

A scenic view of the Southern Oregon Coast. In the foreground, several people are sitting on a stone wall, wearing headphones and listening to audio tours. In the background, two more people are standing on a paved path, also wearing headphones. The ocean is visible in the distance, and the sky is clear. The image is framed by the branches of a tree in the upper left corner.

TRAVEL SOUTHERN OREGON COAST

GROWING AN ADVENTURE TOURISM ECONOMY

Adventure and Development Report July 2023 - April 2024



EXPANDING SUCCESS & ENGAGEMENT ON THE SOUTH COAST

I'm excited to connect with you as we wrap up another impactful year. Our annual report illustrates the breadth and depth of programs that Travel Southern Oregon Coast implements in partnership with and on behalf of the entire region.

Winning the Oregon Partnership Award for our Whiskey Run Discovery Weekend Campaign underscores our team and community's unwavering commitment to innovation, forging strong partnerships, and enhancing the visitor experience.

The second Annual Network Conference was another success, bringing together over 100 industry leaders to foster dialogue and collaboration for future projects. Our Next Level Adventure Campaign with social media influencers exceeded expectations, significantly expanding our reach and strengthening our brand. We've also finalized our three-year strategic plan to further TSOC's vision, growth, and client satisfaction.

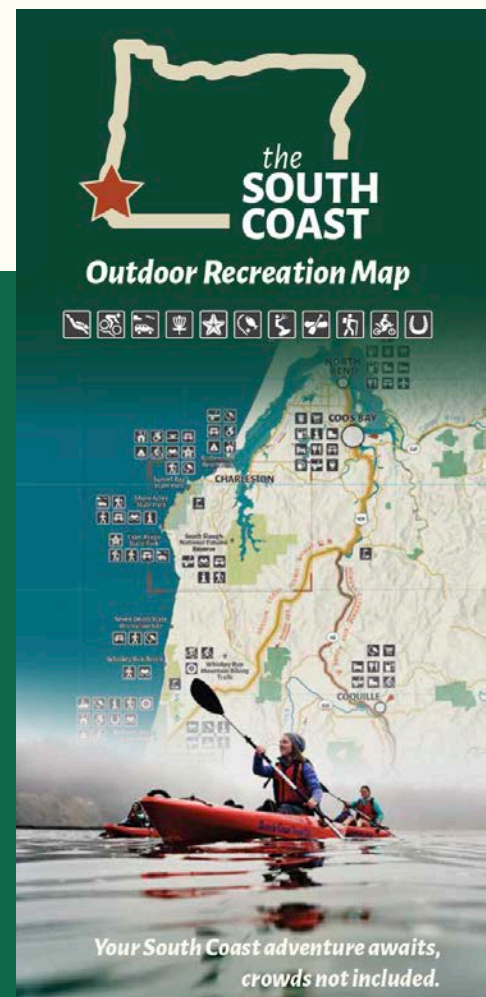
Looking forward, our goal is to build upon our past successes and continue our growth trajectory. We are excited about the possibilities to boost our visitor and community engagement. By nurturing the partnerships crucial to our success, we ensure that every stakeholder remains integral to our thriving ecosystem.

Thank you for your ongoing support and belief in our mission. Our journey is powered by the commitment of people like you on the South Coast.

Julie Miller
Executive Director,
Travel Southern Oregon Coast

A ROADMAP FOR ADVENTURE

We released the South Coast Outdoor Recreation Map, designed to inspire visitors to discover the region from a fresh perspective. Tailored for both thrill-seekers and those who cherish the great outdoors, this map serves as the perfect guide to begin an adventure through the Southern Oregon Coast's stunning landscapes.



YOUR TRAVEL SOUTHERN OREGON COAST TEAM



JULIE MILLER
Executive Director



BARB DUNHAM
Destination Marketing
Manager



BLUME BAUER
Content Manager



SHARON LIPPOLD
Content Developer



HOLLY MACFEE
Marketing Strategist

THE TSOC BOARD 2023-2024

AMY BAILEY
JOE BENETTI
MICHAEL CHUPKA

DAVE LACEY
JANICE LANGLINAIS
DEEDEE MURPHY

MILES PHILLIPS
MIRANDA PLAGGE
MARGARET POUNDER

MARIE SIMONDS
COMMISSIONER
ROD TAYLOR

A TRIBUTE TO DEEDEE MURPHY

DeeDee Murphy, a cherished member of the TSOC Board of Directors, sadly passed away on October 24, 2023. She was instrumental in the formation of TSOC, and was a founding member of the strategy board that successfully promoted collaborative tourism on the Southern Oregon Coast. Her unwavering support made her one of TSOC's most fervent advocates.

DeeDee played a vital role in the Reedsport community, actively participating in the Chamber of Commerce and serving on the Reedsport City Council. Known for her infectious laughter, optimistic outlook, and remarkable resilience in the face of adversity, DeeDee's absence is profoundly felt.

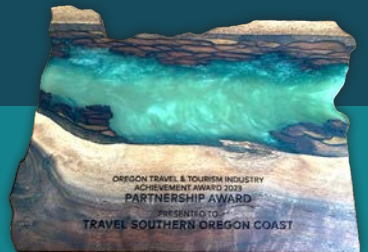




WHISKEY RUN DISCOVERY WEEKEND

Supporting our \$600K investment in Whiskey Run, TSOC launched an extensive year-long promotional campaign to elevate the profile of the trails. This initiative united mountain biking influencers, media professionals, and enthusiastic riders to forge

a powerful collaboration among tourists, cycling communities, and private sector partners. Together, we championed Whiskey Run as the most epic mountain bike (MTB) system on the Oregon Coast.



TRAVEL OREGON
PARTNERSHIP AWARD



NEXT LEVEL ADVENTURE

Aligned with our strategy to boost awareness for the South Coast among new audiences, TSOC partnered with three top outdoor and lifestyle brands for the Next Level Adventure campaign. We're thrilled with the 6.1M+ impressions and notable

growth in followers the campaign achieved. Over five months, the initiative showcased countless stunning South Coast images and videos in the feeds of trusted brands whose consumers TSOC would otherwise not reach.



SNOW PEAK

Our collaboration with Snow Peak, a global, upscale adventure lifestyle brand, sparked engaging content across all of Snow Peak's channels. Through photos, videos, and compelling storytelling, Snow Peak drew more than 142K outdoor enthusiasts to their Instagram, added more than 750 followers to TSOC's Instagram, and attracted more than 800 new subscribers to our newsletter.

HEY CANDACE

We teamed up with lifestyle influencer @heycandace for a three-day journey that highlighted our region's stunning landscapes, tasty cuisine, and inviting accommodations. Candace's 51.7K followers were treated to crush-worthy Instagram stories and an epic South Coast weekend giveaway. Her posts engaged more than 1.5K excited millennials for an opportunity to win an amazing trip to the South Coast.



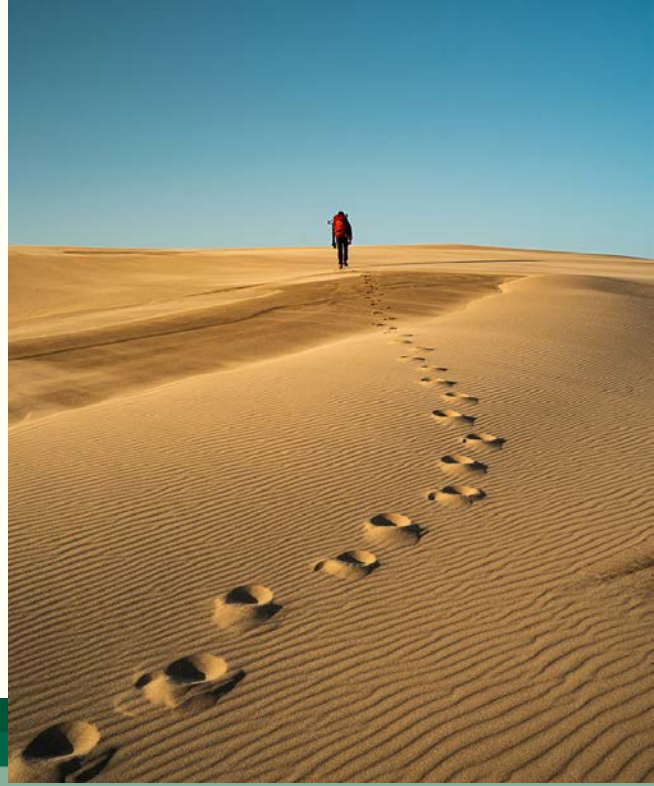
WILDCRAFT

TSOC partnered with WildCraft Studio to host "Foraging the Southern Oregon Coast," attracting foragers from Oregon, California, and Texas. Many out-of-town visitors stayed overnight, with some staying for a week-long vacation. WildCraft's slideshow showcasing an exciting day of foraging reached more than 12K newsletter subscribers, and 36.4K Instagram followers.

UNITED WE THRIVE

FOSTERING COLLABORATION & AMPLIFYING OUR REGION'S STORY

By leveraging local connections and tapping talent from across the US and Canada, TSOC skillfully promoted the Southern Oregon Coast to diverse and new audiences. Showcasing our natural beauty, exceptional cuisine, and abundant recreational opportunities, we shared our region's story through the perspectives of both newcomers and seasoned enthusiasts.



Spot & Lop

We joined forces with Trailkeepers of Oregon (TKO) and with Oregon State Parks for the Spot & Lop Series. The initiative invites field experts to share their knowledge, while providing participants with the opportunity to engage in light trail work. This year's series featured a collaboration with the Brookings Mushroom Festival on mushroom identification, and with Oregon State Parks for tide pooling and a plant identification hike, both at Sunset Bay.

All Across Oregon PBS Series Sponsorship

TSOC sponsored two episodes of the Southern Oregon PBS series, *All Across Oregon*. The segments, featuring Coos Bay, North Bend, and Charleston, offered viewers a journey through Oregon's Adventure Coast.

Travel Writers, Influencers & Collaborators

TSOC had the privilege of hosting several select travel writers and micro influencers from across the United States who share the South Coast's values and authentically speak to their audiences about their experiences in the region. For each, we created targeted itineraries that highlighted major attractions tailored to their special interest.

Lie & Loft

In partnership with Bandon Dunes, TSOC sponsored Lie & Loft, a merchandise design firm focused on connecting people globally through the game of golf. Via their blog and podcast, Lie & Loft narrated the wider story of the South Coast's offerings, while positioning Bandon Dunes as a key highlight in this larger narrative.

Ken & Anton

Ken Hagen & Anton Hugo, Canadian outdoor lifestyle content creators and adventurers, spent three days on the Southern Oregon Coast. During their visit, they shared their adventure with their audience through captivating photos, reels, daily Instagram stories tagged with locations, and two engaging Instagram posts.

**STREAM THE PBS
VIDEOS HERE**



PAVING THE WAY

UPGRADES THAT ELEVATE THE VISITOR EXPERIENCE



In A Landscape

"In A Landscape" transforms classical music by moving beyond traditional concert halls to the great outdoors. TSOC, Bandon Dunes Charitable Foundation, and Coos Bay-North Bend-Charleston Visitor & Convention Bureau partnered to bring this concert series to Shore Acres State Park and Valley Flora Farm.

Bike Repair Stations

To boost bicycle tourism along the Southern Oregon Coast, TSOC unveiled three new bike repair stations, strategically placed at the Bandon Visitor Center, the City of Brookings Visitor Center, and Hundred Acre Wood in Coquille. This move brings the total installations to eight, moving closer to our goal of fifteen.

Kayak Launches

We are committed to enhancing accessibility by adding ADA-compliant kayak launches to the Southern Oregon Coast Kayak Trail. This year, we added an ADA-approved kayak launch in Powers on the Coquille River, increasing our total to six ADA-compliant and two standard boat launches.

Aquatic Safety Program

TSOC contributed \$80,000 for 2022 and 2023 to this vital program, which provides safety information and resource protection to risk-prone areas. Through outreach and data collection, Curry County educated over 15,000 shoreline and waterway users, logged more than 400 preventive measures with visitors, and performed more than 15 rescues.

Whiskey Run Campground

Currently in the community feedback phase, TSOC is dedicated to developing the 30-site Whiskey Run Campground. The initial step involves creating pathways linking the campground with the Whiskey Run Trail network.



PARTNERSHIP CAMPAIGN ENCOURAGES LOCALS TO EAT, DRINK & BE MERRY

TSOC continued to promote South Coast communities with our partner-driven social media campaigns. We offered South Coast partners the opportunity to contribute at various levels, with TSOC matching their investment and covering creative development and execution costs. Our latest campaign, "Eat, Drink & Be Merry," encouraged locals and visitors to explore the Southern Oregon Coast over the holiday season. By centralizing efforts, we enabled our partners to garner professional-quality photos and boost individual communities under a cohesive brand message, leading to a far greater impact than if each had advertised on their own.

Partners

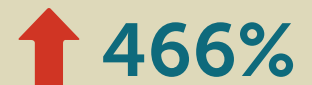
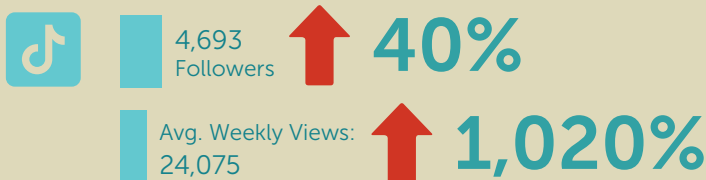
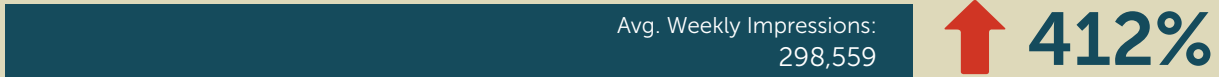
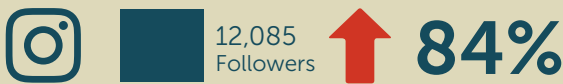
City of Lakeside
North Bend Main Street
Oregon's Adventure Coast
Reedsport Main Street
Travel Curry Coast

Geographic Targets

Southern Oregon Coast from Reedsport to Brookings, south to Crescent City, California, north to Florence, and inland to Eugene, Medford, and Grants Pass areas

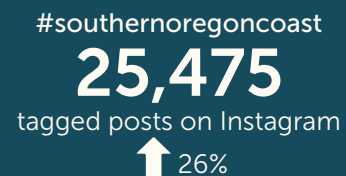


SOCIAL MEDIA PERFORMANCE @SOUTHERNOREGONCOAST



Top 4 Audiences IG & Facebook:

Portland Eugene
Coos Bay Medford



CONSUMER E-NEWS & WEBSITE

BOTH OUTPERFORM INDUSTRY STANDARDS

TSOC's consumer e-newsletter gained major traction this year with a huge increase in subscribers due to our brand and social campaigns, Whiskey Run promotion, and Next Level Adventure. In total, 18 new travel stories were published and countless events, trails, local businesses, and attractions were promoted, all supported by cooperative investments from five community partners.



E-NEWS STATS

Average open rate:

65%

Tourism industry standard is 39.99%

Click-through rate:

9%

Tourism industry standard is 0.88%

Number of Subscribers:

24,604

↑ 463% increase



WEBSITE STATS

93K

unique users

↑ 372% increase

650

document downloads

↑ 117% increase

58% traffic came from organic social

18% came from display ads
10% came from direct links

Web Visitor Top Locations:

Portland	Coos Bay
Seattle	Grants Pass
Eugene	Vancouver
Medford	Atlanta, GA
Sacramento	The Dalles

Website viewed on:

Mobile 73% Desktop 14% Tablet 13%

\$2.7M

has been invested by TSOC since 2018 to develop and market tourism experiences on the South Coast. Here's the breakdown:

\$717K Raised in Partnership Revenue

\$945K Invested in Marketing & Promotions

\$1.1M Supporting South Coast Tourism Projects & Experience Development

BUILDING TOURISM BRIDGES ACROSS THE US AND CANADA



TSOC once again teamed up with Travel Oregon and a wider Oregon delegation at the Outdoor Adventure Show in Vancouver, British Columbia. The unity and exceptional teamwork among the Oregon delegation highlighted the collaborative efforts to market Oregon as a premier tourist destination.

We also attended the National Tour Association Travel Exchange held in Shreveport-Bossier, Louisiana. This conference brings together a diverse range of buyers and specialists who engage with tour suppliers, Destination Marketing Organizations (DMOs), Destination Management Companies (DMCs), and receptive operators to foster partnerships, collaborations, and the design of creative travel itineraries. During the event, TSOC connected with numerous tourism professionals, laying the groundwork for a continuous flow of industry connections supportive of the Southern Oregon Coast.

3 YEAR STRATEGIC PLAN

Leveraging insights from the South Coast's tourism industry, regional partners, staff, and leading-edge research, the recently completed Travel Southern Oregon Coast Three-Year Strategic Plan will guide the projects and activities in which we invest. The plan prioritizes key initiatives and performance indicators, ensuring that staff, programs, and investments are aligned through well-defined strategies.

GOALS

- **Partner with community stakeholders to leverage key opportunities**
- **Invest in projects that support a sustainable visitor economy**
- **Protect and promote our natural environment and culture**
- **Position the Southern Oregon Coast brand to attract desired visitation**

A BOOST FOR TOURISM

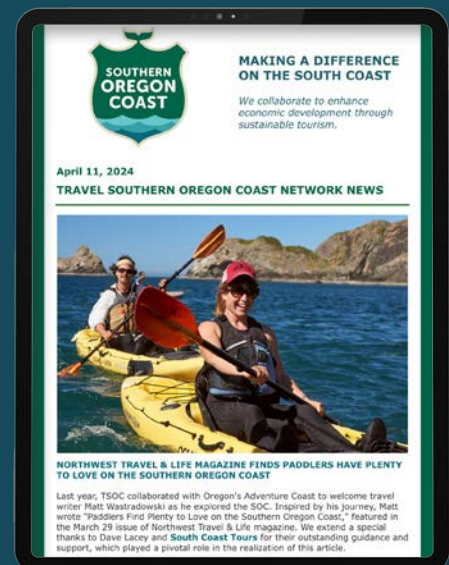
SECOND ANNUAL SOUTH COAST NETWORKING A HUGE SUCCESS

More than 100 tourism industry partners gathered in Brookings in February 2024 for the 2nd Annual TSOC Network Conference. The three-day event featured industry leaders across Oregon with insights into regional tourism and growth strategies. Conference highlights included two nationally recognized leaders, Joe Jamison, founder of VisitAble, and keynote speaker, Mari Smith, Social Media Thought Leader.



INDUSTRY NEWSLETTER

As part of our strategy to strengthen industry communication and engagement, TSOC added an industry content specialist to our team. An enhanced monthly industry e-newsletter featured invaluable resources like grant opportunities, co-op programs, and the latest visitor profile and economic impact research.



TRAVEL SOUTHERN OREGON COAST

YOUR REGIONAL DESTINATION MANAGEMENT & MARKETING ORGANIZATION

Travel Southern Oregon Coast (TSOC) is a regional destination management organization (RDMO) focused on promoting the Southern Coast as a sustainable, world-class visitor destination. TSOC receives operating 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. These funds are then managed by TSOC to develop exceptional visitor experiences, implement annual marketing campaigns, and connect tourism businesses and attractions with innovative ideas and resources.



CAMPAIGN WINS PRESTIGIOUS OREGON PARTNERSHIP AWARD



Thanks to the year-long “Whiskey Run Discovery Weekend” campaign, TSOC received the esteemed Oregon Partnership Award. The award, presented by Travel Oregon, recognizes that creative partnerships can be an effective way to enhance the visitor experience. By leveraging public and private partnerships, TSOC inspired mountain bike enthusiasts from across the Pacific Northwest to discover Whiskey Run, while garnering community goodwill and raising funds to ensure trail enhancements for future generations.

GET INVOLVED IN SOUTH COAST TOURISM

Learn more about the South Coast on our new website- travelsouthernoregoncoast.com

- Join our Industry Facebook group.
- Serve on our Board.
- Subscribe to the TSOC industry e-news.
- Submit photos or a story idea for use in our marketing.

Please reach out any time for all the opportunities above!
Julie@oscrt.com

“We are truly grateful for this recognition.

It’s a testament to the hard work and dedication of our team, and I couldn’t be prouder of our advertising and promotion efforts.”

–Julie Miller

