

**Oregon 2004  
Advertising  
Long-Term Conversion  
Study**

**Final Report**

# Background



- Longwoods International was engaged to undertake a research program designed to:
  - *Determine Oregon's image as a tourism destination*
  - *Evaluate the State's 2004 tourism advertising campaigns in terms of:*
    - *Short of Sales Measures:*
      - *Recall*
      - *Impact of the advertising on image*
    - *Bottom Line Measures:*
      - *Impact of the advertising on travel to Oregon and the incremental visitor spending and taxes generated*

# The Advertising



- The advertising campaign ran between April and December of 2004 and consisted of:
  - *8 magazine ads*
  - *1 newspaper ad*
  - *1 radio commercial*
- Total media spending was \$895,000, about 84% (\$748,100) of which was allocated to the Primary Market and 16% (\$146,900) to the Southern California market.

# Methodology



The research program consisted of:

- ◉ a benchmark study conducted in March of 2005
  - ◉ *An 8-page survey was mailed to 2,300 households distributed among a regional sample of residents of Oregon's Primary (Oregon, Washington, Idaho, Northern California) and Secondary (Southern California - DMA's south of San Francisco) advertising markets.*
  - ◉ *1,135 surveys were completed, yielding a return rate of 49%.*
- ◉ a follow-up conversion study conducted in June of 2006
  - ◉ *among a sample of 107 respondents from the benchmark study who had not visited but were intending (definitely/probably) to take a trip to Oregon in 2005.*

# Methodology (Cont'd)



The survey included questions about:

- ◉ *recent and intended travel to Oregon and competitive destinations*
- ◉ *imagery of Oregon and competitive destinations collected via ratings across an extensive battery of attributes*
- ◉ *prompted recall of the various forms of 2004 advertising for Oregon*

Advertising impact was then assessed in terms of:

- ◉ *awareness of the 2004 advertising campaign*
- ◉ *trips taken due to the advertising and the corresponding incremental visitor spending and taxes generated, for both the short (2004) and longer-term (2005) periods*
- ◉ *imagery changes coincident with the campaign.*

## **MAIN FINDINGS**

## Oregon's Image

# Oregon's Image

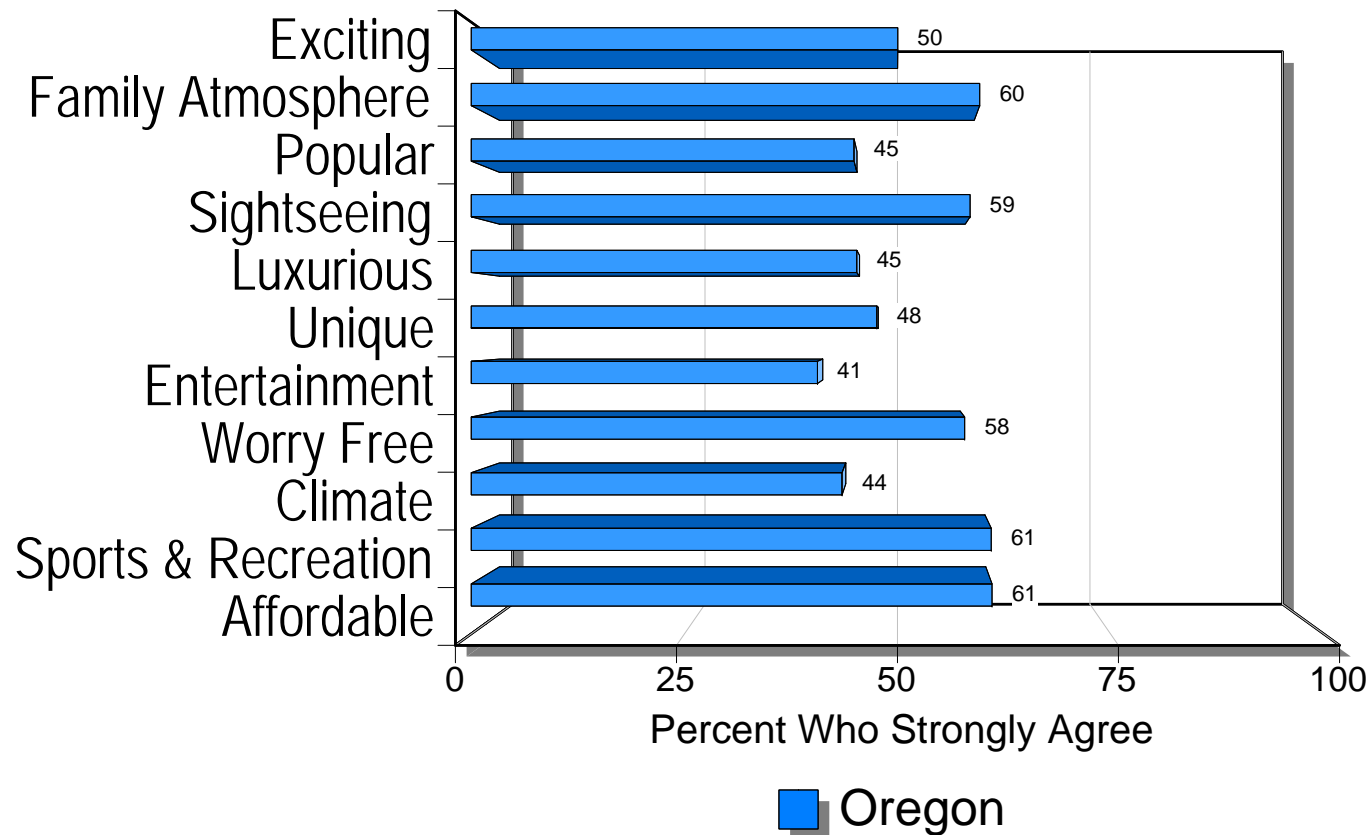
— Vs. Competitors —



# Oregon's Image



Base: Residents of Oregon's Regional Advertising Markets

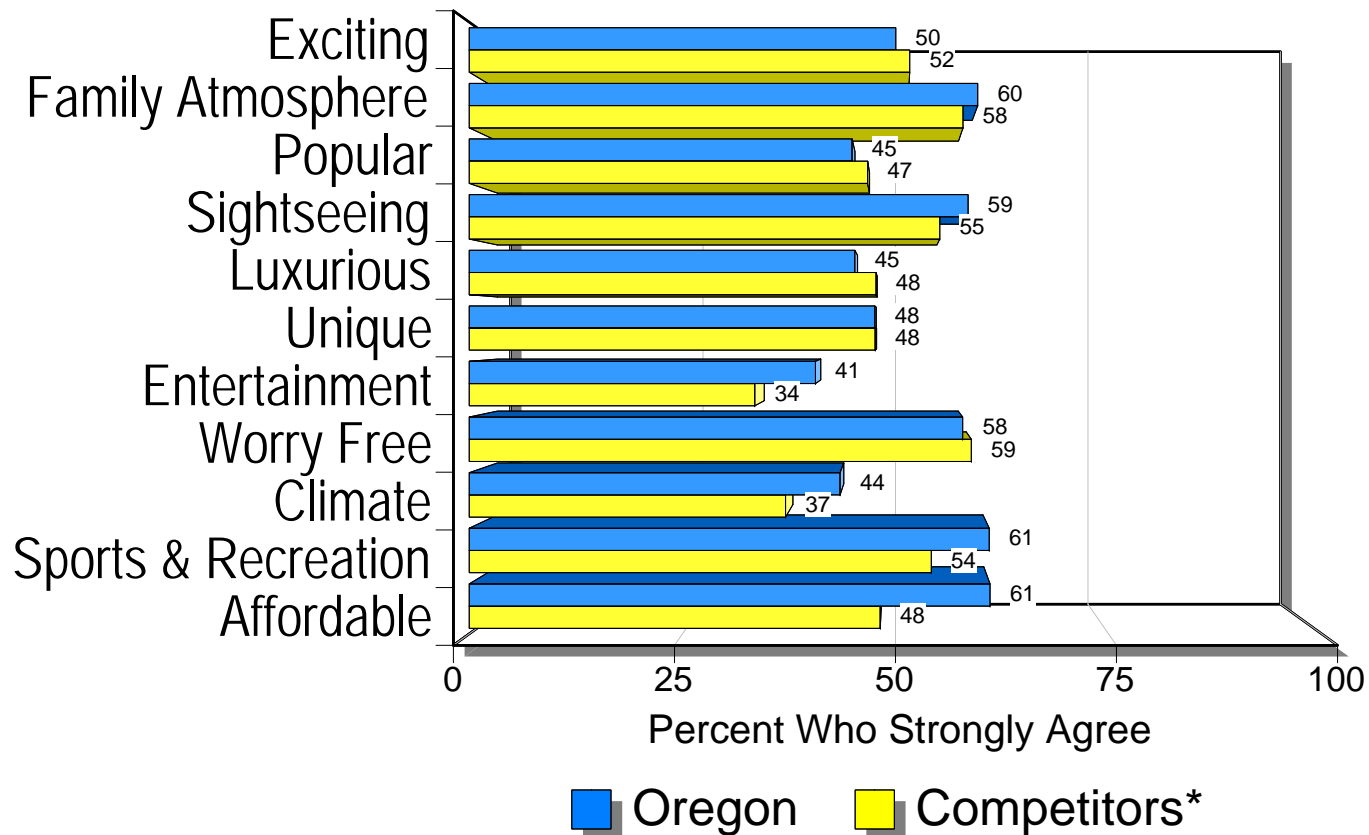


\* Competitors include Washington State, Montana, Idaho, British Columbia and Colorado

# Oregon's Image vs. Competitors



Base: Residents of Oregon's Regional Advertising Markets

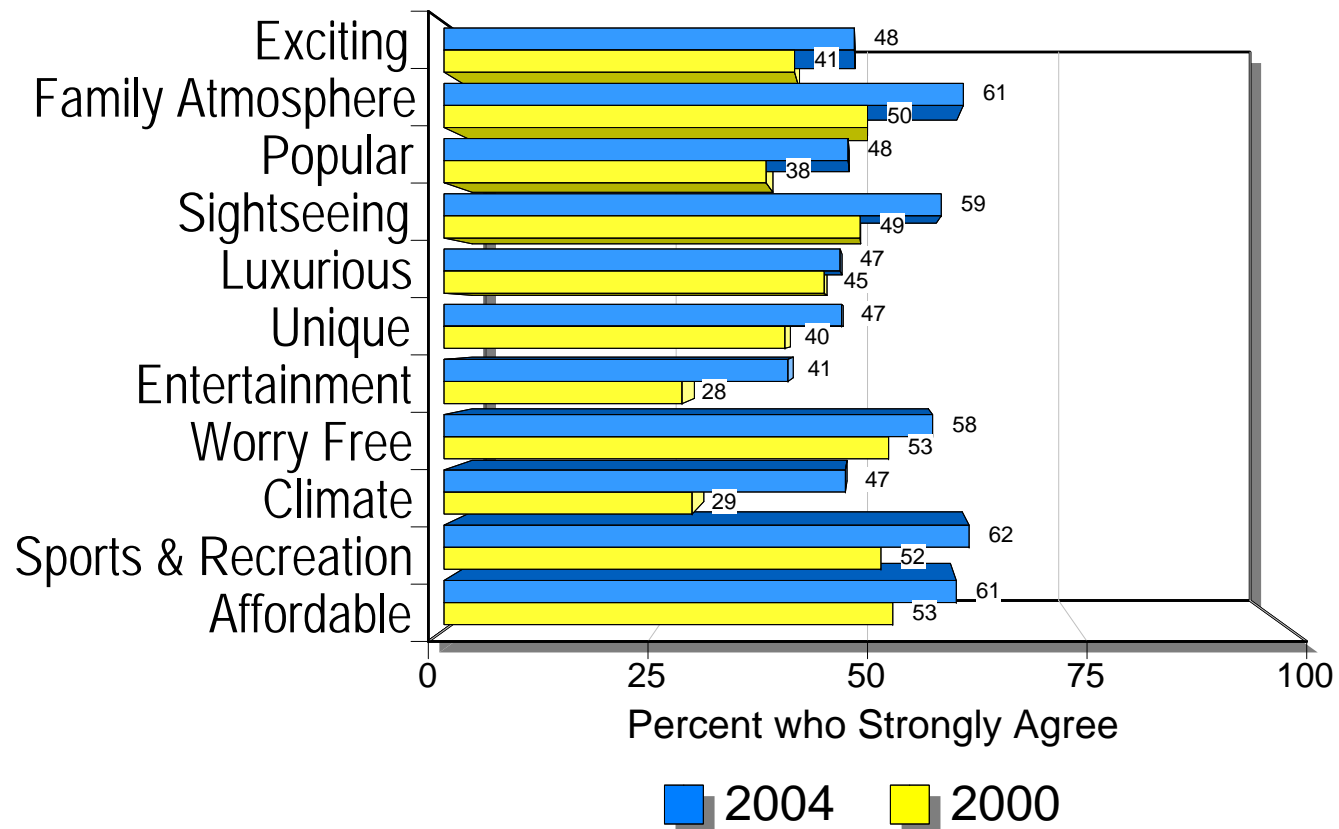


\* Competitors include Washington State, Montana, Idaho, British Columbia and Colorado

# Oregon's Image — 2004 vs. 2000



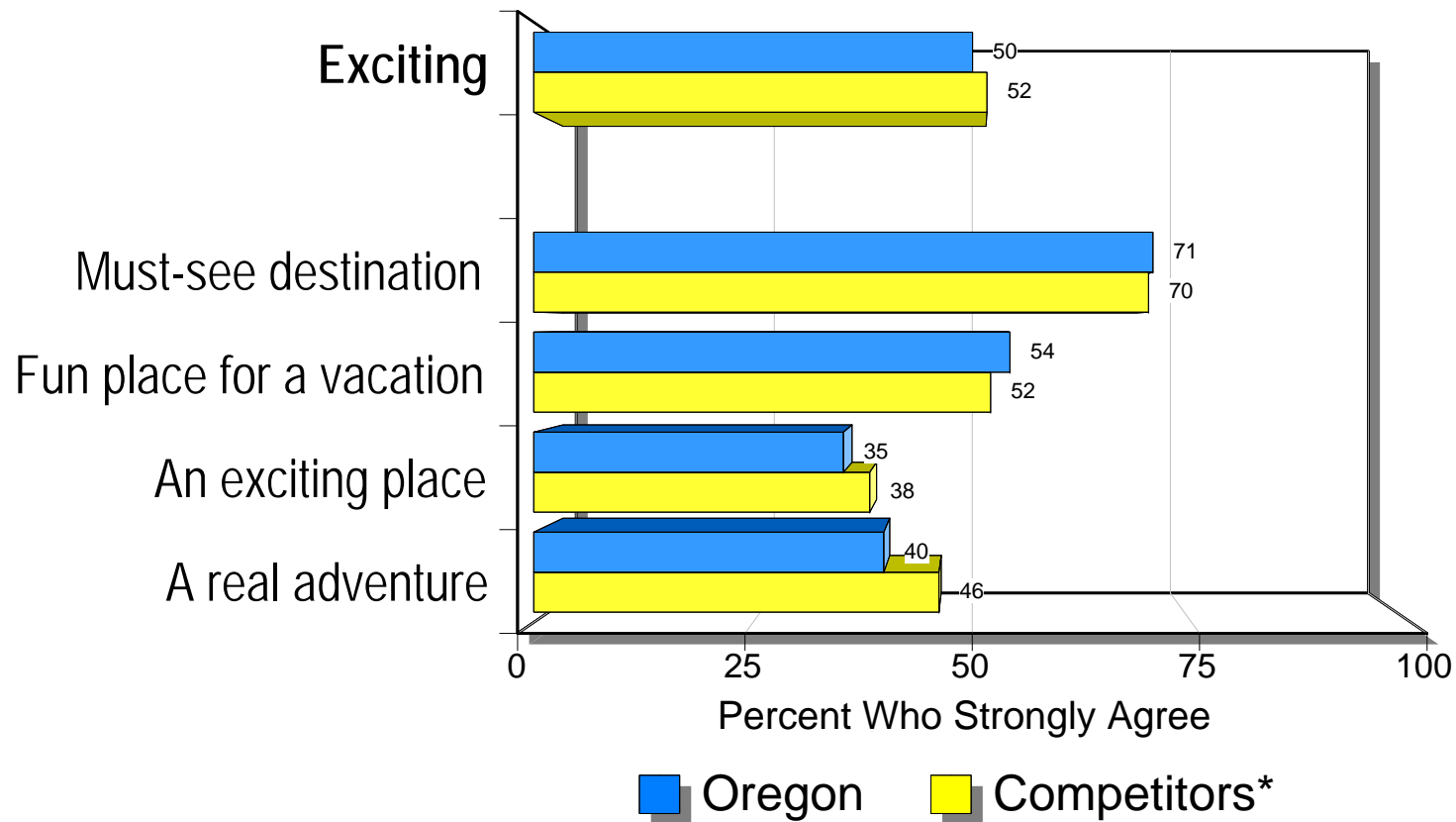
Base: Residents of Oregon's Regional Advertising Markets



# Exciting



Base: Residents of Oregon's Regional Advertising Markets

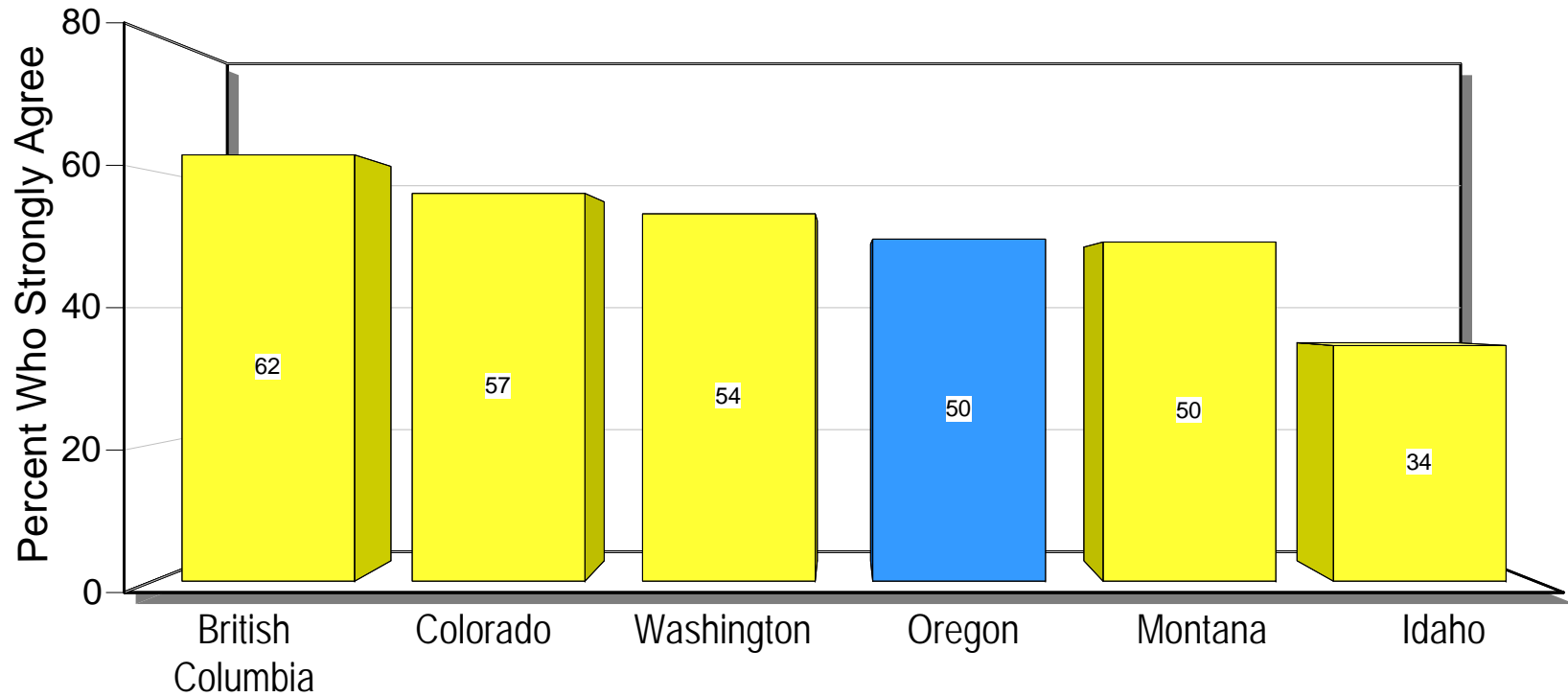


\* Competitors include Washington State, Montana, Idaho, British Columbia and Colorado

# Exciting



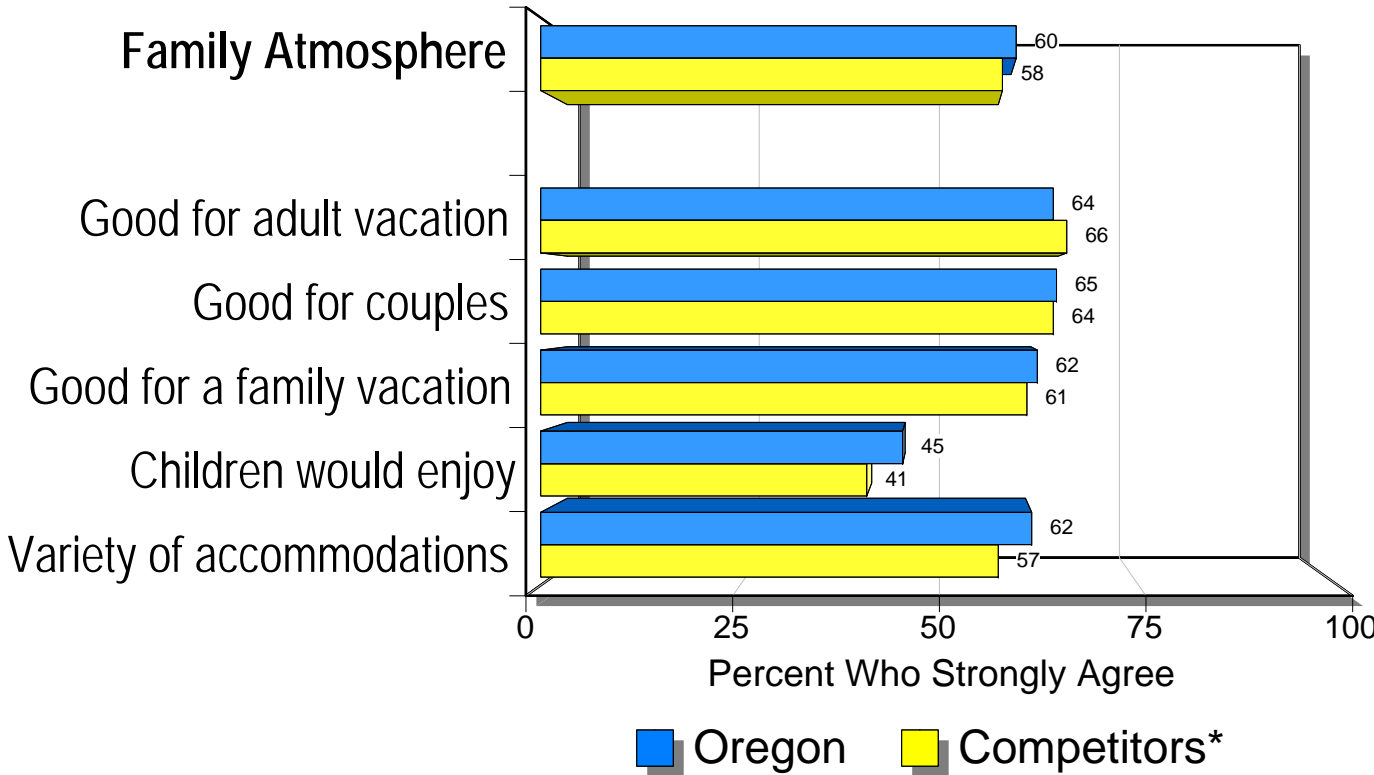
Base: Residents of Oregon's Regional Advertising Markets



# Family Atmosphere



Base: Residents of Oregon's Regional Advertising Markets

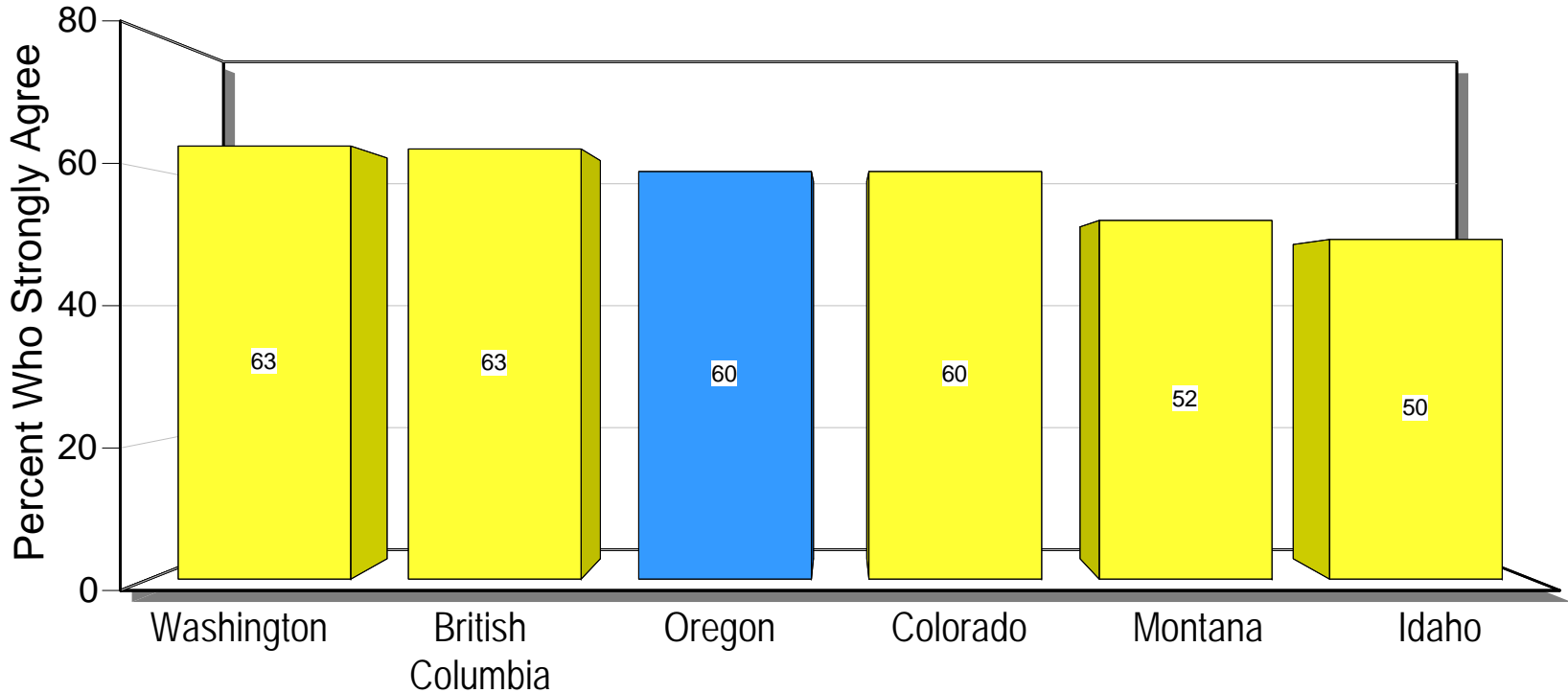


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# Family Atmosphere



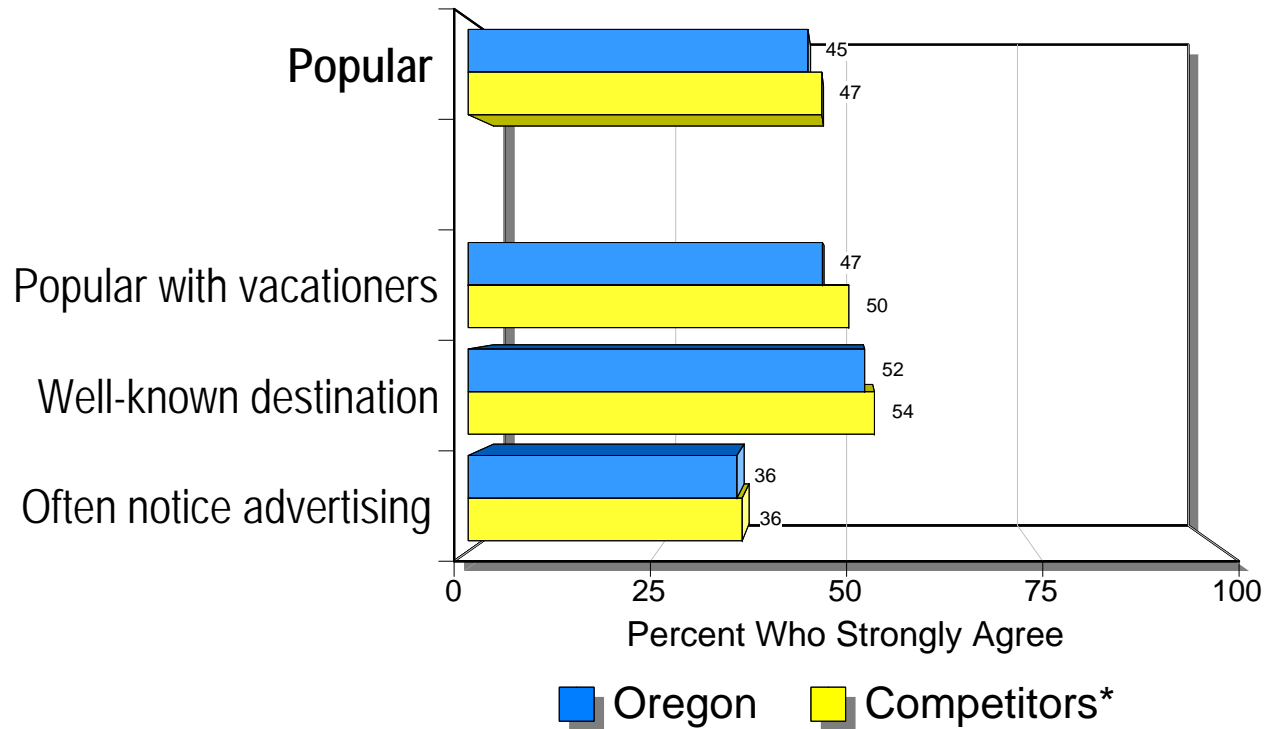
Base: Residents of Oregon's Regional Advertising Markets



# Popular



Base: Residents of Oregon's Regional Advertising Markets



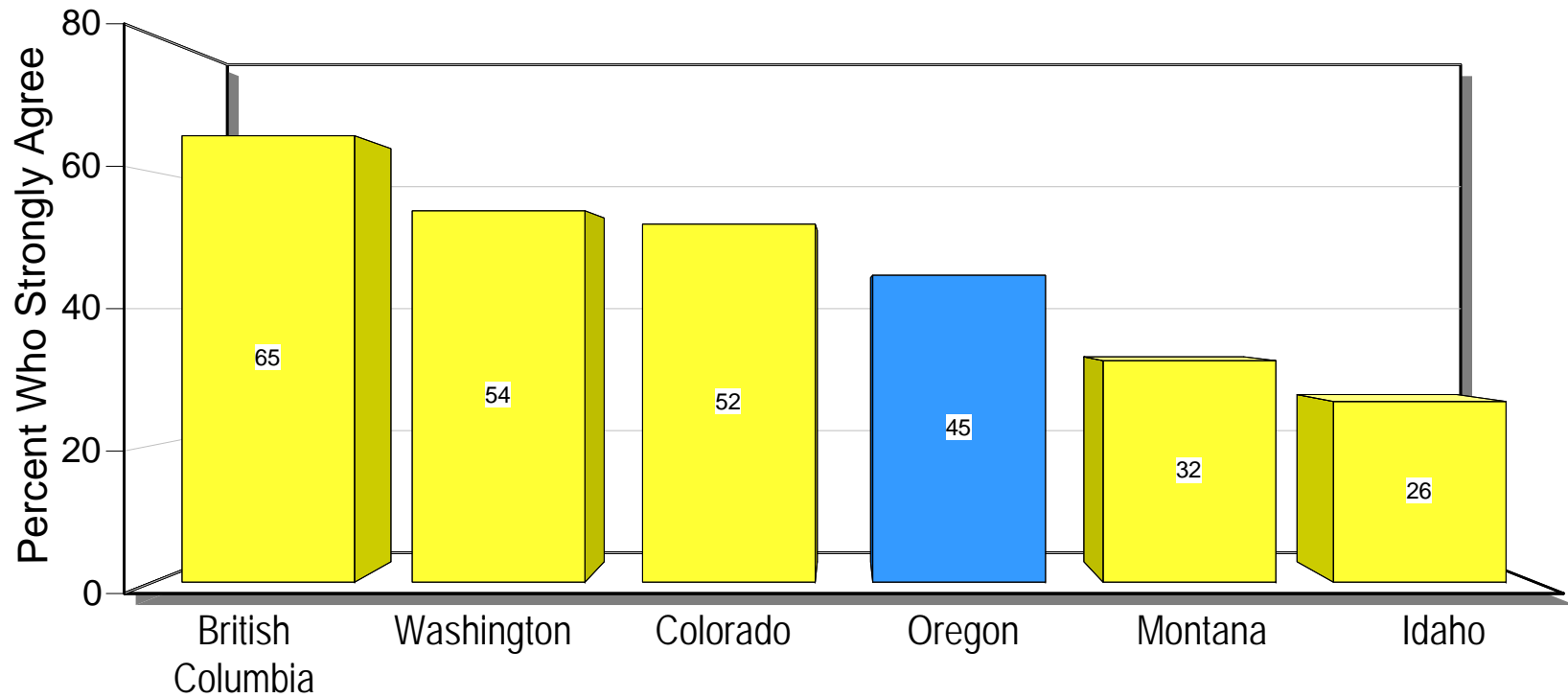
\* Competitors include Washington State, Montana, Idaho, British Columbia and Colorado



# Popular



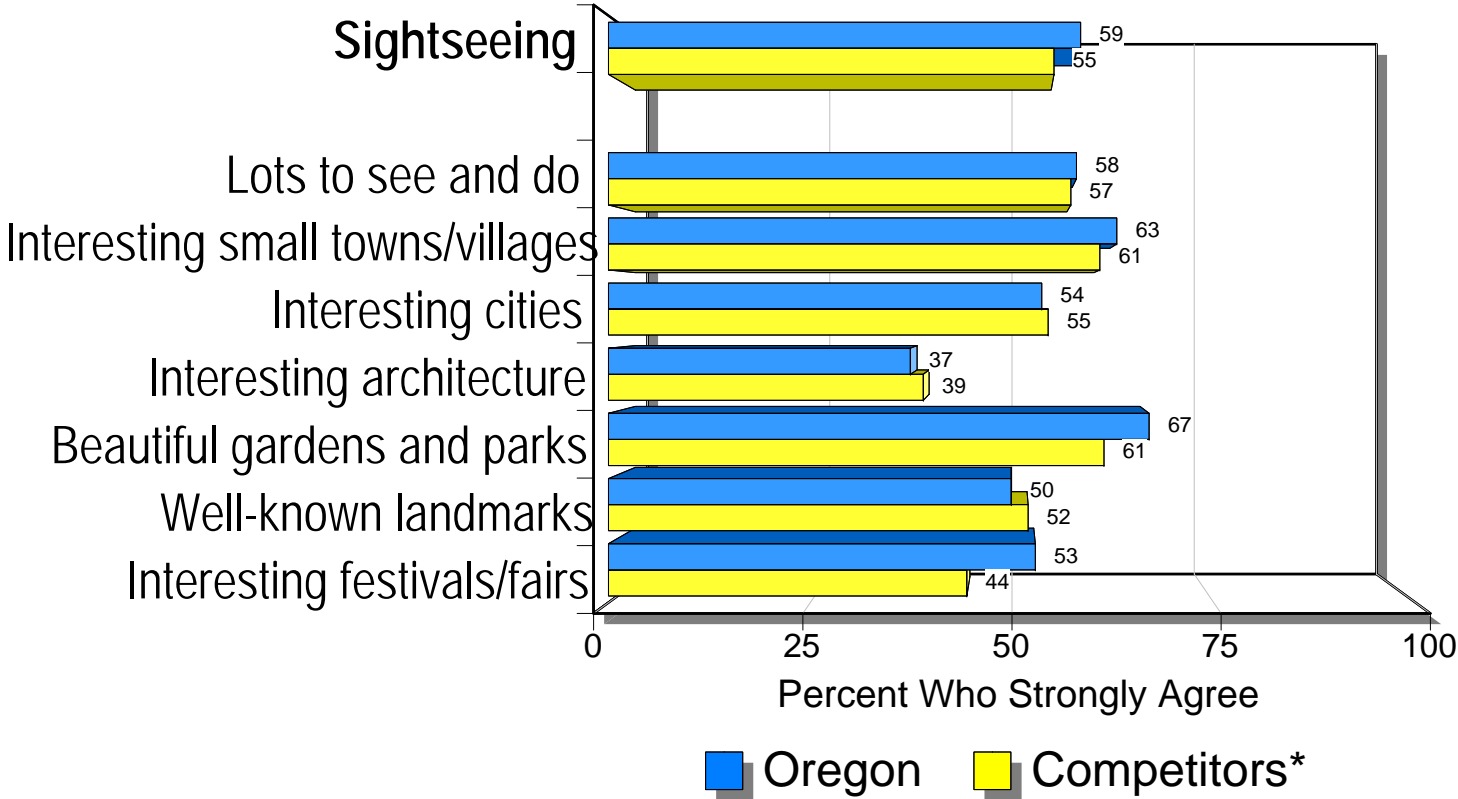
Base: Residents of Oregon's Regional Advertising Markets



# Sightseeing



Base: Residents of Oregon's Regional Advertising Markets

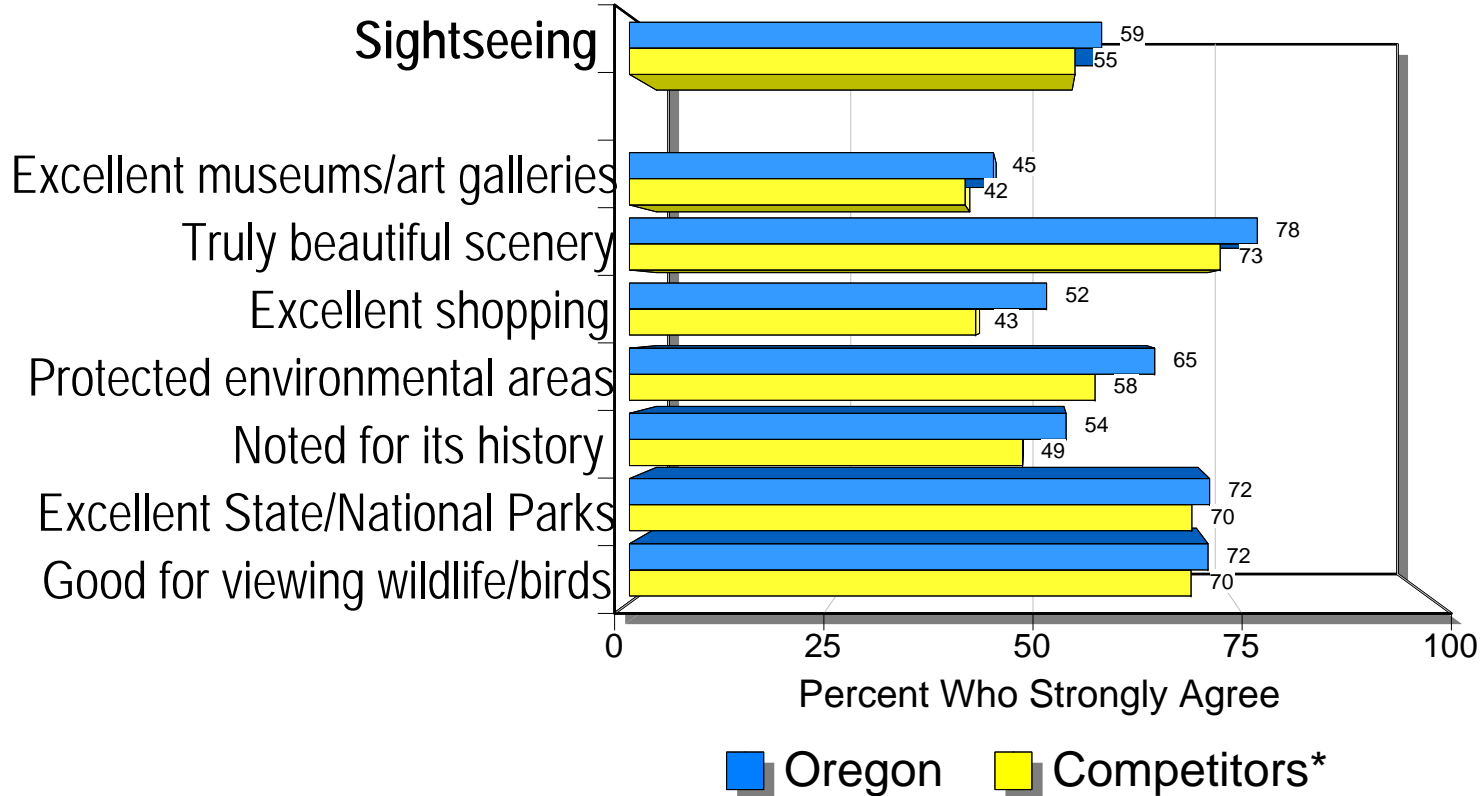


\* Competitors include Washington State, Montana, Idaho, British Columbia and Colorado

# Sightseeing (Cont'd)



Base: Residents of Oregon's Regional Advertising Markets

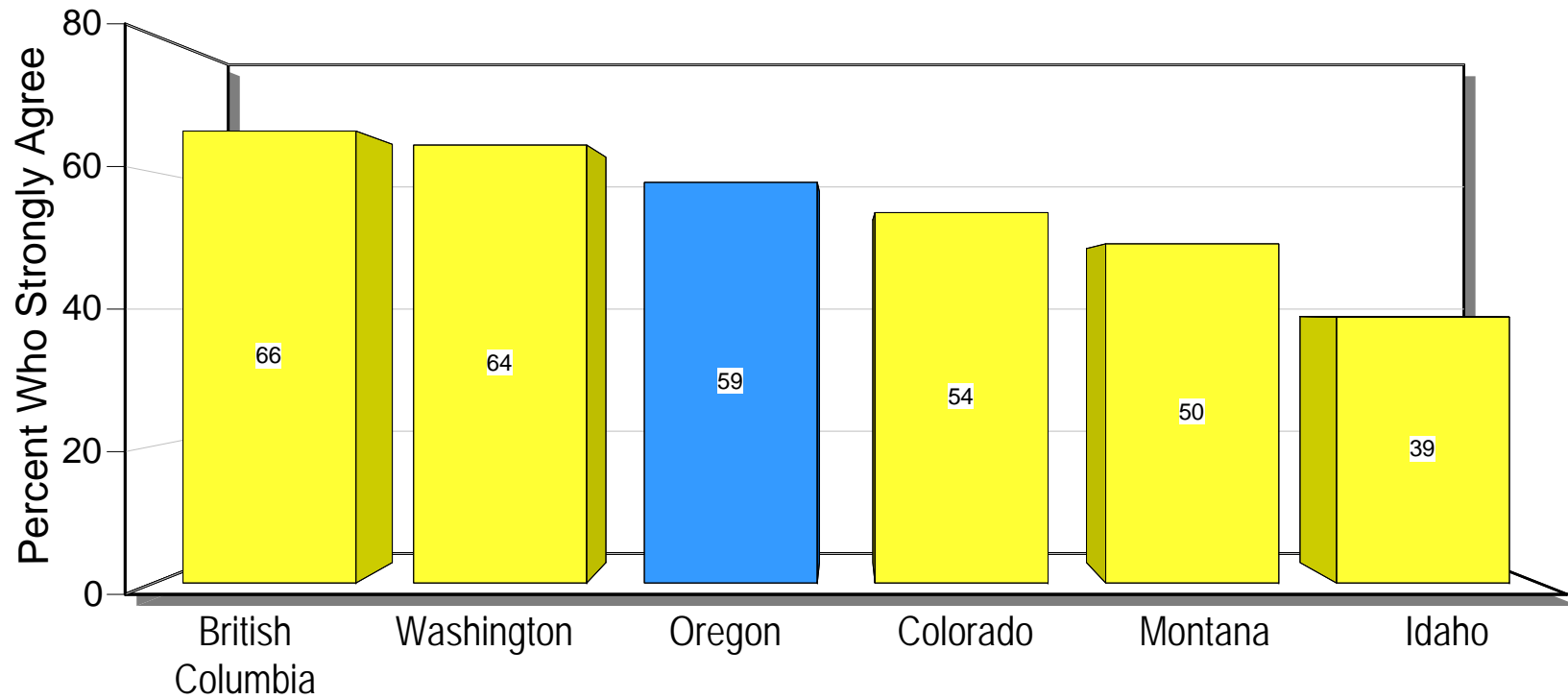


\* Competitors include Washington State, Montana, Idaho, British Columbia and Colorado

# Sightseeing



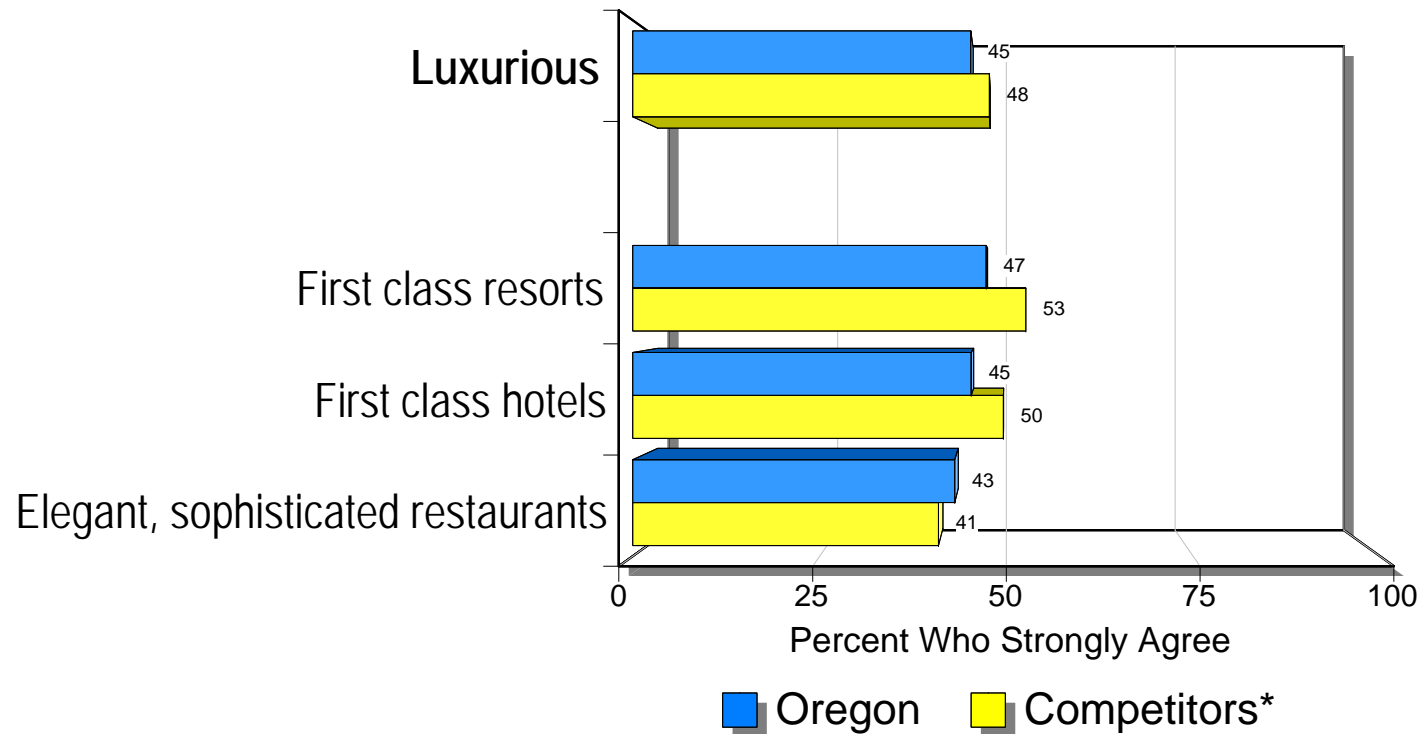
Base: Residents of Oregon's Regional Advertising Markets



# Luxurious



Base: Residents of Oregon's Regional Advertising Markets

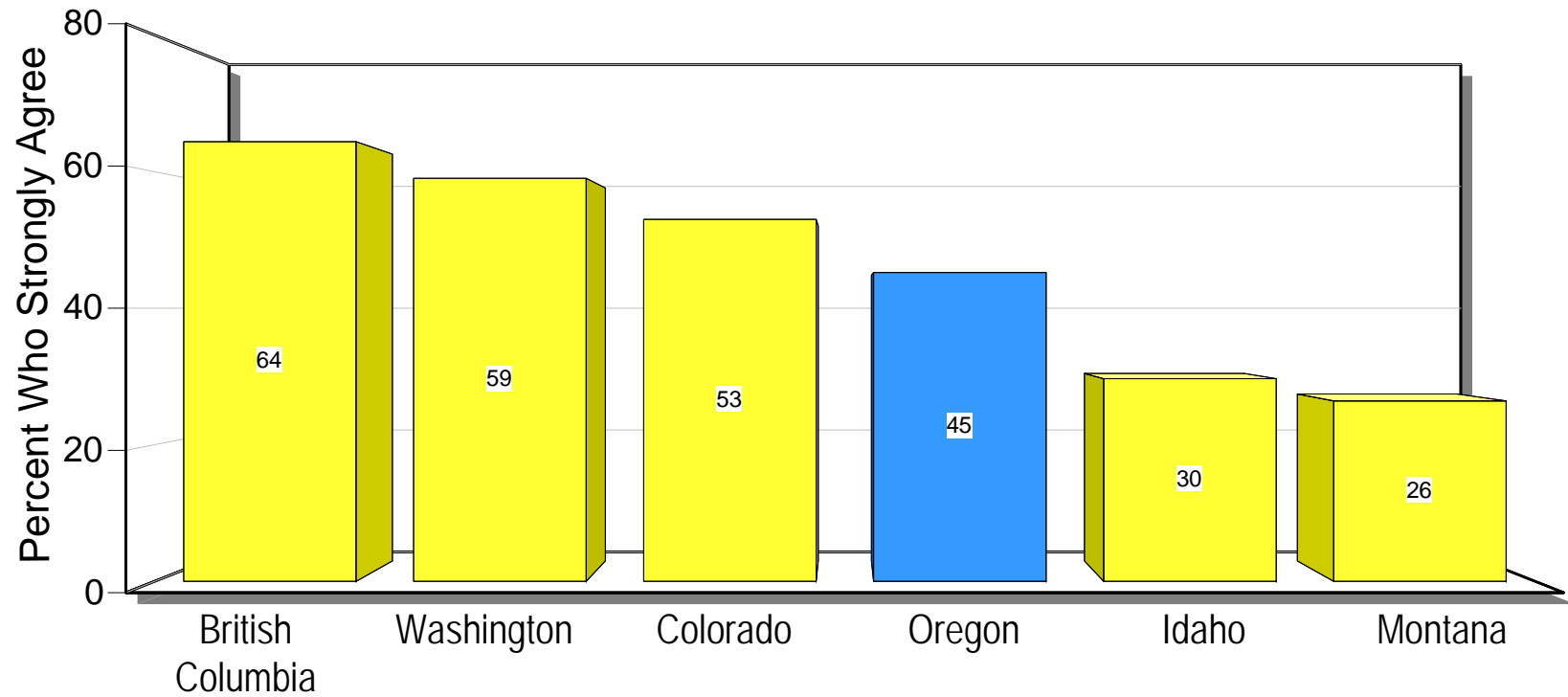


\* Competitors include Washington State, Montana, Idaho, British Columbia and Colorado

# Luxurious



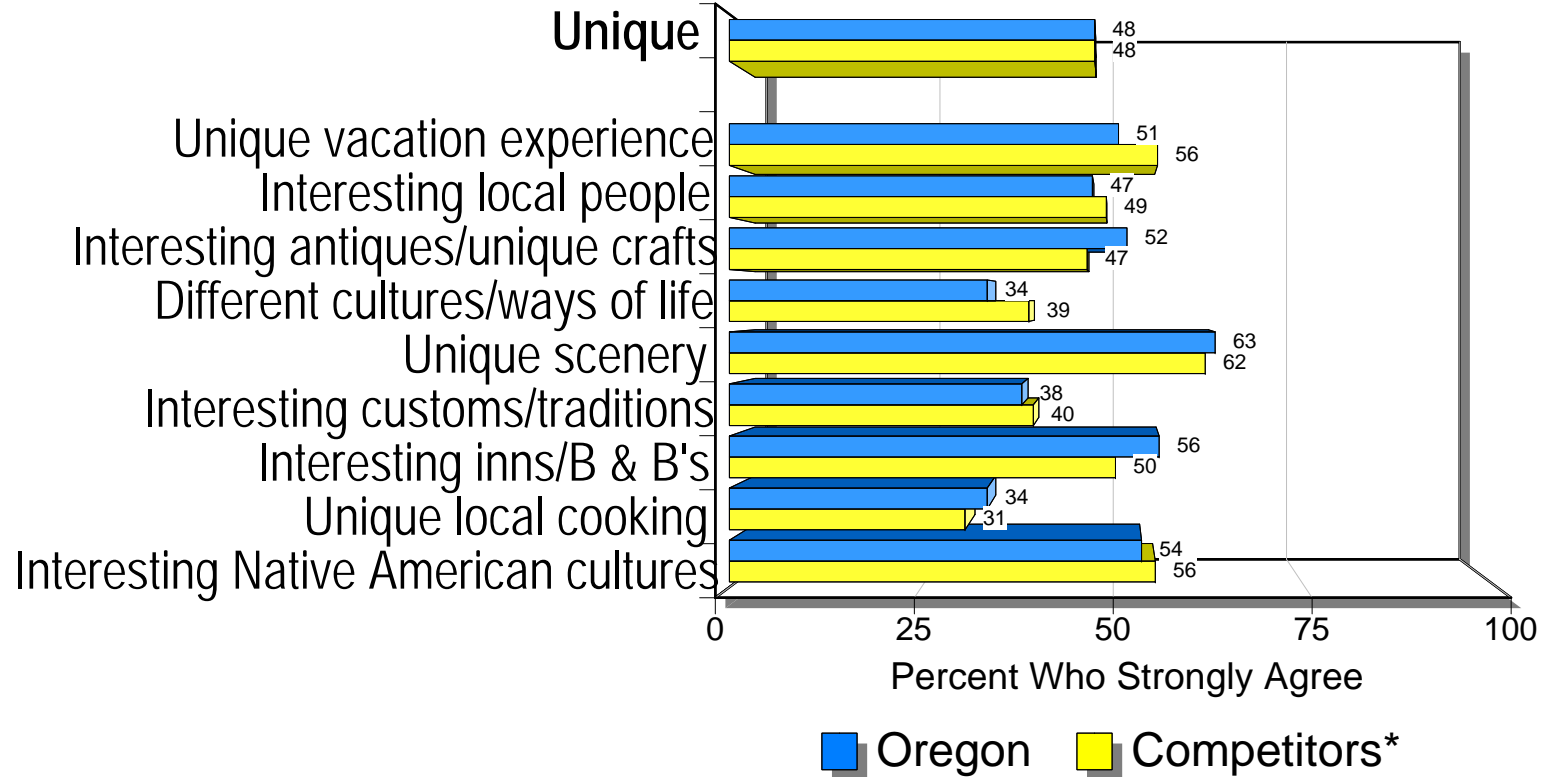
Base: Residents of Oregon's Regional Advertising Markets



# Unique



Base: Residents of Oregon's Regional Advertising Markets

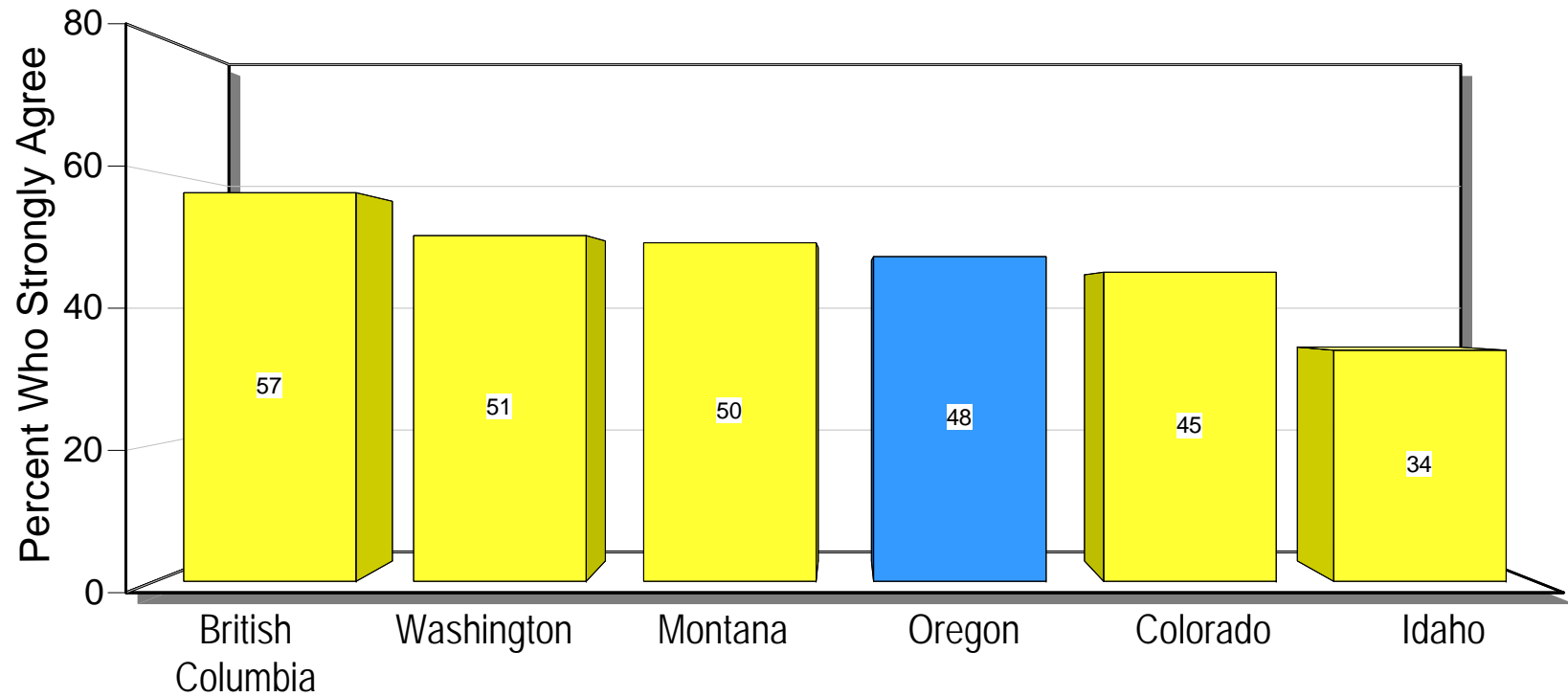


\* Competitors include Washington State, Montana, Idaho, British Columbia and Colorado

# Unique



Base: Residents of Oregon's Regional Advertising Markets

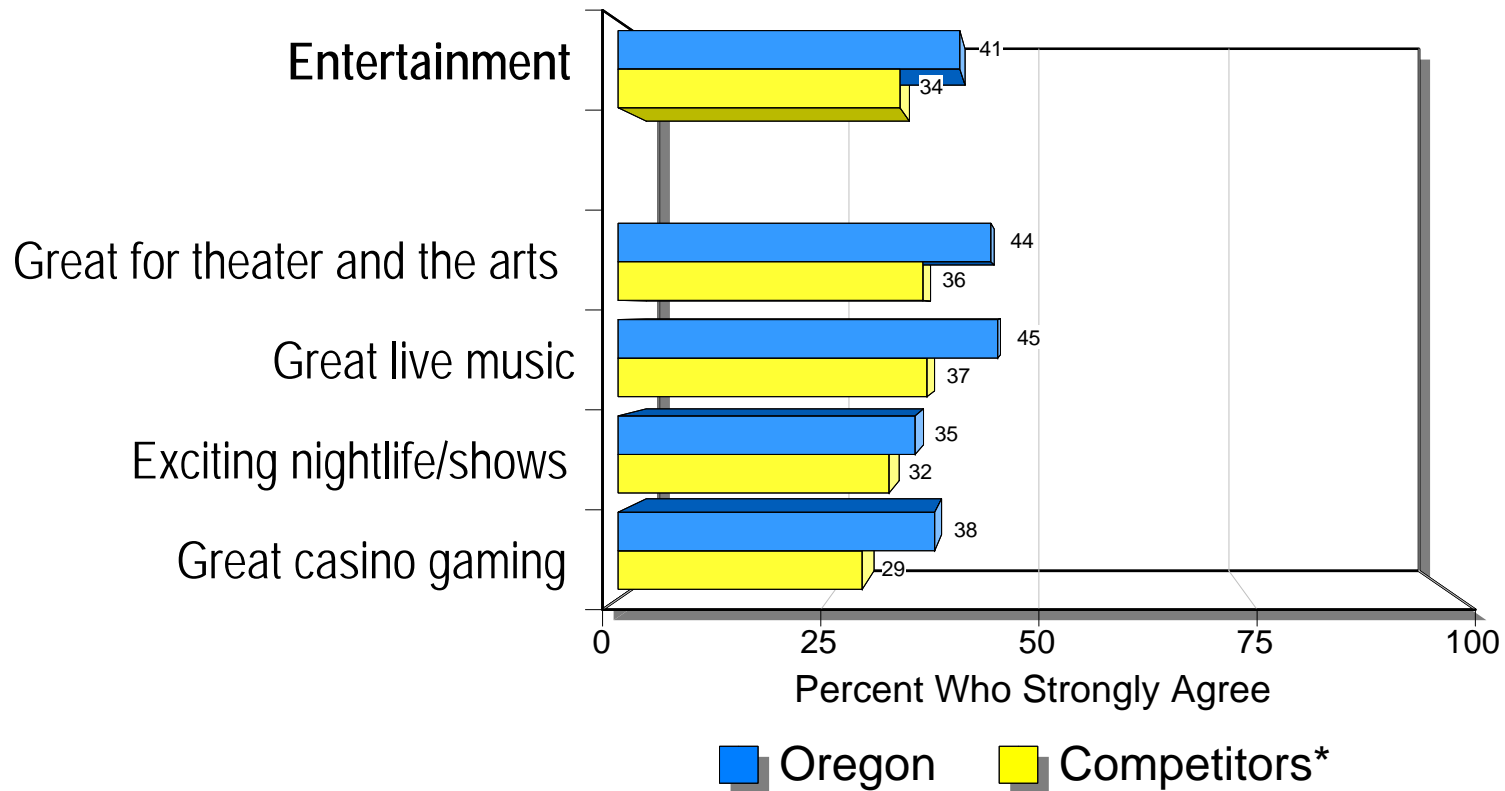




# Entertainment



Base: Residents of Oregon's Regional Advertising Markets

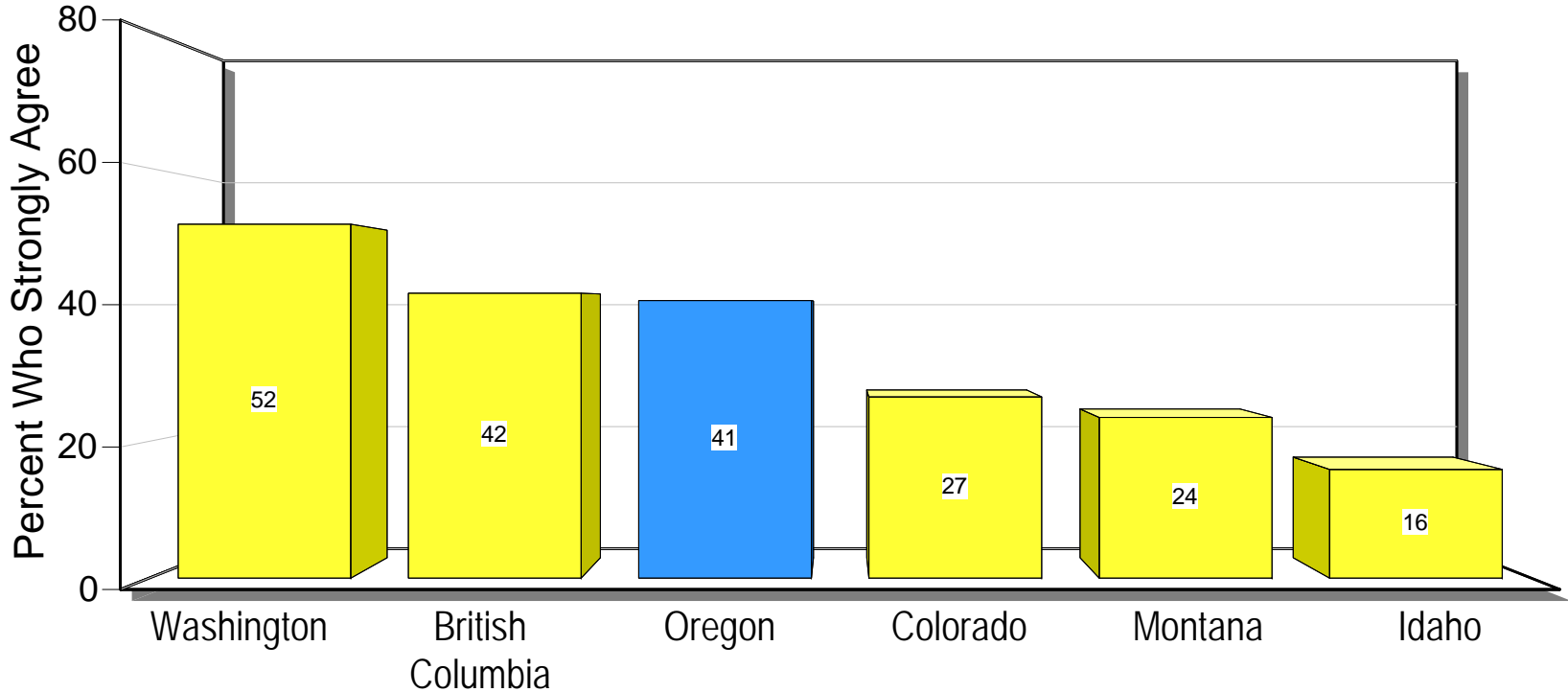


\* Competitors include Washington State, Montana, Idaho, British Columbia and Colorado

# Entertainment



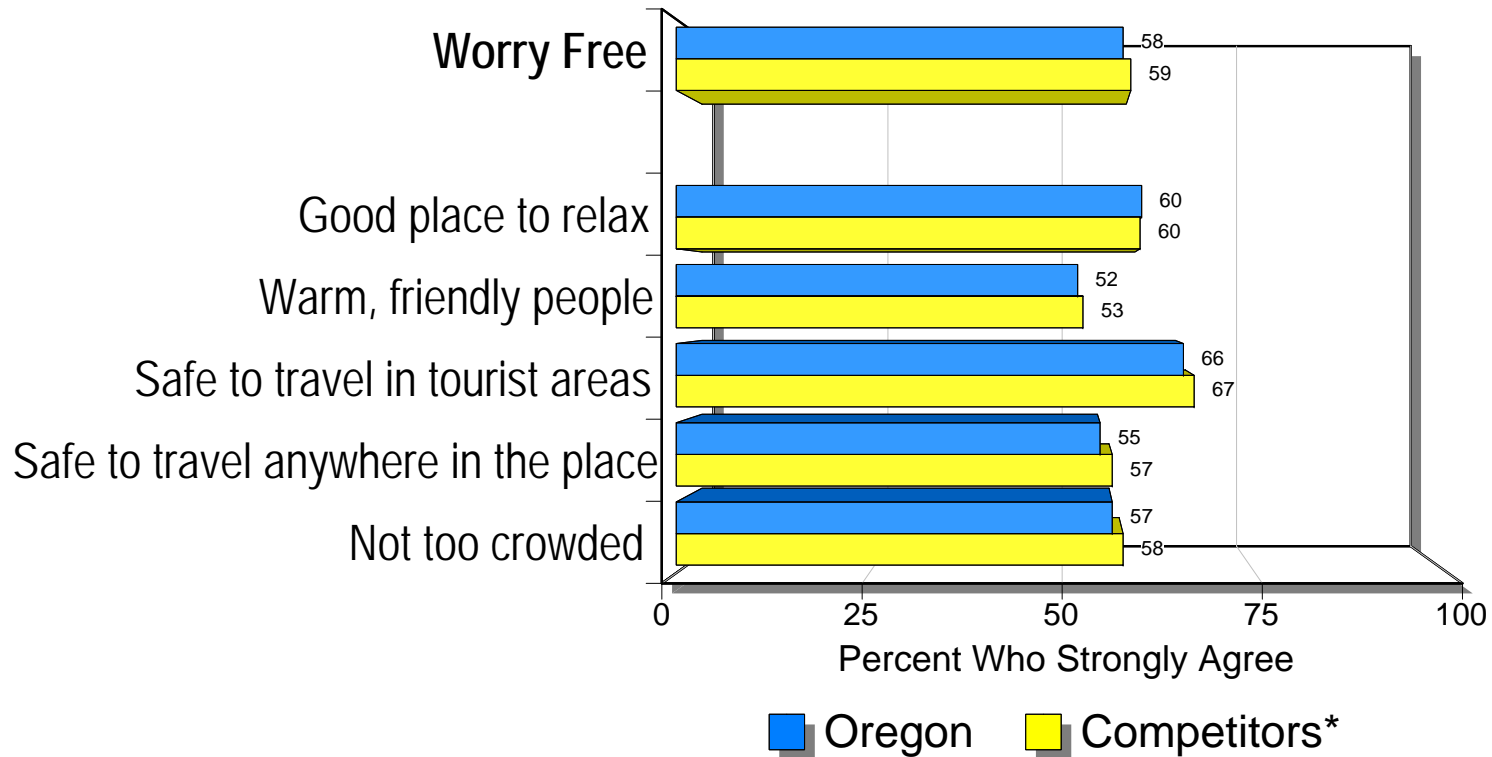
Base: Residents of Oregon's Regional Advertising Markets



# Worry Free



Base: Residents of Oregon's Regional Advertising Markets

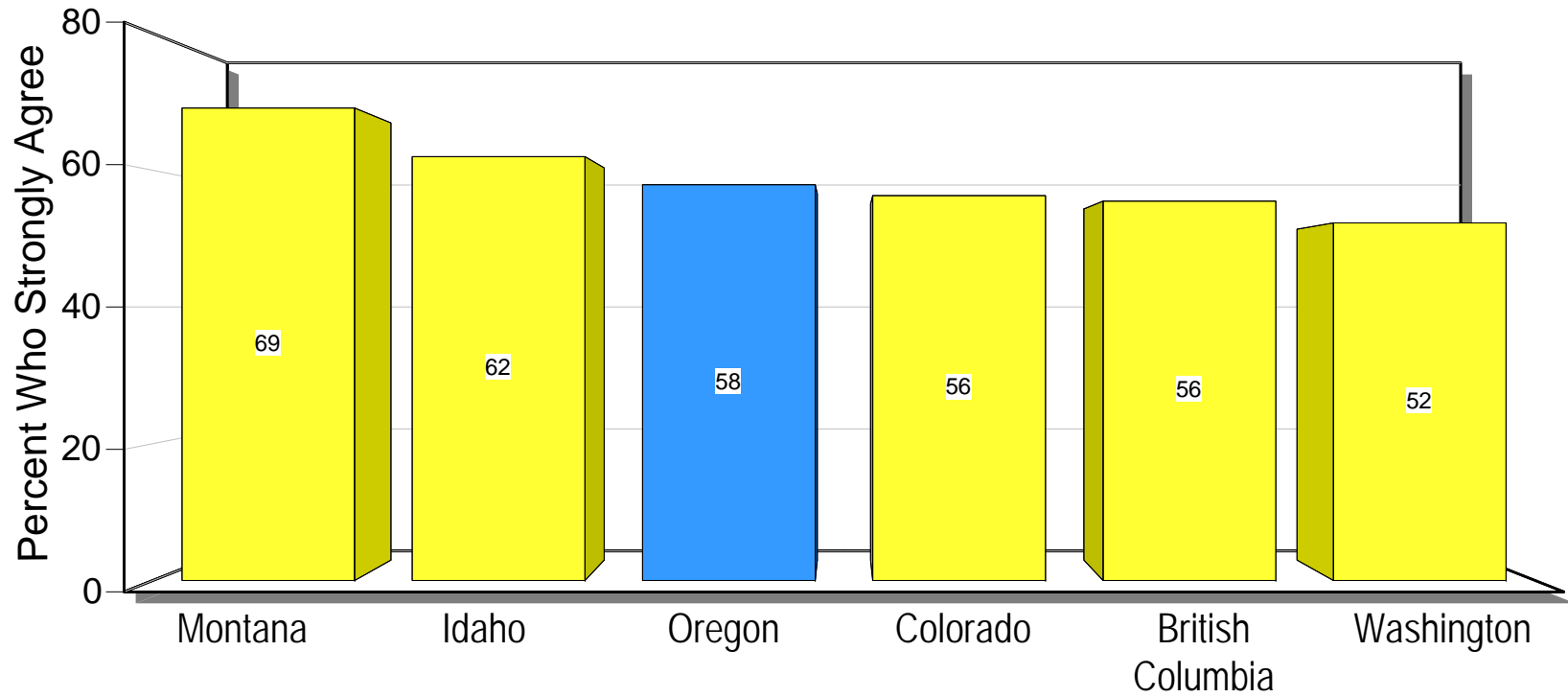


\* Competitors include Washington State, Montana, Idaho, British Columbia and Colorado

# Worry Free



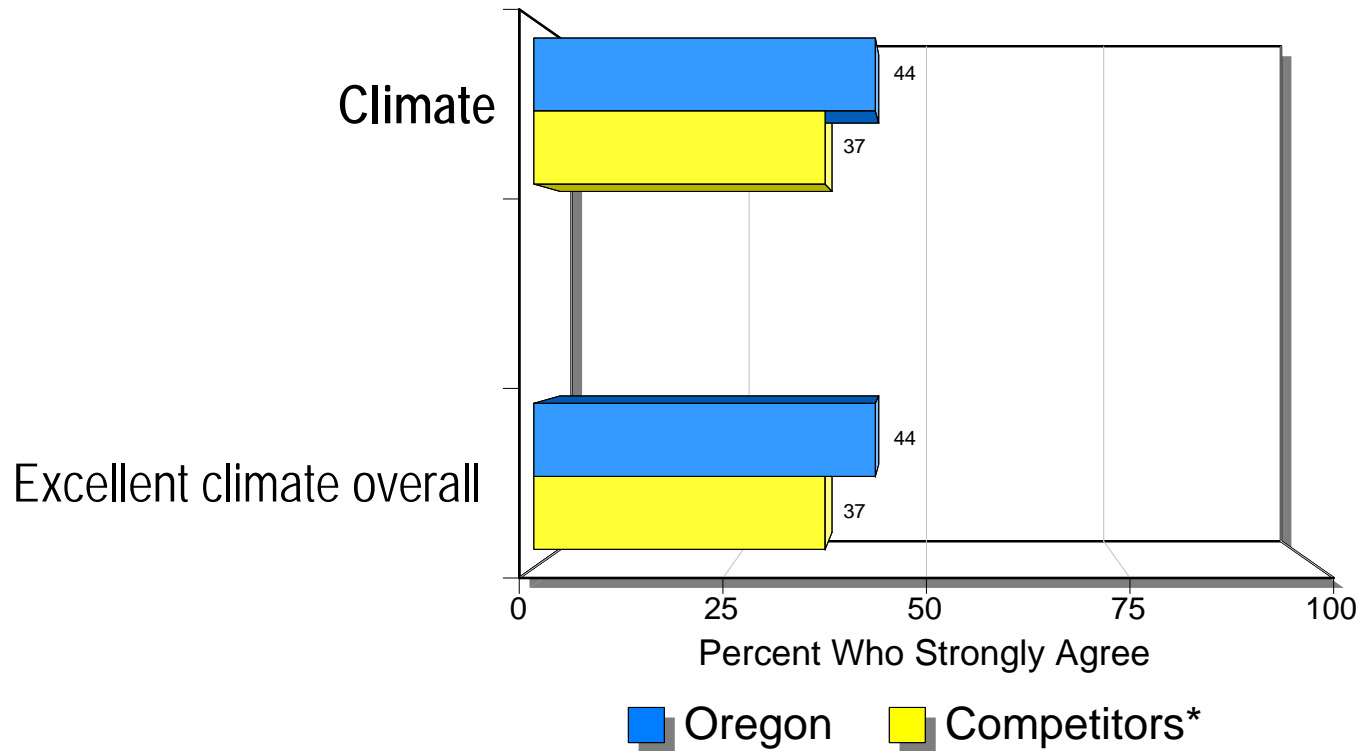
Base: Residents of Oregon's Regional Advertising Markets



# Climate



Base: Residents of Oregon's Regional Advertising Markets

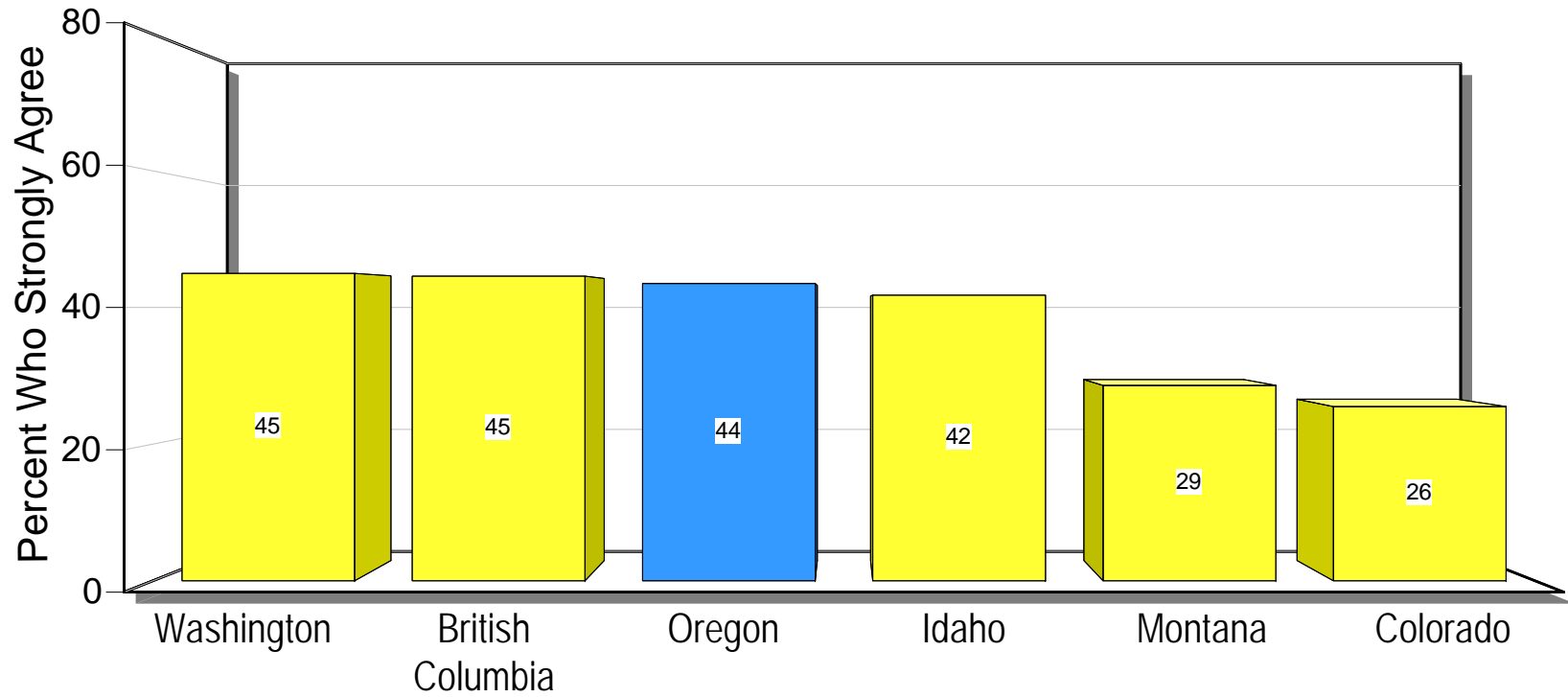


\* Competitors include Washington State, Montana, Idaho, British Columbia and Colorado

# Climate



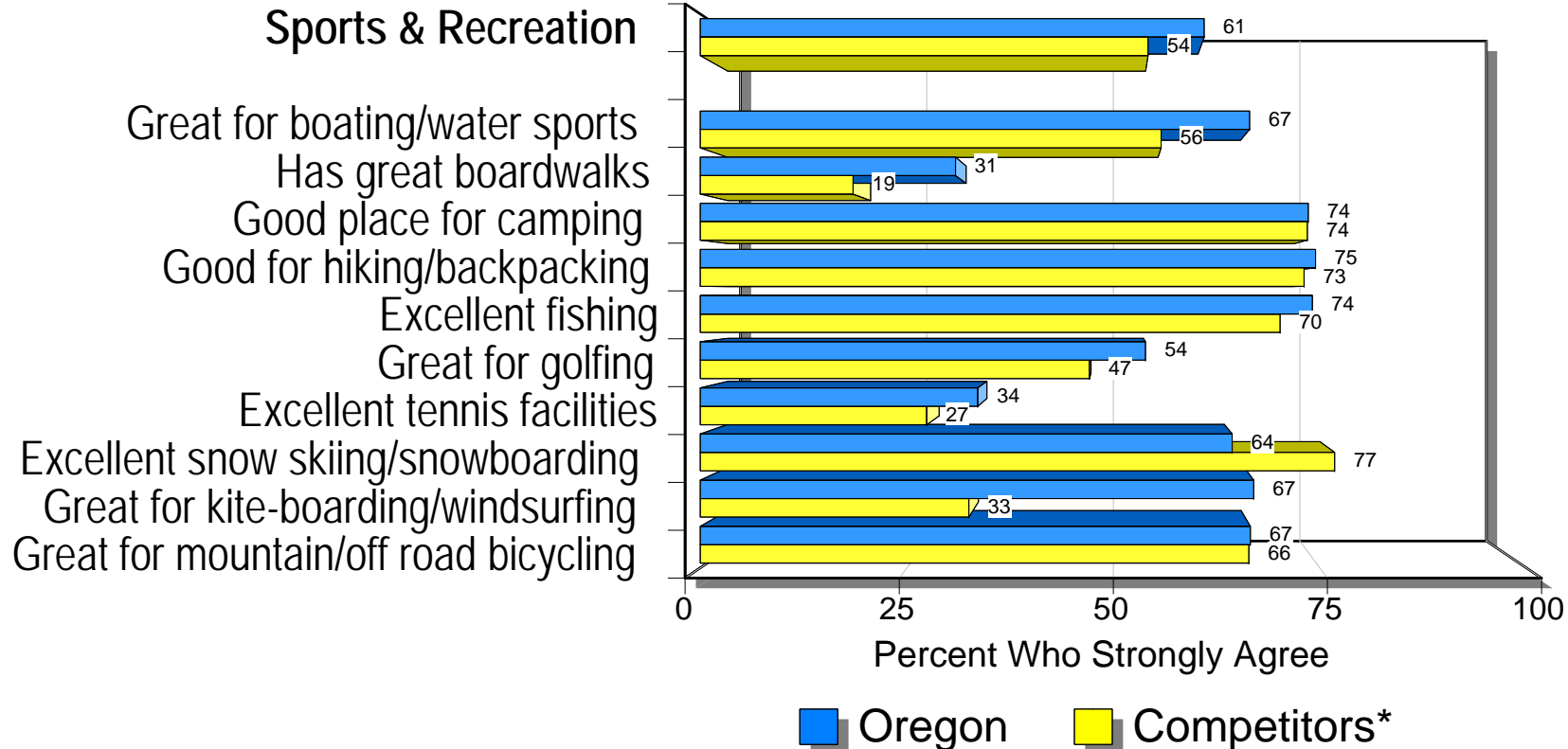
Base: Residents of Oregon's Regional Advertising Markets



# Sports & Recreation



Base: Residents of Oregon's Regional Advertising Markets

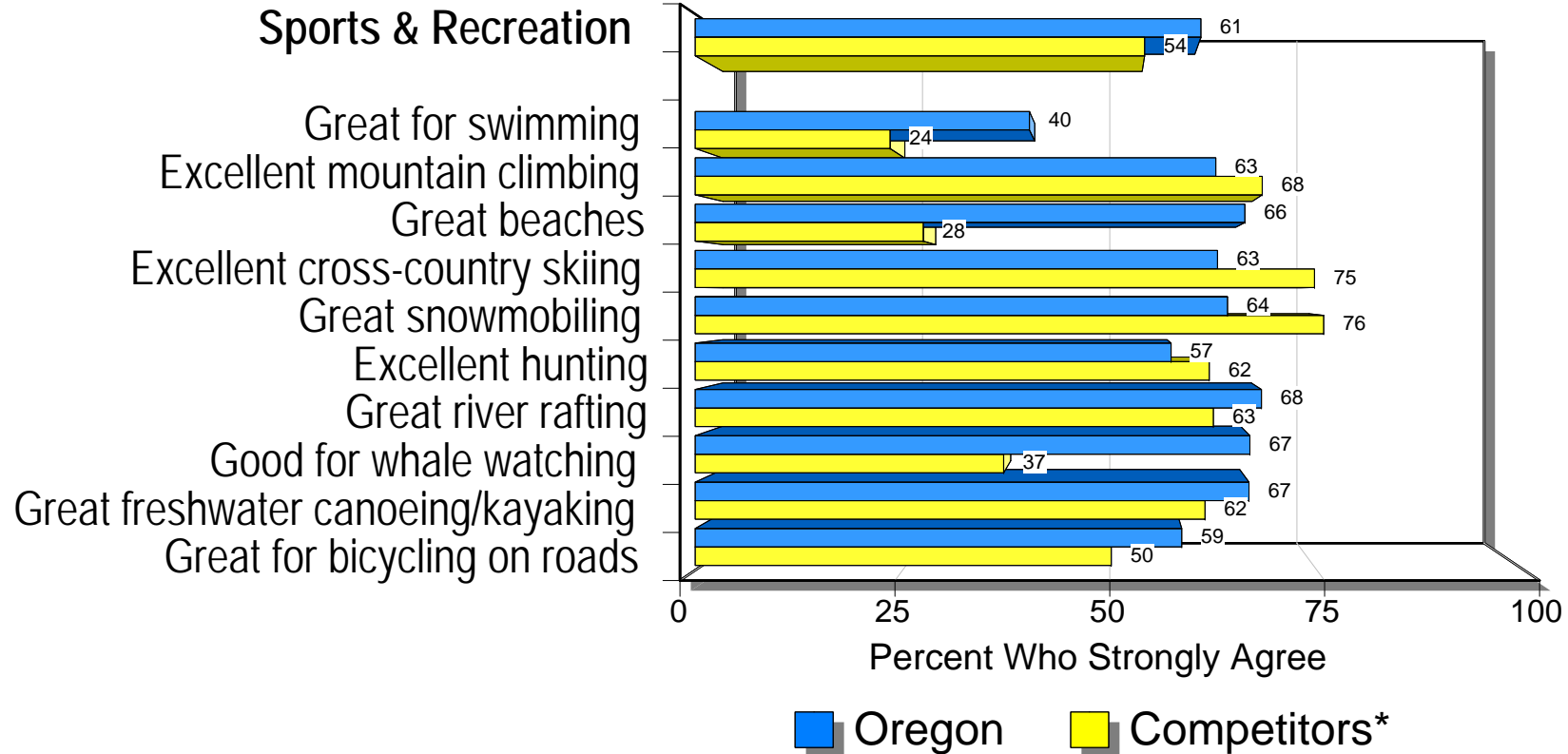


\* Competitors include Washington State, Montana, Idaho, British Columbia and Colorado

# Sports & Recreation (Cont'd)



Base: Residents of Oregon's Regional Advertising Markets



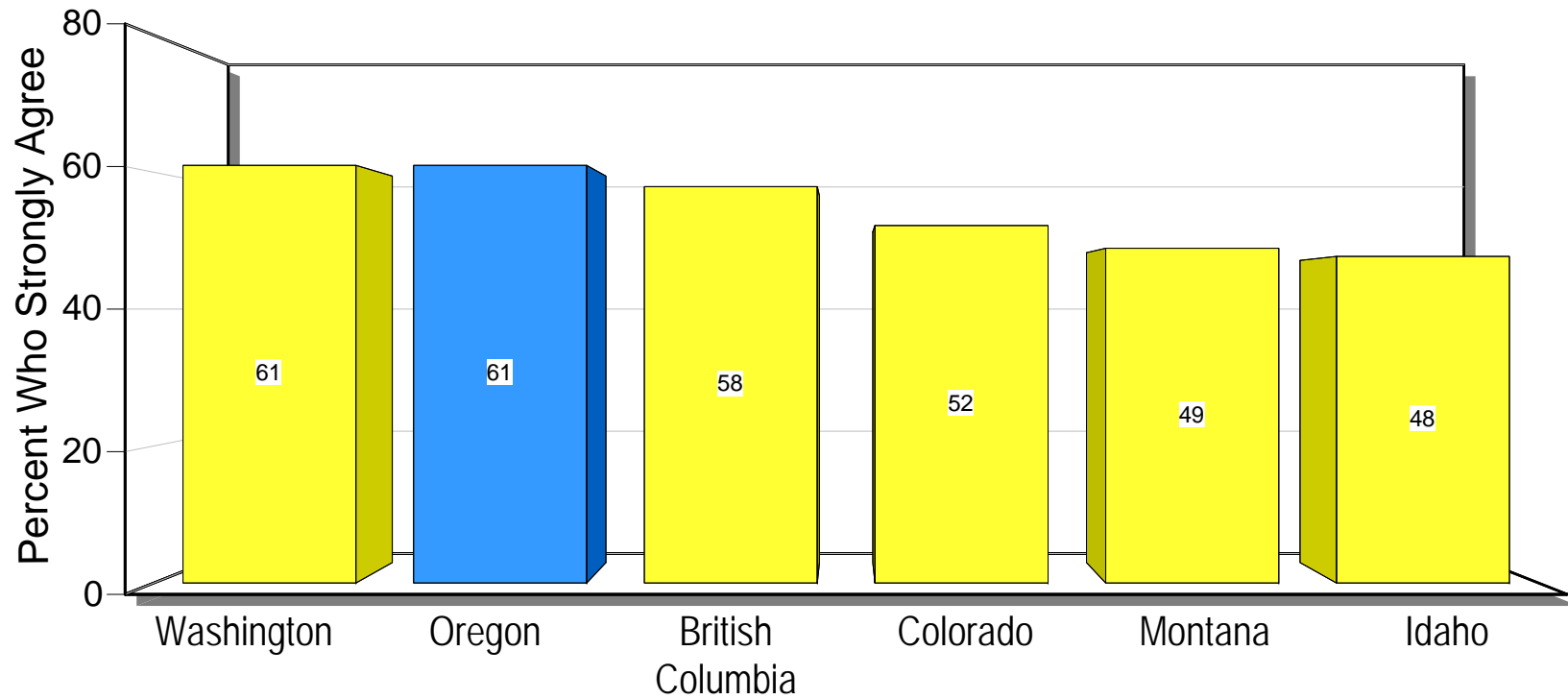
\* Competitors include Washington State, Montana, Idaho, British Columbia and Colorado



# Sports & Recreation



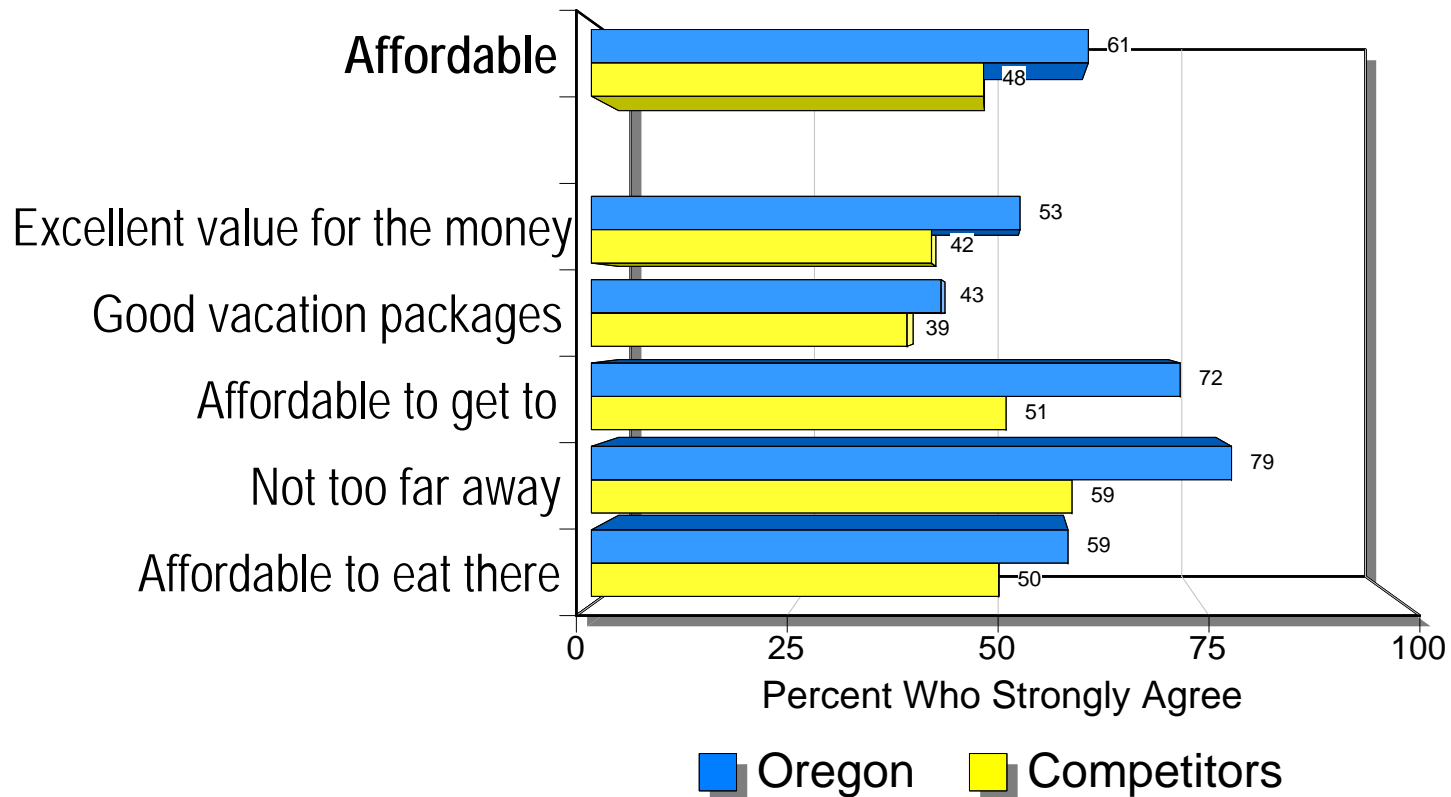
Base: Residents of Oregon's Regional Advertising Markets



# Affordable



Base: Residents of Oregon's Regional Advertising Markets

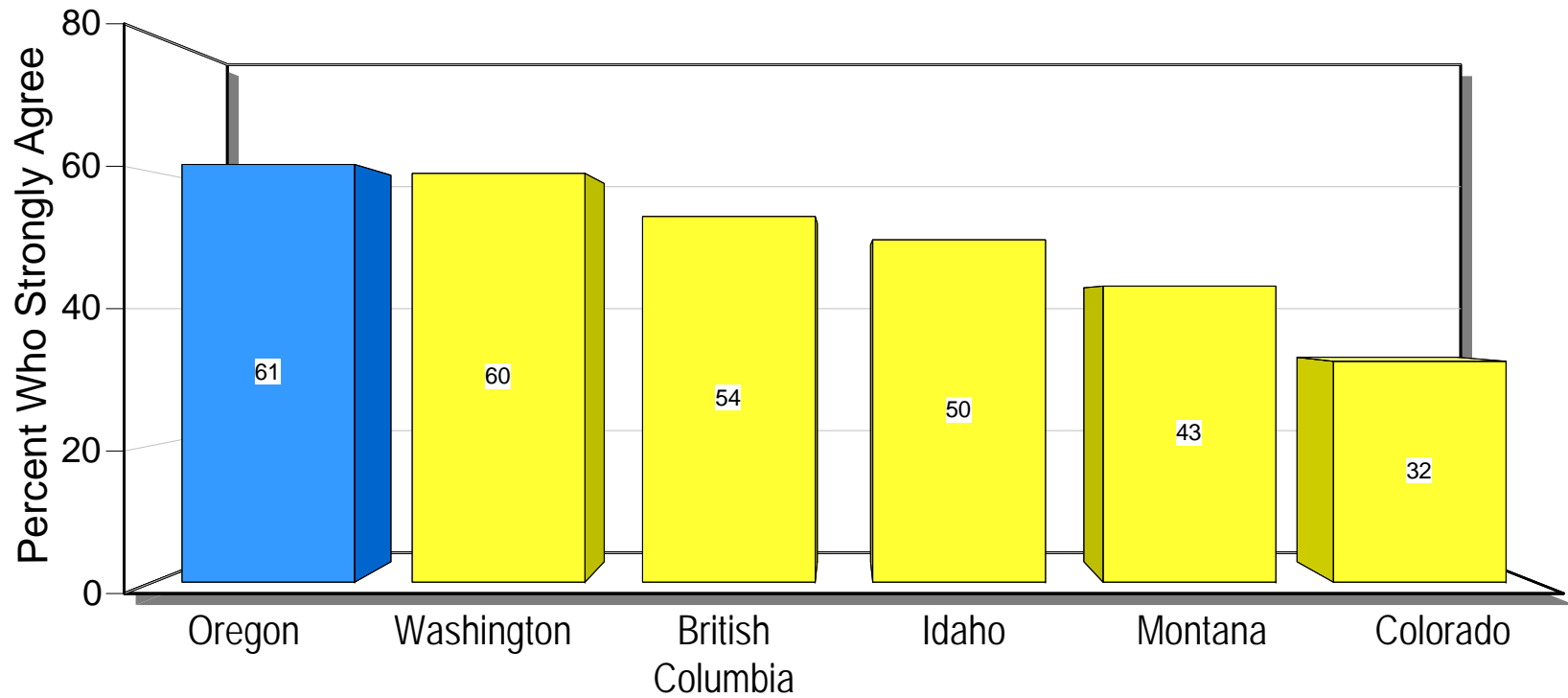


\* Competitors include Washington State, Montana, Idaho, British Columbia and Colorado

# Affordable



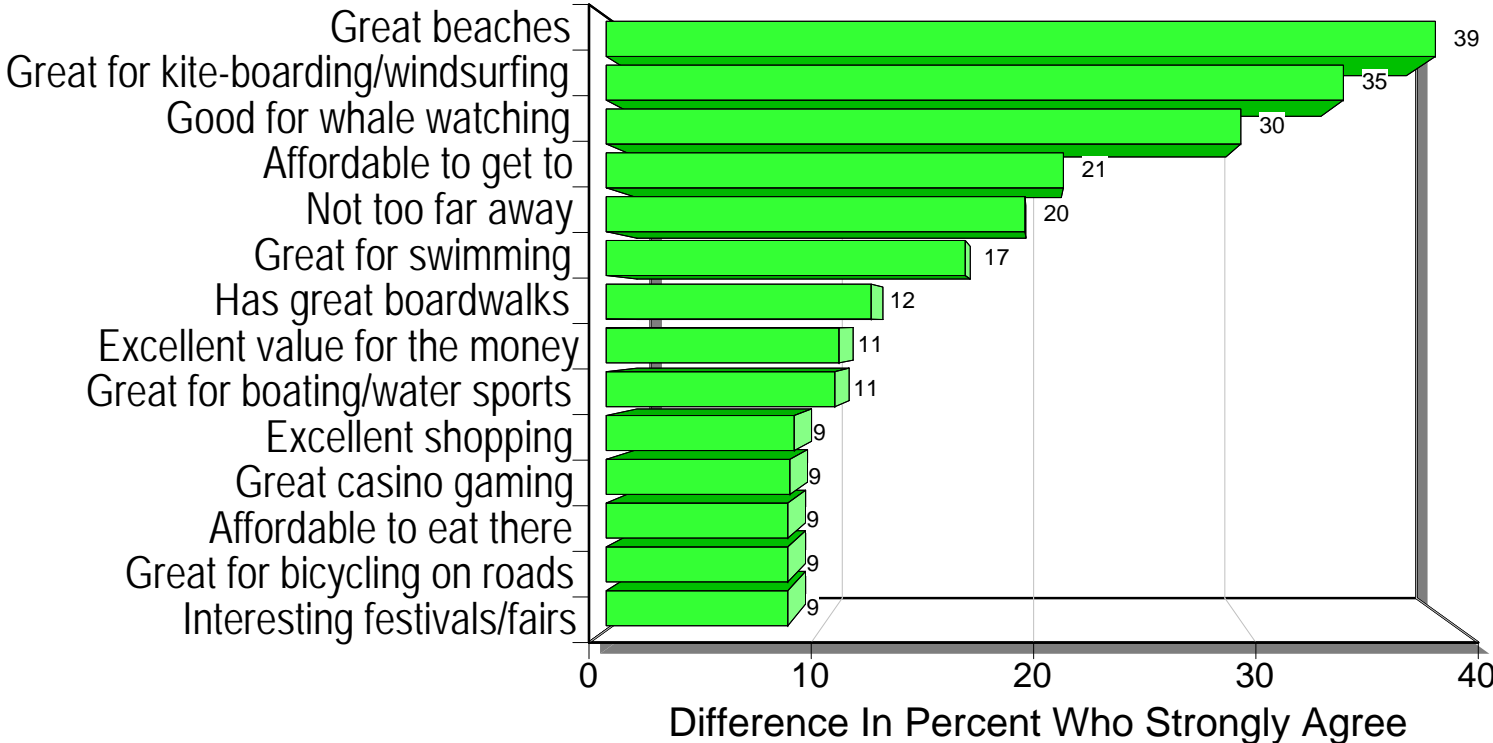
Base: Residents of Oregon's Regional Advertising Markets



# Oregon's Main Strengths vs. Competitors



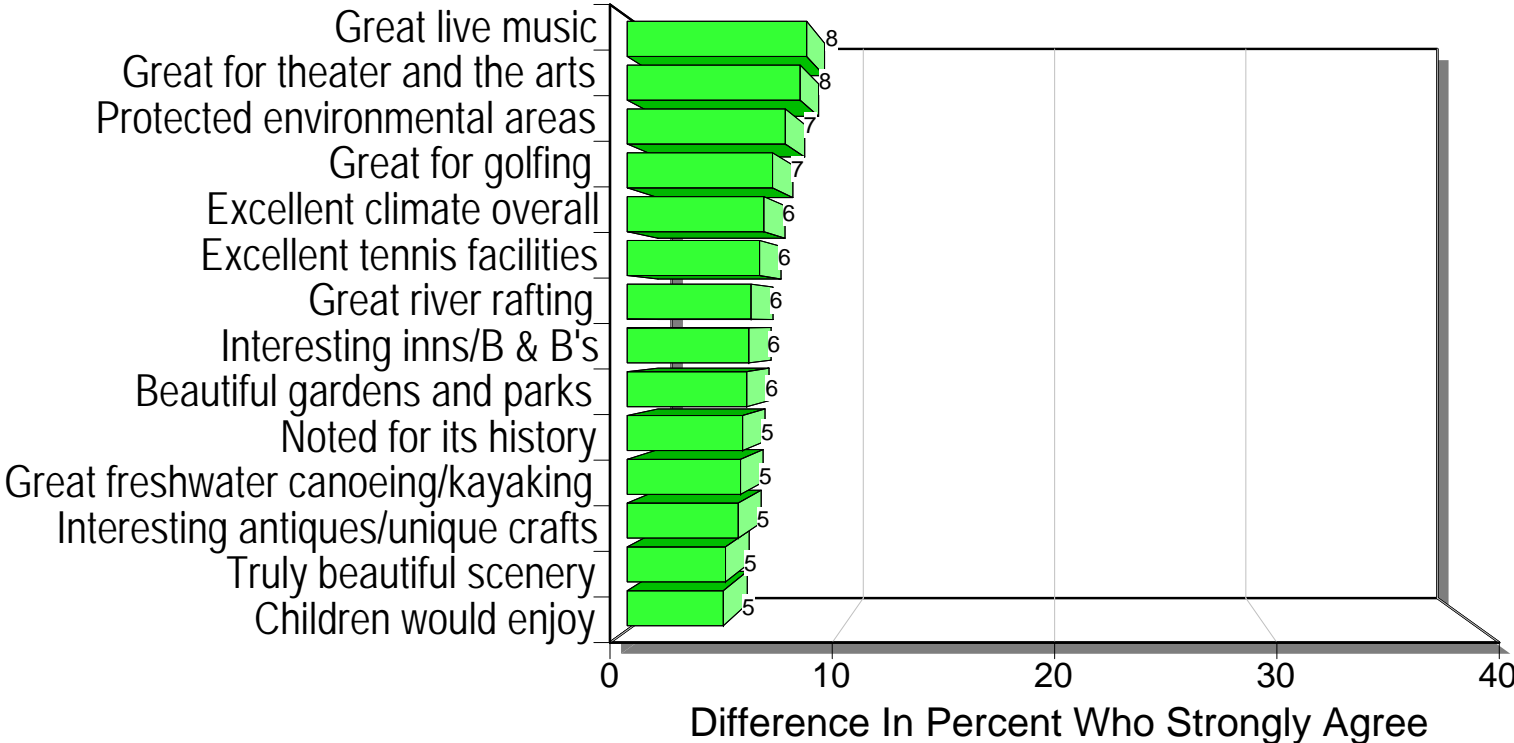
Base: Residents of Oregon's Regional Advertising Markets



# Oregon's Main Strengths vs. Competitors (Cont'd)



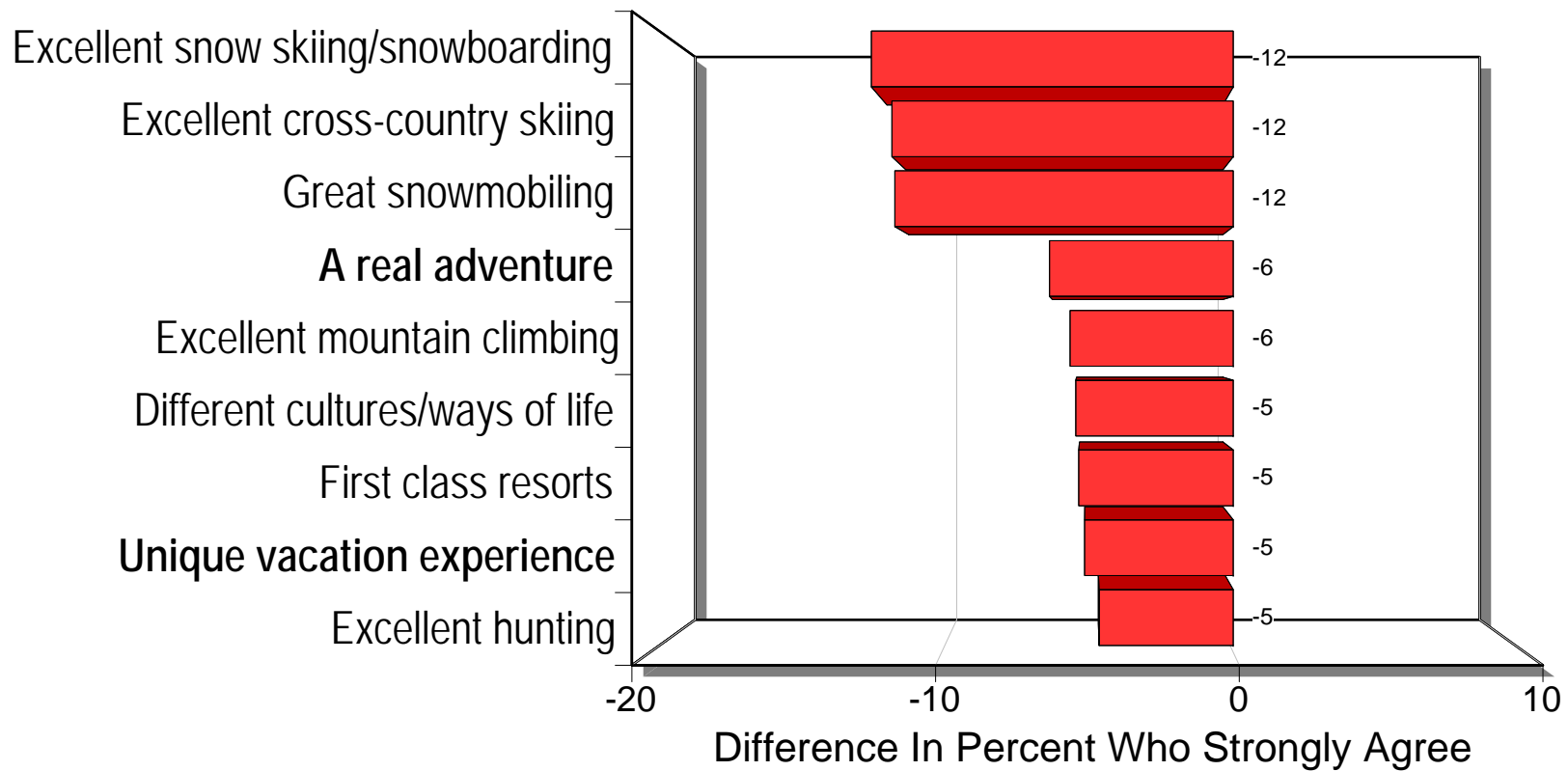
Base: Residents of Oregon's Regional Advertising Markets



# Oregon's Main Weaknesses vs. Competitors



Base: Residents of Oregon's Regional Advertising Markets



Note: Bolded items are attributes that are some of the most important image hot buttons for travelers



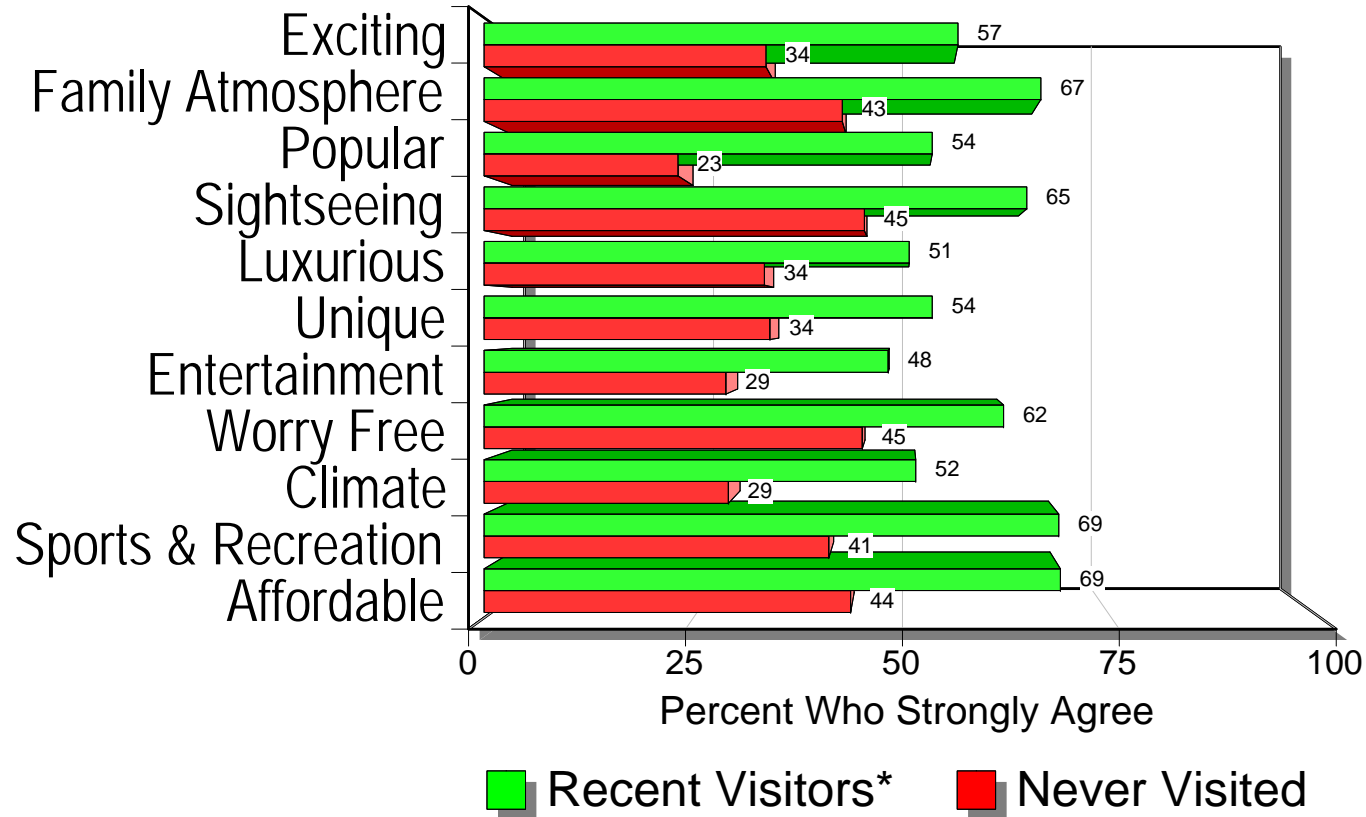
# Oregon's Image

— Product Delivery —

# Oregon's Product vs. Image



Base: Residents of Oregon's Regional Advertising Markets



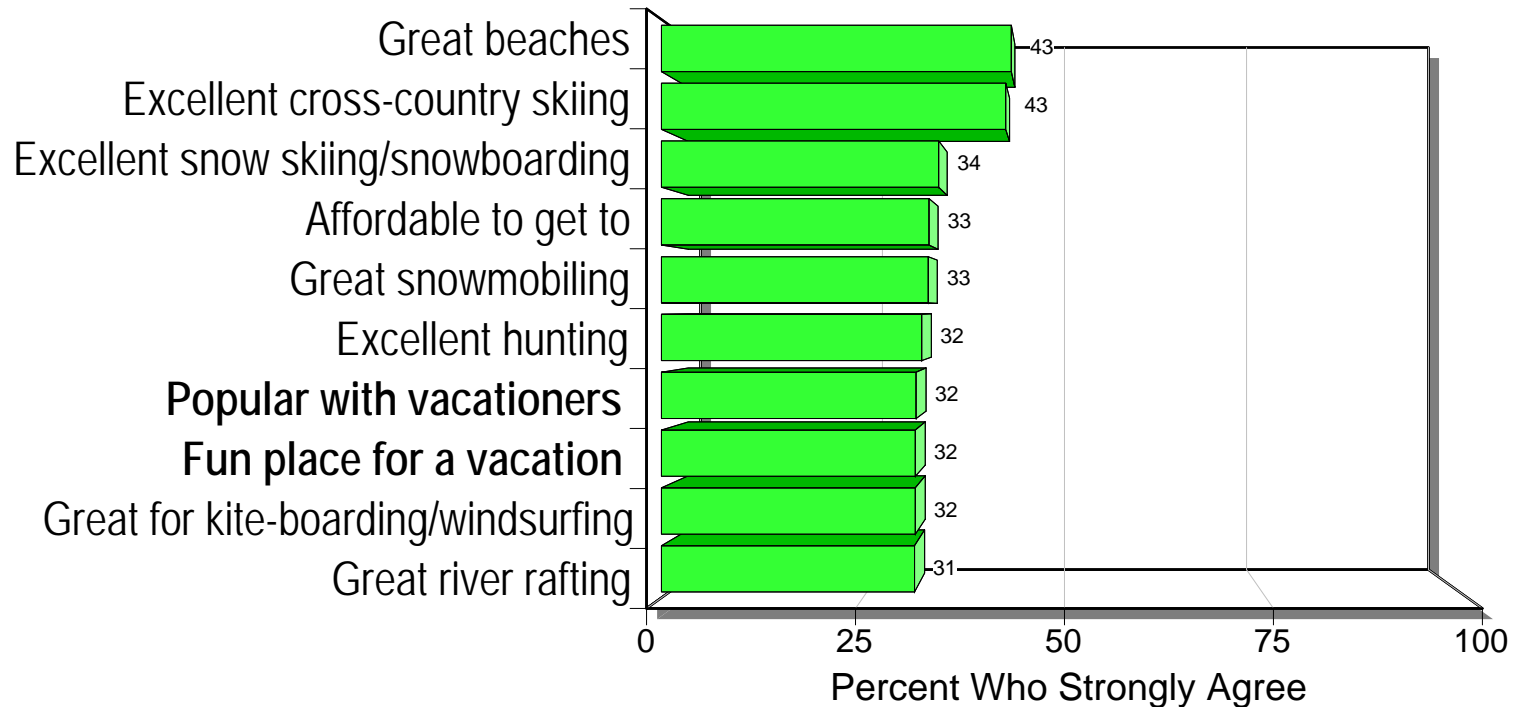
\* Visited in past two years



# Oregon's Main Product Strengths vs. Image



Base: Residents of Oregon's Regional Advertising Markets

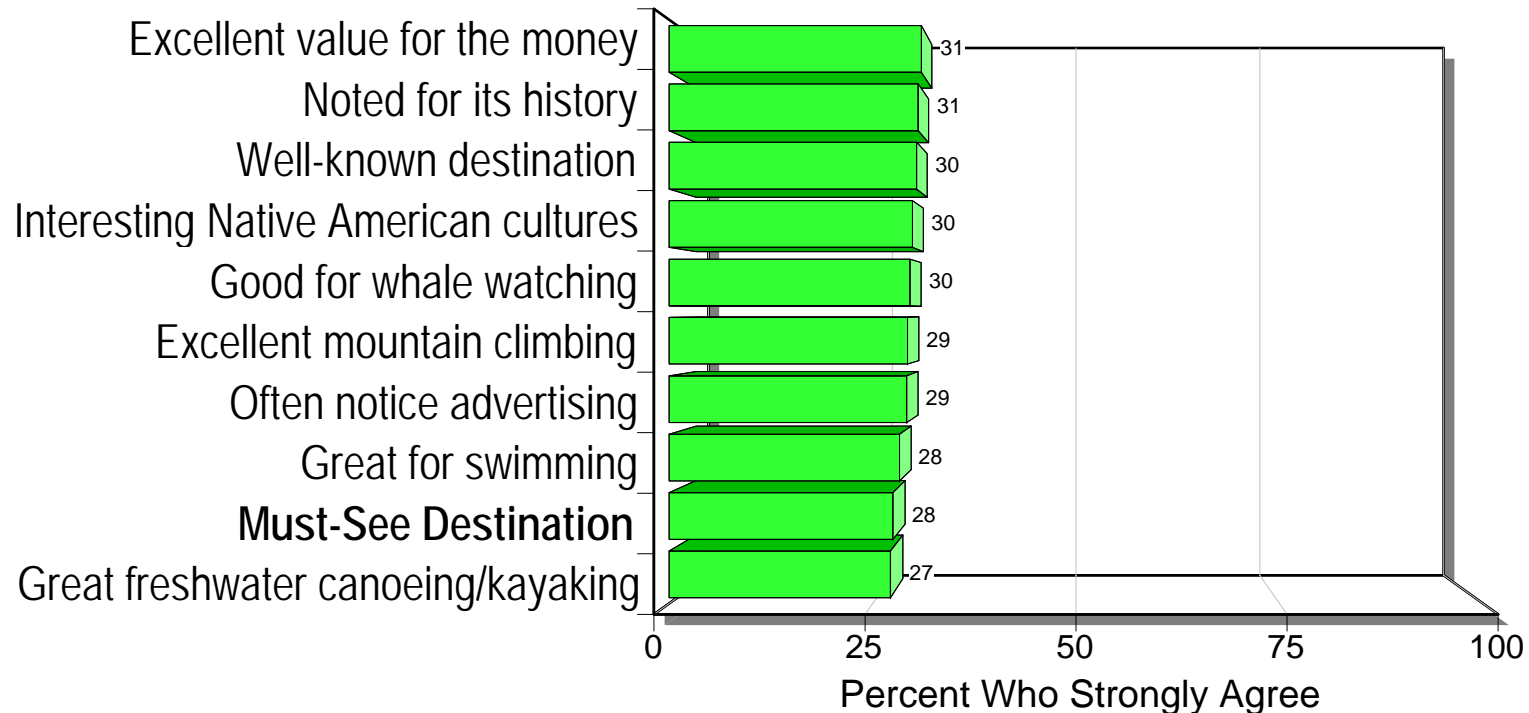


Note: Bolded items are attributes that are some of the most important image hot buttons for travelers

# Oregon's Main Product Strengths vs. Image (Cont'd)



Base: Residents of Oregon's Regional Advertising Markets

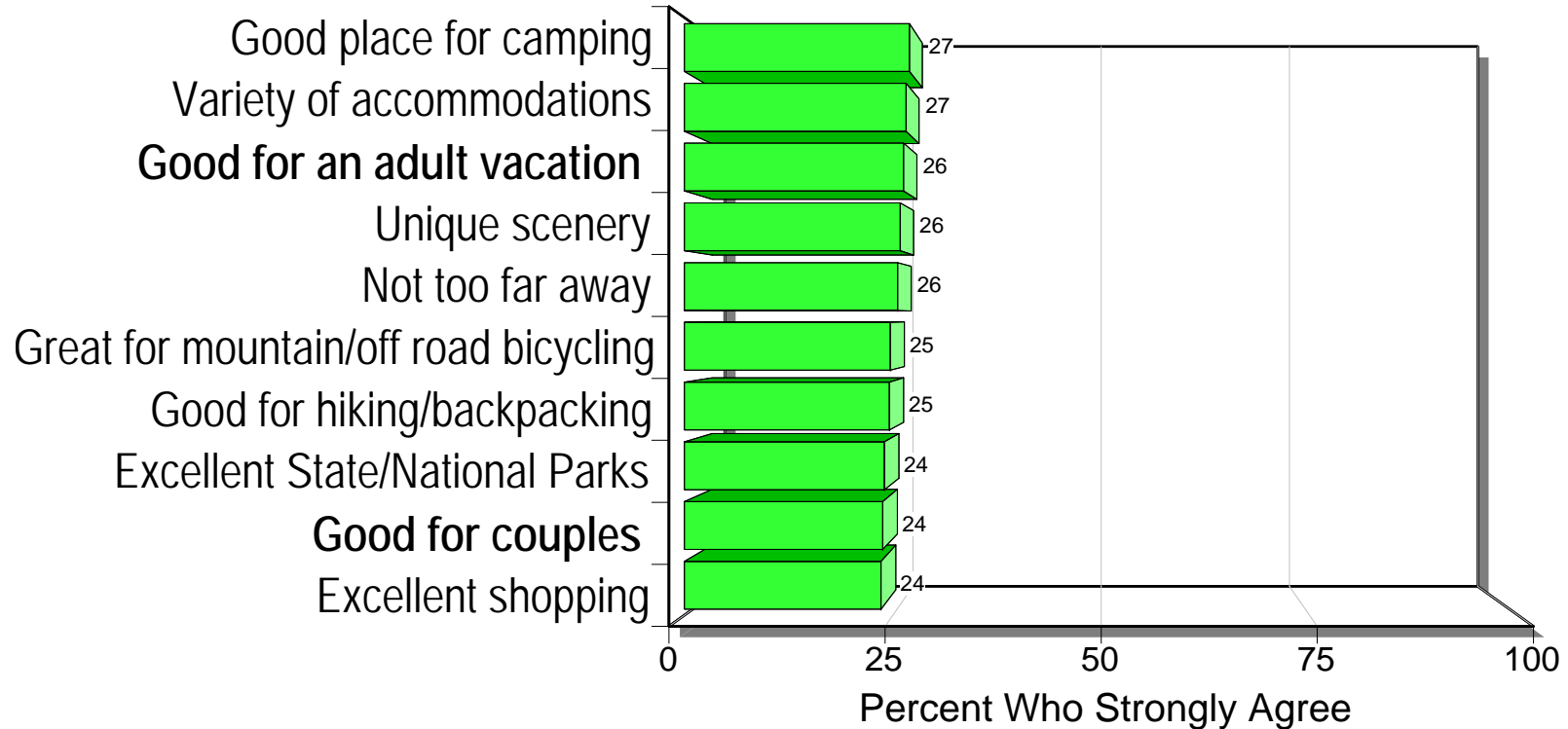


Note: Bolded items are attributes that are some of the most important image hot buttons for travelers

# Oregon's Main Product Strengths vs. Image (Cont'd)



Base: Residents of Oregon's Regional Advertising Markets

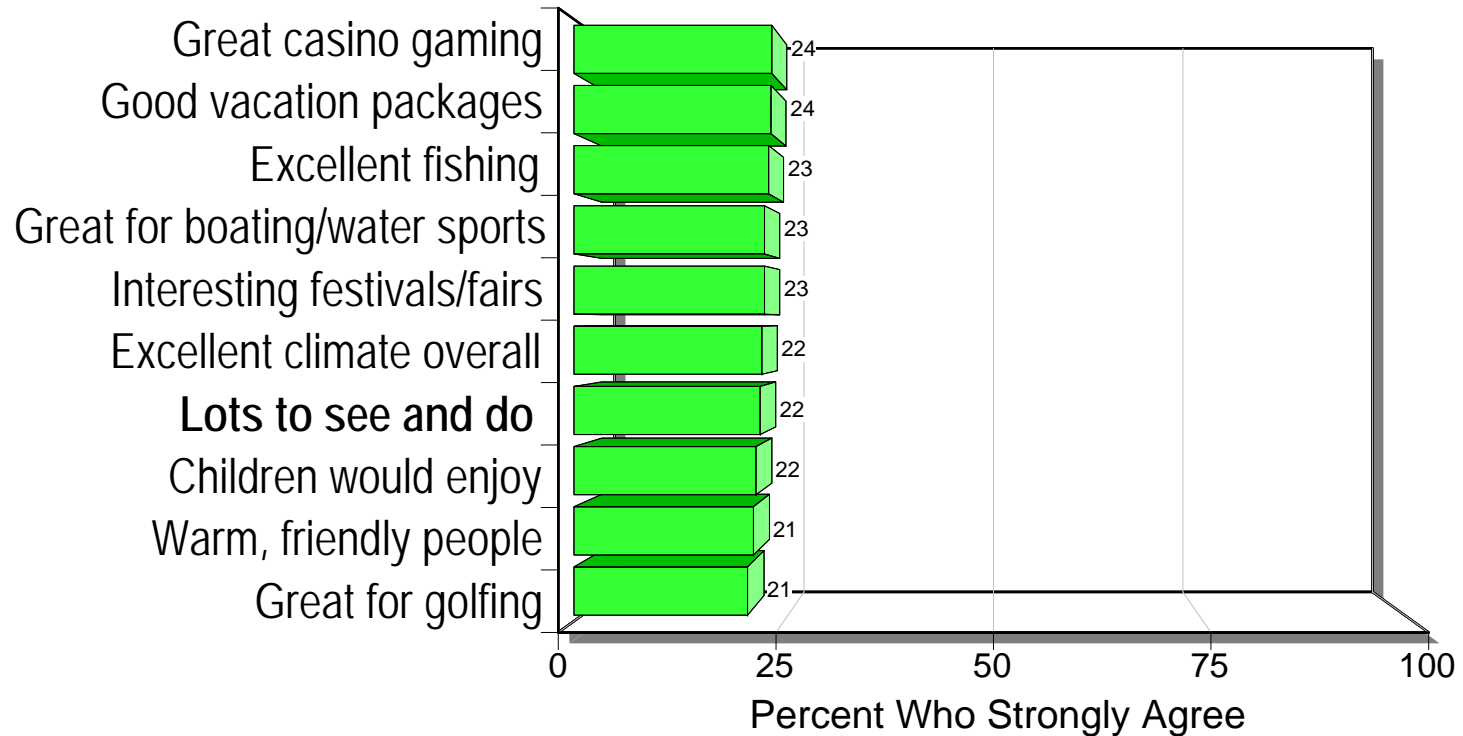


Note: Bolded items are attributes that are some of the most important image hot buttons for travelers

# Oregon's Main Product Strengths vs. Image (Cont'd)



Base: Residents of Oregon's Regional Advertising Markets

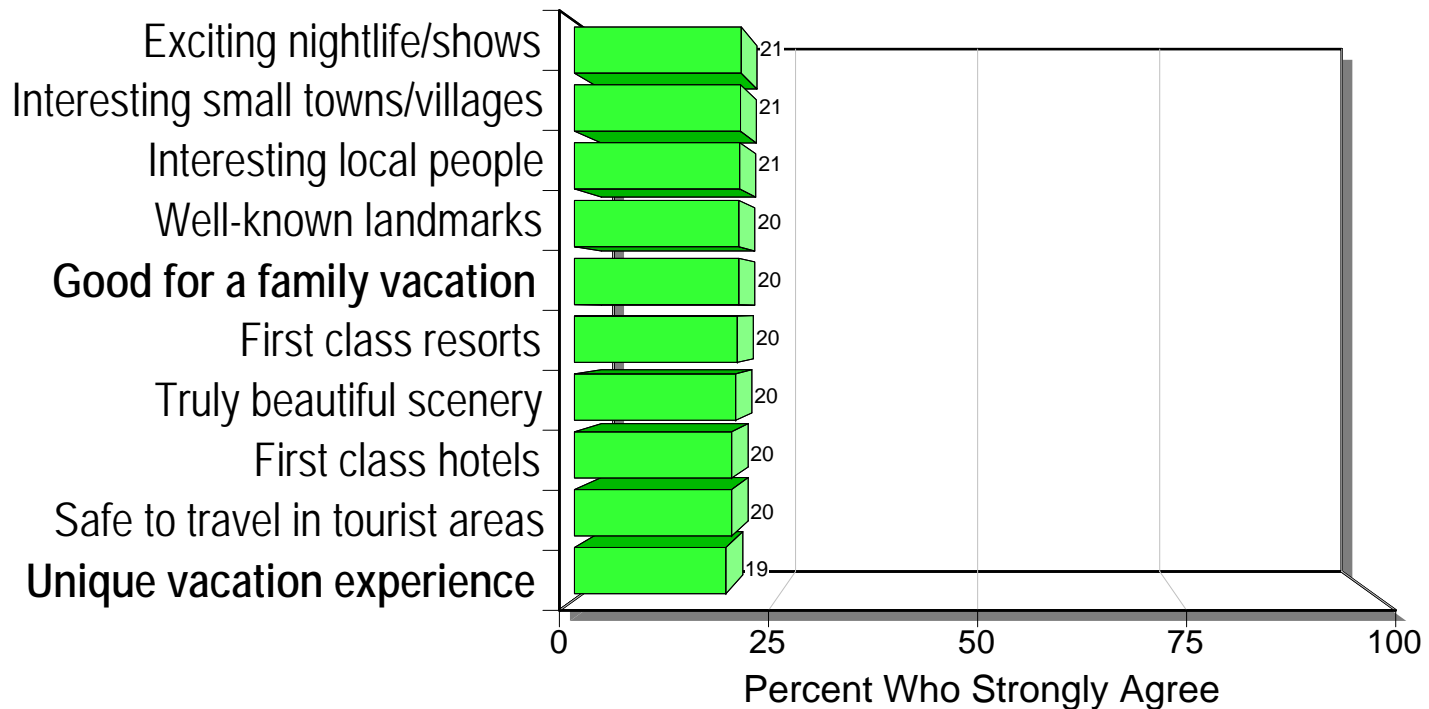


Note: Bolded items are attributes that are some of the most important image hot buttons for travelers

# Oregon's Main Product Strengths vs. Image (Cont'd)



Base: Residents of Oregon's Regional Advertising Markets



Note: Bolded items are attributes that are some of the most important image hot buttons for travelers

# Oregon's Product Weaknesses vs. Image



*THERE ARE NO PRODUCT  
WEAKNESSES vs. IMAGE*

# Advertising Impacts

— Awareness —

## Short-of Sales Impacts

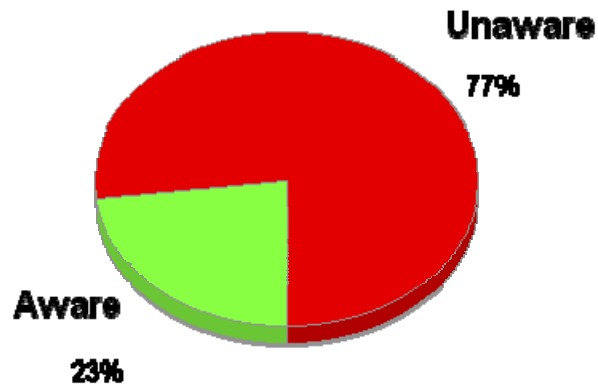


# Awareness of the 2004 Oregon Advertising Campaign

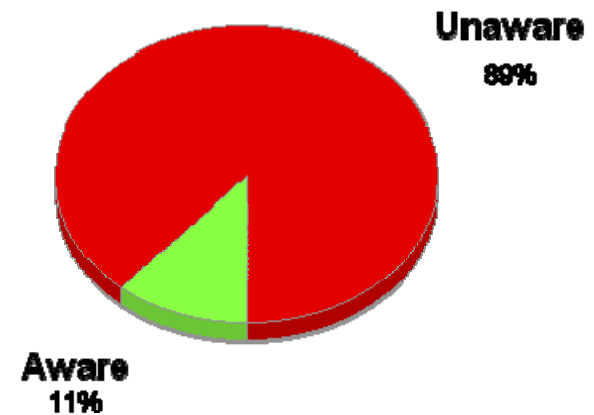


Base: Total Travelers

## Primary Market (OR/WA/ID/N. Cal.)



## Secondary Market (S. California)



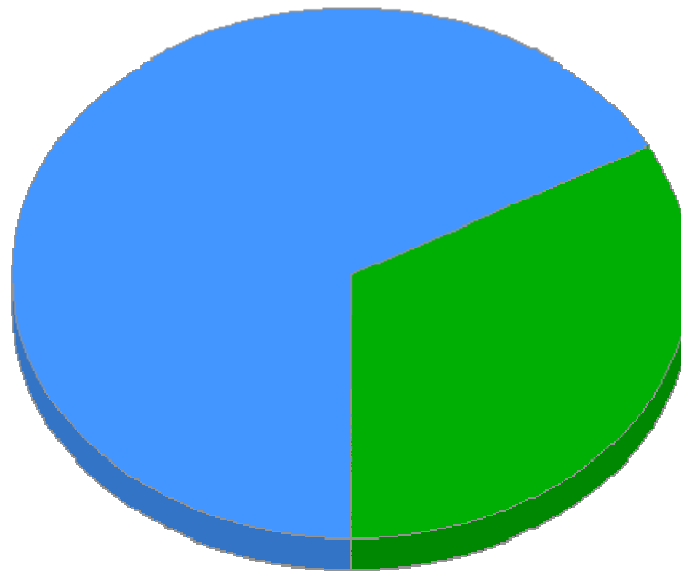
# Awareness of the 2004 Oregon Advertising Campaign



Base: Total Travelers

Total Travelers Aware of Advertising\* = 4.3 Million

**Primary Market**  
(OR/WA/ID/N. Cal.)  
2.9 million (67%)

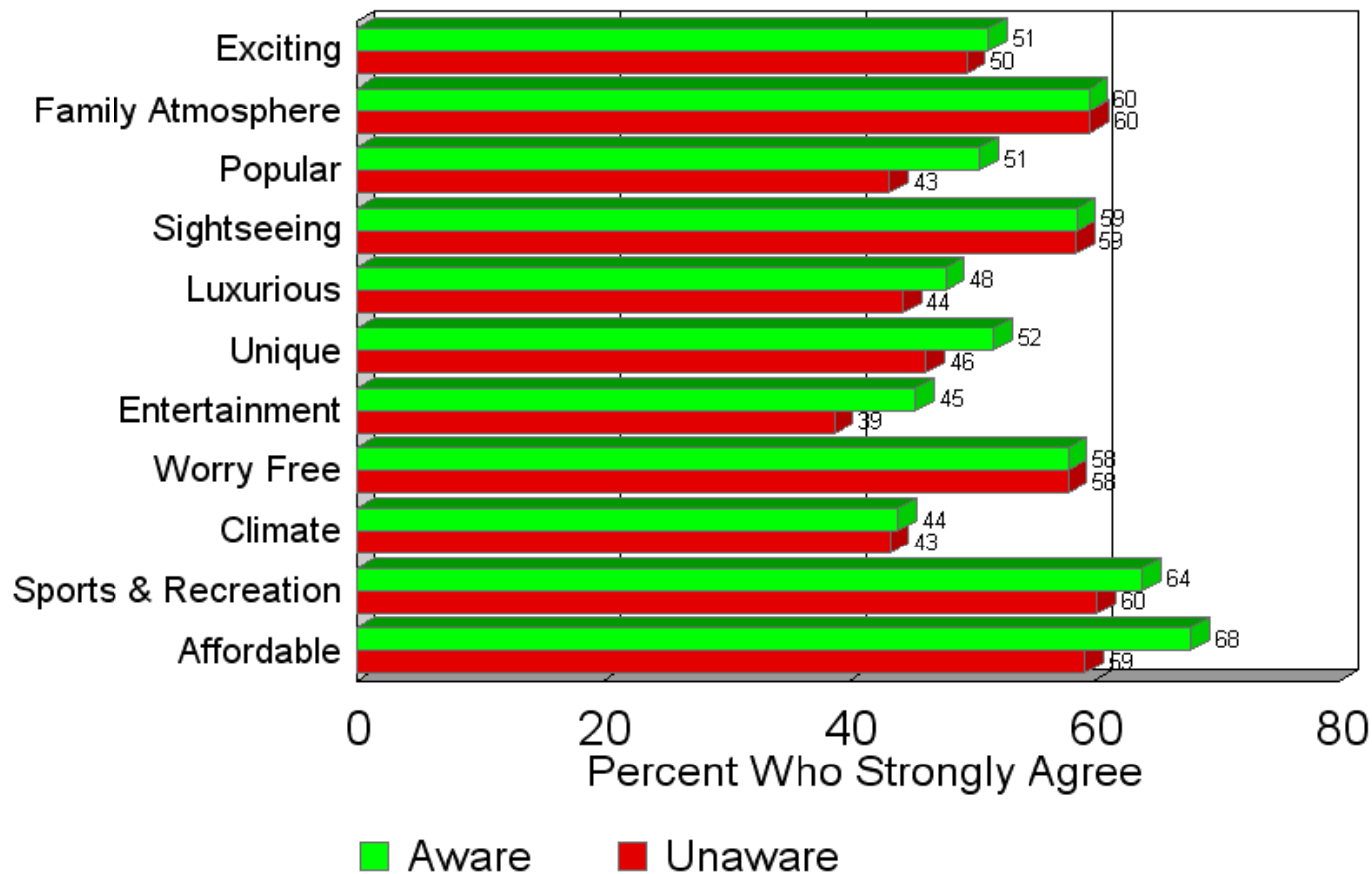


**Secondary Market**  
(S. California)  
1.4 million (33%)

# Impact of Advertising on Imagery



Base: Travelers to Oregon's Advertising Market



## Short-Term Bottom-Line Impacts

# Trips to Oregon In 2004 Due To Advertising



	Primary Market	Secondary Market	TOTAL
Day	114,700	-	114,700
Overnight	<u>173,000</u>	<u>55,500</u>	<u>228,500</u>
<b>TOTAL</b>	287,700	55,500	<b>343,200</b>

# Long-Term Bottom-Line Impacts

# Intended Trips\* to Oregon After 2004 Due to Advertising



Primary Market	881,000
Secondary Market	<u>271,500</u>
<b>TOTAL</b>	<b>1,152,500</b>

\* Excludes those who visited in the prior year.

# Long-Term Conversion: Trips to Oregon After 2004 Due To Advertising



	<b>Primary Market</b>	<b>Secondary Market</b>	<b>TOTAL</b>
<b>Day</b>	98,400	-	<b>98,400</b>
<b>Overnight</b>	<u>154,500</u>	<u>86,700</u>	<u><b>241,200</b></u>
<b>TOTAL</b>	252,900	86,700	<b>339,600</b>



# Long-Term Conversion Rates



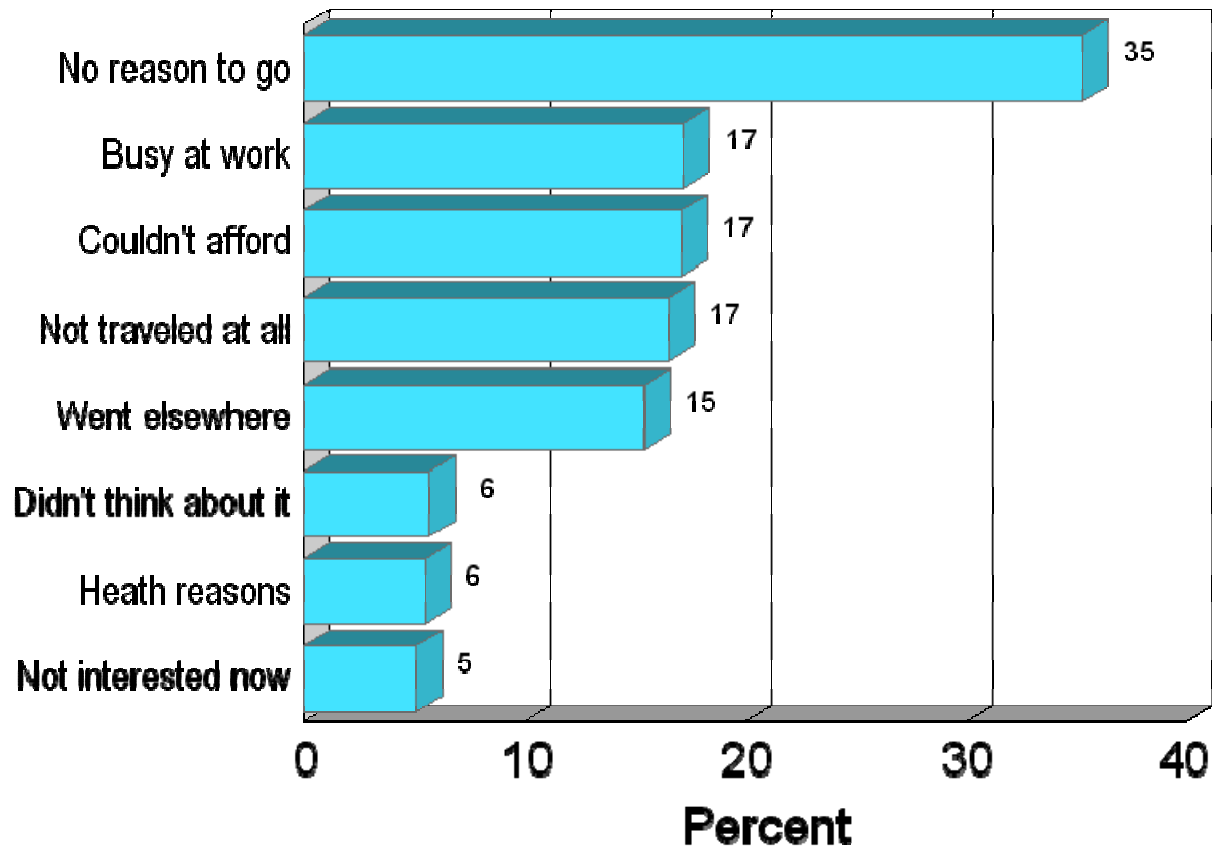
Primary Market	28.7%
Secondary Market	<u>32.0%</u>
<b>OVERALL</b>	<b>29.5%</b>

\* Excludes those who visited in the prior year.

# Non- Converters: Reasons For Not Visiting Oregon



Base: Intenders who did not take a trip to Oregon



NOTE: Multiple mentions allowed

# Non-Converters: Intent To Visit Oregon In The Next 12 Months



Base: Intenders who did not take a trip to Oregon



## The Bottom-Line

# Total Trips to Oregon Due To 2004 Advertising



	<b>Primary Market</b>	<b>Secondary Market</b>	<b>TOTAL</b>
<b>Day</b>	213,100	-	<b>213,100</b>
<b>Overnight</b>	<u>352,500</u>	<u>142,200</u>	<u><b>494,700</b></u>
<b>TOTAL</b>	540,600	142,200	<b>682,800</b>

# Campaign Efficiency



	Primary Market	Secondary Market	TOTAL
Ad Spend	\$748,100	\$146,900	\$895,000
Trips Generated	540,600	142,200	682,800
<b>Ad \$'s per Trip</b>	<b>\$1.38</b>	<b>\$1.03</b>	<b>\$1.31</b>
<b>Trips per Ad \$</b>	<b>0.72</b>	<b>0.97</b>	<b>0.76</b>

# R.O.I. : Visitor Spending and Taxes Due To Advertising



	<b>TOTAL</b>
<b>Visitor Spending*</b>	\$ 143M
<b>Taxes Generated**</b>	
<b>State</b>	\$ 3.7M
<b>Local</b>	<u>\$ 1.7M</u>
	\$ 5.4M
<b>Visitor Spending Per Ad \$</b>	\$159
<b>R.O.I.</b>	<b>6:1</b>

\*Based on average Day and Overnight trip spending estimates for 2004 and 2005 from Dean Runyan & Assoc.

\*\*Based on 2004 State and Local tax rates