



TRAVEL OREGON

WHY GUIDES PROGRAM

WHY GUIDES ARE THE BEST WAY TO EXPLORE OREGON



- Inspire and engage visitors about safety regulations and respect communities/the outdoors.
- Strengthen destination management efforts by investing in tour guides, operators and outfitters.
- Give visitors access to local experts and Oregon's unique product.
- Directly market small, locally owned industry businesses as viable contributors to the state's economy.

WHY GUIDES ONLINE REGISTRY

- Landing page on Industry site
- Simple self-reported online form
- Healthy database
- Promotion and support through Travel Oregon & DMO partner channels

Why Guides Registration

Fall 2022 registration now open to new registrants.

Questions? [Reach out to our staff](#)



Gabi Duarte
Global Sales Program Manager
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If you're new to Why Guides, please complete the [registration form](#). If you have previously completed the Why Guides registration, you will receive a separate email with an opportunity to update your registration information.

Travel Oregon's Why Guides program is an agency-wide effort to recognize and promote tourism industry operators, guides and outfitters as one of the state's top tourism assets. This community is made up of local experts who help travelers discover unique experiences, follow destination management principles and provide land stewardship throughout the state, creating a memorable and sustainable experiences for visitors.

In 2021, the Why Guides program saw 76 tour operators, guides and outfitters receive priority marketing and promotion in the U.S. and around the globe through thoughtful promotions, ad campaigns, news segments, sales collateral, tradeshows and media events.



Check Out the Why Guides Toolkit to Learn More

Travel Oregon has created a marketing toolkit for DMOs, businesses and other industry partners to leverage assets recently created as part of the Why Guides effort to promote our local guides and outfitters.

[WHY GUIDES TOOLKIT](#) →

REGISTRY BENEFITS

Participation in the Why Guides registry will allow us to showcase your business across Travel Oregon marketing, promotion and media efforts such as:

- Newsletter and [website stories](#).
- [Local news segments](#).



ASSETS AND CONSUMER MESSAGING

- Consumer Messaging
- Guide Stories
- New photography
- Creation of toolkit
- Why Guide Anthem Video
- Website editorial
- Sales collateral
- Guides as assets





Leave Your Itinerary up to the Experts

South Coast Tours

Oregon Coast - Coos Bay, Bandon, Brookings
Paddling, boating, fishing, surfing along the south coast
South Coast Tours offers unforgettable on the beautiful Southern Oregon looking for an adventurous paddle or fishing and wildlife viewing in the have tours for all ages and activity levels. Oregon Coast holds much of Oregon and some of the best fishing, photo viewing on the west coast. South Coast variety of fully equipped tours, as well as overnight kayak tours when conditions offer kayaking, snorkeling, stand up fishing, surfing lessons, and whale tours from the Coos Bay area down to Harbor and the California border.

Lost Plate Food Tours

Portland Region - Portland
Culinary walking tours
Lost Plate Food Tours is a small, family operating food and drink tours through Come experience the unique cuisine has kept Portland weird. You won't else quite like it. From roving food tours and afternoon wine tastings, private kitchen events, their Portland got Portland's diverse culinary scene up with the local food-and-drink of Portland's amazing culinary culture.



Joshua Harty



Enhance Your Trip to Oregon Take a Guided Tour

Westfir Lodge and Cascades Outdoor Center

Willamette Valley - Whitewater rafting, biking, kayaking

This nine-room guest lodge in the heart National Forest is more than just a place basecamp for adventure. Tours depart lodge, which is situated at the base of renowned for its 14 miles (22.5 km) of In fact the lodge provides the only ride accommodations in the area. These year-round, all-inclusive packages for a romantic getaways or group excursions.

Ebike Multnomah Falls

Mt. Hood/Gorge - E-bike tours of water
Ideal for all ages and ability levels, this of the best ways to see and experience and other nearby falls along the scenic offered year-round, which means you can the falls in all of their seasonal glory. Especially like the sunset tour. Traveling you can skip the parking hassles. And it's easy - just lock up your bike at each stop.



Explore Oregon with a Local Expert Take a Guided Tour

Adventures Without Limits

Statewide - Kayaking, canoeing, whitewater rafting, paddleboarding, hiking, wildlife touring, camping, rock climbing, snowshoeing, cross-country skiing

This nonprofit outfitter aims to support outdoor recreation in Oregon regardless of ability or access. Groups or individuals can sign up for a guided adventure with no equipment or experience required. Visitors seeking adaptive options can choose from a sunset paddle tour or a multi-day rafting trip, a rock-climbing excursion at local crags or backpacking or snowshoeing in the wilderness for a multi-sensory experience.

Willamette Tides

Willamette Valley - Paddling

Bring the whole family - including well-trained dogs who are comfortable around water - to a peaceful river paddle in the Willamette Valley. Willamette Tides launches tours from the riverbank in downtown Corvallis, a vibrant city about 90 minutes south of Portland bustling with boutique shops and eateries. A 2-hour or 4-hour guided journey takes paddlers on a peaceful float down the river with a chance to see wildlife like deer, osprey, blue heron, bald eagles and more, all gear included.

Pendleton Underground Tours

Eastern Oregon - History, culture and heritage

Pendleton, a charming Old West town in Eastern Oregon, was home to a large population of Chinese laborers who came to work on the railroad in the late 19th century. Visitors can hear fascinating stories of these times on a guided tour through the Pendleton underground, which includes re-creations of Prohibition-era spaces like the Shamrock Card Room, an old Chinese laundry, a jail and an opium den. Tours are offered year-round and must be booked by phone in advance.



Diana Ross

Wine de Roads

Willamette Valley - Cycling, wine tasting

Love wine tasting, hate driving? Wine de Roads offers a unique spin on wine touring, helping travelers cycle at a leisurely pace between tasting rooms in the world-famous Willamette Valley. Groups typically stop in for a tasting at three wineries, tour the vineyards, learn about Oregon's wine culture and soak up the idyllic views between stops. Tours are offered spring through fall.



Hells Canyon Adventures

Hells Canyon Adventures

Eastern Oregon - Jet boating, whitewater rafting, fishing

Experiencing the wild, untamed Snake River in Oregon's Hells Canyon - America's deepest river gorge - is a must-do experience. Travelers can book a half-day, daylong or overnight trip with Hells Canyon Adventures through the deepest portion of the canyon, with an opportunity to see historical sites and even swim in July and August. Add another layer to the experience and try your hand at fishing for sturgeon or steelhead with a guide - if you're lucky you could land a tasty catch. Tours are offered spring through fall.



Things To Do • Trip Ideas • Favorite Trips • Why Guides Are the Best Way to Explore Oregon

Horse Creek Lodge

WHY GUIDES ARE THE BEST WAY TO EXPLORE OREGON

Gabi Duarte, Author

May 11, 2021 (Updated February 28, 2022)



Why Guides in Oregon

Watch Now Share

GROWTH OF GUIDES INTERNATIONALLY

- Program connected with international audiences
- Educating buyers and suppliers
- Familiarization tours
- Hidden Trails of Oregon Podcast in UK and Germany



Hidden Trails of Oregon

▶ a travel podcast



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Make Oregon your Basecamp for Adventure

From world-famous single-track mountain biking to gorgeous gardens and culinary delights, Oregon has a guided experience for everyone. Need an accessible tour? Prefer a tour guide who speaks Japanese? We've got you covered with a local expert ready to enhance your next adventure in Oregon.



Central Oregon

Explore Central Oregon with a passionate Central Oregonian, and enhance your visit with a few insider secrets. From bikes to brewpubs, local guides, tour operators and outfitters welcome you to venture out with them!

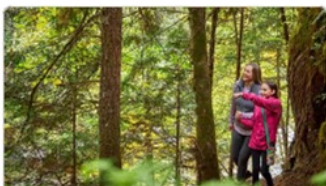
[Hotel deals](#)



Eastern Oregon

Eastern Oregon is home to the largest wilderness area in the state, secret trout waters, and expansive starry skies. Come ready for adventure, let our guides do the rest.

[Hotel deals](#)



Eugene Cascade

Explore the Western Cascades towns of Westfir, just an hour SE of Eugene, where you'll find adventures right outside your door. Let the guides from the Westfir Lodge & Mountain Market shuttle you up to the trailhead so you can explore adventures like: mountain biking on world-class routes, whitewater rafting, or simply breathe in the delicious scent of an old growth forest as you immerse yourself in Forest Bathing therapy.

[Hotel deals](#)



The People's Coast

Adventure beckons year-round on Oregon's rugged coastline, a 363-mile stretch of magnificent beaches, wildly racing rivers and centuries-old forested trails. That sound you hear in the crashing ocean waves — it's your sense of adventure calling.

[Hotel deals](#)



Portland



Tualatin Valley



Willamette Valley



Southern Oregon

*Erleben Sie Oregon noch intensiver.
Buchen Sie eine geführte Tour.*

QR-Code scannen und mehr über geführte Touren in Oregon erfahren

TRAVEL OREGON USA



Travel Oregon

with



TRAVEL
OREGON

REAL OREGON TOUR GUIDES



KATE SAMPSEL
[HUMBLE HERON FLY FISHING](#)
Fly-fishing guide



DAN SIZER
[GO WILD USA](#)
Hiking & backpacking guide



PHIL + LISA
[WINE DE ROADS](#)
Wine guide



GRANT HOGAN
[SOUTH COAST TOURS](#)
Paddling tour guide



SAM DEJARNETTE
[PORTLAND AUDUBON](#)
Birding educator/guide



GEORGE FARIA
[PARK RANGER TOURS](#)
Dark sky tour guide



TBD
[ADVENTURES WITHOUT LIMITS](#)
Adaptive guides

FUTURE OF WHY GUIDES

- Marketing & Promotion
- Development
- DMO's as problem solvers
- Aligning regional needs



A couple is walking away from the camera on a dirt trail at night. They are holding hands. The man is wearing a blue hoodie and dark shorts, and the woman is wearing a grey jacket and dark pants. The landscape is a dark, grassy hillside. In the background, there are dark mountains and a faint glow of light on the horizon. The sky is filled with stars, and the Milky Way galaxy is visible, stretching across the sky from the bottom right towards the top center. The text "Thank you" is overlaid in the center of the image.

Thank you