

# Mt. Hood/Gorge FY 2014-15

May 9, 2014

# Mt. Hood/Gorge: Objectives

- A. Build awareness for Mt. Hood/Gorge as a premier travel destination through paid ads or campaigns
- B. Strengthen position of Mt. Hood/Gorge through the new brand messaging platform
- C. Utilize tools to help inspire and assist visitor planning to Mt. Hood/Gorge
- 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: Build awareness for Mt. Hood/ Gorge as a premier travel destination through paid ads or campaigns

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#1. Brand Advertising</b></p> <ul style="list-style-type: none"><li>-Run brand advertising during the spring, fall and winter in western states targeting travelers 25-54 who lead an active lifestyle</li><li>•Banners: categories (travel, outdoor, culinary, etc)</li><li>•Travel Oregon Ad Network: buy mix of Travel Oregon advertising on digital channels</li><li>•Brand USA: RCMP partner co-op matching fund program</li></ul> <p><b>*See Paid Advertising Flowchart for detail</b></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"><li>•Travel Oregon Ad Network: reach travelers who want to learn more about where to go and what to do around the state</li><li>•Travel Oregon Campaigns: leverage Wintercation campaign through any partnership program.</li></ul> <p><b>Overall Outcome:</b> Specifics to be determined (See Metrics chart for expected outcomes by medium)</p>

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

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p><b>#2. Brand Positioning</b></p> <ul style="list-style-type: none"> <li>- Continue to strengthen brand platform through industry adoption, advertising and PR</li> <li>- Hold community meetings to present style guide and offer assistance to stakeholders wishing to adopt brand</li> <li>-Production of 2-4 regional inspiration videos with niche themes was pushed back into summer/fall from FY13-14. Paid media buys will be implemented in FY15-16</li> </ul>	<p>Mt. Hood/Gorge will benefit from a cohesive brand messaging platform, expressing a unified regional tone from the brand messaging and creative style guide.</p> <p><b>Outcome:</b> 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"> <li>-Chambers or businesses incorporate style guide elements where appropriate</li> <li>-Deploy videos on YouTube, websites and for DMO partner use</li> </ul>
<p><b>#3. Website</b></p> <ul style="list-style-type: none"> <li>-Redirect web traffic to incorporate Travel Oregon website as the Mt. Hood/Gorge regional landing page</li> <li>-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 link to view online Visitor Guide</li> </ul>	<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><b>Outcome:</b> 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 C: Utilize tools to help inspire and assist visitor planning to Mt. Hood/Gorge

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p><b>#4. Visitor Guide</b></p>	<p>Utilize the existing brand messaging and style guide in a redesigned or just updated and reprinted fulfillment publication for inspiring travel to the region</p> <p><b>Outcome:</b> FY14-15 create and print 100,000 copies for distribution and an online viewing component</p>
<p><b>#5. Distribute Visitor Guides</b></p> <ul style="list-style-type: none"> <li>-Participate in Travel Oregon TORP program</li> <li>-State Welcome Centers and PDX Welcome Center</li> <li>-Travel Portland Visitor Center</li> </ul>	<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><b>Outcome:</b> Maintain number of guides distributed</p>

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

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#6. PR Pitches &amp; Lead Generation</b>            -Contract with a PR firm for Gorge assistance to work in conjunction with CCTCA PR representative on generating regional media opportunities</p>	<p>Contract with a Gorge PR firm will assist in the logistics and hosting of media to the region. They will work in conjunction with the CCTCA PR representative to coordinate the Gorge side duties when following up on Greater Portland and Travel Oregon generated media leads or call-outs for content. Previous years the region was aligned with Greater Portland for media representation, so as a result of this shift from proactive pitching and hosting, our media results will be lower due to solely responding to the leads and media opportunities generated through Travel Oregon and potentially Greater Portland.</p>
<p><b>#7. Media Hosting &amp; Outreach</b>            -Contract with a PR firm for Gorge assistance to work in conjunction with CCTCA PR representative on:</p> <ul style="list-style-type: none"> <li>• Hosting media research tours</li> <li>• Additional PR opportunities that arise</li> </ul>	<p><b>Outcome:</b> Media hosting goals to be determined this first year as a new benchmark</p>

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

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p><b>#8. International Sales</b></p> <ul style="list-style-type: none"><li>- Identify product development opportunities, training for businesses, and establish suggested itineraries with tourism partners for future FIT promotion and bookings</li></ul>	<p>Align with Travel Oregon's Global Sales team to provide the necessary training and increased education for tourism businesses in how to create properly priced product/experiences for doing business in these markets</p>
<p><b>#9. Domestic Sales</b></p> <ul style="list-style-type: none"><li>- Identify product development opportunities, training for businesses, and establish suggested itineraries with tourism partners for future domestic and Canadian promotion and bookings</li></ul>	<p><b>Outcome:</b> Position tourism partners in both the Gorge and Mt. Hood to be group-friendly and receptive tour operator-friendly so they are ready to promote and sell their product in FY15-16. Include FIT-friendly and group-friendly lodging properties, group-friendly restaurants and attractions, and create suggested packaged itineraries</p>

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

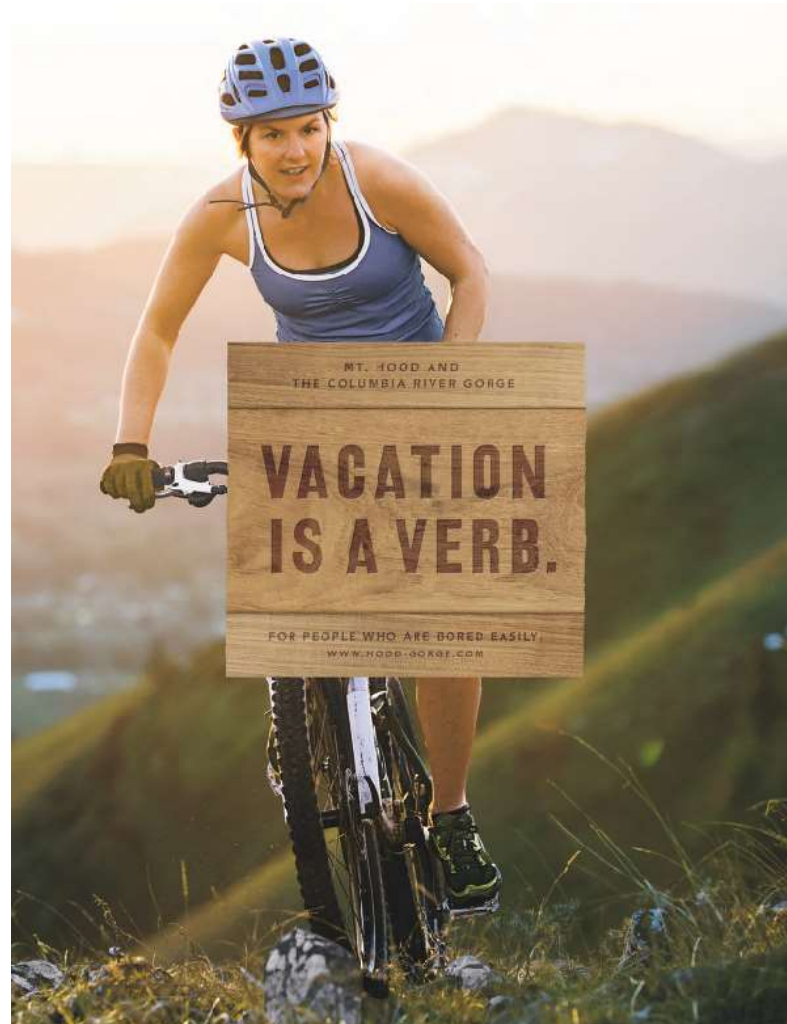
STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#10. PhoCusWright research co-op</b> -Purchase PhoCusWright travel research through Travel Oregon group subscription program</p>	<p>Leverage PhoCusWright's extensive library (500+) of national and international research studies/reports that provide 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> 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.

The image shows a person standing in a shallow river, fishing. The background is a lush, green forest with tall trees. The text is presented in a clean, sans-serif font.

Mt. Hood & Columbia Gorge. Come for the fall colors. Then pick some of that color and eat it.

The image shows a young girl with a joyful expression, holding several bright red apples. She is wearing a white long-sleeved shirt. The background is a soft-focus green, suggesting an orchard or farm setting. The text is presented in a clean, sans-serif font.

Class 3 rapids in session. Mt. Hood and Columbia River Gorge. For people who are bored easily.

The image shows a person in a red kayak navigating through white-water rapids. The water is turbulent and foamy, and the surrounding rocks are visible. The text is presented in a clean, sans-serif font.

# 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
    - Mike Glover, Executive 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.)