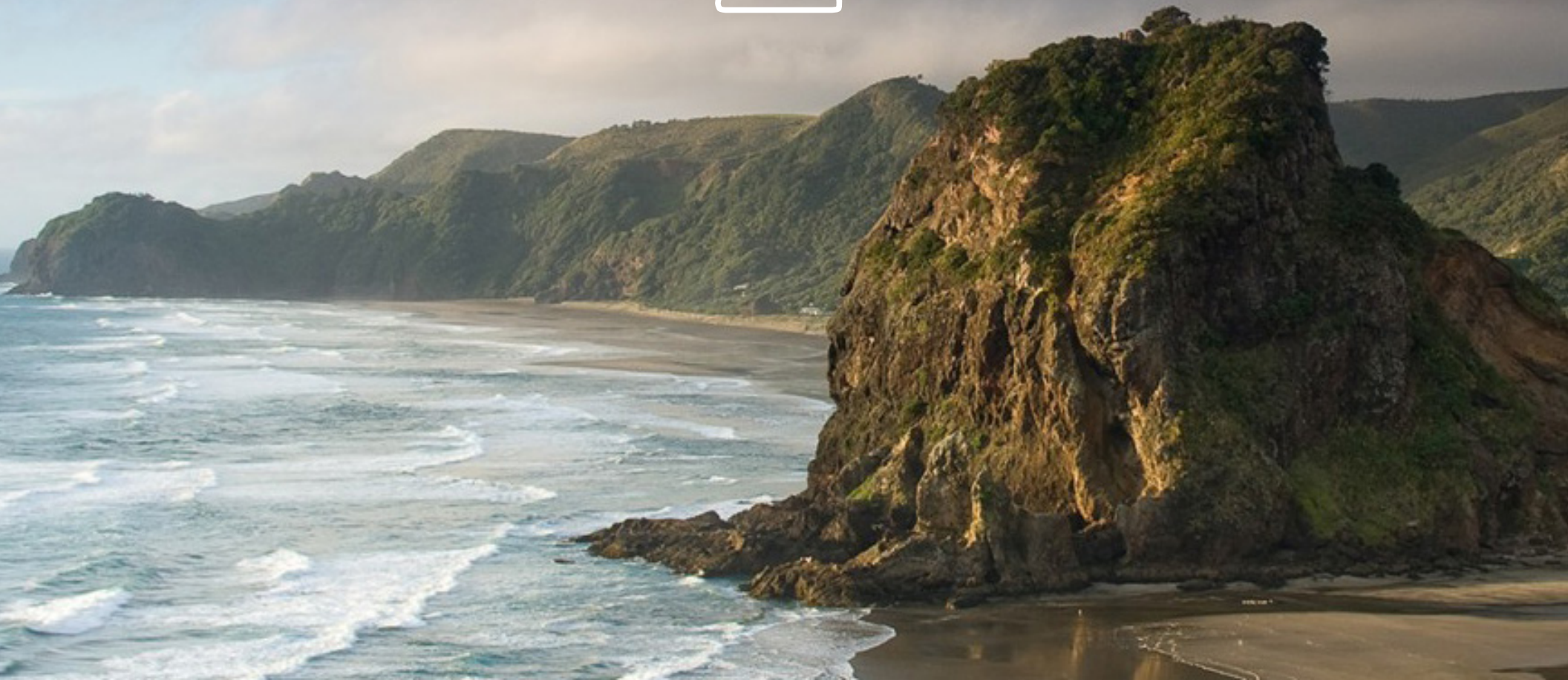


# NORTH COAST TOURISM SUMMIT

Visioning and Planning Think Tank – North Coast Tourism Industry

Report from the visioning and planning think-tank conducted on 25 September 2018.

TRAVEL  OREGON





# Purpose of the North Coast Tourism Studio

The immediate focus is strategies that achieve systemic change and deliver innovative solutions aimed at:

- Preserving and enhancing the natural and cultural resources of the region while offering high-quality experiences.
- Encouraging stewardship and cultural heritage best practices by visitors and the industry.
- Reducing congestion during peak seasons and in high-use areas.
- Spreading the seasonality of visitation.
- Spreading the positive economic benefits of tourism throughout the region and maximizing the integration with other key economic drivers including fisheries, forestry, agriculture and main street retail.
- Increasing local understanding and appreciation of the value of tourism, and the contribution it makes to the local economy.

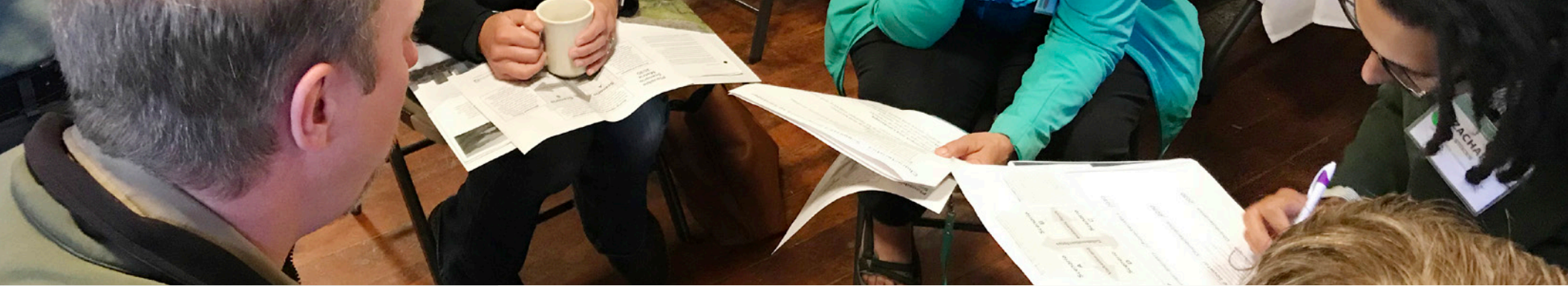


# Planning for the Future

The Travel Studio explored plausible tourism futures and considered the implications of various future scenarios.







## SECTION 6.1 TRANSPORTATION SOLUTIONS

The workshop participants self-selected into breakout groups to tackle the tough systemic issues. The summary notes from each group are presented.

### Define the issue:

- Congestion – limited options.
- Other issues: Ice, flooding, pass issues (ice)
- Major attract double size of town
- Lack of options/current perception of how people travel
- Parking
- Conflicts between Modes: bike, car, etc. Bike Master Plan
- Safety: Vehicle safety, speed, driving behavior and signage
- Three roads in. One road up and down
- Congestion off 101
- Poorly lit side walks
- Downtown safety
- Lack of knowledge/marketing

### Local examples of solutions being applied or tested

- Flashing side walk lights
- NW Connection/Point Bus: PDX – Cannon Beach – Astoria (2 a day)
- Astoria Trolley
- Pacific City Shuttle
- Tillamook Head Trail: Seaside to Cannon Beach. Connect OCT to NWC
- Fort to Sea Trail (not anymore)
- Drive Less Connect ( <http://www.drivelessconnect.com/> )
- Get Around/Zip Car
- Taxis

### Brainstorm ideas, strategic solutions and actions

- Messaging for NWC – electronic options, putting together packages with lodging operators and include itineraries. Ensure buses are comfortable, modern and with Wi-Fi. Bikes
- Add bus schedule on hiker-biker camp
- OCT passport connected to transport
- C.G.E – Speed and drive times need to be similar. Avoid transfers. X-prem routes.
- Discourage/encourage people to ride. Pay to park
- Piggy back on planning processes or Coast Bike Route.
- Bike pods/hike bike sites
- Trailhead congestion
- Facilities or/around transit routes/layover
- Safety of Bus Stops
- Itineraries for car free travel. Get media attention
- Get information into other people's channels i.e.) Hotel emails
- List taxis as well as public services
- North Coast trails - Tillamook – walking trails connecting communities. Off 101
- Rail roads
- Use existing technology
- Pacific Taxi (Tillamook County and surrounding areas)



## SECTION 6.1 TRANSPORTATION SOLUTIONS

### PRIORITIZE IDEAS AND ACTIONS

IDEAS	ACTIONS
Marketing and communication of existing services of all different modes	<ul style="list-style-type: none"> <li>• Tell the story. Farm and media trips.</li> <li>• Package: Include hotels and businesses (e.g. Pacific Taxi Services – Daniel)</li> <li>• Promote solutions currently available (bus) to increase usability of this modality</li> </ul>
Very integrated Transportation plan with visitors as a focus	<ul style="list-style-type: none"> <li>• Assess current plans and understanding of baseline along the coast               <ul style="list-style-type: none"> <li>• Commonalities</li> <li>• Themes</li> <li>• Gaps</li> <li>• Existing conditions</li> <li>• Opportunities</li> </ul> </li> </ul>
Communication of stewardship messages: 'behave like a local'	<ul style="list-style-type: none"> <li>• Signage, safety signs and lights</li> </ul>
Pricing	<ul style="list-style-type: none"> <li>• Increase charges to help control and dictate behavior of visitors/locals; de-incentivize current behavior</li> </ul>





## SECTION 6.2

### VISITOR COMMUNICATIONS TO ENCOURAGE STEWARDSHIP

#### PRIORITIZE IDEAS AND ACTIONS

IDEAS	ACTIONS
Alignment on top priorities/messages and central source to share with local businesses, etc.	<ul style="list-style-type: none"><li>• Make stewardship a priority in multiple</li></ul>
Identify opportunities to get message out to overnight and day visitors and locals alike	<ul style="list-style-type: none"><li>• Market existing solutions more effectively – get the word out!</li></ul>



## SECTION 6.3

### PROTECT NATURAL WONDERS

#### PRIORITIZE IDEAS AND ACTIONS

IDEAS	ACTIONS
Consistent messaging across the region	<ul style="list-style-type: none"> <li>• 5 things you should know about how to interact with the natural environment</li> <li>• Set expectations both ways</li> </ul>
Educational efforts	<ul style="list-style-type: none"> <li>• Clinics that are family friendly/outdoor school</li> <li>• Interactive educational experiences: these help visitors understand and see challenges first hand while contributing to the solution</li> </ul>
Investment in infrastructure to alleviate impacts on natural resources	<ul style="list-style-type: none"> <li>• Restrooms</li> <li>• Cape Kiwanda Viewing Platform</li> <li>• Staff that are able to enforce</li> </ul>
Printed educational collateral can be displayed with donation jar to sustain the program/ printing	<ul style="list-style-type: none"> <li>• Communicate messaging in clear terms and plain language. Print in multiple languages to reach many kinds of travelers. This also signals that we are open &amp; welcoming to these travelers</li> </ul>
Publicly available resources that frontline staff can be trained with and share with visitors	<ul style="list-style-type: none"> <li>• Invest in more communication platforms to offer increased options</li> </ul>





## SECTION 6.4

### INSPIRE STEWARDSHIP BEST PRACTICES

#### PRIORITIZE IDEAS AND ACTIONS

IDEAS	ACTIONS
Education	<ul style="list-style-type: none"> <li>• 'Parents' Day Off' – educate children</li> <li>• Focus on new distribution methods for education</li> <li>• Spontaneous learning opportunities</li> <li>• Share inspiring local stories with visitors</li> <li>• Increase educational platforms to help communicate with modern visitors of all ages</li> </ul>
Funding for Stewardship Inspiration	<ul style="list-style-type: none"> <li>• Foundation Grants</li> <li>• Leverage regional initiatives</li> <li>• Let businesses support and champion stewardship best practices</li> <li>• Bridging gap between business and non profit</li> <li>• Go Fund Me type campaign. Tap into people's passions</li> </ul>
Leveraging Volunteers	<ul style="list-style-type: none"> <li>• Agencies and Local organizations can share volunteers</li> </ul>



## SECTION 6.5

### PROMOTE THE VALUE OF TOURISM

#### PRIORITIZE IDEAS AND ACTIONS

IDEAS	ACTIONS
<p>Adopt Guest Philosophy</p>	<ul style="list-style-type: none"> <li>• Use traditional industries as an experience for visitors to understand local way of life</li> <li>• Develop hospitality programs so that we show respect to visitors – we want them here, we want them to feel valued and appreciated</li> </ul>
<p>Promote the Value of Tourism to locals</p>	<ul style="list-style-type: none"> <li>• Using local examples</li> <li>• Tourism industry keeping our communities alive and growing</li> <li>• Tourism gives value to the community</li> <li>• OCVA: Dean Runyan economic data displays positive evidence of the impact that visitors have on the economy– present this to locals in a way that is digestible and understandable from the local perspective</li> </ul>



## SECTION 7.0 CRITICAL INSIGHTS

Collaborative destination development will involve the active participation of all regional tourism entities and stakeholders.

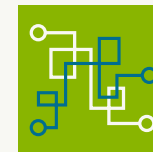
### THE LESSONS LEARNED THUS FAR FROM THE NORTH COAST TOURISM SUMMIT REVEAL A SIGNIFICANT APPETITE FOR CHANGE AND DEVELOPMENT WITHIN THE TOURISM INDUSTRY.

There are also clear indications for a concerted effort to collaborate and regionally connect the region to tackle some of the big issues.

Specific insights emerging from the Summit and scenario planning process include:

- Desire to focus on managing visitor impact, as opposed to drive additional visitation. This reflects a deeper concern from stakeholders that a number of key locations are at capacity, and increased visitation will result in degradation of visitor experience and natural assets.
- There is a desire to build a strong regional collaborative approach. This recognizes that many of the solutions will require a regional framework, especially macro issues such as transportation, congestion and managing visitor flows.
- Sustainability is key underpinning philosophy and desire, as reflected in the Statement of Intent and the Preferred Future.

- There is a clear recognition for the value of tourism, and its contribution to the local economy. There is a very direct connection between the urbanized Portland metro and the visitation occurring on the coast. This connection will require a larger integrated planning approach.



FutureInsight

#### IDEAS TO CONSIDER:

- Global visitation numbers are increasing, and it is unlikely that visitation pressure will decline on the North Coast, given its proximity to Portland and high appeal.
- Technology may provide some future solutions, especially in a more connected digital world can be used to change visitor patterns and behavior.