



RCMP Plan Oregon Coast

FY 2014-15

Version 1

Organization Update

- Travel Oregon is working on behalf of the Oregon Coast to develop the 2014-15 Regional Cooperative Marketing Plan.
 - Travel Oregon has contracted with the Newport Chamber of Commerce to help execute the plan.
 - Travel Oregon partners with OCVA to enhance RCMP programming.

Oregon Coast Objectives

- A: Strengthen brand position and inspire travel by upgrading and enhancing content across all platforms.
- B: Inspire exploration of Oregon's 363 miles of public beaches through advertising campaigns and promotions.
- C: Surface unique, local coastal stories through earned media programs in key domestic markets.
- D: Create tools to inspire and assist trip planning to the Oregon Coast.
- E: Grow international visitation from Canada, Asia, Europe and Oceania through the Travel Trade.
- F: Increase understanding of consumer behaviors and travel trends to enhance marketing efforts.

Objective A: Strengthen brand position and inspire travel by upgrading and enhancing content across all platforms.

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p>#1. Website Upgrade Continue to improve the website functionality and user experience, which is a process that was started last FY'13/14 (refer to the appendix to see some highlights of last years changes).</p> <ul style="list-style-type: none">-Finalize the ORB integration. Including revisiting the listings rules w/OCVA to find ways to enhance the consumer experience on the site (basic listings should have a short description)-Finalize video functionality on the website. While videos can be embedded on the site via stories, phase 2 of the photo galleries will add the ability to play videos via the slideshows-Highlight/surface deals better through improved navigation and deals page design.-Add itineraries and link to DMO listings.-Optimize the content on highly trafficked site pages for better engagement (focus on top 10). Example: Whale watching pg. has high visitation but also has high bounce rate.	<p>The Oregon Coast website is the official voice of the Oregon Coast and needs to be perceived by consumers as the trusted expert for local Coast travel planning information.</p> <p>Outcome: improve the site as a travel planning tool for consumers while increasing the value of the site as a marketing platform for Coast partners to tell their stories and sell more product.</p> <p>Increase unique web traffic by 10% (to 567,000 user sessions).</p>

Objective A: Strengthen brand position and inspire travel by upgrading and enhancing content across all platforms.

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p>#2. Social Media engagement & support</p> <ul style="list-style-type: none">-Engage and Interact with potential and active travelers to the Oregon Coast.-Share inspirational content (including photos & videos) through active platforms.-Continue to build the fan bases of the People's Coast social media platforms (including the newly launched instagram account.)-Use real stories/photos from coast visitors to enhance authenticity. And, focus themes of posts around relevant seasonal themes/campaigns.	<p>Photography, videos and inspirational content continue to receive the most activity and action on social media platforms.</p> <p>Outcome: Increase engagement numbers (ex: likes, follows, etc.) on all platforms (ex: Twitter, Facebook, etc.). Increase: Twitter followers by 17% (to 7,750), Facebook fans by 10% (to 105,000), and double the number of Instagram followers to 360.</p>

Objective A: Strengthen brand position and awareness by upgrading and enhancing content and publishing across all platforms.

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p>#3. Add a new Special Deals eNewsletter to the current bi-monthly eNews schedule -Develop an additional eNewsletter that will showcase partner deals to subscribers.</p>	<p>Since the People’s Coast eNewsletter was re-launched in August ’13, we’ve seen rapid growth in subscribers along with partner demand for ad space. A special deals issue would add value to consumers, as well as our partners (according to PhoCusWright, travel deals are an important part of a DMO website).</p> <p>Outcome: Send 7 newsletters annually and increase subscriber growth by 10% (to 47,000 subscribers).</p>
<p>#4. Curate awe-inspiring user-generated Coast photos through Oregon Coast platforms -A new photo gallery flickr management system on VisittheOregonCoast.com was launched in April 2014. Continue to build on the awe inspiring photos that have been seeded throughout the site. -Repost great Instagram photos on the Coast Instagram account (#thepeoplescoast)</p>	<p>Leveraging user-generated photos is a cost-effective way to surface epic Coast images to inspire travel to our 363 miles of open coastline.</p> <p>Outcome: Increase the number of photos per slideshow across the Coast website to a maximum of 10 per gallery (currently at about 3 photos per gallery). And, double the number of Instagram followers to 360.</p>

Objective B: Inspire exploration of Oregon's 363 miles of public beaches through advertising and promotions

#5. Advertising

Primary Strategic Tenants

- **Travel Inspiration:**

- Look for opportunities to showcase the Coast via impactful video
 - Travel Oregon's "The 7 Wonders of Oregon" Spring Campaign
 - Coast Winter Video campaign (see overview on the following pg)
 - Note: per Google's "The 2013 Traveler" white paper: Online videos are key throughout the travel funnel (63% of leisure travelers view videos when choosing a destination)
- Continue to leverage the creative/messaging as outlined in the People's Coast [brand style guide](#)

- **Increased Impact/SOV:**

- Leverage Travel Oregon's marketing efforts around the Spring and Bounty campaigns through the Travel Oregon ad network & advertising co-ops
- Travel Portland also has a strong presence in the marketplace. Advertise in their fulfillment piece
- Note: we know that folks who visit Oregon are likely to want come to the Coast, as well

- **Increased Website Traffic:** Use advertising to drive consumers to The People's Coast website where they can find inspiring content and travel planning resources

- **Partnership Opportunities:** Build co-ops/messaging for local Coast partners to buy-in to market their product/destinations

- **Leverage Fans & Leads**

- Utilize online pixeling technology to identify consumers who have been exposed to Coast/Oregon messaging to retarget them with relevant ads
- Gather new leads/fans and invite them to have an ongoing conversation about the unique travel opportunities along Oregon's 363 miles of public coastline

Objective B: Inspire exploration of Oregon's 363 miles of public beaches through advertising and promotions

#5. Advertising

Winter Video Ad Buy background:

- Travel Oregon has partnered with OCVA and Uncage the Soul Productions to produce a 3 to 4 minute video that will showcase some of the special, spectacular and rare things to be found all along the 363 miles of the Oregon Coast during the Winter. The video will rely on stunning visuals (including time lapse and slow motion footage) along with a custom soundtrack to engage and inspire the viewer to visit the Oregon during the winter and will serve as the centerpiece to the Coast Winter Ad Buy, which will promote travel to the Coast during the shoulder season when local businesses/attractions need additional support).
 - Six :15 second takedowns of the video will be produced as video ads:
 - To run in an online retargeting ad buy in Seattle and Boise
 - To promote local product through a co-op advertising buy to be managed by OCVA (details TBD)
 - Note: an early preview of the video footage was released by Uncage the Soul and has generated nearly 130,000 viral views (click [here](#) to view)



Objective C: Surface unique, local coastal stories through earned media programs in key domestic markets.

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#6. PR Pitches -Proactively pitch media on regional stories and align them, where relevant/possible, with Travel Oregon themes & campaigns</p>	<p>Plan pitches for upcoming year and align content throughout communication channels (PR pitches, website, e-news) based on the best identified stories for the North, Central, and South Coast.</p> <p>Outcome: Develop and deliver at least 2 new story pitches to media per quarter. Stories to be surfaced around north, central, and south coast.</p>
<p>#7. Research Trips -Facilitate media on research visits</p>	<p>Host key journalists that align with story themes or leads from Travel Oregon. When possible we will utilize relationships with partners to secure gratis or discounted stays.</p> <p>Outcome: Facilitate media visits, follow up on story leads. Increase articles generated by 10% over FY'13/'14 final tally (estimated).</p>

Objective D: Create tools to inspire and assist trip planning to the Oregon Coast

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#8. Visitor Guide Development</p> <ul style="list-style-type: none">-Work with OCVA & MediAmerica to ensure Coast Visitor Guide acts as inspiration piece and viable planning tool. (Note: PhoCusWright indicates that 55% of DMO users say the visitor guide is a desired piece of info. Also, the WACVB DMO Visitor Guide User & Conversion Study of the Eugene, Cascades & Coast Official Visitor Guide indicates that the economic Impact/ROI per visitor guide distributed is \$74).	<p>Guide competes with other coastal pieces. It is important to analyze the guide's content and structure and refresh accordingly.</p> <p>Outcome: Continue to evolve guide via consumer feedback. Guide relevancy drives revenue across both web & print platforms necessary to help keep guide self-funded.</p>
<p>#9. Distribute Visitor Guides</p> <ul style="list-style-type: none">-Utilize Travel Oregon leads and participate in TORP Program.-Fulfill leads from People's Coast website and call center.-Leverage state welcome center brochure program to distribute guides.-Leverage Oregon Travel Experience (OTE) distribution program on I-5 and I-84.	<p>Travel Oregon leads are an easy and affordable way to reach highly qualified prospective visitors.</p> <p>Outcome: All Oregon Coast leads are fulfilled. Approximately 15,000 through TORP program, 35,000 through standard fulfillment, and 55,000 to bulk requests.</p>

Objective E: Grow international visitation from Canada, Asia, Europe and Oceania through the Travel Trade.

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p>#10. Trade Shows -Attend IPW, Go West, ITB, NTA & Canadian Sales mission through coastal partner representation.</p>	<p>Aligns with Travel Oregon program to provide greater presence with trade and generate leads from Tour Operators.</p> <p>Outcome: Generate an average of 120 leads per show with Tour Operators.</p>
<p>#11. Research Trips -With coastal partners, facilitate travel trade research tours from targeted markets in Canada, Asia, Europe and Oceania. Support efforts in emerging markets.</p>	<p>Past research trips have driven significant growth in tour product from international markets. This will help grow the number of itineraries in next year's catalogues.</p> <p>Outcome: Secure 13 research trips to all three regions of the Oregon Coast.</p>
<p>#12. Product Development -With coastal partners, develop product/itineraries/sales collateral to support Oregon product in key international markets focusing on outdoor recreation, coastal themes (including Coast winter getaways) & culinary.</p>	<p>Travel Oregon and coastal partners to work together to deliver.</p> <p>Outcome: Secure 10 new itineraries/product to promote the three regions of the Oregon Coast.</p>

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

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#13. PhoCusWright research co-op -Purchase PhoCusWright travel research through Travel Oregon group subscription program. Note: PhoCusWright participation dependent on RDMO partner support of the program. -Survey enewsletter subscribers and Facebook fans.</p>	<p>Leverage of PhoCusWright's extensive library (500+) of national and international research studies/reports that provide current trends in consumer behavior related to travel. And, gain deeper understanding/insights of the travel motivations/behaviors of Oregon Coast audiences to make improvements in communication outreach.</p> <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>

Appendix:
FY'13/'14 Highlights



The People's Coast Enewsletter

The People's Coast bi-monthly eNewsletter was launched in August 2013. It is produced by MediAmerica and features 3 different stories (one from each region of the Oregon Coast). It is currently distributed to over 40,000 subscribers. Subscribe at VisittheOregonCoast.com.

VISIT THE OREGON COAST
EXPLORING ALL THE EXTRAORDINARY WAYS

August - September 2013

Bandon Tastes Like Cheese Again!
Pace Rock Creamery, which takes its name from the iconic offshore sea stack, sources milk from the Sussan Family Dairy in nearby Clatsop to make 10 varieties of cheeses, including Vampire Basher Garlic Cheddar, Pace Rock's Jack, Bannage Mocha and Cheese Curds.
[Continue reading >](#)
Top photo: Stone State Park by Susan Seabert
Photo by Brent Atwater

Toledo – The Coast's Sunny Little Secret
Let's be honest: The Oregon Coast can get downright foggy in the summer. But here's the best kept secret of the Central Coast: Seven miles upriver from Newport along U.S. 24 is the town of Toledo (pop. 5,400). Toledo is far enough inland to avoid coastal fogs when the beach is locked in. Summer temperatures here can register 10 to 15 degrees warmer than elsewhere on the Coast.
[Continue reading >](#)
Photo by Greg Wright

Get Off Your Beach Chair and Hike the North Coast
Tired of lounging on the beach? Time to stretch your legs and take in some scenery, please! Explore the wild side of the Oregon Coast with a nearby hike, where temperate weather and offshore breezes add keep you cool, even when you're sweating.
[Continue reading >](#)
Photo by Susan Seabert

UPCOMING EVENTS

- August 16-18, 2013
Lewis and Clark Salt Works Renaissance
Seaside, Oregon
- August 23-25, 2013
37th Oregon Shorebird Festival
Bandon and Clatsop Bay, Oregon
- September 21, 2013
18th Indian Style Salmon Bake
Seaside Bay, Oregon

RESOURCES

- [Road Conditions](#)
- [Weather](#)
- [Tides](#)
- [Order the Visitor Guide](#)

Advertisements

- Join us for the Great Columbia Drapery 100 across Astoria Bridge on October 12.**
- Beat the heat with a sweet retreat! Beat the heat with the Friends Make.**
- The Friends of the Florence Events Center present the Festival of Books, Sept. 16, 10-4pm**
- Clatsop Place Hotel & Spa, Only in Astoria – Clatsop Place Hotel & Spa is a historic site.**

This e-mail is brought to you by The People's Coast. For travel planning information visit www.VisittheOregonCoast.com.

North Coast Landing Page

The [North Coast](#) Landing Page on [VisittheOregonCoast.com](#) was originally developed because of a request by the North Coast brand to have a landing page on the Coast site that would support their October 2013 North Coast Craft Beer Trail advertising campaign/promotion (note: the North Coast used elements from the People's Coast style guide to build their campaign creative). The Travel Oregon team also created corresponding [Central](#) and [South](#) Coast landing pages, as well. These landing pages help introduce and highlight the unique characteristics of the different areas of the Oregon Coast.



Photo Slideshow Upgrade

We recently completed a major overhaul of the photo galleries on The People's Coast website:

- The current system helps insure the site is compliant with Flickr Photo Rights rules.
- The new format of the slideshows have been upgraded to a style that is similar to TravelOregon.com's photo galleries, which don't use flash and are less cluttered.
- And, new, epic photos are new being pulled in across all the slideshows to inspire travelers.

The screenshot shows the home page of 'The People's Coast' website. At the top right, there are navigation links: STORE, REQUEST INFO, CONTACT US, EMAIL NEWSLETTER, and SEARCH. Below these is a main navigation bar with 'WHAT TO DO / WHERE TO STAY / CITIES ON THE COAST / STORIES FROM THE PEOPLE'S COAST'. A large, scenic sunset photo of the Oregon coast is the central focus, with navigation arrows on either side. Below the photo is the caption: 'THE OREGON COAST FROM ECOLA STATE PARK Photo by Michael Matti. This sunrise shot was taken at Ecola State Park in Oregon. See this photo on Flickr.' To the left of the main photo is a vertical map of Oregon with a list of towns: WARRENTON, ASTORIA, GEARHART, SEASIDE, CANNON BEACH, MANZANITA, NEHALEM, WHEELER, GARIBALDI, ROCKAWAY BEACH, CAPE MEARES, TILLAMOOK, OCEANSIDE, NETARTS, PACIFIC CITY, LINCOLN CITY, DEPOE BAY, NEWPORT, TOLEDO, WALPOORT, YACHATS, FLORENCE, REEDSPORT, WINCHESTER BAY, LAKESIDE, NORTH BEND, CHARLESTON, COOS BAY, BANDON, PORT ORFORD, and GOLD BEACH. Below the main photo is a section titled 'RECENTLY IN STORIES from the PEOPLE'S COAST'. The first story is 'The Wonder of the Coast' by 'The Oregon Coast', with a small image of a sign that says 'Small Wonders of Oregon'. To the right is a 'FEATURED CITY' section for 'Gearhart, Oregon', with a small sunset photo and text: 'Gearhart is a lovely, quiet town just 3 miles north of Seaside. It has no traffic lights, wide st... Continue Reading'. The bottom of the page has the text 'Home page of the Oregon Coast website'.

Home page of the Oregon Coast website

The Oregon Coast Instagram Account

In March 2014, Travel Oregon launched the Oregon Coast Instagram account to provide a venue for followers to share their great Oregon Coast photos with other explorers who love the People's Coast. In a few short months, the number of followers is already at 180. Instagram users that tag their photos #thepeoplescoast, give us permission to repost their images on Instagram.

[instagram.com/thepeoplescoast](https://www.instagram.com/thepeoplescoast)



Smartphone View

FY '14/'15 Coast Visitor Guide

