



PRIORITY 1**STRENGTHEN COLLABORATION & SHARED KNOWLEDGE**

Goal

Create meaningful opportunities for Oregon's wine and tourism sectors to collaborate, share insights, and align data-driven strategies that strengthen the visitor experience.

OWB ROLE & ACTIONS**Facilitate Knowledge Sharing:**

Make wine tourism research, visitor data, and insights easily accessible through the OWB website's industry portal.

Annual Wine Tourism Retreat:

Host an annual Oregon Wine Tourism Retreat bringing together DMOs, regional wine associations, and Travel Oregon to exchange data, discuss challenges, and identify opportunities for collaboration.

Deepen Partnership with Travel Oregon:

- Maintain regular coordination with Travel Oregon to ensure wine remains a key pillar in statewide tourism efforts.
- Advocate for inclusion of an Oregon Wine Visitor Profile within Travel Oregon's research program.

Create Structural Clarity:

- Develop a clear visual diagram outlining the roles and responsibilities of OWB, Travel Oregon, regional associations, and DMOs in supporting wine tourism.
 - Publish a companion document to help wineries, tourism partners, and other stakeholders understand which organizations can best support their needs and how to engage with them.
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Desired Outcomes

- More aligned and data-informed wine tourism strategies statewide.
- Increased communication and collaboration between wine and tourism partners.
- Greater visibility of wine in Oregon's broader tourism narrative and research.



PRIORITY 2

DEFINE THE OREGON WINE TOURISM NARRATIVE

Goal

Develop a cohesive, research-driven narrative framework that positions Oregon wine as a cornerstone of Oregon tourism and equips partners with consistent messaging and visual tools.

OWB ROLE & ACTIONS

Create the Oregon Wine Tourism Narrative Guideline

Develop a comprehensive guide that defines how Oregon wine is communicated within the tourism ecosystem. The guidelines will include:

- Target audiences and traveler segments
- Consumer insights and visitor motivations
- Core narrative objective and key story themes
- Tone and voice guidance
- Key messages and thematic pillars
- Visual direction and photography guidance
- Brand statements connecting wine, place, and experience

Distribute and Integrate:

- Share the Narrative Guideline broadly with industry and tourism partners as a foundational storytelling resource.
- Incorporate the framework into OWB's own marketing and communications to model consistent application.

Desired Outcomes

- A unified, Oregon-specific wine tourism story used across state and regional efforts.
- Consistent, compelling messaging that reflects Oregon's landscapes, people, and wines.
- Broader recognition of Oregon wine as an essential part of the Oregon travel experience.