

Oregon Marine Reserves Summit

Linking Tourism to Oregon's Ocean Assets

Cannon Beach, Oregon
May 21-22, 2018

Summary Report



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Summit Program

A total of 55 individuals (Appendix A) representing a variety of disciplines and organizations convened on May 21–22, 2018 in Cannon Beach, Oregon to participate in an Oregon marine reserves summit focused on linking tourism to Oregon’s ocean assets. The event was hosted by The Nature Conservancy and Travel Oregon. The primary goal of the workshop was to create an action plan that would advance engagement of the tourism industry with Oregon’s five marine reserves, resulting in increased awareness and understanding of the attributes and values of the reserves by the general public. The agenda (Appendix B) focused on understanding the profile of Oregon’s coastal visitors, the purpose and specifics of each of Oregon’s five marine reserves, programs and materials developed to date to communicate these important ocean assets, examples of programs in other parts of the country and world that leverage partnerships and tourism to benefit ecosystems, and diversity and inclusion principles to consider while developing programs. The meeting culminated in the development of several action items.

Day One Presentations

Chris Havel, *Associate Director of Oregon Parks and Recreation Department*

Chris set the tone for the summit by emphasizing how many Oregonians participate in outdoor recreation each year (69%), noting spending by state residents represents 64% of outdoor recreation spending in Oregon. Residents of Oregon’s western congressional districts spend \$6 billion on outdoor recreation annually compared to \$4.87 billion from out-of-state visitors. Visits to state parks have increased 23% from 2013–2017. Chris also talked about the values of Oregonians, noting that 78% of Oregonians describe their home using environmentally friendly phrases, and 72% think we should protect Oregon by adapting to potential environmental changes, versus waiting.

Cristen Don, *Marine Reserves Program Leader, Oregon Department of Fish and Wildlife*

Cristen shared information about each of the marine reserves, noting what makes them unique and different, and describing one of their key purposes as living laboratories to conduct research and enhance our understanding of their role. She shared examples of current activities occurring in Oregon’s marine reserves, such as in-water and land-based recreation, showed a video displaying underwater characteristics of each reserve, and shared some of the outreach and content that has been created about each reserve. Cristen also shared an infographic (Appendix C) that describes who is visiting the marine reserves and why. More than 50% of visitors are from Oregon, 14–19% are from Washington, 4–7% are from California, and 5–6% are from international locations (4% from Canada). It

was noted that these visitation numbers represent coastal visitors, not necessarily people visiting reserves. The average number of nights visitors stay is six, 20–49% of visitors participated in water sports, 72–84% of visitors sightsee or wildlife watch, 19–29% participate in artistic endeavors, 10% fish, 40–52% tidepool, and 54–69% hike; the number one reason (86–92%) visitors come to the Oregon Coast is to go to the beach.

Kelda Schmidt, *Global Marketing, Travel Oregon*

Andrew Grossman, *Destination Management Specialist, Travel Oregon*

Kelda and Andrew shared information about Travel Oregon’s marketing program, noting its objectives are to engage consumers in the Oregon brand, break through market clutter using focused messages, engaging in conversations with consumers that identify with the Oregon mindset, and leveraging fans of Oregon. The target audience for Travel Oregon is the active adventurer that travels more than two times domestically during a 12-month period (for vacation), participates in more than one of the following leisure activities (e.g., attended an art gallery, went to the beach, dined out, camped overnight), participates in a variety of outdoor sports, and describes an ideal vacation as including activities, exercise, dining, and sightseeing. Target markets for Travel Oregon include Seattle, Portland, San Francisco, and Phoenix. They described the visitor life cycle, which includes the travel decision-making process. A general overview is that someone who sees inspiring content, plans and researches a trip, purchases travel assets (e.g., airfare and lodging), experiences the trip, and then shares their trip experience with others. The shorthand for the travel life cycle is Inspire, Plan, Book, Trip, Share, Repeat. Travel Oregon’s goal is to guide Oregon adventurers through each step of their travel lifecycle by seamlessly providing them with relevant aspirational and timely content based on their travel preferences. Kelda and Andrew shared examples of digital content, leveraging impact via key touchpoints (visitor centers, maps, tourism products, e.g.), including campaigns, such as “Ready, Set, Gorge,” and “We Speak Oregon.”

Charlie Plybon, *Oregon Policy Manager, Surfrider Foundation*

Dave Lacey, *Destination Coordination for Oregon Coast Visitors Association*

Charlie and Dave shared examples of the types of activities drawing visitors to the Oregon Coast and connecting them with marine reserves through tourism activities. Charlie shared examples of efforts to inform the public about the existence of marine reserves, including the outreach materials both the Oregon Department of Fish and Wildlife and Oregon Marine Reserves Partnership have developed. Charlie also provided examples of activities taking place within communities to raise awareness and engagement. Dave shared the case study of Redfish Rocky marine reserve and protected area, and how local staff are

intersecting with visitation on the south coast of Oregon. The Redfish Rocks Community Team took a tiered approach to outreach and education, incorporating marine reserve signage, hikes, local high school outreach, and events. Redfish Rocks on the Docks is an example of a successful annual outreach event that includes partner tabling, kayak tours, fishing boat tours, surfing lessons, food, and music to engage visitors.

Breakout Session #1

Summit attendees worked in two rapid-fire breakout sessions to answer two questions:

- Where is there commonality among tourism and marine reserves?
- Where do opportunities exist to better align efforts?

They described six key opportunities to better align efforts:

1. Collaboration and leveraging of funding (versus competing with one another for funding);
2. Leveraging communication, content and channels with well-defined roles to avoid duplication of efforts;
3. Commonality in messaging (understanding what each organization's focus/message is as well as priorities);
4. Engagement with diverse users;
5. Developing hip and cool content; and
6. Marketing integrated tourism with marine reserve information.

Day Two Presentations

Samantha Bray, *Managing Director for the Center for Responsible Travel (CREST)*
(Washington, DC)

Jill Talladay, *CARE for the Cape and Islands (Massachusetts)*

Rikki Eriksen, *Director of the California Marine Protected Areas (MPAs) (California)*

Andrew Grossman, *Destination Management Specialist, Travel Oregon*

Samantha Bray shared several examples to link the visitor to financial opportunities that benefit ecological resources and/or the local community. She noted that 72% said travel giving is important, very important, or extremely important, 66% of consumers are willing to pay more for sustainable brands, "living like a local" has become an essential part of visiting a new destination, and ecotourism is predicted to rapidly grow.

Three examples were provided to the workshop participants: direct contributions from tourism businesses, tourism-based taxes, and traveler's philanthropy.

- Examples of direct contributions include: percentage of sales (e.g., 1% for the Parks Program), reinvested profits, and collaborative support from industry for creation and/or management of parks.
- Tourism-based taxes include airport and airline ticket taxes, hotel room taxes, transient accommodation taxes, and cruise ship “head taxes.”
- Traveler’s philanthropy is focused on tourism businesses and travelers making strategic, concrete contributions to “time, talent, or treasure” to local projects that are beyond what is generated through normal tourism business transactions. The concept includes efforts such as hotel or tour operator opt-out donations, guest investment incentives, and volunteer opportunities for guests.

Samantha share the pros of travel-based funding, such as tourists often willing to give, the potential for MPAs to become self-sufficient, the ability of fees to combat over-tourism, businesses willing to get involved when economy is based on healthy assets, and educational opportunities for visitors. The cons include the fact that tourism can be unpredictable, tourism support for MPAs is currently underutilized, and multi-party programs can be difficult to establish.

Jill talked about Creating a Responsible Environment (CARE) for Cape Cod and its associated islands. The program is a destination stewardship program whose mission is to preserve Cape Code and the island’s environmental and cultural heritage assets for future generations. Much of the messaging is focused on helping the public to understand that actions taken today impact our life and the lives of future generations. Examples of some of the content shared includes plastic pollution, marine debris education, sidewalk “buttlers” that result in responsible recycling of cigarette butts, beach trash to treasure, the commercial fishermen’s alliance and pier host program, oyster aquaculture demonstration, a pond guide to preserving the Cape’s best ponds, Skip the Straw (a campaign to reduce the use of plastic straws), water bottle filling stations, and a farmer’s market food water composting project. Jill concluded her presentation by noting we need to reduce consumption, choose products that are reusable, speak up about the importance of these issues, educate guests, get involved and form a green team.

Rikki Eriksen shared examples of lessons learned from creating and implementing MPAs in California, noting it was a 15-year process to establishing California’s network of 124 MPAs, which comprise 16% of California’s state waters. She emphasized the role of messaging in sharing the importance of MPAs with the public, noting California focused on four key themes: legacy, big old fat female fish, underwater parks, and what

about me? Focusing on what people can do in MPAs versus what they cannot do is important. She described the challenges of engaging with the public on MPAs, including grabbing the attention of the public, keeping their attention, targeting strategic audiences, translating knowledge to action, getting businesses to help pay the bill, and repeating and refreshing messages. Creating a standardized look and feel to the messaging is important, as is making content widely accessible. The development of collaboratives associated with each MPA enhances partnership opportunities and leverages interest in the MPAs. Rikki also discussed the role of effective storytelling in adding value and meaning to the MPAs, noting hip and cool content (e.g., Get Your Play On), showcasing ways to enjoy California's MPAs, have been successful avenues for engagement. She also stressed the importance of meeting people where they are, especially in our current environment of information overload. She discussed the development of MPA toolkits that includes content in a variety of formats. Her key takeaways included: there is no single approach, identify target-specific audiences and places, the biggest wins are the toughest, be sure to partner, share, and repurpose, and acknowledge that it is an extraordinary, never-ending effort to engage with the public on the importance of marine reserves.

Andrew provided some examples of programs for tourists to engage in fund development efforts, including the National Forest Foundation, Bandon Dunes, Deschutes Trail Collaborative, and the Travel Oregon Forever Fund. The Travel Oregon Forever Fund gives residents and visitors to Oregon an opportunity to give back to projects that make Oregon a better place. It was launched in 2012, and has raised more than \$175,000 in support of 28 projects in Oregon. More than \$42,000 was raised in 2017 by 20 business partners. The way the program works is that travelers experience Oregon, Oregon businesses include donations in the cost of their products and services, funds are dispersed to seven projects annually, and the project beneficiaries make Oregon a better place to live and travel. Andrews shared some of the coastal projects that have benefited from the fund, including the Netarts Native Oyster Restoration Plan (The Nature Conservancy), and the Safe Divers Access in Port Orford (Redfish Rocks Community Team), Explore Nature (Tillamook Estuaries Partnership). He shared lessons learned, including Oregon is noisy with messaging (i.e., there is a lot going on in Oregon recreationally, which makes it difficult for any one message, or set of messages, to resonate), travelers are selfish (i.e., they are focused on their interests), connect to experience, and subtlety is key.

After all of the presentations, a panel discussion occurred in which people discussed some of the key lessons learned and takeaways from the presentations, including what resonated and would work in Oregon. Comments included:

- Dealing with waste issues, acknowledging that it is a global problem, especially since China is no longer accepting certain types of plastics

- Focus on what we can do instead of what we cannot do
- Target audiences in messaging, and address advocacy and policy issues in strategic ways
- Understand there are multiple ways to get to the same message
- When connecting with visitors about the marine reserve, use a variety of ways, such as citizen science, and sharing what is being done to improve the resource and economic vitality. Serve every member of the community equitably.

Ideas that were generated as a result of the presentations included:

- Storytelling, and taking storytelling to higher levels, i.e., use storytelling to promote the benefits of visiting marine reserves and what Oregon has to offer
- Multiple messages to diverse audiences
- Branding Oregon and its ocean resources
- Ensuring that frontline staff are trained with current information
- Pushing content through hotels, developing coffee table books, videos for visitor televisions, and using updated materials
- Being prepared for overuse issues
- Emphasizing the land-sea connection
- Thinking beyond local businesses only to establish a solid funding source
- Developing collaboration opportunities with businesses

Presentations

Paul Reilly, *Coastal Region Program Coordinator, Oregon Parks and Recreation Department*

Miles Phillips, *Oregon Sea Grant*

Paul's presentation focused on access to Oregon's marine reserves for all Oregonians. He shared information about Oregon demographics, noting that although 76% of the Oregon population is Caucasian, a total 89% of Oregon State Park visitors are Caucasian. In contrast, although 13% of Oregon is comprised of Hispanics/Latinos, only 6% of State Park visitors are Hispanic/Latino. Likewise, 2% of the Oregon population is black/African American, yet Oregon State Park visitors are 0.8% black/African American. American Indians, Alaska natives, and Asians are also underrepresented populations in state parks. Site preferences (natural area preference, maintained natural area preference, developed area preference) by racial/ethnic groups is quite similar, as is information source importance. Paul also shared information associated with activity choices by racial/ethnic group, noting that 27% and 26% of Caucasians choose hiking/biking and water-based activities, respectively whereas American Indian/Alaska native, Black/African American, Hispanic/Latino, and Native Hawaiian/Pacific Islander groups' top activity choice is water-based. The top activity choice for the Asian

ethnic group is hiking/biking. Ethnic groups recommended future State Parks investments, noting that cleaner and more restrooms, children's playgrounds, nature and wildlife viewing areas, public access sites to waterways, more places and benches to observe nature, security cameras in key places, and paved/hard surface walking trails were some of the top suggestions. Recommended actions that would affect engagement include providing more free-of-charge recreation, clean and well-maintained parks and facilities, developing nearby trails, making parks safer from crime, developing parks closer to home, and expanding park facilities. Paul shared a State Park mantra of Engage, Relate, and Adapt, noting OPRD seeks to create a welcoming place for all visitors.

Miles discussed diversity, equity, and inclusion publications, such as *The Black and Brown Faces in America's Wild Places*, *Lies My Teacher Told Me*, and *Last Child in the Woods*. He shared the foundational element of interpretation is to relate your topic to something personal for each audience member. Then he asked summit attendees to recall an experience where they were made to feel a personal connection to a subject they thought they really did not care about, to think of a time when they felt like an outsider—or someone who is different, and how that feeling impacted how they might want to repeat the experience. He emphasized that sometimes message is not enough, and that it matters who the messenger is.

Action Plan

Summit attendees worked in two breakout groups, and then reconvened to discuss a set of actions to advance linking tourism with Oregon's marine reserves and ocean assets.

Note: The organizations listed were suggested to lead the effort—responsibility for implementing each of the actions was not determined at the meeting. Also, timelines noted are suggested, versus commitments.

1. Develop a high-level goal for engaging the tourism marketing sector with marine reserves, incorporating existing marine reserve conservation goals (e.g., Oregon Marine Reserves Partnership strategic plan goals, Oregon Department of Fish and Wildlife) with sustainable tourism goals, incorporating the concepts of awareness, engagement, investment, stewardship, willingness to act, and protection.

Lead: Surfrider, Audubon, The Nature Conservancy, Oregon Department of Fish and Wildlife

Participants: Travel Oregon

2. Compile an asset inventory of existing data, materials, and literature on Oregon's marine reserves to inform materials that would be available for distribution through a variety of outlets (e.g., Certified folder, visitor centers)

Lead: Oregon Sea Grant

Participants: Oregon Department of Fish and Wildlife, marine reserve community teams, Oregon Marine Reserve Partnership organizations

3. Create a task force to develop a marketing/communication strategy and assets/resources for distribution.

Lead: Visit Tillamook Coast, Oregon Coast Visitors Association, Marine Reserves Community Teams

Participants: Oregon Department of Fish and Wildlife, Oregon Department of Parks and Recreation, Regional Destination Management Organization, Destination Management Organization, Travel Oregon

Timeline: September (soft launch), November (finalized)

4. Deliver a set of key integrated messages through a variety of media for people that will be visiting marine reserves/the coast, emphasizing stewardship, science, research, resilience, and recreation.

5. Develop itinerary pitches, such as volunteer opportunities and two- or three-day activities and events to participate in at and near Oregon's marine reserves.

Lead: Travel Oregon

Participants: Oregon Department of Fish and Wildlife, marine reserve community teams, Oregon Marine Reserve Partnership organizations

6. Conduct and share an inventory of grant programs available for tourism/marine reserve purposes.

Lead: Undetermined.

Appendices

Appendix A. Attendance List

Kelsey	Adkisson	Oregon Department of Fish and Wildlife
Caroline	Bauman	Lincoln County Economic Development Alliance
Larry	Becker	Oregon Parks and Recreation Dept
Samantha	Bray	Center for Responsible Travel (CREST)
Deanna	Caracciolo	Sea Grant Fellow - DLCD
Jim	Carlson	Coast Range Association
Jena	Carter	The Nature Conservancy
Dennis	Comfort	OR State Parks & Recreation Department
Gary	Cooper	OR Department of State Lands
Dan	Cutter	Waldport City Councilor
Nav	Dayanand	The Nature Conservancy
Lisa	DeBruyckere	Facilitator – Creative Resource Strategies, LLC
Nan	Devlin	Visit Tillamook Coast
Cristen	Don	Oregon Department of Fish and Wildlife
Karen	Driscoll	Otter Rock Marine Reserve
Tara	DuBois	Cape Perpetua Marine Reserve
Kayla	Dunn	Travel Oregon
Paul	Engelmeyer	Ten Mile/Audubon Society of Portland
Rikki	Eriksen	California Marine Sanctuary Foundation
Dave	Fox	Oregon Department of Fish and Wildlife
Kaitlyn	Gaffney	Resources Legacy Fund
Nadia	Gardner	Cape Falcon Marine Reserve
Briana	Goodwin	Surfrider
Andrew	Grossman	Travel Oregon
Dan	Haag	Manzanita Visitor Center
Chris	Havel	Oregon Parks and Recreation Department
Joy	Hawkins	SOLVE
Marcus	Hinz	Oregon Coast Visitors Association
Phillip	Johnson	Oregon Shores
Melissa	Keyser	City of Cannon Beach
Dave	Lacey	Oregon Coast Visitors Association
Andy	Lanier	Department of Land Conservation and Development
Joe	Liebezeit	Audubon Society of Portland
Michelle	Martin	NeighborWorks Umpqua
Mitch	Maxson	The Nature Conservancy
Hugh	Morrison	Oregon Outdoors
Justin	Parker	Oregon Parks and Recreation Department
Miles	Phillips	Oregon State - Division of Outreach and Engagement

Preson	Phillips	Oregon Parks and Recreation Dept.
Charlie	Plybon	Surfrider
Claudine	Rehn	Tillamook Estuaries Partnership
Paul	Reilly	Oregon Parks and Recreation
Greg	Ryder	Oregon State Parks
Jeremy	Sappington	Cape Falcon Marine Reserve
Kelda	Schmidt	Travel Oregon
Arica	Sears	Oregon Coast Visitors Association
Marie	Simonds	Wild Rivers Coast Alliance
Chrissy	Smith	Friends of Cape Falcon Marine Reserve
Patty	Snow	Department of Land Conservation and Development
Jill	Talladay	Care for the Cape & Islands
Kahreen	Tebeau	The Nature Conservancy
Dan	Twitchell	Sitka Center for Art and Ecology
Dick	Vander Schaaf	The Nature Conservancy
Shelby	Walker	Oregon Sea Grant
Chuck	Willer	Coast Range Association

Oregon Marine Reserves Summit

Linking Tourism to Oregon's Ocean Assets

A workshop sponsored by The Nature Conservancy and Travel Oregon

May 21-22, 2018
Surfsand Resort, Cannon Beach, Oregon



Photo credit: Jena Carter.

Engage. Connect. Share. Commit.

The Nature
Conservancy



Oregon Marine Reserves Summit

Linking Tourism to Oregon's Ocean Assets

MONDAY, MAY 21

10:00am–NOON

HAYSTACK ROCK GUIDED TOUR

Optional guided tour with the Haystack Rock Awareness Program (HRAP). Learn about bird ecology and intertidal treasures, such as sea stars, urchins, and nudibranchs as well as how the HRAP program attracts public interest and promotes connectedness and stewardship with the marine garden and national wildlife refuge. Meet your guide, Melissa Keyser, in lobby of Surfsand Resort at 9:45am.



Photo credit: Cannonbeach.org.

NOON–1:00pm

LUNCH (provided)

1:00pm–1:45pm

CONNECTING PEOPLE TO OUR OCEAN

Welcome and Introductions
Chris Havel, *Oregon Parks and Recreation Department*

1:45pm–2:15pm

OREGON'S MARINE RESERVES AND PROTECTED AREAS

The Oregon Department of Fish and Wildlife will showcase Oregon's marine reserves, what makes them unique, and how people can access and recreate in these special places.
Cristen Don, *Oregon Department of Fish and Wildlife*

2:15pm–2:45pm

BREAK

2:45pm–3:45pm

THE NEXUS BETWEEN TOURISM AND MARINE RESERVES

This session explores attributes of marine reserves that may resonate with the tourism sector, what we know about people visiting the marine reserves, how marine reserves can connect to other visitor interests (e.g., culinary), a review of the visitor life cycle, and describe what touch points exist to engage visitors.

Cristen Don, *Oregon Department of Fish and Wildlife*
Kelda Schmidt, *Travel Oregon*
Andrew Grossmann, *Travel Oregon*

3:45pm–4:45pm

NOW THAT WE HAVE "BUILT" IT, ARE THEY COMING?

Presenters will share the types of activities drawing visitors to the Oregon Coast, and provide case studies of where marine reserves and tourism activities have been integrated. Small groups will meet to discuss opportunities for increased alignment and collaboration between conservation and tourism efforts.

Charlie Plybon, *Surfrider Foundation*
Dave Lacey, *Oregon Coast Visitors Association*

4:45pm–5:00pm

DISCUSS OUTCOMES OF BREAKOUT SESSIONS

5:30pm–7:00pm **TOURISM AND MARINE RESERVES - HAPPY HOUR AND NETWORKING**
Tourism and ocean-related groups are welcome to table during this event.

8:30pm–10:00pm **TAKING IT TO THE BEACH - AN EVENING CAMPFIRE**

TUESDAY, MAY 22

7:00am–8:00am **BREAKFAST (provided)**

8:00am–9:30am **CONNECTING BUSINESSES TO MARINE RESERVES**
Case studies of sustainable travel/use and connecting businesses in other locations, followed by breakout groups that will explore these and other opportunities to apply lessons learned to Oregon.
Samantha Bray, *Managing Director for the Center for Responsible Travel in Washington, DC*
Jill Talladay, *Executive Director for CARE for the Cape & Islands in Yarmouth Port, Massachusetts*
Rikki Eriksen, *Director of Marine Protected Areas Program for the California Marine Sanctuary Foundation*
Andrew Grossmann, *Travel Oregon*

9:30am–10:00am **BREAK**

10:00am–10:30am **ACCESS TO OREGON'S MARINE RESERVES FOR ALL OREGONIANS**
Diversity, equity, and inclusion are foundational issues to Oregonians. This session explores how best to engage all Oregonians in marine reserves, incorporating their knowledge, activities, experiences and ideas.
Paul Reilly, *Oregon Parks and Recreation Department*
Miles Phillips, *Oregon State University*

10:30am–NOON **OVERCOMING BARRIERS AND CHALLENGES WITH OPPORTUNITIES**
Workshop participants will work in breakout sessions to identify barriers and challenges to integrating marine reserves with tourism, and identify opportunities that exist to address those issues. Categories of interest include, but are not limited to:

- Diversity, Equity, and Inclusion
- Communication and Outreach
- Stewardship and Behavior (i.e., Responsible Use)
- Technology

NOON–1:00pm **LUNCH (provided)**

1:00pm–1:30pm **BREAKOUT SESSION PERSPECTIVES ARE SHARED AND DISCUSSED WITH ALL WORKSHOP PARTICIPANTS**

1:30pm–3:00pm **DEVELOPING AN ACTION PLAN**
Summit attendees will describe a set of actions to advance integration of Oregon's ocean assets with its tourism industry.

3:00pm **ADJOURN**

Photo credits: Sunset stroll (right photo) - James Call; 15 minutes after birth (left photo) - Bill Posner.



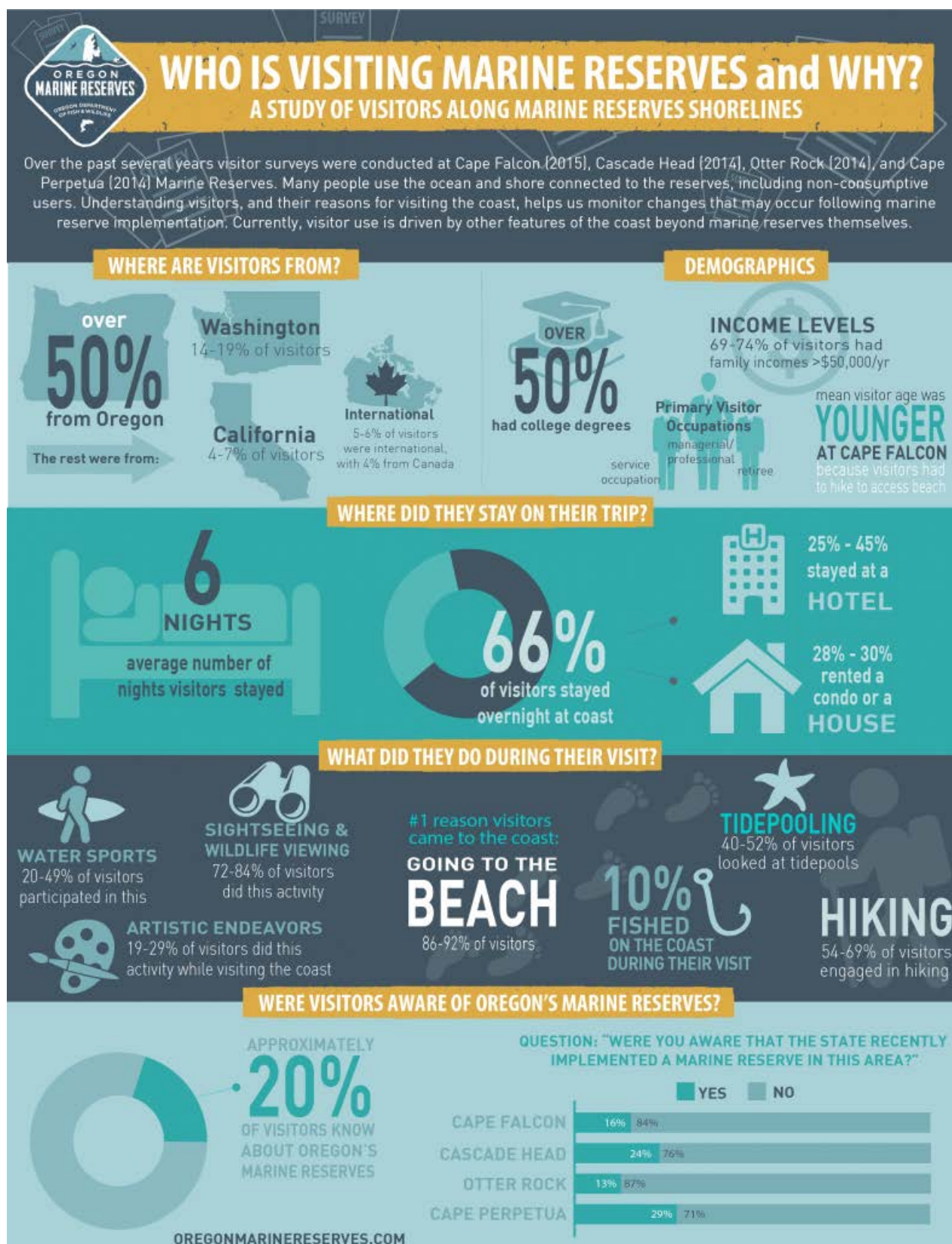
Photo credits: North Coast (right photo) - Judy Zehr.
 Cascade Head (lower photo) - Rowan Baker.



Partner Organizations



Appendix C. Who is Visiting Marine Reserves and Why?



Workshop report prepared by Creative Resource Strategies, LLC

