

2023-2025 Draft Strategic Plan Comments

ONLINE COMMENTS THROUGH 5/17/23 (Open period: 5/10/23 - 5/31/23)	
Comment 1	
Krina Turner	<p>Arts and culture make the Pacific Northwest the best place to live, work and visit, contributing billions of dollars to state economies. When you look at Travel Seattle they position arts and culture prominently as a feature of the city. I'm glad the draft strategic plan mentions arts and culture as a priority but hope we can dive deeper. Portland would not be what it is without art and culture. On the other hand - the arts and artists who make our region what it is need our advocacy and support on a wide scale. When we need hope, healing and health the arts are there for us. Yet our art sector is struggling deeply with the need for significant community support and investment. Since partnership is clearly a core value for Travel Portland I think we need to consider how partnership with the arts and culture sector could be the tide that raises all boats.</p> <p>(From ArtsFund Economic Impact Study "The study speaks to how the arts and cultural sector creates jobs, drives tourism, and brings outside investment to the region. In 2014, the activity of nonprofit cultural organizations and their patrons in King, Kitsap, Pierce and Snohomish Counties generated \$2.4 billion in the Washington State economy and created 35,376 jobs, \$996 million in labor income and \$105 million in taxes. Patrons spent nearly \$700 million in the 13.4 million visits to cultural organizations in 2014, with a significant percentage of economic impacts stemming from the activity of non-local patrons visiting our region.)"</p> <p>https://www.artsfund.org/articles/economic-impact-study-community-conversations/</p>
Comment 2	
Jane Ridley / Oregon Film Office	<p>After taking a quick look through the Travel Oregon 10-year Strategic Vision I didn't see anything that directly addressed Film Tourism. According to Expedia Group's 2023 Travel Trends Report, "39% of global travelers booked a vacation to a destination they saw in a movie or TV show they streamed." Indeed, https://www.futuremarketinsights.com/reports/film-tourism-overview-and-sector-outlook noted that Film Tourism is expected to grow at a steady rate - in 2022 it was estimated at US\$66.7 Billion spent and is projected to reach US\$128.78 Billion in 2023 globally. With more than 500 movies and TV shows filmed in Oregon, plus a popular Oregon Film Trail spanning all 7 tourism regions of the State, with 41 markers installed (and growing), and a partnership with the global film tourism app, SetJetters, (that also provides data) it would seem as though there is strong evidence to suggest that investing in Film Tourism checks all the boxes of the Objectives in the 10-year Strategic Vision plan. The very nature of Film Tourism (or set-jetting as it is also referred to) also sits squarely in the sights of the three lenses of Prosperity, Racial Equity, and Regenerative Tourism. My question is - will there be any push to harness this large and exciting sector of tourism to benefit many of our towns and communities that have been backdrops, and also shining stars since the movie industry discovered Oregon in 1908?</p> <p>Attached: Oregon-Film-Trail-Signs.jpg</p>

Comment 3

Rachel Heuser /
Oregon Aviation
Historical Society &
Museum

As Travel Oregon prepares to review its Strategic Plan, I'd like to stress the tourism value of Oregon's general aviation airports. There are 28 state-owned airports in our state, besides numerous private airports and airfields. These airports attract tourists from within the state as well as around the state. Our museum is just one example of a heritage organization that organizes community events based at a local general aviation airport, bringing in tourist dollars to our small town. Small airports open the door to additional travel and tourism.

General aviation airports hold great potential for generating additional tourism revenue, and I hope Travel Oregon considers their value as they review their Strategic Plan.

Comment 4

Titus Tomlinson /
University of Oregon

There is no mention or focus on community/staff capacity, a key element needed to support communities, especially rural communities, in their drive to better align with the mission, vision, and values noted within the 23-25 strategic plan. Elevating the need for human capacity is noteworthy and something I would like to see addressed in future strategic planning activities. Thank you.

Comment 5

Jessica Mozeico /
Willamette Valley Winery
Association

Attached PDF

To: Travel Oregon Board of Commissioners

From: Willamette Valley Wineries Association (WVWA)
Oregon Wine Board (OWB)
Oregon Wine Council (OWC)
Oregon Winegrowers Association (OWA)
PDX Urban Wineries Association
Rocks District Winegrowers
Rogue Valley Vintners

Topic: Public Comment on Travel Oregon 2023-2025 Biennial Strategic Plan

Date: 5/16/23

Dear Travel Oregon Board of Commissioners:

Thank you for asking for public comment on the proposed 2023-2025 Biennial Strategic Plan.

Context

Oregon's wine industry contributes \$7.21B economic impact and \$894M of wine related tourism to the state's economy (see Exhibit 1). However, our industry has experienced a 30% decline in visitation to our tasting rooms vs. 2019 (see Exhibit 2) and the decline is more pronounced in spring and summer months in which we have historically seen out of state visitors. Increasing tourism is vital to our industry.

Exhibit 1: Economic Impact Study

WINE IN OREGON 2019 & 2020

ECONOMIC IMPACT

 **\$7.21B** |  **27.2%**
Statewide economic impact of wine industry in 2019 | increase since 2016

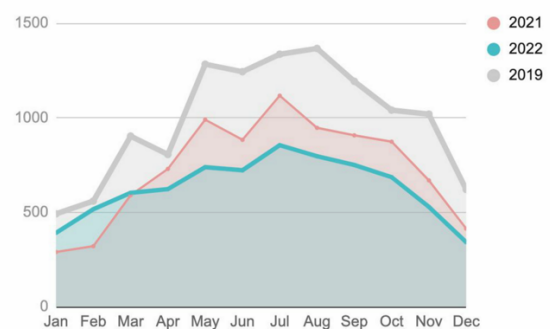
 **40K** |  **34.7%**
Wine-related jobs in 2019 | increase since 2016

 **\$894M** |  **13.6%**
Contribution of wine-related tourism to state economy in 2019 | increase since 2016

 **\$184M** |  **18.2%**
Local and state taxes due to wine-related activity in 2019 | increase since 2016

Exhibit 2: Community Benchmark Visitation

Oregon 2022 Visitation Down ~30% vs. 2019



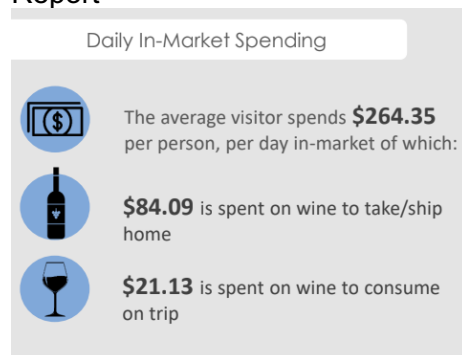
Feedback on Proposed Strategic Plan

We are supportive of the four objectives of Economy, Equity, Experiences, and Environment in the proposed Strategic Plan and agree that they are interconnected. To that end, we request

that the objective of Experiences be modified to prioritize high value experiences. More specifically, we submit that “Oregon delivers remarkable experiences” be modified to “**Oregon delivers remarkable and high value experiences.**”

Not all experiences are created equal and high value experiences contribute disproportionately to the objective of “Oregon’s tourism economy is flourishing.” Wine tourism contributes not only to wine purchase, but also to lodging and other purchases (see Appendices 3 and 4 for 2018 data). Simply put, wine tourists spend highly while in market, which disproportionately contributes to a flourishing tourism economy. This is more economically valuable than activities which may contribute less to the tourism economy in terms of lodging, food, and retail purchase spend and should thus be explicitly prioritized.

Appendix 3: Destination Analysts WVWA Report



Appendix 4: Destination Analysts WVWA Report



The reason this is important is that the Strategic Plan will drive resource allocation. **We would like to see the \$9.2M dedicated to the Experiences objective focused on high value experiences.** What this would look like is focusing on those experiences such as wine that drive economic value based on spending in market when targeting potential visitors and providing a reason to visit.

We welcome the opportunity to partner with Travel Oregon and its regions in prioritizing high value experiences in execution of the strategic plan.