

# OREGON SIGNATURE TRAILS

THE  
VISION

IMPLEMENTATION

NEXT  
STEPS



Signature trails distill the iconic beauty of Oregon into an unforgettable, seamless recreation experience. Join us in building a world-class legacy.

**THE SIGNATURE TRAILS VISION**

Oregon has the right building blocks to develop unique signature trail experiences in our state's iconic landscapes.

**IMPLEMENTATION: HOW WE'LL GET THERE**

By making investments in infrastructure, services and coordination, we can provide world-class trail experiences.

**NEXT STEPS**

Public agencies, entrepreneurs, decision makers, advocates and funders all have a role in building Oregon's vision for signature trails.



Oregon has the building blocks to develop a network of signature trails across the state. Together, we can create world-class infrastructure that will be a source of pride and prosperity for local communities and attract visitors from around the globe.

Oregon offers stunning scenic beauty, iconic destinations such as the Oregon Coast, Crater Lake, Columbia River Gorge and the Wallowa Mountains, and strikingly varied landscapes. These diverse experiences cross the urban to rural spectrum with a multitude of recreation options for people to walk, bike, hike, paddle or ride.



THEGREATUMPQUA.COM



OREGON PARKS AND RECREATION DEPARTMENT



PORTLAND BUREAU OF TRANSPORTATION



WILLAMETTE VALLEY VISITORS ASSOCIATION



TRAVEL OREGON



TRAVEL OREGON



KAMRIN NIELSEN

# THE SIGNATURE TRAILS VISION

WHY  
SIGNATURE  
TRAILS?

CREATING  
THE  
EXPERIENCE

INTERNATIONAL  
SIGNATURE  
TRAILS



WHY  
SIGNATURE  
TRAILS?

Signature trails will elevate pride and prosperity for communities across the state, providing amazing experiences for Oregonians in their own backyards. Local communities will become world-class destinations that attract visitors from around the globe.

Residents and visitors alike will have access to Oregon's cities, towns, scenic beauty and wild landscapes. Thoughtful development of trails will also increase environmental stewardship by connecting people to our treasured landscapes and their rich histories.

**EXISTING  
STATE TRAILS  
NETWORK**

Oregon has outstanding regional trails, but we have gaps to fill in order to create a world-class experience.



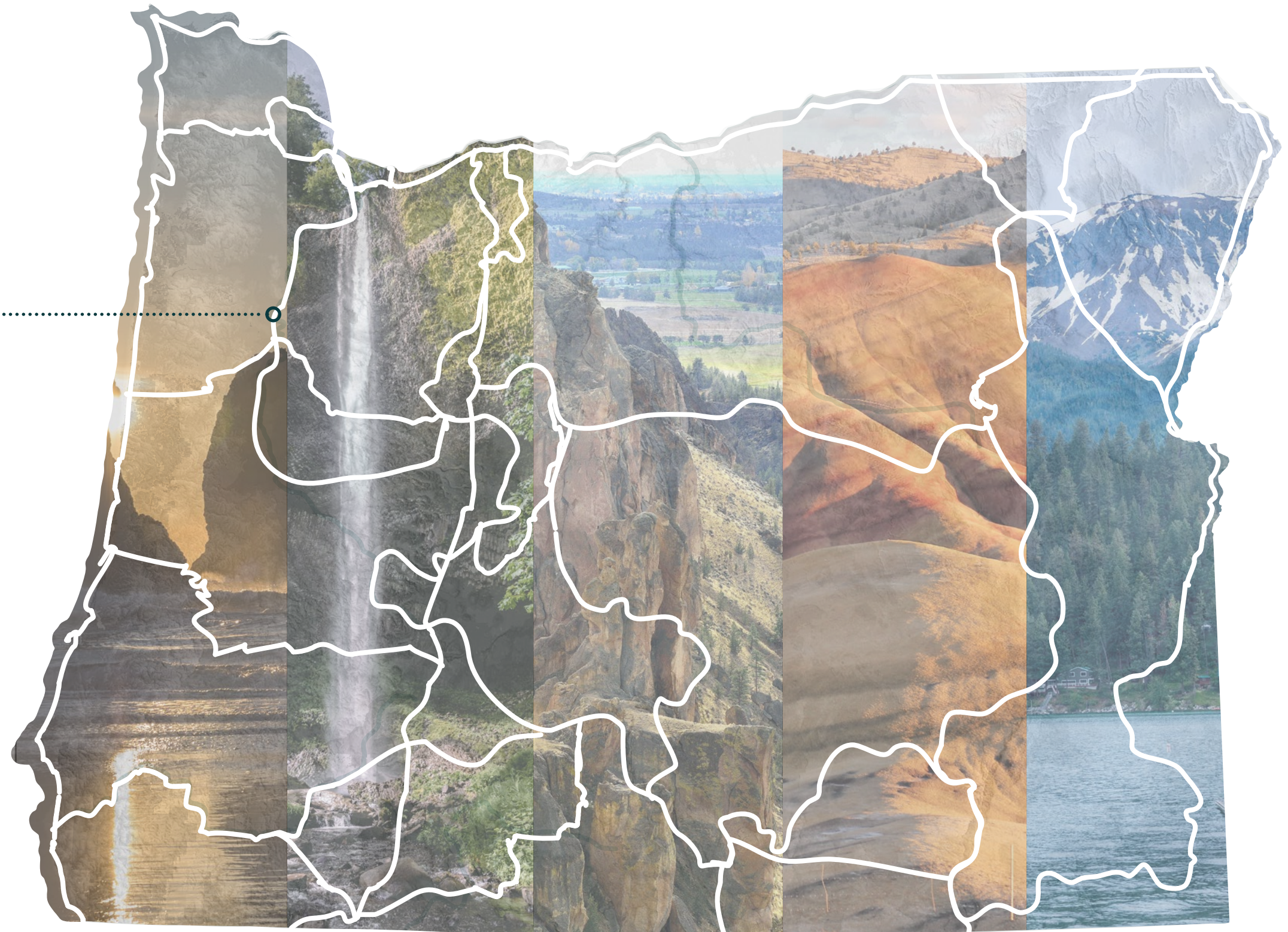
PHOTOS (FROM LEFT TO RIGHT): TRAVEL OREGON, TRAVEL OREGON, SATOSHI ETO, CENTRAL OREGON FILM OFFICE, TRAVEL OREGON



## THE VISION

The potential for signature trails is enormous in Oregon. If the right parties work together, we could see a world-class network connecting all parts of the state.

*Note: Lines depict schematic vision for a Signature Trail network in Oregon and do not represent specific trails.*



PHOTOS (FROM LEFT TO RIGHT): TRAVEL OREGON, TRAVEL OREGON, SATOSHI ETO, CENTRAL OREGON FILM OFFICE, TRAVEL OREGON

A group of four people are sitting around a wooden picnic table in a campsite. They are surrounded by large, mature trees and a tent is visible in the background. The scene is set in a natural, outdoor environment with a mix of green and yellow foliage.

**WHAT  
MAKES A  
SIGNATURE  
TRAIL?**

- Iconic places
- Scalable experiences
- Consistency
- Transportation
- Lodging
- Cultural amenities
- Services
- Trip planning

CREATING  
THE EXPERIENCE

# Signature trails provide access to Oregon's most treasured iconic landscapes



SATOSHI ETO



MODOC STORIES

CREATING  
THE EXPERIENCE

# Signature trails are scalable experiences.

Signature trails are scalable experiences that share a single iconic theme that can be experienced either as a simple day trip or as an epic journey.

Whether visitors spend two hours or two weeks, they will have an opportunity to experience Oregon's iconic and dramatic natural wonders.



RUSS ROCA



WILLAMETTE VALLEY VISITORS ASSOCIATION

CREATING  
THE EXPERIENCE

# Signature trails are consistent.

Signature trails provide access to infrastructure that is consistently maintained to provide enjoyable experiences.

Identity and branding is consistent along the route and embraced by local communities. It's easy to find maps, lodging, transportation and

other services to have a world-class experience on the trail. Trip planning information is centralized and easily accessed.

As a system, signature trails provide access to urban destinations, unique towns, scenic beauty and wild landscapes.



CREATING  
THE EXPERIENCE

Transportation options — particularly for people traveling without a car — are essential.

Improving access includes:

- Frequent, easy to locate transit from major cities to gateway towns
- Predictable transit connecting trailheads to business centers
- Safe walking and biking connections
- A variety of shuttle and ferry operators who can customize the trip experience, transport visitor belongings and connect them to the next leg of their journey



OREGON PARKS AND RECREATION DEPARTMENT



MODOC STORIES

CREATING  
THE EXPERIENCE

Lodging options within a day's journey are an essential element of a signature trails experience.

Lodging doesn't need to be fancy, but a coordinated approach for each signature trail is needed. Signature trail experiences can feature a robust assortment of

lodging options such as organized systems of huts, yurts, cabins, hostels and/or lodges to supplement existing campsites and local inns.



OREGON PARKS AND RECREATION DEPARTMENT



TRAVEL OREGON

CREATING  
THE EXPERIENCE

Signature trails include a range of easy-to-locate service providers, outfitters and guides.

- Guides and gear rental: hike, bike, paddle and more
- Emergency support
- Rest day support
- Trip management and logistics
- Cultural, natural and historical interpretation
- Expert local tips and insights
- Restaurants and agritourism





CREATING  
THE EXPERIENCE

Opportunities abound for signature trails visitors to embrace local food, art, and culture.

Whether it's making a morning pit stop at a farm stand, spending an afternoon escaping the weather at local shops and museums, or indulging in a hearty meal in a small

town restaurant after a long day's journey, visitors can experience the local flavor of signature trails communities while contributing to the local economy.



TRAVEL OREGON



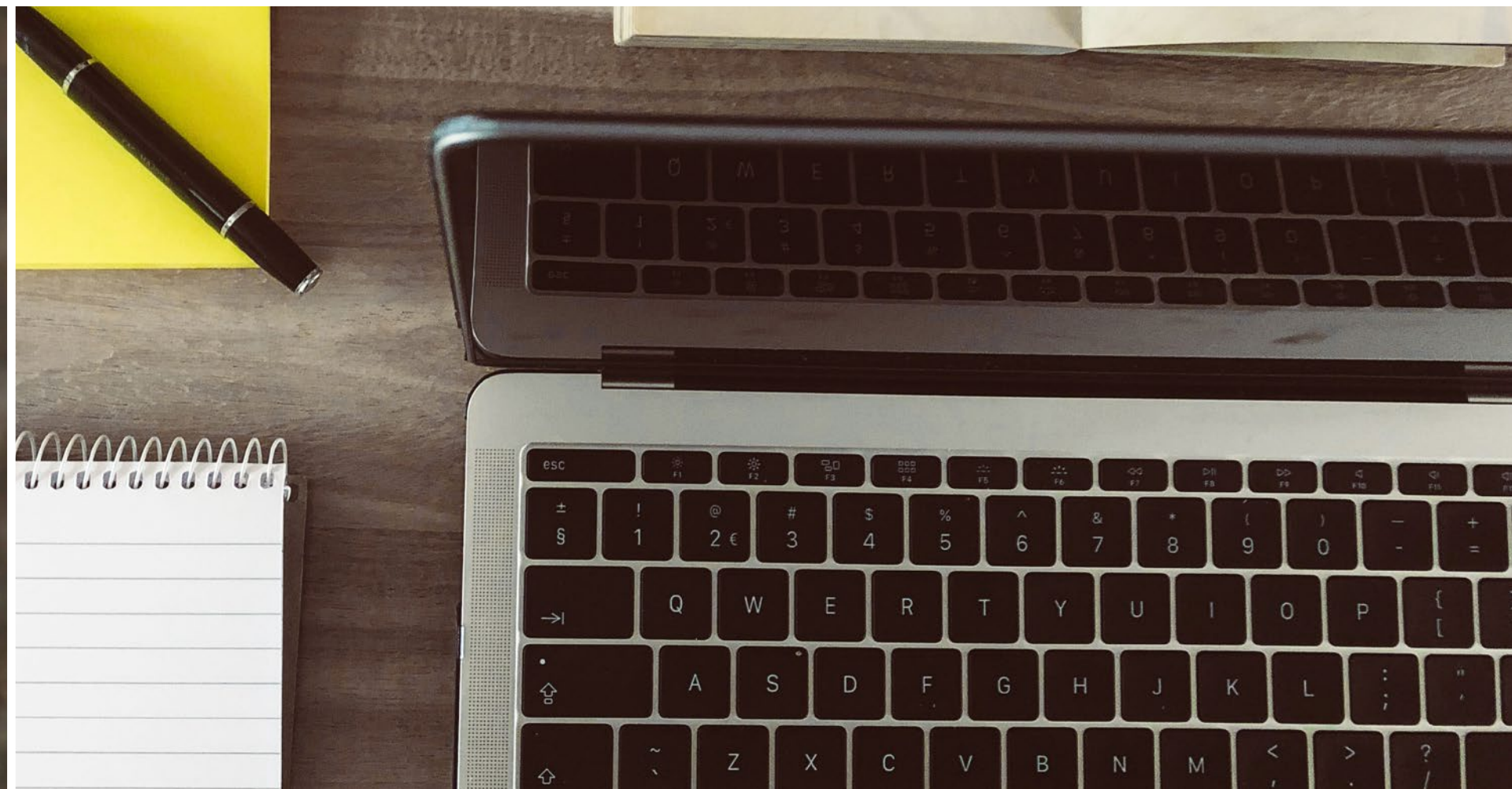
TRAVEL OREGON

CREATING  
THE EXPERIENCE

A signature trail experience means being able to easily find readily accessible and up to date trip planning resources.

Potential visitors should be able to click, "plan your trip," and find:

- Maps
- Smartphone apps
- Seasonal information
- Sample itineraries
- Tide tables
- Distance tables
- Transportation and lodging Information
- Current conditions
- Safety and visitor etiquette
- Wayfinding resources
- Guides and outfitters
- Natural and cultural history information
- Permitting details
- Direct point of sale for services



By looking to the world's most beloved signature trails, Oregon can learn about what it takes to create a world-class experience.



WALES COAST PATH



CAMINO DE SANTIAGO



NEW ZEALAND  
GREAT WALKS

DEPARTMENT OF CONSERVATION (NZ)

INTERNATIONAL  
SIGNATURE TRAILS

# Wales Coast Path

Wales is the first country in the world to have a footpath that hugs the entire coastline. The Wales Coast Path is an 870-mile trail easily accessible by many coastal towns and cities. The Path boasts a comprehensive website with marketing tools for local businesses and all the information visitors need to confidently plan an amazing trek of any length.

[www.walescoastpath.gov.uk](http://www.walescoastpath.gov.uk)



INTERNATIONAL  
SIGNATURE TRAILS

# Camino de Santiago

The Camino de Santiago is a large network of ancient pilgrim routes stretching across Europe. Many amenities and services are available throughout the network including accessible lodging options, food, extensive trail way-finding, and transportation services. Each year, hundreds of thousands of people of various backgrounds walk the Camino de Santiago either on their own or in organized groups.

[www.santiago-compostela.net](http://www.santiago-compostela.net)



# New Zealand Great Walks

New Zealand's Great Walks are premier trails that pass through diverse and spectacular scenery. Visitors can easily walk through native forests, along lakes and rivers, over rugged mountain peaks, and through striking gorges. Great Walks trails are well established and easy to follow. These experiences are reachable from major towns and are well supported by local operators and accommodation and transportation providers. Visitors can find detailed information and book their adventures and lodging directly through the Great Walks website.

[www.doc.govt.nz/parks-and-recreation/  
things-to-do/walking-and-tramping/  
great-walks](http://www.doc.govt.nz/parks-and-recreation/things-to-do/walking-and-tramping/great-walks)



KRISTIN DAHL

# IMPLEMENTATION: HOW WE'LL GET THERE

CASE  
STUDY

OREGON COAST  
TRAIL

CASE  
STUDY

# Oregon Coast Trail

The Oregon Coast Trail (OCT), with its existing facilities and breathtaking natural beauty, has strong potential to become one of Oregon's premiere signature trails.

From Astoria to Brookings, local communities and economies are already invested in serving local residents, families from across the Pacific Northwest and tourists from around the world.

Existing trail infrastructure, campgrounds, yurts, vacation rentals, traditional and alternative lodging options, strong public access, and a rich cultural history provide the building blocks for an incredible experience.



SATOSHI ETO



CASE  
STUDY

OREGON COAST  
TRAIL

It will take agency coordination, strategic investments and community support to elevate the quality of user experience on the Oregon Coast Trail to the level of a signature trail.

We will need to complete physical gaps in the trail, enhance regional and local transportation options, and provide connections to the variety of recreational opportunities that Oregon's coastline and communities can offer.

CASE  
STUDY

OREGON COAST  
TRAIL



CASE  
STUDY

OREGON COAST  
TRAIL

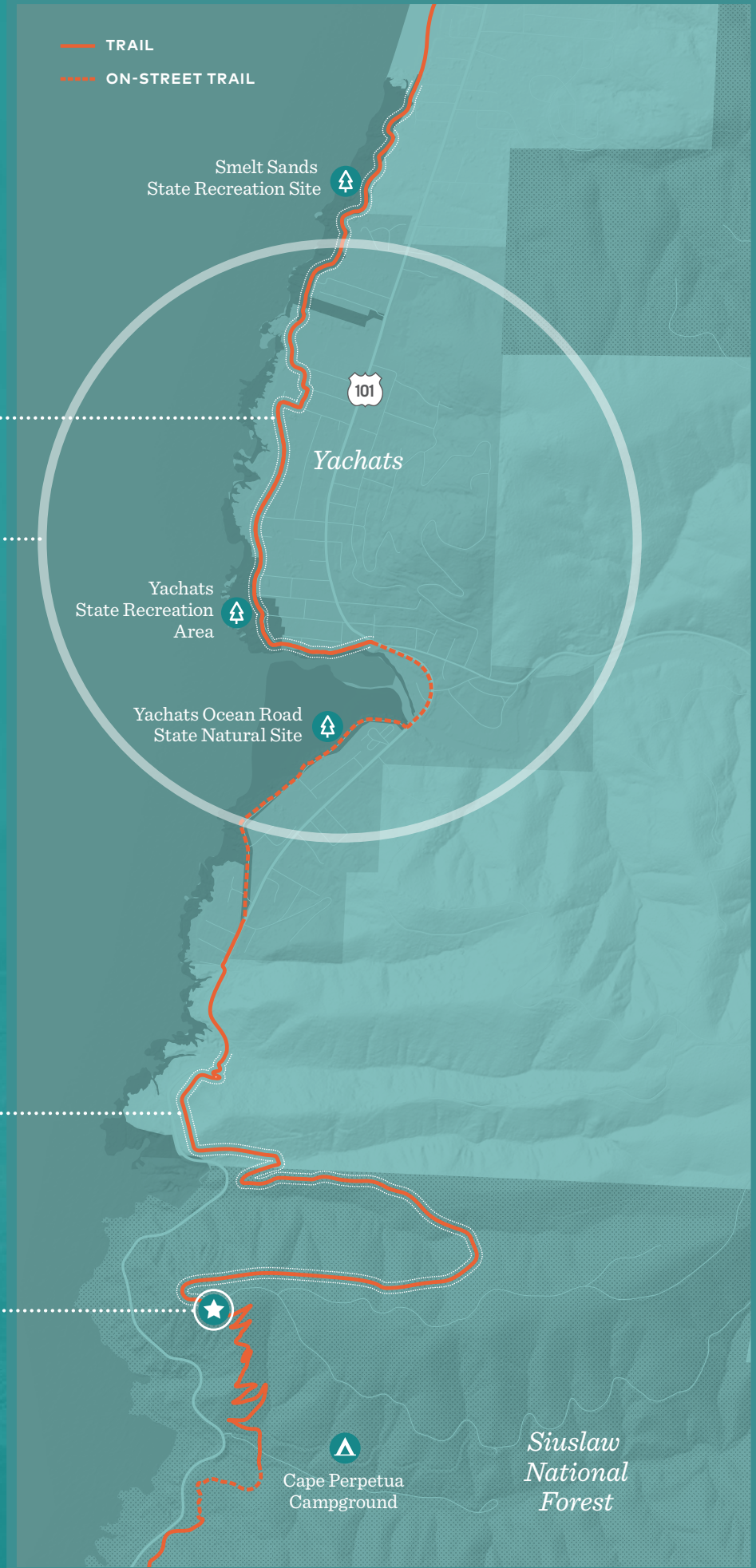
The Oregon Coast  
Trail network connects  
small towns, natural  
wonders and key trail  
amenities.

HISTORIC  
804 TRAIL

*Focal Area*  
(see next slide)

AMANDA'S  
TRAIL

CAPE  
PERPETUA  
LOOKOUT



CASE STUDY

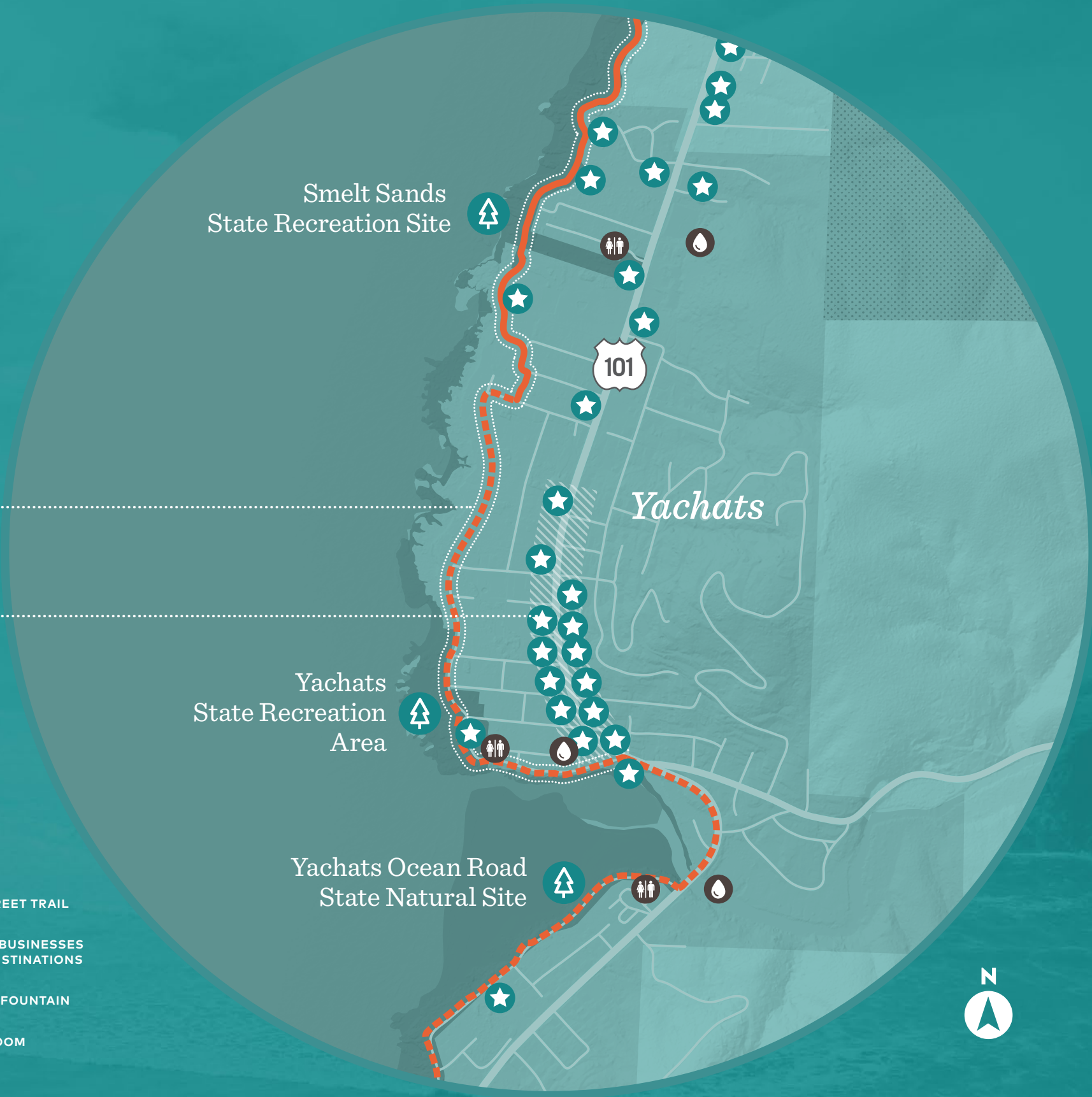
OREGON COAST TRAIL

While checking into a hotel in Yachats, the host hands you a map of more than 17 miles of walking trails maintained by local volunteers.

Visitors are encouraged to explore the **804 Trail** which follows the route of one of the original coast roads, connecting to **Amanda's Trail** just south of town. Amanda's Trail leads to the crest of **Cape Perpetua** for one of the most breathtaking views on the entire coast. On the way back to the hotel, check out one of the many great restaurants in downtown Yachats. All of this without ever getting in a car!

HISTORIC 804 TRAIL  
COMMERCIAL AREA

- TRAIL
- ON-STREET TRAIL
- LOCAL BUSINESSES AND DESTINATIONS
- WATER FOUNTAIN
- RESTROOM



CASE  
STUDY

OREGON COAST  
TRAIL

Your Oregon Coast Trail journey starts before you leave home, and includes more than just hiking or a walk on the beach.

Whether you're coming from Oregon's Willamette Valley, around the world, or you already live on the coast, accessing information about the Oregon Coast Trail involves combing through multiple maps, websites, or guidebooks and a bit of guesswork. In the future, you will be able to find such information efficiently, in one place and online, including:

- **Transportation services** connecting from inland cities and between coastal towns and trailheads
- **Camping and lodging reservation links** for campsites, yurts, hostels, vacation rentals, hotels and resorts
- **Coastal trip itineraries** focused on coastal themes, side trips or other recreational opportunities
- **Shuttles or ferry operators** who can customize the trip experience



OREGON PARKS AND RECREATION DEPARTMENT

CASE  
STUDY

OREGON COAST  
TRAIL

# Tools and resources are available to allow visitors focus on their Oregon Coast Trail journey.



OREGON PARKS AND RECREATION DEPARTMENT

Printed guidebooks quickly become obsolete in an area as dynamic and rugged as the Oregon Coast. Changing weather conditions or an unexpected stop at a local brew pub may leave you wondering if you'll make it to your hotel or campsite before nightfall. The signature trail experience should include information available at your fingertips in real-time with an opportunity for you to post local conditions and updates on the move.

- **Georeferenced maps** with notices of trail closures or detours
- **Elevation data and route** profiles
- **Smartphone apps** with interpretive information about natural and cultural resources; restaurants, brewpubs, coffee shops and grocery stores; real-time lodging information
- **Tide and weather** information
- **Transportation** connections
- **Contact information** for guides, gear rentals and repair shops
- **Coordinated permit and restriction information** for all coastal land managers

Signature trails provide satisfying experiences to people of all ages and abilities from hardcore adventures to casual sightseers.

Visitors to the Oregon Coast Trail can have a signature trail experience in a day trip, an epic adventure, or return again and again to experience their favorite portions or section-hike the whole trail.

- The hardcore adventurer
- The sightseer
- The nature lover
- The family
- The culinary wanderer
- The culture seeker
- The daytripper
- The weekend tourer
- The week tourer
- The "I'm doing the entire OCT!" through hiker









CASE  
STUDY

OREGON COAST  
TRAIL



TRAILKEEPERS  
OF OREGON

TRAVEL  OREGON

# Oregon Coast Trail: moving forward

Below are highlights from 2018-19, building upon years of efforts led by OCT advocates and land managers:

- Currently the Oregon Coast Visitors Association (OCVA) and coastal land managers are partnering with Trailkeepers of Oregon to **train local trail crews and volunteers**. Vacation work parties and exclusive sneak peeks at new trail sections are being planned.
- Oregon State Parks has installed **secure lockers with charging stations** at hiker/biker campgrounds along the coast. More are on the way!
- Coast churches have reached out to Oregon Parks and Recreation Department, OCVA and guidebook writers to share that they are interested in providing a **hostel-like experience** for Oregon Coast Trail hikers and Oregon Coast Bike Route riders in many towns along the coast.
- OCVA has published **10 OCT itineraries** and is wrapping up their **first OCT promotional video**. The video will include instructions for utilizing a local transit connection to bypass walking through the Heceta Head tunnel.

# NEXT STEPS

BRINGING  
SIGNATURE TRAILS  
TO OREGON

## NEXT STEPS

It will take both collaboration and visionary leadership to create signature trail experiences that bring pride and prosperity to Oregon communities.

- **Local community members, tribal citizens, and business districts** will need to shape the vision for how these trails integrate with, protect and elevate what they love about their towns and ancestral lands.
- **Advocates and elected leaders** will need to champion these visions.
- **Public agencies and private industry** will need to collaborate to provide infrastructure and services to offer seamless, world-class experiences.
- **Volunteers** will play key roles in monitoring current conditions and participating in trail maintenance and stewardship.



NEXT STEPS

Bold public and private investments will be crucial to generate bold returns.

Signature trails investments are first and foremost for Oregonians.

**74%**  
of Oregonians use local trails.

**55%**  
travel to use other trails in the state.

Trails improve public health.

Non-motorized trail use in Oregon results in health savings of more than

**\$150 MILLION/YEAR**  
for Oregon residents.

Trails create prosperity.

**\$753 MILLION**

in labor income a year is contributed from non-motorized trail use in Oregon.

**Oregonians value trails.** Oregon's non-motorized trail users place a value of participation in trail activities in the state at

**\$19.9 BILLION/YEAR**

It is time to invest in Oregon's trails.

Oregon has a more than

**\$700 MILLION FUNDING GAP**

for trail development and maintenance in Oregon.

*All data on this slide from 2019-2023 Oregon Statewide Comprehensive Outdoor Recreation Plan, Outdoor Recreation in Oregon: Responding to Demographic and Societal Change*

## NEXT STEPS

Ready to join the movement? How can you help make this dream a reality for Oregon?



**SIGNATURE TRAILS QUESTIONS?**  
steph.noll@oregontrailscoalition.org

### ADVANCING SIGNATURE TRAILS ACROSS OREGON

- **Host** a talk/presentation within your local community or group
- **Subscribe** to the following newsletters for signature trails updates:  
**OREGON TRAILS COALITION E-NEWS**  
[www.oregontrailscoalition.org](http://www.oregontrailscoalition.org)

**TRAVEL OREGON OUTDOOR RECREATION  
DEVELOPMENT UPDATES**  
[https://industry.traveloregon.com/  
about/contact/email-newsletters](https://industry.traveloregon.com/about/contact/email-newsletters)

- **Look for and follow** other signature trail advocates on social media and support their efforts
- **Advocate** for the key elements of signature trails during planning, budgeting, investing and other decision-making processes in your community
- **Join the Oregon Trails Coalition** in sharing support for trails investments with your elected leaders

### OREGON COAST TRAIL

- **Subscribe** to:  
**OREGON COAST TRAIL ACTION PLAN  
UPDATES**  
[www.oregoncoasttrailplanning.com](http://www.oregoncoasttrailplanning.com)
- **Donate** to:  
**OREGON COAST TRAIL FOUNDATION**  
[www.oregoncoasttrail.org/take-action](http://www.oregoncoasttrail.org/take-action)
- **THE SALMONBERRY TRAIL COALITION**  
[www.salmonberrytrail.org/supporters](http://www.salmonberrytrail.org/supporters)

*We acknowledge that the landscapes and trails treasured by many in Oregon are on tribal lands.*

*The Oregon Coast Trail, highlighted in this presentation, travels through the ancestral home lands of those who have been here since time immemorial in part represented today by the federally recognized Confederated Tribes of the Coos, Lower Umpqua, and Siuslaw Indians of Oregon, the Coquille Indian Tribe and the Confederated Tribes of Siletz Indians of Oregon.*

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