



ANNUAL REPORT

**OREGON COAST VISITORS
ASSOCIATION**

2024-2025

PREPARED SEPTEMBER 2025

ANNUAL REPORT

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LETTER FROM THE EXECUTIVE DIRECTOR

Greetings Friends,

Before I say too much I first want to extend deep gratitude, appreciation and admiration for the OCVA Board of Directors, our amazing staff, dedicated business partners and innumerable community partners. You each play unique and valuable roles in the successful projects listed throughout this 2024-2025 Annual Report. Without your collaborative spirit all of these accomplishments could not have been actualized. Thank you all so very much.

With this annual report, I want to offer a not-so-rhetorical question I'd like to challenge you to ponder. That is, "what aspect of humanity is tourism not capable of improving?"

Through the years and also throughout this report you will see our contributions to health and wellness, economic development, the environment, resident quality of life, youth and workforce training, business support, food systems, human rights, public art and culture, and more.

Not only are we capable of touching so many aspects of humanity, we also have a moral imperative to keep searching for new way to do so. Our tourism industry is inextricably part of and intertwined with larger regional, national and international communities. Thus we exist along side and often within numerous other communities and economies. We can and will show up in these spaces, for the greater good.

As you browse thorough this summary or noteworthy accomplishments our small team has secured over the past year, we hope you will feel inspired to join us - in any way you are able to - in our call to make the world a better place, for all.

Join with us in harnessing the power, imagination and creative potential of tourism.

Respectfully,

Marcus Hinz



OUR TEAM

Marcus Hinz,
Executive Director

Arica Sears,
Deputy Director

Dave Lacey,
South Coast
Destination
Stewardship

Jesse Dolin,
Central Coast
Destination
Stewardship

Stacey Gunderson,
Global Sales &
Marketing Manager

Lynnee Jacks,
Industry
Communications &
Engagement Manager

Thomas McLanahan,
Finance & Contracts
Manager

OUR BOARD

Jeremy Strober, Board Chair
Justin Aufdermauer, Vice-Chair
Jeremy Burke, Director
Nathan Kahler, Director
Janice Langlinais, Board Secretary
Taylor Neitzke, Director-at-Large
Miles Phillips, Director-at-Large
Drew Roslund, Board Treasurer
Ashley Espinoza, Director-at-Large

WHO WE ARE

The Oregon Coast Visitors Association (OCVA) is the Regional Destination Management Organization (RDMO) for the entire Oregon Coast.



WHAT WE DO

THROUGH INNOVATION, STEWARDSHIP, AND STRATEGIC INVESTMENTS, OCVA INSPIRES TRAVEL AND STRENGTHENS COLLABORATION TOWARDS A SUSTAINABLE COASTAL ECONOMY.

At the heart of our approach lies a data-driven strategy that not only identifies tourism market opportunities but also blends seamlessly with stakeholder engagement and community-identified needs. By strategically positioning ourselves, we become highly effective in pinpointing collective challenges, sourcing collaborative solutions, and communicating measurable success.

Moreover, our method involves piloting solutions with appropriate partners for scaling and expansion, thereby institutionalizing deep, lasting, and meaningful changes to community-identified issues.

OUR VISION IS AN ENRICHED COASTAL EXPERIENCE FOR ALL.

HOW DO WE DO IT?

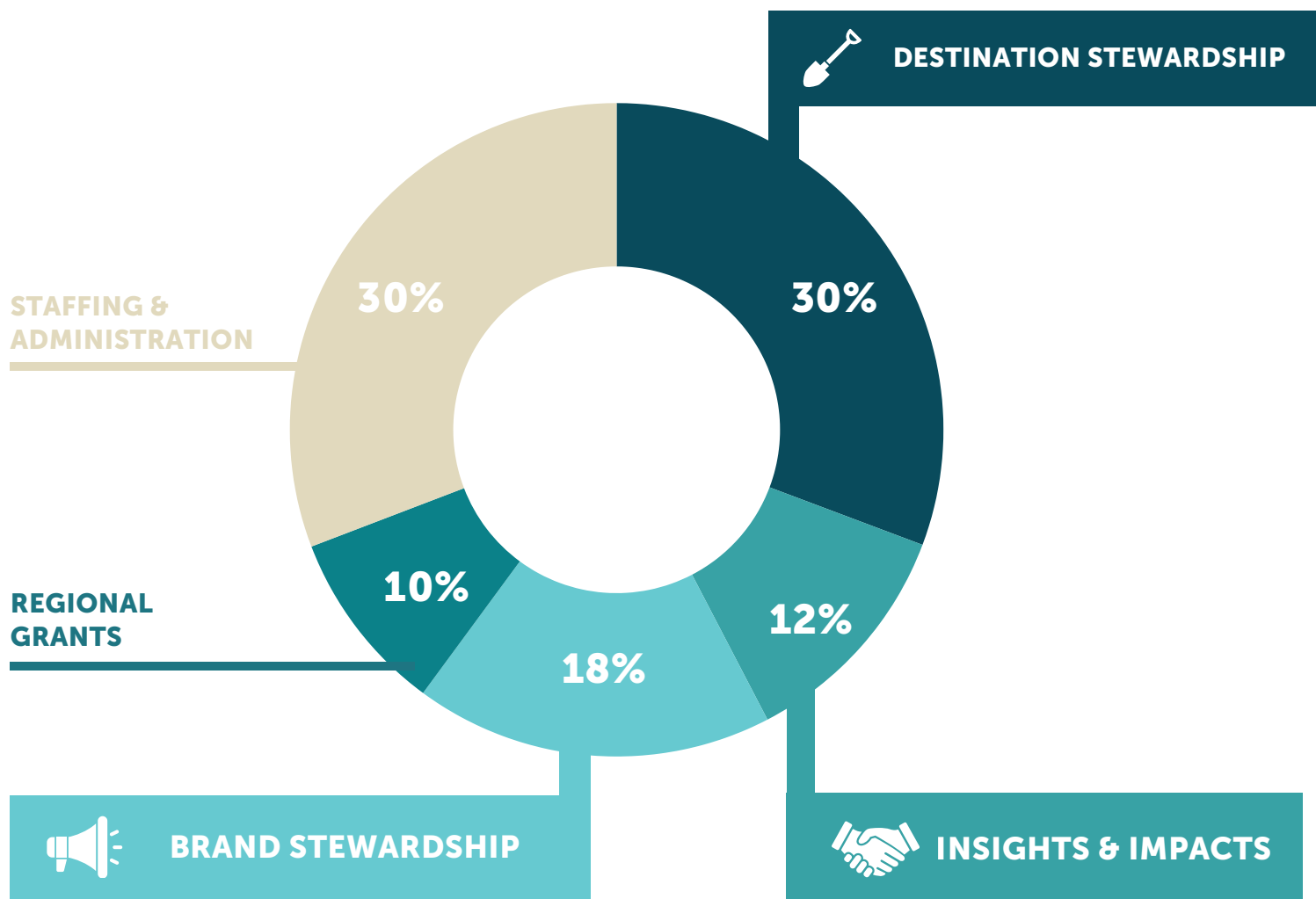
OUR STRATEGY

The Oregon Coast Visitors Association operates under an annual budget of **\$3,000,000**.

\$1,190,000 is directed from the Travel Oregon Regional Cooperative Tourism Program (RTCP), and \$920,500 comes from grants and other sources.

OUR BUDGET BREAKDOWN

ANNUAL BUDGET: \$3 MILLION



HOW DO WE DO IT?

OUR STRATEGY



DESTINATION STEWARDSHIP

The Destination Stewardship Department at our organization is committed to enriching visitor experiences by focusing on five fundamental areas: Food and Culinary, Outdoor Recreation, Art and Culture, DEIA (Diversity, Equity, Inclusion, and Accessibility), and Visitor Management. Through these initiatives, we strive to create a destination that offers enriching, accessible, and diverse experiences for all visitors.



INSIGHTS & IMPACTS

The Insights and Impacts department is committed to advancing the coastal tourism industry through collaboration, innovation, and strategic investment across five key focus areas: Tourism Advocacy, Industry Communications and Engagement, Professional Development and Technical Assistance, MAR (Mitigation, Adaptation, and Resiliency) Planning and Implementation, and the Strategic Investment Fund.



BRAND STEWARDSHIP

The Brand Stewardship Department at OCVA is dedicated to crafting a comprehensive strategy that encompasses Paid Media, Owned Media, Earned Media, and International and Domestic Sales to drive strategic visitation and enhance the perception of the Oregon Coast as a premier destination. Through these strategic efforts, OCVA endeavors to foster sustainable tourism growth while maximizing engagement and brand recognition.

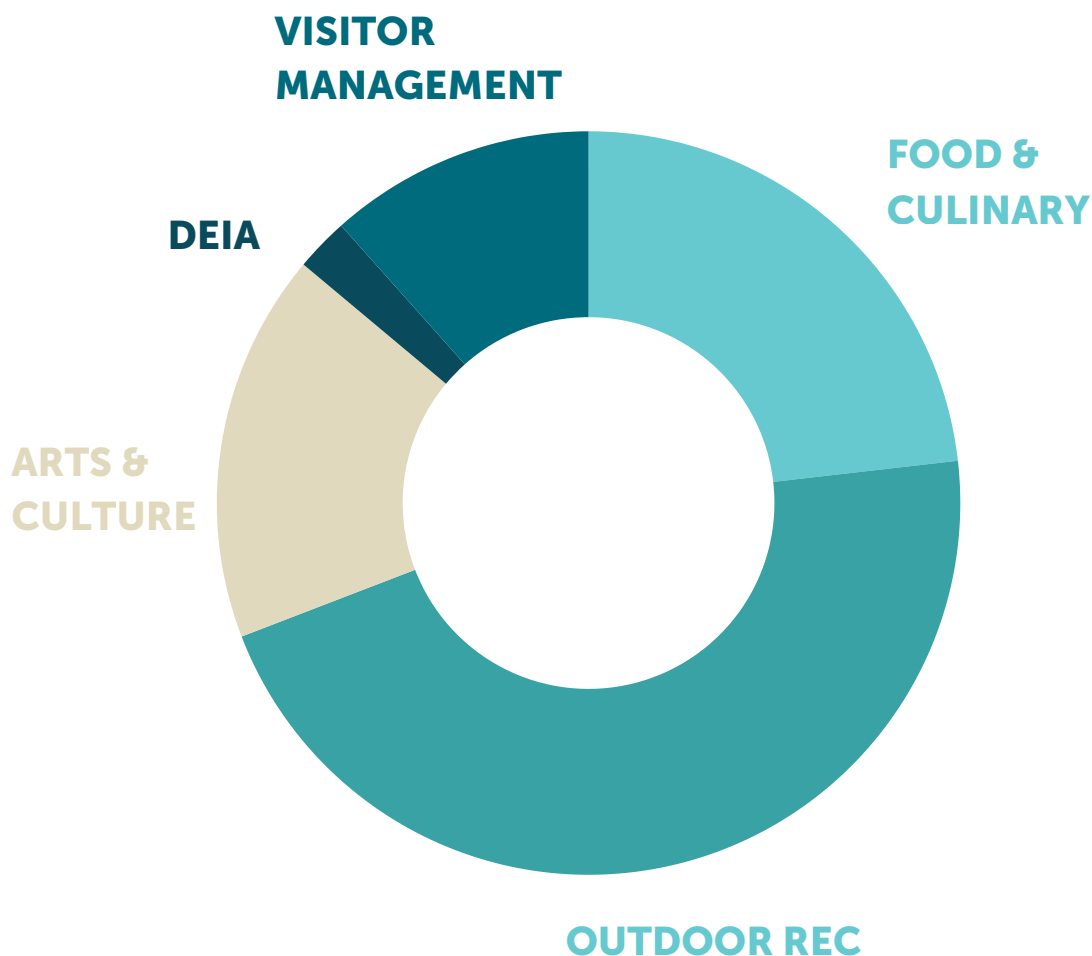
HOW DO WE DO IT?

OUR INVESTMENT



DESTINATION STEWARDSHIP

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DESTINATION STEWARDSHIP

CULINARY & AGRITOURISM

Enhancing the culinary experience for visitors by prioritizing locally sourced food, with the goal of increasing the economic impact of destination spending.

- Hosted a Central Coast Food Trail Social in Newport to re-energize the Central Coast Food Trail efforts.
- Supported the opening of the Central Coast Food Web in Newport.
- Championed the local seafood economy through support of legislation including: HB 3568 (Seafood to Schools), which would provide funding to the Oregon Coast Visitors Association to ensure school food preparers and students have the technical support to prepare fresh, local seafood; and HB 2969 (100% Fish) which would support innovation in the fishing industry by reducing fish waste and creating new economic opportunities.
- Worked closely with the Iceland Ocean Cluster to develop policy inspired by their 100% Fish Utilization model to keep more local catch inside the local economy.
- Updated the Oregon Ocean Cluster branding and website to communicate the new strategic plan for the organization.
- Promoted locally caught albacore tuna through the 10 Days of Tuna social consumer and partner facing media campaign.
- Created a 10 Days of Tuna social media toolkit for partners to educate visitors and partners on where and how to buy locally caught albacore tuna.
- Sponsored Winter Waters events throughout the year, bringing attention to unique ways of working with and enjoying local seafood.
- Continued support for local food trails including updates, paid and organic social media marketing.
- Promoted Oregon Dungeness Crab through a consumer and partner facing media campaign.



DESTINATION STEWARDSHIP

CULINARY & AGRITOURISM SPOTLIGHT

HIGH SCHOOL SEAFOOD BUTCHERY PROGRAM YEAR TWO SUCCESS

Last year, Oregon Seafare and Oregon Coast Visitors Association launched the High School Seafood Butchery Program as a pilot project with a mission to get fresh Oregon seafood into classrooms while building the workforce of the future.

This year, that vision graduated.



With the support of new and old partners, the Seafood Butchery Program scaled from 5 to 9 schools, extending across 5 of Oregon's 7 coastal counties. What started as a pilot is now a working system—with seafood being stored, distributed, slacked, and delivered through a community-powered network of fishers, processors, hubs, and educators.

None of this would have been possible without the local businesses and individuals who went above and beyond to make it happen. Some donated freezer space. Others delivered fish for free. Many restructured operations, absorbed costs, or stepped up with last-minute solutions, all to make sure high school students could learn with fresh, local product.



DESTINATION STEWARDSHIP

OUTDOOR RECREATION

Expanding the outdoor recreation industry by innovating new products and experiences that cater to existing or identified visitor demands.

- Sponsored the Wild Rogue Open at Quosatana Campground east of Gold Beach. This C Tier PDGA-sanctioned tournament is a multi-day experience with camping and disc golf on the same Forest Service property.
- Sponsored a National Outdoor Leadership School (NOLS) Wilderness First Aid and CPR course for south coast guides, outfitters, agency staff and others.
- Supported US Forest Service in a consumer and industry facing messaging campaign around responsible recreation in the Oregon Dunes National Recreation area.
- Created 2 paddle launch signs to be deployed on the Umpqua and Rogue River paddle launches. Signs have tidal and river infrastructure locations as well as maps.
- Scheduled the next Paddling Film Festival for spring 2026 with the Coos Chapter of Surfrider Foundation.
- Provided ongoing disc golf course improvements for the Gold Beach and Port Orford courses in 2025





DESTINATION STEWARDSHIP

OUTDOOR RECREATION SPOTLIGHT CYCLING

2025 was another year for all things cycling on the Oregon Coast! Our investments in gravel and mountain biking this year aim to build up local economies and showcase the coast as a multi-faceted cycling destination.

- Promoted coastal mountain bike trail systems and events through year two as title sponsors of Mountain Bike Oregon, the state's premiere mountain biking event.
- Sponsored the creation of Brice Shirbach's viral 'Underexposed,' mountain bike film which highlighted our coastal trail systems and the people who worked to make it possible.
- Sponsored the "Ride the Dirt Wave" three-event series at Klootch Creek, Whiskey Run, and Big Creek to promote the Oregon Coast as a premier mountain bike destination and bring new users to the trail systems. Hundreds of racers and trail riders showed up to the three events in 2025.
- Partnered with Dirty Freehub to finalize all 10 planned gravel routes, and the development of the official Oregon Coast Gravel Guidebook.
- Supported various volunteer events for Wild Rivers Coast Mountain Bicycling Association.
- Continued to advocate for the Wildhorse Trail proposal to the Forest Service in Gold Beach for new trails just east of Gold Beach.
- Continued to financially support maintenance on Whiskey Run trails just north of Bandon and supported trail work on Pine Grove, Fritsche Cabin and Lawson Creek trails on the Forest Service land east of Gold Beach.



DESTINATION STEWARDSHIP

ARTS, CULTURE & HERITAGE

Allocating resources to fund public art installations, with a focus on narratives surrounding environmentalism and the experiences of historically and currently underserved communities.

- Initiated a 'Call for Public Art Submissions' to gather new or updated pieces of public art to be added to the Oregon Coast Public Art Trail.
- Assisted with product development for Oregon Black Pioneers, helping to tell the story of Black History on the Oregon Coast through merch that honors the legacy of Black-owned businesses that shaped the Oregon Coast between the 1880s and 1960s.
- Sponsored the 2024 Siletz Nesika Illahee Pow-Wow.
- Assisted with the formation of a Brookings Public Art Committee.

The construction of Southworth Park in Waldport is underway, including a "Heritage Pavilion" at the entrance of the park that will celebrate the life and achievements of Louis Southworth, an early Oregon pioneer and freedman who became a pillar of the coastal community of Waldport, Oregon.

OCVA's investments are helping fund the construction of the pavilion, historical signage and accessible pathways in the park.

Thanks to this project, Louis Southworth was formally recognized and honored on the House Floor on March 13th.



DESTINATION STEWARDSHIP

ACCESSIBILITY

Collaborating with industry partners to develop inclusive and accessible experiences while also elevating the voices of historically and currently underserved communities.

- Funded the purchase and installation of Mobi-mats in Cannon Beach, Bayshore, Florence (Heceta Head) and the Gold Beach Visitor's Center through our Strategic Investment Fund.
- Worked with Wheel the World and Travel Oregon to document accessible destinations on the Oregon Coast.
- Featured as a case study in the Creating Equitable Destinations report from the Travel Foundation, highlighting initiatives like Mobi-mat installations, Wheel the World partnerships, and TravelAbility collaboration.
- Organized and led a tour with Lincoln City Parks and Recreation of the Central Coast's accessible kayak launches for R&D before investing in an accessible launch at Devils Lake.
- Attended and presented at the national 2024 TravelAbility Conference, an event focused on the intersection of travel and accessibility.
- Attended ITB Berlin, the world's largest travel trade show, to present with Rob Holmes from GLP Films about accessible tourism.
- Convened four online TravelAbility calls with coastal tourism stakeholders to share learning and resources for improving accessibility for visitors and residents.
- Hired influencer Cory Lee to highlight accessible travel on the coast.





DESTINATION STEWARDSHIP

ACCESSIBILITY SPOTLIGHT

ACCESSIBLE OREGON COAST FILM TOUR

The Accessible Oregon Coast Film Tour brought people together across 475 miles and three iconic Oregon Coast venues to share stories, spark ideas, and shine a spotlight on progress. At each stop, we screened three short films produced by the incredible team at GLP Films, featuring the work of more than 40 organizations dedicated to increasing access on the coast.

GLP Films has partnered with destinations, brands, and businesses around the world for over 15 years to create award-winning video storytelling content that drives sustainable tourism.



We also:

- Celebrated \$1.5 million in tourism-funded accessibility projects.
- Heard from 24 thoughtful and courageous panelists, who brought both lived and professional perspectives to the conversation around "travelability."
- Welcomed over 100 attendees who came to listen, learn, and engage.
- Hosted screenings at The Egyptian Theatre in Coos Bay, the Lincoln City Cultural Center, and The Times Theatre in Seaside.

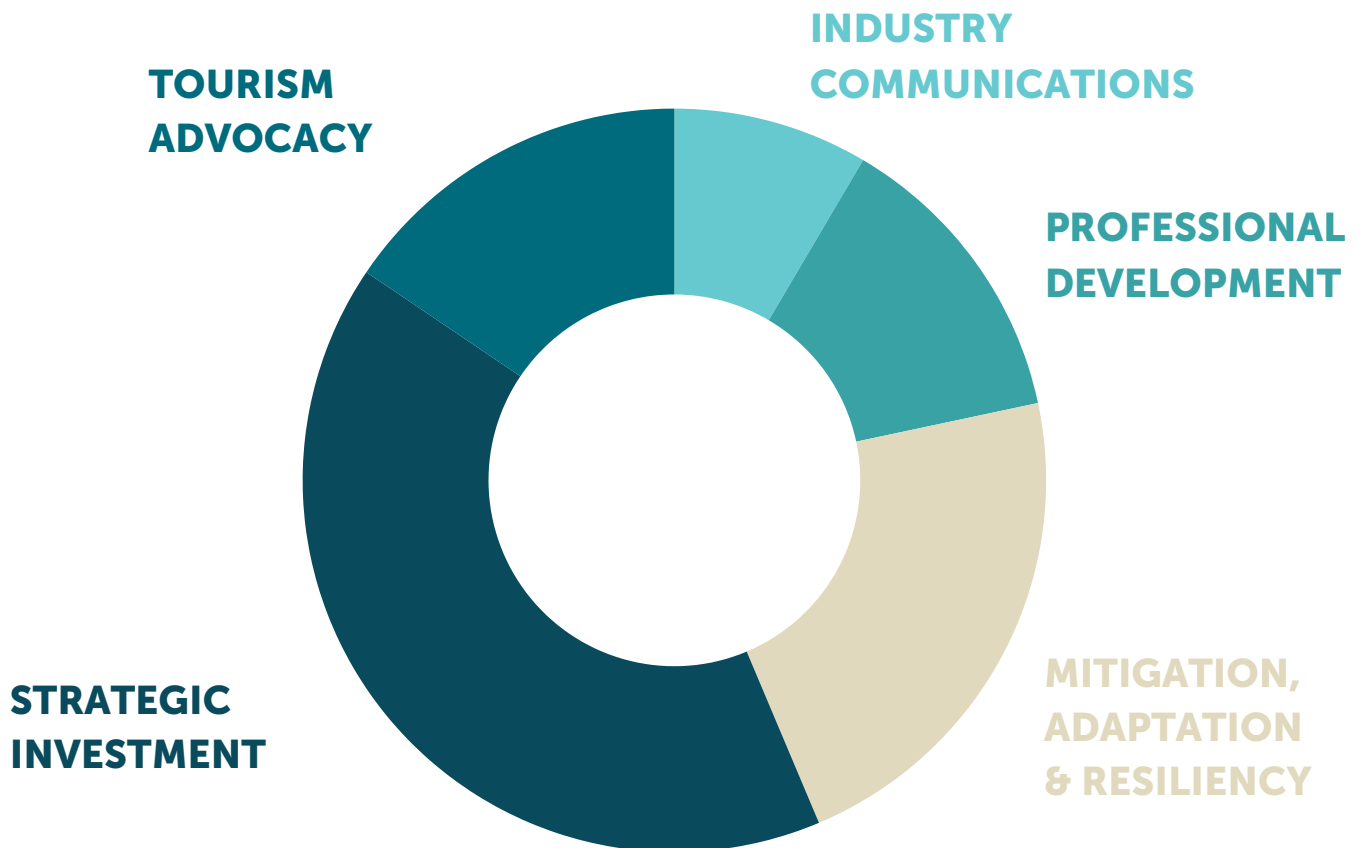
HOW DO WE DO IT?

OUR INVESTMENT



INSIGHTS & IMPACTS

The Insights and Impacts department is committed to advancing the coastal tourism industry through collaboration, innovation, and strategic investment across five key focus areas: Tourism Advocacy, Industry Communications and Engagement, Professional Development and Technical Assistance, MAR (Mitigation, Adaptation, and Resiliency) Planning and Implementation, and the Strategic Investment Fund.





STAKEHOLDER ENGAGEMENT

Staying informed about regional dynamics to pinpoint opportunities and challenges for the coastal tourism industry, facilitate partner collaborations to amplify the impact of sustainable tourism initiatives, and align these efforts to enhance the value and perception of tourism while boosting stakeholder engagement.

- Facilitated responses for the 2024 Resident Sentiment Survey, which received the highest number of responses from the Oregon Coast region.
- Hosted quarterly business socials and the sixth annual People's Coast Summit in Florence.
- Convened quarterly Marketing Connect meetings, a space for partners who share the goal of marketing the Oregon Coast region to visitors from around the world.
- Convened six online TravelAbility calls with coastal tourism stakeholders to share learning and resources for improving accessibility for visitors and residents.
- Hosted six subregional stakeholder meetings including 3 North Coast Tourism Management Network meetings, and a NCTMN Summit with over 70 attendees to facilitate the creation of a new NTCMN Strategic Framework.
- Convened 5 Strategic Advisory Group meetings, a quarterly convening of representatives from land management agencies to discuss critical safety and stewardship messages for visitors.
- Gave OCVA 101 presentations to Oregon Coast stakeholders.



INSIGHTS & IMPACTS

STAKEHOLDER ENGAGEMENT SPOTLIGHT

COAST LIKE A LOCAL

Coast Like a Local is a stewardship messaging campaign with a fresh take on tourism impact management that uses the power of language, behavioral science, and community-driven messaging to reshape how visitors—and locals—experience the Oregon Coast.

As conveners for the coastal tourist economy, we aim to deliver one unified message through all our partners, to all our visitors: Know before you go. We accomplish this year-round through social media, audio, and mobile ads. This summer, we showcased that unified voice by sharing videos from our partners sharing how they Coast Like a Local in action! We also amplified the message to their audiences with an industry toolkit of sharable assets.



At a time when destinations worldwide are rethinking how to balance tourism and sustainability, Coast Like a Local takes an innovative approach to responsible travel – one that is co-created with a diverse group of land managers through OCVA's Strategic Advisory Group, which ensures our messaging reflects the realities and needs of the coast's ecosystems and communities



STAKEHOLDER ENGAGEMENT

Industry Communications & Engagement

- Sent out 40 Industry Newsletters and 30 Industry-wide emails to an audience of 1,746 contacts (64% growth).
- Grew LinkedIn audience to 1,592 followers (18% growth).
- Achieved 145 press placements between September 2024 and September 2025 (113% growth)
- Created a guide to engaging with Tribal Partners for Native American Heritage Month
- Tracked the sustainable travel trends and economic impact of tourism for coastal communities.
- Updated OCVA website with dedicated pages for industry grant resources.

Conferences & Events

- Presented on panels at Travel Oregon Governor's conference (funding sources, collaborative marketing & more)
- Stacey Gunderson received Travel Oregon's Rising Star Award for her leadership, commitment and passion as a champion for promoting the Oregon Coast.
- Attended the Oregon Media Marketplace event to promote the Oregon Coast's sustainable outdoor and wellness experiences with event guests.
- Attended Go West, a premier travel trade event connecting Western United States tourism suppliers with travel trade buyers and media from around the globe.
- Presented at ITB Berlin, the world's largest travel trade show, with Rob Holmes from GLP Films about accessible tourism.



STAKEHOLDER ENGAGEMENT

Tourism Advocacy & Public Affairs

- Initiated a bi-weekly legislative newsletter to update coastal partners on issues relevant to coastal tourism, and put out calls to action for support on various pieces of legislation.
- Created one-pager resources for partners to better understand myths about Oregon's Transient Lodging Tax (TLT) and short-term rentals (STRS).
- Planned and hosted the 2025 Oregon Coast Economic Summit in partnership with the Oregon Coastal Caucus.
- Held meetings and conversations with state-level elected and appointed leadership, county commissioners, staff members of federal congressional delegation, port representatives and others to communicate the mission of OCVA and identify opportunities and challenges.
- Communicated the value of tourism to coastal communities and stakeholders.
- Shared information and resources with industry partners.
- Distributed press releases to coastal newspapers and media and primary outlets around the state.
- Attended Oregon Restaurant and Lodging Association meetings and advocated for workforce housing and technical assistance.



STAKEHOLDER ENGAGEMENT

Tracked bills and advocated for tourism in the Oregon State Legislature:

- Provided testimony on Oregon HB 3962 regarding Transient Lodging Tax (TLT) to the House Committee on Revenue.
- Provided testimony against HB 3556 on behalf of the Oregon Coast Visitors Association before the Oregon House Committee On Emergency Management, General Government, and Veterans.
- Testified in support of HB 2969, the 100% Fish initiative that supports innovation in the fishing industry by reducing fish waste and creating new economic opportunities.
- Testified in support of HB 3568, Seafood to Schools, which would provide funding to the Oregon Coast Visitors Association to ensure school food preparers and students have the technical support to prepare fresh, local seafood.
- Supported SB 929, which would allocate funding for planning and coordination to continue to develop, maintain or work toward completion of the Oregon Coast Trail.
- Participated in the Move Oregon Forward Advocacy Day at the Capitol, where we advocated for a strong, forward-thinking transportation package.
- Advocated for the importance of trails for tourism and local economies, specifically around the passing of Senate Bill 179 which would restore recreational immunity protections for cities, counties, and government agencies that allow public access to their land for recreation.



INSIGHTS & IMPACTS

PROGRAM SPOTLIGHT

EVERY STAY GIVES BACK

Since the launch of the Kind Traveler Every Stay Gives Back partnership, over \$24,000 raised and thousands of hours donated to conservation, wildlife care, and cultural education efforts along the Oregon Coast.

This collaboration channels tourism into tangible support for local nonprofits focused on environmental stewardship, wildlife protection, and community well-being.



Impact Highlights to Date:

- 5,233 volunteer hours supported for stewardship education at [Cape Perpetua](#)
- 611 hours of nutritional care provided to rehabilitating Common Murres via [Wildlife Center of the North Coast](#)
- 917 individuals educated on the cultural and ecological importance of sea otters through [Elakha Alliance](#)
- 239 days of food provided for marine patients at [Oregon Coast Aquarium](#)
- 152 acres of protected land maintained through [North Coast Land Conservancy](#)
- 803 tidepool educational engagements facilitated by [Friends of Otter Rock](#)



INSIGHTS & IMPACTS

MITIGATION, ADAPTATION & RESILIENCY

Increasing capacity for tourism solutions that reduce carbon emissions, create economic opportunities for small businesses and enhance community livability.

Programs + Funding Support

- Launched the Kind Traveler Every Stay Gives Back program which allows visitors to give back to the coast with every stay. In 2025, we filled the roster of 10 hotels and 7 non-profits signed on to the program.
- Supported and featured local patterns in the Columbia Coast TV show, a new travel show taking a local, sustainable approach to travel media.
- Funded tide pool ambassador programs at Cape Perpetua, Otter Rock, and Cape Falcon Marine Reserve.
- Over \$340,000 worth of level two charger rebates were awarded to the Oregon Coast during round two of the ODOT Community Charger Rebate Program.
- Developed a 2025 North Coast Shuttle route from Portland Metro to North Coast destinations to encourage more car-free travel to the coast.
- Launched EPA Environmental Justice Collaborative Problem Solving Grant focused on planning around Equitable and Low-Impact Transportation to and along the Oregon Coast (Grant was canceled in 2025).
- Launched an EV Charger Planning project funded through Pacific Power's E-Mobility Grant Program to increase access to EV chargers along the coast.



INSIGHTS & IMPACTS

PROGRAM SPOTLIGHT

NORTH COAST EXPRESS

The 2025 North Coast Express was launched as a two-year pilot to provide fast, convenient, and affordable weekend bus service between the Portland Metro (Beaverton) and key North Coast destinations: Astoria, Seaside, Cannon Beach, Rockaway Beach, and Tillamook. The service was managed by OCVA, operated by Ecoshuttle Charters and Tours, and jointly funded by OCVA and Travel Oregon through the Collaborative Regional Investment program.



The North Coast Express Pilot launched May 23, 2025 from Sunset Transit Center in Beaverton Oregon. The press conference was a key moment in generating rider awareness and excitement for the summer service and extensive coordination work went into bringing together speakers for the press conference.

The 2025 pilot demonstrated both the challenges and promise of seasonal express service to the North Coast. While ridership fell below expectations, the service achieved its core mission: reducing car dependency and expanding access for a more diverse and car-free audience.

Considerations are underway for a 2026 season, which would focus on improving the rider experience, reducing operational costs, and removing barriers to ridership conversion.

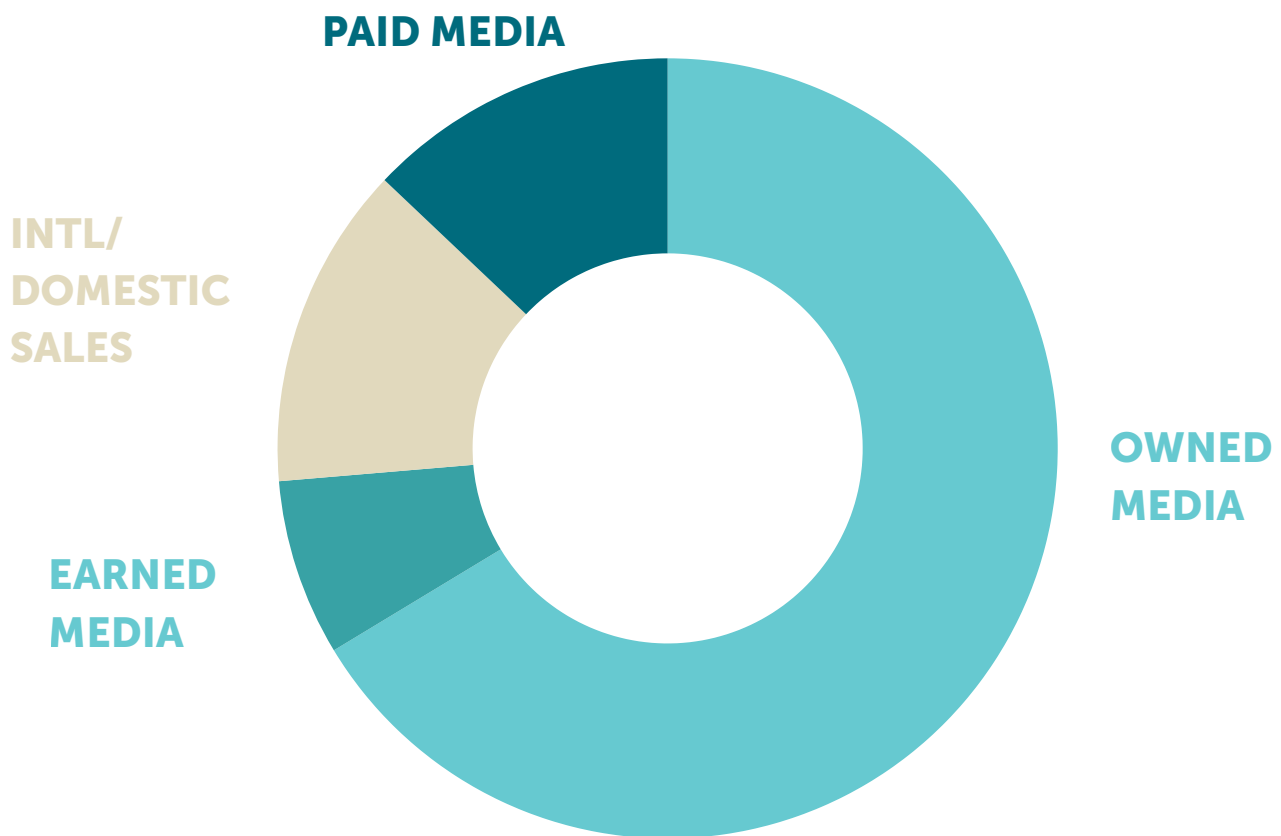
HOW DO WE DO IT?

OUR INVESTMENT



BRAND STEWARDSHIP

The Brand Stewardship Department at OCVA is dedicated to crafting a comprehensive strategy that encompasses Paid Media, Owned Media, Earned Media, and International and Domestic Sales to drive strategic visitation and enhance the perception of the Oregon Coast as a premier destination. Through these strategic efforts, OCVA endeavors to foster sustainable tourism growth while maximizing engagement and brand recognition.





BRAND STEWARDSHIP

OWNED CHANNELS

Revitalizing OCVA-owned channels by updating content, leveraging analytics to customize communication strategies, and amplifying our brand voice to targeted audiences in alignment with our strategic goals.

Marketing Campaigns

- Promoted mountain biking through sponsorship of Ride the Dirt Wave event series, Mountain Bike Oregon.
- Produced partner messaging campaigns in support of the Oregon Dungeness Crab Commission and Oregon Albacore Commission.
- Managed a summer Marketing Campaign for the North Coast Express.
- Paddling Magazine Marketing Campaign highlight Southern Oregon Coast Wild and Scenic Rivers.
- Promote visitation to less trafficked Coastal communities through our 3 Days in... Summer Social Media Series.

Influencer Campaigns

- Worked with Brice Shirbach to create the Underexposed film for Pivot Cycles featuring three cycling bike destinations on the coast.
- Partnered with culinary event Winter Waters to share Oregon Coast seafare with chefs and food writers / influencers.
- Worked with Ken Hagen and Anton Hugo to acquire South Coast photo assets for use by coastal stakeholders.
- Hired influencer Rachel Kawate to showcase Florence and the South Coast communities of Reedsport, Port Orford, Gold Beach and Brookings to her mid-west audience.
- Hired accessibility influencer Corey Lee of Curb Free with Corey Lee to showcase accessibility work in Lincoln City and Newport
- Brought Joel Barish, Deaf influencer and founder of Deaf Nation to highlight golfing, gravel riding and additional Oregon Coast experiences





BRAND STEWARDSHIP

OWNED CHANNELS

Revitalizing OCVA-owned channels by updating content, leveraging analytics to customize communication strategies, and amplifying our brand voice to targeted audiences in alignment with our strategic goals.

Inspirational Marketing

- Sent bimonthly consumer newsletters featuring stories about Black history on the Oregon Coast, regenerative tourism on the Coast, Coastal Wellness Getaways, and many more.
- Updated OCVA website with dedicated pages for Voluntourism and Climate Work.
- Shared inspiration and education about the Oregon Coast through social media platforms: Facebook, Instagram, Twitter, Threads, TikTok, Pinterest, and YouTube.
- Purchased digital and print advertising to inspire consumers.
- Produced and distributed Inspiration Guide to share travel inspiration and itineraries.
- OCVA Store launched new products including:
 - South Coast Cities Icons + Badges
 - Oregon Coast Trail Journal
 - Oregon Black Pioneers merch
- Launched an Accessible Journey Marketing Campaign with Melange Media
 - Included an Oregon Coast Destination Spotlight spread
 - Digital ads
 - Two Accessibility Tidbits online listings



BRAND STEWARDSHIP

OWNED CHANNELS



**+ 306,000
FOLLOWERS
ACROSS ALL
CHANNELS**

**+ 79.8K INSTAGRAM
+ 183K FACEBOOK**



**+ 16%
WEBSITE VISITS**

**738.3K USER SESSIONS
571.2K NEW USERS**



**30,000+
YOUTUBE VIEWS**

**OREGON SEAFARE
YOUTUBE: 1,600 VIEWS**

**VISIT THE OREGON COAST
YOUTUBE: 29,000 VIEWS**

EARNED MEDIA



**186 TRAVEL STORIES RELATING TO
THE OREGON COAST PUBLISHED
SINCE SEPTEMBER 2024**



BRAND STEWARDSHIP

FAM MARKETING INITIATIVES

Capturing the attention of influential third-party voices through influencer and familiarization (FAM) marketing initiatives to fortify and cultivate relationships with the media and the general public.

HOSTED 4 INTERNATIONAL FAM TOURS

- DERTour German FAM - September '24
- Joke Reizen Belgium FAM - September '24
- UK/IE Travel Trade FAM - March '25
- Gerda van't Land, Buitengewoon Reizen - April '25

PROMOTION TO INTERNATIONAL MARKETS

In 2025, OCVA staff attended IPW, Go West, Vancouver Outdoor Show, Oregon Media Marketplace to promote the Oregon Coast as a destination to international markets.

Ran a Brand USA's Spring 2025 Optimized Audience Canada campaign April & May 2025. Campaign included:

- Placement in Interactive Travel Guide
- Carousel Ad linked to Interactive Travel Guide placement
- Native Programmatic Ad linking to Oregon Coast page on [VisitUSA.com](https://www.visitusa.com)
- Expedia Media Display Ad on Hotel Search page

INTERNATIONAL & NATIONAL MEDIA & PR TOURS

- French/Canadian Media - Sep '24
- German Travel Writer - Sep '24
- Dutch Media Travel Bloggers - Oct '24
- Oregon Media Marketplace FAM - March '25
- Lauren Braden Editor, Northwest TripFinder - April '25
- Curb Free with Cory Lee - May '25
- Joel Barish Deaf Nation - June '25



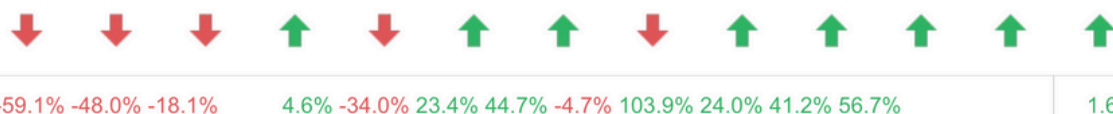
BRAND STEWARDSHIP

BRAND STEWARDSHIP SPOTLIGHT

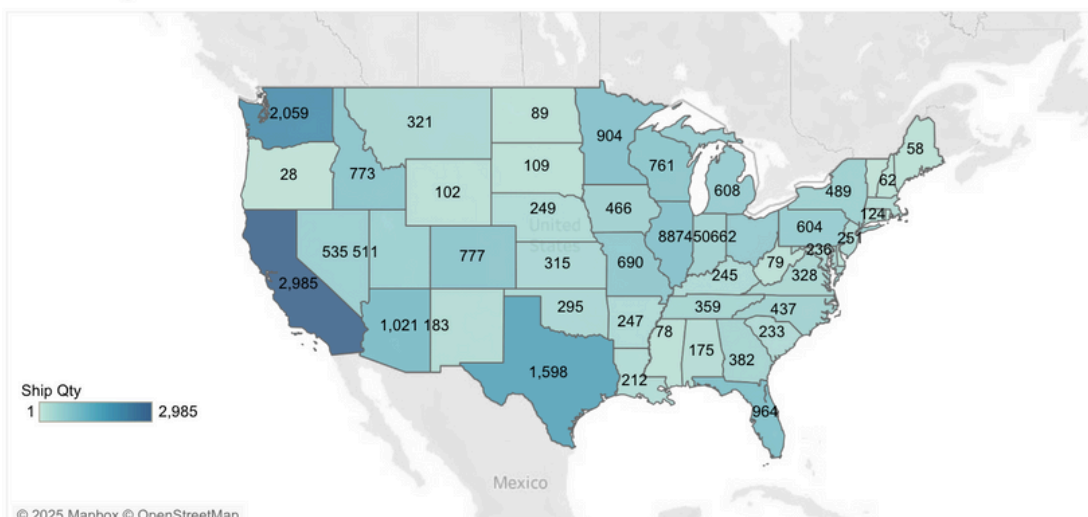
INSPIRATION GUIDE

Each year, the Oregon Coast Visitors Association invests in the creation of our official visitor guide—a comprehensive resource designed to inspire, inform, and welcome travelers to the People’s Coast.

Through Travel Oregon’s statewide Travel Oregon Regional Pack (TORP), our guides are distributed directly to potential visitors who request travel information. In FY 2025 alone, more than 23,000 copies were mailed out through TORP, representing an estimated \$1.7 million in potential economic impact based on Travel Oregon’s visitor guide conversion study. These numbers capture the distribution of the guide through Travel Oregon's channels, but many more are distributed through our coastal visitor centers.



2025 Oregon Coast Distribution



Top 15 States

CA	2,985
WA	2,059
TX	1,598
AZ	1,021
FL	964
MN	904
IL	887
CO	777
ID	773
WI	761
MO	690
OH	662
MI	608
PA	604
NV	535

Visitor guides play a key role in shaping travel decisions, encouraging longer stays, and connecting people with coastal businesses. Whether you’re a lodging property, shop, restaurant, or attraction, keeping copies on hand is a simple but powerful way to connect with visitors and support the coastal economy.



OREGON COAST VISITORS ASSOCIATION STRATEGIC PLAN

In 2024, we revised our Strategic Plan for the next three years. Here's how we are looking forward.

VISION

An enriched coastal experience for all

MISSION

Through innovation, stewardship, and strategic investments, OCVA inspires travel and strengthens collaboration towards a sustainable coastal economy

VALUES

AGILITY

We are nimble, responsive to regional needs, and good at navigating change

SPARK

Our servant leadership and innovative mindset are catalysts for bold moves and positive impact

CONNECTION

We are down to earth, curious, and genuine in our relationships

COMMUNITY

We are thoughtful conveners and champions for inclusive collaboration

STEWARDSHIP

We view care for communities and ecosystems as a core responsibility

POSITION

The Oregon Coast Visitors Association is the only coast-wide organization established for the purposes of:

- Inspiring travel and recreation by cooperatively developing comprehensive marketing, advertising, public relations, and sales programs that will advance the general welfare and prosperity of the entire Oregon Coast; and
- Centrally managing tourism investments to achieve maximum, measurable benefits for the Oregon Coast's economy while considering and proactively addressing challenges to mitigate adverse impacts on quality of life and coastal natural resources; and
- Stimulating resilient economic development through the use of technical assistance programs and workforce development designed to strengthen and expand the existing business base and to create opportunities for new business development; and
- Monitoring and sharing industry trends, data, and insights with partners; and
- Serving as a convener and conduit to speak with one voice to strategically express concerns or opportunities relevant to the tourism economy



OREGON COAST VISITORS ASSOCIATION

STRATEGIC PLAN 2024-2027

OBJECTIVE 1

Elevate our Profile
and Deepen Industry
Engagement

INDICATORS

- Grow OCVA engagement score on biannual Travel Oregon Stakeholder Survey
- Year-over-year increase in number of OCVA stories shared across platforms e.g.. LinkedIn, news media, partner newsletters)
- Increase stakeholder visitation to OCVA website

STRATEGIES

- Build PR plan to effectively communicate OCVA programs and wins
- Invest in professional development honing writing, storytelling, and communication skills
- Create a partnership strategy for raising awareness of the OCVA industry brand

OBJECTIVE 2

Expand and
Amplify Our
Visitor Message

INDICATORS

- Year-over-year increase growth in economic impact at or above state average
- Growth in percentage of respondents indicating the right amount of visitors in winter on biannual Travel Oregon Stakeholder Survey

STRATEGIES

- Identify opportunities to communicate a 4-season strategy to visitors in each coastal sub-region
- Find and activate alignment opportunities for regional messaging and promotion
- Create a network of diverse influencers to communicate authentic Oregon coast experiences
- Develop creative assets to effectively market OCVA-funded destination development and stewardship

OBJECTIVE 3

Enhance and Develop
Our Destination

INDICATORS

- Increase in satisfaction of Travel Oregon Stakeholder Coastal respondents regarding overall destination development
- Count of experience and infrastructure gaps closed over 2024 baseline gap analysis

STRATEGIES

- Institute a consolidated coast-wide gap analysis of destination development needs in experiences & infrastructure, to inform our Travel Oregon RCTP planning
- Analyze coast visitor transportation needs, then convene partners to develop a visitor transportation plan for the coast and prioritize key opportunities
- Develop a seafood business plan to include processing, marketing, and exit strategy
- Implement a diversity welcoming strategy to encourage diverse groups of visitors to come to the coast
- Build and begin the implementation of an action plan as part of the 2024 update of the Mitigation, Adaptation, and Resiliency Plan

OBJECTIVE 4

Foster a Healthy
Tourism Network

INDICATORS

- Increase # of Intent to Collaborate documents between OCVA and partner organizations
- Increase # of industry-trained individuals through OCVA-supported programs over 2024 baseline
- Increase staff scores in Organizational Assessment survey related to processes and procedures from 3.5 to 4.0 in three years

STRATEGIES

- Identify and implement opportunities to streamline processes and systems
- Identify and support industry and educational programs that develop a stable workforce
- Develop systematized approach to attracting, retaining, and developing a diverse group of partners



RESEARCH & REPORTS

SUPPORTING OREGON COAST TOURISM

The Oregon Coast Visitors Association regularly funds and creates reports, plans, research, and resources that give insight into Oregon Coast communities, visitors, needs, and perspectives.



TOURISM TRENDS

- Travel Oregon [Resident Sentiment Survey Results](#)
- Dean Runyan Associates, [Oregon Travel Impacts](#)
- Oregon Visitor Profile: [Oregon Coast Region](#)
- OCVA, [Central and North Coast Public Affairs Assessment](#)



ECONOMIC IMPACT

- Travel Oregon, [Economic Impact of Travel in Oregon](#)
- OCVA, [Oregon Coast Ports: A Biennial Snapshot](#)
- Travel Oregon, [Tourism Drives Economic Growth](#)
- Oregon Seafood Supply Sources [Interim Technical Report](#)
- Dean Runyan Associates, [Oregon Travel Impacts](#)

OREGON COAST YEAR 2021 SOURCES OF INCOME STUDY (2021)

- [Briefing Report](#)
- [Technical Supplement Report](#)
- [Sources of Income One-Pagers](#)



ENVIRONMENTAL IMPACT

- Sea Otter Reintroduction to the Southern Oregon Coast: [Projected Regional Travel Impacts](#)
- NOAA Office for Coastal Management, [The Economic Contribution of the National Estuarine Research Reserves](#)



VIEW ALL OUR REPORTS & FIND OUT MORE ABOUT HOW OUR RESEARCH SUPPORTS THE COASTAL TOURISM ECONOMY





QUESTIONS?

Contact industry@thepeoplescoast.com

**WITH GRATITUDE FOR OUR PARTNERS.
WE COULDN'T DO THIS WITHOUT YOU.**