

Oregon

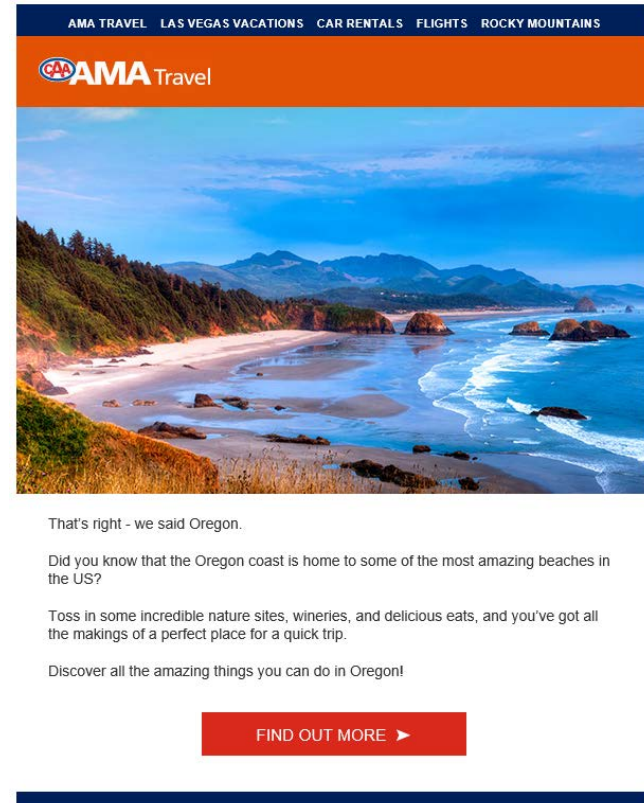
Wrap up - 2018

Targeting & Tactics

- **Target Audience:**
 - Adults aged 21+
 - Couples and families
 - AMA Segments: Experienced Explorers, Experienced Outdoorsies, Digital Hipsters, White Picket Fencers
- **Media/Tactics**
 - Email, Google Adwords, Social Media, AMATravel Landing Page, Edmonton Global News

Marketing Activity

- Email
 - Number of Campaigns: 1
 - Total Emails Delivered: **9,161**
 - Open Rate: **62.7%**
 - Click Through Rate: **5.7%**
 - Click-to-Open Rate: **9.1%**
 - Sales: **\$477.66**



Marketing Activity

- Social Media

- Facebook

- 2 posts
 - Impressions: over 2,000
 - Engagements: over 25

- Twitter

- 2 tweets
 - Impressions: 884
 - Engagements: 4



Marketing Activity

- Webpage stats
 - Page Views: 108,294
 - Average time on Page: 03:51
 - Bounce Rate: 43.04%
- Paid Social Campaigns
 - Facebook (one paid post)
 - Clicks: 294
 - Impressions: 25,949
- Dedicated Articles
 - *Quick Trips: How to Plan a Trip to Oregon*
 - *Festival pages*



FIND EXCLUSIVE HOTEL OFFERS WITH AMA TRAVEL!

Welcome to AMA Travel's Quick Trips! On top of our Best Price Guarantee, we're registered with several of our partners across Western Canada and the U.S. to get our members exclusive offers with additional benefits and even better pricing, so you can save BIG on your next quick trip!

Just look below for amazing savings on hotels in the Rocky Mountains, for romantic weekends in Alberta's largest cities, and for quick getaways into B.C. And be sure to check back often, because we're always updating our list with new exclusive offers!



FIND AN EXCLUSIVE HOTEL DEAL

Stay with our partners and enjoy savings up to 30% off the best available hotel rates across Western Canada and the U.S., all while getting additional perks and benefits.

[Look below for hotel deals!](#)



FIND FESTIVALS & THINGS TO DO

We know the ins and outs of Alberta and our neighbours' great backyard. Search our rollicking of festivals and activities, such as the Fringe Festival in Edmonton, the Calgary Stampede, the Banff Gondola, Dark Sky Festival in Jasper, and more.

[FIND FESTIVALS](#)



DISCOVER SAVINGS ALONG THE WAY

Discover all the discounts our members receive from our hundreds of rewards partners along the way, including Enterprise Car Rental, Marlin's Club Creamery, and many others.

[FIND AMA REWARD PARTNERS](#)

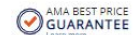


ENJOY YOUR QUICK TRIP

We'd love to see how much fun you had on your quick trip! Share photos with us on Facebook, Instagram, and Twitter!

[#ExploreWithAMATravel](#)

EXCLUSIVE HOTEL PARTNER DEALS



FILTER HOTELS BY:

Canadian Destinations
☐ All
☐ Banff
☐ Calgary
☐ Canmore
☐ Dead Man's Flats
[See all...](#)

USA Destinations

☒ All
☐ Billings
☐ Cedar City
☐ Great Falls
☐ Kalispell
☐ Mesa
☐ Orlando
☐ Palm Desert
☐ Palm Springs
☐ Park City

HOTEL DEALS

SORT BY: PRICE ▼

KALISPELL



Hilton Garden Inn Kalispell ★★★★★
 AMA MEMBERS SAVE UP TO 10% AND EARN HONORS POINTS

MEMBER PRICE
 Starting from \$108

[CHECK AVAILABILITY](#)

CEDAR CITY



SpringHill Suites by Marriott Cedar City ★★★★★
 SAVE UP TO 15% OFF BEST AVAILABLE RATE

EXCLUSIVE MEMBER PRICE
 Starting from \$99 - \$101

[CHECK AVAILABILITY](#)

Oregon Sales Numbers

- A comparison of Oregon Flight & Hotel bookings and sales for 2017 and 2018

Oregon 2017		
Air	44	\$ 19,600
Car	36	\$ 10,805
Hotel	83	\$ 18,200
Insurance	366	\$ 34,801
Grand Total	529	\$ 83,406

Oregon 2018		
Air	117	\$ 40,411
Car	92	\$ 28,239
Hotel	136	\$ 34,304
Insurance	770	\$ 73,275
Grand Total	1115	\$ 176,229

Change in Pax	Change in \$
165.9%	106.2%
155.6%	161.4%
63.9%	88.5%
110.4%	110.6%
110.8%	111.3%