



OREGON

Attracts the Tourist

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Oregon's travel business has soared from an estimated annual value of less than \$25,000,000 in 1935 to \$92,000,000 in 1948. Recreational travel in Oregon now ranks third from the top as a revenue producer, exceeded only by agriculture and lumber.

The Oregon State Highway Commission Travel Information Department has taken an active part in this growth since its establishment in 1936. An aggressive national advertising campaign carried on by the department since its inception except during the war years is credited with consistent gains in the number of vacationists seeking recreation and relaxation in Oregon.

Oregon advertisements have been promoting scenic attractions through extensive use of color pictures. Advertisements in national magazines and a selected list of motor club publications and newspapers for the 1948 travel year brought 135,000 mail inquiries, setting a new record. Processing inquiries was kept on a daily basis, assuring rapid replies.

A vacation folder, a 32-page color booklet covering the State in general, is sent to every prospective visitor along with an invitation to write to the department if information is wanted on any particular area. This results in the preparation each year of several thousand letters answering specific questions, sometimes requiring considerable research.

Advertising is supplemented with black and white glossy photographs to travel editors, magazines, travel agencies, and other groups serving the traveling public. Likewise articles and travel information releases are prepared for general distribution. Special material is supplied to travel writers to facilitate preparation of material for national consumption.

The department circulates some 50 prints of two 16-millimeter color-sound travel films, "The New Oregon Trail," and "Glimpses From Oregon State Park." They are loaned without cost to travel groups, clubs, and other organizations throughout the United States.

The photographic division has scenic negatives on file

covering all sections of Oregon, supplemented by 4 by 5 and 5 by 7 color pictures to show off Oregon's colorful scenic areas. Enlargements in sepia and color are used for display purposes, including travel and sports shows where the department may be represented.

The department cooperates closely with chambers of commerce, highway associations, motor club representatives and other Oregon groups associated with tourist travel promotion in all sections of the State.

Functioning as a segment of the State highway organization, travel information department funds are allocated annually by the highway commission. An advisory committee comprised of business leaders and publishers appointed from the various geographical areas of the State establishes operating policies and programs.



June brings rhododendron and squaw grass into bloom on the slopes of Mount Hood.