Wilsonville Tourism Development Plan

- Approx. six months
- Interviews
- Workshops
- Community survey
- Tourism Task Force (17 members)
- Draft Strategy March for public comment
- Final Strategy April

What’s Tourism About?
The Stereotype

The Reality

It’s Experiential!!!
What is a Tourist?

State statutes and local tourism ordinances define a tourist as ......

A person who has traveled more than 50 miles from their community of residence or stay overnight in the community they are visiting.

Type of Tourists

Types of Tourists

- Transit
- Day trip
- Overnight
- Business
- Leisure
- Special purpose
- Visiting Friends & Relatives (VFR)
Motivators

Types of Tourism Attractors
- Natural
- Heritage and culture
- Events and Festivals
- Agriculture
- Special Interests e.g. culinary, bird-watching, shopping
- Sport - passive and active
- Activities e.g. ballooning, fishing, golf
- Business e.g. meetings and conferences
- Affinity e.g. weddings, reunions

Destination

Our Town
Hub and Spoke

Loop

Total Destination Marketing
What Do You Think?

Before We Start

- An Important step to capture your thoughts
- Fast moving
- No speeches - capture headlines
- “I apologize!” .. in advance
Question 1.

A. What do you consider to be the greatest STRENGTHS of Wilsonville from a visitor’s perspective?

B. Which strength has the greatest potential to attract visitors?

C. Are there experiences and activities that may be small today but may be major strengths in 5-10 years?

Question 2.

When you consider Wilsonville’s major attractors, which ones have the strongest drawing power + greatest potential economic impact for the city?
Question 3.

What do you consider to be the greatest WEAKNESSES of Wilsonville from a visitor's perspective?

Which is the most important to be addressed?

Question 4.

Do people outside of Wilsonville have an accurate image of the city?
Question 5.

What is really distinctive (or unique) about Wilsonville and helps it stand apart from other destinations in the Portland Metro area and Willamette Valley.

Question 6.

If you could add anything to strengthen Wilsonville's tourism marketing or how it presents itself to outsiders, what would it be?
Wilsonville Tourism Development Strategy

Community Workshops, 10/16/2013 and 10/23/2013

10/25/2013

Question 7.

Are there points or moments where the experiences of visitors to Wilsonville could be improved? What are those points??

Question 8.

In TEN YEARS what are the most significant additions that you would like to see in Wilsonville in regard to recreation, leisure and tourism?
Question 9.

In TEN YEARS when speaking to people outside of Wilsonville, what is it that you would like to say with greatest pride about the city as a place to visit?

Question 10.

Tourism Vision:

In 2015, Wilsonville with a family-oriented and culturally attractive town center and Boone's Landing Heritage Area, is the premier corporate, group meeting and leisure recreation venue in the Willamette Valley between Portland and Salem.

In preparing the revised vision are there important changes, trends or aspirations we should consider?
Question 11.

In your opinion, are there attitudes, systems, regulations, laws or particular challenges that are limiting Wilsonville’s tourism performance?

Question 12.

In your opinion, are there any issues that may stand in the way of successful implementation of a tourism strategy for Wilsonville?
Community Survey

www.DestinationBranding.com/wilsonvillesurvey

Question 13.

Additional Comments?
Next Steps

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Community Survey

www.DestinationBranding.com/wilsonville survey

Thank You