

EGRET

Communications

*Helping protect special places, species, and communities
Through the development and promotion of sustainable tourism - Worldwide*

Destination Master Planning Oregon's Siskiyou Coast Tourism Project

When President Clinton announced the Northwest Forest Plan, it generated huge changes for those rural communities which were developed around timber harvesting. The Clinton Administration channeled hundreds of millions of dollars into the region to help timber-dependent communities transition to new economies.



Egret worked with the Forest Service and local communities to build a new sustainable tourism economic sector to augment existing tourism, to create jobs and business opportunities, and to generate new economic activities based on forest resources that had been withdrawn from timber harvest.

The process involved the development of a regional destination master plan, training, stimulation of new product development, market introduction, and monitoring of tourism patronage. A number of new businesses were formed – and others transitioned to configure themselves for changing visitor interests and expectations. During the key market introduction period, the region was featured across the nation in travel publications, driving new patron interest and changing demographics.

The target region is largely rural with a mix of agriculture and light industry. People are oriented to the outdoors (forest and coast) and really value their time hunting and fishing – and simply being outdoors. A key component of the project involved making sure that tourism development did not displace local recreational opportunities.

When the project started, tourism was a part of the economy, but it had room to become a bigger part of the local economy. The plan created opportunities for new businesses to form and for residents to train into new jobs.

The target region had an existing flow of visitors which was characterized by low spending and low regard for the destination. We were able to change the perception of the destination, and the destination is gradually becoming a higher value experience.

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