

**ANNUAL**



**REPORT**

**2019-2020**

**TRAVEL SOUTHERN OREGON COAST &  
OREGON SOUTH COAST REGIONAL TOURISM NETWORK**



## BUILDING THE WEST'S NEXT GREAT COASTAL DESTINATION

Looking back at what we've accomplished as a region, and all the momentum we have moving forward—even despite the current crisis—gives me and the Travel Southern Coast board and the Oregon South Coast Regional Tourism Network core team a great sense of optimism. We have always pushed this work forward with the belief that tourism is and will continue to be an even stronger economic engine for the South Coast. Now, more than ever, we need the jobs and opportunities that tourism brings, and the infusion of spending from visitors from both near and far. We hope you'll take a moment to review what we've achieved and what's ahead. You play a critical role in our regional success, and we encourage you to engage in our efforts in any way you can. Please feel free to reach out any time to learn more and brainstorm ideas on how to get involved, or how we can support you.

Warm regards,  
**Julie Miller**  
 Executive Director, Travel Southern Oregon Coast  
 Manager, Oregon's South Coast Regional Tourism Network  
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## SOUTHERN OREGON COAST MILESTONES

Key milestones in experience development, strategic planning and marketing.

### 2013–2014

- Wild Rivers Coast Travel Oregon Rural Tourism Studio Bandon to Brookings

### 2015–2016

- Wild Rivers Coast Scenic Bikeway launches

### 2017

- South Coast Travel Oregon Rural Tourism Studio
- Port Orford Scuba Dive Station
- Oregon's South Coast Regional Tourism Network (OSCRTN) formed & begins holding networking meetings
- Strategic Tourism Plan created

### 2018

- OSCRTN Manager hired, quarterly meetings launch
- OSCRTN forms Marketing Committee
- Whiskey Run Mountain Bike Trail launches first phase
- Wild Rivers Coast Food Trail launches
- Oregon Tourism Partnership Award, Oregon Governor's Conference on Tourism

### 2019

- Installed 1st Kayak Launch, Bandon
- Audit of Travel Oregon content for South Coast stories
- Robust content section for South Coast launches on TravelOregon.com
- South Coast Marketing Plan developed
- Itineraries & trifold brochure developed

### FUTURE INITIATIVES

- Enews launch
- Locals Campaign to launch
- Standalone website

### 2020

- TSOC Brand Guide developed
- TSOC Photo Library created
- TSOC Content Plan developed
- TSOC social media channels launched

## WHERE DOES OUR FUNDING COME FROM?

**Travel Southern Oregon Coast (TSOC)** - TSOC is a regional destination management organization focused on developing the South Coast of Oregon into a sustainable and vibrant visitor destination. TSOC receives funds from Coos County by way of an overnight lodging assessment at Bandon Dunes Golf Resort, which formed through a Memorandum of Understanding between The Resort and Coos County. TSOC funds regional marketing opportunities and projects that promote Oregon's South Coast as an overnight tourism destination.

**South Coast Tourism Network** - Oregon's South Coast Regional Tourism Network is a group of individuals and organizations advancing regional economic development through sustainable tourism with the shared belief that collaboration strengthens the region. Funded by Travel Oregon, Wild Rivers Coast Alliance, Coos Bay-North Bend VCB, Travel Southern Oregon Coast, City of Gold Beach, Bandon Chamber of Commerce and the Southwestern Oregon Regional Airport.

## NEW EXPERIENCES MEANS MORE TOURISM DOLLARS

Over the past two years TSOC and OSCRTN have collaborated with city, county and local DMOs to build some amazing new experiences for visitors. Here are just a few:

**Kayak Launch Project** – Kayakers and paddle boarders enjoy new launch access site at Bandon's boat basin. The South Coast paddle launch project is a first of many, which will update existing and install new paddle launches in Coos, Curry and Coastal Douglas counties. Bandon's new launch is located directly at the bottom of the dock gangway near Elmira Ave, providing easy access for kayakers and paddlers onto the Coquille River. Next up: Reedsport, Lakeside and Port Orford.

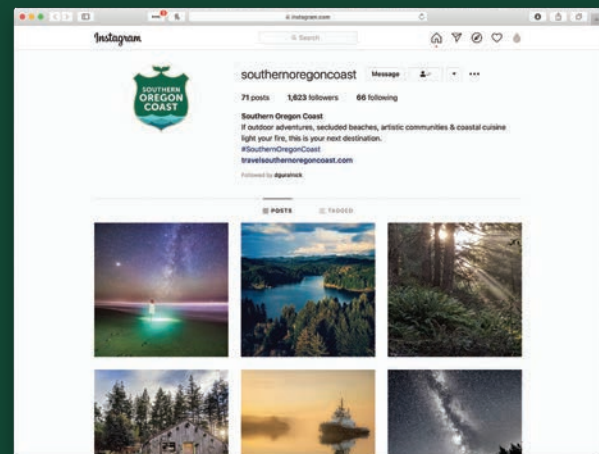
**Whiskey Run Mountain Bike Trail** – TSOC helped secure close to \$1 million in grants and invested \$150k towards the development of this world class trail system. At completion of all three phases, it will offer 30 miles of groomed trails on Coos County forest land.

**Wild Rivers Coast Food Trail** – A collaborative effort to connect locals and visitors to taste the unique bounty from our community farms and craft food and beverage makers. TSOC helped guide the development of the farm trail concept into the Food Trail it is today.



Above: Over a dozen agritourism businesses collaborated to create this trail  
 Below: Bandon's new kayak launch, the first of many along the South Coast





## PARTNERSHIP IN ACTION

TSOC is working with each of these organizations on the following initiatives:

**Wild Rivers Land Trust** - Supporting the development of an outdoor photography event and contest to engage visitors in appreciating and preserving our natural wonders (and add photos to our library)

**SW Oregon Regional Airport** - Partnering with Bandon Dunes to keep a direct flight from SFO

**Oregon State University Extension** - Supporting the development of a "Know Your Community" online Ambassador Training program, to help front line tourism business staff be more knowledgeable about what to do in their communities

**Oregon Coast Visitor Association** - Ongoing work with our coast-wide DMO is multi-faceted, from content sharing to PR opportunities to photo library and brand guide development

**Trailkeepers of Oregon** - Support the placement of a dedicated staff person on the South Coast

**Live Culture Coast** - TSOC was a major sponsor of this unique fermentation event in 2019 and sits on the steering committee for the next event

**Travel Oregon** - Ongoing work with the Travel Oregon team on our South Coast landing page, content audit and analytics reporting

## MARKETING ACCOMPLISHMENTS

### MARKETING PLAN

In 2019, TSOC developed its first strategic marketing plan and budget to implement board approved priorities.

### RESEARCH

South Coast DMOs and several other private and public partners provided visitor zip codes from the past 5 years. Using a research firm, we analyzed visitor origins to help inform future marketing. This study is available for review; please reach out to Julie Miller.

### SOUTH COAST PHOTO LIBRARY

Thanks to grants and partners we received hundreds of rights-free photos from local DMOs and photographers to build a robust library for marketing.

### BAY AREA TRAVEL & ADVENTURE SHOW

10 coastal partners came together to make a splash at this consumer travel show. Outcomes included 6 media visits, 4 tour operator meetings and 600 new customers in our database.

### COLLATERAL

Produced a regional tri-fold brochure and 5 beautiful printed itineraries. These are used at consumer travel shows, media pitches, travel

trade meetings, visitor centers and are also being turned into online content.

- South Coast Adventure Tour - 4-7 Days
- Easy Adventures on Oregon's South Coast
- Explorer's Paradise: Gold Beach to Brookings
- Explorer's Paradise: Reedsport to Bandon
- Hike Bike and Paddle Port Orford

### SOCIAL MEDIA

We've been creating outbound social content since February, 2020. Here's a performance snapshot as of July, 2020:

#### Instagram

- Total followers 1,655
- Average weekly impressions is 6,439 (great reach considering we are currently only running organic posts / no paid due to pandemic)
- Top 5 audiences from most to least: Portland, Coos Bay, Los Angeles, Bandon, Las Vegas
- 58% male ages 25-34

#### Facebook

- Total likes 8,664 / followers 8,968
- Average weekly posts reach 16,487
- Top 5 audiences from most to least: Coos Bay, Brookings, Medford, Portland, Grants Pass
- 75% female ages 55-64

*Print & digital itineraries  
inspire travel to our region*

TSOC & partners secured nearly \$1 million in grants to build the Whiskey Run Mountain Bike Trail



## THANK YOU TO OUR PARTNERS!

These partners and many more have been invaluable in supporting the growth of the South Coast's tourism economy. Thank you!

Bandon	OSU extension
Bandon Dunes Golf Resort	Lakeside
Blume Bauer Designs	Port Orford
Brookings	Powers
Charleston	Reedsport
Coos Bay-North Bend Visitor & Convention Bureau	Regional Solutions
Coos County	Wild Rivers Coast Alliance
Coquille	Small Business Development Center
Curry County	South Coast Development Council
Gold Beach	SW Oregon Regional Airport
Lookout Co.	Southern Oregon Workforce Investment Board
MEDIAmerica	Travel Oregon
Oregon Coast Visitor Association	Worthy Marketing
Oregon State Parks	

## INDUSTRY COMMUNICATIONS BETTER TOGETHER

Serve as a resource for business development, grant ideas and connecting to resources for all members of the tourism industry.

Industry Facebook private group to share real time updates.

Publish regular industry enews featuring opportunities, wins and crisis information surrounding COVID 19.

Facilitated 13 South Coast Regional Tourism Network meetings; topics ranged from marketing brainstorming to locals sharing opportunities, education on branding and social media.

## HOW TO GET INVOLVED

Sign up for OSCRTN & TSOC industry newsletter at [oscrtn.com](http://oscrtn.com)

Attend a Network Meeting!

Submit photos or a story idea we can use in marketing to [hello@southernoregoncoast.com](mailto:hello@southernoregoncoast.com)

Reach out any time!

[Julie@oscrtn.com](mailto:Julie@oscrtn.com)  
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Ten partners promoted the South Coast at the Bay Area Travel & Adventure Show including media & trade visits. At right, OSCRTN wins the Oregon Tourism Innovative Partnership Award

Cover photo: Highway 101, Manuela Durson



Cover photo: [@WYXY](#)