

Travel Southern Oregon Coast 2024 – 2026



VISION

With its friendly northwest hospitality and peaceful communities, the Southern Oregon Coast welcomes all adventurers to enjoy the spirit and wonder of its dramatic shoreline, forested trails, vibrant culinary experiences, and authentic culture and heritage.



MISSION

TSOC enhances economic opportunity throughout the Southern Oregon Coast community by promoting sustainable visitation, building enduring partnerships, and making strategic investments in destination enhancement projects, creative marketing, and industry advocacy & education.



REPUTATION

TSOC will be known as:

- Collaborative partners who listen to all input while growing the Southern Oregon Coast's visitor economy
- Knowledgeable professionals who provide innovative marketing and support to increase community capacity
- Leaders in strategic investments that increase community prosperity



GOALS



OBJECTIVES

Partner with community stakeholders to leverage key opportunities

- Increase number of stakeholder outreach and educational opportunities
- Increase awareness of the positive impact of tourism to reach a larger stakeholder audience
- Increase the economic impact of tourism in Southern Coast communities

Invest in projects that support a sustainable visitor economy

- Increase visitation in shoulder seasons
- Support and invest in projects that have a long-term outlook and align with our goals

Protect and promote our natural environment and culture

- Increase collaboration with organizations that support tourism's role in the protection of the region's natural and cultural environment
- Increase support and messaging for responsible Southern Oregon Coast tourism

Position the Southern Oregon Coast brand to attract desired visitation

- Increase use of existing messaging and opportunities with partner organizations
- Increase collaboration with tourism organizations to increase our collective impact on the region

INITIATIVES



- Host at least one yearly networking convening program
- Identify and expand on activities and resources that align with OCVA, Travel Oregon, and other tourism organizations
- Create a presentation for each community on the South Coast that showcases the impact of tourism
- Create listening and learning opportunities to encourage collaboration
- Develop a plan for quality outreach opportunities

- Create targeted shoulder season co-op campaigns
- Continue to support trail, bike, and water infrastructure and maintenance
- Support or create new culinary experiences
- Invest in long-term projects that align with our partners
- Work with Travel OR and OCVA to determine current community project readiness and gaps
- Explore diverse funding opportunities that support the sustainability of long-term projects

- Determine ways to increase awareness of, and support for, culturally-significant areas with a tourism focus
- Enhance our relationship with Tribal delegations to discuss needs that TSOC can support
- Create TSOC branded materials for local organizations and business to support responsible tourism
- Utilize existing messaging and programs to promote responsible tourism

- Define our desired visitor demographic by season
- Collaborate with niche organizations in targeted markets for marketing opportunities
- Develop and implement a plan to engage target groups, such as Guides
- Work with tourism organizations to identify partnerships
- Prioritize flexible spending in response to the region's changing needs

