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**Featured
Research:**

Tourism, Equity and Stewardship:

A 10-Year Transformational Strategy for Travel Oregon

From: Oregon Tourism Commission



OVERVIEW

The draft 10-year transformational strategy for Travel Oregon focuses on addressing the needs of all residents. DMOs can learn from and adapt this transformational strategy to meet the unique goals of their destination community. The four (4) interconnected objectives of Oregon's plan and strategies, as well as key performance indicators (KPIs) are outlined below:

1. Oregon is striving to be a place of equity.

- Increase awareness of and advocate for social equity within Oregon's tourism workforce (e.g., housing, earnings, education).
- Foster deep relationships with and elevate the voices of BIPOC, including Oregon's nine federally recognized tribes, as well as LGBTQIA+ and other marginalized communities.
- Provide the tourism industry with opportunities to better understand how tourism impacts racial inequities and how to apply the Racial Equity Lens to their work.
- Integrate diversity, equity and inclusion into programming, guidelines, budgeting, contracting, and employee hiring and trainings to shift agency culture to one of transparency and accountability.

2. Oregon is recognized as a flourishing destination.

- Build recognition of the value of tourism to improve perception and increase advocacy among industry workforce, residents and policymakers.
- Tell authentic, honest stories that accurately reflect the historic and present intersecting identities and cultures of Oregon's communities.
- Leverage Oregon's brand by engaging broader audiences that are inclusive of Oregon's diverse cultures, people and places.
- Create flexible, targeted promotions that address visitor pressures—dispersing visitation and economic impacts— by focusing on visitor passions and market research/trends.
- Align and support communications across the tourism industry to improve visitor behaviors and experiences with timely information, responsible recreation practices and respect for all communities.
- Expand opportunities for residents and tourism stakeholders to actively engage and collaborate in destination management processes; provide timely feedback loops.

3. Oregon delivers remarkable experiences.

- Improve existing, and support the development of, inclusive and safe tourism-related facilities and tourism products (e.g., visitor experiences, tour offerings, attractions, public spaces) to better serve marginalized communities.
- Stimulate and bolster regenerative tourism business and product development opportunities that provide visitors with immersive Oregon experiences, particularly in rural communities and tribal lands.
- Reduce high visitation pressures and increase community livability by investing in the development of niche tourism product that is based on growing visitor demand and Oregon's competitive advantage (e.g., outdoor recreation, culinary, agritourism, arts and culture).
- Provide resources and assistance to tourism-related businesses, organizations and communities that are experiencing, or have recently experienced, crises (e.g., wildfires, extreme heat, global pandemic, houselessness).
- Utilize partnerships to advance educational and career opportunities to develop, attract and retain tourism workforce.

4. Oregon respects the natural environment.

- Create and implement a climate action plan to reduce tourism industry carbon emissions.
- Partner with and support public resource management agencies (local, state, federal) to mitigate visitor impacts on public lands and waterways.
- Provide the tourism industry with opportunities to better understand how tourism impacts the climate crisis, livability and well-being, and how to apply the Destination Stewardship lens to their work.

Key Performance Indicators

- Racial diversity of the tourism industry (including DMO staff/commissioners) and visitors.
- Visitor and resident sentiment.
- Socio-economic impacts of tourism (including workforce earnings).
- Carbon footprint of tourism.



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