

## WashCo Tourism Studio

### Travel Oregon Bike Tourism Studio

For Oregonians, a strong connection to our great outdoors is part of our identity. As an industry, outdoor recreation significantly impacts the well-being of Oregon's economy, communities, residents and visitors. Travel Oregon's Outdoor Recreation Tourism Studio program is intended to help your community focus on key strategies to build outdoor recreation-based tourism in a manageable and sustainable way.

The two-day workshop was designed for those interested in developing unique visitor experiences that will help establish the Greater Tualatin Valley region as a thriving outdoor recreation destination.

Training topics include:

- World-class examples and best practices from adventure travel destinations and regional operators
- Development and collaboration opportunities that can benefit local existing businesses
- Input and perspective from cycling destination experts to support plan development
- Recreation demographics, trends and economic impact data and asset mapping

### Tourism By The Numbers

- Generates \$16.4 B in direct travel spending
- Generates 172,000 jobs and indirectly another 58,000
- Oregon Tourism generates \$539 M in state and local tax revenue
- Tourism is the third largest export-oriented industries in Rural Oregon
  - China, Canada, then Japan are our major tourists
- WashCo is the 2nd largest toured county, Columbia last