

"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 highlighting some of the lesser-known rural areas that would benefit from the economic support of tourism. The role of the DMS took us beyond just getting heads in beds and was about participating in intentional stewardship and coming together with those in local leadership to find solutions to protect our natural resources while profiting on the economic benefits of tourism."

Kim Molnar

Director of Tourism, Explore Prineville



An aerial photograph of a scenic river town in Oregon. A wooden bridge with colorful flags spans the river, where several people are walking and kayakers are paddling. The town features a mix of historic brick buildings and modern structures, including a large building with a curved roof and a mural. In the background, three tall industrial smokestacks rise against a clear blue sky, with an American flag flying from the top of one. The surrounding landscape is lush with green trees and a forested hill in the distance.

TRAVEL



OREGON

**CENTRAL OREGON DESTINATION MANAGEMENT STUDIO
COMMISSION PRESENTATION**

SEPTEMBER 2024

DESTINATION MANAGEMENT STUDIO

PRESENTERS



Alexa Carey
Strategist,
Destination Stewardship
Travel Oregon



Kristine McConnell
Vice President,
Regional Programs
Visit Central Oregon



Sasha Bosco
Manager,
Regional Programs
Visit Central Oregon



Peyton Black
Specialist,
Regional Programs
Visit Central Oregon

DESTINATION MANAGEMENT STUDIO

PROCESS & TIMING





CENTRAL OREGON WORKSHOP CALENDAR

SEPT 10 DESTINATION STEWARDSHIP SUMMIT
Redmond - High Desert Music Hall

OCT 22 CULINARY & AGRITOURISM
Sunriver – Sunriver Resort

OCT 23 HERITAGE, ARTS & MAKERS
Sisters – FivePine Lodge

NOV 20 OUTDOOR REC: HIGH USE
Bend – Open Space

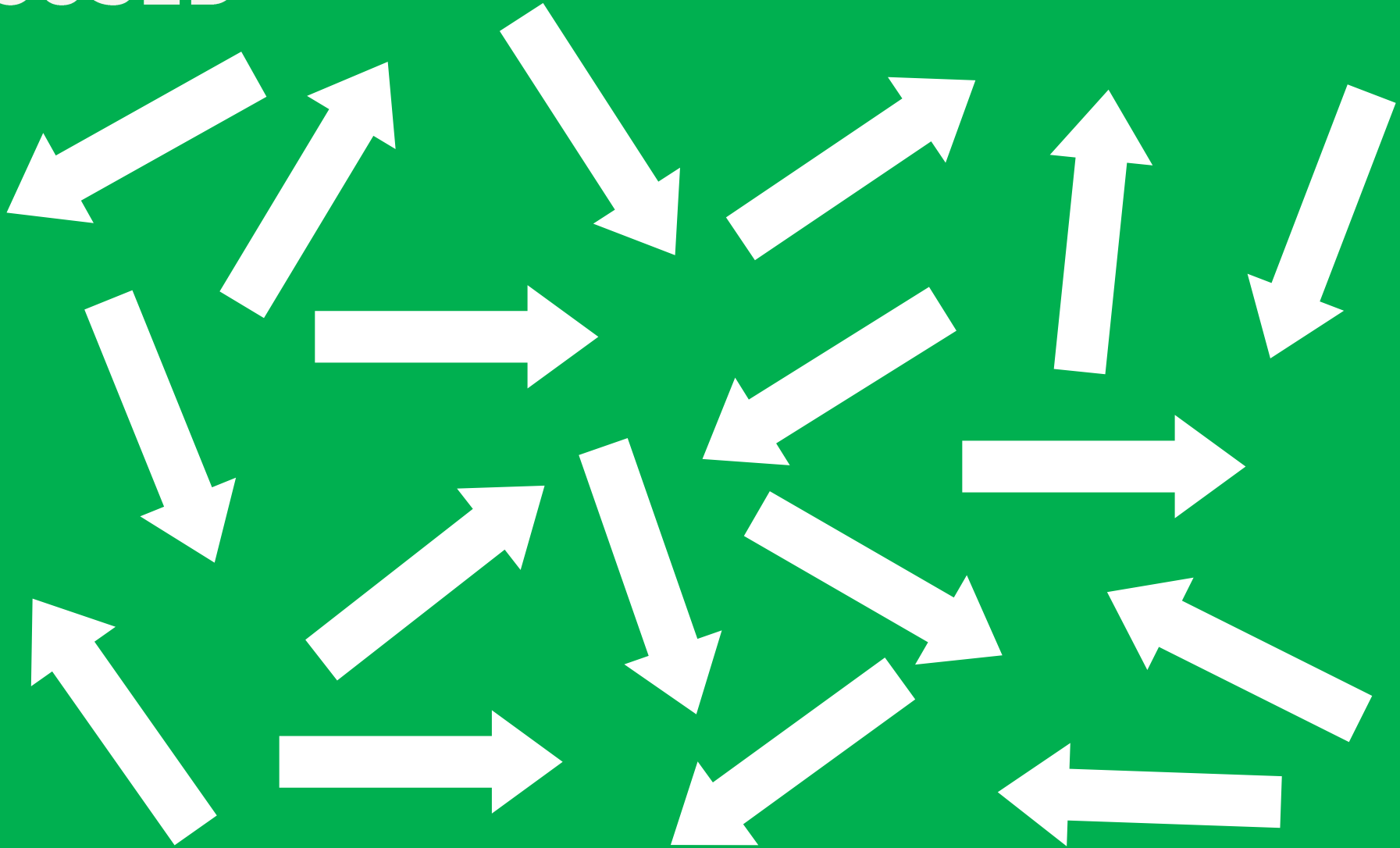
NOV 21 OUTDOOR REC: RURAL RECREATION
Maupin – Civic Center

DEC 4-6 Outdoor Recreation Summit

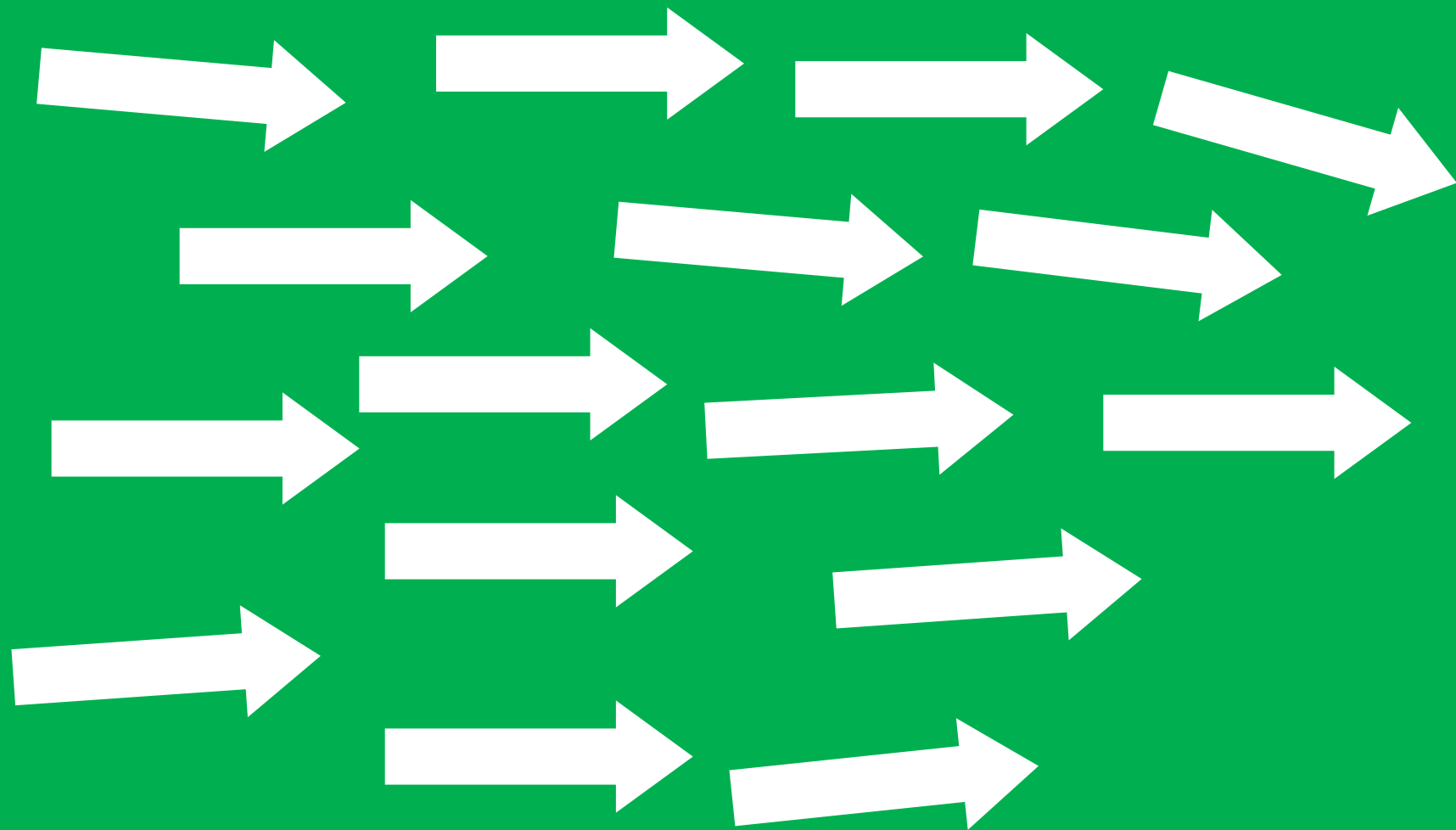
JAN 14 TEAMING FOR ACTION
Madras – The Spot

MAY SIX MONTH ROUND UP
Prineville - TBD

COMMITTED GROUPS - UNFOCUSED



**COMMITTED GROUPS -
FOCUSED**



DESTINATION STEWARDSHIP SUMMIT





CORE TEAM

Explore Prineville



Explore Sisters



South Wasco Alliance



Visit Bend



Visit Central Oregon



Travel Oregon



STEERING COMMITTEE

- Explore Sisters
- Explore Prineville
- Visit Bend
- South Wasco Alliance
- FivePine Lodge
- Discover Your Forest
- High Desert Food & Farm Alliance
- Central Oregon Trail Alliance
- SCP Hotel
- High Desert Museum
- Central Oregon Intergovernmental Council
- Oregon Adaptive Sports
- Antelope RV Park & Café
- Madras Chamber of Commerce
- Business Oregon
- Economic Development for Central Oregon (EDCO)
- Visit Central Oregon



DRAFT PROGRAM OUTCOMES

1. Increase engagement, trust and understanding of destination stewardship, the interconnected role between tourism & economic development, and the visitor economy among elected officials, management partners, and residents
2. Residents see the impact of investments dedicated to catalytic tourism initiatives and tourism-related infrastructure as a positive force that supports community livability, improves local sentiment, and enhances the regional economy
3. Encourage stewardship practices that enhance year-round experiences with intentional management of high-impact visitation, addresses seasonality, carrying capacity, peak season congestion, and strategies that steward the land and mitigate environmental impacts in recreational areas
4. Develop new & enhanced product in emerging destinations and rural communities that captures economic impact, flattens the seasonality curve, pulls demand pressures from high-use areas, amplifies awareness, and solidifies identity and diversifies the regional visitor experience
5. Streamline visitor spending through optimized value chains that reduce economic leakage and bolster spending in core business districts including Central Oregon downtowns

DRAFT PROGRAM OUTCOMES

6. Develop authentic relations and support Tribal Tourism partnerships with social, cultural and economic benefits that stay with local tribal members
7. The region's resilient food system leverages the tourism economy through local food connections, diversifies income through legal on-farm experiences, and bolsters relationships between farmers, local food and beverage producers, restaurants, hotels and retailers
8. Amplify the tourism voice at the table in complex tourism-adjacent conversations (such as workforce development, affordable housing, crisis management, transportation and recreation management)
9. Partners are aligned, supportive, and engaged in community-driven, transformational projects underway as well as new signature experiences that would elevate the regional tourism product
10. Align on visitor behavior & responsible recreation messaging including Leave No Trace that stewards environmental, cultural, and recreational amenities



CENTRAL OREGON

LEARNING TOUR CALENDAR

- Each tour provides a half-day of immersive experiences to understand local communities and capture various perspectives.
- Local presenters share successes, challenges, and future opportunities, while participants contribute to the discussion.
- Insights gathered are shared with workshop developers to inform future programming.

SEPT 18 Sunriver & La Pine

SEPT 19 Bend

SEPT 20 Sisters & Redmond

OCT 9 Crook Co & Prineville

OCT 10 Jefferson Co. & Madras

OCT 11 South Wasco Co.



IMPACT AREAS

1. Destination Stewardship
2. Outdoor Recreation:
High Use & Rural Recreation
3. Culinary & Agritourism
4. Tribal Partnerships
5. Artisans, Makers, Art, Culture & Heritage
6. Economic Leakage & Spending
7. Signature Events
8. Destination Management & Connectivity

CAPACITY



"As stewards of this state and the Central Oregon region, we have a great responsibility to plan for the future of our communities, ensuring the sustainable growth of our vibrant economy, passionate people, and special places. Travel Oregon's Destination Management Studio offers a unique opportunity for outcomes with catalytic change. It has been inspiring to witness the engagement from La Pine to Antelope and everywhere in between as we work together to foster thoughtful and responsible communities for future generations."

Nate Wyeth

SVP, Strategy – Visit Bend

