

# TRAVEL SOUTHERN OREGON COAST

## GROWING AN ADVENTURE TOURISM ECONOMY

Adventure and Development Report July 2024 - June 2025



# A LOOK BACK AT AN INCREDIBLE YEAR THANKS TO YOU

As we reflect on the past year, one theme stands out, the incredible power of community. This report is a celebration of what we have accomplished together, and we are thrilled to share these stories of progress and collaboration with you.

Exciting new initiatives and impactful projects marked this past year. Among the highlights was the release of the “Come Camp” guide and a 7-Day South Coast Adventure Tour Itinerary in our Trip Ideas series. We continued our investment in community and destination development projects that align with our Strategic Plan. Most importantly, we significantly increased our stakeholder outreach and community partnerships. In addition to the stellar outcomes achieved through our campaigns and funding, we secured

a new office in North Bend to better serve our stakeholders and the South Coast community.

Inside this report, you will find a deeper look at the milestones we’ve achieved and the partnerships that made them happen. We hope you feel pride and ownership in these accomplishments. As we look to the future, what lies ahead fills us with optimism and excitement. With your continued partnership, we are confident that we can reach even greater heights.

Thank you again for being the heart of our community.

**Julie Miller**  
Executive Director  
Travel Southern Oregon Coast

## NEW COLLATERAL COME CAMP MAP

To entice campers to our region, we introduced the “Come Camp the Southern Oregon Coast” camping and RV site map. This guide provides comprehensive information on state and privately-owned tent and RV campgrounds, while also showcasing the top activities and experiences the region has to offer.





**JULIE MILLER**  
Executive Director



**BARB DUNHAM**  
Destination  
Marketing Manager



**BLUME BAUER**  
Content Manager



**SHARON LIPPOLD**  
Content Developer



**HOLLY MACFEE**  
Marketing Strategist

## THE TSOC BOARD 2024-2025

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# TRAVEL SOUTHERN OREGON COAST STRATEGIC PLAN

TSOC is committed to making all decisions through the lens of our Strategic Plan, designed to align with our mission of fostering economic opportunity across the Southern Oregon Coast. Our focus is on sustainability, collaboration, and impactful investments. We prioritize initiatives that improve destinations, drive creative marketing, support industry growth, and promote education—ensuring a thriving, resilient community.



# MARKETING CAMPAIGNS

Our 2024-2025 Strategic Marketing Plan prioritized long-term sustainability and regional cohesion. It featured a targeted tourism influencer strategy to promote sustainability practices, and introduced impactful initiatives designed to attract visitors to the South Coast during off-peak seasons.

## EAT, DRINK & BE MERRY

Our partner-driven “Eat, Drink & Be Merry” social media campaign achieved exceptional results, far exceeding 2023’s performance. We targeted local and regional audiences to inspire them to visit the Southern Oregon Coast during the holiday season. Engagements jumped 500% to nearly 77K, click-through rates rose 142% to 1.67% (86% higher than the industry standard), and link clicks increased 43% to nearly 9K—all while keeping cost per-million clicks (CPM) 50% below industry standard costs.



## CERTIFIED LOCAL

Our “Certified Local” social media campaign, spotlighting businesses on the Wild Rivers Coast Food Trail, generated more than 9.3K clicks to the TSOC website with a CPM 66% below industry standard. Achieving a 3.1% engagement rate and a 1.32% click-through rate—47% higher than the industry standard—the campaign highlighted a clear demand for local businesses offering high-quality products. Reaching more than 750K people from a small target audience, the campaign was highly efficient and well-received.

## NEXT LEVEL ADVENTURE YAKIMA

For our Next Level Adventure campaign, TSOC partnered with Yakima, a global leader in outdoor gear. Yakima showcased the South Coast to their Instagram followers and more than 100K newsletter subscribers. They prominently featured the inspiring 'Finding Detours' story and video about their journey on their website's front page. This collaboration positioned the region in front of an adventure audience we would not have reached independently.



## SPRING MEDIA CAMPAIGN

TSOC ran a 6-week spring campaign in Oregon and Northern California targeting local families, college students, and boomers. Using social media, video, digital ads, and paid search, the campaign generated 11M impressions, 4M video views, and a strong 0.50% click-through rate (benchmark: 0.10–0.20%).

## MARKETING & PARTNERSHIP OPPORTUNITIES

Each year, TSOC offers a range of marketing partnerships and co-op opportunities designed to promote tourism and support local businesses in the region. These initiatives include sponsored placements in our consumer e-newsletter, participation in travel expos, targeted social media campaigns, and complimentary listings on our website.



# INFLUENCERS

TSOC was honored to host travel writers and influencers from across the United States who share the South Coast's values and successfully connect with

their audiences. We carefully selected personalized itineraries for each guest, highlighting the region's top attractions while catering to their individual interests.



## FOODIE SNITCH

As part of our Next Level Adventure campaign, TSOC teamed up with Em Daugherty (@foodiesnitch) to craft an inspiring Southern Oregon Coast culinary adventure itinerary and giveaway. The collaboration tagged several South Coast eateries and attractions, engaging her 74K Instagram followers and 100K+ TikTok fans. Her giveaway reel garnered an impressive 82K views.

## UNIQUE PNW

We invited travel micro-influencers Jenn and Tyler (@uniquePNW) from Washington State to experience a one-of-a-kind itinerary. Throughout their journey, they shared their experiences with more than 5K Instagram followers and delivered amazing stories on South Coast restaurants, hotels, and attractions.



## WINDSPORTS

Kimmy Gustafson (@caughtkiting) explored the winds of the South Coast and penned a fantastic article for the website showcasing our hidden windsport paradise. She and Michaela Pilkenton (@micpilk) also created a comprehensive windsports resource webpage, perfect for sharing with visitors.



## ADVENTURE PHOTOSHOOT

We partnered with three talented photographers to capture the spirit of outdoor adventure on the Southern Oregon Coast. They delivered 2,777 photos and videos showcasing activities such as bird

watching, kayaking, and hiking. The full collection of adventure photos highlights our region's beauty, diversity, and focus on sustainability.



# CONSUMER E-NEWS & WEBSITE BOTH OUTPERFORM INDUSTRY STANDARDS

We strengthened our digital presence by migrating the industry site to the TSOC domain with improved content and launching a windsports resource hub. With community partner investments, we published 18 new travel stories showcasing the region. We refined our consumer e-newsletter subscriber list to ensure our most engaged readers receive the most relevant content. As a result, our open and click-through rates continue to outperform industry benchmarks.



## E-NEWS STATS

Average open rate:

**30%**

Tourism industry standard is 27.3%

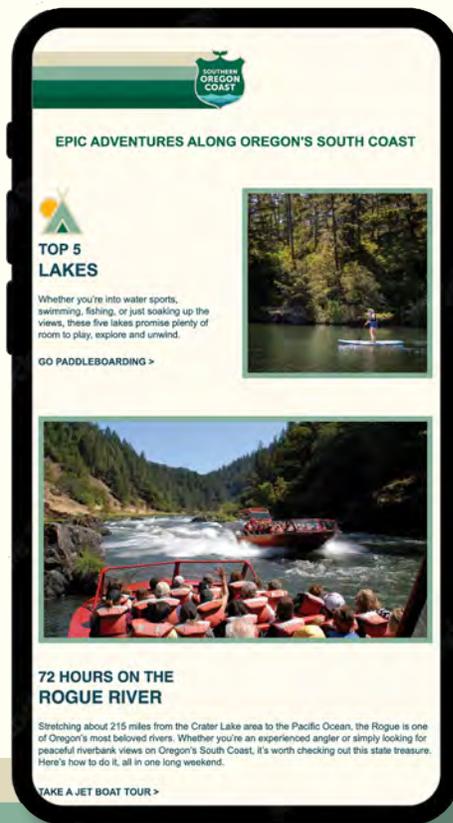
Click-through rate:

**8%**

Tourism industry standard is 1.6%

Subscribers:

**15,251**



## WEBSITE STATS

**117K**

unique users

↑ 29% increase

**767**

document downloads

↑ 16% increase

**49% traffic came from organic social**

17% came from organic search

8.5% came from display ads

### WEB VISITOR TOP LOCATIONS

Portland  
Seattle  
Sacramento  
San Jose  
Coos Bay

Eugene  
Medford  
Salem  
Vancouver  
Los Angeles

### WEBSITE VIEWED ON:

Mobile 86%

Desktop 10%

Tablet 8%

**\$3.1M**

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

\$785K Raised in Partnership Revenue

\$1.1M Invested in Marketing & Promotions

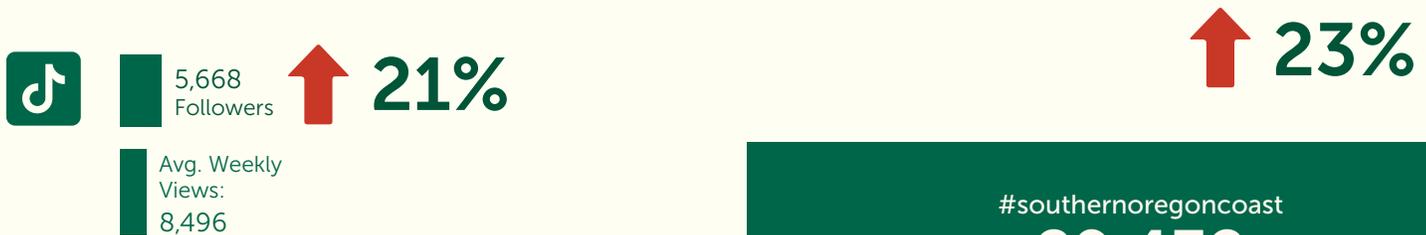
\$1.2M Supporting South Coast Tourism Projects & Experience Development

# INDUSTRY NEWSLETTER

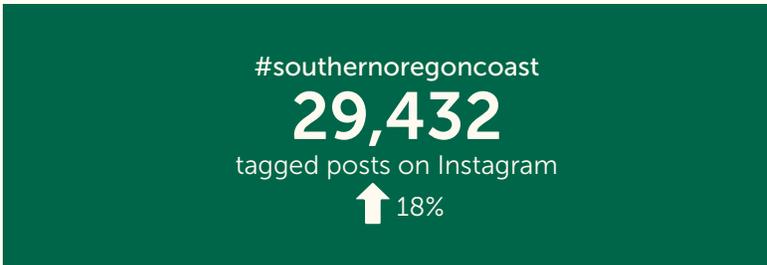
We doubled the reach of our monthly industry newsletter, significantly enhancing our connection with our industry partners. This newsletter remains a vital resource, delivering the latest South Coast industry updates, grant opportunities, co-op programs, and insights from visitor profiles and economic impact research.



## SOCIAL MEDIA PERFORMANCE @SOUTHERNOREGONCOAST



**Top 4 Audiences IG & Facebook:**  
Coos Bay                      Medford  
Portland                      Eugene





## **FACILITATING SUSTAINABLE PARTNERSHIPS**

During the TSOC Network Conference, TSOC connected Wildflour Public House with Sharky's Charters and Captain John's Fisherman's Wharf Seafood Market, leading to a collaboration that brings fresh, sustainably caught seafood to Wildflour's kitchen. The result is a menu that highlights the richness of the South Coast while supporting the community.

## **WHISKEY RUN TRAILS PARTNERSHIP**

To celebrate Ride the Dirt Wave and support the Whiskey Run Trails, TSOC teamed up with 7 Devils Brewing for the Gnome Wrecker Release Party. The Gnome Wrecker IPA features a stunning watercolor of the Whiskey Run Trails by artist Chris McNally, commissioned by TSOC. A portion of every Gnome Wrecker IPA sale helps maintain and preserve the trails.

## **ORGANIZATIONAL OUTREACH**

TSOC is a proud supporter of Women in Business, an organization that empowers business women in Coos, Curry, and Coastal Douglas Counties. TSOC staff also attend Curry County Business & Organization meetings to strengthen community ties. These efforts reflect TSOC's commitment to collaboration and community development.

## **JOURNAL OF OUTDOOR RECREATION**

TSOC's Julie Miller and Miles Phillips, along with experts from Travel Oregon, the USDA, and Oregon State University, co-authored a study in the Journal of Outdoor Recreation and Tourism on what motivates mountain bikers to recommend trails. Focusing on the Whiskey Run Trail System, insights from the study aim to inform strategies for enhancing mountain biking destinations and rider experiences.

**UNITED WE THRIVE**  
**FOSTERING COLLABORATION & AMPLIFYING OUR REGION'S STORY**

# PAVING THE WAY

## UPGRADES THAT ELEVATE THE VISITOR EXPERIENCE



### KAYAK LAUNCHES

We continued to enhance accessibility on the Southern Oregon Coast Kayak Trail by installing an ADA-compliant kayak launch in Winchester Bay. The launch has dramatically increased kayak usage on the bay and supports the economic vitality of Douglas County. With this latest installation, we now have five accessible and one standard kayak launch.

### BICYCLE REPAIR STATIONS

Bicycle tourism along the South Coast continues to thrive. This year, we installed three bike repair stations strategically placed at the Charleston Visitor Center, Battle Rock Visitor Center in Port Orford, and the wayside at Windy Cove in Winchester Bay. These additions bring the total to eleven, moving us ever closer to our goal of fifteen.

### PORT OF BANDON LANDSCAPE DESIGN

In 2023, the Port of Bandon received a \$100,000 Travel Oregon Grant to improve accessibility and enhance the Old Town Bandon waterfront. The project added accessible parking and created a welcoming space for residents and visitors. Annie Williams, a RARE AmeriCorps member with Travel Southern Oregon Coast, worked with the Port to design the concept, which they completed in 2025.



## NEW COLLATERAL

# TRIP IDEAS 7 DAY ITINERARY

TSOC published the latest installment in our "Trip Ideas" series, "South Coast Adventure Tour: Exploring Oregon's Most Scenic Coastline." This travel guide provides an itinerary for a seven

day adventure along the South Coast. It's packed with must-see attractions, local flavors, great stays, and coastal travel tips.



# THIRD ANNUAL NETWORK CONFERENCE UNITES OREGON TOURISM LEADERS

In February 2025, more than 100 tourism partners gathered in North Bend for the 3rd Annual TSOC Network Conference. The event brought together industry leaders from across Oregon to share insights on regional

tourism and growth strategies. A highlight was the keynote speech on “The New Rules of Destination Business Success” by nationally-recognized destination business consultant Jon Schallert.





# TSOC FUNDED PROJECTS

## PROMOTING A SUSTAINABLE VISITOR ECONOMY THROUGH PARTNERSHIPS

### IN A LANDSCAPE

A cherished favorite, “In A Landscape” transforms the classical music experience by moving it into the beauty of nature. In collaboration with TSOC, the Bandon Dunes Charitable Foundation, and Oregon’s Adventure Coast, the concert series returned to Shore Acres State Park and Valley Flora Farm in Langlois.

### TSOC FUNDED PROJECTS

TSOC funded several projects to promote a sustainable visitor economy. These included upgrades to the Millicoma Marsh Trail, visitor trail counters at Battle Rock in Port Orford, improvements to the South Fork Coquille drift boat access road, and an award to The Wildflower Inn for participation in Kind Traveler’s “Every Stay Gives Back” program. We partnered with the Oregon Coast Visitors Association to identify potential locations for EV charging stations along the South Coast, and supported the Coos County Airport District’s efforts to attract commercial airline service.

### WHISKEY RUN TRAIL MAINTENANCE

In partnership with the Oregon Coast Visitors Association, TSOC proudly supports the ongoing maintenance of the Whiskey Run Mountain Biking Trails. TSOC is committed to preserving the trails, enhancing safety and enjoyment for riders, and ensuring they thrive for future generations.

### WHISKEY RUN CAMPGROUND UPDATE

TSOC and Coos County, along with other partners, are collaborating to create a basecamp near the Whiskey Run Mountain Biking Trails. TSOC funded the campground’s design, while Coos County secured the land, demonstrating our shared commitment to sustainable tourism. This project will enhance visitor facilities and strengthen Whiskey Run’s status as a premier outdoor destination.



# BUILDING TOURISM BRIDGES ACROSS THE UNITED STATES AND CANADA

## OUTDOOR ADVENTURE SHOW

Partnering with Travel Oregon and a broader Oregon delegation, we proudly represented the South Coast at the Outdoor Adventure Show in Vancouver, British Columbia. With the addition of Travel Curry Coast (now Oregon's Wild Rivers Coast) as a Co-Op partner, we doubled our booth space and refreshed our look, making it easier to attract and greet more than 1,000 outdoor enthusiasts, gather 250 marketing leads, and stoke the wanderlust among our northern neighbors.

## TRAVEL EXCHANGE NATIONAL TOUR ASSOCIATION

We attended the National Tour Association Travel Exchange in Huntsville, Alabama—a dynamic conference that unites a diverse network of buyers, specialists, tour suppliers, Destination Marketing Organizations (DMOs), Destination Management Companies (DMCs), and receptive operators. The event serves as a hub for building partnerships, fostering innovation, and crafting unique travel itineraries. TSOC engaged with numerous tourism professionals, establishing valuable industry connections that will continue to support and promote the Southern Oregon Coast.



# MAKING A DIFFERENCE

## READ WHAT OUR PARTNERS ARE SAYING ABOUT TSOC

### NETWORK CONFERENCE



"The TSOC Network Conference has been such a gift for Wildflour. It gave me the chance to connect with other local business owners and leaders who truly care about our community. It reminded me that we're not doing this work alone, there's a

strong network on the Southern Oregon Coast working together to help each other thrive. This conference gave us new partnerships that directly support our goals, sustainability, and growth. We will be back every year!!"

**–Tara Moore, Co-Owner Wildflour Public House**

"TSOC Networking Conference enabled me to meet local business and form lasting partnerships in the community. Without the conference, I might not have made these connections."

**–Captain John Blanchard, Sharky's Charters**



"The Travel Southern Oregon Coast Network Conference is an event I never skip. As someone dedicated to assisting the community and small businesses, the resources and contacts I've acquired from attending have significantly contributed to helping others achieve their

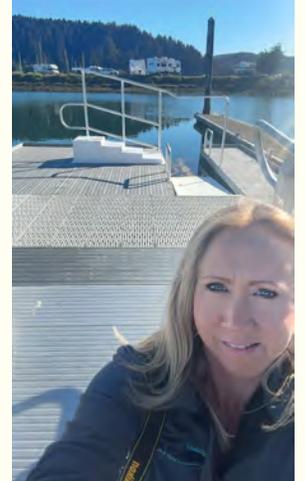
marketing goals. I wholeheartedly recommend the annual TSOC event, not only because it's enjoyable, but also it is a fantastic opportunity to reconnect with colleagues."

**–Kemberly Todd, CCD Business Development Corporation**

### DESTINATION DEVELOPMENT

"The Accessible Kayak Launch in Winchester Bay has been a game-changer. Since its installation, kayak usage has increased dramatically—proof that when access is improved, participation follows. This project reflects the power of partnerships and investment in outdoor recreation—not only does it create inclusive access, but it also strengthens local engagement and supports the economic vitality of Douglas County."

**–Jody Wilson, Douglas County Coastal Events Coordinator**



### MARKETING

"We were over the moon when we were picked to be part of the Certified Local Campaign. Getting such recognition from such a prestigious group in Oregon was a huge win for our business. Certified Local not only helped us get found, but also gave travelers a heads up that they're in for a great experience. We're so grateful to be chosen for this campaign, and we really appreciate the trust that Travel Southern Oregon has in us."

**–Michele & Steve, Old Agness Store**



# 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.



## GET INVOLVED IN SOUTH COAST TOURISM

Learn more about the South Coast on our website- [travelsouthernoregoncoast.com](http://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.
- Join us for Coffee with TSOC

Please reach out any time for all the opportunities above!

[Julie@oscrtn.com](mailto:Julie@oscrtn.com)