

TRAVEL



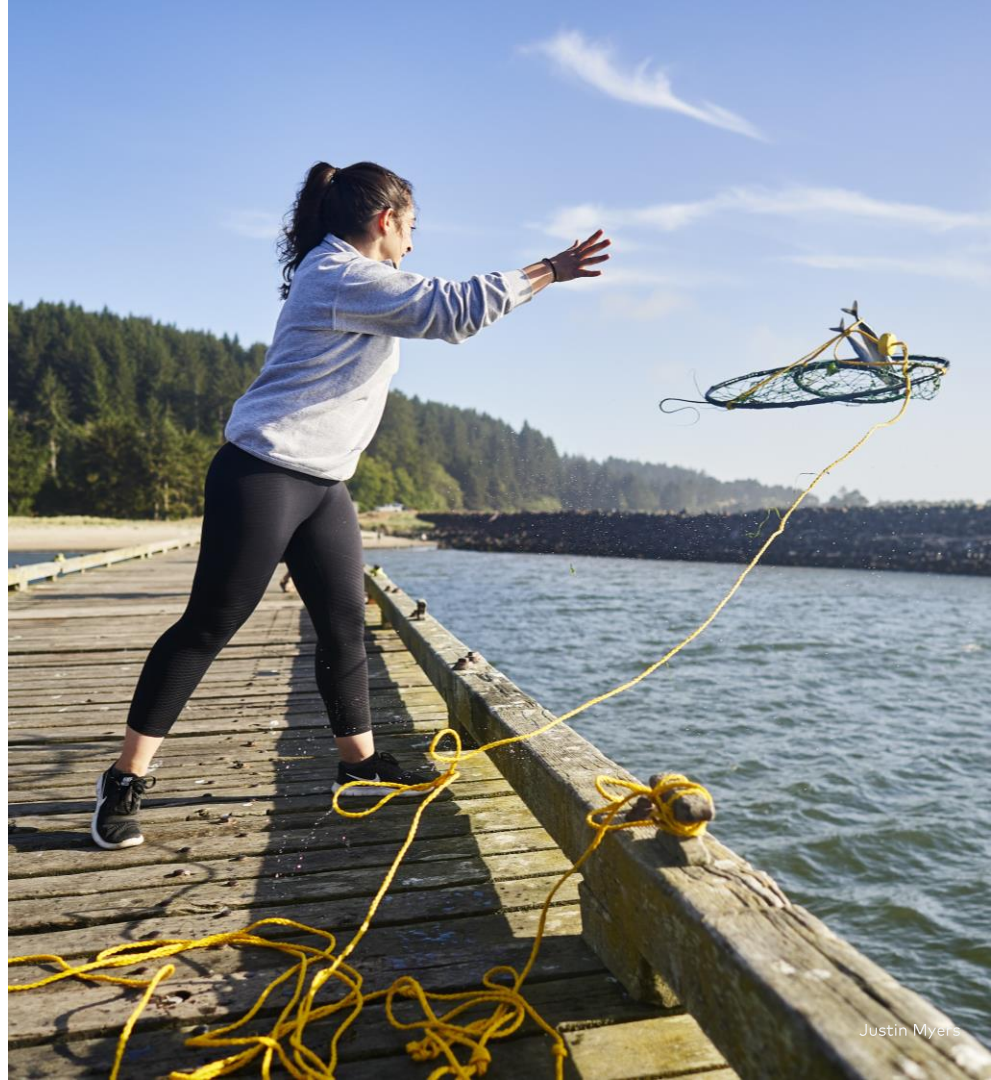
OREGON

**House Economic Development,
Small Business, and Trade Committee**

Justin Myers Photography

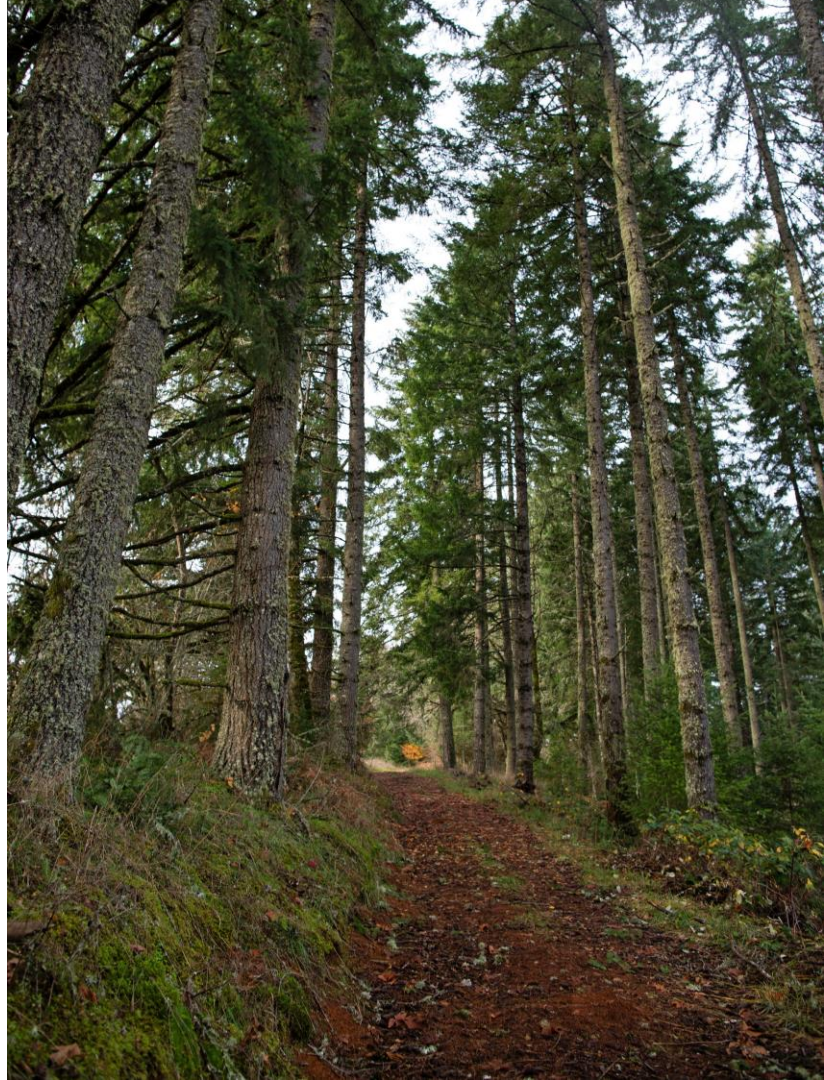
TRAVEL OREGON – WHO WE ARE

- Travel Oregon is Oregon's official destination management organization
- We inspire travel that uplifts Oregon communities. Collaborating with stakeholders and partners to align as stewards of Oregon, we work to optimize economic opportunity, advance equity and respect the ecosystems, cultures and places that make Oregon...Oregon.
- 30% of our funding goes back into community via grants and regional programming, remainder spent on tourism promotion and development



BUILDING OREGON'S TOURISM ECONOMY

- In the 2003 recession, the Governor, legislature, and leaders across the state recognized that tourism was an untapped market and that strategic and sustained investment was needed to establish Oregon as a travel destination for business and leisure.
- Travel Oregon came into existence as a semi-independent state agency through House Bill 2267, which also established a dedicated funding source through a statewide transient lodging tax.
- There is a direct correlation between transient lodging taxes paid and the tourism programs those taxes support – like other fee-based local and state agencies.





TRANSIENT LODGING TAX OVERVIEW

- Travel Oregon funded by 1.5% statewide tax governed by ORS 320.300
- Tax levied on hotel, motel, short term rental, RV park, campground stays less than 30 days with some exceptions
- Cities and Counties levy their own TLT to fund general services, tourism facilities, and local tourism promotion. Rates will vary.
- State and local taxes are cumulative, some visitors can pay as much as 16% on overnight stays.



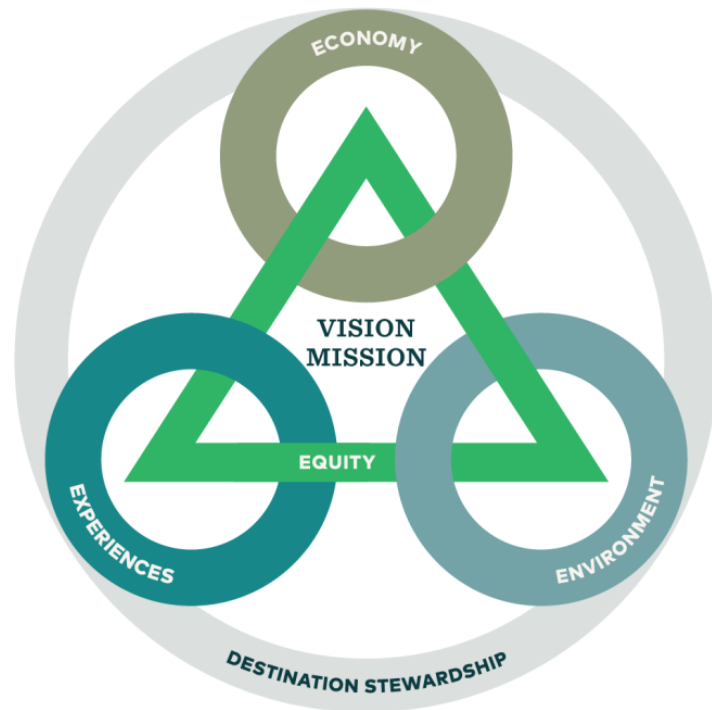
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TOURISM ECOSYSTEM

- Travel Oregon strives to drive visitation to and across the state, aligning with local Destination Management/Marketing Organizations (DMOs) and our 7 tourism regions
- Stable local funding allows DMOs to plan, leverage resources
- Ecosystem allows for increased attention when communities face challenges (e.g. wildfire, Portland's recovery)

DESTINATION STEWARDSHIP APPROACH

Our Destination Stewardship Approach seeks to balance and meet the economic, environmental and social/cultural needs of a destination, developing a tourism economy that mirrors Oregon's values



TRAVEL OREGON DEPARTMENTS

KEY AREAS OF FOCUS

Brand Stewardship

- Marketing strategy
- Advertising campaigns
- Web and social media content
- Sales and market development
- Visitor guides

Destination Stewardship

- Grants and investments
- Regional Cooperative Tourism Program
- Industry trainings
- Tourism and community development

Insights and Impact

- Research and analytics
- Strategy development
- Public affairs
- International, consumer, and industry communications
- Partnerships and events
- Workforce development

Administration

- Accounting and finance
- Facilities
- Operations and IT
- Procurement and contracting
- Oregon's 7 Welcome Centers



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INVESTMENTS

- Per statute 10% of total budget goes to competitive grants fund
- Past grant cycles have included accessibility focus, recovery focus. Awards include: new trails in Grants Pass, fire restoration at Fall Creek Falls, promoting accessible recreation in Lane County
- Additional programs: Wine Country License Plate Grants, Recreation Ready
- Event sponsorships like Portland Winter Lights Festival

REGIONAL COOPERATIVE TOURISM PROGRAM

- Per statute 20% of revenue goes back into community via regional destination management organizations
- 7 regions receive a pro rata share of statewide TLT generated in their area
- Leverage state dollars with private and public resources to develop region specific marketing and management strategies
- Projects include:
 - Air service support for RDM
 - Dark Sky designation in Lake County
 - Trailhead ambassadors in the Gorge



ADVERTISING CAMPAIGNS



Meet Your Oregon Guides

Get to know Oregon from people who love Oregon. Find an expert guide to embark on epic adventures.

Filter by Activity



Wavecrest Discoveries

Based in Oregon Coast



Travel Oregon with James



Chockstone Climbing Guides

Based in Central Oregon



Guided Kayak Tours - Newport

Based in Oregon Coast



Portland Spirit Tours on The Explorer Jetboat

Based in Portland Region



Astoria Underground Tour

Based in Oregon Coast



Kayak Tillamook County

Based in Oregon Coast



Travel Oregon with Anika

- Year-round marketing campaign, active across 15 markets in traditional and social media platforms as well as owned content
- Focus on "Go with a Guide" message
- Objectives:
 - Welcome all
 - Reach new audiences
 - Stronger, more personal connections to Oregon
 - Disperse visitors
 - Drive travel bookings



SMALL BUSINESS SUPPORT

- Trainings and engagements for guides and outfitters through Why Guides program
- Local culinary and agritourism businesses amplified through Oregon Food Trails. More than 500 farms and businesses featured.
- General marketing support for small and medium tourism businesses: web listings, google business, social media and search engine trainings

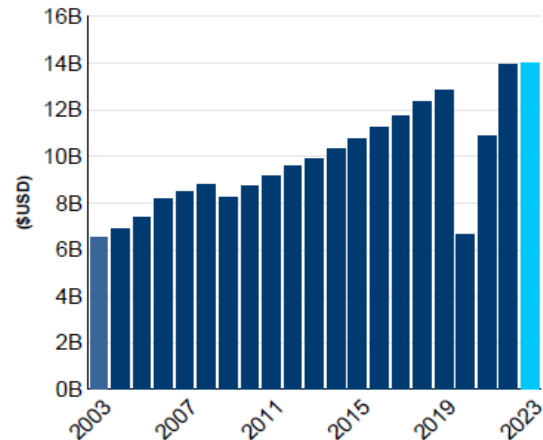


TRADE

- Global sales staff active in market across Canada, Japan, South Korea, The UK, The Netherlands, Germany, and Australia
- Key support for international air service development to PDX
- Ongoing opportunity for international visitor recovery, spending has yet to rebound
- Work to align strategy and maximize impact with key trade agency partners: Business Oregon, Port of Portland, and Oregon Department of Agriculture

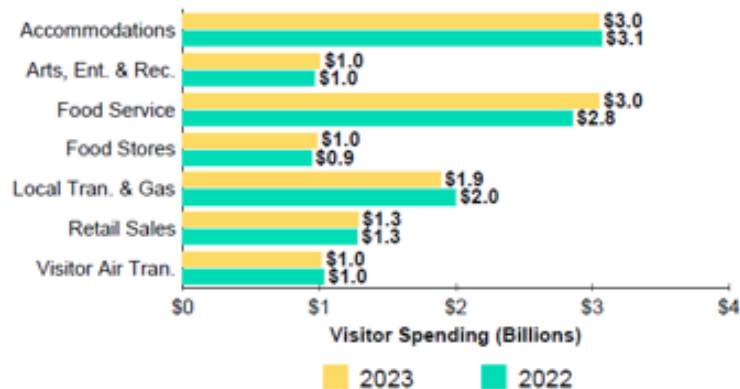
ECONOMIC IMPACT

- \$14 billion in direct travel spending in Oregon in 2023 across food, lodging, retail, transportation, arts and recreation
- Travel spending generated 118,500 jobs across the state, returning to pre-pandemic numbers. Maintained role as largest traded sector employer in the state.
- Employees and proprietors earned \$4.5 billion in 2023
- \$651 million in local and state tax revenue from travel activity last year
- Oregonians accounted for 36% of visitor spending, other Americans 59% and 4% came from international visitors

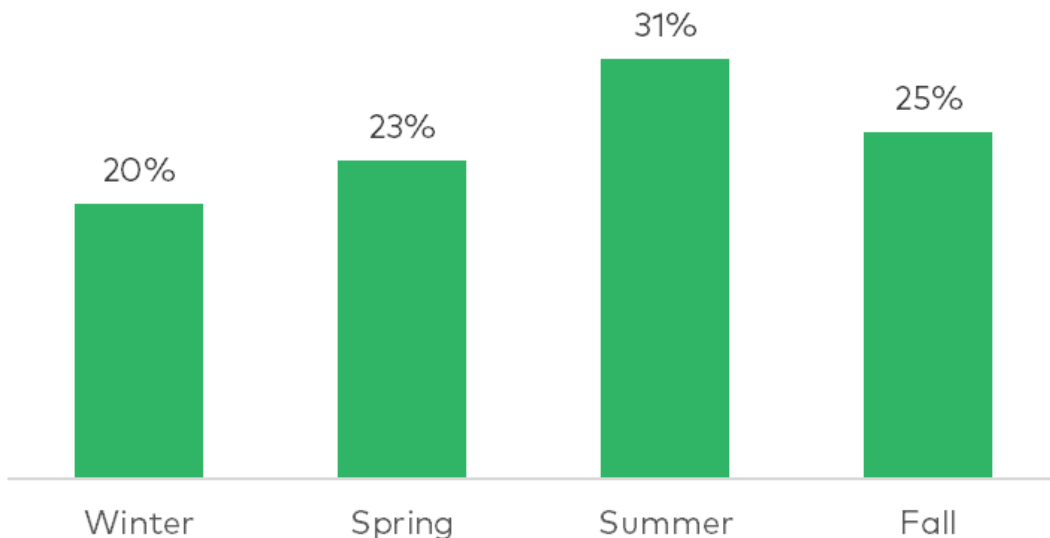


Oregon Travel Spending

Visitor Spending by Commodity Purchased



Visits by Season 2023



Seasonality

- Travel Oregon works to spread the positive economic impact of tourism across seasons
- Unsurprisingly, visitation is highest in the summer and lowest in the winter
- In addition to a significant reduction in occupancy in the winter, room rates also decrease
- Ongoing need for shoulder season campaigns and activations

TOURISM INDUSTRY PERFORMANCE

- Visitor spending has more than doubled since 2003
- More than \$400m increase in annual local and state tax revenue
- Consistent annual growth in jobs, spending, revenue that outpaces inflation
- Demand has shifted: visitors spend an additional 2.7mil hotel nights compared to 2008

	2003	2023	CHANGE (2003-23)
<i>Direct Employment</i>	85,590 jobs	118,5200	+38%
<i>Employee Earnings</i>	\$1.7 billion	\$4.5B	+168%
<i>Visitor Spending</i>	\$6.5 billion	\$14.0B	+115%
<i>Taxes (State/Local)</i>	\$242 million	\$651M	+169%



THANK YOU
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