



Visit



Tillamook Coast

**Tillamook Coast  
Asset Mapping  
Report**

June 2014



# Contents

Introduction .....	2
Methodology .....	3
Nature Tourism Success Factors .....	4
Oregon Coast Visitors .....	5
Asset Mapping - Driving and Navigation .....	7
Asset Mapping - Nature + Soft Adventures .....	10
Asset Mapping - Wildlife Encounters .....	13
Asset Mapping - Beaches .....	15
Asset Mapping - Lodging, Dining and Shopping .....	16
Asset Mapping - Village + Cultural Experiences .....	20
Asset Mapping - Events .....	24
Asset Mapping - Information and Communications .....	26
Asset Mapping - Industry Capacity .....	27
Appendix 1 - Tillamook County Assets Order by Name.....	28
Appendix 2 - Tillamook County Assets by Location .....	36
Appendix 3 - Tillamook County Assets by Product Type .....	44
Appendix 4 - Tillamook County Tourism Assets - Excel Spreadsheet .....	Digital

Prepared by:

Total Destination Marketing  
[www.DestinationBranding.com](http://www.DestinationBranding.com)

Cover Image: Tillamook Design, All rights reserved

*All information, analysis and recommendations made in this document by Total Destination Marketing are made in good faith and represent Total Destination Marketing's professional judgment on the basis of information obtained from the client and through interviews and workshops. Because the achievement of the recommendations and forecasts in this document may involve a variety of factors that are outside of Total Destination Marketing's control and the possibility of the receipt of inaccurate information, Total Destination Marketing cannot accept liability or be held responsible for any statement, recommendations, or outcomes should they prove to be inaccurate or based on incorrect premises. Feasibility studies should be conducted for all infrastructure and construction projects.*

## Introduction

The Asset Mapping Report has been prepared for Tillamook County Tourism Advisory Committee to assist in decision-making related to the preparation of the County's tourism development and brand strategies. It will also provide guidance for future marketing and setting priorities for product development and tourism investment.

Asset mapping is an important phase in the research conducted by TDM to uncover key assets, opportunities and gaps in Tillamook County's range of tourism products and experiences. The report is NOT intended to present an inventory of all tourism assets in the County.

People wanting to experience and interact with nature and nature-based experiences are at the core of the Oregon tourism experience. The most prominent Tillamook County tourism assets are centered on the region's diverse natural environment. The County's scenic coastline includes four relatively pristine bays and nine rivers. There are 13 State Park areas and 6 County Parks/Campgrounds for residents and visitors to enjoy. The County also embraces four National Wildlife Refuges and a part of Siuslaw National Forest. The state of Oregon owns 44% of the land inside the County boundaries, mostly as part of the Tillamook State Forest. The County's Parks Department runs a system of 21 boat launches and 10 day use areas.

The objectives for the asset mapping project are:

- i. To identify Tillamook County's current tourism assets, priority products and tourism strengths.
- ii. To conduct a County-wide assessment of key tourism locations, experiences, facilities, services and amenities that meet market needs.
- iii. To identify gaps, needs and opportunities requiring attention to meet visitor market interests.
- iv. To provide background information to assist in establishing priorities for product development and infrastructure investment.

These challenges were addressed by matching County tourism assets with Oregon Coast visitor needs and values, local community values, and the success factors for nature tourism destinations. Accompanying the report are the Appendices which provide background data and detailed information on the County's tourism assets. The information in the Appendices are:

**Appendix 1:** Tillamook County Assets Mapping Spreadsheet contains an inventory of assets in alphabetical order providing details on their name, location, product type and experience type.

**Appendix 2:** Tillamook County Priority Assets provides spreadsheets of identified tourism assets which are arranged according to their fit with the leading demand drivers and visitor interests reported in the 2011 Oregon Coast Visitor Market study, conducted by Longwoods International.

**Appendix 3:** Tillamook County Comprehensive Excel Spreadsheet provides an expanded list of tourism assets indicating types, key characteristics, special status, websites and more.

## Methodology

This Asset Mapping Report was created following extensive asset identification which involved:

### 1. Advanced desk research

- Review relevant Tillamook County and Oregon websites, online travel site reviews, Google images/maps, social media comments and activity reviews
- Review destination brochures, publications and hard-copy promotional materials and maps

### 2. Analysis of existing visitor markets research relating to the Coast and Tillamook County

- Travel Oregon – Oregon Coast Overnight Travel Study 2011, prepared by Longwoods International for Travel Oregon
- Geotourism: The New Trend In Travel prepared by Travel Industry Association of America for National Geographic Traveler
- Special interest and other research findings relevant to Tillamook County assets
- Supplementary local market insights and data from available research
- Customer and community surveys conducted by TDM for Tillamook County branding strategy

### 3. Asset nominations by Local Coordinators and Tourism-related Asset Managers

- Distribution of worksheets to five County-appointed, local coordinators
- In-depth interviews and meetings with State Parks, State Forestry and County Parks managers and directors
- Discussions with visitor center staff and other knowledgeable tourist advisors

### 4. County-wide reconnaissance trips

- Conducted site inspections for 7 days, over 200 sites, in both wet and sunny conditions
- ‘Secret shopper’ style discussions with customer service staff

### 5. Prepare draft inventory of assets

- Prepare an Excel spreadsheet of assets
- Distribute the Excel spreadsheet to coordinators to obtain additions and feedback
- Review feedback from coordinators and update the spreadsheet

### 6. Identify priority assets, gaps and opportunities

- Asset categorization and prioritization according to market research and needs criteria
- Identify key tourism strengths that match priority markets
- Identify leading ‘natural icons’ and existing or potential flagship attractions
- Identify gaps and needs in regard to quality infrastructure, facilities, services and amenities

## Nature Tourism Success Factors

Guiding the identification of Tillamook County's tourism assets is the need to not only meet customer needs and wants, but to also align with the factors that are influencing the success of coastal and nature-based destinations that have been identified in national and international studies.

Our past research conducted in Australia and other international locations into nature tourism provides some important insights into what nature tourism visitors want. These studies involved surveying potential visitors, as well as recent travelers who had taken part in nature-based activities. The results demonstrate that Tillamook County is in an ideal position to meet the requirements to become a leading nature-tourism destination. Among the key findings were:

### The Top Five Drivers for Nature Tourism

#### 1. The lure of the beach

- People love going to the beach.
- Where a beach is not available then some form of water is a must.
- Getting into the water, however, is not as popular.

#### 2. A room with a view

- Visitors want spectacular views and accommodation in harmony with the environment.

#### 3. The great outdoors

- Visitors want an unspoiled natural setting to pursue their favorite activities in the great outdoors.

#### 4. Food with a view

- Visitors from the cities want to eat well, in a natural setting and in the open air.

#### 5. Animals in nature

- Visitors want to see animals in their natural environment.

Source: Quantitative research, Tourism New South Wales, 2001

### What Comprises the Ideal Nature Getaway?

Irrespective of the various ages, interests and socio-economic backgrounds of the visitors surveyed, they shared a consistent vision of their ideal nature-based getaway. It was:

- A place with forest and water (preferably a beach).
- Relatively unspoiled and not overdeveloped.
- A location with enough people around for security, but not overcrowded.
- Quiet with fresh air.

Source: Quantitative research, Tourism New South Wales, 2001

### Who are the Oregon Coast's Visitors?

It is important that a review of the area's tourism assets relate to the needs and wants of the region's key markets. The market research available specifically in regard to Tillamook County is very limited. The Oregon Coast market research conducted by Longwoods International on behalf of Travel Oregon provides the most comprehensive and relevant information. The study provides insights into customer needs, behavior, and demographics. Note: This study relates to the entire Oregon Coast, but does provide valuable information relevant to Tillamook County.

#### Market Size and Structure

- Total Overnight Trips to Oregon = 28.8 Million
- Total Overnight Trips to the Oregon Coast Region = 9.8 Million
- 2011 Coast Region Spending = \$1.4 Billion
- Average Nights Spent on the Coast = 2.7

#### Visitor Profile

- Male 43%/ Female 57%
- Married 68%
- No children 69%
- Age 25-64
- Household Income \$50,000+
- College graduate / Some college 72%
- Portland 54%; Eugene 10%; Seattle 10%

### What Are Oregon Coast Visitors Looking For?

- Beach/Ocean
- Waterfront
- Shopping
- Casino
- Camping
- Resorts
- Hiking/Backpacking

#### Specific Activities of Interest

- Historic places
- Cultural activities/attractions
- Fine dining/Exceptional culinary experiences;
- Whale watching and wildlife viewing

Source: Oregon Coast Visitor Market Research; Longwoods International 2011

## Geotourism and Tillamook County

While the Longwoods Study provides insights into the demographics and current activities of visitors, a study conducted by National Geographic Travelers provides deeper insights into the values and preferences of markets that are important to Tillamook County. Specific clusters of potential visitors known as “geotourists” should be considered when assessing how well the County’s tourism assets meet the needs of these high value visitors.

The term geotourism emerged in 1995 and was given greater impetus through the research conducted by National Geographic Traveler and the Travel Industry Association of America. These principles of geo-tourism have now been adopted in thirty-nine countries and used to guide their sustainable tourism programs.

Geotourism is defined as:

*“Tourism that sustains or enhances the geographical character of the place being visited – its environment, culture, aesthetics, heritage, and the well-being of its residents”.*

There are strong links between the values of Tillamook County residents and geotourism values. Geotourists are a perfect match for Tillamook County because they share many common values with local residents who do not want tourism to negatively impact their quality of life, heritage or the region’s pristine natural environment.

Several of the following beliefs expressed by geotourists confirm their match with the values held by Tillamook County residents.

- 71% of geotourists said it is important to them that “their visits to a destination not damage its environment”
- 61% agree that their travel experience is better when the destination preserves its natural, historic, and cultural sites and attractions
- 58% support controlling access to National Parks and public lands for preservation and protection
- 53% consider their travel experience is better when they have learned about their destination’s customs, geography, and culture

Source: Geotourism: The New Trend In Travel; Prepared by Travel Industry Association of America for National Geographic Traveler

## Asset Mapping

## Driving and Navigation

ISSUES	OPPORTUNITIES
<p>Shortage of <b>roadside viewing sites, interpretation</b> or accessible lookouts to enjoy areas of outstanding beauty such as Three Arch Rocks, Tillamook Bay, Netarts Bay and other spectacular locations. This shortage of safe viewpoints negatively impacts one of the most popular activities – The Three Capes Scenic Route.</p>	<p>In conjunction with relevant partners, conduct a County-wide assessment to identify viewing and interpretation needs at key sites.</p> <p>Enhance the vehicular and pedestrian accessibility, interpretation and advance warning signage.</p>
<p><b>Highway 6</b> along the Wilson River is highly scenic, yet has virtually no viewpoints to safely stop and experience its dramatic scenery.</p>	<p>Actively support efforts to have the Highway designated a State Scenic Drive and create suitable viewpoints at scenic points of interest along the route.</p>
<p><b>The Tillamook Forest Center</b> is a potentially attractive stop and gateway to the region, but its name generates uncertainty as to what it offers. Additionally, the Forestry Center can be missed due to inadequate highway signage.</p>	<p>Consider developing this location as a gateway information and interpretive center.</p> <p>Improve advance warning signage on Hwy 6.</p> <p>Support a name change for the Forest Center</p>
<p><b>Three Capes Scenic Route</b> is closed and incomplete at its northern end. This leaves the Route only accessible when traveling Hwy 101 southbound by backtracking into Cape Meares from Tillamook and Netarts.</p>	<p>Introduce attractively designed directional, advance warning and identification signage for the Route which reflects the importance of this drive.</p> <p>Introduce appropriate icons for the wide range of activities, wildlife and experiences available along the Route.</p> <p>Ensure prominent signage for the ‘Three Capes Scenic Route’ in Downtown Tillamook.</p>
<p><b>Paving and road surface</b> conditions for the Scenic Route section between Netarts and Pacific City are sub-standard.</p>	<p>Upgrade the quality of the road surface to match the higher quality and status of the Route’s scenic experience.</p>
<p><b>Directional signage</b> in Downtown Tillamook and throughout the County is disjointed, cluttered and in some cases faded to the point of illegibility.</p>	<p>Ensure Downtown Tillamook wayfinding and signage improvements are focused on the needs of tourists unfamiliar with the area.</p> <p>Review signage needs of the exits for all cities from Hwy 101.</p>
<p>The inadequate condition and <b>quality of roads</b> in</p>	<p>Maintain close contact with City, County and</p>



<p>the county was a regular source of complaint in all community and stakeholder research.</p>	<p>State authorities to ensure optimal quality of local roads.</p>
<p>The newly developed <b>Kilchis Point Reserve</b> and its trails lack identification and advance warning signs when approaching from the South. The Reserve represents a significant new addition to the County's experiences.</p>	<p>Support the installation of signs with activity icons on Hwy 101 identifying the Kilchis Point Reserve.</p>

The diverse topography of Tillamook County makes it an ideal location for soft adventure activities. The region already has only a number of soft adventure operators and outfitters offering activities and services such as fishing, hunting, surfing, hang gliding, deep sea fishing and dory charter, river and sea kayaking. These are generally small (often seasonally affected) businesses that do not have broad distribution and sale of their products. However, when their role in the visitor experience is fully understood and acknowledged, they do represent many benefits of importance to those communities in which they operate.

### **The Benefits of Adventure Operators and Outfitters**

These businesses enable communities to develop a more professionally based tourism industry and capture many benefits that may otherwise elude the community. The simplest way to illustrate this point is that when such experiences are available and made known to visitors, they not only increase the reasons to make a visit, but also extend the time and spending of visitors. Importantly, it may influence return visitation and the degree to which the destination gains social media buzz.

Having something to do for a half or full day, rather than stay an hour, can mean the difference between a visitor either staying longer or returning home without the need for an overnight stay - and depriving the community of valuable income.

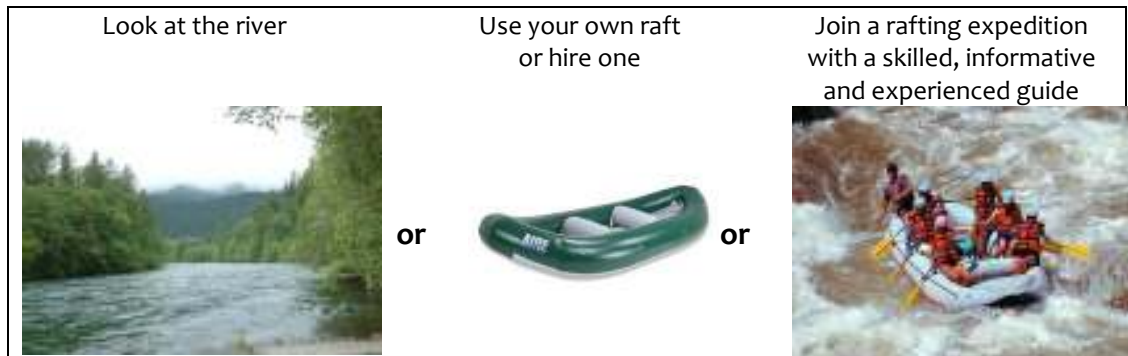
The range of benefits to communities includes:

- Attracting incremental business that the community may not have otherwise welcomed
- Attracting high yield visitors who usually buy other local services
- Increased length of stay
- Promoting the community through their marketing, thus complementing the destination's marketing
- Increased economic and employment opportunities
- A more personalized and authentic experience
- Increased interest from interstate and international visitors
- More small and micro businesses for small communities

### **Adventure Operators and Outfitters Add Value**

A challenge for places that rely on nature-based tourism is one of generating economic benefits for their community. Forests, rivers, lakes and trails are usually free of charge or may involve a small parking, entrance or use fee, as in the case of County Parks, State/National Parks and some other categories of Federal/State land management agencies.

## Case example – Rivers



The river in its natural form can be considered a commodity and not generate any direct economic benefit. A visitor might bring his own raft from home and in this case makes no direct, local economic contribution through the use of the river. When the visitor hires a raft from a local outfitter, an economic contribution is made. However, when the visitor joins a rafting expedition that may include a mini-bus transfer, a meal, seat on the raft, the personal involvement of a skilled and experienced guide, and an informative commentary about the river, he is purchasing a value-added experience. He has purchased more than a ride on the river, he has purchased a sense of security, an adventure he might not attempt without expert assistance, and a level of engagement that has created a memorable experience.

Adventure operators and outfitters not only add value to the visitor’s experience, but also add to the greater economic well-being of their communities. The added economic value is generated through the local payments for supplies, services, equipment, and the payment of wages to local staff.

All areas and communities in the region offer some form of soft adventure activities, but very few have been commercialized by outfitters or operators. They represent opportunities for growth for small and medium sized tourism business operations. The following illustrates many of the region’s current soft adventure opportunities.

<p>All-terrain vehicles Beachcombing Bird watching Boating Camping Canoeing Crabbing, clamming Cycling Diving Dune buggies Fishing – deep sea Fishing – river and lake Golf Hang gliding</p>	<p>Hiking Horse riding Houseboating Hunting Jet boating Kayaking Kite boarding Mountain biking Orienteering Parasailing Railroad excursions Rock climbing Running in natural settings Sailing</p>	<p>Sandboarding Sea kayaking Speed boating Stand-up paddle Star gazing Storm watching Surfing Tidal pool viewing Wakeboarding Walking trails Waterskiing Whale watching Whitewater rafting Wildlife viewing</p>
--	---	---

ISSUES	OPPORTUNITIES
<p>Many in the local tourism industry, do not appreciate, and are not taking advantage of the natural environment. They could be <b>adding considerable value to the experiences</b> of their guests. The region’s tourism businesses must embrace the natural environment that sets the place apart.</p>	<p>Establish outreach and educational programs to provide the skills and ideas to add value for visitors by providing experiences that enable them to better enjoy the natural environment. There is the need to create new, exciting experiences involving nature that differentiate the region, support the brand, and create buzz.</p>
<p>The <b>Tillamook Forest Center</b> has the potential to present more interactive and activity-oriented experiences. It could become a hub for forest adventures, and also serve as a gateway information and interpretive center.</p>	<p>Support development of a canopy walk extending to, and over, part of the Wilson River, a zip-line down an adjacent mountain, rope suspension bridge over river rapids, and an underwater fish viewing and interpretation bay.</p>
<p>The number of passengers on the <b>Oregon Coast Scenic Railroad</b> is rising year by year and its themed rides are also gaining in popularity.</p>	<p>Support this not for profit railroad to further elevate its status and the quality of its visitor experiences. Immediate areas of opportunity include boosting its marketing and market profile, developing beneficial new partnerships, and helping to attract more volunteers. There is a need to improve on-board services, specifically a quality sound and public address system to service each carriage. Also explore imaginative ways to improve interpretation, training, and educational themes.</p>
<p>The <b>Salmonberry Trail</b> has enormous potential. It will not only directly link the Portland area with Tillamook County, but will generate its own promotional value because of its significance as an iconic hiking, cycling and trail.</p>	<p>Actively support the proposed Salmonberry Corridor Rails to Trails project.</p>
<p>Lack of a <b>pedestrian and bicycle trail</b> to more easily observe the Three Graces.</p>	<p>Expedite the development of the proposed connecting bayside walking and cycling trail between Garibaldi and Rockaway Beach.</p>
<p>Insufficient dedicated, <b>safe cycling trails</b> providing high quality experiences by linking communities to areas of natural significance. An added benefit from trails is that by encouraging the use of cycles and walking they assist to a small degree in reducing some peak season traffic</p>	<p>Cycle tourism is growing rapidly in Oregon and is a major focus for Travel Oregon. Increase the focus on providing outstanding cycling trails that include and access the region’s outstanding natural sites.</p>



congestion.	
<b>Garibaldi cycle and walking trails</b> are not readily evident to visitors.	Encourage the development and promotion of additional well signed bayside walking, running and cycling trails in Garibaldi.
The <b>boat ramps</b> at the Netarts Bay, Bay Ocean and Garibaldi boat launch areas are congested at peak launch times causing issues for kayak tour operators and recreational boat users.	Consider expanding the most popular boat launch ramps to allow for separate launch sites for motorized and non-motorized craft uses.
In many locations the <b>advanced warning and identification signage</b> is inadequate for nearby trailheads and walking trails and can be too easily missed.	Improve advanced warning and identification signage, if possible using icons featuring hiking and other key activity symbols.

## Asset Mapping

## Wildlife Encounters

Wildlife is abundant around the County, including hundreds of species of birds and fish, large elk populations, deer, bear, cougar, bobcats, foxes, and all manner of small mammals. A bird watcher's paradise (Tillamook Bay has up to 140 resident species), some 250 different species have been counted over the years. While wildlife encounters are usually considered to be soft adventure, the abundance of wildlife and its importance to tourism in the region, warrant it being treated separately.

ISSUES	OPPORTUNITIES
<p>There is no regularly <b>scheduled whale watching cruise</b> available from Garibaldi.</p> <p>Such a service could potentially develop over time into a major driver for the County and be used to lead County marketing efforts in conjunction with other major natural assets.</p>	<p>Encourage a high quality, regularly scheduled and fully interpreted whale watching and marine life cruise from Garibaldi.</p> <p>Provide this venture with co-operative marketing support and make it central to the advertising and marketing for the region.</p>
<p>Despite having many whale watching vantage points along the Coast, Cape Meares is the only place with significant <b>interpretation of the seasonal whale migrations</b>.</p>	<p>Investigate the introduction of interpretive panels at popular viewing points along the coast.</p> <p>Introduce interpretive displays featuring whales and the County's diverse marine life at the Maritime Museum.</p>
<p>Wildlife is one of the most popular of all nature-tourism experiences for visitors of all ages. Throughout the county there are numerous opportunities for <b>viewing the abundant wildlife</b> in natural habitats in land-based, air and marine environments.</p>	<p>Develop approaches to better marketing, interpreting and road signage to integrate wildlife as a core attractor for the region and as a competitive advantage. Increase availability of information in regard to wildlife viewing.</p>
<p>Despite having <b>abundant wildlife</b> and many opportunities to encounter it, there are very few obvious viewing sites or tourism operators to enhance wild life viewing experiences.</p>	<p>With nature-tourism partners investigate the opportunities for enhancing wildlife viewing experiences. Better designate and identify wildlife viewing areas.</p>
<p>Stakeholders expressed the concern that Tillamook County's pristine bays could become <b>over-fished and depleted</b> of marine life because of takes and catches by people that breach legal requirements and practices.</p>	<p>Investigate the introduction of a volunteer program to interact with people clamming and crabbing on the beaches to aid conservation.</p> <p>Support all efforts and measures to successfully retain sustainable management</p>

	of these popular assets, including targeted education and enforcement activities.
Few of the sites where wildlife can be viewed have advanced <b>warning signs or interpretation.</b>	Use signage, wildlife symbols and interpretation panels to enhance visitor experiences at key locations. Use icons on signs to identify the wildlife available at the site.

## Asset Mapping

## Beaches

ISSUES	OPPORTUNITIES
Lack of readily <b>accessible restrooms</b> on or near many beaches, including Manzanita, Pacific City and Netarts. The community consultations pointed to the need for rest room facilities at certain coastal/beach areas.	Encourage the provision of rest room amenities at high visitation beaches.
<b>Beach access points</b> along the coast are not always signed, easy to locate or safe and comfortable to traverse.	Support the installation of beach access signs where needed.  Conduct a review of beach access points to ensure that they are safe and easy to traverse.
Research and consultation revealed complaints in regard to traffic and parking difficulties during peak seasons. This was most evident in Pacific City. However, one of the <b>beach car parking lots</b> is unusable because it is covered with sand.	Ensure that all parking areas are fully operational during peak periods to reduce illegal parking and increase visitor (and resident) satisfaction.
The consultation process revealed that in some beach locations, most notably in Pacific City, <b>trash along sidewalks</b> can be a problem.	Ensure that visitor areas are tidy and have sufficient trash management systems in place.



**Lodging and Conference Facilities**

The dominant form of lodging in the region is vacation homes. Most of the hotels and motels are operated independently with few corporate, boutique or franchise hotels. While many properties are of a high standard, others look tired and dated. Comments concerning the need for upgrades are regularly made in online travel sites by visitors to the County. Additionally, some of the RV Parks are un-landscaped and look untidy. Tillamook Coast currently has 4,424 rooms and camp/RV sites available for visitors.

Vacation rental agencies and lodging operators indicated that visitors place their highest priority on waterfront lodging in order to be as close to the beach or water as possible. This underpins the trend revealed in international nature tourism studies (page 4). Capitalizing on this trend can lead to developments such as eco-resorts, spas and boutique lodging which attract visitors prepared to pay higher prices for compelling nature-based experiences.

Type of Establishment	# Rooms / Sites
B&Bs	33
Cabin	116
Camp Sites	1,207
Condo / Duplex	181
Hotel, Motels, Inns	740
Lodge / Hostel	21
RV Sites	1,205
Vacation Homes	910
Other	11
<b>Total</b>	<b>4,424</b>

Source: Tillamook Coast Transient Lodging Tax Report May 2014

ISSUES	OPPORTUNITIES
If Tillamook County is to achieve its goal of closing the market share gap with its nearby Clatsop and Lincoln County competitors it will need to increase <b>the number and type of lodging establishments</b> and improve the standard of many existing properties.	Develop a plan to address the need for improvements in existing properties in key locations, as well as promote investment in quality and diverse new lodging, particularly those that embrace the natural environment. Subject to a feasibility study.

<p>During consultation phases the need for a <b>conference center</b> to cater to the small meeting market (approx. 200 delegates) was raised. Tillamook, Garibaldi and Pacific City were all identified as having venues for development.</p>	<p>Investigate the market feasibility of establishing and sustaining a conference center in chosen locations.</p>
<p>There are few <b>resort standard spas</b> or <b>wellness retreats</b> similar to those found at many competitive coastal destinations. The attractive local natural qualities are ideal for locating such enterprises.</p>	<p>Investigate the introduction of spa and wellness retreats to provide a more comprehensive level of luxury services. Subject to a feasibility study.</p>
<p>Significant expanses of <b>prime coastal real estate</b> are being used for vacation homes and this trend could raise some important comparative economic benefit and yield issues if this land was used for developments that can generate higher employment and community income.</p>	<p>Consider the possible need for designating sites for tourism developments that can generate high employment and community income.</p>
<p>Some <b>RV Parks</b>, including those in attractive locations, have received mixed online customer reviews on their management approach.</p>	<p>Regularly monitor guest comments in regard to RV parks (and other local lodging) to ensure operators are aware of visitor sentiments and that visitor satisfaction is maintained at a high standard.</p>
<p>Some of the <b>RV Parks</b> are <b>un-landscaped</b> and look untidy. Again, this is reinforced by the online comments of past visitors.</p>	<p>Encourage relevant RV parks to embark on a beautification, landscaping and tree planting program to match the beauty of the surrounding natural environment.</p>
<p>The <b>‘luxury’ yurts</b> in the State Parks are booked out 12 months ahead. There is clearly a need for more of this style of accommodation.</p>	<p>Encourage State Parks and RV Parks to add more yurts, cabins and other forms of similar ‘luxury’ camping.</p>
<p>Insufficient high quality, <b>nature-based, ‘boutique’ lodging</b> options. Research shows that for higher guest satisfaction, these should not be located side-by-side in close proximity or in rows, but configured and landscaped in ways that provide a true sense of separation and isolation.</p>	<p>Investigate the introduction of high quality, nature-based, <b>‘boutique’ lodging</b> possibly involving forest, river, mountain, or ocean view locations.</p>

A personal and online review of online comments indicates that there are <b>tired and run-down motels</b> in the region.	Where possible encourage the refurbishing, upgrading or redevelopment of relevant lodging properties.
--	---

## Dining and Local Food

ISSUES	OPPORTUNITIES
There is the need for more <b>forest, water view or beach cafes</b> , bars, food carts, brew pubs, espresso coffee shops and restaurants that excel in providing outstanding food and drink experiences.	Encourage the introduction of more dining options in forest, waterside and ocean view settings.
There are insufficient waterfront dining options, including those that offer <b>freshly caught seafood</b> on their menus.	Encourage the development of more waterfront restaurants and cafes, and work to ensure suitable sites are available for this purpose.
The County possesses few, if any, restaurants that can readily claim to be <b>‘destination restaurants’</b> . The reputation of destination restaurants can drive custom patronage and can become strongly associated with the places in which they reside.	Attract and elevate the profile of local restaurants and chefs that possess a strong image and drawing power with source markets.
There is limited availability of <b>local artisan and craft foods</b> .	Explore how to further develop and market local artisan foods and produce to enhance visitor experiences.
Optimize use of, and promote, the quality of local <b>fresh produce, seafood and foods</b> .	<p>Encourage restaurants, cafes and food outlets to provide local fresh food experiences, such as ‘Catch of the day’ and ‘Farm to Table’ information, tasting promotions, farmers market and special events participation, etc.</p> <p>Promote special cooking and food preparation classes using local produce and celebrity chef events featuring the best of local ingredients and the region’s famous cheeses.</p>

## Shopping

The County was found to be less commercialized with a lower number of commercial tourism enterprises compared to nearby competitors. The lack of sufficient leisure shopping opportunities in Tillamook County is a serious weakness and is resulting in the leakage of shopping and dining dollars to Lincoln City and Seaside. Combined with this challenge is the need for more pedestrian friendly precincts. The County’s coastal villages retain a strong small town feeling and low key ambience. However the extent of leisure/retail options is sometimes a little too low key, with visitors left looking elsewhere.

ISSUES	OPPORTUNITIES
<p><b>Insufficient shopping options</b> within the County.</p>	<p>Encourage the expansion of locally owned, boutique and specialty stores of likely interest to both residents and visitors.</p>
<p><b>Opening hours</b> of restaurants and retail outlets are inconsistent and not clearly publicized.</p>	<p>Encourage collaboration and systems within villages to address customer needs for adequate opening hours.</p>



**Gateways and First Impressions**

First impressions start at the entrance to the city. Appearances really count when it comes to attracting visitors and the economic well-being they can bring to places. Visitors are attracted to, and spend more time in places that are attractive, clean, welcoming, and well maintained.

Traveling north and south on Highway 101, there are no unifying gateway/welcome signs for each city, village and locality. At some locations it is possible to enter the County without knowing you have arrived in the region. To the south of Tillamook visitors traverse rural villages featuring unattractive, rundown buildings and empty shop-fronts. The cumulative effect can generate the perception (whether warranted or not) that much of the area has fallen into decline and therefore isn't an attractive place to stay. The result is that visitors may proceed to a more enticing part of the coast, despite the apparent natural beauty of Tillamook County.

ISSUES	OPPORTUNITIES
At some locations it is possible to enter <b>County gateways</b> without knowing you have arrived in the region.	Install branded gateway welcome signs at all enytrances to the County.
The connecting highway section between Tillamook Cheese Factory and Downtown is in need of <b>beautification of streetscapes</b> and the appearance of businesses.	Encourage the beautification of Highway 101 between the Tillamook Cheese Factory and Downtown.
The <b>gateway communities on Hwy 101</b> from the South are Hebo and Cloverdale. Both present less than attractive welcomes to Tillamook County and currently do not present as places worth stopping.	Investigate the potential of creating a community-based paint and beautification program aimed at assisting building owners along the main streets of Cloverdale and Hebo to restore and reinvigorate their building facades. This action will aid both villages and the entire region by creating more positive first impressions.
The <b>empty store fronts</b> in some villages such as Hebo, Nehalem and Cloverdale detract from a sense of vibrancy.	Approach the Tillamook County Arts Network to support a County 'Art in Store Windows' or a museum photo display program. This could feature local artists and address the empty windows temporarily.  Providing funding support to install and use effective window lighting to illuminate the featured art after dark is a further option to

	consider. These initiatives often attract free publicity and create interest in visiting the galleries and museums.
--	--

## Placemaking

Placemaking addresses the streetscapes, landscaping, community elements and signage that are needed to provide a quality visitor experience. These provide a sense of place, welcome and community spirit. It is easy for communities to overlook the appearance of their streets, the absence of trees, the poor lighting, trash and bad signage that may have evolved over the years. Visitors however, are much less forgiving. Where attention has been paid to the aesthetics of a place including preserving or enhancing its natural qualities and environments, it gains the reputation as a “special place” – and worthy of a longer stay or visit.

ISSUES	OPPORTUNITIES
<b>Lack of pedestrian friendly, leisure/shopping precincts</b> with an enticing street life and places for people to gather and spend time.	In conjunction with County and city planners review the best ways to introduce more walking precincts that can become successful retail, dining and leisure areas.
Develop imaginative new <b>waterside precincts</b> that provide shopping, dining and entertainment opportunities.	In Garibaldi, Cloverdale and Tillamook encourage the development of additional waterside walking, running and cycling trails complemented by food and drink establishments.
Some of the coastal villages felt disjointed and <b>lacked landscaping and a strongly integrated sense of place.</b> There were very few walking and civic precincts that include gathering places for people to linger spend time – and money!	Encourage intensive landscaping and tree planting (not token) in most cities to better embrace the natural environment that surrounds the cities and capture the spirit of the County’s nature tourism brand.
Tillamook County needs to develop visitor hubs that are precincts capable of attracting, entertaining and dispersing visitors to other parts of the county. At the moment, there are no clear <b>visitor and tourism hubs</b> for the region, with the possible exception of the Tillamook Cheese Factory.	With further improved infrastructure, an expanded range of visitor experiences and related development, both Downtown Tillamook and Garibaldi could potentially come to be considered as visitor hubs by visitors.
Many <b>local businesses lack curb appeal.</b> Unfortunately, some of these are along entrances to villages. Some have unattractive and broken	In conjunction with partners embark on a County-wide beautification project and encourage local businesses to improve their

business signs, poorly maintained exteriors and sites that simply look untidy. Again, this is reinforced by the online comments of past visitors (and local residents).	curb appeal by introducing improved signage, landscaping, building refurbishment and removing trash, litter and junk.
---	---

## Culture and Arts

Close collaboration between tourism and the cultural community can yield improved results for both.

ISSUES	OPPORTUNITIES
There are opportunities to <b>fuse nature and art</b> .	Investigate, in partnership with the arts community, the introduction of imaginative environmental artworks and sculptures. This may include water and land trails. For example, using vandal resistant, sculptural works to imaginatively interpret trails and visitor sites has been put to effective use at other destinations.
There is very little <b>public art</b> within the County. Public art initiatives when properly conceived and executed can build civic appeal and provide additional sense of place experiences for visitors.	Some acclaimed artists are already resident within the County. Investigate with partners the development of a high quality sculpture garden or park. Preferably this should be located in an accessible, prominent and beautiful natural or densely landscaped civic location. For example, in Tillamook as part of the Hoquarton Slough initiative or sculptures on the boardwalk in Garibaldi. Alternatively explore incorporation into beach and coastal walks.
From the outside, <b>the Tillamook County Pioneer Museum</b> projects little about what’s inside and of likely experiences for visitors.	Explore ways using more vibrant colors, interpretive panels, and well-designed banners to make the museum and its exhibits more compelling to visitors.
Similarly, the exterior of the <b>Latimer Quilt and Textile Center</b> does not reflect the quality of the experiences inside.	Support the refurbishment of the Center’s front façade and addition of information panels and banners projecting the experiences visitors can expect inside.
The contribution that the <b>cultural community</b> can make to regional tourism is not being fully exploited.	Create outreach programs to the Tillamook County cultural community to establish partnerships, integrate information, recruit

	their skills for local attraction development and enhancement, and provide opportunities for local artists and performers to gain exposure and sales.
--	---

Events are very important to destinations because they have the potential of attracting visitors, enhancing the lifestyle of residents, and encouraging visitors to stay longer, as well as generating income for communities during off-peak. Consumer research conducted by TDM indicates that Tillamook County is not considered to be a place to attend major events. Additionally, many stakeholders during the community consultations pointed to the value of using events to boost visitation over shoulder and off season periods.

### The Benefits from Events

The benefit from events generally takes three forms. The first is the direct spending by event attendees, participants, organizers, spectators and the media. Second, those who visit the area for a particular event and may be encouraged to return in future, which should bring longer term benefits for the region's tourism and economic development performance. Third, events can have a more comprehensive promotional impact by providing a spotlight on the city and region, causing people to consider it in a different light. Events can help to fast track the turnaround of a destination's image and build its brand identity.

### The Types of Events

Events can be considered in several categories:

**Hallmark tourism and festivals events** are usually recurring prominent events that attract visitors from beyond the region, and may have national (or even international) drawing power. They are of such significance in terms of tradition, attractiveness, image and publicity that they provide the host destination with a competitive edge. Over time, the event and the destination may become synonymous with each other. Examples of hallmark events are Portland Waterfront Blues Festival, Portland Rose Festival, and Pendleton Roundup.

**Major events and festivals** are often held annually and attract a high number of outside visitors, generate wide media coverage and produce significant economic benefits for the host community. These events frequently have some kind of cultural significance, and may also be tied to something distinctive about the community. Examples of major events and festivals are the Britt Festival in Jacksonville, Newport Seafood and Wine Festival, and the Summer Kite Festival in Lincoln City..

**Local or community events** are intended mainly for local residents and are normally based on local, social or entertaining themes. They bring economic and social benefits because they contribute to community pride, recognition of local heritage and build relationships and sales for local organizations. Local and community events do not usually act as tourism motivators. However, they can sometimes grow to become major and hallmark events that generate wide acclaim and publicity.

**Special interest events** are generally smaller than hallmark or major events and are focused on providing experiences that are compelling to attendees with specific interests. These interests may be as diverse as unusual hobbies, activities, sports or themes intended to attract niche markets.

Examples of special interest events are Quilters Show, Craft Beer Festival, Mushroom Hunters Gathering, or a Poets Festival.

ISSUES	OPPORTUNITIES
<p>The current Tillamook County <b>calendar of events</b> has limited drawing power from outside of the region.</p>	<p>Develop a balanced portfolio of events that address seasonality and other off-peak period needs. Where possible, the events should reflect the County brand. Encourage the gradual introduction of a small number of major events and festivals to address off peak business needs.</p>
<p>There is no <b>hallmark event</b> with broad appeal, with the possible exception of the County Fair.</p>	<p>Initiate a major hallmark event that becomes identified with the region, preferably in keeping with the brand.</p>
<p>The region has a wealth of activities and attributes that can appeal to <b>special interest markets</b>.</p>	<p>Encourage small events centered on special interests, particularly those that have the capacity to be annual and off peak.</p>

This section does not represent a review of marketing. Instead it relates mainly to information needs of visitors while traveling through the region.

ISSUES	OPPORTUNITIES
<p>The County has many attractive tourism assets. However there is the need for <b>integration of information</b> relating to them. The Tillamook Chamber of Commerce visitor guide and website is probably the most comprehensive presentation.</p>	<p>The issues related to marketing and communications will be addressed in detail in the tourism development strategy.</p>
<p><b>Cell phone reception</b> is almost impossible in some parts of the County, including key coastal zones. In a mobile-ready world, this shortcoming prevents visitors from instantly connecting with information.</p>	<p>Evaluate the issues surrounding cell phone and Wi-Fi availability and in conjunction with relevant partners pursue possible solutions.</p>
<p>Reports of visitor information services at the <b>Rockaway Beach Visitor Center</b> not being open at times of likely visitor need arose during the consultation process. Additionally, <b>Tillamook Visitor Center</b> is somewhat undersold from the highway given its excellent information and service capabilities.</p>	<p>Develop a strategy to optimize visitor information distribution within the region.</p>
<p>The <b>many trail choices</b> in State and County Parks and forests can leave prospective hikers, cyclists and visitors confused over which might offer them the ‘Best of the Best’.</p>	<p>Increase awareness of the best walking trails. In association with relevant partners build the reputations of one or two of the best of these trails, as outstanding ‘must do’ hiking experiences. Do the same for the best of the County’s cycling trails.</p>
<p>It is somewhat difficult to <b>locate relevant outfitters</b>, guides, rental outlets and suppliers for fishing, hunting, boating and other activities.</p>	<p>Integrate practical information on the suppliers information into marketing, communications and signage.</p>
<p>Tillamook County’s coastline has several <b>whale watching</b> vantage points from its capes and coastal mountains that attract many visitors.</p>	<p>Use this experience to enhance the County’s reputation as the most readily accessible whale watching point for Portland residents.</p>



## Asset Mapping

## Industry Capacity

Tourism is a truly global industry and one that is dominated by small businesses. In Tillamook County it also includes many nonprofit and volunteer organizations. Success demands the ability to not only deliver outstanding visitor experiences to increasingly discerning customers, but to conduct marketing in a very crowded, noisy and competitive world, as well as operate a business that must be responsive to a wide range of unexpected pressures.

To increase the competitiveness and professionalism of the tourism businesses and organizations in Tillamook County, the DMO must assist its partners' accessibility to affordable and effective training to enhance the skills and capabilities of people at all levels of the industry. In some cases this may simply involve explaining how the tourism industry works, how they can access customers most cost effectively through DMO programs, and how to improve service standards.

ISSUES	OPPORTUNITIES
<p>Mystery shopping and observing many <b>tourism businesses</b> in the region revealed that many could be more profitable and offer more satisfying customer experiences with a different approach to presentation, systems, management style, marketing and web sites.</p>	<p>Develop a business skills program aimed at owners and managers. Such training should be accessible, affordable and practical in terms of timing and focus.</p>
<p>Generalized conclusions about the regional <b>service standards</b> would neither be practical, advisable or accurate given the range of possibilities and variables. However, in some cases there is the need to elevate standards.</p>	<p>Conduct a review of service training needs and develop a program appropriate to Tillamook County using the Oregon Q program as a platform.</p>

## Appendix 1a: Tillamook County Assets in Alphabetical Order by Name

Name/Listing	Location	Product Type	Experience Type
4th July Parade	Manzanita	Event/Festival	Community event
4th July Parade	Rockaway Beach	Event/Festival	Community event
4th Street Studio & Gallery	Manzanita	Retail	Cultural - Arts
Alder Creek Farm	Nehalem	Activity	Natural/Scenic
Alderbrook Golf Course	Tillamook	Activity	Recreation/Sport
Anderson's Viewpoint	Cape Lookout	Viewpoint	Natural/Scenic
Annual Blessing of the Fleet	Pacific City	Event/Festival	Recreation - fishing
Annual Dory Days	Pacific City	Event/Festival	Community event
Annual Reach the Beach	Pacific City	Activity	Recreation - Bicycle Ride
Ashley Inn	Tillamook	Lodging	
Barview Jetty County Campground	Barview	Camping	Natural/Scenic
Bay City Arts Center	Bay City	Community	Cultural - Arts
Bay City Park	Bay City	Community	Recreation/Sport
Bayocean Peninsula County Park/Spit	Tillamook Bay	Viewpoint	Natural/Scenic
Bayway Eatery	Nehalem	Food & Drink	Dining
Bear Creek Artichokes	Bear Creek	Food & Drink	Farm Stand and Market
Big Wave Café	Manzanita	Food & Drink	Dining
Blackbird Restaurant	Manzanita	Food & Drink	Dining
Blowsion Surf Slam	Pacific City/Tierra Del Mar	Event/Festival	PWC Spectator Event
Blue Agate Café	Oceanside	Food & Drink	Dining
Blue Heron French Cheese Company	Tillamook	Attraction	Craft Foods
Bob Straub State Park	Pacific City	Activity	Natural/Scenic
Bread and Ocean Bakery	Manzanita	Food & Drink	Dining - Bakery
Cape Falcon Trail	Oswald West State Park	Activity	Visitor Trail
Cape Kiwanda Longboard Classic	Pacific City	Event/Festival	Recreation - Surfing
Cape Kiwanda Market Place	Pacific City	Food & Drink	Dining
Cape Kiwanda RV Resort	Pacific City	Lodging	
Cape Kiwanda Sand Dunes	Pacific City	Activity	Natural/Scenic
Cape Kiwanda State Natural Area	Cape Kiwanda	Activity	Natural/Scenic
Cape Lookout Bed & Breakfast	Netarts Bay	Lodging	

Cape Lookout Campground & Yurts	Cape Lookout	Lodging	Natural/Scenic
Cape Lookout Cape Trail and Trailheads	Cape Lookout	Activity	Natural/Scenic
Cape Lookout State Park	Cape Lookout	Activity	Natural/Scenic
Cape Meares Lighthouse	Cape Meares	Attraction	Cultural - Heritage
Cape Meares National Wildlife Refuge	Cape Meares	Activity	Natural/Scenic
Cape Meares State Scenic Lookout	Cape Meares	Viewpoint	Natural/Scenic
Cape Meares Trailheads	Cape Meares	Activity	Visitor Trail
Cape Trail to Cape Lookout	Cape Lookout	Activity	Visitor Trail
Cascade Head Nature Conservancy Trail	Cascade Head	Activity	Visitor Trail
Cascade Head Preserve	Cascade Head	Activity	Natural/Scenic
Clay Myers State Natural Area	Sand Lake	Activity	Natural/Scenic
Cloud & Leaf Bookstore	Manzanita	Retail	Cultural - Arts
Cloverdale's Garden Café	Cloverdale	Food & Drink	Dining
Clover's Day Festival & Parade	Cloverdale	Event/Festival	Community
Cottages at Cape Kiwanda	Pacific City	Lodging	Waterfront lodging
Dapper Frog Gallery	Pacific City	Retail	Shopping
de Garde Brewing	Tillamook	Food & Drink	Craft Foods/Beer
Delicate Palate Bistro	Pacific City	Food & Drink	Dining
Devils Cauldron	Oswald West State Park	Activity	Natural/Scenic
Doryland Pizza	Pacific City	Food & Drink	Dining
Fisherman's Korner Restaurant	Garibaldi	Food & Drink	Dining - Seafood
Five Rivers Café & Coffee Roasters	Tillamook	Food & Drink	Dining
Foss Road Drive	Nehalem River	Scenic Feature	Natural/Scenic
Garibaldi Charters	Garibaldi	Activity - Excursion	Fishing
Garibaldi Days	Garibaldi	Event/Festival	Community event
Garibaldi House Inn & Suites	Garibaldi	Lodging	
Garibaldi Maritime Museum	Garibaldi	Attraction	Cultural - Heritage
Grateful Bread Bakery	Pacific City	Food & Drink	Dining - Bakery
Green Acres Beach & Trail Rides	Pacific City	Outfitters	Recreation - Horseback riding
Hal's Emporium	Nehalem	Retail	Shopping

Hawk Creek Café	Neskowin	Food & Drink	Waterside dining
Hawk Creek Gallery	Neskowin	Retail	Cultural - Arts
Haystack Coffee & Surfshop	Pacific City	Outfitter - surfing	
Haystack Fishing - Dory Charter Service	Pacific City	Outfitter - fishing	Ocean - excursions
Haystack Rock	Pacific City	Scenic Feature	Natural/Scenic
Hebo Lake & Campground	Hebo	Camping	Natural/Scenic
Historic Highway Site Viewpoint - Highway 101	Oswald West State Park	Viewpoint	Natural/Scenic
Hoffman Center	Manzanita	Activity	Cultural - Arts
Hoquarton Slough (Interpretive Park)	Tillamook	Civic & Natural Precinct	Natural - Heritage
Hudson House Bed & Breakfast Inn	Cloverdale	Lodging	Bed & Breakfast
Jetty Fishery Marina & RV Park	Nehalem Bay	Camping & RV	Natural/Scenic
Josie's Bayside Market & Deli	Netarts	Food & Drink	Shopping - market
Kayak Tillamook	Tillamook	Tours - Guided	Water Tours
Kelly's (Brighton) Marina	Nehalem Bay	Camping & RV	Natural/Scenic
Kiawanda Community Center	Pacific City	Community	
Kilchis Point Reserve	Bay City	Scenic Feature	Natural - Heritage
Kilchis River	Multi-location	Scenic Feature	Natural /Scenic
Kilchis River County Park	Kilchis River	Camping	Natural/Scenic
Koko's Restaurant & Lounge	Tillamook	Food & Drink	Dining
Lake Lytle	Rockaway Beach	Natural features	Recreation - fishing
Latimer Quilt & Textile Center	Tillamook	Attraction	Cultural - Arts
Lex's Cool Stuff	Netarts	Retail	Shopping
Manzanita Farmers' Market	Manzanita	Food & Drink	Market
Manzanita News & Espresso	Manzanita	Food & Drink	Dining
Manzanita Visitor Center	Manzanita	Visitor Services	
Maxwell Point Tunnel/Tunnel Beach/Lost Boy Cave	Oceanside	Activity	Natural/Scenic
Miami Foley Road Scenic Drive	Garibaldi	Scenic Drive	Natural/Scenic
Moment Surf Co	Pacific City	Activity Outfitter	Surfing
Mt Hebo Summit	Hebo	Viewpoint	Natural/Scenic

Munson Creek Falls State Park	Pleasant Valley	Natural features	Natural/Scenic
Museum of People's Art and Café	Bay City	Retail	Cultural - Arts
Neahkahnie Mountain	Neahkahnie	Scenic Feature	Natural/Scenic
Neahkahnie Mountain Trailheads	Neahkahnie	Activity	Natural/Scenic
Nehalem Bay	Nehalem Bay	Scenic Feature	Natural/Scenic
Nehalem Bay State Park	Nehalem Bay	Activity & Yurt Lodging	Natural/Scenic
Nehalem Bay Winery	Nehalem Bay	Food & Drink	Wine
Nehalem Beehive	Nehalem	Retail	Shopping
Nehalem Boat House Rentals	Nehalem	Lodging	Waterview lodging
Nehalem River	Multi-location	Scenic Feature	Natural/Scenic
Neskowin Creek RV Resort	Neskowin	RV Park - member based	Camping
Neskowin Marsh Golf Course	Neskowin	Activity	Golf
Neskowin Trading Company - Market, Deli & Wine Shop	Neskowin	Food & Drink	Dining & Bar
Nestucca Adventures	Pacific City	Activity Outfitter	
Nestucca and Sandlake Water Trail	Pacific City	Activity - Trail	Kayaking
Nestucca Bay	Pacific City	Scenic Feature	Natural/Scenic
Nestucca Bay National Wildlife Refuge	Pacific City/Oretown	Scenic Feature	Natural/Scenic
Nestucca River	Multi-location	Scenic Feature	Natural/Scenic
Nestucca Valley Artisans Annual Festival	Pacific City	Event/Festival	Cultural - Arts
Nestucca Valley Sporting Goods	Hebo	Outfitter and fishing expert	
Netarts Bay	Netarts Bay	Scenic Feature	Natural/Scenic
Ocean Inn at Manzanita	Manzanita	Lodging	Waterfront lodging
Ocean Trails Riding Stable	Pacific City	Activity	Horseback riding
Oceanside Beach State Recreation Site	Oceanside	Activity	Natural/Scenic
Oceanside Inn	Oceanside	Lodging	Waterside lodging
Oceanside Open	Oceanside	Activity	Event
Old Wheeler Hotel	Wheeler	Lodging	Waterview lodging
Oregon Beach Rides	Pacific City	Activity	Horseback riding
Oregon Beach Rides	Nehalem Bay	Activity	Horseback riding
Oregon Coast Bike Route	Multi-location	Activity	Recreation - Cycling
Oregon Coast Scenic Railroad	Garibaldi	Activity - Excursion	Cultural - Heritage

Oregon Coast Trail	Multi-location	Activity	Recreation - Hiking & Cycling
Oregon Hang Gliding School	Pacific City	Activity Operator	Recreation - Hang gliding
Oregon Islands National Wildlife Refuge	Multi-location	Natural Features	Natural/Scenic
Oregon Tuna Classic	Garibaldi	Event/Festival	Recreation - Deep Sea Fishing
Oswald West State Park	Oswald West State Park	Activity	Natural/Scenic
Pacific City Fireworks	Pacific City	Event/Festival	Community
Pacific City Sporting Goods	Pacific City	Outfitter	
Pacific Restaurant	Tillamook	Food & Drink	Dining
Pacific Sands Resort	Neskowin	Lodging	Waterfront lodging
Pelican Brewery & Tap Room	Tillamook	Food & Drink	Dining
Pelican Pub & Brewery	Pacific City	Food & Drink	Waterfront dining
Peninsula Trail - Tillamook State Forest	Trask River	Activity	Recreation - Hiking
Pier's End' Public Pier & Boathouse	Garibaldi	Community	Cultural - Heritage
Pirate's Cove Restaurant	Garibaldi	Food & Drink	Waterside dining
Pleasant Valley RV Park	Pleasant Valley	RV Park	
Port of Garibaldi Marina	Garibaldi	Marine Infrastructure	Cultural - Heritage
Powder Creek Ranch B & B	Beaver	Lodging	Bed & Breakfast
Proposal Rock	Neskowin	Scenic Feature	Natural/Scenic
Proposal Rock Inn	Neskowin	Lodging	Waterside lodging
Reversal Apparel & Gifts	Pacific City	Retail	Shopping
Rising Star Café	Wheeler	Food & Drink	Dining
River Bend Players	Nehalem	Activity	Cultural - Performing Arts
Rockaway Beach Kite Festival	Rockaway Beach	Event/Festival	Recreation - kite flying
Rockaway Beach Pirate Festival	Rockaway Beach	Event/Festival	Novelty
Rockaway Beach Resort	Rockaway Beach	Lodging	Waterfront lodging
Rockaway Beach State Wayside	Rockaway Beach	Community	Beach access
Rockaway Beach Visitor Information Center	Rockaway Beach	Visitor Services	
Roseanna's Café	Oceanside	Food & Drink	Waterfront dining
Rowboat Gallery	Pacific City	Retail	Shopping
Salmonberry River	Multi-location	Scenic Feature	Natural/Scenic
Salmonberry Trail	Multi-location	Activity	Natural/Scenic

Sand Dollar Restaurant & Lounge	Rockaway Beach	Food & Drink	Dining
Sand Dune Pub	Manzanita	Food & Drink	Dining
Sand Lake Recreation Area	Sand Lake	Activity	Natural/Scenic
Sand Winds ATV/OHV Camp Area	Sand Lake	Camping	Recreation - ATV
Sandlake County Inn	Sand Lake	Lodging	Bed & Breakfast
Sandlake Tsunami ATV Rental	Cloverdale	Activity Operator	Recreation - ATV
Second Street Public Market	Tillamook	Retail	Shopping
Shilo Inn Suites Hotel	Tillamook	Lodging	
Shilo Restaurant and Lounge	Tillamook	Food & Drink	Dining
Sitka Center for Art and Ecology	Cascade Head	Activity	Cultural/Natural - Arts
Siuslaw National Forest	Sand Lake	Scenic Feature	Natural/Scenic
Smith Homestead	Highway 6	Activity	Natural/Scenic
Smuggler Cove/Short Sand Beach	Oswald West State Park	Scenic Feature	Natural/Scenic
South & North Neahkahnie Mountain Trails	Oswald West State Park	Activity	Recreation - Hiking
Sportsman's Pub N Grub	Pacific City	Food & Drink	Dining
Stimulus Espresso Café	Pacific City	Food & Drink	Dining
Sunset Surf Motel	Manzanita	Lodging	Waterfront lodging
Surfside Oceanfront Resort	Rockaway Beach	Lodging	Waterfront lodging
Symons State Scenic Viewpoint	Oceanside	Viewpoint	Natural/Scenic
TAPA performance season	Tillamook	Activity	Cultural - Performing Arts
Terimore Lodging by the Sea	Netarts	Lodging	Waterfront lodging
Terra Cotta Café	Manzanita	Food & Drink	Dining
The Big Spruce	Cape Meares	Scenic feature	Natural/Scenic
The Breakers Beach Houses	Neskowin	Lodging	Waterfront lodging
The Craftsman Bed & Breakfast	Pacific City	Lodging	Bed & Breakfast
The Falls/Camper Cove RV Park & Campground	Beaver	RV Park & Camping	Waterside - Creek
The Fish Peddler	Bay City	Food & Drink	Waterside dining
The Frugal Crow	Rockaway Beach	Retail	Shopping
The Garibaldi Cannery	Garibaldi	Fresh seafood	Shopping
The Inn at Cape Kiwanda	Pacific City	Lodging	Waterview lodging
The Inn at Manzanita	Manzanita	Lodging	



The Oar House Bar & Grill	Pacific City	Food & Drink	Waterside dining
The Octopus Tree	Cape Meares	Attraction	Natural - Heritage
The Pizza Garden	Nehalem	Food & Drink	Waterview dining
The Refinery Reuse Store	Manzanita	Retail	Community
The Schooner Restaurant	Netarts	Food & Drink	Waterside dining
The Shell Game	Cloverdale	Retail	Shopping
The Three Graces/Crab Rock	Garibaldi	Scenic Feature	Natural/Scenic
Thousand Trails RV & Camping Resort	Pacific City	Camping	Natural/Scenic
Three Arch Rocks National Wildlife Refuge	Oceanside	Scenic Feature	Natural/Scenic
Three Arch Rocks/'Kissing Turtles'	Oceanside	Scenic Feature	Natural/Scenic
Three Capes Scenic Route/Loop	Multi-location	Scenic Drive	Natural/Scenic
Tillamook Air Museum & Blimp Hangar	Tillamook	Attraction	Cultural - Heritage
Tillamook Air Tours	Tillamook Airport	Activity	Scenic & Vintage Flights
Tillamook Bait (Company) Shop	Tillamook	Outfitter - fishing	
Tillamook Bay	Tillamook Bay	Scenic Feature	Natural/Scenic
Tillamook Bay Community College	Tillamook	Tourism training	Educational
Tillamook Bay Run	Bay Ocean Spit	Activity	Recreation - Running
Tillamook Bay Viewpoint	Bay City	Viewpoint	Bay Vista
Tillamook C of C Visitor Center	Tillamook	Visitor Services	
Tillamook Cheese Factory/Creamery	Tillamook	Attraction	Craft Foods
Tillamook Coast Beaches	Multi-location	Activity	Natural/Scenic
Tillamook Country Smoker	Bay City	Food & Drink	Craft Foods
Tillamook County Fair & Fairgrounds	Tillamook	Event/Festival	Cultural - Event
Tillamook County Pioneer Museum	Tillamook	Attraction	Cultural - Heritage
Tillamook County Quilt Trail	Multi-location	Visitor Trail	Cultural - Arts
Tillamook County Water Trails	Multi-location	Activity	Natural/Scenic
Tillamook County Water Trails	Multi-location	Activity	Recreation - water sports
Tillamook Eco Adventures	Tillamook	Tours - Guided	Themed Tours

Tillamook Farmers' Market	Tillamook	Food & Drink	Market
Tillamook Food Cart/s	Tillamook	Food & Drink	Dining
Tillamook Forest Center	Highway 6	Attraction	Cultural - Heritage
Tillamook State Forest	Highway 6	Scenic Feature	Natural/Scenic
Tradewinds Motel	Rockaway Beach	Lodging	Waterfront lodging
Trash Art Gallery	Manzanita	Community	Cultural - Arts
Trask River	Multi-location	Scenic Feature	Natural/Scenic
Trask River County Campground	Trask River	Camping	Natural/Scenic
Trillium Gallery	Wheeler	Retail	Cultural - Arts
Tsunami Bar & Grill	Wheeler	Food & Drink	Dining
Turtlejanes Bed & Breakfast	Oceanside	Lodging	Bed & Breakfast
Twin Rocks	Rockaway Beach	Scenic Feature	Natural/Scenic
Twin Rocks Motel	Rockaway Beach	Lodging	Waterfront lodging
Twist Wine Co Tasting Room & Lounge	Pacific City	Food & Drink	
US Coast Guard Station - Tillamook Bay	Garibaldi	Historic Architecture	Cultural - Heritage
Village Coffee Shoppe	Pacific City	Food & Drink	Dining
Village Merchants	Pacific City	Retail	Shopping
Wanda's Café	Nehalem	Food & Drink	Dining
Webb County Campground	Pacific City	RV Park & Camping	
Whalen Island County Campground	Sand Lake	Camping	Natural/Scenic
Wheeler Marina	Wheeler	Outfitter - Marine	
Wheeler on the Bay Lodge & Marina	Wheeler	Lodging	Waterfront lodging
Whiskey Creek Fish Hatchery	Netarts Bay	Community	
Wild Rain Gallery	Highway 6	Attraction	Cultural - Arts
Wilson River	Multi-location	Natural Features	Natural/Scenic
Wilson River Pass	Highway 6	Scenic Drive	Natural/Scenic
Wilson River RV Park	Tillamook	RV Park	
Wilson River Suspension Bridge	Highway 6	Activity	Natural/Scenic
Wilson River Trail	Highway 6	Activity	Natural/Scenic
Winema Wayfinding Point - Highway 101	Neskowin	Viewpoint	Natural/Scenic

## Appendix 1b: Tillamook County Assets in Alphabetical Order by Location

Location	Name/Listing	Product Type	Experience Type
Barview	Barview Jetty County Campground	Camping	Natural/Scenic
Bay City	Bay City Arts Center	Community	Cultural - Arts
Bay City	Bay City Park	Community	Recreation/Sport
Bay City	Kilchis Point Reserve	Scenic Feature	Natural - Heritage
Bay City	Museum of People's Art / Café	Retail	Cultural - Arts
Bay City	The Fish Peddler	Food & Drink	Waterside dining
Bay City	Tillamook Country Smoker	Food & Drink	Craft Foods
Bay City	Tillamook Bay Viewpoint	Viewpoint	Bay Vista
Bay Ocean Spit	Tillamook Bay Run	Activity	Running
Bear Creek	Bear Creek Artichokes	Food & Drink	Farm Stand and Market
Beaver	Powder Creek Ranch B & B	Lodging	Bed & Breakfast
Beaver	The Falls/Camper Cove RV Park & Campground	RV Park & Camping	Waterside - Creek
Cape Kiwanda	Cape Kiwanda State Natural Area	Activity	Natural/Scenic
Cape Lookout	Anderson's Viewpoint	Viewpoint	Natural/Scenic
Cape Lookout	Cape Lookout Campground & Yurts	Lodging	Natural/Scenic
Cape Lookout	Cape Lookout Cape Trail and Trailheads	Activity	Natural/Scenic
Cape Lookout	Cape Lookout State Park	Activity	Natural/Scenic
Cape Lookout	Cape Trail to Cape Lookout	Activity	Visitor Trail
Cape Meares	Cape Meares Lighthouse	Attraction	Cultural - Heritage
Cape Meares	Cape Meares National Wildlife Refuge	Activity	Natural/Scenic
Cape Meares	Cape Meares State Scenic Lookout	Viewpoint	Natural/Scenic
Cape Meares	Cape Meares Trailheads	Activity	Visitor Trail
Cape Meares	The Big Spruce	Scenic feature	Natural/Scenic
Cape Meares	The Octopus Tree	Attraction	Natural - Heritage
Cascade Head	Cascade Head Nature Conservancy Trail	Activity	Visitor Trail
Cascade Head	Cascade Head Preserve	Activity	Natural/Scenic
Cascade Head	Sitka Center for Art and Ecology	Activity	Cultural/Nature - Arts

Cloverdale	Cloverdale's Garden Café	Food & Drink	Dining
Cloverdale	Clover's Day Festival & Parade	Event/Festival	Community
Cloverdale	Hudson House Bed & Breakfast Inn	Lodging	Bed & Breakfast
Cloverdale	Sandlake Tsunami ATV Rental	Activity Operator	Recreation - ATV
Cloverdale	The Shell Game	Retail	Shopping
Garibaldi	Fisherman's Korner Restaurant	Food & Drink	Dining - Seafood
Garibaldi	Garibaldi Charters	Activity - Excursion	Fishing
Garibaldi	Garibaldi Days	Event/Festival	Community event
Garibaldi	Garibaldi House Inn & Suites	Lodging	
Garibaldi	Garibali Maritime Museum	Attraction	Cultural - Heritage
Garibaldi	Miami Foley Road Scenic Drive	Scenic Drive	Natural/Scenic
Garibaldi	Oregon Coast Scenic Railroad	Activity - Excursion	Cultural - Heritage
Garibaldi	Oregon Tuna Classic	Event/Festival	Deep Sea Fishing
Garibaldi	Pirate's Cove Restaurant	Food & Drink	Waterside dining
Garibaldi	Port of Garibaldi Marina	Marine Infrastructure	Cultural - Heritage
Garibaldi	The Garibaldi Cannery	Fresh seafood	Shopping
Garibaldi	The Three Graces/Crab Rock	Scenic Feature	Natural/Scenic
Garibaldi	US Coast Guard Station - Tillamook Bay	Historic Architecture	Cultural - Heritage
Garibaldi	Pier's End' Public Pier & Boathouse	Community	Cultural - Heritage
Hebo	Hebo Lake & Campground	Camping	Natural/Scenic
Hebo	Mt Hebo Summit	Viewpoint	Natural/Scenic
Hebo	Nestucca Valley Sporting Goods	Outfitter and fishing expert	
Highway 6	Smith Homestead	Activity	Natural/Scenic
Highway 6	Tillamook Forest Center	Attraction	Cultural - Heritage
Highway 6	Tillamook State Forest	Scenic Feature	Natural/Scenic
Highway 6	Wild Rain Gallery	Attraction	Cultural - Arts
Highway 6	Wilson River Pass	Scenic Drive	Natural/Scenic
Highway 6	Wilson River Suspension Bridge	Activity	Natural/Scenic
Highway 6	Wilson River Trail	Activity	Natural/Scenic
Kilchis River	Kilchis River County Park	Camping	Natural/Scenic
Manzanita	4th July Parade	Event/Festival	Community event
Manzanita	4th Street Studio & Gallery	Retail	Cultural - Arts

Manzanita	Big Wave Café	Food & Drink	Dining
Manzanita	Blackbird Restaurant	Food & Drink	Dining
Manzanita	Bread and Ocean Bakery	Food & Drink	Dining - Bakery
Manzanita	Cloud & Leaf Bookstore	Retail	Cultural - Arts
Manzanita	Hoffman Center	Activity	Cultural - Arts
Manzanita	Manzanita Farmers' Market	Food & Drink	Market
Manzanita	Manzanita News & Espresso	Food & Drink	Dining
Manzanita	Manzanita Visitor Center	Visitor Services	
Manzanita	Ocean Inn at Manzanita	Lodging	Waterfront lodging
Manzanita	Sand Dune Pub	Food & Drink	Dining
Manzanita	Sunset Surf Motel	Lodging	Waterfront lodging
Manzanita	Terra Cotta Café	Food & Drink	Dining
Manzanita	The Inn at Manzanita	Lodging	
Manzanita	The Refinery Reuse Store	Retail	Community
Manzanita	Trash Art Gallery	Community	Cultural - Arts
Multi-location	Kilchis River	Scenic Feature	Natural /Scenic
Multi-location	Nehalem River	Scenic Feature	Natural/Scenic
Multi-location	Nestucca River	Scenic Feature	Natural/Scenic
Multi-location	Oregon Coast Bike Route	Activity	Recreation - Cycling
Multi-location	Oregon Coast Trail	Activity	Hiking & Cycling
Multi-location	Oregon Islands National Wildlife Refuge	Natural Features	Natural/Scenic
Multi-location	Salmonberry River	Scenic Feature	Natural/Scenic
Multi-location	Salmonberry Trail	Activity	Natural/Scenic
Multi-location	Three Capes Scenic Route/Loop	Scenic Drive	Natural/Scenic
Multi-location	Tillamook Coast Beaches	Activity	Natural/Scenic
Multi-location	Tillamook County Quilt Trail	Visitor Trail	Cultural - Arts
Multi-location	Tillamook County Water Trails	Activity	Natural/Scenic
Multi-location	Tillamook County Water Trails	Activity	Water sports
Multi-location	Trask River	Scenic Feature	Natural/Scenic
Multi-location	Wilson River	Natural Features	Natural/Scenic
Neahkahnie	Neahkahnie Mountain	Scenic Feature	Natural/Scenic
Neahkahnie	Neahkahnie Mountain Trailheads	Activity	Natural/Scenic
Nehalem	Alder Creek Farm	Activity	Natural/Scenic

Nehalem	Bayway Eatery	Food & Drink	Dining
Nehalem	Hal's Emporium	Retail	Shopping
Nehalem	Nehalem Boat House Rentals	Lodging	Waterview lodging
Nehalem	River Bend Players	Activity	Cultural - Performing Arts
Nehalem	The Pizza Garden	Food & Drink	Waterview dining
Nehalem	Wanda's Café	Food & Drink	Dining
Nehalem	Nehalem Beehive	Retail	Shopping
Nehalem Bay	Jetty Fishery Marina & RV Park	Camping & RV	Natural/Scenic
Nehalem Bay	Kelly's (Brighton) Marina	Camping & RV	Natural/Scenic
Nehalem Bay	Nehalem Bay	Scenic Feature	Natural/Scenic
Nehalem Bay	Nehalem Bay State Park	Activity & Yurt Lodging	Natural/Scenic
Nehalem Bay	Nehalem Bay Winery	Food & Drink	Wine
Nehalem Bay	Oregon Beach Rides	Activity	Horseback riding
Nehalem River	Foss Road Drive	Scenic Feature	Natural/Scenic
Neskowin	Hawk Creek Café	Food & Drink	Waterside dining
Neskowin	Hawk Creek Gallery	Retail	Cultural - Arts
Neskowin	Neskowin Creek RV Resort	RV Park - member based	Camping
Neskowin	Neskowin Marsh Golf Course	Activity	Golf
Neskowin	Neskowin Trading Company - Market, Deli & Wine Shop	Food & Drink	Dining & Bar
Neskowin	Pacific Sands Resort	Lodging	Waterfront lodging
Neskowin	Proposal Rock	Scenic Feature	Natural/Scenic
Neskowin	Proposal Rock Inn	Lodging	Waterside lodging
Neskowin	The Breakers Beach Houses	Lodging	Waterfront lodging
Neskowin	Winema Wayfinding Point - Highway 101	Viewpoint	Natural/Scenic
Netarts	Josie's Bayside Market & Deli	Food & Drink	Shopping - market
Netarts	Lex's Cool Stuff	Retail	Shopping
Netarts	The Schooner Restaurant	Food & Drink	Waterside dining
Netarts	Terimore Lodging by the Sea	Lodging	Waterfront lodging
Netarts Bay	Cape Lookout Bed & Breakfast	Lodging	
Netarts Bay	Netarts Bay	Scenic Feature	Natural/Scenic
Netarts Bay	Whiskey Creek Fish Hatchery	Community	
Oceanside	Blue Agate Café	Food & Drink	Dining

Oceanside	Maxwell Point Tunnel/Tunnel Beach/Lost Boy Cave	Activity	Natural/Scenic
Oceanside	Oceanside Beach State Recreation Site	Activity	Natural/Scenic
Oceanside	Oceanside Inn	Lodging	Waterside lodging
Oceanside	Oceanside Open	Activity	Event
Oceanside	Roseanna's Café	Food & Drink	Waterfront dining
Oceanside	Symons State Scenic Viewpoint	Viewpoint	Natural/Scenic
Oceanside	Three Arch Rocks National Wildlife Refuge	Scenic Feature	Natural/Scenic
Oceanside	Three Arch Rocks/'Kissing Turtles'	Scenic Feature	Natural/Scenic
Oceanside	Turtlejanes Bed & Breakfast	Lodging	Bed & Breakfast
Oswald West State Park	Cape Falcon Trail	Activity	Visitor Trail
Oswald West State Park	Devils Cauldron	Activity	Natural/Scenic
Oswald West State Park	Historic Highway Site Viewpoint - Highway 101	Viewpoint	Natural/Scenic
Oswald West State Park	Oswald West State Park	Activity	Natural/Scenic
Oswald West State Park	Smuggler Cove/Short Sand Beach	Scenic Feature	Natural/Scenic
Oswald West State Park	South & North Neahkahnie Mountain Trails	Activity	Recreation - Hiking
Pacific City	Annual Dory Days	Event/Festival	Community event
Pacific City	Annual Reach the Beach	Activity	Bicycle Ride
Pacific City	Bob Straub State Park	Activity	Natural/Scenic
Pacific City	Cape Kiwanda Longboard Classic	Event/Festival	Surfing
Pacific City	Cape Kiwanda Market Place	Food & Drink	Dining
Pacific City	Cape Kiwanda RV Resort	Lodging	
Pacific City	Cape Kiwanda Sand Dunes	Activity	Natural/Scenic
Pacific City	Cottages at Cape Kiwanda	Lodging	Waterfront lodging
Pacific City	Dapper Frog Gallery	Retail	Shopping
Pacific City	Delicate Palate Bistro	Food & Drink	Dining
Pacific City	Doryland Pizza	Food & Drink	Dining
Pacific City	Grateful Bread Bakery	Food & Drink	Dining - Bakery



Pacific City	Green Acres Beach & Trail Rides	Outfitters	Horseback riding
Pacific City	Haystack Coffee & Surfshop	Outfitter - surfing	
Pacific City	Haystack Fishing - Dory Charter Service	Outfitter - fishing	Ocean - excursions
Pacific City	Haystack Rock	Scenic Feature	Natural/Scenic
Pacific City	Kiawanda Community Center	Community	
Pacific City	Moment Surf Co	Activity Outfitter	Surfing
Pacific City	Nestucca Adventures	Activity Outfitter	
Pacific City	Nestucca and Sandlake Water Trail	Activity - Trail	Kayaking
Pacific City	Nestucca Bay	Scenic Feature	Natural/Scenic
Pacific City	Nestucca Valley Artisans Annual Festival	Event/Festival	Cultural - Arts
Pacific City	Ocean Trails Riding Stable	Activity	Horseback riding
Pacific City	Oregon Beach Rides	Activity	Horseback riding
Pacific City	Oregon Hang Gliding School	Activity Operator	Hang gliding
Pacific City	Pacific City Fireworks	Event/Festival	Community
Pacific City	Pacific City Sporting Goods	Outfitter	
Pacific City	Pelican Pub & Brewery	Food & Drink	Waterfront dining
Pacific City	Reversal Apparel & Gifts	Retail	Shopping
Pacific City	Rowboat Gallery	Retail	Shopping
Pacific City	Sportsman's Pub N Grub	Food & Drink	Dining
Pacific City	Stimulus Espresso Café	Food & Drink	Dining
Pacific City	The Craftsman Bed & Breakfast	Lodging	Bed & Breakfast
Pacific City	The Inn at Cape Kiwanda	Lodging	Waterview lodging
Pacific City	The Oar House Bar & Grill	Food & Drink	Waterside dining
Pacific City	Thousand Trails RV & Camping Resort	Camping	Natural/Scenic
Pacific City	Twist Wine Co Tasting Room & Lounge	Food & Drink	
Pacific City	Village Coffee Shoppe	Food & Drink	Dining
Pacific City	Village Merchants	Retail	Shopping
Pacific City	Webb County Campground	RV Park & Camping	
Pacific City	Annual Blessing of the Fleet	Event/Festival	Recreation - fishing
Pacific City/Oretown	Nestucca Bay National Wildlife Refuge	Scenic Feature	Natural/Scenic

Pacific City/Tierra Del Mar	Blowsion Surf Slam	Event/Festival	PWC Spectator Event
Pleasant Valley	Munson Creek Falls State Park	Natural features	Natural/Scenic
Pleasant Valley	Pleasant Valley RV Park	RV Park	
Rockaway Beach	4th July Parade	Event/Festival	Community event
Rockaway Beach	Lake Lytle	Natural features	Recreation - fishing
Rockaway Beach	Rockaway Beach Kite Festival	Event/Festival	Recreation - kite flying
Rockaway Beach	Rockaway Beach Pirate Festival	Event/Festival	Novelty
Rockaway Beach	Rockaway Beach Resort	Lodging	Waterfront lodging
Rockaway Beach	Rockaway Beach State Wayside	Community	Beach access
Rockaway Beach	Rockaway Beach Visitor Information Center	Visitor Services	
Rockaway Beach	Sand Dollar Restaurant & Lounge	Food & Drink	Dining
Rockaway Beach	Surfside Oceanfront Resort	Lodging	Waterfront lodging
Rockaway Beach	The Frugal Crow	Retail	Shopping
Rockaway Beach	Tradewinds Motel	Lodging	Waterfront lodging
Rockaway Beach	Twin Rocks	Scenic Feature	Natural/Scenic
Rockaway Beach	Twin Rocks Motel	Lodging	Waterfront lodging
Sand Lake	Clay Myers State Natural Area	Activity	Natural/Scenic
Sand Lake	Sand Lake Recreation Area	Activity	Natural/Scenic
Sand Lake	Sand Winds ATV/OHV Camp Area	Camping	Recreation - ATV
Sand Lake	Sandlake County Inn	Lodging	Bed & Breakfast
Sand Lake	Siuslaw National Forest	Scenic Feature	Natural/Scenic
Sand Lake	Whalen Island County Campground	Camping	Natural/Scenic
Tillamook	Alderbrook Golf Course	Activity	Recreation/Sport
Tillamook	Ashley Inn	Lodging	
Tillamook	Blue Heron French Cheese Company	Attraction	Craft Foods
Tillamook	de Garde Brewing	Food & Drink	Craft Foods/Beer
Tillamook	Five Rivers Café & Coffee Roasters	Food & Drink	Dining
Tillamook	Hoquarton Slough (Interpretive Park)	Civic & Natural Precinct	Natural - Heritage
Tillamook	Kayak Tillamook	Tours - Guided	Water Tours

Tillamook	Koko's Restaurant & Lounge	Food & Drink	Dining
Tillamook	Latimer Quilt & Textile Center	Attraction	Cultural - Arts
Tillamook	Pacific Restaurant	Food & Drink	Dining
Tillamook	Pelican Brewery & Tap Room	Food & Drink	Dining
Tillamook	Second Street Public Market	Retail	Shopping
Tillamook	Shilo Restaurant and Lounge	Food & Drink	Dining
Tillamook	TAPA performance season	Activity	Cultural - Performing Arts
Tillamook	Tillamook Air Museum & Blimp Hangar	Attraction	Cultural - Heritage
Tillamook	Tillamook Bait (Company) Shop	Outfitter - fishing	
Tillamook	Tillamook Bay Community College	Tourism training	Educational
Tillamook	Tillamook C of C Visitor Center	Visitor Services	
Tillamook	Tillamook Cheese Factory/Creamery	Attraction	Craft Foods
Tillamook	Tillamook County Fair & Fairgrounds	Event/Festival	Cultural - Event
Tillamook	Tillamook County Pioneer Museum	Attraction	Cultural - Heritage
Tillamook	Tillamook Eco Adventures	Tours - Guided	Themed Tours
Tillamook	Tillamook Farmers' Market	Food & Drink	Market
Tillamook	Tillamook Food Cart/s	Food & Drink	Dining
Tillamook	Wilson River RV Park	RV Park	
Tillamook	Shilo Inn Suites Hotel	Lodging	
Tillamook Airport	Tillamook Air Tours	Activity	Scenic & Vintage Flights
Tillamook Bay	Bayocean Peninsula County Park/Spit	Viewpoint	Natural/Scenic
Tillamook Bay	Tillamook Bay	Scenic Feature	Natural/Scenic
Trask River	Peninsula Trail/Tillamook Forest	Activity	Recreation - Hiking
Trask River	Trask River County Campground	Camping	Natural/Scenic
Wheeler	Old Wheeler Hotel	Lodging	Waterview lodging
Wheeler	Rising Star Café	Food & Drink	Dining
Wheeler	Trillium Gallery	Retail	Cultural - Arts
Wheeler	Tsunami Bar & Grill	Food & Drink	Dining
Wheeler	Wheeler Marina	Outfitter - Marine	
Wheeler	Wheeler on the Bay Lodge & Marina	Lodging	Waterfront lodging

## Appendix 1c: Tillamook County Assets in Alphabetical Order by Product Type

Location	Name/Listing	Product Type	Experience Type
Bay Ocean Spit	Tillamook Bay Run	Activity	Running
Cape Kiwanda	Cape Kiwanda State Natural Area	Activity	Natural/Scenic
Cape Lookout	Cape Lookout Cape Trail and Trailheads	Activity	Natural/Scenic
Cape Lookout	Cape Lookout State Park	Activity	Natural/Scenic
Cape Lookout	Cape Trail to Cape Lookout	Activity	Visitor Trail
Cape Meares	Cape Meares National Wildlife Refuge	Activity	Natural/Scenic
Cape Meares	Cape Meares Trailheads	Activity	Visitor Trail
Cascade Head	Cascade Head Nature Conservancy Trail	Activity	Visitor Trail
Cascade Head	Cascade Head Preserve	Activity	Natural/Scenic
Cascade Head	Sitka Center for Art and Ecology	Activity	Cultural/Natural - Arts
Highway 6	Smith Homestead	Activity	Natural/Scenic
Highway 6	Wilson River Suspension Bridge	Activity	Natural/Scenic
Highway 6	Wilson River Trail	Activity	Natural/Scenic
Manzanita	Hoffman Center	Activity	Cultural - Arts
Multi-location	Oregon Coast Trail	Activity	Hiking & Cycling
Multi-location	Salmonberry Trail	Activity	Natural/Scenic
Multi-location	Tillamook Coast Beaches	Activity	Natural/Scenic
Multi-location	Tillamook County Water Trails	Activity	Natural/Scenic
Multi-location	Tillamook County Water Trails	Activity	Water sports
Nehalem	Alder Creek Farm	Activity	Natural/Scenic
Nehalem Bay	Oregon Beach Rides	Activity	Horseback riding
Neskowin	Neskowin Marsh Golf Course	Activity	Recreation - Golf
Oceanside	Maxwell Point Tunnel/Tunnel Beach/Lost Boy Cave	Activity	Natural/Scenic
Oceanside	Oceanside Beach State Recreation Site	Activity	Natural/Scenic
Oceanside	Oceanside Open	Activity	Event
Oswald West State Park	Cape Falcon Trail	Activity	Visitor Trail
Oswald West State Park	Devils Cauldron	Activity	Natural/Scenic

Oswald West State Park	Oswald West State Park	Activity	Natural/Scenic
Oswald West State Park	South & North Neahkahnie Mountain Trails	Activity	Hiking
Pacific City	Bob Straub State Park	Activity	Natural/Scenic
Pacific City	Cape Kiwanda Sand Dunes	Activity	Natural/Scenic
Pacific City	Ocean Trails Riding Stable	Activity	Horseback riding
Pacific City	Oregon Beach Rides	Activity	Horseback riding
Sand Lake	Clay Myers State Natural Area	Activity	Natural/Scenic
Sand Lake	Sand Lake Recreation Area	Activity	Natural/Scenic
Tillamook	Alderbrook Golf Course	Activity	Golf
Tillamook	TAPA performance season	Activity	Performing Arts
Trask River	Peninsula Trail - Tillamook State Forest	Activity	Hiking
Multi-location	Oregon Coast Bike Route	Activity	Cycling
Nehalem	River Bend Players	Activity	Performing Arts
Pacific City	Annual Reach the Beach	Activity	Bicycle Ride
Tillamook Airport	Tillamook Air Tours	Activity	Scenic & Vintage Flights
Neahkahnie	Neahkahnie Mountain Trailheads	Activity	Natural/Scenic
Garibaldi	Garibaldi Charters	Activity - Excursion	Fishing
Garibaldi	Oregon Coast Scenic Railroad	Activity - Excursion	Heritage - nature
Pacific City	Nestucca and Sandlake Water Trail	Activity - Trail	Kayaking
Nehalem Bay	Nehalem Bay State Park	Activity & Yurt Lodging	Natural/Scenic
Cloverdale	Sandlake Tsunami ATV Rental	Activity Operator	ATV
Pacific City	Oregon Hang Gliding School	Activity Operator	Hang gliding
Pacific City	Moment Surf Co	Activity Outfitter	Surfing
Pacific City	Nestucca Adventures	Activity Outfitter	
Cape Meares	Cape Meares Lighthouse	Attraction	Heritage
Cape Meares	The Octopus Tree	Attraction	Heritage
Garibaldi	Garibaldi Maritime Museum	Attraction	Heritage
Highway 6	Tillamook Forest Center	Attraction	Heritage
Highway 6	Wild Rain Gallery	Attraction	Arts
Tillamook	Blue Heron French Cheese Company	Attraction	Craft Foods
Tillamook	Latimer Quilt & Textile Center	Attraction	Cultural - Arts

Tillamook	Tillamook Air Museum & Blimp Hangar	Attraction	Heritage
Tillamook	Tillamook Cheese Factory/Creamery	Attraction	Craft Foods
Tillamook	Tillamook County Pioneer Museum	Attraction	Heritage
Barview	Barview Jetty County Campground	Camping	Natural/Scenic
Hebo	Hebo Lake & Campground	Camping	Natural/Scenic
Kilchis River	Kilchis River County Park	Camping	Natural/Scenic
Pacific City	Thousand Trails RV & Camp Resort	Camping	Natural/Scenic
Sand Lake	Sand Winds ATV/OHV Camp Area	Camping	ATV
Sand Lake	Whalen Island County Campground	Camping	Natural/Scenic
Trask River	Trask River County Campground	Camping	Natural/Scenic
Nehalem Bay	Jetty Fishery Marina & RV Park	Camping & RV	Natural/Scenic
Nehalem Bay	Kelly's (Brighton) Marina	Camping & RV	Natural/Scenic
Tillamook	Hoquarton Slough -Interpretive Park	Civic & Natural Precinct	Heritage
Bay City	Bay City Arts Center	Community	Arts
Bay City	Bay City Park	Community	Recreation/Sport
Garibaldi	Pier's End' Public Pier & Boathouse	Community	Cultural - Heritage
Manzanita	Trash Art Gallery	Community	Arts
Netarts Bay	Whiskey Creek Fish Hatchery	Community	
Pacific City	Kiawanda Community Center	Community	
Rockaway Beach	Rockaway Beach State Wayside	Community	Beach access
Cloverdale	Clover's Day Festival & Parade	Event/Festival	Community
Garibaldi	Garibaldi Days	Event/Festival	Community event
Garibaldi	Oregon Tuna Classic	Event/Festival	Deep Sea Fishing
Manzanita	4th July Parade	Event/Festival	Community event
Pacific City	Annual Dory Days	Event/Festival	Community event
Pacific City	Cape Kiwanda Longboard Classic	Event/Festival	Surfing
Pacific City	Nestucca Valley Artisans Annual Festival	Event/Festival	Arts
Pacific City	Pacific City Fireworks	Event/Festival	Community
Pacific City	Annual Blessing of the Fleet	Event/Festival	Fishing

Pacific City/Tierra Del Mar	Blowsion Surf Slam	Event/Festival	PWC Spectator Event
Rockaway Beach	4th July Parade	Event/Festival	Community event
Rockaway Beach	Rockaway Beach Kite Festival	Event/Festival	Kite flying
Rockaway Beach	Rockaway Beach Pirate Festival	Event/Festival	Novelty
Tillamook	Tillamook County Fair & Fairgrounds	Event/Festival	Event
Bay City	The Fish Peddler	Food & Drink	Waterside dining
Bay City	Tillamook Country Smoker	Food & Drink	Craft Foods
Bear Creek	Bear Creek Artichokes	Food & Drink	Farm Stand and Market
Cloverdale	Cloverdale's Garden Café	Food & Drink	Dining
Garibaldi	Fisherman's Korner Restaurant	Food & Drink	Dining - Seafood
Garibaldi	Pirate's Cove Restaurant	Food & Drink	Waterside dining
Manzanita	Big Wave Café	Food & Drink	Dining
Manzanita	Blackbird Restaurant	Food & Drink	Dining
Manzanita	Bread and Ocean Bakery	Food & Drink	Dining - Bakery
Manzanita	Manzanita Farmers' Market	Food & Drink	Market
Manzanita	Manzanita News & Espresso	Food & Drink	Dining
Manzanita	Sand Dune Pub	Food & Drink	Dining
Manzanita	Terra Cotta Café	Food & Drink	Dining
Nehalem	Bayway Eatery	Food & Drink	Dining
Nehalem	The Pizza Garden	Food & Drink	Waterview dining
Nehalem	Wanda's Café	Food & Drink	Dining
Nehalem Bay	Nehalem Bay Winery	Food & Drink	Wine
Neskowin	Hawk Creek Café	Food & Drink	Waterside dining
Neskowin	Neskowin Trading Company - Market, Deli & Wine Shop	Food & Drink	Dining & Bar
Netarts	The Schooner Restaurant	Food & Drink	Waterside dining
Oceanside	Blue Agate Café	Food & Drink	Dining
Oceanside	Roseanna's Café	Food & Drink	Waterfront dining
Pacific City	Cape Kiwanda Market Place	Food & Drink	Dining
Pacific City	Delicate Palate Bistro	Food & Drink	Dining
Pacific City	Doryland Pizza	Food & Drink	Dining
Pacific City	Grateful Bread Bakery	Food & Drink	Dining - Bakery
Pacific City	Pelican Pub & Brewery	Food & Drink	Waterfront dining
Pacific City	Sportsman's Pub N Grub	Food & Drink	Dining
Pacific City	Stimulus Espresso Café	Food & Drink	Dining
Pacific City	The Oar House Bar & Grill	Food & Drink	Waterside dining



Pacific City	Twist Wine Co Tasting Room & Lounge	Food & Drink	
Pacific City	Village Coffee Shoppe	Food & Drink	Dining
Rockaway Beach	Sand Dollar Restaurant & Lounge	Food & Drink	Dining
Tillamook	de Garde Brewing	Food & Drink	Craft Foods/Beer
Tillamook	Five Rivers Café & Coffee Roasters	Food & Drink	Dining
Tillamook	Koko's Restaurant & Lounge	Food & Drink	Dining
Tillamook	Pacific Restaurant	Food & Drink	Dining
Tillamook	Pelican Brewery & Tap Room	Food & Drink	Dining
Tillamook	Shilo Restaurant and Lounge	Food & Drink	Dining
Tillamook	Tillamook Farmers' Market	Food & Drink	Market
Tillamook	Tillamook Food Cart/s	Food & Drink	Dining
Wheeler	Rising Star Café	Food & Drink	Dining
Wheeler	Tsunami Bar & Grill	Food & Drink	Dining
Netarts	Josie's Bayside Market & Deli	Food & Drink	Shopping - market
Garibaldi	The Garibaldi Cannery	Fresh seafood	Shopping
Garibaldi	US Coast Guard Station - Tillamook Bay	Historic Architecture	Heritage
Beaver	Powder Creek Ranch B & B	Lodging	Bed & Breakfast
Cape Lookout	Cape Lookout Campground & Yurts	Lodging	Natural/Scenic
Cloverdale	Hudson House Bed & Breakfast Inn	Lodging	Bed & Breakfast
Garibaldi	Garibaldi House Inn & Suites	Lodging	
Manzanita	Ocean Inn at Manzanita	Lodging	Waterfront lodging
Manzanita	Sunset Surf Motel	Lodging	Waterfront lodging
Manzanita	The Inn at Manzanita	Lodging	
Nehalem	Nehalem Boat House Rentals	Lodging	Waterview lodging
Neskowin	Pacific Sands Resort	Lodging	Waterfront lodging
Neskowin	Proposal Rock Inn	Lodging	Waterside lodging
Neskowin	The Breakers Beach Houses	Lodging	Waterfront lodging
Netarts	Terimore Lodging by the Sea	Lodging	Waterfront lodging
Netarts Bay	Cape Lookout Bed & Breakfast	Lodging	
Oceanside	Oceanside Inn	Lodging	Waterside lodging
Oceanside	Turtlejanes Bed & Breakfast	Lodging	Bed & Breakfast
Pacific City	Cape Kiwanda RV Resort	Lodging	
Pacific City	Cottages at Cape Kiwanda	Lodging	Waterfront lodging
Pacific City	The Craftsman Bed & Breakfast	Lodging	Bed & Breakfast

Pacific City	The Inn at Cape Kiwanda	Lodging	Waterview lodging
Rockaway Beach	Rockaway Beach Resort	Lodging	Waterfront lodging
Rockaway Beach	Surfside Oceanfront Resort	Lodging	Waterfront lodging
Rockaway Beach	Tradewinds Motel	Lodging	Waterfront lodging
Rockaway Beach	Twin Rocks Motel	Lodging	Waterfront lodging
Sand Lake	Sandlake County Inn	Lodging	Bed & Breakfast
Tillamook	Ashley Inn	Lodging	
Tillamook	Shilo Inn Suites Hotel	Lodging	
Wheeler	Old Wheeler Hotel	Lodging	Waterview lodging
Wheeler	Wheeler on the Bay Lodge & Marina	Lodging	Waterfront lodging
Garibaldi	Port of Garibaldi Marina	Marine Infrastructure	Cultural - Heritage
Multi-location	Oregon Islands National Wildlife Refuge	Natural Features	Natural/Scenic
Multi-location	Wilson River	Natural Features	Natural/Scenic
Pleasant Valley	Munson Creek Falls State Park	Natural features	Natural/Scenic
Rockaway Beach	Lake Lytle	Natural features	Recreation - fishing
Pacific City	Pacific City Sporting Goods	Outfitter	
Pacific City	Haystack Fishing - Dory Charter Service	Outfitter - fishing	Ocean - excursions
Tillamook	Tillamook Bait (Company) Shop	Outfitter - fishing	
Wheeler	Wheeler Marina	Outfitter - Marine	
Pacific City	Haystack Coffee & Surfshop	Outfitter - surfing	
Hebo	Nestucca Valley Sporting Goods	Outfitter and fishing expert	
Pacific City	Green Acres Beach & Trail Rides	Outfitters	Horseback riding
Bay City	Museum of People's Art and Café	Retail	Arts
Cloverdale	The Shell Game	Retail	Shopping
Manzanita	4th Street Studio & Gallery	Retail	Arts
Manzanita	Cloud & Leaf Bookstore	Retail	Cultural - Arts
Manzanita	The Refinery Reuse Store	Retail	Community
Nehalem	Hal's Emporium	Retail	Shopping
Nehalem	Nehalem Beehive	Retail	Shopping
Neskowin	Hawk Creek Gallery	Retail	Arts
Netarts	Lex's Cool Stuff	Retail	Shopping
Pacific City	Dapper Frog Gallery	Retail	Shopping
Pacific City	Reversal Apparel & Gifts	Retail	Shopping
Pacific City	Rowboat Gallery	Retail	Shopping

Pacific City	Village Merchants	Retail	Shopping
Rockaway Beach	The Frugal Crow	Retail	Shopping
Tillamook	Second Street Public Market	Retail	Shopping
Wheeler	Trillium Gallery	Retail	Arts
Pleasant Valley	Pleasant Valley RV Park	RV Park	
Tillamook	Wilson River RV Park	RV Park	
Neskowin	Neskowin Creek RV Resort	RV Park - member based	Camping
Beaver	The Falls/Camper Cove RV Park & Campground	RV Park & Camping	Waterside - Creek
Pacific City	Webb County Campground	RV Park & Camping	
Garibaldi	Miami Foley Road Scenic Drive	Scenic Drive	Natural/Scenic
Highway 6	Wilson River Pass	Scenic Drive	Natural/Scenic
Multi-location	Three Capes Scenic Route/Loop	Scenic Drive	Natural/Scenic
Bay City	Kilchis Point Reserve	Scenic Feature	Natural - Heritage
Cape Meares	The Big Spruce	Scenic feature	Natural/Scenic
Garibaldi	The Three Graces/Crab Rock	Scenic Feature	Natural/Scenic
Highway 6	Tillamook State Forest	Scenic Feature	Natural/Scenic
Multi-location	Kilchis River	Scenic Feature	Natural /Scenic
Multi-location	Nehalem River	Scenic Feature	Natural/Scenic
Multi-location	Nestucca River	Scenic Feature	Natural/Scenic
Multi-location	Salmonberry River	Scenic Feature	Natural/Scenic
Multi-location	Trask River	Scenic Feature	Natural/Scenic
Neahkahnie	Neahkahnie Mountain	Scenic Feature	Natural/Scenic
Nehalem Bay	Nehalem Bay	Scenic Feature	Natural/Scenic
Nehalem River	Foss Road Drive	Scenic Feature	Natural/Scenic
Neskowin	Proposal Rock	Scenic Feature	Natural/Scenic
Netarts Bay	Netarts Bay	Scenic Feature	Natural/Scenic
Oceanside	Three Arch Rocks National Wildlife Refuge	Scenic Feature	Natural/Scenic
Oceanside	Three Arch Rocks/'Kissing Turtles'	Scenic Feature	Natural/Scenic
Oswald West State Park	Smuggler Cove/Short Sand Beach	Scenic Feature	Natural/Scenic
Pacific City	Haystack Rock	Scenic Feature	Natural/Scenic
Pacific City	Nestucca Bay	Scenic Feature	Natural/Scenic
Pacific City/Oretown	Nestucca Bay National Wildlife Refuge	Scenic Feature	Natural/Scenic
Rockaway Beach	Twin Rocks	Scenic Feature	Natural/Scenic
Sand Lake	Siuslaw National Forest	Scenic Feature	Natural/Scenic

Tillamook Bay	Tillamook Bay	Scenic Feature	Natural/Scenic
Tillamook	Tillamook Bay Community College	Tourism training	Educational
Tillamook	Kayak Tillamook	Tours - Guided	Water Tours
Tillamook	Tillamook Eco Adventures	Tours - Guided	Themed Tours
Bay City	Tillamook Bay Viewpoint	Viewpoint	Bay Vista
Cape Lookout	Anderson's Viewpoint	Viewpoint	Natural/Scenic
Cape Meares	Cape Meares State Scenic Lookout	Viewpoint	Natural/Scenic
Hebo	Mt Hebo Summit	Viewpoint	Natural/Scenic
Neskowin	Winema Wayfinding Point - Highway 101	Viewpoint	Natural/Scenic
Oceanside	Symons State Scenic Viewpoint	Viewpoint	Natural/Scenic
Oswald West State Park	Historic Highway Site Viewpoint - Highway 101	Viewpoint	Natural/Scenic
Tillamook Bay	Bayocean Peninsula County Park/Spit	Viewpoint	Natural/Scenic
Manzanita	Manzanita Visitor Center	Visitor Services	
Rockaway Beach	Rockaway Beach Visitor Information Center	Visitor Services	
Tillamook	Tillamook C of C Visitor Center	Visitor Services	
Multi-location	Tillamook County Quilt Trail	Visitor Trail	Cultural - Arts



Total Destination Marketing

20212 SW 86th Ave

Tualatin OR 97062

Phone: 503 692 4603

[www.DestinationBranding.com](http://www.DestinationBranding.com)