



2023 OREGON TOURISM INDUSTRY STAKEHOLDER SURVEY

SUMMARY OF RESULTS | MT. HOOD GORGE

March 2023



This report summarizes findings from a 2023 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. This report summarizes findings from respondents in Mt. Hood Gorge with additional statewide results provided for context.

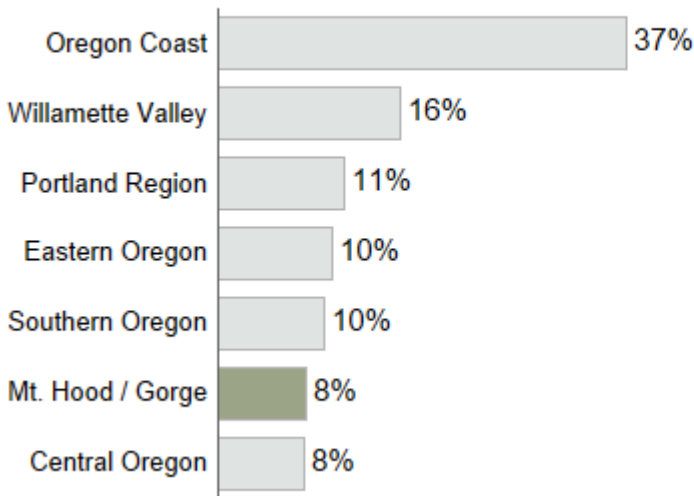
OBJECTIVES

The 2023 Oregon Tourism Stakeholder Survey was designed to gather feedback from Oregon’s tourism industry professionals, employees, and stakeholders to provide feedback and direction for Travel Oregon and Regional Destination Management Organizations (RDMOs) in setting strategic directions and making funding and programmatic decision in marketing, grants, tourist-related infrastructure, visitor management, and more. The survey built on a framework of past stakeholder surveys conducted in 2018 and 2020. The survey was developed collaboratively by Travel Oregon, the seven RDMOs, and Driftline Consulting.

DATA COLLECTION

The survey was conducted online and distributed in both English and Spanish between February 9-March 7, 2023, via direct email communications, a press release, industry newsletters and industry partners' distribution channels to an open URL hosted on Travel Oregon's industry website. The survey resulted in a total of 80 valid responses from the Mt. Hood Gorge region and 1,018 responses overall. Sample sizes for individual questions vary. Results presented in this report are segmented by the region in which the respondent indicated that they live or work, and figures show results from the Mt. Hood Gorge compared to the statewide survey results (referred to as the “overall” in figures).

Number of Respondents



80

Mt. Hood / Gorge
Responses

1,018

Overall Responses

LIMITATIONS

The survey results should be viewed as an aggregation of relevant and thoughtful feedback from stakeholders. The applicability of findings to real life circumstances may depend on whether the feedback is from a broad enough (or representative) swath of stakeholders and whether individual RDMOs believe they have engaged with enough stakeholders to have a good gauge of the stakeholders' priorities. An assessment of the industries represented, and the overall response numbers suggest that for all regions, a diverse and appropriately sized cross-section of stakeholders responded, adding confidence to the applicability of results. Because the survey was not conducted from a random sample, statistical tests have not been performed on the data.

ADDITIONAL RESOURCES

In addition to this report, results from the survey are accessible via an interactive online dashboard that enables further exploration of the data. Users of the online dashboard can segment questions by key variables to gain additional insight into segments of the Oregon tourism stakeholder population that were not addressed in this report.

The survey also resulted in an extensive number of open-ended responses. All open-ended responses may be accessed in the online dashboard.

Access the online dashboards by going to: bit.ly/2023Stakeholder

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KEY FINDINGS

TOURISM DEVELOPMENT

- Sixty-one percent of respondents in Mt. Hood Gorge said they were satisfied with the direction of tourism development in Oregon (selected 4 or 5 on a five-point scale), while 11% were unsatisfied (selected 1 or 2) and 28% were neutral.
- Most respondents in Mt. Hood Gorge agreed or strongly agreed with statements related to what Oregon should do regarding promoting tourism, including promote responsible visitor behavior (94% agreed or strongly agreed), encourage tourism development in their community (87%), consider tourism as a primary priority for economic development (75%), and advertise tourism/attract more visitors (74%).
- Respondents in the Mt. Hood Gorge region were most in agreement that they are comfortable collaborating with groups of varying sizes and backgrounds to make positive changes in the tourism industry (91% agreed or strongly agreed), and they were least in agreement that they are able to lobby legislators and policy makers to create positive change within the industry (34%).

STRENGTHS AND AREAS FOR IMPROVEMENT

- The top three areas that respondents from Mt. Hood Gorge considered as strengths in their community were outdoor recreation opportunities (86%), food and beverage (46%), and agritourism (30%).
- The top areas that Mt. Hood Gorge respondents said their community needs to focus on to improve residents' and visitors' experiences were public infrastructure (e.g., bathroom, parking) (50%), workforce availability (26%), lodging (24%) and transportation services (24%).

ADDRESSING RISKS TO TOURISM

- The top three challenges that respondents in the Mt. Hood Gorge region identified as high risks to tourism were wildfires (58%), lack of affordable housing (56%), and overburdened public resources (47%).
- The top two strategies that respondents in Mt. Hood Gorge selected to best assist their business/organization or community if faced with the challenges listed in the previous question were grant and funding resources/opportunities (70%) and resources to build tourism related infrastructure (64%).

WORKFORCE

- To develop, attract and retain the local workforce to the tourism industry, over half of respondents in Mt. Hood Gorge (55%) selected the strategy, "Short-term training options for upskilling of current and future employees", followed by "Campaigns to raise awareness of hospitality and tourism career options locally" (53%).

TOURISM PRIORITIES AND FOCUS AREAS

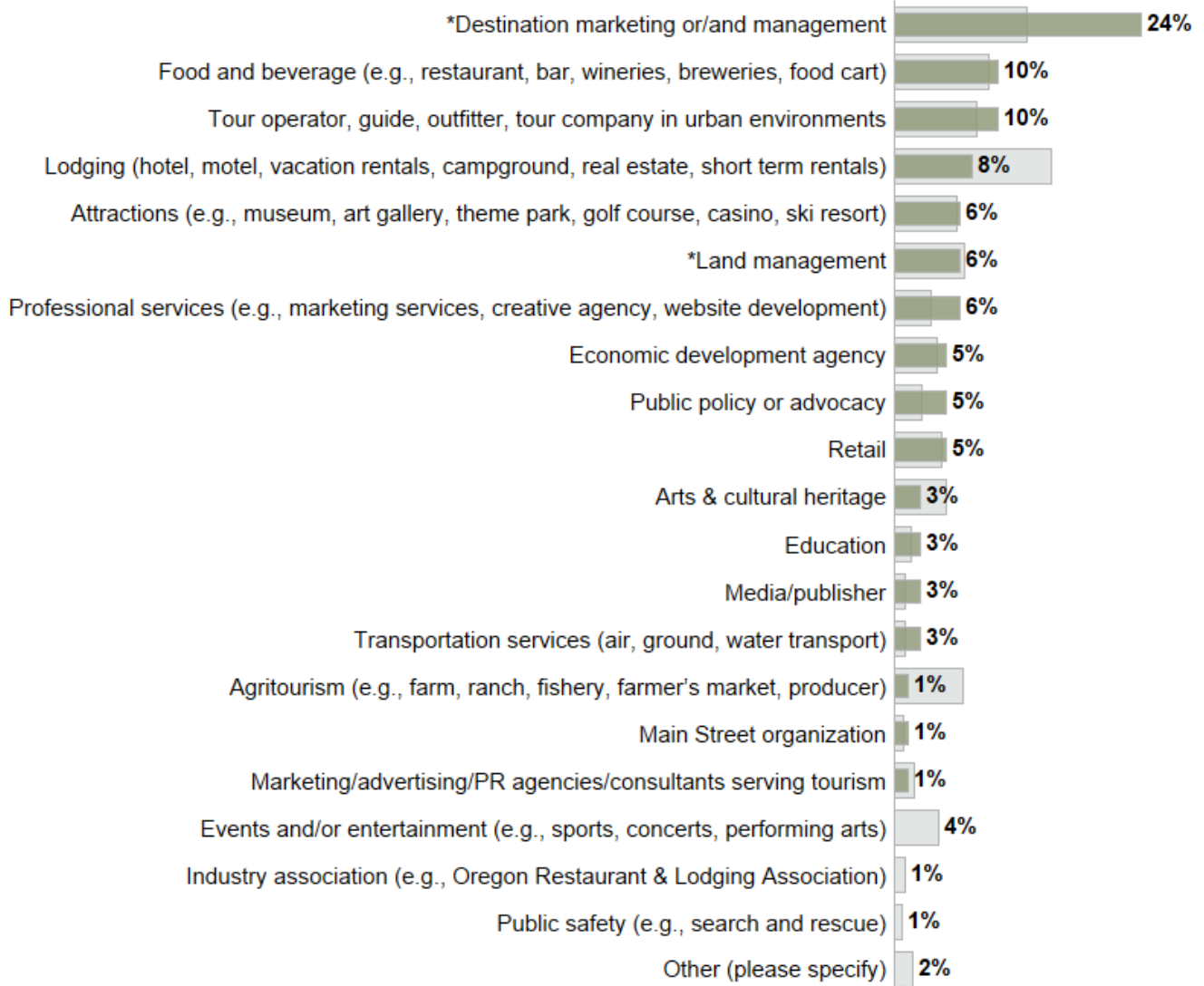
- Respondents were asked to identify the three areas that should be emphasized for tourism planning over the next 2-5 years. Fifty-eight percent of Mt. Hood Gorge respondents selected grant and funding resources/opportunities, followed by tourism-related infrastructure (46%) and marketing and promotion (41%).

RESPONDENT PROFILE

The survey received broad participation by tourism industry sector. Overall, the lodging sector accounted for 15% of total respondents, followed by destination marketing/management (13%), food and beverage (9%), and “Tour operator, guide, outfitter, tour company in urban environments” (8%). “Other” write-in responses, comprising 14% of the overall responses, were diverse and reflected the broad reach of the survey. Members from the Travel Oregon and Driftline Consulting teams collaborated to re-code the “Other” responses to fit into the provided response options, where applicable. Relative to statewide overall results, respondents from Mt. Hood Gorge were more likely to be employed in the destination marketing or management sector and less likely to be employed in the lodging sector.

Industry Sector

Q: In what sector of the tourism industry do you primarily work?



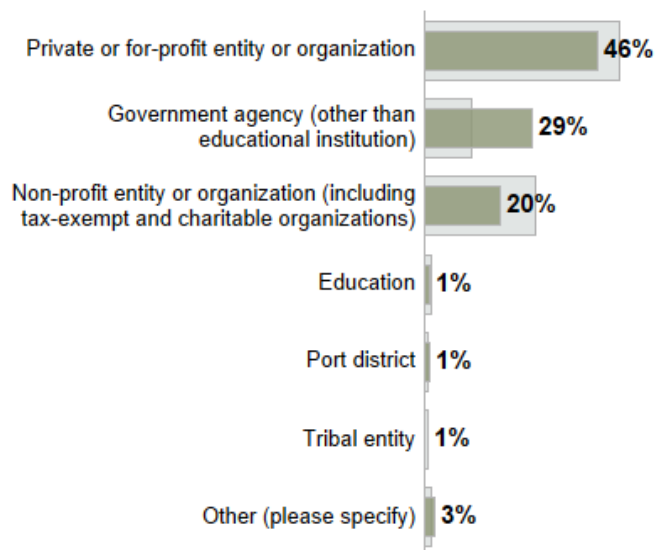
*Answer option abbreviated in reporting.

Respondents were asked which entity type best describes their business or organization. In Mt. Hood Gorge, the top two response options were private or for-profit entities/organizations (46%) and government agency (29%). The percentage of respondents who selected non-profit entity or organization was lower in Mt. Hood Gorge (20%) compared to the overall (30%).

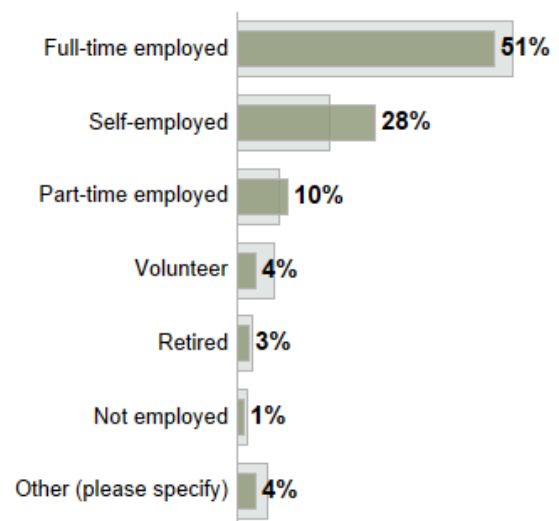
The top employment statuses for the region were full-time employed (51%), self-employed (28%), and part-time employed (10%). Compared to the overall responses, the Mt. Hood Gorge region had a higher proportion of self-employed individuals and a lower proportion of volunteers.

Entity Type, & Employment Status

Q: Which entity type best describes your business/organization?



Q: Which of the following best describes your current employment status in the tourism industry? (Select one)



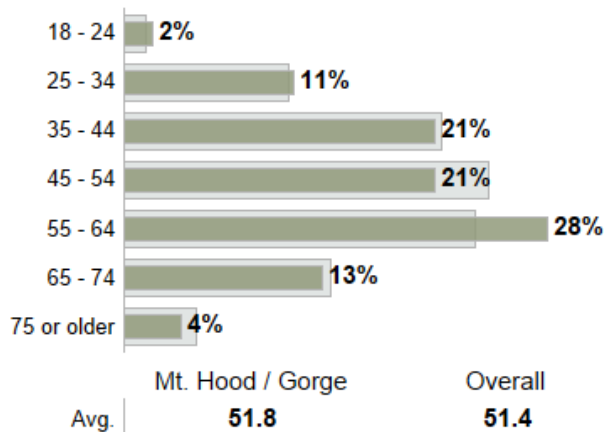
*For both questions, where applicable, "Other" write-in responses were recoded to appropriate categories.

In Mt. Hood Gorge, the majority of respondents fell into the 35-64 age range, with 21% aged 35-44, 21% aged 45-54, and 28% aged 55-64. This was slightly different from the overall results, where the largest age group was 45-54, followed by 55-64. The proportion of respondents aged 65 and older and under 35 was similar among Mt. Hood Gorge respondents compared to the overall results.

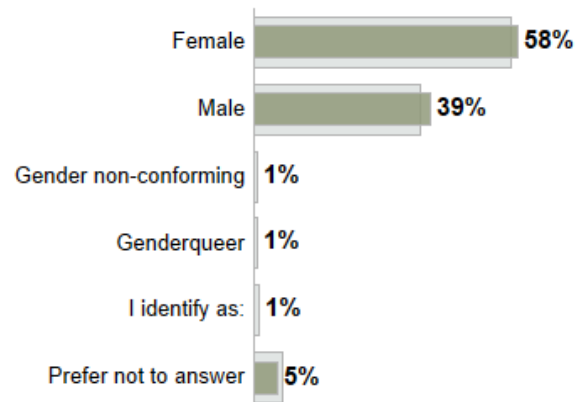
Statewide, 56% of respondents identified as female and 37% identified as male. Mt. Hood Gorge respondents skewed slightly more female at 58%.

Age & Gender

Q: Respondent Age



Q: To which gender identity do you most identify? Please check all that apply.

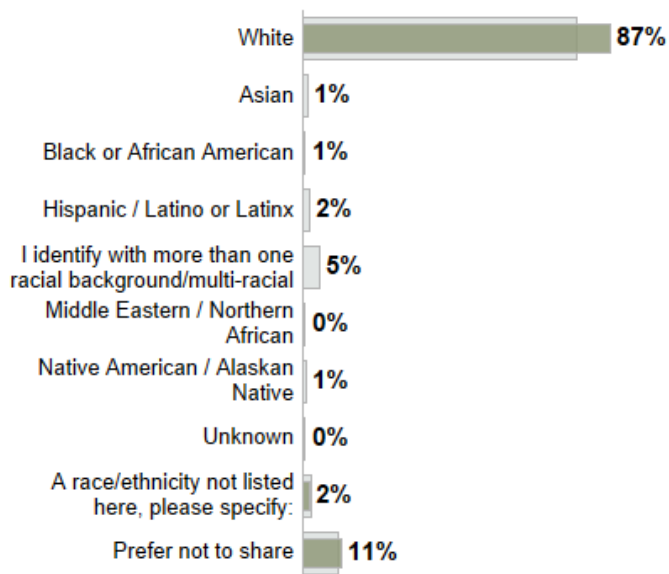


Statewide, just over three quarters of respondents (78%) described themselves as white, and 5% identified as multi-racial. In comparison, more respondents from Mt. Hood Gorge identified themselves as white (87%).

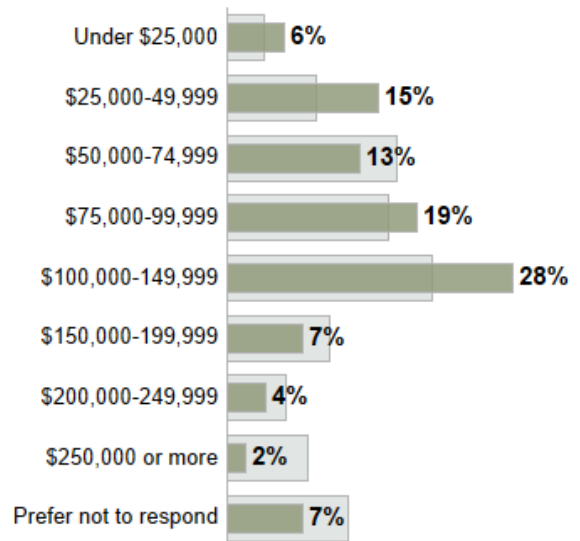
Forty-four percent of survey respondents overall indicated that they had annual household incomes of \$75,000 or more. In the Mt. Hood Gorge region, the most common response options were \$100,000-149,999 (28%) and \$75,000-99,999 (19%). Compared to the overall, the Mt. Hood Gorge region had a higher percentage of respondents in the \$100,000-149,999 range (28% vs 20%) and a lower percentage in the \$250,000 or more range (2% vs 8%).

Race & Household Income

Q: Which of the following best describes you? (Please select one answer)



Q: Which of these categories best describes the total gross annual income of your household (before taxes)?

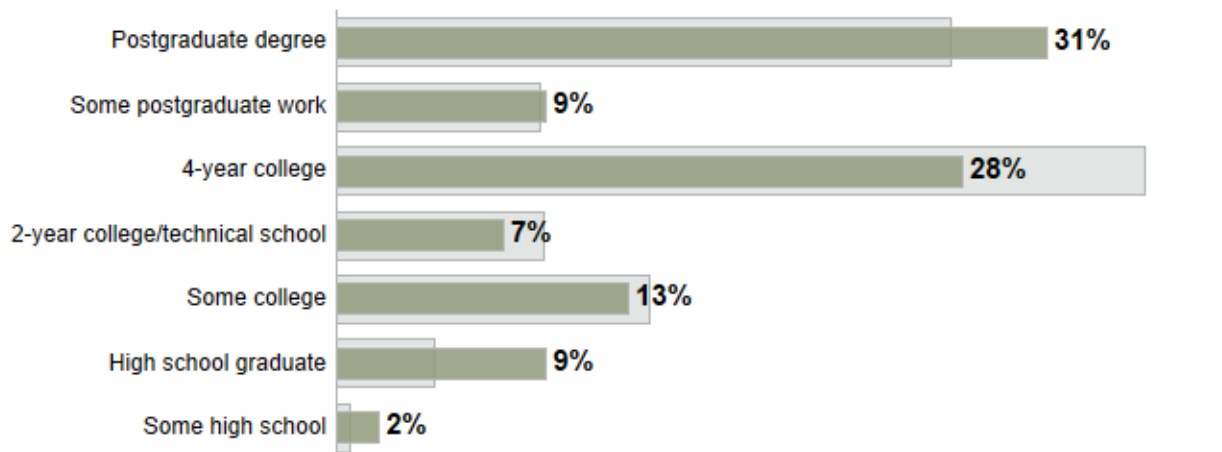


Mt. Hood Gorge had fewer respondents who had completed a 4-year college degree (28% vs 36% in the overall) and more respondents who completed a postgraduate degree (31% vs 27% in the overall).

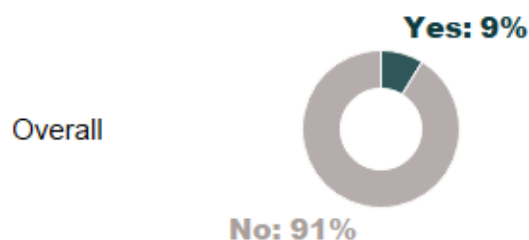
Seven percent of Mt. Hood Gorge respondents reported having a disability, compared to 9% of overall respondents.

Education & Presence of Disabilities

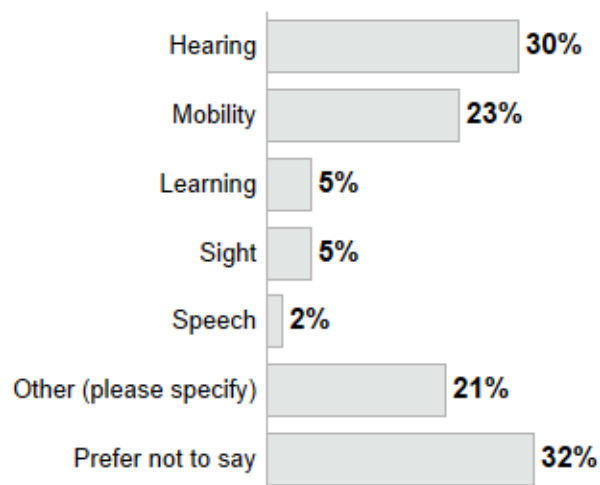
Q: Which option best describes your education?



Q: Do you have a disability? ■ Yes ■ No



Q: [If yes] What are these disabilities? (Select all that apply)



*Overall only due to insufficient sample size within regions.

TRAVEL OREGON'S 2023 – 2025 STRATEGIES

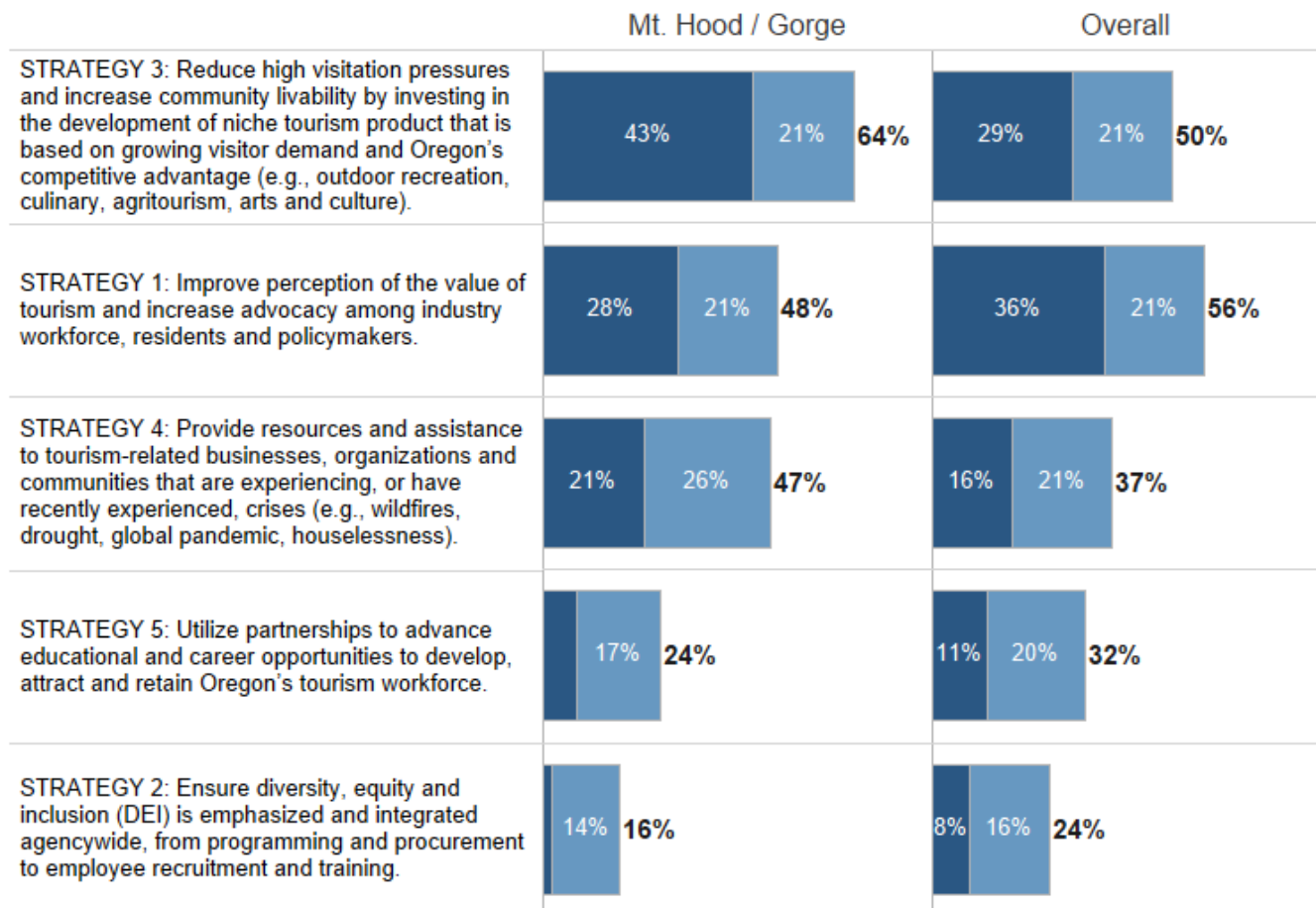
Travel Oregon has embarked on its 10-year strategic vision for tourism in the state, focusing on a destination stewardship approach that aims to maximize the economic potential of Oregon's economy while protecting the environment and promoting cultural diversity. A series of questions were identified to inform various strategies for the next biennium (2023 – 2025) to meet these goals.

Respondents were asked to rank five strategies in terms of how they would prioritize them for their community. Strategy 3, reducing high visitation pressures and increasing community livability by investing in the development of a niche tourism product that is based on growing visitor demand and Oregon's competitive advantage was ranked highest, with 43% of Mt. Hood Gorge respondents identifying it as their top priority and 64% identifying it among their top-two highest priorities. Strategy 1, improving the perception of the value of tourism and increasing advocacy among industry workforce, residents and policymakers, was identified as the second most-favored strategy, with 28% of Mt. Hood Gorge respondents identifying it as their top priority and 48% identifying it among their top-two highest priorities. Overall, the top two strategies were flipped, with Strategy 1 rated as the first or second priority among 56% of respondents, and Strategy 3 rated as the first or second priority among 50% of respondents.

Strategies

Q: Please read the following 5 strategies that are being prioritized by Travel Oregon, and rank them based on priority for your community, from 1=highest priority to 5=lowest priority.

Top 2 Priorities Displayed ■ First Rank ■ Second Rank

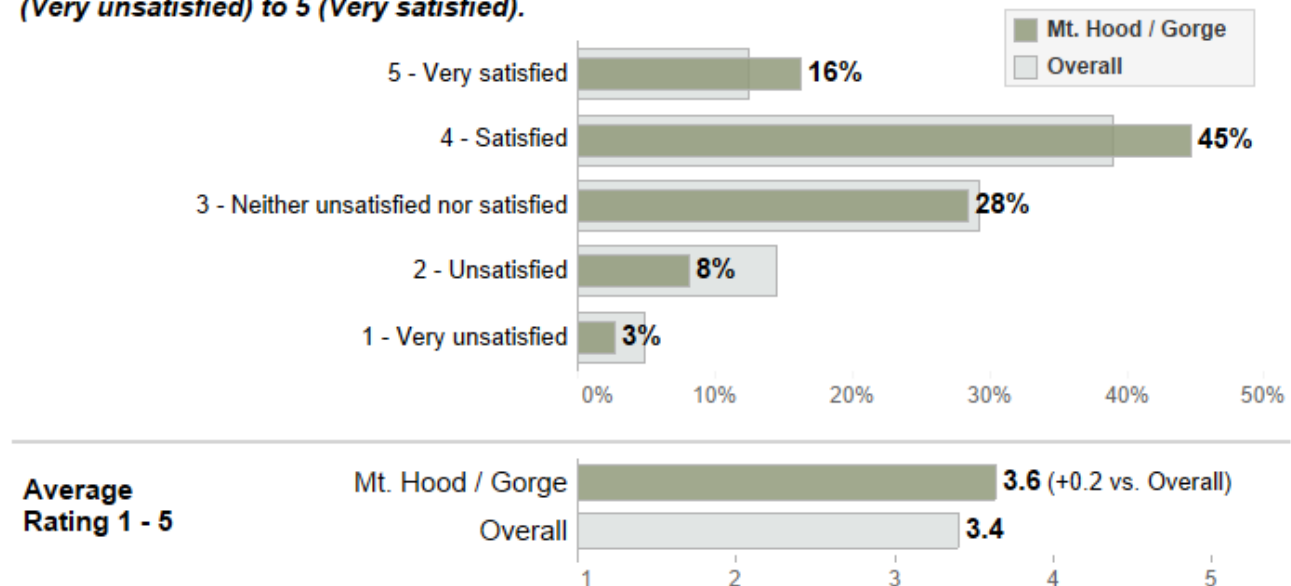


Respondents were also asked to characterize their satisfaction with the general direction of destination development in Oregon. Note that “Tourism development” refers to overall tourism development in Oregon. The following definition was provided to survey respondents: “Tourism development refers to the development of robust destinations that offer authentic, world-class experiences for all travelers, while preserving, enhancing and celebrating local assets.”

Overall, 52% of respondents were satisfied with the direction of tourism development in Oregon (selected 4 or 5 on a five-point scale), while 19% were unsatisfied (selected 1 or 2). Twenty-nine percent were neutral (selected 3, neither unsatisfied nor satisfied). In the Mt. Hood Gorge region, respondents indicated that they were slightly more satisfied (an average of 3.6 compared to 3.4 among the overall).

Satisfaction with Tourism Development in Oregon

Q: Please rate your satisfaction with the direction of destination development in Oregon, from 1 (Very unsatisfied) to 5 (Very satisfied).

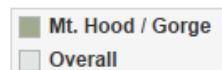


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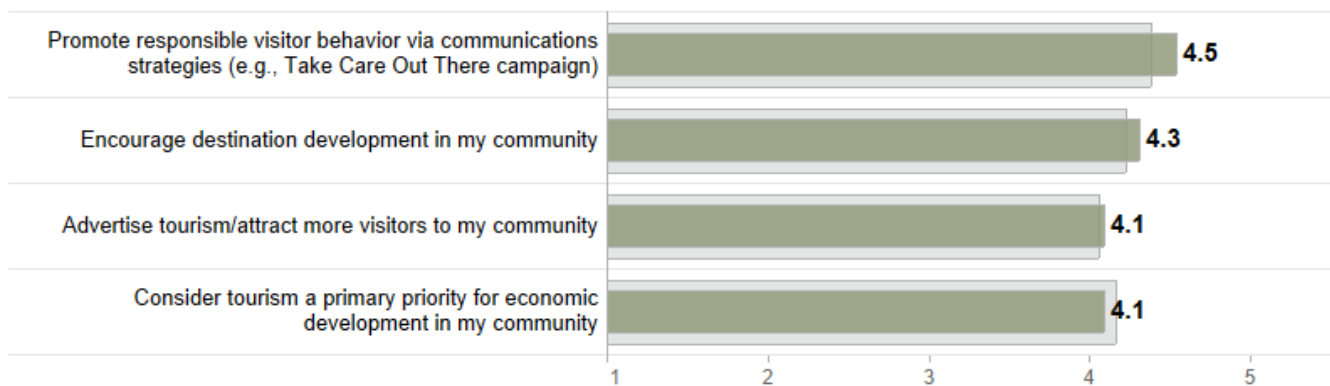
Both overall and in Mt. Hood Gorge, a majority of respondents agreed or strongly agreed with each statement related their support for tourism development, including promoting responsible visitor behavior, encouraging tourism development in their community, advertising tourism or attracting more visitors, and considering tourism as a primary priority for economic development. The statement with the greatest support among the overall sample and among Mt. Hood Gorge respondents was, "I believe Oregon should promote responsible visitor behavior via communications strategies"; the average was 4.4 among overall respondents and 4.5 among Mt. Hood Gorge respondents (on a five-point scale).

Respondents were also asked to provide their level of agreement with four statements that were meant to measure their advocacy for tourism. Both overall and in Mt. Hood Gorge, respondents were most in agreement that they were comfortable collaborating with groups of varying size and backgrounds to make positive changes in the tourism industry and least in agreement that they are able to lobby legislators and policy makers to create positive change within the industry.

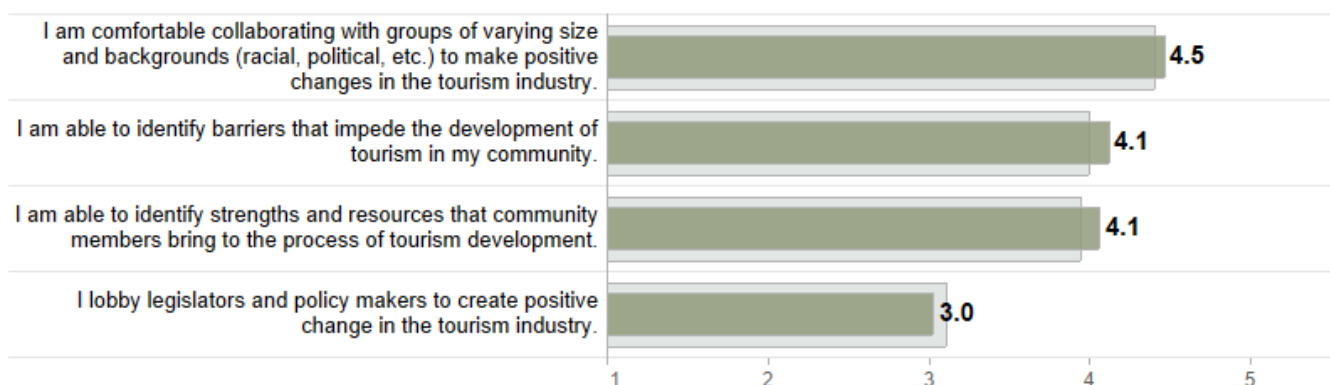
Tourism Development in Oregon



Q: Please rate your level of agreement with the statements below, from 1 (Strongly Disagree) to 5 (Strongly Agree). I believe Oregon should...



Q: Please rate your level of agreement with the statements below, from 1 (Strongly Disagree) to 5 (Strongly Agree).



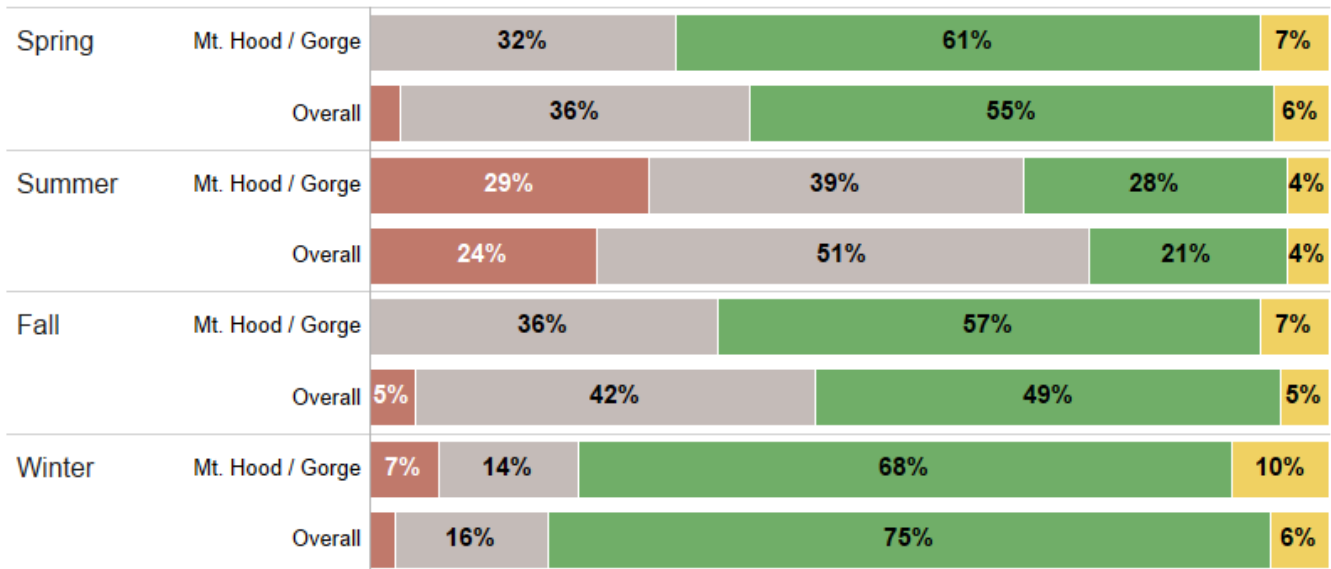
Respondents were asked to characterize the number of visitors their community receives during each of the four seasons. Overall, 3% of respondents said there were too many visitors in the spring, followed by 24% in summer, 5% in fall and 3% in winter. Compared to the overall, Mt. Hood Gorge respondents were more likely to indicate that visitation levels are too high in the summer months (29%) and the winter months (7%).

Visitation Levels by Season

Q: With respect to the number of visitors that your community receives each season, would you say there are:

Response

- Too many visitors
- About the right number of visitors
- Too few visitors
- Don't know/no opinion



The following figure portrays areas that respondents felt are strengths in their community and areas they felt their community needs to focus on to improve residents' and/or visitors' experiences. The top three areas that respondents from the Mt. Hood Gorge considered as strengths in their community were outdoor recreation opportunities (86%), food and beverage (46%), and agritourism (30%). In comparison to the overall responses, the Mt. Hood Gorge region was more likely to identify outdoor recreation opportunities as a strength and less likely to identify lodging and events and/or entertainment as strengths.

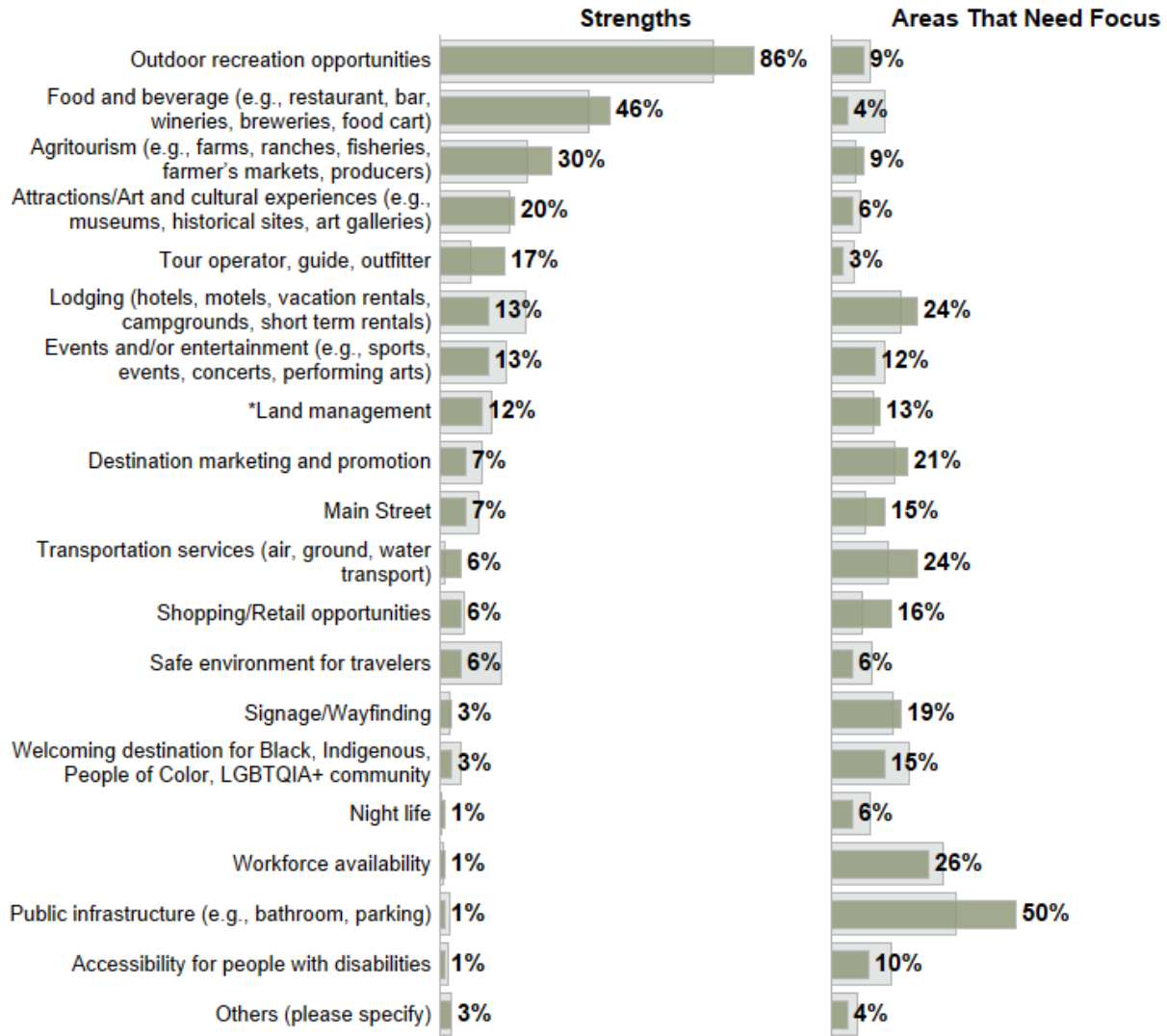
The top areas that Mt. Hood Gorge respondents said their community needs to focus on to improve residents' and visitors' experiences were public infrastructure (e.g., bathroom, parking) (50%), workforce availability (26%), lodging (24%) and transportation services (24%). It's worth noting that when looking at the results for the overall survey population, the top areas were public infrastructure as the top priority (34%), followed by workforce availability (30%), and then being a welcoming destination for Black, Indigenous, People of Color, LGBTQIA+ community (21%).

Strengths & Areas to Improve

■ Mt. Hood / Gorge
 ■ Overall

Q: Please identify up to three areas that you consider strengths in your community &

Q: Please identify up to three areas that your community needs to focus on to improve residents' and visitors' experiences:



*Answer option has been abbreviated

The survey asked respondents to rate the extent to which various challenges pose a risk to tourism in their communities. The top three challenges that respondents in the Mt. Hood Gorge region identified as high risks were wildfires (58%), lack of affordable housing (56%), and overburdened public resources (47%). Additionally, a high share of respondents, both overall and in Mt. Hood Gorge, indicated that houselessness is a risk (72% indicated it is a high or medium risk in the Mt. Hood Gorge region).

Risks to Tourism in Your Community

Q: Please rate the extent to which each challenge poses a risk to tourism in your community:

Response
■ High risk
■ Medium risk
■ Low risk

Wildfires	Mt. Hood / Gorge	58%	31%	11%
	Overall	33%	35%	32%
Lack of affordable housing	Mt. Hood / Gorge	56%	38%	6%
	Overall	65%	24%	10%
Overburdened public resources	Mt. Hood / Gorge	47%	26%	27%
	Overall	33%	35%	32%
Houselessness	Mt. Hood / Gorge	29%	43%	28%
	Overall	42%	33%	25%
Economic downturn	Mt. Hood / Gorge	27%	55%	18%
	Overall	33%	50%	17%
Increasing negative resident sentiment towards visitors	Mt. Hood / Gorge	21%	46%	33%
	Overall	25%	42%	33%
Global pandemic or other health concerns	Mt. Hood / Gorge	18%	33%	48%
	Overall	15%	36%	49%
Increasing negative visitor perception	Mt. Hood / Gorge	16%	44%	40%
	Overall	22%	40%	39%
Drought	Mt. Hood / Gorge	9%	41%	50%
	Overall	18%	29%	54%
Flooding	Mt. Hood / Gorge	8%	20%	73%
	Overall	7%	27%	66%
Community violence and crime	Mt. Hood / Gorge		45%	50%
	Overall	13%	30%	57%
Other	Mt. Hood / Gorge	50%	17%	33%
	Overall	45%	19%	35%

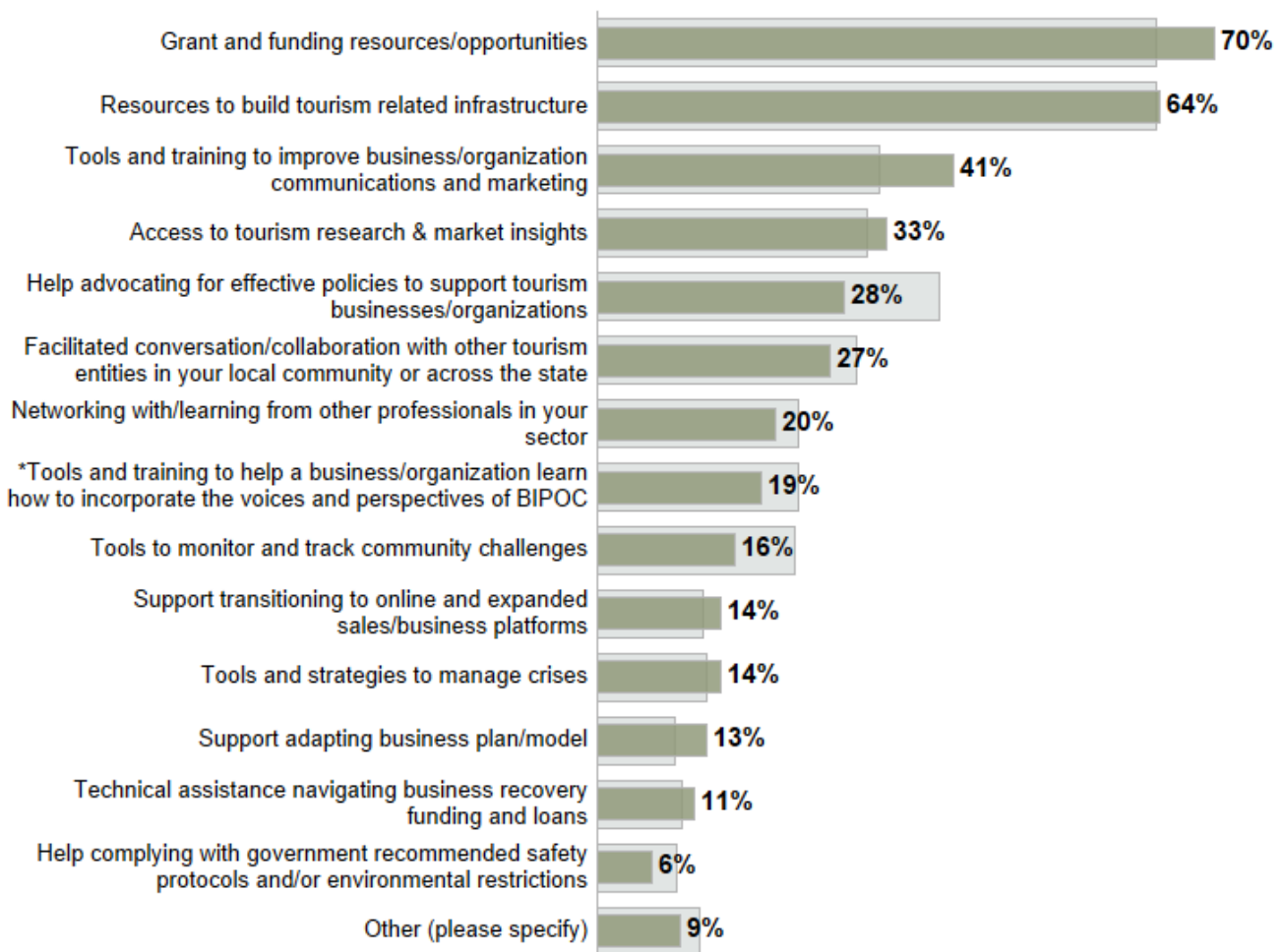
*Categories sorted in descending order by the percent of Mt. Hood / Gorge respondents selecting "High risk."

The survey asked respondents to identify the resources or programs that would best assist their business/organization or their community if faced with the challenges listed in the previous question. Two strategies emerged as likely to be particularly effective among respondents overall and those in Mt. Hood Gorge: grant and funding resources/opportunities (64% overall and 70% in Mt. Hood Gorge) and resources to build tourism related infrastructure (64% overall and 64% in Mt. Hood Gorge). Respondents in Mt. Hood Gorge were more likely than the overall to say that tools and training to improve business/organization communications and marketing would be helpful (41% vs 32% of the overall) and less likely to say they need help advocating for effective policies to support tourism businesses/organizations (28% vs 39% of the overall).

Resources & Programs (1 of 2)



Q: Please select up to five resources or programs that would best assist your business/organization or community if faced with the challenges listed in the previous question.



Respondents were then asked to specifically rank the programs or resources that they selected from the previous question from highest to lowest priority. Again, grant and funding resources/opportunities and resources to build tourism-related infrastructure emerged as top priorities overall and among Mt. Hood Gorge respondents, followed by resources to build tourism related infrastructure.

Resources & Programs (2 of 2)

Q: Please rank the top resources or programs that would best assist your business/organization or community if faced with the challenges previously listed (1=the top resource or program).

Top 2 Priorities Displayed ■ First Rank ■ Second Rank

	Mt. Hood / Gorge			Overall		
Grant and funding resources/opportunities	28%	22%	50%	30%	20%	50%
Resources to build tourism related infrastructure	30%	20%	50%	25%	20%	44%
Tools and training to improve business/organization communications and marketing	10%	15%		9%	13%	
Access to tourism research & market insights	12%	12%		7%	13%	
Help advocating for effective policies to support tourism businesses/organizations	8%	12%		8%	11%	18%
Facilitated conversation/collaboration with other tourism entities in your local community or across the state	7%	8%		5%	9%	
Networking with/learning from other professionals in your sector	7%	7%		6%		
Support adapting business plan/model	7%			3%		
Tools and strategies to manage crises	5%	7%		4%		
Tools to monitor and track community challenges	7%			5%	10%	
Technical assistance navigating business recovery funding and loans	5%			4%		
Tools and training to help a business/organization learn how to incorporate the voices and perspectives of BIPOC communities	5%			6%	9%	
Support transitioning to online and expanded sales/business platforms	3%			3%		
Help complying with government recommended safety protocols and/or environmental restrictions	2%			4%		
Other	8%	10%		8%	11%	

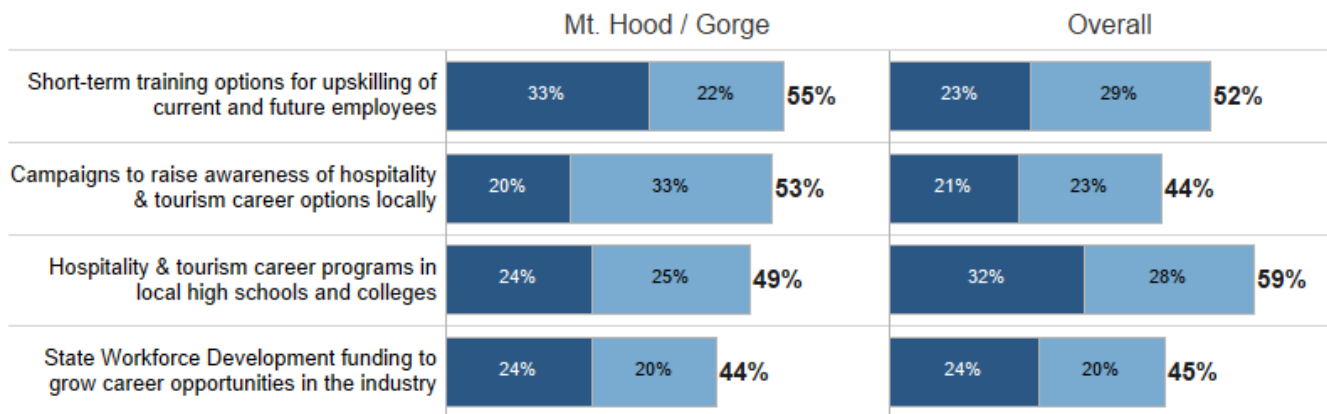
In order to rebuild the local workforce, the survey asked respondents to rank educational and career opportunities from highest to lowest priority in order to develop, attract and retain the local workforce to the industry. The following figure shows the share of respondents that rated each category among their top-two priorities. Among Mt. Hood Gorge respondents, “Short-term training options for upskilling of current and future employees” was the most popular strategy (55% vs 52% of the overall), followed by “Campaigns to raise awareness of hospitality and tourism career options locally” (53% vs 44% of the overall).

Developing the Local Workforce

Q: As we seek to rebuild the local workforce, please rank (from 1=highest priority to 4=lowest priority) the following educational and career opportunities to develop, attract and retain the local workforce to our industry.

Top 2 Priorities Displayed

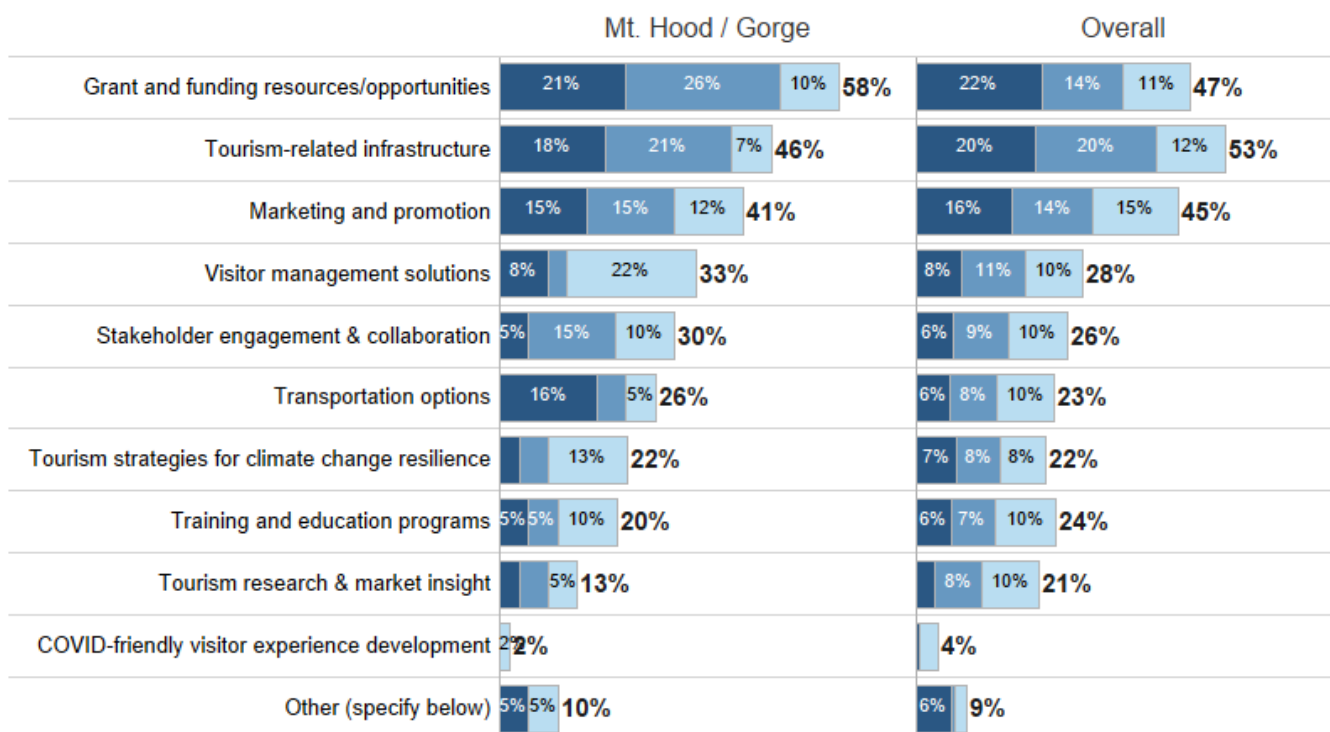
■ First Rank ■ Second Rank



As in prior iterations of the Oregon Tourism Industry Stakeholder Survey, respondents were asked to identify the three areas that should be emphasized for tourism planning over the next 2-5 years. Overall, tourism-related infrastructure emerged as the top priority with 20% of respondents identifying it as their top priority and 53% identifying it among their three highest priorities. Grant and funding resources/opportunities was the second most-identified priority (47% among their top three), followed by marketing and promotion (45% among their top three). Relative to 2020, these are the same top focus areas; however, the rank order changed with marketing falling from first to third priority. Among Mt. Hood Gorge respondents, the top priority was grant and funding resources/opportunities (58% rated it among their top three), followed by tourism-related infrastructure (46%) and marketing and promotion (41%).

Tourism Priorities & Focus Areas

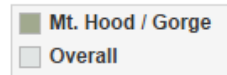
Q: Please identify the three areas that you believe should be emphasized for tourism planning over the next 2 to 5 years in Oregon: ■ First Rank ■ Second Rank ■ Third Rank



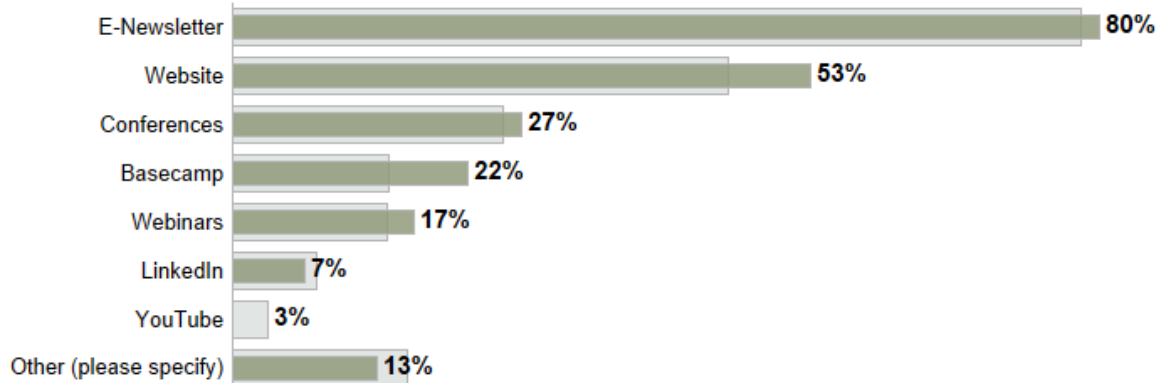
INDUSTRY ENGAGEMENT AND COMMUNICATIONS

Eighty percent of Mt. Hood Gorge respondents currently receive tourism industry-related information from Travel Oregon and RDMOs via e-newsletter, followed by website (53%). By a large margin, e-newsletters are considered the best way for respondents to receive information.

Communications



Q: How do you currently receive tourism industry-related information from Travel Oregon and your Regional Destination Management Organization? (Select all that apply)



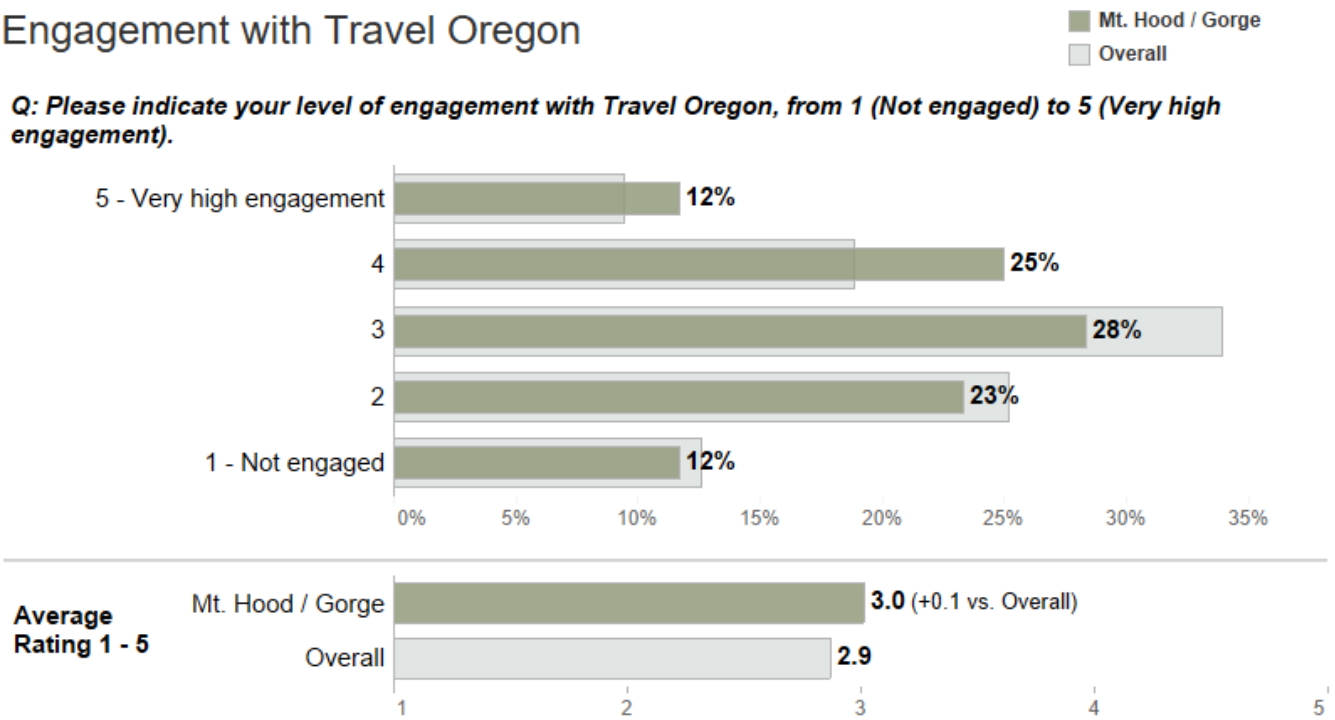
Q: What is the best way for you to receive tourism industry-related information from Travel Oregon and your Regional Destination Management Organization?



Respondents were asked to rate their engagement with Travel Oregon, from 1 (not engaged) to 5 (very high engagement). Thirty-seven percent of respondents in Mt. Hood Gorge rated this question a 4 or 5, compared to 28% in the overall sample. The average rating was slightly higher among Mt. Hood Gorge respondents (3.0) compared to the overall (2.9).

Engagement with Travel Oregon

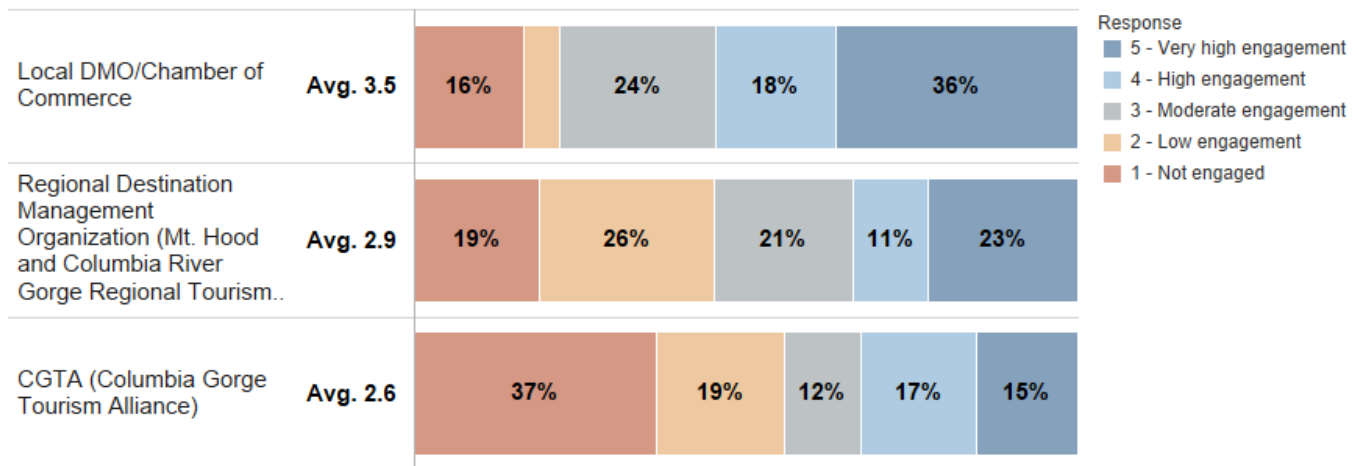
Q: Please indicate your level of engagement with Travel Oregon, from 1 (Not engaged) to 5 (Very high engagement).



MT. HOOD GORGE QUESTIONS

Each region had the opportunity to ask a series of custom questions of specific interest to their stakeholders, challenges, and opportunities. The findings from these custom questions are presented below. Responses to regional questions that were open-ended are presented in the open-ended response appendix.

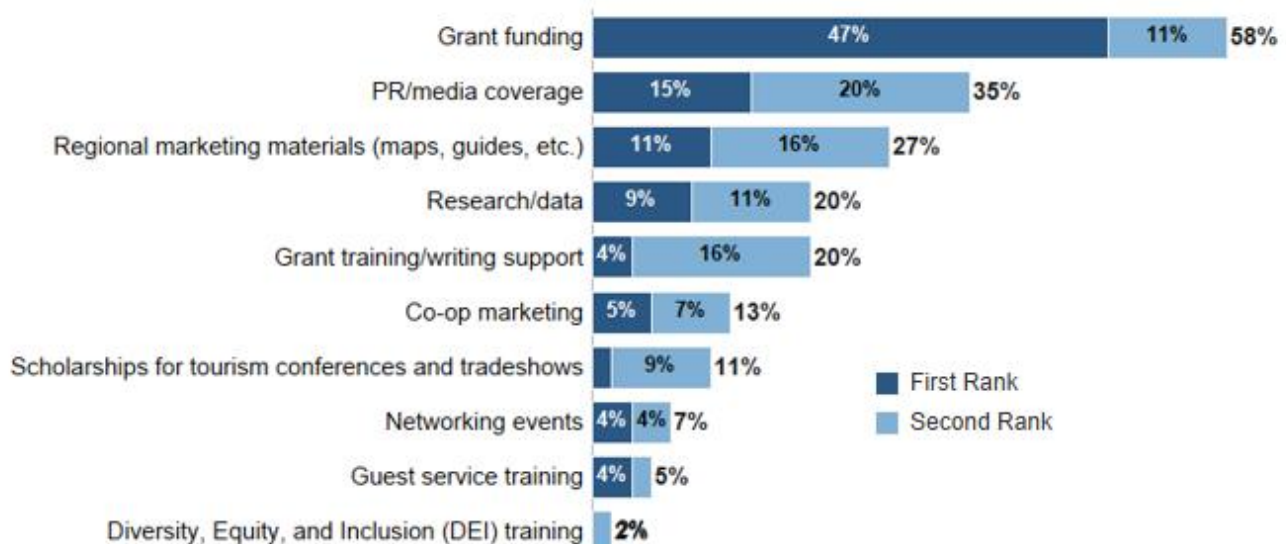
Q: Please indicate your level of engagement with each of the following tourism organizations:



*Categories sorted in descending order by the average rating
 Source: 2023 Oregon Tourism Stakeholder Survey

Q: Please rank the types of resources that would be most beneficial to you and your business if offered for free or a low cost, from 1=Most beneficial to 10=Least beneficial.

Top 2 Highest Priorities:



Source: 2023 Oregon Tourism Stakeholder Survey

OPEN-ENDED RESPONSES

The survey resulted in an extensive number of open-ended responses. In addition to open-ended questions asked of all respondents, each region was given the opportunity to ask customized questions to respondents from their region. Responses to the following Mt. Hood Gorge questions follow:

- *What are your greatest Destination/Visitor Management/Resident Sentiment concerns for the Mt. Hood and Columbia River Gorge region?*
- *In a few words, what, if anything, needs to change for your community to feel like a destination where ALL who travel can enjoy their journey and feel welcome?*

Note that responses are presented in the respondents' own words with no editing, spelling, or punctuation changes. The opinions expressed are the respondents' own and do not reflect the opinions of Travel Oregon. All other open-ended responses are viewable in a spreadsheet format or in an online dashboard format with accompanying word clouds and bar charts.

What are your greatest Destination/Visitor Management/Resident Sentiment concerns for the Mt. Hood and Columbia River Gorge region?
"hood river gets it all". + "visitors are changing our city"
affordable housing
Affordable housing
Alternative transit options to address number of cars. Continued education of region about need for destination management.
Bringing more tourism east of Hood River
climate, overuse, underdevelopment, and diversity (estacada, molalla area)
distributing the crowds to areas that are not being visited or promoted as much by Travel Oregon and everyone else! If we are going to offer car free i hope we can make the piece from Hood River to The Dalles more accessible (weekends too).
economic seasonality issues, congestion, affordable housing for workforce, community issues with problematic unmanaged vacation rentals, not enough law enforcement presence and threats of wildfires.
Employee housing and building appreciation of tourism value throughout the community
Fire
getting people out of their cars for their visit to the Gorge.
High housing cost prohibitive for local employees; low retail visibility for Mt Hood Villages.
Housing for employees, there are too many short-term rentals.
Improve the fishing and the rest will take care of itself
Increasing tourism while maintaining community values.
Lack of a unified tourism destination approach - the Gorge has many tourism areas, however unified signage, transportation, and a marketing campaign would help. Income inequality is creating a situation that makes some areas undesirable for tourists and there seems to be no relief in sight. Economic instability remains as cruise ships on the river are revising their schedules to less visits, impacting tourism destinations.
Lack of RDMO staff, fragmented and siloed local and sub-regional groups. Things don't seem very... systematic, rather ad hoc

Lack of respect from visitors of the area, garbage, speeding, using public property as a bathroom
Lacking ground based infrastructure to manage influx of self driven visitors.
Littering near wildlife and rivers
Lodging for visitors and housing for locals/workforce is so low/expensive
Loss of local housing due to short term rentals.
Main Street viability in The Dalles, helping to create a beautiful and safe downtown
Not enough tourism in the winter.
Ongoing maintenance of the HCRH state trail and timely clearing of rockslides, branches, etc. This trail could be the backbone of tourism and recreation in the Gorge, but parts of it are already falling into disrepair even before the full trail is complete.
over use of natural escources, the viability of arts venues
over visiting, managing negative impacts of tourism, availability of workforce and ability of workforce to afford housing in an increasingly expensive area
Over use in some areas (Multnomah Falls, Hood River) and under used in others (Hwy 26 Sandy area, The Dalles area and Estacada area)
Over use of trails - damaging the natural areas.
Overburdened road system and lack of parking
Overuse during peak time frames
Overuse in the Summer season
Parking, parking, trailhead security, parking, bathrooms, parking, overuse of recreational facilities, parking, people trashing natural areas, parking
Paying to go to the waterfalls! Unimproved roads in the forest.
Restrictions placed on fisheries from ODFW in conjunction with WDFW. It is hard to schedule fishing trips in this area with a fishery that is at best unpredictable. I had to cancel retention Sturgeon trips this year due a very early closure.
Seasonality and overcrowding on summer weekends & holidays. Lack of tourism during winter months.
Staffing and housing
The Dalles gets overlooked
The need to rejuvenate non-profit organizations and volunteer efforts to help maintain public trails and recreation destinations.
The Sandy Area. I feel the mountain gets a large amount of support.
Traffic congestion, parking, and transit in The Gorge. Drawing that traffic to the surrounding communities and including those communities in transit solutions.
Transportation and parking unavailability in the gorge and on Mt. Hood.
Visibility
Visitor flow/traffic management in the waterfall corridor and Hwy 26. More investment into East Gorge.
We love our visitors, however I would like to make sure that our area, local community, wildlife, and land are all respected. Because we are considered "Portland's Playground".
We need more visitors. We need people to realize the Gorge doesn't stop at Hood River and that it is sunny and beautiful here.

Wildfires

In a few words, what, if anything, needs to change for your community to feel like a destination where ALL who travel can enjoy their journey and feel welcome?

Accessible lodging, businesses and attractions.

ADA improvements, translation services

Already stated. Bring back the fishing.

clean Public restrooms

clear definitions of who "all" includes, followed by intentional identification of specific segments needs/barriers, THEN action to improve and monitor progress

Eliminate homeless camps

Funding for handicap access and diversity messaging for the community

Greater acceptance of diversity. Wildfire prevention. More seasonal distribution of visitors.

HELP to make us a destination that can be easily marketed! OUR community NEEDS the tourism dollars and I need help to market such a broad spectrum that does not have any one area fully developed for the tourism appeal.

Homelessness

Houselessness and mental healthcare relief; funding for a charming tourism district that benefits residents; and a unified approach to cultural tourism in the Gorge - marketing, transportation, and wayfinding.

I can not think of anything at this time.

I think in this period of growing pains, the only thing to do is to push through. Build more affordable housing, invest in local businesses so they can afford to employ their staff through the slow season, improve main street curb appeal and add storefront opportunities, and build more parking.

Increased representation of POC in marketing, front-line staffing, businesses ownership

Knowing we are here.

Larger tourism based organized like ours are incorporated in multiple states, yet, because our mailing address reads WA we are discriminated as Oregon tourism partner. I am confident that in our area this applies to many potentially very valuable tourism partners. It is a missed opportunity for both T.O. as well as us in the Gorge and Eastern Oregon where we also operate.

more accessibility, more cultural awareness

More accessibility options for people with disabilities, affordability

More focus on the importance of DEI and why all businesses need to have this on their radar

More marketing

Need to highlight attractions and food/lodging options to the thousands of tourists who drive through Sandy.

Nothing

Parking and places to camp

Parking, Restrooms.

Perception of the community as run-down and dirty needs to change. New public facilities such as school buildings and hospital will help this change.

Public transportation and housing.
Reduce vehicle congestion
Sidewalks. Walk ability or bike ability
Signage, accesability, public restrooms
Tenable transportation solutions in the Columbia River Gorge and on Mt. Hood.
The summers take care of themselves. But the winter is a huge struggle
Visitors Center on Main Street.
We need to have amenities, activities for visitors. 15 miles up the mountain doesn't help us here. We have a trail named after us but not with in the city. I think that is confusing to visitors. we need something of our own to promote.
We need to have more affordable lodging options, including short term rentals.