



TRAVEL OREGON

Winning the Hearts of Experience Hungry Travelers

# Oregon's Tourism and Hospitality Industry Impact

- Tourism in Oregon generates \$9.6 billion in visitor spending (2013)
- 94,000 Oregonians directly employed (2013)
- Tourism is one of the top 3 employers in rural Oregon counties

# Travel Oregon

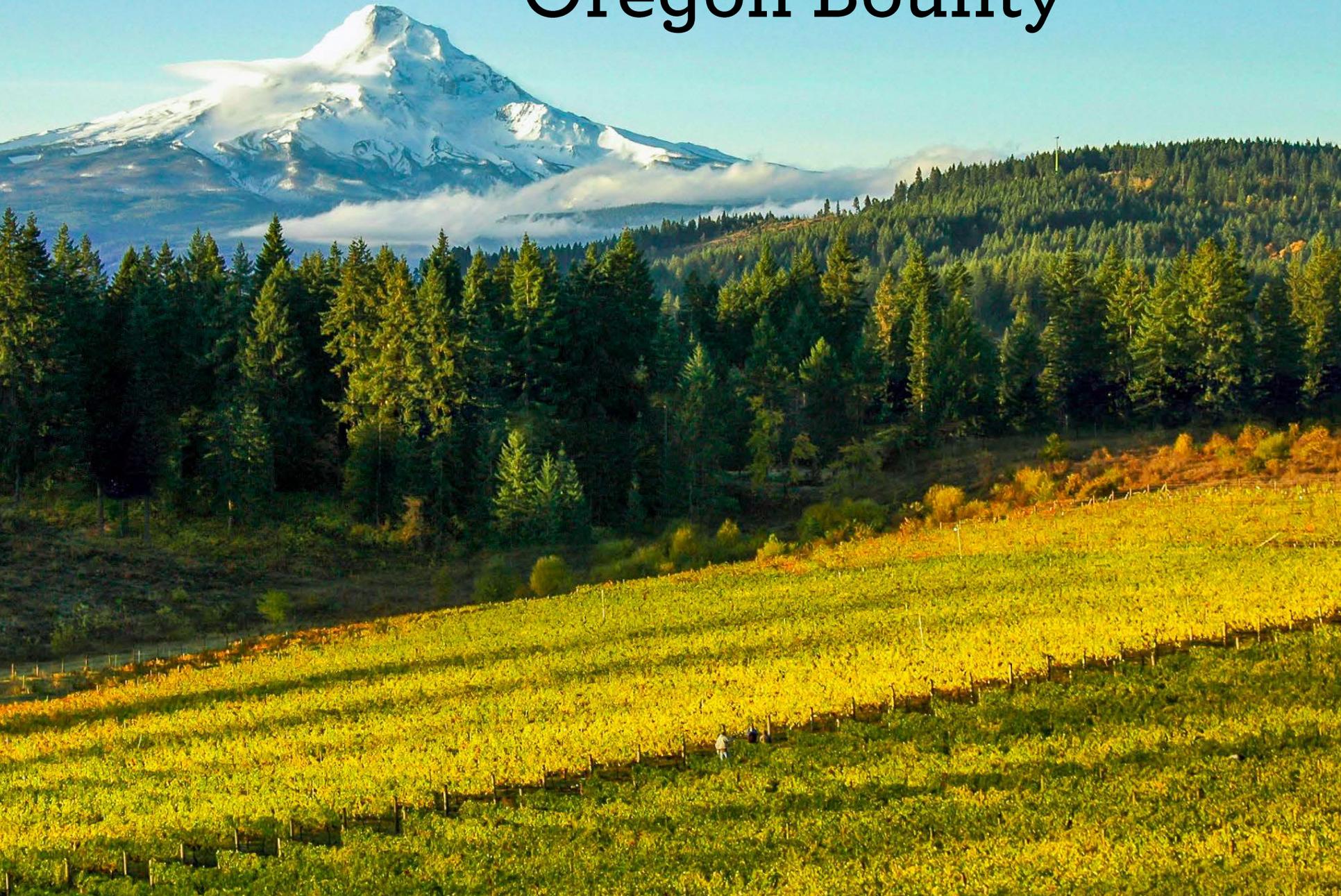
- **Vision:** A better life for Oregonians through strong, sustainable local economies
- **Mission:** Share the stories of Oregon's people and places. Through innovation and partnership, we *inspire* travel that drives economic development, ensuring the preservation of Oregon's way of life and its natural places.

# How Do We Inspire?

Watch Video on YouTube



# Oregon Bounty





[Watch Video on YouTube](#)





OREGON'S  
SEVEN  
WONDERS



TRIP  
IDEAS

CITIES  
-AND-  
REGIONS

Sign In / Register

Search Oregon...

ASK  
OREGON

PLACES TO  
STAY

TRAVEL  
DEALS

GETTING  
-AROUND-  
OREGON

Attractions

Recreation

**Eat & Drink**

Oregon Heritage

Natural Wonders

Events

See & Do > Eat & Drink

# OREGON FOOD TRIPS

*Oregon's soil produces amazing fruits and vegetables, like the grapes that we turn into wine and the hops that we brew our beer with. Our ocean provides sustainably caught crab and tuna. We grow hazelnuts and marionberries and exotic mushrooms. Best of all, we have chefs who know what to do with all this bounty. So come on out and taste the Oregon food scene for yourself.*

[edit](#)

- Artisan Producers
- Beer & Breweries
- Coffee & Tea
- Culinary Experiences
- Distilleries in Oregon
- Farmers' Markets
- Oregon Food Trips**
- Picking & Foraging
- Ranches
- Restaurants
- Seafood
- Wineries & Wine

Find Oregon Food Trips near...

All Regions ▼

All Cities ▼



# OREGON FOOD TRIPS

Seven Tasty Trails Around the State

# Oregon Food Trips Brochure

## TRAILS TO FEAST

SISTERS - REDMOND - PRINEVILLE - BEND - SUNRIVER

## HIGH DESERT BREWS

**J**immy Seifrit got the brewing bug early on, while growing up in Philadelphia. An urge to move west — specifically to a mountain town — landed him in Bend. An avid home brewer, Jimmy turned professional in the tank rooms of Deschutes Brewery. In 2011, the chance to take over brewing at Bend's 10 Barrel Brewing was an opportunity he couldn't pass up. His approach is out-of-the-box, with beers that feature innovative methods and non-traditional ingredients. Here are some of Jimmy's favorite ways to spend a few days in Central Oregon beer country.



### Start your day

At the Gallery in Sisters, the food is high-end diner and the service is down home. While you're in the area, stop in at Three Creeks Brewing for a Chocolate Porter or a Stonefly Rye. [galleryrestaurantandbar.com](http://galleryrestaurantandbar.com)

### You've gotta see this

Check out Peterson Rock Garden outside of Bend. They have some really cool eccentric sculptures created in the early 1900s. Then head over to 7th Street Brewhouse in Redmond for a Bombshell Blonde. [cascadelakes.com](http://cascadelakes.com)

### A treat worth driving out of your way

Take a hike around Stein's Pillar in the Ochoco National Forest. On your way back through Prineville, drop in at Solstice Brewing for a cold Prinnetucky Pale Ale. [solsticebrewing.com](http://solsticebrewing.com)

### Can't-miss meal

Trek the Bend Ale Trail then stop by the Broken Top Bottle Shop in Bend for an amazing selection of Oregon beers and local foods. I love their Buritto Rojo made with smoked Columbia River salmon and cheddar from Cada Día Cheese in Prineville. [btbsbend.com](http://btbsbend.com), [cadadiacheese.com](http://cadadiacheese.com)

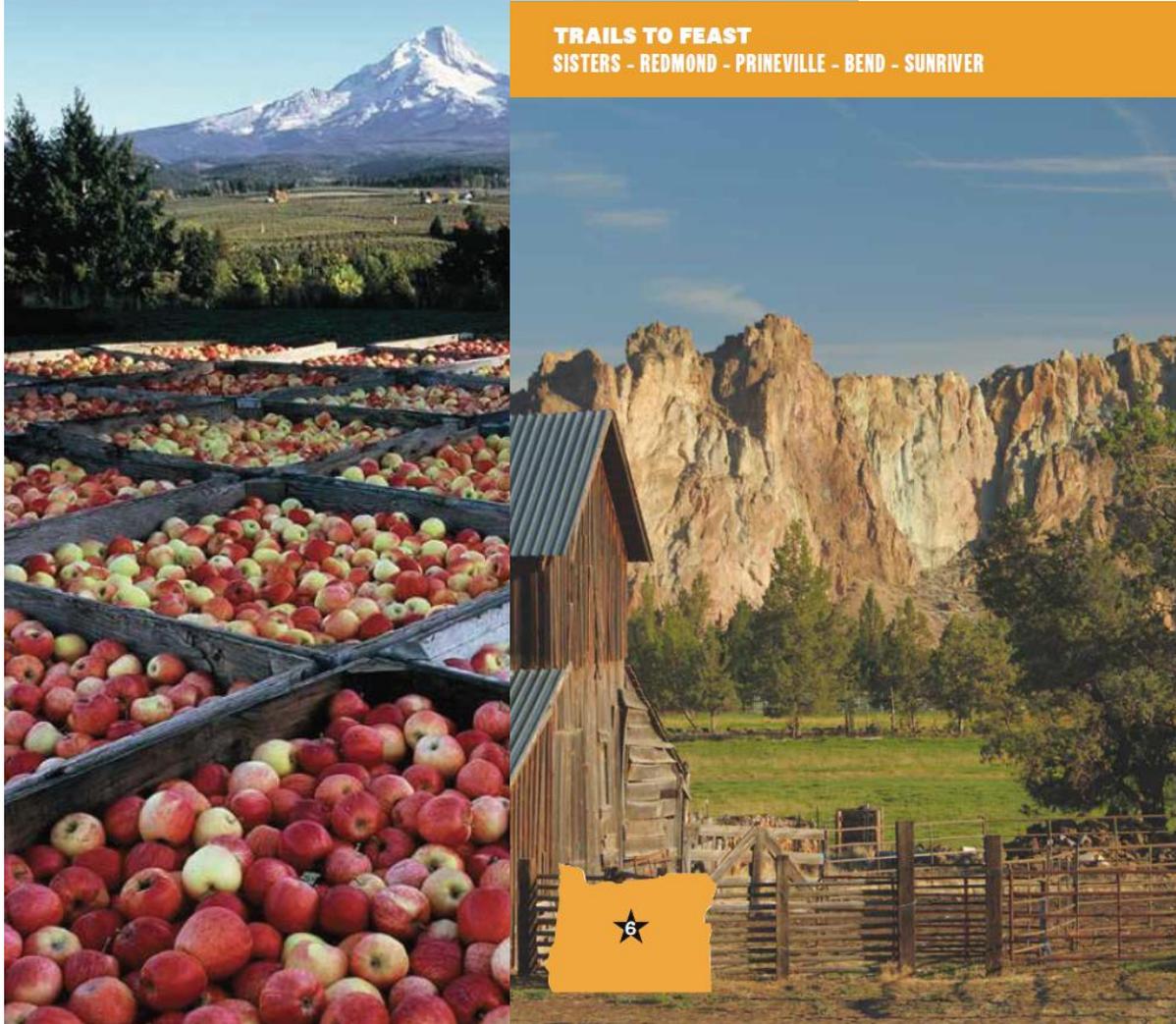
### Unique sleeps

A weekend at Sunriver Resort is a total escape. Get one of their River Lodge rooms overlooking the Deschutes. The Sunriver Brewing Company is just a short ride away. [sunriver-resort.com](http://sunriver-resort.com), [sunriverbrewingcompany.com](http://sunriverbrewingcompany.com), [bendaletrail.com](http://bendaletrail.com)

See more of Jimmy's tasty tips at [traveloregon.com/bounty](http://traveloregon.com/bounty)

With dozens of breweries and the Bend Ale Trail, Central Oregon is quickly becoming "beervana," a place where those who love to recreate outdoors can add dozens of brews to their itineraries. Pictured: Smith Rock State Park near Terrebonne.

**Jimmy Seifrit**  
10 Barrel Brewing Co.  
Bend, Oregon



Larry Anderson

# Oregon Wines Fly Free



## Wine Flies Free

Alaska Airlines is excited to partner with several leading Wine destinations. Whether exploring [Washington Wine Country](#), fertile valleys of [Oregon](#), or even the coastal wonders of [Sonoma County](#), Alaska connects you to the Wine adventure of your choice.

Not A Mileage Plan™ Member?  
[JOIN FOR FREE](#)

## Search For Flights

Round-trip  One-way [Multi-City](#)

Use Miles

From

Include nearby airports  
 To

Include nearby airports

Departing  
 08/13/2014

## Oregon Wines Fly Free

Oregon is a world-class wine region and right now, when you visit Oregon and our great wineries, the Oregon Wine Board, Travel Oregon and Alaska Airlines are offering you this sweet deal! Taste wine for free when you visit any of the 300 participating tasting rooms by showing your Alaska Airlines Mileage Plan membership and in-bound boarding pass (paper or digital). Fly from Eugene/Springfield, Redmond/Bend, Medford, Portland or Walla Walla and check a case of wine, free of charge. Just make sure your Mileage Plan™ number is in your reservation and your wine flies free. For more information about wine tasting and a list of participating wineries, visit [oregonwinesflyfree.org](http://oregonwinesflyfree.org).  
*Holiday weekends and special events are excluded.*



SHOW YOUR IN-BOUND OREGON AIRLINES BOARDING PASS AND TASTE WINE FOR FREE. The case of wine you take home checks free as baggage on your return domestic Alaska Airlines flight.

And, to sweeten your visit to Oregon, you could win two roundtrip tickets on Alaska Airlines and two night's accommodations at a McMenamins property or the Ashland Springs Hotel. Simply snap a photo of yourself at an Oregon tasting room, and email it with all your contact details to [info@oregonwine.org](mailto:info@oregonwine.org) before Nov. 20th.

Be sure to share your photo with friends and family on Facebook and Twitter and include #oregonwinesflyfree in your text.

*Oregon Wines Fly Free is valid from Sept. 10 through Nov. 20th, on domestic flights departing one of four Oregon airports and Walla Walla.*

For complete program details visit: [www.oregonwinesflyfree.org](http://www.oregonwinesflyfree.org)

Alaska Airlines My Account | My

HOME PLAN & BOOK DEALS TRAVEL INFO GIFTS & PRODUCTS MILEAGE PL

## Oregon Food Trips

### Oregon Trip Ideas

- Oregon Wines Fly Free This Fall
- Order or Download an Oregon Travel Travel Guide
- Download an Oregon Food Trips Guide
- Find Things to See & Do in Oregon
- Get Inspired with Oregon Trip Ideas



There is no better way to celebrate Oregon's culinary goodness than traveling around the state and seeing where it grows. Get inspiration to create your own tasty trail through the state on one of our Oregon food trails.

Plan your next culinary adventure with one of these tasty Oregon [Food Trips](#). They're seven routes handpicked by Oregon artisans where you'll eat and drink



### Search

Round-trip  
 Multi-City  
 Use M

From  
 From  
 To  
 To  
 Portland  
 Include nearby airports

Departing  
 11/30/2013

Returning  
 11/30/2013

Low Fare Calendar

1 Adult  0 Children



# Oregon Visitor Product Purchase Behavior Study

85% of Oregon visitors said they were  
Very or Extremely satisfied with their trip

43% said they are More or Much More Likely to  
purchase Oregon products than before their trip

31% have purchased Oregon products “several times”  
since visiting (wine, microbrews, artisan foods...)

42% said that introducing their family/friends to Oregon’s  
local products would greatly influence their  
decision to visit in the future

# Agritourism – What is on the Horizon

- Improve market visibility of existing Agritourism attractions
- Increase knowledge of the market for Agritourism
- Expand Agritourism content on Travel Oregon consumer website
- Engagement with industry and industry groups
- Build immediate capacity of Travel Oregon to intensify support for Agritourism



Thank you



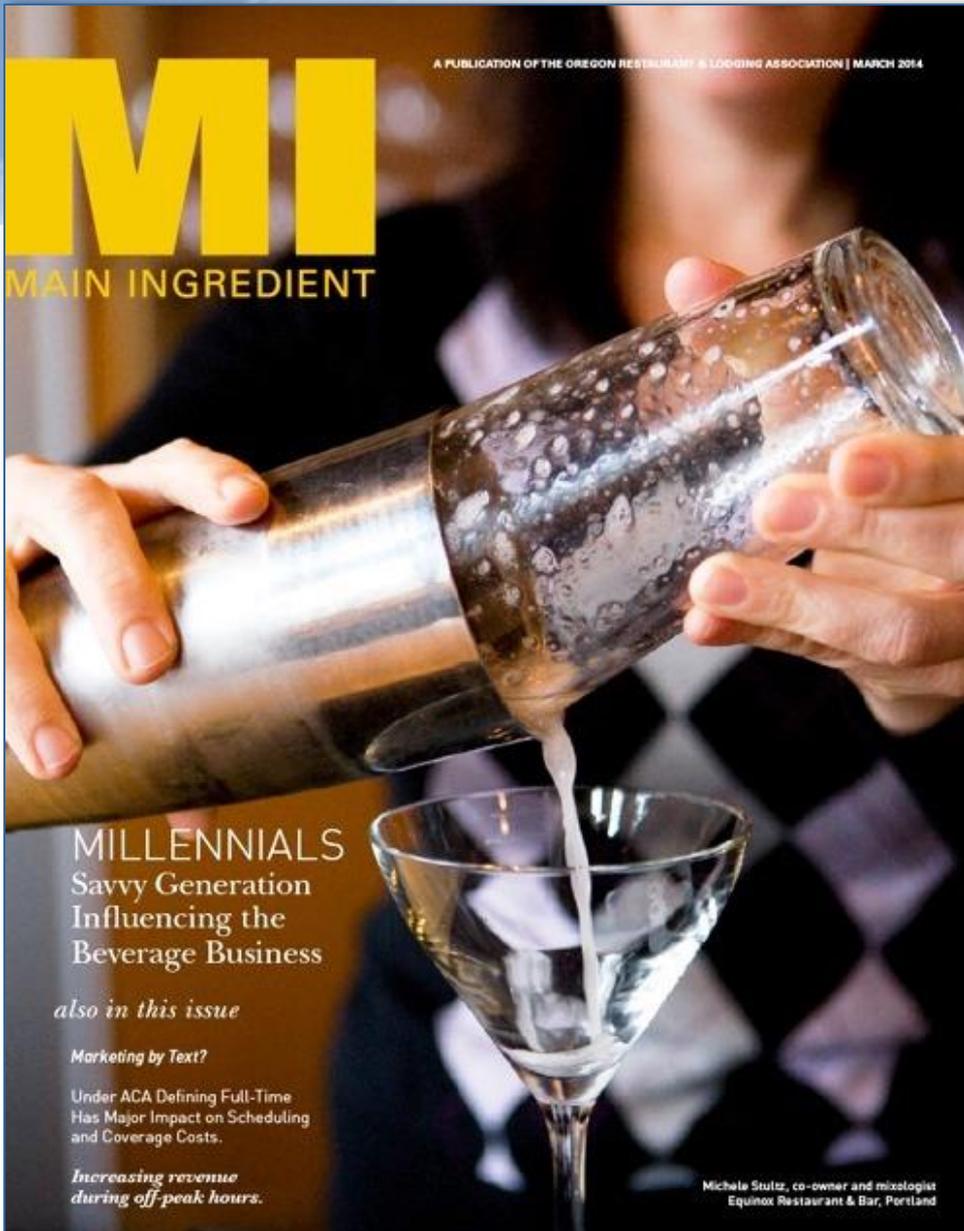


# Walking with the 'Spirits' of the Pacific Northwest

# Distilleries -

The success of Oregon's Microbrewery Industry has brought new players to the table.





***Bartenders -***  
Northwest  
bartenders,  
and products,  
have gained  
national  
notoriety.

# Chefs -

Expanding the pairing concepts and showcasing our region's offerings.





## *Oregon Unique –*

- Our business climate favors independent operators.
- No quota on liquor licenses in Oregon.
- Urban-area chefs try their hand at unique concepts.

**Thank you for the opportunity  
to attend today's meeting.**

**Please contact me with  
questions regarding our industry  
or our Association.**

**Bill Perry**

VP of Government Affairs

503.682.4422

[BPerry@OregonRLA.org](mailto:BPerry@OregonRLA.org)





Questions?