Oregon Coast Visitors Association: Mitigation Adaptation and Resiliency Plan-2024 Update

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Executive Summary

The Oregon Coast Visitors Association (OCVA) 2024 Climate Action Plan (CAP) outlines a comprehensive Mitigation, Adaptation, and Resilience (MAR) strategy aimed at addressing the climate-related challenges impacting tourism on the Oregon Coast. This plan aligns with the Glasgow Declaration's five key pathways—Measurement, Decarbonization, Regeneration, Collaboration, and Finance—and sets measurable objectives to reduce the environmental footprint of the tourism industry while bolstering long-term resilience.

With the region already experiencing the effects of climate change, including rising temperatures, increased rainfall, ocean acidification, and more frequent wildfires, this CAP emphasizes the urgency of implementing solutions. The report highlights the economic and environmental risks posed by these changes, such as disruptions to key sectors like lodging, food services, and outdoor recreation, which account for significant portions of the tourism economy. The CAP stresses that climate action is not only necessary for protecting human well-being and the natural environment but also critical to safeguarding the economic stability of the Oregon Coast's tourism industry.

An overview of OCVA's objectives include:

- **Measurement and Reporting**: Establishing internal greenhouse gas emissions baselines, tracking tourism-related emissions, and advocating for statewide measurement systems.
- **Decarbonization**: Prioritizing aviation-independent regional tourism, supporting tourism businesses in adopting low-impact practices, and expanding EV infrastructure.
- **Regeneration**: Focusing on biodiversity, food security, and water supply solutions, including partnerships with local seafood and agricultural sectors.

- **Collaboration**: Strengthening partnerships with local stakeholders, indigenous communities, and global climate initiatives, and improving public awareness of climate risks and resilience strategies.
- **Finance**: Addressing the financial barriers businesses face in implementing high-cost climate solutions, and expanding OCVA's staff capacity to scale these initiatives.

Through this plan, OCVA seeks to build a resilient tourism economy that can thrive in a changing world while reducing its emission profile and protecting the natural and cultural assets that draw millions of visitors to the Oregon Coast each year.

Climate Reality Check

The reality of our current climate crisis is undeniable. With the planet already reaching a critical 1.5°C (2.7°F) increase (Copernicus 2024) and witnessing unprecedented temperature records like the two hottest days ever recorded on Earth (Plumer 2024), the urgency for action is clear. The United States alone is now facing extreme weather events with alarming frequency, incurring damages exceeding $1 billion every three weeks, amounting to an annual cost of approximately $150 billion (NOAA 2023).

Since 1980, the U.S. has endured 391 weather and climate disasters, each causing over $1 billion in damages, totaling more than $2.755 trillion. A recent example is the winter storm and cold wave that struck Oregon from January 12-14, 2024, resulting in losses surpassing $1 billion across the region (NCEI 2024). It is estimated that in the last three years, *Drought, Flooding, Freezing, Severe Storms, Tropical Cyclones, Wildfire, and Winter Storms have cost* Oregon $5 billion (NCEI 2024).

Not only does climate change diminish the way of life on the Oregon Coast, but it also creates significant economic impacts, including affecting the tourism industry, one of the ***leading economic drivers*** on the Oregon Coast.

Alignment with the Glasgow Declaration

This plan provides a two-year update to OCVA's mitigation, adaptation, and resiliency plan, originally published in 2022. It aligns the organization with the Glasgow Declaration. The plan focuses on five pathways defined by the Glasgow Declaration: Measurement, Decarbonization, Regeneration, Collaboration, and Finance.

Under each pathway, objectives have been developed to address high-impact areas of tourism on the Oregon Coast. These objectives are based on best practices and supportive evidence. Under each

objective, OCVA's achievements are listed. Current and future actions are also listed, along with indicators and prioritization scores.

Target Audience

This Climate Action Plan (CAP) is designed for OCVA's industry partners, funders, and internal stakeholders, including OCVA's board and staff. It serves as a strategic guide to align the tourism industry's efforts on the Oregon Coast with climate action initiatives. The CAP is a valuable resource for OCVA staff members, offering a comprehensive understanding of OCVA's climate goals and actionable steps to promote low impact tourism practices. Through this document, partners and stakeholders can gain insights into OCVA's climate priorities and collaborate effectively to achieve long-term environmental and economic resilience.

Solution Prioritization Methodology

In prioritizing climate solutions for the Oregon Coast Visitors Association (OCVA), this report employed a comprehensive framework that focused on cost-effectiveness, implementation feasibility, emissions reduction potential, ease of use, and stakeholder engagement. Each potential action was evaluated based on its financial viability within OCVA's budget, emphasizing upfront costs and long-term savings through operational efficiencies. The impact score considers the urgency of implementation, ensuring that solutions could be executed swiftly without major bureaucratic hurdles. Furthermore, the ability of each solution to deliver significant reductions in greenhouse gas emissions, particularly targeting the largest sources within the tourism sector on teh Oregon Coast, are critically assessed. This climate action plan prioritizes actions that would not only be easily adopted by staff but also actively engage them in the implementation process, fostering a sense of ownership and responsibility towards low-impact climate goals. Finally, solutions that promote collaboration with indigenous communities and addressed ecological safeguarding were ranked higher to align with best practices in climate resilience. This structured approach ensures that OCVA's climate action strategy is effective, inclusive, and impactful within the tourism sector, ultimately contributing to a low-impact future for the Oregon Coast.

Measurement Objectives

OBJECTIVE 1: Measure and report greenhouse gas emissions.

Rationale & Supportive Evidence: Measuring GHG emissions is crucial for OCVA to understand and mitigate tourism's climate impact on the Oregon Coast. By quantifying emissions, OCVA can target high-impact areas for reduction, comply with regulations, and contribute to climate goals. Accurate data enables OCVA to set goals, track progress, and adjust strategies, enhancing stakeholder credibility. This practice aligns with the Glasgow Declaration and is essential for strategic planning, risk mitigation, and efficiency.

Achievements:

- Measured OCVAs internal greenhouse gas baseline for 2019.
- Generated a 2023 estimate of tourism greenhouse gas emissions on the Oregon Coast.
- Advocated for statewide measurement of tourism emissions and reporting.
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Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Develop and improve internal systems to track OCVA's emissions. Establish a tracking system that includes specific data points such as modes of transportation (e.g., air travel, personal vehicles, public transport) and energy use, waste, and materials consumed during events. This system should focus on internal emissions measurement, both for staff and contractors, and all events.	Percentage of staff and contractors providing emissions data Number of data points tracked:	Planned	28
Develop and implement systems to track event emissions. Establish a reporting system for emissions generated during events, focusing on areas such as energy use, transportation, and waste. This system will also track changes year-over-year to identify trends and opportunities for improvement.	Total Event Emissions Year-over-Year Emissions Trends Average Emissions per Attendee % Emissions Reduced	Planned	22
Establish a quarterly internal emissions tracking system. This system will focus on	Total Internal Emissions	Planned	21

internal operations and will track emissions from ongoing projects, staff travel, and operational energy use. Quarterly tracking allows for more frequent updates and adjustments to strategies as needed.	Quarterly Emissions Reduction		
Develop a centralized story bank that houses examples of climate resilience, business adaptation, and community support on the Oregon Coast. This will help measure climate action in the tourism community and provide content for stakeholder channels.	Number of Stories Collected Usage of Story Bank Content	Planned	21
See the 2024 OCVA CAP Prioritization Matrix, Decarbonization Summary Tab, for additional ranked solutions for this objective (Link)			

OBJECTIVE 2: Help visitors to the Oregon Coast measure the impact of their travel.

Rationale & Supportive Evidence: This is a critical element of most decarbonization strategies. However, it places decarbonization actions as a responsibility of the traveler. An alternative approach is to engineer changes into the system that the traveler functions in (i.e. tourism businesses on the coast) so that the default action is decarbonized and visitors do not need to go through the steps of measuring and changing their impact. Several studies have shown that people lose interest quickly in carbon calculators where they may use the app only once or a few times before losing interest (Sauter 2022)

Achievements:

- OCVA created a travel impact calculator and made it available on their website, offering visitors the option to measure their carbon footprint from travel to the Oregon Coast. While this tool is valuable, OCVA continues to explore ways to integrate decarbonization directly into the tourism experience, reducing the need for individual action (Link).

Top Ranking Current and Future Actions			
Action	Indicator	Status	Prioritization Score
Objective Completed. No Additional Actions Needed.			

Decarbonization Objectives

OBJECTIVE 3: Prioritize domestic ground transportation for regional and local tourism to the Oregon Coast..

Rationale & Supportive Evidence: Prioritizing domestic ground transportation is essential for aligning OCVA's strategy with global decarbonization goals and responding to evolving travel trends. Aviation contributes 45% of tourism's global emissions (World Tourism Organization, 2019), making it a major factor in climate change. Shifting the focus to local and regional visitors—such as the 36% of visitors from within Oregon and 34% from nearby states like Washington and California—presents a significant opportunity to reduce aviation-related emissions. This strategy also capitalizes on a growing trend towards domestic travel, with regional tourism increasingly seen as a key growth area in the U.S. (McKinsey & Company, 2024).

Decision-making within OCVA involves careful allocation of funding, strategic planning, and infrastructure development, all aimed at implementing effective climate solutions. Currently, OCVA's capacity to support stakeholders in these areas is limited, requiring expansion through additional grants, strategic investment funds, and collaborative efforts.

Focusing on ground transportation is not only a sustainable move but also enhances the resilience of the coast's tourism industry, making it less vulnerable to climate-related disruptions. A focus on regional markets ensures greater stability while generating economic benefits by tapping into nearby areas with high tourism potential.

Globally, aviation accounts for 2.5% of total CO_2 emissions, with intra-regional travel and international tourism heavily reliant on aviation—80% and 95%, respectively (Richie, 2021).By promoting low-emission ground transportation OCVA can encourage responsible tourism while addressing the persistent nature gap in urban areas like Portland, Salem, and Eugene, where communities of color face disproportionate impacts from pollution (City of Portland, 2019). Improving accessibility and addressing these barriers will promote inclusive tourism, benefiting underserved communities and boosting regional tourism in the process.

Deprioritizing international and long-haul travel, which accounts for only 4% of Oregon Coast visitors, will further accelerate decarbonization. With sustainable aviation fuel (SAF) not yet widely available, prioritizing **ground transportation** represents the most practical and impactful strategy for reducing emissions. This approach not only aligns with climate goals but also positions OCVA to develop a tourism market that is low-impact, resilient, and adaptable to evolving travel changes.

Achievements:

- Secured funding to conduct focus groups in the Portland Metro, Salem, and Eugene areas. These focus groups will be designed to better understand the barriers that residents face in traveling to the Oregon Coast, particularly those related to climate justice. Insights from these sessions will help shape strategies to make coastal tourism more inclusive and accessible.

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Incorporate a low-emission sustainability clause into OCVA contracts with tourism businesses and stakeholders. Ensure OCVA's own travel and marketing practices prioritize sustainability.	Percentage of Contracts with Sustainability Clauses	Planned	31
Identify key opportunities to attract regional visitors to the coast, such as highlighting the coast as an escape from wildfire smoke, extreme heat, or urban pollution. Emphasize local seafood experiences, outdoor recreation, and wellness retreats.	Awareness Metrics (surveys or social media engagement) Partnership Engagement: Track the number of businesses involved to assess collaborative efforts.	Planned	30
Develop and market regional travel packages that highlight unique, low-impact local experiences designed for regional tourists. These could include public transportation itineraries, low-impact road trips, or curated coastal stays focused on sustainability.	Awareness & Engagement Metrics (surveys or social media engagement) Travel Distance Analysis: Analyze average distance tarveled from regional in-state visitor	In-progress	30
Define an ideal visitor profile based on travel distances and transportation modes (e.g., driving, public transport, cycling). Use accredited DMO carbon footprint calculators, such as SusTPol_Carbon Footprint Calculator v1.0, to establish baselines for common travel distances.	Travel Distance Analysis: Analyze the most common travel distances and modes used by visitors to establish baselines for carbon footprints. Carbon Footprint Baseline: Calculate the average carbon footprint for common travel distances using the carbon footprint calculator.	Planned	24
Refine OCVA's marketing strategies to engage local and regional visitors through campaigns that align with sustainability goals, using the ideal visitor profile and promoting local, low-impact travel options.	Campaign Reach and Engagement Conversion Rates Visitor Feedback		24
See the 2024 OCVA CAP Prioritization Matrix, Decarbonization Summary Tab, for additional ranked solutions for this objective (Link)			

OBJECTIVE 4: Support tourism businesses in reducing the impact of their activities

Rationale & Supportive Evidence: Tourism businesses on the Oregon Coast, particularly in the food stores, services and lodging sectors, are among the largest contributors to emissions (Figure 6). Reducing tourism business impact through low-impact practices is key to decarbonizing the tourism industry. The lodging sector's emissions stem from energy use, food waste, wastewater, and transportation (Sustainable Travel International 2024). Meanwhile, the food service sector contributes through the food supply chain, waste, and transportation(United Nations 2024). Supporting these businesses in reducing their emissions can help address the tourism sector's environmental footprint while enhancing resilience and profitability.

Achievements:

- Secured funding through the 2023 Environmental Justice Collaborative Problem Solving (EJCPS) Grant to reduce tourism-related impacts and support environmental justice efforts on the Oregon Coast.
- Partnered with Kind Traveler to enable hotels and vacation rentals to support local causes, encouraging visitors to choose low-impact stays.
- Awarded $80,850 to tourism businesses promoting low-impact, climate-friendly tourism initiatives including South Coast Tours, WildSpring Guest Habitat, Itty Bitty Inn, Shifting Tides, Overleaf and Fireside, and Local Ocean to promote low-impact, climate-friendly tourism initiatives..
- Developed a Microgrid Development Outline to enhance energy security for local communities and tourism businesses.
- Supported sustainable seafood practices through partnerships like the Surfrider Foundation’s Seafood Certification Program.
- Promoted the Oregon Food Trails to emphasize sustainable and low-impact tourism through the use of locally sourced food.
- Partnered with Bring Recycling to provide technical assessments aimed at helping tourism businesses reduce waste and improve recycling efforts.
- Launched an internship program with the Department of Environmental Quality (DEQ) to support sustainability initiatives within the tourism industry.
- OCVA facilitated collaboration and resource-sharing among tourism businesses and organizations to reduce environmental impacts and foster sustainability across the Oregon Coast tourism sector.
- Created best practices manual on how to support the use of carbon capture technologies at breweries

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score

Promote sustainable fishing practices and local seafood sourcing, encouraging restaurants to highlight locally sourced seafood on their menus as part of a low-carbon, regional food system.	Percentage of Restaurants Featuring Local Seafood: Sales of Local Seafood Awareness Campaign Metrics	In-progress	32
Develop low-carbon itineraries and promote businesses implementing best practices in emissions reduction, such as low- impact accommodations, low-impact tours, and green certifications.	Number of Itineraries Created Business Participation Rate Visitor Feedback on Itineraries	In-progres	31
Collaborate with businesses and local partners to establish food waste technologies such as Winnow and Too Good To Go in restaurants to minimize food waste and methane emissions.	Number of Technologies Implemented Food Waste Reduction Metrics	In-progres	30
Collaborate with businesses and local partners to establish coastal microgrids that enhance energy security, reduce emissions, and build resilience to climate impacts.	Microgrid Projects Initiated Emissions Reduction Estimates	Planned	30
Collaborate with behavior change specialists to educate tourism businesses on strategies to reduce their environmental impact, influence visitor behavior, and incorporate sustainability into their operations.	Training Sessions Conducted Tourism Business Engagment	Planned	30
Create and promote lists of low-carbon experiences, including low-impact lodging, activities, and dining options that cater to visitors looking for low-impact travel experiences.	Number of Experiences Listed Engagement Metrics Visitor Feedback on Experiences	Planned	30
See the 2024 OCVA CAP Prioritization Matrix, Decarbonization Summary Tab, for additional ranked solutions for this objective (Link)			

OBJECTIVE 5: Support the tourism workforce on the Oregon Coast in sustainability actions.

Rationale & Supportive Evidence: The tourism workforce is a crucial component of the Oregon Coast's economy, but workers face numerous challenges, including long commutes, inequitable access to resources, and job insecurity. Many employees commute from outside the region, leading to increased emissions and added strain on the workforce. By helping workers adopt more low-impact practices and reduce their environmental impact, OCVA can not only improve worker satisfaction but also enhance the overall sustainability of the tourism sector.

As tourism is the most diverse industry in Oregon, the workforce has significant potential to drive meaningful change towards sustainability. However, disparities exist: a 2022 study found that workers of color commute an average of 22.4 minutes longer per week than their white

counterparts (Sanjai, B. 2022), and research shows that longer commute times are linked to lower job satisfaction, increased stress, and diminished mental health (Center for Active Welfare, 2017). Additionally, many workers cannot afford to live where they work, adding to the commuting burden.

Recent data from the U.S. Census LEHD Origin-Destination Employment Statistics (2024) shows that the majority of workers supporting industries along the Oregon North and Central Coast commute from out of the area: 67% in Astoria, 66% in Seaside, and as high as 97% in Nehalem. These long-distance commutes are not only a burden on the workforce but also increase the use of fuel-based transportation, which is the primary contributor to Oregon's statewide emissions and air pollution (Oregon DEQ, 2024). This reliance on personal vehicles reduces equitable job access, particularly where public transportation options are limited. Supporting low-impact commuting options and improving local housing accessibility will reduce emissions, improve worker well-being, and create a more low-impact tourism industry.

Achievements:

- OCVA secured funding through the 2023 Environmental Justice Collaborative Problem Solving (EJCPS) Grant to reduce tourism-related impacts and support environmental justice efforts on the Oregon Coast.
- Supported a seafood butchery course aimed at enhancing local workforce skills and contributing to a low-impact, locally sourced food supply chain. (Link)
- Department of Labor Grant - Lane Workforce Partnership (LWP), in collaboration with Southwestern Oregon Workforce Investment Board (SOWIB), Northwest Oregon Works (NOW), Oregon Restaurant & Lodging Association (ORLA), and OCVA received a Department of Labor Critical Jobs Sector Planning Grant, totaling $446,786. This grant represents a significant step towards addressing the unique workforce needs of the Oregon coast's vital hospitality sector, which is projected to generate nearly 40,000 jobs by 2031. (LINK)

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Identify communities from which the tourism workforce commutes, to better understand the transportation needs and environmental impact of commuting. Use this information to design strategies for reducing emissions and improving access to low-impact transportation.	Commute Origin Identification Average workforce Baseline Emissions Calculation	In-progress	30
Perform route analysis to identify opportunities for developing a workforce commuter program that offers low-impact	Transportation Analysis Report	In-progress	30

transportation options, such as electric shuttles, carpools, or subsidized public transportation.			
Support the development of accessible EV charging infrastructure specifically for the tourism workforce, ensuring workers have access to low-emission transportation options.	Number of Charging Stations Installed	In-progress	25
Offer training sessions for the tourism workforce on low-impact practices, focusing on areas like waste reduction, energy efficiency, and low-impact commuting options.	Training Sessions Conducted Participation Rate	In-progress	25
Collaborate with tourism businesses to incorporate sustainability into employee incentives, such as rewards for using public transport, carpooling, or biking to work.	Number of Businesses Who Developed Incentive Programs Employee Engagement Change in Commuting Behavior	In-progress	25
See the 2024 OCVA CAP Prioritization Matrix, Decarbonization Summary Tab, for additional ranked solutions for this objective (Link)			

OBJECTIVE 6: Support and further develop the local food supply chain along the Oregon Coast, emphasizing making locally caught seafood more available.

Rationale & Supportive Evidence: Food stores, restaurants, and farmers markets on the Oregon Coast are the top contributor to emissions, and much of the seafood consumed in the region is imported from distant sources. By expanding access to locally caught seafood, OCVA can reduce emissions tied to food transportation, support the local tourism economy, and create a more low-impact food system. Strengthening the local supply chain enhances food security, enriches the visitor experience with fresher, regional offerings, and aligns with broader impact goals. Additionally, sourcing more food locally reduces economic leakage and presents opportunities for significant carbon savings.

Currently, despite high demand, 90% of the seafood consumed on the Oregon Coast is sourced from outside the region, including both domestic and international suppliers. Visitors spend approximately $840 million annually on food and food services, yet an estimated $252 million in annual "economic leakage" occurs because much of this food is not locally produced. In 2021 alone, $105 million was spent on importing seafood from other regions. By increasing the usage of locally caught seafood by just 10%, an additional $90 million annually could be generated for local economies. Furthermore, this shift could result in a 76% reduction in seafood-related carbon emissions (The Research Group, 2023).

Supporting the development of local seafood supply chains is crucial for reducing the carbon footprint of the region's tourism industry while preserving Oregon Coast's natural and culinary attractions, key components of the visitor experience.

Achievements:

- Published the Oregon Seafood Supply Sources Interim Technical Report - 2022, summarizing major categories of Oregon seafood supply sources. This report is a first step in supporting local commercial fishing decarbonization (Link)
- Supported Oregon coast food trails in all coastal regions, connecting locally sourced food with visitors and restaurants (Link)
- Collaborate with the Central Coast Food Web to provide infrastructure and equipment for local seafood processing, packaging, and storage, aiding small producers and consumers.
- Supported a local businesses to create value-added food products from waste byproducts
- Created 15 videos and a YouTube channel to highlight and market local seafood, aquaculture, and critical Oregon species (Link)
- Supported new delivery routes for local food through the Ocean Cluster Initiative, linking North Coast seafood to to multiple state-wide routes..
- Coordinated a PSU Portland cooperative farmers market booth featuring products from five local coastal seafood producers.
- Developed the Oregon Coastal Food Prospector tool to identify gaps in food system infrastructure (Link).
- Launched OregonSeafare.com, a project website with resources for seafood producers and buyers (Link)
- Successfully launched the Seafood Butchery Program, engaging 211 students from 6 high schools across 5 counties on the Oregon Coast, introducing 11 seafood species, and covering seafood literacy and commercial fishing industry culture.
- Collaborated with the Oregon Farm to School Network to support the formation of a seafood working group. This group facilitated the sale of locally landed and processed albacore tuna to one new school district.
- Worked with a local aquaculture farm to develop new agritourism interpretive signage, including QR codes linking to videos on how to cook with and use red dulse seaweed, a unique Oregon specialty crop.
- Supported House Bill passed providing $1.19 million to OCVA for efforts to build infrastructure such as shared cold storage and processing space, and map out shovel-ready locations for developing these businesses. The bill will help local entrepreneurs build seafood processing operations to keep more of our seafood in the state.

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score

Support the formation of seafood working groups that connect tourism businesses—such as hotels, restaurants, and food markets—with local seafood producers to facilitate the direct sale of locally landed and processed seafood. This will improve the availability of local seafood for tourists.	Number of Working Groups Established Participation Rate Local Seafood Sales to Local Bsuinesses	In-progress	29
Create seafood-centric itineraries for tourists, such as "Sea-to-Table" tours or culinary adventures, where visitors can experience sustainable fishing, seafood preparation, and dining at local restaurants.	Number of Itineraries Developed Visitor Participation Rates Customer Satisfaction Ratings	In-progress	28
Expand the use of food waste byproducts for value-added products, working with tourism businesses to create new offerings from seafood waste and byproducts, such as seafood stock or compost, which can be marketed as low-impact tourism initiatives.	Number of Value-Added Products Created Sales of Food Waste Byproducts	In-progress	27
See the 2024 OCVA CAP Prioritization Matrix, Decarbonization Summary Tab, for additional ranked solutions for this objective (Link)			

OBJECTIVE 7: Support the decarbonization of tourism personal use vehicles.

Rationale & Supportive Evidence: Ground transportation is a significant source of emissions in the Oregon Coast's tourism sector, with 63% of visitors using personal vehicles, and 89% of these being fuel-combustible vehicles (FCVs), as shown in Figure 5 and Figure 4B. Decarbonizing personal transportation—used by visitors, tourism workers, and service providers—represents a major opportunity for reducing overall emissions in the tourism supply chain.

By promoting the adoption of electric vehicles (EVs) and expanding the necessary EV infrastructure, OCVA can play a pivotal role in reducing emissions linked to ground transportation. This strategy not only aligns with the region's climate goals but also ensures that the tourism industry remains competitive by offering low-impact transportation options. Encouraging businesses to install EV charging stations and incorporating low-emission travel into tourism experiences will help further decarbonize the industry and support long-term sustainability.

Achievements:

- Achieved funding through the 2023 Environmental Justice Collaborative Problem Solving (EJCPS) Grant to support decarbonization efforts, including reducing the reliance on fuel-combustible personal vehicles in the tourism sector.
- Submitted an E-mobility grant (through Astoria-Warrenton Chamber) to fund key parts of OCVA's EV infrastructure plans, focusing on increasing EV accessibility for visitors and tourism businesses ($40k, OCVA EV CFI Project One Pager)
- Created a dedicated website page on how to travel the Oregon Coast by electric vehicle (EV), encouraging tourism operators to promote low-emission travel options to visitors (Link)).

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Encourage tourism businesses to create EV charging incentives, such as offering discounts to visitors who arrive in EVs or creating partnerships between hotels and EV rental services to encourage low-emission travel.	Visitor Participation Rate Partnerships Established	In-progress	31
Create marketing materials for tourism businesses that encourage visitors to consider low-emission transportation, such as EVs, bicycles, and public transportation options. Include resources on where to find charging stations and transportation hubs along the coast.	Materials Developed Distribution Metrics Visitor Engagement	Planned	31
Support the expansion of EV charging infrastructure by providing tourism businesses, including hotels, restaurants, attractions, and visitor centers, with resources to invest in EV charging stations. Work with these businesses to identify high-traffic areas that serve visitors most effectively.	Charging Stations Funded High-Traffic Areas Identified	In-progress	28
Collaborate with key transportation stakeholders in the tourism industry (e.g., shuttle services, guided tour operators, and car rental companies) to develop a comprehensive plan for transitioning to EVs, public transportation, and reducing reliance on fossil-fuel vehicles.	Transportation Plan Developed Stakeholder Engagement Actionable Strategies Identified	In-progress	28
Organize educational workshops for tourism businesses on the benefits of offering EV charging stations, providing them with data on how such investments can attract low-impact travelers and reduce overall emissions from tourist travel.	Workshops Conducted Participation Rate Post-Workshop Feedback	In-progress	28
See the 2024 OCVA CAP Prioritization Matrix, Decarbonization Summary Tab, for additional ranked solutions for this objective (Link)			

OBJECTIVE 8: Support the Development and Expansion of Visitor-Oriented Public Transportation on the Oregon Coast

Rationale & Supportive Evidence: Public transportation systems on the Oregon Coast are currently not designed with tourists in mind, offering limited stops at major attractions and inconvenient routes. Expanding visitor-oriented public transportation can reduce the region's dependence on personal vehicles, leading to lower emissions and providing visitors

with more convenient and low-impact travel options. By tailoring public transit to the needs of tourists, the tourism industry can improve the visitor experience while contributing to the decarbonization of the transportation sector.

This is particularly important in coastal communities such as Astoria, Seaside, Tillamook, Lincoln City, Newport, Waldport, and Florence, where residents face significant environmental burdens. According to the Environmental Justice (EJ) screening tool, these towns rank in the 80-100th percentile for low-income populations, with limited-English-speaking residents falling in the 70-95th percentile nationally. Additionally, high traffic proximity burdens and exposure to air toxics in areas like Florence and Tillamook contribute to health issues, including asthma and heart disease.

Developing visitor-oriented public transportation will help reduce traffic congestion, mitigate air pollution, and lessen the environmental strain on these communities. By implementing public transit systems that feature frequent stops at tourist destinations and seamless connections, the Oregon Coast can offer more low-impact travel alternatives while minimizing the environmental impact of tourism. This shift not only supports the decarbonization of the tourism sector but also creates a more low-impact, visitor-friendly experience on the coast.

Achievements:

- Achieved funding through the 2023 Environmental Justice Collaborative Problem Solving (EJCPS) grant to support transportation options for both visitors and residents, with a focus on reducing emissions in key tourism areas.
- Published the North Coast Transit Business Proposal, demonstrating the demand for alternative transportation options that support tourism and reduce congestion (Link).
- Collaborated with the Florence-Yachats Connector Bus system, showing its success as a model for tourism-oriented public transport along the coast.

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Launch an educational campaign to inform tourists about the availability and benefits of using public transportation on the Oregon Coast. Work with hotels, visitor centers, and tour operators to provide information on public transit routes, schedules, and low-impact travel benefits.	Campaign Reach Visitor Awareness Levels: Engagement Metrics	In-progress	29
Assess visitor transportation needs by working	Measure the percentage of local	In-progress	28

with local tourism businesses (hotels, tour operators, attractions) to gather data on how visitors travel to and within the Oregon Coast. Use this information to inform public transportation planning.	tourism businesses participating in the assessment. Visitor Travel Patterns Identified		
Expand partnerships between public transportation providers and tourism businesses to offer bundled travel and accommodation packages. For example, partner with hotels, tour companies, and local restaurants to offer bus-inclusive vacation packages that reduce the need for rental cars.	Number of Partnerships Established Visitor Participation Rate	Planned	28
Support the development of low-impact bus services that cater specifically to tourists, focusing on reducing emissions while providing a reliable and comfortable travel experience. Encourage tourism businesses to promote these services as part of their low-impact tourism offerings.	Tourism Friendly Bus Routes Established % Occupancy of rides	Planned	28
Track and report on public transportation usage trends among tourists, sharing data with tourism businesses to help them adjust their services and offerings to meet visitor needs while supporting sustainability efforts.	Usage Data Collected Reporting Frequency Adjustments Made by Businesses	Planned	28
See the 2024 OCVA CAP Prioritization Matrix, Decarbonization Summary Tab, for additional ranked solutions for this objective (Link)			

OBJECTIVE 9: Reduce Emissions for the Peoples Coast Summit

Rationale & Supportive Evidence: The People's Coast Summit is a key event for the Oregon Coast Visitors Association (OCVA), bringing together stakeholders from across the tourism industry. As this event grows, it is critical to reduce the associated emissions by focusing on low-impact event practices. Reducing emissions at the summit showcases OCVA's commitment to sustainability and sets a precedent for the tourism industry. By integrating low-impact strategies into the summit's operations, OCVA can encourage other tourism events to follow suit, leading to broader emissions reductions across the sector.

Achievements:

- 2022 People's Coast Summit: Designed two keynotes on climate and sustainability, with three workshops focused on sustainability for tourism businesses.
- Hosted the 2021 & 2022 Summits as hybrid events, reducing travel-related emissions by allowing remote participation.

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Establish a zero food waste strategy for the summit by working with catering businesses to ensure that leftover food is redistributed through food recovery apps or local food banks. Collaborate with restaurants and food service providers to implement this strategy.	Volume of Food Distributed: Number of Partnering Catering Businesses: Participation Rate of Restaurants and Food Service Providers:		31
Offer low-emission menu options by collaborating with local food service providers to feature plant-based, locally sourced meals that reduce the summit's carbon footprint. Showcase these partnerships to encourage other tourism-related businesses to adopt similar practices.	Track the total number of plant-based and locally sourced meals featured at the summit Measure the number of partnerships established with local food service providers for low-emission menu options. Gather feedback from attendees regarding their satisfaction with low-emission menu offerings, aiming for a specific satisfaction rating (e.g., 80% satisfaction).		30
Create a travel policy for attendees that includes guidelines for choosing low-impact transport options, such as booking direct flights when necessary, using public transportation, carpooling, or using electric vehicles. Provide tourism businesses with resources to help attendees make low-impact travel choices.	Track the number of attendees utilizing low-impact transport options (e.g., public transportation, carpooling) as outlined in the policy. Count the number of resources distributed to tourism businesses to help attendees make low-impact travel choices.		29
Work with tourism businesses to promote local, low-impact activities for summit attendees, such as guided nature walks, low-impact tours, or cultural experiences that support decarbonization. Market these activities as part of the summit's low-emission event strategy.	Track the total number of local, low-impact activities marketed to summit attendees Measure attendance and participation in promoted local activities.		29
Implement a low-impact venue selection process that prioritizes facilities with low-impact certifications or energy-efficient infrastructure. Encourage summit venues to highlight their sustainability practices to other tourism operators.	Count the number of venues assessed for low impact services.		29
See the 2024 OCVA CAP Prioritization Matrix, Decarbonization Summary Tab, for additional ranked solutions for			

this objective (Link)

OBJECTIVE 10: Reduce OCVA staff emissions

Rationale & Supportive Evidence: Reducing the emissions generated by OCVA staff operations is essential to leading by example within the tourism industry. By minimizing emissions related to staff travel, accommodations, and daily operations, OCVA can demonstrate the effectiveness of low-impact strategies and inspire tourism businesses to adopt similar practices. This objective aligns with OCVA's broader goal of decarbonizing the tourism sector and ensuring that sustainability is woven into every level of the organization.

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Promote climate-friendly accommodations for OCVA staff travel by encouraging bookings at hotels or vacation rentals that have strong sustainability programs, including water conservation, energy efficiency, and waste reduction.	Measure the percentage of OCVA staff travel bookings made at hotels or vacation rentals with strong sustainability programs. Track the number of accommodations providing information on their sustainability practices to OCVA staff. Gather feedback from staff on their experiences with climate-friendly accommodations.	Planned	34
Train OCVA staff on the organization's climate goals and strategies for reducing emissions. Equip them with tools to make low-impact decisions during their travel and work, such as choosing low-impact accommodations or using public transport.	Measure the percentage of OCVA staff who complete training on the organization's climate goals and emission reduction strategies. Track how often staff utilize provided tools (e.g., resources for choosing low-impact accommodations) during their travel.	In-progress	34
Reduce the need for in-person meetings by promoting remote work options and virtual meetings where feasible. When travel is necessary, schedule meetings and events to minimize overnight stays, such as holding events in the afternoon to allow for same-day travel.	Measure the percentage reduction in in-person meetings compared to previous periods. Analyze the frequency of travel for meetings and events, aiming for a reduction in overnight stays.	In-progress	30
Create a comprehensive travel policy for OCVA staff, including guidelines for using	Track the number of staff utilizing low-emission travel options as	Planned	29

low-emission travel options such as electric vehicle (EV) rentals, Uber Green, and purchasing low-impact aviation fuel certificates for flights. Collaborate with tourism-related businesses, such as rental car companies and airlines, to secure discounts or partnerships that support these efforts.	outlined in the policy Count the number of partnerships or discounts secured with tourism-related businesses supporting low-emission travel.		
Incentivize low-emission commuting for OCVA staff by providing access to EV charging stations, public transportation subsidies, or carpooling programs. Collaborate with transportation businesses and local municipalities to expand these programs across tourism-related sectors.	Measure the percentage of OCVA staff participating in EV charging stations, public transportation subsidies, or carpooling programs. Gather feedback from staff regarding the effectiveness and accessibility of commuting incentives.	Planned	29
Prioritize direct flights for business travel where possible, reducing the emissions from connecting flights. Partner with airlines committed to net-zero goals or those actively reducing their carbon footprint through sustainable aviation fuel (SAF) or offset programs.	Measure the percentage of business travel bookings made for direct flights compared to connecting flights. Estimate the total emissions reduction achieved through prioritizing direct flights.	Planned	29
See the 2024 OCVA CAP Prioritization Matrix, Decarbonization Summary Tab, for additional ranked solutions for this objective (Link)			

Regeneration Objectives

OBJECTIVE 11: Support efforts to safeguard regenerative tourism along the Oregon Coast, including increased biodiversity solutions, food security, and water supply.

Rationale & Supportive Evidence: There is a critical need to safeguard regenerative tourism by addressing the interconnected challenges of biodiversity loss, food security, and water supply. Climate-related impacts such as shifts in species distributions, forest ecosystem disruptions, and ocean acidification have significantly affected local wildlife, fisheries, and water quality. For instance, local populations of Dungeness crab and salmon have declined, affecting both ecological balance and tourism. Ocean acidification has already caused significant oyster larvae die-offs, jeopardizing the shellfish industry valued at over $100 million annually in Oregon.

Hypoxic events, or "dead zones," have led to massive die-offs of fish and invertebrates, devastating local fisheries and reducing the attractiveness of fishing tourism (Figure 8-12).

Achievements:

- Attended the West Coast Ocean Acidification and Hypoxia Symposium, September 2022, enhancing engagement with scientific communities focused on coastal ecosystem health.
- Partnered with influencers in 2023 and 2024 to raise awareness about King Tides and rising sea levels, bringing climate and marine issues to the forefront of public discussions.
- Partnered with Kind Traveler in September 2023, creating opportunities for hotels and vacation rental businesses on the coast to offer visitors the chance to give back to coastal causes.
- Contributed $30K to “Go Gently” productions hosted by Patti Gonia and Bonnie Wright, featuring stops at local coastal ecosystems, showcasing regenerative efforts like Oregon Seaweed and Elakha Alliance.
- Sponsored and supported the 2nd Annual Elakha Alliance Oregon Otter Beer Festival, April 2023, celebrating otter conservation and connecting visitors to the importance of biodiversity.
- Funded the development and promotion of the Kelp Alliance website, raising awareness of the kelp reforestation and marine restoration efforts on the Oregon Coast.
- Supported three tidepool ambassador programs with $22,500/year to educate visitors on responsible interaction with sensitive coastal ecosystems.
- Ran the 2024 Summer Stewardship Campaign focusing on promoting Leave No Trace principles, responsible dog management, and tide pool etiquette.
- Supported the US Forest Service with a 2024 summer campaign around OHV safety and noise.

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Promote Sustainable Local Food Systems: Work with local restaurants, food services, and tourism businesses to prioritize the use of locally sourced, sustainably caught seafood, which reduces food miles and supports coastal communities. Create and market food trails that highlight these practices.	Measure the percentage of seafood served in local restaurants that is sustainably caught and sourced locally. Measure the percentage of local restaurants participating in sustainable sourcing initiatives.	In-progress	36
Support Climate-Resilient Infrastructure for Tourism Businesses: Collaborate with tourism businesses to adopt water conservation practices, rainwater catchment systems, and green infrastructure (e.g., rain gardens,	Track the number of tourism businesses adopting water conservation practices and green infrastructure solutions.	Planned	36

permeable pavements) to mitigate the impacts of increased rainfall, erosion, and stormwater runoff.	Gather feedback from participating businesses regarding the effectiveness and practicality of the implemented practices.		
Promote Multi-Use Trails that Connect Communities: Work with local tourism stakeholders to develop multi-use trails that increase access to natural spaces while reducing vehicle miles traveled. Collaborate on trail projects that integrate biodiversity conservation with recreation opportunities.	Track the percentage of local communities involved in the planning and development of multi-use trails. Monitor the number of visitors using the multi-use trails to assess their popularity and effectiveness.	In-progress	36
See the 2024 OCVA CAP Prioritization Matrix, Regeneration Summary Tab, for additional ranked solutions for this objective (Link)			

OBJECTIVE 12: Reduce the nature gap observed in the Portland Metro, Salem, and Eugene areas by increasing access to the coast and increasing social safety for people visiting the Oregon coast.

Rationale & Supportive Evidence: There is a persistent nature gap and impact from pollution affecting quality of life of people in the Portland metro, Salem, and Eugene areas significantly impact the quality of life for residents, particularly communities of color (City of Portland 2019). According to the EJ screening tool, these communities score between 80-95%ile for particulate matter, 80-100%mile for diesel particulate matter, 80-95%ile for cancer risk due to air toxics, 80-95%ile for air toxics respiratory HI, and 80-100%ile for traffic proximity burden.

Due to historic discrimination in housing and zoning policies in Oregon metro areas (REF), BIPOC are more likely to live in areas with higher levels of particulate matter pollution (REF), live near major transportation corridors, such as highways and ports, that are major sources of pollution and emissions (REF), and experience health impacts, with BIPOC 30% more likely to have asthma (REF). A study by Oregon Health & Science University recently showed increased asthma related emergency department use in BIPOC communities (REF). According to the EJ screening tool, people living in these communities score between 80-100%ile for Asthma.

Unfortunately, there are barriers for people in these communities to visit the coast, with Oregon Coast visitor demographics showing disproportionately low visitation by these communities (Figure 24). This is a significant environmental justice challenge and clearly shows a nature gap and unequal access to clean air, public parks and beaches, biodiversity, and open spaces.

By addressing these barriers and fostering inclusive and safe environments, there is a substantial opportunity to attract and engage a broader audience in coastal tourism. This would ultimately benefit both the communities and the local economy, while also helping to decarbonize travel to the coast.

Achievements:

- Achieved funding through the 2023 Environmental Justice Collaborative Problem Solving (EJCPS) grant.
- Created a dashboard on website indicating how visitors can visit the coast with respect towards tribal nations (Link).
- Supported Oregon Black Pioneers with a collaborative social media series during Black History Month to show the long legacy of Black pioneer contributions on the Oregon Coast.

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Collaborate with transportation providers and tourism businesses to improve transportation options to the coast, such as discounted bus services, carpooling programs, or special offers on public transit. Promote tourism businesses that align with these efforts, encouraging low-impact and accessible travel options.	Track the number of partnerships formed with transportation providers and tourism businesses to improve travel options. Measure the uptake of discounted bus services or carpooling programs by tourists. Count the number of tourism businesses that are highlighted for their low-impact and accessible travel options.	In-progress	35
Promote coastal tourism businesses offering culturally relevant experiences that resonate with BIPOC communities. Highlight tours, accommodations, and attractions that celebrate diverse cultural histories and provide inclusive experiences, partnering with local businesses to create specific packages or promotions.	Measure visitor engagement and participation rates in these culturally focused experiences. Gather feedback from BIPOC community members regarding their experiences and the inclusivity of the offerings.	In-progress	35
Launch a campaign promoting the Oregon Coast as a refuge from environmental pollution and urban heat, emphasizing the health benefits of coastal travel for urban residents. Collaborate with tourism businesses to offer tailored packages that attract visitors seeking clean air, cooler climates, and opportunities for outdoor recreation.	Measure the number of urban residents reached through the campaign promoting the Oregon Coast as a refuge. Track the number of tailored packages developed in collaboration with tourism businesses.	Planned	35
Conduct focus groups in Portland Metro, Salem, and Eugene areas to understand barriers (including social, transportation, and cost-related) that prevent local residents from accessing the Oregon Coast. Partner with	Measure the number of participants in focus groups conducted in Portland Metro, Salem, and Eugene areas. Track the number of solutions or	In-progress	34

tourism businesses to develop solutions that address these challenges, such as affordable travel packages, inclusive safety messaging, and accessible accommodations.	travel packages created in response to focus group feedback.		
Create a comprehensive accessibility and inclusivity guide for tourism businesses to use when designing their offerings, focusing on improving physical access, cultural inclusivity, and safety for all visitors. Work with businesses to implement these guidelines, enhancing the overall inclusivity of the Oregon Coast tourism sector.	Measure the percentage of tourism businesses that receive and utilize the accessibility and inclusivity guide. Track the number of businesses that successfully implement the recommended guidelines. Gather feedback from visitors regarding their experiences with accessibility and inclusivity at tourism businesses on the Oregon Coast.	Planned	34
See the 2024 OCVA CAP Prioritization Matrix, Regeneration Summary Tab, for additional ranked solutions for this objective (Link)			

OBJECTIVE 13: Improve travel-ability and increase access to nature for the accessibility community on the coast.

Rationale & Supportive Evidence: People with disabilities face disproportionate risks from climate change, particularly during extreme weather events such as wildfires and storms. Mobility challenges can complicate evacuation efforts, as seen during the 2020 wildfires, when individuals with mobility impairments struggled to evacuate quickly. Additionally, power outages during these events disrupt access to essential medical equipment that relies on electricity, such as oxygen tanks and mobility devices. For example, the 2021 heatwave posed severe risks to individuals dependent on cooling devices, further highlighting the vulnerability of disabled communities during climate-induced disasters.

Historically, there is also a nature gap for people with disabilities, limiting their access to coastal environments, which in turn impacts their physical and mental health. Increasing access to nature is crucial for promoting well-being, and climate adaptation strategies must prioritize accessible evacuation plans, resilient infrastructure, and equitable access to nature. By addressing these barriers, OCVA and tourism businesses can enhance the visitor experience for all and create opportunities to expand the tourism market by making coastal experiences more inclusive.

OCVA can collaborate with businesses to ensure that accessible infrastructure—such as ramps, evacuation plans, and accessible recreational spaces—are integrated into climate resilience efforts along the Oregon Coast, ensuring that tourism is inclusive and .

Achievements:

- Created a dashboard on website that describes the Accessible Coast including availability of David's Chair, accessible fishing piers, accessible kayak launches, accessible beaches, attractions with accessibility amenities
- Made publicly available on website information on beach wheelchairs
- Made publicly available on website guides and itineraries for accessible adventures on the Oregon Coast
- Made publicly available on website guides and resources for accessible travel

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Support tourism businesses in promoting accessible coastal attractions, such as beach wheelchairs, accessible hiking trails, and ADA-compliant facilities. Develop marketing campaigns and partnerships with accessible travel organizations to highlight these businesses.	Track the total number of coastal attractions (e.g., beaches, hiking trails) that are marketed as accessible. Gather feedback from visitors regarding their experiences at promoted accessible attractions.	In-progress	25
Provide training sessions for tourism business staff on accessibility best practices, including how to accommodate visitors with mobility, hearing, or vision impairments. Collaborate with local disability organizations to ensure training is comprehensive and practical.	Collect feedback from staff on the training's effectiveness and practicality.	Planned	25
Collaborate with technology companies to create innovative solutions for accessible tourism, such as apps that help visitors navigate accessible routes or find accessible businesses. Encourage tourism businesses to adopt these technologies to improve service for disabled visitors.	Track the number of innovative solutions (e.g., apps) created to enhance accessible tourism Measure the percentage of tourism businesses that adopt the new technologies to improve accessibility.	Planned	24
Support tourism businesses in upgrading existing trails, beaches, and amenities to be wheelchair accessible, including the installation of ramps, boardwalks, and accessible seating areas. Promote businesses that have made these upgrades as part of OCVA's inclusivity initiatives.	Count the total number of trails, beaches, and facilities that have been upgraded for wheelchair accessibility. Collect feedback from visitors regarding their experiences with the upgraded amenities.	In-progress	24
Highlight accessible travel itineraries and experiences through OCVA's marketing channels, showcasing tourism businesses that offer accessible accommodations, activities, and transportation. Focus on storytelling that	Measure the total number of accessible travel itineraries and experiences showcased. Track engagement rates (views,	In-progress	24

emphasizes the importance of inclusivity in coastal tourism.	shares) of marketing materials promoting accessible itineraries.		
Collaborate with tourism businesses to create accessible day-trip packages, offering options such as accessible transportation, dining, and attractions. These packages should be marketed to urban areas where residents with disabilities may face barriers to accessing nature.	Count the total number of accessible day-trip packages developed in collaboration with tourism businesses. Measure the sales and uptake of these accessible day-trip packages.	Planned	24
See the 2024 OCVA CAP Prioritization Matrix, Regeneration Summary Tab, for additional ranked solutions for this objective (Link)			

OBJECTIVE 14: Help Tourism Businesses and Visitors Adapt to Increased Rainfall Events

Rationale & Supportive Evidence: the Oregon Coast is increasingly vulnerable to intensified rainfall events and extreme storms, which can lead to significant challenges such as flooding, erosion, transportation disruptions, and damage to infrastructure crucial to the tourism industry. These events create serious risks for businesses, including property damage, health hazards, and revenue loss during forced closures. Furthermore, coastal erosion and habitat destruction directly threaten natural attractions that draw visitors to the region.

By supporting tourism businesses in adopting climate-resilient practices, OCVA can help reduce these risks and ensure business continuity, ultimately protecting both the visitor experience and the coastal ecosystem. This objective is focused on equipping businesses with the tools and resources needed to adapt to rainfall-related climate impacts, such as building reinforcements, flood prevention measures, and transportation planning. Proactively addressing these challenges will be critical to safeguarding the long-term health of the Oregon Coast tourism economy.

As rainfall patterns shift and extreme storms become more frequent, this adaptation strategy is necessary to protect tourism businesses, coastal communities, and visitors. For supporting information, see Appendix 2, Figures 9-15, which illustrate the impacts of these climate risks on the region's tourism sector.

Achievements:

- Developed collaborations with the Department of Land Conservation and Development (DLCD), NOAA Resiliency Grant, OSU, UO, coastal cities, ports, and counties to align tourism objectives with local resilience strategies.

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Highlight tourism businesses that successfully implement climate adaptation strategies for increased rainfall. Create case studies, videos, or social media content showcasing businesses that have adapted to heavy rainfall through innovative practices like flood defenses, green infrastructure, and emergency preparedness plans and share on stakeholder newsletter.	Track the total number of case studies, videos, or social media posts showcasing tourism businesses that have adapted to increased rainfall. Engagement Metrics Newsletter Reach	Planned	26
Support tourism businesses to enhance stormwater management infrastructure, such as installing rainwater harvesting systems, improving drainage, and preventing water contamination during heavy rainfall. Focus on industries like lodging, food services, and outdoor recreation that rely heavily on water management.	Number of Businesses Assisted Infrastructure Improvements Implemented	Planned	25
Support tourism businesses in securing funding or grants for climate adaptation projects, such as flood defenses, green infrastructure, or improved drainage systems. Work with local governments and funding agencies to streamline application processes for businesses in high-risk areas.	Funding Applications Submitted Funding Secured	Planned	25
Promote the use of permeable pavements and rain gardens as adaptation solutions by highlighting businesses that have adopted these features to manage stormwater. Showcase these solutions through tours, case studies, or promotional campaigns, encouraging other tourism businesses to follow their lead.	Number of Businesses Implementing Solutions Public Awareness Metrics	Planned	25
See the 2024 OCVA CAP Prioritization Matrix, Regeneration Summary Tab, for additional ranked solutions for this objective (Link)			

OBJECTIVE 15: Help Tourism Businesses and Visitors Adapt to Increased Temperatures on the Oregon Coast, Including Warmer Winter and Summer Months, Heat-Related Impacts Such as Drought and Wildfire

Rationale & Supportive Evidence: The Oregon Coast is facing rising temperatures throughout both winter and summer months, creating challenges for tourism businesses, visitor comfort, and environmental health. Hotter summers bring increased risks of heat-related illnesses, while

warmer winters can disrupt seasonal tourism patterns. In addition, the growing threat of wildfires, drought, and degraded water quality due to higher temperatures affects the coast's natural attractions and the tourism economy.

Supporting tourism businesses in adapting to these conditions is crucial. By implementing strategies to reduce heat-related risks and promoting visitor practices, OCVA can help ensure the resilience of the tourism sector. This will not only protect visitor satisfaction but also safeguard key coastal ecosystems and the marine and terrestrial wildlife that visitors come to experience. In addition, addressing the operational costs related to increased temperatures, such as the need for cooling infrastructure and wildfire preparedness, will help businesses remain competitive in a changing climate.

Adapting to rising temperatures and extreme heat events is essential to maintaining a thriving tourism economy on the Oregon Coast. Visitor comfort, wildfire management, impacts on marine life and habitats, and long-term sustainability of natural attractions all need to be prioritized. For further supporting evidence, please refer to Appendix 2, Figures 16-24, which illustrate the impacts of climate change on the region's tourism sector, including the need to mitigate temperature-related effects on visitor experience and environmental resilience.

Achievements:

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Support tourism businesses in creating drought-resilient gardens and landscapes, offering workshops on native plants and xeriscaping techniques that reduce water usage while maintaining aesthetic appeal. Collaborate with local environmental groups to provide expertise and resources.	Number of Workshops Conducted Business Participation Rate Implementation Rate Water Savings Achieved	Planned	34
Work with local tourism businesses to create temperature-specific travel itineraries, featuring cool coastal experiences during the summer and milder outdoor activities during warmer winters. These itineraries should include information on staying safe and comfortable in changing climate conditions.	Number of Itineraries Developed Visitor Participation in Seasonal Itineraries Feedback from Visitors	Planned	34
Develop a climate-focused marketing campaign for tourism businesses, highlighting cooler coastal destinations and activities (e.g.,	Campaign Reach Engagement Metrics	Planned	33

shaded parks, nature reserves, beaches and other water-based attractions) as ideal escapes during hot inland summers and wildfire smoke. Target regions where visitors are more likely to seek refuge from extreme heat.	Visitor Increases from Targeted Regions		
Monitor and record the economic impact of temperature-related events (e.g., rolling blackouts, droughts, wildfires) on tourism businesses. Collaborate with tourism stakeholders to identify vulnerable sectors (e.g., outdoor recreation, food services) and provide tailored strategies to mitigate financial losses.	Data Collection on Economic Impacts Businesses Reporting Financial Losses Tailored Mitigation Strategies Developed	Planned	33
See the 2024 OCVA CAP Prioritization Matrix, Regeneration Summary Tab, for additional ranked solutions for this objective (Link)			

Collaboration Objectives

OBJECTIVE 16: Collaborate with the Oregon Just Transition Alliance and Other Community Hubs to Ensure Residents and Visitors Have Access to Mental Health Tools to Support Adaptation to Climate Impacts (ie. climate anxiety, dread, PTSD, and more.)

Rationale & Supportive Evidence: The mental health impacts of climate change—such as climate anxiety, PTSD, and a sense of dread—are increasingly recognized as serious concerns. Extreme weather events, including storms, wildfires, and flooding, can worsen pre-existing mental health conditions or trigger new ones for both residents and visitors. These stressors also affect the tourism workforce, with heightened anxiety and climate-related stress directly impacting job performance, well-being, and workplace stability. Collaborating with mental health organizations, like the Oregon Just Transition Alliance, will enable OCVA to provide tools and resources that help both tourism businesses and visitors cope with the emotional toll of climate change.

This collaboration is crucial for fostering a resilient tourism industry, where mental health support is integrated into adaptation strategies. By addressing climate-related mental health issues, OCVA can help create a more stable and supportive environment for both visitors and workers. Furthermore, the mental health of the tourism workforce is essential to maintaining service quality, with unresolved stress potentially leading to higher absenteeism, reduced productivity, and increased turnover.

Given the strong connections to the place felt by many residents, particularly Indigenous communities with ancestral lands along the coast, the psychological impacts of environmental change are deeply felt. Children are also vulnerable to climate-related anxiety and trauma, which can affect both their mental health and long-term resilience (Figure 30). Ensuring that both residents and visitors have access to mental health resources designed to help them navigate climate challenges is critical in creating a more resilient and mentally healthy tourism industry on the Oregon Coast.

Achievements:

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Collaborate with tourism businesses to promote mental wellness through nature-based activities (e.g., forest bathing, nature-therapy walks, wildlife watching). Create a mental wellness travel guide that highlights these activities and provides resources for mindfulness and stress relief while engaging with nature on the Oregon Coast.	Number of Businesses Offering Nature-Based Wellness Activities Visitor Engagement with Wellness Guide Feedback from Participants	Planned	31
Highlight the mental health benefits of connecting with nature in OCVA's marketing materials. Create campaigns that promote the healing effects of outdoor activities such as beach walks, hiking, and wildlife watching, positioning the Oregon Coast as a place for mental wellness and climate resilience.	Campaign Reach Engagement Metrics Visitor Feedback	Planned	31
Collaborate with influencers and wellness content creators to raise awareness of mental health impacts related to climate change on the Oregon Coast. Partner with them to create content that promotes mental health-friendly, nature-based tourism activities and climate-resilient practices.	Number of Collaborations with Influencers Content Reach and Engagement Awareness of Mental Health-Friendly Activities	Planned	31
Support tourism businesses in offering stress-relief services to visitors during peak climate events (e.g., heatwaves, wildfires). These services could include mindfulness activities, relaxation rooms, or guided meditation sessions, providing visitors with ways to manage climate anxiety while on	Number of Businesses Offering Stress-Relief Services Visitor Participation in Stress-Relief Activities Visitor Feedback on Stress-Relief	Planned	31

vacation.	Services		
Create a mental wellness and climate resilience section on OCVA's website, offering visitors access to mental health resources, event information, and nature-based wellness activities. Highlight tourism businesses that provide mental health-friendly experiences.	Website Traffic to Wellness Section Engagement with Mental Health Resources	Planned	31
See the 2024 OCVA CAP Prioritization Matrix, Collaboration Summary Tab, for additional ranked solutions for this objective (Link)			

OBJECTIVE 17: Share and educate stakeholders and visitors about climate impacts, risks, and solutions

Rationale & Supportive Evidence: There is a growing gap between those who express concern about climate change and those actively participating in climate action. OCVA has a unique opportunity to bridge this gap by educating its stakeholders, visitors, and collaborators on the specific climate impacts, risks, and solutions that affect the Oregon Coast. By providing valuable climate knowledge and practical, actionable steps, OCVA can engage tourism businesses and visitors in fostering climate resilience and practices across the region.

As research shows, many people are concerned about climate change but are not yet taking action (Carroll et al., 2022). This disconnect presents an opportunity for OCVA to inspire and empower stakeholders through educational initiatives, motivating them to participate in climate action. By sharing climate-related information, OCVA can foster a climate-conscious tourism industry that actively contributes to the region's sustainability and resilience. Additionally, the Yale Program on Climate Change Communication (2024) suggests that well-informed individuals are more likely to support and engage in behaviors, emphasizing the importance of education in building a resilient tourism economy.

Achievements:

- Published OCVA's 2022 Mitigation, Adaptation and Resilience Plan, June 2022
- OCVA presented at a COP27 event called Technical Session on Climate Action Planning Guidance alongside Visit Finland, Explora, The Travel Corporation, Sustentur, NECSTouR, and STTA Kenya, December 2022
- OCVA became co-chair of the International Destination Climate Exchange monthly meeting, April 2023
- Coastal Tourism Resiliency Coordinator completed a year of community meetings, including eight chamber presentations, a Seaside Sustainable Workshop, a TSOC presentation, and North Coast DMO outreach, June 2023

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Develop and host regular educational workshops and webinars focused on climate change impacts, risks, and solutions for tourism businesses. Topics should include decarbonization strategies, adaptation techniques, and low-impact tourism practices that can be implemented within the sector.	Number of Workshops/Webinars Hosted Attendance Rates Participant Feedback Knowledge Gains	Planned	31
Share stories and case studies from local tourism businesses that have successfully implemented climate solutions, such as low-carbon travel initiatives, low-impact lodging practices, and energy-efficient operations. These stories can be featured in newsletters, reports, and marketing campaigns.	Number of Stories/Case Studies Shared Engagement Metrics Business Participation	In-progress	31
Host educational sessions at tourism industry conferences, such as The People's Coast Summit, focusing on climate risks and resilience strategies specific to tourism businesses. Include breakout sessions where businesses can discuss sector-specific challenges and solutions.	Number of Sessions Hosted Feedback from Attendees	In-progress	31
Develop an online climate resource hub on OCVA's website, offering educational materials, reports, case studies, and videos on climate impacts and solutions for the tourism industry. Include a section on visitor education, with tips on how tourists can engage in low-impact travel.	Resource Hub Traffic Downloads and Interactions Visitor Education Engagement	In-progress	31
See the 2024 OCVA CAP Prioritization Matrix, Collaboration Summary Tab, for additional ranked solutions for this objective (Link)			

OBJECTIVE 18: Market and Communicate OCVA's Climate Achievements and Actions

Rationale & Supportive Evidence: Effectively communicating OCVA's climate achievements is crucial for increasing stakeholder engagement, attracting collaborations, and positioning OCVA as a leader in low-impact tourism on the Oregon Coast. By showcasing progress and promoting actionable climate solutions, OCVA can inspire tourism businesses, industry partners, and visitors to adopt climate-friendly practices. This approach will foster a more low-impact tourism industry while reinforcing OCVA's commitment to climate resilience.

Clear, consistent communication of OCVA's climate actions will also enhance visibility and inspire further engagement with government agencies, tourism businesses, and the public. By sharing the organization's success stories, OCVA can build momentum and encourage broader participation in climate action. This objective aligns with OCVA's ongoing roles in Marketing and Communication and Storytelling and Amplification, helping amplify OCVA's leadership and progress in low-impact tourism practices.

Achievements:

- Successfully measured OCVA's internal greenhouse gas baseline for 2019 and created a 2023 estimate of tourism GHG emissions.
- Advocated for statewide measurement of tourism emissions and reporting.
- Engaged in low-carbon itineraries, local seafood sourcing, and event-based decarbonization.

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Report on the economic and environmental benefits of climate action within the tourism sector. Use data and case studies to demonstrate how low-impact practices, such as reducing emissions and supporting local food sourcing, have positively impacted tourism businesses and the local economy.	Number of Case Studies Developed Economic Impact Metrics Environmental Impact Metrics	Planned	30
Launch a dedicated section on OCVA's website to showcase climate achievements. This section will highlight progress reports, case studies, success stories, and detailed descriptions of OCVA's actions in reducing tourism emissions, supporting low-impact travel options, and encouraging decarbonization among tourism businesses.	Website Traffic to Climate Section Content Engagement Metrics Updates and Content Additions	In-progress	28
Create a quarterly climate action newsletter, tailored for tourism businesses and stakeholders, featuring updates on emissions progress, success stories from businesses implementing low-impact practices, and upcoming climate-related events. Include a section dedicated to visitor engagement and low-impact travel tips.	Newsletter Open and Click-Through Rates Subscriber Growth	Planned	28
Integrate climate achievements into all OCVA social media channels. Develop a series of posts and campaigns that highlight OCVA's	Social Media Engagement Content Reach	Planned	28

progress on emissions tracking, low-carbon travel options, local seafood sourcing, and low-impact practices adopted by tourism businesses. Use visuals like infographics, short videos, and testimonials from local businesses.	Types of Content Produced		
Host a climate-focused session at The People's Coast Summit to highlight OCVA's climate actions and achievements, including presentations from tourism businesses that have implemented successful sustainability initiatives. Invite key stakeholders to discuss best practices for low-impact tourism.	Session Attendance Stakeholder Feedback Actionable Outcomes	In-progress	28
Develop a visual timeline of OCVA's climate journey, featuring key milestones such as emissions tracking, low-carbon initiatives, and stakeholder collaborations. Display this timeline on the OCVA website, in reports, and during presentations at industry events.	Timeline Views and Engagement Frequency of Timeline Updates Stakeholder Feedback	In-progress	28
See the 2024 OCVA CAP Prioritization Matrix, Collaboration Summary Tab, for additional ranked solutions for this objective (Link)			

Finance Objectives

OBJECTIVE 19: Reduce barriers to entry that OCVAs stakeholders face in implementing high-cost solutions and funding applications.

Rationale & Supportive Evidence:A significant barrier to climate action for many tourism businesses is the high upfront cost associated with infrastructure upgrades, energy efficiency improvements, and decarbonization projects. These financial hurdles often prevent small and medium-sized businesses from making necessary strides toward sustainability. By supporting stakeholders in accessing funding and resources, OCVA can drive broader adoption of climate solutions and accelerate the region's transition to a low-carbon tourism economy. Ensuring equitable access to external funding opportunities is vital to including smaller enterprises in the shift toward sustainability.

The transformation required to achieve net-zero emissions by 2050 demands $9.2 trillion in annual spending on physical assets globally, according to McKinsey Global Institute research. The economic impact of climate-related disasters further emphasizes the need for climate action.

Since 1980, the U.S. has experienced 391 weather and climate disasters, each causing over $1 billion in damages, totaling more than $2.755 trillion. The winter storm and cold wave that struck Oregon from January 12-14, 2024, is one example, resulting in over $1 billion in damages (NCEI 2024). In the last three years alone, Oregon has incurred $5 billion in costs from disasters such as droughts, floods, severe storms, and wildfires (NCEI 2024).

Helping tourism businesses overcome financial barriers by securing climate funding is essential for adapting to these increasingly common events, ensuring the economic resilience of the Oregon Coast tourism industry.

Achievements:

- OCVA partnered with Kind Traveler (Link), September 2023, where Hotels and vacation rental companies on the Oregon Coast can now partner with Kind Traveler so that visitors can give back to the coast with every stay.
- Created funding recipient criteria for Oregon coast organizations to demonstrate in order to receive impact funds (Link).
- **June - September 2023:** OCVA funded North Coast Land Conservancy, Friends of Otter Rock, and Cape Perpetua Collaborative Tidepool Ambassador Programs ($22,500).
- OCVA contributed $30K to Go Gently Production hosted by Patti Gonia and Bonnie Wright. The stops included: Oregon Seaweed, Cape Perpetua Tide Pool Ambassadors, Elakha Alliance, and Queer Nature.
- OCVA funded signage for charter businesses at Brookings port.
    -

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Continue to invest in the strategic investment fund for climate action in the tourism sector, specifically aimed at supporting high-cost projects such as energy-efficient retrofitting, renewable energy installations, and infrastructure resilience for tourism businesses.	Fund Allocation and Utilization Number of Projects Funded Environmental and Emissions Impact Metrics	In-progress	30
Develop dedicated capacity within OCVA to assist tourism businesses in identifying and applying for external funding opportunities. This includes supporting grant writing, offering application templates, and connecting businesses with available state, federal, and private-sector grants. This action could specifically support collaborative efforts with Oregon Coastal ports.	Number of Tourism Businesses Assisted Grant Applications Submitted Funding Secured	Planned	29

Advocate for state and federal policies that provide financial support and incentives to tourism businesses engaging in climate action. Work with industry associations and government bodies to push for increased funding for low-impact tourism infrastructure and decarbonization efforts.	Policy Advocacy Engagements Policy Changes or Incentives Introduced Collaboration with Industry Associations	In-progress	29
Collaborate with coastal ports and tourism stakeholders to develop co-funding initiatives for climate-resilient infrastructure. Focus on high-impact projects such as microgrids, coastal protection, and nature-based solutions that protect tourism assets from climate risks.	Co-Funding Initiatives Launched Amount of Co-Funding Secured Impact of Projects Funded	Planned	28
Highlight successful case studies of tourism businesses that have overcome funding challenges to implement sustainability projects. Share these stories through OCVA's website, newsletters, and social media to inspire other businesses to pursue climate action funding.	Number of Case Studies Shared Engagement with Case Studies Inspiration Metrics: Track how many tourism businesses indicate being inspired or motivated to seek funding after engaging with these case studies.	Planned	28
Partner with financial institutions and impact investors to explore opportunities for tourism businesses to access low-interest loans and other financing options for high-cost sustainability projects.	Number of Partnerships Formed: Businesses Accessing Low-Interest Loans Financing Amount Secured	Planned	28
See the 2024 OCVA CAP Prioritization Matrix, Finance Summary Tab, for additional ranked solutions for this objective (Link)			

OBJECTIVE 20: Expand OCVA staff capacity to implement climate action strategies.

Rationale & Supportive Evidence: To effectively execute and scale OCVA's climate action strategies, expanding staff capacity is essential. Increasing the number of team members dedicated to climate-related roles and building specialized expertise within the organization will ensure that initiatives are carried out efficiently and sustainably. This growth will enable OCVA to provide more comprehensive support to tourism businesses, guiding them through processes of decarbonization, resilience-building, and climate adaptation. With the tourism industry facing mounting pressure to reduce emissions and adopt low-impact practices, having a well-resourced, knowledgeable team is critical to leading regional climate action and offering ongoing assistance to stakeholders. Expanding staff capacity will allow OCVA to lead by example and drive the broader transformation toward sustainability across the Oregon Coast tourism sector.

Achievements:

- Hired Coastal Tourism Resiliency Coordinator. This added capacity for OCVA to connect with local partners regarding MAR objectives, September 2022
- OCVA hired an Industry Communications Coordinator. This added capacity to communicate MAR work with stakeholder, January 2023
- OCVA submitted a Northwest Climate Resilience Collaborative Community Grant for $50K, February 2023
- Submitted an EPA Grant for nearly $500K for transportation options, April 2023
- OCVA submitted (through Astoria-Warrenton Chamber) an E-mobility grant to fund 3/8ths of the parametrix report included in the OCVA EV CFI Project One Pager ($40k), August 2023
- OCVA submitted an application to Travel Oregon for a grant focused on the intersection of travelability and sustainability ($100K), September 2023
- OASE Marine Debris Pollution Reduction Internship, Summer 2024
- Hired contractor for Food Tail to increase capacity

Top Ranking Current and Future Actions			
Action	Indicator	Status	Priority Score
Apply for funding to increase staff capacity specifically for tourism-related climate action initiatives, focusing on roles such as Climate Strategy Managers, Sustainability Advisors, and Technical Consultants to support tourism businesses in implementing low-carbon solutions.	Funding Applications Submitted Funding Secured New Roles Hired	Planned	29
Identify key roles and skill sets needed for OCVA's climate action strategy, particularly in areas like renewable energy, waste reduction, transportation decarbonization, and tourism adaptation to climate risks. Use this information to guide recruitment and staff development.	Roles Identified Recruitment Plan Developed Staff Hired in Climate Strategic Roles	In-progress	29
Develop a climate action training program for all OCVA staff, ensuring that team members are equipped with the knowledge and skills needed to support tourism businesses in their sustainability journeys. This training will focus on decarbonization strategies, stakeholder engagement, and project management.	Training Participation Rate Knowledge Gains from Training Staff Satisfaction with Training	In-progress	28
Create opportunities for staff to share knowledge and best practices related to tourism and climate action, including hosting internal workshops, peer-to-peer learning sessions, and cross-departmental meetings focused on climate solutions for the tourism sector.	Number of Workshops/Sessions Hosted Staff Participation in Knowledge Sharing Best Practices Shared	Planned	28
Hire additional roles dedicated to	Roles Filled for Collaboration	Planned	28

collaboration with Indigenous communities (specifically a tribal liaison) , ports, and local governments on tourism and climate resilience projects. Focus on building capacity to develop co-funding initiatives, legislative advocacy, and tourism-related infrastructure projects such as microgrids and EV networks.	Collaboration Initiatives Launched		
Incorporate climate action as a core competency in recruitment for new roles at OCVA, ensuring that all future hires possess a strong understanding of sustainability and are committed to advancing OCVA's climate agenda within the tourism industry.	Climate Competency in Job Descriptions New Hires with Climate Expertise Staff Commitment to Climate Agenda	Planned	28
Allocate a percentage of staff time specifically toward implementing climate action initiatives within the tourism sector, such as developing low-carbon itineraries, supporting tourism businesses in reducing emissions, and fostering partnerships for low-impact infrastructure projects.	Percentage of Staff Time Allocated Climate Action Projects Completed	Planned	28
Ensure that staff have access to external climate training programs, workshops, and certifications, allowing them to deepen their expertise in climate action, tourism decarbonization, and low-impact infrastructure development.	Number of External Programs Attended Staff Skills Enhanced	In-progress	28
See the 2024 OCVA CAP Prioritization Matrix, Finance Summary Tab, for additional ranked solutions for this objective (Link)			

Appendix 1: How Oregon Coast Tourism is Contributing to Climate Change

The Oregon Coast Tourism Supply Chain

Understanding the tourism supply chain is vital for OCVA's climate action efforts. It helps identify emission sources, potential improvement areas, and strategies for low-impact tourism.

Currently, there is limited data availability and a lack of comprehensive metrics to accurately determine the specific emissions sources throughout the tourism supply chain. This gap makes it challenging for OCVA (and others) looking to reduce emissions from the tourism supply chain to pinpoint areas where low impact interventions could be more effective. Not having measurement systems available also makes it difficult to fully measure the impact of current practices.

To address this, Appendix 1 uses tourism spending data to estimate emissions from different sectors in tourism on the Oregon Coast. This approach gives a big picture analysis on where to focus decarbonization efforts. However, this approach is not a best practice and cannot be used as an emissions baseline. Rather, this type of analysis is best used to guide decision making. There is a pressing need for state-level support to help fund and implement efforts that accurately and precisely quantify emissions across the tourism sector. Establishing clear benchmarks and data collection mechanisms would empower many regional bodies to take targeted actions that can significantly reduce emission profiles.

Understanding how the tourism supply chain on the Oregon Coast contributes to climate change ensures the Oregon Coast's long-term viability as a tourist destination. It allows for OCVA to map a process of mitigation and decarbonization, it promotes resilience, regulatory compliance, and provides opportunities for economic growth through low-impact practices and adapted tourism.

Defining Oregon Coast Tourism Source Markets

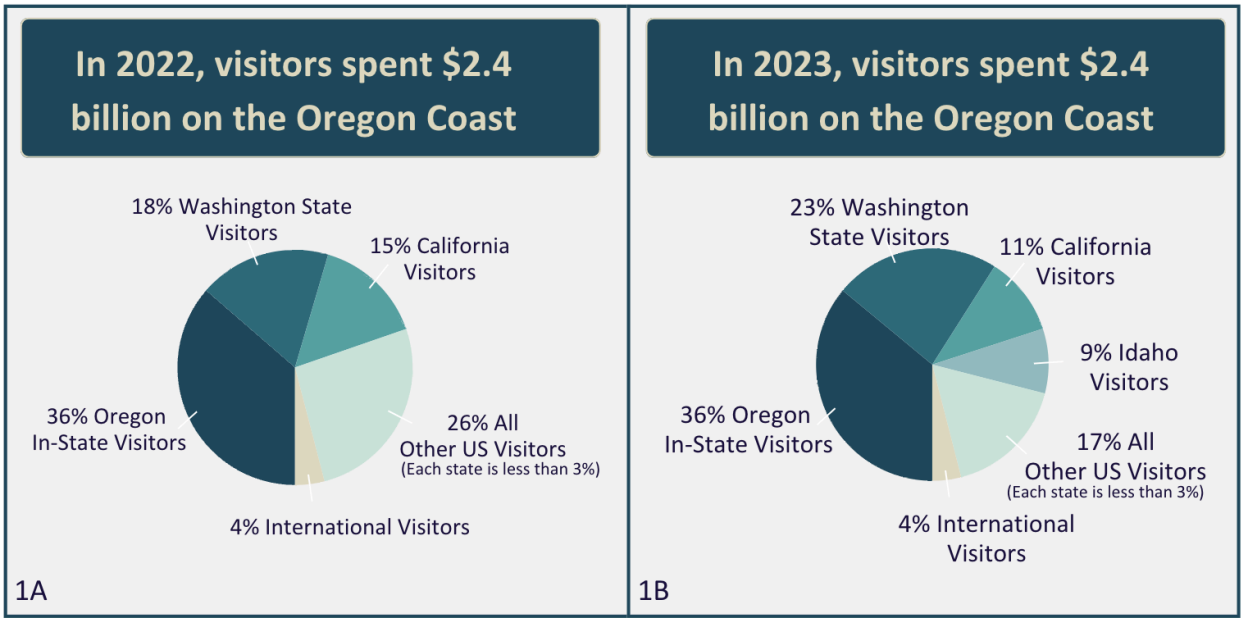

FIGURE 1: Figure 1 presents an analysis of visitor spending on the Oregon Coast, segmented by source markets, with data from both 2022 and 2023. The data reveals that overall spending by visitors remained constant over the two years. Notably, spending by both in-state visitors and international tourists did not experience any significant change between 2022 and 2023. However, visitors from Washington state and Idaho contributed more to the local economy in 2023 compared to the previous year. In contrast, spending by visitors from California saw a decline. These insights are derived from the Travel Oregon Economic Impact Reports for 2022 and 2023.

Figure 1 presents an analysis of visitor spending on the Oregon Coast, segmented by source markets for 2022 and 2023. In both years, total visitor spending remained steady at $2.4 billion. In-state visitors contributed the largest share of spending at 36%, highlighting the importance of local tourism. Spending from Washington state visitors increased from 18% in 2022 to 23% in 2023, while spending from California visitors declined from 15% to 11%. There was also an increase in spending from Idaho visitors in 2023, rising to 9% from under 3% in 2022. International visitors remained steady, contributing 4% in both years. Overall, the data indicates shifts in regional tourism dynamics, with greater reliance on nearby states and a reduced share of spending from California, providing opportunities to focus on low-impact travel options for regional markets.

Key Takeaways From Figure 1:

1. **Increased Contributions from Nearby States:** The rise in visitor spending on the Oregon Coast from Washington (up from 18% in 2022 to 23% in 2023) and Idaho (9% in 2023) shows a growing reliance on regional markets. This shift provides OCVA with a key opportunity to reduce the emission profile of tourism by promoting low-carbon travel options such as road trips, electric vehicle (EV) charging networks, and train travel regionally. Understanding these contributions allows OCVA to focus its marketing and infrastructure efforts on nearby states, where lower-emission travel options are feasible and beneficial.
2. **Decline in California Visitors:** Visitor spending from California decreased from 15% in 2022 to 11% in 2023. This shift provides OCVA with a strategic opportunity to reinvest in marketing campaigns that promote low-impact travel options, especially to regions like the Bay Area and

Sacramento, that are within a reasonable driving distance to the Oregon Coast, offering potential for expansion of low-impact road trip tourism. Knowing why these shifts occur and how to capitalize on them is essential for maintaining the economic viability of the Oregon Coast .

3. **Reducing Travel-Related Emissions:** With 36% of visitor spending coming from in-state tourists and increasing contributions from nearby states like Washington and Idaho, OCVA is ideally positioned to promote low-impact travel options regionally. Campaigns that encourage local and regional visitors to carpool, use public transportation, or drive electric vehicles could be strategic to support OCVA in their tourism and climate related goals.
4. **Advocacy for Local Tourism Marketing:** In-state visitor spending plays a critical role in supporting the Oregon Coast's tourism economy. However, under current Regional Cooperative Tourism Program (RCTP) policies, the Oregon Coast Visitors Association (OCVA) is restricted from marketing directly to in-state audiences, making it difficult to fully leverage local markets. Given the significant potential of local tourism to reduce travel-related emissions and strengthen economic resilience, OCVA has a strong case for advocating at the state level for dedicated marketing funding aimed at local residents.

   Promoting "staycations" and weekend getaways for Oregon residents—especially those escaping extreme heat or wildfire smoke—could foster a more resilient, year-round tourism industry. Despite these benefits, RCTP limitations, coupled with the obligation to contribute to global sales efforts, create a complex marketing landscape. Balancing local outreach with global tourism promotion remains a challenge, but adjusting policies to better accommodate in-state marketing could drive tourism growth while meeting environmental and economic goals.
5. **De-Emphasizing Marketing to International Visitors:**It's noteworthy that international visitors only accounted for 4% of total tourism revenue in both 2022 and 2023. Given the minimal revenue from these markets, OCVA could consider de-emphasizing marketing efforts toward international visitors, which would also help reduce emissions from long-haul flights. Shifting focus toward regional and domestic visitors, who contribute significantly more to the local economy, not only aligns with emissions reduction goals but also offers a more low impact revenue stream.

   Additionally, this strategy helps mitigate risk by developing more robust local and regional markets. In the event of a global shutdown or travel restrictions, such as those experienced during the COVID-19 pandemic, the Oregon Coast's tourism economy would be less dependent on international visitors and more resilient to external shocks. By cultivating a strong, low-impact domestic tourism base, OCVA ensures that the coastal economy can thrive even when international travel is disrupted, securing long-term viability.

Sources Used for Analysis in Figure 1:

- Travel Oregon. (2023). *Oregon Tourism Industry Economic Impact 2022*.
- Travel Oregon. (2024). *Final Economic Impact Report 2023*.

Defining Visitor Spending on the Oregon Coast

Figure 2 illustrates the distribution of visitor spending on the Oregon Coast across various sectors.

Figure 2: 2022 and 2023 Oregon Coast Visitor Spending by Sector

	Visitor Spending		Lodging Services		Food Store & Services		Transport & Gas		Arts and Entert.		Retail	
Oregon Coast			2022 34%	2023 34%	2022 34%	2023 35%	2022 10%	2023 10%	2022 9%	2023 10%	2022 11%	2023 11%
North Coast	2022 35%	2023 36%	2022 12%	2023 13%	2022 12%	2023 13%	2022 3%	2023 3%	2022 3%	2023 3%	2022 4%	2023 4%
Central Coast	2022 43%	2023 40%	2022 16%	2023 14%	2022 14%	2023 14%	2022 4%	2023 3%	2022 4%	2023 4%	2022 5%	2023 5%
South Coast	2022 22%	2023 24%	2022 7%	2023 7%	2022 7%	2023 9%	2022 3%	2023 3%	2022 2%	2023 3%	2022 2%	2023 2%

FIGURE 2: This figure illustrates the overall percentage of visitor spending on the Oregon coast, broken down by sector. Additionally, it provides a detailed view of visitor spending by sector for the North Coast, Central Coast, and South Coast regions. The intensity of the red color indicates the highest amount of spending, which fades to white as the spending decreases. These insights are derived from the Travel Oregon Economic Impact Reports for 2022 and 2023, offering a comprehensive overview of economic contributions by tourists in these coastal areas.

Key Takeaways From Figure 2:

1. **Economic Vulnerability of Food Stores, Services, and the Lodging Sector:** In 2023, the food stores & services (35%) and lodging (34%) sectors received the largest portions of visitor spending on the Oregon coast. These sectors are critical to the region's tourism economy.
2. **Risk of Climate-Related Closures:** Climate events like wildfires, flooding, extreme storms, and landslides could cause tourism business closures. Given the significant amount of visitor spending in lodging and food services, even short closures (e.g., for a weekend) during peak seasons would result in substantial economic losses. Peak visitor months to the Oregon Coast (Figure 25), such as May (14%), August (10.3%), September (12%), and October (10%), are particularly vulnerable, and closures during these times would magnify the impact.
3. **Risk of Economic Impact From Weekend Closures:** Closing tourism businesses for a weekend during peak seasons could result in notable revenue losses. For example, in May, with 14% of annual visitors, a weekend closure could eliminate up to 2-3% of yearly earnings in lodging and food services. Recent flooding on the Oregon Coast on May 14th, 2023 (Oregon Coast Weekend, 2023), caused road closures along Highway 101 between Tillamook and Seaside for multiple

days, demonstrating that events like this occur. In August and September, the impact would be similarly significant.

Even during slower months, like December and March, the revenue loss due to a weekend closure would be significantly lower than during peak tourist seasons, but it remains a concern, especially for small businesses. In December, which sees 8.7% of the year's total visitors, a weekend closure would result in approximately 2% of that month's visitor activity being lost, translating to roughly 0.435% of the year's total revenue. For March, with only 3.8% of the annual visitors, the impact would be even smaller. A weekend closure in March would result in a loss of about 0.076% of yearly revenue.

Sources Used for Analysis in Figure 2:

- Travel Oregon. (2023). *Oregon Tourism Industry Economic Impact 2022*.
- Travel Oregon. (2024). *Final Economic Impact Report 2023*.

Defining The Economic Impact of Outdoor Recreation to the Oregon Coast Tourism Industry

Figure 3: Economic Impact of Outdoor Recreation in Oregon, 2019

	Oregon Coast	North Coast	Central Coast	South Coast
TRIP RELATED SPENDING* ($MIL)	$5,610	$1,441	$2,291	$1,879
EMPLOYMENT	47,475	10,643	18,310	18,522
LABOR & INCOME FROM SUPPORTING BUSINESSES ($MIL)	$1,561	$361	$601	$598
OUTPUT FROM OUTDOOR REC INDUSTRY (MIL)	$4,093	$981	$1,635	$1,477
VALUE ADDED FROM OUTDOOR REC INDUSTRY($MIL)	$1,757	$552	$921	$284
STATE & LOCAL TAXES FROM OUTDOOR REC INDUSTRY($MIL)	$201	$52	$82	$66

Image sourced from DALL-E

Figure 3: This figure provides economic analysis of spending on outdoor recreation by local residents and visitors in the Oregon Coast Region. It evaluates trip-related expenses (from both residents and visitors) and the secondary economic impacts on businesses and employees involved in outdoor activities. The analysis includes economic output, value added, and tax revenue from the outdoor recreation industry. this data was sourced from a collaborative report by Travel Oregon, the Oregon Office of Outdoor Recreation, and the Oregon Department of Fish and Wildlife titled Economic Impact of Outdoor Recreation in Oregon, published in 2021.

The Outdoor Recreation Economic Impact Study, released by Travel Oregon in partnership with OPRD, OREC, ODFW, and Earth Economics, highlights the significant role outdoor recreation plays in the Oregon Coast economy. In 2019, outdoor recreation (and its ripple effect) supported $5.6 billion in spending,

combining both local and visitor spending, and ripple effect economics. The "ripple effect," is stated as outdoor recreation-related spending that spreads through the Oregon Coast economy as outdoor recreation business income and wages are re-spent in other areas, creating broader economic benefits.

Key Takeaways From Figure 3:

1. **High Economic Dependence on Outdoor Recreation for Coastal Tourism**: In 2019, outdoor recreation activities on the Oregon Coast, such as wildlife watching, fishing, hiking, and beach visits, generated approximately $5.61 billion in trip-related spending and supported 47,475 tourism-related and or adjacent jobs. Climate-related disruptions such as extreme weather, wildfires, sea level rise, and ocean acidification could reduce tourist visits, leading to significant job losses and economic strain for coastal communities reliant on these activities.
2. **Risk of Wage Losses for Tourism Workers**: According to the above data, in 2019, outdoor recreation activities provided $1.561 billion in wages and income to workers within the Oregon Coast tourism and adjacent sectors. As climate impacts like heat waves, flooding, poor water quality, or loss of biodiversity affect tourism-dependent outdoor activities, there is a heightened risk of reduced hours, layoffs, or lower wages for employees in the tourism and hospitality sectors.
3. **Potential Decline in Tourism Revenue**: With outdoor recreation contributing $4.093 billion in total economic output, climate change could significantly impact visitor spending on recreation activities, lodging, and local businesses. A decline in tourist activity due to extreme weather or environmental degradation could result in a contraction of the Oregon Coast tourism economy, affecting small businesses and service providers that rely heavily on consistent tourist flows.
4. **Reduction in Tax Revenues Impacting Local Services**: Outdoor recreation-related tourism generated $201 million in state and local taxes in 2019. A decrease in visitor numbers due to climate-related impacts would reduce the flow of these essential tax revenues, potentially jeopardizing the funding for local infrastructure, public services, and climate resilience efforts that are critical for maintaining the Oregon Coast as an attractive destination for future visitors.

Sources Used for Analysis in Figure 3:

- Dean Runyan Associates. (2019). *Economic analysis of outdoor recreation in Oregon.* Travel Oregon. .

Defining The Economic Impact of Hunting, Wildlife Watching, and Fishing to the Oregon Coast Tourism Industry

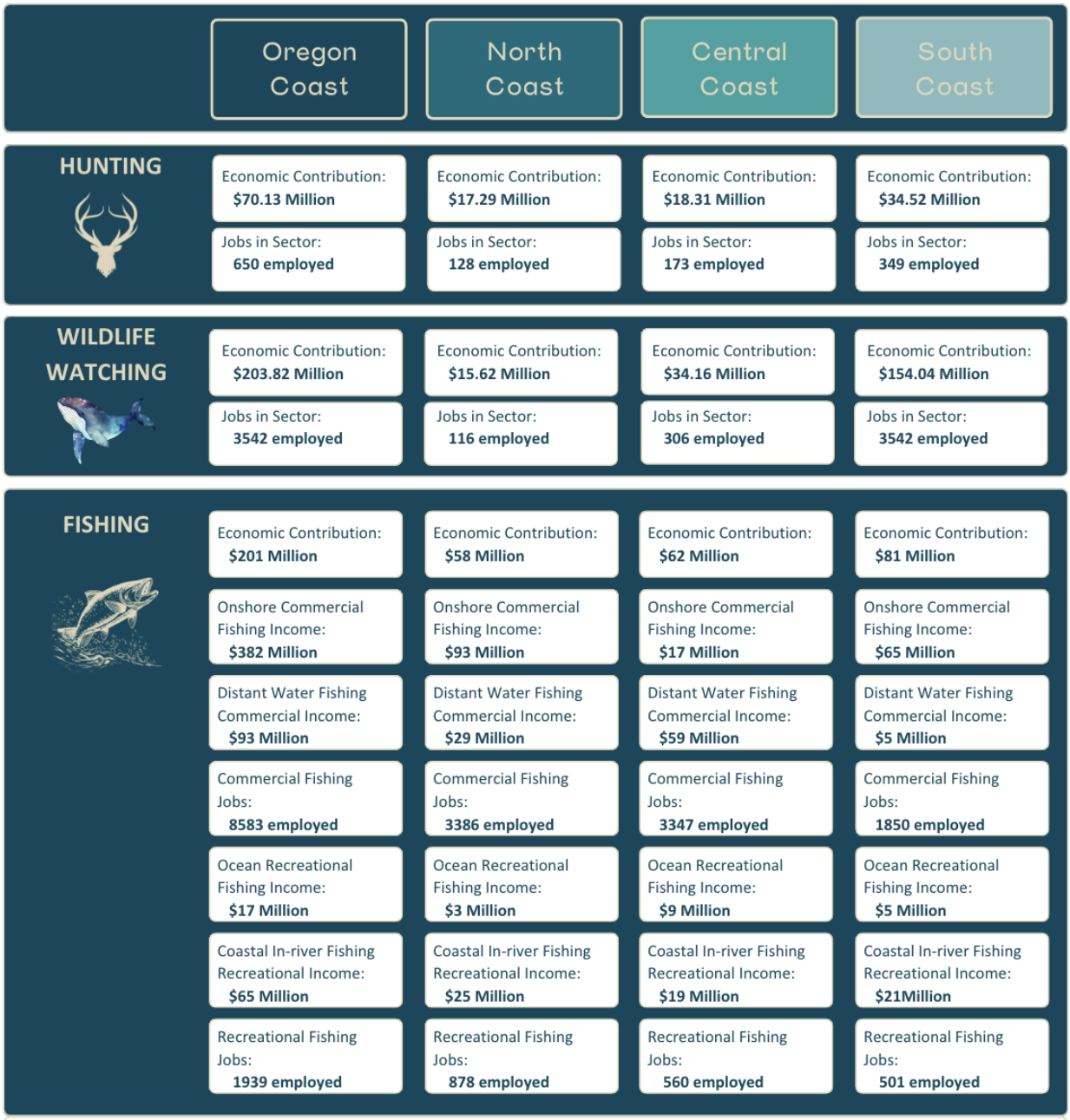

Figure 4 shows the economic impact of hunting, wildlife watching, and fishing on the Oregon Coast, using data from two sources. Economic contributions and job data for hunting, total fishing, and wildlife watching are from the 2019 Oregon Outdoor Recreation Economic Impact Study (published 2021). Data on 2021 inshore commercial fishing, distant water fishing, ocean recreational fishing, coastal in-river fishing income, and job numbers are from the 2023 ODFW Commercial and Marine Recreational Fishing Industry Report. This figure highlights the combined role of these activities in the region's economy.

Figure 4 highlights the significant economic contributions of Hunting, wildlife watching (and their ripple effect) on the Oregon Coast. Hunting, wildlife watching, and fishing collectively generate substantial revenue and provide numerous jobs. The hunting industry in Oregon Coastal counties contributes

$203.82 million to the economy and supports 3,542 jobs, while wildlife watching generates $70.13 million and employs 650 people.

The fishing industry, both commercial and recreational, is crucial to the Oregon Coast tourism economy, contributing $201 million and supporting 10,522 jobs. The data underscores the reliance of the Oregon Coast tourism economy on these outdoor activities, all of which face climate change risks such as ocean acidification, habitat shifts, and water quality issues, potentially threatening the livelihoods tied to these industries.

Key Takeaways From Figure 4:

1. **Significant Contribution of Outdoor Recreation to Oregon Coastal Tourism:** Hunting, wildlife watching, and fishing are major draws for visitors, contributing over $474 million in tourism spending and supporting 16,256 jobs tied to these activities. Fishing alone is a cornerstone of Oregon Coast tourism, bringing in $201 million and providing 8,583 commercial fishing jobs and 1,939 recreational fishing jobs, which are vital for attracting visitors seeking authentic local experiences focused on the local ocean culture and available seafood.
2. **Climate Change Threatens Recreational Fishing:** Fishing, a key tourism driver, is increasingly vulnerable to climate change impacts like drought and poor water quality, which have already led to closed seasons due to low fish counts (Roberts 2023). These disruptions threaten both recreational and commercial fishing experiences that tourists seek, potentially reducing visitor numbers and associated spending during season closures or when there is low yield. For instance, for every 100,000 salmon that return to Oregon rivers from the ocean each year, the state's economy benefits with $518M/year (Lewis et al., 2019) This is a significant contribution to the state's revenue and shows the importance of the fisheries to the entire state.
3. Globally, kelp forests have been valued at $562 billion/year, with every marine hectare worth a maximum of $147,000/year (Eger et al., 2023). This is evidence of the immense value that marine resources hold for economies worldwide.
4. **Ocean Acidification and Hypoxia Endanger the Oregon Coastal Seafood Experience:** Ocean acidification and hypoxia present significant risks to Oregon's locally sourced seafood, a major attraction for visitors. Shellfish die-offs due to OAH of up to 90% (as seen during the 2014-2016 "blob" event) reduce the availability of local seafood (Knudson 2018), which is central to the coastal dining experience for tourists. Researchers found that 71 percent of California and Oregon Dungeness crab fishing vessels temporarily left the industry and stopped fishing altogether during the delays (NOAA August 2023). Additionally, OAH, can lead to a decline in fish stocks (Knudson, 2018), altered species composition (Keller, 2017), changes in fish behavior and distribution (Mattiasen, 2020; Mukherjee, 2021; Domenici, 2017), suffocated non-mobile organisms, and harm to endangered species (Akbarzadeh, 2020; Hughes et al., 2015; Kelly et al., 2020). It also threatens the $500 billion global kelp industry (Eger et al., 2023), with reduced catches, changes in market demand, and increased competition for fewer resources leading to financial losses and job losses.

Given that many visitors come specifically for Oregon's fresh seafood, continued damage to marine ecosystems from OAH could severely diminish tourism demand to support local seafood products.

Sources Used for Analysis in Figure 4:

- Dean Runyan Associates. (2019). *Economic analysis of outdoor recreation in Oregon.* Travel Oregon. .
- Earth Economics. (2019). *Economic impact of Oregon's state wildlife areas on rural counties.* Oregon Department of Fish and Wildlife.
- The Research Group. (2021). *Oregon fishing industry 2020-2021 report.* Oregon Department of Fish and Wildlife.

Defining Visitor Transportation on the Oregon Coast

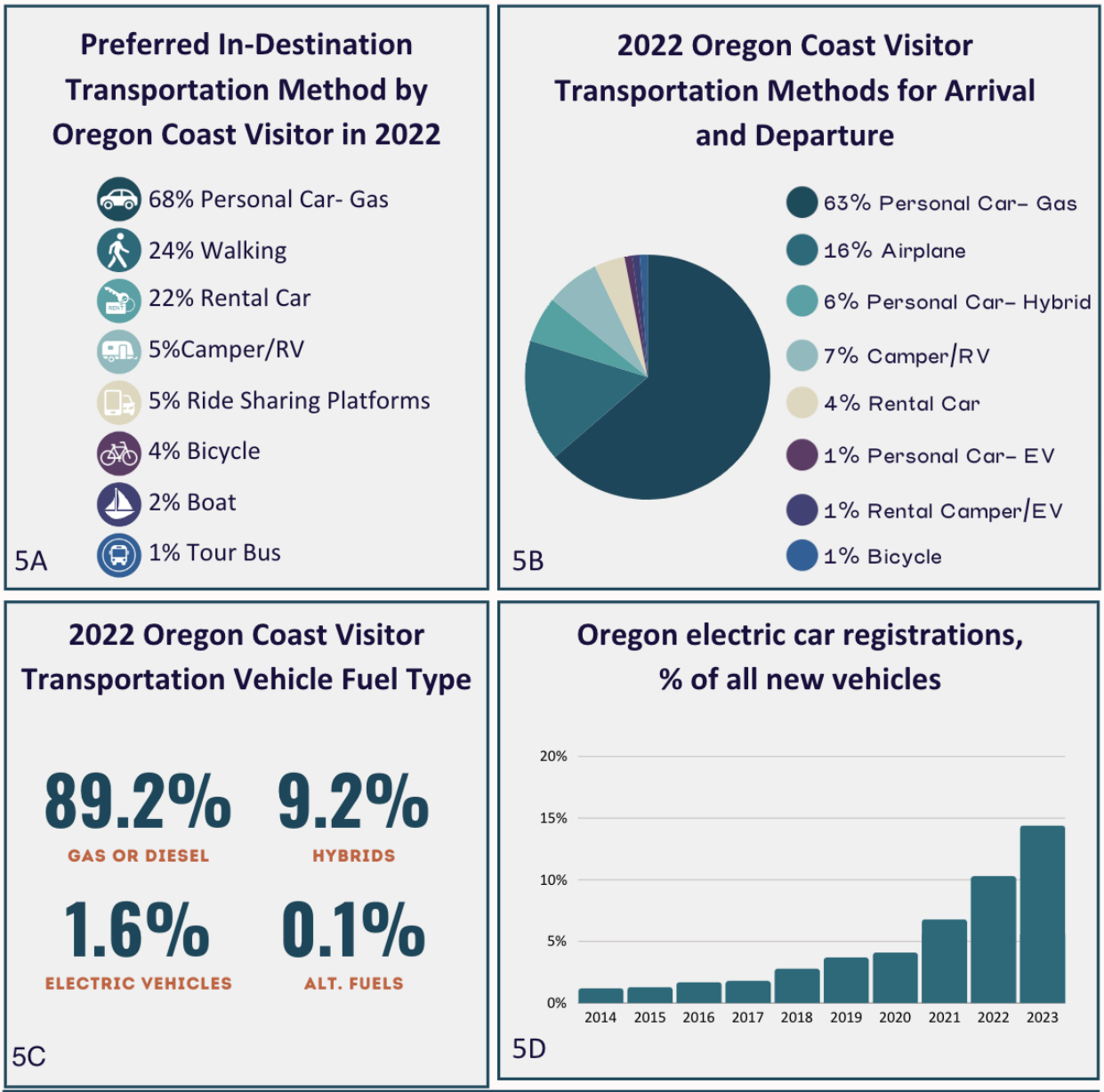

Figure 5: Defining Visitor Transportation Methods

Figure 5 depicts the transportation methods employed by visitors on the Oregon Coast, broken down into several key categories. Figure 5a details the various in-destination transportation methods used by visitors, indicating a strong preference for personal vehicles among visitors. Figure 5b focuses on the arrival and departure modes. Figure 5c examines the fuel types used in personal vehicles, providing insights into the environmental impact of visitor transportation. Figure 5d highlights shows the increased trends in purchased Electric Vehicles in 2022 and 2023.

The data, has been sourced from the 2021-2022 Oregon Visitor Profile Report and the Oregon Department of Transportation.

Figure 5 provides an analysis of the transportation methods employed by visitors to the Oregon Coast, highlighting the dominant use of personal vehicles. The majority of visitors rely on their personal cars (both gas and hybrid) as the primary mode of transport within the destination. Additional transportation methods include rental cars, campers or RVs, and bicycles. Figure 5a outlines in-destination transportation, showing that most visitors favor their personal cars, while Figure 5b focuses on arrival and departure modes. Figure 5c delves into the fuel types used in these vehicles, offering insight into the environmental impact, with gas-powered cars leading, but showing a rise in hybrid and electric vehicle usage. Figure 5d highlights a growing trend in electric vehicle purchases in 2022 and 2023, indicating a shift toward more EV transportation.

The data, sourced from the 2021-2022 Oregon Visitor Profile Report and the Oregon Department of Transportation, underscores the dependency of Oregon Coast visitation on road access and vehicle accessibility. It's important to note that the data does not capture the percentage of visitors who fly into Oregon before driving to the coast, potentially underestimating the actual reliance on air travel, especially for out-of-state visitors who fly into major airports before continuing their journey by car. This omission suggests that air travel may play a larger role in transportation emissions than represented in the figure.

Key Takeaways From Figure 5:

1. **Travel on the Oregon Coast is Dependent on Personal Vehicles:** The majority of visitors rely on personal vehicles for travel to and on the Oregon Coast. Oregon Coast tourism dependency on road infrastructure increases risk to the Oregon Coast tourism economy, as increased frequency of extreme weather events like floods, landslides, and wildfires disrupt road access, limiting the ability of visitors to reach destinations. The region's heavy reliance on car travel increases its vulnerability to these disruptions, threatening tourism revenue during peak seasons. A flood event on May 14th, 2023, caused multi-day road closures and traffic diversions along the coast (Oregon Coast Weekend, 2023). A weekend closure like this is eliminated to impact up to 2-3% of yearly earnings in lodging and food services.
2. **Environmental Impact of Gas-Powered Vehicles:** Gas-powered cars are the most common vehicle type, contributing significant amounts of emissions and are a key cause of high impact travel to and along the Oregon Coast.
3. **Growing Electric Vehicle Usage:** The increase in electric vehicle (EV) purchases in 2022 and 2023 offers a promising trend toward reducing emissions. However, investment in EV infrastructure is required to accommodate low impact EV travelers.
4. **Opportunity for Low- Impact Travel Programs:** With the majority of visitors dependent on personal vehicles, climate change creates both risks and opportunities. Promoting and expanding low-impact travel options, such as electric vehicles, carpooling, biking, and walking, can reduce tourism's emissions profile. If climate change impacts, like wildfires or flooding, make certain travel methods less viable, having alternative, lower-carbon options in place will help maintain the region's tourism appeal while contributing to long-term climate resilience.

Sources Used for Analysis in Figure 5:

- *Travel Oregon. (2023). Travel Oregon Visitor Profile 2021-22: Oregon Coast Memo of Finding*

Estimation of GHG Emissions from Tourism

Figure 6: Oregon Coast Tourism Sector Greenhouse Gas Emission Intensity

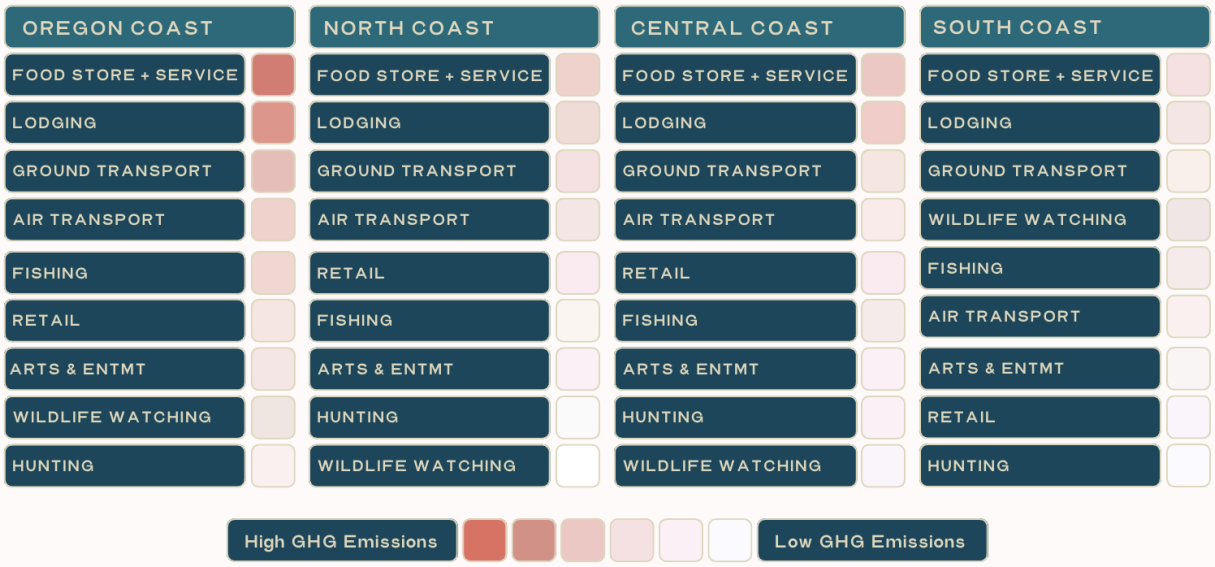

Figure 6: Oregon Coast Tourism Sector Greenhouse Gas Emission Intensity: Figure 6 provides an estimated visualization of greenhouse gas emission intensity for various tourism sectors along the Oregon coast. The emission intensity is depicted using a gradient of red, where deeper red indicates higher estimated emissions, gradually fading to white as the intensity diminishes. Figure 6a encompasses estimates for the entire Oregon coast, while Figures 6b through 6d present emission estimates segmented by specific coastal regions.

These estimates are derived from spend-based data collected during 2022 and 2023. It is important to note that this methodology is not considered a best practice for measuring emissions and possesses a higher margin of error. Moreover, these estimates do not comprehensively account for all emissions, particularly those generated from visitor transportation to the destination.

Figure 6 outlines the greenhouse gas (GHG) emission intensity across various sectors of the Oregon Coast's tourism economy for 2022 and 2023. The largest contributors to emissions were food stores and services, lodging, and ground transportation. Air transportation also contributed significantly (while also expected to be under-estimated in this intensity), followed by fishing, retail, and arts and entertainment. Lower emission sectors included wildlife watching and hunting.

Regionally, the Central Coast had the highest overall emissions in food services and lodging, while the North Coast showed similar patterns with slightly lower intensities. The South Coast had comparatively lower emissions but saw a significant contribution from wildlife watching and fishing sectors.

This data emphasizes the sectors contributing the most to emissions, offering opportunities for targeted climate mitigation efforts, particularly in the food, lodging, and transportation industries.

Key Takeaways From Figure 6:

1. **Food Services and Lodging Sector Are Major Emission Sources:** The food services and lodging sectors were the largest contributors to GHG emissions across all regions, making them critical focus areas for low-impact efforts. Emission reductions in these sectors could have a substantial impact on lowering the emission profile of Oregon Coast tourism.
2. **Ground Transportation Has A Significant Emission Profile:** Ground transportation is another major contributor to emissions, especially given the heavy reliance on personal vehicles for coastal tourism. This suggests a need to invest in low impact transportation options, such as promoting electric vehicle (EV) usage and expanding EV charging infrastructure across the coast. Encouraging carpooling or public transportation use could also help reduce emissions in this sector.
3. **Air Travel's Contribution to Tourism Emissions:** Air transportation, an under-estimated sector due to the lack of available data, represents a significant emissions source. Reducing the need for long-distance travel through promoting regional tourism and offering low-carbon travel options can reduce air travel reliance, especially for out-of-state visitors.
4. **Opportunities in Fishing and Wildlife Watching:** Although fishing and wildlife watching contribute relatively lower emissions compared to other sectors, they are vital to the tourism economy. Protecting these industries from the impacts of climate change (like ocean acidification and habitat shifts) will be essential to maintaining their appeal. At the same time, low-impact fishing practices and low-impact tourism efforts can further minimize the emissions associated with these activities.

Sources Used for Analysis in Figure 6:

- U.S. Environmental Protection Agency. (2023, September 8). *GHG emission factors hub.*
- Travel Oregon. (2024). *Final Economic Impact Report 2023*.
- Intergovernmental Panel on Climate Change. (2023). *Sixth assessment report cycle.*
- Intergovernmental Panel on Climate Change. (2022). *Climate change 2022: Mitigation of climate change.*

Appendix 2: How Climate Change is Impacting Tourism on the Oregon Coast

Climate change is already having profound impacts on the Oregon Coast, and the tourism sector is particularly vulnerable. Global temperatures have risen by 1.5°C (2.7°F) above pre-industrial levels (Copernicus Climate Change Service, 2024), and current emissions projections suggest that this could increase to 2°C (3.6°F) by 2039, 3°C (5.4°F) by 2060, and 4°C (7.2°F) by 2078 (UN Climate Change Summit, 2023). The Oregon Coast is expected to experience modeled effects of a 1.5°C (2.7°F) temperature increase currently, with more extreme impacts looming as temperatures rise further. This poses significant challenges for coastal tourism, which depends on the region's natural beauty and infrastructure. As such, immediate planning is essential to address the short-term impacts of a 1.5°C (2.7°F) world, while also developing strategies and infrastructure to withstand a future shaped by 4°C of

warming. The Oregon Coast Visitors Association (OCVA) must consider these climate scenarios when preparing for the impacts of rising temperatures, increased rainfall, more frequent extreme storms, and other climate-related risks. Proactive adaptation measures will be crucial to safeguarding the tourism industry, ensuring both its resilience and the long-term viability of the region as a premier destination. This section explores the projected climate risks and economic and business case for taking climate action.

Four Modeled Climate Scenarios on the Oregon Coast

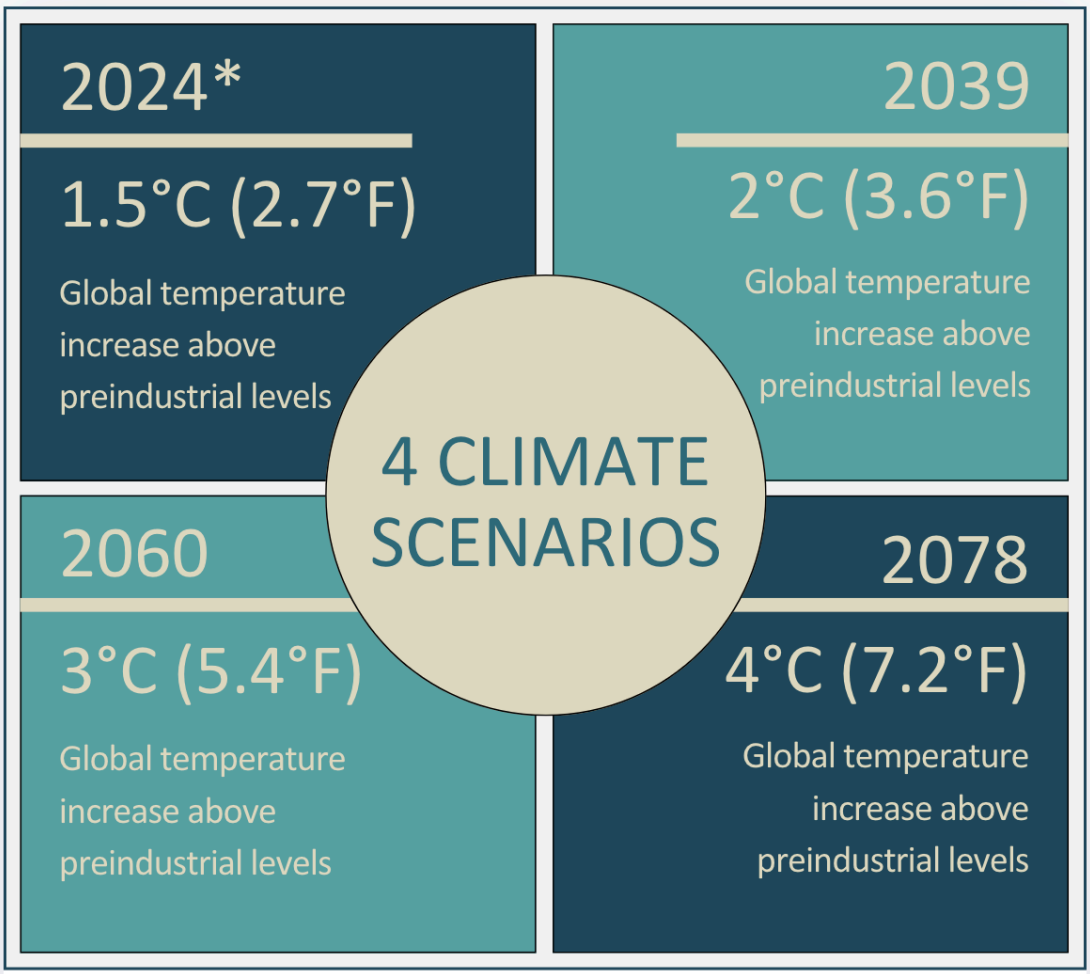

Figure 7: Four Climate Scenarios on the Oregon Coast

Figure 7 presents four climate scenarios, illustrating the projected years when global temperatures are expected to surpass preindustrial levels by specific temperature increments. According to the data, the world has already reached a 1.5°C increase by the year 2024. If current trends continue without significant emissions reductions, a 2°C increase is expected by 2039, a 3°C increase by 2060, and a 4°C increase by 2078. These projections underscore the urgency for climate action.

This data is sourced from the UN Climate Summit in 2023 a the 2024 European Union's Copernicus Climate Change Service (C3S)

As of July 2024, the global average temperature has risen to 1.5°C (2.7°F) above pre-industrial levels (Copernicus Climate Change Service, 2024), and the Oregon Coast is expected to experience this temperature increase within the next two years. With greenhouse gas (GHG) emissions continuing at current rates, the region is projected to face even more severe conditions, with global temperatures potentially reaching 4°C (7.2°F) by 2078. Given these projections, the tourism sector on the Oregon Coast must prioritize immediate adaptation to the 1.5°C (2.7°F) climate scenario, while also planning for the long-term impacts of a 4°C world. This includes implementing practices and infrastructure that can withstand future climate extremes, ensuring the resilience of the tourism industry in the face of rising temperatures, increased storm frequency, and other climate-related risks.

Summary of projected climate factors that increase risk to tourism on the Oregon Coast

Figure 8: Climate Factors that Increase Risks for Tourism on the Oregon Coast.

The risks Oregon Coast tourism faces from climate change include: increased rainfall, warming temperatures, wildfires, drought, water quality loss, biodiversity loss, ocean acidification, and hypoxia. These threats can lead to flooding, infrastructure damage, habitat destruction, and reduced marine life, all of which impact key tourism sectors like lodging, food stores and services, availability of local seafood, and outdoor recreation. Additionally, the health and well-being of both residents and visitors are at risk, with rising temperatures and reduced water quality increasing health hazards. The strain on food and energy systems also affects the visitor experience, as disruptions to local food supplies and energy outages can damage the region's reputation.

Key Takeaways From Figure 8:

1. **Infrastructure Vulnerability**: Increased rainfall and storms threaten roads, bridges, and tourist attractions, leading to closures and revenue loss.
2. **Ocean Health**: Ocean acidification and hypoxia damage marine ecosystems, impacting seafood tourism and marine wildlife experiences.
3. **Wildfire and Water Issues**: Drought and wildfires reduce access to outdoor recreation areas and threaten water quality, that has significant impacts to fundamental services the tourism industry provides.

Sources Used for Analysis in Figure 8:

- U.S. Global Change Research Program. (2023). *Water*. In the Fifth *National Climate Assessment*.
- U.S. Global Change Research Program. (2018). *Fourth National Climate Assessment.*
- U.S. Global Change Research Program. (2023). *Fifth National Climate Assessment.*
- National Centers for Environmental Information. (2023). *Billion-dollar weather and climate disasters.* National Oceanic and Atmospheric Administration.
- Intergovernmental Panel on Climate Change. (2023). *Sixth assessment report cycle.*
- Intergovernmental Panel on Climate Change. (2019). *Special report on the ocean and cryosphere in a changing climate.*

Increased Rainfall Takeaways

Figure 9: Rainfall Takeaways for the Oregon Coast.

Based on the 5th national climate assessment, Figure 9 presents the key findings regarding the effects of climate change on rainfall along the Oregon Coast. The summary indicates that there will be an increase in rainy days, a rise in the frequency of extreme storms, more rainfall on the wettest day of the year, and heightened intensity in the top 1% of extreme storms.

Figure 9 outlines the anticipated impacts of climate change from increased rainfall along the Oregon Coast, based on data derived from the 5th National Climate Assessment. The findings indicate more frequent rainy days, an increase in extreme storms, greater rainfall on the wettest day of the year, and heightened intensity in the top 1% of extreme storms. These changes pose significant risks to the tourism industry, as they can cause widespread physical, economic, and social damage.

Key Takeaways From Figure 9:

1. **Property Damage**: Tourism businesses face increased structural damage from heavy rainfall, high winds, and storm surges, leading to costly repairs, business closures, and revenue loss.
2. **Transportation Disruptions**: Flooding and erosion can damage roads and public transit infrastructure, making it difficult for visitors to access coastal destinations.
3. **Flooding and Erosion**: Heavy storms can cause severe flooding and coastal erosion, threatening natural attractions like beaches and cliffs that draw tourists to the region.

4. **Business Interruptions**: Tourism businesses, especially seasonal ones, are vulnerable to storm-induced closures. Repeated disruptions can lead to financial losses and longer-term economic impacts on the coastal economy.
5. **Rising Insurance Costs**: The frequency and intensity of storms can increase insurance premiums for tourism businesses, putting additional financial strain on small operators and reducing profitability. For example, Oregon Coastal Ports, a key Oregon Coast Tourism Stakeholder, have an estimated infrastructure funding need of ~ $1.9 Billion, due to infrastructure damage from extreme storms (OCVA 2024). An example of this is illustrated in the movie made about storm damage that occurred at Port Orford in 2017 (Great Big Story, 2017).
6. **Public Safety and Health**: Extreme storms increase risks to public safety, with high winds and flooding potentially leading to injuries or fatalities. Contaminated drinking water and waterborne diseases also pose health risks to both tourists and residents.
7. **Negative Perception**: Frequent, severe storms may create a negative perception of the Oregon Coast as unsafe, leading potential visitors to choose other, safer destinations.

Sources Used for Analysis in Figure 9:

- U.S. Global Change Research Program. (2023). *Fifth National Climate Assessment.*

Figure 10: Changes in Days with Extreme Precipitation

(% change in number of days with extreme precipitation compared to 1991-2020 average)

COUNTY	1.5°C	2°C	3°C	4°C
CLATSOP	15%	12%	33%	38%
TILLAMOOK	14%	15%	38%	44%
LINCOLN	16%	17%	40%	38%
LANE	9%	19%	42%	35%
DOUGLAS	7%	16%	34%	26%
COOS	3%	17%	37%	20%
CURRY	1%	21%	38%	26%

Extreme storms will become more frequent.

Initially, the North Coast will experience a more significant impact.

HIGH RISK

Data was extracted from the 5th National Climate Assessment Atlas Explorer (2024). The color red signifies a relative rise in intensity.

- This poses serious risks to tourism businesses that rely on coastal access and local attractions.
- For example, Lincoln County could see a 40% increase in wet days at a 3°C temperature rise, which would lead to more frequent road closures along Highway 101 and flood-prone areas.
- This may directly affect visitors' ability to reach coastal towns and enjoy attractions.
- Additionally, these disruptions could occur during critical shoulder seasons when tourism businesses rely on steady revenue to bridge peak seasons, leading to substantial economic losses.

There will be more rain on the wettest day of the year

Mainly, the entire Coast will experience a similar impact.

HIGH RISK

Data was extracted from the 5th National Climate Assessment Atlas Explorer (2024). The color red signifies a relative rise in intensity.

Figure 11: Change in the Wettest Day of the Year

(% change in wettest day per year compared to 1991-2020 average)

COUNTY	1.5°C	2°C	3°C	4°C
CLATSOP	4%	5%	10%	10%
TILLAMOOK	3%	4%	11%	10%
LINCOLN	1%	2%	11%	7%
LANE	2%	5%	13%	11%
DOUGLAS	1%	4%	12%	8%
COOS	1%	4%	13%	7%
CURRY	1%	5%	12%	7%

- This modeling shows that with climate change, the Oregon Coast will experience significantly more rain on the wettest days of the year, posing substantial economic risks to tourism in places like Tillamook.
- For example, in the City of Nehalem in Tillamook County, where 33.7% of properties are at risk of flooding in the next 30 years, could see severe disruptions to tourism if major storm events cause widespread flooding.
- As more rain falls on the wettest days, businesses in Nehalem and surrounding areas could face closures due to flood damage, reduced accessibility from road closures, and a decline in visitor numbers, particularly during key seasons.

Figure 12: Changes in Annual Total Precipitation

(% change in annual precipitation compared to 1991-2020 average)

COUNTY	1.5°C	2°C	3°C	4°C
CLATSOP	2%	2%	5%	4%
TILLAMOOK	2%	2%	5%	4%
LINCOLN	2%	2%	5%	3%
LANE	2%	2%	4%	2%
DOUGLAS	1%	2%	4%	1%
COOS	1%	2%	4%	1%
CURRY	0%	2%	4%	2%

There will be more rain every year.

Mainly, the entire Coast will experience a similar impact.

LOW RISK

Data was extracted from the 5th National Climate Assessment Atlas Explorer (2024). The color red signifies a relative rise in intensity.

The top 1% of extreme storms will be more intense

Initially, the North Coast will experience a more significant impact.

HIGH RISK

Data was extracted from the 5th National Climate Assessment Atlas Explorer (2024). The color red signifies a relative rise in intensity.

Figure 13: Change in Extreme Precipitation

(% change in total amount of precipitation that arrives on days in top 1% of historical rainfall compared to 1991-2020 average)

COUNTY	1.5°C	2°C	3°C	4°C
CLATSOP	14%	13%	34%	36%
TILLAMOOK	13%	14%	36%	33%
LINCOLN	12%	15%	38%	27%
LANE	12%	19%	39%	30%
DOUGLAS	8%	16%	34%	24%
COOS	6%	17%	35%	17%
CURRY	3%	19%	35%	20%

Figure 14: Change in Precipitation on the Wettest Day in 5 Years

(% change in wettest day in 5 years compared to 1991-2020 average)

COUNTY	1.5°C	2°C	3°C	4°C
CLATSOP	5%	7%	12%	13%
TILLAMOOK	4%	5%	12%	14%
LINCOLN	2%	1%	13%	9%
LANE	4%	4%	16%	13%
DOUGLAS	1%	3%	15%	9%
COOS	2%	3%	17%	11%
CURRY	2%	7%	15%	11%

There will be more rain on the wettest day in 5 years

Mainly, the entire Coast will experience a similar impact.

HIGH RISK

Data was extracted from the 5th National Climate Assessment Atlas Explorer (2024). The color red signifies a relative rise in intensity.

Increased Temperature Takeaways

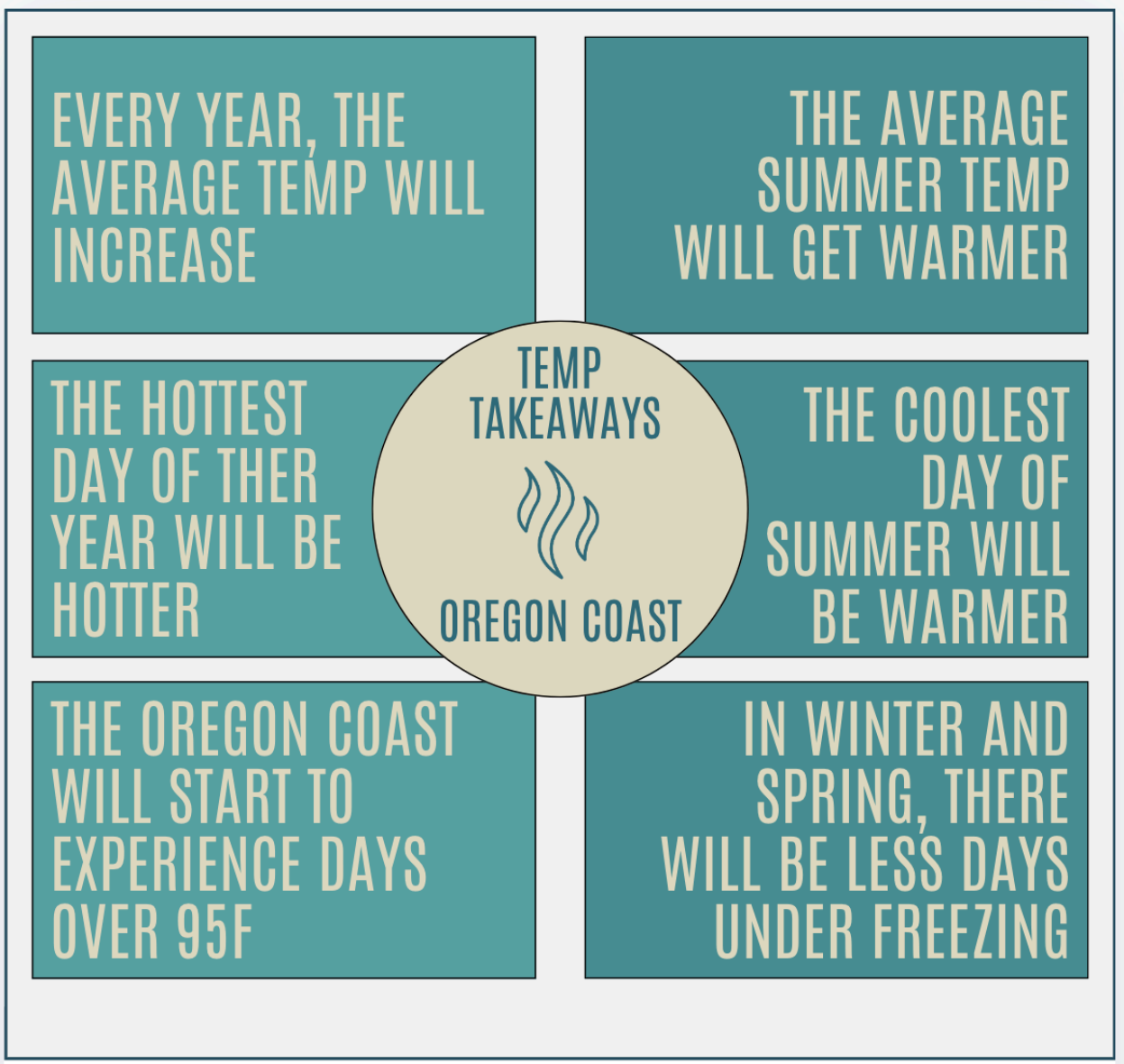

Figure 15: Temperature Insights for the Oregon Coast

Referencing the 5th National Climate Assessment, Figure 15 outlines the significant discoveries concerning the impact of climate change on temperature trends along the Oregon Coast. The summary highlights that annual average temperatures are projected to rise. In detail, summer temperatures will increase, the hottest day of the year will become even hotter, the coolest summer day will be warmer, the Oregon Coast will witness days exceeding 95°F, and there will be fewer days below freezing in winter and spring.

Figure 15 presents critical temperature insights for the Oregon Coast, illustrating the rising risks to tourism from increasing temperatures due to climate change. Average temperatures are projected to rise each year, particularly in summer, with hotter days exceeding 95°F becoming more common. Cooler summer days will be warmer, and winter and spring will see fewer days below freezing. These temperature shifts pose significant risks to the physical, economic, and social aspects of the Oregon Coast's tourism industry.

Key Takeaways:

1. **Visitor Comfort**: As temperatures rise, outdoor activities like hiking, beach visits, and wildlife watching could become uncomfortable or even hazardous, especially during hotter days. This could deter visitors from participating in popular outdoor activities.
2. **Heat-Related Illnesses**: Vulnerable populations, including the elderly, pregnant women, and those with health conditions, will be at higher risk of heat exhaustion or heatstroke, affecting both resident and visitor satisfaction and safety.
3. **Marine Life & Impacts from Marine Heatwaves**: Warmer ocean temperatures caused by climate change are disrupting marine ecosystems along the Oregon Coast, directly affecting local seafood supplies—a key attraction for visitors—and activities like fishing and wildlife viewing. A notable example is the 2013-2015 northeastern Pacific marine heatwave, known as 'the Blob,' which caused unprecedented warm water anomalies (NOAA August 2023), impacting 67 species in Oregon and Northern California (NOAA 2021). This event led to mass strandings of Guadalupe fur seals and shifts in species distributions (NOAA 2021), with unmeasured negative consequences to tourism on the Oregon Coast. Local populations of Dungeness crab and salmon—critical to both tourism and the local fishing industry— declined (NOAA 2021).
4. **Terrestrial Wildlife**: Changes in temperature will alter wildlife habitats, impacting bird watching, hiking, and other nature-based tourism activities as species distribution shifts.
5. **Sensitive Habitats**: Ecosystems, like tide pools and estuaries, which are major tourist attractions, are particularly vulnerable to temperature changes, threatening the biodiversity that visitors come to experience.
6. **Wildfires and Their Impact on Oregon Coast Tourism**: Due to climate change, hotter and drier conditions are making wildfires more frequent and intense along the Oregon Coast. These wildfires threaten natural attractions, degrade air quality, and often result in the closure of parks and forests, limiting access to key tourist sites.

   The impact of wildfires on tourism and local communities on the Oregon Coast is profound. Fire seasons are starting earlier and lasting longer in Oregon (USDA 2024). The 2020 Labor Day fires alone burned over 1 million acres in Oregon, causing widespread destruction and deterring visitors from impacted areas (The Oregon Coast: Adapting to climate change 2023).

   In addition to destroying natural attractions, wildfires create "hazardous" air quality conditions, as seen during the 2020 fires, which forced the closure of parks and recreational areas, making outdoor activities like hiking and camping less attractive and dangerous to health (US Forest Service 2021).

   Tourism revenue in wildfire-affected areas often plummets. For example, after the 2017

Eagle Creek Fire in the Columbia River Gorge, visitor numbers dropped by 50%, resulting in millions in lost revenue (Templeton, 2020). Wildfires damage critical infrastructure, including trails, lodges, and visitor centers, which are costly and time-consuming to rebuild. Furthermore, wildfires severely impact forest ecosystems, altering wildlife habitats and the natural beauty that attracts tourists; recovery can take decades (USFW, 2022). Post-fire erosion also contributes to water quality degradation, increasing sediment in rivers and lakes, negatively impacting recreational water activities and shortening the lifespan of reservoirs essential for water supply (Jones, 2021).

7. **Drought and Water Quality**: Rising temperatures contribute to drought, reducing water availability for both tourism businesses and local communities. Water quality issues, such as algal blooms, acidification, and hypoxia, could make water-based activities unsafe, impact ecosystems, and depress visitation.

   For example, rising temperatures and drought conditions have significantly impacted Curry County on Oregon's south coast, particularly affecting its salmon populations(Oregon Coast Coho Partnership, 2022). Curry County is home to vital salmon-bearing rivers such as the Rogue, Elk, and Chetco rivers , which are crucial to both local ecosystems and the economy. Salmon play a key role in attracting anglers, a primary draw for tourism in the area. However, due to ongoing drought conditions, river flows have diminished, and water temperatures have risen beyond safe levels for salmon migration and spawning (ODOE 2008).

   In particular, low water levels restrict salmon access to upstream spawning habitats, and warmer water increases the likelihood of disease outbreaks, further threatening their populations. The situation is worsened by the impacts of algal blooms, exacerbated by both higher temperatures and stagnant water, creating toxic conditions for aquatic life (NOAA 2023).

   These factors not only reduce salmon populations but could also discourage tourists from visiting, particularly anglers who seek out fishing opportunities and wildlife viewing. Local tourism businesses, such as fishing guides, lodges, and restaurants that feature local seafood, are also at risk if visitor numbers drop.

Every year, the average annual temperature will increase.

Mainly, the entire Coast will experience a similar impact.

MEDIUM RISK

Data was extracted from the 5th National Climate Assessment Atlas Explorer (2024). The color red signifies a relative rise in intensity.

Figure 16: Change in Average Annual Temperature

(% change in average annual temperature compared to 1991-2020 average)

COUNTY	1.5°C	2°C	3°C	4°C
CLATSOP	1%	2%	4%	6%
TILLAMOOK	1%	2%	4%	6%
LINCOLN	1%	2%	4%	6%
LANE	2%	3%	5%	6%
DOUGLAS	2%	3%	5%	6%
COOS	1%	2%	4%	6%
CURRY	1%	2%	4%	5%

Figure 17: Change in Mean Summer Temperature

(% change in average summer temperature compared to 1991-2020 average)

COUNTY	1.5°C	2°C	3°C	4°C
CLATSOP	2%	3%	5%	7%
TILLAMOOK	2%	3%	5%	6%
LINCOLN	2%	3%	6%	7%
LANE	2%	3%	6%	8%
DOUGLAS	2%	3%	6%	8%
COOS	2%	3%	5%	6%
CURRY	2%	2%	4%	6%

The average summer temperature will get warmer

Mainly, the entire Coast will experience a similar impact.

HIGH RISK

Data was extracted from the 5th National Climate Assessment Atlas Explorer (2024). The color red signifies a relative rise in intensity.

The hottest day of the year will get hotter.

Mainly, the entire Coast will experience a similar impact.

HIGH RISK

Data was extracted from the 5th National Climate Assessment Atlas Explorer (2024). The color red signifies a relative rise in intensity.

Figure 18: Change in Temperature on the Hottest Day of the Year

(% change in temperature on the hottest day of the year compared to 1991-2020 average)

COUNTY	1.5°C	2°C	3°C	4°C
CLATSOP	2%	3%	5%	6%
TILLAMOOK	2%	3%	5%	6%
LINCOLN	2%	3%	5%	6%
LANE	2%	3%	5%	7%
DOUGLAS	2%	3%	5%	7%
COOS	2%	2%	5%	6%
CURRY	1%	2%	4%	5%

Figure 19: Change in the Lowest Average Temperature of Summer

(% change in lowest average summer temperature compared to 1991-2020 average)

COUNTY	1.5°C	2°C	3°C	4°C
CLATSOP	1%	2%	5%	6%
TILLAMOOK	1%	2%	4%	6%
LINCOLN	2%	3%	5%	6%
LANE	2%	3%	5%	7%
DOUGLAS	2%	3%	5%	7%
COOS	1%	2%	5%	6%
CURRY	1%	2%	4%	5%

The coolest day of summer will be warmer

Mainly, the entire Coast will experience a similar impact.

MEDIUM RISK

Data was extracted from the 5th National Climate Assessment Atlas Explorer (2024). The color red signifies a relative rise in intensity.

The Oregon Coast will start to experience days over 95°F

Mainly, the entire Coast will experience a similar impact.

HIGH RISK

Data was extracted from the 5th National Climate Assessment Atlas Explorer (2024). The color red signifies a relative rise in intensity.

Figure 20: Change in number of days over 95°F

(% change in number of days over 95°F compared to 1991-2020 average)

COUNTY	1.5°C	2°C	3°C	4°C
CLATSOP	0%	0%	1%	1%
TILLAMOOK	0%	0%	1%	1%
LINCOLN	0%	0%	1%	2%
LANE	1%	3%	7%	11%
DOUGLAS	2%	4%	10%	16%
COOS	0%	0%	1%	1%
CURRY	0%	1%	2%	3%

Figure 21: Change in Number of Days Under 32°F

(% change in lowest average summer temperature compared to 1991-2020 average)

COUNTY	1.5°C	2°C	3°C	4°C
CLATSOP	-12%	-19%	-30%	-35%
TILLAMOOK	-12%	-19%	-31%	-36%
LINCOLN	-8%	-12%	-19%	-22%
LANE	-14%	-22%	-37%	-45%
DOUGLAS	-14%	-22%	-37%	-44%
COOS	-9%	-14%	-23%	-27%
CURRY	-11%	-16%	-26%	-31%

During the winter and spring, there will be fewer days below freezing, leading to less snowmelt and a higher potential for drought.

Mainly, the entire Coast will experience a similar impact.

HIGH RISK

Data was extracted from the 5th National Climate Assessment Atlas Explorer (2024). The color red signifies a relative rise in intensity.

Climate Risks to Human Health and the Tourism Industry on the Oregon Coast

Climate Change, Mental Health, and Tourism

Image sourced from DALL-E

CLIMATE RISK TO MENTAL HEALTH

- Climate change and extreme weather (storms, wildfires, floods) significantly impact mental health, worsening existing conditions or causing new issues like PTSD, anxiety, and depression (APA, 2017; To, 2021; Otto, 2018; Harvey, 2017).
- Tourism workforce mental health is critical for maintaining service quality, with ongoing issues leading to absenteeism, reduced productivity, and turnover (APA, 2017).
- People with strong connections to the land, including indigenous communities on the Oregon Coast, may resist evacuation or relocation, adding stress and complicating disaster response, especially for ancestral lands and heritage sites (Fatorić, 2017).
- Children are particularly vulnerable to climate anxiety and trauma, exacerbating mental health challenges in communities (McMichael, 2018).
- Mental health impacts weaken community resilience, making it harder for the tourism sector to recover and thrive after extreme weather events (Otto, 2018; Harvey, 2017).

Figure 22: Ways Climate Change Impacts Mental Health & Tourism on the Oregon Coast

Children, Tourism, and Climate Impacts on the Oregon Coast

Child visitors are especially vulnerable to climate change impacts due to their unique physiological needs and higher exposure risks during travel and recreation. Their developing bodies make them more susceptible to heat stress, which is exacerbated by the rising temperatures often experienced in outdoor tourism activities. In addition, children are more prone to respiratory issues when exposed to poor air quality, which can result from wildfires or increased emissions in popular tourism areas. During water-based activities, such as swimming, they tend to swallow more water per pound of body weight compared to adults, increasing their risk of exposure to waterborne contaminants. As a result,

climate-related changes in water quality, such as algal blooms or pollution, pose a significant threat to their health during coastal and outdoor tourism activities (Ahdoot & Pacheco, 2021; USGCRP, 2016). Ensuring that climate adaptation strategies in tourism consider these risks is crucial for protecting young visitors and maintaining family-friendly tourism destinations.

Accessibility, Tourism, and Climate Change on the Oregon Coast

The risks posed by climate change to people with disabilities on the Oregon Coast are especially pronounced during extreme weather events. Mobility challenges make it more difficult for individuals with disabilities to evacuate during emergencies, as seen during past events like the 2020 wildfires, where roads and infrastructure were often compromised. Additionally, power outages caused by extreme weather, such as during heatwaves or storms, can disrupt essential medical equipment like oxygen machines, placing those with disabilities in immediate danger. During the 2021 heatwave, people reliant on cooling devices faced serious health risks due to power failures.

Moreover, inadequate disaster management systems exacerbate these risks. Public emergency alerts, often not available in formats accessible to those with hearing or vision impairments, leave many disabled individuals dependent on others for information, which may not always be available during a crisis. Lack of accessible transportation further complicates evacuation efforts (IPCC, 2022, Impacts, adaptation and vulnerability).

Indigenous Culture on the Oregon Coast

At one time, over 50 tribes held deep ancestral and cultural connections to the Oregon Coast, rooted in the region's water systems, food sources, and cultural practices. Today, their proud descendants form nine federally recognized tribes in Oregon: the Burns Paiute Tribe, the Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians, the Coquille Indian Tribe, the Cow Creek Band of Umpqua Tribe of Indians, the Confederated Tribes of Grand Ronde, the Klamath Tribes, the Confederated Tribes of Siletz, the Confederated Tribes of the Umatilla Indian Reservation, and the Confederated Tribes of Warm Springs (Travel Oregon, 2024).

Water remains central to both the physical well-being and cultural practices of these tribes. However, increasing storm intensities and shifting snowmelt patterns have disrupted water resources, leading to flooding and drought. These changes impact the availability and quality of water, which is vital for traditional fishing, ceremonies, and daily life. Furthermore, the absence of critical data on water quality and environmental factors complicates water management, posing additional risks to these communities (Otto, 2018; Cheng, 2021).

Salmon, a keystone species and significant cultural symbol for Oregon tribes, has been particularly affected. Flooding washes away salmon eggs, reducing populations, while warmer temperatures disturb their migration patterns, limiting the tribes' ability to harvest them for food and cultural rituals (Dittmer, 2013; Crozier et al., 2008). The decline of salmon threatens tribal cultural

identity, spiritual practices, and traditional diets. Additionally, the loss of salmon has serious implications for tribal health, as the species not only provides a vital food source but also represents a deep connection to the land and ancestral traditions.

These disruptions pose serious challenges to tribal sovereignty and resilience, as climate change endangers ecosystems that have supported these communities for generations. Tribal communities face significant water infrastructure challenges, with systems often ill-equipped to handle climate-induced stresses. For example, two tribal nations on the Oregon Coast have been identified and awarded capital funding to move communities out of flood zones y (USGCRP, 2023). The lack of essential data on water quality exacerbates the challenge of managing these threats effectively (Otto, 2018; Cheng, 2021).

Food systems, Tourism, and Climate Change

Climate change is significantly disrupting both agricultural and marine food systems, which are key components of Oregon Coast tourism. Flooding induces crop losses (Callaghan 2024), threatening the supply of fresh local produce, which is vital for farm-to-table tourism and local markets. In marine ecosystems, events like the 2013-2015 marine heatwave (referred to as "the Blob") have caused shifts in fish populations, reducing catches of Dungeness crab and salmon, both of which are central to coastal culinary tourism and fishing industries(NOAA 2021). For instance, in 2015, the lowest salmon returns in 25 years to the Columbia River basin significantly impacted local fishing tourism (Crozier 2020).

Additionally, rising ocean temperatures have led to an increased risk of paralytic shellfish poisoning (PSP), limiting the availability of shellfish, a popular draw for visitors interested in seafood experiences (McIntyre 2021). These disruptions threaten not only food security but also the appeal of the Oregon Coast as a culinary destination. Therefore, implementing low-impact agricultural practices and building resilient food systems is critical for safeguarding tourism industries and ensuring that local food remains a central part of the visitor experience.

Appendix 3: Other Supporting Evidence

OCVA's Sphere of Influence

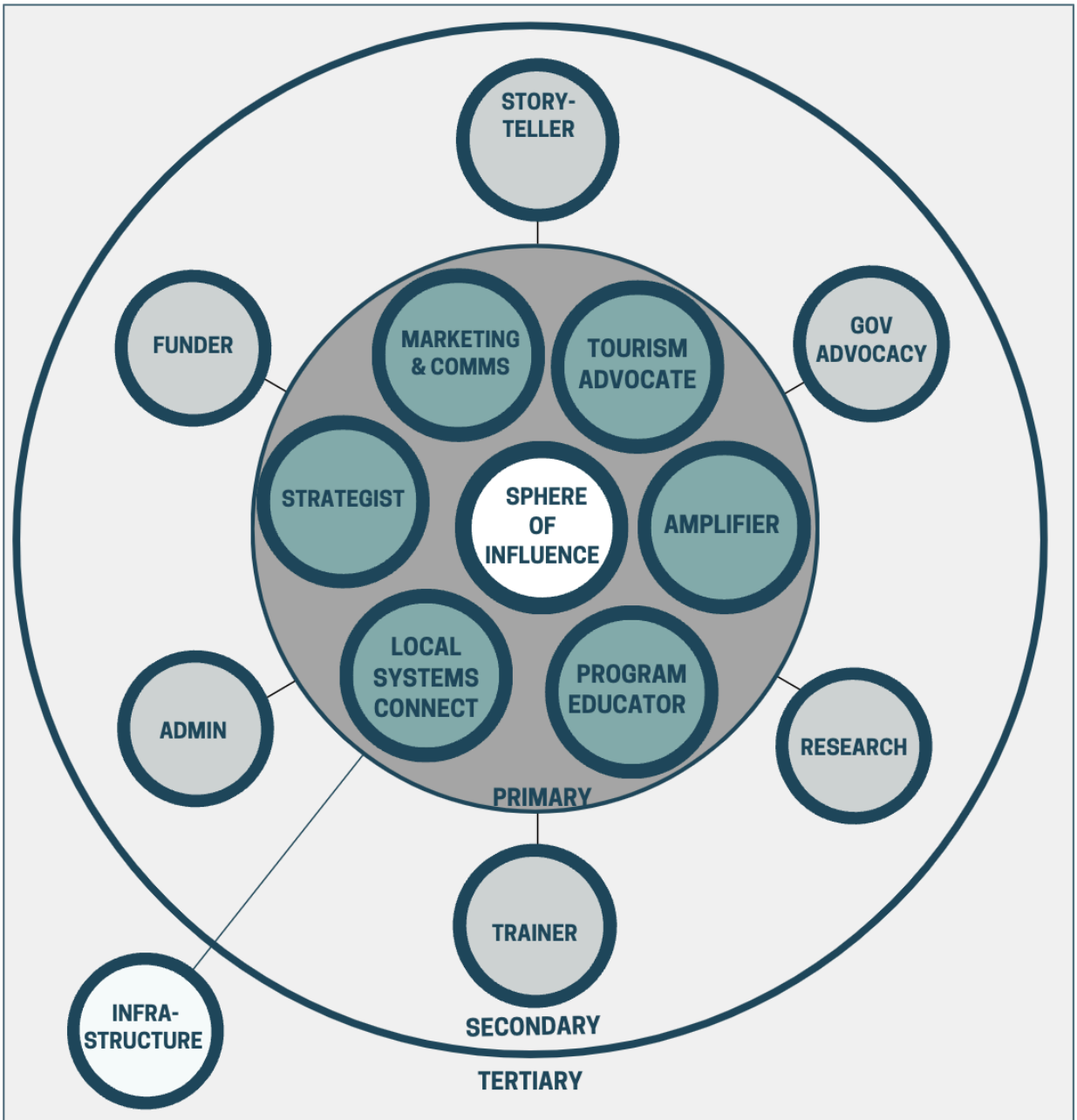

Figure 23: The Sphere of Influence of the Oregon Coast Visitor Association

The Oregon Coast Visitors Association (OCVA) plays a key role in shaping travel and tourism along the Oregon coast, with influence across primary, secondary, and tertiary functions.

Central to its impact is the Marketing and Communication role, where OCVA promotes low-impact tourism and climate-friendly travel options through channels like social media, newsletters, print materials, and industry roundups. Key team members, such as the Communications Director, Global Sales and Marketing Coordinator, Industry Communications Coordinator, and the OCVA social media coordinator, are essential in these efforts. With a dedicated budget and regular engagement, OCVA aims to expand its outreach and impact over the next few years, enhancing its capacity to promote climate-positive solutions and stories.

In a secondary capacity, OCVA handles Storytelling and Amplification roles. Through storytelling, OCVA shares compelling narratives about local industry efforts and climate adaptation, fostering a deeper connection with industry stakeholders and the public. This role is currently limited by funding, needing more resources to reach its full potential. Amplification involves using existing platforms like industry newsletters, conferences, and stakeholder meetings to broadcast climate messages and strategies. While regular engagement is maintained, there is a need to strengthen these efforts through better partnerships and more frequent interactions.

OCVA's tertiary roles include Advocacy and Strategy Development. In governmental advocacy, OCVA works on developing policies and institutional changes to support climate solutions, though its lobbying capacity needs more funding. Stakeholder advocacy focuses on promoting low-impact travel trends and sharing information through meetings and newsletters, with engagement levels varying based on program relevance. Strategic program development is another crucial area, where OCVA addresses climate needs through targeted projects like EV charging infrastructure and microgrid development. This role relies heavily on project-based funding and staffing, highlighting the need for more resources to enhance strategic capabilities.

Decision-making within OCVA involves careful allocation of funding, strategic planning, and infrastructure development, all aimed at implementing effective climate solutions. Currently, OCVA’s capacity to support stakeholders in these areas is limited, requiring expansion through additional grants, strategic investment funds, and collaborative efforts.

In terms of engagement, OCVA maintains regular, often daily, interactions through its primary roles, with project-specific involvement in secondary and tertiary functions. Looking ahead, OCVA aims to boost its capacity over the next two years by enhancing staff training, expanding its team, and securing new funding sources. In the long term, the goal is to establish comprehensive advocacy programs, broaden strategic development initiatives, and significantly increase infrastructure implementation capabilities.

To achieve these objectives, OCVA plans to focus on key areas such as staff training, contractor expansion, stronger collaborations, and network growth. By securing additional funding and developing new outreach programs, OCVA aims to bridge the gap between current limitations

and future ambitions, reinforcing its influential role in fostering low-impact tourism and effective climate action along the Oregon coast.

Defining the Demographics of the Oregon Coast Visitor

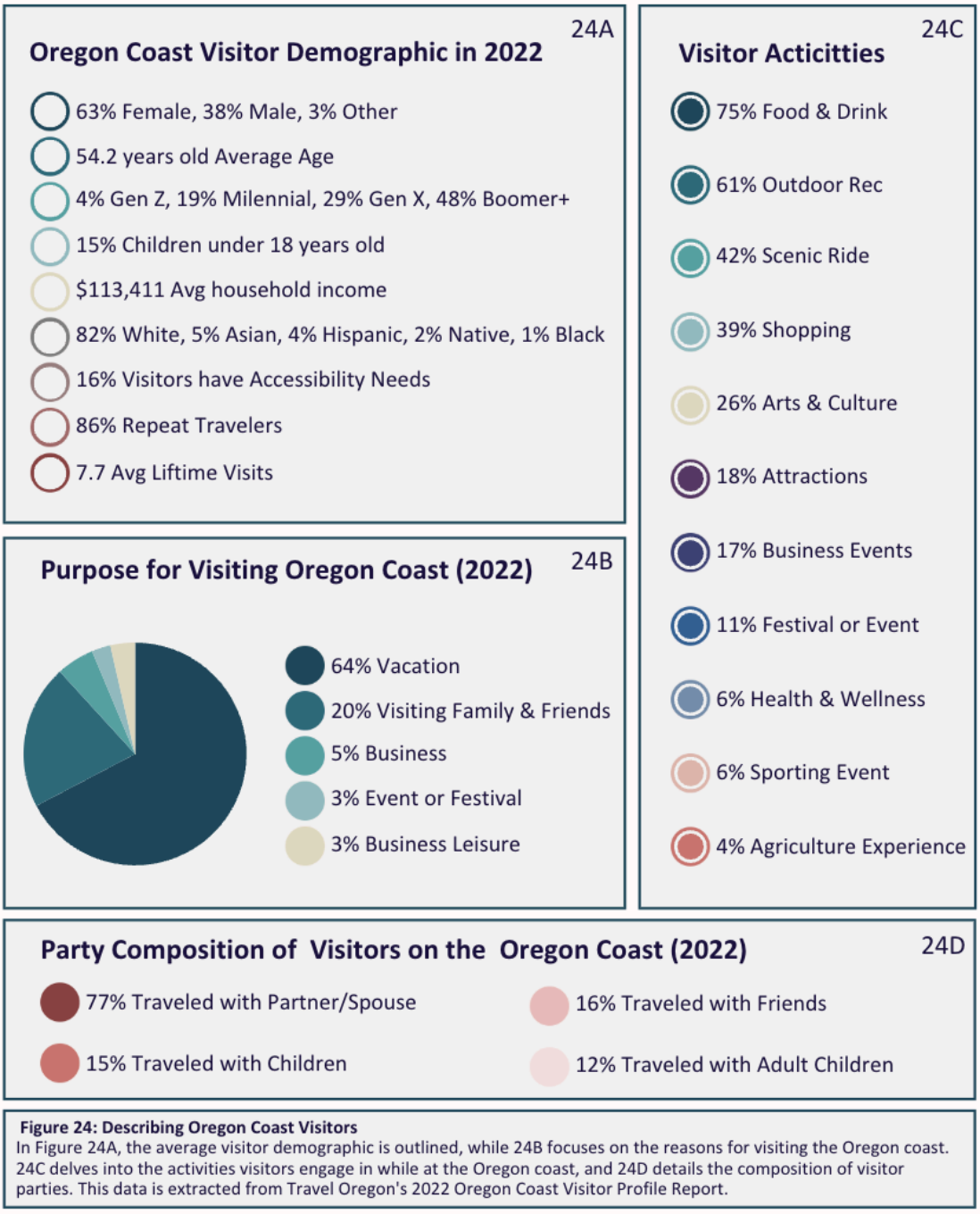

Figure 24: Describing Oregon Coast Visitors
In Figure 24A, the average visitor demographic is outlined, while 24B focuses on the reasons for visiting the Oregon coast. 24C delves into the activities visitors engage in while at the Oregon coast, and 24D details the composition of visitor parties. This data is extracted from Travel Oregon's 2022 Oregon Coast Visitor Profile Report.

Defining the Visitor Seasonality on The Oregon Coast

Tourism on the Oregon Coast shows distinct seasonal patterns, with peak visitation occurring during May (14%), August (10.3%), and September (12%). These months are crucial for the coastal tourism economy, particularly in the summer when outdoor activities like beach visits, hiking, and wildlife viewing are most popular. In contrast, February (4.2%), March (3.8%), and April (4.9%) see fewer visitors, reflecting the cooler, wetter conditions. However, even during off-peak months, there remains steady tourism, especially during the winter for storm watching and holiday-related activities.

In addition to seasonality, Figure 26 outlines visitor preferences by location, revealing that Newport (34.9%), Lincoln City (33.6%), and Cannon Beach (32.6%) are the most frequently visited cities. Seaside (30.5%), Astoria (30%), and Tillamook (28.5%) also see significant visitation, showcasing the importance of the North and Central Coast regions in drawing tourists. Meanwhile, cities like Florence (19.3%), Coos Bay (17.8%), and Bandon (14.7%) on the South Coast attract smaller, yet notable percentages of visitors.

This data highlights both the strong seasonality of the Oregon Coast's tourism and the concentration of visitors in key cities. Strategically, tourism businesses can leverage this information to target marketing efforts and manage resources during peak seasons, while promoting year-round attractions to balance visitor numbers.

Figure 25: Frequency of Oregon Coast Visitors by Month
Generally, the Oregon coast sees consistent visitation patterns. In 2022, May and September were the peak months, while February, March, and April experienced lower visitation. This information is sourced from Travel Oregon's 2022 Oregon Coast Visitor Profile Report.

Region	County	City	% visitation
Central Coast	Lincoln County	Newport	34.9
Central Coast	Lincoln County	Lincoln City	33.6
North Coast	Clatsop County	Cannon Beach	32.6
North Coast	Clatsop County	Seaside	30.5
North Coast	Clatsop County	Astoria	30
North Coast	Tillamook County	Tillamook	28.5
Central Coast	Lincoln County	Depoe Bay	25.4
Central Coast	Lane County	Florence	19.3
Central Coast	Lincoln County	Yachats	18.1
South Coast	Coos County	Coos Bay	17.8
South Coast	Coos County	Bandon	14.7
North Coast	Tillamook County	Rockaway Beach	14.2
Central Coast	Tillamook County	Pacific City	12.7
South Coast	Curry County	Gold Beach	12.5
North Coast	Clatsop County	Warrenton	11.6
North Coast	Tillamook County	Manzanita	11.4
Central Coast	Lincoln County	Waldport	11.4
South Coast	Curry County	Brookings Harbor	10.5
North Coast	Tillamook County	Garibaldi	9.3
Central Coast	Tillamook County	Oceanside	8.4
South Coast	Coos County	North Bend	7.9
North Coast	Tillamook County	Nehalem	7.6
South Coast	Curry County	Port Orford	7.3
South Coast	Douglas County	Reedsport	7.3
Central Coast	Lincoln County	Gleneden Beach	6.6
South Coast	Coos County	Charleston	5.1
North Coast	Tillamook County	Bay City	4.1
North Coast	Tillamook County	Wheeler	3.6
South Coast	Coos County	Lakeside	2.9
Central Coast	Lane County	Mapleton	1.6
Central Coast	Lane County	Westlake-Dunes City	1.4

Fig 26 displays the frequency of visitors to the coastal region, county, and city in Oregon. The data is extracted from Travel Oregon's 2022 Oregon Coast Visitor Profile Report.

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