

# NORTH COAST TOURISM STUDIO

SEPTEMBER 2018 – JANUARY 2019



**North Coast Region** — *defined by the 90 miles of coastline from Astoria to Pacific City through the coastal mountain range.*

Travel Oregon, in partnership with a local steering committee, will offer a series of workshops designed to engage and empower local leaders to bolster a sustainable regional tourism economy, address critical management issues and consider how to preserve and enhance the area's natural and cultural assets.

The workshop series will include hands-on planning and product development workshops rich in information and networking opportunities.

The program begins with an overview of the tourism industry, important trends and sustainable tourism best practices to stimulate new thinking about the destination. The core of the program will guide participants on how to address issues of congestion, develop strategies to improve cultural heritage tourism and develop world-class outdoor recreation experiences. The program concludes with a training on collaborative visitor communication strategies and developing action teams for project implementation.

Sustainable tourism can stimulate the local economy, protect and enhance local resources and foster community pride. Community members, public officials, tourism entrepreneurs, tour operators, lodging property owners, outdoor recreation enthusiasts, conservation groups and anyone with an interest in strengthening the local economy through tourism are invited to participate in the program.

- Sept. 25** **North Coast Tourism Summit**  
Full Day Workshop
- Sept. 25** **North Coast Tourism Summit**  
Evening Networking Event
- Oct. 16** **Destination Stewardship Think Tank**  
Evening Networking Event
- Oct. 17** **Visitor Transportation for High-Use Destinations**  
Full Day Workshop
- Nov. 13** **Adventure Travel & Outdoor Recreation**  
Evening Networking Event
- Nov. 14** **Adventure Travel & Outdoor Recreation**  
Full Day Workshop
- Dec. 4** **Cultural Heritage Tourism**  
Evening Networking Event
- Dec. 5** **Cultural Heritage Tourism**  
Full Day Workshop
- Jan. 15** **Visitor Communications & Destination Marketing**  
Full Day Workshop
- Jan. 16** **Igniting Tourism Action Teams**  
Full Day Workshop
- Jan. 16** **Community Kickoff**  
Evening Celebration Event

## REGISTRATION REQUIRED

Visit: [Industry.TravelOregon.com/NorthCoast](http://Industry.TravelOregon.com/NorthCoast)

### For questions, contact:

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This program is brought to you by Travel Oregon in partnership with a local steering committee, which includes representatives from: Astoria-Warrenton Chamber of Commerce, Cannery Pier Hotel & Spa, Cannon Beach Chamber of Commerce, Clatsop Economic Development Resources, City of Cannon Beach, City of Seaside Visitors Bureau, Community Supported Fishery, Friends of Cape Falcon Marine Reserve, Manzanita Visitors Center, National Park Service, North Coast Land Conservancy, Northwest Trails Coalition, Oregon Coast Visitors Association, Oregon Department of Forestry, Oregon Department of Transportation, Oregon State Parks and Recreation, Pacific City-Nestucca Valley Chamber of Commerce, Pelican Brewing, Regional Solutions, Sunset Empire Transportation District, Tillamook Area Chamber of Commerce, Tillamook County Transportation District, Tillamook Estuaries Partnership, and Visit Tillamook Coast.

