Data Driven Decisions

Consumer Trends

- 62% purchasing decision based on companies that reflect personal beliefs
- 63% buy goods and services based on a corporation's ethical values and authenticity
- $4 trillion in consumer spending.
- $300 Billion in tourism spending
Building The Pipeline

Dan Lincoln Institute for Hospitality Leadership

- A partnership formed between IHL and Woodward Career Technical High School for the 2019-2020 school year

- A Seat At The Table Inaugural Graduating Class Nov. 2019

- Dater High School IHL Graduating Class- Dec. 2019

- Level Up hosted 15 students from various CPS high schools that will be participating in a paid-employment experience throughout the 2019-2020 school year
20.1k Website Visitors

PLAN A TRIP
Visit RVA

GRAB A BITE
Food & Drink

CATCH A VIBE
Experience RVA

EVENTS
Things To Do

ROOTED & RISING FEATURE

PIG & BREW
Pig & Brew offers tasty barbecue and a full bar. Classic North Carolina style barbeque with lots of other great southern options such as ribs, brisket, wings, and more.
Local Events
Travel Oregon – Representation Matters

Ensuring our work tells the story of all Oregonians so that all who travel the state can enjoy their journey and feel welcome.
Travel Oregon – Representation Matters
Travel Oregon is committed to ensuring that our work helps Oregon become a more equitable destination, so all who travel the state can enjoy their journey and feel welcome.

Our work aligns with how we value Oregon and all of its communities, our staff and our industry partners. We define equity as: when all people have equal access to resources to potentially reach the same outcomes. To that end, we want all people to have access to enjoyable travels throughout Oregon.

We are committed to the following shared values:

- Understanding what equity is and acknowledging that not all people have the same starting point.
- Being life-long learners regarding equity and committing to the necessary repair work when we misstep.
- Working to ensure our intent aligns with our impact.

Travel Oregon is growing in our understanding of the myriad intersecting identities people hold and how some identities are rooted in systems of oppression. We aim to remove barriers from all travelers. Addressing equity through an exploration of people’s held identities helps us to build a stronger more unified community—a community where we see race, age, ethnicity, sexual orientation, gender, gender identity, gender expression, religion, visible and invisible disabilities, socio-economic status, and all the intersecting identities therein, and we know that in these differences lies our strength.
Agency Goals: How this translates to the work

- **Keep learning and understanding** how to better feature and tell stories about people of color
- Diversifying our target audience and being **intentional about media selection** (or **influencers**)
- Adding **DEI KPIs** to the work
- Building **deeper working relationships** and partnerships with BIPOC organizations and Tribal entities
- Reducing barriers to BIPOC recruitment, promotion, contracting procedures to reduce barriers
Learning: Topline on Focus Groups

- BIPOC representation should be an accurate representation of Oregon’s diversity
- Show interactions between white people and people of color
- All diversity feels welcoming
- Oregon excels at accessibility
- Authenticity is key when showing different cultures and traditions
- Feature groups of people
Translating Research to Work

FEATURED PEOPLE

When we do feature humans, we want to make sure we're featuring all types of Oregonians, and we want to do so in an authentic way. Below are some of our insights in speaking to leaders in the Oregon community.

IMAGES OF GROUPS OF FRIENDS AND/OR FAMILY ARE INVITING.
- Shared experiences with friends and family are key drivers to outdoor recreation.
- Images of people alone in nature can convey a lack of safety and/or loneliness, not aspiration.
- Feeling safe is the first and foremost concern of many communities.

SHOWING YOUNG PEOPLE OF COLOR IN OUTDOOR RECREATION LEADERSHIP POSITIONS IS POWERFUL.
- Young leaders of color help normalize outdoor recreation safety and fun for others in their community: their parents, family, friends, peers.

SHOWING PEOPLE INTERACTING WITH NATURE, NOT JUST LOOKING AT IT, IS KEY.
- Feel whitewater splash on your face.
- Stand in the water and fly fish; hear bragging rights.
- Sand in your toes.

PROVIDE SOFT ADVENTURE OPPORTUNITIES.
- Take an easy walk in the Gorge to see wildflowers!
- This can start to change perspectives about outdoor recreation.

REPRESENTATION MATTERS. PEOPLE NEED TO SEE THEMSELVES IN OREGON NATURE TO GO THERE.
- Showing groups of people of color or from the LGBTQ community centered in outdoor recreation images, not as "sidekicks", is important.
- Think about the variety of different families in Oregon: interracial, multigenerational, two moms, two dads, etc.
Translating Research to Work

Editorial content (being intentional about stories being told + storyteller)

Editorial partnerships: #OregonMade Film Grants ; partnerships with BIPOC organizations such as Oregon Black Pioneers and ViveNW

Content audits + layering in DEI KPIs into

See it: Google “Travel Oregon Pedal Through movie”