

# Visit Tillamook Coast tourism priorities

1. Develop the tourism industry in ways that are socially, culturally and ecologically responsible, particularly in support of nature-based activities and complementary interests, which differentiate our region for visitors.

2. Prioritize growth in tourism that improves economic conditions in the shoulder and off-seasons (i.e. non-peak tourist months), and supports the economic stability of the workforce.

3. Improve communities' abilities to better accommodate tourists and the visitor experience with new, enhanced or better utilization of tourism-related facilities for increased year-round use.

4. Inspire growth in new and traditional industries to support the long-term priorities of county tourism.