

# Eastern Oregon Regional Cooperative Marketing Plan

FY 2014 - 2015

**Draft:** 5/7/14



# Eastern Oregon Objectives

- A. Build the identity of brand-experiences that separate us from others, promoting the awareness for Eastern Oregon as a premier travel destination through paid ad campaigns or opportunities
- B. Build awareness for Eastern Oregon through earned media programs (PR) domestically and in Europe and Canada
- C. Increase engagement with target audience through inspirational content & grow audience/relationship network by increasing number of fans / subscribers / unique users
- D. Create & administer tools that aid in visitor planning
- E. Grow the communication channels and cooperative opportunities between partners in the region
- F. Support efforts by local DMOs to grow international and/or domestic visitation from Europe, Canada, & USA through the Travel Trade
- G. Provide regional marketing resources through dedicated staff
- H. Provide opportunities for product development

# Objective A. Build awareness for Eastern Oregon as a premier travel destination through paid ad campaigns or opportunities

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>A. Brand Advertising – Cycling, Motorcycling, Soft Adventure, Cultural/History</b></p> <p><b>#1. Leverage 7 Wonders and Wintercation campaigns</b></p> <p>Focus Theme: Eastern Oregon – Home of two of the 7 Wonders of Oregon; #wallowas &amp; #paintedhills</p> <ul style="list-style-type: none"><li>⑩ Radio in Tri-Cities &amp; Boise, with focus on Hells Canyon SB encircles #wallowas</li><li>⑩ Digital: Primarily through TO channels – website, eNewsletter; OregonLive; Portland Monthly Tripster</li><li>⑩ Key Word Search: Geo target to Pac NW, active outdoors travelers; Participate in Wintercation &amp; 7 Wonders</li><li>⑩ Facebook: participate in Travel Oregon’s Spring Facebook promotion</li><li>⑩ Participate in cycling, motorcycling and outdoor trade shows &amp; enhance map publications through Matching Grant Program</li></ul> <p><b>*See Paid Advertising Flowchart for detail</b></p>	<p>Reach primary target as they plan summer vacation travel. Sync up with 7 Wonders campaign timing/theme, and promote winter travel &amp; culinary/ag tourism as secondary market</p> <ul style="list-style-type: none"><li>■ Digital: Travel Oregon Ad Network: reach travelers who want to learn more about the Wallowas and Painted Hills; Build culinary product; Build winter visitors</li><li>■ Radio: Capitalizing on 7 Wonders campaign, particularly #wallowas, by further engaging the more local market of Boise and Tri-Cities</li><li>■ Search: Reach travelers online as they search for Oregon/outdoor travel opportunities</li><li>■ Facebook: Build awareness of region and our two ‘Wonders’ on leading social media site and continue to build fan base through combined Oregon promotion</li><li>■ Co-op with partners to attend selected trade shows to talk directly to consumers and build our “opt-in” eNewsletter list, and on-line itineraries on eova.com via MGP Requested funds.</li></ul> <p><b>Overall Outcome:</b> generate 7 million impressions through target media channels. (See Metrics chart for expected outcomes by medium)</p>

# Objective A. Build awareness for Eastern Oregon as a premier travel destination through paid ad campaigns or opportunities

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#2. Encourage the incorporation of the Eastern Oregon Brand message, along with the 7 Wonders style guide, to be utilized by the region's DMOs, attractions, and businesses in their individual marketing</p> <p><b>Tactics:</b></p> <ul style="list-style-type: none"><li>a. Present the success of the EO branding and use of the style guide to various DMO forums through out the region</li><li>b. Develop specific examples of how the style guide and messaging could be incorporated by Eastern Oregon industry partners</li><li>c. Work with Travel Oregon and W+K to assist DMOs, attractions, and regional businesses in visualizing how their individual brand could incorporate the EO themes.</li></ul>	<p>EOVA will be moving into the fourth year of implementation of the "Don't Tell Everyone" branding. All indications show that the campaign has been well received and is attracting visitors to the region.</p> <p>As EOVA looks to continue developing creative that utilizes the branding theme and style guide, it is critical that we gain even greater synergy by encouraging the local DMOs, attractions, and businesses to also utilize the messaging and style. In the past, Travel Pendleton and the Eagle Cap Excursion Train were excellent examples of ways the branding could be incorporated into their personal advertising and marketing messages.</p> <p><b>Overall Outcome:</b> See two of the region's local DMOs utilizing the branding in their marketing efforts, and at least one regional attraction.</p>

# Objective B. Build awareness for Eastern Oregon through earned media programs (PR) domestically and in Europe and Canada

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>B. Create awareness for EO experiences with stories regarding – Cycling, Motorcycling, Soft Adventure, Cultural/History</b></p> <p><b>#3. PR Pitches</b></p> <ul style="list-style-type: none"><li>-Developing pitches around product in outdoors, cycling, motorcycling, heritage and #wallowas and #paintedhills.</li><li>-Proactively pitch media on regional stories and align them, where relevant/possible, with Travel Oregon themes and campaigns</li><li>-Work with TO to track stories for our region</li></ul> <p><b>#4. Research Trips</b></p> <ul style="list-style-type: none"><li>-Host 3 media on research visits</li></ul>	<p><b>#3.</b> Our approach is to develop the 2015-2016 EO Story Kit with pitches for an entire year and synergize content (including EO Social Media posting calendar) throughout our channels (PR pitches, blog, e-news) based on the best stories we've identified for our region. Coordinating with TO's Public Relations team on stories in the Kit and as new story opportunities arise.</p> <p><b>Outcome:</b> Develop and deliver new EO Story Kit to Travel Oregon, key publications, and post on EO website by December 31, 2014. Develop media contact list and timeline for bi-monthly correspondence.</p> <p><b>#4.</b> EOVA will coordinate with regional suppliers to host journalists that emerge from either our pitches or leads from Travel Oregon.</p> <p><b>Outcome:</b> Host 3 media, follow up on story leads</p>

Objective C. Increase engagement with target audience through inspirational content & grow audience/relationship network by increasing number of fans / subscribers / unique users

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>C. Create dynamic posts &amp; blog articles to reach target markets – Cycling, Motorcycling, Soft Adventure, Cultural/History</b></p> <p><b>#5. Content Development</b> -Develop new content for e-news, blog, Facebook, and Ride Oregon Ride</p> <p><b>#6. Capturing and Recycling Video Content</b> -Research existing footage from videos shot by DMOs and Travel Oregon, and add to eova.com in ‘Trips We Love’, and for use in social media posts.</p>	<p><b>#5.</b> Keeping fresh content in Facebook posts, and blog articles for both the EO blog and selected niche market blogs, will keep our fans engaged and drive sharing between fans. We will continue contracts with writers in specific niche categories, plus various winter activities. Blog contractor will deliver monthly blog postings and e-news stories. FB contractor will share at least 3 weekly posts. Contractors will research and interact with EO suppliers, develop links &amp; relationships with other interactive media sources, including Instagram, and developed content. The content will be planned holistically and in coordination with the region’s DMOs and Travel Oregon themes and shared with Travel Oregon.</p> <p><b>Outcome #5:</b> Deliver 12 new stories for use in blog posts; 4 new Facebook posts/week, specific to the four key target markets. 10% increase in FB &amp; blog followers</p> <p><b>#6.</b> There is a lot of great video in existence and being developed daily. We will ask our partners, Travel Oregon and DMOs to help research &amp; submit suggestions.</p> <p><b>Outcome #6:</b> Add 8 new videos to EOVA website</p>

Objective C. Increase engagement with target audience through inspirational content & grow audience/relationship network by increasing number of fans / subscribers / unique users

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STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#7. Social Media</b>                      -Refine social media strategy to align postings with regional themes/promotions, including 7 Wonders, Oregon Bounty, and Wintercation. Develop Special Deals that align with seasonal promotions.</p> <p><b>#8. Website – Itinerary Development</b>                      -Administer, refine, &amp; populate the eova.com &amp; hellscanyonbyway.com John Day River Territory has developed a model for “Itinerary” content on eova.com. This model will be applied to each of the sub-regions and implemented on the site, with a focus on the region’s byways &amp; bikeways for base itineraries. Funding source: Matching Grant Program</p>	<p>#7. While Social Media needs to respond to current events, we have seen success in aligning Social Media themes with seasonal promotions that coordinate with our homepage, e-news and blog/FB content.</p> <p><b>Outcome #7:</b> Development of content matrix for year that addresses social media and other e-stories/themes and share with partners; Development of three seasonal DEALS packages, listed on eova.com ‘Special Deals’ page, generating a 5% increase in number page visits.</p> <p>#8. Administration of the two websites for which EOVA is responsible, and updating info to the ORB, is critical to interactively engaging visitors. Providing more map &amp; itinerary planning content is critical in telling the diverse story of EO &amp; moving visitors to actually taking a trip.</p> <p><b>Outcome #8:</b> Set baseline for unique users on itinerary pages</p>

Objective C. Increase engagement with target audience through inspirational content & grow audience/relationship network by increasing number of fans / subscribers / unique users

Continued...

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#9. Website – Updating/Mobile-Friendly</b>            -Continue contract with TenBridges to maintain website and update CMP to coordinate with orb 2.0. Create a mobile-friendly program. Funding source: Matching Grant Program; RCMP and HCSB</p>	<p>#9. It is critical that eova.com be updated to fully interact with ORB content and the new version. In addition, the site is currently not mobile-friendly. With the addition of the itineraries to our menu, it is critical that we update the site to engage visitors seeking information via mobile devices.</p>
<p><b>#10. Interactive Value Promotion</b>            -Participate in cooperative promotions with Travel Oregon, and develop three seasonal DEALS for listing on eova.com 'Special Deals' page.</p>	<p>#10. EOVA participated in the Wintercation and 7 Wonders campaigns in 2014 was tremendous successful for lead generation, non-paid media exposure, and social media engagement. Seasonal DEALS will continue to be coordinated with Oregonian/OregonLive &amp; TO campaigns.</p> <p><b>Outcome #10:</b> Development of three seasonal DEALS packages, generating a 5% increase in number of visitors to the 'Special Deals' page.</p>
<p><b>#11. Quarterly E-Newsletter</b>            -Administer quarterly Visitor e-newsletter</p>	<p>#11. EOVA will continue the brand messaging through the Visit Eastern Oregon eNews, with the assistance from TO on banner design. We seek to engage our suppliers/partners in opportunities to participate, driving measurable business and ROI.</p> <p><b>Outcome #11:</b> Administer e-news and increase subscribers by 10% over 2013 for Visitor eNews</p>



# Objective D. Create & administer tools that aid in visitor planning

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p data-bbox="177 408 840 491"><b>D. Create and administer tools &amp; fulfillment that aid in visitor planning</b></p> <p data-bbox="177 568 840 779"><b>#12. Fulfillment &amp; Distribution</b> -Participate in the TORP, Welcome Ctr. Brochure program, and requests for information due to EOVA advertising &amp; interactive media</p>	<p data-bbox="919 542 1758 891"><b>#12.</b> While it is clear that many visitors are finding their planning information via interactive media resources, there is still a large request for printed publications such as the EO Visitors Guide, and Hells Canyon Scenic Byway rack card. These materials aid in the final steps for many visitors in making a decision on selecting specific suppliers, and essentially 'close the sale'.</p> <p data-bbox="919 939 1738 1022"><b>Outcomes #12:</b> Distribution of 100,000 EO Visitor Guides. <i>Annually</i></p>

# Objective E. Grow the communication channels and cooperative opportunities between partners in the region

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p data-bbox="175 297 830 468"><b>E. Grow communication methods, awareness, and cooperative opportunities between partners in the region and with industry groups</b></p> <p data-bbox="175 518 826 596"><b>#13. Administer EO Tourism Industry eNewsletter</b></p> <ul data-bbox="175 611 875 735" style="list-style-type: none"><li>- Communicate with tourism industry suppliers from through-out the 11-county region</li></ul> <p data-bbox="175 875 826 953"><b>#14. Membership &amp; attendance at key tourism industry meetings</b></p> <ul data-bbox="175 968 788 1135" style="list-style-type: none"><li>-Oregon Destination Marketing Org.</li><li>-Oregon Tour and Travel Alliance</li><li>-RDMO</li><li>-Travel Oregon</li></ul>	<p data-bbox="919 297 1754 646">#13. EOVA has developed an eastern Oregon tourism industry emailing list of members, committee participants, and advertisers in the EO Visitor Guide. It is critical that we communicate opportunities, industry trends, and the organization's success stories to this industry base in generating awareness and maintaining the vitality of the organization.</p> <p data-bbox="919 696 1590 775"><b>Outcomes #13:</b> Emailing of EO Industry eNewsletter 6 times per year.</p> <p data-bbox="919 832 1754 1132">#14. As the primary voice for the industry in Eastern Oregon, it is critical that we attend and participate in bringing the rural region's perspective to these forums. Keeping the region involved and knowledgeable about opportunities, partnerships, and situations that effect the entire region.</p> <p data-bbox="919 1189 1763 1310"><b>Outcomes #14:</b> Exc. Director or representative to attend 2 ODMO meetings/yr. 4-6 RDMO meetings, and 3-4 Oregon Tourism Commission meetings.</p>

Objective F. Support efforts by local DMOs to grow international & domestic visitation from Europe, Canada, & USA through the Travel Trade

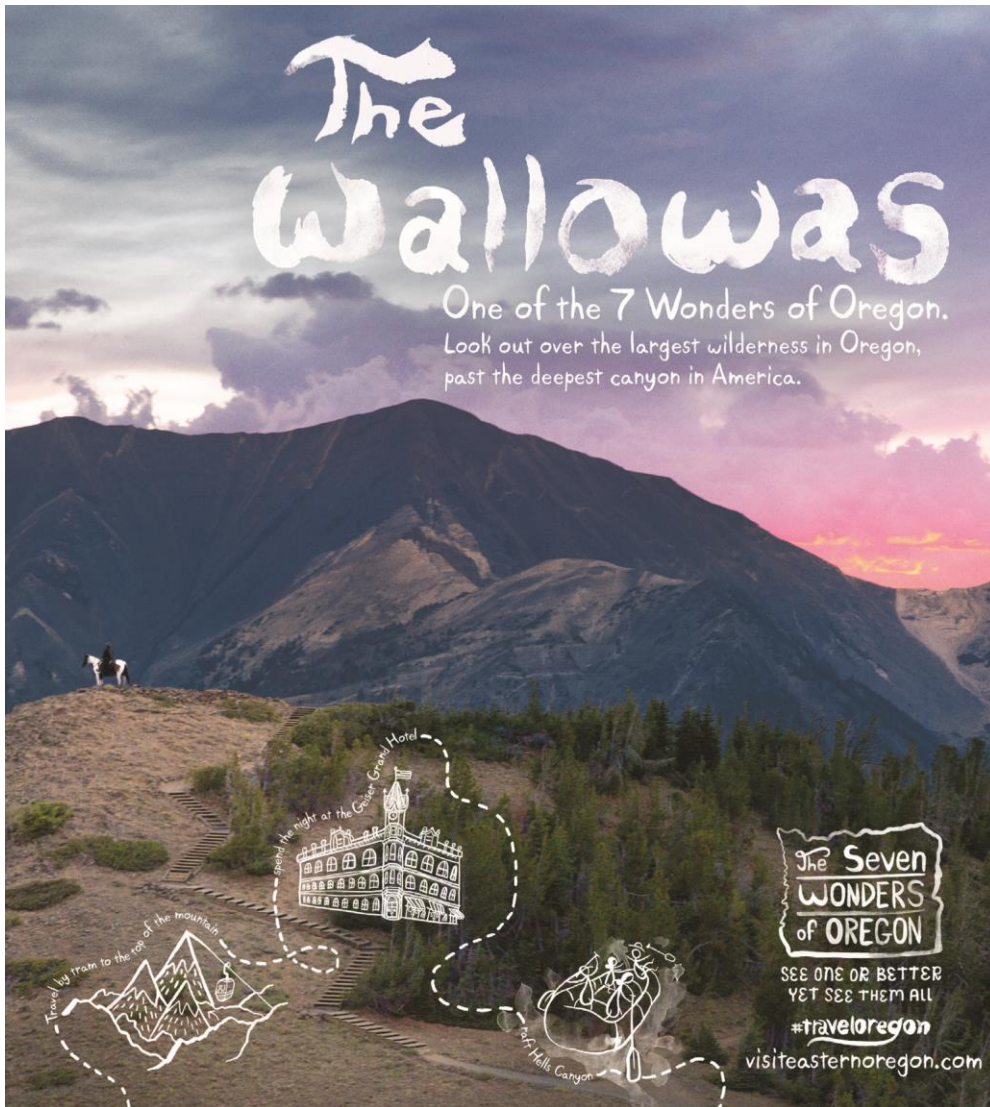
STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p data-bbox="175 297 799 425"><b>F. Support efforts by local DMOs to grow international and domestic visitation through the Travel Trade</b></p> <p data-bbox="175 475 865 596"><b>#15. Assist TO &amp; local DMOs in hosting FAM tours for tour operators and travel trade media</b></p> <p data-bbox="175 608 784 736">-Coordinate with Travel Oregon and OTTA to develop itineraries, contact suppliers and DMOs</p> <p data-bbox="175 829 823 911"><b>#16. Assist local DMOs in developing product, itineraries, &amp; materials</b></p> <p data-bbox="175 919 794 1001">- Keeping the regional perspective in attracting trade clients</p>	<p data-bbox="919 297 1760 596">#15. The international and domestic travel trade market is growing for Eastern Oregon, mostly due to the efforts of Travel Oregon and some local DMOs in the region. Coordinating with Travel Oregon on FAM tours so that EO is well-represented is critical to the success for the region and the entire state.</p> <p data-bbox="919 608 1734 689"><b>Outcomes #13:</b> Assist in hosting 4 FAM tours per year</p> <p data-bbox="919 741 1783 1090">#16. EOVA does not have the budget, nor the complete regional support to pursue the group tour and packaged travel market. However, several local DMOs are attending Go West Summit, NTA, OTTA, and developing itineraries with a regional focus. EOVA will assist these DMOs to enhance the product message to invite operators to visit the 'region'.</p> <p data-bbox="919 1142 1779 1310"><b>Outcomes #16:</b> Display of materials indicating regional focus; Develop four (4) new regional itineraries for inclusion in Travel Oregon marketing and product in OTTA materials</p>

## Objective G. Provide regional marketing resources through dedicated staff

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>G. Provide regional marketing resources through dedicated staff</b></p> <p><b>#17. Conduct EOVA membership &amp; interested party meetings</b> -Schedule, record, follow-up on all EOVA &amp; committee meetings</p> <p><b>#18. Administrate all aspects of the organization's marketing plan</b> -Contract with consultant to develop and implement the regional marketing plan</p> <p><b>#19. Research, prepare, &amp; administrate various grant opportunities</b> - Potential grant opportunities include: Oregon Community Foundation-Historic Trails Fund, TO Matching Grants, RBEG, Wildhorse and USFS opportunities</p>	<p><b>#17.</b> Regular meetings of the EOVA Board of Directors and interested parties is critical to fostering communication within the region. The contracted staff will handle scheduling, keeping and distributing notes, and act on decisions of the group. <b>Outcomes #17:</b> Schedule and administrate at least 6 EOVA meetings per year.</p> <p><b>#18.</b> The membership of EOVA is primarily the local DMOs in the 11-county region, all of which have busy schedules to keep in administering their own personal programs. The coordination of the regional message is critical to the success of the 11-county area, and for the involvement in the statewide industry. <b>Outcomes #18:</b> Accountability for all outcomes within the marketing plan.</p> <p><b>#19.</b> Grant funds are important contributions to the limited budget of EOVA. MGP will request funds to produce two-wheel maps for trade show distribution <b>Outcomes #19:</b> Receipt of at least 3 grants annually</p>

# Objective H. Provide opportunities for Product Development

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p data-bbox="162 282 794 362"><b>H. Provide opportunities for Product Development</b></p> <p data-bbox="162 415 838 579"><b>#20. Create and administer a model for developing the Culinary/Ag Tourism product for the region. Coordinate with Rural Tourism Studio resources.</b></p> <p data-bbox="162 636 852 891">- EOVA will be requesting funds from the MGP to combine with an RBEG grant, to develop a model for developing the culinary/ag tourism product of the John Day River Territory. The model would include:</p> <ul data-bbox="162 905 861 1248" style="list-style-type: none"><li data-bbox="162 905 861 982">• Hiring a consultant to administrate all elements below</li><li data-bbox="162 991 823 1119">• Inventory, coordinate, and engage culinary/ag tourism suppliers in the sub-region</li><li data-bbox="162 1128 861 1205">• Encourage participation, collaboration and new business opportunities</li><li data-bbox="162 1213 672 1248">• Create a “Feast East” event</li></ul>	<p data-bbox="904 282 1754 719"><b>#20.</b> Oregon’s success in establishing itself as a culinary mecca, with a wide-variety of locally sourced food products, beer, wine, and spirits available, is continuing to attract ‘foodies’ from all over the world. The fall Oregon Bounty campaign by Travel Oregon that ties into FEAST Portland is a huge opportunity for all the regions. However, in Eastern Oregon, we have not yet developed on-going opportunities to connect our culinary and ag producers with the visitor.</p> <p data-bbox="904 771 1760 982">John Day River Territory will act as the model in developing a culinary/ag tourism collaborative product for Eastern Oregon. The model can then be shared with the other three sub-regions of EO, and throughout the state.</p> <p data-bbox="904 1033 1702 1113"><b>Outcomes #20:</b> Accomplishment of deliverables related to the four tactics listed left.</p>



**Images and copy supporting soft adventure themes; Utilized in various applications: Print, digital, on-line.**

Cycling in Eastern Oregon is like  
**sharing a secret.**



*You just don't tell everyone.*

PLEASE DON'T TELL  
**EVERYONE ABOUT**  
**EASTERN**  
**OREGON**  
**THANK YOU**  
 eova.com



Cycling in Eastern Oregon is like sharing a secret, you just don't tell everyone.

You can spend  
 an entire day  
 exploring Eastern Oregon  
 without seeing  
**another soul.**



PLEASE DON'T TELL  
**EVERYONE ABOUT**  
**EASTERN**  
**OREGON**  
**THANK YOU**

The Oregon Trail hasn't changed a lot since the pioneers.  
 Except we have  
 hotels, museums  
 and award-winning  
 breweries  
 just out of view.



PLEASE DON'T TELL  
**EVERYONE ABOUT**  
**EASTERN**  
**OREGON**  
**THANK YOU**


Supporting Cycling, Cultural/Heritage, and  
 Winter themes:  
 Digital, on-line, display booth



*Some people think you can only  
find art and culture  
in big cities.*

*Those people need to  
get outside  
their big cities more.*

Supporting  
Cultural &  
Heritage  
themes: Print,  
digital, on-line  
and the arts  
display booth



*The pioneers experienced Eastern Oregon's  
beauty 160 years ago.  
It's still taking our breath away.*



*Native American homeland.  
Oregon Trail.  
Discover our rich history.*

PLEASE DON'T TELL  
EVERYONE ABOUT

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