

APRIL 22, 2026

**Deschutes County Commissioners
Budget Presentation**

FY 26-27



VCO Financial Reserves

Account	Amount
General Reserves	500,000
Air Service Reserves	340,000
Total Reserves	840,000

COUNTY BUDGET – Revenue (DRAFT)

REVENUE	FY25-26	FY26-27	YOY Variance
Deschutes County Room Taxes	3,306,000	3,557,697	251,697
Budget Carryover from LFY	-	-	-
Marketing Co-op Investments	45,000	-	(45,000)
Meet in Central Oregon	60,000	60,000	-
Visitor Center - Park Passes	4,000	4,000	-
Interest Income	5,000	10,000	5,000
Total Revenue / Resources	3,420,000	3,631,697	211,697

COUNTY BUDGET – Expenses

EXPENSE	FY25-26	FY26-27	YOY Variance
Future Fund	-	-	-
Destination Stewardship	-	-	-
Meet in Central Oregon <i>(Group Business Development)</i>	280,000	315,000	35,000
Industry Relations	50,000	50,000	-
Advertising & Marketing	2,237,439	2,316,809	79,370
Operating	191,300	220,150	28,850
Personnel	661,261	729,738	68,477
Total	3,420,000	3,631,697	211,697

COUNTY BUDGET (DRAFT)

Advertising & Marketing

EXPENSE	FY25-26	FY26-27	YOY Variance
Advertising	1,767,041	1,793,935	26,894
Air Service Marketing	-	5,000	5,000
Content Creation	119,000	119,000	-
Partner Postage	-	2,000	2,000
PR / Social	18,848	16,874	(1,974)
Promotional Items	15,000	15,000	-
Visitor Guides	208,550	210,000	1,450
Digital and Data Resources	109,000	155,000	46,000
Total	2,237,439	2,316,809	79,370

COUNTY BUDGET (DRAFT)

Personnel Expenses

EXPENSE	FY25-26	FY26-27	YOY Variance
Employee Benefits	45,000	48,000	3,000
Payroll Taxes	75,000	78,800	3,800
Retirement Plan Expense	26,800	26,400	(400)
Staff Training & Development	30,000	50,000	20,000
Wages & Salaries	484,461	526,538	42,077
Total	661,261	729,738	68,477

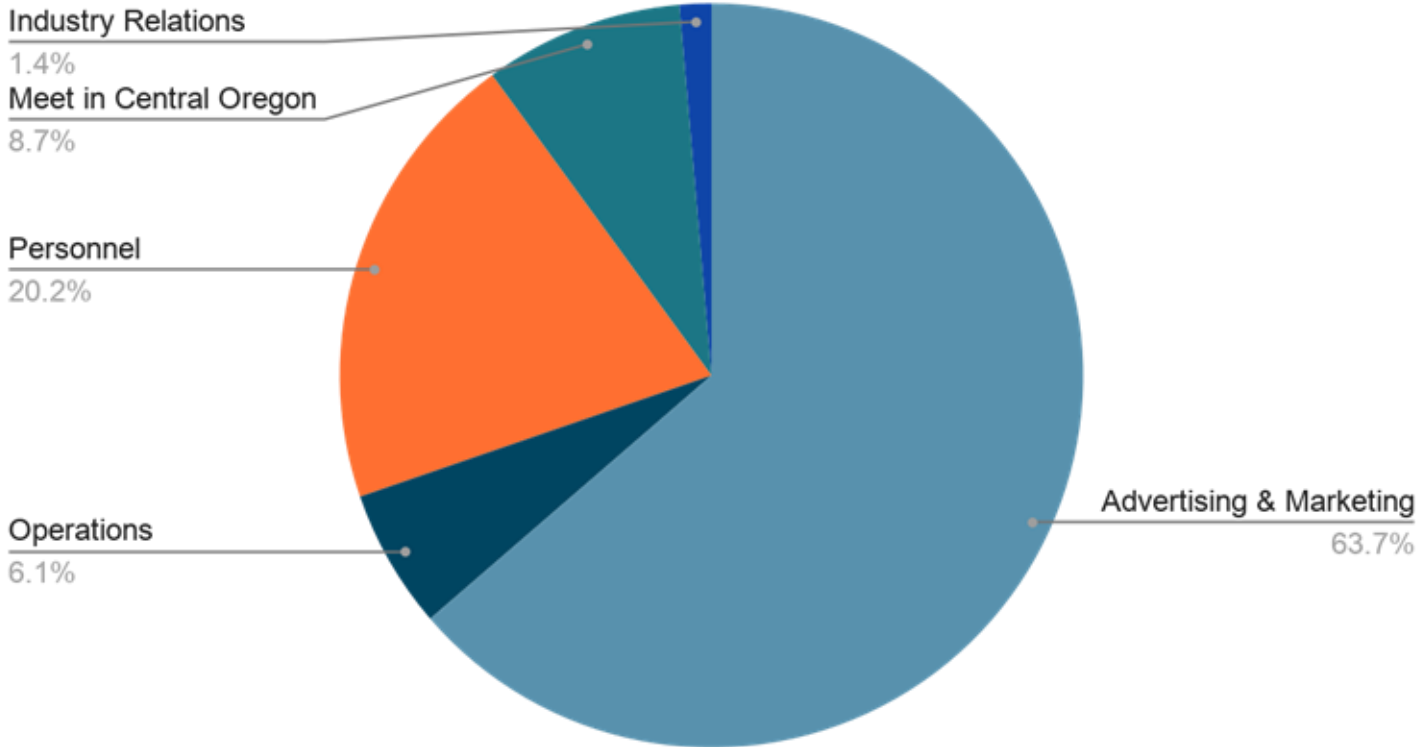
COUNTY BUDGET (DRAFT)

Wages & Salaries (combined budgets)

REVENUE	FY24-25	FY25-26	FY26-27
Deschutes County	3,236,105	3,306,000	3,557,697
Travel Oregon	1,055,200	983,620	1,028,090
Total	4,291,305	4,289,620	4,585,787
EXPENSE - Total Employee Cost*	1,088,065	982,855	1,029,738
Expense Ratio	25.4%	23%	22.4%
Staff Size	*includes 10 FTE & 4 PTE	*includes 8 Full-Time Employees & 3 Part-Time Employees	
		YOY Variance 46,883 or 4.8%	

COUNTY BUDGET

Operations vs Programming

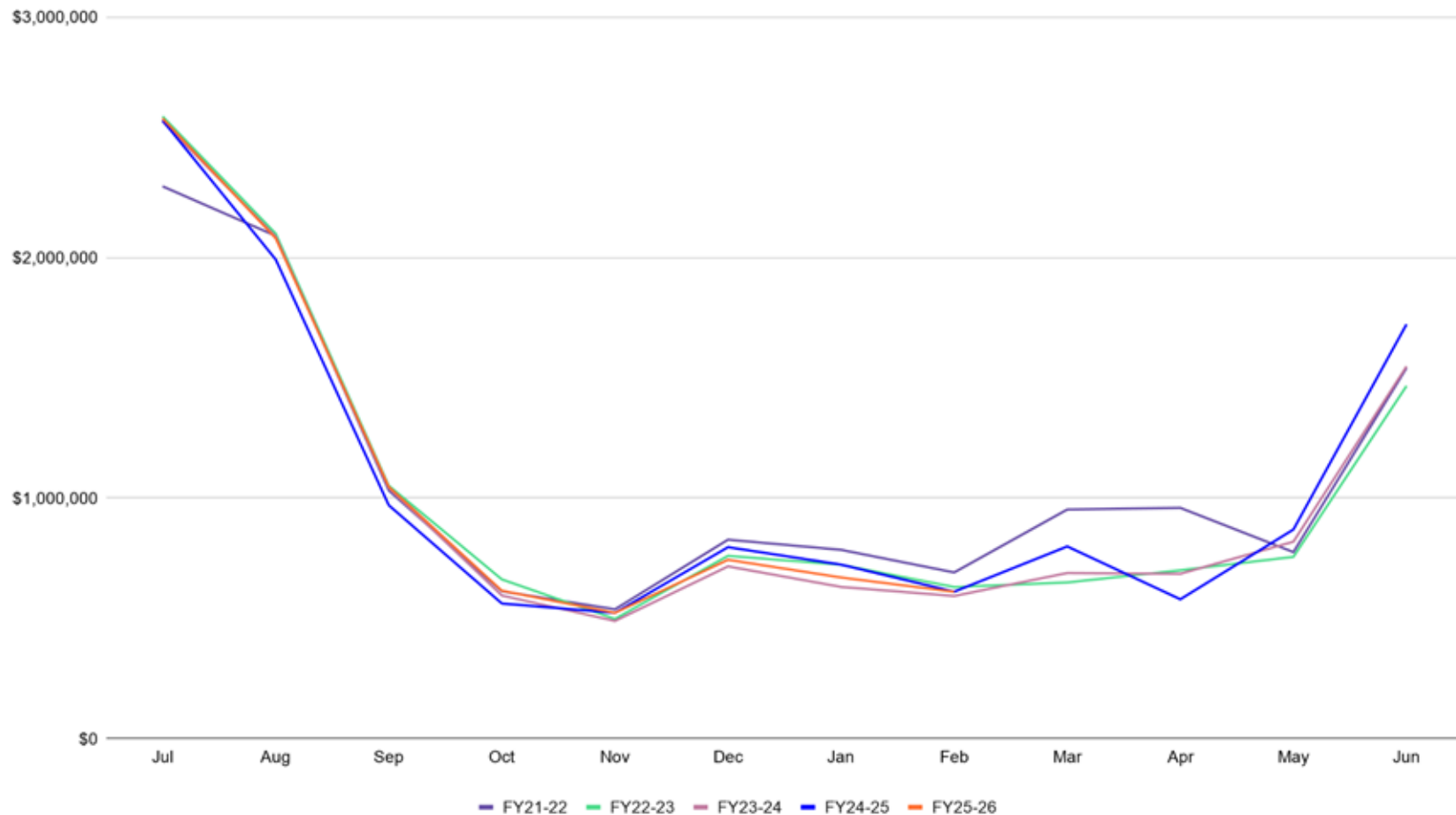


RCTP BUDGET – Revenue

REVENUE	FY25-26	FY26-27	YOY Variance
Travel Oregon RCTP Grant	983,620	1,028,190	44,570
Budget Carryover from LFY	53,800	TBD*	-
Total RCTP Revenue	983,620	1,028,190	44,570

*Per Regional Cooperative Tourism Program mandate carryover funds must be allocated to Grants and/or Regional Strategic Investments at each new biennium.

DESCHUTES COUNTY UNINCORPORATED AREA - TRANSIENT LODGING TAX COLLECTION



In 2025, A NEW RIDE BEGAN...



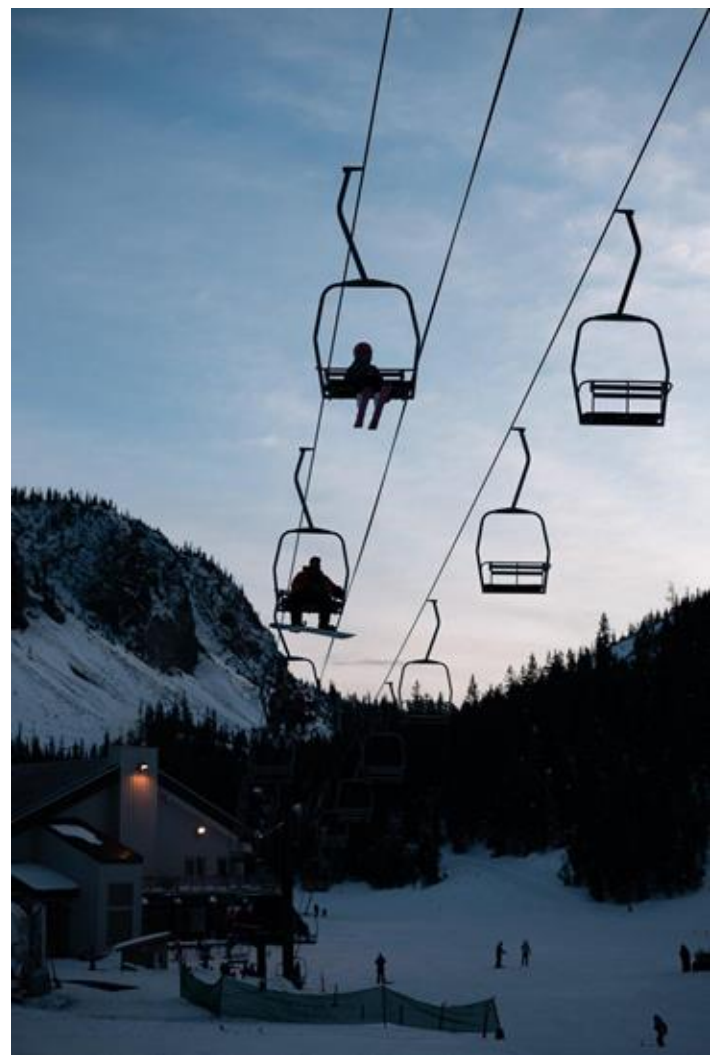


WE INSPIRE

THE HIGH
DESERT
MUSEUM



VISIT
CENTRAL
OREGON









VCO SUPPORTS NEW FLIGHTS



- Serves as the marketing arm for COAST
- Financially supports new flights
- Key player in getting: PHX, PDX and DFW

VISITCENTRALOREGON.COM

1.5M

- Winter Weekend – Getaway to Si**
When my wife suggested a winter weekend getaway to Central Oregon, my immediate thought was, "Yes!" The world-class golf courses and a cozy cabin with views of the forest is a trip.
- Top Things to Do in**
When you talk about getting off the beaten path in Central Oregon, you're talking about a great private fishing hole. If you're looking for a peaceful retreat, you'll find it in the heart of the forest.
- Weekend Trip to Sunriver**
Around Central Oregon, there are few better destinations for weekend trips than Sunriver. The town community is nestled in a forest of ponderosa pine and is most closely associated with Sunriver.
- Spring in Central Oregon**
As the calendar flips to March, April, and May, Central Oregon unveils a diverse transformation. Snow-capped mountains get their snow to melt and reveal their true colors.
- The Quiet Side of Winter: 8 Hidden Hikes in Central Oregon**
Visit Central Oregon, and you'll find a quiet side of winter. The snow-capped mountains and the quiet side of winter are just what you need for a peaceful retreat.
- 4 Left-of-the-Beaten-Path Adventures in Central Oregon**
If you're looking for a peaceful retreat, you'll find it in the heart of the forest. The world-class golf courses and a cozy cabin with views of the forest is a trip.
- 8 Places to Soak the Snow this Spring in Central Oregon**
Spring is a magical time in Central Oregon. It's the perfect time to visit, and there are several places to soak the snow. The world-class golf courses and a cozy cabin with views of the forest is a trip.
- Top Things to Do in La Pine**
Around La Pine, you'll find a peaceful retreat. The world-class golf courses and a cozy cabin with views of the forest is a trip.

Accessibility Menu (CTRL+U)

English (USA)

Accessibility Profiles

- Motor Impaired
- Blind
- Color Blind
- Dyslexia
- Low vision
- Cognitive & Learning
- Seizure & Epileptic
- ADHD

While in Central Oregon

Enjoy your next best meal

Taste a local beer

Why Choose Central Oregon?

- Location, location, location! Central Oregon truly lives up to its name, with the Redmond airport offering direct flights to most major cities, making it incredibly accessible. Plus, it's just a short drive from the "west side" of Oregon, including Eugene and Portland, ensuring easy access for attendees coming from across the state.
- An outdoor recreation mecca, Central Oregon offers a charming small-town vibe paired with "big city" amenities, including a variety of hotels, restaurants, spas, and boutique shopping, to name just a few.
- With its emerging year-round climate, Central Oregon is filled with sunshine and the refreshing scent of pine and sage. This outdoor paradise offers access to a wealth of activities, from hiking and zip-lining to exploring trails, lakes, and rivers, making it the perfect destination for adventure enthusiasts.
- Central Oregon boasts a diverse array of mouthwatering restaurants, along with vibrant food courts scattered throughout the region, offering something for every taste and craving.

Looking to get inspired and start your planning? Find more helpful info below:

- Submit RFP
- Email newsletter sign-up
- Best places to stay
- Team building in Central Oregon

Peruse the image gallery above to discover the unique four-season destination your team can look forward to exploring!

Live Music at Lake House

Mar 27

Lake House at Cascade Springs

Join us Friday evenings on the patio at the beautiful Lake House.

Read More

39 Steps

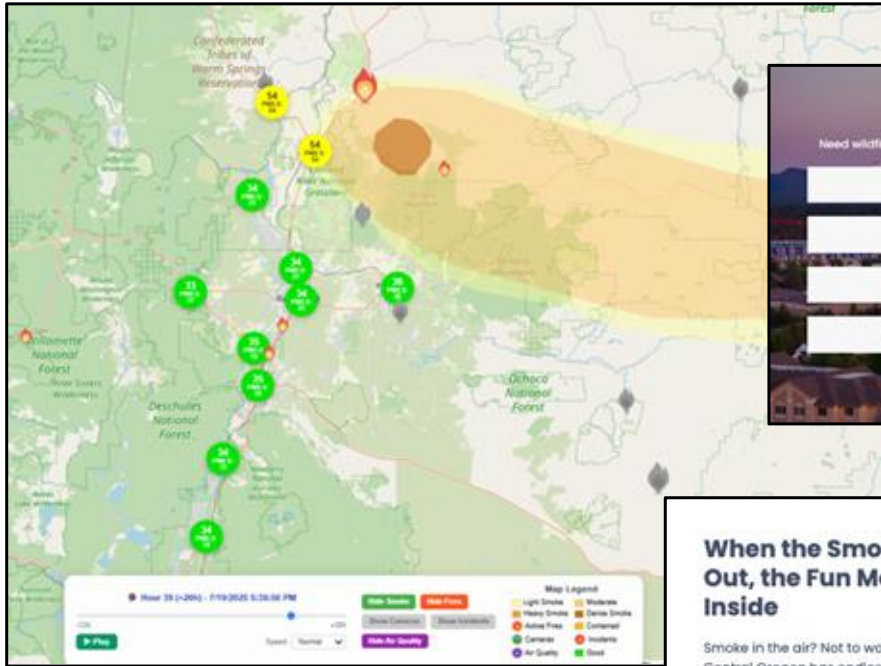
Mar 28 - Apr 5

Cascade Threadball Company

100 W. Greenwood Avenue

VISITCENTRALOREGON.COM/FIRE

REGIONAL FIRE & SMOKE MAP



There's More to Know Before You Go

Need wildfire updates or local emergency contacts? These trusted resources have you covered.

Central Oregon Fire Website	Cook County Sheriff's Office
Watch Duty Website	Deschutes County Sheriff's Office
ODOT Tripcheck	Jefferson County Sheriff's Office
Evacuation Information	Wasco County Sheriff's Office

Remember, in case of emergency dial 911.

A screenshot of the mobile app interface for Central Oregon Fire & Smoke Map. The app shows a map with fire locations and smoke plumes. The interface includes a search bar, a map view, and a list of fire locations with details like 'Mauzin', 'Warm Springs', 'Culver', 'Bend', 'Sunriver', and 'La Pine'. The app also displays a 'Loading +18h smoke data' message and a 'Pause' button.

When the Smoke's Out, the Fun Moves Inside

Smoke in the air? Not to worry - Central Oregon has endless indoor adventures, so you don't have to miss a beat.

Top Spas in Redmond, Oregon

Top Museums in Bend and Central Oregon

VISITCENTRALOREGON.COM

**OPTIMIZED
CONTENT
FOR SEO &
GEO**

**ACCESSIBILITY
&
COMPLIANCE**

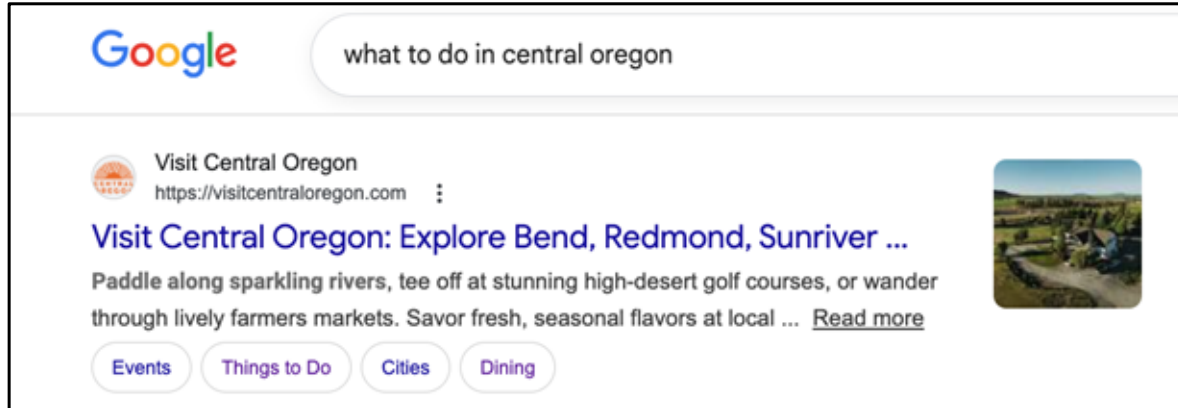
**UPDATES TO
DESIGN & UX**

**WEBSITE
OVERHAUL
-37% page
load speed**

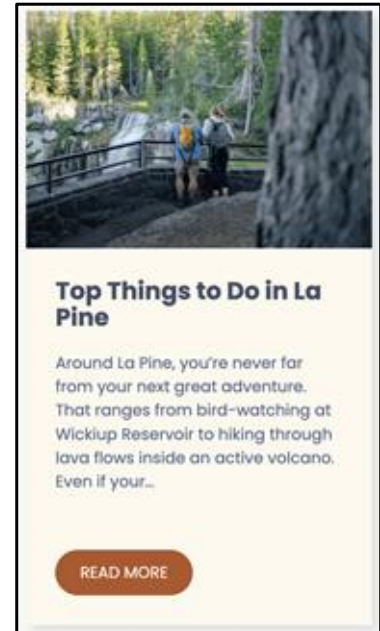


DATA-DRIVEN STRATEGY

VCO's initiatives continue to be guided by data-driven insights.



A screenshot of a Google search result for the query "what to do in central oregon". The search bar at the top contains the text "what to do in central oregon". Below the search bar, the first result is from "Visit Central Oregon" with the URL "https://visitcentraloregon.com". The title of the result is "Visit Central Oregon: Explore Bend, Redmond, Sunriver ...". The description reads: "Paddle along sparkling rivers, tee off at stunning high-desert golf courses, or wander through lively farmers markets. Savor fresh, seasonal flavors at local ... [Read more](#)". Below the description are four filter buttons: "Events", "Things to Do", "Cities", and "Dining". To the right of the text is a small square image showing a scenic view of a golf course or park area.



A vertical card with a header image showing two people hiking on a trail. Below the image is the title "Top Things to Do in La Pine". The text reads: "Around La Pine, you're never far from your next great adventure. That ranges from bird-watching at Wickiup Reservoir to hiking through lava flows inside an active volcano. Even if your...". At the bottom of the card is a red button with the text "READ MORE".

DATA-DRIVEN STRATEGY

SEO INSIGHTS

22.2% increase in organic impressions:

Q1 2026 saw 5.3M impressions, up 22.2% from Q1 2025, indicating VCO appeared within not only more searches, but also more AI Overviews within Google. *Please note that due to data limitations with Google Search Console, data cuts off for November 2024, meaning we cannot have accurate year-over-year comparisons for the entire year.

28.2% increase in organic engagement rate:

From July 1, 2025 - March 31, 2026, VCO has seen a 28.2% increase in engagement rate, with an explicit focus on mobile experiences. For mobile devices Google alone, VCO saw an 8.5% increase in engaged mobile sessions, and a 44.2% increase in engagement rate overall!



DATA-DRIVEN STRATEGY

SEO INSIGHTS

10.7% increase in organic average session duration:

From July 1, 2025 - March 31, 2026, VCO also saw a close to 11% increase in time spent on-site for organic users. On Google, mobile users spent just over 2 minutes per session, where as desktop users spent 4 minutes!

15.3% increase in organic views per user.

From July 1, 2025 - March 31, 2026, VCO invited users to spend more time on the website and engage with more content. Views per user increased 15.3% year-over-year, with most users on average seeing close to 2.5 page per mobile session.



PAID MEDIA HIGHLIGHTS



- Epsilon -> \$445k in-destination spend
- Expedia -> 25k booked room nights and \$8.6M revenue
- Azira CTV -> 3.5k unique viewers to visitors
- Outside/Warren Miller -> 19.6k qualified leads

PAID MEDIA HIGHLIGHTS

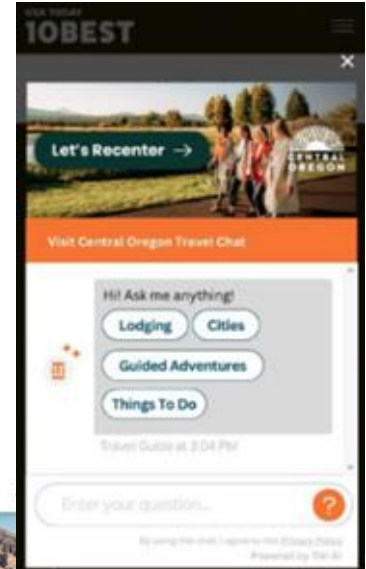
- Wellness messaging is capturing the older, high-value demographic.
- Meta promotions on Meta focused on a “Winter Reset” resonated deeply with the 65+ traveler segment.
- Travelers are shifting toward longer-term trip planning, with a significant portion now mapping out their trips 91+ days.

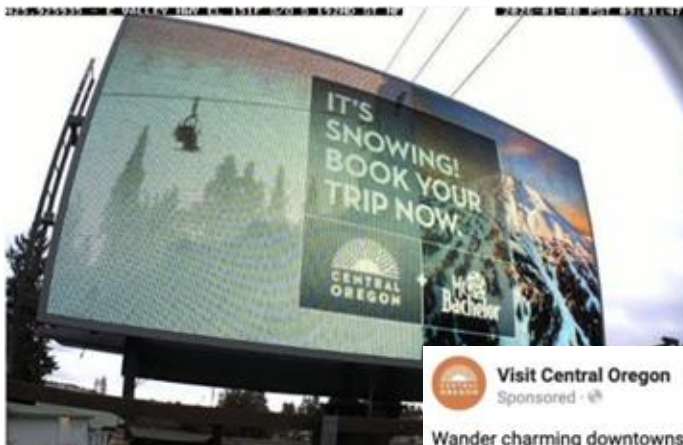


DIVERSIFIED ADVERTISING STRATEGY



Sunset with Visit Central Oregon
Fall has legs—to show your vacation. Whether you're tooting through aspen groves on horseback, savoring local cuisine, proot-jumping, or unwinding at a destination resort, Central Oregon is proof that you don't have to settle for just the ordinary adventure. Ready to give it?
Start planning your seasonal retreat at www.visitcentraloregon.com
#VisitCentralOregon #CentralOregon #TravelOregon #FallTravel



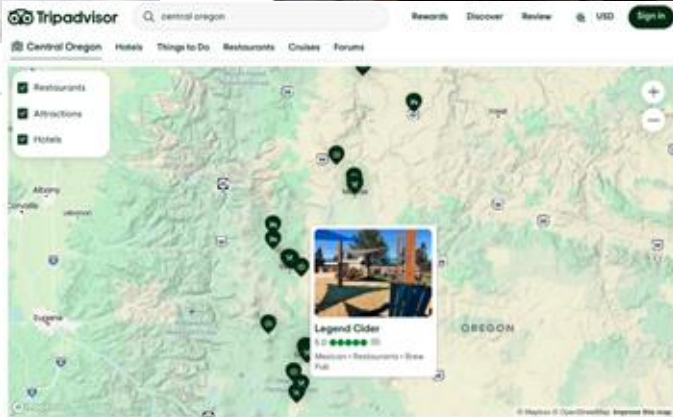


some of the prettiest in the USA, especially in the autumns.



Mountain courses throughout Oregon, with excellent views across the valley below. Photo: iStockphoto.com

Small town life is on full display in New England, Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont as locals and visitors alike enjoy the scenic views, rugged terrain, and beautiful



visitcentraloregon.com
Shop Small This Winter
 Support Local Makers

[Learn more](#)

MARKETING CO-OP PROGRAM

2026 Coop Recommendations

VISIT CENTRAL OREGON

September 2025



The image shows a promotional graphic for a marketing co-op program. It features a background image of a scenic landscape with a river and green hills. The text '2026 Coop Recommendations' is at the top left. The main title 'VISIT CENTRAL OREGON' is in large, bold, white letters. Below it, 'September 2025' is written. At the bottom left is the Madden logo.

Package Offerings

Overview
The turnkey 3-month program that builds a strong foundation of awareness and engagement. By combining multiple media touchpoints, partners can reach new audiences, re-engage interested travelers, and drive measurable clicks, all within an affordable shared-investment model.

3-Month Program

- Meta Prospecting (7,000 estimated clicks)**
Reach new audiences actively planning their next trip, building top-of-funnel awareness.
- Meta Remarketing (8,000 estimated clicks)**
Re-engage users who have already shown interest, keeping your destination top of mind and moving them closer to booking.
- Google Performance Max (8,000 estimated clicks)**
Reach travelers across Google's network, including Search, Display, YouTube, and Gmail, with AI optimized targeting to maximize results.
- Email Marketing (Media Max; 50K recipients)**
Includes 1 dedicated email blast sent to an engaged travel audience, ensuring direct visibility in inboxes and reinforcing campaign messaging.

TOTAL VALUE: \$10,000 (\$8,000 VCO, \$2,000 partner)

Content and Asset Opportunities

Overview
The creation of content and asset development packages provides opportunities beyond paid efforts. Designed for long-term use, this content can support both VCO and its partners across platforms. We can also collaborate with partners to develop SEO-driven pieces that keep both geographic relevance and search performance in mind.

Content and Assets

Goals:

- Leverage up into the larger Find Your Center Campaign
- Create needed assets for VCO that also further the libraries of partner video and photos

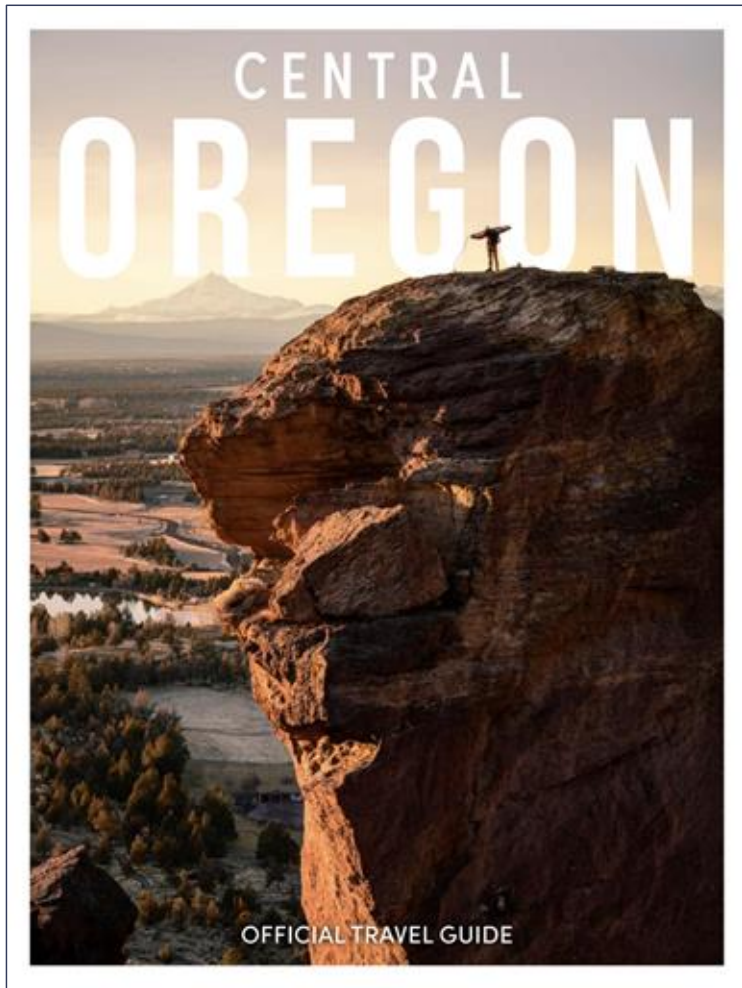
Photo and Video Assets Details:

- Two-day shoot, three-night stay
- 30-second and 15-second spot, stringout and 25 photos per day for each partner
- Work in collaboration with partner and VCO to create 30 second spot that meets VCO copy needs, but provides string out and 25 second spot for partner

TOTAL VALUE: \$15,000 (\$12,500 VCO, \$2,500 partner)

WE SHARE





TRAVEL GUIDE

- Annual publication that promotes Central Oregon's lodging, outdoor recreation, culinary experiences, businesses and more
- Promotes industry partners to a large audience
- 100K copies distributed

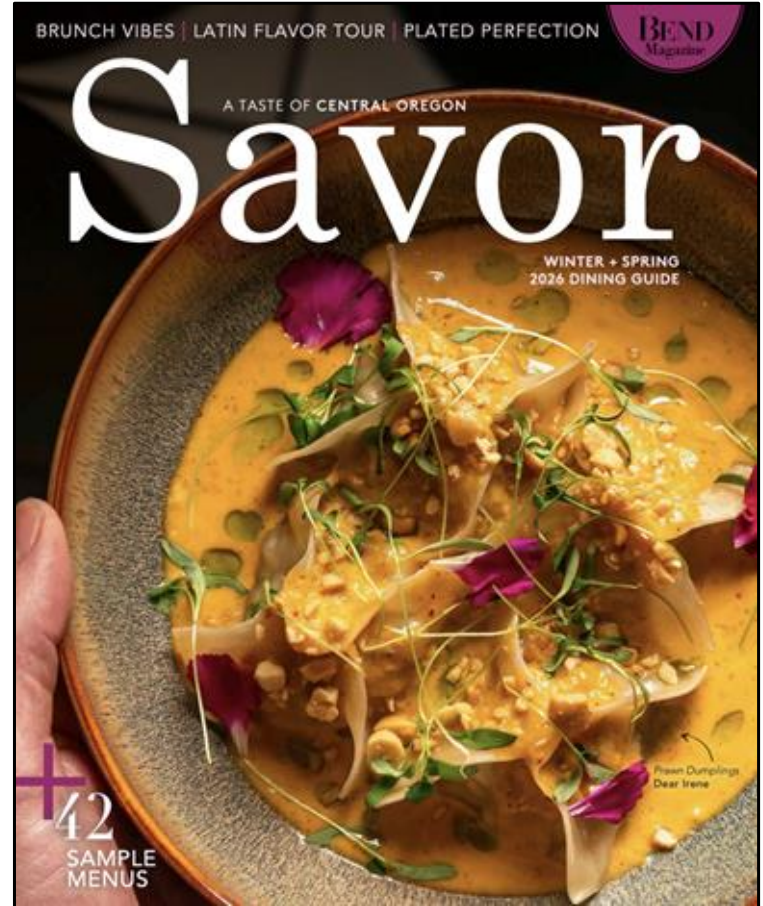


WEDDING GUIDE

- Guide for planning a wedding in Central Oregon
- Showcases regional wedding venues, event locations & vendors
- 15K copies distributed

DINING GUIDE

- Promotes Central Oregon's culinary experiences
- Supports regional restaurants with features and menus
- 20K copies distributed (Produced and distributed twice per year)





DARK SKY GUIDE

- Print and digital resource for Dark Sky locations and activities around the region
- Continuous updates as more places become certified and regional offerings increase (Version 2.0 produced and printed in late 2025)
- Resource for visitors, industry, and media

WE PROMOTE



OWNED MEDIA

MONTHLY EMAIL MARKETING



CONSUMER

**68.9K OPT-IN
SUBSCRIBERS***



FOODIE

**13.2K OPT-IN
SUBSCRIBERS**

MONTHLY EMAIL MARKETING

CONSUMER & FOODIE EMAILS



Take the Road Less Traveled In Central Oregon

As winter softens into early spring, there's a pull to leave behind the crowds and uncover something new. Consider this your invitation to chase that feeling in Central Oregon.

Let's Go Wandering



Roam Far, Explore Widely

Hidden Hikes In Central Oregon

Revel in the peace and solitude of nature with these tucked away trails.

Get Away from it All

Photo by Jonathon Chandler



Guided Tours to Broaden Your Horizon

From breweries to ATVs, see where curiosity leads you with these can't-miss guided tours.

Reserve a Spot



MONTHLY EMAIL MARKETING

CONSUMER & FOODIE EMAILS

Template Optimization & Click Performance

A new email template was introduced in October 2025, resulting in more consistent and elevated click performance. Prior to this update, click-through rates averaged 2% across all emails. Since launch, click rates have stabilized between 3–4%, indicating improved content interaction and layout effectiveness.

Database Cleanse & Open Rate Stability

Following the database cleanse in February 2025, open rates increased significantly from an average of 12% pre-cleanse to 48% post-cleanse. Since taking over in July 2025, we have successfully maintained this elevated level, with open rates stabilizing at 48% throughout the current fiscal year.



POV: You're in Central Oregon



MONTHLY EMAIL MARKETING

CONSUMER & FOODIE EMAILS

Year-Over-Year Performance by Email Type

- **Consumer:** Open rates increased from 19% to 48%, with click rates improving from 1.5% to 2.5%
- **Foodie:** Open rates increased from 24% to 47%, with click rates improving from 2.6% to 3.3%.
- **Events:** Open rates increased from 20% to 49%, with click rates improving from 1.7% to 2.7%.

The emailable database now totals **82,738** subscribers, with over 12,700 driven by website acquisition, **averaging 1,815 new subscribers per month** and reinforcing a steady pipeline of new audience growth.



New Season, Fresh Flavors

When spring begins to stir, appetites awaken alongside it. Think leisurely brunches, post-hike lunches, and dinners that linger long after sunset. In Central Oregon, every meal feels like part of the adventure.

Get a Delicious Start

PUBLIC RELATIONS

Media Outreach & Presence



From dark-sky destinations to elevated dining and reinvented wellness, Central Oregon is gearing up for a transformative year.



PR WINS & UPDATES

Central Oregon

Outside



(Photo: Robert Annes)

Best time to go: Spring through Fall
Fish species: Rainbow trout, steelhead

Potential other adventures: Hiking, mountain biking, road cycling, paddling, camping

The Deschutes River is one of those bodies of water spoken about in revered tones by fly fishers, like Montana's Yellowstone River or the Delaware River in New York's Catskills. So when I had my opportunity to fish it myself, I was absolutely thrilled. Driving to our put-in at Warm Springs, [Fly Fisher's Place](#) guide Troy Leedy warned me it wasn't going to be easy.

- Met goal of securing media clips that establish Central Oregon as a diverse regional destination, rather than on one area or city
- Secured high-profile, national coverage, including USA Today, Outside Magazine, and Fodor's Travel
- In-person media event in Seattle and in-person desksides in San Francisco
- Plans for updates to Media page on site for optimization and visibility

IN THE MEDIA

Earned Media

Fodor's Travel

12 Easy Winter Getaways That Will Cure Your Seasonal Depression

Bend, Oregon isn't your typical "wet winter" Pacific Northwest locale – its high desert location means much more sunshine, and far less "drab." Visit Mt. Bachelor, which offers the rare opportunity to embark on 360 degrees of skiing and snowboarding adventures (the unique volcanic shape of this mountain allows for traversing in almost any direction) across more than 4,000 acres of terrain. Or, launch into a life-changing winter snowshoeing experience with Wanderlust Tours to learn about the fascinating environmental surroundings from a passionate, expert naturalist guide. Set your basecamp for the trip as Tetherow Resort, which sits on the edge of town and serves as a peaceful place to bask in the fresh air in a great location, 20 minutes from Bend. Back in town, enjoy the local attractions of the Old Mill District.

TRAVELPULSE

Cozy Hot Springs Resorts That Are Perfect for a Winter Vacation

KAH-NEE-TA Hot Springs Resort – Warm Springs, Oregon

Owned and operated by the Confederated Tribes of Warm Springs, KAH-NEE-TA Hot Springs Resort has been welcoming visitors since 1964. The historic, family-friendly resort closed in 2013 but recently reopened for the summer of 2016 after a multi-million dollar renovation. This Central Oregon gem, which is located on the Warm Springs Reservation in the foothills of Mount Hood, offers soaking pools with natural sulfur, geothermal waters ranging from 92 to 124 degrees. There's also an on-site wellness spa, several sport courts, and overnight stays that include resort-style hotel rooms, ranging from style bungalows and RV sites.

DINING OUT IN PORTLAND

The Best Restaurants in Sunriver, Oregon

From Mexican combo plates to high-end steaks, here's what you should eat after a hike or river float

by Mark Gonzalez
Updated on 1/11

New group hopes to attract more business conventions to Central Oregon

The New York Times

Portland: Our Favorite Romantic Getaways in Oregon

EVENEVE LODGE A CABIN

This summer, Noack, 36, is in the middle of a "Landscape" project, which includes Historic Park in Glenedenburg, Ore.; and Warm Springs.

Los Angeles Times

Snowshoeing Celestial Tours

Round-trip

In partnership with Wanderlust Tours, Brinsford Ranch, a charming luxury resort in Central Oregon, offers guests the opportunity to take part in one of a variety of celestial tours with a Starlight and Moonlight Snowshoeing Tour, guided by expert naturalists. The tour comes complete with cozy hot chocolate and everything needed to have a successful snowshoeing adventure under the stars you can see the Milky Way perfectly. Moreover, the Starlight Eclipse will be on March 3 and Oregon's high desert is the perfect destination to witness this event given its unobstructed sky. The facility. Sign up at!

THE MANUAL

The ultimate central Oregon winter adventure

Newsletters

The World's Largest Dark Sky Sanctuary Is Closer than You Think

Our astrotourism columnist visited the Oregon Outback for night-sky photography, but found something even more remarkable

Outside

Portland: Our Favorite Romantic Getaways in Oregon

EVENEVE LODGE A CABIN

This summer, Noack, 36, is in the middle of a "Landscape" project, which includes Historic Park in Glenedenburg, Ore.; and Warm Springs.

Brinsford Ranch

And a range of lodge cabins with private hot tubs, lodge rooms with gas fireplaces, and amenities with panoramic views – in Central Oregon's Brinsford Ranch. This 1,000-acre resort with its wide open natural landscape and facilities can be used for a variety of events, from golf courses and wedding venues to large-scale events. For more information, visit www.brinsfordranch.com or call 503.336.2222 or 800.336.2222 at the heart of the resort's experience. Although the drive will likely be a scenic one, the resort is on the edge of town.

DARK SKY TOURISM

FEATURED IN ALL OWNED MEDIA



- Leveraging Travel Oregon's marketing efforts
- Regional Opportunities
- Dark Sky Travel Guide
- Multi-gen Experiences



ACCESSIBLE TOURISM

FEATURED IN ALL OWNED MEDIA



- Leveraging Travel Oregon's campaign efforts
- Wheel the World
- Site and Content Enhancements



REGIONAL PROGRAMS



RCTP BUDGET – Revenue

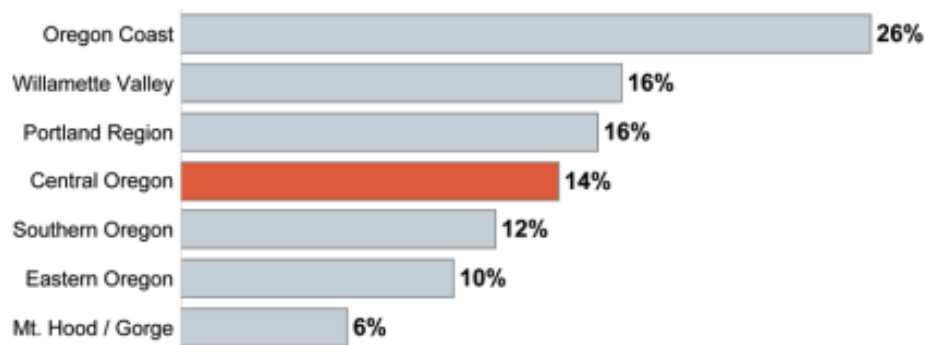
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Total RCTP Revenue	1,037,120	1,028,190	(8,930)

*Per Regional Cooperative Tourism Program mandate carryover funds must be allocated to Grants and/or Regional Strategic Investments at each new biennium.

TOURISM INDUSTRY PARTNER SURVEY

2024 Oregon Tourism Industry Partner Survey | Summary of Results | Central Oregon

Number of Respondents



192
Central Oregon
Responses

1,363
Overall Responses

Source: RRC

RESPONDENT PROFILE

The survey received broad participation by the tourism industry sector. Statewide, destination marketing and/or management accounted for 15% of total respondents, followed by lodging (14%) and food and beverage (10%). The top represented organizations remain similar to 2023.

Like respondents statewide, respondents from Central Oregon were most often employed in destination marketing and/or management followed by lodging. Respondents from Central Oregon were more likely to work in land management than, tour operation or events/entertainment than statewide respondents.

Respondents were asked which entity type best describes their business or organization. In Central Oregon, the top two response options were private or for-profit entities/organizations (45%) and non-profit entities/organizations (38%). Respondents are more likely to work in land management, tour operation, or events/entertainment than statewide respondents. Compared to 2023, a larger share of respondents from this region were in land management (5% in 2023) and a smaller share in lodging (21% in 2023).





**CENTRAL
OREGON**



PLANNING PRIORITIES

- Top 3 Priorities for the Next 2–5 Years:
 1. Sustainability and climate action (44%)
 2. Grant and funding opportunities (34%)
 3. Visitor management solutions (29%)
- Shift from 2023: Marketing and promotion, which was a top priority in 2023 (45%), has dropped to 26% this year, showing a shift toward infrastructure and sustainability.

RCTP MARKETING PROJECTS

RCTP Funds leverage and support the goals of VCO's marketing efforts

- Your Story Everywhere (October '25, December '25, March '26)
- Photography retainer with Cody Roux for regional assets
- 2026 Travel Guide Distribution
- O.T.I.S.



7 Great Resort Wellness Experiences in Central Oregon

Autumn is a magical time in Central Oregon. Clear days and gorgeous fall colors are perfect for tubing in the region's natural beauty, whether from above or on Big Sky Balloon Co.'s hot air balloons or... [more](#)

Margot Page



WHEEL THE WORLD STATEWIDE BOOST

**Travel Oregon,
new accessible
Destination
Verified**



**Epic Adventures in Central
Oregon**

[Read the Accessible Guide](#)





7TH ANNUAL

TRAVELABILITY SUMMIT 2025

THE FUTURE OF INCLUSIVE TRAVEL



October 13-15, 2025, Sunriver, Oregon

The summit poster includes a photograph of a large resort building with a golf course and a river in the foreground, set against a sunset sky.



CO Destination Management Studio

CENTRAL
OREGON

DESTINATION MANAGEMENT STUDIO

PROCESS & TIMING



DESTINATION MANAGEMENT STUDIO

REGIONAL OPPORTUNITIES

102 concepts were shared by the conclusion of the studio engagements.

The steering committee narrowed those concepts from 102 to 25.

The core team evaluated those ideas down to a top 12... And then a top 3.



CODMS

PH. 2 GRANTS



High-Use Outdoor Recreation

- Trailhead Improvements and Infrastructure



Rural Outdoor Recreation

- Dark Sky Regional Assessment

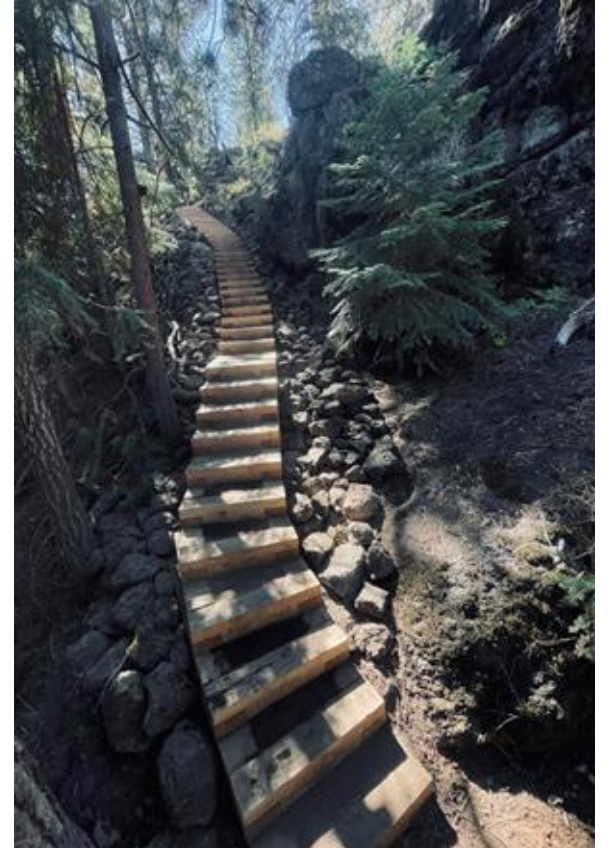


Heritage, Arts & Makers

- Central Oregon Music Trail



Dillon Falls Sand Ladder Replacement





DARK SKY

REGIONAL ASSESSMENT



**CENTRAL
OREGON**

FUTURE FUND

STEWARDSHIP • CULTURE/HERITAGE • INCLUSION

GRANT CYCLE FY26

APPLICATION OVERVIEW

The Future Fund FY 25-26 Program is funded with \$300,000 in total funds for all projects awarded for the FY25-26 cycle.

**REGIONAL COOPERATIVE TOURISM PROGRAM
GRANTS**

\$300,000



**Sisters Trails Alliance,
Whychus Overlook**

Accessibility Enhancement Project



Created a fully inclusive overlook at the prized and recognized Whychus Creek Overlook by modifying the existing masonry wall with two 10' viewing section openings and refitting with a cable-rail assembly.

AdvenChair AdvenTours Onward Project + Wanderlust Tours

Cross-county

The Onward Project and Wanderlust Tours will provide AdvenChair AdvenTours, a series of guided trips in natural areas of Central Oregon, designed for people with disabilities.



ADVENTOURS

Naturalist-Guided, Accessible Outdoor Tours in Partnership with AdvenChair

At Wanderlust Tours, it is our goal to get folks into the great outdoors and let Mother Nature do her work, inspiring and invigorating those that hike her trails and paddle her rivers. That's why we're partnering with AdvenChair to help those with mobility challenges get into the outdoors and explore beautiful areas that initially may not seem accessible. With the AdvenChair off-road wheelchair, we can empower every member of our community in their quest for adventure! If you'd like to learn more, please call our office at (541) 389-8359 or fill out our contact form here.

Each tour on our AdvenTours accessible tour series, while created for those with mobility needs in mind, are also **open to the public** and are a unique opportunity to explore areas where we do not typically guide!

You can learn more about the AdvenChair's capabilities below!

GUIDED TOURS WITH ADVENCHAIR: SPRING, SUMMER & FALL | 2026

SCENIC HIKE AT SMITH ROCK STATE PARK

Public Tour on Sun, May 24th, 2026

Upon arriving at the park, our options are many: from a beautiful and flat wander along the canyon rim to a descent into the crooked river canyon, hiking along spectacular riparian habitat and scouting for others and osprey! Both hikes will enliven the senses and spark wonder at the fantastic geology that shapes this incredible canyon.

Additional date available on Sunday, July 27th

LEARN MORE



Geoff Babb, creator of the AdvenChair all-terrain wheelchair





International Dark Sky Places

New International Dark Sky Places

Looking for your next dark sky destination to visit? Consider one of our newest International Dark Sky Places. This month, **Winton** in Queensland, Australia, and **Putscheid** in Luxembourg were designated Dark Sky Communities; the **Eisenwurzen** region of Austria earned designation as a Dark Sky Reserve; and **Antelope Basecamp** in Oregon was recognized as DarkSky Approved Lodging.



ANTELOPE PAVILLION

Antelope 3, LLC

Antelope – So. Wasco County

The Antelope Pavilion project will provide a safe and inclusive “stopping place” for travelers looking to use restrooms, refill on water, and relax while on their rural travels, especially for Antelope Dark Skies.

GRANT CYCLES FY23-26

PROJECTS OVERVIEW

- 21 Access Adventure Projects
- 19 Cultural Tourism Projects
- 6 Stewardship Projects

DESCHUTES COUNTY GRANTS (FY23-24)	RCTP GRANTS (FY23-26)	TOTAL AWARDED
\$647,000	\$1,220,000	\$1,867,000

MEET IN CENTRAL OREGON

- Strategic efforts to grow Central Oregon's tourism economy during need periods through group business
- Collaborative effort including 5 DMOs
- Led by a steering committee of experienced sales leaders









Meet in Central Oregon

What better way to spark creativity and boost productivity at your next corporate retreat than by hosting it in the high desert? Cans breathtaking views of the Cascade Mountains and sunny days create the perfect backdrop for team building and innovation. Host a meeting or corporate retreat at one of the many conference spaces available can inspire collaboration and strengthen camaraderie team. Depending on your group's size and goals, each location offers a unique environment to meet your needs.

Find Your Center Between Work & Wow

[LEARN MORE](#)

Team Building in Central Oregon

Whether you're looking for an outdoor adventure or a team-building exercise, the central Oregon region offers a variety of options for your group. From scenic views to challenging activities, there's something for everyone.



Guided Tours for Groups

Experience the beauty of Central Oregon with a guided tour for your group. From scenic views to historical sites, there's something for everyone. Book your tour today.



FIND YOUR CENTER BETWEEN WORK & WOW.

They've never been here before. They won't stop thanking you for bringing them here for the first time. We'll show you the region's luxury resorts, the best spots for exploration, and yes, where to meet in Central

Photo credit: Juniper Preserve

Business Development

Key efforts: Booking Incentives for Groups, representation at tradeshow, and digital advertisement on buyer sites

Revenues (Room & Ancillary)	FY 25-26	Cumulative
Actualized Group	\$850,474	\$1,848,263
Confirmed Group	\$760,000	\$1,766,100
Prospective Group	\$485,000	

VISIT CENTRAL OREGON

- **We strive for the highest return on investment**
- **We're collaborative community partners open to new ways of driving the highest impact**
- **Our initiatives are data-driven ensuring fiscal responsibility**

THANK YOU

