

Resources for Visitor Experience Development

Culinary & Agritourism

- [Oregon Food Trails Program & Templates](#)
Program requires significant local organization and leadership; approx. 25-55 businesses within destination geography that meet specific criteria around sourcing locally.
- [Oregon Food & Farm Trail Learning Community](#)
Basecamp group and biannual convenings (virtual and in-person) of individuals/ organizations engaged in leading a food or farm trail product in their local area.
- [Agritourism Handbook](#)
Robust resource for agricultural businesses interested in growing existing or adding new agritourism activities to their business plan. Good resource for DMOs interested in supporting the growth of agritourism in their area, but target audience is businesses.
- [Agritourism Technical Assistance](#)
On-call support available to agritourism businesses seeking help with navigating land use, permitting etc. Good resource for DMOs to share with businesses they have heard are struggling to get permitted to operate or are looking to start a new agritourism venture.

Outdoor Recreation & Stewardship

- [Bike Route Ambassador Program](#)
A pathway to elevate bike routes in a destination on TravelOregon.com as well as build out for a local DMO website (utilizes Ride With GPS platform).
- [Bike Friendly Business Program](#)
Education program for businesses to learn the value of bicycle tourism and how to cater to visitors traveling with bikes / by bike.
- [Oregon Scenic Bikeways Program](#)
Formally designated road biking routes that are nominated by locals and then tested and vetted by a statewide advisory committee of cyclists, regional tourism providers and regional partners.
- [Outdoor Recreation Map Template](#)
Templatized map brochure that allows communities to create recreation-focused map collateral for visitors to their area without creating the design framework.
- [Dark Sky Tourism Toolkit](#)
Industry guidance for how to engage in dark sky tourism.
- [Dark Sky Tourism Technical Assistance](#)
On-call support for tourism industry and outdoor recreation partners interested in developing dark sky experiences in their destination.
- [Volunteer Stewardship Experiences: Key Learnings Summary Report](#)
Guidance for integrating volunteer stewardship experiences into visitor itineraries for organizations and businesses that are interested in supporting or developing itineraries that include an element of 'giving back' to a destination.
- [TCOT Toolkit \(messaging framework\)](#)
Responsible recreation messaging that can be adopted into materials such as brochures and signage to encourage respectful visitation of outdoor areas.

Tour Operators, Guides & Outfitters (TOGO)

- [TOGO Technical Assistance](#)
On-call support available to TOGO businesses seeking help with business planning, insurance, and other questions related to operating their business. Good resource for DMOs to share with emerging TOGOs in their area.
- [TOGO Management Guide](#)
Robust resource for TOGO businesses seeking information on a variety of topics. Good resource for DMOs to share with emerging TOGOs in their area.
- [Why Guides Registry](#)
Opportunity for Oregon TOGOs to receive elevated promotions as well as access to no-cost business development and educational opportunities; some requirements to enroll.

Business Marketing Support

- [Business Listing Programs](#)
A hub of business listing resources including free access to a suite of Google Business Profile (GBP) optimization tools for tourism businesses located in Oregon.
- [Digital Marketing Boost Program](#)
Offers detailed methodology and templates for organizations looking to assist tourism businesses in improving their digital marketing presence by conducting assessments and providing findings reports and 1:1 implementation support for businesses.
- [Small Business Marketing Resources](#)
Marketing educational resources for businesses in the tourism industry including live virtual trainings as well as recorded webinars and helpful links on a variety of marketing topics.

Funding & Additional Resources

- [Competitive Grants Program](#)
A competitive grants program for projects that contribute to the development and improvement of local economies and communities throughout Oregon by means of the enhancement, expansion and promotion of the visitor industry.
- [Wine Country License Plate Grant Program](#)
Grant awards available to "tourism promotion agencies" for projects that promote wine and culinary tourism.
- [External Funding Opportunities](#)
Additional funding and grant resources not administered by Travel Oregon that are relevant to the tourism industry.
- [Marketing Co-ops & Toolkits](#)
Programs designed to assist destinations in efficiently reaching travelers by extending the reach and impact of Travel Oregon's marketing and sales campaigns.
- [Research](#)
Access to data from the latest tourism and hospitality industry research studies conducted or acquired by Travel Oregon.