



Travel Oregon INDUSTRY NEWS



June 14, 2017



Join Us at an Upcoming Travel Oregon 101

A pair of Travel Oregon 101 seminars will be held this month, in Ontario and Corvallis, and a statewide webinar has been scheduled for August.

Travel Oregon 101 is a free educational event for the tourism industry, designed to help travel-related organizations and businesses take advantage of the many opportunities and services offered by Travel Oregon and to learn about successful partnership opportunities around the state. [Learn more about Travel Oregon 101 and register for a session.](#)

Reach More Visitors Through the Oregon State Welcome Center Brochure Program

In an increasingly digital world, printed brochures continue to have a significant impact on visitor decisions during their trip. According to research from [Visitor International](#), two out of every three travelers picked up a brochure during their visit and it influenced the actions of 95 percent of them. In addition, 83 percent of travelers plan to visit an attraction or business as a result of picking up a brochure at their destination.



Upcoming Events

June 11-15, 2017

Tucson, Ariz.

[Travel Alliance Partners \(TAP\)](#)

June 15, 2017

Condon, Ore.

[John Day River Territory Tourism](#)

[Business Marketing Workshop](#)

June 20, 2017

Bend, Ore.

[Oregon Tourism Commission](#)

[Meeting](#)

June 20-21, 2017

Portland, Ore.

[EV Roadmap 10](#)

June 22, 2017

Ontario, Ore.

[Travel Oregon 101](#)

June 29, 2017

Corvallis, Ore.

[Travel Oregon 101](#)

July 11-14, 2017

Montreal, Canada

[Destination Marketing Association](#)

[International Convention](#)

Aug. 2, 2017

Statewide Webinar

[Travel Oregon 101](#)

Aug. 26-29, 2017

Minneapolis, Minn.

[ESTO 2017](#)

Important Deadlines

June 30, 2017 at 5 p.m.

[Nominations Due for 2017 Oregon](#)

[Arts Awards](#)

[Grant Writing Workshop Series](#)

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[reserve your space.](#)

The Original Fare in Eastern Oregon

In partnership with Travel Oregon and the Eastern Oregon Visitors Association, adventure and ingredient seeker Kelly Cox, creator of PBS' "[The Original Fare](#)," headed out on an epic Eastern Oregon motorcycle road trip to explore and taste her way through the variety of rich ingredients, landscapes and people that make the region so bountiful. During her travels she visited numerous local businesses within the region including Carmen Ranch, Stein Distillery, The Prodigal Son Brewery and Pub, Tamástslikt Cultural Institute and Pendleton Woolen Mills. [Read more about the adventure](#) or view the full episode below.



China Readiness

In April Travel Oregon co-sponsored the Active America China Summit (AAC) with Travel Portland. AAC is the only trade show in North America focused exclusively on building inbound Chinese tourism to the United States. The summit provided an opportunity for local and regional travel and tourism businesses to present their offerings directly to 75 Chinese travel buyers representing tour operators, wholesalers and online travel agents (OTAs). In addition to the summit, Travel Oregon hosted 12 Chinese travel buyers representing large and small tour operators, wholesalers and OTA's during a five-day post conference product development trip to Central Oregon, the Willamette Valley and the Oregon Coast. Are you ready to work with the China market? [Learn more through our China Ready Sales.](#)



Tillamook County Non-profits
Series starts **June 29, 2017** with
[advance registration required](#)

Resources

[Industry.TravelOregon.com](#)

[Oregon Travel Barometer](#)

Oregon Tourism Commission Meeting Documents

[Learn more about the work of Travel Oregon](#)

Contact Us

[Sign up for our destination development program-specific updates](#)



Wild Rivers Coast



Development Work Recognized

The Wild Rivers Coast Alliance, Travel Oregon, Jon-Paul Bowles, Eric Dunker and Professional and Continuing Education (PACE) recently received the Distinguished Partner in Innovation award presented by Oregon State University (OSU) Extension Service. OSU Extension collaborated with Travel Oregon and local community partners, including Wild Rivers Coast Alliance, to identify the region's destination development needs. Because of the collaboration—and under the leadership of OSU Extension Region Administrator Eric Dunker with support from destination management advisor Jon-Paul Bowles—OSU Extension created its first position dedicated to tourism and business development. [Learn more about the Vice Provost Awards of Excellence.](#)

In Memory of Bill Klein

Travel Oregon recently released its updated [Oregon Travel Impacts](#) report that was prepared by Dean Runyan Associates. Bill Klein was largely responsible for this economic impact study. He substantially upgraded the research methodology of the report and continued to make refinements. Klein passed away on May 11 from pancreatic cancer. He was thorough and worked tirelessly on behalf of Travel Oregon and the tourism industry. In his more than 20 years at Dean Runyan Associates, Klein specialized in economic and market research, and was responsible for many of the company's economic studies for state and regional organizations. His important work helps tell the story of travel and tourism for Oregon and showcase the value of our industry. He will be deeply missed by all of us. Klein leaves behind his wife Mary Kelly-Klein and sons Tom, John and Cyril. [Learn more about his life.](#)



Top banner image courtesy of Christian Heeb



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The Oregon Tourism Commission aims to improve Oregonians' quality of life by strengthening economic impacts of the state's \$11.3 billion tourism industry. Industry.TravelOregon.com

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