

TRAVEL SOUTHERN OREGON COAST

GROWING AN ADVENTURE TOURISM ECONOMY

Annual Report | July 2022-June 2023



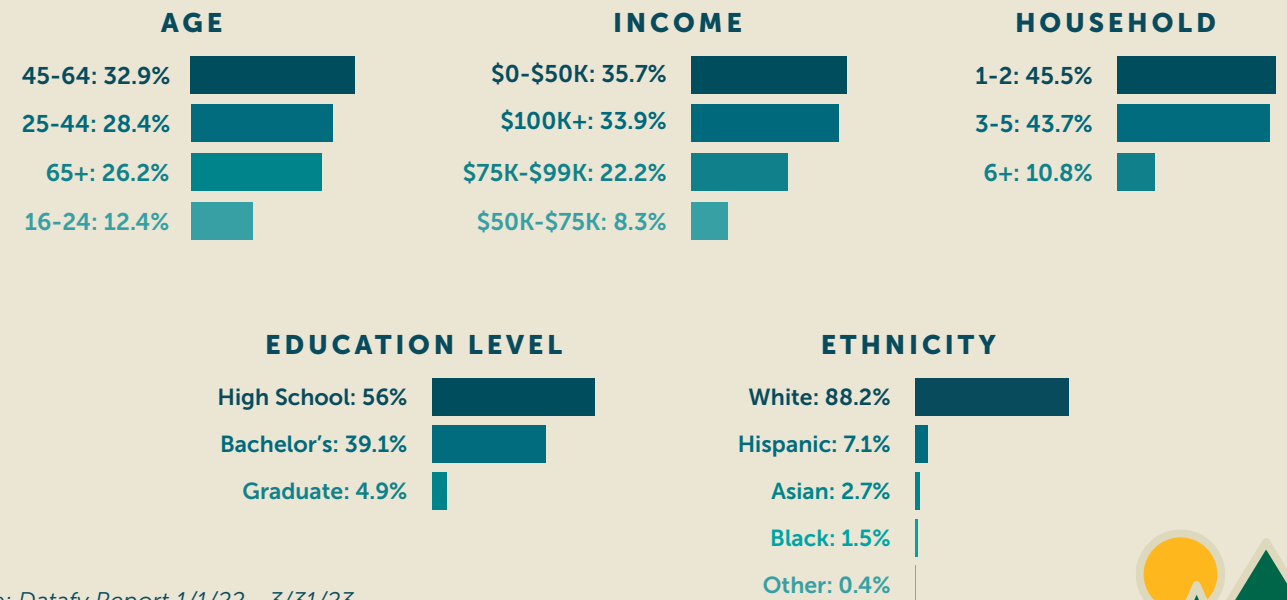
WAY TO GO, SOUTH COAST TEAM!

As we head into the high season, I want to take a moment to acknowledge with awe and gratitude the incredible DMO and Chamber partners, front-line staff, business owners, Main Street Programs and attractions that comprise the Southern Oregon Coast tourism industry. Your creativity, enthusiasm and resilience inspired us as we rode the roller coaster of the pandemic. As business rebounded (in a BIG way) last summer, we were ready (and thrilled!) to greet our visitors with the same down-to-earth hospitality and scenic wonders that leave them eager to share stories and return to our coast.

Our small but mighty TSOC team also had a home run year. We invested in community development efforts, provided grants to projects large and small, launched a website, both consumer and industry e-newsletters, plus world-class marketing campaigns, all while working behind the scenes to enhance visitor experiences from Reedsport to Brookings. Thanks for taking time to celebrate our accomplishments, and for all you do to keep our industry thriving.

With gratitude,
Julie Miller
 Executive Director, Travel Southern Oregon Coast (TSOC)
julie@oscrtn.com

TOP SOUTH COAST TRAVELER DEMOGRAPHICS



Source: Datafy Report 1/1/22 - 3/31/23



YOUR TRAVEL SOUTHERN OREGON COAST TEAM THE TSOC STAFF:



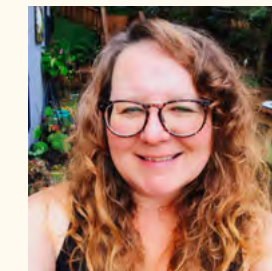
JULIE MILLER
 Executive Director,
 Travel Southern
 Oregon Coast



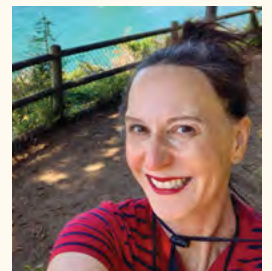
BARB DUNHAM
 Destination Marketing
 Manager



ANNIE WILLIAMS
 RARE AmeriCorps,
 TSOC Project
 Coordinator



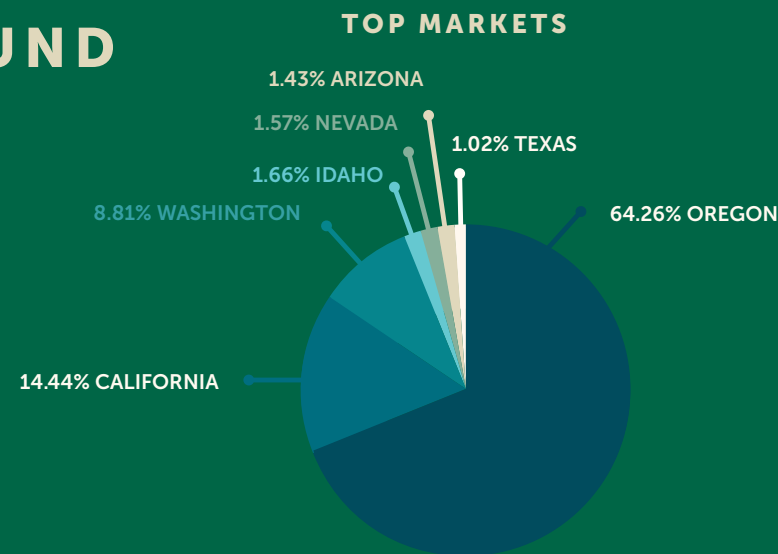
BLUME BAUER
 Communities & Content
 Manager, Social
 Campaigns (contractor)



HOLLY MACFEE
 Lookout Co.: Marketing
 Strategy & Brand
 Campaigns (contractor)

2022 SEES BIG TOURISM REBOUND

Pent-up demand following travel restrictions led to a huge upswing in visitation; the South Coast experienced a 509% increase in total trips year over year. TSOC recently invested in Datafy, a new research tool that provides real-time insights on visitors in the region via mobile phone data.



KEY REGIONAL STATS

Total Trips
3,433,871

↑ 508.9% vs. 1/1/21 - 3/31/21

Visitor Days
7,687,522

↑ 519.9% vs. 1/1/21 - 3/31/21

Average Length of Stay
2.2

— 0.0% vs. 1/1/21 - 3/31/21

Unique Visitors
1,368,845

↑ 255.7% vs. 1/1/21 - 3/31/21

Source: Datafy Report 1/1/22 - 3/31/23

THE TSOC BOARD 2022-23:

AMY BAILEY
 JOE BENETTI
 MICHAEL CHUPKA
 DAVE LACEY

JANICE LANGLINAI
 DEEDEE MURPHY
 MILES PHILLIPS
 MARGARET POUNDER

MARIE SIMONDS
 ROD TAYLOR
 COURT BOICE*
 MELISSA CRIBBINS*

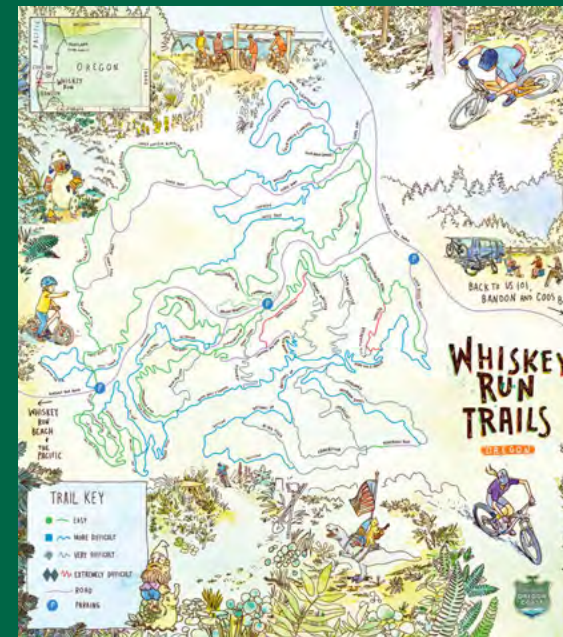
*Melissa and Court's terms completed this past winter. Many thanks for their significant contributions!

Many thanks to our TSOC Marketing Committee: Janice Langlinais - Coos Bay-North Bend-Charleston VCB, Margaret Pounder - Bandon Chamber, Amy Bailey - The Mill Casino, Michael Chupka - Bandon Dunes, Miranda Plagge - Travel Curry Coast, Marie Simonds - Wild Rivers Coast Alliance, DeeDee Murphy - Reedsport City Council



“This is the year TSOC showed up in a major way on the Marketing front, with new consumer channels and creative campaigns that equal some of the best Destination Marketing work in the country.”

– Janice Langlinais, Chair
Travel Southern Oregon Coast Board of Directors



Above: Wild Rivers Mountain Biking Association and TSOC’s Board and staff honored the volunteers who maintain the Whiskey Run Trails with a fun event featuring a tasty food cart lunch and branded giveaways.

Left: New Whiskey Run Trails Map by artist Chris McNally

WHISKEY RUN BRAND CAMPAIGN STOKES MOUNTAIN BIKE TRAVELERS

A year-long promotion of Whiskey Run Trails kicked off last fall with TSOC’s largest multi-channel campaign to date. Mountain bike audiences from Northern California to Portland and Bend were surrounded by messaging about our epic trails. Tactics included social, digital, YouTube and pre-roll

advertising with 5 video stories, co-op advertising, street marketing with maps and stickers, a Whiskey Run Gnome Sock Treasure Hunt, 5,000 illustrated maps, a sweepstakes featuring businesses in both Coos Bay and Bandon, and multiple stories on Travel Oregon, OCVA and local DMO social and e-news channels.

SEE THE
VIDEOS



OVERALL RESULTS

13.1M
total impressions

8.5M
video impressions

24.5K
clicks**

1.2M
completed video views

69.4%
completed-view rate***

2,108
contest entries

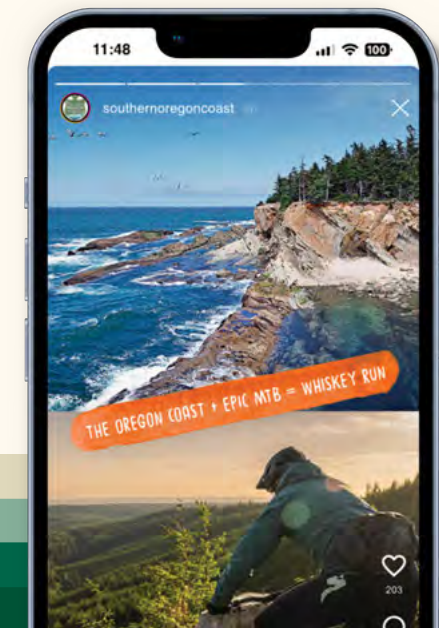
PARTNER RESULTS*

Coos Bay:
1.6M
total impressions

Curry County:
1.7M
total impressions

Bandon:
906K
total impressions

Highly effective creative assets & weekly campaign optimization resulted in campaign impressions over delivering by 45% + for TSOC & all partners. *Each co-op partner invested at a level that worked for their budget. ** Industry benchmark 0.15%-0.23% *** Industry benchmark = 50%





Left: TSOC & Trailkeepers of Oregon piloted new tourism experiences
Right: One of the 15 TSOC-funded Bike Repair Stations

ENHANCING THE VISITOR EXPERIENCE = BUILDING FUTURE REVENUES

Exploring Regenerative Tourism with Trailkeepers of Oregon

TSOC partnered with Trailkeepers of Oregon to host a series of new regenerative tourism experiences on the South Coast. "Regenerative tourism" is an emerging form of travel whereby visitors journey with a mindset to immerse in local culture and leave a destination better than it was before. These events gathered tourists and locals for a day of trail maintenance and forest education in Brookings and Cape Arago State Park, with a third event planned for late May 2023.

Cycling Services for 150 Miles

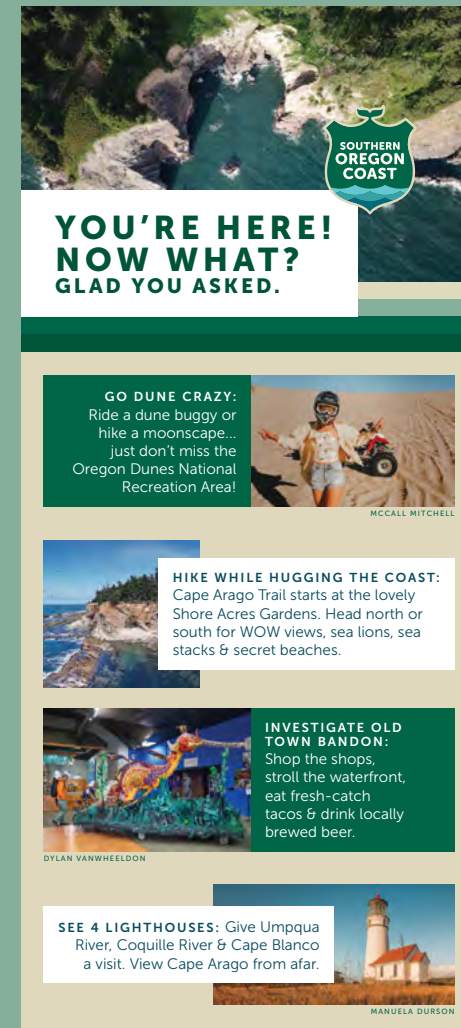
As part of our goal to enhance the safety and fun of the cycling experience along every mile of our region, TSOC has funded 6 Bike Repair Stations to date, with a total of 15 planned by the end of 2024.

All Paddlers Welcome

A new ADA-accessible paddle launch was installed this spring at Empire Lakes in partnership with TSOC, City of Coos Bay and the Judith A. Mogan Foundation. Located in John Toppits Park, the launch overlooks a beautiful, motor-less freshwater expanse, ideal for smooth paddling in Coos Bay.

In a Landscape

Hunter Noak, a classical pianist who often performs with Pink Martini, thrilled concertgoers with "In a Landscape," an outdoor performance series where Noak plays his 9-foot Steinway in natural public spaces. Three concerts were staged at Shore Acres State Park in Coos Bay and one at Crissey Field State Recreation Site in Brookings. TSOC, Wild Rivers Coast Alliance and Oregon's Adventure Coast jointly sponsored this magical series.



Above: Rack card distributed to visitors during the U.S. Amateur Championship
Below: "In a Landscape" performance

U.S. Amateur Golf Championship

TSOC Community Ambassadors acted as a tourism resource for families of players from all over the world, providing welcome packets, window decals and a "Top Things to See and Do" guide for tournament hotel partners to share with guests.

Aquatic Safety Program

TSOC contributed \$80,000 over the past two years to this important program, which provides safety information and resource protection to risk-prone areas. Through outreach and data collection, Curry County has educated over 15,000 shoreline and waterway users, and logged over 400 preventative measures with visitors.

\$2.4M has been invested by TSOC since 2018 to develop and market tourism experiences on the South Coast. Here's the breakdown:
 \$654K Raised in Partnership Revenue
 \$755K Invested in Marketing & Promotions
 \$335K Supporting South Coast Tourism Projects
 \$649K Funding Tourism Experience Development





Left: Gold Beach Pocket Park
Right: New Whiskey Run maps distributed at Portland bike shops & events

MORE TSOC-FUNDED PROGRAMS

Coos Bay Rodeo Fence

TSOC granted \$5,000 to build a cedar fence around the Coos Bay Rodeo, which provides a safer visitor experience by preventing fairgoers from trying to pet the animals.

North Bend Ice Skating Rink Tent

TSOC granted the city of North Bend \$30,000 to purchase an event tent to cover a synthetic ice skating rink on Union Avenue from November to February, and for other events throughout the year.

Brookings Holiday Lights Gator

TSOC funded the purchase of a John Deere Gator for Brookings to use for their Holiday Lights events, facilitating easier setup and teardown.

Gold Beach Pocket Park

Annie Williams, TSOC's RARE project coordinator, used her skills as a landscape artist to work alongside the Gold Beach Main St. team to create a native species "pocket park" at the corner of Highway 101 and Moore St. Stop by next time you're in Gold Beach!

PARTNERSHIPS GROW SOUTH COAST FAN BASE

Relax, Refresh, Refuel Campaign

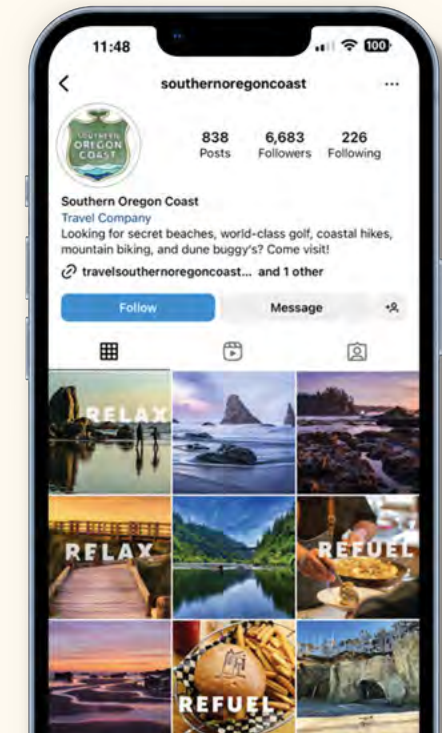
TSOC's second partner-driven social media campaign, in market at the time of this publication, promotes communities up and down the South Coast. Co-Op partners can buy in at a level with TSOC matching the spend and covering the cost of creative development and implementation. This year's campaign – Relax, Refresh, Refuel – inspires visitors with three great ways to experience the Southern Oregon Coast. Unifying under a single campaign has enabled the partners to garner professional-quality photos and boost individual communities under a cohesive brand message, resulting in a more significant impact than had we advertised independently.

Partners:

Reedsport, Lakeside, Oregon's Adventure Coast, Bandon and Travel Curry Coast (Port Orford, Gold Beach, Brookings).

Geographic Targets:

Sacramento (+25 mi); San Francisco (+25 mi); Denver (+25 mi); Idaho; New Mexico; New York (+25 mi); Salt Lake City (+25 mi); Utah; Oregon & Washington; Arizona



MAPS FOR THE ADVENTURE GENERATION

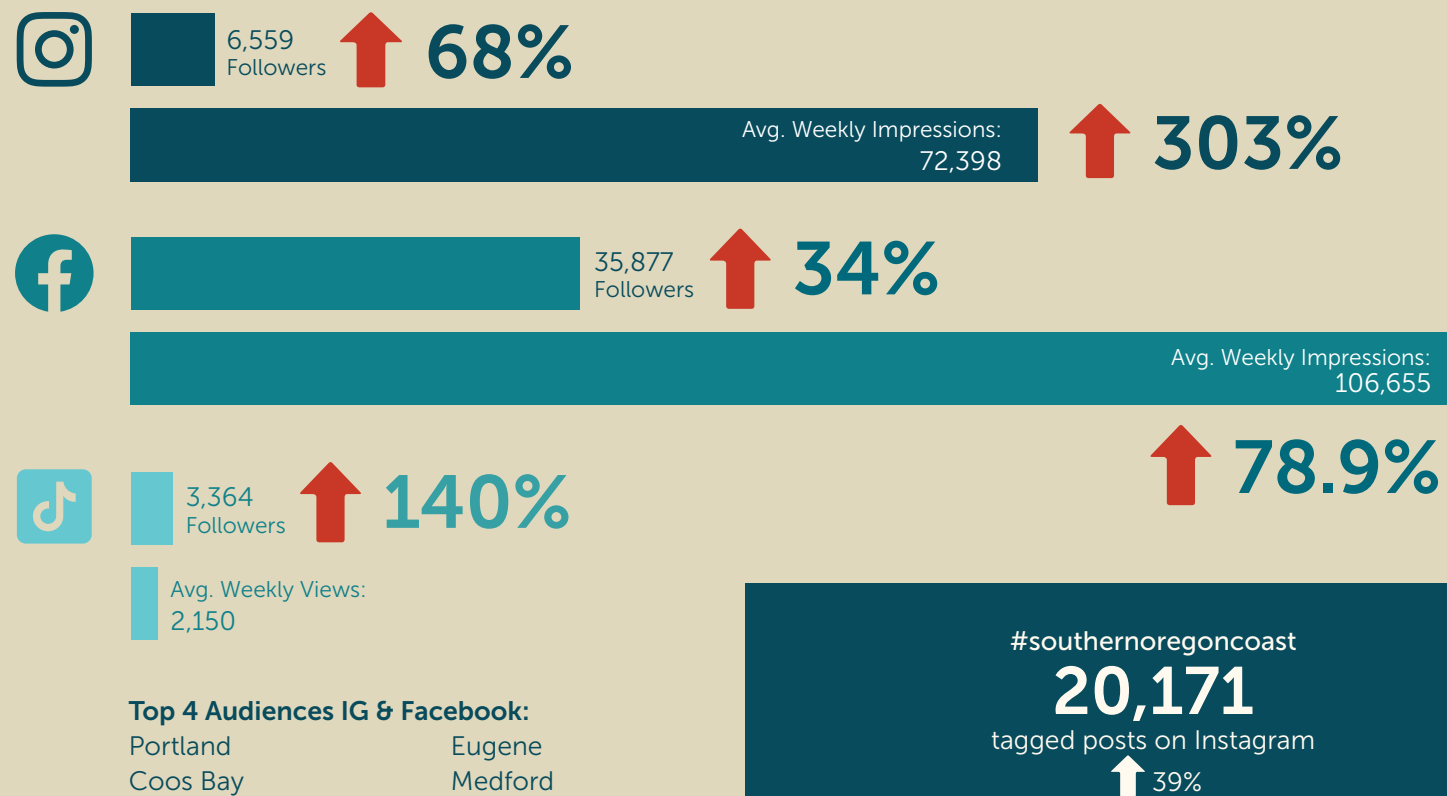
New Whiskey Run Trails Map

In conjunction with our multi-channel Fall campaign, TSOC commissioned San Francisco-based artist and avid mountain biker Chris McNally (@the.scorps) to illustrate a whimsically detailed trail map, including South Coast biking resources and travel inspiration on the back. Maps were distributed at Portland bike shops and events, as well as South Coast bike shops and visitor centers.

Oregon Adventure Map Slated for Summer

TSOC is partnering with Travel Oregon on their Outdoor Recreation Map program—detailing top spots and resources for the best hiking, paddling, riding and more. Over 18,000 Southern Oregon Coast Outdoor Recreation maps will be printed and distributed at State Welcome Centers, Visitor Centers, chambers, local hotels and events.

SOCIAL MEDIA PERFORMANCE @SOUTHERNOREGONCOAST



CONSUMER E-NEWSLETTER & WEBSITE PERFORMANCE

E-NEWS STATS

(launched Nov 2022; issued bimonthly)

Average open rate:

47%

Tourism industry standard is 39.99%

Click-through rate:

8%

Tourism industry standard is 0.88%

Number of Subscribers:

4,374

↑ 9% since 11/22



WEBSITE STATS

(launched Oct 2022)

25K

new, unique users since October launch

300

document downloads (maps + brochures)

63% traffic came from organic social

17% came from direct links
10% came from display ads

Web Visitor Top Locations:

Seattle	Eugene
Portland	Medford
Sacramento	Bend
Coos Bay	Los Angeles
San Francisco	

Website viewed on:

Mobile 74% Desktop 14.5% Tablet 11.5%

EMPOWERING THE TOURISM INDUSTRY IN 2023

5 Year Strategic Plan

Now 5 years into its operations, TSOC will undertake the development of a new 5-year strategic plan to assess our priorities and ensure we are implementing programs and resources in the most effective way possible. The process will be facilitated by leading planning agency, the Coraggio Group.

Travel Southern Oregon Coast Tourism Network Conference

Over 70 tourism industry partners gathered in May 2023 to share best practices, network and learn from experts in various tourism development and marketing fields.

New Travel Southern Oregon Coast Industry Website

A robust industry website aimed at providing timely information on grants, new research, training and marketing updates to South Coast tourism partners will launch in Summer 2023.

Whiskey Run Audience Insights

Two rider surveys in 2023 provided key insights: the trails were the primary motivation for travel for 75% of riders, over 70% were return visitors, riders stayed an average of 3.1 nights in the high season and 65% stayed in campgrounds. Riders' primary requests for services included more campgrounds, suggested trail loops, clarity around e-bike rules and adding additional parking.



Greeting attendees at the South Coast Tourism Conference.



CANADIANS LOVE THE SOUTH COAST

Nothing sells a destination like meeting an enthusiastic local expert! TSOC, Oregon's Adventure Coast, Travel Oregon, OCVA and a broader Oregon Delegation made a big splash with prospective visitors at the Vancouver Outdoor Adventure Show. Together we greeted over 1,000 adventure enthusiasts, distributed 500 branded bags of travel info, gathered 250 new leads for our marketing, and stoked the wanderlust of our friends to the North.



TRAVEL SOUTHERN OREGON COAST YOUR REGIONAL DESTINATION MANAGEMENT ORGANIZATION

Travel Southern Oregon Coast (TSOC) is a regional destination management organization (DMO) 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 an MOU 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.

Right: Post-ride kick back overlooking Coos Bay; Image by Dylan VanWeelden
Below: Key partners like Oregon State Parks are helping us develop regenerative tourism programs



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@oscrtn.com

