

Mt. Hood/Gorge FY 2013-14

APRIL 16, 2013

Updated May 29, 2013

Mt. Hood/Gorge: Objectives

- A. Strengthen position of Mt. Hood/Gorge through the new brand messaging platform
- B. Utilize tools to help inspire and assist visitor planning to Mt. Hood/Gorge
- C. Build awareness for Mt. Hood/Gorge as a premier travel destination through paid ads or campaigns
- D. Generate awareness for the Mt. Hood/Gorge through domestic and international media relations
- E. Grow international and domestic visitation through the Travel Trade
- F. Increase understanding of consumer behaviors and travel trends to enhance marketing efforts

Objective A: Strengthen position of Mt. Hood/ Gorge through the new brand messaging platform

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p>#1. Brand Positioning</p> <ul style="list-style-type: none"> -Launch new brand platform through industry rollout plan, advertising and PR - Hold 4 community meetings to present style guide and offer assistance to stakeholders wishing to adopt brand -Production of 2-4 regional inspiration videos with niche themes. Paid media buys will be implemented in FY14-15 	<p>Mt. Hood/Gorge will benefit from a cohesive brand messaging platform, expressing a unified regional tone from the new brand messaging and creative style guide as developed by W+K</p> <p>Outcome: All marketing and PR efforts will utilize the brand messaging and creative style guide to inspire visitors to travel to the region.</p> <ul style="list-style-type: none"> -5 chambers or businesses incorporate style guide elements -Deploy videos on YouTube, websites and for DMO partner use
<p>#2. Website</p> <ul style="list-style-type: none"> -Redirect web traffic to incorporate Travel Oregon website as the Mt. Hood/Gorge regional landing page -Work with Travel Oregon to highlight themes/events/ content/photos on regional page within the content surfacing/design specs of the site. Enhance design to include MHG logo and link to view online Visitor Guide 	<p>The redirect improves user experience without the expense and labor of managing a stand alone website. Individual DMOs will be responsible for maintaining updated listings and content on the regional section through the ORB</p> <p>Outcome: Utilize T.O. website as the regional landing page. 10% increase in click thrus to DMOs. Travel Oregon to provide regular web reporting on traffic to the regional page</p>

Objective B: Utilize tools to help inspire and assist visitor planning to Mt. Hood/Gorge

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p>#3. Visitor Guide</p>	<p>Utilize the new brand messaging and creative style guide in a newly created and printed fulfillment publication for inspiring travel to the region</p> <p>Outcome: FY12-13 create and printed 100,000 copies for distribution and an online viewing component, for an 18-24 month shelf life thru FY13-14.</p>
<p>#4 Distribute Visitor Guides</p> <ul style="list-style-type: none"> -Participate in Travel Oregon TORP program -State Welcome Centers and PDX Welcome Center -Travel Portland Visitor Center 	<p>Respond to visitor requests for information on the Mt. Hood/Gorge region by sending the guide. Visitors who stop in at welcome centers will have access to the regional guide to influence their travel decisions and assist in planning</p> <p>Outcome: Maintain number of guides distributed</p>

Objective C: Build awareness for Mt. Hood/ Gorge as a premier travel destination through paid ads or campaigns

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#5. Brand Advertising</p> <ul style="list-style-type: none"> -Run brand advertising during the spring, fall and winter in western states targeting travelers 25-54 who lead an active lifestyle •Banners: categories (travel, outdoor, culinary, etc) •Travel Oregon Ad Network: buy mix of Travel Oregon advertising on digital channels •Brand USA: RCMP partner co-op matching fund program <p>*See Paid Advertising Flowchart for detail</p>	<p>Reach primary target as they plan vacation travel. Align campaigns with Travel Oregon pillars of culinary and recreation</p> <ul style="list-style-type: none"> •Travel Oregon Ad Network: reach travelers who want to learn more about where to go and what to do around the state •Travel Oregon Campaigns: leverage Wintercation campaign through any partnership program. With the assumption the Adventurecation Facebook promotion will continue, the RCMP will co-op with one DMO partner to be the featured regional representative sharing the participation fee. This will allow each DMO to be represented every four years. <p>Overall Outcome: Specifics to be determined (See Metrics chart for expected outcomes by medium)</p>

Objective D: Generate awareness for Mt. Hood/Gorge through domestic and international media relations

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#6. PR Pitches & Lead Generation -Continue contractual agreement with Greater Portland for PR work, including:</p> <ul style="list-style-type: none"> • Representation of MHG by Communications & PR Manager • Representation of MHG by new regional-based PR firm to shift focus to West Coast markets to qualify and generate media opportunities 	<p>Alignment with Greater Portland will increase media coverage for region in regional travel, niche special interest and lifestyle publications. Follow up on Greater Portland and Travel Oregon generated leads or call-outs for content to be managed by MHG-designated PR representative. As a result of this shift from a focus on large national publications to targeted regional publications, our circulation figures for the year will be lower, but that the quality of the coverage as it relates to achieving our goals will increase</p>
<p>#7. Media Hosting & Outreach -Greater Portland Communications & PR Manager to work in conjunction with designated MHG PR Representatives on:</p> <ul style="list-style-type: none"> • Pitch/host media research tours • Additional PR opportunities that arise 	<p>Outcome: Greater Portland measurements are applicable, with combined circulation of placements: 35 million impressions, but higher quality</p>

Objective E: Grow international and domestic visitation through the Travel Trade

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p>#8. International Sales -Support and invest in Greater Portland programs to promote to international travel trade</p>	<p>Alignment with Greater Portland will increase the regional presence in international and domestic sales activities, research trips and public relations opportunities, as well as increase education of regional tourism businesses in how to create properly priced product/experience for the doing business in these markets</p> <p>Outcome: Greater Portland measurements are applicable, resulting in 80 leads, 15 fams, 60 room nights, and \$40,000 EEI</p>
<p>#9. Domestic Sales -Support and invest in Greater Portland programs to promote the domestic and Canadian sales efforts</p>	

Objective F: Increase understanding of consumer behaviors and travel trends to enhance marketing efforts

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#10. PhoCusWright research co-op -Purchase PhoCusWright travel research through Travel Oregon group subscription program</p>	<p>Leverage PhoCusWright’s extensive library (500+) of national and international research studies/reports that provide current trends in consumer behavior related to travel. Subjects covered include:</p> <ul style="list-style-type: none">• Travel consumer behavior• On-line travel buying behavior• Mobile travel buying behavior• Traveler technology behavior• International travel buying patterns• Website consumer requirements and trends <p>Outcome: Increase our knowledge of current travel trends to help with our planning strategies. And, provide to our partners as a resource to help inform their marketing efforts</p>

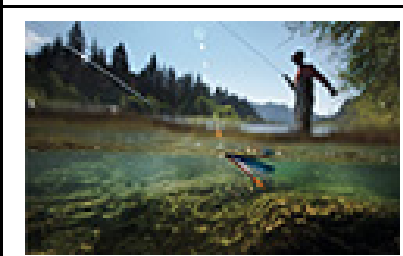
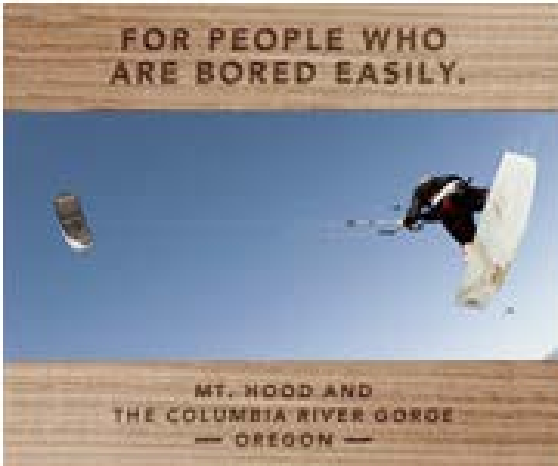
VISITOR GUIDE



PRINT ADVERTISING



NEWSLETTER ADVERTISING



Farm to Table meet River to Grill. Mt. Hood and the Columbia River Gorge. For people who are bored easily.

RCMP Committee & Process

- The Mt. Hood/Gorge region includes portions of Multnomah, Wasco and Clackamas Counties, and all of Hood River County.
- RCMP / DMO partners:
 - Clackamas County Tourism & Cultural Affairs is the recognized fiscal agent and administrator for the region
 - Danielle Cowan, Executive Director, Clackamas County Tourism & Cultural Affairs
 - Jeannine Breshears, Destination Marketing Manager, Clackamas County Tourism & Cultural Affairs
 - Annie Bailey, PR Communications Manager, Clackamas County Tourism & Cultural Affairs
 - Kerry Cobb, Marketing Director, Hood River County Chamber of Commerce
 - Lisa Farquharson, Executive Director, The Dalles Chamber of Commerce
 - Marcia Chiaudano & Karen Schaaf, West Columbia Gorge Chamber of Commerce

RCMP Committee & Process (continued)

- Planning Process: We hold an annual DMO planning meeting where we develop the next year's plan and then regularly evaluate the current year plan and execution.
- Intra-Region Communications: Each DMO is responsible for sharing the draft RCMP plan with their constituents for public review and input. DMOs share the approved plan with a link to the Travel Oregon Industry Website through their normal stakeholder communication channels (member/partner newsletters, etc.)