

# Willamette Valley Oregon Wine Country FY 2013-14

May 29, 2013

# Willamette Valley: Objectives

- A. Strengthen position of Oregon Wine Country through brand messaging platform and website
- B. Increase engagement with target audience through inspirational content
- C. Increase understanding of consumer behaviors and travel trends to enhance marketing efforts
- D. Build awareness for the Willamette Valley through earned media programs domestically and internationally
- E. Build awareness for the Willamette Valley as a premier travel destination through consumer marketing
- F. Inspire visitors to travel to the Willamette Valley through distribution of a visitor guide
- G. Grow domestic and international visitation through the Travel Trade

# Objective A: Strengthen position of Oregon Wine Country - new brand messaging platform & website

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<b>#1. Launch Brand Refresh</b>	<p>The Willamette Valley Visitors Association worked through a brand refresh in Spring 2013. The brand messaging platform will be ready to launch for the FY14 program of work.</p> <p><b>Outcome:</b> Finalized launch of Oregon Wine Country Tourism Message Map and new brand message platform introducing the new brand to the industry as well as consumers. All marketing efforts will express the tone from the brand message platform. Elements will include comps for ads, eNewsletter and website direction.</p>
<b>#2. Website</b> -Re-launch website	<p>A new website will be developed with design with content that is ORB-integrated and design that is based on results from the brand refresh to create an engaging experience in Oregon Wine Country. A web team, with assistance offered by Travel Oregon's Integrated Marketing team, will meet to go over their best practices/key learnings; outline the project; and establish a timeline.</p> <p>SEO and SEM will be used to drive traffic so that we do not lose traction on the site when it is re-launched. Examples include current web page redirects and a Google pay per click campaign.</p> <p><b>Outcome:</b> Launch dates will be targeted around seasonal campaigns</p>

# Objective B: Increase engagement with target audience through inspirational content

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#3. Content Development</b></p> <ul style="list-style-type: none"><li>-Develop new content for all platforms (e-news, blogs &amp; Facebook) that consistently reflects the region's key messages, brand and seasonal focuses.</li><li>-Develop new content for Travel Oregon's website, visitor guide and blog.</li></ul>	<p>Regular communication with fans is needed to maintain engagement . Fresh and diverse content in Travel Oregon's publications not only engages visitors but is important to our industry partners. The WVVA PR team, with coordination by the PR coordinator, will be responsible for this content. Individual DMOs will be responsible for updating events and listings through the ORB.</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"><li>- Develop content matrix that reflects the region's brand and uses consistent messaging across platforms (e-news, blogs, social media, media pitch calendar) by July 2013.</li><li>-Develop a Best Practices guide for social media posts by September 2013 (i.e. types of posts, suggested content, frequency, etc)</li><li>-Quarterly eNewsletters/blog updates and daily posts to Facebook.</li></ul>

## Objective B (continued): Increase engagement with target audience through inspirational content

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#4. Content Enrichment</b></p> <ul style="list-style-type: none"><li>-Develop :60 regional inspiration video to deploy through our website, YouTube, and for partner use.</li><li>-Add 6+ images that support new brand</li></ul>	<p>Realizing the importance of images for inspiration and building an online audience, WVVA plans to create a robust photo library and YouTube channel giving us exposure and credibility in a visual landscape. We will supplement existing DMOs and Travel Oregon assets with print and video shoots to support the brand refresh.</p> <p><b>Outcome:</b> Six videos and at least six ad-quality still images, one representing each of the WVVA partners, with rights negotiated for use in all WVVA channels and for use by WVVA partners and Travel Oregon. Preliminary list of themes include wine PLUS: More wine; Dining/culinary; Culture; Agriculture; Heritage; Recreation; Events; Shopping; Family</p>

## Objective B (continued): Increase engagement with target audience through inspirational content

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#5. Content Sharing</b></p> <p>-Work with Travel Oregon to give each sub-region of the Willamette Valley an opportunity to be featured in one of the three seasonal campaigns.</p>	<p>With the assumption that Travel Oregon will continue to run three seasonal campaigns that focus on highlights in each of Oregon's seven regions, the Willamette Valley Visitors Association has identified specific sub-regions to be featured in each of those campaigns. This gives each sub-region an opportunity to have the spotlight at least once every two years and gives plenty of time for the sub-region and Travel Oregon to work together to identify the best activities to feature.</p> <p><b>FY14</b></p> <p>Oregon Bounty – Yamhill County Wintercation – Lane County Adventurecation – Linn County</p> <p><b>FY15</b></p> <p>Oregon Bounty – Benton County Wintercation – Marion/Polk Counties Adventurecation – Clackamas County</p> <p><b>Outcome:</b> The selected sub-region is prominent in the campaign sweepstakes and media outreach.</p>

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

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#6. PhoCusWright research co-op</b></p> <p>-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"><li>• Travel consumer behavior</li><li>• On-line travel buying behavior</li><li>• Mobile travel buying behavior</li><li>• Traveler technology behavior</li><li>• International travel buying patterns</li><li>• Website consumer requirements and trends</li></ul> <p><b>Outcome:</b></p> <p>-Increase our knowledge of current travel trends to help with our planning strategies. And, provide this research to our partners as a resource to help inform their marketing efforts.</p>

# Objective D: Build awareness for the Willamette Valley through earned media programs domestically and internationally

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#7. PR Pitches</b></p> <ul style="list-style-type: none"><li>-Develop pitches around new products in wine, culinary and outdoors.</li><li>-Proactively pitch media on regional stories aligned where relevant/possible, with Travel Oregon themes &amp; campaigns.</li><li>-Build a content matrix for our region to help us track stories.</li></ul> <p>Cultivate relationships with qualified journalists or freelancers covering food/wine/travel .</p>	<p>Each year, in anticipation of the RDMO content meeting with Travel Oregon and in advance of the Welcome Center Training Conference, the WVVA PR team plans storyline pitches and synergizes content throughout our channels (PR pitches, blog, e-news).</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"><li>-Develop 2013-14 Editorial/Pitch calendar by July 2013 (see Tactic #3) focused on major food, wine &amp; travel pubs.</li><li>-Develop and deliver at least four new story pitches to deliver to media per quarter. (One per month)</li><li>- WVVA represented at the National Wine Tourism Conference in Portland on Nov 13-15, 2013.</li><li>- WVVA represented at the 2014 Oregon Wine Symposium in Portland, February 25-26, 2014.</li></ul>



## Objective D (continued): Build awareness for the Willamette Valley through earned media programs domestically and internationally

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#8. Research Trips</b> Coordinate research visits, including those organized by Travel Oregon and their contractors that align with WVVA or individual DMO objectives. (i.e.Trails to Feast, Wine Symposium pre-conference)</p>	<p>We believe it is critical to spread story ideas throughout the Willamette Valley, so have set aside \$1,000 to each WVVA partner to host journalists that help us meet this need. Note: budget can be used for media or travel trade research trips (see Tactic #15).</p> <p><b>Outcome:</b> -At least six stories are secured as a result of WVVA-supported media research trips.</p>

## Objective D (continued): Build awareness for the Willamette Valley through earned media programs domestically and internationally

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#9. Public Relations Manager</b> The PR manager coordinates the PR team, overseeing duties such as managing callouts and campaigns from Travel Oregon, content on Oregon Wine Country's website, blog and E-Newsletter, as well as coordinating press trips, identifying opportunities for the PR team to share resources, and other projects.</p>	<p>WVVA's PR team, with representatives from each WVVA partner, works very well together, but coordination of their efforts is an extreme burden on the team leaders. The PR manager relieves some of this burden so that the PR team may concentrate on more direct outreach to media.</p> <p><b>Outcome:</b> -Expert PR resource works as part of team, with PR manager responsible for increasing number of articles generated and compiling reports for WVVA PR goals on a monthly basis.</p>

# Objective E: Build awareness for the Willamette Valley as a premier travel destination through paid ad campaigns or opportunities consumer marketing (see flowchart for details)

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#10. Brand Advertising</b></p> <p>-Run brand advertising/campaigns year-round with emphasis on fall and spring to leverage Travel Oregon's Oregon Bounty and Adventurecation programs.</p> <p>The brand refresh, currently underway, will fine tune ad messaging.</p> <p><b>*See Paid Advertising Flowchart for detail</b></p>	<p>While ad details will come from the brand refresh project, we expect to align campaigns with Travel Oregon pillars and will likely develop a plan around:</p> <ul style="list-style-type: none"><li>•Magazines: to build brand awareness &amp; generate leads</li><li>•Social Media: build fan base &amp; increase engagement</li><li>•Travel Oregon Banners/Online co-op: leverage the state online buy</li><li>•Travel Oregon Ad Network: to direct attention of Travel Oregon's customer towards the Willamette Valley</li><li>•Travel Oregon Campaigns: leverage Oregon Bounty (Feast Portland), Wintercation, Adventurecation campaigns and Brand USA.</li></ul> <p><b>Overall Outcome:</b></p> <p>-Specifics to be determined. (See Paid Advertising Flowchart for details)</p>

## Objective E (continued): Build awareness for the Willamette Valley as a premier travel destination through paid ad campaigns or opportunities consumer marketing and ads (see flow for detail)

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#11. Consumer Shows</b></p> <p>-Build awareness, engagement and conversion for the Willamette Valley by participating in at least one consumer trade show.</p>	<p>By participating in a consumer show we can cost effectively and cooperatively sell each destination throughout Oregon Wine Country. It is an opportunity to showcase Oregon Wine Plus.</p> <p><b>Outcome:</b></p> <p>-Increase leisure travel visitation to each of the six WVVA partners.</p>

## Objective F: Inspire visitors to travel to the Willamette Valley through distribution of a visitor guide.

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<b>#12. Utilize leads from Travel Oregon</b> <ul style="list-style-type: none"><li>-Participate in TORP Program to fulfill leads for the Willamette Valley</li><li>-Fulfill additional leads with the interest of "Wine."</li></ul>	<p>Travel Oregon leads are an easy and affordable way to reach highly qualified prospective visitors.</p> <p><b>Outcome:</b> All Willamette Valley leads are fulfilled. All email leads are invited to subscribe to the Oregon Wine Country eNewsletter.</p>
<b>#13. Distribute Visitor Guides</b> <ul style="list-style-type: none"><li>-State Welcome Centers</li><li>-Portland International Airport</li><li>-Oregon Visitor Centers</li></ul>	<p>Visitors and Oregon residents who stop in at state and local visitor centers are eagerly looking for information to help influence their vacation so we want to make sure that the guide to Oregon Wine Country is easily available to them.</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"><li>-New Oregon Wine Country visitor guide (100,000).</li><li>-Maintain number of guides distributed.</li></ul>

# Objective G: Grow domestic and international visitation through the Travel Trade

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p><b>#14. Trade Shows &amp; International Travel Trade Marketing</b></p> <ul style="list-style-type: none"><li>-Attend ITB (as a co-op with OCVA), Canadian Sales Mission (Spring 2014) and Pow Wow</li><li>-Receptive Tour Operator Promotions</li></ul> <p>Note: WVVA partners will distribute leads to industry partners from all Travel Oregon and Oregon Tour &amp; Travel domestic and international shows.</p>	<p>Aligns with Travel Oregon program to provide greater presence with trade and generate leads from Tour Operators and Receptive Operators.</p> <p><b>Outcome:</b> Generate 25 leads with Tour Operators for a total of 20 new product opportunities.</p>
<p><b>#15. Research Trips</b></p> <p>Coordinate research visits (travel trade &amp; media) organized by Travel Oregon that align with WVVA or individual DMO objectives.</p>	<p>By supporting research trips, this will help grow the number of itineraries in next year's catalogues.</p> <p>\$1,000 is allocated for each WVVA partner with the hope of seeing communities throughout the Willamette Valley featured. Note: budget can be used for trade or media research trips. (See Tactic #8)</p> <p><b>Outcome:</b></p> <ul style="list-style-type: none"><li>-Secure at least one new itinerary/catalog product for each of the six WVVA partners. Secure total of six new itinerary/products based on hosted research trips.</li></ul>

## Objective G (continued): Grow domestic and international visitation through the Travel Trade

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p><b>#16. Product Development</b></p> <ul style="list-style-type: none"><li>-Identify product and develop print/online itineraries for cycling and agri-tourism. Refresh culinary itinerary. Create list of group-friendly and receptive tour operator-friendly lodging properties willing to get net rates. Create list of group-friendly restaurants.</li></ul>	<p>This approach is designed to highlight the entire Willamette Valley as a destination for exceptional wine experiences with supporting areas within Travel Oregon's pillars of Culinary and Outdoor Recreation.</p> <p><b>Outcome:</b></p> <ul style="list-style-type: none"><li>-This supports Tactics #14 and #15 resulting in 20 new product opportunities and at least one new itinerary/catalog product for each of the six WVVA partners.</li></ul>



# PRINT ADVERTISING



**THE GOURMAND**

A gourmand's dream awaits you in the Eugene, Cascades & Coast region of the Willamette Valley. Fresh regional cuisine, award-winning pinots and unique public markets...let us guide you to a culinary adventure you will never forget.



TravelLaneCounty.org  
OREGON. WE LOVE OUR MOUNTAINS.



**WORDEN HILL WINE TRAIL**

Located in the Red Hills of Dundee in the Northern Willamette Valley, enjoy 12 local establishments where you can walk in a vineyard, taste Pinot Noir from the source, stay the night, relax and rejuvenate. From the well known to the undiscovered; isn't it time you discovered Wordenhill countryside too?



**EAST OF EDEN**

East Valley winemakers invite you to join them on 'Wine Time.' Travel off-trail to find boutique wineries, bright gardens and remarkable restaurants in tiny wine towns. Explore the country roads and color-filled fields. Drink deep in Oregon's Mt. Hood Territory.



**VINTAGE & VINEYARDS**

Blaze a trail through time exploring the Salem region's rich history, attractions, museums and award-winning wineries. Document your adventure through artisan wine, cheese and chocolate-covered cherries. Be sure to bring this wealth of bounty home with you! Experience the Salem region - Absolutely Oregon.



**RAISE YOUR GLASS**

Sip, savor and relax in Oregon Wine Country. Find tranquility and adventure, country farms and urban tasting rooms, cozy bed and breakfasts and contemporary hotels along our new Willamette Valley Wine Trails. With over 250 wineries, you'll want to return again and again. It's the Willamette Valley — drink it in!



**EXPLORE OUR COUNTRY TRAILS**

Take the family on a drive through rural farmland where you'll find welcoming farms with furry friends, produce stands, small-town museums, hidden artists' studios, unique restaurants, and relaxing B&Bs. Enjoy hand-made artisan chocolates and hit up wine tastings. Discover the Albany Wine Trail.



**ART OF THE VALLEY**

Corvallis has an abundance of arts and culture and 16 family-run wineries. Indulge your creative senses and your palate in the heart of the Willamette Valley on our 30-mile round trip drive stopping at unique galleries and tasting rooms along the way. Bicyclists love our 60 miles of bike paths and country rides. Corvallis, a small town with big city culture.



**PEDALING FOR PINOT**

The Eugene Wine Trail offers a wonderland of country roads perfect for cyclists and road trippers. Travel through rolling valleys dotted with farms, orchards and vineyards. Stop for stunning vistas and unique wines along the way. Experience Real Adventures, Real Close in Eugene, Cascades & Coast.

For a FREE Travel Planner  
OregonWineCountry.org/wine • 866.548.5018




**THE ADVENTURER**

Visit Corvallis for some of the state's best wildlife viewing or bike our covered bridges. Trek across miles of forested trails and then savor our wines and gourmet cuisine. Come adventure in the Northwest's most beautiful college town.

**VISIT CORVALLIS**

800.334.8118  
Sun.VisitCorvallis.com  
OREGON. WE LOVE OUR MOUNTAINS.



# ONLINE/BANNER & WEBTILE ADS



# PRESS CLIPS

BBC - Travel - Oregon's flourishing wine region : Food & Drink, USA

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Women & Co. - 5 Winter Wineries on a Dime [print]

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BBC

## TRAVEL

27 December 2012

### Oregon's flourishing wine region

By Lucy Burningham



The Willamette Valley is Oregon's largest wine producing region. (Bob Pool)

cuisine.

While California has its big cabernets and buttery chardonnays, Willamette Valley winemakers have become cool weather pinot noir grape. When Oregon's wine pioneers planted the state's first vines in the late 1960s was sure whether, despite sharing similar climates, the grape would thrive as it does in Burgundy, the French pinot noir famous.

But it did, and a sea of earthy, fruity, spicy and nuanced Oregon pinot noirs have poured out of the valley over decades, many to critical acclaim. Hunting for your favourite drop is best done in person, as the region's many wineries and many of the smaller winemakers don't distribute outside of the state. Winter is also one of the best times to visit, as the tasting rooms are quiet and calm, and it is easy to get restaurant reservations.

The Willamette Valley stretches between three mountain ranges, the Coast Range, Cascade Mountains and 100 miles long; and is home to the cities of Portland and Eugene. Even though Portland may seem like an unlikely place to visit wine country, sleeping closer to the vines means more immersion in Oregon's wine scene, plus access to the city's many restaurants and shops. Consider focusing on one of the valley's smaller **six AVAs** (American Viticultural Areas) during a single outdoor trip, start with a good map, like the one that is available **online** from Willamette Valley Wineries, and check the tasting room in advance as they may change depending on the season and day of the week.

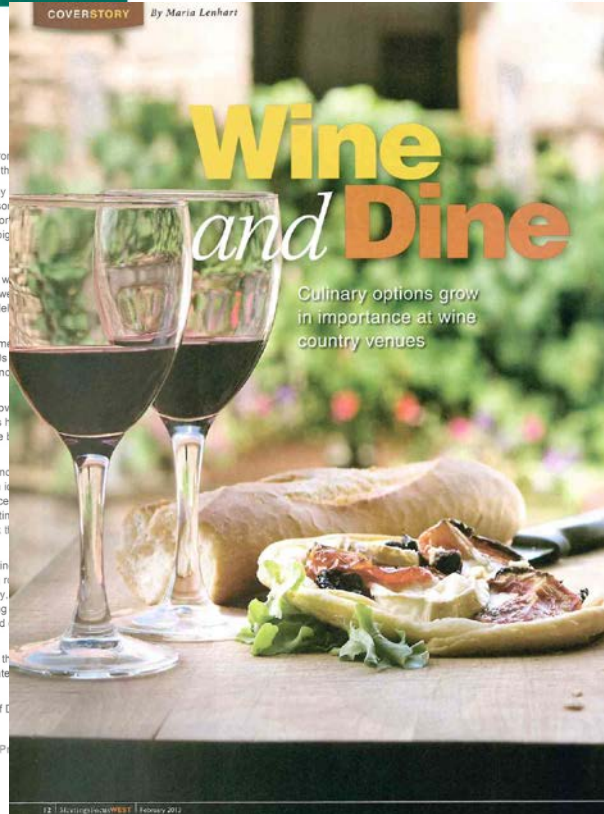
In the densely planted **Dundee Hills AVA**, which is just 30 miles southwest from Portland, a tasting room in **Domaine Drouhin Oregon**, which is owned by a French winemaking family and features an opulent tasting room, is a 90 acres of hillside grapevines. Many of the winery's pinot noirs are aged in barrels from Burgundy, regarded for their balance and elegance. Or you could try **Eraht Winery**, which was founded by winemaking pioneers who planted his first grapes in the Dundee Hills in 1969. His range of pinot noirs – some with earthy muscle and lighter and silky with fruit – are on display at the modest tasting room next to the vineyards.

Aside from the stunning scenery, vineyard tasting rooms offer visitors the chance to soak up the details of the region's wine, from the colour of the earth to the shape of the hillsides – the elements that help create the "terroir".

"Wine people want to learn about where their wine is from," explained David Millman, managing director of Oregon Wine Board. "What's the story? Who are the people? How was it grown?"

COVERSTORY

By Maria Lenhart



women & co.  
A Service of Citi

Lifestyle

## 5 Winter Wineries on a Dime

Co. by Amy Paturel, AmyPaturel.com



Visiting wine country may conjure up images of sunny vineyards, mountain vistas, and lingering sunsets, but several wineries boast winter wonderlands that promise to warm you from the inside out—that is, if you like full-bodied cabernets, peppery pinots, and even rich chocolate wine. In fact, winter may be the best time to visit, what with potential bargain-basement prices, clearances on last season's libations, and whirlpool hot tubs with toasty fireplaces waiting to greet you at the end of snowy paths.

From sunny California to the bitter cold of Michigan, here are five wine country destinations you may want to try this winter:

**California**  
For Creedence Clearwater Revival's song, "Lodi," this unique wine region produces more wine grapes than any other in the state. More than 60 California wineries buy grapes from Lodi, including Mondavi, Ravenswood, Kenwood Vineyards, and Beringer. A bonus: The highest-end resort in town, **Wine & Roses**, has rooms starting at \$209 per night. The hotel's on-property restaurant, **Townhouse**, is a destination in itself. For tastings, **Bollano Family Wines** and **Macchia** boast fantastic—and inexpensive—Zins.

**California**  
Climate suits everything from hot air balloon rides (a champagne flight and brunch starts at \$135 per person) to wine tastings. The region is quieter, calmer, and less pretentious than its northern California counterpart. But that doesn't mean Temecula doesn't produce high-quality wines. Tastings cost between \$10 and \$20. Try **Wilson Creek Winery's** almond "Oh My Gosh" champagne, or its **Angela Cream Sherry**, served in a shot glass made of chocolate. Speaking of chocolate, **Thornton Winery's** chocolate-covered wine is a treat. **Winery Resort & Spa**, which houses 76 private villas with Jacuzzis, fireplaces, and private terraces, is a full-service spa.

**New York**  
A four-hour drive from most major Northeast cities, **Finger Lakes wine country** is home to more than 100 wineries. The region is known for its myriads of winter sports, from skiing and snowshoeing to sledding and skating. Designated a "Top Ten Wine Region," the region's "Winter in Wine Country" (November 23 to March 31) offers discounted stays at hotels and bed & breakfasts, as well as a PALATE Passport with great deals like free wine tastings, museum and discounted meals. Seneca Lake's **Bargain Bash** from January 12 to 21 is like a garage sale for participating wineries clean out their inventory, slashing prices on everything from wine to glasses to T-

**Michigan**  
For Traverse City's Convention & Visitors Bureau, the region's **Winter Escape**, featuring

citibank.com/womenandco/article/5-winter-wineries-on-a-dime.jsp?print=1

1/25/2013

# RCMP Committee & Process

- The Willamette Valley region includes Benton, Linn, Marion, Polk, Yamhill and portions of Clackamas and Lane Counties. The region stretches from the crest of the coast range to the crest of the cascade range.
- RCMP Committees:
  - Marketing is done by the entire WVVA Board led by Natalie Inouye and Jeannine Breshears. The Board (WVVA Partners) are represented by:
    - Natalie Inouye, VP Tourism Marketing, Travel Lane County
    - Jeannine Breshears, Destination Marketing Manager, Clackamas County Tourism & Cultural Affairs
    - Jimmie Lucht, Executive Director, Albany Visitors Association
    - Irene Bernards, Executive Vice President/Marketing & PR Director, Travel Salem
    - Mary Pat Parker, Executive Director, Visit Corvallis
    - Gregg Mindt, Managing Director, Travel Yamhill Valley

# RCMP Committee & Process (continued)

- Public Relations is led by Kara Kuh. The committee includes:
  - Molly Blancett, Tourism Public Relations Manager, Travel Lane County
  - Jae Heidenreich, Development Lead, Clackamas County Tourism & Cultural Affairs
  - Jeannine Breshears, Destination Marketing Manager, Clackamas County Tourism & Cultural Affairs
  - Irene Bernards, Executive Vice President/Marketing & PR Director, Travel Salem
  - Kara Kuh, Public Relations Manager, Travel Salem
  - Christie Weigel, Visitor Services Director, Visit Corvallis
  - Rod Porsche, Group Marketing & Media Relations Manager, Albany Visitors Association
  - Gregg Mindt, Managing Director, Travel Yamhill Valley

# RCMP Committee & Process (continued)

- Tour & Travel is led by Meg Trendler. The committee includes:
  - Meg Trendler, Tourism Sales Manager, Travel Lane County
  - Jae Heidenreich, Development Lead, Clackamas County Tourism & Cultural Affairs
  - Debbie McCune, VP/Director of Sales, Travel Salem
  - Rod Porsche, Group Marketing & Media Relations Manager, Albany Visitors Association
  - Christie Weigel, Visitor Services Director, Visit Corvallis
  - Laura Crugnale, Director of Sales, The Allison with assistance from Karen Utz, Owner/Operator, The Black Walnut Inn

# RCMP Committee & Process (continued)

- Planning Process: There is an annual planning retreat where the WVVA Board, PR and Tour/Travel committees all meet together to begin development of the next year's plan and then have individual program meetings. Each of these groups will meet separately on a quarterly basis to evaluate the plan.
- Intra-Region Communication: Each WVVA Partner is responsible for sharing the draft RCMP plan with their constituents and then a link to the final plan on Travel Oregon's Industry Website through their normal communication channels.
- Brand Refresh Presentations: A presentation template will be created and delivered in at least four locations throughout the Willamette Valley.