



NORTH COAST STEERING COMMITTEE

- Astoria-Warrenton Chamber of Commerce
- Cannery Pier Hotel + Spa
- Cannon Beach Chamber of Commerce
- City of Cannon Beach
- City of Seaside Visitor's Bureau
- Clatsop Economic Development Resources
- Community Supported Fishery
- Friends of Cape Falcon Marine Reserve
- Manzanita Visitor Center
- National Park Service
- North Coast Land Conservancy in Seaside
- Oregon Coast Visitors Association

- Oregon Department of Forestry
- Oregon Department of Transportation
- Oregon Parks and Recreation Department
- Pacific City + Nestucca Valley Chamber of Commerce
- Pelican Brewing
- Regional Solutions
- Sunset Empire Transportation District
- Tillamook Area Chamber of Commerce
- Tillamook County Transportation District
- Tillamook Estuaries Partnership
- Visit Tillamook Coast

STATEMENT OF INTENT

The North Coast Tourism Studio Steering Committee believes the immediate focus must include strategies that aim to achieve systemic change and deliver innovative solutions aimed to:

- **Preserve and enhance the natural and cultural resources** of the region while offering high-quality experiences.
- Encourage stewardship best practices by visitors and the industry.
- Integrate cultural heritage into the visitor experience, authentically and respectfully.
- Reduce congestion during peak seasons and in high-use areas.
- Spread the seasonality of visitation.
- **Spread** the **positive economic benefits** of tourism throughout the region and **maximize the integration** with other key economic drivers including fisheries, forestry, agriculture and main street retail.
- **Increase local understanding** and appreciation of the value of tourism, and the contribution it makes to the local economy.
- Capitalize upon the array of visionary projects already underway to bolster momentum and ensure this region remains a unique destination.



NORTH COAST STUDIO WORKSHOP + EVENTS

SEPT 25 SUMMIT

Networking Event

OCT 9

THE PEOPLE'S COAST SUMMIT

OCT 10

OCT 16 DESTINATION STEWARDSHIP - Networking

OCT 17 VISITOR TRANSPORTATION - Workshop

NOV 13 OUTDOOR REC – Networking Event

NOV 14 OUTDOOR REC – Workshop

DEC 4 CULTURAL HERITAGE – Networking Event

DEC 5 CULTURAL HERITAGE – Workshop

JAN 15 VISITOR COMMUNICATIONS – Workshop

JAN 16 TEAMING FOR ACTION – Workshop

Community Celebration Event

NOVEMBER 13 OUTDOOR RECREATION FAM TOURS

Outdoor recreation opportunities that occurred earlier today:

- BEACH WALK AND TIDEPOOLING @ HAYSTACK ROCK
 9 a.m. 12 p.m. | hosted by Haystack Rock Awareness Program
- FUNGAL FORAY: MUSHROOM AND LICHEN HIKE @ OSWALD WEST STATE PARK
 1 p.m. 4 p.m. | hosted by Tillamook Estuaries Partnership & Oregon State Parks
- EXPLORE THE COASTAL EDGE @ ELK FLATS / DEVIL'S CAULDRON
 11 a.m. 2 p.m. | hosted by North Coast Land Conservancy & Explore Nature Partnership
- HOT APPLE CIDER KAYAK TOUR @ ECOLA CREEK
 2 4 p.m. | hosted by Kayak Tillamook Coast

WORKSHOP OVERVIEW

WORKSHOP DAY 1 TUES, NOVEMBER 13 | 9AM-4 PM

Outdoor recreation FAM tours

TUES, NOVEMBER 13 | 5PM - 8PM

Welcome & Networking

Mountain Bike Dreams

- Whiskey Run (S. Coast)
- N. Coast Vision

Uncharted Waters – Bold Ideas to Explore the Coast

Grant Rilette Fishing

Coast with a Trail Running Through It

- Oregon Coast Trail
- Trailkeepers of Oregon

WORKSHOP DAY 2
WEDNESDAY, NOVEMBER 14 | 9AM-4 PM

Welcome & Introductions

Presentation: Outdoor Recreation Trends, Economy and Classifications

Presentation: Global Inspiration

Activity: Future State

Panel: Industry Leaders

Activity: Top Opportunities for the Region

LUNCH

Activity: Adventure Traveler Wants and Needs

Activity: Adventure Traveler Itinerary Development

Activity: Opportunity Areas / Gap Analysis

Synthesize and Recap

CONCLUDE

MOUNTAIN BIKE DREAMS ON THE COAST

WHISKEY RUN: EDDIE KESSLER, PTARMIGAN PTRAILS

N. COAST VISIONS: MARTY WISEHART & JOSH VENTI

NETWORKING

MEET TWO <u>NEW</u> PEOPLE AND TELL THEM ABOUT YOUR VISION FOR OUTDOOR RECREATION IN THE N. COAST REGION.

ONCE YOU'VE SHARED YOU VISION TWICE, DROP YOUR BUSINESS CARD AT THE REGISTRATION TABLE TO ENTER A DRAWING FOR A SPECIAL TRAVEL OREGON GIVEAWAY!

UNCHARTED WATERS - Bold Ideas to Explore the N. Coast

GRANT RILETTE FISHING: WHITNEY & GRANT RILETTE

NETWORKING

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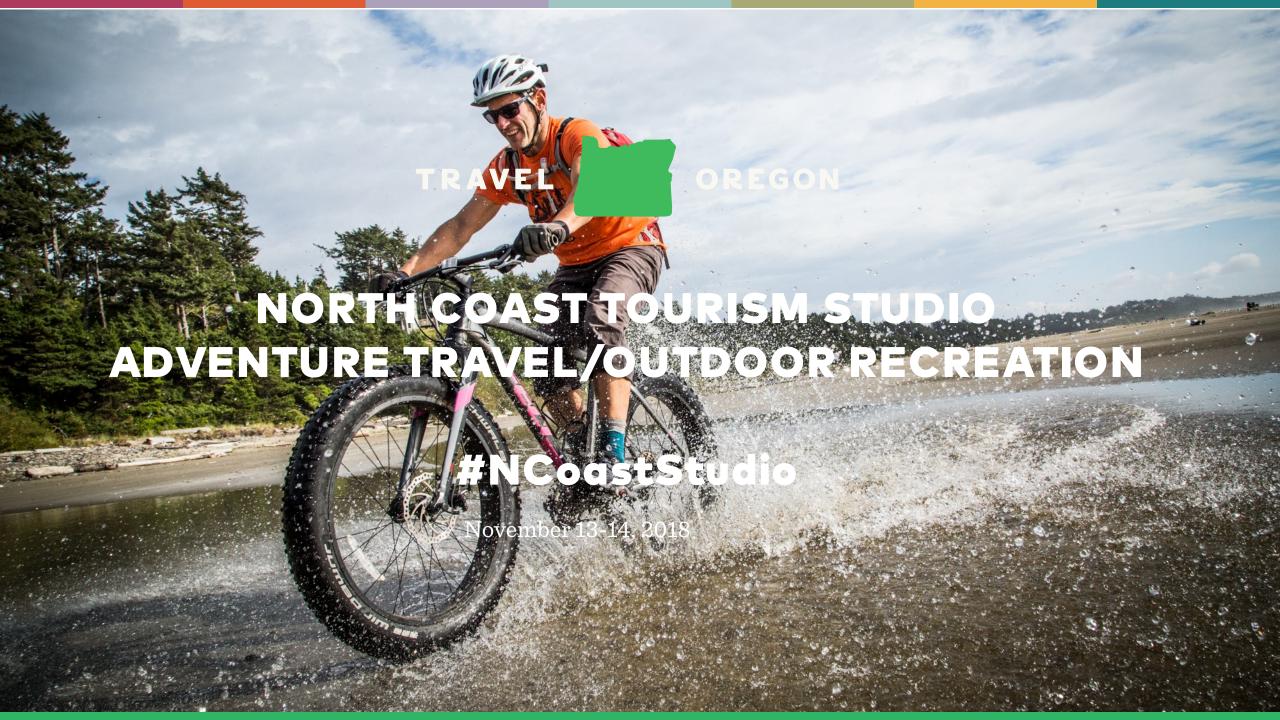
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COAST WITH A TRAIL RUNNING THROUGH IT

OREGON COAST TRAIL: PETER DALKE, OREGON SOLUTIONS

TRAIL STEWARDSHIP: SUSAN SCHEN, TRAILKEEPERS
OF OREGON





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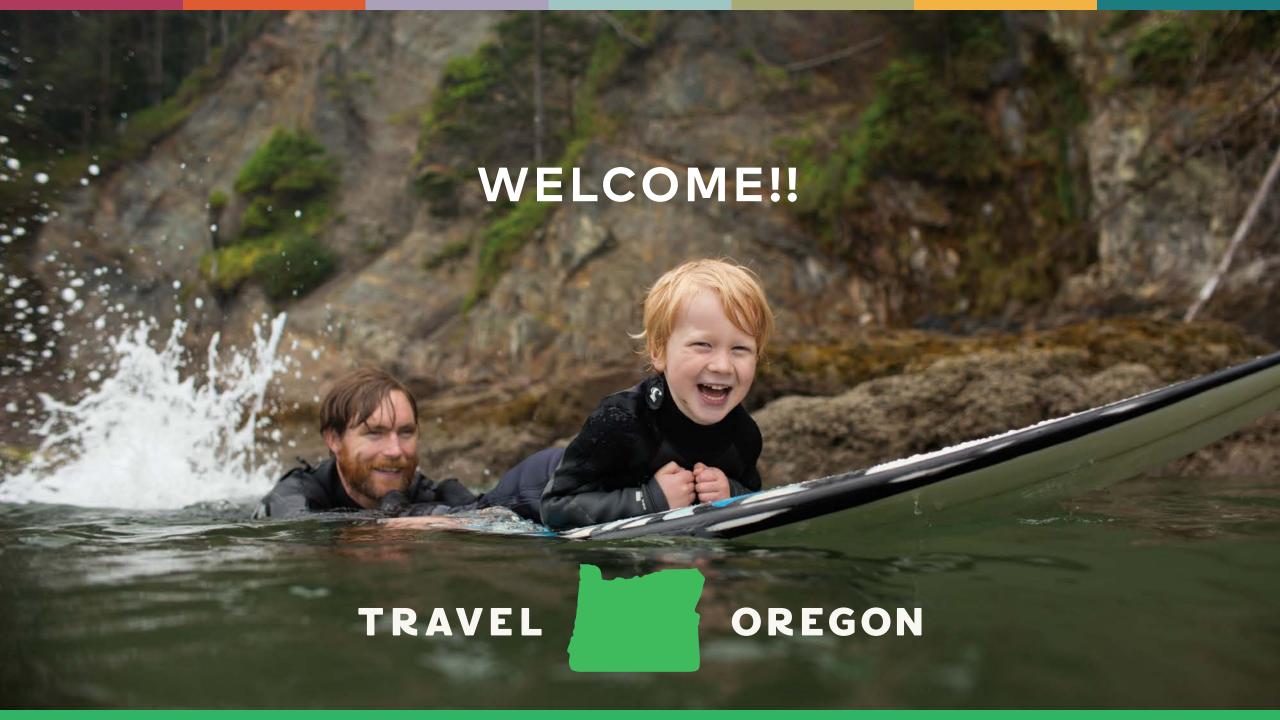
Activity: Adventure Traveler Itinerary

Development

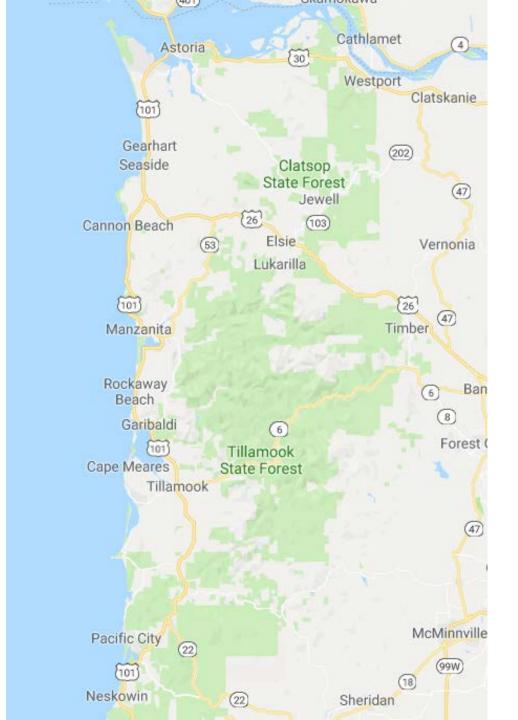
Activity: Opportunity Areas / Gap Analysis

Synthesize and Recap

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NORTH COAST STUDIO GEOGRAPHIC FOCUS



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SAVE THE DATE: DEC 3-4 CULTURAL HERITAGE FAM TOURS

THE INSIDERS CULTURAL TOUR OF THE N. COAST

MONDAY DEC 3, 3-9 pm

- Check in for FAM participants at Cannery Pier Hotel
- Astoria Tour begins at the Cannery Pier Hotel
- -First Stop Finnware Gift Shop
- Saints and Sinners: A history of the Taverns and Churches of Astoria
- Dinner with iconic local cuisine (food with a story)
- Astoria at night (Night at the Museum?)
- Overnight at the Cannery Pier Hotel

TUESDAY DEC 4, 8 am - 5 pm

- Astoria Tour resumes
- Depart for Seaside
- Lunch in Cannon Beach
- Wheeler / Kelley's Brighton Marina
- The Garabaldi Boathouse
- Kilches Point Reserve, Tillamook

SAVE THE DATE: TUESDAY DEC 4 CULTURAL HERITAGE NETWORKING EVENT

THE INSIDERS CULTURAL TOUR OF THE N. COAST

TUESDAY DEC 4, 5 am – 8 pm at the OFFICER'S MESS HALL

- Mike Arseneault, The Garabaldi Boathouse
- Gary Albright, Kilches Point Reserve, Tillamook
- Donna Quinn, The Cannery Pier Hotel, Astoria
- Dory Fisherman a cultural perspective Pacific City

DEFINING THE CHALLENGE

The growth paradox: can tourism ever be sustainable?





PLAUSIBLE SCENARIO MATRIX 2030

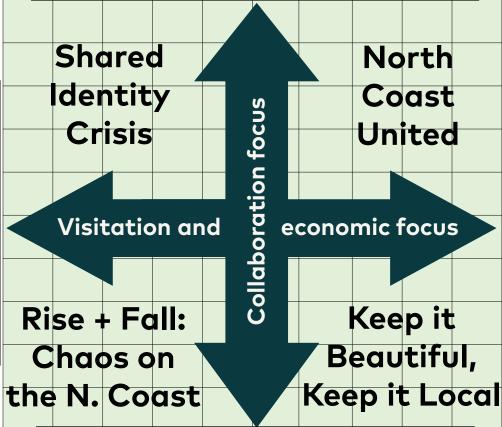
Increased Visitation

Focus is primarily on driving visitor numbers and maximizing economic impact. The priority is building the growth of tourism dependent and related businesses.

Investment is made primarily in iconic and popular areas helping drive greater visitation to the region's high profile destinations.

Strong regional collaborative approach

Strong focus on building regional collaboration and connectivity up and down the region. The emphasis is on building interconnected regional scale product and visitor experiences, which spans across the various amenities and regional destination locations.



Locally focused activities

Strong focus on local activities and communication within local sectors and communities. The focus is primarily on driving local benefit and value. At a regional scale, there are fragmented and disjointed collaboration efforts, and a lack of overall coordination and collaboration.

Managed Impact

Focus is primarily on optimizing the economic impact, with the intent of protecting and enhancing the natural and cultural assets.

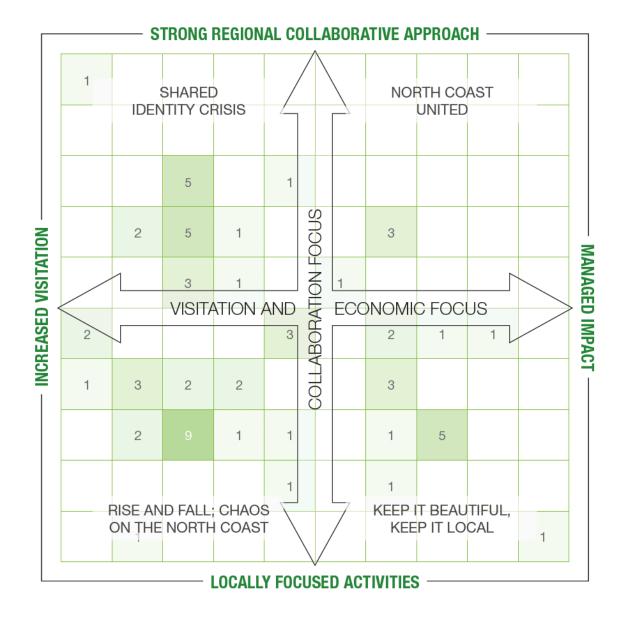
Sustainability and societal impacts are carefully managed by applying active destination management efforts. Investment is made to carefully moderate potential negative visitor impact, and enhance positive impact.



Create Future Intelligence™

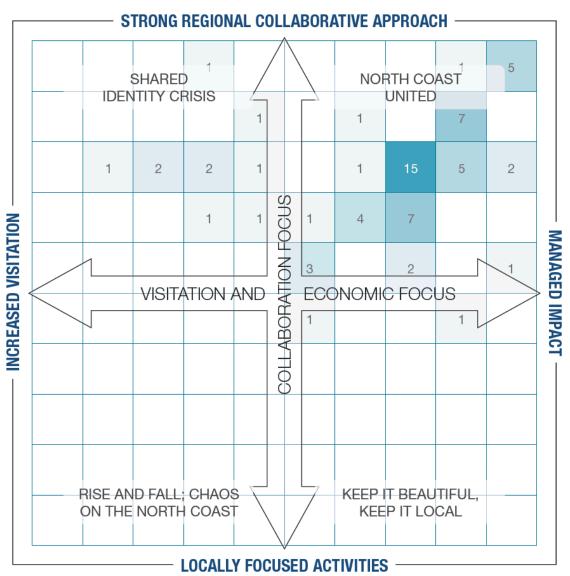
NORTH COAST TOURISM SUMMIT - SCENARIO DEVELOPMENT FRAMEWORK

EXPECTED FUTURE – 2030



NORTH COAST TOURISM SUMMIT - SCENARIO DEVELOPMENT FRAMEWORK

PREFERRED FUTURE - 2030



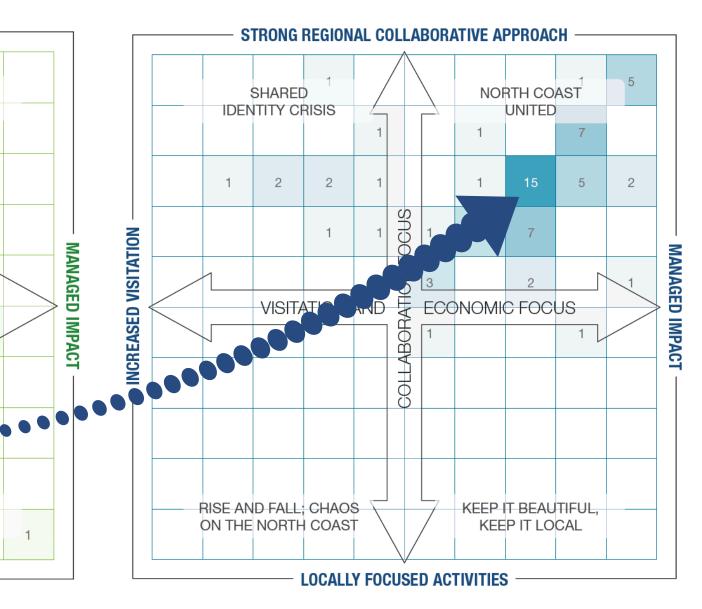
NORTH COAST TOURISM SUMMIT - SCENARIO DEVELOPMENT FRAMEWORK

EXPECTED FUTURE – 2030

STRONG REGIONAL COLLABORATIVE APPROACH -SHARED NORTH COAST **IDENTITY CRISIS** UNITED 5 ON FOCUS NCREASED VISITATION 3 VISITATION AND **ECONOMIC FOCUS** COLLABOR 3 RISE AND FALL: CHAOS KEEP IT BEAUTIFUL, ON THE NORTH COAST KEEP IT LOCAL LOCALLY FOCUSED ACTIVITIES

NORTH COAST TOURISM SUMMIT - SCENARIO DEVELOPMENT FRAMEWORK

PREFERRED FUTURE - 2030



TODAY'S INTENDED OUTCOMES

- Better connectivity between community stakeholders and local businesses
- An understanding of the outdoor recreation and adventure travel market
- An understanding of visitor trends in the region
- A high-level vision for world-class adventure travel product could look like in your region
- An understanding of where the gaps and opportunities are for developing a world-class adventure travel destination
- Priority action areas identified and a clear understanding of next steps

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Activity: Opportunity Areas / Gap Analysis

Synthesize and Recap

CONCLUDE

NETWORKING

MEET ONE <u>NEW</u> PERSON

SHARE YOUR EXPERIENCES FROM YESTERDAY AND A KEY LEARNING OR IDEA. IF YOU WERE NOT HERE YESTERDAY YOU MUST FIND A PERSON WHO WAS.

ONCE YOU'VE SHARED OR LEARNED ABOUT YESTERDAY, DROP YOUR BUSINESS CARD AT THE REGISTRATION TABLE TO ENTER A DRAWING FOR A SPECIAL TRAVEL OREGON GIVEAWAY!

SESSION GROUND RULES

- Keep an open mind
- Actively listen / share air time
- Mix it up meet new folks
- Be action oriented
- Be prompt
- Take care of yourself
- Enjoy the process... the journey is just as important as the destination



INTRODUCTION TABLE ACTIVITY

Name and organization

Share one outdoor adventure that you completed with your friends or family (that included an overnight stay):

- What activity was your primary travel driver?
- Why did you choose that location over another?
- What best practices did you experience that could be brought home to the N. Coast?

SHARE: 1:30 Per Person





TOURISM STUDIO EXAMPLES

- Whiskey Run
- Oakridge
- Trail Ambassadors
- Connect Lane



OUTDOOR RECREATION TRENDS, ECONOMIC INSIGHTS

AND

ADVENTURE TRAVELER PROFILES

OUTDOOR RECREATION ECONOMY

IN THE UNITED STATES

- 7.6 million direct jobs
- \$887 billion in consumer spending
- \$65.3 billion in federal tax revenue
- \$59.2 billion in state/local tax revenue



Source: Outdoor Industry Association (2017). The Outdoor Recreation Economy.

OUTDOOR RECREATION ECONOMY IN OREGON

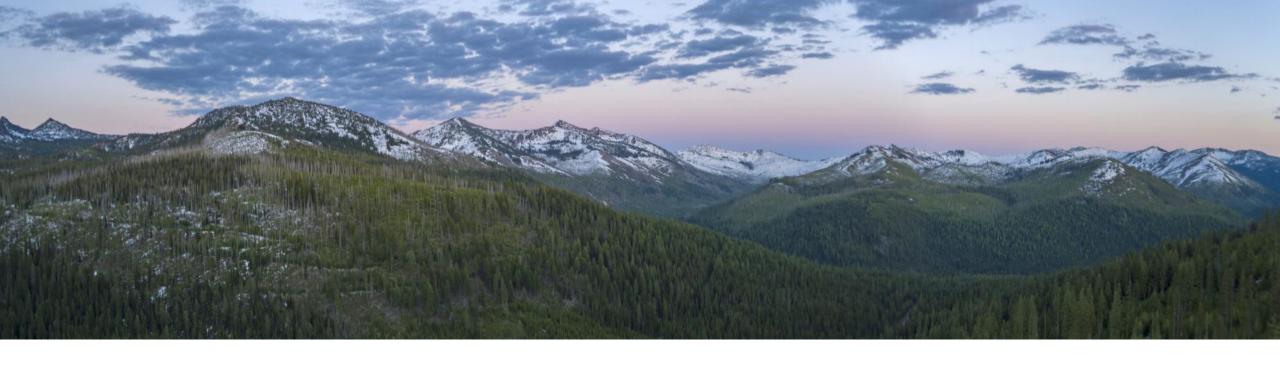
- \$16.4 billion in consumer spending
- 172,000 direct jobs*
- Out-of-state visitors to Oregon spend \$5.87 billion on outdoor recreation*
- 69% of Oregonians participate in outdoor recreation each year*
- 23% of overnight marketable trips included the outdoors**

Sources:

^{**} Longwood International, 2015 OR Visitor Report



^{*}Outdoor Industry Association, 2017;

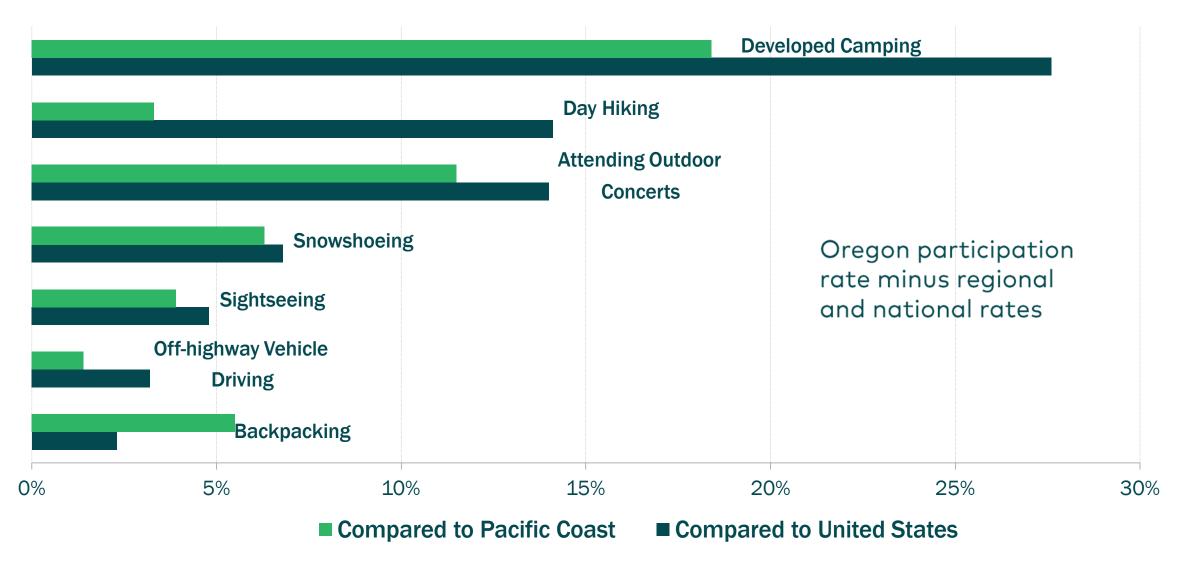


OREGON
NATURAL
BEAUTY &
OUTDOOR
RECREATION

"What U.S. residents rate Oregon highest for – natural beauty and access to outdoor recreation – are among the top things Oregonians value about living in the state"

Adam Davis, DHM Research

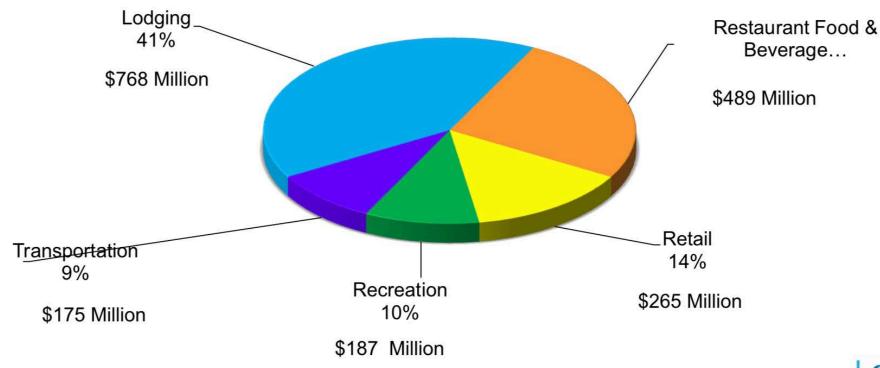
OREGONIANS ARE MORE ACTIVE: OREGON VS. REGION AND NATION PARTICIPATION



Source: Oregon Statewide Comprehensive Outdoor Recreation Plan, 2013-2017

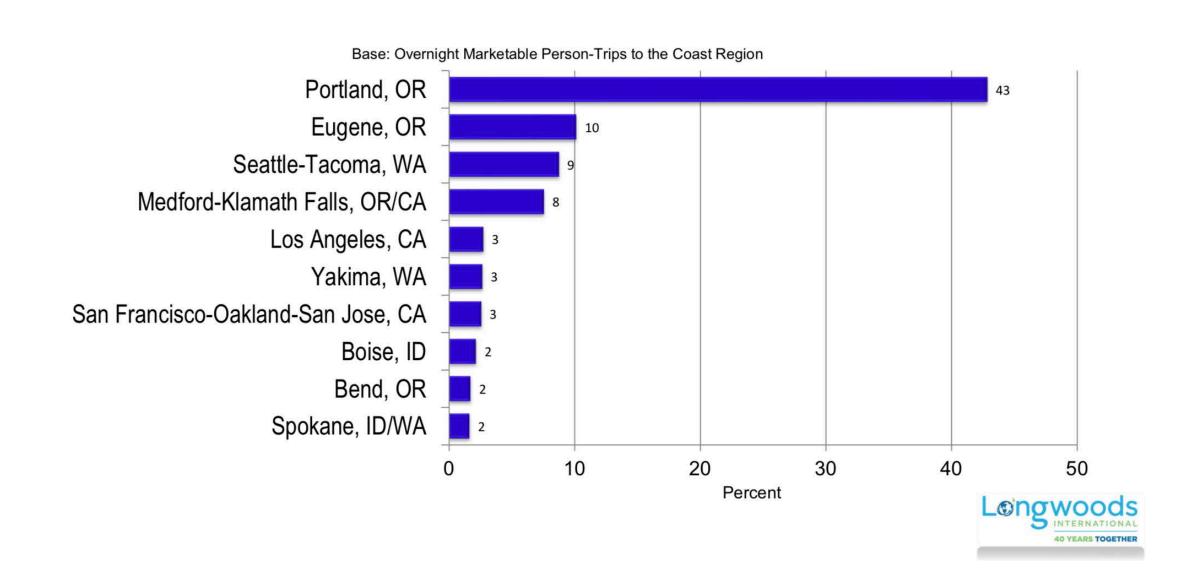
2017 Overnight Expenditures — by Sector

2017 Coast Region Spending = \$1.9 Billion

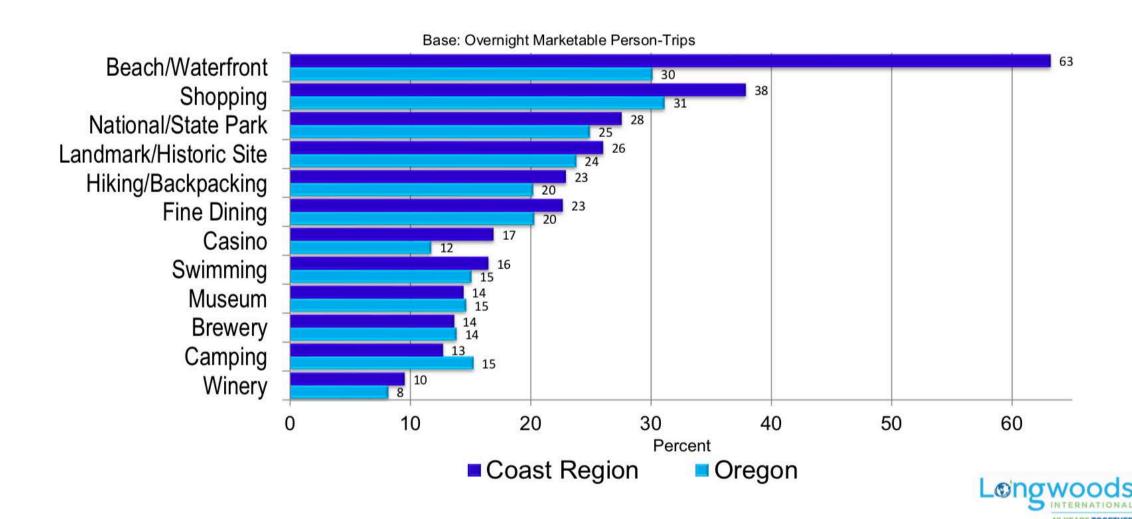




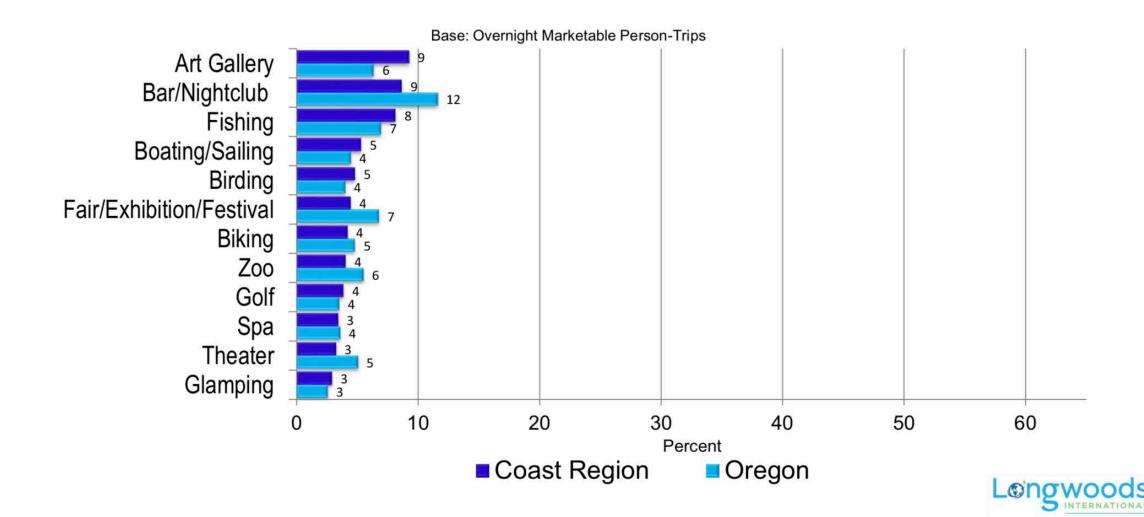
DMA Origin Of Trip



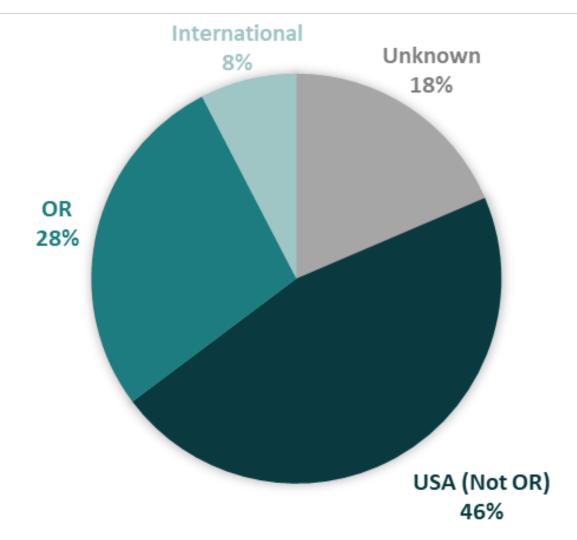
Activities and Experiences



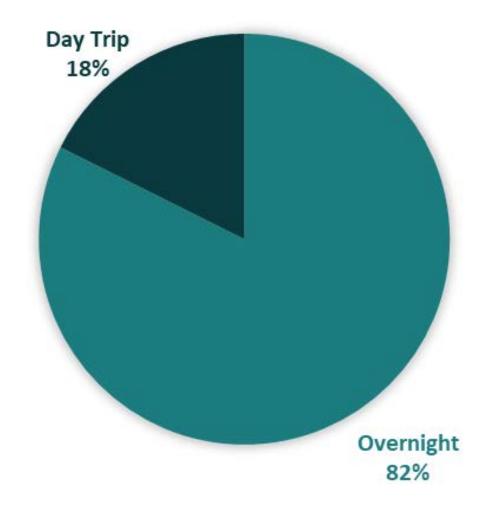
Activities and Experiences (Cont'd)



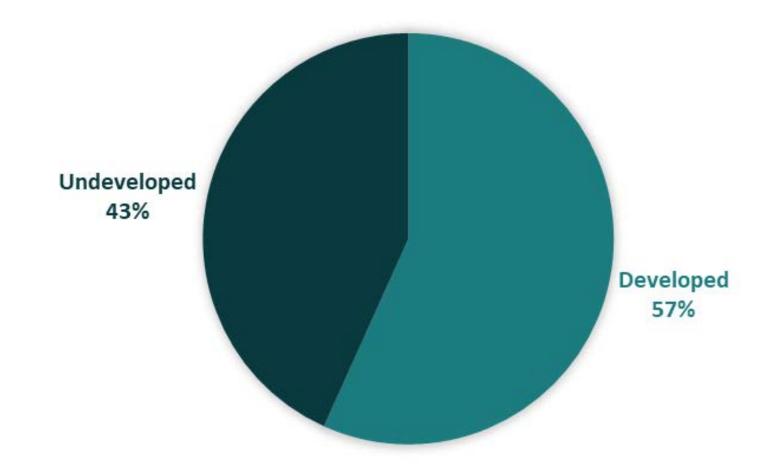
ORIGIN OF VISITORS OREGON vs USA vs INTERNATIONAL (n=749)



VISIT TYPE OVERNIGHT v DAY TRIP (n=749)

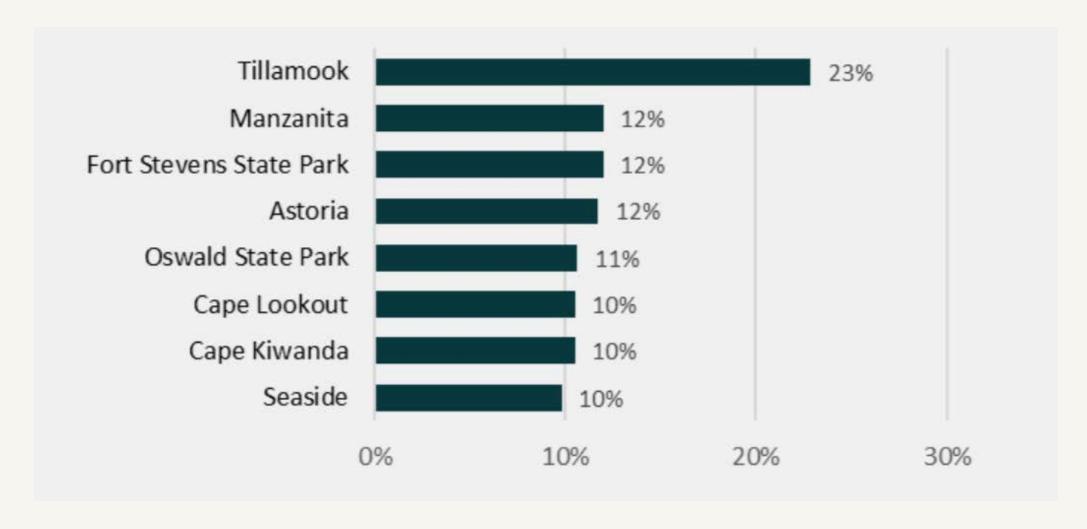


SURVEY LOCATION DEVELOPED vs UNDEVELOPED (n=749)

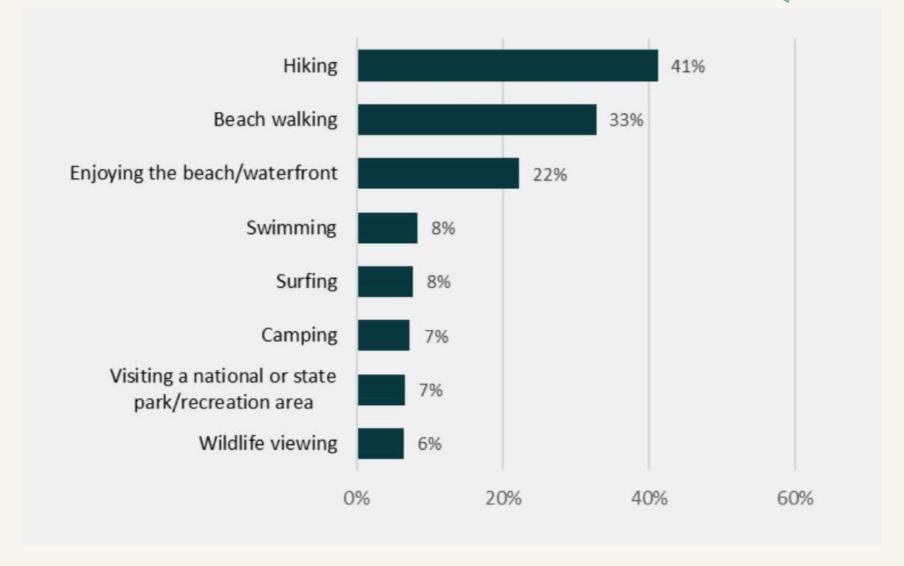


LOCATION OF RESPONSES

(n=749)



OUTDOOR RECREATION ACTIVITIES WITH HIGHEST PARTICIPATION RATES (N=714)



Nature/Ocean

Beauty/Scenery

Activities

Nature/Ocean

Beauty/Scenery

Activities

"The coast is incredible. Nothing like I've ever seen. It has good views and is way different than the east coast. I have never seen a landscape quite like this one."

"Natural beauty, coastal vibe, historical vibe"

Nature/Ocean

Beauty/Scenery

Activities

"Outdoor experiences, quaint towns...."

"Beautiful scenery, friendly people, fun things to do, food, wine."

Nature/Ocean

Beauty/Scenery

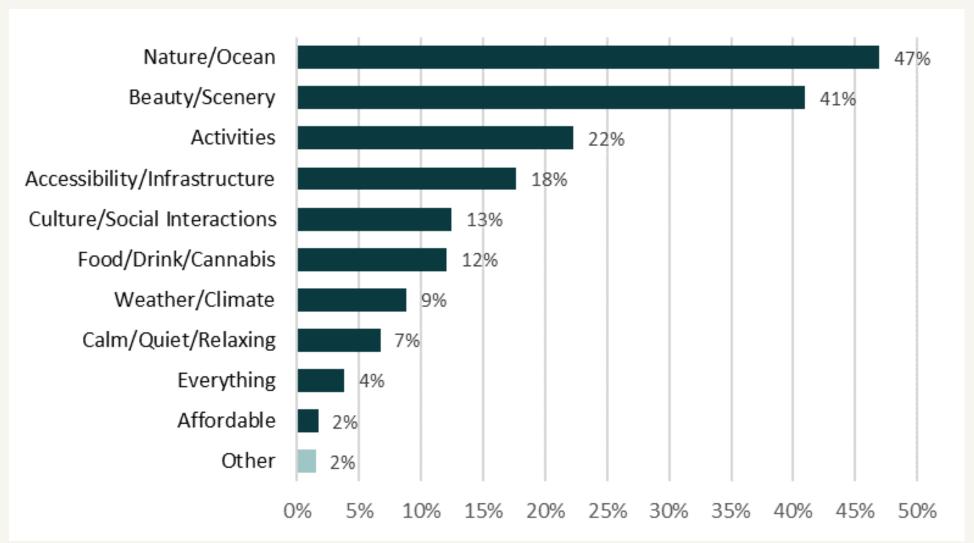
Activities

"Easy to travel: signs/trails/ routes/campgrounds."

"State Park system amazing, National Forest awesome."

"Dog-friendly, family-friendly"

ALL STRENGTHS (n=520)



Traffic/Parking

Crowded

Cost/Unaffordable

Weather

Traffic/Parking

Traffic on 101 and through the mountains

Crowded

Cost/Unaffordable

"Now, popularity...parking, etc. Tourism encouraged but no planning to deal with the people. Makes sites not as attractive."

Weather

Traffic/Parking

Crowded

Cost/Unaffordable

Weather

"Expensive & can be viewed as inaccessible to lower income families."

"Rising cost of lodging."

"Few & expensive direct flights from Midwest."

Traffic/Parking

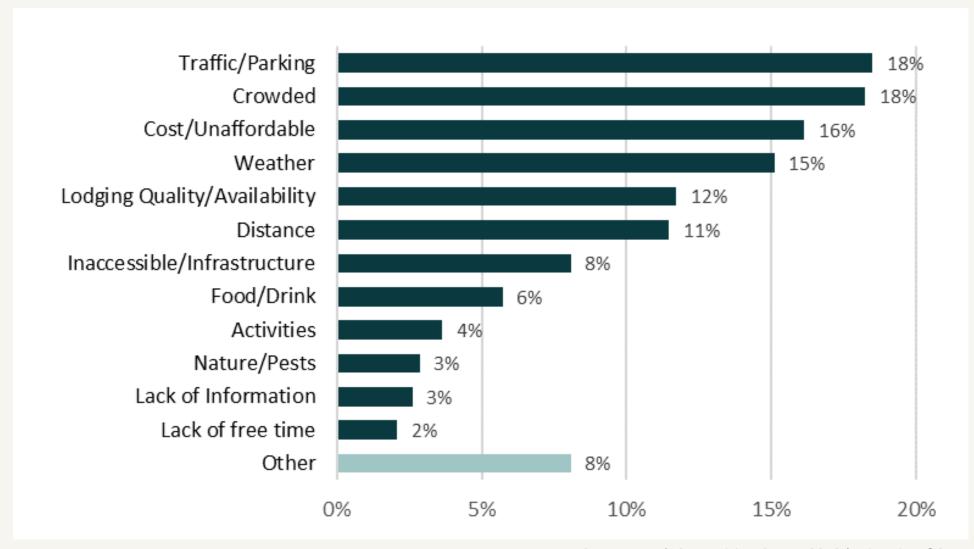
Crowded

Cost/Unaffordable

Weather

"Weather wet and cold at times."

"Smoke - which can't be helped."



OPPORTUNITIES

- Managing development and crowds through infrastructure changes and information dissemination
- Increasing lodging at a variety of price points
- Working with commercial establishments (including shops and restaurants) to extend hours of operation and variety of products

What other opportunities do you see?

CONCLUSIONS

- International visitors vs. Oregon/U.S. residents
- Natural and scenic beauty identified as top strengths
- Activities, accessibility and "vibe" key to experience for many
- Great place to recreate and/or passively enjoy natural beauty
- Despite opportunities, comments overwhelmingly positive
 (72% refer to having a positive experience)

OUTDOOR RECREATION TRENDS

TOP OUTDOOR ACTIVITIES IN THE U.S.





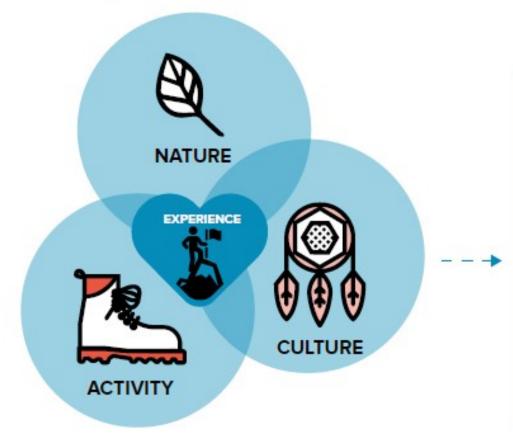






WHAT IS ADVENTURE TRAVEL?

Components of an Effective Adventure Trip



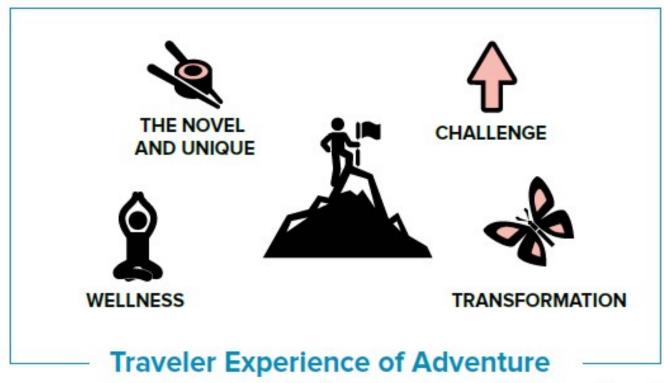


Figure 2

Figure 3

ADVENTURE TRAVEL MARKET SEGMENTS

ADVENTURE MARKET SEGMENTS

FROM THE ADVENTURE TRAVEL ASSOCIATION
ADVENTURE PULSE RESEARCH REPORT OF TRAVELERS IN THE UNITED STATES

GRAZERS

Samples many activities on one trip



ADVENTURERS

Balances main activity with getting to know local area



ENTHUSIASTS

Travels specifically for main activity



WHAT IS ADVENTURE TRAVEL?

All Three Personas

- Traveled within the last 18 months
- Adventure was main activity on last trip
- Interested in exploring new places
- Top activities are similar: Hiking, Camping, Fishing, Birdwatching
- All add on adventure to business travel
- Influenced by family / friends, and review sites
- Wants to accomplish something

HARD ADVENTURE

ANYTHING ROPED

Caving Climbing

HIGHLY TECHNICAL

Heli-skiing Kite surfing Paragliding

LONG-DISTANCE

Trekking Backpacking

SOFT ADVENTURE

MINIMAL TRAINING

Hiking Horseback Riding

CULTURAL

Archaeological Expeditions

ENVIRONMENTAL

Birdwatching Safaris Research Expeditions

MEET THE GRAZERS

Younger professional, 18-40



- Younger professional, 18-40
- Novice & first-time participant of adventure



- Younger professional, 18-40
- Novice & first-time participant of adventure
- Bucket list driven / high thrill seeker



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- Key motivator: time with family & friends



- Younger professional, 18-40
- Novice & first-time participant of adventure
- Bucket list driven / high thrill seeker
- Key motivator: time with family & friends
- Media preference: social networks & blogs



• Skews middle-aged, female



- Skews middle-aged, female
- Intermediate proficiency, repeat participant



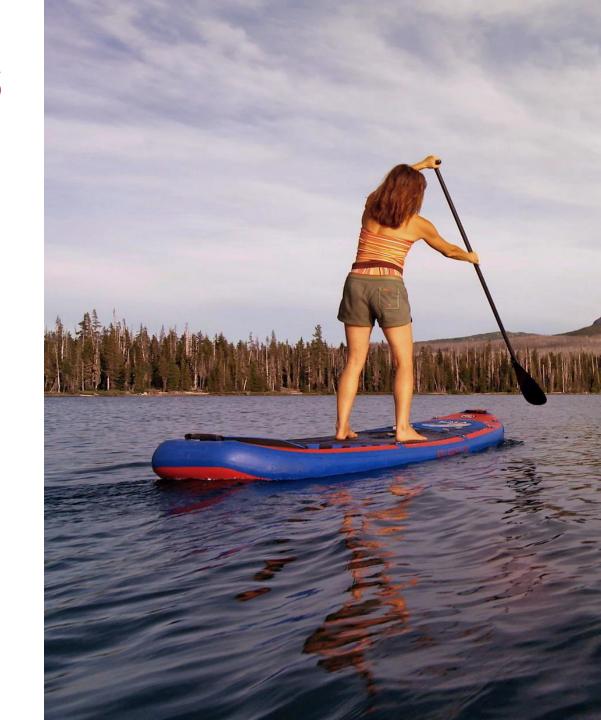
- Skews middle-aged, female
- Intermediate proficiency, repeat participant
- Values time with family



- Skews middle-aged, female
- Intermediate proficiency, repeat participant
- Values time with family
- Manages risk by becoming proficient



- Skews middle-aged and female
- Intermediate proficiency, repeat participant
- Values time with family
- Manages risk by becoming proficient
- Media preference: social networks & blogs



Skews Boomer and male



- Skews Boomer and male
- Advanced skill level of favorite activity



- Skews Boomer and male
- Advanced skill level of favorite activity
- Accepts high risk



- Skews Boomer and male
- Advanced skill level of favorite activity
- Accepts high risk
- Smallest group, but opinion leader



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- Will travel for their sport, high spender



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- Smallest group, but opinion leader
- Will travel for their sport, high spender
- Media preference: traditional



OPPORTUNITIES

- Business trips are Adventure Opportunities
- Use Enthusiasts as influencers
- Enthusiasts could help with seasonality
- Target your product to the right persona
- Distribute your message via a medium that they are likely to see
- Make it INCREDIBLE







Parks Canada Mandate

On behalf of the people of Canada, we protect and present nationally significant examples of Canada's natural and cultural heritage, and foster public understanding, appreciation and enjoyment in ways that ensure their ecological and commemorative integrity for present and future generations.



Quttinirpaag

National Park, Park Reserve, Urban Park & Canada Landmark

National Marine Conservation Area & Historic Canal

National Historic Site (administered by Parks Canada)





Visitor Experience Concept



Demographics
Values
Motivators
Needs
Expectations

Visitors and Partners

Visitor Experience

Natural/Cultural settings

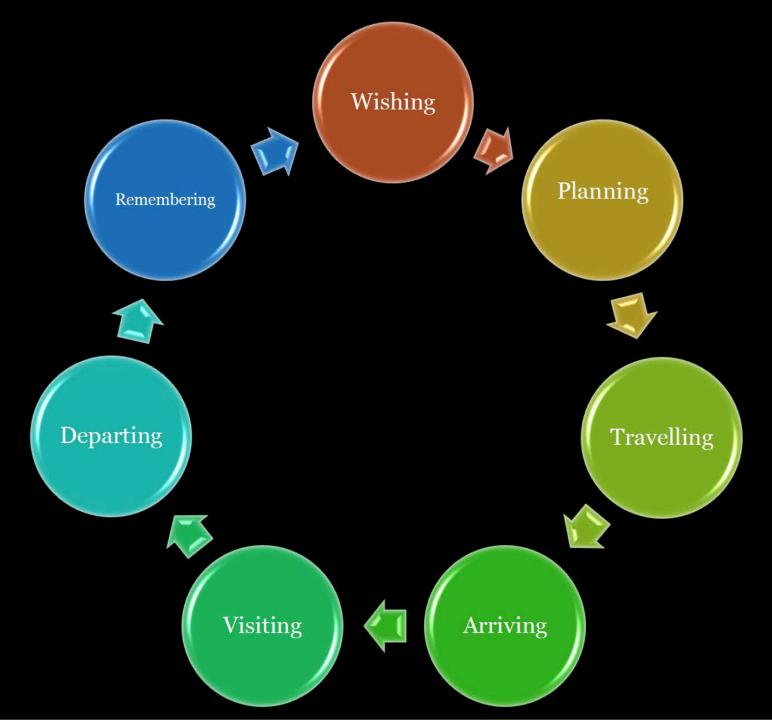
Parks Canada

Facilities Services Staff

Products & Programs

Preferences/Interests





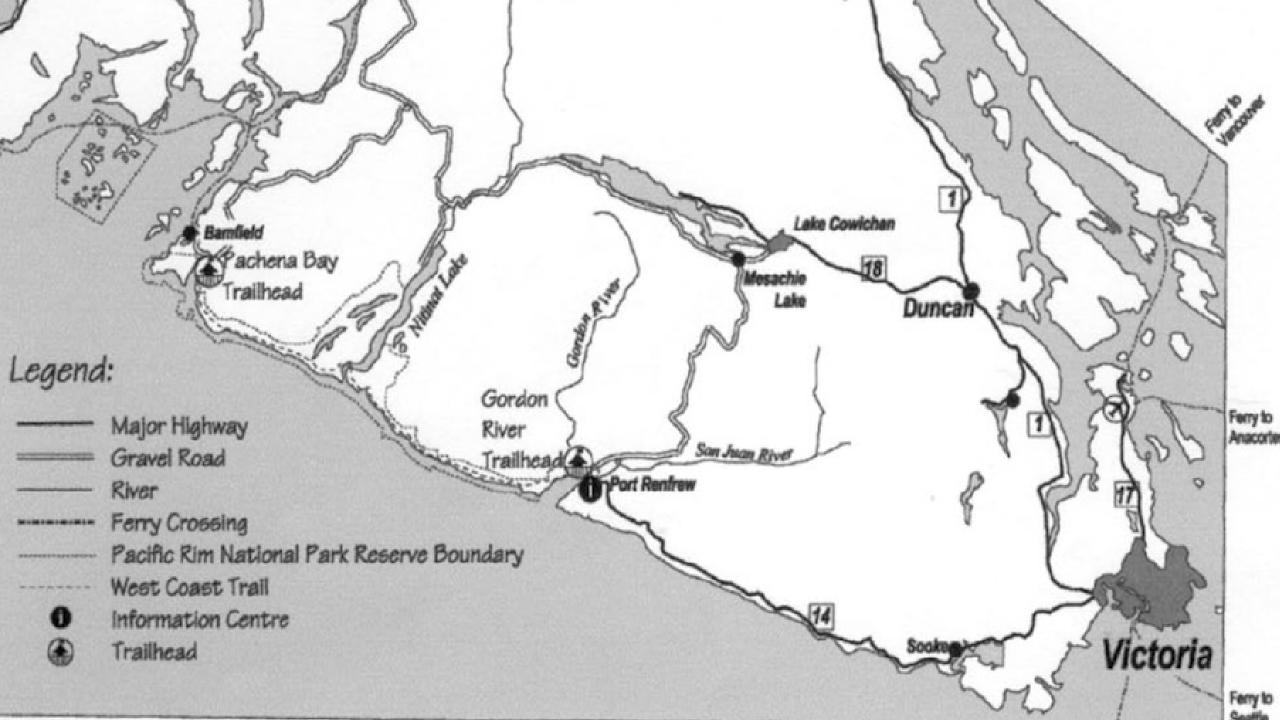
ycle

THE EXPLORER QUOTIENT

- 1. Cultural explorer
- 2. Cultural history buff
- 3. Free spirit
- 4. Gentle explorer
- 5. No-hassle traveler
- 6. Personal history explorer
- 7. Rejuvenator
- 8. Virtual traveler
- 9. Authentic explorer







HISTORY

- The area has been used by the First Nations for over 4,000 years
- Official trail built in 1907
 in response to the
 "graveyard of the Pacific"
- Pacific Rim National Park was designated in 1973



BY THE NUMBERS

- 75km (47m)
- 5-7 days
- 3 entrances/exits
- 70+ ladders
- 130 bridges
- 5 cable cars
- 2 water taxis
- 14 campgrounds
- 28 shipwrecks
- 7,000+ hikers per year





RESERVATIONS

- Available May 1 Sep 30
- 75 people per day
- CAD \$184/person
- Fees fund trail
 maintenance and local
 Search and Rescue



SAFETY

- 45 minute briefings are held daily
- Tide charts are provided
- Bear boxes are provided at all campground
- Hikers must stay on trail while on First Nations land
- "Concentrate on every step"

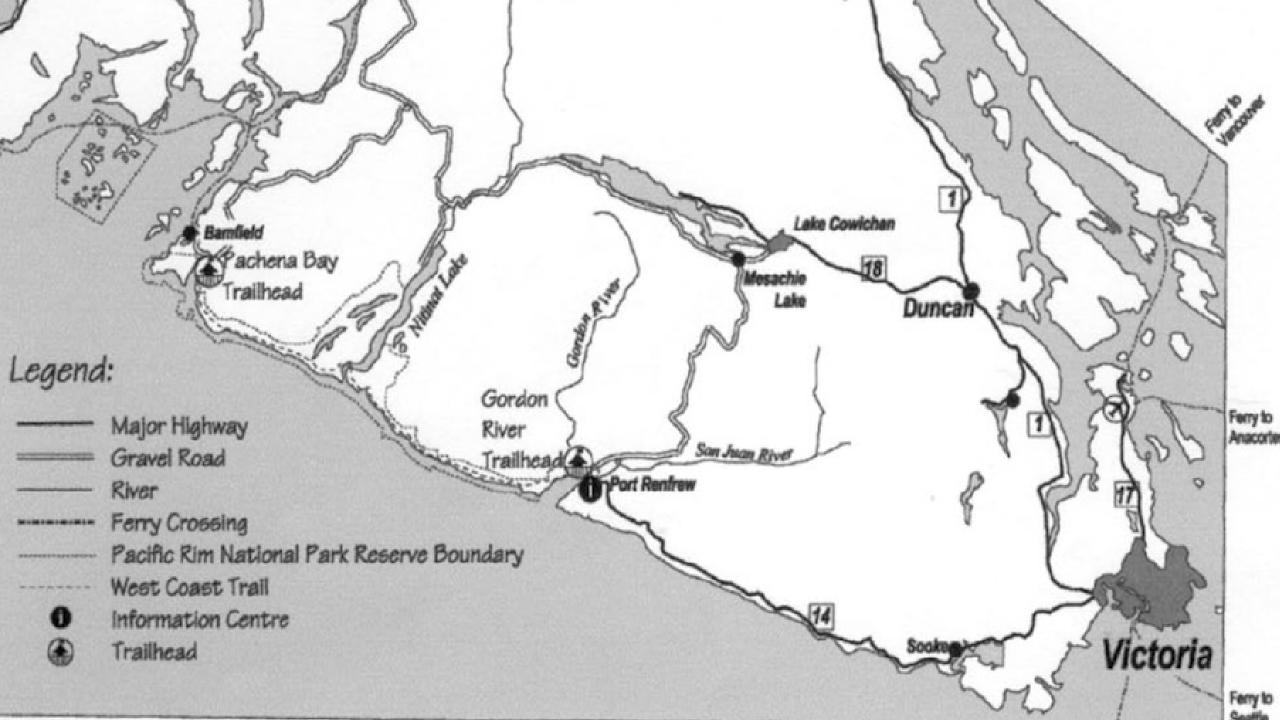




WEST COAST TRAIL EXPRESS

- CAD\$143 round trip from Victoria
- Services all three access points
- 2 hours to Port Renfrew
- 6 hours to Pachena Bay





WATER TAXIS

- Each taxi is CAD\$20
- Nitinat Narrows ferry runs from 9:30 a.m. to 4:30 p.m.
- Gordon River ferry runs between 8:30 a.m. to 3:30 p.m.





GLAMPING

- The First Nations also provide four person 12 x 14 canvas tents along the trail
- Each tent has a wood burning stove, wood floors, table and chairs and an outdoor deck
- Food is also available for purchase here





NETWORKING BREAK!!!



[Q1] If your region were on par with world-class adventure travel destinations, what would it look like here in 15 years? (PAGE 12)

• Be specific and descriptive; big ideas welcome

Use your desk map to identify specific great outdoor recreation assets: (13 min):

- Where
- What time of year
 - o Red: Summer
 - o Green: Should Seasons
 - o Blue: Winter

Be ready to report out (1 min. / table)

- Oregon Coast Trail: A completed trail system; finish water taxis in Netarts bay; glamping opportunities throughout including private sector opportunities; packaged itineraries for how to use the OCT through tour operators and hotels; have a customer service rep who can provide guidance and help with bookings;
- Build a more expanded experience for surfers. Group adventures that include overnight stays along the coast.
- Develop itineraries/routes for loop
- Expand on the Oregon Coast Food Trail integrate food experiences into the outdoor rec experiences. Mushroom foraging – cooking class. Clam digging, etc.

- Trail systems: create a self-sustaining trail system so it gives back to itself via fees to support matinenance and infrastructure; make sure there is connectivity throughout our trail systems; provide ways to get to the trail systems; inclusive packages for using the trail system;
- All of this needs to be done through a destination brand for the N. Coast that incorporates trail/food/stewardship
- Keep in mind stewardship in the forefront of our messaging. Need to consider that some activities need to be limited at certain times of year – offer alternatives during these sensitive times (cultural heritage one angle)
- Training for front line staff so that they can provide all of this information easily!
- TRAILS! Expand section, connect with other recreational trails; have trail services available; community trails that offer access to OCT; readily available itinerary info

- Fall to Spring would be recognized as the best time of year to visit the North Coast
- Ditto on trails
- Incorporate birdwatching into the OCT/trails experience
 - North Coast Wildlife Center rehab center for wildlife and birds found in area
- Art exhibits...?? (need more here)
- Develop retreat centers like a Breitenbush on the north coast
- Provide better centralized information for staff and visitors
- Eco-education centers

- Identify the different types of outdoor recreation that are available and what resources are here to support your trip. Make this EASY for people to plan their experience here in advance. Make sure info is connective and consistent with local signage.
 - Could base on Rhode Scholar model that gives you all the resources in one stop
 - Tie in the culturally significant stories into experiences and locations in the region (ex: sig of river mouth)
- Low income housing exists in the region

- Stormwatching could do some kind of marketing co-op with Columbia
- Highlight less visited areas such as Tillamook SF, Siuslaw NF
- Promote off-season activities: whale watching, birdwatching, mushroom foraging
- Trail development work in stronger partnership with government agencies
- Develop shoulder season events (fat bike festivals, etc.)



OUTDOOR RECREATION PANEL

ANDY LABAR: WILDWOOD ADVENTURES

MARK SANDSONI: OCEANSIDE OPEN | DISCOVER PARAGLIDING!

DANIELLA CROWDER: BIKE NEWPORT | OREGON RIDES & EVENTS

MARCUS HINZ: KAYAK TILLAMOOK

OUTDOOR RECREATION PANEL GROUP TABLE DISCUSSION

TABLE DISCUSSION (10 minutes)

- How did these speakers address one of the workshop focus areas what areas did these speakers highlight?
- Based on all of the data we have heard and last two days of information, answer [Q2] "What outdoor recreation tourism trends are you currently observing here in your own community or this region?" (page 14)

QUESTION & ANSWER (10 minutes)

OUTDOOR RECREATION PANEL

Q & A

ANDY LABAR: WILDWOOD ADVENTURES

MARK SANDSONI: OCEANSIDE OPEN | DISCOVER PARAGLIDING!

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MARCUS HINZ: KAYAK TILLAMOOK

ACTVITY: BEST OPPORTUNITIES TO PURSUE SOLO & GROUP TABLE DISCUSSION

SOLO REFLECTION (5 minutes)

 Based on your understanding of the 'Statement of Intent', personal knowledge, information shared over the past two days, etc., [Q3] "what do you think are the best OPPORTUNITIES for development"? (Page 14)

TABLE DISCUSSION (15 minutes)

- Share your ideas at the table
- Identify THREE AREAS / THEMES to present back to the full room; each theme can be no more than FIVE WORDS

REPORT BACK (10 minutes)

ACTVITY: BEST OPPORTUNITIES TO PURSUE SOLO & GROUP TABLE DISCUSSION

Identify THREE AREAS / THEMES to present back to the full room; each theme can be no more than FIVE WORDS

- Transportation options
- Trails
- Tours
- Sustainable, accessible trail systems
- All inclusive branding activity training
- Packaged, curated tours
- Develop info on existing trails
- Eco itineraries
- Connecting existing trails to attractions
- Diversify trails / experiences



ACTIVITY: UNDERSTANDING THE ADVENTURE TRAVELER: WANTS AND NEEDS PART ONE

ORGANIZE BY TABLE OF YOUR CHOICE

- 1. Fishing experiences (0)
- 2. Water-based recreation experiences (kayaking/surfing/kiteboarding/etc.) (1)
- 3. Fat biking experiences
- 4. Mt. biking experiences (4)
- 5. Car-free experiences (3)
- 6. Nature, forage and food experiences (7)
- 7. Oregon Coast Trail hiking / towns to trails experiences (3)
- 8. Touring and sightseeing (3)
- 9. Wildlife watching (1)

^{**} all activities should be focused on shoulder and off-season trips

TOURING: (these notes aren't complete)

INFRASTRUCTURE NEEDS:

- Cellular service
- Parking
- Public transportation / shuttles off site parking lots with shuttles to hubs
- Public restrooms
- Covered areas for when weather is poor
- Wayfinding/signage

BUSINESS SERVICES

Hop on hop off busses

MARKETING + COMMUNICATIONS

- Local maps/brochures
- Event calendars
- Instagram influencers
- Connections to local trails system

PARTNERSHIPS

- State parks/national parks
- Wedding service agencies

OREGON COAST TRAIL:

INFRASTRUCTURE

- Partner with communities to get hikers on/off trail: shuttles, linked trails to communities
- Warming huts with whiskey along the way!
- Solar charging stations for cell phones

BUSINESS SERVICES:

 Hiker-oriented opportunities: Sherpa services, shuttle services, wilderness imbibing facilities, water taxis

MARKETING + COMMUNICATIONS

- Develop an advance planning and booking system that includes
 - Include maps, dining, lodging, activities and trip reports
 - Safety and stewardship messaging

PARTNERSHIPS

- With folks who maintain trails: Trailkeepers of Oregon, OPRD
- With businesses offering deals and experiences for hikers
- Tech companies to help with technology solutions

FOOD + FORAGE

INFRASTRUCTURE

None needed really

BUSINESS SERVICES

- Outfitter and guide services for the N. Coast
- Increase business education for how to extend seasons successfully
- Teach them how to market these off-season opportunities
- Create more off-season events
- Update individual business websites so they're accurate

MARKETING + COMMUNICATIONS

- Focus on marketing in nature, conservation and foodie publications to reach people interested in these things
- More collaboration between independent businesses and destination marketing organizations so that information is well presented and accurate
- Create a central resource for events
- Produce suggested itineraries
- Create better national PR for the N. Coast (36-hours on the North Coast in the winter in the NY Times for example)

PARTNERSHIPS

MT. BIKE EXPERIENCE

INFRASTRUCTURE

- Klootchie Creek county park trailhead improvements, vault toilet, bike rack, fish cleaning station, presence of law enforcement, kiosk at trailhead with map and other info, garbage collection
- Build out of trail at Klootchie Creek beginner, intermediate and advanced. Signage along trail.

BUSINESS SERVICES

- Bike rentals
- Shuttle services
- Campground
- Warm showers network

MARKETING + COMMUNICATIONS

- Get content on: Trailforks, MTB Project
- Our own map
- Dirt rag
- Riding club bulletin boards
- Oregon MT Bike Club and affiliates
- Trail conditions report / web cam
- Provide info on hunting safety

BIG IDEAS FOR A COLLABORATIVE REGIONAL APPROACH

- Bring more local decision makers into the network
- Develop regional platform for businesses and organizations to share information – OCVA website overhaul
 - Internal communication network for tourism related organizations and businesses
- Toolkit & trainings for frontline staff
- Incorporate health and wellness into tourism messaging
- Maintaining and sustaining existing trails what resources do we currently have?
- Partnering with conservation agencies
- Provide stewardship toolkit for businesses to adapt
- Develop aligned messaging in the region
- Oregon Coast Trail develop support services, linkages, and activities to make this a world class experience
- Advance the Klootchy Creek mountain bike area

ACTIVITY: UNDERSTANDING THE ADVENTURE TRAVELER: WANTS AND NEEDS PART ONE

ORGANIZE BY TABLE OF YOUR CHOICE

COMPLETE PAGE 15 (10 minutes)

- Read your target market cards
- Complete the information request on the page 15
- Have a recorder write down the table's information to be collected by the workshop moderators

ACTIVITY: UNDERSTANDING THE ADVENTURE TRAVELER: ITINERARY DEVELOPMENT PART TWO

STAY AT YOUR OF CHOICE

COMPLETE PAGE 16 (10-15 minutes)

- Develop an itinerary that takes into account the "Statement of Intent"
 - o ** all activities should be focused on shoulder and off-season trips
- Be specific about destinations, businesses, tours, etc.
- Designate a recorder to write down the table's itinerary to be collected by the workshop moderators

ACTIVITY: ADVENTURE TRAVELER OPPORTUNITY AND GAP ANALYSIS

STAY AT YOUR TABLE OF CHOICE

COMPLETE PAGES 17 - 21 (30 minutes)

As we think about developing our region to enhance the experience for this target market, what can we put in place help address key issue areas of congestion, seasonality, and sustainability?

- Infrastructure
- Business services
- Marketing & communications
- Networks & partnerships

Designate a recorder to write down the table's work to be collected by the workshop moderators

ACTIVITY: ADVENTURE TRAVELER OPPORTUNITY AND GAP ANALYSIS

REPORT BACK (3 minutes per group)

COMPLETE PAGES 17 - 21 (30 minutes)

As we think about developing our region to enhance the experience for this target market, what can we put in place help address key issue areas of congestion, seasonality, and sustainability?

- Infrastructure
- Business services
- Marketing & communications
- Networks & partnerships

Designate a recorder to write down the table's work to be collected by the workshop moderators



SYNTHESIZE BIG IDEAS

As we think about developing our region to enhance the experience for this target market, what can we put in place help address key issue areas of congestion, seasonality, and sustainability?

Infrastructure

text

Business services

text

Marketing & communications

text

Networks & partnerships

text





NORTH COAST STUDIO WORKSHOP + EVENTS

SEPT 25 SUMMIT

Networking Event

OCT 9 **OCT 10** THE PEOPLE'S COAST SUMMIT

OCT 16 DESTINATION STEWARDSHIP - Networking

VISITOR TRANSPORTATION - Workshop

NOV 13 OUTDOOR REC – Networking Event

NOV 14

OUTDOOR REC - Workshop

DEC 4

CULTURAL HERITAGE – Networking Event

DEC 5

CULTURAL HERITAGE - Workshop

JAN 15

VISITOR COMMUNICATIONS – Workshop

JAN 16

TEAMING FOR ACTION – Workshop

Community Celebration Event

