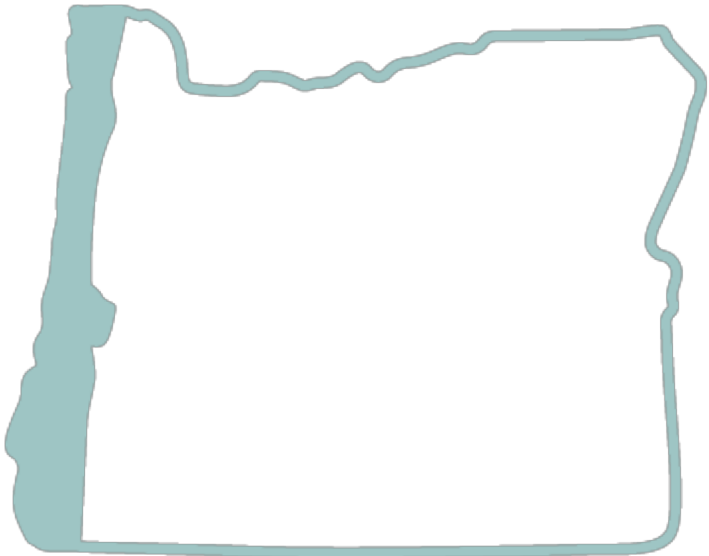
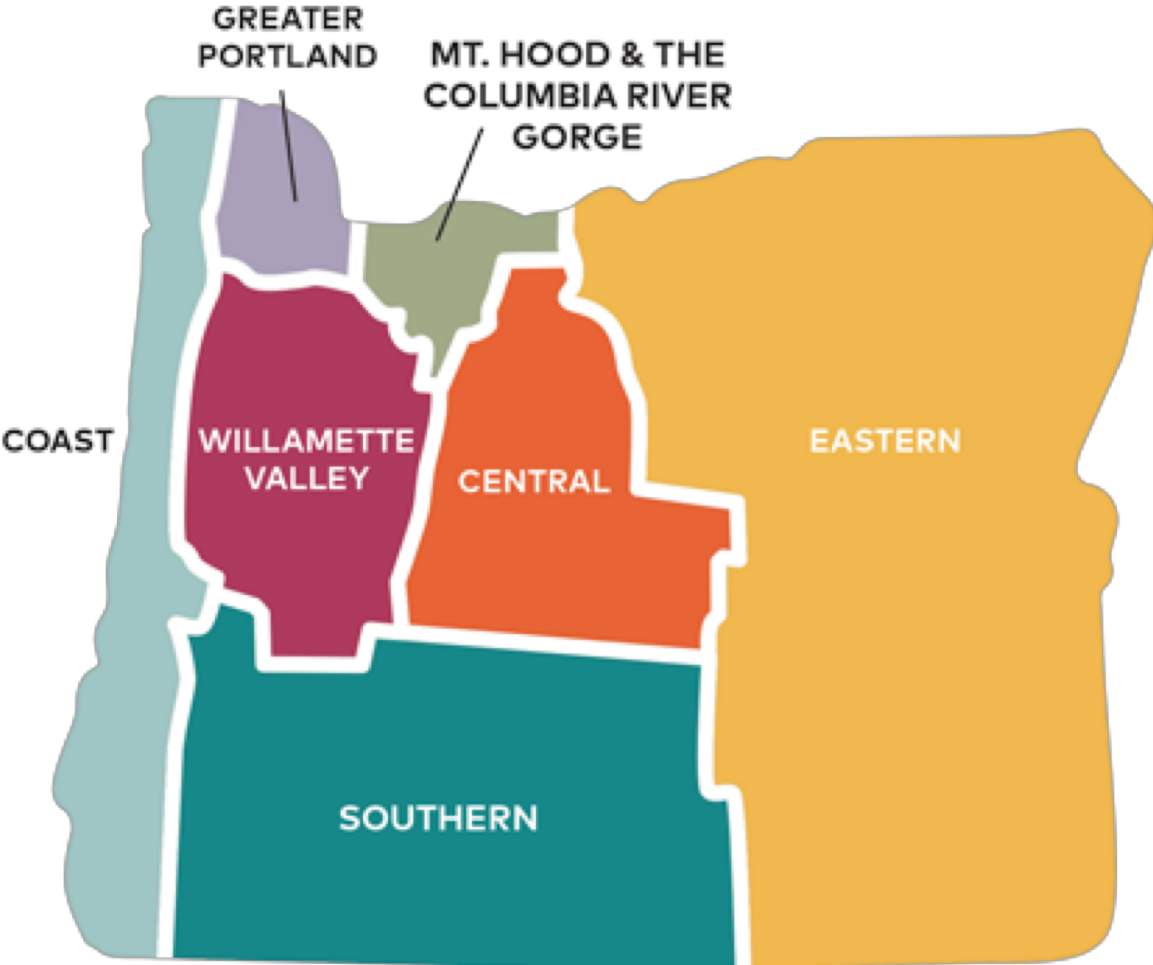


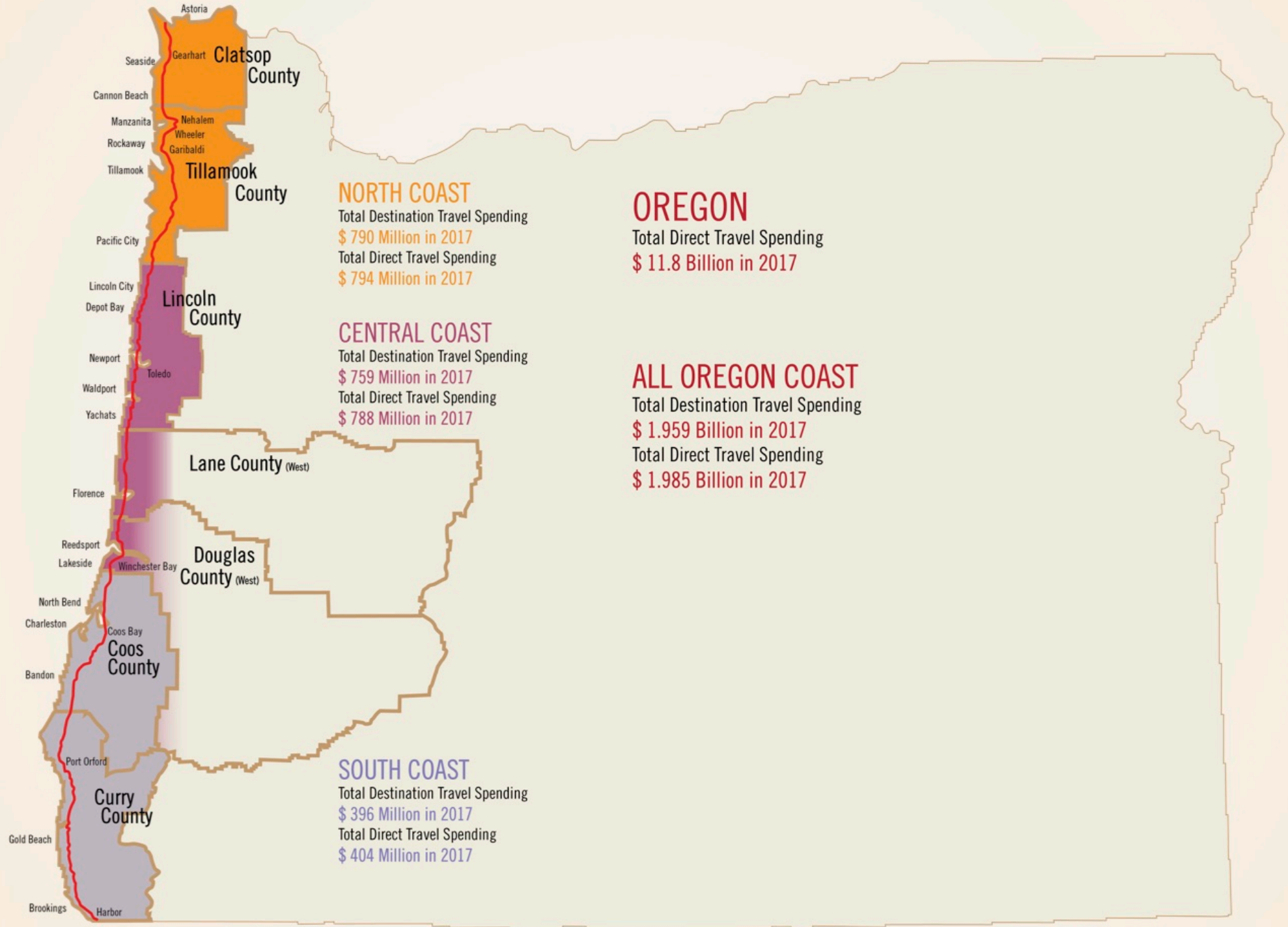
A person is riding a bicycle on the crest of a large sand dune. The sky is filled with soft, white clouds, and the sand is a warm, golden-brown color. The overall scene is peaceful and scenic.

Tourism & Outdoor Recreation

The Oregon Coast Visitors Association

OREGON'S SEVEN REGIONS





STAKEHOLDER FEEDBACK

CONDUCTED SURVEYS

- 611 Completed Surveys (coastwide)
- Coos Bay - April 13, 2018 (36 people)
- Tillamook - April 14, 2018 (33 people)



2018 OREGON TOURISM ENGAGEMENT SURVEY

OREGON COAST

This report summarizes findings from a 2018 survey of tourism industry stakeholders in Oregon. The survey sought feedback from stakeholders to provide guidance and perspective on priorities for future investments from Regional Destination Management Organizations. Findings are presented for respondents from Oregon Coast with additional statewide results for context.

STAKEHOLDER KEY FINDINGS

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

N 63% C 69% S 84%

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

N 57% C 57% S 75%

Increase visitation to the region during off peak season.

N 64% C 79% S 83%

Manage tourism growth in order to preserve local assets (natural and cultural).

N 81% C 65% S 67%

Identify and foster partnerships to address the current demand on outdoor/natural resources and identify plans to mitigate its impact.

N 77% C 57% S 67%

Influence an ethos of conservation and sustainability in ongoing development and marketing.

N 72% C 59% S 64%



VISITOR PROFILE RESEARCH

Destination spending

2017 Coast Region Spending = \$1.9 Billion

Recreation 10% \$187 Million

Main purpose of marketable trip

Touring 31% coast, 24% state

Outdoors 24% coast, 23% state

Activities and experiences

Beach/Waterfront 63% C, 30% O

National/State Park 28% C, 25% O

Landmark/Historic Site 26% C, 24% O

Hiking/Backpacking 23% C, 20% O



OCVA's Investments

Regional Trails & Infrastructure

Oregon Coast Trail
Tillamook Bay Heritage Route
Water Trails/Paddle Guides

Restoration Work

Trail Keepers of Oregon
Volunteer Events

Global Sales

Outdoor Adventure Shows

Research

OSU Ext. *Assessment of Registered Oregon Coast
Outfitters and Guides*



Thank You

