



## Oregon Bounty Lodging Partners Participation Requirements

### Create a package

- Develop a lodging package that features a special Oregon Bounty offer. This can be a value-added component such as a bottle of wine, gift basket, dinner at a local restaurant that highlights local cuisine, or a culinary experience (tours, tastings, etc.).

### Complete form

- Complete and submit the attached form via email no later than April 4, 2008 to [amy@TravelOregon.com](mailto:amy@TravelOregon.com) (please note: if you are a member of a local destination marketing organization, you may have already received this information). Along with the form, include a 50-word description of your Oregon Bounty package. The package must be good from October 1 - November 30, 2008.

### Send gift certificate and photograph

- Provide by mail **no later than April 18, 2008** a gift certificate for a one-night's lodging for two persons, based upon availability, with any stipulated restrictions for holidays, weekends, or special event dates, valid December 1, 2008 through November 30, 2009. The Oregon Bounty team will use these certificates to leverage more media exposure for your property. Your gift certificate must be received by April 18, 2008 in order to be included in the 2008 Oregon Bounty promotion.
- Email (or confirm that Travel Oregon already possesses) by April 18, 2008 a professionally produced photograph of your property for use on the Oregon Bounty website. Photo resolution should be at least 300dpi. Send photo to: [amy@traveloregon.com](mailto:amy@traveloregon.com)

### Highlight your involvement

- Post your package details in a prominent position on your own website.
- Post an Oregon Bounty banner (provided by Travel Oregon) on the homepage of your website, with a hotlink to [www.traveloregon.com/bounty](http://www.traveloregon.com/bounty).
- Post in a public place your "Official Oregon Bounty Establishment" decal (provided by Travel Oregon).
- Display the Oregon Bounty travel guide in a prominent location in your lobby.
- Feature your Oregon Bounty package in any marketing materials (newsletters, email blasts, etc.) that you have planned to promote fall packages.

### Complete participant survey

- Complete and return the Oregon Bounty lodging survey by December 10, 2008.

You may also wish to participate in Oregon Bounty with optional initiatives, such as:

- Create collaboration packages/experiences with local wineries, brewpubs, restaurants, farmers, artisan food producers, etc.

- Create collaboration packages with local festivals and events.
- Submit a recipe for the Oregon Bounty online cookbook.
- Participate in local kick-off events and Oregon Bounty promotional activities.
- Refer guests to visit the wineries and to dine at participating Oregon Bounty restaurants for their evening meals.

### **How will 2008 Oregon Bounty be marketed?**

One of the primary goals of Oregon Bounty is to drive overnight stays at lodging properties around the state. Therefore, the program targets high-end consumers: those who earn at least \$75,000/year, spend at least \$1,000/year on travel, and love food and wine. Advertising and marketing materials will also be designed to allow for localization of messages to support local and regional events. Key West Coast markets are targeted. These include: Seattle, Los Angeles, San Francisco (because all our print hits these places) Sacramento, Boise, Tri Cities, Portland, Eugene, Medford and Bend. The following media and tactics are part of the mix that will be used to ensure that Oregon Bounty reaches the greatest number of target consumers possible.

#### *Magazine Advertising*

Four-page inserts in regional versions of national magazines such Sunset, Bon Appetit, Travel + Leisure, and Gourmet, and the city lifestyle magazines in Portland, Seattle, and Sacramento.

#### *Radio Advertising*

High-frequency buy on stations in all key markets and high profile value-added promotions such as “On the Road with Oregon Bounty.” Radio tags are used to drive local consumers to local participants.

#### *Online*

Online banners and potential promotion with relevant websites like epicurious.com, Travelocity, etc.

#### *Newspaper Advertising*

Placed in daily newspapers in key markets.

#### *Oregon Bounty Travel Guide*

120,000 guides featuring resources to help consumers explore Oregon Bounty partners and activities.

#### *Oregon Bounty Website*

Fully integrated website that allows consumers to easily navigate Oregon Bounty lodging properties, wineries, breweries, events and travel opportunities.

#### *Oregon Bounty Kick-Off Events*

Regional kick-offs with regional radio station partners are tied into “On the Road with Oregon Bounty” to promote local events and activities.

#### *Publicity Materials*

Long-lead calendar listings and feature placements in statewide, regional and national print, broadcast and online publications.

#### *Email Blasts*

Regular mail blasts sent to 150,000 consumers who have opted to receive information from Travel Oregon, and to subscribers of national magazines as part of value-added promotion.

*Direct Mail*

40,000 teaser postcards sent to consumers via regional tourism associations, wineries and visitor centers.

Please do not hesitate to contact me at [amy@traveloregon.com](mailto:amy@traveloregon.com) if you have any questions or would like additional information. Thank you in advance for your support of Oregon Bounty.

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