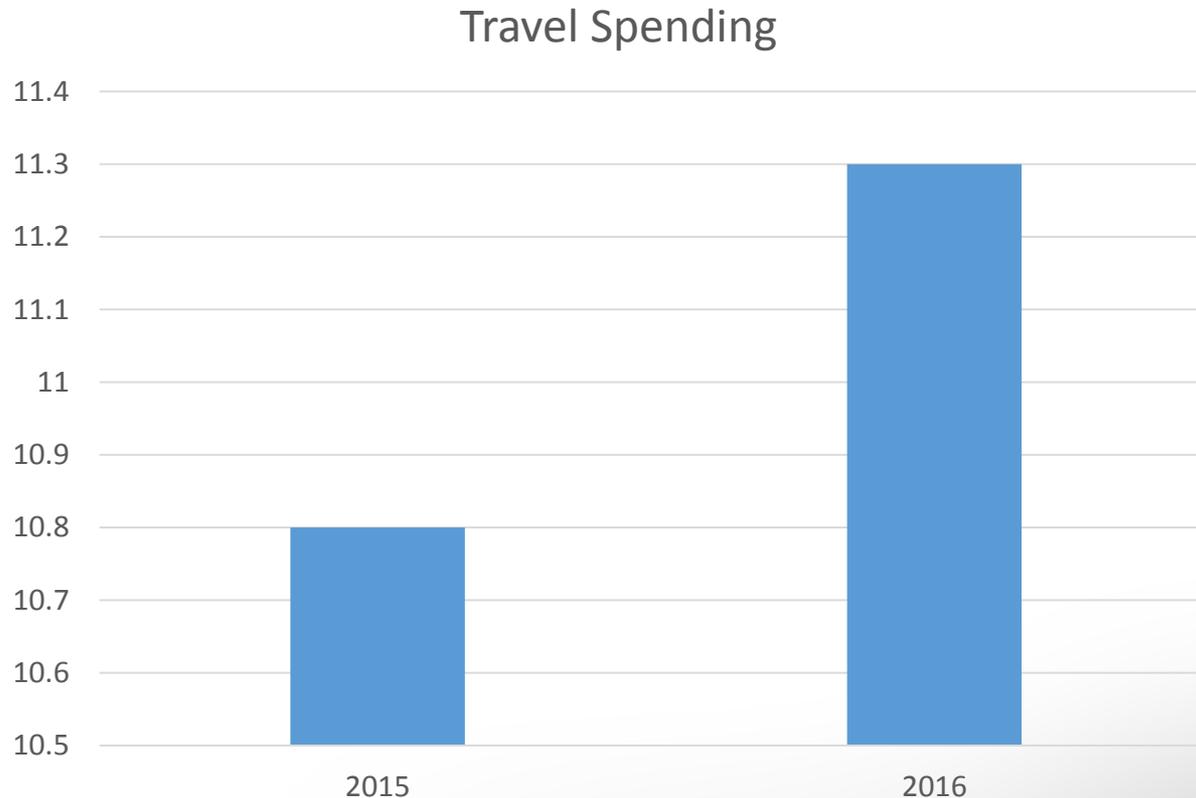


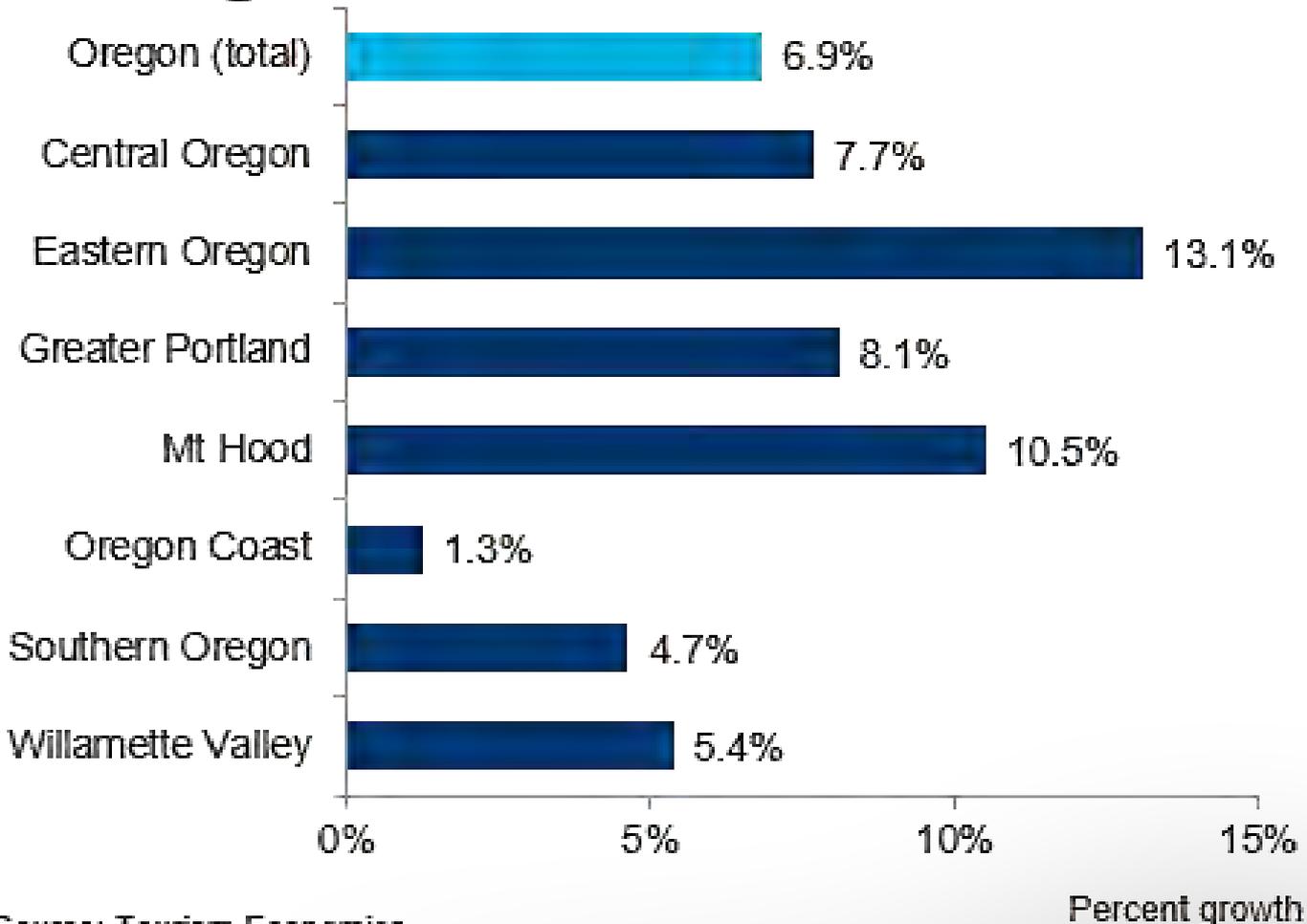


# Tourism is Economic Development

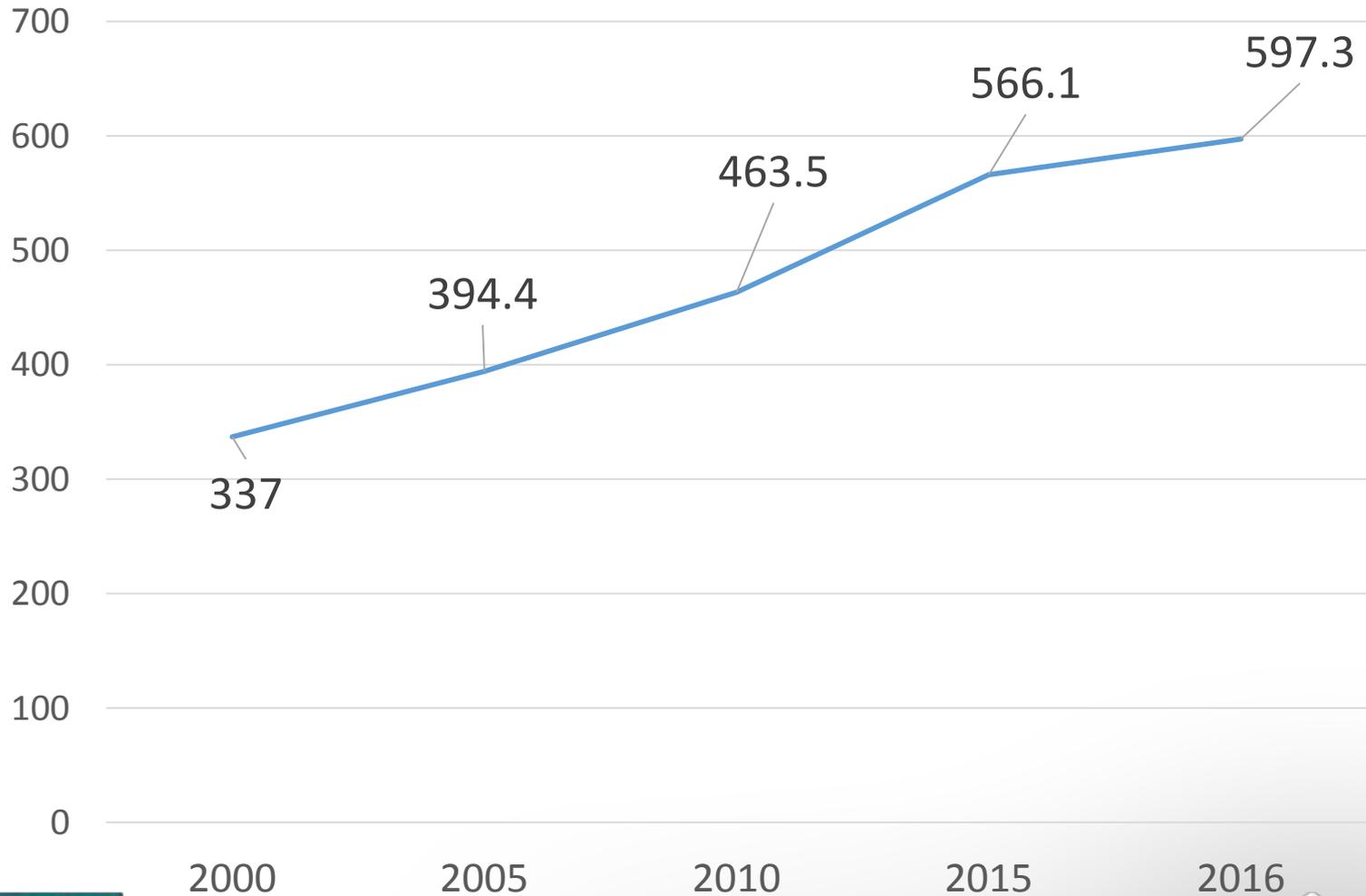
# Oregon Travel spending increased 4.3% to \$11.3 Billion in 2016



# Growth in spending from world (total) in state regions, 2016



# Travel spending up in Clackamas County



— Spending (in Millions)



# 2017 Economic Impact Report on Clackamas County by Dean Runyan



- Welcomed more than 2.6 million overnight visitors in 2016
- Visitors spent \$597 million in 2016
- Total travel spending generated \$24 M in state/local revenues
- Average Occupancy Rates at lodging properties was 70.7% in 2016. (National average is 65.4) (*Smith Travel Research*)

# Who are we?

**We are a Destination  
Marketing Organization  
(DMO)**

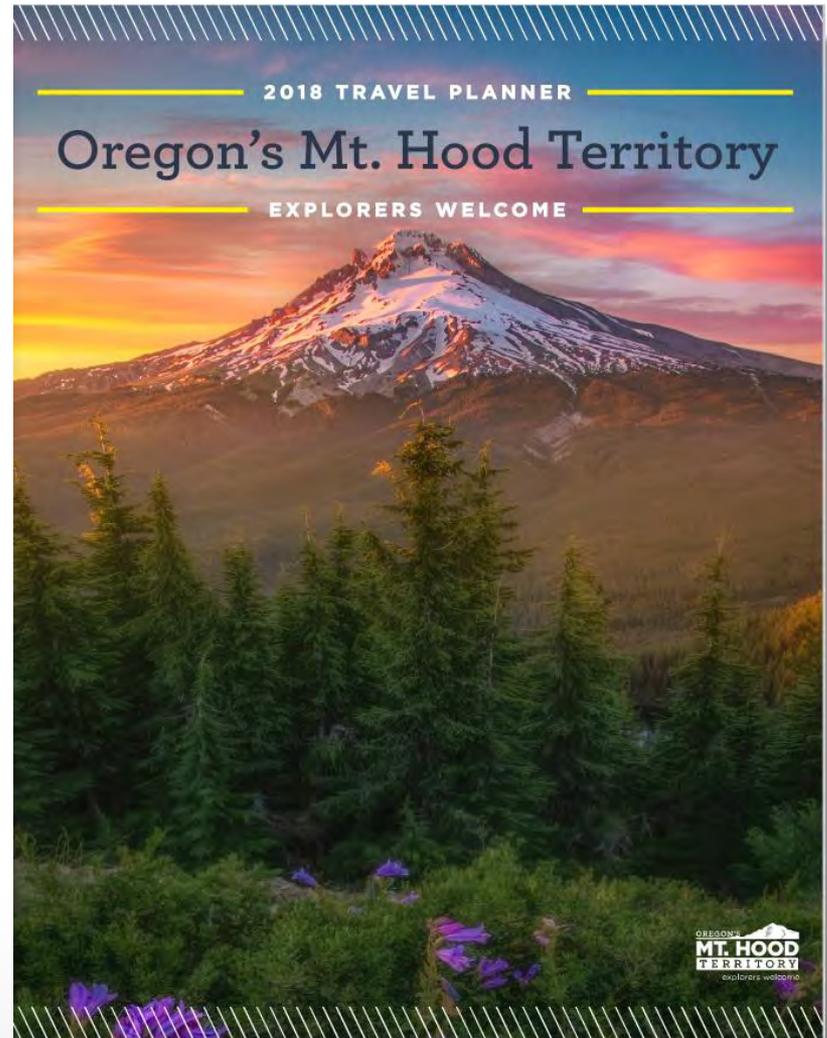
**Branded as Oregon's Mt.  
Hood Territory**

*Bring visitors into Clackamas County*

*Generate overnight stays*

*Get visitors to linger longer with fun and  
memorable experiences*

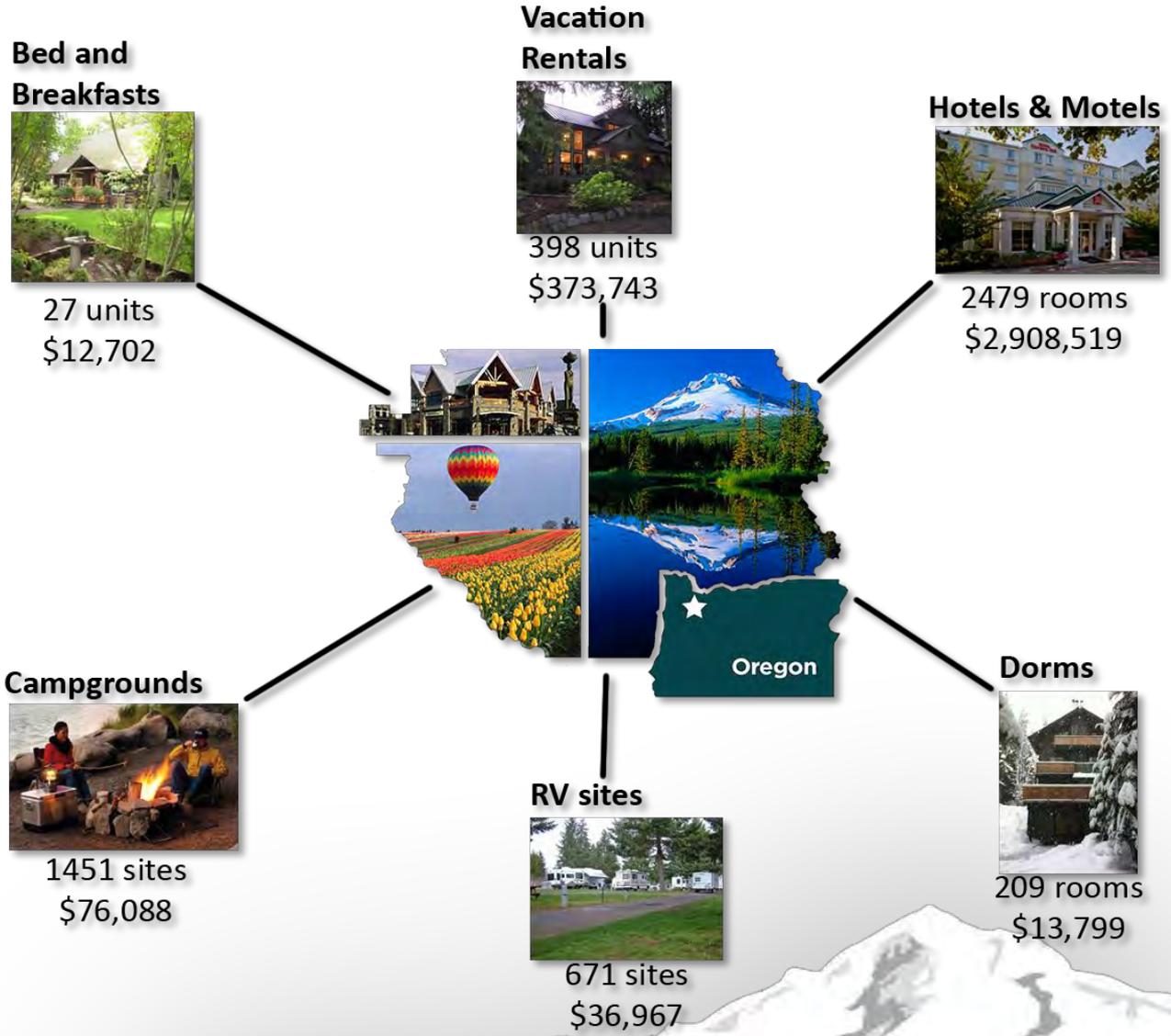
*Leave visitors with reasons to return and  
recommend a visit to friends and relatives*



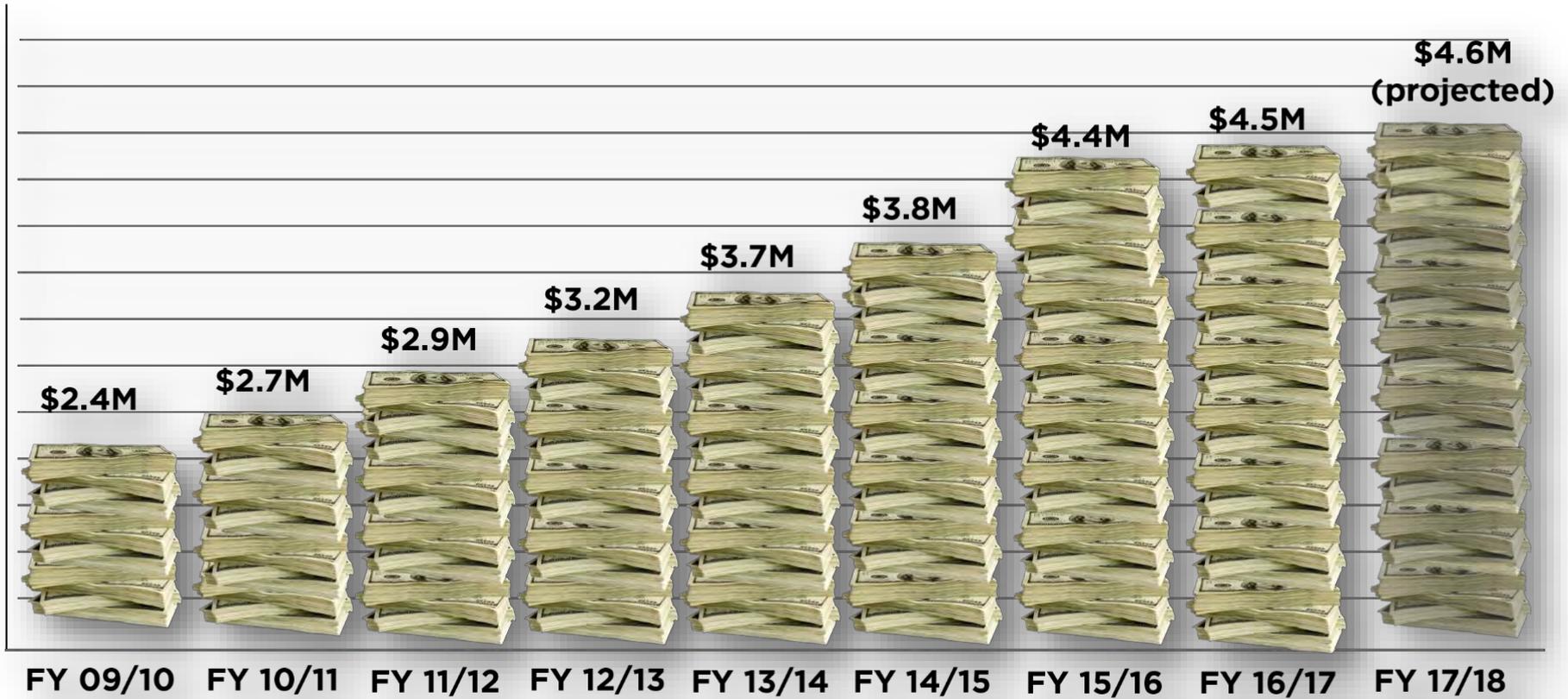
# How are we funded?

100% of our funding comes from the 6% Transient Room Tax on visitors.

...That means not one dollar of our budget comes from the General Fund and local property taxes.



# TRT Revenue Collections





## What We Do In a Nut Shell

We use transient lodging tax revenues to attract visitors, develop new markets and bring new assets on line..... **Which in turn increases economic activity in communities and generates greater transient lodging tax revenues....**  
**Which we use to attract more visitors, development new markets and bring new assets on line ...** **Which in turn increases economic activity in communities and generates greater transient lodging tax revenues....**

# The Tourism Development Council

- Tourism is overseen by the Tourism Development Council (TDC).
- Nine member board comprised of business and community leaders.
- This board guides the policies and priorities of Tourism.
- TDC directs work and investment of Clackamas County Transient Lodging Tax revenues.
- Efforts guided by Tourism Master Plan and 5-Year Strategic Plan

## Tourism Development Council



Chairman  
John Erickson  
Marylhurst Univ.



Roger Beebe  
Crowne Plaza



Jody Carson  
Heritage Orgs.



Sam Drevo  
eNRG Kayaking



Barb Iverson  
Wooden Shoe Farm



Kirk Mouser  
Stumptown Stages



Tammy Thompson  
Monarch Hotel



Peter Watts  
Jordan Ramis PC



Hans Wipper  
Wippersnappers



# Our 3 Pillars of Tourism



Outdoor Recreation



Agritourism



Cultural Tourism



# How we operate

**Mt. Hood Territory has four “divisions” that each have their own scope of work:**



- *Leadership*
- *Marketing*
- *Community Relations*
- *Development*



**Marketing** sells the  to potential visitors.

(through advertising, website, PR & Social Media)

**Development** works on making bigger



... on making different



and on packaging different pieces of

pie together for visitors who want variety once they get here.



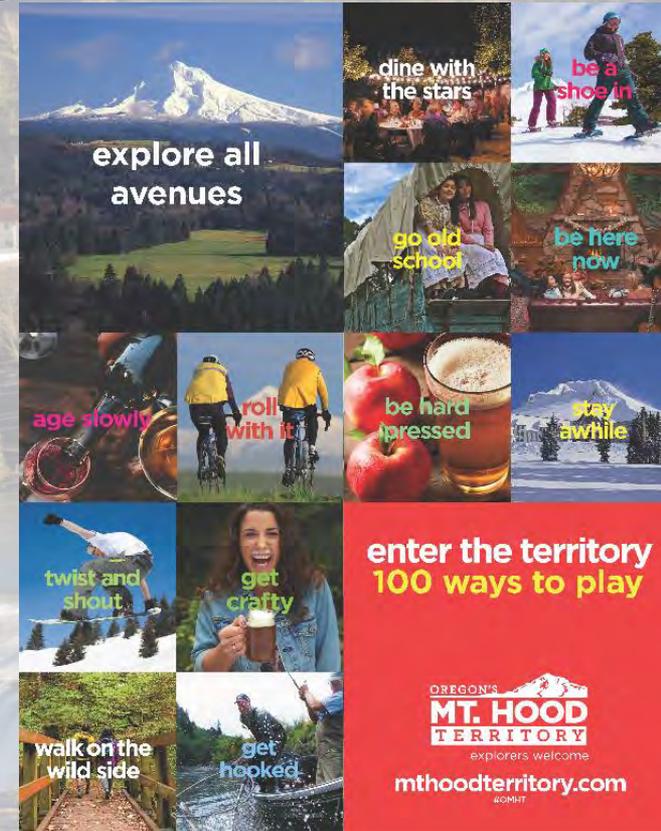
# Tourism Marketing Strategies

## Owned & Earned

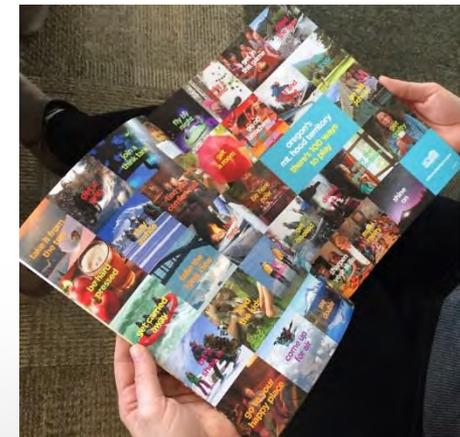
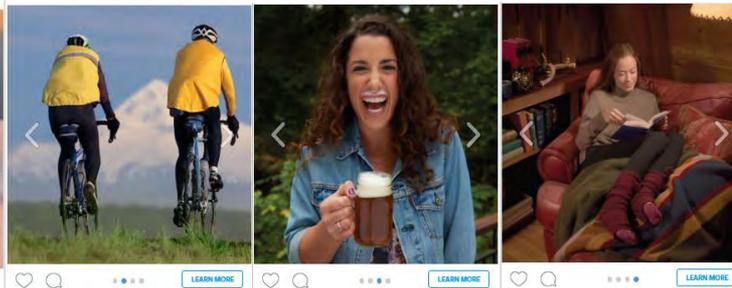
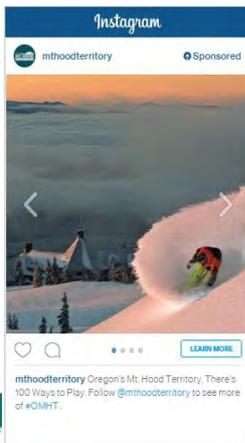
- PR/Communications
- Social Media
- Website
- Videos

## Paid

- Print Ads
- Digital Ads
- Co-op Ad Program
- SEM – Pay-Per-Click
- Social Media



# 100 Ways to Play Campaign; Soon to Announce New Campaign



# PR Pitching + Deskside Tours

## Media Hosting



Portland Monthly Mag

trekaroo  
kids, trips, tips.

NATIONAL GEOGRAPHIC

Home Video Photography Animals Environment Travel Adventure Television Kids Subscribe Shop

Travel Home | Top 10 | Destinations A-Z | Trip Ideas | Travel Blogs | Traveler Magazine | Photos | Video | Our Trips | Our Lodges

### Road Trip: Mount Hood, Oregon

National Geographic Traveler  
**SUBSCRIBE**

From National Geographic's Drives of a Lifetime Series

Mount Hood Road Trip Mount Hood Map Mount Hood Quiz U.S. Road Trip Photos All Road Trips



Photograph by Julie Kelly, My Shot

#### Take a Nat Geo Trip

Select a destination or trip type to find a trip:

Search by Destination

Search by Trip Type

See All Trips >

ADVERTISEMENT



Share For more of the world's greatest

MT. HOOD TERRITORY explorers welcome

Find Activities near Philip Foster Farm National Historic Site

THE DAY THE QUEEN WAS BORN ANNOUNCEMENT PAGE 14

PRICE 2d.



this issue of Northwest we showcase 'Spectacular Wedding Ideas' and bring you the Real Northwest, today and never

Open Cup  
Pony  
Competition  
Open Cup  
Invitation  
Tournament  
Invitation  
Sports  
Challenge Cup  
Challenge Cup  
Challenge Cup  
Musical  
Challenge Cup

# Social Media Channels + #OMHT

**Oregon's Mt Hood Territory**  
Published by Jarrod Lyman [?] - April 4 at 6:00pm · 🌐

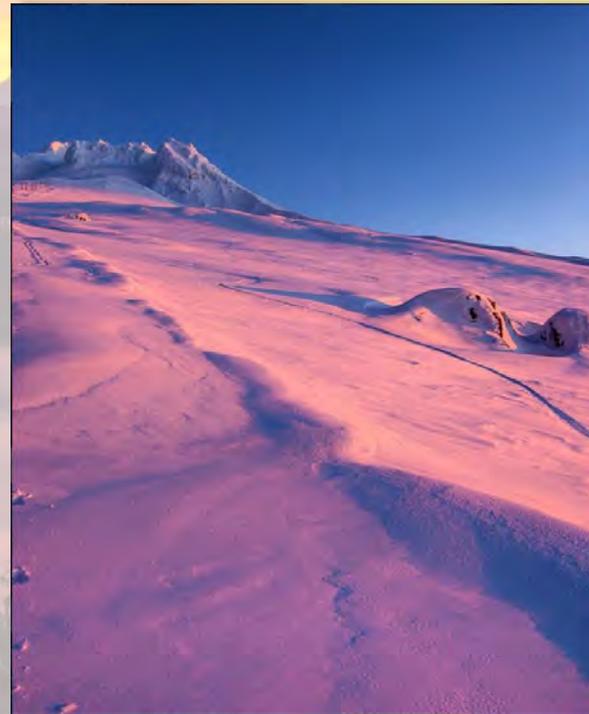
Sunrise at the Wooden Shoe Tulip Festival by instagrammer jess\_pdx.



51,476 people reached Boost Post

👍 Like    💬 Comment    ➦ Share

👍❤️😂 3.4K Top Comments ▾



**mthoodterritory**

844 likes 13w

mthoodterritory Sunrise high up on Mt. Hood by @djaffe.

ashcam\_pnw Gah! 😍

mthoodterritory #omht #mthood #Oregon #exploregon #oregonexplored #iloveoregon #realoregon #youroregon #scenicoregon #oregonisawesome #bestoforegon #traveloregon #jj\_oregon #pdx #pnwonderland #pnwonderland #upperleftusa #northwestisbest

worldofspeedusa Gorgeous!

joeygags77 @bduffy428 @timallan13

miranda1017 @kcass\_801

alexhorsuk @matthasenoehr can't wait to get home!

matthasenoehr @alexhorsuk wow! This is spectacular!

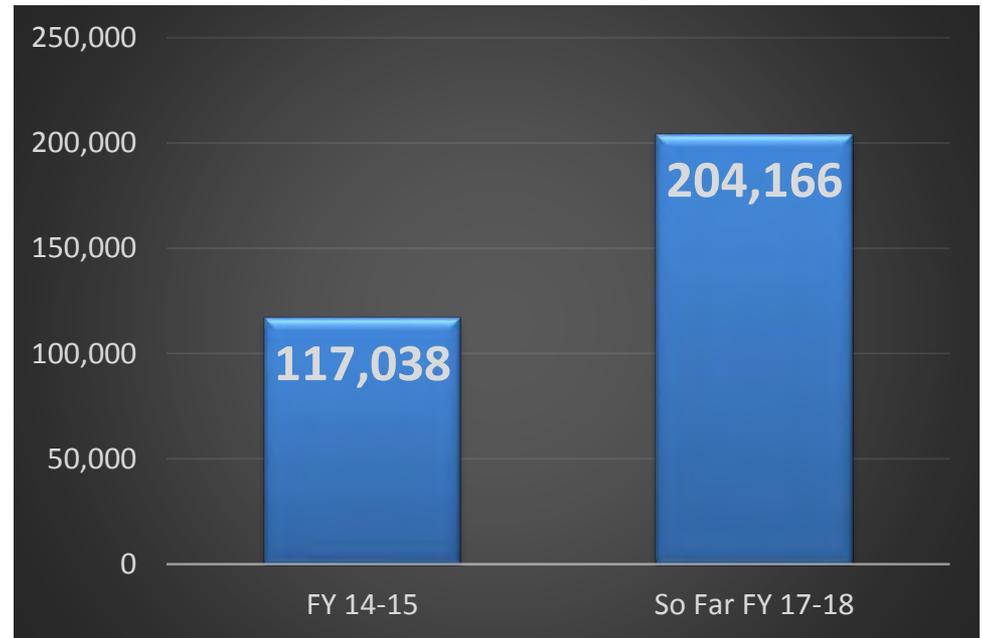
jaredellarose Incredible perspective and capture. 📸

👤 Add a comment...



# Social Media

**Mt. Hood Territory social strategy includes continued marketing to a growing community of followers via Facebook, Instagram, Twitter, and Pinterest.**



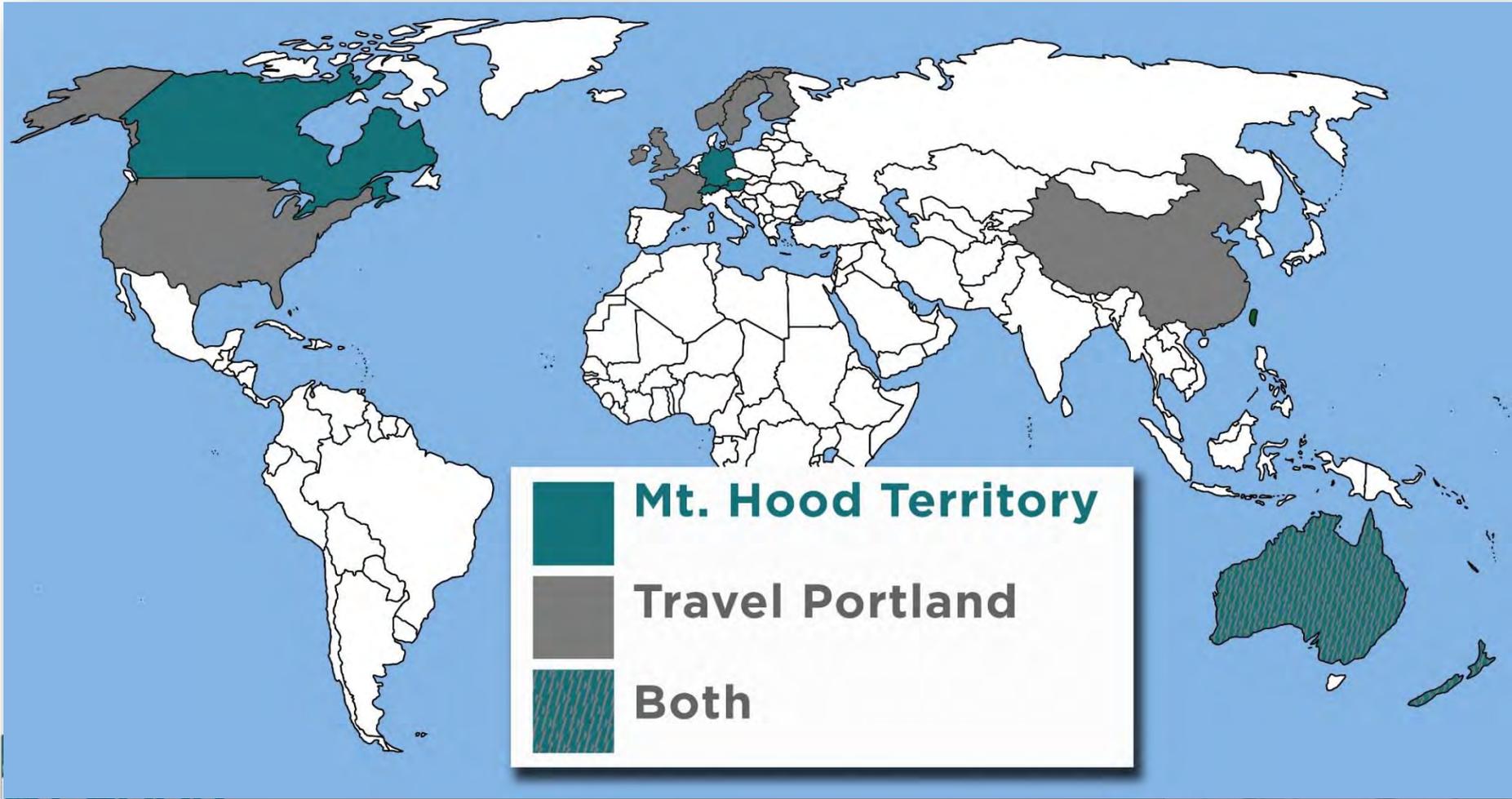
# Facebook Live

- Online videos as the lead marketing tool
- Facebook Live gets priority views
- Support our film crews
- Waive any fees and assist with film permits



# International Marketing Program

*International Visitors Stay Longer and Spend More*



# Travel Industry Buying Chain



# Building International Demand



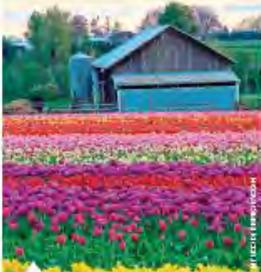
## Growing markets...

- Consumer Publications
- Tour Operators



# Building International Consumer Demand

Pacific



**Eugene, Cascades & Coast**

This region boasts award-winning wineries – it is, after all, located in the famous Willamette Valley. For craft brews, follow the Eugene Ale Trail and bring an appetite: brewpubs such as Falling Sky complement beer with fresh breads and burgers made with grass-fed beef. Agrarian Alas grows hops and offers wood-fired pizza with ingredients from neighbouring farms. The regional bounty inspires Eugene restaurants as well, including Excelsior Inn Ristorante Italiano, Marché and Noisette Pastry Kitchen, where the chicken pot pie is as decadent as the frangipane tart made with Oregon pears. Creswell Saltery (in the town with the same name) showcases ingredients from the owner's farm.

[EugeneCascadesCoast.org/local-foods](http://EugeneCascadesCoast.org/local-foods)

**Mt. Hood Territory**

Oregon's Mt. Hood Territory is dotted with farms to be explored and enjoyed. By day, take a self-guided driving tour of the Molalla Country Farm Loop, Canby Farm Loop or Farmlands Farm Loop. (Or arrange a cycle tour with The Blue Condierge in Oregon City.) On tour, wind through the countryside past dahlia and tulip fields to sample goat cheese, wine and handmade chocolate-covered hazelnuts from local artisans. By night, tour a regional farm, Oregon wine in hand, before a six-course Dinner in the Field event. The dinners, available through Field & Vine, spotlight the host farm's bounty.

[MTHoodTerritory.com](http://MTHoodTerritory.com)



In Oregon, stunning landscapes are paired with fresh, delicious foods.



**Williamette Valley**

In Oregon's leading wine region, the bounty translates to unique food and wine pairings. Complement locally grown foods with Oregon wines in the full-service restaurants at King Estate in Eugene or Willamette Valley Vineyards in Turner. (For a more casual outing, most wineries welcome picnics. Many offer cured meats and Oregon cheeses for purchase.) Celebrate the bounty by visiting the region in late May, when every winery opens its doors for special pairings and tastings. During the Oregon Truffle Festival in late January, foragers unearth truffles and mushrooms that local chefs incorporate into dishes. Pair one with Oregon's famed Pinot Noir.

[OregonWineCountry.org](http://OregonWineCountry.org)

DiscoverAmerica.com/flavours 79



## Tour Operators



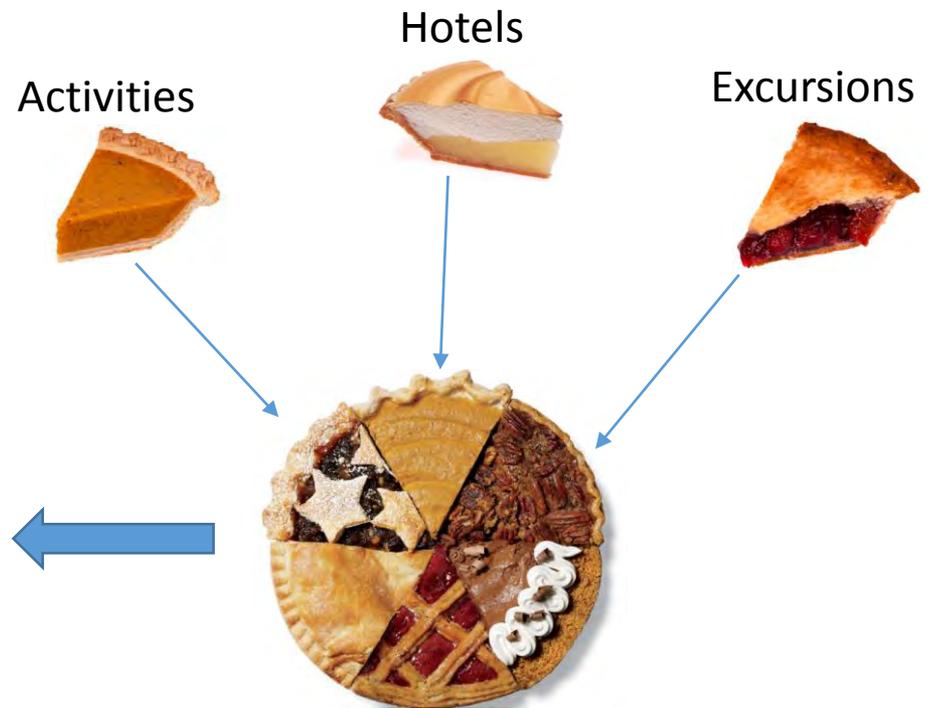
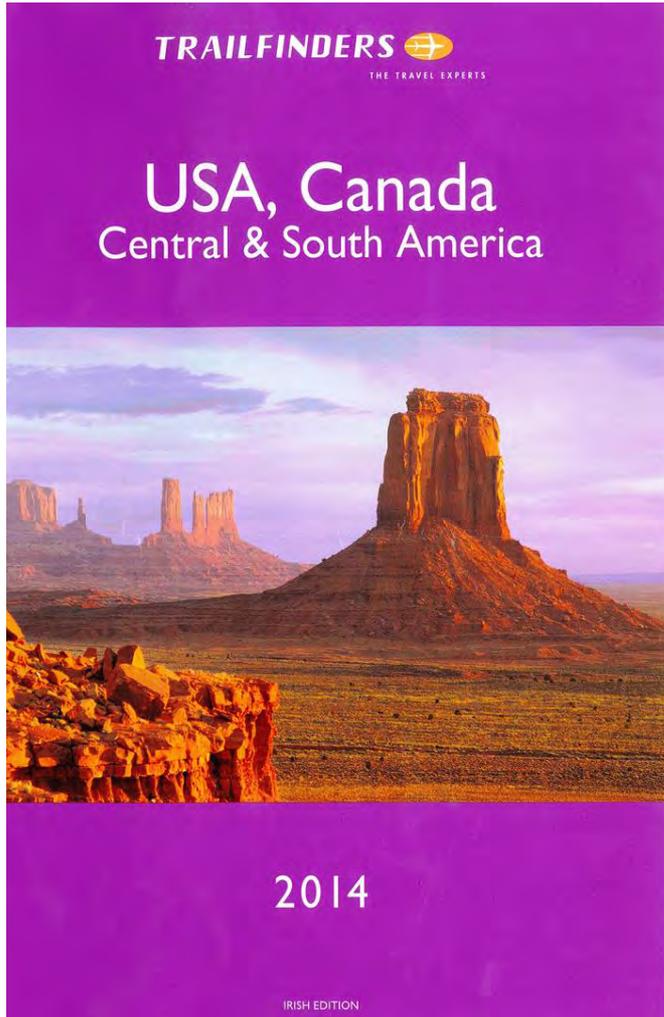
## Consumer Publications



Brand USA



# Facilitating Product Development



# Research & Data are Key! Develop Strategic & Master Plans



Agritourism



Water Recreation



Heritage



Bicycle Tourism Studios



# Grant Programs

**Tourism Development Grants - \$250,000** go to projects and organizations that increase tourism assets in Clackamas County



**More pies! Bigger pies!**



# Capital Improvement Grants

\$50,000 a year dedicated to visitor readiness  
Improvements to cultural/heritage assets



# Collaboration with our communities



# Community Relations

- Works with 13 local partner communities to deliver the **Community Partnership Program**, through grant funding for projects that have an ability to create overnight stays or that give visitors reasons to “linger longer.”
- \$20,000 available annually for each partner community
- Works with awardees on project implementation and connects them with Tourism resources

**WILSONVILLE**  
AREA CHAMBER OF COMMERCE  
*A South Metro Business Advocate*



 CITY OF  
**West Linn**



**Canby Area**  
Chamber of Commerce



  **MILWAUKIE**  
*Dogwood City of the West*  
**TERRITORY**  
explorers welcome



  
City of Happy Valley

  
**LAKE OSWEGO**  
Chamber of Commerce

# Community Relations

- Manages OMHT's contract with vendors providing **Visitor Information Services** at the End of the Oregon Trail Interpretive Center in Oregon City, the Mt Hood Cultural Center and Museum in Government Camp and the Zigzag Ranger Station in Rhododendron.



End of the Oregon Trail – O.C.



ZigZag Ranger Station – Rhododendron



Mt. Hood Cultural Center & Museum – Govy



# Continued Rise & Conflict of the Sharing Economy

- Continued issues with Intermediaries like Airbnb
- Lack of agreements; enforcement
- Collections/tracking
- Conflicting county code
- “Not in my backyard”
- Houselessness
- Need for alternative lodging alternatives



# Wellness/Adventure Travel

- Adventure travelers want to broaden worldview and learn about different cultures, less extreme activities
- Science-based, medical approaches to wellness and travel
- Demand for more than a massage- i.e. sleep therapy
- Allow travelers to escape their hectic lives and focus on health: physical, mental and spiritual
- Digital detox: Disconnect from devices; get back to nature
- Healthy cuisine: farm-to-table/local food
- Hygge!



# Sustainability

## Green Values:\*

- Genuine and authentic
- Responsible
- Economically sustainable
- Environmentally sustainable
- Nature and scenery

\*[www. GreenDestinations.info](http://www.GreenDestinations.info)

***“We can not only talk about the customer experience; we have to talk about everyone’s experience including the community-based experience. Tour itineraries have to be beneficial to everyone involved or they won’t be sustainable.”***



# Water Tourism Findings



## Quality is not an issue

From habitat and fisheries to experience and convenience Clackamas County can compete

## Fishing is king in Oregon

Anglers are the largest market, largest untapped market and produce the vast majority of overnight stays



## Paddlers traveling more than 500 miles are coming for multiple reasons

Paddlers and motor boaters are key in creating new products, generating a “buzz” and getting visitors to “linger longer”

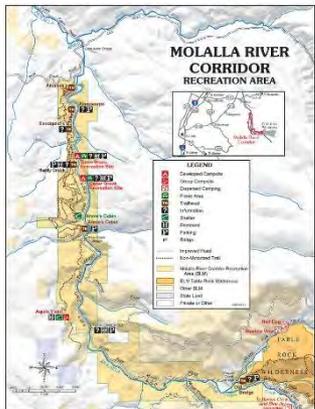


# Water Tourism Opportunities



**Improve access and leverage river to urban interface**  
Infrastructure improvements would improve experience and our communities connection to the water

**Create unique family focused experiences**  
From habitat and fisheries to experience and convenience Clackamas County can compete



**Put Mt. Hood Territory on the map**  
Move from information to inspiration



# Thank you!

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[www.mthoodterritory.com](http://www.mthoodterritory.com)



# Portland Metro Area Value Pricing Feasibility Analysis

## Join the conversation

We have a congestion problem. The Oregon Department of Transportation is working to improve travel times and get you where you need to go – reliably.

Share your thoughts on five proposed tolling concepts and how congestion pricing could work for the Portland metro area.

### Engage online or in-person

Join the online open house conversation April 5 – 19 at [www.ODOTValuePricing.org](http://www.ODOTValuePricing.org)

#### Drop-in to an open house event

ODOT is gathering community input to inform a proposal for using congestion pricing, also called value pricing, on I-5 and I-205. Learn the latest and lend your voice on how ODOT is analyzing congestion pricing as one part of a comprehensive strategy to reduce traffic congestion.

**Thursday, April 12, 5:30 - 7:30 pm**

Museum of Oregon Territory  
211 Tumwater Drive, Oregon City

**Saturday, April 14, 10 am – 12 pm**

Ron Russell Middle School  
3955 SE 112th Avenue, Portland

**Wednesday, April 18, 5:30 - 7:30 pm**

Tigard Public Works Auditorium  
8777 SW Burnham Street, Tigard

**Saturday, April 21, 9:30 am - 12:30 pm**

Embassy Suites Airport, Pine Room  
7900 NE 82nd Avenue, Portland



[www.ODOTValuePricing.org](http://www.ODOTValuePricing.org)

For more information, contact April deLeon-Galloway  
503-731-3117 or [april.m.deleon@odot.state.or.us](mailto:april.m.deleon@odot.state.or.us)

For ADA (Americans with Disabilities Act) or Civil Rights Title VI accommodations, translation/interpretation services, or more information call 503-731-4128, TTY 800-735-2900 or Oregon Relay Service 7-1-1