



**CENTRAL
OREGON**

ANNUAL REPORT FY24/25

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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

Central Oregon is a top-tier, year-round destination for the west coast.

MISSION

Visit Central Oregon drives regional economic growth through strategic tourism marketing with a commitment to sustainability for the long-term vitality of its communities.

VALUES

UNITY

We unite public and private partners for the benefit of our communities and citizens.

SUSTAINABILITY

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

OUR COMMITMENT

Visit Central Oregon, serving and representing a region that is rich in its diversity of people, place, and culture, recognizes the importance of being a destination that is welcoming to all.

We actively advocate that everyone who travels to and within Central Oregon can enjoy their journey and feel safe in the region. We believe that being a destination that embraces, showcases, and connects visitors with the diversity found here is vital for a thriving tourism economy. We encourage industry partners, our communities, and visitors to join us in cultivating a destination where all are welcome.

Visit Central Oregon is committed to participating in programs and opportunities that will transform social change through tourism. With training and collaboration, we will continually strive to foster a destination that is truly welcoming to all.

INCLUSION

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

INNOVATION

We lead with vision, creativity, and nimbleness.

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 INCLUSIVITY INITIATIVES & PROJECTS

Showcase the diversity found in Central Oregon through our marketing efforts

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

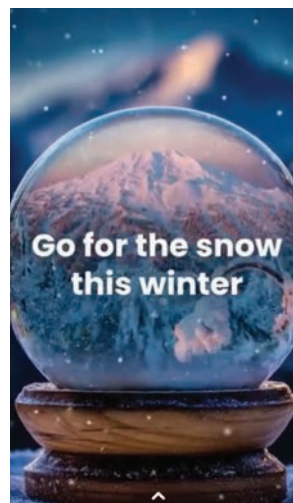
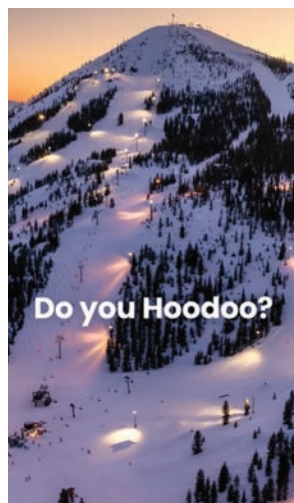
OBJECTIVE
Work with partners to support issues impacting the tourism industry.



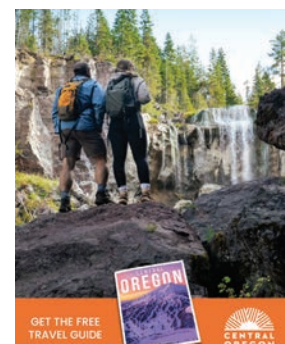
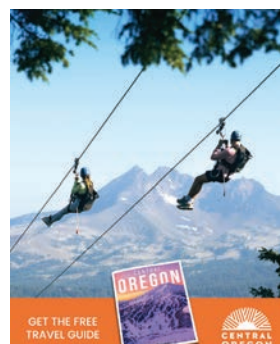
MARKETING CAMPAIGNS

We continued building on our successful “Find your center” marketing campaign in FY24/25. With a primary focus on digital marketing and quality high-reach print publications, we promoted Central Oregon lifestyle, culinary, Dallas direct flight, and golf campaigns. This year’s paid digital advertising campaigns featured several sweepstakes campaigns, including several foodie giveaways, a Black Butte Ranch grand prize giveaway in the fall, and a Sunriver grand prize package giveaway in the spring. Our digital campaigns achieved impressive year-over-year growth with over 86M campaign impressions (+13%) and 1.1M website pageviews (+46%).

RESULTS: PAID DIGITAL CAMPAIGNS PRODUCED 86M IMPRESSIONS / 910K CLICKS / 1.1M WEBSITE PAGEVIEWS / 79K LEAD FORMS



**CAMPAIGN
WEBSITE
SESSIONS
917K**



AT A GLANCE: MARKETING CAMPAIGN REACH

86M
**CAMPAIGN
IMPRESSIONS** 
+13%

1.1M
**CAMPAIGN
PAGEVIEWS** 
+46%

917K
**CAMPAIGN
SESSIONS** 
+46%

910K
**LINK
CLICKS** 
+26%

79K
**QUALIFIED LEADS
(SWEEPSTAKES)** 
+68%

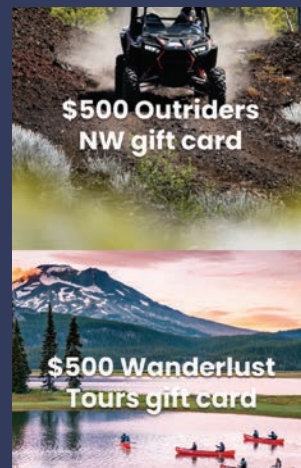
4.7K
**DIGITAL TRAVEL
GUIDE VIEWS** 

11.3K
**TRAVEL GUIDE
REQUESTS** 





Visit Central Oregon's "Find your center" lifestyle campaign invited visitors to experience all the wonders of Central Oregon throughout the region in targeted seasonal 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 campaign outperformed the previous year's campaign with 57M impressions (+8%). In addition to digital ads on social and programmatic ad channels, Visit Central Oregon's campaign was featured in a mix of digital and print ads with *Travel Oregon*, *Sunset* magazine, *AAA Via* magazine, *Northwest Travel + Life*, *1889* and *1859* magazines, *Southern Oregon* magazine and more.



DIGITAL AD IMPRESSIONS: 57M +8%

WEBSITE SESSIONS: 690K +60%

AD CLICKS: 538K +3%

PARTNER LINK CLICKS: 14K

FORM SUBMISSIONS: 54K +260%



Visit Central Oregon's golf campaign promoted its award-winning courses including three of Golf Digest's Top 100 courses - Crosswater Club at Sunriver Resort, Tetherow, and Pronghorn Club at Juniper Preserve - and the Central Oregon Golf Trail. 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*, *Las Vegas Golf & Leisure*, *Utah Golf & Travel*, *Golfing Southern California*, *Oregon Golf & Travel Guide*, and more.



DIGITAL AD IMPRESSIONS: 3M

WEBSITE SESSIONS: 31K

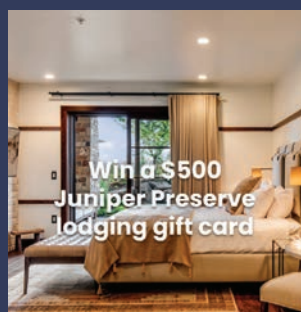
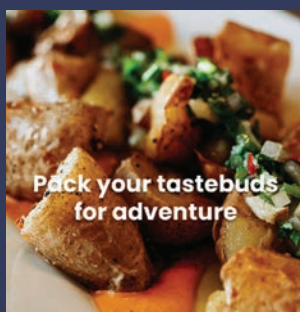
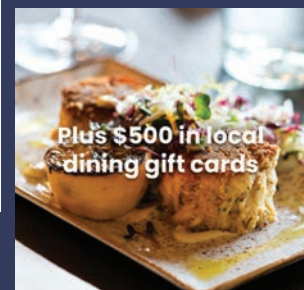
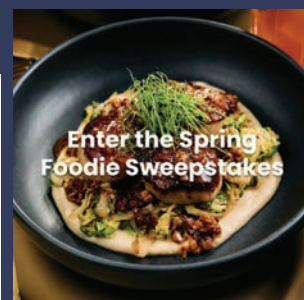
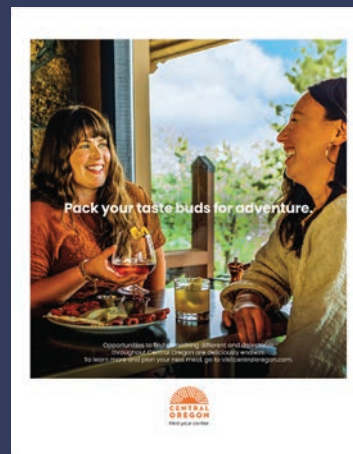
AD CLICKS: 35K

PARTNER LINK CLICKS: 579

SWEEPSTAKES ENTRIES: 2.8K



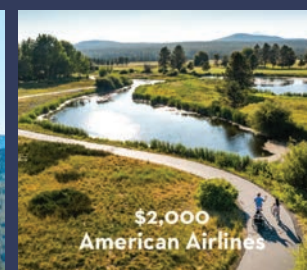
Visit Central Oregon's "Foodie Sweepstakes" campaign highlighted a delicious mix of dining, ranging from casual to elevated, along with craft beverages and wine. The seasonal sweepstakes campaigns generated an impressive number of quality leads.



AD IMPRESSIONS: 7.2M
WEBSITE SESSIONS: 79K +65%
AD CLICKS: 84K +58%
PARTNER LINK CLICKS: 216 +19%
SWEEPSTAKES ENTRIES: 13K



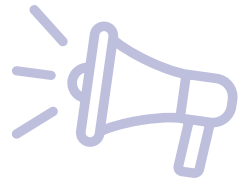
Visit Central Oregon ran a Dallas, Texas, campaign in a portion of the FY24/25 year. The campaign launched in May 2024 and ran through September 2024. This campaign was made possible with funding for a direct media buy from the City of Redmond/RDM from a grant to support new air service to Central Oregon. 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. Total website traffic from Texas increased from 4% to 7% in FY24/25.



AD IMPRESSIONS: 7.7M
AD CLICKS: 99K
WEBSITE TRAFFIC FROM TX YOY: 97K +331%
WEBSITE FORMS SUBMITTED: 4.2K +331%
DARK SOCIAL POST IMPRESSIONS: 900K
THREE DEDICATED GOLF EMAIL SENDS: 126K

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



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

TRAVEL OREGON Places to Go Things to Do Plan Your Trip Free Travel Guides Email Newsletters

Things To Do • Trip Ideas • Favorite Trips • 7 Great Resort Wellness Experiences in Central Oregon

7 GREAT RESORT WELLNESS EXPERIENCES IN CENTRAL OREGON

Soak in a hot spring, get a massage, and forest bathe among the aspens.

Margot Bigg, Author
September 23, 2024

TRIP IDEAS

3 Days of Geologic Wonders in Central Oregon

Though Oregon may be best known for the lush, verdant valleys in the western part of the state, it's the high desert and transition zone just to the east of the Cascades that holds its secrets.

Lance Albrey

5 Top Spots for Food and Outdoor Fun in Central Oregon

It's a popular misconception that Central Oregon is just a vast, empty landscape. In reality, the region is filled with incredible food and outdoor experiences.

Matt Winkler

Float, Fish, Paddle and Pedal Central Oregon's Wild and Scenic Rivers

Nothing says summer like a day on the water, and visitors to Central Oregon will find plenty of opportunities to swim, paddle or fish. These particularly beautiful high-desert waterways in the region are the best.

Lance Albrey

MORE TRIP IDEAS

GOLF • LODGING • DINING • EVENTS • RESORTS 2025

OREGON

GOLF & TRAVEL GUIDE

The Center of it All

CentralOregonGolfTrail.com

Central Oregon Golf Trail

Central Oregon Golf Trail

PLAY NEARLY 30 COURSES ON THE CENTRAL OREGON GOLF TRAIL

The Central Oregon Golf Trail is much more than just a trail. It's a collection of the state's best golf courses, from the historic and world-famous to the newest and most challenging. The trail is a testament to the region's rich golfing heritage and its commitment to providing world-class golfing experiences for all.

CentralOregonGolfTrail.com

Sunset with Visit Central Oregon

Did you know the stars shine brighter in Central Oregon?

It's true! Central Oregon is home to four International Dark Sky Places: Sisters, Sunriver, Anderson, and Prineville. Whether you're a seasoned stargazer or just looking to escape the beauty of the night sky, the region offers some of the clearest, most breathtaking views.

Ready to discover why Central Oregon is a stargazing paradise? See more

5.4% Engagement Rate

Sunset

Instagram

summitandwinteradventures

Learn more

Reels

Learn more

79K+ impressions

Sunset

WEBSITE PERFORMANCE



1.5M
SESSIONS

+26%

2.1M
PAGEVIEWS

+30%

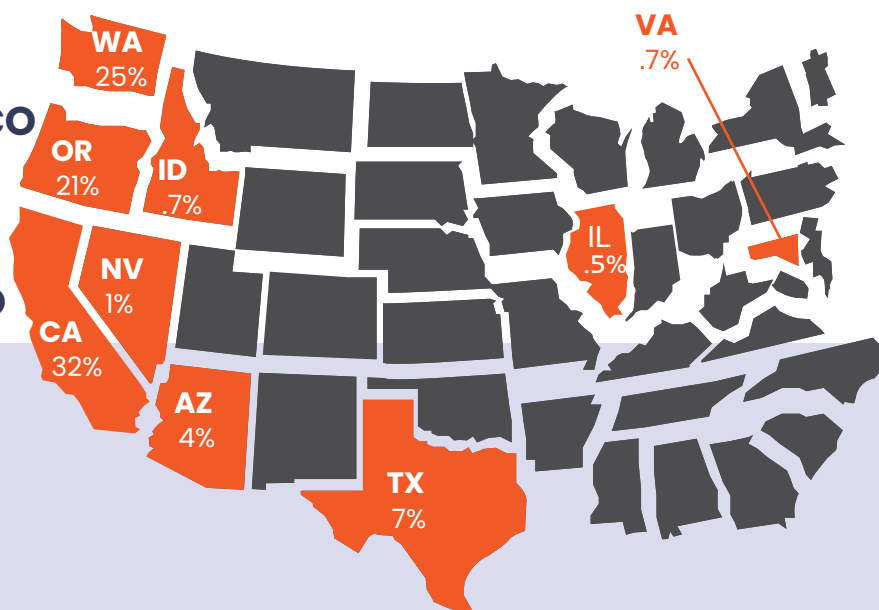
122K
**OUTBOUND
LINK CLICKS**

90K
**LEAD FORM
SUBMISSIONS**

+97%

TOP WEBSITE VISITORS BY CITY

- | | |
|----------------|------------------|
| 1. SEATTLE | 6. DALLAS |
| 2. LOS ANGELES | 7. SAN FRANCISCO |
| 3. PORTLAND | 8. PHOENIX |
| 4. BEND | 9. REDMOND OR |
| 5. SAN JOSE | 10. SACRAMENTO |



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 21M, which was up +269% YOY. These site impressions attracted 339K new users from organic search, an increase of +14% from FY23/24.

477K
SESSIONS

+18%

2.4K
PAGEVIEWS

+16%

21M
**GOOGLE SEARCH
IMPRESSIONS**

+269%

339K
**NEW SITE USERS
FROM ORGANIC**

+14%

DIGITAL DEVELOPMENT

NEW BLOG CONTENT

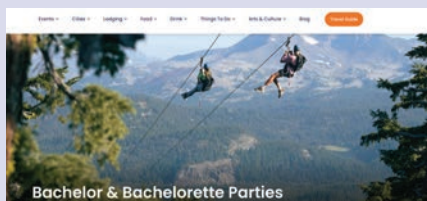
OUR BLOG ARTICLES ATTRACTED 252K PAGEVIEWS IN **FY24/25** WITH OVER **178K** ACTIVE READERS. ARTICLE TOPICS RANGED FROM TRENDING TO EVERGREEN CONTENT AND FEATURED ACTIVITIES, DINING, EVENTS, FAMILY-FRIENDLY, AND MORE.



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 attractions based on trending topics for Central Oregon and travelers.

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 have partnered with Datafy to help us track and analyze trends in visitation and spending for our region. This information provides valuable insight into how people visit – where they go, what they do, and how they spend their money. It also guides us in marketing decisions for targeted digital advertising campaigns and consumer outreach to maximize the dollar return on our efforts and measure the economic impact to the region as a whole.

Powered by **DATAFY**

Top DMAs *Spend Data

DMA	Share of Spend %	Avg. Spend
Portland- OR	39.8%	\$243.33
Eugene	6.67%	\$286.27
Seattle-Tacoma	5.74%	\$283.26
Medford-Klamath Fal	5.69%	\$262.99
Los Angeles	3.46%	\$338.70
San Francisco-Oak-S	3.18%	\$311.83
Spokane	2.56%	\$263.89
Boise	2.14%	\$240.28
Yakima-Pasco-RchlIn	2%	\$204.39
Sacramnto-Stkton-M	1.66%	\$248.43

Top DMAs - Accommodations

DMA	Share of Spend %	Avg. Spend
Portland- OR	37.1%	\$430.88
Eugene	11.1%	\$465.34
Seattle-Tacoma	7.39%	\$457.02
Medford-Klamath Fal	7.06%	\$423.89
Spokane	4.83%	\$482.86
Yakima-Pasco-RchlIn	3.31%	\$541.91
Boise	3.19%	\$347.98
San Francisco-Oak-S	3.08%	\$404.35
Los Angeles	2.69%	\$426.56

Top DMAs - Specialty Retail

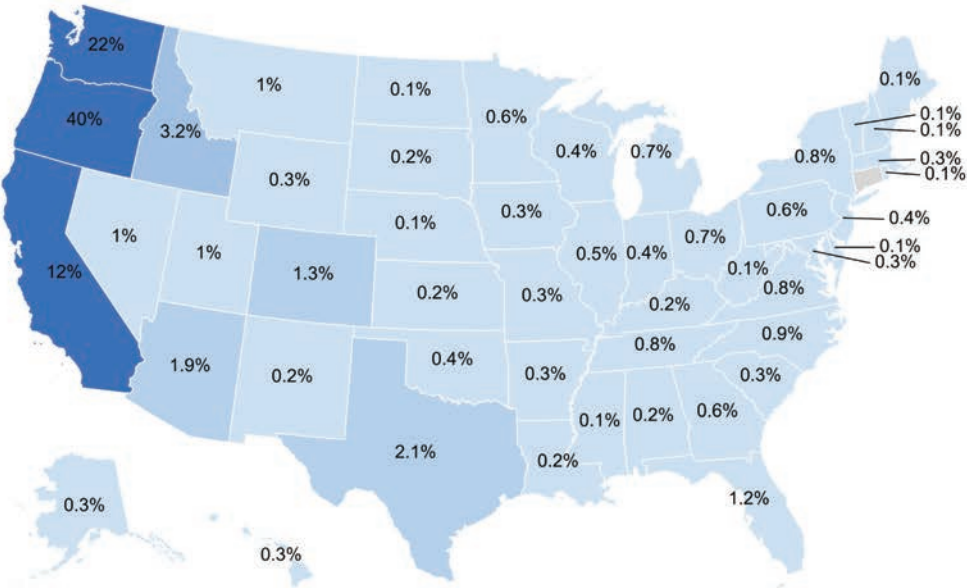
DMA	Share of Spend %	Avg. Spend
Portland- OR	29.5%	\$105.81
Seattle-Tacoma	5.69%	\$113.71
Eugene	5.56%	\$135.86
Medford-Klamath Fal	4.39%	\$134.63
Los Angeles	4.37%	\$138.38
San Francisco-Oak-S	3.47%	\$106.72
Phoenix-Prescott	2.09%	\$156.72
Sacramnto-Stkton-M	2.06%	\$129.19
Denver	1.57%	\$105.55

Top DMAs - Leisure, Recreation and Entertainment

DMA	Share of Spend %	Avg. Spend
Portland- OR	43.4%	\$106.53
Eugene	8.43%	\$134.09
Los Angeles	7.56%	\$200.73
Medford-Klamath Fal	6.53%	\$86.72
Seattle-Tacoma	6.16%	\$95.88
San Francisco-Oak-S	3.19%	\$91.85
Yakima-Pasco-RchlIn	1.71%	\$80.56
Spokane	1.5%	\$81.55

Share of Spend by State

*Spend Data



SOCIAL MEDIA PERFORMANCE

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

VISIT CENTRAL OREGON CHANNELS

@VISITCENTRALOREGON



9M REACH +22%
50K INTERACTIONS +10%
630K CLICKS +32%
63K FOLLOWERS



2M REACH +68%
23K INTERACTIONS +100%

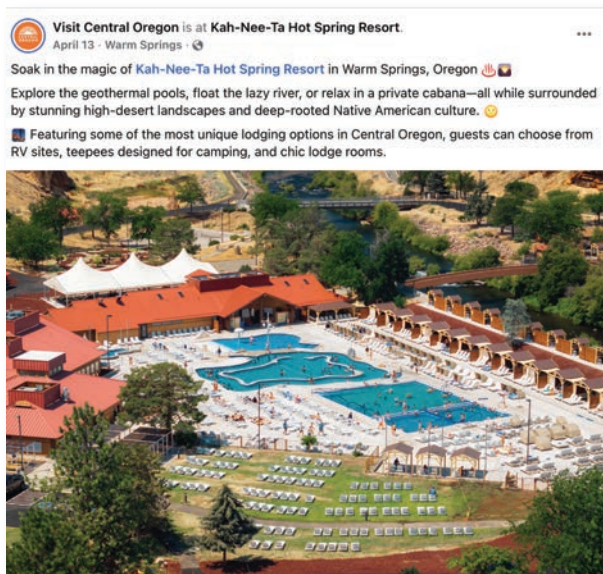


13K IMPRESSIONS
8K REACH
44 ENGAGEMENTS
1K CLICKS

TOP FACEBOOK CONTENT (BY VIEWS)



#1



#2



#3





98K VIEWS +82%
2K LIKES +6%
1K FOLLOWERS +38%



75K VIEWS
2K WATCH HOURS

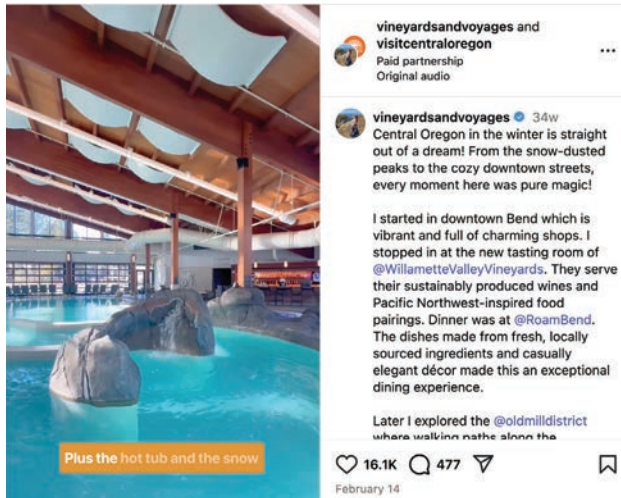


29K IMPRESSIONS +87%
17K FOLLOWERS +171%

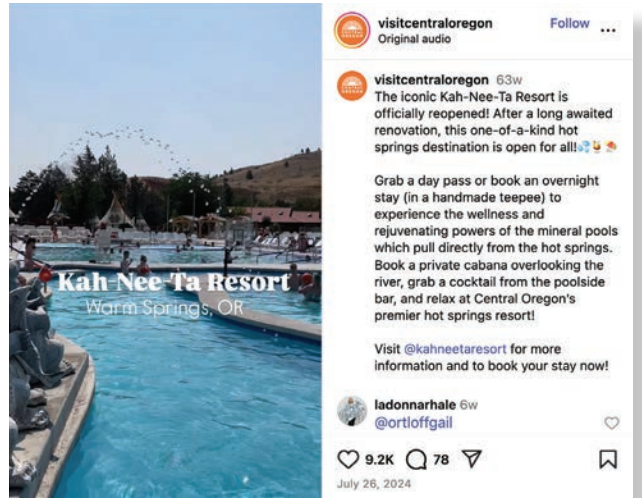


TOP INSTAGRAM POSTS (BY VIEWS)

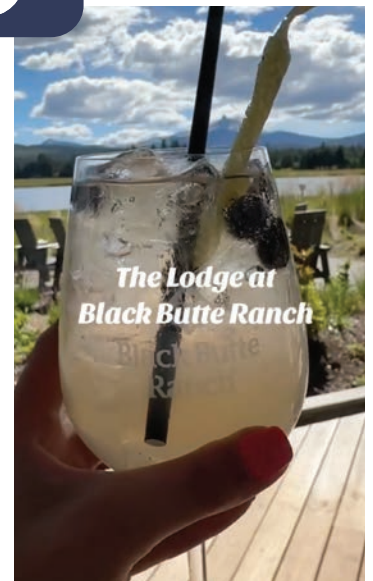
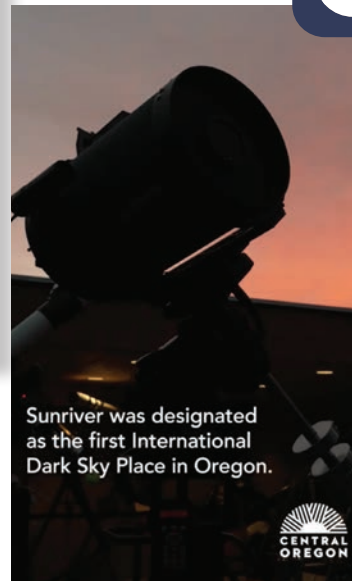
#1



#2



#3



▶ 1,125 VIEWS

▶ 1,205 VIEWS

PUBLIC RELATIONS PERFORMANCE

Visit Central Oregon utilizes public relations to generate earned media and awareness as a travel destination. We hosted four media FAM (familiarization) tours and over 21 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.

1,202 **+14%**
MENTIONS

6.9B **+65%**
REACH

\$5.3M **+51%**
VALUE

NOTABLE STORIES

7/2024 PARENT MAP
Sunriver: A Stunning Destination for PNW Families

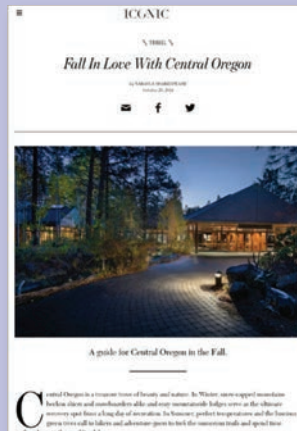


9/2024 SUNSET MAGAZINE
Best Adventure Trips in the West (Travel Award Winner)



9/2024 SEATTLE MAGAZINE
Hello Darkness, My Old Friend

10/2024 ICONIC LIFE MAGAZINE
Fall in Love with Central Oregon



10/2024 FIRST FOR WOMEN & WOMAN'S WORLD
Find Wellness Around Every Corner

11/2024 ORANGE COUNTY REGISTER (+10 more outlets)
Frozen Fun in Bend



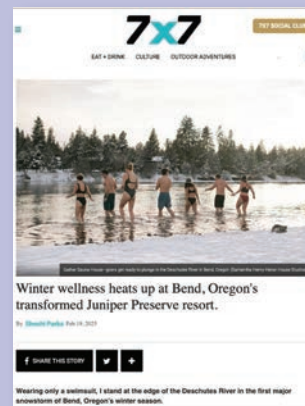
UNION-TRIBUNE
Bend is Oregon's Winter Wonderland

1/2025 ICONIC LIFE MAGAZINE
Look Up

1/2025 COUNTRY LIVING MAGAZINE
America's 10 Best Small Towns in 2025 (Sisters)

1/2025 INFLUENCER VISIT @vineyardsandvoyages
Fall for Central Oregon

2/2025 7X7 (San Francisco)
Winter Wellness Heats Up (Juniper Preserve)



3/2025 NW TRAVEL & LIFE
A Treasured Icon Returns to the High Desert (Kah-Nee-Ta)

5/2025 SHE BUYS TRAVEL (+ more outlets)
Top Wellness Activities

5/2025 DALLAS MORNING NEWS "ESCAPE" MAGAZINE
Around the Bend

MEDIA VISIT



voyageswithval Don't Miss this Hidden Gem Oregon Road Trip! 📍 ad

📍 SAVE to plan your own Central Oregon Road Trip!

You may have heard of Smith Rock, but did you know there are a ton of other hikes, viewpoints, and waterfalls nearby? I just took a weekend road trip through [@visitcentraloregon](#) and it was the perfect adventure! Below is everything I did, and how you too can explore this underrated area.

✨ Day 1

- Drive down to Central Oregon (fly into Portland or Redmond)
- Visit White River Falls State Park! 🌈
- No hiking needed to view it from the top
- Short but steep hike to a lower viewpoint
- Stay in [@oasiscabinresort](#) in Maupin
- Dinner at [@theriversidemaupin](#) 🍷

✨ Day 2

- Breakfast at [@honeybunscoffeehouse](#) ☕
- Drive to Prineville, visit the mural downtown!
- Hike Chimney Rock Trail- 2.7 miles, moderate 🧗
- Lunch at [@dillonsgrill](#)
- Go rockhounding! Pick up a local rockhounding map and guide and find what rocks interest you and where to find them 🪨
- If you want to be sure to find something cool, check out a local



MEDIA VISIT



seattletastingtwins 🍷 Central Oregon weekend getaway itinerary: Send this to someone you want to go with!

We drove from Seattle to Central Oregon for a weekend trip and there were so many things to do (and for our fellow foodies we have some great spots you have to try!)

🏠 Stay at the [@oxfordhotelbend](#) and get breakfast at [@roambend](#)

☕ There are so many cute coffee shops to try in Bend, Oregon: Some of our favs: [@sisterscoffee](#) [@palatecoffee](#)

🚶 Take your coffee and walk along the Deschutes River Trail - we love walking and this might be one of our favorite trails ever.

🐫 Go to Crescent Moon Ranch and see SO MANY FLUFFY alpacas (and you can buy feed to give them)

🍷 Explore Downtown Bend for food and shopping. Get drinks and tapas at [@barrbcbend](#) and then the gelato at [@bontagelatobend](#) 🍦

🔥 Eat at [@hawkandhuck](#) because not only is it visually stunning, but the Skirt Steak and Bone Marrow and Oysters 🍤 Take a [@wanderlusttours](#)! Look to see what they are offering when you visit. We did a foraging dinner by Tumalo Falls with [@luckyswoodsman](#) and it was an unforgettable experience.

📸 Check out the last standing Blackbustard! Yes it's still ranting



👍 Liked by [visitbend](#) and 264 others

October 1, 2024

OWNED MEDIA

Visit Central Oregon's owned media includes both printed and digital guides and a robust email marketing campaign that engages nearly 182K opt-in subscribers every month.



TRAVEL GUIDE



100K PRINTED



10,557 DIGITAL IMP
6,161 DIGITAL VIEWS
AVG READ TIME: 3:50



DINING GUIDE



20K PRINTED



1,731 DIGITAL IMP
509 DIGITAL VIEWS
AVG READ TIME: 3:41



WEDDING GUIDE



15K PRINTED



4,018 DIGITAL IMP
407 DIGITAL VIEWS
AVG READ TIME: 4:26



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

MEETING GUIDE



300 DIGITAL VIEWS



EMAIL MARKETING

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

CONSUMER EMAIL

2.2M
EMAILS
DELIVERED

31.4% OPEN RATE

1.3% CLICK RATE

182K
SUBSCRIBERS

FOODIE EMAIL

38.1% OPEN RATE

4.4% CLICK RATE

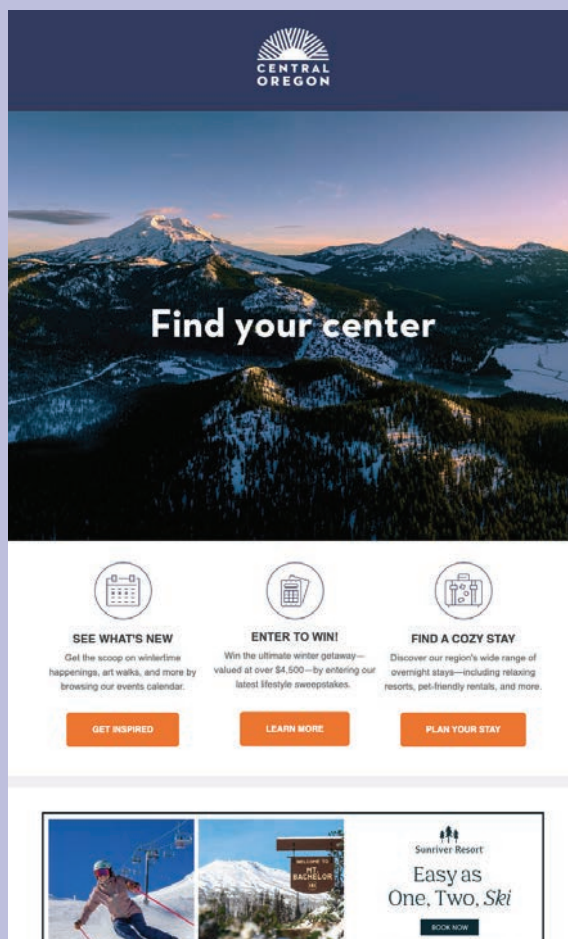
238K EMAILS DELIVERED

EVENTS EMAIL

28.1% OPEN RATE

1.5% CLICK RATE

2.2M EMAILS DELIVERED



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

9K
SUNRIVER
VISITOR CENTER

8.4K
REDMOND AIRPORT
WELCOME DESK

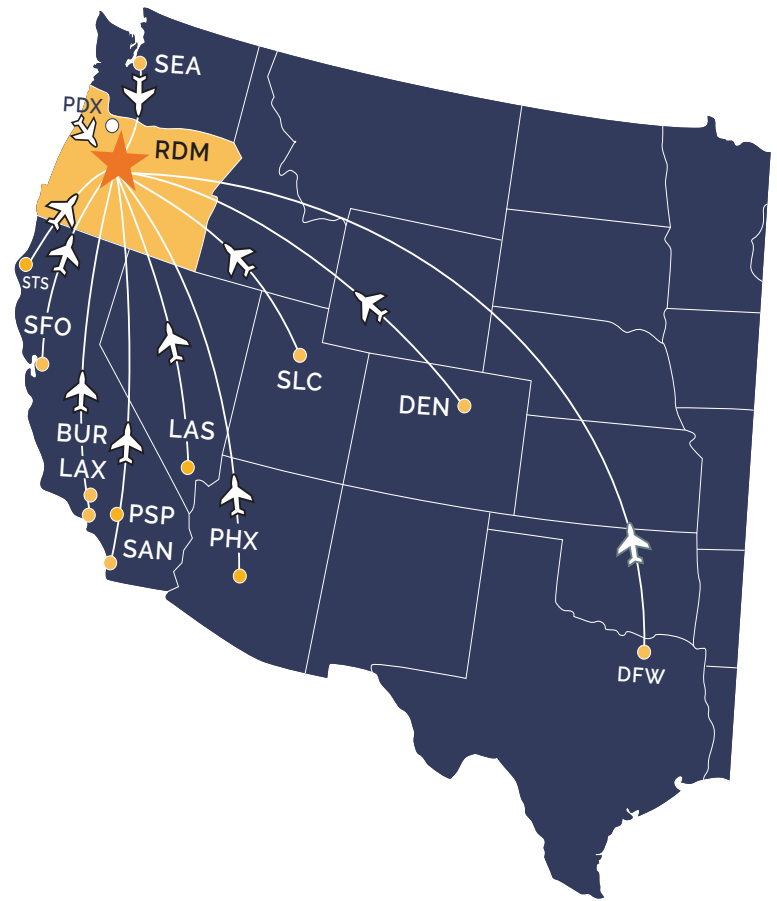
+9%



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. Currently, RDM is serviced by four carriers: Alaska, American, Delta and United with 12 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. Due to demand, the airport is currently undergoing a terminal expansion with more gates, added jet bridges, and additional airport concessions.

***Air service Updates:** Avelo flights to STS, LAS, BUR and PSP ended October '25. Alaska Airlines starts direct flights to BUR in October 2025. BREEZE Airlines will start direct service to LAS and BUR in March '26 while also providing flights to Provo, Utah (PVU) and SLC.



RESULTS: 6 OF OUR TOP ORIGIN MARKETS BY NUMBER OF VISITORS ARE DIRECT FLIGHT MARKETS [PDX, SEA, LAX, SFO, PHX, & SLC]

RDM AIRPORT

RECORD GROWTH IN AIRPLANE SEAT CAPACITY AT RDM



PASSENGERS

NUMBER OF PASSENGERS AT RDM

1.2M

+8%

CENTRAL OREGON MURAL TRAIL

We continued connecting communities throughout the region artistically with the Central Oregon Mural Trail installations. The last mural added to the trail was in Warm Springs. This mural displays the rich culture of the three tribes represented in Warm Springs and is the largest mural along the Central Oregon Mural 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 organized a variety of photo and video shoots throughout the year to showcase Central Oregon's beauty and personality. Our contracted photographers and videographers captured the spirit of the entire Central Oregon region from wintry landscapes, golf courses and accessible activities to vibrant events, art and farm-forward food trails along with handpainted teepees at Kah-Nee-Ta Hot Springs Resort in Warm Springs and Shaniko's historic hotel, located in the heart of an Oregon ghost town.



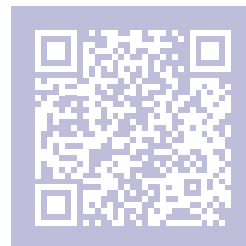


DESTINATION MANAGEMENT STUDIO

In partnership with Travel Oregon, the Central Oregon Destination Management Studio (CODMS) met in communities within Deschutes, Jefferson, Crook and South Wasco counties to support economic development through visitation while balancing the impact on communities, services and resources. The program is steadfast in its commitment to assisting local and regional organizations, businesses, and community leaders in addressing key challenges. As a result of over a year of public workshops, regional steering committee meetings, and core team gatherings, the CODMS identified 25 priority projects out of 102+ project ideas initially. Then the core team evaluated those 25 ideas down to the top twelve. Finally, three priority projects (available for grant opportunities) made the final list of projects with a key focus on arts, culture and heritage, high-use outdoor recreation, and dark sky awareness.



**LEARN MORE
ABOUT THE CODMS
PROGRAM**



DARK SKY LEARNING LAB



The Dark Sky Learning Lab brought together 49 attendees from all seven tourism regions of Oregon, including guides, outfitters, and small businesses, with the intention to build the skills and knowledge needed to deliver Oregon's first wave of dark sky tourism experiences. Within months, the content spurred two Central Oregon rural businesses in Prineville —Wine Down Ranch and Sun Life Farms—to collaborate and launch a new partnership named "Skyscape 44" and host their inaugural Star Party in September 2025. The matched \$25K investment from Central Oregon's RCTP also collaboratively leveraged support for our eastern and southern RDMO partners to attend and invite regional partners in their respective areas. Phase 2 of the Dark Sky Learning Lab will perpetuate outcomes of this Collaborative Regional Investment (CRI) by seeding new developments for product and capacity for inclusive, conservation-minded celestial tourism that will continue to grow Oregon's reputation as an International Dark Sky destination.

REGIONAL PROJECTS

LEAVE NO TRACE PROJECT

Visit Central Oregon implemented Leave No Trace (LNT) custom messaging for regional stakeholders and Visit Central Oregon's own communications. The project focused on protecting natural resources, strengthening community ties, and enhancing visitor experiences across the region.

Beginning with a survey to land managers, guides/outfitters, and DMOs/Chambers, the survey results led to a Leave No Trace and VCO Marketing team collaboration to create evergreen social media content and copy for use online. A Leave No Trace 101 Workshop was hosted by VCO to equip hospitality professionals, and all participants, with a LNT messaging toolkit to use in visitor-facing interactions.

"I can focus on being a farmer, not a marketer."

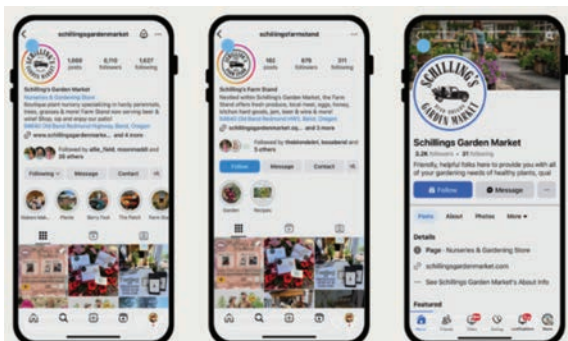
- Linda Anspach,
DD Ranch



FOOD SYSTEMS: DIGITAL MARKETING

This project focused on training agritourism-based businesses in marketing fundamentals and providing hands-on support to achieve accurate and quality online business information.

Twelve (12) High Desert Food Trail businesses participated in the free one-on-one audits. VCO's advertising agency provided an audit to identify areas for improvement in online listings, website experience, social media, search, and more. The outcome provided an actionable implementation plan for participating businesses.



FOOD SYSTEMS: FARM-TO-FORK MIXERS

In March 2025, VCO and HDFFA (High Desert Food and Farm Alliance) invited food trail businesses, farmers/ranchers, restaurants/chefs, resorts, and DMOs for an industry mixer designed to create connections to strengthen Central Oregon's food system.

The event included a mix of speed dating sessions and networking, plus digital and physical resources for attendees regarding farming, sourcing, selling products, agritourism opportunities, and more.



COMMUNITY PARTNERSHIPS

Visit Central Oregon supported a variety of regional community events and initiatives in FY24/25.



FUTURE FUND

In its third year of the Central Oregon Future Fund, Visit Central Oregon supported seven local projects by awarding \$280K in grant funds from a total of 19 applications requesting more than \$800K in funding. 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. \$1.6M has been repurposed and infused into our Central Oregon communities for 34 Future Fund grants since its inception.



\$280K AWARDED

PROJECTS FUNDED UNDER THREE PILLARS:

1) SUSTAINABILITY 2) CULTURAL TOURISM AND 3) ACCESS ADVENTURE



\$49,890

Antelope 3, LLC Antelope Pavilion (final phase)

The Antelope Pavilion project will provide a safe and inclusive "stopping place" for travelers looking to use restrooms, refill on water, and relax while on their rural travels, especially for Antelope Dark Skies.



\$43,000

Dirty Freehub – High Desert Gravel Guide

The High Desert Gravel Adventure Guide is a pocket-sized book featuring the best gravel cycling routes in Central Oregon. Featuring curated rides, local history, art, and cultural insights, it connects cyclists to the land and its communities.



\$39,800

Explore Prineville – Golf "Fore" All: The Adaptive Golf Project

This project expands access to golf in Central Oregon by providing free usage of an adaptive golf cart, allowing individuals with mobility challenges to participate independently. It improves visitor experience while positioning Prineville as a regional leader in accessible recreation and sustainable, inclusive tourism.



\$17,310

Deschutes River Alliance – Troutfest 2025–Access Adventure Promotion

Troutfest 2025 expands access to river-based recreation by reducing barriers for underrepresented communities through inclusive programming, diverse instructors, and scholarships, while strengthening stewardship of the lower Deschutes River and supporting sustainable, community-driven tourism in South Wasco County.



\$50,000

High Desert Museum – Our Place, Our Cultures

The High Desert Museum will launch a series of new exhibitions and programs that explore the unique landscapes of the High Desert through cultural, artistic, and scientific perspectives, driving broad audiences to Central Oregon.



\$30,000

Oregon Adaptive Sports – Access, Elevated

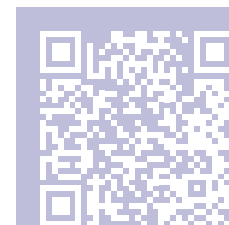
"Access, Elevated" develops opportunities for adaptive outdoor recreation in Central Oregon by extending ski seasons, creating fall biking programs, and launching an adaptive paddling program.



\$50,000

Tower Theatre Foundation – Enhanced ADA Accessibility at Tower Theatre

The theatre will replace a 20-year-old wheelchair lift for access to the stage from the auditorium and install a one-push automatic door at the ADA entrance on Wall Street, continuing the theatre's long-standing commitment to accessibility.



**LEARN MORE
ABOUT THE FUTURE
FUND PROGRAM**

INCLUSIVITY INITIATIVES

Visit Central Oregon believes in being a place that welcomes all to experience the diversity found in our region. We show diversity in our collateral and imagery to reflect our target markets across all marketing platforms, and we amplify diverse voices in our public relations efforts. Our belief in fostering a welcoming destination guides our entire team.

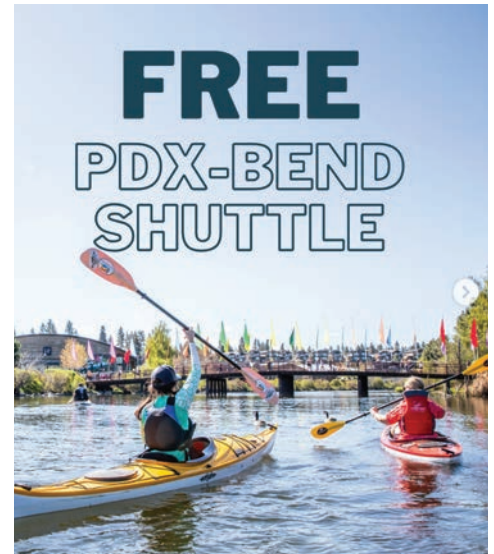
INCLUSION IS PORTRAYED AND PRIORITIZED THROUGHOUT OUR MARKETING



EVENT & ORGANIZATION SPONSORSHIPS

AdventurUS Women

We supported the spring event again in May 2025 – a spring retreat in Central Oregon created by women for women to explore the outdoors.



Winter PrideFest

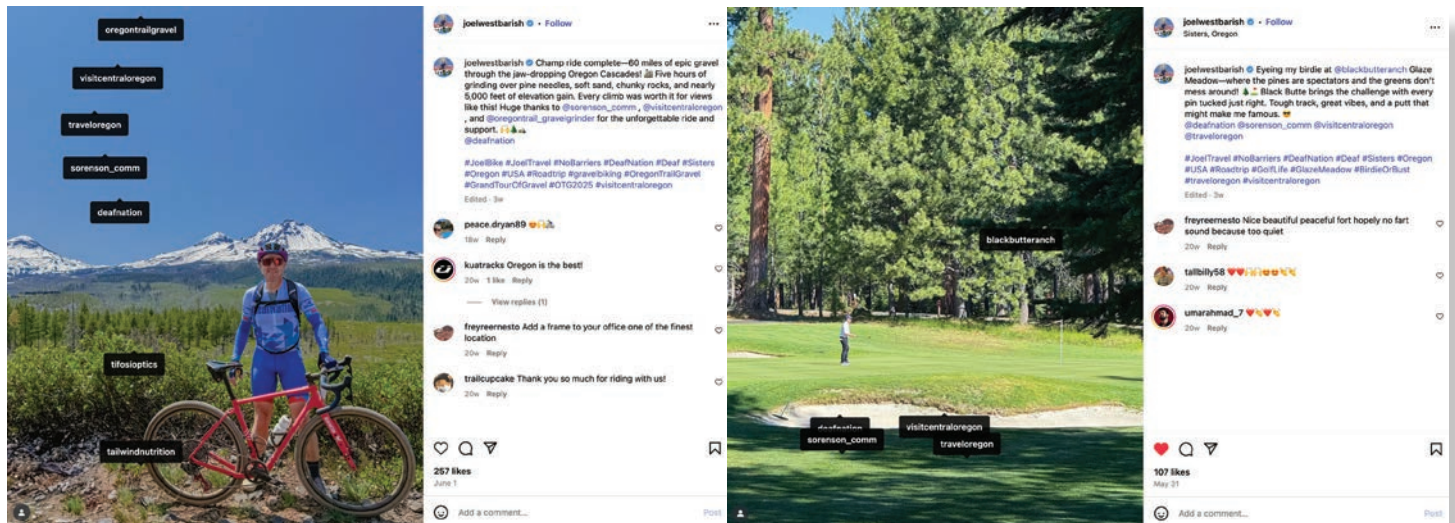
We were a sponsor of the 2025 Winter PrideFest event, which is an annual winter event celebrating Pride, inclusivity, and love of the outdoors.



MEDIA WE HOSTED WITH DIVERSE AUDIENCES

Joel Barish, DeafNation

In partnership with other statewide partners, we hosted Joel Barish with DeafNation in the spring. His itinerary included highlights like golf at Black Butte Ranch and the Cascade Gravel Grinder Race.



Sophie Morgan, Conde' Naste Traveler

Sophie Morgan made her way to Central Oregon to highlight Bend as an accessible city for Conde' Nast Traveler! The opportunity was made possible by Travel Oregon and our industry partners around Central Oregon to bring together an itinerary that combined accessible adventure with regional wonder.



ACCESSIBILITY PROJECTS

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 partners 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.

Website Accessibility

We continually audit and update 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.

Workshop: Discover Your Forest & Allyship in Action

A two-session workshop series for the Central Oregon outdoors community, "Foundations of an Equitable and Inclusive Outdoors," took place in November 2024. This was 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, and other roles). The series supported participants in developing a shared language and understanding of how systems of oppression (e.g. racism, cisheterosexism, and ableism) intersect with people's access to thriving in the outdoors. Participants explored identity, intersectionality, and power and privilege. The workshops provided strategies, tools and practice for interrupting oppression and repairing harm. The workshop was facilitated by a team of facilitators with intersectional identities who live, work, and play in Central Oregon. New VCO team members also participated in the workshop.

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 FY24/25.

\$737K
**PROSPECTIVE
REVENUE**

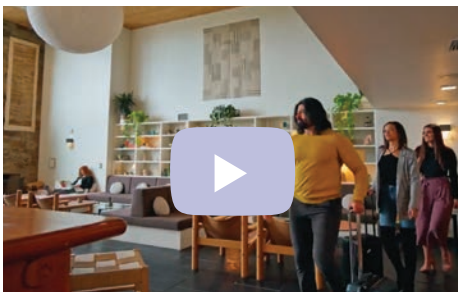
\$822K
**CONFIRMED
FUTURE
REVENUE**

\$1.3M
**ACTUALIZED
REVENUE**

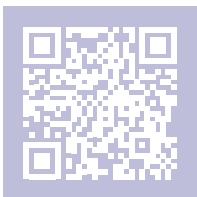


PROMOTIONAL VIDEOS

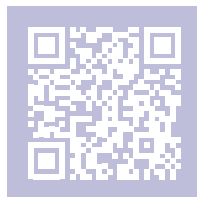
Videos promoting group and event business development efforts were targeted to meeting planners and at group business meetings, tradeshow and events.



EVENT SPONSORSHIP



MEETINGS SIZZLE REEL

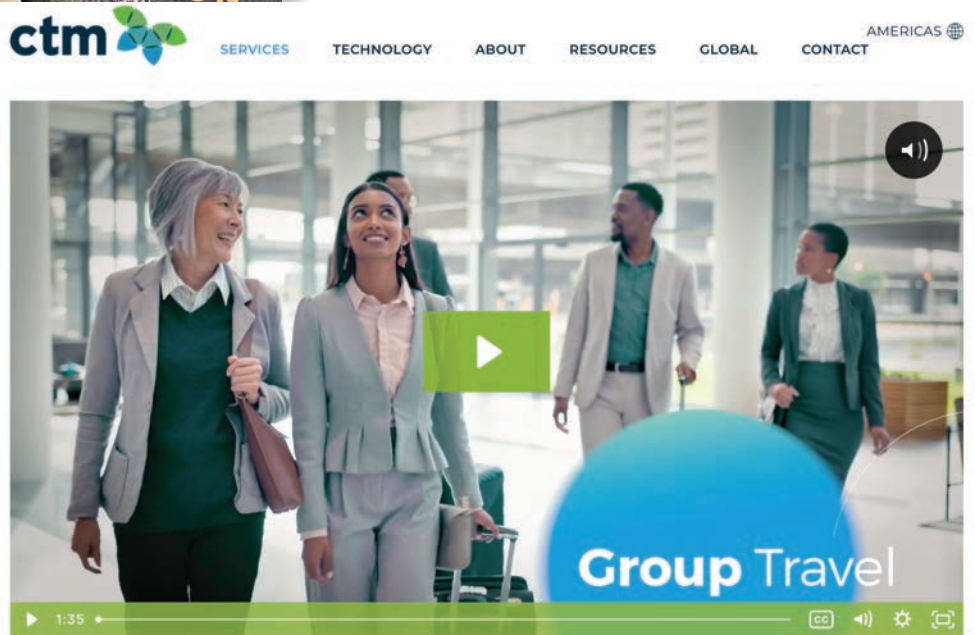


SPORTING EVENTS



TRADE SHOWS & EVENTS:

- SEATTLE CLIENT EVENT
- HOSTED CMT EVENTS FOR A SUNRIVER FAM TOUR AND ATTENDED THE ANNUAL MEETING AS A DMO PANELIST
- DAIMLER TRUCK EVENT
- PROFESSIONAL CONFERENCE MANAGEMENT ASSOCIATION PNW CHAPTER FALL FUNDRAISER, CONNECT TEXAS
- MPI CASCADIA EDUCATIONAL CONFERENCE SPONSOR
- GLOBAL MEETINGS DAY TRADE SHOW
- MEETING PLANNER INTERNATIONAL EDUCATION EVENTS



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 FY24/25. As a result of our efforts, we confirmed several FAM tours that researched Central Oregon in FY24-25. Travel Trade Representatives and Media from Germany, Netherlands, UK, Ireland, France, China, Korea, Japan, Australia and New Zealand; on assignment for experiential research and new product development.

EVENTS

GO WEST SUMMIT JAN 2025 / PALM SPRINGS, CA

One-on-one marketplace appointments between global tour operators and Western U.S./Canadian suppliers where 184 buyers and media representing 22 Countries attended in 2025.



INTERNATIONAL INBOUND TRAVEL ASSN. (IITA) SUMMIT FEB 2025 / SALT LAKE CITY, UT

The event brought together leading inbound tour operators, DMOs, and suppliers to strategically plan for the year and enhance U.S. inbound travel; highlighting sessions on topics such as tourism education for workforce development, indigenous tourism, international youth travel, and emerging market trends.



IPW JUN 2025 / CHICAGO, IL

More than 100K one-on-one business appointments were held over three days, connecting U.S. travel suppliers with international buyers and media. The Oregon delegation held more than 200 appointments over the course of IPW week.



INTERNATIONAL ASSN. OF GOLF TOUR OPERATORS (IAGTO) JUN 2025 / BIRMINGHAM, AL

The convention facilitated two days of pre-scheduled, 20-minute meetings between 100 golf travel buyers and 150 suppliers.



384
APPOINTMENTS

4
TRADE SHOWS



IN-REGION FAMS

Travel Trade Representatives and Media from Germany, Netherlands, UK, Ireland, France, China, Korea, Japan, Australia and New Zealand; on assignment for experiential research and new product development.

SEP 2024

German Media FAM

Carsten Heinke, on assignment for *ReiseZeit*, 2.9M Readership

1 night Sunriver Resort; 1 night Wine Down Ranch/Prineville; Activities at Sunriver Nature Center and Wine Down Ranch, High Desert Museum, Painted Hills, Smith Rock.

DERTour FAM

Top Agents from the leading European tourism company, operating in 16 European countries with over 130 companies, offering tour operation, travel agencies, and hotel brands.

16 Rooms Springhill Suites, Bend; Site visit Campfire Hotel; Activities include eBike tour w/ Adventure tours; Dining at McMenamins Old St. Francis School.

JOKER TRAVEL AGENT FAM

German agents that specialize in creating tailored vacation experiences with a focus on individual consultation.

10 rooms Campfire Hotel, Bend; Activities include Wanderlust Tours, Deschutes Brewery, Smith Rock, Painted Hills, Wilson Ranches Retreat.

DAGMAR KRUTZEK

German author -working on Oregon hiking book www.forone-step-beyond-wandern.de

2 nights Black Butte Ranch; Suggested hiking on own with activity recommendations in Sisters, and enjoying the Sisters Folk Festival.

ANTONETTE SPAAN & MARJOLEIN LINSTRA

Dutch travel bloggers/content creators writing for online publications geared towards women from 25-50 years old.

Antonette (audience 50K at we12travel.com)
Marjolein (audience 15-20K at YourTravelGuide.nl)

OCT 2024

COMO VAN DEN BERG

Travel Blogger

1 night SCP Redmond and 1 night Newberry Hotel Bend. Meals at Terra Kitchen, downtown Bend. Activities: Smith Rock, out and about in Bend (downtown/Drake Park, McMenamins, Old Mill District), and Lava Lands Visitor Center.

MAR 2025

BRITISH AIRWAYS/ UK & IRELAND TRAVEL TRADE FAM

11 room nights Oxford Hotel; Site visit at Kah-Nee-Ta. Meals at Hawkeye & Huckleberry, downtown Bend. Stop at Smith Rock State Park.

APR 2025

TRAVEL OREGON INT'L CONTRACTORS

12 room nights at Five Pine Lodge and 12 room nights at Kah-Nee-Ta Hot Springs Resort; Site visits at Black Butte Ranch, Smith Rock Resort, Imperial River Co. and Lodge. Activities and stops included soaking at Kah-Nee-Ta, Crescent Moon Ranch, Salmon King Fisheries, White River Falls, Sherars Falls. Meals at Luckey's Woodsman, Three Creeks Brewing, and a locally caught Salmon Buffet at Kah-Nee-Ta.

GERDA VAN'T LAND

Buitengewoon Reizen 2025

3 nights at Tetherow; Site visits at Five Pine Lodge, Ski Inn Taphouse, Element, Oxford Hotel, Sunriver Resort, SCP Redmond. Meals at The Row, Jackson's Corner, downtown Bend. Activities included experiencing Smith Rock in an AdvenChair, High Desert Museum, Lava Lands Visitor Center, Riley Ranch Nature Reserve, Old Mill District.

MAY 2025

HELMUT WIDMANN, EDITOR

Editor-in-Chief, Schau Gute Reise; audience 50K print/50K epaper

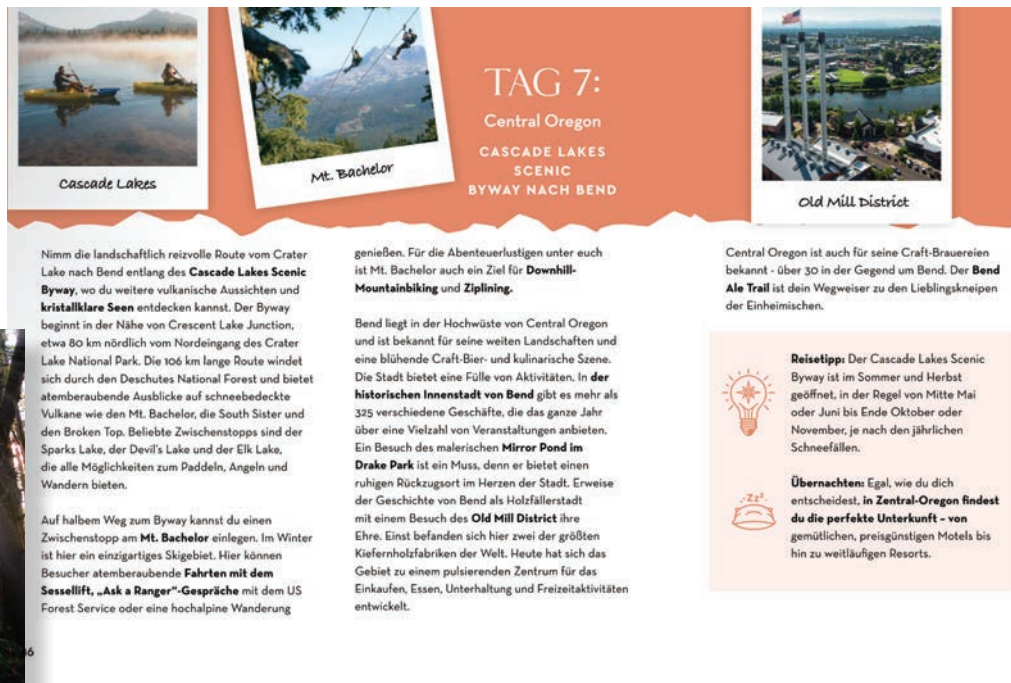
1 night at Juniper Preserve and 1 night at Sunriver Resort with meals at each property. Stops and activities included a guided lava cave tour at Juniper Preserve, Kah-Nee-Ta, Museum at Warm Springs, Smith Rock, Painted Hills, Lava Lands Visitor Center, High Desert Museum.

INTERNATIONAL MARKETING CO-OP

Through a cross-regional collaboration leveraging less than \$10K per region in Collaborative Regional Investment (CRI) funds, **Travel Southern Oregon**, **Visit Central Oregon**, and **Willamette Valley Visitors Assoc.** combined Travel Oregon RCTP funds that reached Germany—one of Oregon's most mature and highest spending visitor markets—via targeted print and digital campaigns.

The initiative combined a 20-page AMERICA Journal flipbook style insert highlighting connective regional itineraries, and paid social ads resulting in over 235K impressions, 40K engagements, and 8K+ qualified leads, far surpassing industry benchmarks. By promoting shoulder-season travel and authentic cultural experiences, the project not only drove measurable international awareness but also supported rural and underserved Oregon communities with sustainable, high-value visitation.

VIEW THE AMERICA JOURNAL FLIPBOOK



CAMPAIGN MARCH – MAY 2025

PAID SOCIAL IMPRESSIONS: **235K**

ENGAGEMENTS: **40K**

LEADS COLLECTED: **8K+**

TARGETED TO:

**U.S., U.K., France, Germany,
Austria, and Switzerland**

THE VALUE OF TOURISM



1.76 BILLION

TOTAL TRAVEL ECONOMIC IMPACT FOR CENTRAL OREGON



4M

OVERNIGHT VISITORS

-2.4%



THE STATE OF OREGON'S OVERNIGHT
VISITATION WAS UP +1.7%

10.7K

JOBS IN THE TOURISM INDUSTRY

+0.8%



THE STATE OF OREGON'S EMPLOYMENT
IN TOURISM WAS UP +0.4%

\$293

AVERAGE TRIP SPEND

-0.3%



SOURCE: DEAN RUNYAN ASSOCIATES FOR THE
OREGON TOURISM COMMISSION



DESCHUTES COUNTY

CROOK COUNTY

JEFFERSON COUNTY

S. WASCO COUNTY

\$27.1M

+0.3%

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

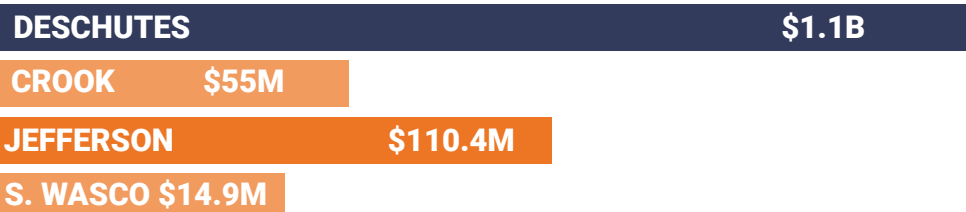
TOTAL TRAVEL IMPACTS



BY COUNTY IN CENTRAL OREGON

\$1.28B
TOTAL IMPACT

TRAVEL EXPENDITURES



\$408M
INDUSTRY EARNINGS

INDUSTRY EARNINGS



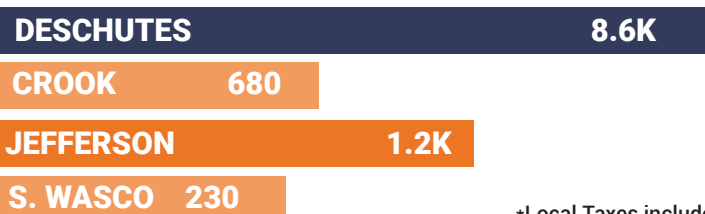
\$64M
TOTAL LOCAL & STATE TAXES*

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 **\$688M**
OREGON \$6.7B



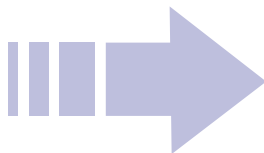
PRIVATE HOME **\$171M**
OREGON \$2.4B



OTHER OVERNIGHT **\$142M**
OREGON \$775M



DAY TRAVEL **\$164M**
OREGON \$2.6B



\$1.2B

VISITOR SPENDING
BY TYPE OF TRAVELER
ACCOMMODATION

OREGON \$12.5B



ACCOMMODATIONS **\$426M**
OREGON \$3.2B



FOOD & BEVERAGE **\$261M**
OREGON \$3.3B



FOOD STORES **\$107M**
OREGON \$990M



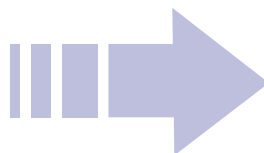
AIR/GROUND TRANSPORTATION **\$170M**
OREGON \$2.8B



RECREATION **\$96M**
OREGON \$1.2B



RETAIL SALES **\$105M**
OREGON \$1.3B



\$1.2B

VISITOR SPENDING
BY COMMODITIES
PURCHASED

OREGON \$12.5B

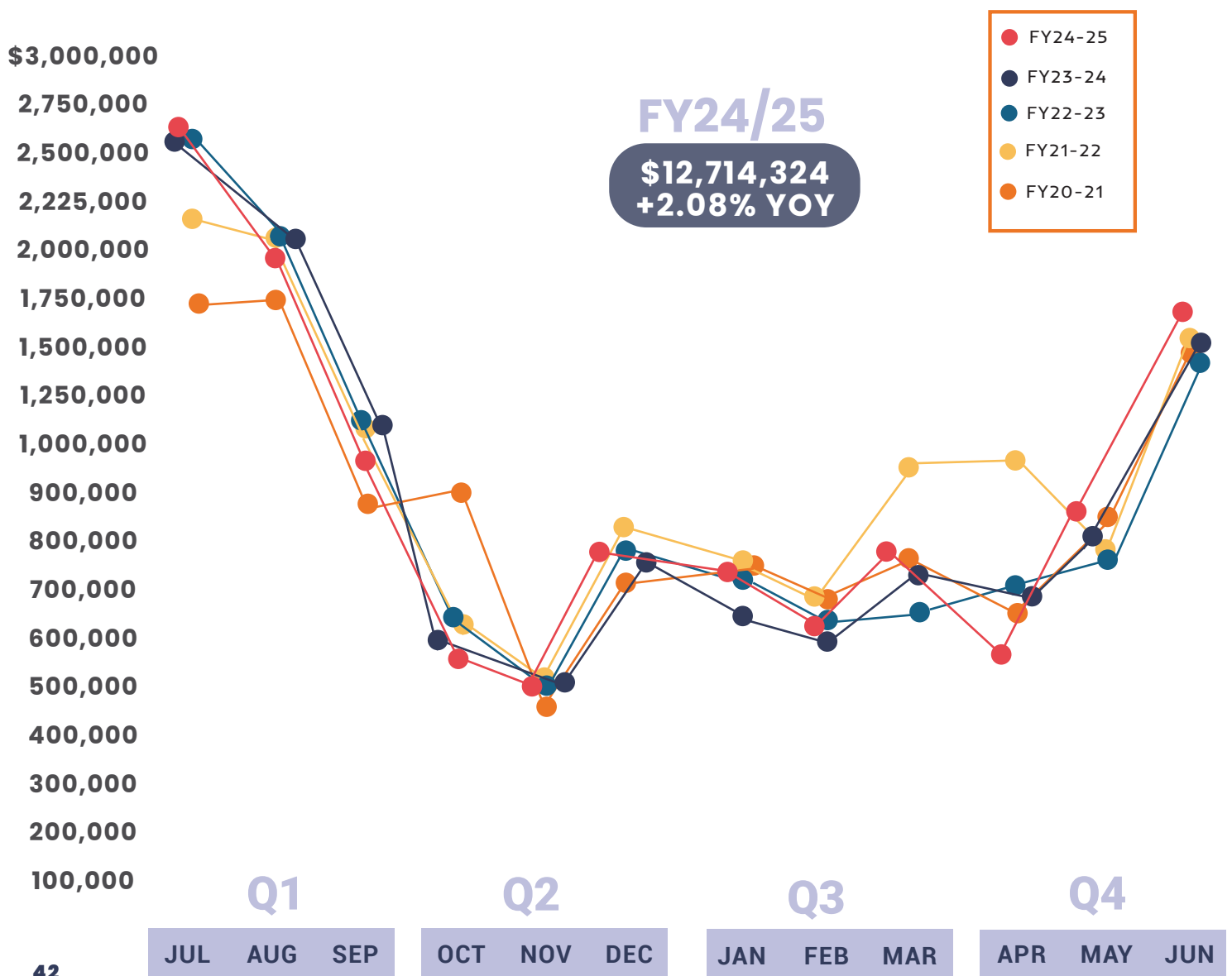
TOURISM DATA REPORTING

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 Datafy, which provides actionable data intelligence to discover high-value visitors and visitation patterns.

TRT COLLECTIONS



DESCHUTES COUNTY TRANSIENT ROOM TAX (TRT) COLLECTIONS FY24/25

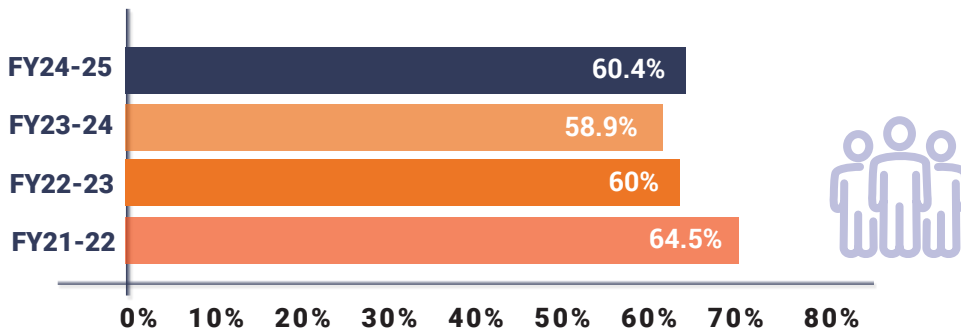


OCCUPANCY & ADR

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

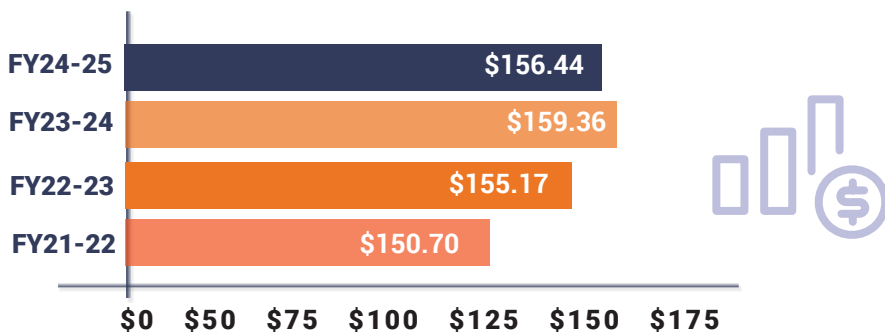
HOTEL OCCUPANCY

AVERAGE OCCUPANCY IN CENTRAL OREGON



HOTEL ADR

AVERAGE DAILY RATE IN CENTRAL OREGON

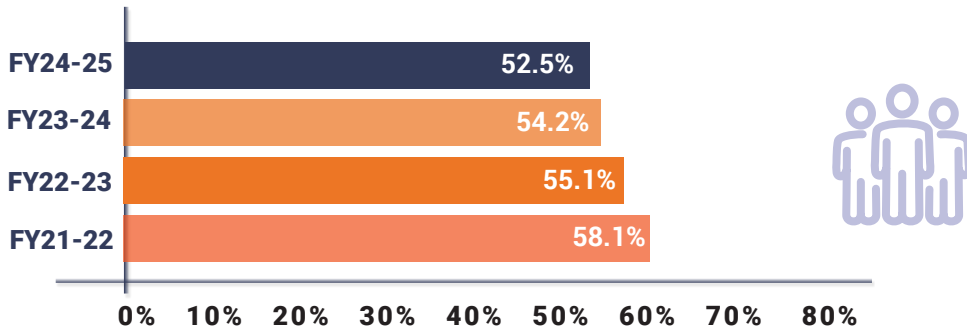


REPORT DATA PROVIDED BY AIRDNA. VIEW MONTHLY REPORTS AT
[VISITCENTRALOREGON.COM/INDUSTRY](https://visitcentraloregon.com/industry)

VACATION RENTAL OCCUPANCY

AVERAGE OCCUPANCY IN CENTRAL OREGON

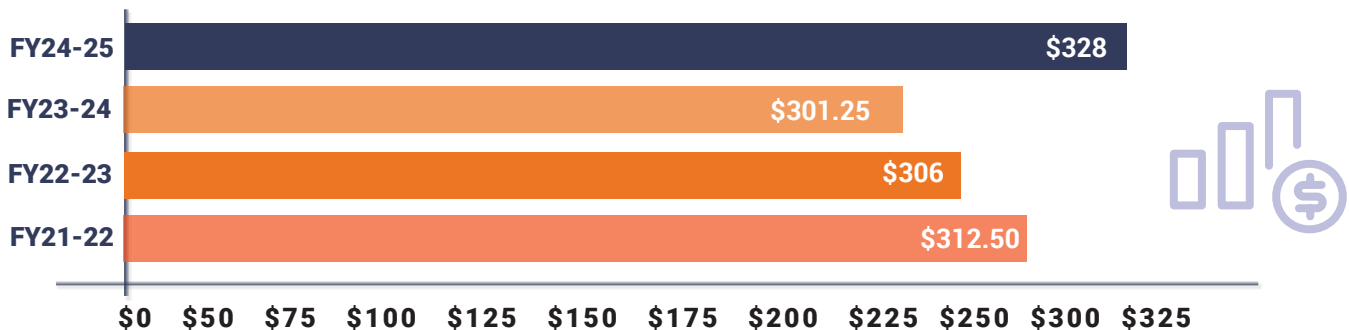
(So. Wasco, Deschutes, Jefferson and Crook Counties)



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

KATIE GILBERT
MARKETING & COMM. MANAGER

RYLEE PORTER
DIGITAL MARKETING SPECIALIST

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