



MAY 2026 TRAINING



Hello, and welcome!

THE PLAN FOR TODAY

- Baker City Tourism Foundation and Strategy
- Introduce the new tourism website
- Your part: how you can help



Our Team

HUB Collective

Bryan Buenacosa-Brooks
Jen Guibord

Baker City

Kara Miller
Barry Murphy

Local Stakeholders

Tyler Brown
Ryan Duley
Ariel Reker
Ginger Savage



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This team has been working on the strategy and brand development. We are excited to share our progress and plans for kicking off marketing this summer.



Why care about tourism?

Tourism can be a sustainable piece of economic development

Provide steady economic cushion for boom-bust communities.

Ensure a good experience for potential new residents and business owners.

Tourism supports amenities that locals want

Restaurants, shops, gear supply, and even attractions that locals enjoy rely on tourism to stay in business.

If you're not careful, it can happen to you.

Overtourism or the kind of tourism you don't want can happen if you don't have a plan and strategy in place.



Tourists pay for tourism marketing.

**The funds that pay for everything
we do come from Baker City's
Tourism Lodging Tax (TLT).**

**Visitors who spend the night in
Baker City lodging pay this tax.**

*30% of TLT funds go to the general fund
for the City to use as needed.*

*The remaining balance goes to tourism
promotion and tourism-related facilities.*



To define how to best invest these funds, we first need to define a clear strategy about what we are marketing, and who our audiences are.



**FIRST, WE HAVE TO DEFINE
THE DESTINATION:**

**“This weekend I went to
_____ and I did
_____”
_____”**



**FIRST, WE HAVE TO DEFINE
THE DESTINATION:**

People don't visit counties.



**FIRST, WE HAVE TO DEFINE
THE DESTINATION:**

**People don't visit counties.
Baker City is too confined.**



**FIRST, WE HAVE TO DEFINE
THE DESTINATION:**

**People don't visit counties.
Baker City is too confined.
Locals just say "Baker."**





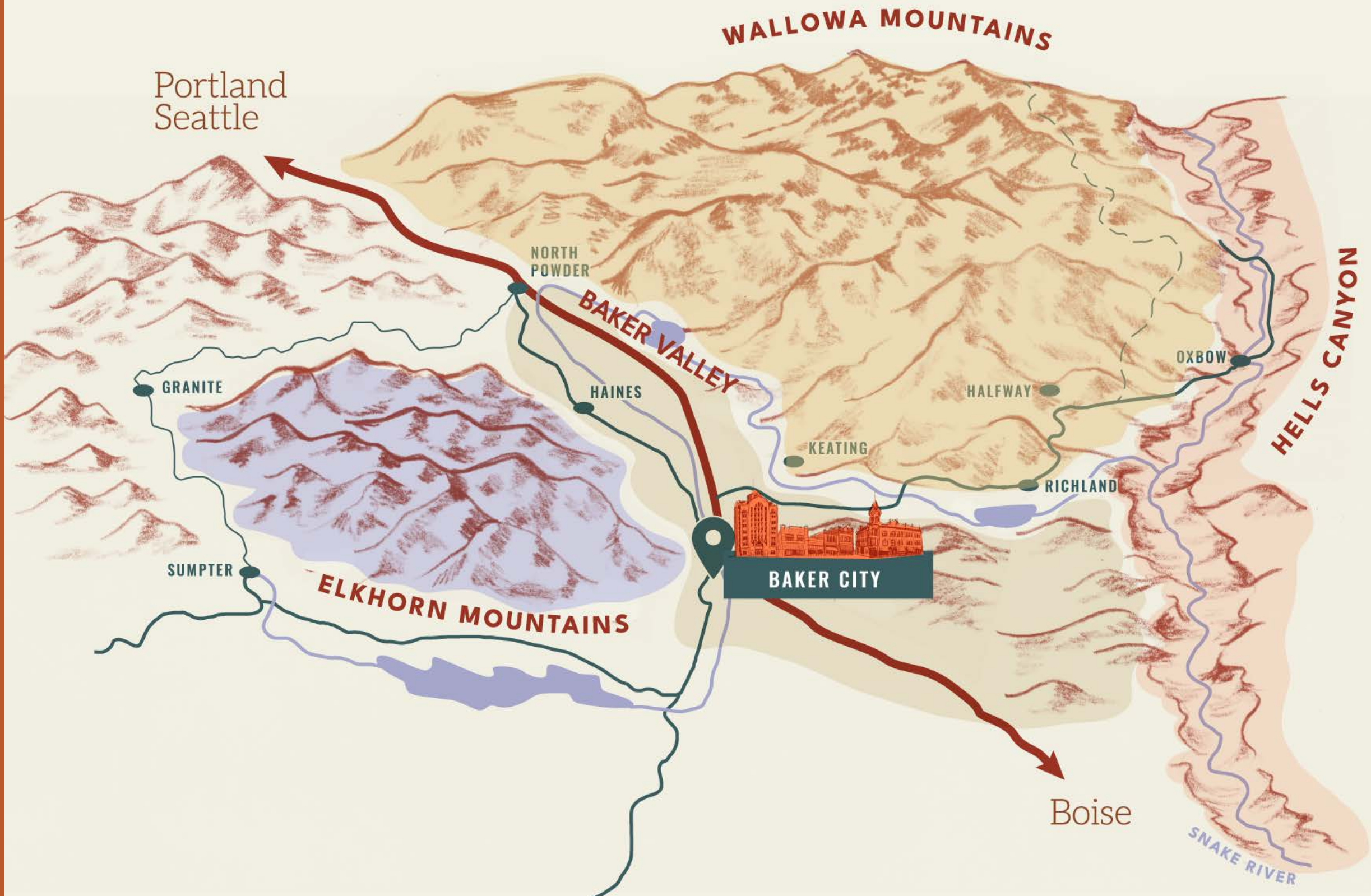
- **Destination** = a place to explore, slow down, get off the freeway.
- **Baker** = City, county, a larger regional area that's not confined.



Find
yourself
here.



**Next, we need to introduce
geographical boundaries.**





**WE ALSO NEED TO DEFINE
DIFFERENT OPPORTUNITIES BY**

SEASONS

SPRING

[LEARN MORE >](#)

SUMMER

[LEARN MORE >](#)

FALL

[LEARN MORE >](#)

WINTER

[LEARN MORE >](#)



WE CAN ALSO DEFINE
DIFFERENT OPPORTUNITIES BY
EXPERIENCE

History & Heritage



Arts & Culture



Outdoor Activity





**SPONTANEOUS
PLANNER**

**PRACTICAL
ADVENTURER**

**ECLECTIC
EXPLORER**

MOTIVATION

The thrill of diving into an experience head-first; a sense of adventure without too much risk; an authentic encounter.

Seeking experiences or activities aligned with their interests and hobbies; looking for a practical way to access the above with minimal fuss or cost; anything else is icing on the cake.

A destination satisfying a wide variety of interests; unexpected opportunities; a variety of paces (eg fast, slow).

INTERESTS

events and shows, local shops, detours and side-quests, fun ways to learn, local encounters

outdoor recreation in all seasons, a quality meal after a long day, easy and efficient access to activity

highly diverse but top-level (recreation, scenic drives, history, culture, dining, shopping) - as long as it feels authentic and local

ACTIVITIES

events, museums and sites, easier outdoor recreation options, shopping

outdoor recreation (mid-expert skill-level), dining

events, museums and sites, easier outdoor recreation options, shopping

ATTRACTIONS

NHOTIC, Museum, Crossroads, Downtown, Sumpter Dredge, Anthony Lakes, Parkway

Eagle Cap, Elkhorns, Virtue Flat, Hells Canyon, Downtown for dining

NHOTIC, Museum, Crossroads, Downtown, Sumpter Dredge, Anthony Lakes, Scenic Byways



FROM STRATEGY TO REALITY

**This all comes
together to inform our
marketing approach.**





awareness, excitement, relevance, reputation

PROMOTION



EXPERIENCE

place, character, information, opportunities



awareness, excitement, relevance, reputation

PROMOTION



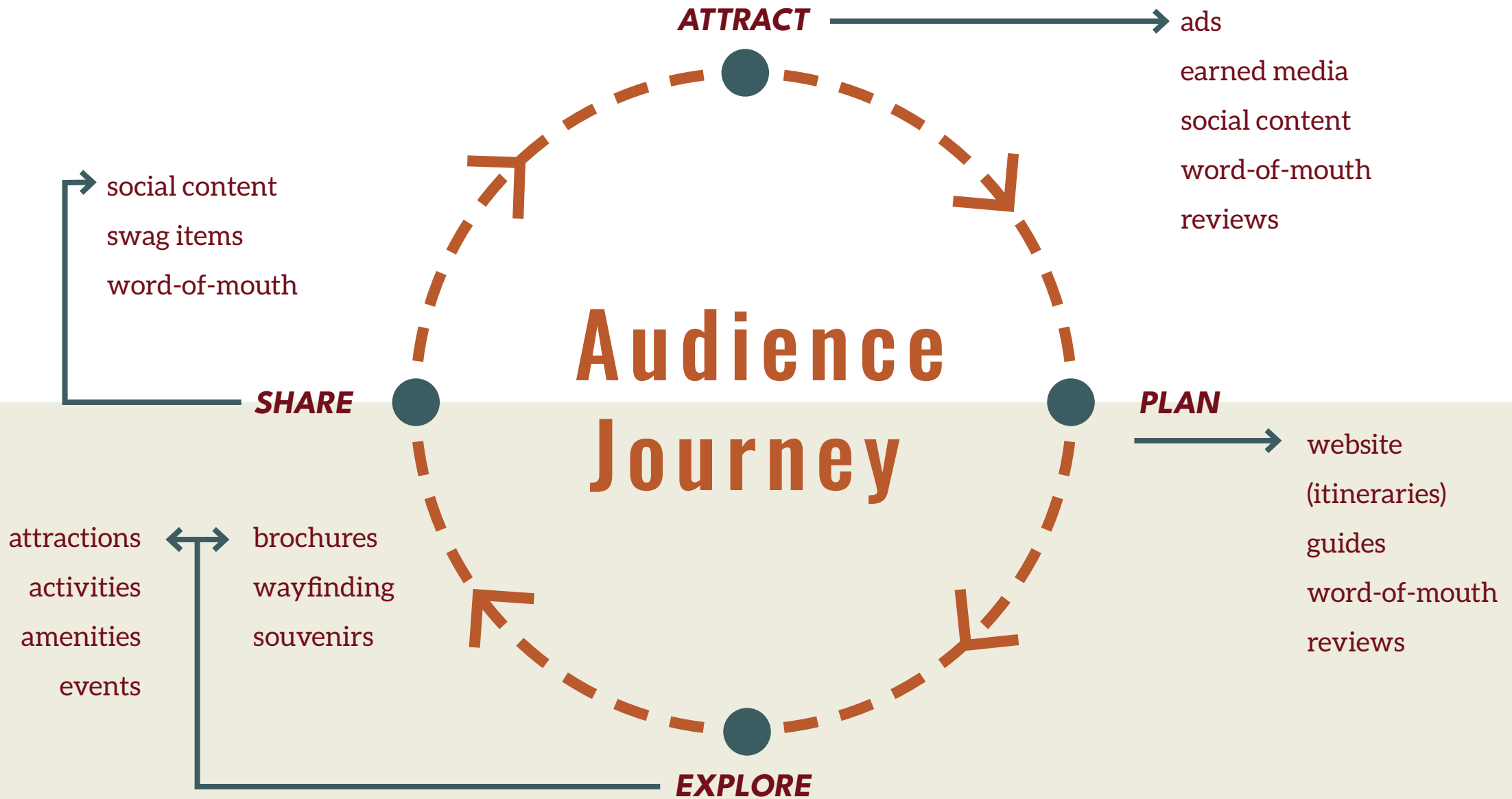
EXPERIENCE

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DestinationBaker.com





DestinationBaker.com

EVENTS

Relevant for a tourist. We will not be posting community events on this calendar.

SHOPPING

Relevant for a tourist. We will not be posting every business on this website.

ACTIVITIES

Focused on outdoor recreation. History & arts info lives under *Experiences*.



HOW YOU CAN **HELP**



HOW YOU CAN HELP

**Follow us on social media
Instagram & Facebook
[@destination_baker_oregon](#)**

*We will be posting
regularly on social media
and promoting posts to
gain a greater following.*



HOW YOU CAN HELP

Follow us on social media
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Provide info for the website
Update errors, let us know about
events, provide photos for attractions

Reach Out

Do you have information, edits, or ideas for us? Please reach out!

SELECT A FORM TO THE RIGHT >

PROVIDE UPDATED INFORMATION FOR THE SITE >

PROVIDE INFORMATION ABOUT A NEW EVENT >

REQUEST ADDITIONAL COLLATERAL RESOURCES >

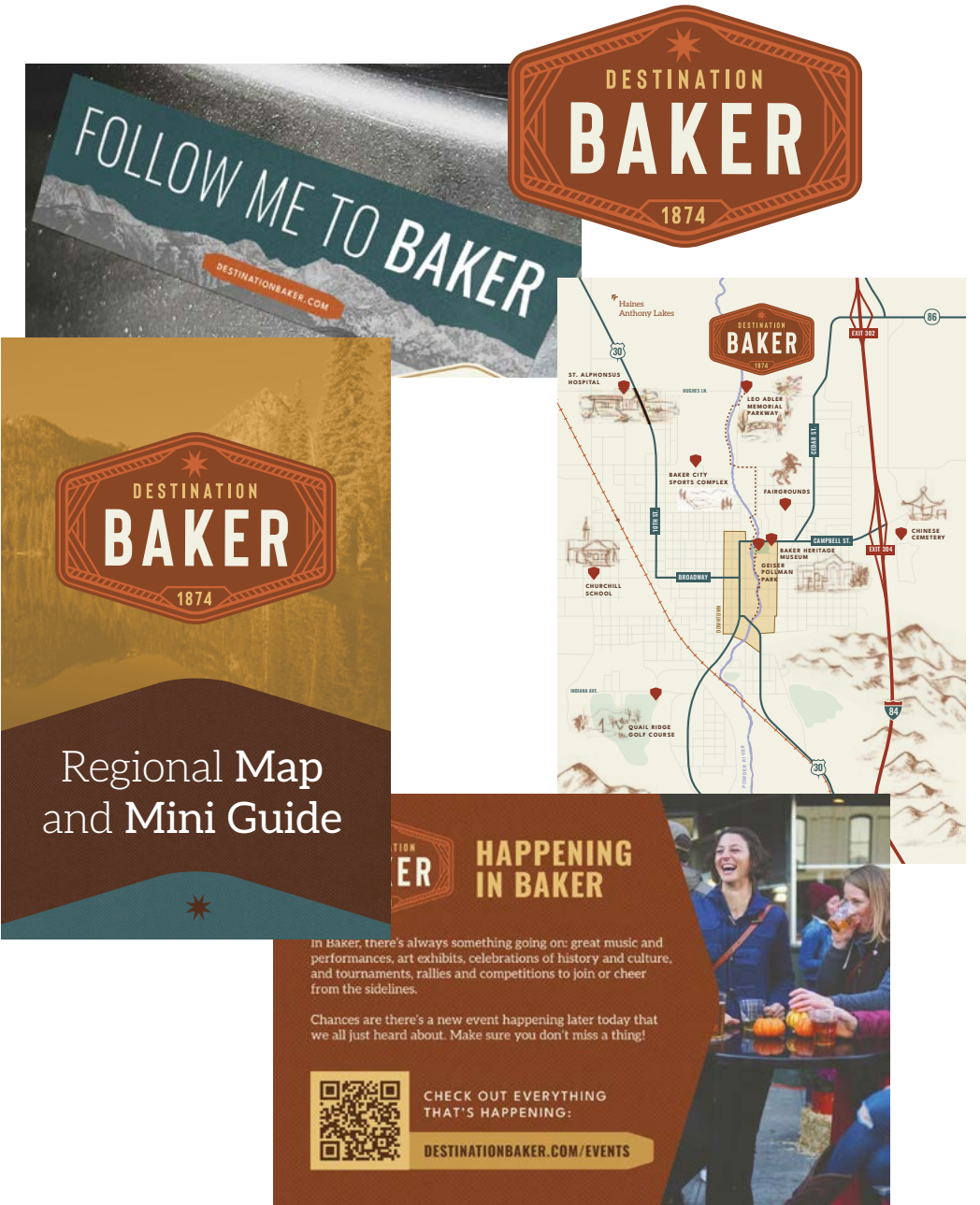


HOW YOU CAN HELP

Follow us on social media
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@destination_baker_oregon

Provide info for the website
Update errors, let us know about
events, provide photos for attractions

**Display and provide
materials at your business**
Maps, event postcard, stickers





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**Ensure staff are
knowledgeable and friendly.**
Answer visitor questions and direct
them to activities, attractions,
and resources.

*“What is there to do
around here?”*

“Where should we eat?”

*“We have an hour to
kill. Any tips on what
we should do?”*

*“Where can I find out
more about _____?”*



HOW YOU CAN HELP

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“Where can I find out more about _____?”

WE DON'T WANT VISITORS TO HEAR:

“Nothing.”

“I don't know.”

“Drive to Boise.”



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“Where should we eat?”

“We have an hour to kill. Any tips on what we should do?”

“Where can I find out more about _____?”

CONSIDER

- *the person’s interests*
(arts, history, outdoors)
- *the person’s skill level*
(easy, moderate, advanced)
- *how long they have and how far away things are*
(geography, drive times)
- *the season*
(closures and weather)
- *the day (are things closed?)*
(Mondays)
- *refer people to*
DestinationBaker.com



*If you know someone
who should be here that
couldn't make it, let them
know we are doing more
sessions this week:*

MONDAY SESSIONS

11-12:30- training session

2-3:30pm - training session

TUESDAY SESSIONS

10-11:30am - training session

6pm - city council presentation

WEDNESDAY SESSION

10-11:30am - training session



HOW WE CAN HELP YOU

**WHAT ARE
YOUR PAIN
POINTS WHEN
INTERACTING
WITH VISITORS?**

**WHAT
MATERIALS OR
INFO WOULD
MAKE YOUR JOB
EASIER?**



GET IN TOUCH

DestinationBaker.com/Industry-Partners





MAY BRAND TRAINING

THANK YOU

DESTINATION BAKER