

VISIT  BEND

BEDAB UPDATES // 2.5.24





FY24 UPDATES

People, Place, and Purpose

Visit Bend impacts through the first half of Fiscal Year 2023





Our team cares deeply about this place we live, play, raise families, and call home. We're passionate about caring for the wild places, this community, and sharing them with people from all walks of life.

We honor all voices and experiences, regardless of where your travels take you. No matter who you are or where you've roamed, we welcome you.

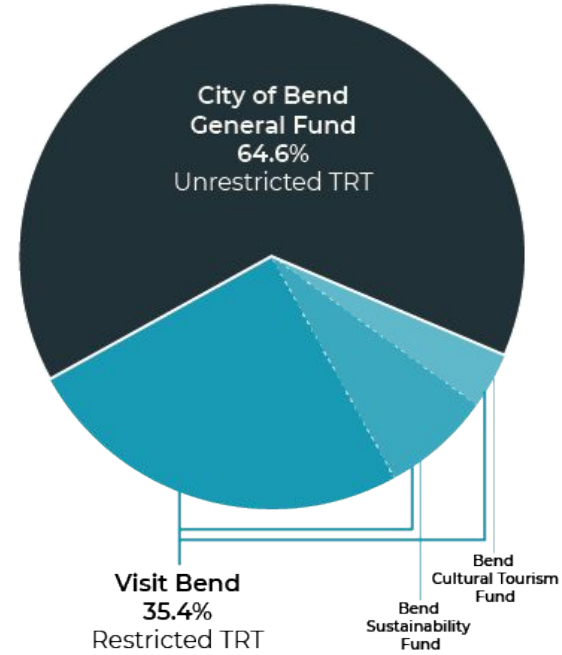
VISIT BEND — WHO WE ARE





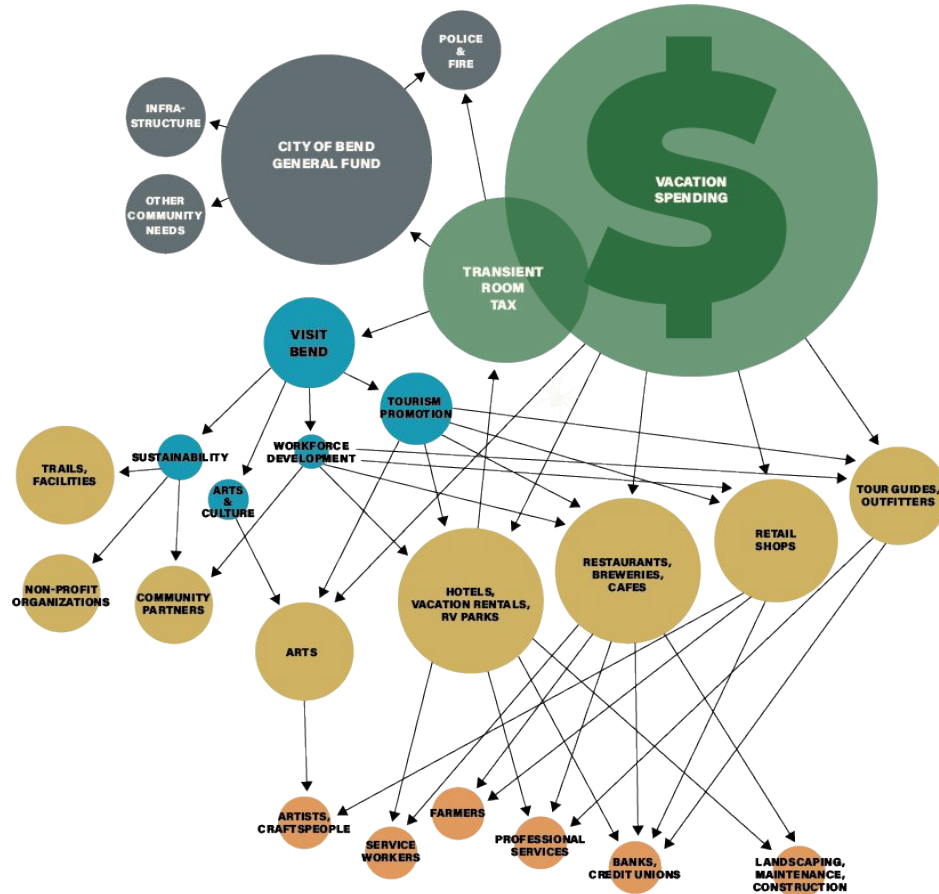
Visitor Room Tax, aka:

TRT





INDUSTRY UPDATES — TOURISM ECONOMICS







FINANCIAL + INDUSTRY UPDATES

Where we were, where we're going





INDUSTRY UPDATES — TRT Collections FYTD

DESCHUTES COUNTY - TRT COLLECTION

	FY17/18	CHANGE	FY 18/19	CHANGE	FY19/20	CHANGE	FY20/21	CHANGE	FY21/22	CHANGE	FY22/23	CHANGE	FY23/24	CHANGE
JUL	\$ 1,514,978	5.9%	\$ 1,667,996	10.1%	\$ 1,748,181	4.8%	\$ 1,690,203	-3.3%	\$ 2,295,727	35.8%	\$ 2,586,540	12.7%	\$ 2,565,305	-0.8%
AUG	\$ 1,468,425	20.7%	\$ 1,413,522	-3.7%	\$ 1,555,799	10.1%	\$ 1,719,672	10.5%	\$ 2,090,076	21.5%	\$ 2,099,469	0.4%	\$ 2,087,111	-0.6%
SEP	\$ 529,022	-7.9%	\$ 610,968	15.5%	\$ 793,230	29.8%	\$ 843,768	6.4%	\$ 1,031,327	22.2%	\$ 1,051,435	1.9%	\$ 1,041,361	-1.0%
OCT	\$ 394,256	39.3%	\$ 364,516	-7.5%	\$ 354,406	-2.8%	\$ 863,986	143.8%	\$ 612,353	-29.1%	\$ 661,739	8.1%	\$ 594,840	-10.1%
NOV	\$ 266,930	16.6%	\$ 286,147	7.2%	\$ 297,571	4.0%	\$ 447,254	50.3%	\$ 537,384	20.2%	\$ 497,445	-7.4%	\$ 488,910	-1.7%
DEC	\$ 421,618	-7.0%	\$ 472,507	12.1%	\$ 554,419	17.3%	\$ 705,084	27.2%	\$ 826,847	17.3%	\$ 759,709	-8.1%		-100.0%
JAN	\$ 315,236	15.7%	\$ 414,665	31.5%	\$ 471,140	13.6%	\$ 761,842	61.7%	\$ 784,606	3.0%	\$ 722,508	-7.9%		-100.0%
FEB	\$ 277,310	6.9%	\$ 351,432	26.7%	\$ 362,855	3.3%	\$ 686,770	89.3%	\$ 690,582	0.6%	\$ 629,911	-8.8%		-100.0%
MAR	\$ 407,138	14.7%	\$ 343,289	-15.7%	\$ 159,828	-53.4%	\$ 792,257	395.7%	\$ 952,317	20.2%	\$ 648,993	-31.9%		-100.0%
APR	\$ 272,934	15.6%	\$ 406,383	48.9%	\$ 33,029	-91.9%	\$ 699,039	2016.4%	\$ 959,041	37.2%	\$ 699,744	-27.0%		-100.0%
MAY	\$ 406,280	4.0%	\$ 524,883	29.2%	\$ 224,100	-57.3%	\$ 853,148	280.7%	\$ 775,228	-9.1%	\$ 755,425	-2.6%		-100.0%
JUN	\$ 761,871	11.5%	\$ 973,143	27.7%	\$ 1,006,259	3.4%	\$ 1,422,603	41.4%	\$ 1,540,542	8.3%	\$ 1,465,786	-4.9%		-100.0%
FYTD	\$ 4,173,611	11.8%	\$ 4,343,149	4.1%	\$ 4,749,187	9.3%	\$ 5,564,883	17.2%	\$ 6,566,867	18.0%	\$ 6,896,628	5.0%	\$ 6,777,528	-1.7%
FY END	\$ 7,035,998	10.2%	\$ 7,829,451	11.3%	\$ 7,560,817	-3.4%	\$ 11,485,626	51.9%	\$ 13,096,030	14.0%	\$ 12,578,704	-4.0%	\$ 6,777,528	-46.1%

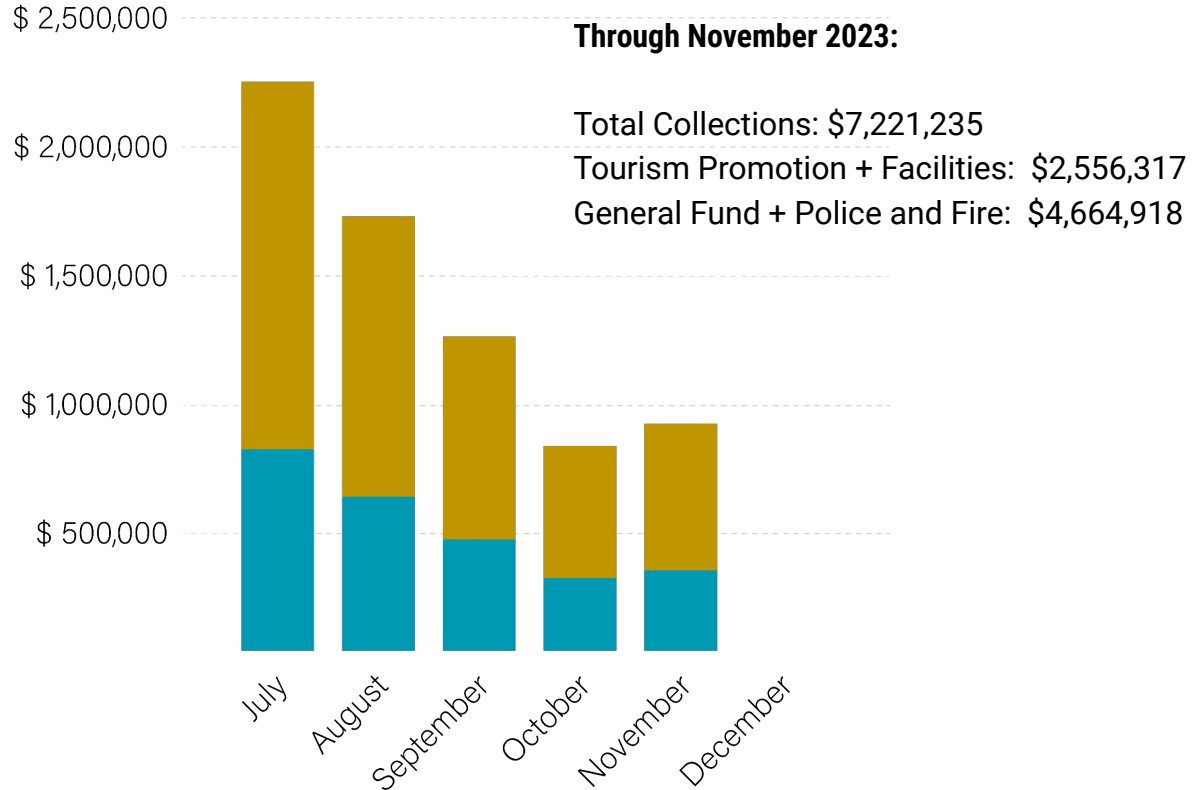
CITY OF BEND - TRT COLLECTION

	FY17/18	CHANGE	FY18/19	CHANGE	FY19/20	CHANGE	FY20/21	CHANGE	FY21/22	CHANGE	FY22/23	CHANGE	FY23/24	CHANGE
JUL	\$ 1,415,547	13.0%	\$ 1,392,621	-1.6%	\$ 1,577,435	13.3%	\$ 1,236,038	-21.6%	\$ 2,103,826	70.2%	\$ 2,171,219	3.2%	\$ 2,284,275	5.2%
AUG	\$ 1,347,492	21.4%	\$ 1,343,926	-0.3%	\$ 1,458,091	8.5%	\$ 1,324,905	-9.1%	\$ 1,750,688	32.1%	\$ 1,934,363	10.5%	\$ 1,827,146	-5.5%
SEP	\$ 820,801	-2.2%	\$ 945,580	15.2%	\$ 1,021,681	8.0%	\$ 883,269	-13.5%	\$ 1,286,021	45.6%	\$ 1,476,579	14.8%	\$ 1,404,640	-4.9%
OCT	\$ 650,738	-2.1%	\$ 734,036	12.8%	\$ 795,824	8.4%	\$ 901,163	13.2%	\$ 1,019,624	13.1%	\$ 1,068,055	4.7%	\$ 1,037,823	-2.8%
NOV	\$ 428,303	-7.1%	\$ 495,457	16.2%	\$ 539,082	8.8%	\$ 489,540	-9.2%	\$ 765,636	56.4%	\$ 695,613	-9.1%	\$ 667,351	-4.1%
DEC	\$ 506,919	-6.4%	\$ 567,940	12.0%	\$ 592,581	4.3%	\$ 524,108	-11.6%	\$ 775,699	48.0%	\$ 772,035	-0.5%		-100.0%
JAN	\$ 475,959	1.8%	\$ 554,007	16.4%	\$ 595,797	7.5%	\$ 626,991	5.2%	\$ 853,484	36.1%	\$ 808,091	-5.3%		-100.0%
FEB	\$ 499,784	5.1%	\$ 533,904	6.8%	\$ 656,403	22.9%	\$ 635,546	-3.2%	\$ 912,789	43.6%	\$ 795,392	-12.9%		-100.0%
MAR	\$ 673,381	-1.9%	\$ 741,513	10.1%	\$ 335,846	-54.7%	\$ 967,399	188.0%	\$ 1,130,033	16.8%	\$ 965,623	-14.5%		-100.0%
APR	\$ 690,587	8.6%	\$ 737,773	6.8%	\$ 120,155	-83.7%	\$ 953,833	693.8%	\$ 1,202,511	26.1%	\$ 995,855	-17.2%		-100.0%
MAY	\$ 803,357	4.8%	\$ 915,959	14.0%	\$ 311,063	-66.0%	\$ 1,050,833	237.8%	\$ 1,235,754	17.6%	\$ 1,229,384	-0.5%		-100.0%
JUN	\$ 1,081,683	5.9%	\$ 1,210,933	11.9%	\$ 770,499	-36.4%	\$ 1,481,491	92.3%	\$ 1,544,686	4.3%	\$ 1,778,528	15.1%		-100.0%
FYTD	\$ 4,680,881	7.7%	\$ 4,911,620	5.4%	\$ 5,392,113	9.8%	\$ 4,834,915	-10.3%	\$ 6,925,795	43.2%	\$ 7,345,829	6.1%	\$ 7,221,235	-1.7%
FY End	\$ 9,392,551	5.3%	\$ 10,173,649	8.3%	\$ 8,774,457	-13.8%	\$ 11,075,116	26.2%	\$ 14,580,751	31.7%	\$ 14,690,737	0.8%	\$ 7,221,235	-50.8%



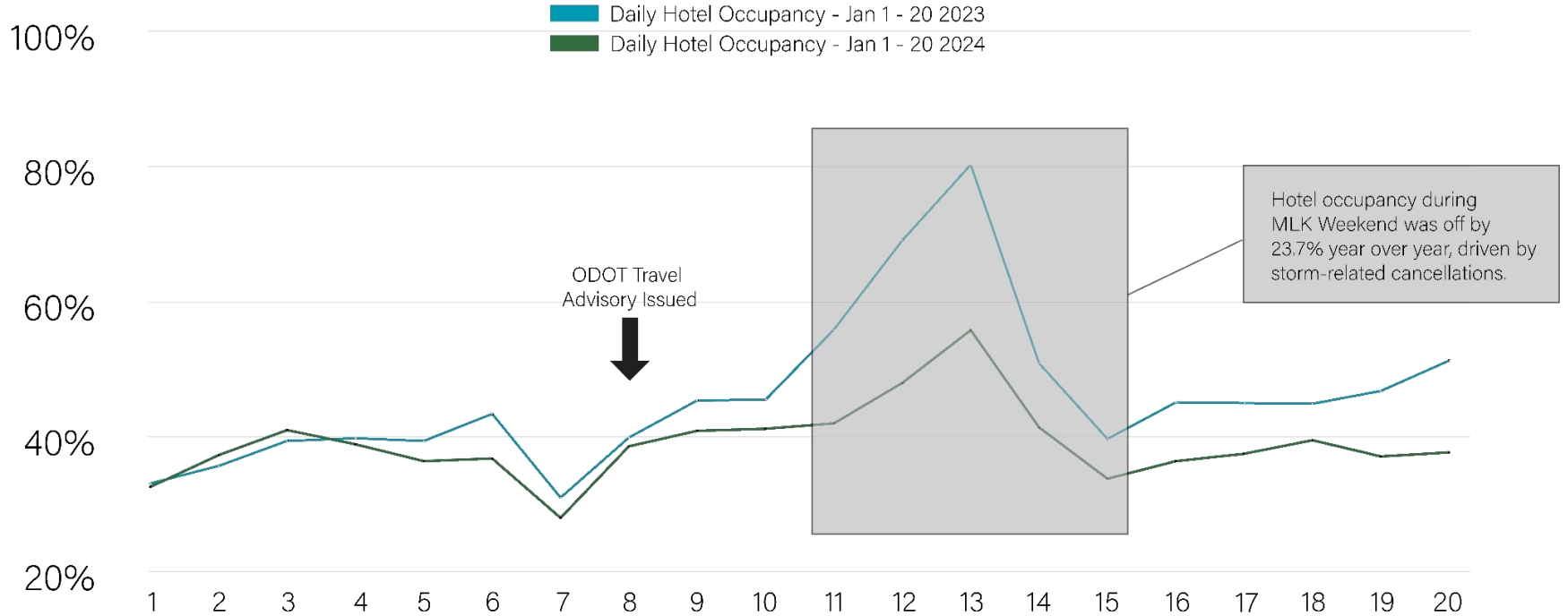
TRT Collections Breakdown: FY24 - First Five Months

- TRT Contributions to the General Fund and Police + Fire
- TRT Contributions to the Tourism Promotion + Facilities



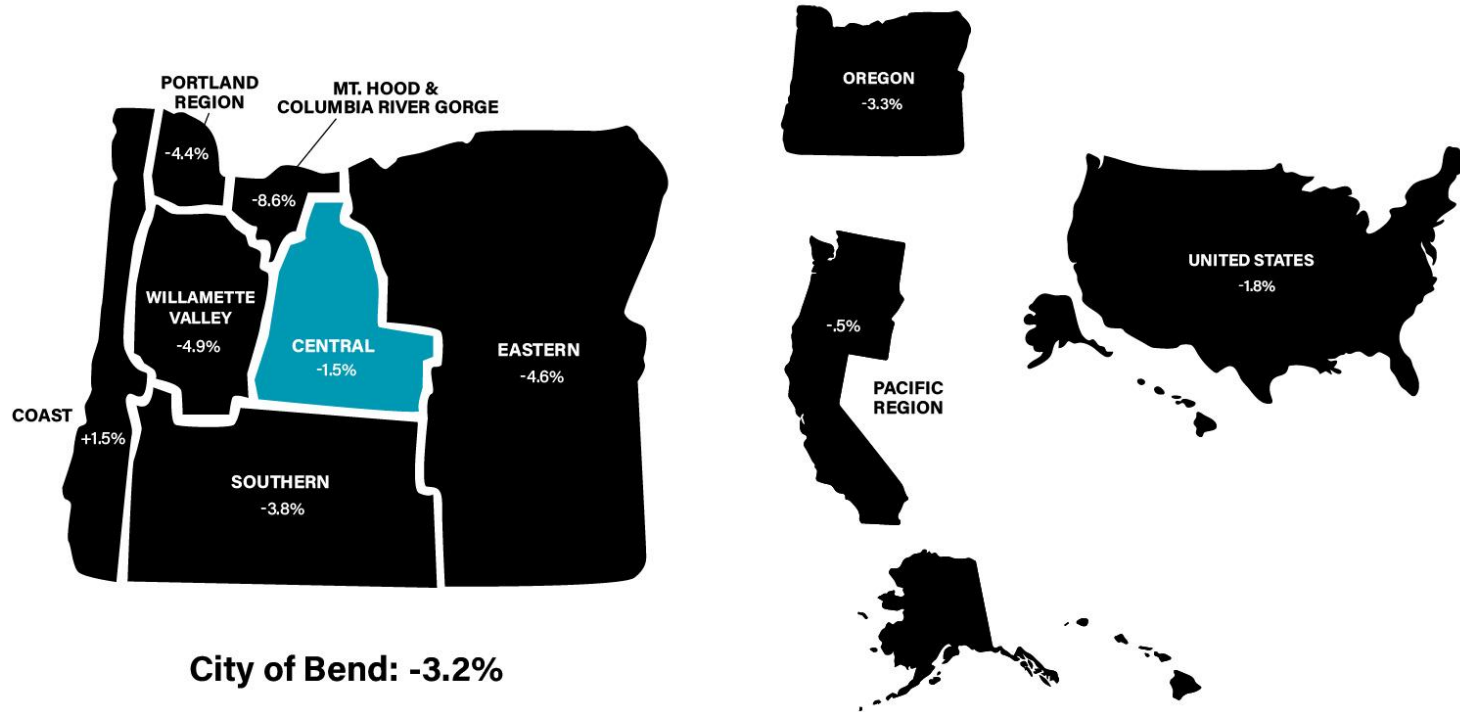


WEATHER IMPACTS ON HOTEL OCCUPANCY





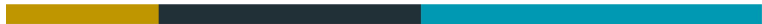
TRAVEL OREGON OCCUPANCY DATA FOR DECEMBER





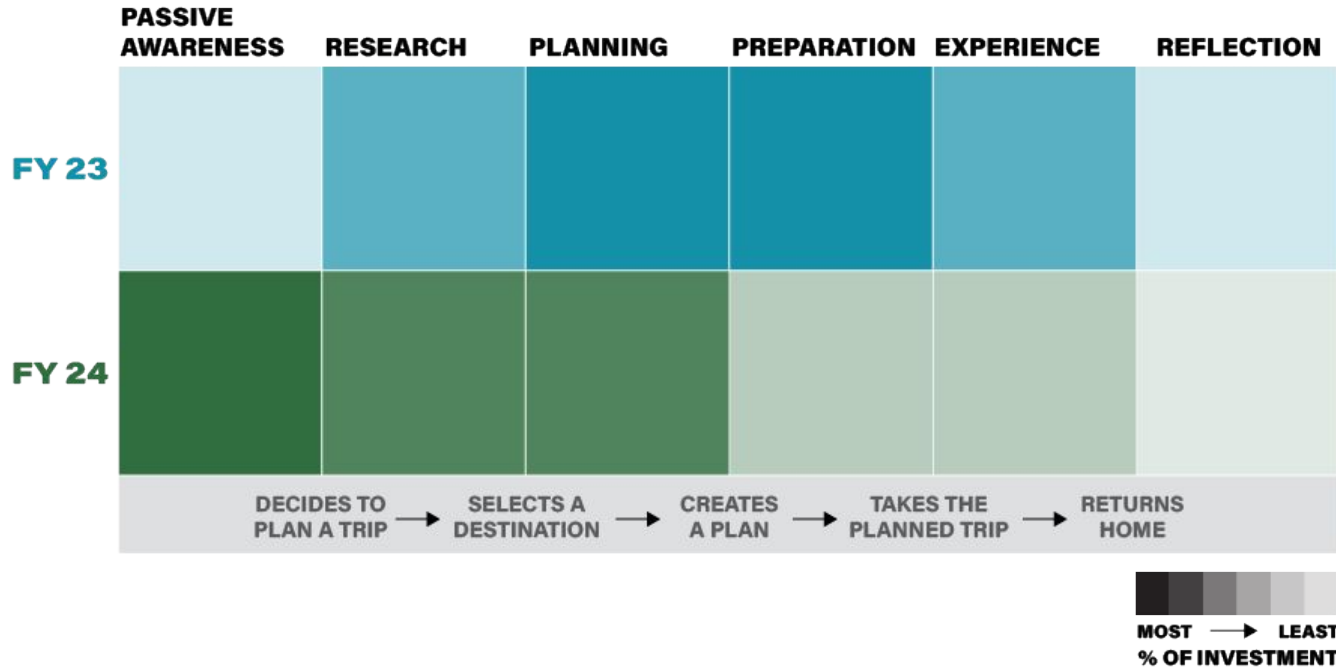
ECONOMIC IMPACT UPDATES

Maximizing Returns to the City's General Fund





IMPACT UPDATES — ECONOMIC DEVELOPMENT



In FY24, Visit Bend launched a new campaign to have a broader impact at the awareness stage of the visitor journey, offering more in-depth targeting and measurement tools.





IMPACT UPDATES — ECONOMIC DEVELOPMENT

VISITOR JOURNEY

AWARENESS—84.6%

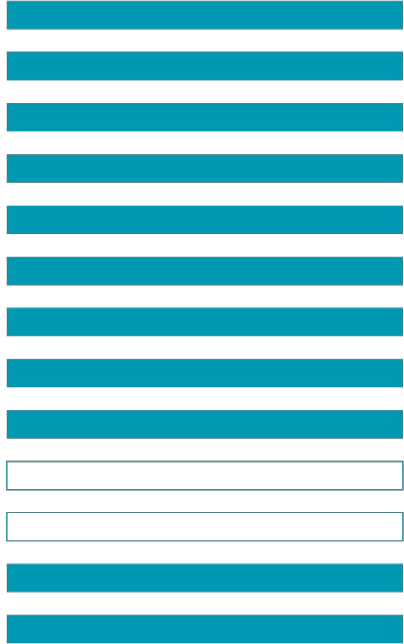
RESEARCH—76.9%

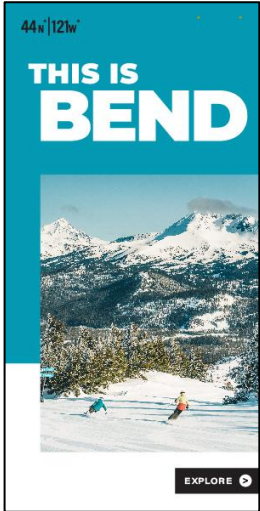
PLANNING—30.7%



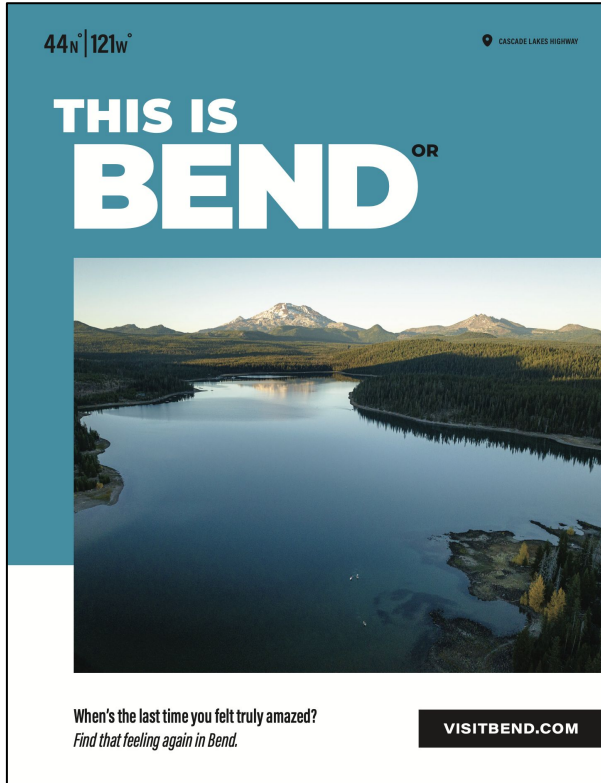
CTR

- AUDIO
- PRINT
- SPONSORSHIPS
- DISPLAY
- INFLUENCERS
- NEWSLETTERS
- PAID SOCIAL
- ORGANIC SOCIAL
- VIDEO
- BLOG
- SEARCH
- TRIPADVISOR
- WEBSITE





DISPLAY



PRINT



VIDEO





INFLUENCER PARTNERSHIPS

29 CONFIRMED

19 COMPLETED

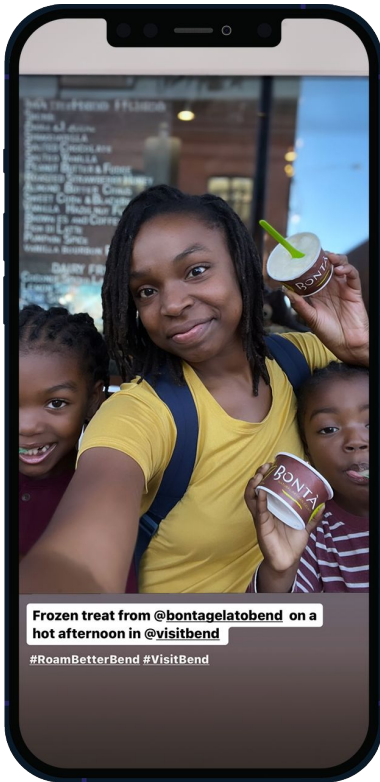


andyfilmsandhikes • Following
Paid partnership with **visitbend**
Original audio

andyfilmsandhikes • 18w
I really enjoyed my time in Bend, Oregon thanks to @visitbend this last weekend. A huge part of visiting any place including Bend is being informed. With so many outdoor spaces to explore Bend, Oregon has its own 7 Principles of Leave No Trace...

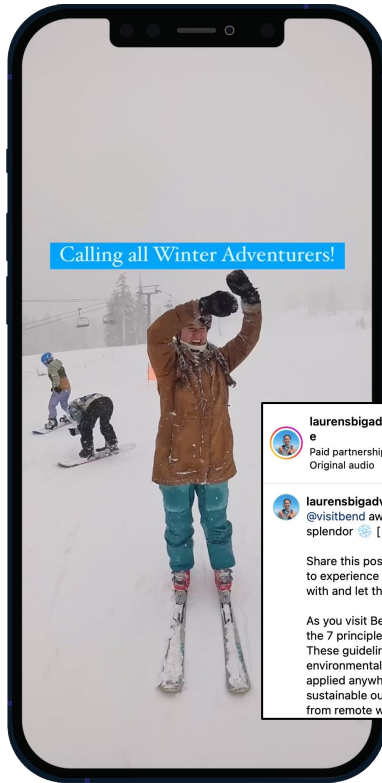
Bend's seven principles of Leave No Trace:

- Know before you go
- Camp responsibly
- Pack it out
- Leave it as you find it
- Be fire informed



Frozen treat from @bontagelatobend on a hot afternoon in @visitbend

#RoamBetterBend #VisitBend



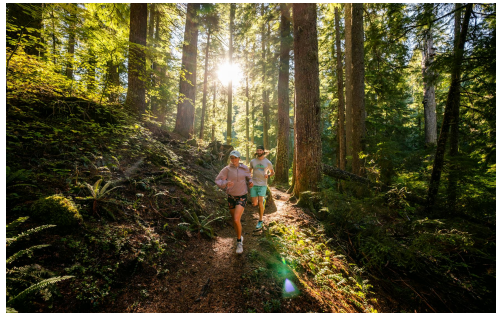
laurensbigadventure • Following
Paid partnership with **visitbend**
Original audio

laurensbigadventure • 8w
@visitbend awaits you in its snowy splendor [sponsored!]

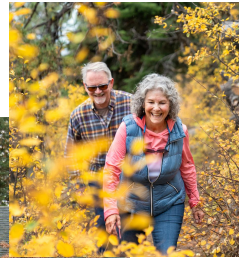
Share this post with someone you'd love to experience this Winter Wonderland with and let the adventure begin! 🏔️

As you visit Bend, remember to embrace the 7 principles of Leave No Trace. These guidelines ensure a minimal environmental impact and can be applied anywhere, fostering a sustainable outdoor experience for all— from remote wilderness to local parks

Total Posts: 391
Earned Media Value: \$10.2M



CONTENT PRODUCTION — MARKETING





CONTENT PRODUCTION — MARKETING + WEBSITE CONTENT IN ACTION

LEAVE NOTRACE BEND

Leave No Trace in Bend
[SEE THE PRINCIPLES]

Dog travel in Bend
[LEARN MORE]

Accessibility in Bend
[LEARN MORE]

Wear
[PLAN]

BEND

MENU

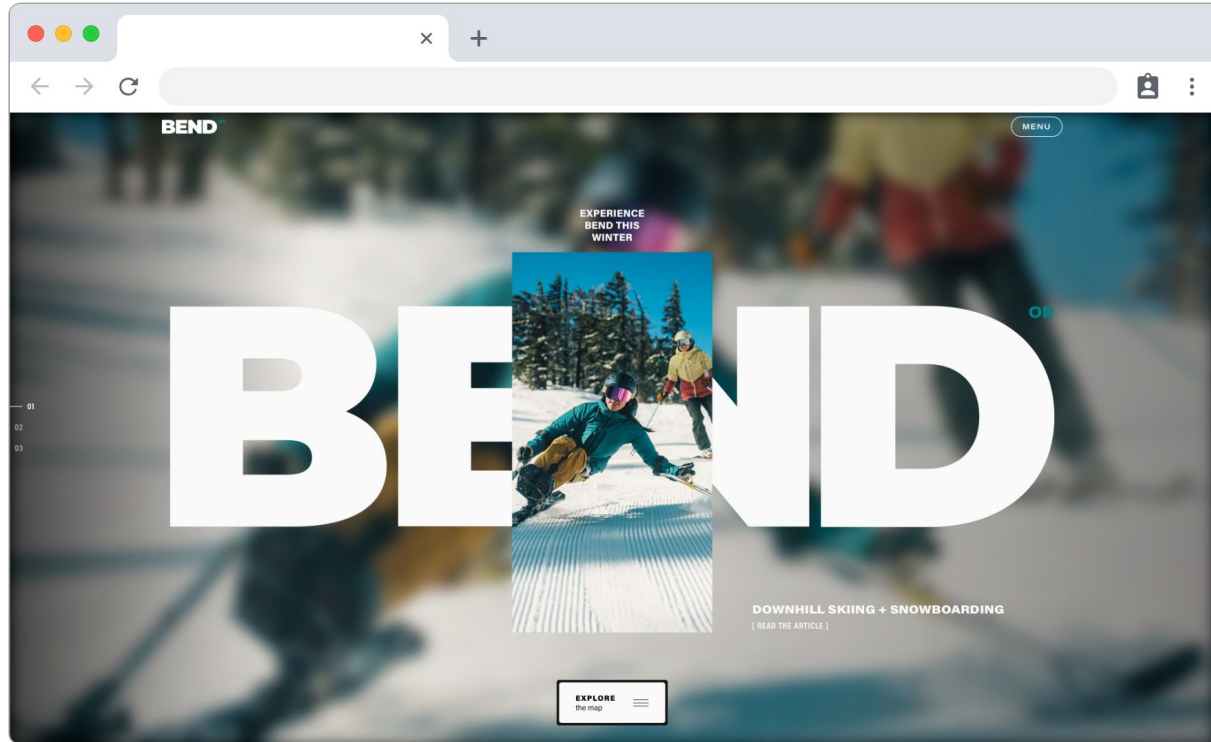
Seeking a fast and budget-friendly lunch option in Bend? You're in for a treat. Bend has loads of delicious yet affordable choices that won't compromise on flavor. Head to [Life and Time](#) or [Bo's Falafel](#) for quick and healthy lunch options. If you're in the mood for a mouthwatering burger to go, [Bend Burger Company](#), [Dandy's Drive-In](#), or [Blue Eyes](#) has just what you're craving.

How about lunch at a park or one of the Cascade lakes? A picnic lunch is a perfect opportunity to get outdoors and embrace the





VISIT BEND MARKETING - [NEW WEBSITE](#)





COMMUNITY IMPACT UPDATES





Leave No Trace - Winter Update

NEW WINTER LNT PRINCIPLES

- Winter-specific principles developed alongside local land managers and LNT
- Pocket guides printed and will be distributed regionally
- Already on display at local visitor centers, in hotels and airbnbs, and other industry partners Visitor Center
- Integrated into Visit Bend's new website

CENTRAL OREGON REGIONAL MAP

SNO-PARKS

Please ensure your vehicle displays a valid sno-park permit when parking in designated winter recreation sno-park areas. Permits can be obtained at the Bend Visitor Center and most outdoor shops in town.

*SNOWSHOEVING IS ALLOWED AT ALL SNO-PARKS.

DUTCHMAN FLAT	CRUISER COUNTRY - BACKCOUNTRY SKIING, SNOWSHOEVING
EDISON BUTTE	PET FRIENDLY CRUISER COUNTRY SKIING, SNOWSHOEVING, OSG BLOODING
KAPKA BUTTE	PET FRIENDLY SNOWSHOEVING
LOWER THREE CREEK	PET FRIENDLY CRUISER COUNTRY SKIING, SNOWSHOEVING
MEISSNER	CRUISER COUNTRY SKIING
SIX MILE	PET FRIENDLY CRUISER COUNTRY SKIING, SNOWSHOEVING
SKYLINERS	PET FRIENDLY CRUISER COUNTRY SKIING, SNOWSHOEVING
SWAMPY LAKES	CRUISER COUNTRY SKIING
TEN MILE	PET FRIENDLY CRUISER COUNTRY - BACKCOUNTRY SKIING, SNOWSHOEVING
UPPER THREE CREEK	PET FRIENDLY CRUISER COUNTRY - BACKCOUNTRY SKIING, SNOWSHOEVING
WANOGA	PET FRIENDLY SNOWSHOEVING, OSG BLOODING, SKIING, SKI BINDS

...to heading out, and with the proper safety equipment, education, and a buddy.

- Sno-parks and trails are busy in the winter months. Know where to find additional parking and have a backup plan if lots are full. Carpool whenever possible.

LEAVE NO TRACE

WINTER RECREATION IN CENTRAL OREGON

LEAVE NO TRACE Proud Partner

LEARN MORE LEAVE NO TRACE IN CENTRAL OREGON VISITBEND.COM/LNT

SHOW YOUR LOVE OF RESPONSIBLE RECREATION!

Stop by the Bend Visitor Center to score a sweet Leave No Trace sticker sheet.



IMPACT UPDATES — STRATEGIC PARTNERS





GRANT PROGRAMS UPDATE

Taking care of the places that take care of us



In December 2023, we awarded \$691,672 to eight projects:

Bend BMX - Bend BMX Improvements, Covered Awning

Bend Endurance Academy - New Climbing Capacity

Bend Park and Recreation District - Millers Landing Access & Restoration

Cascades Theatrical Company - Cascade Community Theatre Restoration

High Desert Climbers Alliance - Enhancing Climbing Safety &

Conservation Efforts

NWX2 LLC - Discovery Park Art Corridor

Tower Theater Foundation - Get Comfortable Again

Trout Unlimited - Lower Fall River Habitat Conservation

Since its inception in 2021, the BSF has awarded \$2,980,000 to 25 projects.





CULTURAL TOURISM
FUND

A Visit Bend Project

In May 2023, we awarded \$400,000 to 15 organizations

Catalyst Grants:

4 Peaks Presents LLC - New October Music Festival Exploration

Central Oregon Center for the Arts - Continuing Research Study

Vamonos Outside (the Children Forest of Central Oregon) - Latinx Outdoor Film Festival

Marketing Grants:

1988 Entertainment LLC - Winter Season Concerts in Bend Oregon

Bend Yoga Festival LLC - Bend Yoga Festival

BendFilm - BendFilm Festival

Downtown Bend Business Association - Winter/Holiday Events

High Desert Makers - Central Oregon Maker Faire

High Desert Museum - Something in the Woods Exhibit

High Desert Music Collective - HomeGrown Music Festival

Lay It Out Events - Art in Action Avenue at the Bend Fall Festival

Old Mill District - Fall Concert Campaign

OUT Central Oregon - Winter PrideFest

Scalehouse - Bend Design Conference

The Greenhouse Cabaret - Shoulder Season Plays and Musicals

IMPACT UPDATES — CULTURAL TOURISM FUND





RECENT ACCOLADES

Taking care of the places that take care of us





SATURDAY • December 23, 2023

Serving Central Oregon since 1903 • \$2



Visit Bend program gets national praise

Agency honored for work in promoting community projects

BY SUZANNE ROIG
The Bulletin

Visit Bend has been recognized for its work supporting community projects by the Leave No Trace nonprofit and was named Destination of the Year on Friday.

The award recognizes a tourism destination marketing agency that supports, leads, promotes and educates responsible recreation practices, according to a press statement by the national nonprofit.

"Receiving the Leave No Trace award is a testament to the impactful strides we've made in communicating the principles on a local, regional, and national level," said Serena Bishop Gordon, Visit Bend's Sustainability Fund director. This recognition serves as third-party validation of the ded-



Surfers, spectators, and people floating in tubes and other inflatables fill the Deschutes River at the Bend White-water Park this past summer.
Joe Kline/The Bulletin file

icated work the Visit Bend team has undertaken."

Since 2021, the Bend Sustainability Fund has supported 17 projects and uses room tax dollars paid by visitors to support tourism related facilities. The fund was designed to support the impact created by visitors on the natural environment. Nearly 90% of tourists visiting Bend participate in

outdoor activities that occur across all three counties in Central Oregon, said Kevney Dugan, Visit Bend CEO.

About 1.4 million visitors come to Bend, a number that swells to 4.5 million visitors a year for Central Oregon as a whole, said Dugan.

"Our efforts have not only resonated locally but have cast a broader impact on a national scale," Bishop Gordon

said. "Through innovative messaging strategies, such as our influencer program, we've successfully shared Bend-specific principles with a diverse audience. This extends beyond visitors to include residents and anyone spending time in Bend and Central Oregon."

Leave No Trace is a nonprofit that works with communities around the globe to steward projects that protect through restoration and education. In 2022, the group completed 11 restoration and education projects in the United States.

Todd Montgomery, a hospitality instructor at Oregon State University-Cascades and member of the Visit Bend board of directors, said the recognition reinforces their funding program.

"This is a great honor for Visit Bend," Montgomery said. "It really highlights the great work the Visit Bend staff does around sustainable tourism to support the community and visitor experience."

■ Reporter: 541-633-2117, sroig@bendbulletin.com

VISIT BEND RECEIVES INAUGURAL SUSTAINABILITY AWARD

Leave No Trace recently awarded Visit Bend with their inaugural Destination Partner of the Year Award.

This award highlights and underscores Visit Bend's commitment to the community, its people, and special places.



WORKFORCE DEVELOPMENT UPDATES

Investing in our future





In Development:

Workforce Wednesday

Boys and Girls Club Bend 2024
planning underway

Industry Workforce Needs

Assessment

What trainings would be most
useful to employees?

Underway:

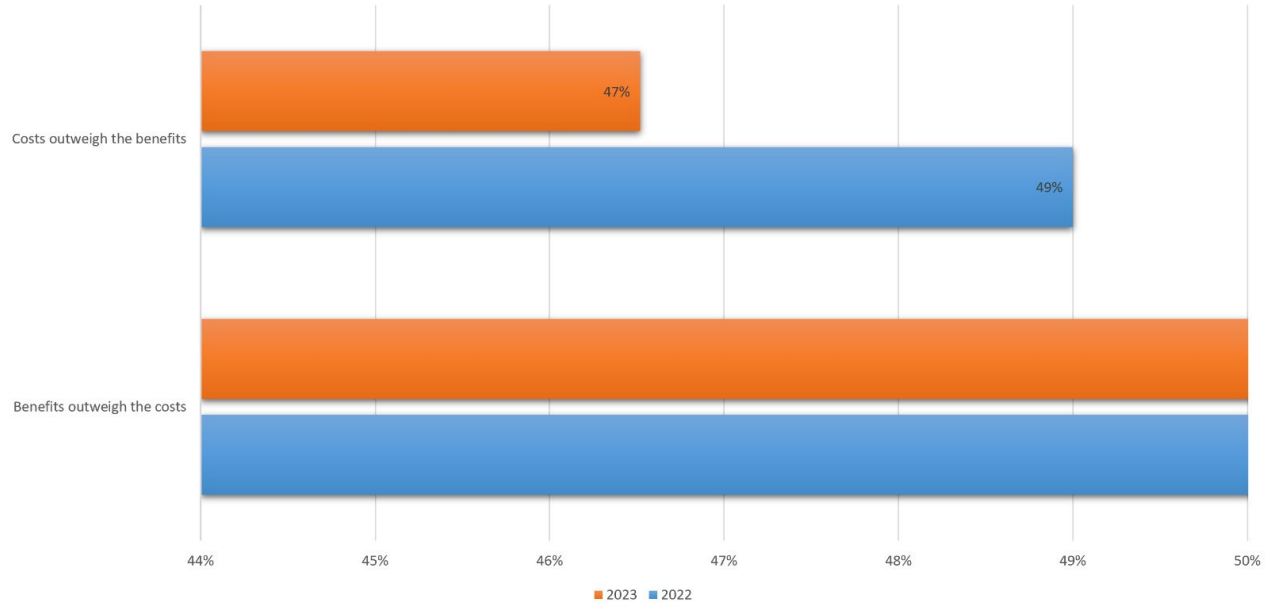
Guest Service Gold

- Free customer service training for 20 participants
- Representation from all over Central Oregon region
- DMOs, lodging properties, Mt. Bachelor and more
- Participants gain an internationally-accredited credential





Do Benefits Outweigh Costs of Tourism?



In general, do you feel the benefits of tourism outweigh the costs or the costs of tourism outweigh the benefits in your town?





VISIT  BEND

Thank You!