

# Oregon Visitor Profile



# Why Tourism Matters To Oregon

## 2013 Visitor Spending in Oregon Resulted in:

- \$9.2 billion in visitor expenditures annually  
(Domestic travelers generated approximately 85% of this while international travelers generated nearly 15% of the total spend)

- \$2.2 billion in employee earnings annually

- \$363 million in state and local taxes annually

**Tourism = One of Oregon's top export-oriented industries**



Longwoods  
**Travel** USA.

## Oregon

2011 Visitor  
Final Report



# Demographic Profile of Visitors to Oregon

# Trip-Type Segments



**Total Trips = Leisure + Business + Business-Leisure**

## **Marketable Trips:**

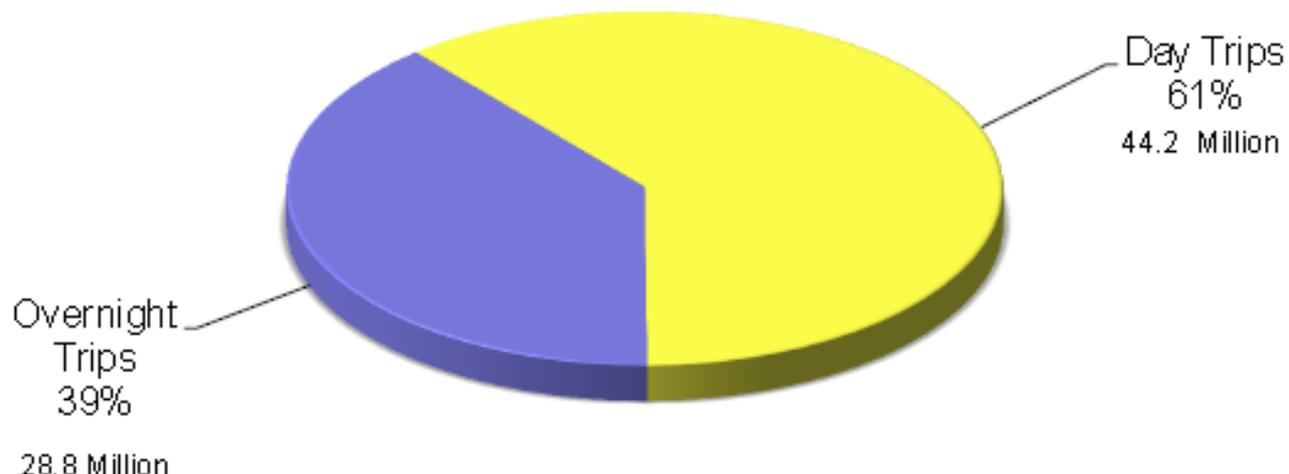
Includes all leisure trips, with the exception of visits to friends/relatives

- **Leisure Trips:** includes all trips where the main purpose was one of the following:
  - *Visiting friends/relatives*
  - *Touring through a region to experience its scenic beauty, history and culture*
  - *Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating*
  - *Special event, such as a fair, festival, or sports event*
  - *City trip*
  - *Cruise*
  - *Casino*
  - *Theme park*
  - *Resort (ocean beach, inland or mountain resort)*
  - *Skiing/snowboarding*
- **Business Trips:** includes
  - *Conference/convention*
  - *Other business trip*
- **Business-Leisure:** a trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.

# Total Size of Oregon's Travel Market



**Total Person-Trips\* = 73 Million**

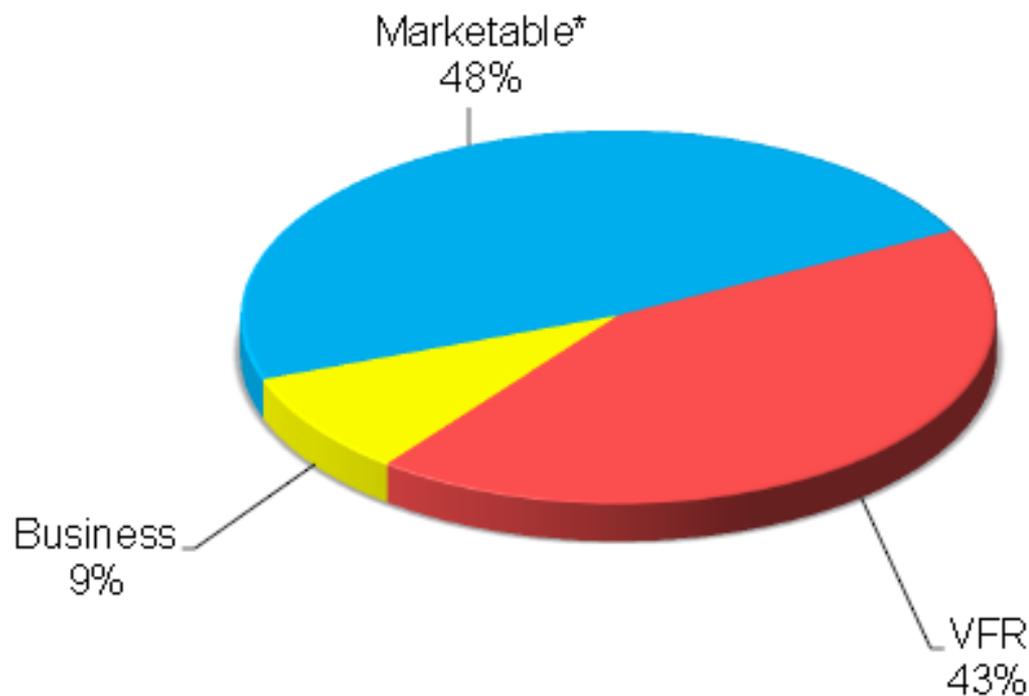


\*Total volume includes both adults and children

# Oregon's Overnight Travel Market — by Trip Purpose



Base: Adult Overnight Person-Trips to Oregon

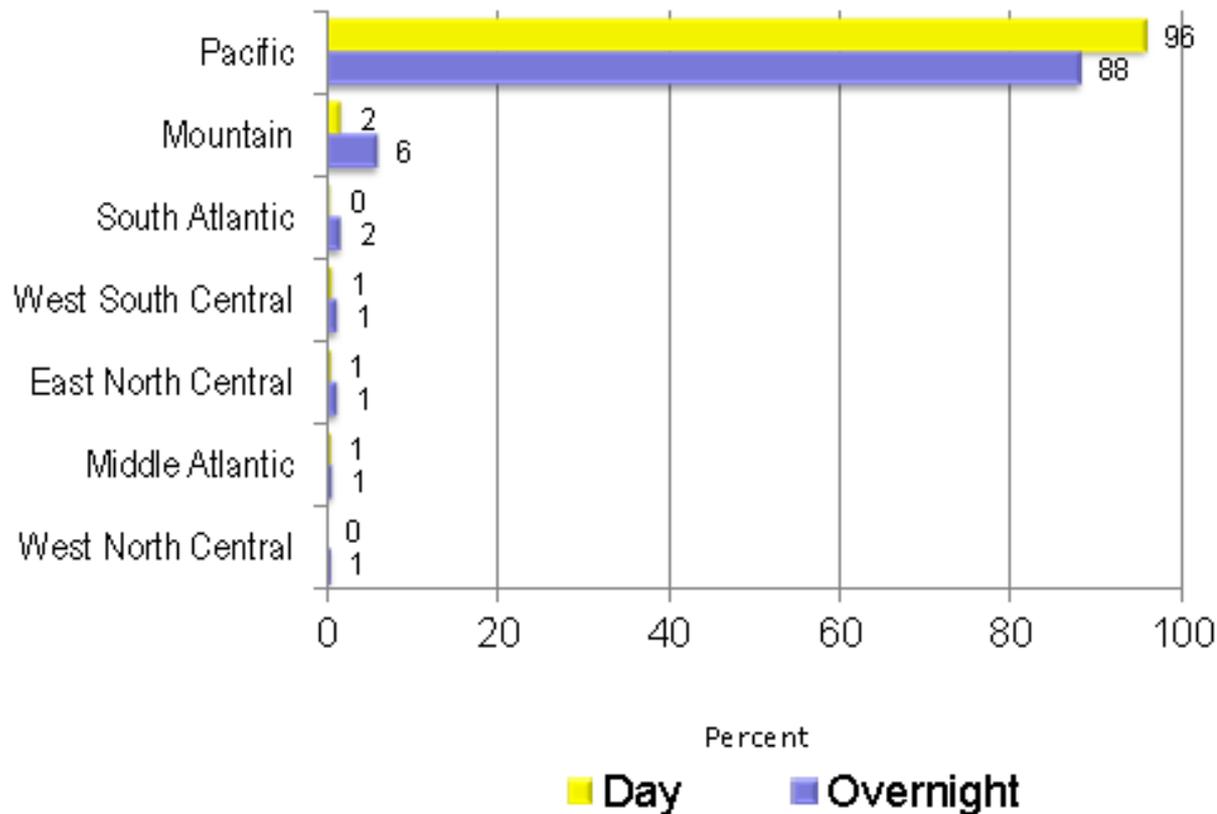


\*Marketable includes Business-Leisure

# Region of Residence

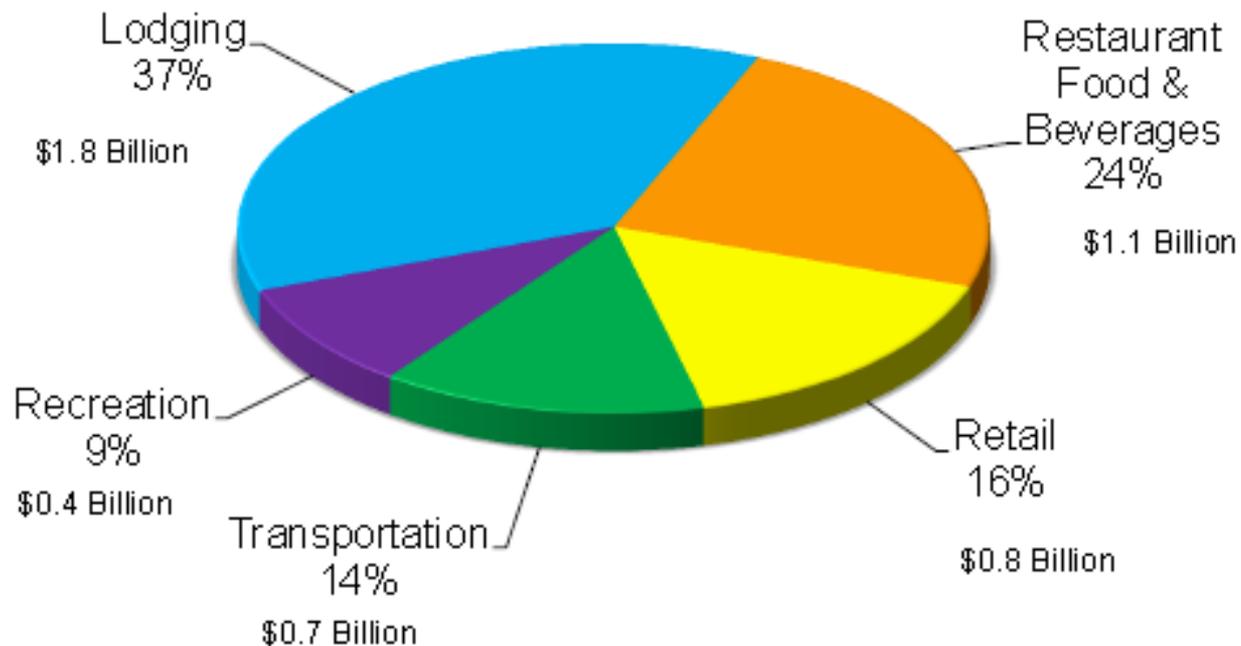


Base: Day Marketable Trips



# Total Overnight Spending – by Sector

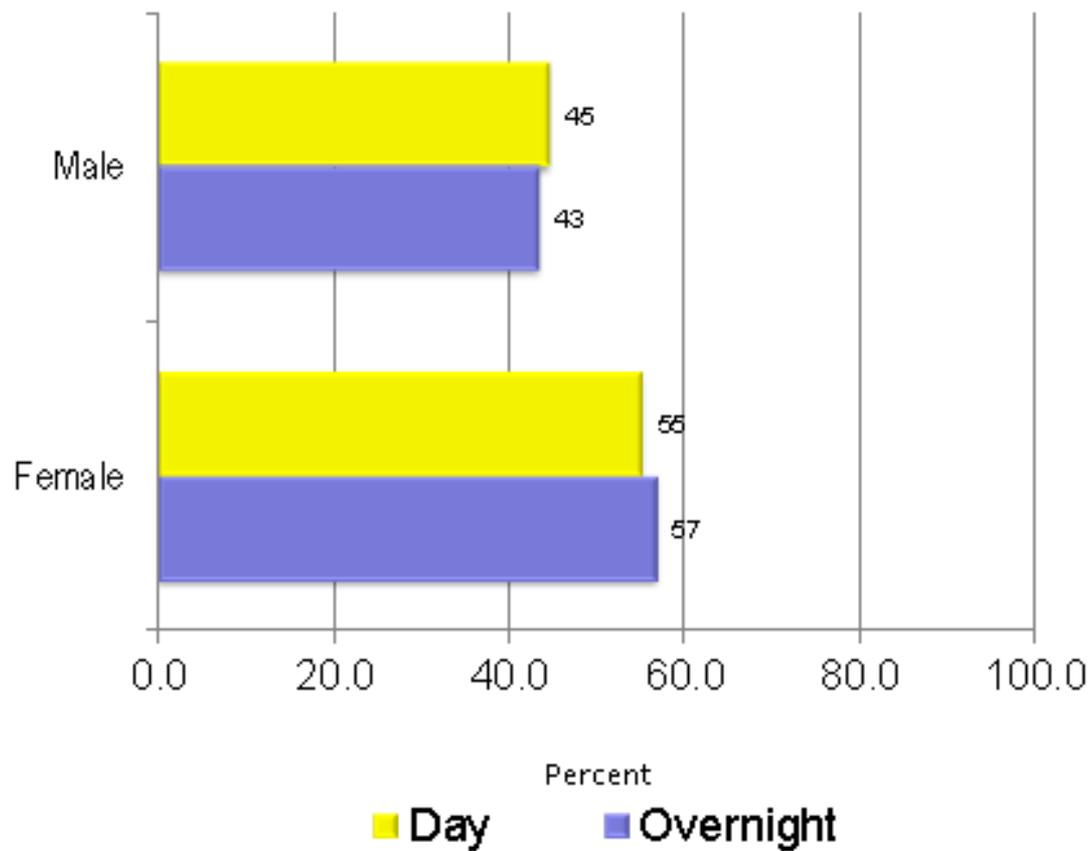
**Total Spending = \$4.8 Billion**



# Gender



Base: Day Marketable Trips



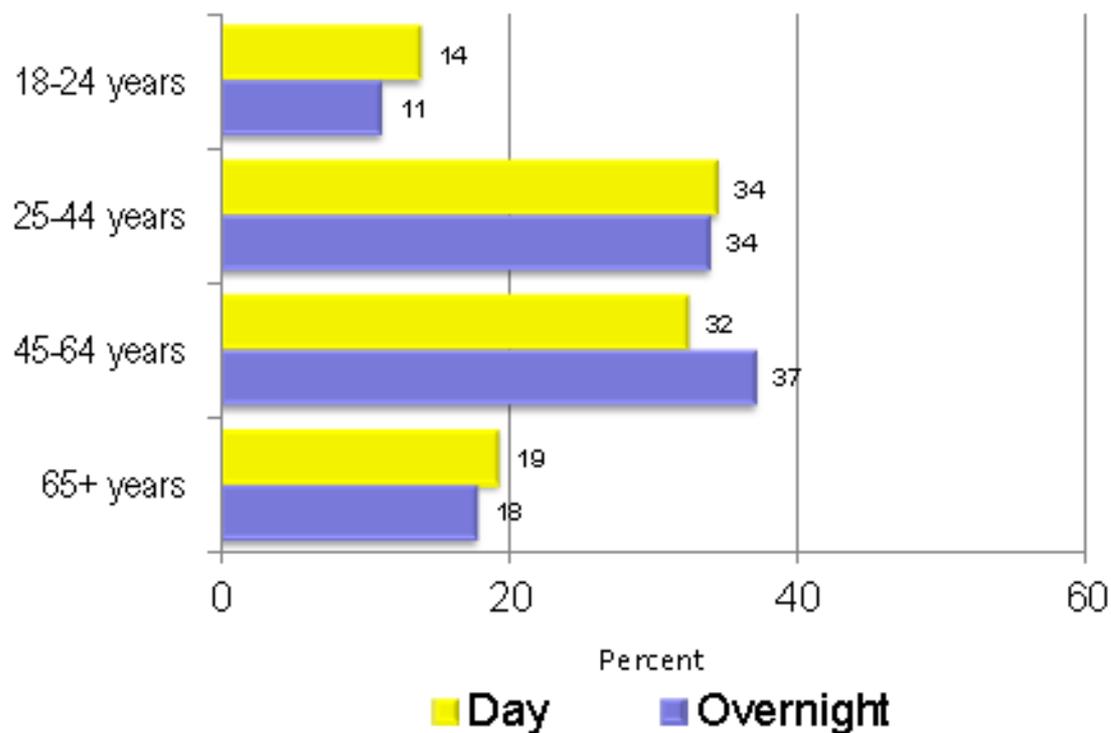
# Age



Base: Day Marketable Trips

**Average Day = 43.3**

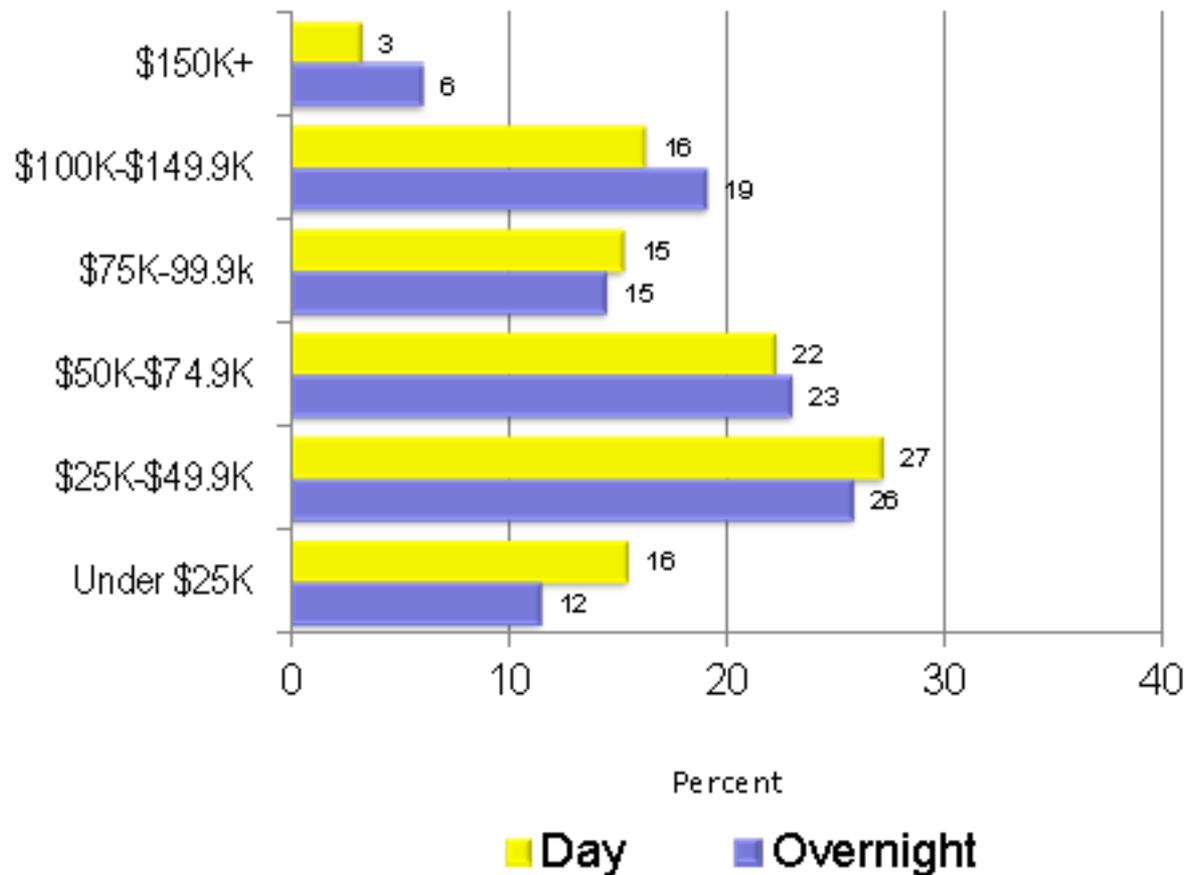
**Average ON = 46.7**



# Income



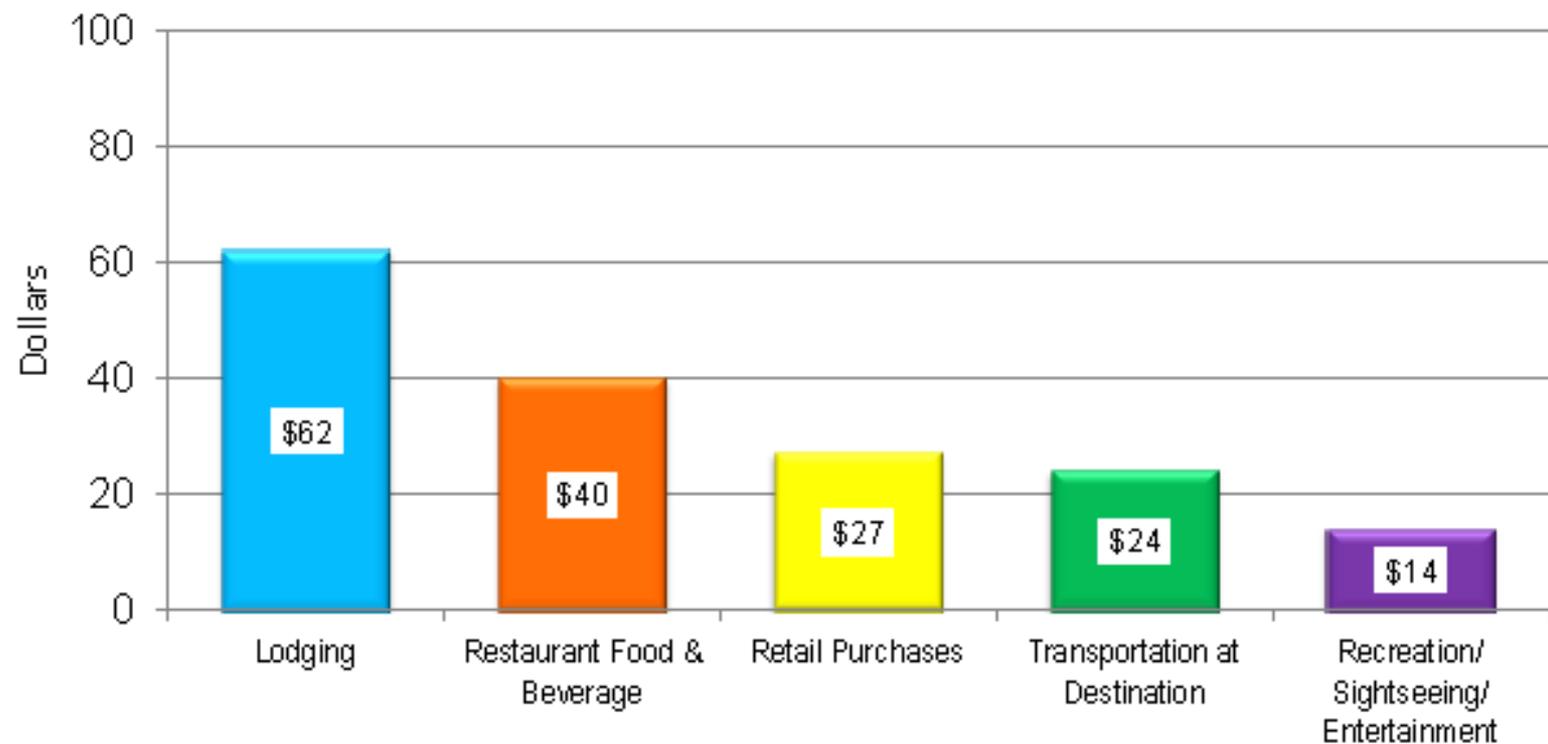
Base: Day Marketable Trips



# Average Per Person Expenditures on Overnight Trips – By Sector



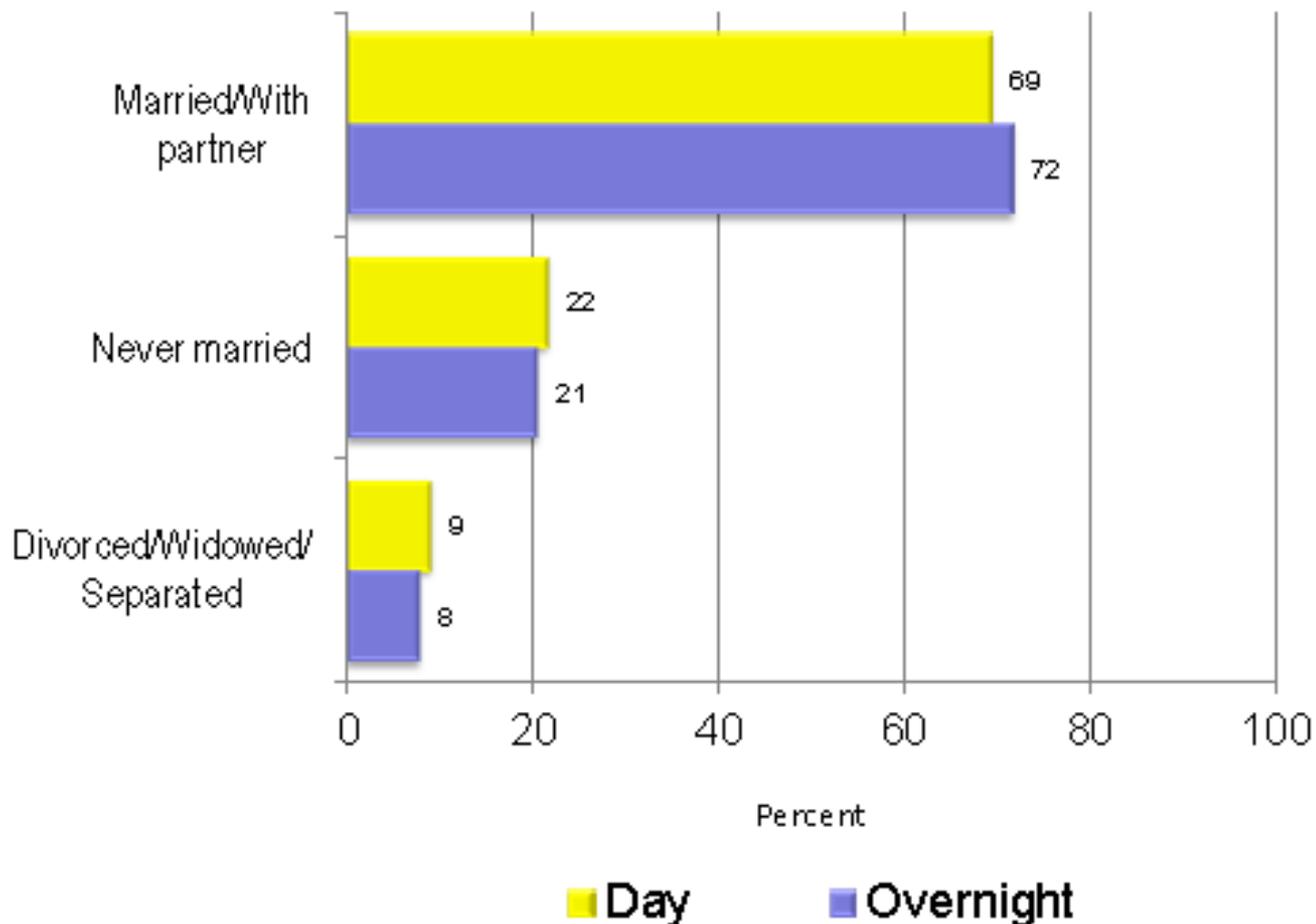
Base: Total Overnight Person-Trips



# Marital Status



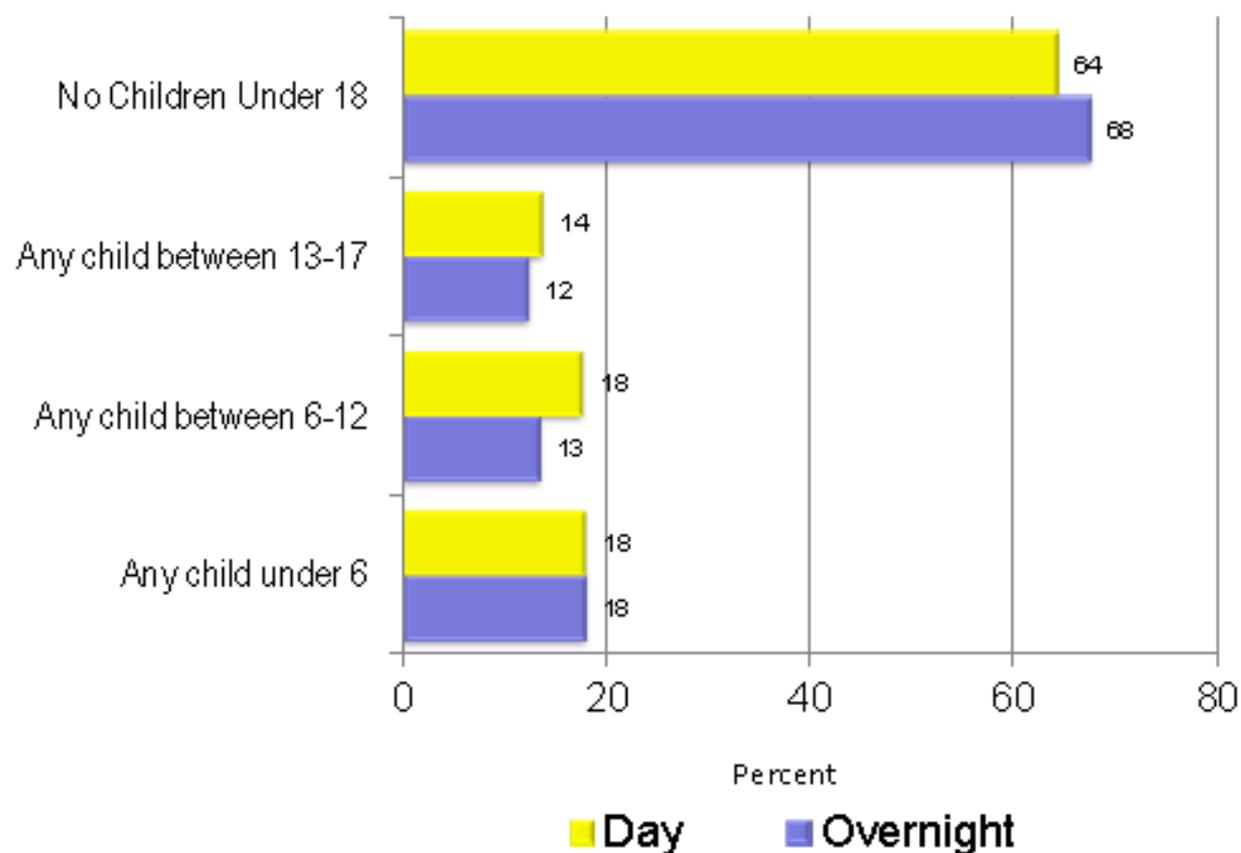
Base: Day Marketable Trips



# Children in Household



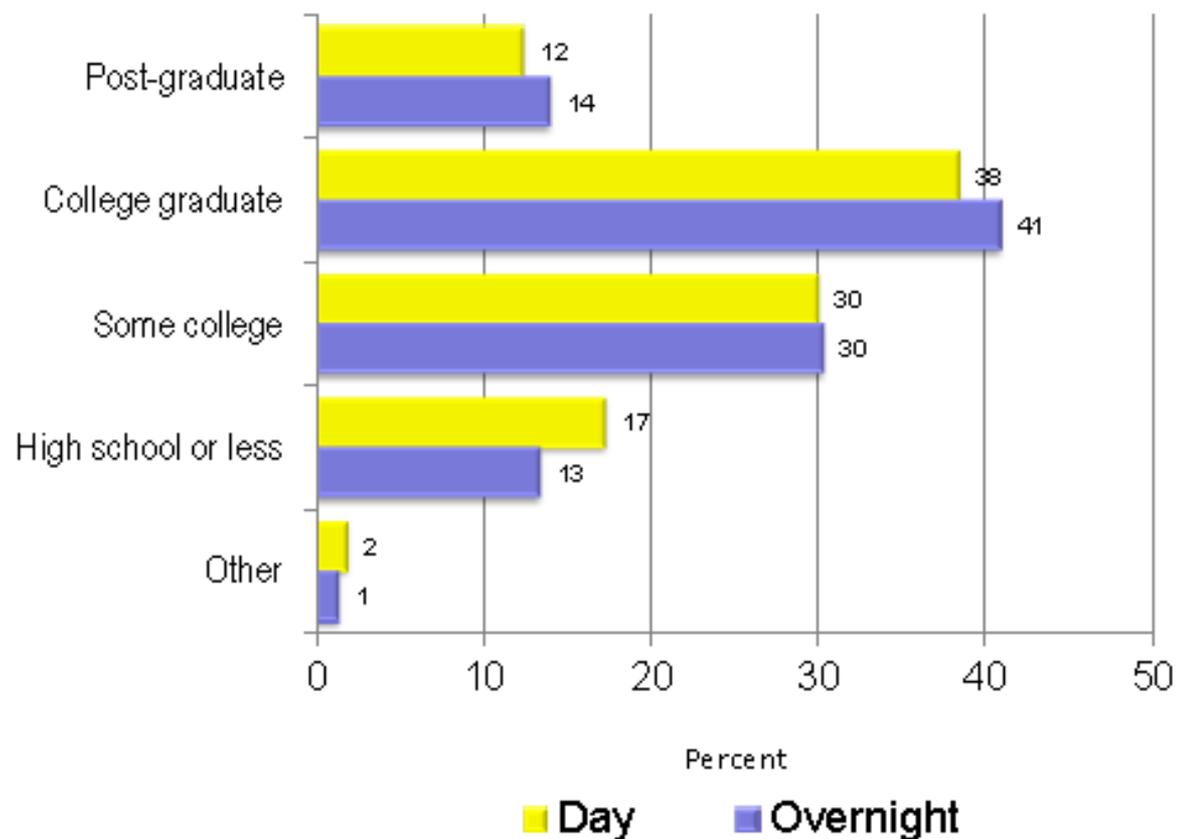
Base: Day Marketable Trips



# Education



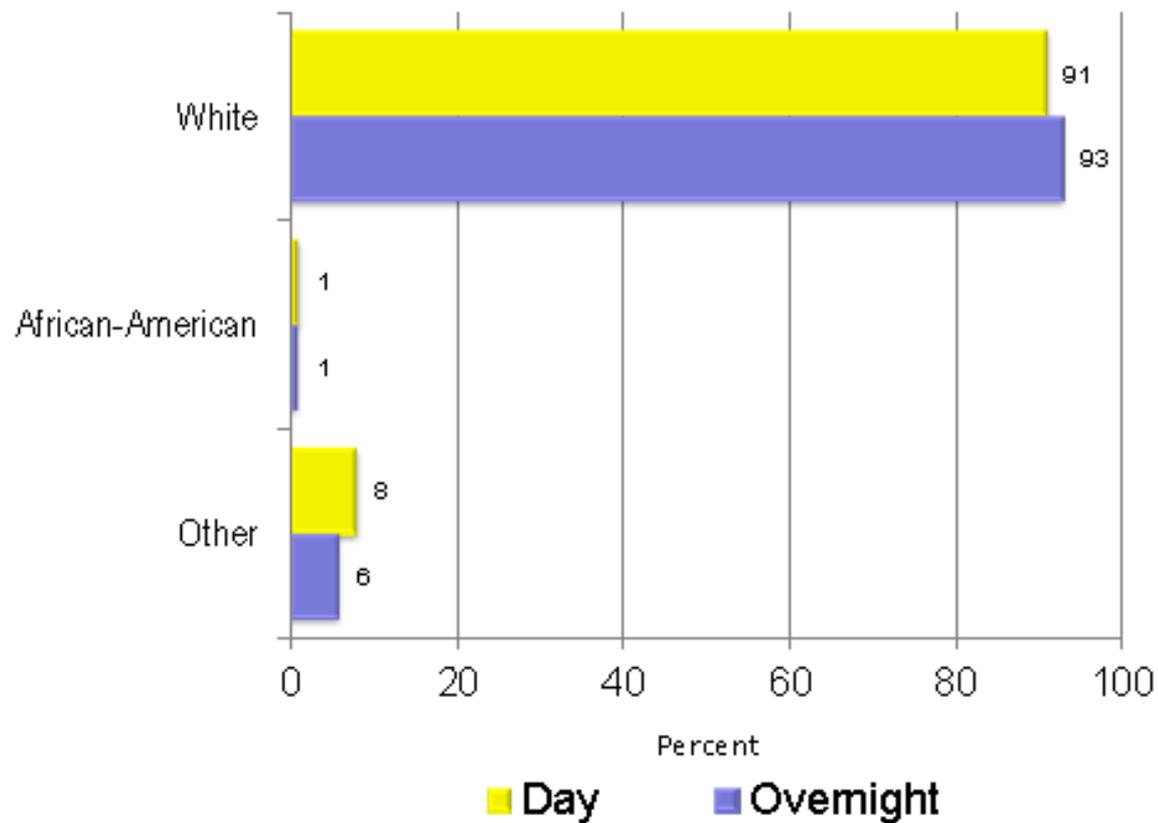
Base: Day Marketable Trips



# Race



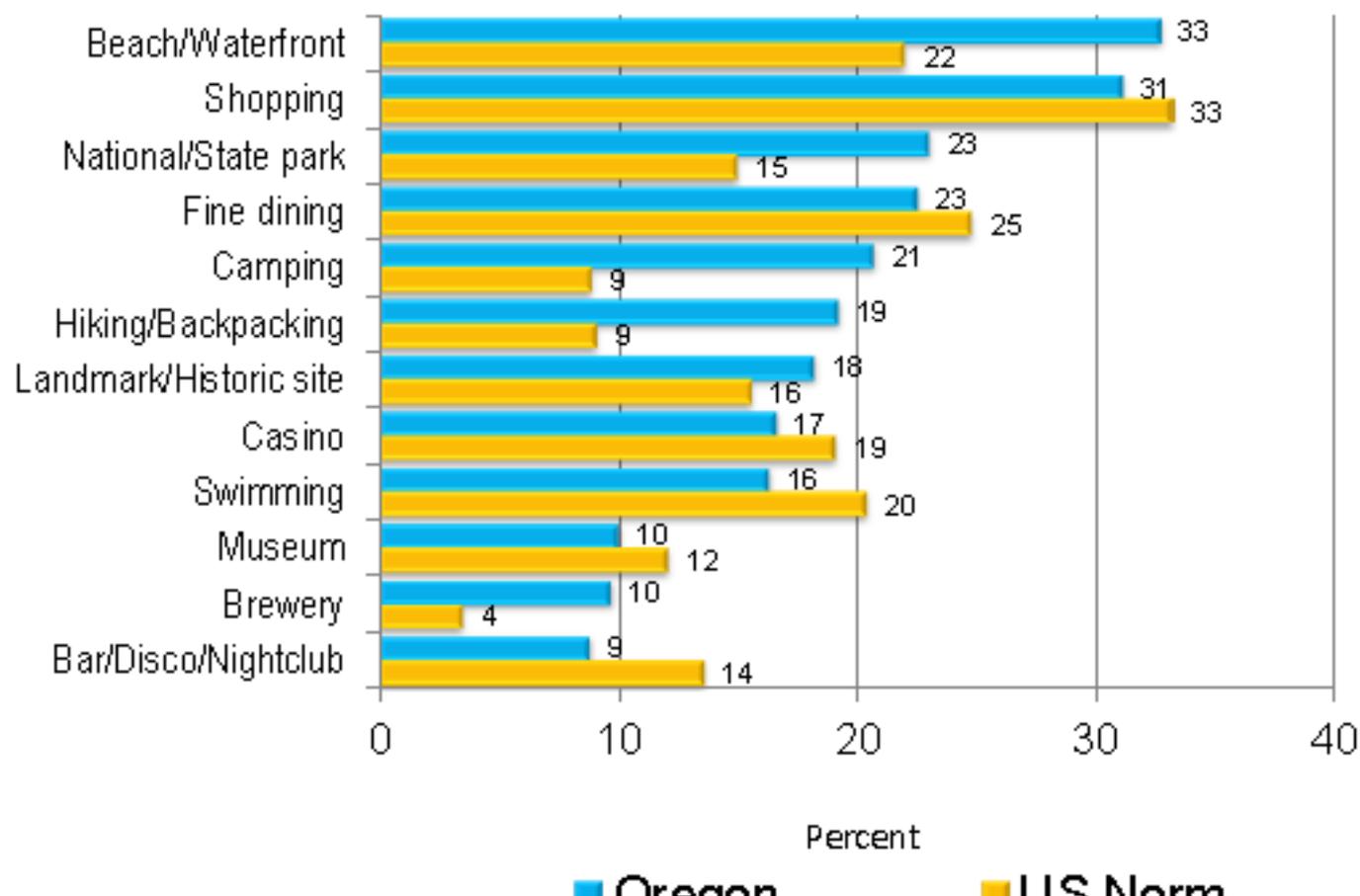
Base: Day Marketable Trips



# Activities and Experiences



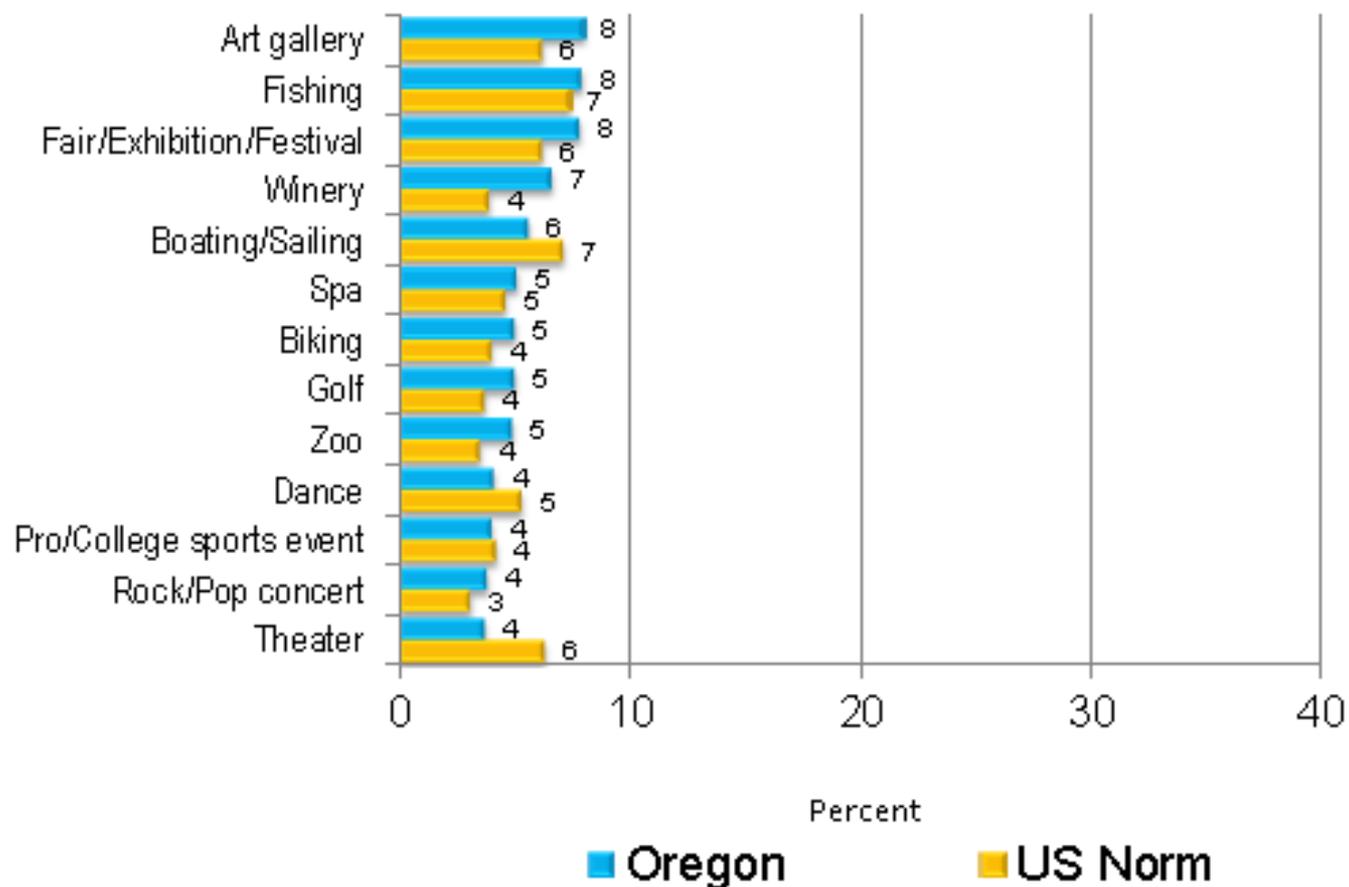
Base: Overnight Marketable Trips



# Activities and Experiences (Cont'd)



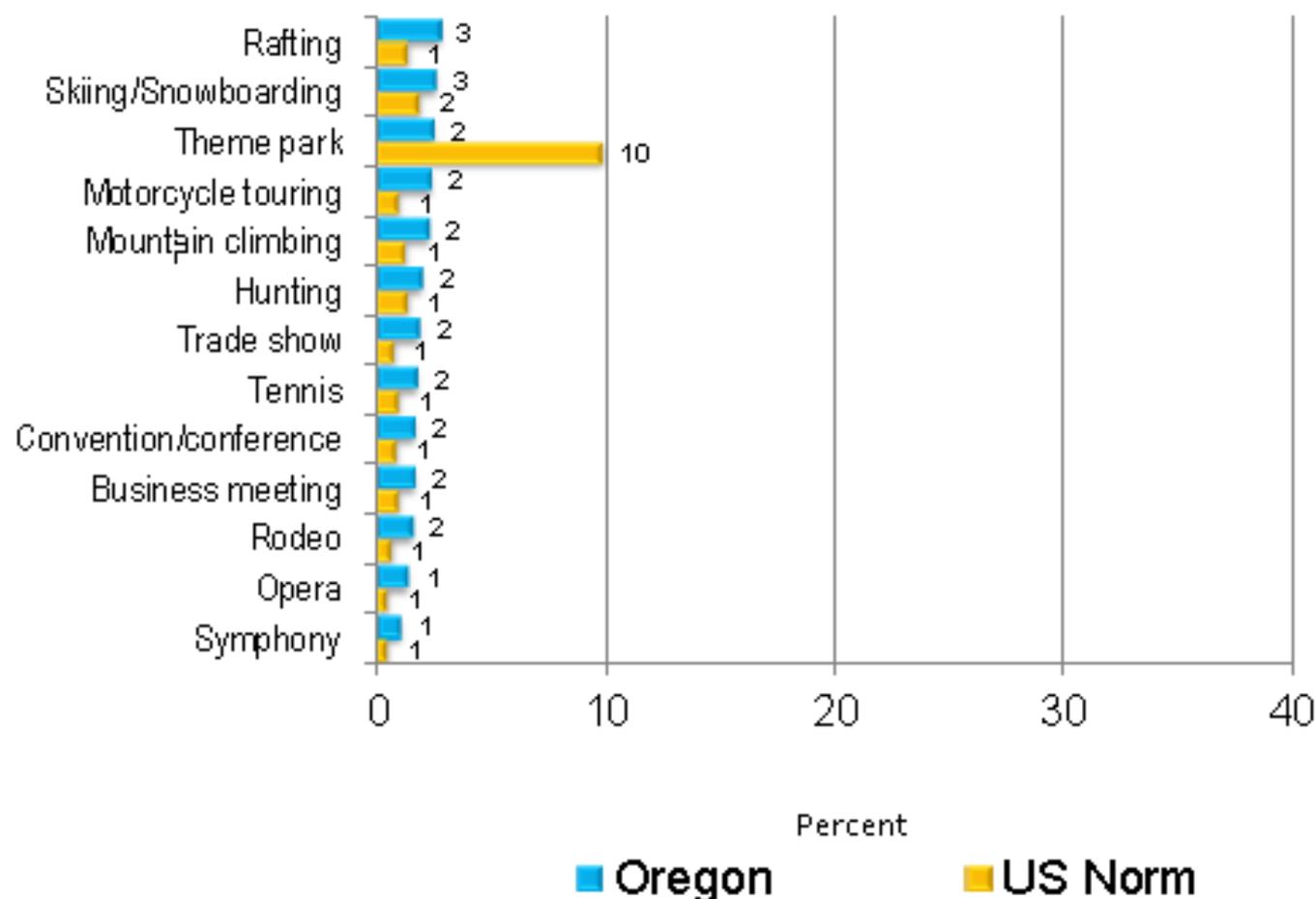
Base: Overnight Marketable Trips



# Activities and Experiences (Cont'd)



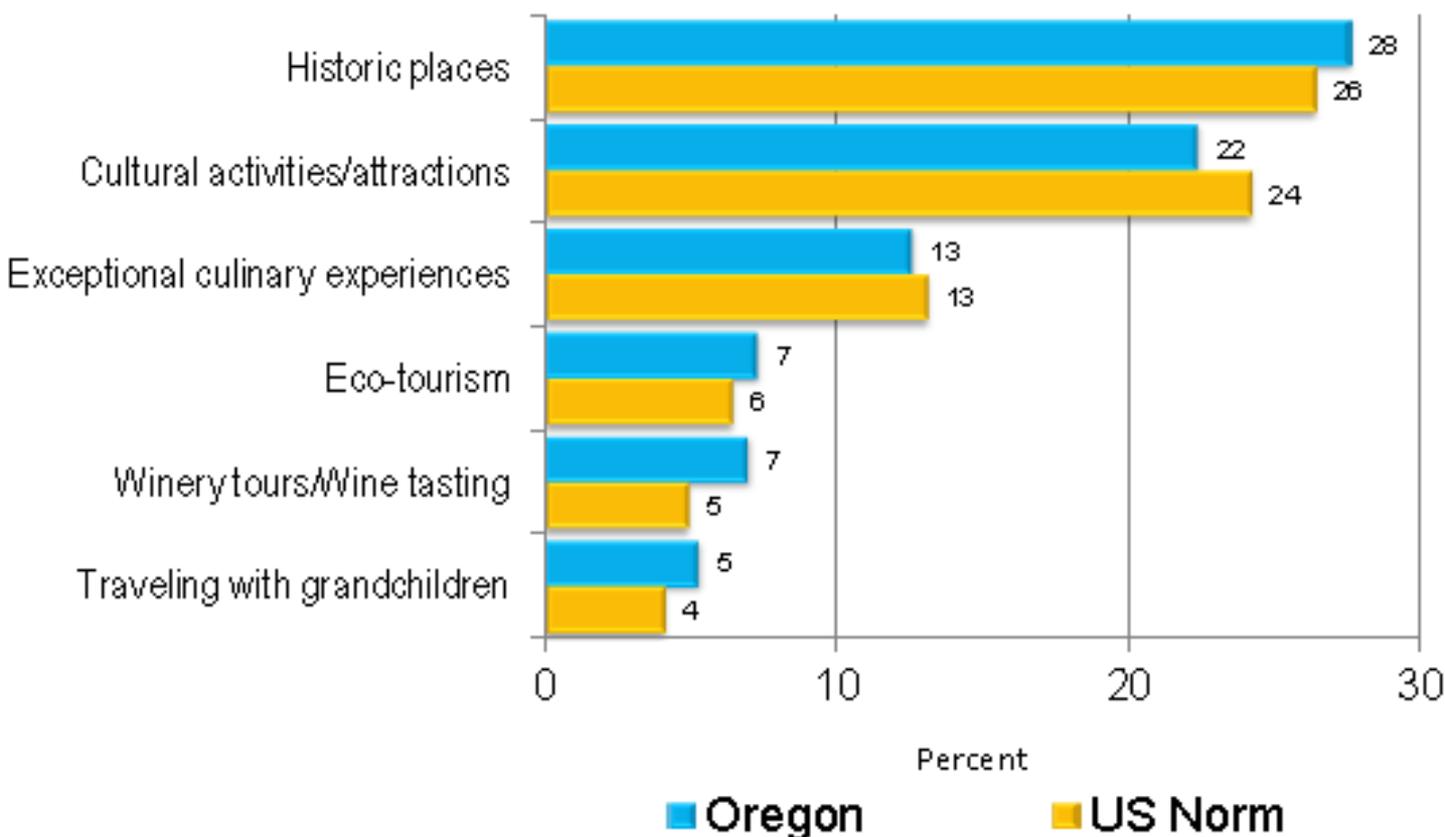
Base: Overnight Marketable Trips



# Activities of Special Interest



Base: Overnight Marketable Trips





# Industry.TravelOregon.com

- Go to the 'Research' tab
- Then to 'Oregon statewide visitor research'
- You are there: Oregon 2011 Final Visitor Report

The purpose of the study was to research the size and structure of Oregon's domestic travel market (overnight and day trips) during the 2011 travel year. The report includes estimates of the following: visitor volumes, demographic information, key sources of business, trip characteristics, activity/experience participation, and travel expenditures. The study also provides comparisons to the U.S. travel market.



# International & Group Travel

## International visitors:

- Stay longer
- Spend more
- Book further in advance
- Book out-of-the-way places

## Domestic group travel visitors:

- Motor coach travel has a large economic impact
- Groups look for more niche market activities
- Everyone is looking for a unique experience



# International Arrivals to Oregon by Country

	2009	2010	2011	2012
Total, All*	1,467,000	1,628,000	1,756,000	1,984,000
Total, Top 15	1,334,000	1,438,000	1,502,000	1,785,000
Canada	1,084,000	1,159,000	1,208,000	1,470,000
Japan	46,000	49,000	46,000	50,000
UK	35,000	38,000	35,000	38,000
China	13,000	19,000	26,000	37,000
Germany (+A,CH)	31,000	32,000	33,000	36,000
Australia, NZ	32,000	36,000	38,000	36,000
Scandinavia	23,000	24,000	23,000	24,000
Korea	18,000	22,000	23,000	23,000
Mexico	10,000	12,000	15,000	17,000
France	12,000	12,000	13,000	13,000
Brazil	6,000	7,000	9,000	10,000
Taiwan	7,000	9,000	10,000	9,000
India	5,000	7,000	8,000	8,000
Benelux	7,000	7,000	7,000	7,000
Italy	7,000	6,000	6,000	6,000

\*All origin countries, using (all cardholder count) /  
(Top 15 cardholder count)

# 2012 VisaVue® Numbers in Oregon

Growth: Total: + 13%

## Established markets



Canada: 21.7%



Japan: 8.5%



UK: 7.5%



Germany (+A,CH): 7.1%



France 1.4%



Australia, NZ: -4.7%



Korea: -1.0%



Taiwan: -8.3%



China: 41.5%



Brazil: 17.8%

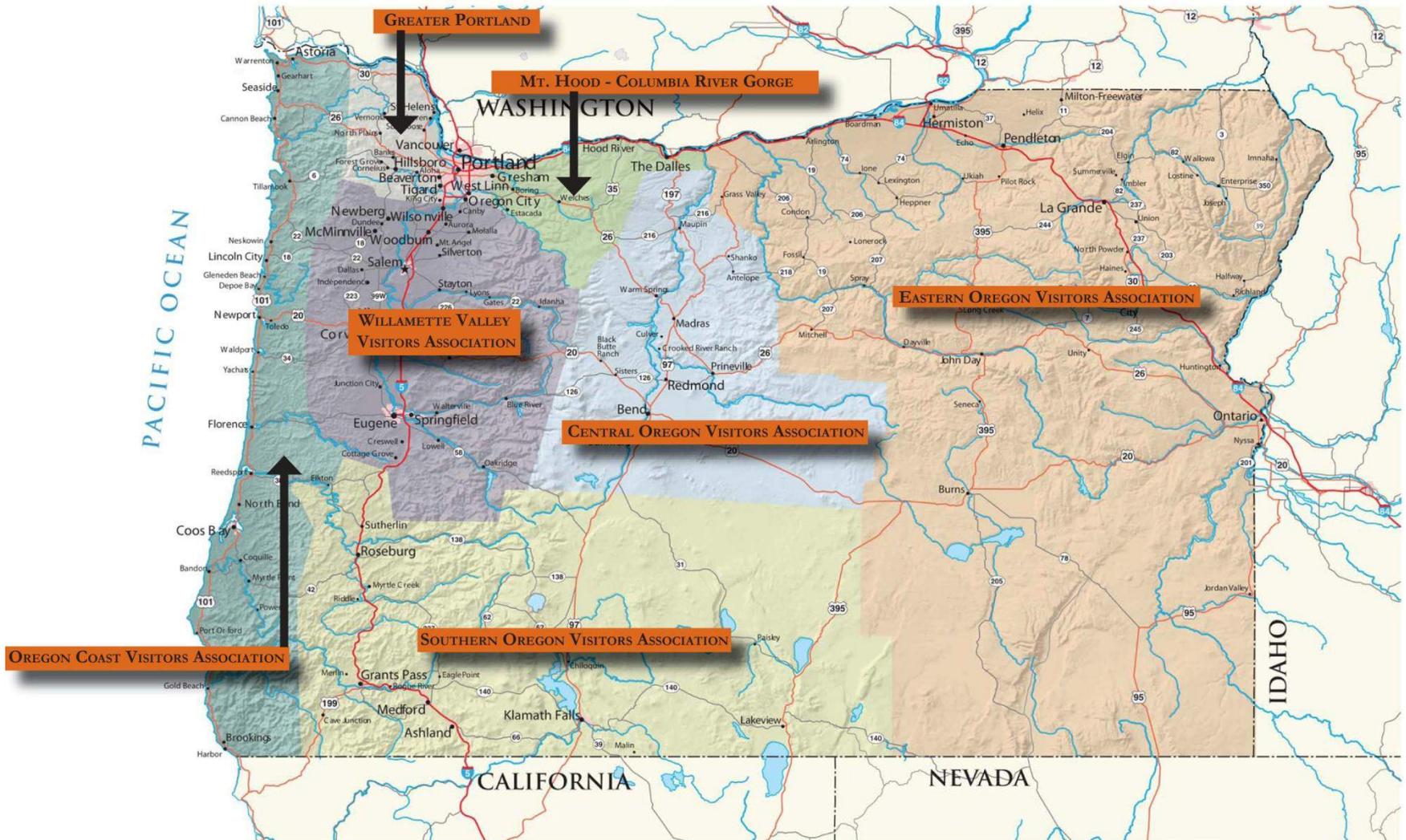


India: 3.6%

# Oregon Travel & Tourism Industry Resources



# The 7 Oregon Regions/RDMOs



# Seven Regions

## **ESTIMATED** breakdown of dollars that each region will receive for their 2013/2014 Regional Cooperating Marketing Programs:

- Greater Portland	\$552,697
- Oregon Coast	\$355,798
- Willamette Valley	\$187,436
- Southern Oregon	\$150,339
- Central Oregon	\$131,566
- Eastern Oregon	\$ 67,435
- Mt. Hood/Col. River Gorge	\$ 56,621

\$1.5 million for 2013/2014

Up to 15% of the 1% collected goes to the regions.  
All regions have received increases over the 2011/2012 allocations.



# What is an RDMO?

**RDMO = Regional Destination Marketing Organization**

- Oregon = 7 seven tourism regions
- Each region selected a DMO to act as its RDMO: Regional Destination Marketing Organization.
- Each RDMO partners with Travel Oregon to attract visitors to its specific region.



RDMO examples:  
Travel Southern Oregon  
Willamette Valley Visitors Assoc.  
Oregon Coast Visitors Associator





# What is a DMO?

DMO = Destination Marketing Organization

- Primary function = attract visitors to its locale for the purpose of enhancing the local economy through purchase of room nights, food and beverage, retail items, transportation, visitor services, etc.
- In Oregon, a DMO works with its Regional Destination Marketing Organization (RDMO) to cooperatively leverage budgets, advertising, services, and information for the benefit of all tourism entities in their region.

DMO examples: Travel Lane County, Travel Medford, Astoria Warrenton Chamber of Commerce, Travel Salem, Travel Portland, etc.



# Tourism Industry Partnering



LOCAL:  
Tourism & Hospitality Industry  
(*Business, Organization, Individual*)  
Example: Springfield Museum



LOCAL:  
Destination Marketing Organizations  
(*DMO*)  
Example: Travel Lane County



REGIONAL:  
Regional Destination  
Marketing Organizations  
(*RDMO*)  
Example: Willamette Valley Visitors Association



STATEWIDE:  
Travel Oregon



# Industry & Visitor Services

- Matching Grants Programs
  - Matching Grants, Rural Tourism, Wine License Plate
- Oregon Q Care Customer Service Training Program
- Oregon Heritage Commission
- Welcome Centers
  - 9 main entry points into the state
- Oregon Governor's Conference on Tourism
- Visitor Information Training Conference
- Scenic Byways



# Destination Development

## Destination Development

- Rural Tourism Studio
- Bicycle Tourism Studio
- We Speak Oregon Customer Service Program
- Oregon Tribal Tourism Work Group

## Product Development

- Bike Tourism Development
- Bike Friendly Business Program
- Outdoor Recreation Development
- Historic Columbia River Highway State Trail
- Culinary and Agritourism Development

## Sustainable Tourism Development

- Sustainable Business Challenge
- Oregon Travel Philanthropy Fund
- Sustainable Transportation Development



# Grant Programs

## Matching Grants Program – next cycle will open 2016

- New tourism projects that contribute to development and improvement of local economies and communities, and
- Enhance, expand and promote the visitor industry;
- Generate overnight stays in the region via partnerships with local tourism businesses and organizations
- Minimum ask of \$2,500; Maximum ask of \$20,000; 1-to=1 match with up to half of your match able to be in-kind (donated services, etc.)
- Competitive process

## Other Grant Programs:

- Rural Tourism Studio Grant Program – tied to this program
- Wine Country License Plate Grant Program – tied to AVAs

# Rural Tourism Studios



## RTS Communities:

- Oakridge
- Wallowa County
- McKenzie River Valley
- John Day River Territory
- South Lincoln County
- River Canyon Country  
(Madras, Terrebonne, Prineville)
- Wild Rivers Coast (South Coast)
  
- Next up: Polk County



**2012  
COMMUNITY  
EVENTS**

**&**

**MOBILE  
MUSEUM  
GUIDE**

*200 years of discovery*



# State Welcome Centers

Travel Oregon operates 9 State Welcome Centers at key entry points into Oregon:

- Ashland - I-5
- Astoria - Chamber
- Brookings - US 101
- Klamath Falls - Hwy 97
- Lakeview - Chamber
- Ontario - Rest Area
- Oregon City - End of Trail Museum
- Umatilla - Chamber
- Portland International Airport - Baggage Claim



PDX Welcome Center in Baggage Claim

TRAVEL GUIDE TO  
**OREGON**  
INDIAN COUNTRY



# Oregon Tribal Tourism Working Group

Working group aims to develop tourism projects focused on Indian Country that will yield economic, cultural and environmental benefits to Oregon's 9 federally recognized Tribes. Benefits from Tribal tourism projects are targeted at:

- Job creation
- Education of non-Indians
- Increasing awareness of Tribal histories, unique cultures, traditional crafts and skills
- Sustaining and improving Tribal economies
- Building capacity and skills for Tribes
- Improving relations between Tribes, state agencies, and other partners
- Building awareness of Tribes' diverse tourism products
- Increasing Tribal independence
- Empowering Tribal members
- Increasing effectiveness and ease of working together



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# RideOregonRide.com

Search everything...

SEARCH

## FIND A RIDE

## RIDE INSPIRATION

## EVENTS

## RESOURCES

### Search by Ride Location

Ex: Portland or 555 State St. Salem 55025

### Select a Ride Type

- Mountain Biking Trails
- Road Routes
- Oregon Scenic Bikeways

### Select a Ride Length (in miles)



Search Rides



LEARN MORE ABOUT  
**OREGON'S TOP  
 MOUNTAIN BIKING**  
 DESTINATIONS

**Oregon Gravel  
 Riding: Get Off Your  
 Asphalt**

**North Umpqua Trail  
 (The NUT)**

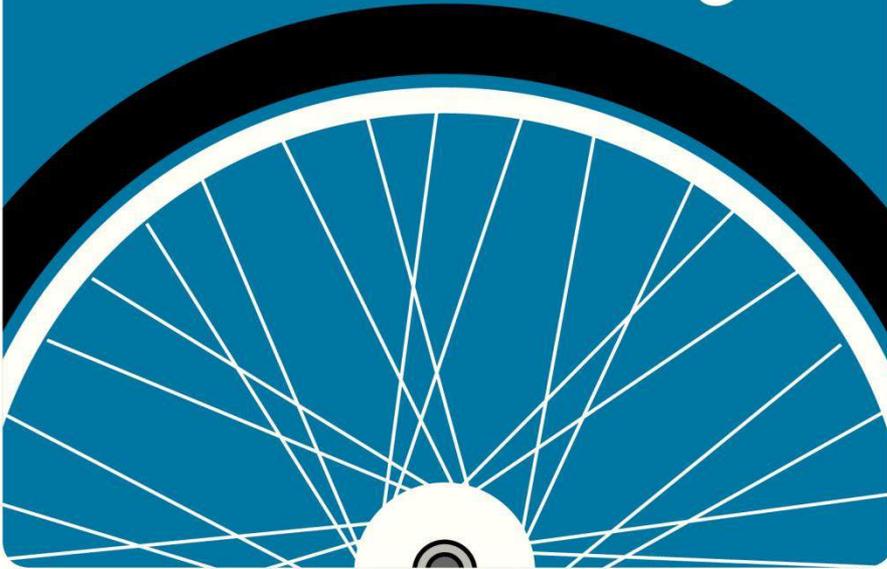
A 79 mile Mountain Biking Trail



## WHAT'S NEW

ON TWO WHEELS

# Bike Friendly



Recognized by Travel Oregon



Water



Restrooms



Food



Bike Repair

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

## Bike-Friendly Business

- Increase businesses' understanding of the growing bike tourism industry
- Provide tips/tools for businesses to cater to and to reach out to visitors who ride bikes
- Recognize and highlight Bike Friendly Businesses through Travel Oregon's communication channels
- Advance Oregon as a premier cycling destination
- Register your Business at:  
[industry.traveloregon.com/BFB](http://industry.traveloregon.com/BFB)

# Travel Oregon **Forever**

## Sustainable Tourism Advisory Committee

## Oregon's Sustainable Business Challenge

A voluntary reporting program to show the commitment organizations have to sustainability and environmentally responsible operations.

## Oregon Travel Philanthropy Fund

A program offering visitors the opportunity to donate to a regional project of their choice.

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



# Industry Policy & Research

**Policy:** Government affairs, legislative issues, agency & partner relations

**Research:** Development and marketing decisions are based on research

## **Primary research studies include:**

Local Transient Lodging Tax Survey

Oregon Overnight Travel Study

Oregon Travel Impacts (1991-2009 economic impacts)

Fishing, Hunting, Wildlife Viewing & Shellfishing in Oregon

Tourism & Hospitality Indicators Report

Regional Research

Travel Oregon Reports

Oregon Bike Tourism Research

Receive monthly Oregon Travel Barometer report via Travel Oregon industry email



# How to Reach the International and Group Travel Market . . .

- In-country marketing reps
- Brand USA partnerships
- Public Relations
- Media & travel trade research trips (“fams”)
- Trade shows
- Sales missions
- Tour Operators
- Receptive Tour Operators
- Travel Agent Education
- Partnering with regions & international carriers
- Printed material
- Social media: Twitter, Facebook, Blogs





# International Websites

Current sites:

- Germany: [www.traveloregon.de](http://www.traveloregon.de)
- Japan: [www.traveloregon.jp](http://www.traveloregon.jp)
- China: [www.traveloregon.cn](http://www.traveloregon.cn)
- France: [www.traveloregon.fr](http://www.traveloregon.fr)

Now live:

- Re-brand German website

On the horizon:

- Rebrand Japanese website



# ITINÉRAIRES

*Le plaisir de voyager commence par la planification de son propre voyage, à moins que vous n'ayez pas le temps de construire votre itinéraire.*

*Auquel cas, voici une sélection d'itinéraires thématiques qui vous aideront dans vos choix d'étapes et d'activités.*



## LE PIONNIER

L'Oregon est un haut-lieu du patrimoine "far west" des Etats-Unis. Cet itinéraire vous permettra de marcher sur les pas de célèbres explorateurs, tels Lewis et Clark !

Télécharger PDF



## AVENTURES EN FAMILLE

Découvrir des sites naturels spectaculaires tout en s'amusant et profiter d'activités culturelles interactives accessibles aux petits et grands. C'est ce que vous propose l'Oregon, destination idéale pour des vacances en famille.

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## LE CONNAISSEUR

L'Oregon est l'état épicurien des Etats-Unis. Vins mondialement réputés, marchés de produits fermiers, micro-brasseries artisanales, grands chefs primés... tel est le programme gastronomique qui vous attend en Oregon !

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## Portland



Green in its surroundings and its attitude—hip, quirky, friendly and unpretentious—Portland combines urban sophistication and natural [beauty](#) into one. The city is home to an unparalleled culinary scene epitomising the farm-to-fork movement. Bikes and books, indie art and music, designers and tattoos—it's all in Portland.

[Portland Highlights](#)



[View on map](#)



See the official Discover America guide now!



# DiscoverAmerica.com

## Oregon Highlights

Where locals go to relax



You might be surprised by...



**Must-see museum**



Among the 200-plus historic aircraft, spacecraft and exhibits on display at the Evergreen Aviation & Space Museum in McMinnville are the world's largest wooden flying boat, the 'Spruce Goose'; the SR-71 'Blackbird'; the Titan II SLV Missile; and the P-38 'Lightning'.

Your child will always remember...



Classic road trip



Favourite souvenirs



Don't overlook this...



# OregonPackagedTravel.com



[HOME](#) [MEMBERS](#) [ITINERARIES](#) [REGIONS](#) [OREGON SWAG](#) [IMAGE LIBRARY](#)



The Painted Hills

## ITINERARIES FOR EVERY TRAVELER

In Oregon, there is always something to do. You can play world-class golf, cycle along hundreds of miles of designated bike lanes, take road trips to wine country, hunt for fossils or get lost in the moment of a play at the Oregon Shakespeare Festival.

There is also plenty to see. In addition to pristine public beaches, high-desert country, painted hills and wine-producing valleys, Oregon is home to North America's deepest river gorge (Hells Canyon), the country's deepest lake (Crater Lake) and the world's second-most-climbed mountain (Mt. Hood), which also happens to host North America's only year-round ski season.

## REGIONAL ITINERARIES

[PORTLAND METRO](#)

[THE COAST](#)

[THE WILLAMETTE VALLEY](#)

[SOUTHERN OREGON](#)

[CENTRAL OREGON](#)

[EASTERN OREGON](#)

[MT. HOOD/THE GORGE](#)

主页

推荐行程

俄勒冈印象

城市与地区

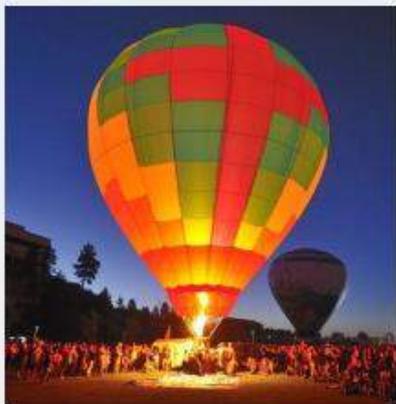
旅游服务商

前往俄勒冈

联系我们

# 俄勒冈印象

在俄勒冈，精彩的活动数不胜数，请马上开始浏览并决定先去哪里吧。



节庆活动

节庆活动



景点与购物

景点与购物



美食与美酒

美食与美酒

# Two Pillar Marketing Strategy



Spring  
Outdoor Recreation  
Oregon Adventurecation

**Advertising Message:**

Positions Oregon as *the* travel destination for outdoor recreation. Focus on:

- Hiking
- Cycling
- Golf
- Outdoor Adventure

**Media Strategy:**

TV and online ads placed in environments that reach active explorers and outdoor enthusiasts who are more likely to travel to Oregon

**Promotion:**

Social Media promotion on Facebook with Adventurecation contest and branded tabs on Travel Oregon and partner Facebook pages



Fall  
Culinary  
Oregon Bounty

Positions Oregon as a premier foodie destination to inspire travel. Features include:

- Trails to Feast regional stories
- Oregon Chefs
- Vintners, Brewers, Distillers
- Chocolate/Cheesemakers
- Fishermen
- Ranchers

Serve Bounty :15 second video ads through online placements in environments that appeal to foodies/cultural creatives who are active vacationers

Use Facebook promotion/sweeps to elevate the Trails to Feast stories and grow our fanbase



The Seven  
WONDERS  
of OREGON™

SEE ONE OR BETTER  
YET SEE THEM ALL

# 2013 Spring Campaign

## The 7 Wonders of Oregon



OREGON'S  
SEVEN  
WONDERS

SEE  
-AND-  
DO

TRIP  
-AND-  
IDEAS

CITIES  
-AND-  
REGIONS

[Sign In / Register](#)

Search Oregon...

[Search](#)

ASK  
OREGON

PLACES TO  
STAY

TRAVEL  
DEALS

GETTING  
-AROUND-  
OREGON



### The 7 Wonders of Oregon



We see your Wonders, world. And raise you 7 of our own. Add your adventures to our gallery by tagging them #traveltoregon.

[Learn more about Oregon's 7 Wonders](#)



*There are 7 Wonders of Oregon, and they're not just for looking at. To truly experience our Wonders, you have to get out of the car, hike down from the scenic vista and feel them*



LET'S GET SOCIAL



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TRAVEL OREGON NETWORK

INTERNATIONAL VISITORS

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Get the inside scoop on Oregon's people, places and happenings by signing up to receive free Travel Oregon publications.  
Giddy up...you've got some exploring to do...



TRAILS TO  
  
**FEAST**<sup>™</sup>  
*Eat Drink Oregon*



**SEVEN TASTY TRIPS**  
*Around Oregon*



**FEAST**<sup>™</sup>  
**PORTLAND**  
**FOOD & DRINK FESTIVAL**  
*A celebration of Oregon Bounty*

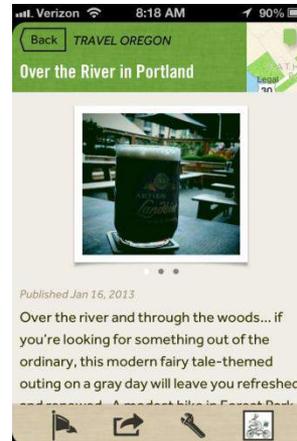
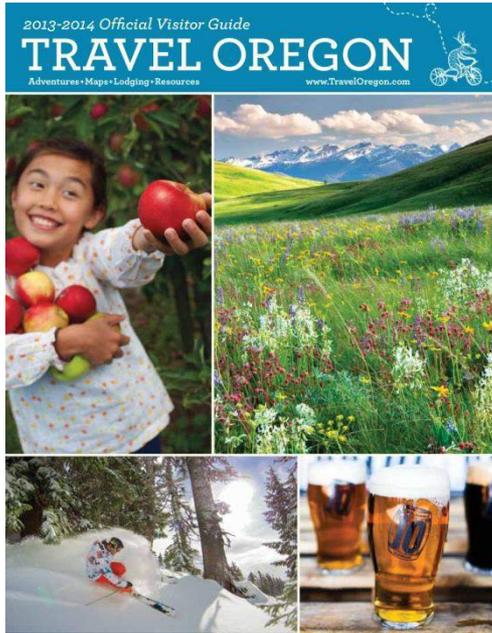
# Cross-Platform Inspiration – Before the Consumer Arrives



- Feature stories
- Itineraries
- Broadcast partnerships
- Bloggers +  
Ambassadors
- 200 stories/ 70-30 mix  
original v. curated
- Social Media



# Cross-Platform Information/Planning/On-the-Ground



- Print: Visitor Guide
- Mobile trip planner
- Planner emails
- Phone support
- Social Ambassadors
- Welcome Centers
- Google Field Trip
- Social



# Seasonal Stories

SEE AND DO TRIP IDEAS CITIES AND REGIONS ASK OREGON SEASONAL FEATURES PLACES TO STAY TRAVEL DEALS GETTING TO OREGON

Spring **Summer** Autumn Winter

Seasonal Features

**SUMMER**

Discover ways to enjoy outdoor activities, local food and everything else that makes Oregon's summer so special. From the scenic Oregon Coast to the vibrant Willamette Valley, we have a variety of activities and places to visit that will make your summer unforgettable.

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Surfing on the Oregon Coast  
 Clatsop County  
 Meeting in a Great Place  
 Oregon's Diverse Wine and Food Culture  
 Discover Oregon's Best  
 The Beauty of the Willamette Valley

STORIES FROM SUMMER

More about all the stories about Summer in Oregon

Discover the beauty of the Oregon Coast on July 24th, 2012

More about all the stories about Summer in Oregon

# Feature Stories

SEE AND DO TRIP IDEAS CITIES AND REGIONS ASK OREGON SEASONAL FEATURES PLACES TO STAY TRAVEL DEALS GETTING TO OREGON

Oregon Stories Itineraries Scenic Byways Grant's Getaways Travel Interests

Trip Ideas Oregon Stories

**Road Trip: Bandon**

by Eileen Garcia - April 25th, 2013

You don't have to be a golfer to appreciate the gorgeous, rugged courses of Bandon Dunes Golf Course, designed by David McLay Kidd.

Just when you think you know the Oregon Coast, you think again. Take the South Coast, for example. Less trafficked than the north, the rugged southern region has a charm all its own — trendy little towns, miles of remote beaches and activities to suit all comers. In the seaside town of Bandon (pop. 3,055), charming Old Town district, outdoor recreation and delicious local food and drink.

Just about anything you find on TravelOregon.com can be added to your own personal Trip Planner. Find out how.

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# Grant's Getaways

## Up, Up, and Away!

by Grant McOmie - July 6th, 2009

Grant's Getaways: Up, Up, and Away!

Share More info

# Itineraries

## Ski, Wine and Dine

An Oregon Wintercation in the Mt. Hood/Gorge Region

by Emily Forsha - December 11th, 2012

Trip Ideas Itineraries

**Ski, Wine and Dine**

An Oregon Wintercation in the Mt. Hood/Gorge Region

by Emily Forsha - December 11th, 2012

Experience winter's wonder on the snowy playground of Mt. Hood.

There's a big mountain calling your name, and it's covered in snow. Whether you're on skis, snowboard, snow tube or snowmobile, Mt. Hood's ski areas will give you the snow fun you're seeking. And when it's time to warm up, take a stroll through history in The Dalles, wine and dine in Hood River County.

Just about anything you find on TravelOregon.com can be added to your own personal Trip Planner. Find out how.

TRAVEL OREGON SOCIAL MEDIA CONTACT SUBSCRIBE TRIP PLANNER GUIDES

# Travel Oregon Website

- ✓ The key consumer portal for travel information promoted by Travel Oregon's 5.2 million dollar marketing campaign
- ✓ Nearly 6 million pages viewed annually with 1.4 million unique visitors
- ✓ Consumers spend an average of approximately four minutes exploring the site

## What's available

- Vertical Rectangle Ads
- Rectangle Sidekick Ads
- New - Event Package

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



# Oregon Heritage online

Oregon heritage tourism offerings can be found on TravelOregon.com

- See & Do tab, then choose the Oregon Heritage tab
- Categories: Covered Bridges, Ghost Towns, Heritage Areas, Heritage Museums, Indian Country, Lighthouses, Old West & Oregon Trail

The screenshot shows the TravelOregon.com website interface. At the top, there is a navigation bar with a search box and links for 'Sign In / Register', 'ASK OREGON', 'PLACES TO STAY', 'TRAVEL DEALS', and 'GETTING AROUND OREGON'. Below this is a secondary navigation bar with categories: 'Attractions', 'Recreation', 'Eat & Drink', 'Oregon Heritage' (highlighted in green), 'Natural Wonders', and 'Events'. The main content area features a breadcrumb trail: '- See & Do > Recreation > Sustainable Travel -'. The title 'Jacksonville Cemetery' is prominently displayed in a large, serif font. Below the title, the location 'Jacksonville, OR 97530' and phone number '(503) 899-1231' are listed, along with a 'View on Map' link. A dashed line separates this section from the next. The text 'Step back to the 1850s at the final resting place for some 4,000 area citizens.' is followed by a 'natgeo geotourism featured place' badge. A National Geographic logo is shown next to the text: 'Featured Place - National Geographic Society Oregon/Washington Geotourism MapGuide. Find out more at [TheCentralCascades.com](http://TheCentralCascades.com)'. To the right, there is a 'Add to My Oregon Road Trip' button and a note: 'Just about any place you find on TravelOregon.com can be added to your own Oregon Roadtrippers Account. [Find out how.](#)'. Another dashed line is present. At the bottom, the text '- what's around here? -' is followed by the 'Roadtrippers' logo and the slogan 'Get on the road with Roadtrippers'.

OREGON'S SEVEN WONDERS

SEE -AND- DO TRIP IDEAS

CITIES -AND- REGIONS

Sign In / Register

Search Oregon... search

ASK OREGON

PLACES TO STAY

TRAVEL DEALS

GETTING AROUND OREGON

Attractions

Recreation

Eat & Drink

**Oregon Heritage**

Natural Wonders

Events

- See & Do > Recreation > Sustainable Travel -

## Jacksonville Cemetery

Jacksonville, OR 97530 - [View on Map](#)  
phone: (503) 899-1231

Step back to the 1850s at the final resting place for some 4,000 area citizens.

- natgeo geotourism featured place -

Featured Place - National Geographic Society Oregon/Washington Geotourism MapGuide. Find out more at [TheCentralCascades.com](http://TheCentralCascades.com).

[Add to My Oregon Road Trip](#)

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Get on the road with Roadtrippers

# Roadtrippers

- what's around here? -

# Listings

SEE  
-AND-  
DO

TRIP  
IDEAS

CITIES  
-AND-  
REGIONS

Sign In / Create an Oregon Road Trip

Search Oregon...

search

ASK OREGON

SEASONAL FEATURES

PLACES TO STAY

TRAVEL DEALS

GETTING AROUND OREGON

Attractions

Recreation

Eat & Drink

Oregon Heritage

Natural Wonders

Events

---



**Paley's Place**  
1204 N.W. 21st Ave. / Portland, OR 97209

Chef Vitaly Paley's goal is to be part of the movement that defines Northwest regional cuisine, working with...

[Add to My Oregon Road Trip](#) | [View on Map](#)

*Restaurants*  
(within [Eat & Drink](#))

No ratings yet

---



**Patton Valley Vineyard**  
9449 SW Old Hwy 47 / Gaston, OR 97119

Wine brings people together. It graces our meals, inspires laughter and conversation, and enriches our lives. At Patton...

[Add to My Oregon Road Trip](#) | [View on Map](#)

*Wineries & Wine*  
(within [Eat & Drink](#))

No ratings yet

---



**Pittock Mansion**  
3229 NW Pittock Drive / Portland, OR 97210

The Pittock Mansion was home to Portland pioneers Henry and Georgiana Pittock from 1914 to 1919. During the late 1800s...

[Add to My Oregon Road Trip](#) | [View on Map](#)

*Museums & Interpretive Centers*  
(within [Attractions](#))

*Heritage Areas*  
(within [Oregon Heritage](#))

 5.0

TripAdvisor Traveler Rating based on 54 reviews

---



**Plum Hill Vineyards**  
6505 SW Old Highway 47 / Gaston, OR 97119

Plum Hill Vineyards is a small, family-owned winery in a pastoral setting with mountain views, between the towns of...

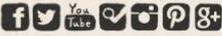
[Add to My Oregon Road Trip](#) | [View on Map](#)

*Wineries & Wine*  
(within [Eat & Drink](#))

No ratings yet



LET'S GET SOCIAL



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GET IN CONTACT



FREE TRAVEL GUIDES



TRAVEL OREGON NETWORK



INTERNATIONAL VISITORS

SEE  
-AND-  
DO

TRIP  
IDEAS

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Sign In / Create an Oregon Road Trip

Search Oregon...

search

ASK OREGON

SEASONAL FEATURES

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Attractions

Recreation

Eat & Drink

Oregon Heritage

Natural Wonders

Events

— See & Do > Attractions > Museums & Interpretive Centers —

## Pittock Mansion

3229 NW Pittock Drive / Portland, OR 97210 — [View on Map](#)  
phone: (503) 823-3823 — [Visit Website](#)

---

The Pittock Mansion was home to Portland pioneers Henry and Georgiana Pittock from 1914 to 1919. During the late 1800s and the early 1900s, their lives and work paralleled the growth of Portland from a small Northwest town site to a thriving city with a quarter million population. With its eclectic architectural design and richly decorated interior, including family artifacts, the Pittock Mansion stands today as a living memorial of this family's contributions to the blossoming of Portland and its people.

Note: Pittock Mansion is partially wheelchair accessible. The wheelchair entrance is located on the lower level and the lower level is accessible to all parties.

[Add to My Oregon Road Trip](#)

Just about any place you find on TravelOregon.com can be added to your own Oregon Roadtrippers Account. Find out how.

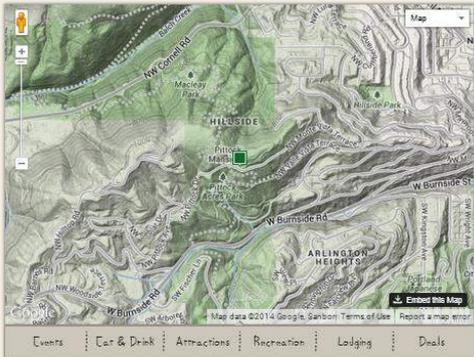
 5.0

TripAdvisor Traveler Rating based on 54 reviews

---

— what's around here? —

### LOCATION & NEARBY THINGS TO SEE & DO



Map ©2014 Google, Sanborn. Terms of Use Report a map error

[Events](#) | [Eat & Drink](#) | [Attractions](#) | [Recreation](#) | [Lodging](#) | [Deals](#)

These maps and directions are for planning purposes only. You may find that construction projects, traffic, or other events may cause road conditions to differ from the map results. For travel options, weather and road conditions, visit [tripcheck.com](#), call 511 (in Oregon only), 800.977.6368 or 503.588.2841.



[Check out Oregon.Roadtrippers.com](#)

[Flag as Inaccurate](#)

Is any of the information on this page inaccurate?



LET'S GET SOCIAL



STAY IN TOUCH - SUBSCRIBE



GET IN CONTACT



FREE TRAVEL GUIDES



TRAVEL OREGON NETWORK



INTERNATIONAL VISITORS

# Digital Content: Blogger Stories

-At least 5 stories/month

-First-person narratives of  
Oregon experiences/places

-20+ bloggers

-Free + open (writer's guide  
is available)

- CATEGORY -



### Historic Timberline Lodge

27500 E Timberline Road / Timberline Lodge, OR 97028

Perched 6,000 feet up on the massive south shoulder of Mt. Hood, Timberline Lodge is a classic WPA-era mountain lodge...

[Add to My Oregon Road Trip](#) [View on Map](#)

[Movies and TV filmed in Oregon](#)  
(within [Attractions](#))

[Snow Sports, Oregon Adventurecations](#)  
(within [Recreation](#))

[Heritage Areas](#)  
[Heritage Museums](#)  
(within [Oregon Heritage](#))

[Mountains & Hills](#)  
(within [Natural Wonders](#))

[Add to My Oregon Road Trip](#) [View on Map](#)

### Heritage Museum

490 Smith St / Harrisburg, OR 97446

[Add to My Oregon Road Trip](#) [View on Map](#)

### I.O.N. Heritage Museum

502 Swisher Avenue / Jordan Valley, OR 97910

[Add to My Oregon Road Trip](#) [View on Map](#)

### Independence Heritage Museum

112 South Third St. / Independence, OR 97351

Formerly the First Baptist Church, 1888. The museum displays the history and culture of Independence and surrounding...

[Add to My Oregon Road Trip](#) [View on Map](#)

### Baker Heritage Museum

2480 Grove Street / Baker City, OR 97814

Unique rock & mineral collection, historic memorabilia, mining, Oregon Trail artifacts

# Digital Content – Email Newsletters

**TRAVEL OREGON**  
March 2012

**This month:** Spring Flowers | Roadtrip: Redmond & Sisters | Glassblowing - The Art of Fire | Spring Events |

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Wooden Shoe Tulip Festival

**Flower Fever**

Flowers are blooming, the days are getting longer, spring is just about here, and the Willamette Valley has spring fever with plenty of flower and garden events to get your thoughts on the growing season.  
>> Give me fever.



Tulips

Share on Facebook | Share on Twitter

**Roadtrip: Redmond and Sisters**

Get a dose of spring sunshine in the high desert towns of Bend and Sisters. Located within 20 miles of each other just north of Bend, Redmond and Sisters both offer a small-town feel in the dramatic backdrop of the Central Oregon mountains.

Photo by Mike Heuser  
>> Get goin' to Sisters & Bend



Sisters

Share on Facebook | Share on Twitter

**Glassblowing - the Art of Fire**

Laurel Marie Hogner, artist and owner of Glassometry Studios, has no trouble explaining the art of glassblowing. "When you watch it being worked it is like liquid fire," Hogner said, "it's intriguing in its live state!"  
>> Start me up.



Use the most recent episode

**Travel Oregon OUTDOORS**  
July 2012

Advertisement



Backpacking the Willouwa peaks

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**Oregon's Mt. Hood Territory**

**We've Got MORE! Outdoors**  
WIN MONTHLY PRIZES!

**Upcoming Outdoor Events**

Cascade Lakes Relay  
Tour de Outback  
31st Annual Hood to Coast Relay

**Packages**

Eat & Drink Deals  
Places to Stay Deals  
Activity Deals

**Travel Oregon ONLINE MAGAZINE**  
Trip ideas, maps & slideshows  
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**Trail Talk**

Sunshine and snow melt mean open season for backpacking. We decided to talk to Terry Richard, who has been writing about the outdoors for "The Oregonian" newspaper since the 1970s. Richard has climbed, hiked and backpacked all over Oregon. This month he shares his favorite backpacking trips, as well as which corner of Oregon he'll be exploring next.



Broken Top

Top banner photo by James T. Holk  
Broken Top photo by Tyler Roesser

>> Pack a bag and hit the Oregon trails.  
Share on Facebook | Share on Twitter

**Learn to Kiteboard**

Wind power. It's not just for turbines anymore. You can harness the summer winds blowing through Oregon and learn to kiteboard. If you are willing to commit to a technical sport, kiteboarding offers a thrilling payoff.



Jones Beach

Jones Beach photo by Colby Chero  
>> Catch big air and zip across the water.  
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Advertisements



Fun for the whole family! Book a whitewater adventure on the Rogue River and see Hellgate Canyon. 3 trips available.



Resort to Fun! At Mt. Hood. Naturally! Summer rates from \$149 include a \$100 resort credit.



300 Days of Blissful Sunshine. Surrounded by amazing landscapes, so don't forget your sunglasses.

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**Travel Oregon FOOD+DRINK**  
October 2012

Advertisement



Truffle Season!

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**Upcoming Culinary Events**

Seaside Downtown Wine Walk  
Thanksgiving on the Wine Trail  
Holiday Ales Fest

**Packages**

Eat & Drink Deals  
See & Do Deals  
Places to Stay Deals

**Travel Oregon ONLINE MAGAZINE**  
Trip ideas, maps & slideshows  
Subscribe for free | Read more!

**Tempting Truffles**

Summer bounty is squirreled away, but there's a whole underworld of goodness on the horizon for winter: Oregon truffles. We asked Elan Hagens, owner of Temptress Truffles and fungi aficionado, for advice on the truffle scene in Oregon.  
Maitake mushrooms and top banner photo by Joel Fischer  
>> Dig into Oregon truffle season!

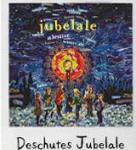


Temptress Truffles

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**'Tis the Season for Seasonal Beer**

Autumn in Oregon is filled with rich ambers, ochres and browns, and we're not talking about the forests. It's fall and winter beer season in Oregon! Craft brewers from around the state tap into our cravings for warm, dark, comforting draughts.  
>> Find fresh hop beers in Oregon this fall!



Deschutes Jubelale

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TravelOregon.com  
RideOregonRide.com  
Food.TravelOregon.com

**Grant's Getaways**



Bed and Breakfast Inns  
Breakfast made just for you!  
Fresh, Local, Delicious



Travel Astoria-Warrenton  
Historically hip, with brewpubs, bistros, museums and more.



Pacific City, Your Little Beach Town  
Oregon's Only Oceanfront Brewpub  
Unique Lodging Options

**Travel Oregon/Bounty**  
Oregon food and drink events, experiences and recipes

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# Social Media Outposts

facebook

Travel Oregon Timeline Now Admin Panel

TRAVEL OREGON

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17,200 likes · 1,000 talking about this

Travel Leisure  
We're in love with Oregon!

127k

About Photos Ask Oregon Likes #traveloregon

Travel Oregon  
8 hours ago · 48

Have the wintertime blues? Treat yourself to a walk in Northeast Portland and end your day feeling refreshed and renewed.  
<http://budart.com/mox>

Image credit: Dan Vandervort

Travel Oregon  
Yesterday · 48

Grant doesn't let Oregon's roller coaster weather stop him from exploring the great outdoors. Learn about his favorite rainy day hikes: <http://budart.com/wuup>

Like Comment Share



TravelOregon @TravelOregon

4 Jan

Very cool MT @govi47: (photo by Johnny Stonnah) camp on #easternOR's Alvord desert playa under Milk Way  
[pic.twitter.com/JRWgiy4C](http://pic.twitter.com/JRWgiy4C)

Hide photo Reply Retweet Favorite More



AT&T 4:31 PM

Back PHOTO



traveloregon

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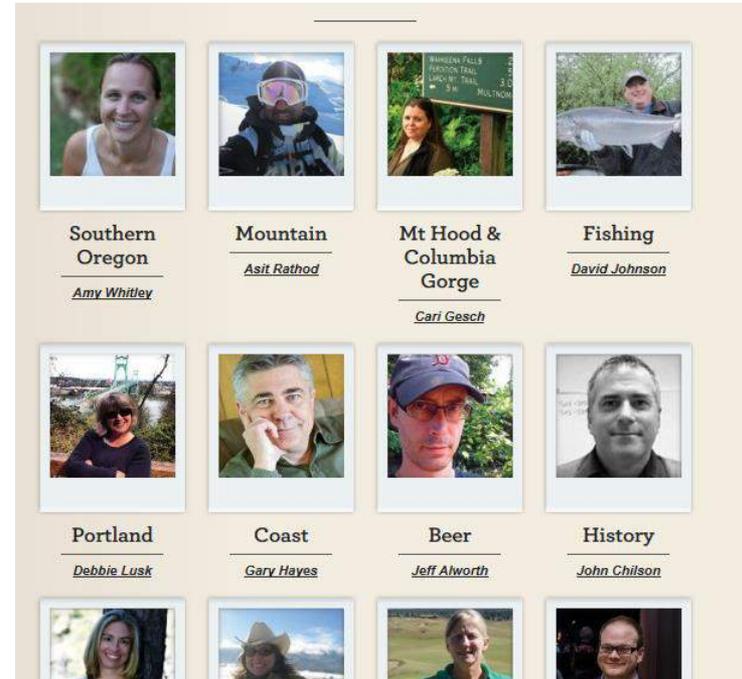


61 likes

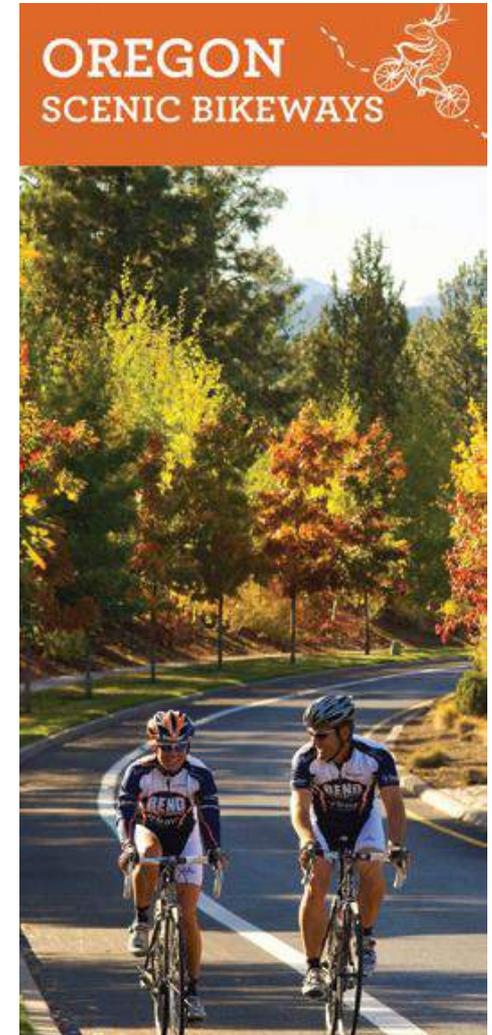
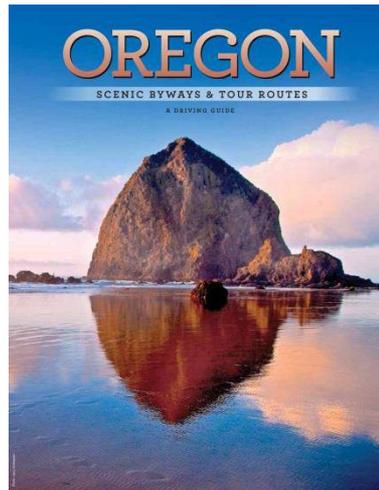
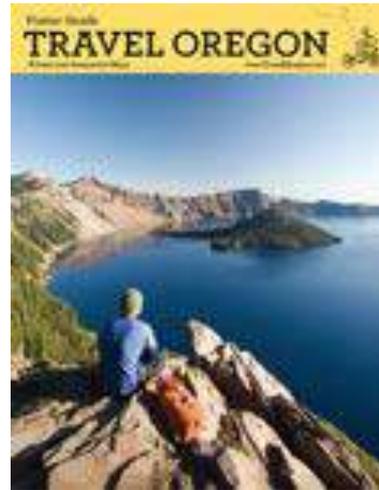
# Ask Oregon

15 passionate Oregonians on Twitter, Facebook, Pinterest & Instagram

...dishing out travel inspiration & advice.



# Print Publications



# Travel Oregon Online Leads

- ✓ Turn *our* leads into *your* Customers
- ✓ Leads can be downloaded based on where they're from, where they want to go and what they want to do
  - ✓ EX: People from Arizona looking to come to Willamette Valley for a family experience
- ✓ Control your cost
  - ✓ 7.5 cents per contact
  - ✓ **FREE** when you participate in print advertising
- ✓ [TravelOregonLeads.co-operations.com](http://TravelOregonLeads.co-operations.com)
- Contact: Ariana Bray-Sweet ([Ariana@TravelOregon.com](mailto:Ariana@TravelOregon.com))

# Industry Website

## Industry.TravelOregon.com



**INDUSTRY**  
- resources -

**SALES & MARKETING**  
- opportunities -

**RESEARCH**  
- and reports -

**PRESS**  
- room -

[Organization](#) | [News](#) | [Events](#) | [Contact](#)

SEARCH

### GROW TOURISM IN YOUR COMMUNITY

Learn how you and your organization can work with Travel Oregon to make an impact in your community with tourism.

**New to Tourism?**

**For Businesses**

**For RDMOs and DMOs**

**For Cities, Counties and  
Community Leaders**

The Power of Travel





# Contacting Travel Oregon to update your listing on TravelOregon.com

Bryant Marban,  
Production Coordinator, Global Integrated Marketing  
[orb@traveloregon.com](mailto:orb@traveloregon.com)

Once Bryant receives your request, he will send you a document detailing the information we would like you to send us to update your listing on TravelOregon.com. Mainly we will need high resolution images and a paragraph or two describing your attraction, museum or site including hours, dates, phone #'s.

Two heritage listings you can use as good examples of what we are looking for:

**Kam Wah Chung Museum**

<http://traveloregon.com/see-do/oregon-heritage/history-heritage/heritage-museum/kam-wah-chung-museum/>

**Pittock Mansion**

<http://traveloregon.com/see-do/oregon-heritage/history-heritage/pittock-mansion/>



# Contacting Travel Oregon with general questions

Carole Astley

Senior Manager, Industry & Visitor Services

[carole@traveloregon.com](mailto:carole@traveloregon.com)

To find out more detailed information about Travel Oregon's programs, please consider attending an upcoming free **Travel Oregon 101** session.

More information can be found here on dates and locations:

<http://industry.traveloregon.com/industry-resources/education-and-training/travel-oregon-101/>

Sign up to be on Travel Oregon's industry mailing list by going here (bottom left of the page has an easy way to sign up):

<http://industry.traveloregon.com/>