



## NEWS RELEASE

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### **Tillamook Coast Partners with Leave No Trace, Launches Seven Principles for Responsible Travel**

**TILLAMOOK, Ore., 29 MAY 2025** — The Tillamook Coast Visitors Association (TCVA) is proud to announce a new partnership with the national nonprofit [Leave No Trace](#), unveiling the **Tillamook Coast Seven Principles**—a local adaptation of Leave No Trace’s proven framework for responsible recreation.

This collaboration is a first-of-its-kind effort on the Oregon Coast to develop a tailored, place-based Leave No Trace ethic, reflecting the region’s distinct ecosystems, communities, and challenges. The principles are designed to educate and inspire both visitors and residents to care for the coast while enjoying all it has to offer.

“Visitors come here for the beauty, the wildlife, the waves, and the small-town charm,” said Nan Devlin, executive director of TCVA. “But with increasing popularity comes increasing pressure on our natural and human resources. These Seven Principles provide an easy, memorable way for everyone to help protect what makes the Tillamook Coast special.”

#### **The Tillamook Coast Seven Principles:**

1. **Know Before You Go:** Plan ahead, avoid peak times, pack essentials and put safety first.
2. **Stick to Trails and Camp Overnight Right:** Protect sensitive ecosystems by staying on designated paths and campsites.
3. **Trash Your Trash and Pick Up Dog Poop:** Litter and pet waste threaten both wildlife and water quality—pack it out.
4. **Leave It As You Find It:** Preserve tidepools, artifacts, driftwood and native plants for future generations.
5. **Be Careful with Fire:** Know local fire rules, keep beach fires small and safe and never bury coals in sand.
6. **Keep Wildlife Wild:** Observe animals from a distance and never feed them; leash pets to protect both wildlife and your furry friends.
7. **Be Kind to Locals and Other Visitors:** Respect private property, support small businesses, share space and help maintain the welcoming spirit of the coast.

The principles are the result of collaboration between TCVA, Leave No Trace, public land agencies, nonprofits, and local residents, ensuring that the guidelines reflect both ecological science and community values.

Leave No Trace Executive Director Dana Watts praised the initiative, “This partnership demonstrates leadership in sustainable tourism. Tillamook Coast is showing how local destinations can take ownership of their conservation message.”

The Tillamook Coast Seven Principles will be shared through signage, social media, brochures, visitor guides, and educational programs throughout the county. TCVA also plans to work with local businesses to display the principles in storefronts, vacation rentals and hospitality venues.

For more information, and to view the principles in detail, visit [www.tillamookcoast.com/leave-no-trace-tillamook](http://www.tillamookcoast.com/leave-no-trace-tillamook).

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### **About Visit Tillamook Coast**

Tillamook Coast Visitors Association (dba Visit Tillamook Coast) is a destination management organization committed to sustainable tourism principles of community, stewardship and economic vitality. We support the Tillamook Coast through initiatives guided by those principles, including outdoor recreation, accessibility, culinary/agritourism, cultural heritage/arts, community development, natural resources and public safety. For more information, visit [www.tillamookcoast.com](http://www.tillamookcoast.com).