

# Lewis & Clark in the Columbia Gorge

## Lewis & Clark Bicentenary

TDM was commissioned to create a brand identity, brochure and online hospitality training course for "Lewis & Clark in the Columbia River Gorge". Importantly, the content and presentation of the online training program was designed to be engaging and fun in order to entice young front line hospitality staff to complete the course and learn from the program.

This initiative enabled small communities along the Columbia Gorge in Oregon and Washington to attract more visitors and increase their average length of stay as a result of the Lewis & Clark Bicentenary Commemoration.

*"... the online training course, brochures, and brand identity that you created for the Columbia River Gorge will set us apart and will be a major catalyst for our tourism development during the Lewis & Clark Bicentenary."*

Kathy Watson  
Hood River, Oregon

