



Oregon Coast Visitors Association

2019-2021 RCTP Success Goals:

1. Increase the number and diversity of sales and marketing efforts focusing on *shoulder season visitation*.
2. Educate policymakers and key coastal leadership on *the value of tourism*.
3. Raise stature, visibility and functionality of the *Oregon Coast Trail* as a regional coherent trail system for both residents and visitors.
4. *Engage stakeholder networks to align investments* in public art, agritourism, recreation and cultural heritage.
5. Provide a **unifying voice** for industry and a **consistent brand** persona for visitors.
6. Solidify investments in the development and delivery of *workforce training and curriculum*.