

OCR TN Network Meeting – August 8, 2018

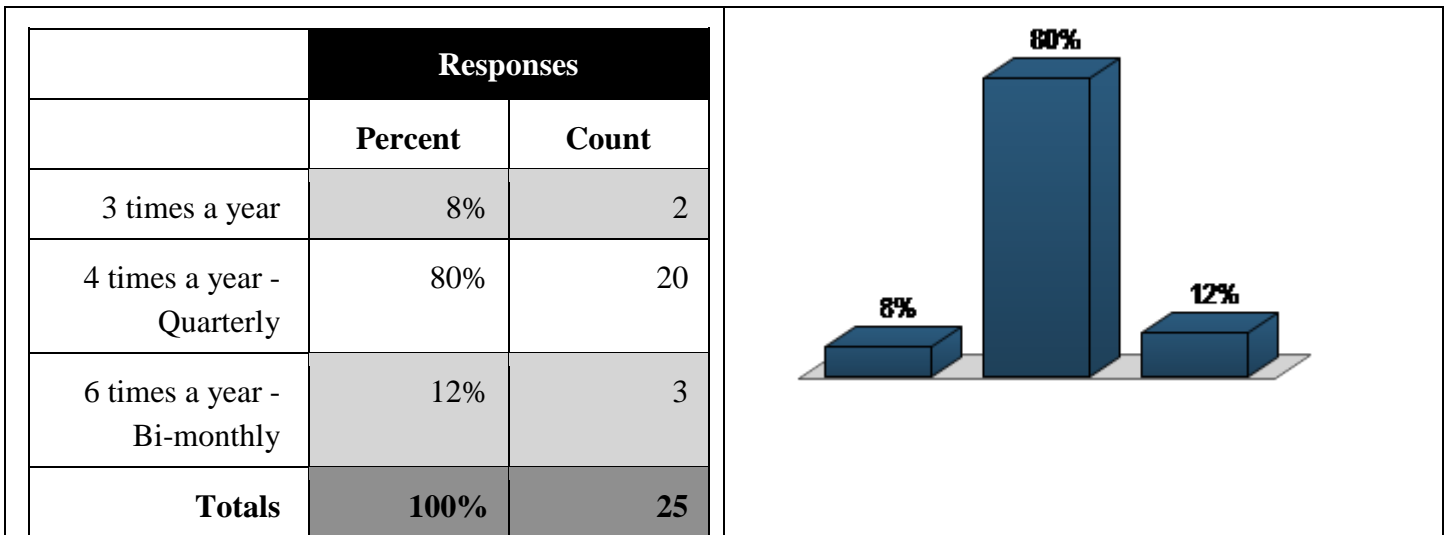
Input Survey Results

Provided by OSU Extension, Miles Phillips, <http://tourism.oregonstate.edu>

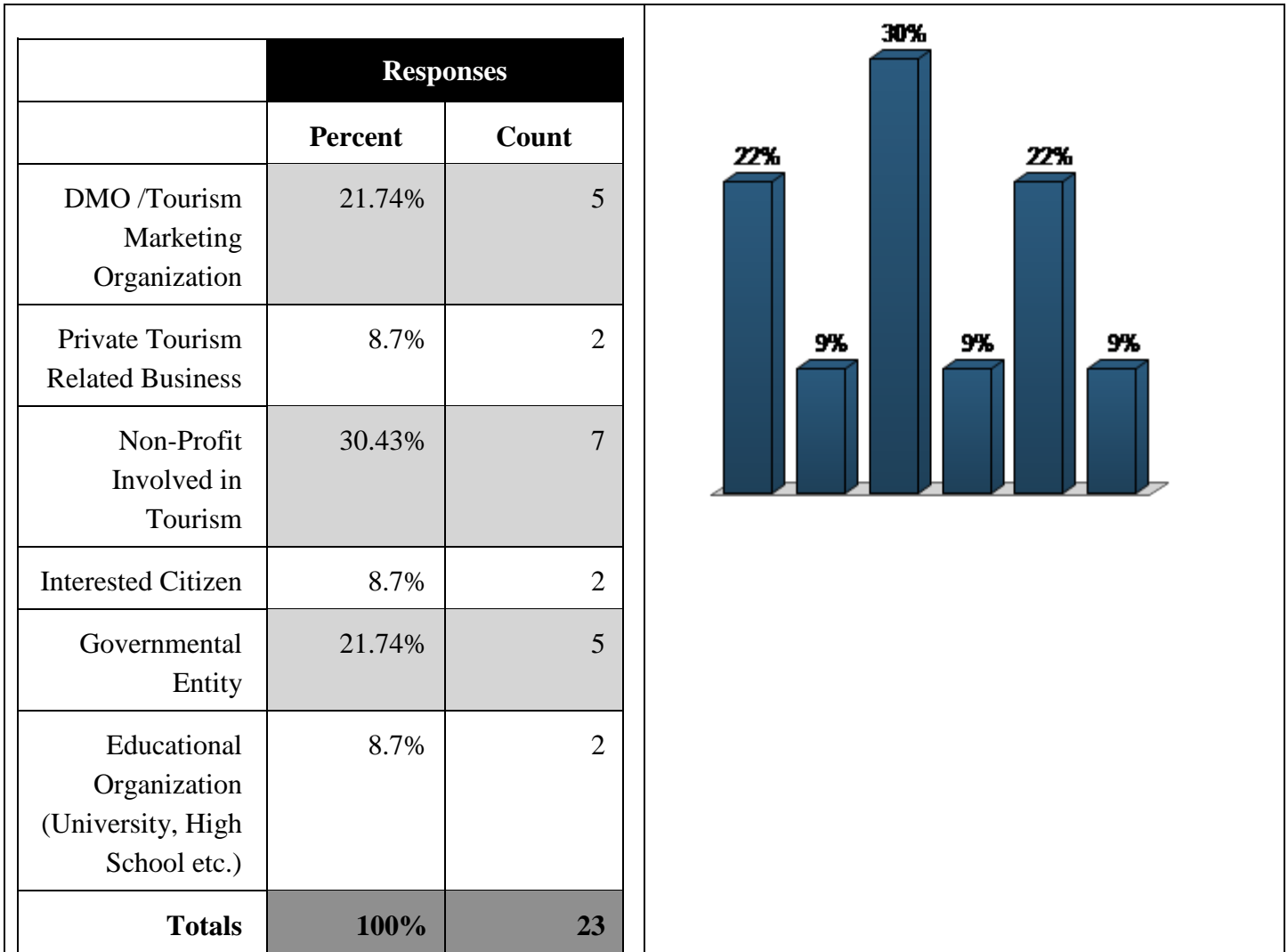
Results by Question

(9 Questions Developed with Julie Miller, Network Coordinator)

1. How many times a year will you attend meetings? (Multiple Choice)

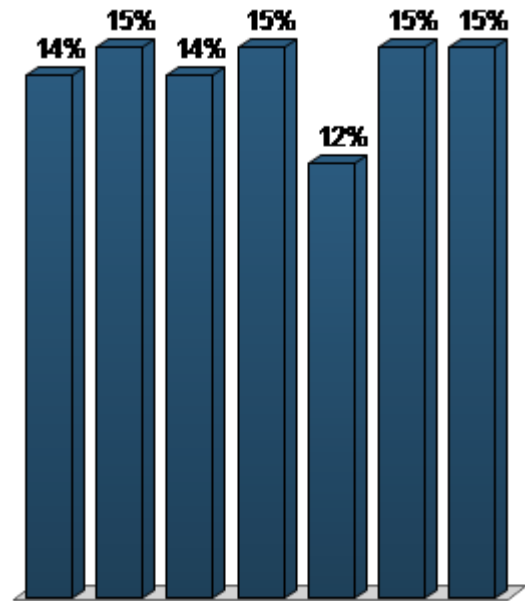


2. what type of organization do you represent (Multiple Choice)



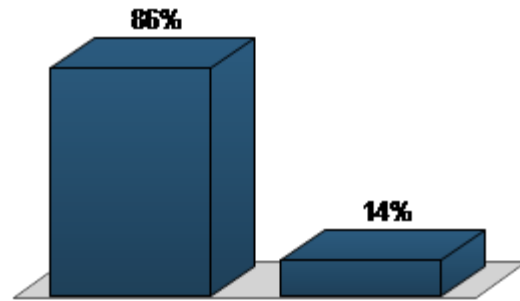
3. Select all organizations whose tourism related services you understand (Multiple Choice - Multiple Response)

| | Responses | |
|---|-------------|-------|
| | Percent | Count |
| Oregon South Coast Regional Tourism Network OSCRTN | 14.17% | 18 |
| Oregon State University Extension OSU | 14.96% | 19 |
| Oregon Coast Visitors Association OCVA | 14.17% | 18 |
| Wild Rivers Coast Alliance WRCA | 14.96% | 19 |
| Travel Southern Oregon Coast TSOC | 11.81% | 15 |
| South Coast Development Council SCDC | 14.96% | 19 |
| Southwestern Small Business Development Center SBDC | 14.96% | 19 |
| Totals | 100% | |



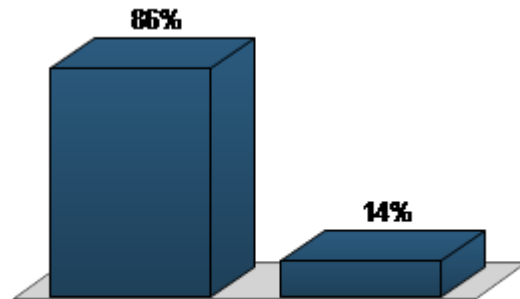
4. Would you like to have single topic meetings in-between the Network meetings? (Multiple Choice)

| | Responses | |
|---------------|------------------|--------------|
| | Percent | Count |
| Yes | 86.36% | 19 |
| No | 13.64% | 3 |
| Totals | 100% | 22 |



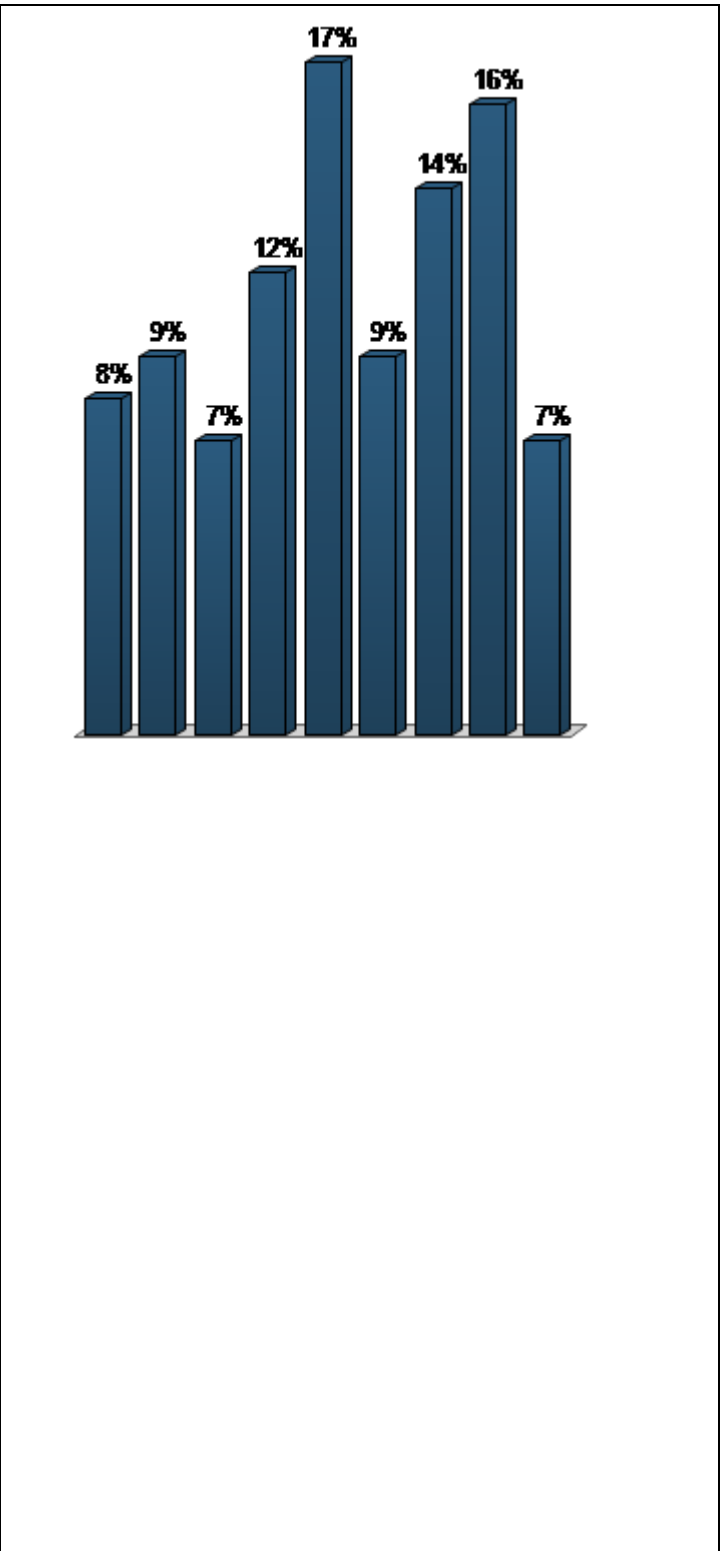
5. Would you like to have single topic training Sessions in-between the Network meetings? (Multiple Choice)

| | Responses | |
|---------------|------------------|--------------|
| | Percent | Count |
| Yes | 86.36% | 19 |
| No | 13.64% | 3 |
| Totals | 100% | 22 |



6. What type of training session would you attend? (Multiple Choice - Multiple Response)

| | Responses | |
|---|-------------|-----------|
| | Percent | Count |
| Tourism 101 – Terms, Travel Oregon and OCVA | 8.42% | 8 |
| Access and use of OCVA’s Barberstock account to use professional photo in tourism marketing | 9.47% | 9 |
| Hosting FAM Tours | 7.37% | 7 |
| Using Google Analytics | 11.58% | 11 |
| Social Media Marketing for Tourism | 16.84% | 16 |
| Working with Ad Agencies | 9.47% | 9 |
| Tourism Economics | 13.68% | 13 |
| Media Communications | 15.79% | 15 |
| Other | 7.37% | 7 |
| Totals | 100% | 95 |



7. What are your 2+ most important network actions items...that will keep you active in the network?
Type your answers (Essay)

Word Cloud of Results (respondent text not corrected/edited)

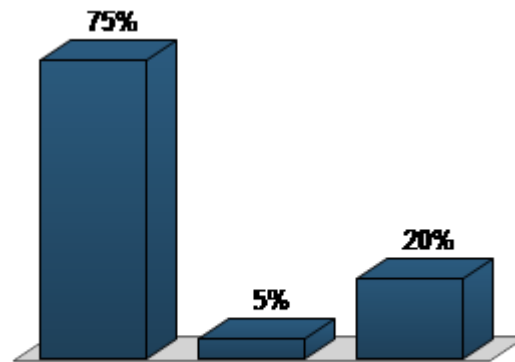


| Responses |
|--|
| alignment of organizational plans |
| building trust |
| Collaboration for mktg the region |
| Coalesce actions |
| Collaboration that works |
| Connect with network members. keep network updated on events |
| Convene all dmos and media buy opportunity meetings |
| Coordination of efforts. information sharing |

| |
|--|
| follow up with conections made. |
| Food |
| local food and Beer tastings |
| Media information and impact |
| Meetings with outcomes and cintent |
| Networking and training |
| Opportunities and information and guidance |
| Partnering w other agencies. |
| Shoulder and off season outdoor recreation opportunities |
| Stakeholder outreach |

8. Are you interested in developing a regional brand? (Multiple Choice)

| | Responses | |
|--|-------------|-----------|
| | Percent | Count |
| Yes | 75% | 15 |
| No | 5% | 1 |
| Unsure - More discussion needed on purpose and value | 20% | 4 |
| Totals | 100% | 20 |



9. Did you meet new people and/or strengthen connections at this meeting? (Multiple Choice)

| | Responses | |
|---------------|------------------|--------------|
| | Percent | Count |
| Yes | 100% | 22 |
| No | 0% | 0 |
| Unsure | 0% | 0 |
| Totals | 100% | 22 |

