

Caring for the Coast

Weaving environmental stewardship into marketing and community partnerships



Tourism development priorities

1. Develop the tourism industry in ways that are socially, culturally and ecologically responsible, particularly in support of nature-based activities and complementary interests, differentiating our region for visitors.
2. Prioritize growth in tourism that improves economic conditions in the shoulder and off-seasons (i.e. non-peak tourist months), and supports the economic stability of the workforce.
3. Improve communities' abilities to better accommodate tourists and the visitor experience with new, enhanced or better utilization of tourism-related facilities for increased year-round use.
4. Inspire growth in new and traditional industries to support the long-term priorities of county tourism.



Marketing promise

1. Keep our natural resources and local culture at the heart of all we do
2. Nothing false or hyped: keep it real
3. Engage and inform on the things that matter to our “tribe”
4. Experiences told through local voices

Where we advertise matters



**Underwrite
*Grant's
Getaways***



**Oregon Public
Broadcasting**

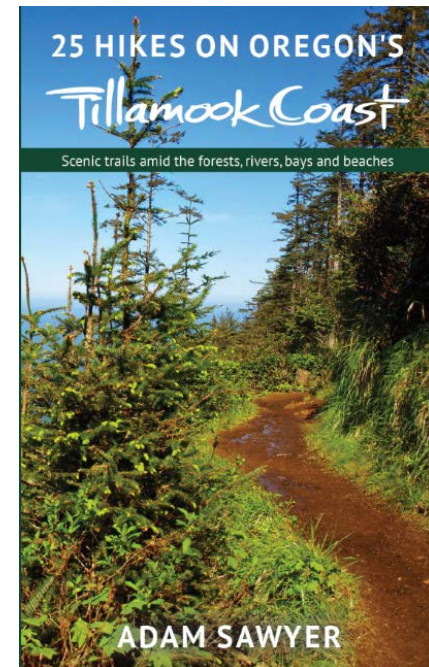
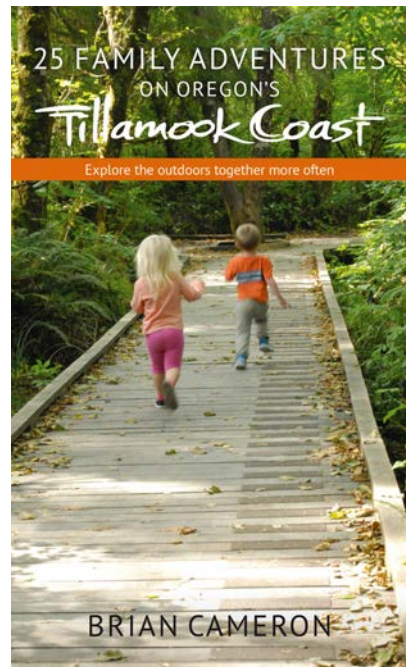
**Sponsor *Nature* and *Oregon
Field Guide* on TV, and do
drive time radio spots**

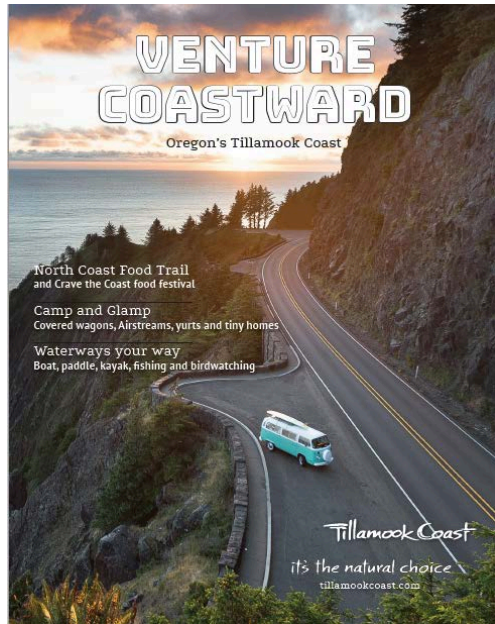
Guidebook publishing...with a message

ENJOY YOURSELF, STAY SAFE, AND CARE LIKE A LOCAL

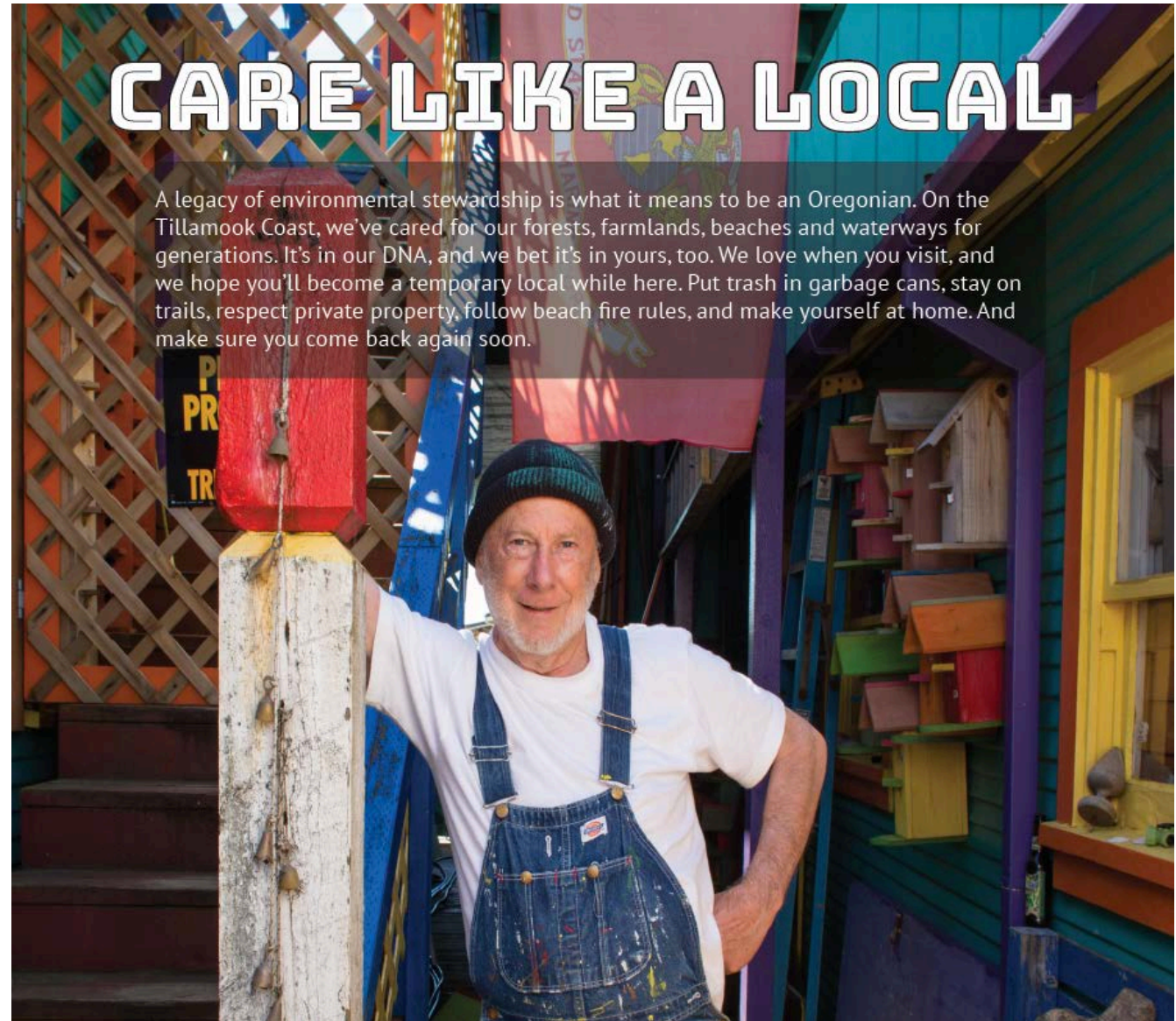
A legacy of environmental stewardship is what it means to be an Oregonian. On the Tillamook Coast, we've cared for our forests, farmlands, beaches, and waterways for generations. It's in our DNA—and we bet it's in yours too. We love when you visit, and we hope you'll become a temporary local while here.

Put trash in the garbage cans, stay on trails, respect private property, follow beach fire rules, and never turn your back on the ocean (sneaker waves happen occasionally). We want you to stay safe, have fun, and create wonderful family memories.





Visitor Guide





Photography



Articles: Earned and placed

OREGONLIVE.COM

Cape Lookout is a special place, both intimate and sprawling at once

By Jamie Hale | The Oregonian, OregonLive | Posted October 04, 2018 at 06:15 AM

TRAVEL & OUTDOORS

Kilchis Point Reserve features new trail network on Tillamook Bay

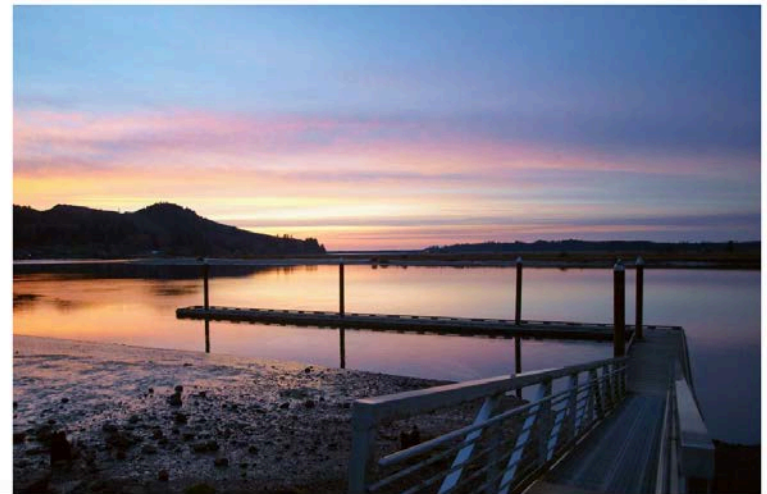
Updated 3 weeks ago; Posted 3 yrs ago



Northwest Travel & Life Magazine: Travel Happily at 25 MPH

My best friend's wedding turned into an impromptu weekend getaway, that prompted a reassessment of 25 mph zones. Click [here](#) to read the PDF version of the Northwest Travel & Life story.

19
07
2018



Adam Sawyer

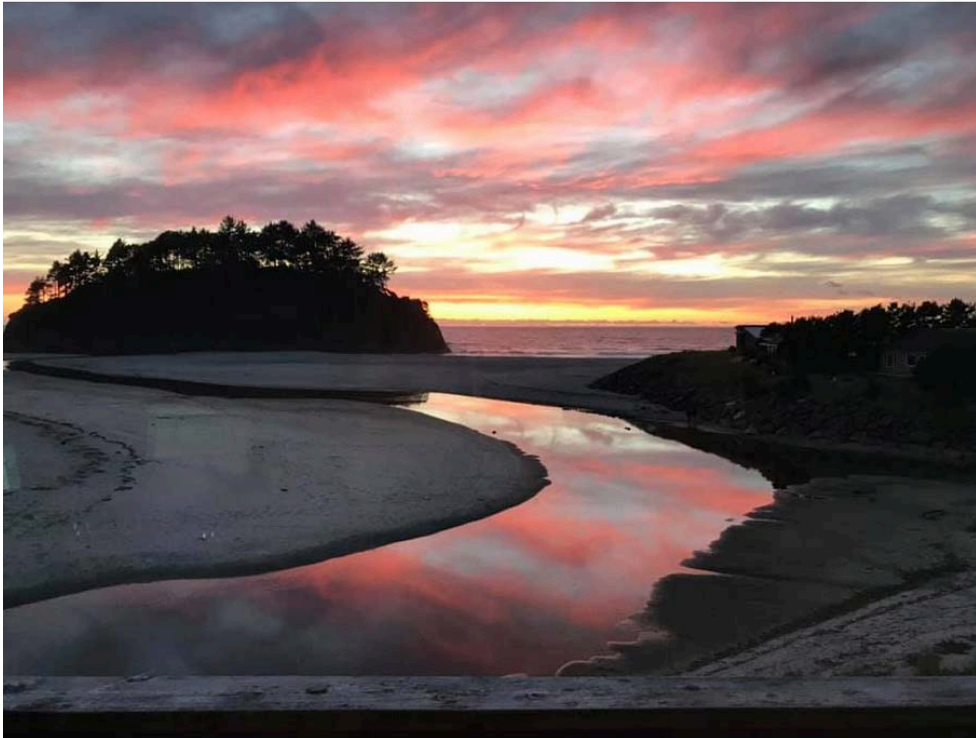
Social media



Visit Tillamook Coast shared a post.

Published by Sayde Walker [?] · December 31, 2018 · 🌐

And that's a wrap, folks.



Visit Tillamook Coast

Published by Sayde Walker [?] · January 10 at 8:00 PM · 🌐

That special time of day on the #TillamookCoast.



2,480

People Reached

271

Engagements

[Boost Post](#)

Blogs



May 1, 2018

Willows and Warblers



September 5, 2018

Raptors flourish in Tillamook's 'working landscape'



March 2, 2018

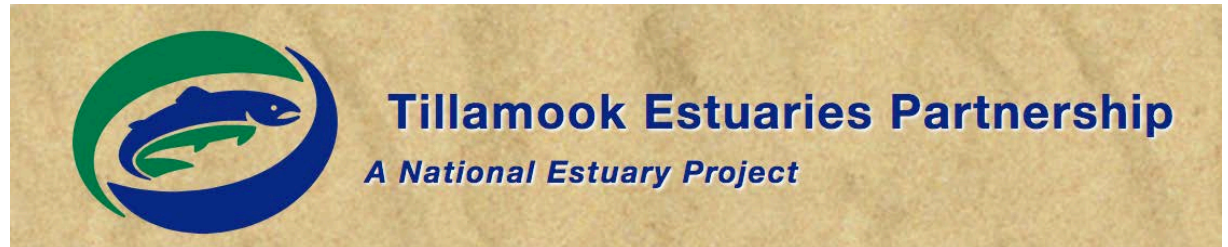
Get outside and 'Explore Nature'



November 13, 2018

Cape Falcon Marine Reserve

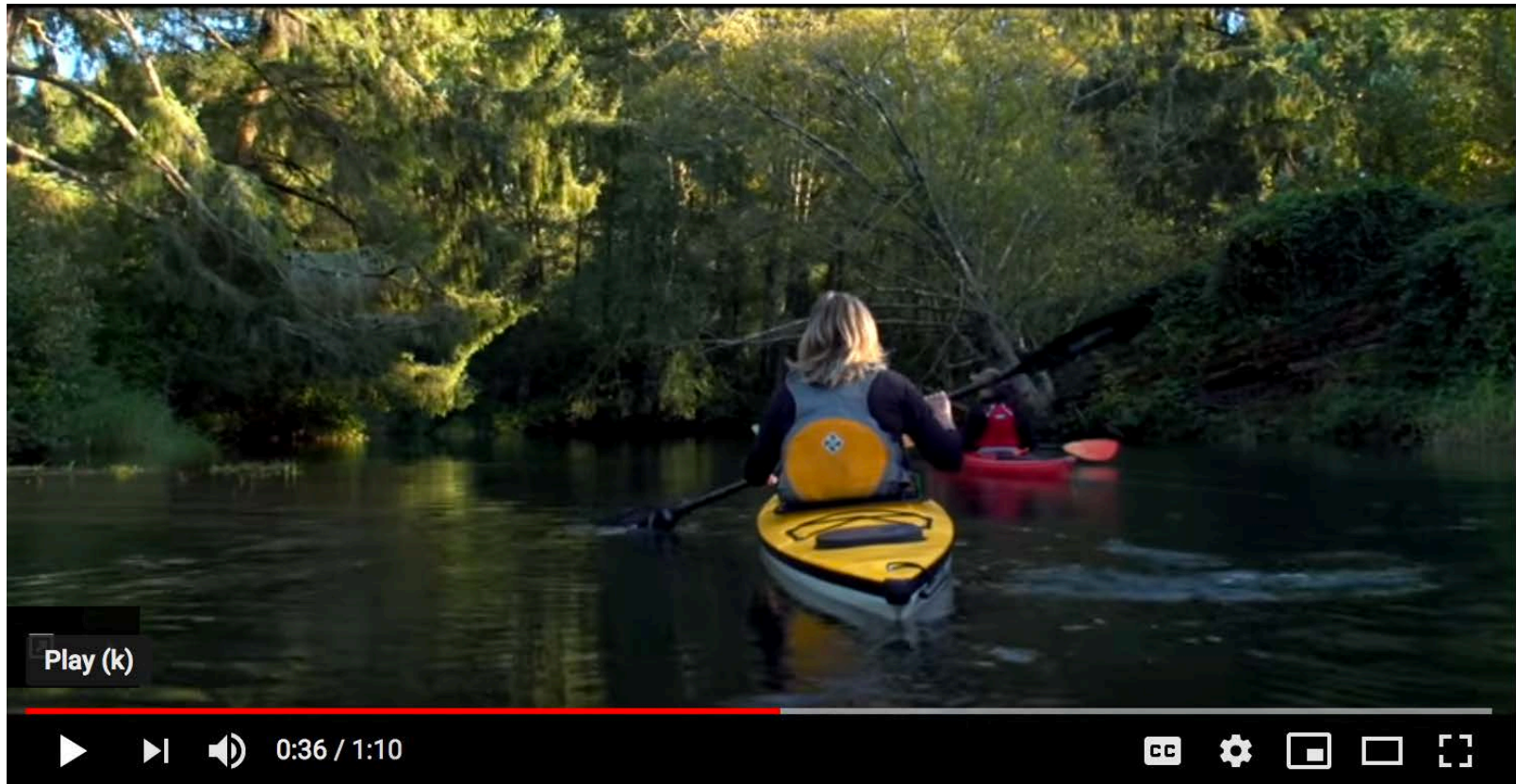
Partnerships



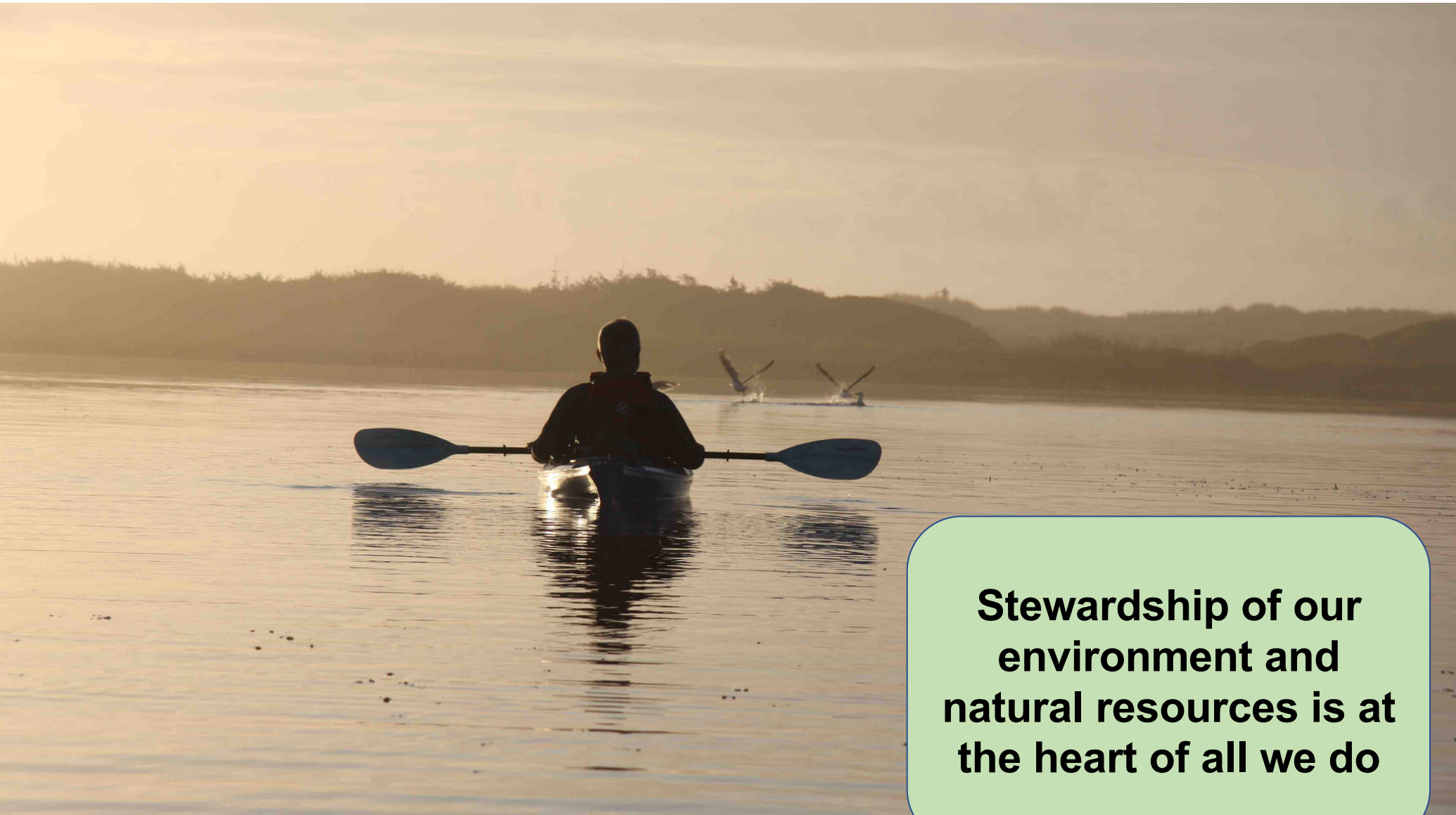
Wayfinding



Videos: youtube.com/tillamookcoast



https://www.youtube.com/watch?v=mQLwh_AqBHM

A person is seen from behind, sitting in a kayak on a calm body of water. The person is holding a double-bladed paddle across their lap. The water is still, reflecting the warm, golden light of the setting or rising sun. In the distance, two birds are visible on the water, their wings spread as if they have just landed or are about to take off. The background shows a hazy shoreline with trees and hills under a soft, orange-tinted sky.

**Stewardship of our
environment and
natural resources is at
the heart of all we do**

Thank you

Nan Devlin
Executive Director
Visit Tillamook Coast

