



TRAVEL



OREGON

MARKETING UPDATE

Spring 19 Results / Japan / Fall 19

10.15.19

OBJECTIVE

SPRING 2019

Inspire people to come find
happiness off-the-beaten-path,
all over Oregon.

RECAP

SPRING 19

Media Objective:

Inspire Active Adventurers to book their Oregon vacation allowing them to experience all the "Slightly Exaggerated" places and things Oregon has to offer.

Key Markets:	Portland, San Francisco, Seattle
Flighting:	3/19 – 5/12



CAMPAIGN SNAPSHOT

17M

VIDEO COMPLETES

76%

VIDEO COMPLETION RATE

816K

CLICKS TO TO.COM



ATTRIBUTION PARTNERS

Hotel bookings tracked by
Adara tracking:

17,806



YoY bookings to
Oregon are up by an
overall average of



137%



WEBSITE PERFORMANCE

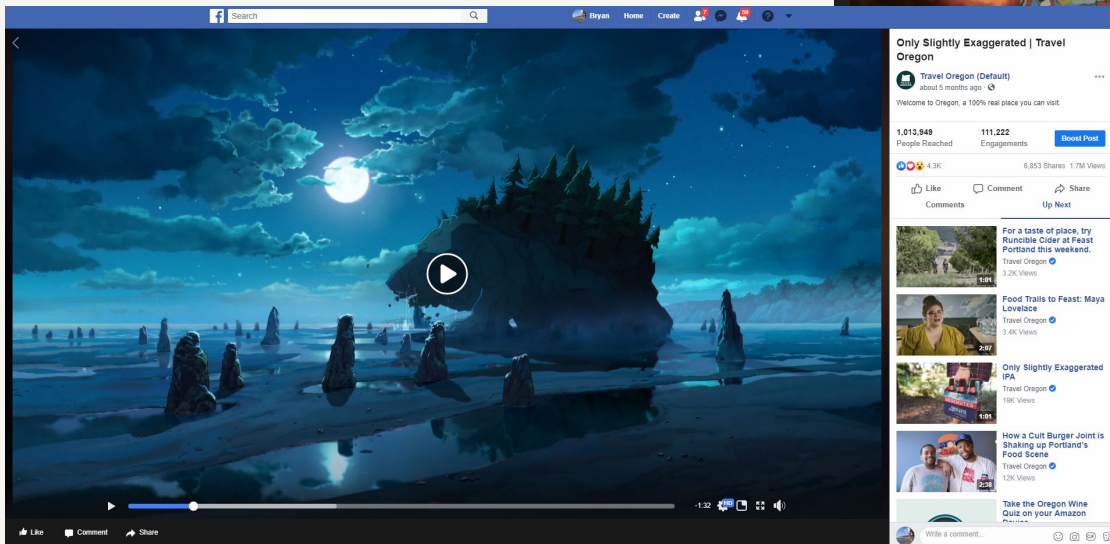
	Change YOY
Sessions	36%
Users	35%
Pages/session	20%
Engaged users	29%

VIDEO

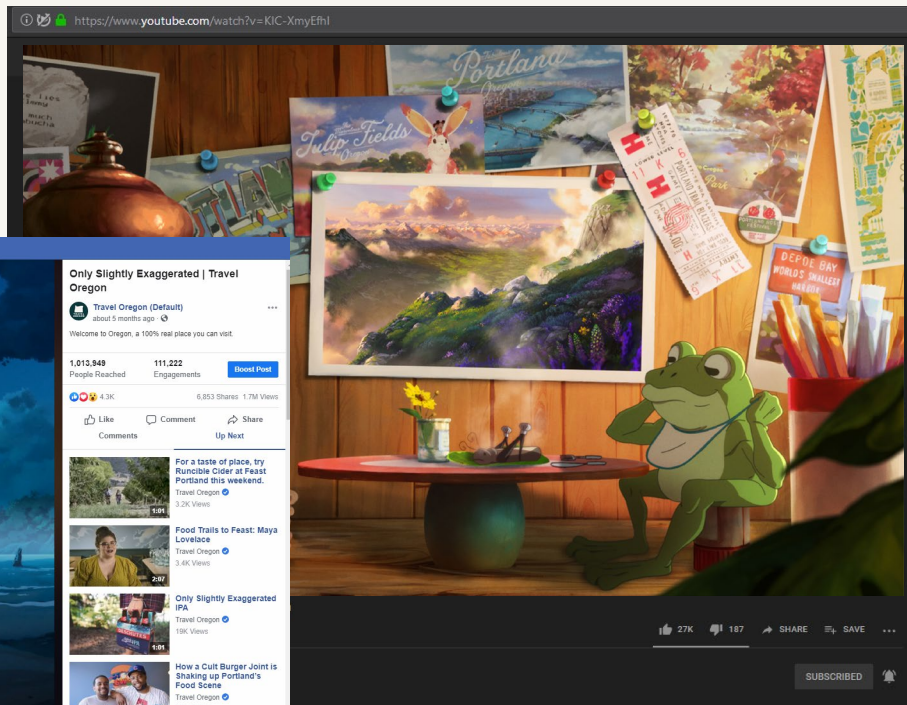
4.2M

Video Views

Facebook



YouTube




SOCIAL MEDIA

Video Ads

Travel Oregon (Default)
April 5 at 6:00 AM · 🌐 · 🌐

Welcome to Oregon, a 100% real place you can visit.



973,987
People Reached

106,653
Engagements

[Boost Post](#)

👍👍👍 4.1K 439 Comments · 6,665 Shares · 1.6M Views

Instagram Stories

Travel Oregon (Default)
April 15 12:09 PM

**Swipe up for
20 favorite
Oregon hikes**



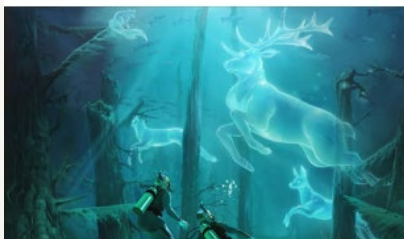
Seen by 10308

Share Highlight More

Click Ads

Travel Oregon (Default)
Sponsored · 🌐

When you're ready for a different kind of road trip — one that really piques your curiosity.



TRAVELOREGON.COM
Oregon Oddities and Offbeat Destinations

[LEARN MORE](#)

Influencers


traveloregon · Follow
Wildlife Safari

traveloregon Did you know that Oregon is home to the most successful cheetah preservation program outside of Africa? Rob from @2TravelDads here sharing highlights from our family road trip from Southern Oregon to the Oregon Coast. Follow along for the next three days as we recap our adventures inspired by the new "Oregon, Only Slightly (More) Exaggerated" video.

@WildlifeSafari outside of Roseburg is a member of Species Survival Plan (SSP), which ensures genetic diversity in dwindling species around the globe. Part of the Wildlife Safari's approach to preservation is educating visitors with its Cheetah Ambassador

16,593 likes
APRIL 17

Log in to like or comment.



PR RESULTS

41

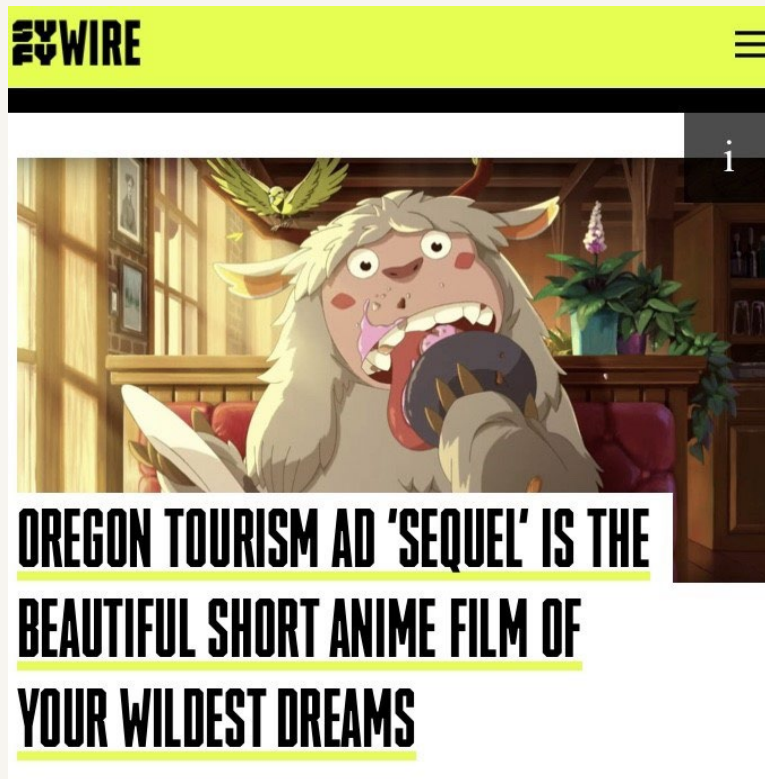
Number of Stories

113.6M

Circulation

9/10

Average Story Score



SPANISH LANGUAGE CONTENT

LAS MEJORES RUTAS PARA VER FLORES SILVESTRES

Publicado originalmente en inglés



En Mt. Hood y el Columbia River Gorge

Mosier Plateau Dirijase hacia el este a lo largo del Columbia River Gorge hasta la meseta **Mosier Plateau** para disfrutar de una caminata de 3 millas y media, una cascada, un paseo por un cementerio pionero y praderas con flores silvestres en abril y mayo. Lleve a su familia, perros y todo lo necesario para un picnic. Asegúrese de usar protector solar, ya que no hay sombra.

Rowena Plateau con un circuito de 2 millas a través de la meseta. Flores amarillas, lilas y blancas cubren el camino. Si quieres un reto mayor, del mismo estacionamiento en la reserva natural **Tom McCall Nature Preserve** toma la subida empinada hacia el hito McCall Point, 3.4 millas ida y vuelta. Verás las flores conocidas como lupino púrpura y pincel indio escarlata.


Badger Creek Wilderness es un recorrido de 7.2 millas con una elevación de 3,250 pies hasta el hito El hito **Ball Point**. El esfuerzo será recompensado con maravillosas vistas de un manto de colores formadas por flores silvestres como, el lupino púrpura, el pincel indio y la estrella de la pradera.



TRAVEL OREGON

Places to GoThings to DoPlan Your Trip

Travel GuideColumbia RiverGorge



Strategic Location • Top Rated • Favorite Trip • Last Modified: 2023-04-04


LAS MEJORES RUTAS PARA VER FLORES SILVESTRES

Publicado originalmente en inglés

By: De La Torre, Author

May 4, 2023

El artículo es una combinación de la presentación y el contenido de los gráficos y el contenido de Oregon, no una traducción de contenido para los niños. El contenido de flores silvestres también es un recurso y un recurso de la zona. Aquí hay algunas ideas de las mejores rutas para ir a observarlas.



Strategic Location




En Mt. Hood y el Columbia River Gorge

Mosier Plateau Dirijase hacia el este a lo largo del Columbia River Gorge hasta la meseta **Mosier Plateau** para disfrutar de una caminata de 3 millas y media, una cascada, un paseo por un cementerio pionero y praderas con flores silvestres en abril y mayo. Lleve a su familia, perros y todo lo necesario para un picnic. Asegúrese de usar protector solar, ya que no hay sombra.

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ADVERTISEMENTS



OSE JAPAN ACTIVATION



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MURAL TRAIL FAM



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DELTA SKY CLUB



OSE JAPAN

DELTA SKY CLUB



FALL 2019



AUDIENCE

FALL 2019

People who already love Oregon
but might not appreciate winter
in our gorgeous state.

CREATIVE APPROACH





FALL 2019 MEDIA

- OUT OF HOME
- PRINT
- DIGITAL



FALL 2019 MEDIA

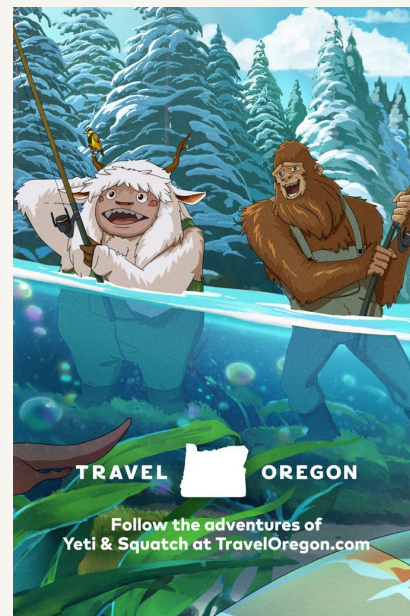
- OTA
- SEARCH
- CUSTOM CONTENT



Sunset



TRAVEL+
LEISURE



SOCIAL MEDIA




SOCIAL MEDIA ROLLOUT


Tuesday



SOCIAL MEDIA ROLLOUT

Wednesday

 **traveloregon**
12:00 pm - Wednesday, October 16 PDT



Just like Yeti & Squatch, you too can go birding in the Klamath Wildlife Refuge, located along the Pacific Flyway and home to more than 350 bird species. 📍: @random.fascinations

Thursday

 **Travel Oregon (Default)**
4:00 pm - Thursday, October 17 PDT

Soak up all of Southern Oregon's natural treasures this winter.



TRAVELOREGON.COM

Winter Trips in Southern Oregon - Travel Oregon

Southern Oregon is home to a tremendous cache of natural treasures. Here's

SOCIAL MEDIA ROLLOUT

Friday



Travel Oregon (Default)

4:00 pm - Thursday, October 17 PDT

Soak up all of Southern Oregon's natural treasures this winter.



TRAVELOREGON.COM

Winter Trips in Southern Oregon - Travel Oregon

Southern Oregon is home to a tremendous cache of natural treasures. Here's

Saturday - Monday



Travel Oregon (Default)

12:00 pm - Saturday, October 19 PDT

Winter might be birding's best season in Oregon.

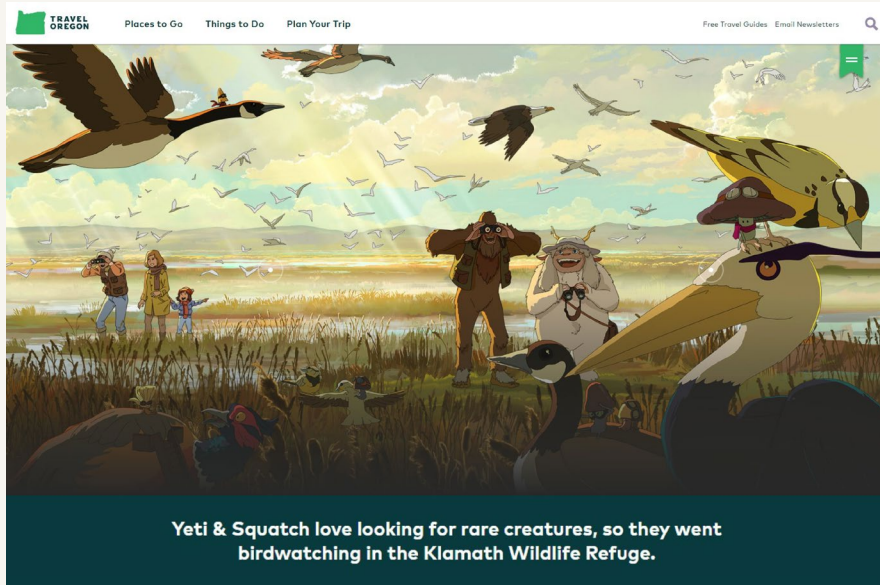


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Winter Birding - Travel Oregon

Winter is a wonderful time to look for feathered visitors. Oregon's wildlife areas

TRAVELOREGON.COM



YOU CAN SPOT WILDLIFE ACROSS OREGON — ALL SEASON LONG.



YOU CAN SPOT WILDLIFE ACROSS OREGON — ALL SEASON LONG.



Winter Trips in Southern Oregon

Southern Oregon is home to a tremendous number of natural treasures the nation's deepest lakes, by the shores of an ancient volcano. Wildlife refuges for world class wintering and wildlife refuges on the Pacific Oregon that are home to thousands of geese, herons, bald eagles, osprey and other birds as they rest or fish in the wetlands during their winter migration. There's time to take a road trip and make it all up this winter.



Woodstock for Birders

Find out why so many people flock to this diverse winter region each winter.



Winter Birding in Oregon

Head outside to see migrating and overwintering birds in Oregon's wildlife areas.



Winter Wildlife on the Coast

Visitors want for tidepools, thousands of whales, bottlenose sea lions and more.



Walk on the Wild Side

Spotting threats like a hawk with the wild — and Oregon has many opportunities for animal encounters.

BOOK



Thank you

