



Tourism Management Studio Program Comes to the Central Oregon Region

Regional Community Leaders are Invited to Participate – September 2024 – January 2025

Deschutes, Crook, Jefferson, South Wasco, Ore. (July 18, 2024) – The Central Oregon Destination Management Studio, offered by Travel Oregon in partnership with Visit Central Oregon and a local steering committee, is now open for registration. The fall and winter program will focus on Central Oregon communities within Deschutes, Jefferson, Crook and South Wasco counties.

The Central Oregon Destination Management Studio (CODMS) helps communities support economic development through visitation while balancing the impact on communities, services and resources. This program aims to improve community livability and satisfaction in areas facing high visitation challenges as well as to drive visitation to targeted areas including emerging rural destinations.

“Taking place in Central Oregon communities throughout the entire region, Visit Central Oregon welcomes this valuable opportunity to collaborate with Travel Oregon and our local & regional partners, sharing the program’s intentional themes that provide the engagement necessary - now more than ever – for streamlining long-term tourism industry visioning, developing sustainable solutions that manage distress at our high-use places, preserving regional natural resources, and highlighting Central Oregon’s emerging rural areas that seek to benefit from tourism’s economic boost.” said Kristine McConnell, VP of Regional Programs at Visit Central Oregon and lead for the regional steering committee. “We are extremely excited to invite participants of Central Oregon’s Destination Management Studio to become effective and impactful stewards of regional tourism starting this fall.”

“The Destination Management Studio is a great way for those regions with high usage to find solutions that help with sustainability and protection, while also giving the opportunity to highlight some of the lesser known rural areas that would benefit from the economic support of tourism” said Kim Molnar, Director of Tourism for Explore Prineville. “The program is inclusive of both rural and urban areas while addressing the diverse needs of communities experiencing high usage, seasonality or low visitation across the Central Oregon region. The workshops tailor solutions that recognize the unique challenges and opportunities each area faces.”

Consisting of six public workshops held in different communities, the program is designed to assist local and regional organizations, businesses and community leaders address key challenges they face including:

- Greater engagement of community, regional and state partners around tourism’s role in destination stewardship, economic development, and the visitor economy
- Intentional rural tourism development that spreads economic impact to smaller communities, addresses year-round visitation & seasonality, and manages environmental impacts to preserve natural landscapes and livability
- Stewardship best practices by visitors and the industry with an emphasis on Central Oregon’s competitive advantage around outdoor recreation
- Development of culinary, agricultural, maker, and authentic heritage experiences benefit locals, circulates spending regionally, and drives positive benefits into the community
- Strategic investments utilizing transient room tax (TRT) through transformational new and existing projects including tourism related facilities that steward the region and bolster momentum

The cost to participate in any one workshop is \$10 (and includes lunch). Space is limited and is specifically designed for residents, community leaders, businesses and organizations operating in the Central Oregon region.

Facilitated by Travel Oregon, the studio program will feature content experts and speakers including Crosscurrent Collective, C2 Recreation, Plate and Pitchfork, Walden Mills Group and other local and regional speakers. Program information, registration and workshop details can be found at industry.traveloregon.com/centraloregondms.

For general inquiries about the program, contact:

Kristine McConnell

kristine@visitcentraloregon.com

Alexa Carey, Travel Oregon

alexa@traveloregon.com

The Central Oregon Destination Management Studio is brought to you by Travel Oregon in partnership with Visit Central Oregon and a local steering committee, including representatives from Explore Sisters, Explore Prineville, Visit Bend, South Wasco Alliance, FivePine Lodge, Discover Your Forest, High Desert Food & Farm Alliance, Central Oregon Trail Alliance, Sunriver/La Pine Economic Development, Redmond Chamber, City of Redmond, SCP Hotel, High Desert Museum, Central Oregon Intergovernmental Council (COIC), Oregon Adaptive Sports, Antelope RV Park & Café, Madras Chamber, Business Oregon and Economic Development for Central Oregon (EDCO).

ABOUT VISIT CENTRAL OREGON

Visit Central Oregon is a 501c6 that serves as the regional destination marketing organization. We drive overnight visitation to the region to support a thriving tourism economy. We inspire travel to the region through an integrated marketing campaign that celebrates our unique culture, people, and landscapes. As the Regional Destination Management Organization (RDMO) appointed by the Oregon Tourism Commission, we manage the Regional Cooperative Tourism Program (RCTP) which is leveraged by the Deschutes County budget to optimize the economic impact of tourism to the region. We collaborate with industry partners towards a shared healthy vision of tourism for the region.

ABOUT TRAVEL OREGON

The Oregon Tourism Commission, dba Travel Oregon,, is a semi-independent state agency whose mission is to inspire travel that uplifts Oregon communities. Collaborating with local and regional leaders 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. Travel Oregon aims to improve Oregonians' quality of life by strengthening the economic impacts of the state's \$14 billion tourism industry, which employs more than 118,500 Oregonians.

###