

CLACKAMAS COUNTY TOURISM 5-Year Strategic Priorities



Build local tourism value through relevant tourism resources and awareness.

Enhance authentic experiences so businesses, communities and the economy thrive.

Encourage behaviors and practices that benefit the natural environment.

Improve the awareness and experience of Mt. Hood Territory as an inclusive and accessible destination.

Drive visitation that aligns with the specific needs of a place including regional and seasonal needs.

Clackamas County Tourism is the destination organization for the county, with the destination brand Oregon's Mt. Hood Territory. Overseen by the Tourism Development Council, Tourism's mission is to enhance the quality of life for residents by optimizing the economic impacts of the tourism industry derived from the County's Transient Room Tax. The [Tourism Master Plan](#) guides Tourism's work. Five-year strategic priorities support the implementation of the Tourism Master Plan.

The Tourism Development Council is updating the strategic priorities. Five primary objectives emerged after evaluating the destination from the visitor, resident and partner perspective and considering the impacts on the place. This process included gathering input and recommendations through:

Resident survey of more than 1,800 current residents

Tourism industry partner survey

Discussions with community tourism leads

Oregon's 2023 visitor profile

Industry best practices

Global Sustainable Tourism Council (GSTC) sustainable destination assessment

County-specific visitor trends and forecasts for the sector

Achieving these objectives requires building on the strengths of the destination and organization. The tourism pillars for the destination remain outdoor recreation, agritourism and cultural/heritage tourism. A vibrant destination and thriving communities require effective marketing and development grounded in sustainable tourism best practices. Success continues to depend on strong partnerships.



BUILDING VALUE

Build local tourism value through relevant tourism resources and awareness.

Provide programs focused on partners' needs to meet future demands by building relationships with businesses, community partners and industry leaders.

Leverage larger efforts to benefit the destination by fostering partnerships locally and regionally.

Align visitor demand with community needs by providing and utilizing meaningful data and industry best practices.

Increase engagement with tourism by proactively communicating tourism benefits and opportunities with community leaders and residents.



THRIVING ECONOMY

Enhance authentic experiences so businesses, communities and the economy thrive.

Distinguish the destination by highlighting authentic and local experiences reflective of the area.

Foster a resilient destination by preparing for change and crisis, supporting resilient infrastructure, prioritizing recovery and adapting programs as needed.

Support local visitor-facing businesses and sites through opportunities specific to the site and collaborations.



ENVIRONMENT

Encourage behaviors and practices that benefit the natural environment.

Educate visitors, residents and partners in behaviors that positively impact the environment.

Support systems that make having a positive impact easier than activities with a negative impact.

Engage in collaborations that support quality outdoor experiences and the integrity of the natural environment.

Implement strategies informed by the changing climate.



ACCESSIBLE & INCLUSIVE

Improve the awareness and experience of Mt. Hood Territory as an inclusive and accessible destination.

Build interest and confidence in visiting by representing the destination accurately to inspire and inform both trip planning and while in the destination.

Broaden the benefits of tourism by working with communities defined by more than geography.

Expand opportunities to experience diverse heritage and culture by elevating underrepresented voices, businesses and cultural opportunities.

Reduce barriers to travel by collaborating with diverse communities to address the wide range of traveler needs and improve access to destination assets.



FLOW

Drive visitation that aligns with the specific needs of a place including regional and seasonal needs.

Identify opportunities by participating in community efforts and understanding resident, partner, community and visitor needs.

Expand the benefits of tourism to underutilized assets by supporting projects that drive visitation and promoting to audiences that strongly align with the product.

Support the needs of high-use sites through messaging and experience improvements.

Encourage visitors at popular sites to frequent local businesses in nearby communities.