

INITIAL IDEAS FROM DISCUSSION



IDEAS FOR WORKING TOGETHER AS A REGION

1. **ITINERARIES (COVID SAFE + SPREAD THE VISITATION)**
2. **SCAVENGER HUNT/MAGNETS**
3. **RESERVATION OPTIONS**
4. **REGIONAL PASSPORT**
5. **VISIT LOCAL/FAM TOURS**
6. **COLORING BOOK**
7. **SEAL OF SAFETY**
8. **COVID SAFETY VIDEOS**

THEMES

SPREADING OUT VISITATION:

- Alternate activities than the main visitation hotspots
- Telling more people about the "local secret" spaces to spread people out
- Community scavenger hunts. Towns need to be working together to spread out visitation.
- Finding high end travelers, who would normally be in Europe on vacation, spending their time more locally. A visitor segment to target marketing to; Create themed itineraries that could elude to visiting other parts of the world. You don't need to travel far to have similar experiences you would find in places like Italy, France, Switzerland...
- We talked about the idea of 'local' FAM trips.; Focusing also on the local experience. Local "fam tours," to share what's special in all Gorge communities; Also - emphasize educational opportunities in the Gorge for all us parents who have kiddos at home indefinitely. Where can we go as a family to learn stuff/get the kids off their devices?
- Promote scenic drives to more uncrowded places. Itineraries, etc. East Gorge Food Trail, Fruit Loop, Wine Tasting - all of these are potential adventures to promote. We need to have access to current availability; itineraries on columbiagorgetomthood.com

THEMES

COVID SAFETY:

- Waivers and protocols, employee testing and separate spacing, how do we ensure safety; <https://visithoodriver.com/love-hr-pledge/>
- Reservations
- I've always been so impressed with Bend's winter outdoor dining/drinking experience--from food cart pods to higher end pubs, they all use fire pits and seat/table warmers; Agree! Let's keep those tables out and put out the fire pits!; In the winter, tents that have a lot of airflow are great for weekend street parties.
- I think focusing on using every bit of the public ROW in the urban centers for people not cars, would really be helpful. Helps people spread out and can be very festive. Right now both Bingen and White Salmon have parklets on a state highway.
- Lodging properties providing a one-sheet (or similar) in all rooms to educate guests on responsible visitation; maybe put info in all hotels, resorts, campgrounds , air bnb etc on a brochure or rack card etc.. for the lodging visitors to have access to. Safety , itineraries, protocols, etc.. communication

THEMES

OUTDOOR SAFETY:

- Outdoor activities are VERY popular, but visitors are unprepared (lack of water, experience); More service/aid required for people getting lost; How to educate guests on how to recreate responsibly, creating literature etc to educate guests; consistent masks, social distancing;
- Note: www.readysetgorge.com is a great resource

CHALLENGE OF MASK ENFORCEMENT:

- How to enforce mask requirements; young adults being asking to confront guests that may be confrontational about not wearing a mask; some local law enforcement officers not upholding mask mandates/social distancing; How do we encourage/create participation/engagement in all of these safety measures?; Nowhere near normal until there's a vaccine and enough people voluntarily take it
- Note: follow up workshop planned for front line staff and how to handle customers/masks