



NATIONAL TRAVEL & TOURISM WEEK
MAY 7-13, 2023

Celebrating Travel in Coos County

#TravelForward





Visitor Spending Coos Cty



Coos County – DIRECT VISITOR SPENDING:

- Visitors spent \$277.3 Million in 2019, **+4.0%** increase over 2018
 - **Lodging Spend = \$60.7 Million, a 2.7% increase over 2018**
- Visitors spent \$179.3 Million in 2020, **-35.3%** decrease from 2019
 - **Lodging Spend = \$57.8 Million, only - 4.9% decrease from 2019**
- Visitors spent \$218.6 Million in 2021, **+22%** increase over 2020
 - **Lodging Spend = \$69.7 million, a 29.4% increase over 2020 AND a 14.8% increase over 2019!**



Visitor Spending Coos Cty



Coos County – DIRECT VISITOR SPENDING - 2022:

- Visitors spent **\$295.9 Million** in 2022
 - **↑ 36.1%** increase over 2021
 - **3,630 Coos County Jobs Supported**
 - **\$12.5 Million in Tax Revenues**
 - **\$2.1 Million Local – ↑ 21% over 2021, ↑ 31.5% over 2019**
 - **\$10.4 Million State**
 - **Gas price increases in 2022**
 - **More Visitors arriving on Flights into OTH**



Visitor Volume - 2022



Total Trips

1,225,345

↑ **16.2%** vs. 1/1/21 - 12/31/21



Visitor Days

3,016,320

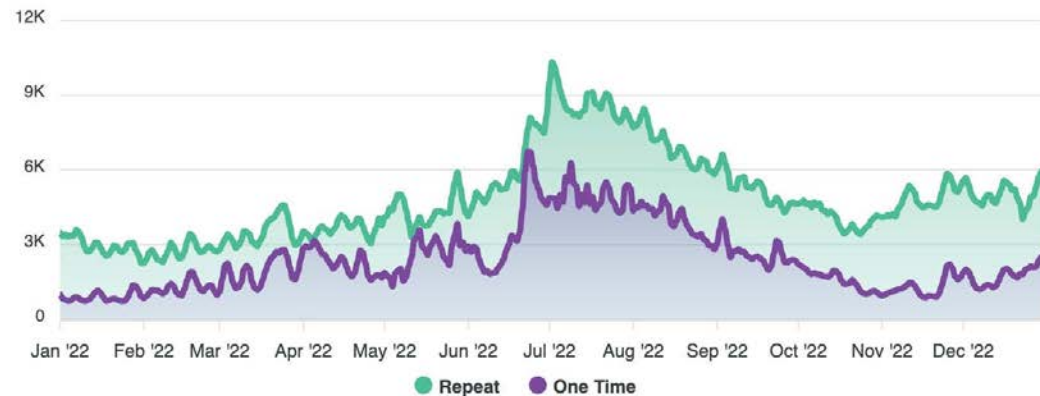
↑ **4.1%** vs. 1/1/21 - 12/31/21

Comparison of Trips



● Repeat 70.5% ● One Time 29.5%

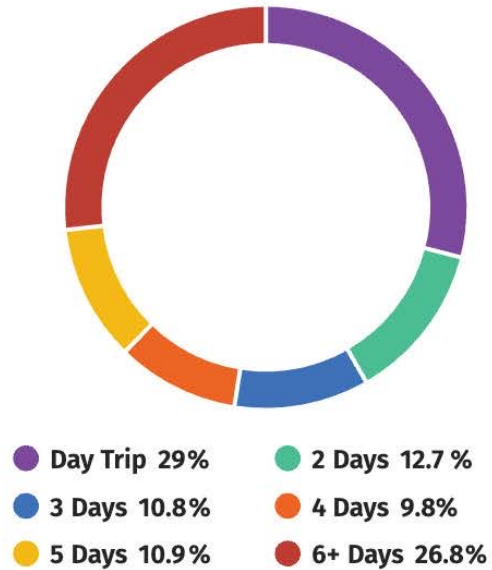
Repeat Vs One Time Over Time



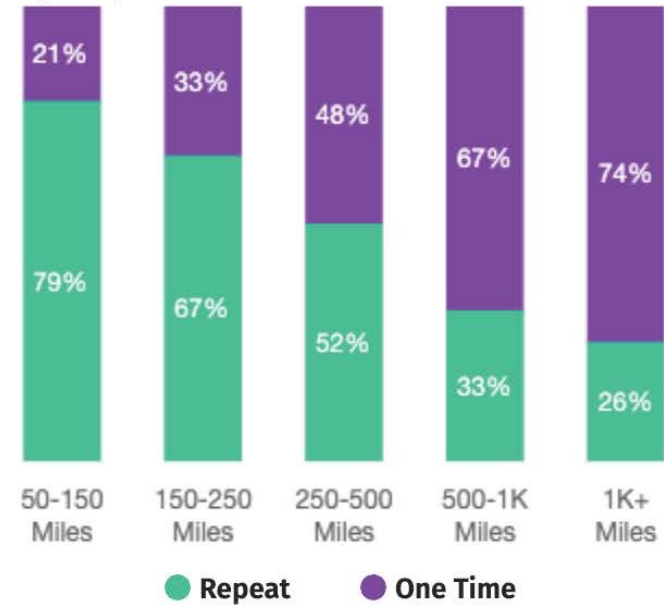


Visitor Volume - 2022

Visitor Days by Length of Stay



Trips by Distance





Top Trends in Travel in 2023

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Top Trends in Travel 2023

The Rise of Jet Setting Travel

- Entertainment-focused tourism on the rise
- 70% of Gen Z and Millennial respondents agree that they have "been inspired to travel to a destination after seeing it featured in a TV show, news source, or movie."





Top Trends in Travel 2023



Rise in Food-Focused Travel, Wellness & Self-Care

- Farm to Table, Foraging, and Regenerative Tourism
- Forest bathing, spa, yoga retreats
- Shopping at Small, Local Businesses



Source: Travel + Leisure and American Express Travel



Top Trends in Travel 2023

Rise in Younger Travelers & International Travel

- 84% of Gen Z-ers and Millennials surveyed would rather take a dream vacation than purchase a new luxury item
- 79% agree that travel is an important budget priority



- International travel is much easier in 2023
- Gen Z is the most adventurous generation with more than half (51%) planning international trips in 2023



Top Trends in Travel 2023



Key Findings

- **37% Respondents planning Spring trip with 29% planning a Summer trip this year; Oregon Coast Top Region**
- **47% Plan to take 3 or More trips over next 12 months**
- **42% plan their next vacation to last 3-6 days; only 3% planning day trips**
- **52% plan to participate in Outdoor Recreation on next vacation**



Top Trends in Travel 2023



Other Top Trends

- **Vacation Spend is Not Slowing**
 - Recognizing the value of *experiences* over things
 - Travel went from a discretionary spend to an essential spend
- **Consumers Will Book Trips Further Out**
 - Booking patterns are looking a lot more like they did in 2019
 - Travelers comfortable in booking out into the future
- **Hotels Are Saying Hello to Groups This Year**
 - Hotels are expecting leisure demand to slow a little bit
 - Group travel (meetings, conventions & tour groups) back & continues to grow



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VCB Strategic Plan



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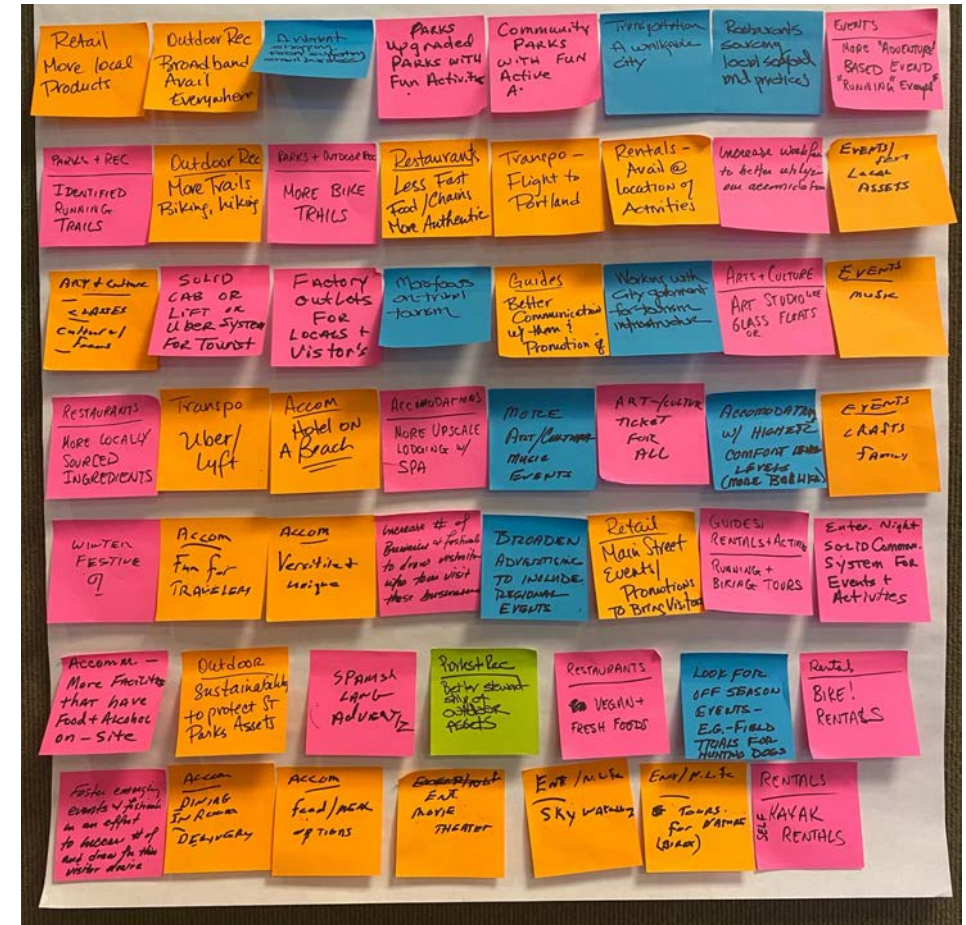
VCB Strategic Plan 2023



Destination Vision

Big Ideas:

- More outdoor recreation opportunities, better supported
- Expanded transportation options
- More events, festivals, and family activities
- Diversified accommodations
- Locally-owned restaurants sourcing local food
- Stronger focus on tribal tourism



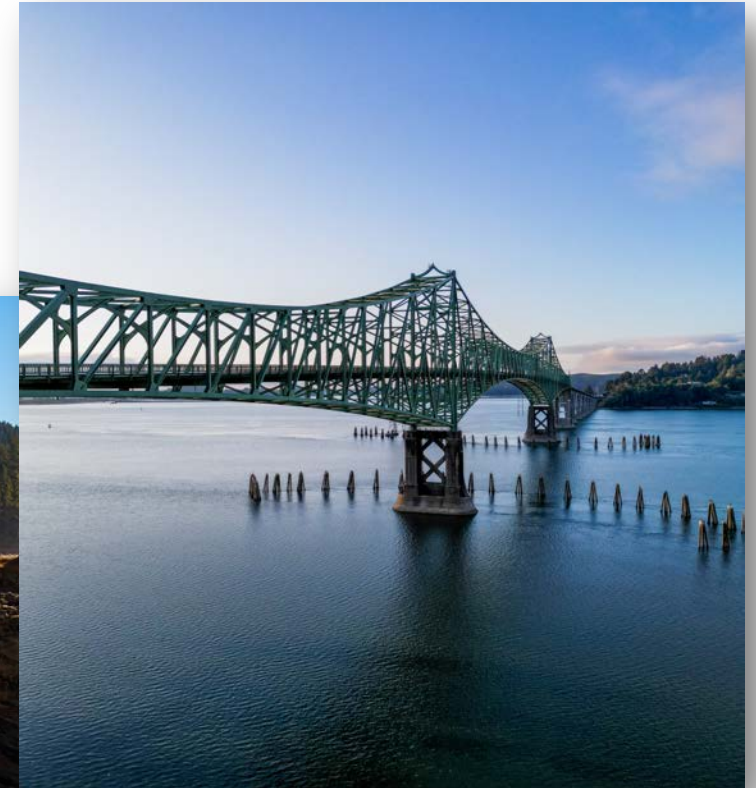
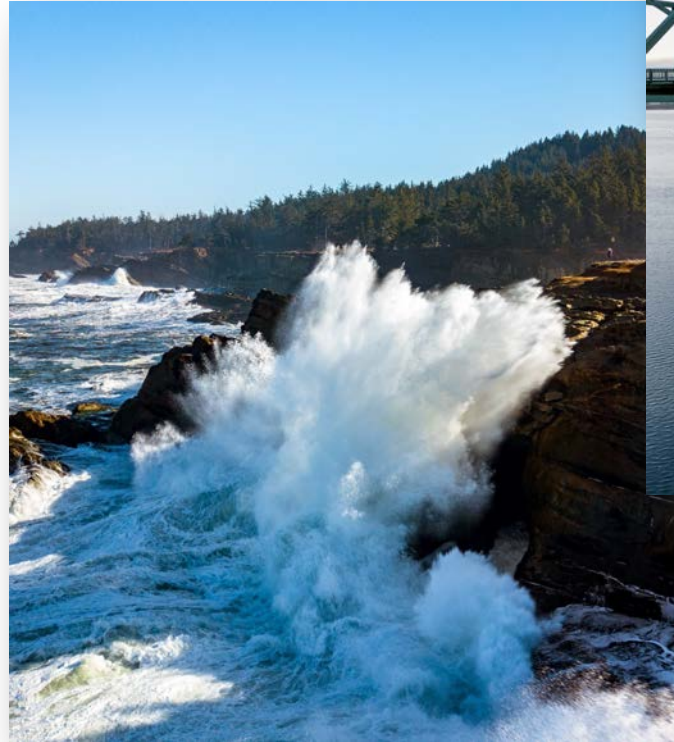


VCB Strategic Plan 2023



Mission

To inspire visitors and create desire to explore the region, and to contribute to our visitor economy through creative marketing, effective communication, and destination stewardship

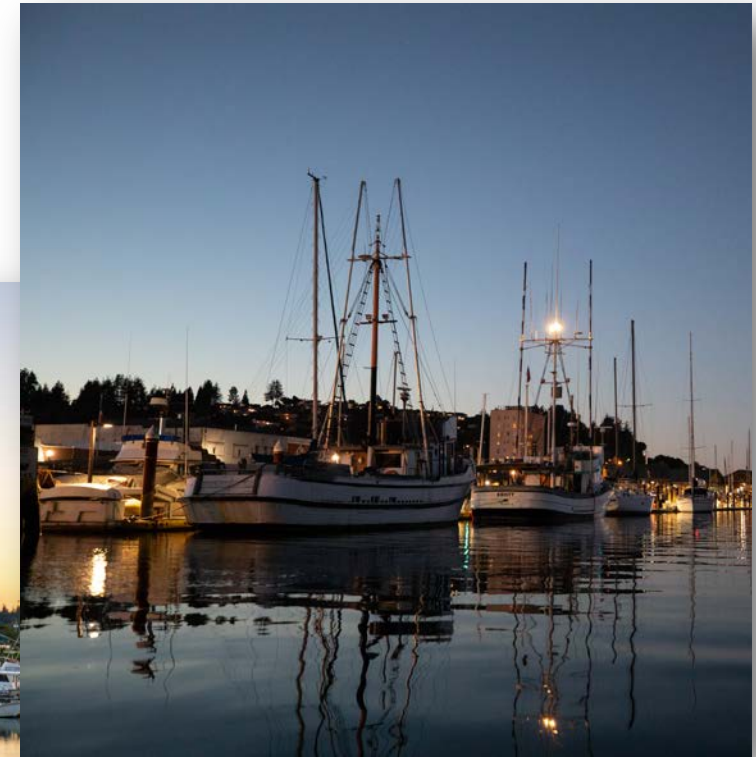




VCB Strategic Plan 2023

Objectives

1. Drive visitation and length of stay
2. Deepen community engagement and education
3. Nurture and promote a sustainable, diverse, and welcoming community
4. Advocate for asset and infrastructure improvements
5. Build our organizational capacity





VCB Strategic Plan 2023

OBJECTIVE 1 Drive visitation and length of stay

INDICATORS

- » Raise length of stay to 3.75 days within 3 years
- » Year-over-year growth in total visitation

STRATEGIES

- » Identify partner organizations to foster education & voluntourism
- » Develop consistent hotel partner packages & promotions
- » Create a cultural asset passport program and sell tickets through VCB
- » Focus marketing efforts on high-return verticals such as running and events
- » Develop remote work + play promotions

OBJECTIVE 2 Deepen community engagement and education

INDICATORS

- » Improve stakeholder survey score on VCB communication
- » Year-over-year growth in attendance of Tourism Week Luncheon
- » Year-over-year growth of customer service score on visitor survey

STRATEGIES

- » Institute annual Tourism Week Luncheon for stakeholders
- » Deepen engagement and relationship-building with local businesses and tourism stakeholders, including front-line recognition program
- » Adopt and deploy customer service curriculum for tourism businesses
- » Partner with BACC on business education
- » Translate Board reports into regular industry newsletter

OBJECTIVE 3 Nurture and promote a sustainable, diverse, and welcoming community

INDICATORS

- » Year-over-year growth in visitor perception of destination sustainability
- » Year-over-year growth in perception of welcome on visitor survey

STRATEGIES

- » Launch and sustain annual visitor survey
- » Engage VCB in being "at the table" on local conversations and planning around sustainability and diversity
- » Develop a sustainable tourism section on the VCB website
- » Lead the creation of a DEI plan for the local tourism industry

OBJECTIVE 4 Advocate for asset and infrastructure improvements

INDICATORS

- » Three-year improvement in aggregate multi-modal transportation score on stakeholder survey
- » Increase in commuter flights to our airport
- » Year-over-year increase in average tourism infrastructure score on visitor survey

STRATEGIES

- » Develop a prioritized list of transportation gaps for the visitor economy and advocate for strategies to solve them
- » Create an asset map for adventure equipment rentals, including access opportunities for persons with disabilities
- » Advocate to expand the geography and quality of broadband access in our region, including our State Parks

OBJECTIVE 5 Build our organizational capacity

INDICATORS

- » Year-over-year growth in volunteer headcount
- » Year-over-year growth in open rate on our stakeholder emails
- » Growth in general satisfaction score on stakeholder survey

STRATEGIES

- » Hire PR contractors for visitor facing content and to broaden our capacity for stakeholder communication.
- » Perform a skills and capabilities gap assessment for the staff
- » Formalize a professional development plan for staff
- » Enhance volunteer recruitment



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Welcome to the Podium



Lucinda DiNovo

Chair, Coos Bay-North Bend-Charleston VCB

Vice-Chair, Oregon Tourism Commission

Coos Bay City Council

Director of Sales, The Mill Casino * Hotel & RV Park



Welcome to the Podium



Todd Davidson

CEO, Travel Oregon

Chair, Brand USA Board of Directors

Past Chair, U.S. Travel Association

Past Chair, U.S. Travel & Tourism Advisory Board

National Council of State Tourism Directors

Western States Tourism Policy Council