

## FOUNDATIONS FOR COLLABORATIVE TOURISM DEVELOPMENT

### Reflection Worksheet

Directions:

Type your thoughts in the spaces provided. When you're finished,  
save this document to your computer.

#### MODULE 1: Tourism as Economic Development

Think about your story... Oregon's travel and tourism industry is impactful. What has its impact been for you?

How can partnerships and tourism development enhance your business or community?

## MODULE 2: Tourism Requires Collaboration

What are some experiences in your region that define your destination from a traveler's perspective?

What other stakeholders can play a part in developing these experiences or promoting them?

How can these players pool resources to better define or develop those experiences into an attractive product for visitors?

## MODULE 3: Destination Marketing and Product Development

How can you tap into Oregon travelers' values of exploration?

What work needs to be done before the experience you want to sell can deliver on a compelling brand promise?

What target market will appreciate the experiences you want to develop?

What's the sweet spot between the tourism experience (product) you can develop locally and the "Explorer" target market?

What ideally would you want to see your local RDMO and Travel Oregon promote in your community/region?

## Product Development Ideas for Your Destination

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Jot down the types of experiences you know will appeal to the Oregon visitor. Make sure these are experiences your destination has or can create. Try to come up with five ideas. Of those five ideas, which have the best combination of market appeal and feasibility? Be specific.

Idea #1	Specifics
<i>Market appeal and feasibility?</i>	
Idea #2	Specifics
<i>Market appeal and feasibility?</i>	
Idea #3	Specifics
<i>Market appeal and feasibility?</i>	
Idea #4	Specifics
<i>Market appeal and feasibility?</i>	
Idea #5	Specifics
<i>Market appeal and feasibility?</i>	