



ANNUAL REPORT

OREGON COAST VISITORS
ASSOCIATION

2023-2024

PREPARED SEPTEMBER 2024

ANNUAL REPORT

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OUR TEAM

Marcus Hinz,
Executive Director

Arica Sears,
Deputy Director

Dave Lacey,
South Coast
Destination
Stewardship

Jesse Dolin,
Central Coast
Destination
Stewardship

**Thomas
McLanahan,**
Finance and
Contracts Manager

Finn Johnson,
North Coast
Destination
Management
Coordinator

Karen Olson,
Communications
Director

Stacey Reynolds,
Global Sales &
Marketing

Lynnee Jacks,
Industry
Communications

OUR BOARD

Justin Aufdermauer, Board Chair, North
Jeremy Burke, Director, Central
Nathan Kahler, Director, South
Janice Langlinais, Director, South
Taylor Neitzke, Director-at-Large
Miles Phillips, Director-at-Large
Drew Roslund, Board Treasurer, Central
Jeremy Strober, Board Secretary, North

WHO WE ARE

The Oregon Coast Visitors Association (OCVA) is the Regional Destination Management Organization (RDMO) for the entire Oregon Coast.



WHAT WE DO

THROUGH INNOVATION, STEWARDSHIP, AND STRATEGIC INVESTMENTS, OCVA INSPIRES TRAVEL AND STRENGTHENS COLLABORATION TOWARDS A SUSTAINABLE COASTAL ECONOMY.

At the heart of our approach lies a data-driven strategy that not only identifies tourism market opportunities but also blends seamlessly with stakeholder engagement and community-identified needs. By strategically positioning ourselves, we become highly effective in pinpointing collective challenges, sourcing collaborative solutions, and communicating measurable success.

Moreover, our method involves piloting solutions with appropriate partners for scaling and expansion, thereby institutionalizing deep, lasting, and meaningful changes to community-identified issues.

OUR VISION IS A COASTAL UTOPIA FOR ALL.

HOW DO WE DO IT?

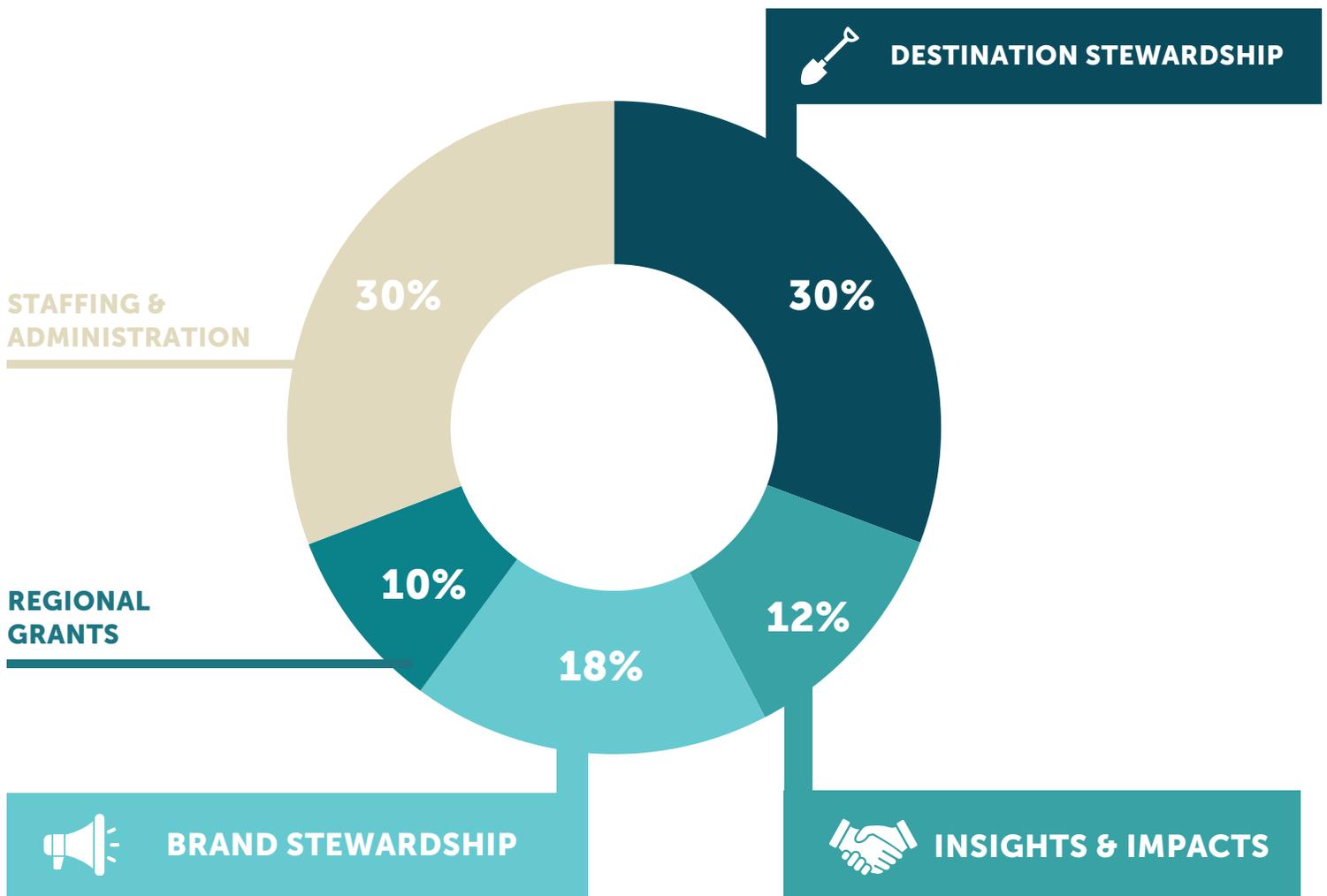
OUR STRATEGY

The Oregon Coast Visitors Association operates under an annual budget of **\$3,000,000**.

\$1,190,000 is directed from the Travel Oregon Regional Cooperative Tourism Program (RTCP), and \$920,500 comes from grants and other sources.

OUR BUDGET BREAKDOWN

ANNUAL BUDGET: \$3 MILLION



HOW DO WE DO IT?

OUR STRATEGY



DESTINATION STEWARDSHIP

The Destination Stewardship Department at our organization is committed to enriching visitor experiences by focusing on five fundamental areas: Food and Culinary, Outdoor Recreation, Art and Culture, DEIA (Diversity, Equity, Inclusion, and Accessibility), and Visitor Management. Through these initiatives, we strive to create a destination that offers enriching, accessible, and diverse experiences for all visitors.



INSIGHTS & IMPACTS

The Insights and Impacts department is committed to advancing the coastal tourism industry through collaboration, innovation, and strategic investment across five key focus areas: Tourism Advocacy, Industry Communications and Engagement, Professional Development and Technical Assistance, MAR (Mitigation, Adaptation, and Resiliency) Planning and Implementation, and the Strategic Investment Fund.



BRAND STEWARDSHIP

The Brand Stewardship Department at OCVA is dedicated to crafting a comprehensive strategy that encompasses Paid Media, Owned Media, Earned Media, and International and Domestic Sales to drive strategic visitation and enhance the perception of the Oregon Coast as a premier destination. Through these strategic efforts, OCVA endeavors to foster sustainable tourism growth while maximizing engagement and brand recognition.

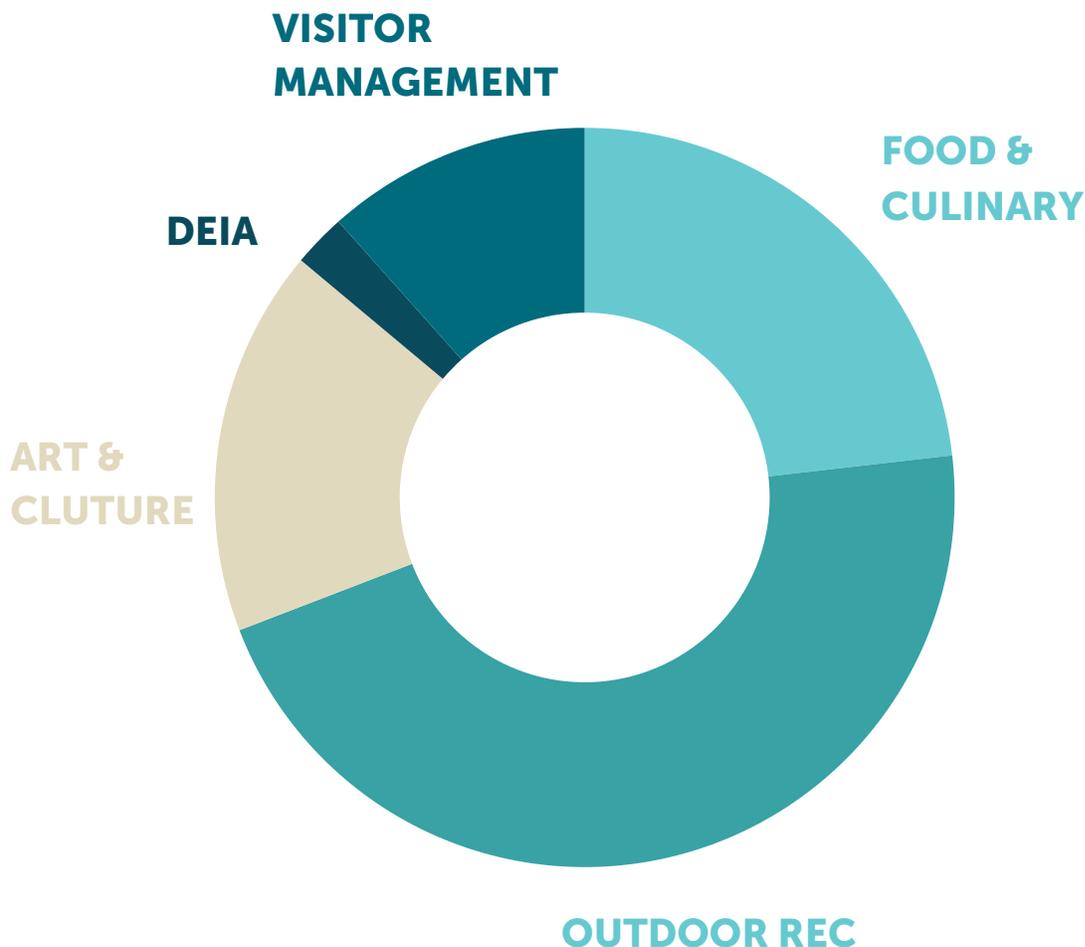
HOW DO WE DO IT?

OUR INVESTMENT



DESTINATION STEWARDSHIP

The Destination Stewardship Department at our organization is committed to enriching visitor experiences by focusing on five fundamental areas: Food and Culinary, Outdoor Recreation, Art and Culture, DEIA (Diversity, Equity, Inclusion, and Accessibility), and Visitor Management. Through these initiatives, we strive to create a destination that offers enriching, accessible, and diverse experiences for all visitors.





CULINARY & AGRITOURISM

Enhancing the culinary experience for visitors by prioritizing locally sourced food, with the goal of increasing the economic impact of destination spending.

- Supported funding for and launch of a High School Seafood Butchery program in six high schools.
- Promoted local tuna through the 10 Days of Tuna social consumer and partner facing media campaign.
- Created a 10 Days of Tuna social media toolkit for partners to educate visitors and partners on where and how to buy local tuna.
- Sponsored Winter Waters events throughout the year, bringing attention to unique ways of working with and enjoying local seafood.
- Continued support for local food trails including updates, paid and organic social media marketing.
- Promoted Oregon Dungeness Crab through a consumer and partner facing media campaign, including a social media collaboration with Katie Wiley, @kitchenwild
- Co-developed a Celebrate Oregon Beer marketing campaign for Oregon Breweries.
- Supported the Wild Coast Rivers Food Trail Festival in Gold Beach through marketing and updates to the Central Coast Food Trail brochure, which has continued to be popular at Oregon Welcome centers, Chambers of Commerce and Visitor Centers on the Central Coast.





DESTINATION STEWARDSHIP

CULINARY & AGRITOURISM SPOTLIGHT

OREGON OCEAN

CLUSTER INITIATIVE

OCVA's Oregon Ocean Cluster Initiative (OOCI) is a data-driven, systems approach aimed at developing tactics to address challenges presented in Oregon Coast food community needs assessments.



The initiative uses a holistic, future-casting lens to prioritize innovative efforts that support sustainable fisheries; restorative aquaculture (shellfish and seaweeds); climate mitigation, adaptation and resiliency; environmental stewardship; and blue economy systems.

In 2024, the group convened for a working session to identify new strategic priorities and tactics. Future work is focused on facilitating and funding projects that develop, coordinate, and expand regional food business enterprises. The goal of this project is to help make local (sea)food easier to find and buy.



OUTDOOR RECREATION

Expanding the outdoor recreation industry by innovating new products and experiences that cater to existing or identified visitor demands.

- Hosted 2024 Paddling Film Festival in Brookings to bring visitors to the area for the film fest and community paddle. Collaborated with Travel Southern Oregon Coast in new paddle launch progress in Gold Beach.
- Funded the expansion of the Port Orford disc golf course (in progress) and supported additions to the Gold Beach course (on going).
- Sponsored the Wild Rogue Open at Quosatana Campground east of Gold Beach. This C Tier PDGA-sanctioned tournament is a multi-day experience with camping and disc golf on the same Forest Service property.
- Promoted and supported Travel Oregon Visitor Center's efforts to honor Oregon Coast Trail thru-hikers.
- Planned Oregon Coast Trail media trip for two Dutch hikers in partnership with Travel Oregon.
- Supported US Forest Service in a consumer and industry facing messaging campaign around responsible recreation in the Oregon Dunes National Recreation area.
- Published an official Oregon Coast disc golf page.
- Helped site the Winchester Bay accessible kayak launch funded by Travel Southern Oregon Coast



DESTINATION STEWARDSHIP

OUTDOOR RECREATION SPOTLIGHT CYCLING

2024 was a year for all things cycling on the Oregon Coast! Our investments in gravel and mountain biking this year aim to build up local economies and showcase the coast as a multi-faceted cycling destination.

- Sponsored the “Ride the Dirt Wave” three-event series at Klootch Creek, Whiskey Run, and Big Creek to promote the Oregon Coast as a premier mountain bike destination and bring new users to the trail systems.
- Promoted coastal mountain bike trail systems and events through sponsorship of Mountain Bike Oregon.
- Travel Oregon awarded the Partnership Award to Dave Lacey for his work with Travel Southern Oregon Coast on the Whiskey Run Trails system.
- Refined and re-submitted the Wildhorse Trail proposal to the Forest Service in Gold Beach for new trails just east of Gold Beach. Continued to financially support maintenance on Whiskey Run, Pine Grove, and Lawson Creek.
- Partnered with Dirty Freehub to publish 7 of 10 planned gravel routes, and the development of the official Oregon Coast Gravel Guidebook.
- Published an Oregon Coast biking web page with detailed information on road, mountain, gravel and fat biking.
- Supported Dirty Freehub’s successful Travel Oregon Competitive Grant to develop “All-Access” gravel cycling routes on the Oregon Coast.



ARTS, CULTURE & HERITAGE

Allocating resources to fund public art installations, with a focus on narratives surrounding environmentalism and the experiences of historically and currently underserved communities.

- The construction of Southworth Park in Waldport is underway, including a “Heritage Pavilion” at the entrance of the park that will showcase the Louis Southworth sculpture and highlight Waldport’s history. OCVA’s investments are helping fund the construction of the pavilion, accessible playground, historical signage and accessible pathways.
- Assisted with product development for Oregon Black Pioneers, helping to tell the story of Black History on the Oregon Coast.
- Assisted with the formation of a Brookings Public Art Committee.
- Supported the promotion of ReUpIt/Art 101, a community art gallery, thrift-store, art education center, and more centered around a gallery of recycled material sculptures.
- Supported the Lincoln City Cultural Center “wind wall,” three glass panels that contain historical images and information about the Confederated Tribes of Siletz Indians and their lasting connection to the place where the new public art installation stands.
- Sponsored the 2023 Siletz Nesika Illahee Pow-Wow.
- Supported the finalization of Lincoln County & the City of Florence AEP6 Studies, providing metrics that clearly show the economic benefits of the arts. OCVA funded both studies and helped coordinate, advertise and implement the campaign.





DESTINATION STEWARDSHIP

ACCESSIBILITY

Collaborating with industry partners to develop inclusive and accessible experience while also elevating the voices of historically and currently underserved communities.

- Mobilized \$77,500 to support Wheel the World assessments of Seaside and Cannon Beach through the OCVA Strategic Investment Fund.
- Convened six online TravelAbility calls with coastal tourism stakeholders to share learning and resources for improving accessibility for visitors and residents.
- Hosted two workshops and a keynote about accessibility at the 2023 People's Coast Summit
- Presented to the main session at the Oregon Governor's Conference on Tourism about accessibility efforts on the Oregon Coast.
- Supported efforts to bring David's Chair all-terrain track wheelchairs to coastal communities.
- Hired influencer Cory Lee to highlight accessible travel on the coast (in progress).
- Supported Dirty Freehub's successful grant application to develop "All-Access" gravel cycling routes on the Oregon Coast.
- Attended the Travelability Emerging Markets Summit in Savannah, Georgia with over 20 Oregon delegates and presented on work happening on the Oregon Coast.





DESTINATION STEWARDSHIP

ACCESSIBILITY SPOTLIGHT

MOBI-MATS

One of the simplest and most cost-effective resources for opening access to beaches is the use of Mobi-mats, which are temporary weather-proof pathways designed to make uneven terrain accessible to people with mobility challenges.



This year we developed a state-wide Mobi-mat toolkit to aid efforts of organizations looking at purchasing Mobi-mats for their region. It guides users on what Mobi-mats are, why they are a great accessibility tool, how to choose locations, mat types, plan for installation, permitting, and more.

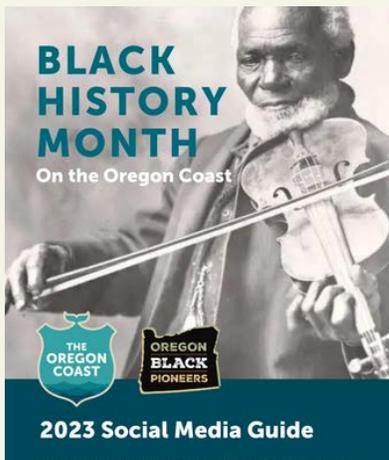
We also mobilized \$ 24,819.42 of Strategic Investment Fund money to support the purchase and implementation of two Mobi-mats on the Oregon Coast. The applications are continuing to roll in, and the first recipients have rolled out mats in Florence and Gold Beach.



DESTINATION STEWARDSHIP

INCLUSION SPOTLIGHT

BLACK HISTORY MONTH



There is power in storytelling, and celebrating Black history along the coast is an important step towards creating equitable opportunities and welcoming spaces for historically marginalized peoples.

In 2021, OCVA had the opportunity to work with Zachary and Oregon Black Pioneers to compile stories of the Oregon Coast's earliest Black residents and the challenges they overcame to create a life for themselves and their families.

This year, we curated Black History Month resources in partnership with Oregon Black Pioneer related to the Oregon Coast to share often-underrepresented Black history with coastal residents and visitors.

This effort included a social media takeover by Oregon Black Pioneers, and the creation of toolkit that compiled these stories into a series of county and city-specific social media posts for partners to share their audiences.

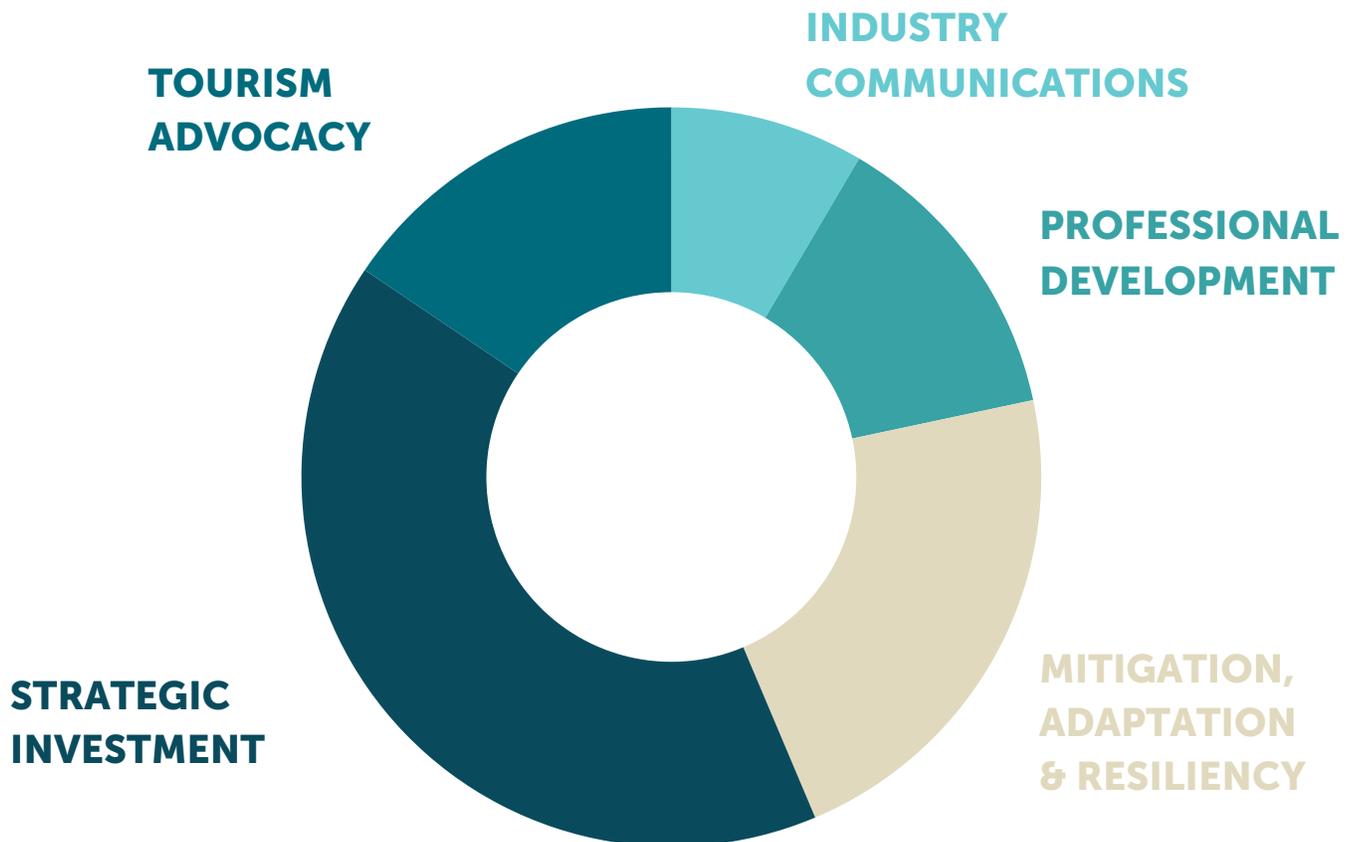
HOW DO WE DO IT?

OUR INVESTMENT



INSIGHTS & IMPACTS

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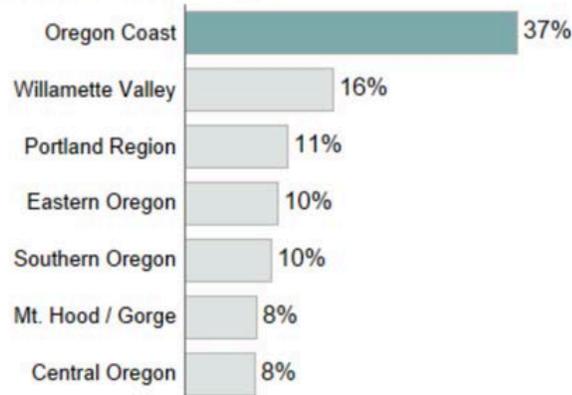
STAKEHOLDER ENGAGEMENT

Staying informed about regional dynamics to pinpoint opportunities and challenges for the coastal tourism industry, facilitate partner collaborations to amplify the impact of sustainable tourism initiatives, and align these efforts to enhance the value and perception of tourism while boosting stakeholder engagement.

Biennial stakeholder survey

- 375 or 37% of statewide responses to Travel Oregon's biennial stakeholder surveys were from the Oregon Coast.

Number of Respondents



375
Oregon Coast
Responses

1,018
Overall Responses

Stakeholder Meetings

- Hosted four quarterly Board Socials: September 18 in Brookings, December 4 in Newport, March 4 Cannon Beach, and June 3 in Lincoln City
- Hosted six Subregional Stakeholder Meetings:
 - Central Coast (11/9 Newport) (2/6 Newport),
 - South Coast (1/9 Coos Bay) (4/12 Gold Beach)
 - North Coast (10/8 - 10/9 Astoria Summit) (4/16 online)



STAKEHOLDER ENGAGEMENT

Industry Communications & Engagement

- Hosted quarterly business socials and the fifth annual People's Coast Summit in Astoria.
- Sent out 40 Industry Newsletters and 30 Industry-wide emails to audience of 1,063 contacts.
- Grew LinkedIn audience to 1,343 followers (%30 growth).
- Presented workshops on climate resiliency and Travelability at 2024 Oregon Governor's Conference on Tourism conference.
- Achieved 68 press placements in 2024 (so far)
- Gave 3 OCVA 101 presentations to South Coast Stakeholders
- Held 3 North Coast Tourism Management Network meetings.

Industry Communications & Engagement

- Monitored opportunities and challenges for the tourism industry.
- Tracked the economic impact of tourism for coastal communities.
- Tracked sustainable travel and transportation trends.
- Updated OCVA website with dedicated pages for industry grant resources.



STAKEHOLDER ENGAGEMENT

Tourism Advocacy & Public Affairs

- Tracked bills and advocated for tourism in the Oregon State Legislature.
- Funded and published the Oregon Coast Ports: A Biennial Snapshot report, which depicts an overview of the 14 Oregon coastal port district and the opportunities to assist in their economic growth. It describes tourism and visitor amenities available at ports, infrastructure development of port districts, and the services port districts offer the community.
- Advocated for the importance of trails for tourism and local economies, specifically around the passing of Senate Bill 1576 (SB 1576), the temporary legislative fix to the weakened recreational immunity law.
- Held meetings and conversations with state-level elected and appointed leadership, county commissioners, staff members of federal congressional delegation, port representatives and others to communicate the mission of OCVA and identify opportunities and challenges.
- Communicated the value of tourism to coastal communities and stakeholders.
- Shared information and resources with industry partners.
- Distributed press releases to coastal newspapers and media and primary outlets around the state.
- Attended Oregon Restaurant and Lodging Association meetings and advocated for workforce housing and technical assistance.





INSIGHTS & IMPACTS

STAKEHOLDER ENGAGEMENT SPOTLIGHT STRATEGIC ADVISORY GROUP

A quarterly convening of representatives from U.S. Forest Service, U.S. Fish and Wildlife Service, Bureau of Land Management, Oregon Parks and Recreation Department, Oregon Department of Transportation, and the Oregon Department of Fish and Wildlife to discuss critical safety and stewardship messages for visitors.

We collaborated with this stakeholder group to develop three key summer stewardship messages in 2023 (wildlife safety, dogs on leash, and staying off sea stacks) which received over 900,000 impressions via audio and geoframing mobile ads. We launched another campaign for the summer of 2024 (tidepool etiquette, dogs on leash, and leave no trace).

Remember, trash and food scraps
will attract and harm wildlife.



HELP VISIT RESPONSIBLY!

Oregon's tide pools are amazing...
and also delicate ecosystems! Click
to review eco-friendly guidelines.



Walk this way.

Pick up after your
pup, keep them
away from wildlife,
and be ready to
leash up if needed!





MITIGATION, ADAPTATION & RESILIENCY

Increasing capacity for tourism solutions that reduce carbon emissions, create economic opportunities for small businesses and enhance community livability.

Communications

- Made updates to the OCVA's Mitigation, Adaptation and Resilience (MAR) Plan which outlines out priorities and strategies for creating a more resilient coastal tourism economy. (In progress)
- Collected and outlined climate projects, background, objectives and resources for a one-stop climate dashboard on the OCVA website. (In progress)
- Published the 2023 Oregon Coastal Ports Report, which describes tourism and visitor amenities available at ports, infrastructure development of port districts, and the services port districts offer the community.
- Seven staff members participated in Expedia's Destination Climate Champions pilot course to learn how to integrate climate work into our strategic plan and how to talk about climate in our work.
- Convened partners from Haystack Rock Awareness Program, Oregon Parks and Recreation Department, U.S. Fish and Wildlife, Friends of Otter Rock Marine Reserve, Cape Perpetua Collaborative, and North Coast Land Conservancy / Cape Falcon Marine Reserve to share learning from past seasons of interpretation, and discuss needs for the upcoming season.
- Collaborated with influencer Alanna Keiffer to share stewardship and safety messaging about King Tides.
- Partnered with Oregon Shores and the Department of Land Conservation and Development to promote citizen science via the King Tides Photo Project and share stewardship and safety messaging.



MITIGATION, ADAPTATION & RESILIENCY

Programs + Funding Support

- Launched the Kind Traveler program which allows visitors to give back to the coast with every stay. There are currently 7 hotels signed on, supporting 7 different environmental nonprofits on the Oregon coast.
- Over \$340,000 worth of level two charger rebates were awarded to the Oregon Coast during round two of the ODOT Community Charger Rebate Program.
- Developed a 2025 North Coast Shuttle route from Portland Metro to North Coast destinations to encourage more car-free travel to the coast.
- Launched EPA Environmental Justice Collaborative Problem Solving Grant focused on planning around Equitable and Low-Impact Transportation to and along the Oregon Coast.
- Launched an EV Charger Planning project funded through Pacific Power's E-Mobility Grant Program to increase access to EV chargers along the coast.
- Funded tide pool ambassador programs at Cape Perpetua, Otter Rock, and Cape Falcon Marine Reserve.
- Assisted the Wiles/Ayer Family Charitable Fund in distributing \$115,000 to coastal environmental nonprofits.
- Applied for National Renewable Energy Laboratory technical support for coastal EV and grid resiliency planning to increase access to EV chargers along the coast.
- Sponsored the third Annual Elakha Alliance Oregon Otter Beer Festival, with funds going towards work to reintroduce sea otters to the Oregon Coast.
- In partnership with Bring Recycling, co-hosted an OSU Oregon Applied Sustainability Intern to provide technical assistance to four coastal businesses on reducing marine debris pollution.
- Developed a food-waste stream mapping and networking project with partners on the north Oregon coast.





INSIGHTS & IMPACTS

SUSTAINABILITY SPOTLIGHT

SUSTAINABLE STORYTELLING

Our Strategic Investment Fund (SIF) is an annual program that allows us to support our coastal tourism partners by responding to destination development or management projects in critical moments of need, to help the long-term resiliency of tourism on the coast.

The 2023 funds were focused on Sustainable Storytelling on the Oregon Coast. We wanted to help those consumers find coastal businesses prioritizing sustainability, so we funded the development of sustainable story marketing content for six Oregon Coast destinations.

OVERLEAF LODGE AND SPA

Created short videos, blogs, and social posts about EV charging, restoration efforts, and guest donations to Cape Perpetua Collaborative.

SOUTH COAST TOURS

Created media to highlight their work that generates funds for Elakha Alliance and Oregon Kelp Alliance.

SHIFTING TIDES

Created media to highlight educational workshops that connect people to nature, to intertidal food systems, and to edible wild foods.

WILDSRING GUEST HABITAT

Photos and videos to highlight the property's features like EV charging and sustainable business practices.

ITTY BITTY INN

Created videos highlighting integrations of economic and ecological sustainability practices like North Bend's 2023 Solar & Electric Vehicle Fest.

LOCAL OCEAN

Told a multimedia story about local food systems and education about how visitors can make sustainable climate-friendly food choices.

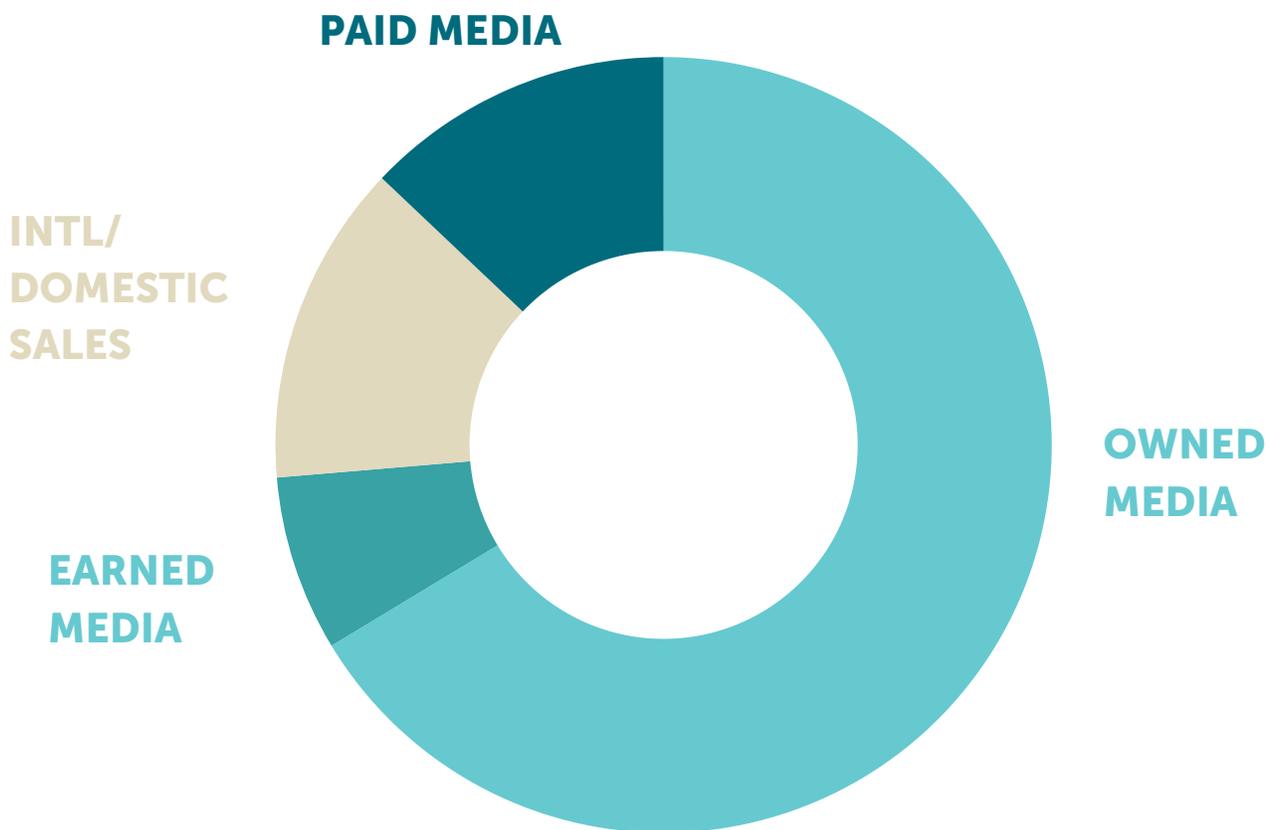
HOW DO WE DO IT?

OUR INVESTMENT



BRAND STEWARDSHIP

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BRAND STEWARDSHIP

OWNED CHANNELS

Revitalizing OCVA-owned channels by updating content, leveraging analytics to customize communication strategies, and amplifying our brand voice to targeted audiences in alignment with our strategic goals.

- Sent bimonthly consumer newsletters featuring stories about Black history on the Oregon Coast, regenerative tourism on the Coast, the Oregon Coast Public Art Trail, and many more.
- Partnered with culinary events like Winter Waters, Solstice in the Fields, and Holy Toledo to share Oregon Coast seafare with chefs and food writers / influencers.
- Promoted mountain biking through sponsorship of Ride the Dirt Wave event series and Mountain Bike Oregon.
- Updated OCVA website with dedicated pages for Cycling, Disc Golf, and Climate Work.
- Shared inspiration and education about the Oregon Coast through social media platforms: Facebook, Instagram, Twitter, Threads, TikTok, Pinterest, and YouTube.
- Purchased digital and print advertising to inspire consumers.
- Produced and distributed Inspiration Guide to share travel inspiration and itineraries.
- Produced partner messaging campaigns in support of the Oregon Dungeness Crab Commission and Oregon Albacore Commission.
- Worked with Justin Meyers to acquire South Coast photo assets for use by coastal stakeholders
- OCVA Store launched new products including:
 - Oregon Coast ornament
 - South Coast Cities Icons + Badges
 - Oregon Coast Trail Journal (in progress)
 - Be Kind to the Coast character products
 - Ride the Dirt Wave products





BRAND STEWARDSHIP

OWNED CHANNELS



+ 32,346
FOLLOWERS
ACROSS ALL
CHANNELS

+ 16,654 INSTAGRAM
+ 4,473 FACEBOOK
+ 4,2019 TIK TOK
+ 7,000 THREADS



+ 46%
WEBSITE VISITS

+ 46.6% USER SESSIONS
+ 42.1% NEW USERS
+ 2.5% ENGAGEMENT RATE



+ 12,000
YOUTUBE VIEWS

OREGON SEAFARE
YOUTUBE: 1,203 VIEWS,
33.9 HOURS

VISIT THE OREGON COAST
YOUTUBE: 11,498 VIEWS,
434.5 HOURS

EARNED MEDIA



107 TRAVEL STORIES IN 34
PUBLICATIONS RELATING TO THE
OREGON COAST PUBLISHED IN
2024 (SO FAR)



BRAND STEWARDSHIP

EARNED MEDIA

+ 32,346 FOLLOWERS ACROSS ALL CHANNELS



+ 16,654 INSTAGRAM
+ 4,473 FACEBOOK
+ 4,2019 TIK TOK
+ 7,000 THREADS

+ 46% WEBSITE VISITS



+ 46.6% USER SESSIONS
+ 42.1% NEW USERS
+ 2.5% ENGAGEMENT RATE

+ 12,000 YOUTUBE VIEWS



OREGON SEAFARE YOUTUBE:
1,203 VIEWS, 33.9 HOURS

VISIT THE OREGON COAST
YOUTUBE: 11,498 VIEWS,
434.5 HOURS



BRAND STEWARDSHIP

FAM MARKETING INITIATIVES

Capturing the attention of influential third-party voices through influencer and familiarization (FAM) marketing initiatives to fortify and cultivate relationships with the media and the general public.

HOSTED 5 INTERNATIONAL FAM TOURS

- Brand USA France FAM - Nov '23
- German Media Pre-IPW FAM - Apr-May '24
- UK Media Pre-IPW FAM - May-June '24
- DERTour German - Sept '24
- Joker Reizen Belgium FAM - Sep '24

PROMOTION TO INTERNATIONAL MARKETS

In 2024, OCVA staff attended IPW, Go West, and Vancouver Outdoor Adventure & Travel Show to promote the Oregon Coast as a destination to international markets.

INTERNATIONAL & NATIONAL MEDIA & PR TOURS

- Space Tourism Guide - Oct '23
- Calgary Herald - Oct '23
- The Toronto Sun - Oct '23
- Food & Travel Mexico - Jan '24
- The Time Colonist - Feb '24
- Madrid Fusion, February '24
- Dishing Jackson Hole - Apr '24
- Modern Farmer, Eater, Food Republic - May '24
- Dutch Media Hiking Journalist - June '24
- French/Canadian Media - Sep '24
- German Travel Writer - Sep '24
- Azure Road, August '24
- Conde Nast Traveler, August '24
- Dutch Media Travel Bloggers - Oct '24
- Curb Free with Cory Lee - May '25



RESEARCH & REPORTS

SUPPORTING OREGON COAST TOURISM

The Oregon Coast Visitors Association regularly funds and creates reports, plans, research, and resources that give insight into Oregon Coast communities, visitors, needs, and perspectives.



TOURISM TRENDS

- Travel Oregon [Resident Sentiment Survey Results](#)
- Dean Runyan Associates, [Oregon Travel Impacts](#)
- Oregon Visitor Profile: [Oregon Coast Region](#)
- OCVA, [Central and North Coast Public Affairs Assessment](#)



ECONOMIC IMPACT

- OCVA, [Oregon Coast Ports: A Biennial Snapshot](#)
- Travel Oregon, [Economic Impact of Travel in Oregon](#)
- Travel Oregon, [Tourism Drives Economic Growth](#)
- Oregon Seafood Supply Sources [Interim Technical Report](#)
- Dean Runyan Associates, [Oregon Travel Impacts](#)

OREGON COAST YEAR 2021 SOURCES OF INCOME STUDY (2021)

- [Briefing Report](#)
- [Technical Supplement Report](#)
- [Sources of Income One-Pagers](#)



ENVIRONMENTAL IMPACT

- Sea Otter Reintroduction to the Southern Oregon Coast: [Projected Regional Travel Impacts](#)
- NOAA Office for Coastal Management, [The Economic Contribution of the National Estuarine Research Reserves](#)



VIEW ALL OUR REPORTS & FIND OUT MORE ABOUT HOW OUR RESEARCH SUPPORTS THE COASTAL TOURISM ECONOMY





OREGON COAST VISITORS ASSOCIATION STRATEGIC PLAN 2024-2027

In 2024, we revised our Strategic Plan for the next three years. Here's how we looking forward.

VISION

An enriched coastal experience for all

MISSION

Through innovation, stewardship, and strategic investments, OCVA inspires travel and strengthens collaboration towards a sustainable coastal economy

VALUES

AGILITY

We are nimble, responsive to regional needs, and good at navigating change

SPARK

Our servant leadership and innovative mindset are catalysts for bold moves and positive impact

CONNECTION

We are down to earth, curious, and genuine in our relationships

COMMUNITY

We are thoughtful conveners and champions for inclusive collaboration

STEWARDSHIP

We view care for communities and ecosystems as a core responsibility

POSITION

The Oregon Coast Visitors Association is the only coast-wide organization established for the purposes of:

- Inspiring travel and recreation by cooperatively developing comprehensive marketing, advertising, public relations, and sales programs that will advance the general welfare and prosperity of the entire Oregon Coast; and
- Centrally managing tourism investments to achieve maximum, measurable benefits for the Oregon Coast's economy while considering and proactively addressing challenges to mitigate adverse impacts on quality of life and coastal natural resources; and
- Stimulating resilient economic development through the use of technical assistance programs and workforce development designed to strengthen and expand the existing business base and to create opportunities for new business development; and
- Monitoring and sharing industry trends, data, and insights with partners; and
- Serving as a convener and conduit to speak with one voice to strategically express concerns or opportunities relevant to the tourism economy



OREGON COAST VISITORS ASSOCIATION

STRATEGIC PLAN 2024-2027

OBJECTIVE 1

Elevate our Profile and Deepen Industry Engagement

INDICATORS

- Grow OCVA engagement score on biannual Travel Oregon Stakeholder Survey
- Year-over-year increase in number of OCVA stories shared across platforms e.g.. LinkedIn, news media, partner newsletters)
- Increase stakeholder visitation to OCVA website

STRATEGIES

- Build PR plan to effectively communicate OCVA programs and wins
- Invest in professional development honing writing, storytelling, and communication skills
- Create a partnership strategy for raising awareness of the OCVA industry brand

OBJECTIVE 2

Expand and Amplify Our Visitor Message

INDICATORS

- Year-over-year increase growth in economic impact at or above state average
- Growth in percentage of respondents indicating the right amount of visitors in winter on biannual Travel Oregon Stakeholder Survey

STRATEGIES

- Identify opportunities to communicate a 4-season strategy to visitors in each coastal sub-region
- Find and activate alignment opportunities for regional messaging and promotion
- Create a network of diverse influencers to communicate authentic Oregon coast experiences
- Develop creative assets to effectively market OCVA-funded destination development and stewardship

OBJECTIVE 3

Enhance and Develop Our Destination

INDICATORS

- Increase in satisfaction of Travel Oregon Stakeholder Coastal respondents regarding overall destination development
- Count of experience and infrastructure gaps closed over 2024 baseline gap analysis

STRATEGIES

- Institute a consolidated coast-wide gap analysis of destination development needs in experiences & infrastructure, to inform our Travel Oregon RCTP planning
- Analyze coast visitor transportation needs, then convene partners to develop a visitor transportation plan for the coast and prioritize key opportunities
- Develop a seafood business plan to include processing, marketing, and exit strategy
- Implement a diversity welcoming strategy to encourage diverse groups of visitors to come to the coast
- Build and begin the implementation of an action plan as part of the 2024 update of the Mitigation, Adaptation, and Resiliency Plan

OBJECTIVE 4

Foster a Healthy Tourism Network

INDICATORS

- Increase # of Intent to Collaborate documents between OCVA and partner organizations
- Increase # of industry-trained individuals through OCVA-supported programs over 2024 baseline
- Increase staff scores in Organizational Assessment survey related to processes and procedures from 3.5 to 4.0 in three years

STRATEGIES

- Identify and implement opportunities to streamline processes and systems
- Identify and support industry and educational programs that develop a stable workforce
- Develop systematized approach to attracting, retaining, and developing a diverse group of partners



QUESTIONS?

Contact deputy@thepeoplescoast.com



**WITH GRATITUDE FOR OUR PARTNERS.
WE COULDN'T DO THIS WITHOUT YOU.**