

Optimizing the positive impacts of the visitor
economy to enhance communities and
protect the region.



**COLUMBIA
GORGE**
TOURISM ALLIANCE

Presentation prepared by:
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October 2022

DESTINATION MANAGEMENT STUDIO

BUILDING REGIONAL COLLABORATION + MANAGING TOURISM

4-5 SEGMENTS OVER 4-5 MONTHS

HIGHLIGHTS

- Extensive work with regional steering committee
- Regional Summit
- Product development focused on addressing critical issues
- Issue focused work sessions
 - Transportation / congestion
 - Workforce development
 - Resource stewardship
- Tourism Marketing & Communications
- Action Team Development
- \$20,000 for priority projects



WASHINGTON TOURISM WORKSPACE

PROGRAM TIMELINE

PHASE 1: BUILD FOUNDATION

Dec. 2021-Mar. 2022

DESTINATION
SCAN +
PREPARATION

PHASE 2: ENGAGE COMMUNITY

Mar. – May 2022

VISIONING +
SCENARIO PLANNING
WORKSHOP

CONTENT
WORKSHOP
1

CONTENT
WORKSHOP
2

CONTENT
WORKSHOP
3

PHASE 3: MOVE INTO ACTION

May-July 2022

PLAN CREATION +
ACTION TEAM
MOBILIZATION

DESTINATION
LEADERSHIP
TEAM

ACTION
TEAM

ACTION
TEAM

ACTION
TEAM

DIVERSE
STEERING COMMITTEE



DIVERSE STAKEHOLDERS



SC + STAKEHOLDERS



3.5 MONTHS

2 MONTHS

2.5 MONTHS

Inspired by Oregon Tourism Studio by Travel Oregon

FIUTURE OF TOURISM



DESTINATION
STEWARDSHIP

YEARBOOK

2020
2021





COLUMBIA GORGE
DISCOVERY CENTER & MUSEUM
be present... in the past



— HISTORIC —
BALCH HOTEL
- relax - reconnect - rejuvenate -



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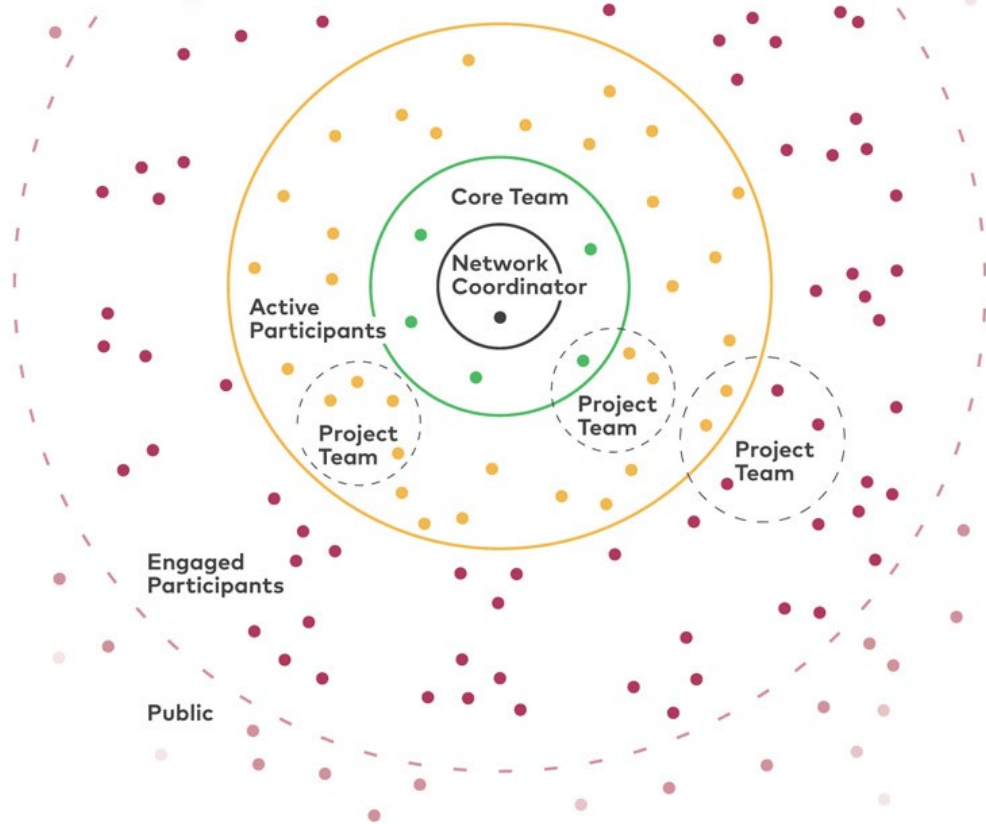


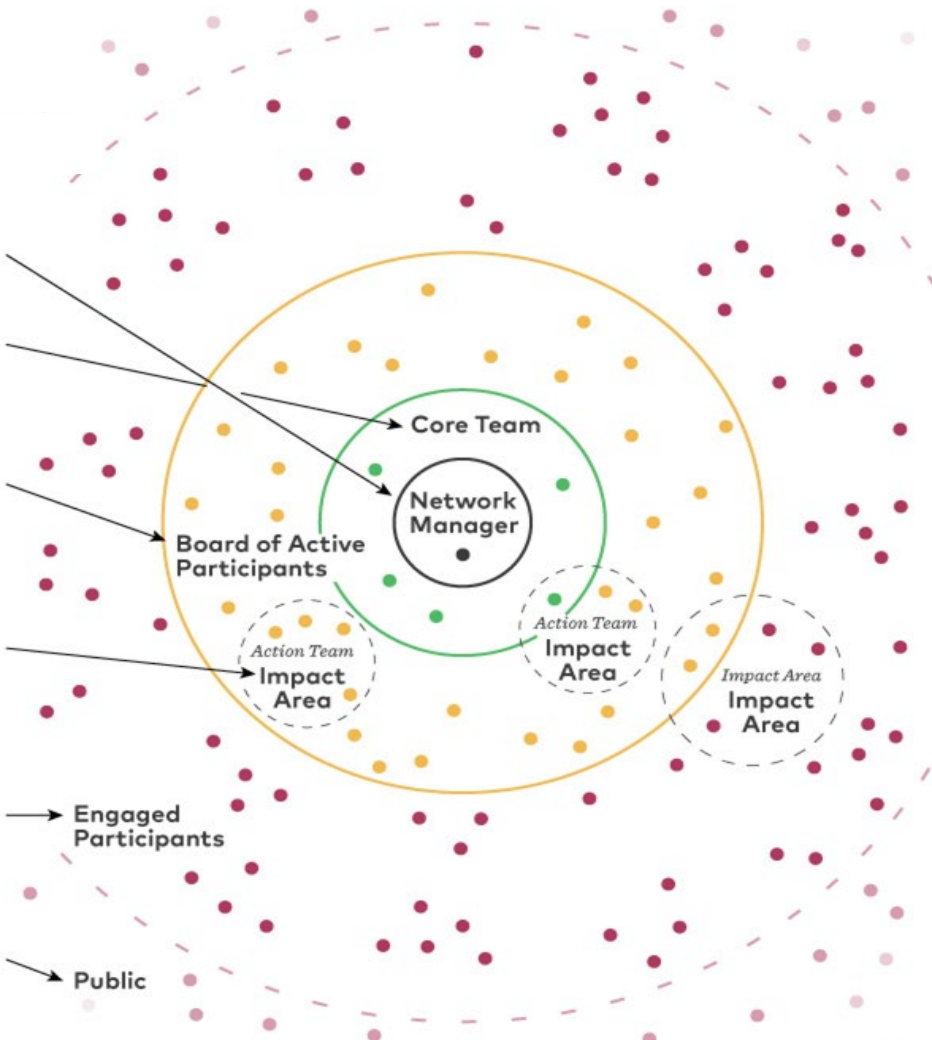
Experience
GOLDENDALE



Columbia Gorge Tourism Network

*Maximizing the positive impacts of the visitor economy
to enhance communities and protect the region.*







CAR-FREE VISITOR TRANSPORTATION

Focused on creative ways to reduce congestion and parking pain throughout the Gorge.



CULINARY + AGRITOURISM

Focused on celebrating local food and the farms who grow it, the producers who transform it, and the restaurants who serve it.



CULTURE

Highlighting the history and unique stories that are only found here.



OUTDOOR RECREATION

The Gorge is a recreation mecca. This team helps to develop and enhance these experiences while protecting the natural resources from their impact.



WELCOMABILITY

Focused on clarifying issues and identifying solutions around justice, diversity equity, and inclusion in the visitor experience in the Gorge.



VISITOR DISPERSAL

Spreading the love by direct the flow of visitors away from hot spots and towards the lesser known, yet to be discovered highlights and experiences.



Optimizing the positive impacts of the visitor economy to enhance communities & protect the region

Outdoor Recreation

How do we develop world class outdoor experiences while protecting the natural resources from the impact?

Ready Set Gorge

Gorge Rec Summit

Pledge WIld

Car-Free Transportation

How do we transform visitor mobility in the Gorge to reduce congestion and parking pain?

Gorge Coordinated Transit Pass

Car Free Website

Culinary + Agritourism

How do we enhance and connect culinary and ag businesses to showcase the Gorge food system?

East Gorge Food Trail

West Gorge Food Trail

Cultural Heritage

How do we honor and present authentic cultural experiences and information to shape visitors' sense of place?

Hear in the Gorge podcast

Museums Pass

Visitor Dispersal

How do we spread the love by directing visitors away from hot spots and toward the lesser known?

Chambers Fam Tour

COVID Regional Messaging

Welcomability

How do we clarify issues and identify solutions around justice, diversity, equity and inclusion in the visitor experience?

Accessibility Site Visits

Gorge Equity Fund

Workforce

Front Line Staff Education

EXPERIENCE DEVELOPMENT THROUGH ACTION TEAMS







Bike Tours

Hood River Mountain Bike Adventures +

MountNbarreL Guided Tours -

mountnbarrel.com

541.490.8687



COVID Code of Conduct



Columbia Gorge Wine Tours

Why Go Guided

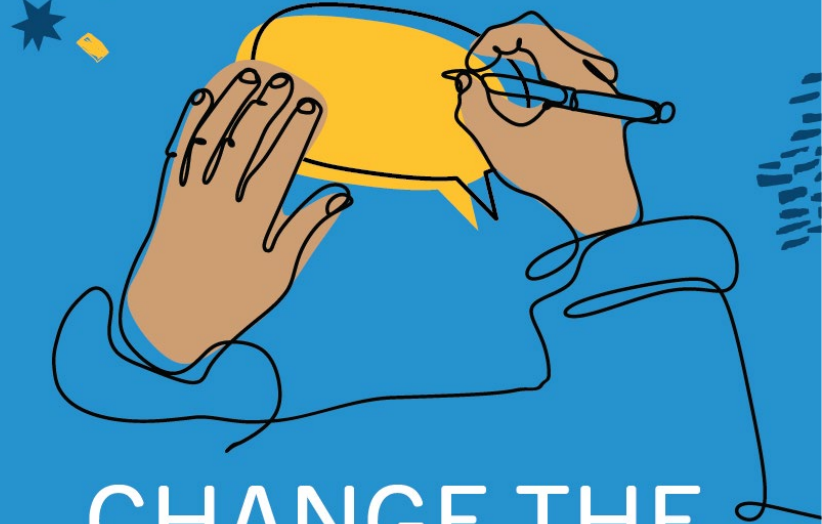
Local Knowledge & Support Locals guides know and understand the area – where to go and where not to go. We are part of the community and want to see it thrive. We've built networks with other locals to support each other and strengthen the region. Visiting the area and investing in a guided experience [...]



Explore Columbia Gorge Culture
Inspired by a Region of World Class Beauty & Richness



ARTS &
ECONOMIC PROSPERITY 6



**CHANGE THE
CONVERSATION.**

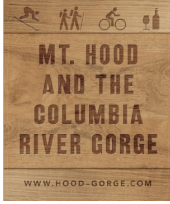


**TRAVEL
OREGON**





**TRAVEL
OREGON**



**COLUMBIA
GORGE**
TOURISM ALLIANCE



Experience
GOLDENDALE



East Gorge
FOOD TRAIL

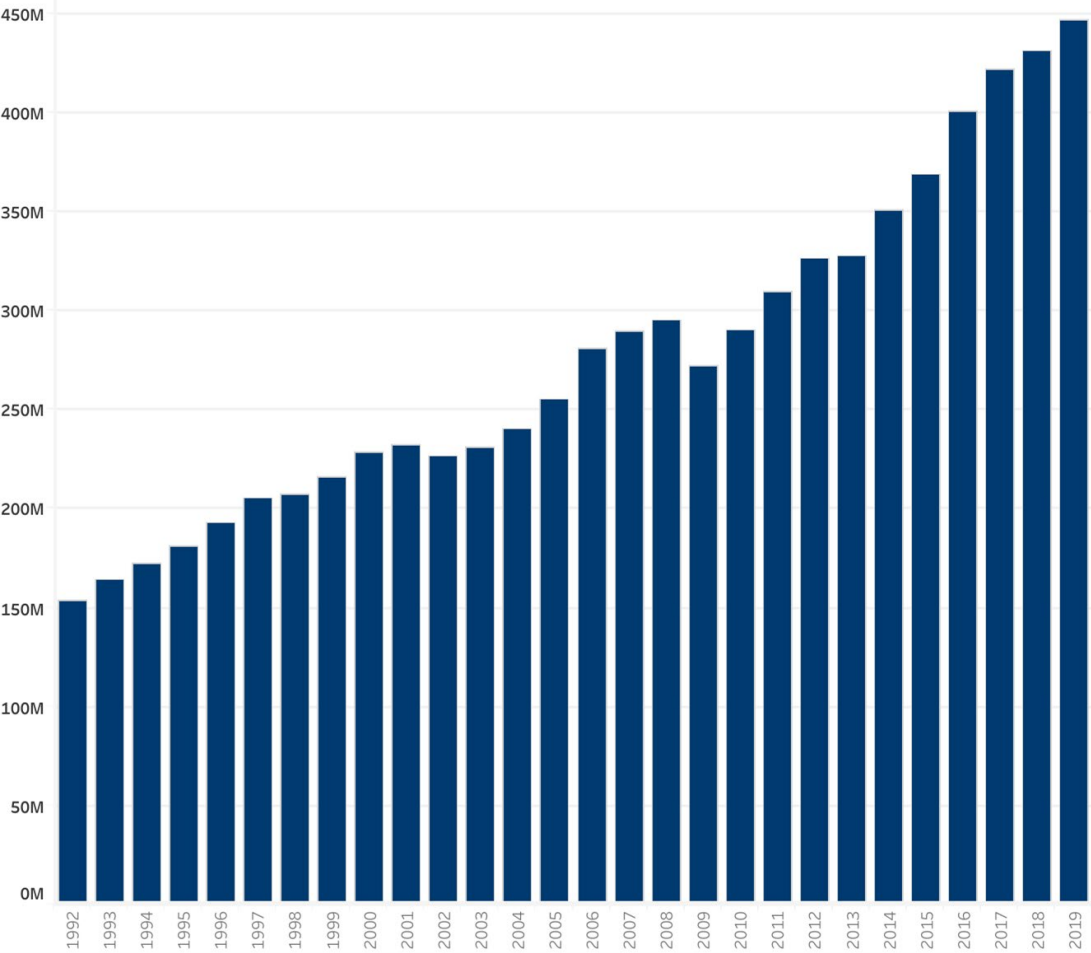


Gorge

FOOD TRAILS

OREGON & WASHINGTON









**TRAVEL
OREGON**



**COLUMBIA
GORGE**
TOURISM ALLIANCE



**FRIENDS OF
THE
COLUMBIA
GORGE**



**TRAILKEEPERS
OF OREGON**

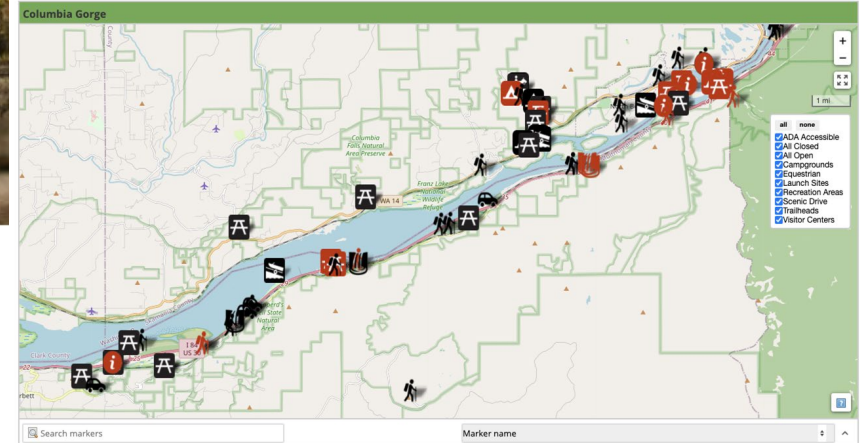




READY, SET, GORGE!



Icons in black are OPEN | Icons in red are CLOSED
Due to COVID-19, many of these sites will have limited to no bathroom access



COVID-19 UPDATE

Think Before Visiting the Gorge

STAGES KEY MESSAGES

THE GORGE IS CLOSED

STAY HOME. STAY SAFE.
STAY HOME. STAY HEALTHY
DO THE RIGHT THING

THE GORGE IS IN TRANSITION

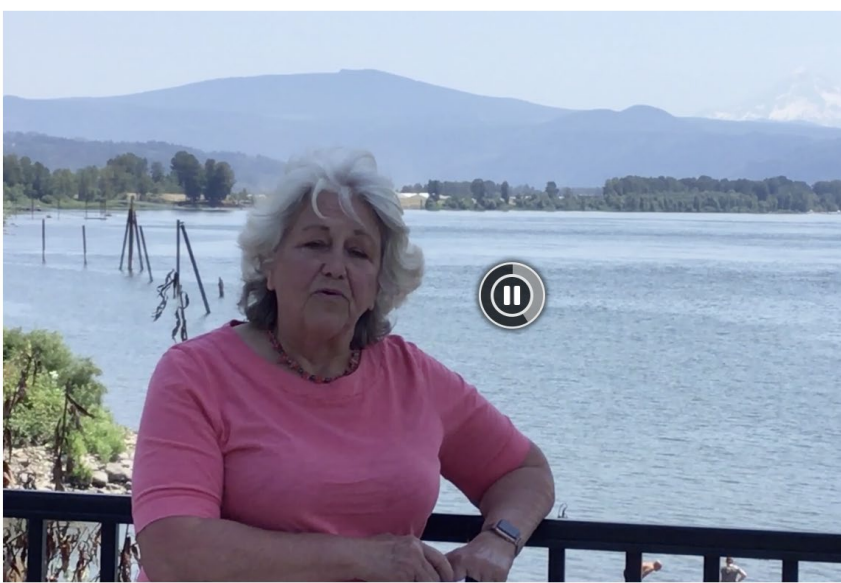
THE GORGE IS ON ITS OWN TIMELINE
GIVE THE GORGE TIME
THE GORGE IS GETTING READY FOR VISITORS
CROWDS LEAD TO CLOSURES

THE GORGE IS OPEN FOR VISITORS

THE GORGE IS CAUTIOUSLY OPEN FOR VISITORS
PLAN BEFORE YOU GO TO THE GORGE
VISIT THE GORGE RESPONSIBLY
VISITING THE GORGE WILL BE DIFFERENT

ROLLBACK

[MESSAGES TO EXPLAIN NEED TO INCREASE
RESTRICTIONS AGAIN]
I.E. CROWDS LED TO CLOSURES



**CONNECT WITH LOCAL
COMMUNITIES**



**TAKE CARE OUT THERE:
TAKE PUBLIC TRANSIT
OR TRAVEL BY BIKE**





COLUMBIA GORGE EXPRESS

The easy way to the Gorge

Select Language



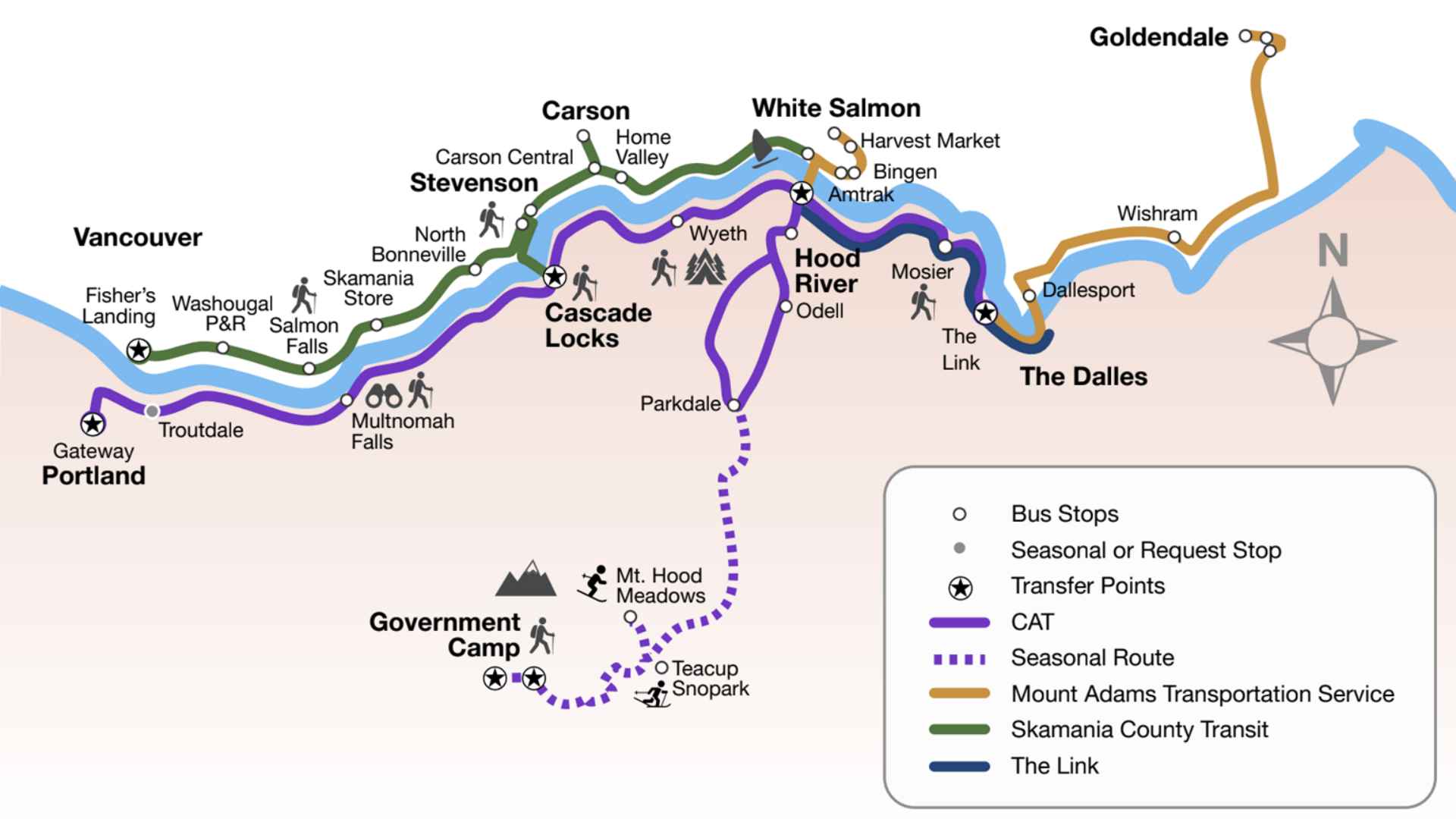
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HOME

TRANSIT CONNECTIONS



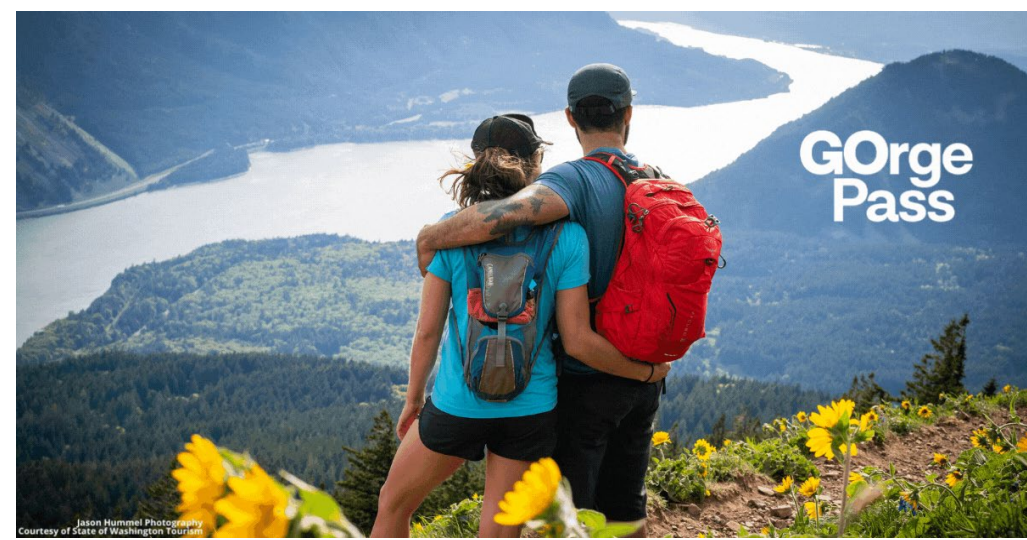
Serving Portland, Multnomah Falls, Cascade Locks, Hood River and The Dalles





Your transit ticket to local food





Gorge
Pass

Jason Himmel Photography
Courtesy of State of Washington Tourism



Visit
Multnomah
Falls
Car-free



EXPLORE
CONNECT | PROTECT

**Gorge
Pass**
.com 

\$40 Annual Transit Pass



Wild
Diversity



CULTURESEED

GORGE EQUITY FUND

- Passes for Outdoor Equity Organizations
- Donations to Search & Rescue Efforts
- Passes for Low Income Programs





Waterfall Corridor Guide for Visitors With Disabilities

General Information

ADA- Accessible Restrooms

- Latourell Falls
 - Multnomah Falls
 - (Bridal Veil Falls)
- Non-accessible restroom at Wahkeena Falls.

People of varying abilities can enjoy the Waterfall Corridor. To ensure you have a safe and enjoyable trip, make sure you read this information carefully.

- The road is quite uneven which can lead to a **bumpy ride**.
- You should bring enough **snacks and drinks** to get you through most of the day as only Multnomah Falls offers dining options.
- For safety reasons, we recommend wearing a **safety vest** since you will have to cross the highway at times.
- Check readyssetgorge.com for any **trail closures**.

How To Get There

Car

If you plan to tour the Historic Columbia River Highway **during the summer**, then you will need a permit. This \$2 fee **does not ensure parking** but will be needed for driving on the Highway. Find out more at:

oregon.gov/odot/waterfall-corridor-permits/pages/default.aspx

**No car,
no permit
needed**



Private Shuttle Services

There are two private Hop-On-Hop-Off shuttle providers along the waterfall corridor. Both of them operate wheelchair-accessible vehicles. Let them know you will need extra accommodation ahead of time for their scheduling.

Sasquatch Shuttle

The parking lot is gravel with some paved areas. Currently, they cannot offer any designated ADA-accessible parking. The benches are temporarily out of order but the staff will happily bring out chairs to accommodate you. Restrooms are presently not



Public Bus

Instead of driving to the meeting points, you might also take the **public bus system** from Portland's Gateway Transit Center to Multnomah Falls. From there, you can hop on either shuttle service.

Find the schedule for the Columbia Gorge Express at:

ridecatbus.org/columbia-gorge-express



ADA-access:

Contact:
1 W Mill Rd
Sasquatch:
info@sasquatchshuttle.com

Waterfall

The parking even. Benches are no ADA-

Contact:
36901 E. H
OR, 97019
waterfalltr
503-241-74

5 Multnomah Falls

Multnomah Falls counts among the most famous waterfalls in the world.

The accessible parking spots via the Historic Highway are located to the side of the Multnomah Falls Lodge, right next to a small ramp onto the curb. The space in front of the lodge and gift shop has several benches and there is a picnic area at the creek. You can reach it through a ramp.

The gift shop is accessible although it can get crowded. The restrooms are accessible and an elevator will also allow you access to the upper levels of the lodge where you will find a restaurant. Alternatively, you can find an accessible picnic area at the creek. The ramp leading up to the viewing area is a little steep but you will have enough space to meander your way up. We recommend going early during the summer months to avoid big crowds.

The path up to the Benson bridge is paved and offers seating along the way. However, you will have to take a flight of stairs to access it.



CHECKLIST

Waterfall View:	Yes, there is a viewing area (0.25 mi)
Transit Stop:	Safe exit
Parking:	ADA-accessible parking spots
Restrooms:	Yes
Picnic Area:	Usable
Seating:	Yes



Columbia Gorge Tourism Alliance

Waterfall Corridor Accessibility Audit Results

Transportation and Disability Access Audit with Experts on Historic Columbia River Highway | August 2022





GOLDEN LATTE 14.50 MOCHA 12.50
CHAI 14.50 MATCHA 14.50
HOT COCOA 13.50 STITCHES 13.50
ADD VANILLA OR CARAMEL 1.50
MILK OPTIONS WHOLE MILK

COFFEE BAGS







QUESTIONS / DISCUSSION





THANK YOU