



Wayfinding on the Tillamook Coast:
Connecting People to Place





Hello Tillamook County Business Owners, Organizations and Residents!

Wayfinding is a vital tool communities can use to enhance our local tourism economy. Wayfinding contributes to safe journeys and is essential to guiding residents and visitors alike throughout our county, while increasing their understanding and experience of these amazing places. Plus it's fun!

A memorable visitor experience on the Tillamook Coast depends on travelers easily finding their way around unfamiliar areas, locating the attractions they traveled here to see, and potentially discovering new adventures along the way!

Read on to see how the Visit Tillamook Coast Wayfinding Program can help.

WHAT IS WAYFINDING?

**KNOWING WHERE YOU ARE,
WHERE YOU WANT TO GO,
AND HOW TO GET THERE—
HELPS BOTH VISITORS
AND RESIDENTS FIND
THE DESTINATIONS AND
ATTRACTIONS THEY HAVE
IN MIND.**

What do we mean by the Visitor Experience?

Think about when you travel. A memorable visitor experience connects **people to place**. It's a journey that involves both tangible and intangible factors. Clear and easy directions, finding your way without getting lost, **feeling welcome**, engaging with locals—these all work together to meet travelers' needs and expectations.

Here on the Tillamook Coast, sharing our special places and making visitors feel welcomed is the easy part. But how can we provide and enhance that experience? What do repeat visitors need and desire? What shops and businesses are especially



important for families? Can outdoor adventurers as well as retirees find all the information they need?

Effective wayfinding—making sure travelers have all the information they need to enjoy their time on the Coast—not only helps visitors appreciate our special story and way of life, but **enhances the cohesion and economies** of our local communities.

How? By developing tools unique to each community, wayfinding can provide a unified connection to a visitor’s overall Tillamook Coast visitor experience. This rewarding and **authentic experience** will be one that travelers will want to repeat.





How can wayfinding contribute to memorable Tillamook Coast experiences?

Wayfinding encompasses all the ways, tools and services that people use to orient themselves in a physical space and navigate from place to place.

Some examples of dynamic wayfinding include pedestrian wayfinding signs, kiosks, maps, interpretive panels, banners, websites and hand-held devices. Together, these tools all help to create a unique sense of place within our Tillamook Coast communities.

The Visit Tillamook Coast Wayfinding Program has created a design toolbox of style, color, images and materials drawn from the unique qualities and character of the Tillamook coast.



The county-wide system is organized with a common look and feel. Distinctive sign standards and graphics take their design cues from the coast landscape—unfinished timbers, exposed hardware and nautical vernacular. Footings and bases utilize local stone whenever possible.

Branded gateway signs welcome visitors at community and highway county entrances. Local village icons grace pedestrian directionals. Maps, kiosks and interpretive panels highlight regional wildlife, history, culture and ecotourism at key locations.

HOW WILL THE PROCESS WORK?

THE CITIES OF TILLAMOOK AND NEHALEM ARE THE FIRST IN THE COUNTY TO BEGIN THEIR WAYFINDING PROGRAMS. ASK THEM ABOUT THEIR EXPERIENCE!



Let's get started! How do we begin?

Building your wayfinding system starts with a small community-based planning process to document existing issues and create a vision for the future. The Visit Tillamook Coast Tourism office offers support throughout the process, working with interested residents and local businesses to develop the plan.

Once a plan is in place, Visit Tillamook Coast will work with villages to determine priorities and timelines and fabrication schedules.

Improving the visitor experience with wayfinding was a top priority identified as a need in the 2014 Tillamook Coast Asset Mapping Report. We see it as a great opportunity to increase local pride while also improving the visitor experience. We hope you agree and join us in the effort!

Find the Asset Mapping Report, along with other tourism documents at www.tillamookcoast.com/industry

METHODOLOGY:

- » ASSESS CURRENT CONDITIONS
- » DETERMINE FUTURE NEEDS
- » DEVELOP SPECIFIC LOCATIONS
- » INVOLVE RESIDENTS AND LOCAL BUSINESSES
- » DESIGN AND PRODUCTION
- » REVIEW AND FABRICATION





**BE
INVOLVED!**

How can I get involved?

For those living in Tillamook County's incorporated cities (Bay City, Garibaldi, Manzanita, Nehalem, Rockaway, Tillamook and Wheeler), please ask your local elected officials to contact Visit Tillamook Coast.

For those living in unincorporated areas of Tillamook County, please ask your chamber of commerce, merchant or downtown association, or community action committee to contact Visit Tillamook Coast.

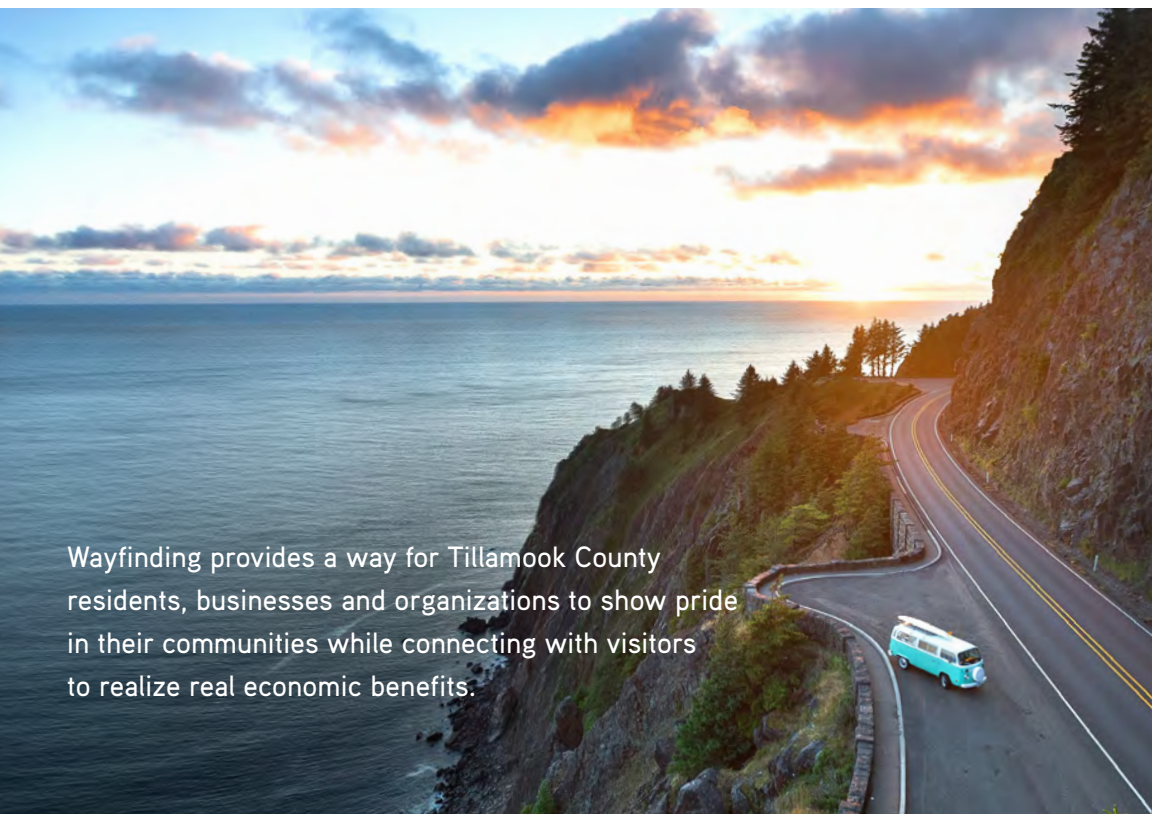
Contact info

Nan Devlin, tourism director, Visit Tillamook Coast
nan@tillamookcoast.com or **(503) 842-2672**.

More detailed information about the Wayfinding Program is available at the Visit Tillamook Coast's website at **www.tillamookcoast.com/industry**

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Thank you for your interest in the Wayfinding Program.



Wayfinding provides a way for Tillamook County residents, businesses and organizations to show pride in their communities while connecting with visitors to realize real economic benefits.



www.tillamookcoast.com