

Experience Development Leads Washington County Branding

Washington County is a large region to the immediate south-west of Portland OR. While the county has boutique wineries, outstanding sporting amenities, wildlife preserves, excellent tax-free shopping and high quality golf courses, however its tourism performance did not match other nearby destinations.

Holistic Tourism Strategy Leads Branding

TDM was engaged to develop a tourism plan to address product, management, marketing, branding and experiential issues to positively impact tourism in the county. The *Tourism 2015* strategy sets an ambitious, but highly achievable vision for tourism in Washington County and provided innovative approaches for making it a reality.

The strategy has already resulted in a 2% increase in the lodging tax rate dedicated to tourism, a revision of the management structure for tourism in the county, a new brand identity and the introduction of product partnerships to stimulate development of the county's lucrative niche markets by focusing on the core experiences of wine, sport, and nature

