



ANNUAL REPORT FY23/24

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Visit Central Oregon is a 501c6 that serves as the Regional Destination Marketing Organization (RDMO) for Deschutes, Crook, Jefferson and South Wasco counties.

We drive overnight visitation to the region to support a thriving tourism economy. We inspire travel to the region through an integrated marketing campaign that celebrates our unique culture, people and landscapes.

As the RDMO appointed by the Oregon Tourism Commission, we manage the Regional Cooperative Tourism Program (RCTP) which is leveraged by the Deschutes County budget to optimize the economic impact from tourism to the region. We collaborate with industry partners towards a shared healthy vision of tourism for the region.



VISION

We foster an enduring economy for Central Oregon through a thriving tourism industry.

MISSION

We inspire visitation to Central Oregon by celebrating our unique culture and diverse landscapes. We drive economic growth for the region with a commitment to sustainability for the long-term vitality of our communities.

VALUES

PARTNERSHIPS

We are stronger through collaboration and develop valuable opportunities to work with industry partners.

SUSTAINABILITY

We support a sustainable future for our region and its resources.

EQUITY STATEMENT

Visit Central Oregon recognizes the importance for our region to be a destination that welcomes people of all races, ages, ethnicities, sexual orientations, genders, gender identities, gender expressions, religions, visible and invisible disabilities, and socio-economic statuses.

We advocate that all who travel to and within Central Oregon are able to enjoy their journey and feel safe in the region. Visit Central Oregon believes that diversity, equity, and inclusion are vital for a thriving region. We encourage industry partners, our communities, and visitors to join us in cultivating a welcoming destination for all.

Visit Central Oregon is committed to participating in programs and opportunities that will transform social change. Through training and collaboration, we will continue to learn and grow in this space, and implement diversity, equity, and inclusion principles in our programs and practices.

INCLUSION

We welcome all to experience Central Oregon and invite diverse perspectives and cultures to the region.

INNOVATION

We lead with vision and creativity.

ADVOCACY

We champion the value of tourism for the long-term vitality of the region.

STRATEGIC GOALS

1

GOAL 1 DESTINATION MARKETING

Drive awareness and visitation to Central Oregon

OBJECTIVE
Promote products and initiatives that support a thriving, year-round tourism economy.

2

GOAL 2 DESTINATION MANAGEMENT

Responsible management of the region's elements for positive impact

OBJECTIVE
Investing tourism dollars to ensure long-term sustainability of Central Oregon as a destination for future generations.

3

GOAL 3 DEI PRACTICES & PROJECTS

Prioritize diversity, equity and inclusion in Central Oregon

OBJECTIVE
Support the tourism industry to welcome all people.

4

GOAL 4 BUSINESS DEVELOPMENT

Bolster economic growth with business development initiatives that drive group business

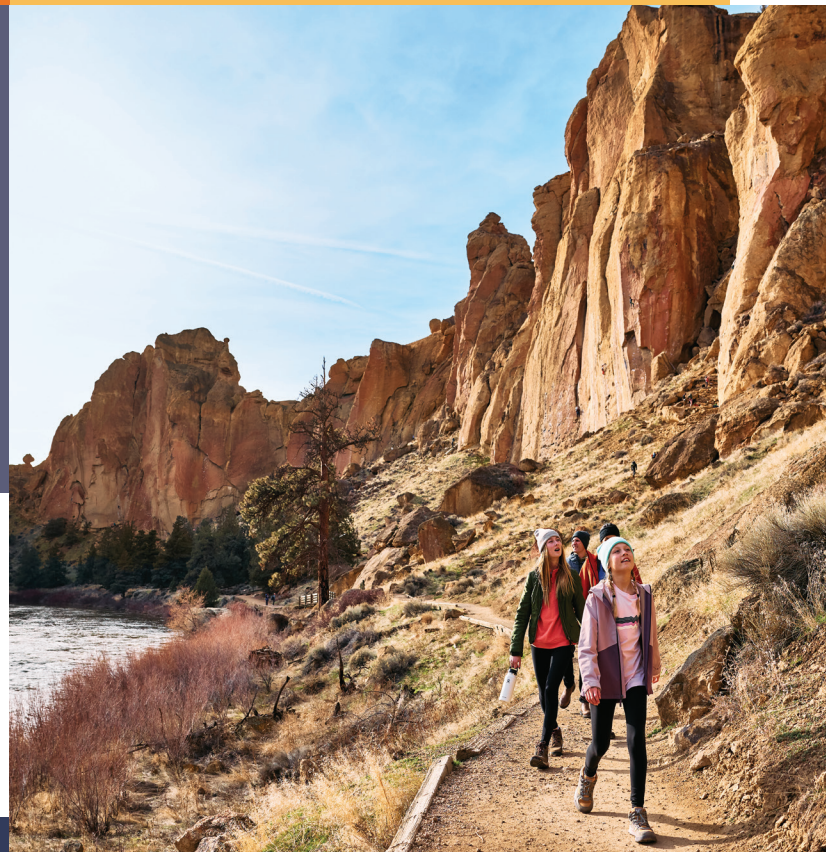
OBJECTIVE
Increase room night contribution from group market over weekday, non-peak period.

5

GOAL 5 ADVOCACY

Advocate for the value and economic importance of tourism in Central Oregon

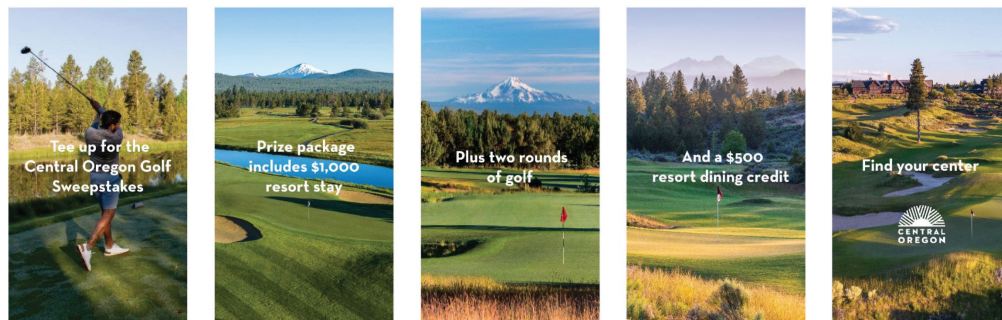
OBJECTIVE
Work with partners to support issues impacting the tourism industry.



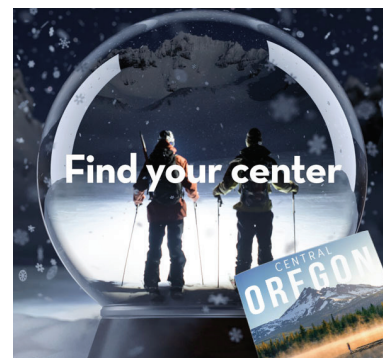
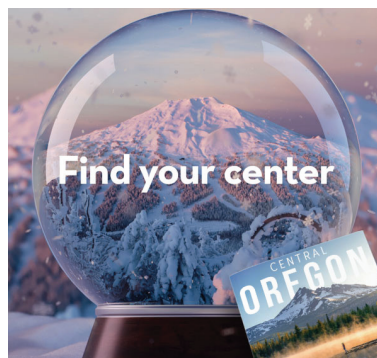
MARKETING CAMPAIGNS

We launched a variety of successful marketing campaigns in FY23/24 including the “Find your center” lifestyle campaign that launched in Winter ’23. With a primary focus on digital marketing and quality high-reach print publications, we promoted Central Oregon lifestyle, cuisine, and golf campaigns. This year’s paid digital advertising campaigns achieved impressive year-over-year (YOY) growth with over 76M ad impressions (+49%), over 720K clicks (+29%), and 598K website sessions (+24%). Website pageviews doubled YOY, while Visitor Guide pageviews tripled. Requests for printed Visitor Guides from paid traffic surged by +86%, and newsletter submissions rose by +242%, showcasing growing engagement. Additionally, views of the digital Visitor Guide grew by +72%, highlighting our campaign’s success in attracting and retaining user interest. Our digital golf campaign’s sweepstakes resulted in over 5.2K leads (+205%) with a remarkable 13.7M ad impressions (+80%) and 120K website sessions (+15%).

RESULTS: PAID DIGITAL CAMPAIGNS PRODUCED 76M+ IMPRESSIONS / 720K CLICKS / 598K WEBSITE SESSIONS / 23K PARTNER LINK CLICKS



**WEBSITE
PAGEVIEWS
FROM OUR
DIGITAL
CAMPAIGNS
748K**



AT A GLANCE: MARKETING CAMPAIGN REACH

76M
**CAMPAIGN
IMPRESSIONS** 
+49%

748K
**CAMPAIGN
PAGEVIEWS** 
+27%

720K
**LINK
CLICKS** 
+29%

126K
**PARTNER LINK
CLICKS** 
+22%

47K
**QUALIFIED LEADS
(SWEEPSTAKES)** 
+38%

8K
**DIGITAL TRAVEL
GUIDE VIEWS** 
+62%

11K
**TRAVEL GUIDE
REQUESTS** 
+70%

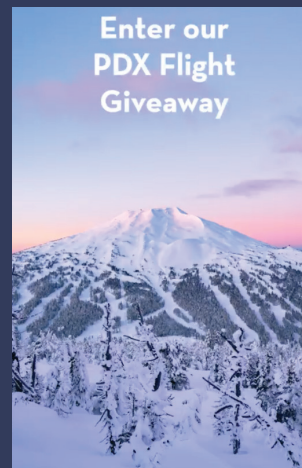
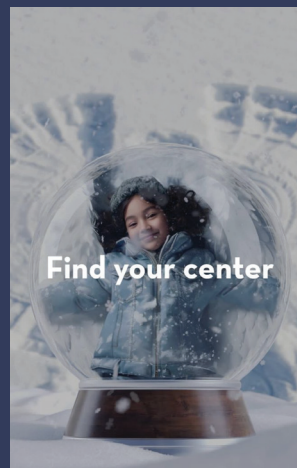




Visit Central Oregon's new "Find your center" lifestyle campaign invited visitors to experience all the wonders of Central Oregon throughout the region in targeted winter and spring campaigns. Ad creative promoted unique places and activities within Deschutes, Crook, South Wasco and Jefferson counties and invited visitors to find themselves in the center of it all. The "Find your center" campaign outperformed the "Venture Out" campaign with 281K website pageviews (+200%). In addition to digital ads on social and programmatic ad channels, Visit Central Oregon's campaign was featured in *Sunset.com*, *TravelOregon.com*, *1859* magazine, *1889* magazine, *NW Travel + Life*, *Southern Oregon* magazine, *AAA Via* magazine, *SeattleMet.com*, and more.



Visit Central Oregon's "Find your center" and "Find your sweet spot" golf campaign promoted the Central Oregon Golf Trail and its award-winning courses, including three of *Golf Digest*'s Top 100 courses – Crosswater Club, Tetherow and Pronghorn Club at Juniper Preserve. The *Golf Digest* seal was prominently displayed in both digital and print advertising. Golf campaigns were enhanced with an enticing golf giveaway with lodging, dining and rounds of golf. Campaigns were heavily targeted to our direct flight markets into the Redmond Airport. Our golf campaigns were also seen in a variety of print and digital ads on *PNGA*, *Golf Digest*, *Golfing Palm Springs*, *Utah Golf & Travel*, *Golfing Southern California*, *Oregon Golf & Travel Guide*, *Southern Oregon* magazine and more.



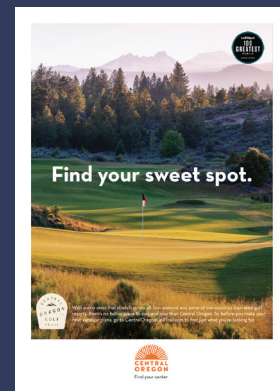
DIGITAL AD IMPRESSIONS: 53M +31%

WEBSITE SESSIONS: 431K +1,300%

AD CLICKS: 522K +26%

PARTNER LINK CLICKS: 20K

FORM SUBMISSIONS: 15K



DIGITAL AD IMPRESSIONS: 13.7M +80%

WEBSITE SESSIONS: 120K +15%

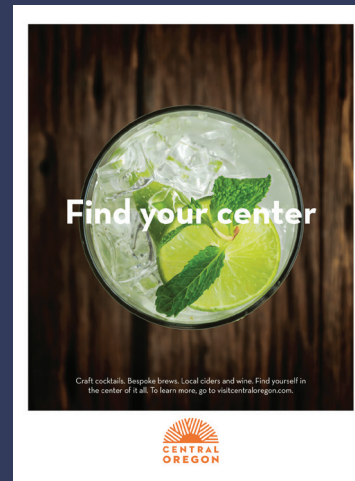
AD CLICKS: 145K +5%*

PARTNER LINK CLICKS: 2.2K

SWEEPSTAKES ENTRIES: 5.2K +205%



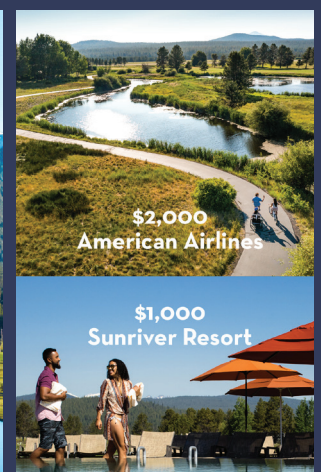
Visit Central Oregon's "Foodie Sweepstakes" campaign highlighted a delicious mix of dining, ranging from casual to elevated, along with craft beverages and wine. The seasonal sweepstakes campaigns generated an impressive number of quality leads and continues to be our most popular contest promotion.



AD IMPRESSIONS: 9M +1,196%
WEBSITE SESSIONS: 48K +661%
AD CLICKS: 53K +575%
PARTNER LINK CLICKS: 181 +89%
SWEEPSTAKES ENTRIES: 13K +212%



Visit Central Oregon ran a Dallas, Texas, campaign in a portion of the FY23/24 year. The campaign launched on May 1, 2024 and ran through September, with media buy dollars received from the City of Redmond/RDM Airport from a grant. The campaign promoted American Airlines' new direct flight into Central Oregon from Dallas/Ft. Worth. A mix of digital lifestyle and golf ads promoted a \$5K sweepstakes prize for a stay in Sunriver that included round-trip flights. Media buys were placed on the Google Ads Network, Meta, and Golf Digest's digital network that included 3 dedicated email blasts and dark social posts. Our organic website traffic from Texas also increased +80% YOY.



AD IMPRESSIONS: 8.7M
AD CLICKS: 110K
WEBSITE TRAFFIC FROM TX YOY: +2,700%
WEBSITE FORMS SUBMITTED: 4.1K

DARK SOCIAL POST IMPRESSIONS: 900K
THREE DEDICATED GOLF EMAIL SENDS: 126K



Sharing stories from creatives and business owners around the region helps to connect visitors to the locals who bring our community to life. Central Oregon Makers also shares the region's natural attractions with our audience in a dynamic way. Whether it's indulging in a delicious locally brewed beer or admiring handcrafted pottery pieces, the talent of makers in Central Oregon shines.

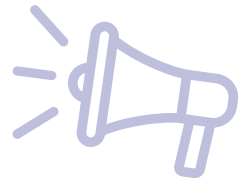


**ALL YOUTUBE MAKER
VIDEO VIEWS: 6K**

**NEW MAKERS FEATURED IN FY23/24:
SPIDER CITY BREWING
CANYON CREEK POTTERY**

TOP-TIER MEDIA PARTNERS

WE PROMOTE CENTRAL OREGON AS A YEAR-ROUND DESTINATION



Sunset



**TRAVEL
OREGON**

1859
Oregon's Magazine

NORTHWEST
TRAVEL & LIFE

Golf Digest

**LAS VEGAS GOLF &
LEISURE**



TRAVEL OREGON

Places to Go Things to Do Plan Your Trip

Know Before You Go [View Travel Alerts](#)

Free Travel Guides Email Newsletters

Things To Do • Trip Ideas • Favorite Trips • Saddle Up for These 4 Central Oregon Rodeos

Steve Heinrichs

SADDLE UP FOR THESE 4 CENTRAL OREGON RODEOS

Watch bull riding, shop for Western wear and taste local spirits on the east side of the Cascades.

Katie Schrock, Author
May 13, 2024

GOLF • LODGING • DINING • EVENTS • RESORTS

OREGON

GOLF & TRAVEL GUIDE

2024

www.GolfingOregonMagazine.com

Find your center

CentralOregonGolfTrail.com

CENTRAL OREGON GOLF TRAIL

WEBSITE PERFORMANCE



1.2M
SESSIONS

+41%

1.6M
PAGEVIEWS

+36%

126K
**OUTBOUND
LINK CLICKS**

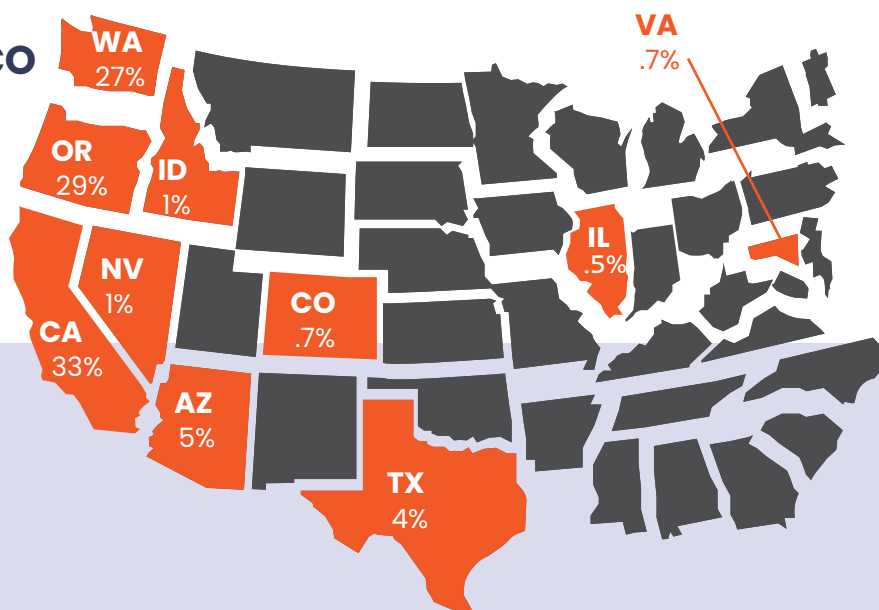
+22%

46K
**LEAD FORM
SUBMISSIONS**

+51%

TOP WEBSITE VISITORS BY CITY

- | | |
|----------------|------------------|
| 1. SEATTLE | 7. SAN FRANCISCO |
| 2. LOS ANGELES | 8. DALLAS |
| 3. PORTLAND | 10. TACOMA |
| 5. SAN JOSE | 11. VANCOUVER |
| 6. PHOENIX | 12. SALEM |



ORGANIC SEARCH RESULTS

VisitCentralOregon.com's focused search engine optimization (SEO) efforts on generating organic search traffic delivered impressive YOY growth, reaffirming the success of the SEO strategy in driving valuable organic traffic and user engagement to the site.

Organic search impressions hit over 18M and attracted nearly 298K new users from organic search, an increase of +58% from the previous year.

404K
SESSIONS

+61%

18M
**GOOGLE SEARCH
IMPRESSIONS**

574K
PAGEVIEWS

+59%

298K
**NEW SITE USERS
FROM ORGANIC**

DIGITAL DEVELOPMENT

NEW BLOG CONTENT

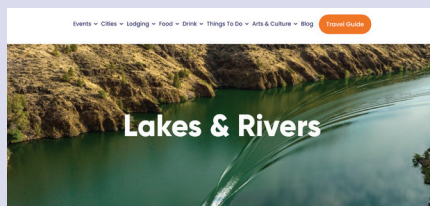
OUR BLOG ARTICLES ATTRACTED NEARLY 229K PAGEVIEWS IN FY23/24 WITH OVER 163K ACTIVE READERS. ARTICLE TOPICS RANGED FROM TRENDING TO EVERGREEN CONTENT AND FEATURED ACTIVITIES, DINING, EVENTS, DOG-FRIENDLY HOTELS, AND MORE.



NEW WEBSITE CONTENT PAGES

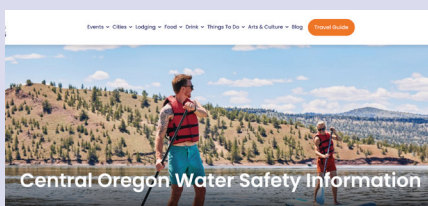
WE ARE ALWAYS EXPANDING OUR WEBSITE CONTENT WITH NEW PAGES TO BETTER ENGAGE AND INFORM OUR SITE VISITORS AS WELL AS IMPROVE OUR ORGANIC SEARCH RANKINGS.

ATTRACTIONS



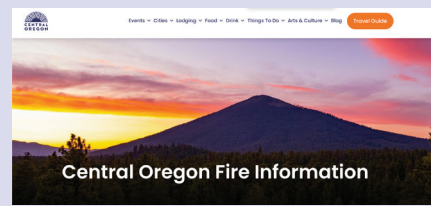
New pages showcase regional natural attractions featuring information on the best time visit, what to see, fees and permits needed, etc.

WATER SAFETY



Boating, floating and all around water safety information is available to visitors enjoying our countless rivers, streams and lakes.

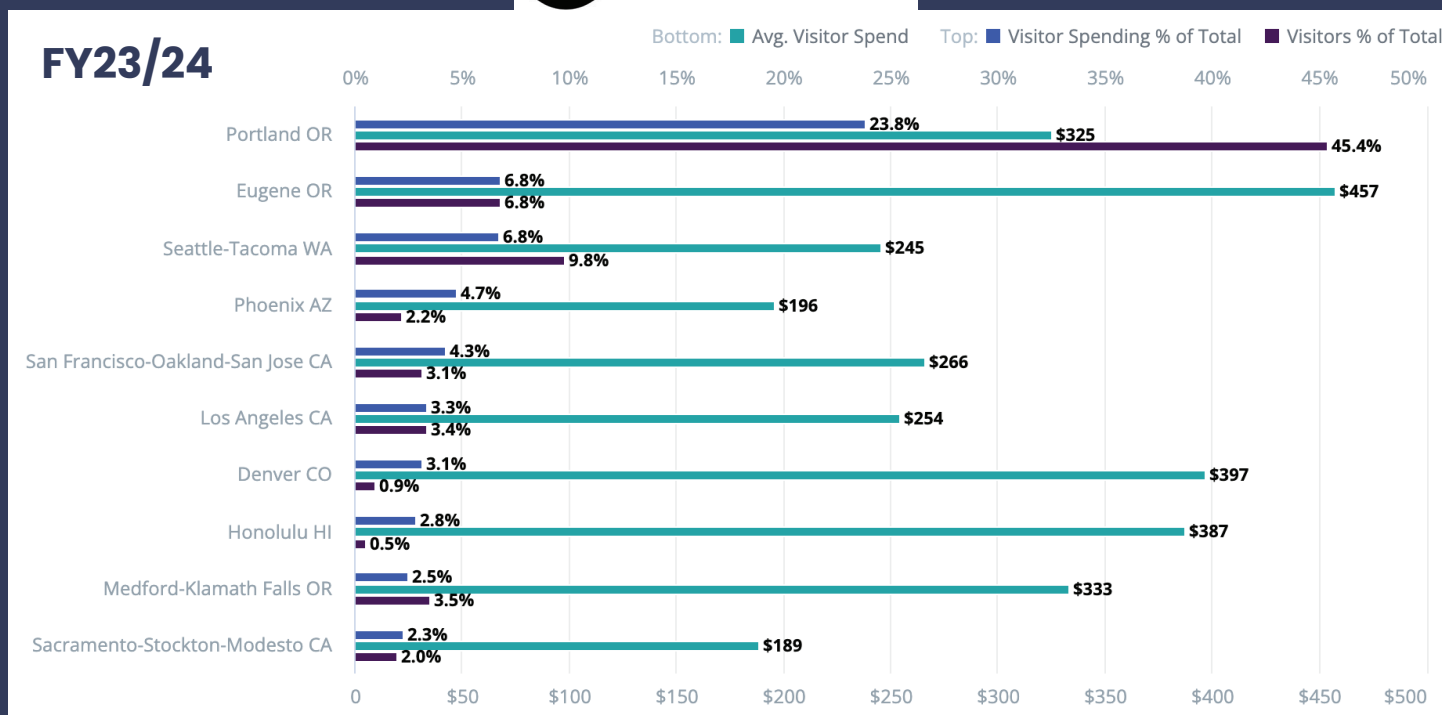
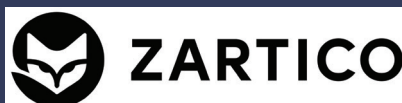
FIRE SAFETY



Visitors can sign up for text alerts for wildfire updates as well as information on evacuations and air quality.

MARKET RESEARCH & VISITOR SPEND BY TARGET MARKET

We completed our second year of partnership with Zartico, a destination operating system. Zartico helps us track and analyze trends in visitation and spending for our region. This information helps give us valuable insight into how people visit our region – where they go, what they do, how they spend their money. It also guides us in decisions around targeting for our advertising campaigns and consumer outreach to maximize the return on our efforts and make an economic impact in the region.



% of Out-of-State Visitors

46.5%

% of all Spend that came from Visitors

32.5%

% of Visitor Spend towards Local Businesses

35%

% of all Restaurant Spend that came from Visitors

37%

% of all Retail Spend that came from Visitors

32%

% of all Attraction Spend that came from Visitors

51%

SOCIAL MEDIA PERFORMANCE

Visit Central Oregon's social media channels promote the entire region. We generated unique content for each channel and saw year-over-year growth from all channels.

VISIT CENTRAL OREGON CHANNELS

@VISITCENTRALOREGON



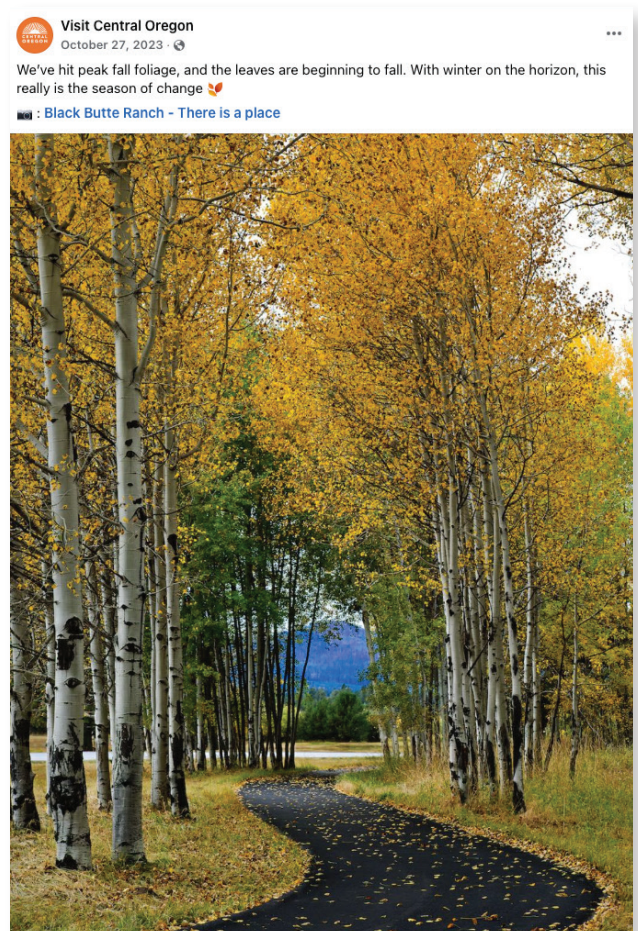
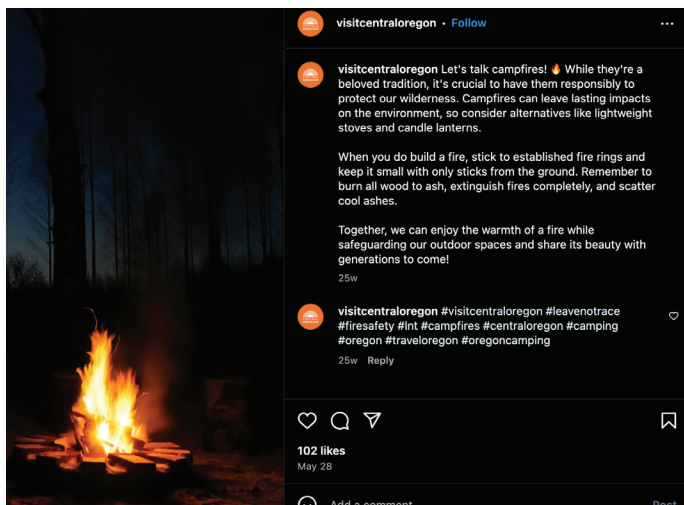
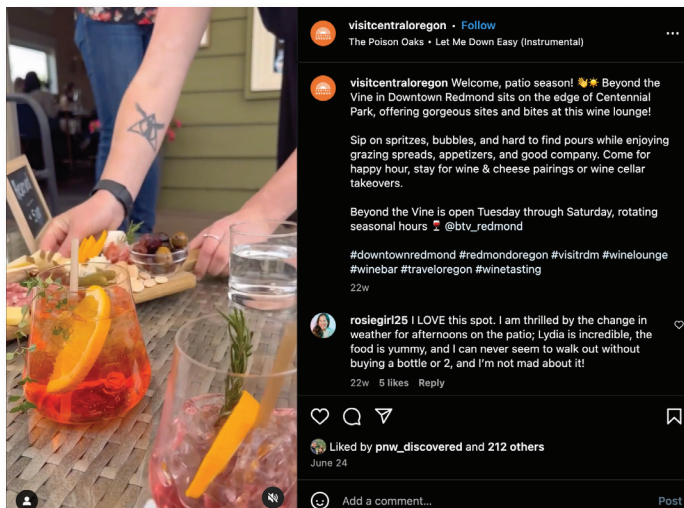
62M IMPRESSIONS +51%
559K ENGAGEMENTS
378K CLICKS +5%
64K FOLLOWERS +2%



15M IMPRESSIONS +2%
36K ENGAGEMENTS +1%
32K FOLLOWERS +15%



24K IMPRESSIONS +291%
2K ENGAGEMENTS +263%
1K CLICKS +310%





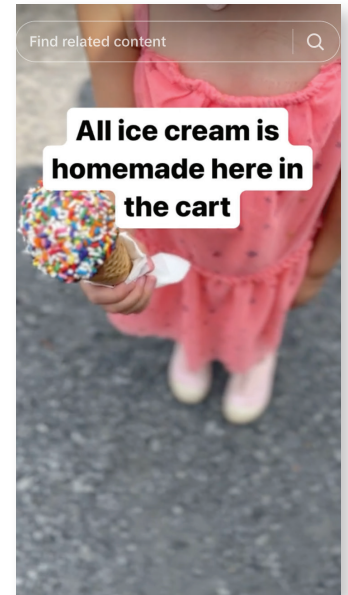
53K VIEWS +162%
2K ENGAGEMENTS +258%
1,014 FOLLOWERS +226%



141K VIEWS
2K WATCH HOURS
1,108 SUBSCRIBERS +5%



1.7K MONTHLY VIEWS +56%
434 FOLLOWERS +3%



CENTRAL OREGON GOLF TRAIL CHANNELS

@CENTRALOREGONGOLFTRAIL



101K IMPRESSIONS
10K ENGAGEMENTS
339 CLICKS
4K FOLLOWERS +2%



25K IMPRESSIONS
742 ENGAGEMENTS
922 FOLLOWERS +2%



CENTRAL OREGON WEDDINGS CHANNELS

@CENTRALOREGONWEDDINGGUIDE



5K IMPRESSIONS +32%
513 ENGAGEMENTS +73%
340 FOLLOWERS +38%



PUBLIC RELATIONS PERFORMANCE

Visit Central Oregon utilizes public relations to generate earned media and awareness as a travel destination. We hosted six media tours and over 30 writers and influencers between July and June. We work with regional and state tourism partners to pitch media, create itineraries, and host familiarization tours. While Visit Central Oregon has strong relationships with writers around the globe, we continually seek out new writers with fresh perspectives and followings to tell the stories of Central Oregon.

1056
MENTIONS

+11%

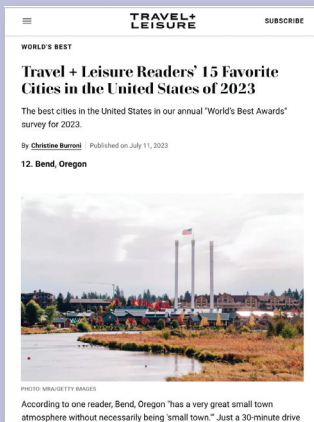
4.2B
REACH

\$3.5M
VALUE

+47%

NOTABLE STORIES

7/2023 TRAVEL + LEISURE
15 Favorite U.S. Cities of 2023



10/2023 VIA MAGAZINE
Dark Skies in the West

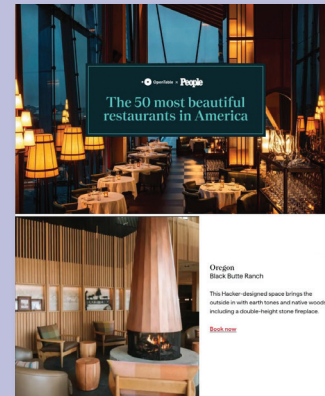


3/2024 ONLY IN YOUR STATE
Take An Enchanting Cascade Lakes Canoe Tour

4/2024 MEN'S JOURNAL
50 Best Vacations in the U.S.

4/2024 GOLF MICHIGAN
Tee up a Golf-Centered Vacation

5/2024 OPENTABLE/PEOPLE MAGAZINE
The 50 Most Beautiful Restaurants in America



8/2023 KINGDOM GOLF
Oregon's "Other" Great Golf Destination

9/2023 SUNSET
2023 Sunset Travel Awards Winners



11/2023 SF GATE
Things To Do In Sisters, Ore., During A Woodsy Weekend

11/2023 KOIN 6 TV Portland
Portland to Redmond Daily Flights Return



12/2023 NW TRAVEL & LIFE
Central Oregon's Winter Playground

12/2023 CALGARY HERALD + 108 OTHERS
Central Oregon Serves Up Terrific Courses, Tasty Beer

1/2024 NW TRAVEL & LIFE
Arts & Culture Thrive in Central Oregon

1/2024 1859
The Foodie Pick: Bend

5/2024 SMITHSONIAN
Vintage Motels Are Being Imagined For Modern Times

5/2024 SHLTER
Weekend Itinerary: The Go-To Guide to Bend, Oregon

6/2024 SKYBLUE OVERLAND
Exploring the Cascade Lakes Highway

6/2024 NATIONAL HERALD
Central Oregon: A Stargazer's Paradise

9/2023 BUSINESS INSIDER
Around the Bend



OWNED MEDIA

Visit Central Oregon's owned media includes both printed and digital guides and a robust email marketing campaign that engages nearly 106K opt-in subscribers every month.



TRAVEL GUIDE



100K PRINTED



6,772 DIGITAL VIEWS
AVG READ TIME: 5:40



DINING GUIDE



20K PRINTED



84 DIGITAL VIEWS
AVG READ TIME: 7:24



WEDDING GUIDE



15K PRINTED



1,046 DIGITAL VIEWS
AVG READ TIME: 6:30



**THE HIGH DESERT
PLANNERS GUIDE
ALSO SERVES AS THE
“LANDING PAGE” FOR
DIGITAL MARKETING
EFFORTS FOCUSED ON
GROUP BUSINESS
DEVELOPMENT**

MEETING GUIDE



165 DIGITAL VIEWS
AVG READ TIME: 4:13



EMAIL MARKETING

WE EXPANDED OUR EMAIL COMMUNICATIONS TO INCLUDE SPECIFIC MESSAGING AROUND UPCOMING EVENTS AND CULINARY EXPERIENCES IN THE REGION.

CONSUMER EMAIL

1.3M
EMAILS
DELIVERED

9.5% OPEN RATE

1.3% CLICK RATE

105.8K
SUBSCRIBERS

FOODIE EMAIL

12.4% OPEN RATE

2.8% CLICK RATE

172K EMAILS DELIVERED

EVENTS EMAIL

9.7% OPEN RATE

1.1% CLICK RATE

1.3M EMAILS DELIVERED



CENTRAL OREGON DINING

Savor Central Oregon's Top Restaurants and Eateries in Bend, Sisters, and Beyond!



Dive into Bend's Best New Restaurants



CENTRAL OREGON

Find your center



THINGS TO DO

See what's new and fun around Central Oregon - with ideas for indoor and outdoor adventure during all four seasons.

EXPLORE



DINING

Get the skinny on our creative culinary scene - from food carts to fast-casual stops to family-friendly restaurants and fine-dining.

EAT



LODGING

A good night's sleep is just the start at our world-class resorts - where you'll enjoy snowy adventures, soothing spas, and more.

STAY

VISITOR SERVICES

Over 17K visitors are served annually by our Travel Concierge staff at Visit Central Oregon's information centers.

Our services are entirely free, offering visitors maps, collateral from regional hospitality industry and tourism partners, and helpful current events and activities advice, ensuring a visitor's Central Oregon experience will keep them coming back for more.

VISITOR COUNTS

9.5K

+3.2%

SUNRIVER

VISITOR CENTER

7.7K

-8.3%

**REDMOND AIRPORT
WELCOME DESK**



REGIONAL AIR SERVICE

Visit Central Oregon is a founding member of the Central Oregon Air Service Team (COAST), the ad hoc committee charged to work directly with the RDM management team and commercial air service providers to retain and grow air service for the region. In FY23/24, RDM added direct flights to Dallas/Ft. Worth, Texas (DFW) and Portland, Oregon (PDX). Currently, RDM is serviced by five carriers: Alaska, American, Avelo, Delta and United, and has 16 direct flights. Increasing convenient and easy direct flight access into Central Oregon opens up new market and awareness opportunities for our promotions and infuses visitor revenue into our economy.

RESULTS: 6 OF OUR TOP ORIGIN MARKETS BY VISITOR SPEND ARE DIRECT FLIGHT MARKETS [DEN, PDX, SFO, LAX, SEA & PHX]



FLIGHT SEATS

RECORD GROWTH IN AIRPLANE SEAT CAPACITY AT RDM



+9%



PASSENGERS

RECORD PASSENGER GROWTH AT RDM

581K

CENTRAL OREGON MURAL TRAIL

We continued connecting communities throughout the region artistically with new Central Oregon Mural Trail installations. This year we commissioned a “Greetings From...” mural in Warm Springs from three local artists to the area. This mural displays the rich culture of the three tribes represented in Warm Springs and is now the largest mural along the trail.

MURAL LOCATIONS:

WARM SPRINGS

PRINEVILLE

BEND

SISTERS

MADRAS

REDMOND

REDMOND AIRPORT

SUNRIVER

LA PINE

MAUPIN

“The Central Oregon Mural Trail is a vibrant homage to the region’s natural beauty and community spirit, designed by myself and Karen Eland. We drew inspiration from Central Oregon’s magnificent landscapes that capture the essence of its canyons, deserts, forests, and the wildlife that thrives within them. Each mural features the unique flora and fauna found at each location.

Inspired by vintage “Greetings from...” postcards, these murals invite both locals and tourists to immerse themselves in the very soul of Central Oregon—its vibrant communities, wild beauty, and the call to adventure.”

– Katie Daisy, Artist





REGIONAL PHOTO & VIDEO SHOOTS

Visit Central Oregon conducted two lifestyle photoshoots, one in the winter and one in the spring. Both shoots collected content from around the region, highlighting key areas and showcasing the beauty of the region. The Winter shoot had a focus on Leave No Trace (LNT), hiking at Smith Rock using LNT principles, and wellness with a full day shoot at Juniper Preserve. The Spring/Summer shoot was focused on resort partners, specifically Tetherow and Sunriver, as well updated culinary and outdoor recreation content.

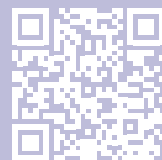




DESTINATION MANAGEMENT STUDIO

In January 2024, the Central Oregon Destination Management Studio (CODMS) commenced. Travel Oregon offers this Destination Management Studio (DMS) program “to identify the right balance between the economic benefits of tourism and the impact on local services, amenities, quality of life, and natural and cultural resources.” Through a core team represented by [Visit Central Oregon](#), [Travel Oregon](#), [Explore Prineville](#), [Explore Sisters](#), [South Wasco Alliance](#), and [Visit Bend](#), the CODMS planned a regional collaboration that seeks to shape a shared regional vision of the destination.

By July 2024, a steering committee composed of tourism professionals, land managers, nonprofits, elected officials, etc., had identified impact areas and program outcomes they perceived as critical to the region’s future to be addressed in the subsequent phases of the project. As of Summer 2024, the Core Team is making preparations for the Fall 2024 workshops with meetings planned throughout the summer. The Fall 2024 workshops will center around destination stewardship, culinary tourism, heritage and the arts, recreation, and action planning.

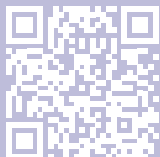


**LEARN MORE
ABOUT THE CODMS
PROGRAM**

FALL TOURISM SUMMIT

Visit Central Oregon hosted a one-day Tourism Summit on October 17, 2023 which featured keynote speaker Zeek Coleman from Tourism Economics as well as updates from Mt. Bachelor, the Redmond Airport and Travel Oregon, plus a full afternoon of breakout sessions on a variety of current topics within the industry.

**GET TOURISM
SUMMIT RESOURCES
& RECORDINGS**



FUTURE FUND

In its second year of the Central Oregon Future Fund, Visit Central Oregon supported 15 local projects by awarding \$450,000 in grant funds. The program reinvests transient room tax (TRT) dollars generated from overnight visitors back into the region to create positive revitalization for residents and visitors alike.



\$450K AWARDED

PROJECTS FUNDED UNDER THREE PILLARS:

1) SUSTAINABILITY 2) CULTURAL TOURISM AND 3) ACCESSIBILITY



\$50,000

Antelope 3, LLC Antelope Pavilion

Inclusive, safe space with restrooms, water, etc.



\$16,155

Asterisk Astronomy Astronomy Education

Astrotourism site with education and outreach at Smith Rock



\$13,200

Bend Endurance Academy Accessibility Project

Adaptive climbing enhancements



\$45,900

Central Oregon Trail Alliance Cline Butte MTB Trail

Build 2.5 miles of trail



\$24,500

DarkSky Oregon Beautiful Oregon Night Skies

Reverse the disappearance of starry night skies



\$21,865

Enso Terra Improving Adaptive Water Sports

Improving accessibility for water sports



\$28,725

Explore Prineville High Desert Moonfest

Festival promoting the end of the farming season



\$14,000

The Father's Group Juneteenth Jubilee

Celebrates the diaspora of African, Caribbean, and Black American culture



\$20,000

Gramma Roses Accessibility Project

Accessibility improvements for a petting zoo



\$50,000

High Desert Museum Exhibit Series

Diverse stories exhibition



\$22,431

Kah-Nee-Ta Resort Artwork Design Project

Collaborate with local artist to paint 20 new teepees



\$44,650

Onward Project AdvenChair AdvenTours

Series of guided outdoor tours for people with disabilities



\$28,510

Equestrian Trails Cline Buttes Trail Signs

Designated BLM horse trail wayfinding at Cascade View Trailhead



\$28,000

ScaleHouse Accessible Bend Design Conf. Project

Expand artistic program to Warm Springs leaders & tribe members



\$42,064

So. Wasco Alliance Simnasho Tribal Market

Makers market for tribal members and visitors

OTHER REGIONAL PROJECTS WE SUPPORTED

REGIONAL / AEP6 ARTS STUDY

Scalehouse and Americans for the Arts launched Arts & Economic Prosperity 6 (AEP6), a comprehensive study of the nonprofit arts and culture sector's economic impact. In 2022, AEP6 found Central Oregon's arts industry contributes \$46.9 million annually, supporting 674 jobs and generating \$3.1 million in government revenue. Surveys from June 2022 to June 2023 revealed local spending patterns and demographic insights. Findings, released in October 2023, will help advocate for increased funding and support for local arts organizations.

Results from AEP6 for Central Oregon are available at <https://tinyurl.com/wy4kffmf>



SISTERS / CENTRAL OREGON TRAIL ALLIANCE (COTA) BIKE PARK

Bike Park 242 has become a significant draw for riders across Central Oregon. The park caters to all ages, with a particular focus on youth, who have been especially enthusiastic about the facility. Many first-time visitors, as reported by volunteers, are excited to discover the park and are eager to share their positive experiences with friends. The park offers a variety of features suitable for all skill levels, making it a unique asset in Central Oregon. It stands out as one of the few places in the region where young riders can access challenging and competitive training opportunities completely free of charge.



BIKE PARK 242

PARK RULES

RESPECT PARK RULES AS THEY ARE INTENDED FOR THE BENEFIT AND PROTECTION OF ALL PARK USERS

BIKE USE ONLY - DO NOT CLIMB OR PLAY ON JUMPS, TRACKS, OR FEATURES

WET/MUD/SNOW = NO GO

RIDING SLOPPY DIRT IS UNSAFE & DESTRUCTIVE

NO SKIDDING

GIVE RESPECT TO GET RESPECT

DO NOT WALK WITH CLEATS IN THE PARK

FOLLOW ALL OTHER POSTED PARK RULES

DOING MAINTENANCE REQUIRES SPD PERMISSION

Bike Park 242 is maintained and managed by COTA, report any issues to: trailcrew@cotaamb.com or spid@sistersrecreation.com

Bike Park 242 is open from sunrise to sunset, weather permitting

This park is on School District Property (leased to Sisters Park & Recreation District). Firearms, smoking, vaping, alcohol and illegal drug use are prohibited on this property

Please e-mail SPD at spid@sistersrecreation.com for any unsafe activities, suggestions, or concerns

FOR EMERGENCIES, CALL 911

PRE-RIDE

CHECK YOUR EQUIPMENT

WARM UP BY INSPECTING THE COURSE AT LOW SPEED

RE-RIDE

LAP THE COURSE A FEW TIMES TO GET TO KNOW THE FLOW OF THE FEATURES

FREE-RIDE

START SMALL AND WORK UP TO FASTER SPEEDS AND LARGER FEATURES

SAFETY IS YOUR RESPONSIBILITY

RIDE AT YOUR OWN RISK

STAY IN CONTROL AT ALL TIMES

ALWAYS WEAR A HELMET

IT IS YOUR RESPONSIBILITY TO FAMILIARIZE YOURSELF WITH THE TERRAIN BEFORE ATTEMPTING ANY OF THE FEATURES

DO NOT STOP WHERE YOU OBSTRUCT A TRAIL OR ARE NOT VISIBLE FROM ABOVE

NO MOTORIZED VEHICLES, RC VEHICLES, OR TOYS

NO CLIMBING ON FEATURES

JUMP LAUNCH PAD

WOOD FEATURE

PUMP TRACK

JUNIOR PUMP TRACK

YOU ARE HERE

LEGEND:

- BEGINNER (Green line)
- INTERMEDIATE (Blue line)
- ADVANCED (Black line)
- EXPERT ONLY (Red line)

SUSTAINABILITY PROJECTS

ENVIRONMENTAL CENTER / 2024 COMMUNITY INNOVATION FUND (CIF)

The Community Innovation Fund, which Visit Central Oregon helped to support, has awarded funds to more than 35 projects that reduce waste in Deschutes County. Focusing on sustainability projects at high-use visitor destinations, the fund had two review periods in March and May, with the final one in August 2024. VCO's portion of funding was used to help fund tourism-related projects that applied for funding through the CIF.

An example of a project that these funds help support was recycling and food waste stations at outdoor events. The Big Ponderoo Music and Arts Festival served as a learning opportunity and will be expanded to 10 stations at SFF Presents event venues.

LEARN MORE
ABOUT CIF



COMMUNITY PARTNERSHIPS

Visit Central Oregon supported a variety of regional community events and initiatives in FY23/24.



DEI INITIATIVES

Visit Central Oregon shows diversity to reflect our target markets across all marketing platforms. We prioritize DEI in our collateral and imagery, and amplify diverse voices in our public relations efforts. Our Equity Statement guides our entire team.

INCLUSION IS PORTRAYED AND PRIORITIZED THROUGHOUT OUR MARKETING



EVENT & ORGANIZATION SPONSORSHIP

AdventurUS Women

We supported the spring event in May 2024 and worked with Eva Seelye (@evangelea) to promote and share content from the retreat.



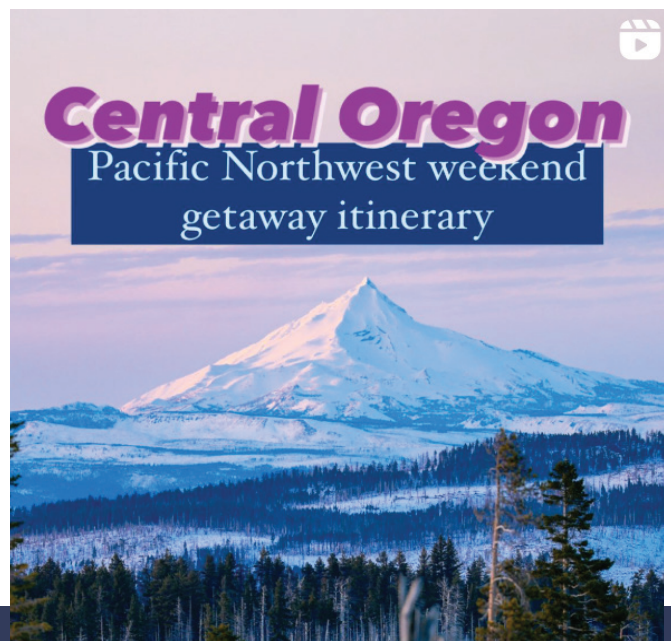
Winter PrideFest

We were a sponsor of the 2024 Winter PrideFest event, which is an annual winter event celebrating Pride, inclusivity, and love of the outdoors.

INFLUENCERS WE HOSTED WITH DIVERSE AUDIENCES

We hosted Marlie and Anthony Love with **"Traveling While Black"** in February 2024 with an itinerary full of winter and regional activities, wine tasting, and unique dining experiences. The Loves highlighted their experiences in Central Oregon from the perspective of Black travelers through social content they created during their visit.

In late spring, we hosted Gwyn and Ami (@gwynandami) with an itinerary full of regional and rural highlights. With a basecamp in Sisters for their visit, their itinerary included exploring areas in and around town, in addition to hiking and dining in Prineville and a Diva Drag Brunch at Campfire Hotel in Bend.



Wheel the World – Destination Verified

We partnered with Wheel the World, a travel solution for people with disabilities that allows users to book hotels and tours that match their accessibility needs. Together, we aim to ensure that every visitor can explore and experience the beauty of our communities without limitations. This partnership produced detailed accessibility information, measuring over 200 accessibility features, on 50 tourism-related properties across Central Oregon, including hotels, museums, arts & culture venues, and outdoor recreation sites. Learn more at <https://tinyurl.com/yc4kzw9b>



Hidden Disabilities Sunflower Program

Visit Central Oregon partnered with the Hidden Disabilities Sunflower program. This initiative allows individuals with non-visible disabilities to discreetly signal that they may need additional assistance, understanding, or extra time at our Visitor Information Centers in both Sunriver and at the Redmond Municipal Airport. The program has become a global symbol embraced by businesses and charities across various sectors, including retail, finance, transportation, education, government, healthcare, emergency services, and entertainment.

Our **Sunflower** is for everyone with a hidden disability



Website Accessibility

Starting in FY23/24, we audited and updated the VCO website for accessibility compliance per the Web Content Accessibility Guidelines (WCAG 2.2). We will continue to monitor to ensure VCO's website is inclusive and accessible to people with disabilities.

Feasibility Study & Workshop: Discover Your Forest & Allyship in Action

With Visit Central Oregon having had the opportunity to work with and benefit from Allyship in Action's (AiA) training for our own organizational work in the DEI space, we saw tremendous value for regional tourism to support their 2023 feasibility research, as they sought to collectively build an evolving cohort framework that centered and valued the contributions and expertise of culturally specific outdoors organizations already doing work in Central Oregon. Discover Your Forest (DYF) partnered with AiA to undertake an extensive and thoughtful exploration into the possibility of larger-scale collective impact work around equity and inclusion in the Central Oregon outdoors. A two-session workshop series for the Central Oregon outdoors community, "Foundations of an Equitable and Inclusive Outdoors," will take place in November 2024. VCO continues to support this work as it evolves and plans on sending new members of our team to be part of this shared learning opportunity.

CENTRAL OREGON COMMUNITY LEARNING OPPORTUNITY
Foundations of an Equitable and Inclusive Outdoors

Allyship in Action is offering a two-part workshop series for those who lead or interact with outdoors programming and/or public land management in Central Oregon (e.g. through community initiatives or through organizations as volunteers, employees, Board members).

The workshops will support participants in developing a shared language and understanding of how systems of oppression (e.g. racism, cisheterosexism, ableism) intersect with people's access to thriving in the outdoors. Participants will explore identity, intersectionality, and power and privilege. The workshops will also provide strategies, tools, and practice for interrupting oppression and repairing harm. The workshop will be facilitated by a team of facilitators with intersectional identities who live, work, and play in Central Oregon.

Dates: November 12th, 2024 from 9:00 am - 1:00 pm
November 19th, 2024 from 10:00 am - 2:00 pm

Location: Accessible Location TBD in Bend

Cost: Sliding Scale \$130 - \$560+

Registration: <https://www.surveymonkey.com/r/AiAOutdoors>

ALLYSHIP in ACTION

CREDITS: This flyer was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik and illustrations by Stories.

BUSINESS DEVELOPMENT

Visit Central Oregon's business development efforts drive business to our lodging partners via direct sales, strategic media and event partnerships, and planner engagement. Below is the economic impact of the prospective pipeline, future confirmed crops, and actualized production for our lodging partners in FY23/24.

\$577K
**PROSPECTIVE
REVENUE**

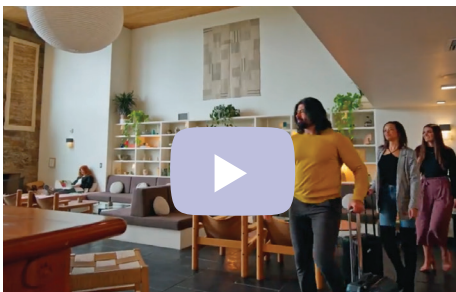
\$578.3K
**CONFIRMED
(FUTURE)
REVENUE**

\$506.4K
**ACTUALIZED
REVENUE**

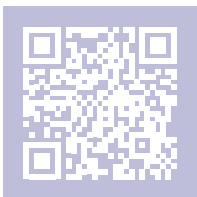


PROMOTIONAL VIDEOS

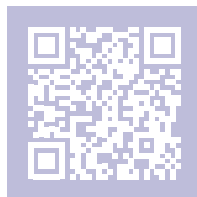
Videos promoting group and event business development efforts were targeted to meeting planners on social, industry websites, and at group business meetings, tradeshow and events.



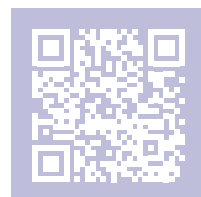
EVENT SPONSORSHIP



MEETINGS SIZZLE REEL



SPORTING EVENTS



DIRECT MARKETING TARGETED TO GROUP BUYERS:

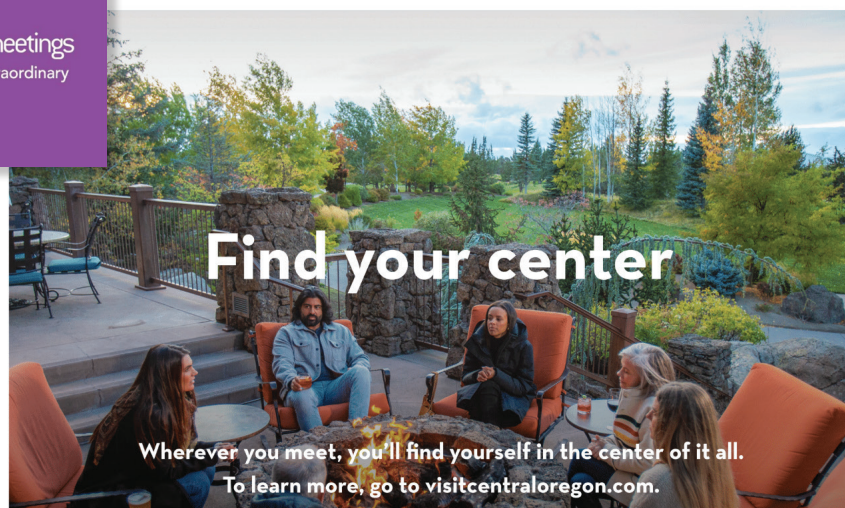
- **MPI GEO RETARGETING DIGITAL ADS**
- **CVENT GEO RETARGETING DIGITAL ADS**
- **DALLAS FORT WORTH ASSOCIATION EXECUTIVES BANNER ADS**

TRADE SHOWS & EVENTS:

- **MPI CASCADIA**
- **GLOBAL MEETINGS & INCENTIVES EXCHANGE**
- **SMART MEETINGS MONTEREY & DALLAS TRADESHOWS**
- **SPORTS EVENT TOURISM ASSN. ANNUAL SYMPOSIUM**
- **PROF. CONVENTION MANAGEMENT ASSN. PNW CHAPTER**
- **HOSPITALITY ALLIANCE OF CENTRAL OREGON**



Smartmeetings
experience the extraordinary



GLOBAL SALES

Visit Central Oregon educated travel advisors, media, and tour operators who sell domestic and international travel to Oregon at numerous in-region and international travel events in FY23/24. As a result of our efforts, we confirmed several FAM tours scheduled for early FY24/25. In addition, Sunrise Tours and the travel editor from *Golf Tips* magazine are booking visitation to Central Oregon in FY24/25.

EVENTS

GO WEST SUMMIT FEB 2024 / LAKE TAHOE, NV

Attended Go West Pre-FAM in Portland hosted by Travel Oregon. Met with 6 Buyers during networking event

37 one on one appointments

Focus was on re-establishing connections with international and receptive tour operators

IPW MAY 2024 / LOS ANGELES, CA

28 group appointments with other regional Oregon delegates

Campfire Hotel contracts

DER Touristik Deutschland GmbH – Kuoni – Planned FAM itinerary for agents coming in June '24

International Assn. of Golf Tour Operators (IAGTO) JUNE 2024 / BOYNE MOUNTAIN RESORT, MI

20 one on one appointments

Premier Golf – Added Juniper Preserve, Sunriver Resort, and Tetherow Resort to their offerings.

Interested in adding Black Butte Ranch to their offerings. Made connections with their sales team.

North American Golf Vacation – Tour coming through Bend in July 2024, staying at Juniper Preserve and suggested Lady Bird Cultural Society for dinner.

IN-REGION

Australian/Canadian Travel Trade FAM APR 2024

2 nights at Campfire Hotel and meals at Immersion Brewery, Midtown Yacht Club, and Lodge Kitchen at Sunriver Resort. Activities included Cyclepub, Prohibition Cave Tour with Wanderlust Tours, and Sunriver Observatory.

German Media FAM APR 2024

1 night at Fivepine Lodge and dinner at Black Butte Ranch and catering from Sebastian's Seafood Market. Activities included ranger talk at Smith Rock State Park and presentation from Little Leaf Guides.

Kuoni Agent FAM JUN 2024

1 night at Campfire Hotel and dinner at Lady Bird Cultural Society. Activities included visit to Smith Rock State Park and kayaking tour with Wanderlust Tours.



IPW MAY 2024 / LOS ANGELES

85

APPOINTMENTS

3

TRADE SHOWS



AUSTRALIAN/CANADIAN FAM

WORKFORCE & COMMUNITY ENGAGEMENT

In August 2022, Visit Central Oregon and Visit Bend first collaborated on a shared position that focuses on Workforce Development and Community Engagement. Although this shared position ended in early FY23/24, several projects continue to thrive and encourage important workforce initiatives in Central Oregon.

HIGHLIGHTS

- Meetings with industry stakeholders – including chambers of commerce, DMOs, resorts and lodging partners, elected officials, attractions and educational institutions.

- Workforce Wednesday video promoting the partnership with Boys and Girls Clubs of Bend and Visit Bend.

- Monthly column in the Bend Bulletin highlighting advocacy and the economic value of tourism for the region.

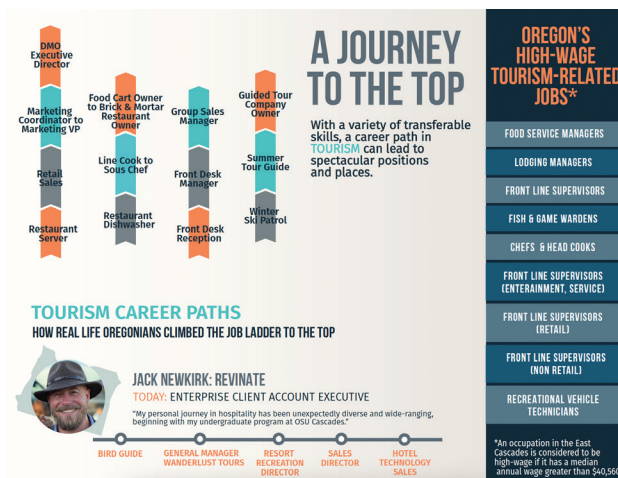
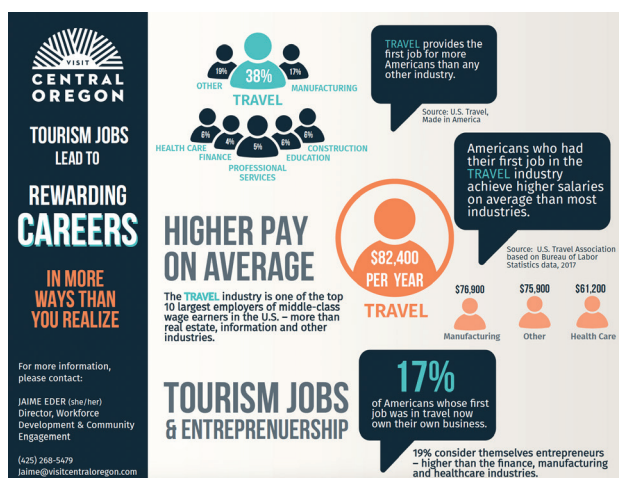
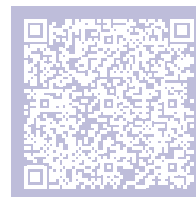
- Industry engagement presentations

- Industry website: visitcentraloregon.com/industry

- Collateral pieces that convey the economic impact/value of tourism and industry jobs.



WATCH VIDEO



THE VALUE OF TOURISM



1.74 BILLION

TOTAL TRAVEL ECONOMIC IMPACT FOR CENTRAL OREGON

+1%



4.11M

OVERNIGHT VISITORS

-4%



THE STATE OF OREGON'S OVERNIGHT
VISITATION WAS UP +1.4%

10.7K

JOBS IN THE TOURISM INDUSTRY

+5.4%



THE STATE OF OREGON'S EMPLOYMENT
IN TOURISM WAS UP +1.9%

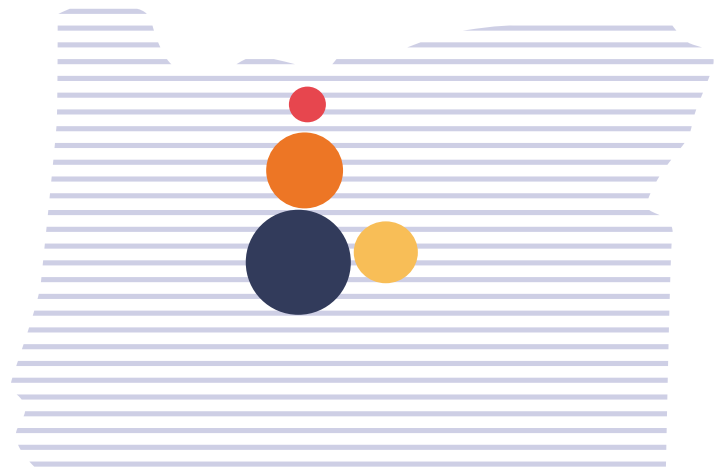
\$294

AVERAGE TRIP SPEND

+.34%



SOURCE: DEAN RUNYAN ASSOCIATES FOR THE
OREGON TOURISM COMMISSION



DESCHUTES COUNTY

CROOK COUNTY

JEFFERSON COUNTY

S. WASCO COUNTY

\$27M

-5.3%

TAX RECEIPTS FROM TRAVEL SPENDING

DESCHUTES COUNTY GENERATED \$24.7M IN
LOCAL TAX RECEIPTS FROM TRAVEL SPENDING
AND RANKED #3 IN THE STATE IN TERMS OF
DIRECT TRAVEL SPENDING AT \$1.29 BILLION

*Local Taxes include lodging tax (TLT), food &
beverage tax (where applicable), auto rental tax (where
applicable), and airport facility charges (where applicable).

TRAVEL IMPACT REVENUE DATA

TOTAL TRAVEL IMPACTS



BY COUNTY IN CENTRAL OREGON

\$1.3B
TOTAL IMPACT

TRAVEL EXPENDITURES



\$390M
INDUSTRY EARNINGS

INDUSTRY EARNINGS



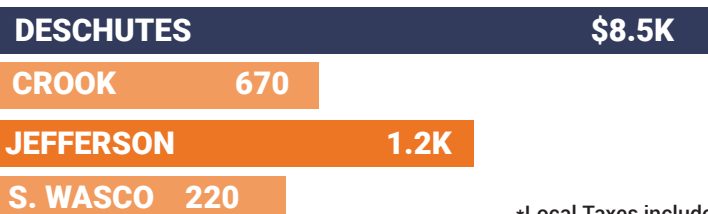
\$63M
TOTAL LOCAL & STATE TAXES*

LOCAL* / STATE TAXES



10.7K
INDUSTRY EMPLOYMENT

INDUSTRY EMPLOYMENT



*Local Taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), and airport facility charges (where applicable).

SOURCE: DEAN RUNYAN ASSOCIATES FOR THE OREGON TOURISM COMMISSION

TRAVEL IMPACT REVENUE DATA

VISITOR SPENDING



IN CENTRAL OREGON COMPARED TO THE STATE OF OREGON



HOTEL, MOTEL, STVR **\$698M**
OREGON **\$6.5B**



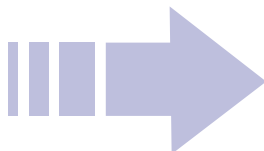
PRIVATE HOME **\$170M**
OREGON **\$2.4B**



OTHER OVERNIGHT **\$141M**
OREGON **\$782M**



DAY TRAVEL **\$166M**
OREGON **\$2.6B**



\$1.2B

VISITOR SPENDING
BY TYPE OF TRAVELER
ACCOMMODATION

OREGON **\$12.2B**



ACCOMMODATIONS **\$427M**
OREGON **\$3B**



FOOD & BEVERAGE **\$255M**
OREGON **\$3B**



FOOD STORES **\$108M**
OREGON **\$977M**



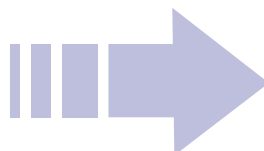
AIR/GROUND TRANSPORTATION **\$180M**
OREGON **\$2.9B**



RECREATION **\$97M**
OREGON **\$1B**



RETAIL SALES **\$109M**
OREGON **\$1.3B**



\$1.2B

VISITOR SPENDING
BY COMMODITIES
PURCHASED

OREGON **\$12.2B**

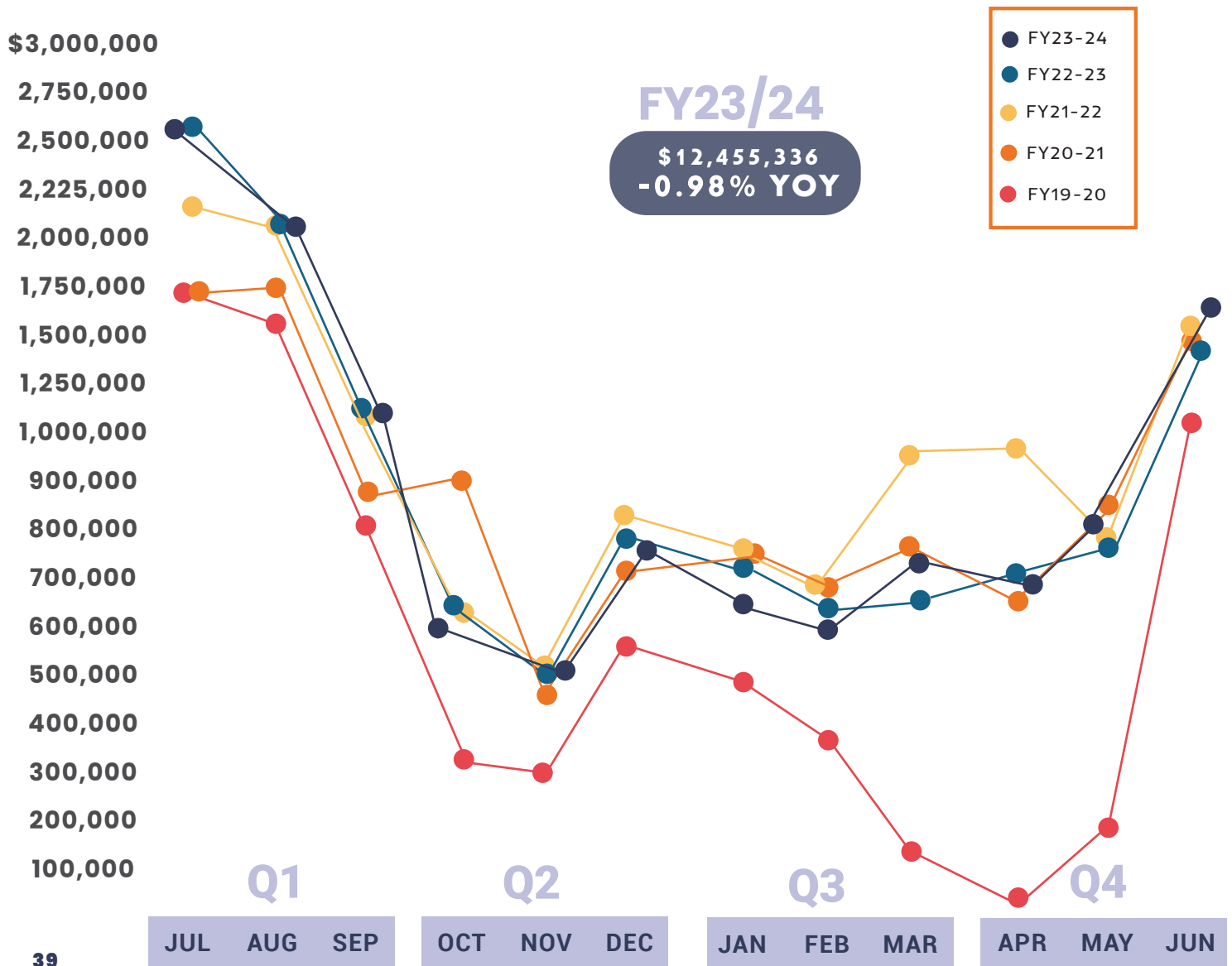
TOURISM DATA REPORTING

Visit Central Oregon has partnered with Blue Room Research for monthly data analysis and reporting to deliver actionable insights that drive strategic planning, optimal decision making, and maximize community impact. This data includes occupancy reports from both STR (Smith Travel Research) and AirDNA that segments data like occupancy, average daily rate (ADR) and more from hotels, motels and short-term vacation rentals. We also receive data from the Redmond Municipal Airport (RDM) to inform and plan our marketing objectives, targets and media spends. We report monthly data on transient room tax (TRT) collections, which include Deschutes County, City of Bend, City of Redmond, City of Sisters and the City of La Pine. These reports are provided to our region free of charge and can be found on our industry website. In addition to these reporting metrics, we partnered with Zartico, which provides actionable data intelligence to discover high-value visitors and visitation patterns.

TRT COLLECTIONS



DESCHUTES COUNTY TRANSIENT ROOM TAX (TRT) COLLECTIONS FY23/24

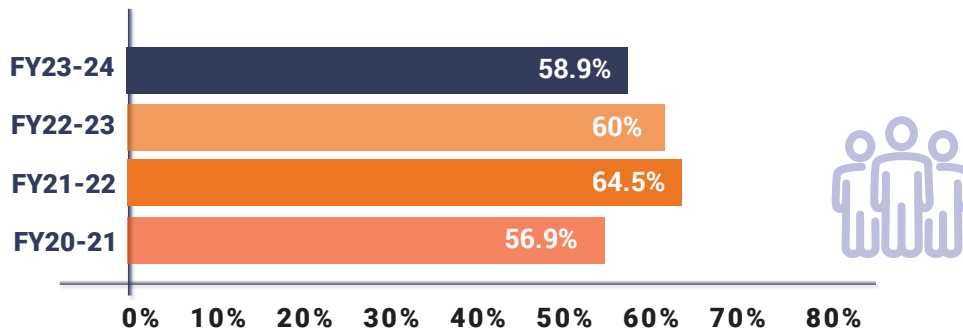


OCCUPANCY & ADR

REPORT DATA PROVIDED BY STR (SMITH TRAVEL RESEARCH). VIEW MONTHLY REPORTS AT [VISITCENTRALOREGON.COM/INDUSTRY](https://visitcentraloregon.com/industry)

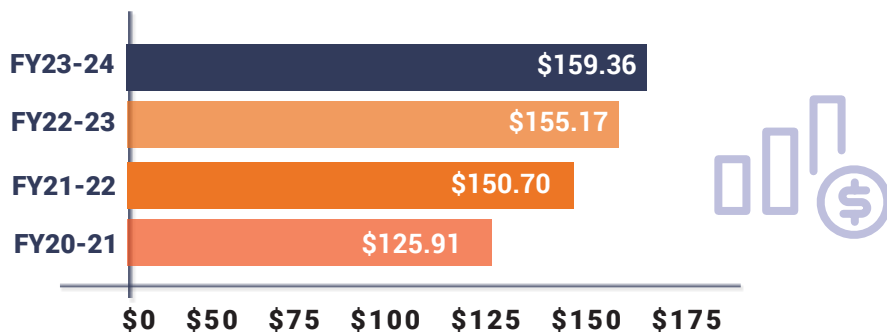
HOTEL OCCUPANCY

AVERAGE OCCUPANCY IN CENTRAL OREGON



HOTEL ADR

AVERAGE DAILY RATE IN CENTRAL OREGON

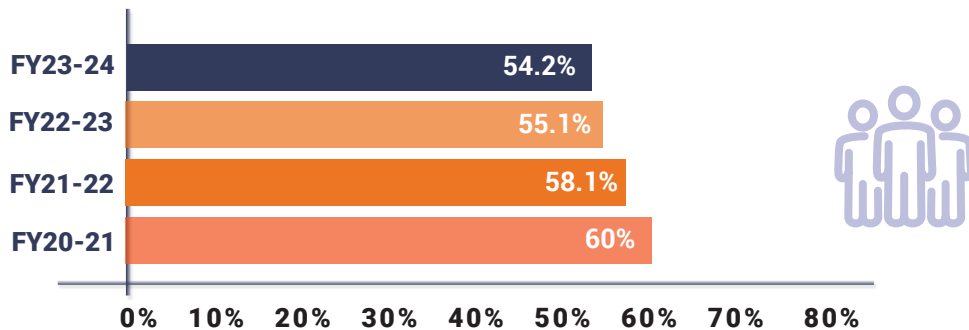


REPORT DATA PROVIDED BY AIRDNA. VIEW MONTHLY REPORTS AT
[VISITCENTRALOREGON.COM/INDUSTRY](https://visitcentraloregon.com/industry)

VACATION RENTAL OCCUPANCY

AVERAGE OCCUPANCY IN CENTRAL OREGON

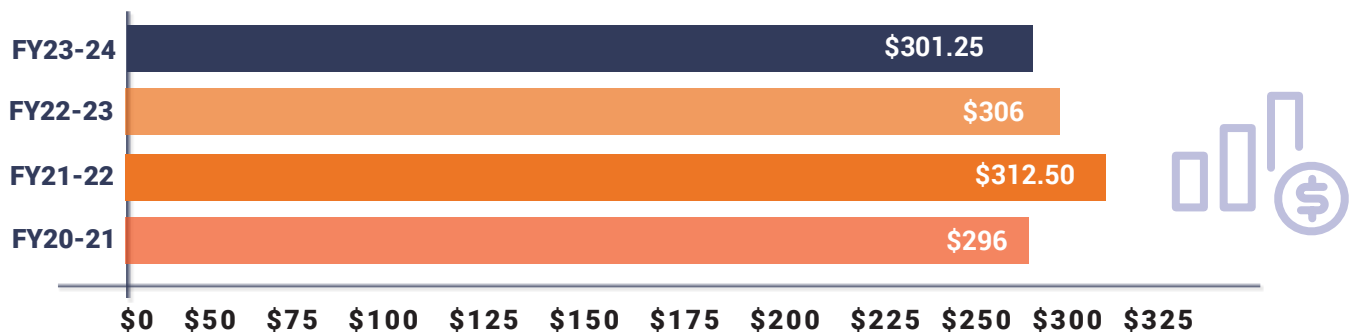
(So. Wasco, Deschutes, Jefferson and Crook Counties)



VACATION RENTAL ADR

AVERAGE DAILY RATE IN CENTRAL OREGON

(So. Wasco, Deschutes, Jefferson and Crook Counties)



VISIT CENTRAL OREGON TEAM

SCOTT LARSON
PRESIDENT & CEO

KRISTINE McCONNELL
SVP PROGRAMS & OPERATIONS

KATIE JOHNSON
DIRECTOR OF MARKETING

YUMI OAKES
OPERATIONS MANAGER

JULIE BRADLEY
VISITOR CENTER MANAGER &
TRAVEL CONCIERGE

JOANNA EISLER
DIRECTOR, BUSINESS
DEVELOPMENT

NANI BROWN
MARKETING MANAGER

KATIE "KG" GILBERT
MARKETING SPECIALIST

SASHA BOSCO
REGIONAL PROGRAMS MANAGER

MEGAN EGLI
GLOBAL SALES MANAGER

PEYTON BLACK
RARE, REGIONAL PROGRAMS
SPECIALIST

PAM SANDEFUR
TRAVEL CONCIERGE

MARTY BECK
TRAVEL CONCIERGE
(RDM AIRPORT)

**BRENDA
HANSEN-COATS**
TRAVEL CONCIERGE
(RDM AIRPORT)

BOARD OF DIRECTORS * DENOTES EXECUTIVE COMMITTEE

PATTI ADAIR
DESCHUTES COUNTY
COMMISSIONER

ZACHARY BASS
DIRECTOR, REDMOND AIRPORT

KYLE CUMMINGS
CEO, BLACK BUTTE RANCH

CHERI HELT
OWNER, ZYDECO KITCHEN

NICK LELACK
DESCHUTES COUNTY
ADMINISTRATOR

JOHN MERRIMAN*
TREASURER
PRESIDENT & GM, MT. BACHELOR

JENNIFER MUCHA
OWNER/PRESIDENT, ARRIVED

TOM O'SHEA*
CHAIR
MANAGING DIRECTOR,
SUNRIVER RESORT

ERIC SANDE
EXEC. DIR., REDMOND CHAMBER

SPENCER SCHAUB*
VICE CHAIR
GM, JUNIPER PRESERVE

JUDY TREGO
EXEC. DIR., SISTERS CHAMBER

CHRIS VAN DER VELDE
MANAGING PARTNER, TETHEROW

DANA WHITELAW, PHD
EXEC. DIR., HIGH DESERT
MUSEUM

MIKE WILLOCK
OWNER, OUTRIDERS NW



For more information on Visit
Central Oregon and our initiatives,
please contact:

Scott Larson, President & CEO

Scott@VisitCentralOregon.com

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