

Oregon Tourism Commission

Staff Report | September 2018

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OPTIMIZE STATEWIDE ECONOMIC IMPACT

Drive business from key global markets through integrated sales/marketing plans leveraged with global partners and domestic travel trade

STRATEGIC PARTNERSHIPS AND GLOBAL SALES

International Association of Golf Tour Operators

Golf tour operators from 25 countries descended on Oregon to celebrate the 10th annual North America Golf Tourism Convention (NAC). The tour operators participated in a record number of familiarization tours to experience, first hand, Oregon's award-winning golf. The convention, staged by global golf tourism organization IAGTO (International Association of Golf Tour Operators), was held June 24-27, 2018 at Sunriver Resort, in Central Oregon, and saw a total of 381 attendees.

All seven regions were highlighted at the "Taste of Oregon" welcome reception, Sunday, June 24, 2018. The event kicked-off the convention and allowed attendees to interact with our partners from around the state by sampling sips and bites from each region. In addition to the tasting lounges, attendees filled their dinner plates with a menu full of Oregon ingredients courtesy of the Oregon Crab Commission, Olympia Provisions, Rogue Creamery, Stoller Winery and many more.



We know this opportunity to partner with IAGTO, Central Oregon Visitors Association and Sunriver Resort to showcase Oregon's spectacular golf has built new relationships that will develop visitation for years to come.



TRADESHOWS AND SALES MISSIONS

Flight Centre Expos: Sydney and Melbourne Australia, July 29, 2018 + August 12, 2018

Travel Oregon, in partnership with Travel Portland, led and participated in the annual Flight Centre Discover America Expos in both Sydney and Melbourne. These expos align with solicited tactical air specials by Flight Centre with all major USA carriers (Delta, Virgin, United, Air NZ, Qantas, American, Hawaiian) who also exhibit on the show floor. More than 20,000 Australians attended each individual show to look at the air specials, book USA holidays and then make their way throughout the show floor for itinerary planning.

Australia & New Zealand Sales Calls and Media Desk Sides: August 18 – 26, 2018

Travel Oregon met with airlines, media and tour operators in Sydney, Melbourne, Brisbane and Auckland. Travel Oregon was invited to participate in United Airlines "trivia night" promoting Oregon via trivia questions with 120 of United Airlines top producing agencies.

Spotlight on the Northwest: Pendleton, Oregon, August 26-28, 2018

Travel Oregon is a sponsor of Spotlight on the Northwest, a tourism conference which combines educational seminars, networking functions and a trade show. Operators are primarily domestic, including Canada, and range from small operations to large receptive companies.

La Cita: Fort Lauderdale, Florida, September 4-6, 2018

For the first time, Travel Oregon will attend La Cita, a boutique gathering of travel professionals focused on Latin America. Travel decision-makers will gather for pre-matched appointments, seminars, and social functions designed to help encourage networking and new industry partnerships.

Ailleurs Voyages and Jetset Voyages Consumer Event: France, September 6, 2018

Travel Oregon with Ailleurs Voyages and Jetset Voyages will participate in an Oregon consumer event in Trets (near Aix-en-Provence). Ailleurs Voyages Trets Director, Sylvie Basso, was a guest during an Oregon trade fam in the spring of 2017. Following this fam, she built a 10-day Oregon itinerary for a group of 20 to 25 of her top clients. At the event the itinerary will be presented as a guaranteed departure to a panel of 60-80 of the company's top clients. A fly-drive component will also be presented at the reception.

Visit USA Cinema Roadshow: Germany, September 12-13, 2018

These VUSA shows will take place in cinemas in two cities in Germany, Erfurt and Dresden. Each show will feature a 15-minute presentation on screen with our German office presenting to over 65 travel agents. The presentation focuses on the 7 regions and includes iconic photos, video content, and a table with a display of Oregon collateral, brochures and maps.

Kuoni - Vacances Fabuleuses Roadshow: France, September 13, 2018

Kuoni - Vacances Fabuleuses is organizing a full day road show in the cities of Rennes and Nantes in France. In each city, Travel Oregon's French office will meet with 40 different travel agencies to introduce Kuoni - Vacances Fabuleuses' new US products. Kuoni recently launched their first Oregon fly and drive itinerary. Guests will be top selling agents from Kuoni throughout France.

Brand USA Sales Mission: India, September 21-28, 2018

Travel Oregon, along with Tualatin Valley and America's Hub World Tours, will participate in the Brand USA seventh annual Sales Mission to India. The mission provides the platform for U.S. Destination Marketing Organizations (DMOs) and suppliers to interact directly with tour operators, airline representatives, travel agents, MICE (Meetings, Incentives, Conventions, and Expositions) buyers, and media. The focus is to encourage Indian visitation to the United States and to educate the Indian travel industry on the limitless potential of the U.S. as a travel destination. This year Travel Oregon will continue to focus on travel trade, Indian receptive tour operators, and school group operators.

RESEARCH TRIPS

Brand USA Mexico Fam (media): September 17-20, 2018

Travel Oregon, in partnership with Brand USA, will host a familiarization tour for four qualified media representatives from Mexico. The tour showcases Portland, the Oregon Coast and the Willamette Valley.

Brand USA China Fam: September 19-23, 2018

Travel Oregon, in partnership with Brand USA, will host a familiarization tour for nine tour operator product managers from Chengdu, China. The tour showcases Portland, the Oregon Coast and the Willamette Valley for these qualified business to business (B2B) travel buyers.

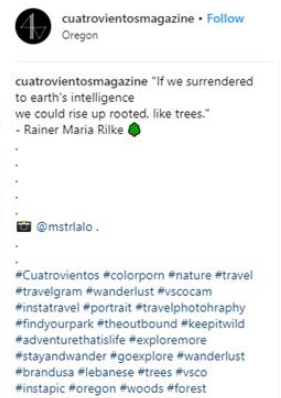
Brand USA Mexico Fam (trade): September 24-27, 2018

Travel Oregon, in partnership with Brand USA, will host a familiarization tour for eight tour operator product managers from Mexico. The tour showcases Portland, the Oregon Coast and the Willamette Valley for these qualified B2B travel buyers.

MEDIA FAMS

Cuatrovientos Magazine: Mexico, June 20-26, 2018

Cuatrovientos Magazine from Mexico City features stories on outdoors, gastronomy and culture and is targeted to readers ages 18-35. On their trip, they experienced Oregon's scenic outdoor beauty and Portland's character, culture and culinary scene. In addition to Portland, they visited Pacific City, the Willamette Valley, Mt. Hood and the Columbia River Gorge and documented the visit on Instagram and their website.



Food and Travel Mexico: Mexico, June 24-28, 2018

The Editorial Director and photographer from *Food and Travel Mexico*, the top food and travel publication in Mexico City, visited Portland and the Willamette Valley and stopped at attractions, farmers markets, craft breweries/wineries/distilleries, trendy restaurants and learned about the story of the culinary scene in Portland and neighboring Willamette Valley.



Globetrotter Guide Book: Japan, July 14-18, 2018

An editor from *Globetrotter Guidebook* Japan traveled to Oregon in July to update the 2019/2020 edition of this trusted guidebook for Japanese travelers. Globetrotter added an entirely new section to the guide for the Eastern Oregon region. The 2019/20 Globetrotter Guidebook will be published in Fall 2018.

Vita Magazine: Canada, August 3-6

A writer from *Vita Magazine* visited Manzanita and spent the weekend exploring the Oregon coast. Coverage will include shopping, restaurants, and hiking.

Le Devoir: Canada, August 7-12, 2018

Le Devoir is a daily newspaper in Montreal, Canada with a circulation of 1,135,000. The sole focus of the trip was Eugene and Springfield and will produce a 2-page story. The writer is covering cycling, outdoor activities, Eugene and Springfield murals, Alton Baker Park, Shelton-McMurphey-Johnson House and the Saturday market. Information on a day trip to the coast will also be included.

Goodlife Magazine: Canada, August 24-31, 2018

The Goodlife Magazine is a luxury publication in the Toronto area with a circulation of 40,000+. It is distributed to high income homes. The focus of the story is wineries, both urban and in the Willamette Valley. Coverage will include where to eat, stay, places to visit as well as how to get there.

Los Sabores de Mexico y el Mundo: Mexico, September 5-20, 2018

Los Sabores de Mexico y el Mundo is a food and travel website geared toward foodies with a passion for travel and various food experiences. Based in Mexico City, the site receives 285,320 unique visitors per month. The writer and photographer will report on each hotel, restaurant and city visited. Prior to attending Feast, the journalists will participate in a Travel Oregon pre-Feast fam tour.

Enroute Magazine: Canada, September 12-16, 2018

EnRoute Magazine is Air Canada's inflight publication and has a circulation of more than 1 million. The writer will visit Portland and the Willamette Valley and will cover food, travel, and city hiking in Forest Park.

Pacific Tours: Scandinavia, September 2018

Travel Oregon has partnered with Pacific Tours, a Travel Agency in Denmark, and Iceland Air, to host a freelance videographer and vlogger who runs a YouTube and Instagram channel for lifestyle, travel, and fitness. The content will also appear on Pacific Tours media channels. The visit to Oregon will focus on the culinary scene, outdoors, nature, horseback riding, kayaking, craft beers, wine, and coffee culture in Portland, on the Coast and in Southern Oregon.

TRADE FAMS

Zonvaart Destinations: Netherlands, September 2018

Zonvaart Destinations, a 50-year-old travel agency in The Netherlands that specializes in tailor-made travel, sent two of their top selling specialists to Oregon to develop Oregon itineraries for their clients. They will experience the Portland Region, Central and Southern Oregon and the Oregon Coast.

MEDIA EXPOSURE

BCAA Magazine: Canada, June 2018

BCAA Magazine highlighted stops along the Oregon Coast as part of an article on taking a road trip down the Pacific Coast Highway. This magazine has a circulation of 475,000. Visit the website to read the article here (beginning on page 11):
<http://digital.canadawide.com/i/992987-summer-2018/9>



CTV: Canada, August 2018

Oregon was featured once again on CTV's morning segment as a weekend getaway destination that has "something for everyone". The segment discussed Cannon Beach, Oregon wine country, hiking, biking, and white-water rafting in Eastern Oregon, as well as Portland's craft breweries and food culture. Visit the website to view the coverage at:
<https://bc.ctvnews.ca/video?clipId=1453585> (Oregon coverage begins around the 3:00 min. mark).

NEW PRODUCT

Amplitudes Creator de Voyages, France

As a result of a French Sales Mission in Toulouse two years ago, Amplitudes Creator de Voyages changed their previous 3-day itinerary to a 16-day Oregon only itinerary. Amplitudes is a well-versed French travel creator and is a sustainable company recognized for the quality and the relevance of its work in its four trades: the group trip, the leisure trip, the business trip and the adapted trip. Though they tailor-make travel, the new itinerary suggests 3 nights in Portland, 2 in Newport, 1 in Bandon, 1 in Grants Pass, 1 at Crater Lake, 2 in Bend, 2 in Fossil, 1 in Baker City, 1 at Wallowa Lake, 1 in Pendleton and 1 in Hood River.

Facilitate the development of world-class tourism product
in partnership with community leaders, tourism businesses
and key agencies

PRODUCT DEVELOPMENT

Oregon Food Trails

In response to the growing interest of visitors in accessing the bounty of Oregon's agricultural goods and the growing interest of communities in promoting their local agricultural goods to visitors, Travel Oregon has developed the Oregon Food Trails program. The purpose of the Oregon Food Trails program is to provide a template for tourism communities across Oregon to identify their strongest agritourism providers and to consistently promote them to Oregon visitors.

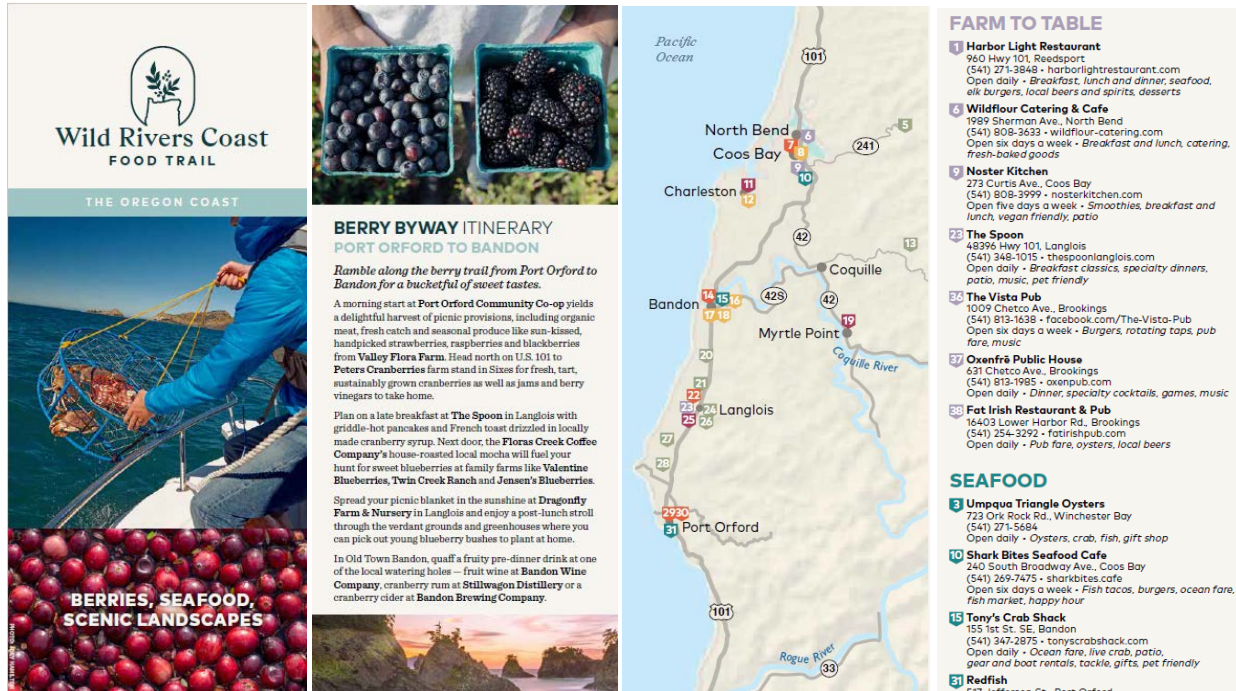
To date, Travel Oregon has developed selection criteria for different types of businesses to be included into an Oregon Food Trail, created a statewide logo and brand guidelines toolkit and developed a brochure template. Looking ahead Travel Oregon is working on a Food Trail section for TravelOregon.com to host all of the Oregon Food Trails in one place for visitors.



Wild Rivers Coast Food Trail

Travel Oregon worked with the Oregon Coast Visitors Association and the Eat Fresh and Local Action Teams from the Southern Oregon Coast and Wild Rivers Coast Tourism Studios to launch the [Wild Rivers Coast Food Trail](#) during the first week of July. This was the first Food Trail that was developed using the Oregon Food Trails brand guidelines.

The Wild Rivers Coast Food Trail extends from Reedsport to Brookings and has a focus on the region's berries, seafood and scenic landscapes. The 40 participating businesses include farms, farm-to-table restaurants, seafood establishments, markets, craft beverage makers, and artisan producers. Brochures are now available in all Oregon welcome centers, at food trail businesses and in 101 hotels along the Southern Oregon Coast.



Great Umpqua Food Trail

Travel Oregon worked with the Umpqua Economic Development Partnership, the City of Roseburg and the Agritourism Action Team from the Umpqua Valley Tourism Studio to launch the [Great Umpqua Food Trail](#) in August. The trail includes 65 agritourism businesses throughout Douglas County and highlights the region's farmers markets, boutique wine and riverscapes. Umpqua Food Trail brochures are now available at all Oregon Welcome Centers, participating businesses and at 100 hotels in Douglas County. An [article highlighting the Great Umpqua Food Trail](#) was published on TravelOregon.com on August 7.

East Gorge Food Trail

Travel Oregon worked with the Columbia Gorge Tourism Alliance and the Culinary and Agritourism action team from the Gorge Tourism Studio to launch the East Gorge Food Trail in August. The trail extends from Mosier to The Dalles and into Dufur and highlights the region's orchard fruits, wheat country and cascade volcanos. The 30 participating businesses include craft beverages, lodging, farms and orchards, farm to table restaurants and markets. East Gorge Food Trail brochures are now available at Oregon Welcome Centers, participating food trail businesses and at 73 hotels in the Columbia River Gorge National Scenic Area.

Mt. Hood/Sandy/Estacada Visitor Profile Study

Travel Oregon partnered with Oregon's Mt. Hood Territory and local communities to conduct a visitor profile study along this highway corridor and down to Estacada. The primary objective of the study is to provide information about visitors to Mt. Hood area for

strategic marketing, destination development and management efforts. This research also describes the transportation preferences of visitors which will influence future transportation planning efforts for “around-the-mountain” slated to start later in 2018. The project is currently being finalized, but below are key project development statistics available at this time:

- Sample size: 995
- Surveys were collected in 17 different locations throughout the region between March 2 and June 26.
- Analysis was grouped into four major locations: Sandy, Estacada, ski resorts, and other locations along Highway 26.
- Analysis was grouped into two seasons: spring and summer
- The presentation deck is in final stages of development and will be delivered to Travel Oregon by the end of August.
- The project team will accept feedback from stakeholders until September 14, after which point a final written report and presentation deck will be created.

Guide tourism in a way that achieves the optimal balance of
visitation, economic impact, natural resources conservation
and livability

ELECTRIC VEHICLE TRANSPORTATION

2018 EV Roadmap Road Trip

This past June Travel Oregon partnered with Forth Mobility, a Portland based organization that advocates for electric and autonomous transportation, and BYD Auto, a leading electric vehicle manufacturer, to host a pre-conference electric vehicle road trip in conjunction with Forth’s EV Roadmap 11 event in Portland.

This year’s road trip brought 32 conference attendees from across the county to taste wine at Stoller Family Estate and Winderlea Vineyard and Winery in an electric bus. The purpose of the road trip was to incorporate leisure travel into the conference experience for the attendees and to provide attendees an opportunity to learn more about how Oregon is leading the way in electric vehicle travel. Both wineries are part of the Plug + Pinot network in Oregon and have electric vehicle charging stations available for customers on site. The road trip was successful at showing off the wonders of Oregon tourism while also providing a replicable experience to the Willamette Valley in a non-combustion passenger vehicle.

Inspire overnight leisure travel through industry-leading branding, marketing and communications

PUBLISHING & CONTENT

South Willamette Valley Trip Idea

Travel Oregon worked with the South Willamette Valley Tourism Studio action team to develop a trip idea that highlights the key visitor ready experiences that were identified and discussed through the South Willamette Valley Culinary and Agritourism studio that occurred in March 2018. The [Treasures of the South Willamette Valley trip idea](#) promotes a three-day agritourism journey through Creswell, Veneta, Junction City, Alsea and surrounding areas in between. All the activities and business services highlighted were either discussed during the tourism studio as key assets or priorities for the area. The development of this trip idea falls under the Tourism Studio Marketing Roadmap efforts that are a collaboration between Travel Oregon's Destination Development and Global Marketing departments to accurately promote Travel Oregon's tourism studio communities using content that is developed in partnership with local partners.

SPRING 2018 FINAL CAMPAIGN RESULTS (MARCH 12 – MAY 6)

The “Only Slightly Exaggerated” (OSE) campaign launched on March 12 and used enchanting animation to inspire travelers to come find happiness off the beaten path, all over Oregon. We created a :90 second hero video, four :15s cutdowns and seven :06s cutdowns which were utilized throughout our owned, earned and paid channels. This campaign drove immediate viral success with over 4 million views of the :90s within the first week and over 10 million views by the end of the campaign – over 85% of views were organic. By the end of the campaign we were up over 39% in website sessions, the bounce rate was down by almost 36%, and we drove over 675 million impressions across paid, social and earned media. These numbers, and the over-delivery in almost every media category, reinforced the belief that compelling creative can drive strong results on all platforms.

Paid Media Results Overview

The spring campaign results for OSE were very strong. Below is a recap of our performance by channel.

- **Digital Video:** Premium digital video generated 10.7 million video views (:90s, :15s & :06s) with a video completion rate (VCR) of 94.7%, which was higher than industry benchmarks (78.2%) and last year's spring campaign (69%).
- **Digital display and programmatic video:** Average click through rate (CTR) for all partners was 0.40%, which beat the industry average (0.10%) and edged out the Spring 2017 campaign (0.39%).
- **Custom content:** Partnerships with Atlas Obscura and Thrillist produced over one million views and an additional 4.4K clicks.

- **OTA partnerships:**
 - On Sojern, we earned 597K views with a 99.1% video completion rate (above benchmark of 90%).
 - The TripAdvisor buy showed a 0.12% CTR, which was better than the industry average of 0.1%.
- **TV:** Delivered 56 million impressions across broadcast and cable programming due to hit shows like *The Voice*, *American Idol* and local sports coverage. This buy overdelivered by 18% (equivalent to \$122,000 spend)
- **Cinema:** Over-delivered 455K impressions for a total of 2.4 million impressions using a proven strategy of two two-week pulses over our spring flight and surrounding blockbusters and key franchises
- **Out-of-Home (OOH):** Over-delivered impressions by 25 million for a total of 70 million impressions (the over-delivery was equivalent to a \$335,000 spend)
- **Paid search:** This continued to be a consistent and cost-effective traffic driver. We maintained an outstanding cost per click (CPC) of \$0.63, which matched last Spring's results and generated over 166K clicks to TravelOregon.com, which beat last year by 127%.

Arrivalist

- Compared to our advertising control group, people who saw one of our ads were 1.7x more likely to travel to Oregon. They also stayed an additional 6 hours longer in market.
- Average time between first media impression and subsequent arrival in Oregon was 37 days.

Adara

- Digital media drove \$1.5 million in hotel revenue via 6,375 hotel bookings
 - OTA drove 63% of hotel revenue
 - Non-OTA drove 37% of revenue
- Average length of stay for this campaign (1.64 nights) was up 1.2% compared to the winter campaign.

Key Learnings – Paid Media:

- For digital display and video, contextually relevant content continued to successfully reach consumers.
- On social, Instagram takeovers (as executed via Instagram Stories) provided a limited timeframe to promote via paid media and resulted in a high cost per engagement (CPE). We will lengthen the takeovers in the future to allow for more paid media coverage.
- Towards the end of the campaign, we tested different remarketing strategies with our search agency (Logical Position) to learn how our creative performed with different audiences. We will take those learnings into our next winter and spring campaigns.
- We also tested buttoned versus non-buttoned versions on some of our banner ads to test whether a call-to-action (CTA) lead to more clicks. While the results were very

close, the buttoned version slightly beat out the non-button version. Further testing must be done before making any concrete decisions.

Campaign Landing Page (hub)

As stated in the previous report, the goal of the [hub](#) on TavelOregon.com was to immerse audiences in the experiences showcased by our creative and bring the magic of Oregon to life with campaign related content.

YoY - All Users	2018 3/12 - 5/6	2017 3/12 - 5/6	Week 8 Change
Number of sessions	715,068	513,006	39.4%
Number of users	547,497	403,143	35.8%
Pageviews	2,632,527	1,192,094	120.8%
Pages/Session	3.68	2.32	58.6%
Avg Session Duration	2:09	2:23	-9.8%
Bounce Rate	37.7%	58.9%	-36.0%
% New Sessions	72.0%	73.5%	-2.0%

The hub took visitors on a journey through Oregon, complete with animations (a combination of GIFs, parallax and html5 video) and calls-to-action (CTAs). The scenes and CTAs linked to deeper content – Trip Ideas (the connections to real places that aligned with ad creative) – as users moved along the path. When this campaign hub is compared to the hub from last year (Robot Fish), we see that:

- Overall user sessions were up 40% and page views were up 120%. While time on site was down slightly (9.8%), our bounce rate was lowered considerably by 36%. This is likely because we had deeper content supporting the campaign themes this year; time spent is lower because last year's site was video heavy,
- Traffic to the hub page was approximately 11% of overall traffic; winter, by comparison, accounted for approximately 3% of overall traffic.

Key Learnings:

- 25% of visitors to the hub page scrolled down 75% of the page to view content, while 41% of hub page visitors clicked for deeper content. This was the first time we utilized scroll depth on the new site, and we will use this number as a baseline for the future.
- The animated version of the page using parallax, GIFs and video did not boost page engagement over the static version of the page. Scroll depth remained consistent at the 25% mark over the course of the 12-week campaign.

Public Relations

Only Slightly Exaggerated (OSE) garnered outstanding media coverage following its March 12 launch. There were 154 media articles (127 online features and 27 broadcast and radio segments) with a circulation of 479.5 million and an average story score of 8.23 out of 10.

In comparison, Travel Oregon: The Game (TOTG) garnered 39 media articles reaching an audience of more than 200.6 million with an average story score of 8.7 out of 10. Prior to OSE, TOTG was our biggest PR campaign success to date.



A trippy and magical animation may inspire you to visit Oregon

Oregon is a beautiful place, but a new ad channelling Studio Ghibli-style animation is hoping to convince travellers it's a fantastical world.



In May, the Communications team travelled to New York City for appointments with top tier media. Leaving a piece of the OSE magic in their wake, media were given a gift basket of Oregon goodies that included handmade felted characters from the :90s.

Key Learnings – Public Relations:

- The unique creative brought the sense of wonder to life for national media. The photo package, with still images from the campaign video and real-life photos used by media, resulted in strong visuals in coverage.
- Local media was excited to cover the launch event that showcased the partnership with Travel Oregon and Wieden+Kennedy.
- With many people glued to their phones and worried about the news, the campaign message that people can find happiness in Oregon resonated with travel media and entertainment media alike.

KGW8 NEWS



PORTLAND, Ore. -- Oregon's natural beauty is being showcased in a colorful new video.

The creators, from Travel Oregon and Wieden+Kennedy, say the whole point of the video is to show people that Oregon is the place to visit

Paid Social Media

Spring 2018 had three key strategies driving three social KPIs: video views, clicks to TravelOregon.com and engagement. (see Appendix A for background on the Spring 2018 social media strategy)

The spring campaign results for social media were exceptionally strong and overdelivered on goals. Below is a snapshot of the paid distribution performance:

Ad Unit	Views or Clicks	Goal	Cost Per View (CPV) or Click (CPC)
:90 Hero Spot	733,944 views	270,000 views	\$0.01 CPV
:15 + :06 Spots	396,946 views	270,000 views	\$0.01 CPV
Article Click Ads	69,202 clicks	40,392 clicks	\$0.01 CPC

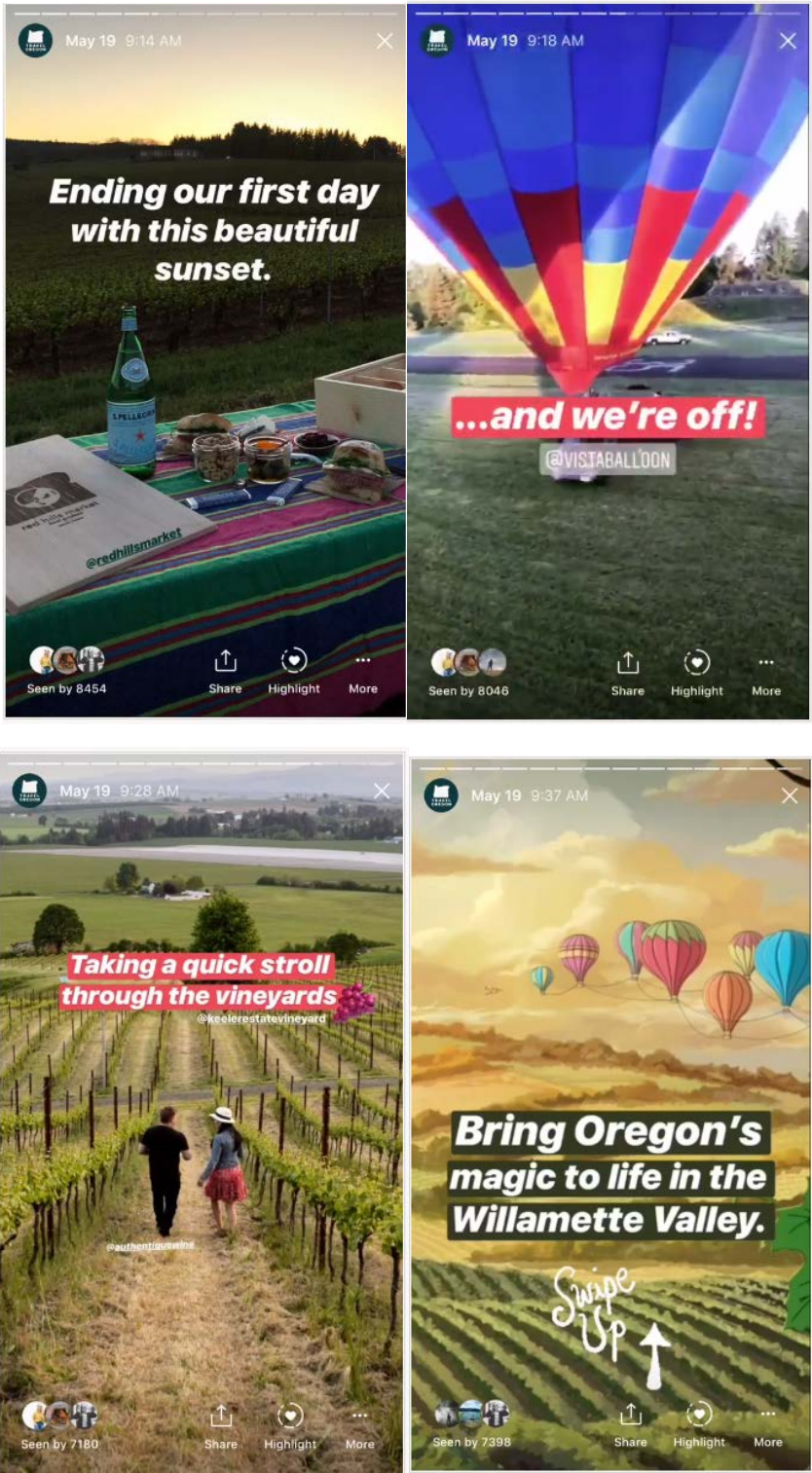
The OSE campaign quickly became a viral hit. Despite organic reach diminishing on Facebook, the viral nature and shareability of the video resulted in **organic views responsible for delivering 92% of overall reach**. For comparison, organic views for the salmon and Travel Oregon: The Game accounted for 5% and 28% of reach respectively.

Influencer Tour

To bring the magic of OSE to life, we sent 13 influencers across Oregon to showcase the activities and destinations featured in the campaign. We had 619,333 total impressions and total reach of 97,044. We collaborated with regional partners to pick locations, and the content went live in April through May. Influencers took over the Travel Oregon Instagram channel and supplied still images for our use. The chosen influencers reflected the welcoming spirit of the campaign and featured a range of people and abilities.

For example, influencer @roxy_de_la_torre brought the Willamette Valley (and the campaign creative) to life through an Instagram story that showed her touring waterfalls, wine tasting, and experiencing wine country from a hot air balloon. At the end of her experience our audience was directed to the featured stories on the region at the OSE hub page.

Snapshots of her Instagram story are below:



For a full list of influencers and the regions and activities featured, see the table below.

Instagram Handle	Region	Activities
<u>@unlikelyhikers</u>	Hood/Gorge	Rowena wildflowers; Mosier Creek; Columbia Gorge Discovery Center
<u>@fatgirlshiking</u>	Willamette Valley	Wooden Shoe tulips; Silver Falls hike; wine; beer
<u>@findmeoutside</u>	Eastern Oregon	Hiking in the Wallowas; barn tour; Joseph restaurants
<u>@noeldxng</u>	Eastern Oregon	Winding Rivers rafting trip; Hells Canyon
<u>@alivialatimer</u>	Portland Region	Downtown; parks; bridges; Mississippi Ave; Pittock Mansion
<u>@miaflora2</u>	Central Oregon	Lower Deschutes; fishing
<u>@thestolenword</u>	Southern Oregon	Biking Spence Mtn., Moore Mtn.; Klamath Falls; drone footage
<u>@roxy_de_la_torre</u>	Willamette Valley	Wine tasting; hot air balloon; waterfall hike; Spanish-language
<u>@medford.mom</u>	Southern Oregon	Crater Lake; zipline; Running Y; family
<u>@justin_bailie</u>	Hood/Gorge	Salmon River; Tiberline; Zigzag; Timothy Lake; fishing; camping
<u>@chaney</u>	Central Oregon	Canoeing; hiking; Riley Ranch
<u>@brooke_weeber</u>	Oregon Coast	Scenic corridor; Cape Blanco; Meyers Beach; Oregon redwoods; dog spots
<u>@ClimbingNColor</u>	Oregon Coast	Camping; Whaleshead beach; lighthouse; Prehistoric Gardens

Other Support

We sustained the enthusiasm at the end of the campaign by finding new ways to engage fans of characters and scenes from the campaigns across our platforms.

- **Felted Character (feltie) Distribution:** Feltie versions of characters from the OSE video were teased on social, and fans were asked to share their favorite magical places in Oregon. We chose 16 highly engaged fans by surprising and delighting them with their very own feltie.

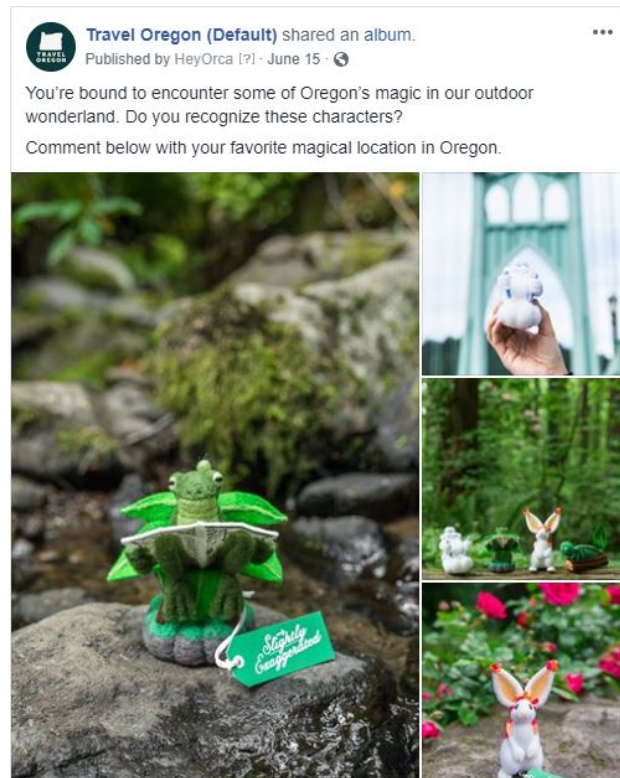
The diverse list of recipients included an environmental writer in Portland to Olympic decathlete Ashton Eaton, who enthusiastically responded:

“I think the same reason you created the video is the same reason I shared it. Oregon is special for all the reasons you outlined in the video but also because the people who are from there actually believe it is that fantastical.”

The promoted post reached 153,054 people, and 1,257 people responded by reacting, commenting and sharing their own magical places in Oregon.

- **Digital Wallpapers:** Because fans enthusiastically asked for a piece of the animation to keep as their own, we allowed fans access to downloadable phone and desktop wallpapers from the campaign.

We created a landing page that allowed fans to access the downloads after sharing their email address with us. Wallpapers were created for multiple devices and sizes.



More than 2,300 fans completed the process, resulting in 6,000 wallpaper downloads.

Both efforts were supported by a small media buy across our platforms.

Ad Unit	Impressions	Spend	Clicks	Cost Per Click
<i>Felties</i>	476,062	\$3,000	N/A	N/A
<i>Wallpaper</i>	269,931	\$831.07	1,730	\$0.48 CPC

Key Learnings – Social Media

- Video content:
 - In terms of engagement, the :90s became the most engaged piece of content in Travel Oregon social history before paid media was applied.
 - Short form content provided the most efficient ad unit cross platform. The percentage viewed of the :90s spot was consistent with longer videos we have created like the 360 videos for spring 2017¹.
 - Due to its large reach, the :90s spot developed most of the retargeting audience for click ads and shorter form content.
- Click Ads:
 - Retargeted content provided an efficient method of delivering articles to an already engaged audience.
 - Twitter provided the lowest CPC of any platform.

Regional Co-Op

The partner co-op for spring leveraged the OSE campaign by re-targeting consumers exposed to the OSE videos through Sojen (YouTube) with custom regional creative. Consumers were exposed to the custom regional :06s and companion banners, and the banners drove directly to regional pages with campaign creative. The stories on the regional page showed how consumers could experience the activities in the region, and we matched the co-op buy at 50%.

¹ The average percent viewed of each spot- :90s = 0.09%; :15s = 37.28%; :06s = 64.78%

SOJERN CO-OP: CAMPAIGN ASSETS



:06 video with regional end card



Regional banner ads



Landing page with custom itinerary

The buy over-delivered on impressions and video views for all partners:

Region	Spend		Goal	Delivered
Eastern	\$6,000 (including match)	Banner Impressions	500,000	654,153
		Banner Clicks		1,572
		Video Views	500,000	514,584
		Video Clicks		435
Hood/Gorge	\$12,000 (including match)	Banner Impressions	1,000,000	1,112,236
		Banner Clicks		3,450
		Video Views	1,000,000	1,036,526
		Video Clicks		938
Oregon's Mt. Hood Territory (for Portland Region)	\$12,000 (including match)	Banner Impressions	1,000,000	1,049,045
		Banner Clicks		2,158
		Video Views	1,000,000	1,048,320
		Video Clicks		957
Travel Southern Oregon	\$15,000 (including match)	Banner Impressions	1,250,000	1,384,849
		Banner Clicks		2,551
		Video Views	1,250,000	1,275,047
		Video Clicks		1,223
Willamette Valley Visitors Association	\$15,000 (including match)	Banner Impressions	1,250,000	1,383,615
		Banner Clicks		4,482
		Video Views	1,250,000	1,260,320
		Video Clicks		1,063

Posters

The compelling illustrations were a natural fit for poster distribution. We created seven movie size posters that will be distributed at state and regional welcome centers this summer and fall.



Murals

We are working with a non-profit, Forest for the Trees Northwest, to create seven regional murals across the state using images of the OSE campaign. The Travel Oregon team will build out earned media, social media, content, and sales opportunities around the murals.

The locations of the murals are within an approximate 60-minute drive of a regional media market that has completed a tourism studio and has alignment with the creative.

Installation will begin late this summer in the following locations:

- Eastern – Ontario
- Southern – Roseburg
- Coast – Tillamook
- Central – Prineville
- Hood/Gorge – The Dalles
- Portland – Tualatin Valley/Forest Grove
- Valley – Oakridge

Welcome Centers

OSE campaign elements were deployed to all seven welcome centers, including pop-up banners, postcards, stickers, and coloring sheets. Welcome Center staff received positive

comments from visitors about the campaign and visitors were especially delighted by the campaign-themed mementos distributed in the centers.



Only Slight Exaggerated graphics installed at the Oregon Welcome Center at PDX

Japan

This summer we tasked Wieden+Kennedy to find a spectacular way to launch the “Only Slightly Exaggerated” campaign in Oregon’s 2nd largest overseas market – Japan.

We use the word “spectacular” intentionally due to the naturally theatrical quality of everyday life in Japan - brands must be creative, captivating and fresh if they want to impact this market. We are currently working with the Global Sales team, BUSA, Delta, Wieden+Kennedy Tokyo, and our in-market reps to bring this idea to life in Spring of 2019.

WINTER 2018/2019 CAMPAIGN

In FY 18/19 we have a year-round campaign strategy to drive efficiency and provide longer lead times for partner cooperative marketing opportunities. In the Spring we will drive awareness of Oregon as a destination and drive traffic to Travel Oregon’s owned channels. In the Fall and Winter we will design marketing efforts to activate the communities built in the Spring (those communities being on social media, e-newsletter subscriber list, etc.) and retarget media towards those who engaged with Spring marketing efforts.

	Fall	Spring
Timing	October – December 2018	March – May 2019
Markets	Niche (Oregon + drive markets)	Broad (PDX, SF, SEA, PHX + national targeting)
Visitor Lifecycle Phase (s)	Planning, Booking	Inspiration
Primary Audience	Travel Oregon Fans (social media, e-news subscribers, etc.)	Active Adventurer (see Appendix B)

This winter we will be inspiring Oregonians and nearby drive markets to explore Oregon with the animated style of the OSE campaign.

We will leverage the OSE campaign creative to breathe life into our social channels for winter like we did for TV and OOH in spring. Using the tone and aesthetics of our Spring campaign, we will create weekly content highlighting each region with unique activities only available in Oregon's winter season.

Travel Oregon has held regional webinars and worked with partners to develop content recommendations for the campaign. We will launch this campaign October 15 and run paid media through December.

PROMOTIONS

Capitol Christmas Tree Project

Travel Oregon continues work with the Willamette National Forest (WNF), Willamette Valley Visitors Association (WVVA) and Chose Outdoors (CO) to promote the 2018 U.S. Capitol Christmas Tree which is coming from the WNF.

In November 2018, a modern-day wagon train carrying the Christmas tree and ornaments will begin its eastward journey from Sweet Home, OR following the path of the Oregon Trail in reverse. The wagon train will make stops in communities across Oregon and the country before arriving in Washington, D.C. Travel Oregon will work with the WNF and CO to have a presence at these events promoting outdoor recreation in Oregon through media outreach. The Public Affairs and Strategic Partnerships teams will be at the Washington, D.C. events

and are working with Oregon partners to represent the state at each event. The travel route, schedule and special events will be available at www.capitolchristmastree.com.

Travel Oregon will create content highlighting outdoor recreation opportunities in the WNF to leverage this opportunity. The content will highlight the four districts in the WNF and talk about the 50th Anniversary of the National Trails Act. Travel Oregon has created a communications plan with Weinstein PR to promote the events along the Oregon Trail as the tree heads to Washington, DC.

Oregon Trail 175th Anniversary

We continue to work with the Oregon Trail Coalition which is a collection of RDMOs, DMOs and state agency partner groups that are directly involved with the Oregon Trail and are interested in the commemoration. The coalition includes Eastern Oregon Visitor Association (EOVA), Hood/Gorge, Travel Oregon, Travel Portland, Oregon Mount Hood Territory, Oregon Travel Experience, Oregon State Parks, Oregon Department of Transportation and Oregon Heritage Commission.

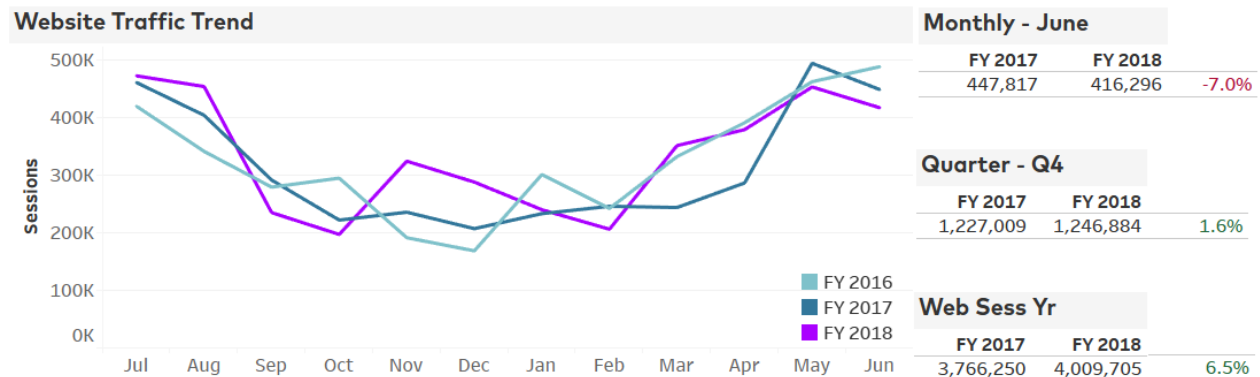
To support this effort Travel Oregon developed a print, digital and social program with 1859 Magazine which will run the September/October issue. The promotion tells the story of biking, hiking and camping the Oregon Trail including a brief history of the Oregon Trail. The core of this 10-page pullout section is a feature that follows the Oregon Trail through Eastern Oregon and into Oregon City with a fun and updated way to engage in history through hiking, biking and camping the Oregon Trail in summer and fall featuring Farewell Bend, Baker City, Pendleton, The Dalles, Barlow Road, and Oregon City.

- Online, we will have an interactive map showing the route, recreation areas, historical sites, an Eat Stay Play guide, plus events. This will also appear in print.
- We will augment the package in social with trivia posts on 1859 and 1889's² Facebook pages, as well as a photo contest that will play out on Instagram under the tag #OregonTrail175.
- Advertising opportunities were made available for the partners at discounted rates.

² 1889 is the Washington state publication

DIGITAL CONSUMER PLATFORMS

TravelOregon.com



Q4

In Q4 (April-June) traffic to TravelOregon.com was up 1.6% compared to the same period last year. Engagement trends held up well with Pageviews up 63%, bounce rates down 39% and session duration up 1.9%.

Annual

For FY 17/18, we closed out the year strong with a 6.5% bump in traffic to close at a record breaking 4 million sessions (our goal was 3.8 million sessions). Pageviews were up 146% (driven primarily by Travel Oregon: The Game, which had a higher than normal pages per session by design) and bounce rates were down 31% while session duration was up 10%.

We were very happy meeting these goals despite decreases in organic traffic. While organic traffic continued to be the biggest driver of site traffic (47%), it continued to trend down with FY 17/18 down 14% compared to FY 16/17. We are continuing to work with Miles Partnership to mitigate the losses in organic search. We are receiving quarterly reports on our search rankings and Miles provides us with a report of how our top keywords perform. The content team uses these insights during content planning to optimize page tags and headers. Long term we will continue to work to ensure that Travel Oregon's content is positioned as expert content as visitors obtain content outside our platforms (e.g. via Google search console etc.).

A comprehensive report on search efforts to date will be documented at the next commission report.

TravelOregon.com Platform Updates:

Site Search/Mapping: As referenced in the Q3 staff report, the initial feature release of multipoint maps³ went live on April 24, 2018. There were four subsequent releases (every other week), post-launch, which included several user experience (UX) refinements to both the List and Map results sets.

We updated the functionality of the selected result so it now slides to the top of the list. Pagination functionality and design was updated to be more intuitive. We exposed partner programs by default (and without clicking) when you view results in List or Map view. We added a new “See on a map” CTA to make it easier to see a specific result within the context of the map. In addition, we released geolocation-based search, enabling you to pin based on your exact location. The team also tidied up the design (colors, fonts, field sizes, and pin formatting) of both the List and Map views.

The team continued to log refinements and feature ideas for review and prioritization in the future. However, we are pausing further enhancements until we have a better understanding of how visitors are using the search and mapping functionality. We pushed event tracking live for the search experience on June 16th and look forward to additional insight.

U.S. Travel Mercury Awards, Travel Website, Nominee: TravelOregon.com was selected as a finalist to receive the Mercury Award for Travel Website (our third nomination in 12 years).

Industry Website Update: We are embarking on an overhaul of the industry website this fall. An agency-wide stakeholder team is being assembled to represent the organization and execute the project. We plan to kick off the process in late August and have the website live by the 2019 Oregon Governor’s Conference on Tourism.

As in past years, we surveyed Travel Oregon staff to assess perceptions and gain a better understanding of how the website can better support needs. Once the project officially kicks off, we will then survey the industry.

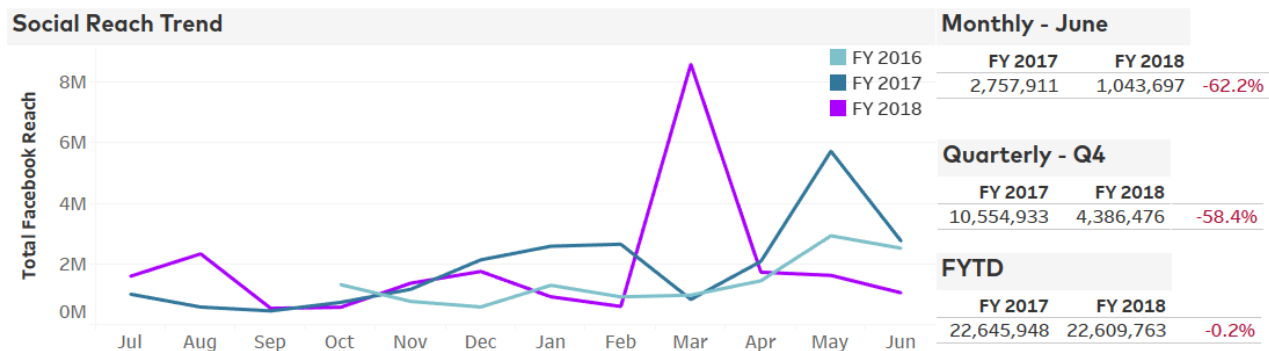
Below are a handful of survey learnings.

1. Overall, TO staff are “mostly satisfied” with the industry site (51.22%) with a quarter of survey respondents “somewhat dissatisfied” (24.39%).
2. Staff are using the site regularly (daily, weekly and monthly), with 39.02% using it weekly.

³ Multipoint Maps is an internal reference to an enhancement to the search results on a map, which now showcases line data for points of interest (i.e. a bike route). This enables us to display point-to-point mapping on the site and search using “near-by” functionality.

3. Most staff are looking for Industry Resources (75.61%) and Research (58.54%). They also look for staff info (48.78%) and events (41.46%). Staff are also looking at Press room, News and Commissioner Info - each garnering around 30%. The rest splits evenly across the rest of the category options, with photos/video being the highest of the lower scores.
4. 34.15% of staff rarely use the search function, 26.83% occasionally use it and 12.2% never use it.
5. Most staff are satisfied with two factors that they find to be very important (the organization of content and how informative the content is); however, staff underscore the need to make the site easier to navigate and getting it up to brand standards.

Social Media



Overall social engagement remained strong in Q4 despite reach being down 58% and down 62% for the FY 17/18.

There are primarily two reason for the decline:

1. Declining organic reach on Facebook, which means that brands and publishers need to spend more to get the same level of reach they once received for free.
2. Facebook continues to tweak its News Feed algorithm to reduce brand and publisher visibility in the feed.

While these continuous Facebook algorithm tweaks are making reach and engagement metrics unpredictable, Instagram and Twitter continue to show strong engagement. We are working with our Marketing Services team to review our metrics to ensure we are measuring and accounting for measurables we are most concerned about and able to control (clicks to TravelOregon.com, content engagement, video views etc.).

Takeaways from auditing our social content for FY 17/18:

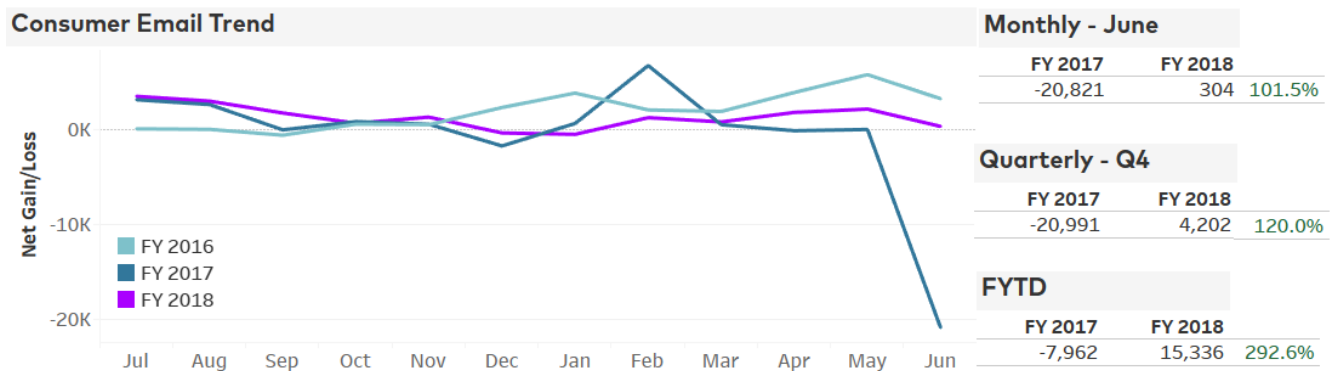
- Facebook provided our largest audience (436,555 - compared to 228,000 on Instagram and 127,492 on Twitter) and yielded the highest engagement.

- We outperformed industry standards for Instagram Stories with an average of 9% of our audience engaging (viewing and clicking) with content compared to the industry standard of 6%.
- The Oregon Coast continued to be a key attraction for the state, consistently driving clicks and engagement across all social platforms.

Key focus areas for social in FY18/19:

- Experiment with posting frequency on Instagram while sharing user generated content (UGC) and Instagram Stories that have varied objectives and lengths (i.e. how-to content, first person experiences, live events etc.)
- Explore monetization and co-op opportunities for partners with Instagram Stories – given the popularity of our sponsored content program (Your Trips) we are exploring how that concept can be extended to social.
- Explore the viability of Facebook Groups to boost engagement and develop exclusive sub-groups within our community. The first step will be to explore groups that currently exist in the Oregon tourism space and review how other brands are involved in these conversations.

Email Marketing



Travel Oregon's consumer email marketing programs were identified as a key initiative for FY 17/18. The email programs allowed for ongoing communication with potential travelers to keep Oregon top of mind.

Total subscriptions were up 120% for Q4 compared to the prior year. The main reason for this result is due to list cleansing that we performed at the end of last year to maintain CASL (Canada Anti-Spam Legislation) compliance. From an engagement standpoint for the quarter, our general newsletter saw YOY improvements in clicks and a slight decrease in opens. Our culinary list saw YOY gains for both opens and clicks, while the outdoor list improved opens, but saw a dip in clicks.

For FY 17/18, we saw a 292% increase in subscriptions over FY 16/17. However, this improvement was tied closely to the CASL cleanse.

Across the board, our email program beat both our open and click rate goals. In addition, our open rates were on par while our click rates were well above travel and publishing industry standards⁴. Results for FY 17/18 to date are below:

Email	Open Rate Goal	Actual (average)	Click Rate Goal	Actual (average)
Core	16%	19%	10%	17%
Culinary	23%	26%	15%	22%
Outdoor	23%	26%	15%	22%
Seasonal Features	16%	18%	10%	22%

The VLM project is poised to overhaul our email marketing platform and provide strategic improvements to our email content, and we anticipate improved results for the next fiscal year.

PUBLISHING & CONTENT

Content Highlights

We oversaw the development, production and distribution of 62 stories in Q4. The publishing lineup included:

- 8 feature stories: This included summer features and other long form content designed to evoke an emotional response and ignite a desire to travel to Oregon.
- 17 news stories: These stories were informational and designed to keep Oregon “top-of-mind” with information about events and happenings within three months.
- 13 blogger stories: Stories from local Oregon personalities and content partners using their independent voice.
- 24 special project stories: Stories produced to support special partner request and/or specific partner events, including 17 sponsored stories.

Summer seasonal features included stories about [off-the-grid road trips](#), a [weekend at the Britt Festival in Jacksonville](#), a video about legendary drag queen [Poison Waters](#), checklists of [things to do around the state this summer](#) and [lake retreats](#), and a [father-daughter trip to the Wallowas](#).

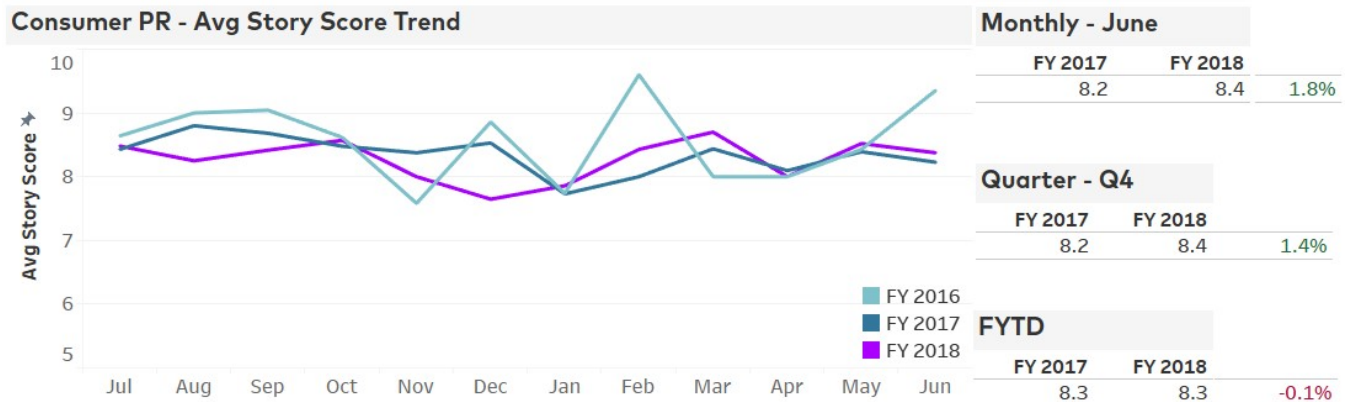
Other Content Highlights

We worked with local Instagram influencer [Laura Arbo](#) to create content on our social media channels and [this story](#) to support Oregon Wine Month.

⁴ Travel Industry Open Rate 20.03%; Click Rate 2%; Media & Publishing, Open Rate, 21.92%; Click Rate 4.55% via [Mailchimp March 2018 Benchmarks](#)

- Created a landing page to promote rides on [Oregon Scenic Bikeways](#)
- Supported ongoing development efforts with email newsletter stories that highlighted [car-free travel](#) and the [North Coast Food Trail](#).
- Took a look back at [Oregon Travel, Then and Now](#) to support National Travel & Tourism Week
- Wrote a [Summit to Sea Stack itinerary](#) for the Global Sales team and repurposed into an itinerary for TravelOregon.com.
- Incorporated key messaging about wildfire prevention, crowding and outdoors ethics into this popular email newsletter story about [How to Summer like an Oregonian](#).
- In preparation for summer, collaborated with other state and land management agencies to create a [FAQ-style story about wildfires in Oregon](#).
- Supported the Pacific Northwest Bumble Bee Atlas project with a feature-length narrative story [On the Bumble Bee Trail](#).
- Published two additional feature stories to support the Only Slightly Exaggerated campaign:
 - [How to Bring Oregon's Magic to Life](#) in response to the overwhelming interest in the “behind-the-scenes” of the animation and creative process.
 - [The Creation of Crater Lake](#), which explored the natural history of the park as well as Native American legends surrounding the lake.
- Published content to support Ski Oregon, including [this story about mountain biking at Oregon ski areas](#).

CONSUMER COMMUNICATIONS

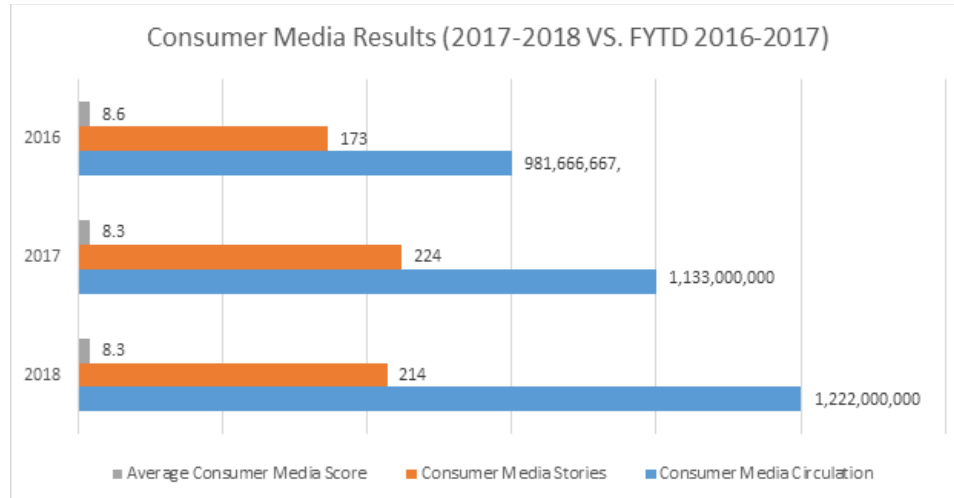


Q4

In Q4, the Communications team garnered 358.6 million in circulation from 58 stories. These stories put us on track for reaching our goal of achieving a story-score average of 8 points.

Annual Reporting

We secured 214 stories reaching a total circulation of 1.222M and an average story score of 8.3. We had a slight decrease in story numbers from FY16/17 to FY17/18 (4 percent lower) but met our goals in circulation and story score.



Below are consumer highlights and successes from Q4:

Buick Partnership

We partnered with Buick, who was inspired by Travel Oregon: The Game, to promote the release of its new Regal TourX. The team worked with regional partners to plan a two-day press trip on April 22-23 where we hosted 10 top-tier media who visited Portland and then made their way to Eugene, the Willamette Valley and the Coast, engaging in activities like kombucha tasting, hiking/biking and goat yoga.

Coverage generated from Buick partnership:

- *UnnamedProject.com*, "[Ninkasi Brewing--Eugene, Oregon.](#)"
- *JustLuxe.com*, "[Surviving The Oregon Trail in The 2018 Buick Regal TourX.](#)"
- *Zimbio.com*, "[5 Ways 'The Oregon Trail' Is Awesome Now \(And Won't Kill You\).](#)"
- *Resident.com*, "[A Modern Take on The Oregon Trail.](#)"
- *PopSugar.com*, "[8 Oregon Travel Experiences You Can't Miss.](#)"

New York City Media Tour

We conducted deskside briefings with 13 top-tier journalists in May in New York City. Below is the coverage garnered from the trip thus far:

- *USAToday.com*: "[Agriturismo, American style: 8 farm and food experiences in the USA.](#)" Willow-Witt Ranch in Southern Oregon is included.
- *PureWow.com*, "[The Best Food Cities Around the World for Vegans.](#)" Portland is listed.

- *RD.com* (Reader's Digest), "[The Best Budget-Friendly Beach Destinations.](#)" Features Cannon Beach.
- *Brides.com*, "[Why Willamette Valley Is the Next Big U.S. Wine Destination.](#)" A feature story about why the Willamette Valley is a premiere wine destination.
- *PureWow.com*, "[The 20 Best Bed-and-Breakfast Across the Country.](#)" Includes Portland's White House
- *Brides.com*, "[These Far-Fling Luxury Lodges Are So Worth the Trek](#)" A round up of luxury adventure lodges including Minam River Lodge.

Additional Earned Media Coverage for Q4:

Another success was the multi-story piece that ran in the *San Francisco Chronicle* (both online and print) that highlighted Ashland/Southern Oregon. These stories were a direct result of SATW and our ongoing relationship with travel editor, Spud Hilton.

- "[Oregon's volcanic byway offers views of where lava shaped the land](#)"
- "[The pint's the thing: Charting a course through Ashland's best brewpubs](#)"
- "[5 must-see vineyards around Oregon's Rogue Valley](#)"
- "[Bard-land on a budget: Experiencing Ashland with 2 people for 2 days on \\$200](#)"

The team also garnered front page coverage in the *Chicago Tribune* travel section with the story "[Oregon Odyssey: Following in footsteps—or wagon ruts—of pioneers' historic trail](#)" on Sunday, June 10 following Terri Colby's April press trip. The story was also picked up by the *Baltimore Sun* (print) and [BostonHerald.com](#) (online).

MARKETING SERVICES

Research

Oregon 2017 visitor research:

Travel Oregon worked with Longwoods International to identify the profile of Oregon's domestic visitors in 2017. Key findings from this research were as follows:

- The number of marketable trips⁵ to Oregon increased by 31% compared to 2015.
- Over eighty percent (81%) of visitors on an overnight trip to Oregon were very satisfied with the overall trip experience. The next highest-ranking categories for satisfaction were friendliness of the local people (69%) and safety and security (69%).
- The top five activities and experiences during an overnight trip to Oregon across all the markets were shopping, going to the beach or a waterfront, visiting a national or state park, landmark/historic site visits, and fine dining.
- The average number of nights spent in Oregon on an overnight trip was 2.9 nights, remaining steady from 2015. The average travel party size was 2.9 persons.

⁵ Marketable trips are defined as those trip types that can be influenced by marketing efforts. 51% of Oregon overnight trips currently fall under this category.

- About three-quarters (77%) of overnight Oregon travelers arrived by personal car/truck.
- Over two-thirds of Oregon visitors (71%) traveled with a spouse or partner, and 29% traveled with children. Fourteen percent (14%) traveled alone.

Visitor Life Cycle Management (VLM)

Our visitor lifecycle management project guides consumers through the travel decision making process. By improving key platforms within our marketing technology stack, we are able to better identify where travelers are in the visitor lifecycle and simultaneously provide them with the right content at the right time to move them to the next stop of their journey.

We have narrowed our marketing automation platform (MAP) vendors down to two local finalists, [Act-On](#) and [Marketo](#). We are currently nearing the end of our evaluation process thanks to the help of our consultant, Bonfire Marketing. We hope to have a winner selected this month and move on to the contracting phase of the project.

General Data Protection Regulation (GDPR)

The team continued preparing for the effects of GDPR. We updated our privacy policy to comply with the new EU regulations and will adjust the policy as more instructions are revealed. We also plan to implement a pop-up banner on the site in September which notifies users that we use cookies.

SUPPORT AND EMPOWER OREGON'S TOURISM INDUSTRY

Provide development and training opportunities to meet the
evolving tourism industry needs

INDUSTRY SERVICES

2019 Oregon Governor's Conference on Tourism

Travel Oregon has gone through an internal strategic planning exercise for the Governor's Conference that will help clarify the mission and vision of the event both internally and externally. Key findings that we will focus on:

- Create a high-level Governor's Conference Work Group made up of staff from each Travel Oregon team who will help guide planning decisions from September 2018 – April 2019
- Focus on elevating the level of the conference education and aligning the sessions and speakers with Travel Oregon's Strategic Initiatives and Programs

The first 2019 planning meeting was held with Travel Lane County in July. Event details were discussed including several possible Monday night-out venues. The conference headquarter hotel, Hilton Eugene, will be rebranded as the Graduate Eugene in January 2019. The interaction with the new ownership team is going well and the conference will be one of the first events held in the newly renovated meeting spaces and sleeping rooms. Overflow hotels nearby to the Hilton/Graduate for attendees will be offered as a sellout of the conference is anticipated at the headquarter hotel soon after the room block opens.

Travel Oregon 101

The Travel Oregon 101, a free Oregon travel and tourism industry overview seminar, will be presented prior to the Oregon Restaurant & Lodging Association Convention in September at the Embassy Suites in Tigard and twice in conjunction with the People's Coast Summit in October in Waldport. Both seminar registrations are open to the public; attendees are not required to be registered for the partner events they are in conjunction with if they are only attending the seminar. 101 seminars will also be held in Pendleton in November and McMinnville in December.

OREGON TOURISM STUDIOS

North Coast Destination Management Studio

The Destination Development team will be delivering the North Coast Tourism Studio between September 2018 – January 2019. For the purpose of this studio, this region is defined by the 90 miles of coastline from Astoria to Pacific City, and from the ocean's edge through the Oregon Coast Range. This studio will focus on issues related to destination management such as congestion, seasonality of visitation, environmental stewardship, and spreading visitation through the development of new visitor experiences.

On September 25, Travel Oregon will host the North Coast Tourism Summit in Garibaldi. This program will engage the public in a meaningful conversation about the future of tourism in the region. We encourage a wide array of local stakeholders to attend including businesses, public officials, and local residents. We will facilitate the development of a 15-year vision to help guide stakeholders as they pursue tourism development and implement destination management solutions in the region. More information about this tourism studio is available online at Industry.TravelOregon.com/NorthCoast. This includes the North Coast tourism studio [program flyer](#) and [brochure](#).

The full program schedule is listed below:

- September 25: North Coast Tourism Summit Networking Event – Garibaldi
- October 16: Destination Stewardship Think-tank Networking Event – Seaside
- October 17: Visitor Transportation for High-Use Destinations Workshop – Seaside
- November 13: Adventure Travel & Outdoor Recreation Networking Event – Cannon Beach
- November 14: Adventure Travel & Outdoor Recreation Workshop – Cannon Beach
- December 4: Cultural Heritage Tourism Networking Event – Tillamook

- December 5: Cultural Heritage Tourism Workshop – Tillamook
- January 15: Visitor Communications & Destination Marketing Workshop – Astoria
- January 16: Igniting Tourism Action Teams Workshop – Astoria
- January 16: Community Kickoff Event – Astoria

Updated Oregon Tourism Studio Application Process

The Destination Development team has developed a new process for accepting applications for the Oregon Tourism Studio program. When stakeholders express interest in the Oregon Tourism Studio program, they are invited to fill out the newly-created Oregon Tourism Studio Intake Form. The form is used as an initial screening tool to help evaluate community readiness and capacity for a potential tourism studio. If a tourism studio is a proper fit to catalyze development goals of a community, they are invited to fill out a full Oregon Tourism Studio application.

The Destination Development team will accept intake forms on a rolling basis and review them bi-monthly. The initial and most recent deadline to submit intake forms was June 22; six intake forms were received. Evaluation of these forms is currently underway for consideration within the upcoming cycle of tourism studio planning. Once communities submit full applications, Travel Oregon will engage in a cross-departmental decision-making process regarding future studios to evaluate a community's readiness, strength of a local steering committee, and Travel Oregon staff capacity.

Cultural Heritage Workshop

On June 12 and 13, Destination Development staff collaborated with the Oregon Heritage Commission (OHC) to deliver workshops in Klamath and Yamhill Counties designed to introduce Travel Oregon's available resources for heritage tourism development. The two workshops engaged a total of 60 participants: 25 in Klamath Falls and 35 in Newberg.

The OHC specifically selected Klamath Falls as a workshop location because of the level of readiness established during and after the Klamath Basin Tourism Studio delivered in the Fall of 2017. The goal of this workshop was to introduce new resources, reconvene stakeholders, and offer additional case studies on heritage-tourism best-practices in Oregon. Panelists primarily represented local organizations which had integrated heritage tourism with other niche product development areas such as art, downtown revitalization, and agricultural tourism.

This reinfusion of energy directed through the workshop also supported the existing Klamath Basin action team focused on heritage and agritourism. This action team is developing GPS-based audio tours that highlight the Klamath Basin's agricultural history, geological features, and heritage stories that root visitors in a sense of place.

Destination Development's involvement in OHC workshops has opened the door for additional, future engagements and collaboration opportunities. Although Destination

Development does not currently have a heritage tourism initiative in place, the department is investing time and resource in development conversations and looks forward to strengthening collaboration with the Oregon Heritage Commission, Oregon Cultural Trust and other heritage partners around the state.

Projects Completed by Oregon Tourism Studio Action Teams

John Day River Territory

The John Day River Territory Tourism Studio Steering Committee completed the installation of their visitor kiosk project – the four kiosks are now placed at key entry points into the region in the communities of Arlington, Mitchell, Prairie City and Wasco. The key primary objective was to make it easier for visitors to find their way around the large, rural region as well as to support tourism business and attractions. The partners that were actively engaged were Sherman County, Wheeler County, Grant County Chamber of Commerce, Gilliam County, Condon Chamber of Commerce, Eastern Oregon Visitors Association, Mid-Columbia Economic Development District, Travel Oregon, Oregon Department of Transportation and city representatives of each of the four kiosk sites. See photos of each below.



North Santiam

The North Santiam Steering Committee finished out their 2018 tourism studio grant after completing their River Fusion 22 event, “22 to Do” regional activity Rack Card, and a sizzle reel video. River Fusion 22 was the first regional tourism event to take place in North Santiam River Country, a multi-location weekend-long collaborative fusion of water, music, art and recreation designed to showcase recreation and small-town assets during the weekend of the Great American Eclipse of 2017. The lead organization that acted as the main convener and implementer was Grow-EDC (North Santiam Canyon Economic Development Corporation) based in Mill City. The Santiam Canyon area includes the communities of Aumsville, Scio, Stayton, Sublimity, Lyons, Mill City, Gates, Detroit, and Idanha. The region was highly focused on capturing visitation during the eclipse. Historically, the connectivity of communities along the river was limited & siloed.

This was one of the first collaborative projects that the region has accomplished that unites the whole highway 22 corridor. In addition to the 100+ community volunteers that engaged during the event itself, there were nearly 40 local, regional and statewide partners that were

actively engaged. Due to the success and visible cross-sector collaboration, GROW-EDC & River Fusion 22 won “Festival of the Year (budget under \$150,000)” from Oregon Festivals & Events Association in early March 2017 Travel Salem “Most Inspired” Award.



Julie Miller Hired as Oregon South Coast Regional Tourism Network Manager

The [Oregon South Coast Regional Tourism Network](#) is a region-wide and cross-sector collaboration of independent individuals and organizations that are committed to sustainably developing tourism through collaborated efforts to enhance the economic vitality of the Oregon South Coast Region. The region, as defined by members, extends from the Umpqua River Basin south to the Oregon-California border and is bounded to the east by the coastal range and west by the Pacific Ocean.

The Oregon South Coast Regional Tourism Network is a direct outgrowth of the sustained momentum and community engagement stemmed from the Wild Rivers Coast and Southern Oregon Coast Rural Tourism Studios. After an extensive and competitive hiring process, the network hired Julie Miller, formerly the Executive Director of the Bandon Chamber of Commerce, to serve as the Network Manager; she stepped into her role at the end of May.

The tourism network was recently featured in Coos Bay's [The World newspaper article](#) which highlighted the collaboration on the South Coast. In the article, Julie shared: “[The network] will focus on leveraging relationships, opportunities and dollars. We will work to create consensus around priorities that will set up other tourism organizations for success. And we will focus our regional tourism organizations in a direction that will lay the groundwork to develop the Southern Oregon Coast into a destination.”

Julie's position was co-funded by multiple tourism development, economic development, and regional/statewide partners including Travel Oregon and Wild Rivers Coast Alliance. As network manager, Julie will be to help build a cohesive, resilient network that supports the mission of the Oregon South Coast Tourism Network. Julie's role is designed to help the network convene, communicate, and collaborate around its shared purpose while cultivating trust. This is a two to three-year position that operates independently of groups within the network and does not report to one single entity.

Resource Assistance for Rural Environments (RARE) Placements

Destination Development is kicking-off a third-year partnership with the University of Oregon to support the Resource Assistance for Rural Environments (RARE) program, an AmeriCorps program. As in years past, highly qualified RARE placements are assigned to support communities where an Oregon Tourism Studio has been delivered. The placements work to amplify and leverage resources and technical assistance in support of the 15-year visions established in the tourism studio. Within the program, six placements are available for tourism development and each one has been confirmed to support a post-tourism studio community. See below for details related to three placements that will begin work in September.

1. The Klamath Basin RARE placement will be working with Jim Chadderdon and Raena Rodgers at Discover Klamath. The placement will be supporting Klamath Basin Tourism Studio action teams focused on outdoor Recreation, heritage and agritourism. To build stronger collaboration, this placement will act as a liaison between regional partners and specifically engage with Travel Southern Oregon to build communication and information sharing processes.
2. The John Day River Territory (JDRT) RARE placement will be supervised by Rachel Weinstein of the Gilliam County Community Development Department. The placement will support the JDRT steering committee and will provide added capacity for cycling and agritourism-related projects. The JDRT encompasses a large geographic area including Wheeler, Gilliam, Grant and Sherman Counties; because of this, the region has rallied to find the placement housing as well as multiple remote office locations to ensure collaboration and an equitable use of time.
3. The Visit Tillamook Coast RARE placement will be supervised by Executive Director, Nan Devlin. This placement will have the opportunity to work on multiple culinary and agritourism projects, such as supporting the North Coast Food Trail, coordinating agritourism product development, and developing a food brand in collaboration with local partners. This placement will also support Nan in her role of steering committee lead for the upcoming North Coast Destination Management Studio.

Destination Development is fortunate to announce that three RAREs from the 2017-2018 service term will remain in their tourism-focused support roles to continue building the momentum towards sustainable capacity and product development experiences. See details for each below.

1. Lauren Kolojejchick-Kotch will continue to serve the Columbia Gorge Tourism Alliance and support priorities from the Gorge Tourism Studio. Lauren will be working with the marketing, culinary and agritourism, outdoor recreation, car-free transportation and cultural heritage action teams. Her role will also support regular convenings of the Columbia Gorge Tourism Alliance.
2. Elizabeth Gronert will continue to serve the Oregon Coast Visitors Association and priorities from both the Wild Rivers Coast and Southern Oregon Coast Rural Tourism Studios.
3. Michael Walker will continue to serve both the Washington County Visitors Association (WCVA) and the City of Banks. His role is expanding to support the priorities and action teams of the Greater Tualatin Valley Tourism Studio. The action teams are working toward development of world-class mountain biking, road and gravel routes through Washington County and southern Columbia County.

OUTDOOR RECREATION DEVELOPMENT

The Oregon Outdoor Recreation Initiative leadership team will be meeting at the end of August in Portland. Five new members will be joining the existing leadership team. The focus of this meeting will be to share the structure of the new core team (see below), update on the work of the seven action teams, and introduce Cailin O'Brien-Feeney as the new director of Oregon's Office of Outdoor Recreation.

Oregon Outdoor Recreation Initiative Core Team Network Development

The goal of the core team is to guide the ongoing work of the Oregon Outdoor Recreation Initiative through Phase II and beyond. This work will leverage the expertise, relationships and resources of the network to expand access and sustain impact. Updates include:

- Network development consultant, David Sawyer spent a half-day with the core team in early August to discuss team structure and expectations going forward.
- The core team will be a working group, meeting weekly to guide the work of the OORI going forward. The core team will also build out a statewide network to help various regions of the state connect around the topic of outdoor recreation.
- Members of the core team include representatives from Oregon Parks & Recreation Department, Oregon State University, US Forest Service, Bureau of Land Management, KEEN and Mazamas.

Oregon Outdoor Recreation Initiative Action Teams

The Economic Impact Action Team was created to conduct a statewide economic impact study of outdoor recreation in Oregon. To prepare for this, preliminary work entailed a literature review of existing and planned research on outdoor recreation in the Pacific Northwest. Recent updates include:

- To resolve questions of scope and definition related to the economic impact study of the outdoor recreation economy in Oregon, as well as avoid any duplicated efforts within the state, Travel Oregon has contracted with Temple University to conduct a

literature review to establish definitions and look at existing and planned research on outdoor recreation in the Pacific Northwest.

- Temple University provided the first draft of their literature review in July. Travel Oregon provided feedback, and Temple presented the final version in late August.
- As a next step, we will move forward with fundraising efforts and develop an RFP process for a comprehensive Oregon outdoor recreation study.

The Communications Action Team (formerly Marketing & Communications Action Team) was created to develop and deploy a statewide communications plan for responsible recreation in Oregon. This plan will include a communications toolkit to ensure messaging can be adopted and easily integrated within regional, local and agency communication.

Recent updates include:

- Travel Oregon has increased efforts to include messaging related to safety, stewardship and responsible recreation in newsletters to the public, and has begun pushing out content regarding facets of the OORI through Travel Oregon channels and through partnerships with other publications.
- The action team has continued working with Maxwell PR to develop a communications plan and toolkit centered on responsible recreation. Maxwell presented this draft to Travel Oregon in late August.
- In partnership with Oregon Business Magazine, a short video was produced to introduce the initiative and provide insight into one component of the Diversity in the Outdoors Action Team: [Oregon Outdoor Recreation Initiative Video](#)

The Transportation Action Team was created to complete a statewide transportation strategy that identifies tourism and outdoor recreation transportation solutions for high-use areas. Recent updates include:

- The action team has partnered with a team of six graduate students in the Masters of Urban and Regional Planning (MURP) program at Portland State University who have now completed the [Cascadia Connect Toolkit](#) assessing car-free access options for three of Oregon's top destinations for outdoor recreation.
- Following the Cascadia Connect workshop in May, the MURP team gave a final presentation summarizing their project in June.
- The next steps for the action team are to meet, debrief on the Cascadia Connect project and determine the next phase of the work.

The Signature Trails Action Team was created to identify and collectively support the development and ongoing maintenance of priority signature trail systems that have the potential to be world-class and, when completed, will make a major difference in Oregon.

Recent updates include:

- The action team has now met eight times, resulting in a working definition of signature trails and identifying six potential trail systems around the state.
- Recent work has centered on utilizing the Oregon Coast Trail (OCT) to demonstrate the concept and components of a signature trail. The goal is to develop a mock digital

guidebook to depict the vision of a completed OCT with integrated services including transportation, online booking with tour operators, etc.

- The team is planning to present an update at the Oregon Trails Summit, October 4-5 in Bend. [Registration for the Summit is now open.](#)

The Network Design Action Team was created to cultivate and regularly convene a network of outdoor recreation stakeholders (businesses in the industry, community leaders working on projects, tourism, policymakers, etc.) throughout the state. Recent updates include:

- This action team has worked with consultant David Sawyer to create a core team that will help guide and drive the work of the OORI going forward (see update above).

The Oregon Office of Outdoor Recreation Action Team was created to implement legislative strategy to form and staff an “Office of Outdoor Recreation” so that someone wakes up every day living and breathing our collective impact areas. Recent updates include:

- The Oregon Parks and Recreation Department hired Cailin O’Brien-Feeney as Director of the Office of Outdoor Recreation. Previously, Cailin worked for the Outdoor Industry Association as their local recreation advocacy manager.
- In July, an Oregon delegation including Cailin and Travel Oregon traveled to Asheville, North Carolina to meet with representatives from seven other states with offices of outdoor recreation. The meeting yielded the Confluence Accords, areas of common agreement across all eight states (WA, OR, MT, WY, UT, CO, VT, NC).

The Diversity in the Outdoors Action Team was created to develop a plan to identify and reduce barriers for people getting outdoors and increase the engagement of non-traditional users through strategies that include improved infrastructure, transportation, education and marketing. Recent updates include:

- Following the [Roadmap to the Outdoors Symposium](#), a related working group, led by First Gentlemen Dan Little, has now met three times.
- The most recent meeting focused on setting near-term priority projects that can be implemented over the next two to three years. A subset of the action team is working to compile these projects, which will be shared out with the larger group in late September.

BICYCLE TOURISM DEVELOPMENT

Fat Tire Biking on the (Central Oregon) Coast is ESTO Award Finalist

The Fat Tire Biking the Oregon Coast brochure (see a photo below) was selected as an ESTO Mercury Award Finalist. The brochure and associated on-line content provide visitors with inspiration to try out an accessible and awarding cycling experience.



CULINARY & AGRITOURISM DEVELOPMENT

Oregon Agritourism Coordination Meeting

On July 10, Travel Oregon hosted a group of 26 Oregon agritourism leaders that represented agencies and organizations that have been working to support farmers, ranchers and fishers in their development of agritourism in Oregon. The base goal of the meeting was to identify the obstacles to agritourism and begin to chart a coordinated strategy to remove them collaboratively.

According to Travel Oregon's recent agritourism survey, participating businesses reported that agritourism continues to expand. And while there are numerous agencies and organizations that support the development of agritourism and are required to sign off on these activities, the coordination among these agencies and organizations is limited. We also believe that interagency coordination and communication is paramount to advance the agritourism industry in Oregon in a sustainable manner.

Five key areas of advancement were identified during the meeting. Travel Oregon is committed to continuing development work over the next year:

1. Educate county and regional agencies as well as policy makers about the benefits of agritourism and the associated activities that are currently permissible. Encourage the development of an easy-to-understand and transparent process for operators to legally expand their businesses to include agritourism. Establish best practices to support counties in bringing their codes current.
2. Provide technical assistance for agritourism operators so that they can effectively navigate and be in compliance with laws, codes and permitting requirements.

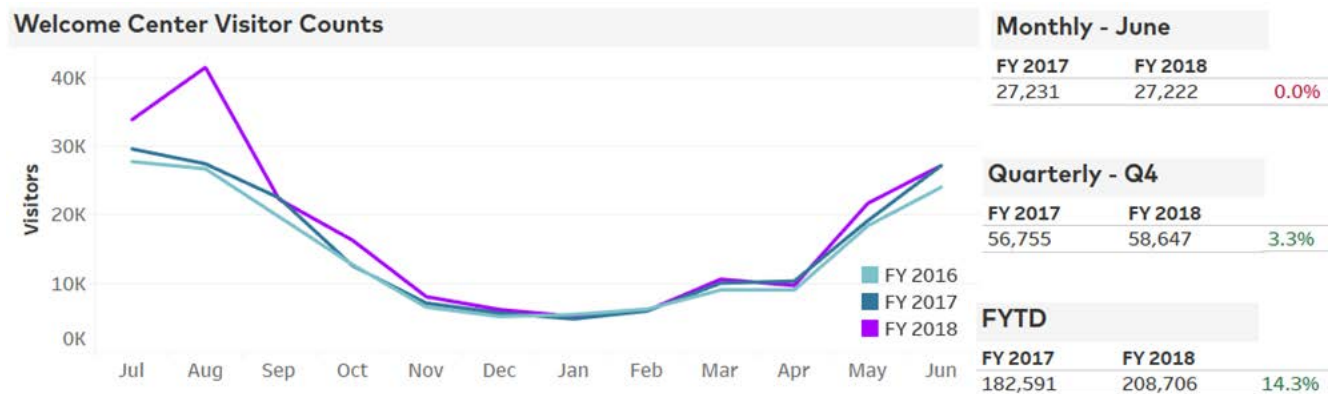
3. Develop a marketing and communications strategy to advance agritourism in Oregon and provide operators with support on how to engage with that framework.
4. Provide opportunities for operators to network, learn, and gain assistance with business planning from other operators and resources providers.
5. Improve interagency coordination to support the sustainable development of agritourism.

Technical Assistance for Agritourism Businesses

In recognition of the numerous regulatory requirements that agritourism businesses must comply with to legally operate and the barriers to entry they can sometimes pose, Travel Oregon now contracts with Erika Polmar to provide one-on-one technical assistance for agritourism businesses. To date, Erika has provided support to 37 businesses and 12 agencies.

Implement industry leading visitor information network

WELCOME CENTERS



Q4

The 2018 welcome center season officially opened May 1, and Q4 visitor counts were up 3.3% compared to last year. All seven centers are now operating at full-time hours through October. In preparation for the season, Travel Oregon provided training and educational opportunities to assist our front-line visitor information services staff.

Visitor Information Training and Education

Travel Oregon partnered with Visit Bend to offer Oregon's front-line visitor information services staff the opportunity to experience attractions in Bend on an all-day familiarization (FAM) tour on Saturday, April 28, prior to the Oregon Governor's Conference on Tourism. Attendees on the FAM included staff from our state welcome centers in addition to representatives of regional and local visitor centers throughout the state.

On Sunday, April 29, the state welcome center staff met to receive critical season updates from organizations such as State Parks, the Friends of the Columbia Gorge, and RDMO leaders to better serve and assist visitors in the 2018 season.

This season, we are also providing printed “Ready, Set, GOrge” maps in all our state welcome centers to improve the visitor experience in the Columbia River Gorge National Scenic Area. This map is the product of a multi-agency effort and provides details about the publicly accessible areas of the Gorge, along with the impacted/closed areas.

Annual

Overall walk-in visitor counts across all centers were up 14.3% for FY 17/18. This increase was largely due to the August 2017 eclipse, and August was up 42% over August 2016(40,085 vs. 28,190). It is also important to note that September 2017 visitor counts dropped compared to 2016 in Brookings (40% decrease) and Klamath Falls (19% decrease), likely due to wildfire smoke.

Welcome Center Brochure Program:

Travel Oregon’s partnership with Certified Folder Display, Inc. (Certified) for the sales and servicing of our welcome center brochure program continued to be successful. Certified’s service throughout Oregon allowed our partners to streamline the shipping and distribution process with one point of contact and one central warehouse. The participating advertisers in the program increased 34.6% over last season. The program’s net income for FY 17/18 was \$30,976, a 28% increase over FY 16/17.

Ashland Welcome Center:

Welcome Center project design firm Mayer/Reed presented a mid-progress design presentation to Travel Oregon on August 9, 2018, to further define the design of the outside display boards, interior welcome center, and interior office. After this, we will provide feedback and Mayer/Reed will follow up with a final design presentation in October.

Fully realize statewide, strategic integration of OTIS (Oregon Tourism Information System)

OREGON TOURISM INFORMATION SYSTEM (OTIS)

Platform Enhancements

As mentioned in the Q3 Staff Report, the team focused on several large, complex enhancements to the OTIS platform. Bulk upload, recurring events and enhanced permissions (e.g. admin actions) are now live and available to all users in OTIS.

- **Bulk Upload:** OTIS now enables users to upload multiple listings (via an Excel spreadsheet) to any content in the database. Key features include:

- **Recurring Events:** Like Outlook, this feature enables users to add a single, date-based listing and create a series at the same time. When the listing and recurrence are submitted, OTIS will automatically create an individual listing for each instance.
- **Enhanced Permissions:** With this release, users can now designate other individuals to be editors on listings they own (e.g. listings you specifically created). Users can do this at the individual listing level or in bulk. In addition, OTIS administrators are now able to create groups with specific permissions.

Platform Trainings

The team trained 14 people in Q4, bringing our total for this fiscal year to 82 people (including 21 Travel Oregon staff).

Platform Support

Since launching OTIS in September 2017, the team has focused on rolling out features critical to the core platform. Starting July 1, 2018 through September 30, 2018, the team will switch its focus to platform support. While some development will continue, it will be driven less by features and more by refinements and bug fixes.

Support includes enhancing content (new sources, updating/appending existing content, etc.), refining platform documentation, creating instructional content as well as training and onboarding materials.

Additionally, we are working on a plan to engage with the industry to increase the number of partners leveraging the platform.

The goal of switching from feature-focused quarters to support-focused quarters is to help the team prioritize and provide dedicated space to tackle features, content partnerships and support the platform in ways we've not been able to in the past.

Deploy tourism programs (e.g. RCTP, Competitive Grants)
in a powerful way that fulfills unique opportunities and
challenges as defined by the tourism industry

COMPETITIVE GRANT PROGRAM

Oregon21 Competitive Grant Update

In December 2017 the Oregon Tourism Commission awarded a large competitive grant to Oregon21 with the stipulation that the grant funds would be distributed over the course of four years with \$2.5M distributed for each fiscal year for the periods of 2017-18, 2018-19, 2019-20 and 2020-21 and following the successful execution of a large grant agreement with Oregon21. Travel Oregon has been working with the Oregon Department of Justice to

finalize the agreement. To date, no large grant funds awarded to Oregon21 have been distributed. We anticipate completion of this process to take place shortly and once executed, Oregon21 may submit an invoice for the initial funding for 2017-18. Oregon21 will be required to provide updated reporting on an annual basis. Disbursement of award funding annually will be predicated by receipt of that annual reporting.

In the last biennium, Travel Oregon entered into an MOU with Oregon21 for \$2M. This leveraged funding was within the Marketing Sales Development fund (MSD) and is restricted for uses only in support of the IAAF world track and field championships bid that Oregon was awarded for 2021. The allowable use includes work to promote Oregon and our role as hosts of the IAAF event at the 2017 London championships and at the upcoming 2019 championships in Doha. Effectively, we are working to position Oregon on the global stage leveraging these events as a means to drive additional awareness of Oregon as a destination. Travel Oregon received an update on the use of those funds in June. We are working with Brand USA and other regional partners to leverage the expertise of Travel Oregon's Sales, Marketing and Partnerships staff in optimizing use of these funds in key international markets and with messaging that aligns with the Oregon brand. To date, Oregon21 reports that approximately 25% of the distributed MSD funds have been used. Travel Oregon collaborated with Oregon21 for their "3 year-out" social media campaign, which ran on the Oregon21 social channels August 6-15, 2018. Travel Oregon gave a recap of the London activation from last year and shared marketing best practices prior to their campaign going live.

Todd Davidson attended a Steering Committee on August 21, 2018 in Eugene. A draft communications toolkit was shared. The toolkit is intended to help provide stakeholders and partners with basic, up-to-date, and relevant event information regarding the IAAF World Championships Oregon21. This toolkit specifically reflects the current landscape of our preparation for the event and it will be updated as that landscape changes. The toolkit will be shared with the Commission as soon as it is final.

Competitive Medium Grants

On July 23, 2018, Travel Oregon awarded 12 projects a total of \$853,000 during the inaugural cycle of Competitive Medium Grants (requests between \$20,000-\$100,000). Five of the awarded projects received \$100,000. Four awardees were applicants that had applied for funds during the Competitive Large Grants cycle. [View the awardee list.](#)

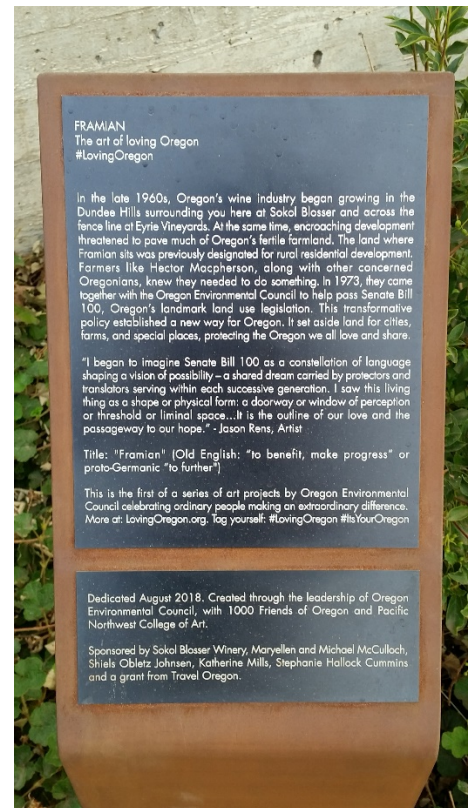
2018-2019 Competitive Small Grants

Applications are currently being accepted for Travel Oregon's Competitive Small Grants program (requests up to \$20,000). As of August 13, 2018, a total of 18 applications have been started in the online application platform, with a request of close to \$300,000. Prior to submitting the final application (due August 29, 2018), applicants must submit a project idea form to their RDMO. This process was implemented during the Medium Grants cycle.

To date, 75 project ideas have been submitted over a 14-day span. The grant award announcement for this program is set for October 17, 2018.

2017-2018 Competitive Small Grants Awardee Highlight

Travel Oregon's Grants Manager attended an unveiling of the first of three public "[Art of loving Oregon](#)" projects that were funded in part by a Competitive Small Grant awarded to the Oregon Environmental Council. The August 12, 2018 invitation-only event was held at Sokol Blosser Winery, a fitting home to the artwork representing the passage of Senate Bill 100 in 1973, Oregon's landmark land use legislation. The "Framian" project provides a doorway to the hillside where Oregon's first Pinot Noir grapes were planted. Later this year additional pieces of art will be unveiled to represent the Bike Bill (Portland) and the Bottle Bill (Salem).



Grants, Grants, and More Grants

During the last 12 months, Travel Oregon opened five different grant cycles and awarded 56 projects a total of \$4,027,200.

REGIONAL COOPERATIVE TOURISM PROGRAM

Financial Review

The Regional Cooperative Tourism Program team at Travel Oregon has been working with Aldrich Advisors LLC to perform a financial review of 2017-2018 RCTP investments. Each region was asked to provide Aldrich with the following financial details:

- Budget vs: Actuals summary
- Transaction listing or detail of expenditures for selected RCTP investments

The final reports from this financial review will be sent to commissioners by email.

WILDFIRE RESPONSE

Cross-Functional Wildfire Team

In May 2018, Travel Oregon assembled an internal cross-functional wildfire team to lead the agency in the following work:

- Develop an Oregon [wildfire tool kit](#) for industry partners
- Create a [Travel Alerts page](#) with current wildfire information
- Provide daily wildfire updates to share with Travel Oregon Staff and welcome centers
- Develop an internal Wildfire/Natural Disaster Communications Plan
- Reach out to RDMOs to get up-to-date information on wildfires in each impacted region
- Share information about attendance at wildfire related meetings, such as a Regional Solutions community resource meeting in The Dalles
- Proactively respond to impacted regions with marketing opportunities, communication messaging, and general support
- Update agency leadership regarding wildfire impacts and responses

Wildfire Impact Report

The wildfire season of 2017 burned 1.2 million acres and was notable for its effects on some of the state's most significant visitor destinations. To serve the communities and businesses impacted by the fires, and to understand the economic consequences of these fires on the state's travel and tourism industry, Travel Oregon worked with Dean Runyan Associates and Destination Analysts to conduct a study. The final report was released in July and included the following key takeaways:

- There was a \$51.5 million loss in visitor spending attributable to Oregon wildfires in 2017.
- \$16 million in earnings for employees and working proprietors was lost, as was \$368,000 and \$1.5 million in local and state tax receipts, respectively.
- In terms of absolute sales lost, impacts were largest in Deschutes and Multnomah Counties, followed by Curry and Jackson Counties.
- In terms of proportional sales lost, impacts were greatest in Central Oregon and the Columbia River Gorge.

The report was distributed to the Governor's Office, the Regional Solutions teams, and the tourism industry. The full report and executive summary can be found here:

<http://industry.traveloregon.com/industry-resources/toolkits/oregon-wildfire-information/>

General Wildfire Updates

The wildfire season in Oregon started early and is impacting several tourism regions. Central Oregon, particularly near Maupin, has been impacted with over 200,000 acres of

wildfire. Multiple river closures and the perception of constant fires has impacted the fishers, boaters, outfitters, rafters and guides on the river. Additionally, the wildfires have left the lower Deschutes heavily impacted as recreational campsites were burned in recent events. Southern Oregon has also been impacted, primarily with the constant presence of heavy smoke. The air quality in southern Oregon has been ranked amongst the worst in the nation which has caused outdoor events, including the Oregon Shakespeare Festival in Ashland, Britt Festival in Jacksonville, and others to be canceled or moved to smaller venues. Crater Lake has also had reduced visibility and due to smoke.

Much of our wildfire work was modeled on the eclipse, engaging state, federal and local partners to align messaging and raise awareness of fire and smoke impacts in the state. This model was recognized nationally in August when the Global Marketing team was honored with a National Council of State Tourism Directors Mercury Award.

CHAMPION THE VALUE OF TOURISM

Grow and align strategic partnerships to leverage resources
and capacity to address key issues

STRATEGIC PARTNERSHIPS

Oregon Cultural Trust

Travel Oregon is partnering with the Oregon Cultural Trust to address the many areas of alignment statewide in the arts and cultural tourism space. The Oregon Cultural Trust has key working groups and strong connections in communities around the state that can offer strategic and grant opportunities to our key partners. Travel Oregon is pleased to share that the Cultural Trust Partners have awarded a Cooperative Grant Award to Travel Oregon for \$10,000 in support of the statewide Travel Oregon Mural Project.

Klamath Independent Film Festival (KIFF)

Travel Oregon, Oregon Film and other key media partners support The Klamath Independent Film Festival, September 14-16, 2018 in Klamath Falls. The festival is the only full festival experience dedicated to Oregon films and filmmakers. This year's KIFF became the top recipient of submissions from our state, further establishing KIFF as the place to see and experience Oregon independent film. The partnership is also an opportunity to align with statewide independent filmmakers and learn more about bringing in independent films to communities across the state.

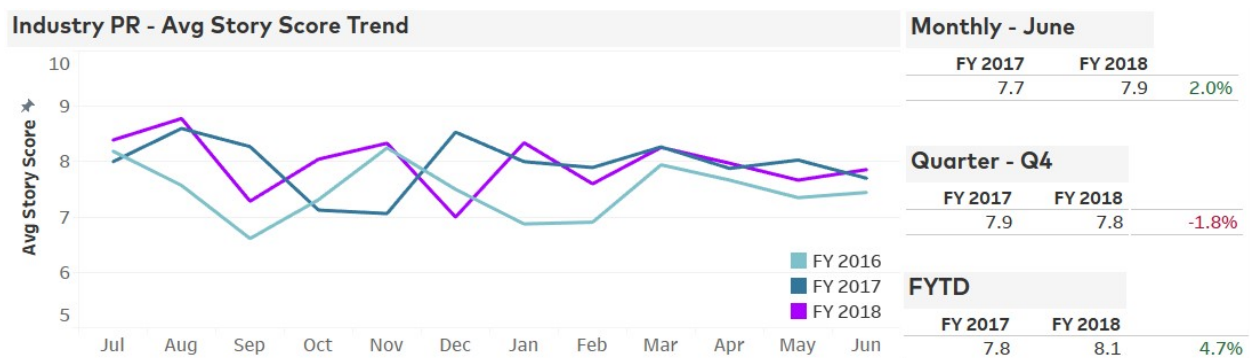
OUT-OF-STATE PARTNERSHIP OPPORTUNITIES

2018 Arizona Governor's Conference on Tourism

The Arizona Office of Tourism invited Travel Oregon's Destination Development team to speak at its annual Governor's Conference on Tourism. Andrew Grossmann, Destination Management Specialist at Travel Oregon, joined a panel session titled "Put Tourists on Your Trail: How to Develop Outdoor Adventure Concepts That Appeal to Niche Visitors" along with Sirena Dufault from Trails Inspire and Maya Azzi from Local First Arizona. Andrew's presentation highlighted Travel Oregon's work to advance fat biking along the Oregon Coast.

Empower and equip Oregon's tourism industry with power
of travel and issue-oriented messages

INDUSTRY COMMUNICATIONS



Q4

The Communications team garnered 141 stories with a circulation of 139.6 million and an average story score of 7.8 points in Q4. The high volume of stories was largely due to coverage from National Travel and Tourism Week (NTTW) and Capitol Christmas Tree and Destination Development projects. We slightly missed our average story goal of 8 for the quarter because we had a handful of lower scoring stories that ran in smaller, regional publications with fewer links and visuals. However, we exceeded the goal for FY 17/18 overall.

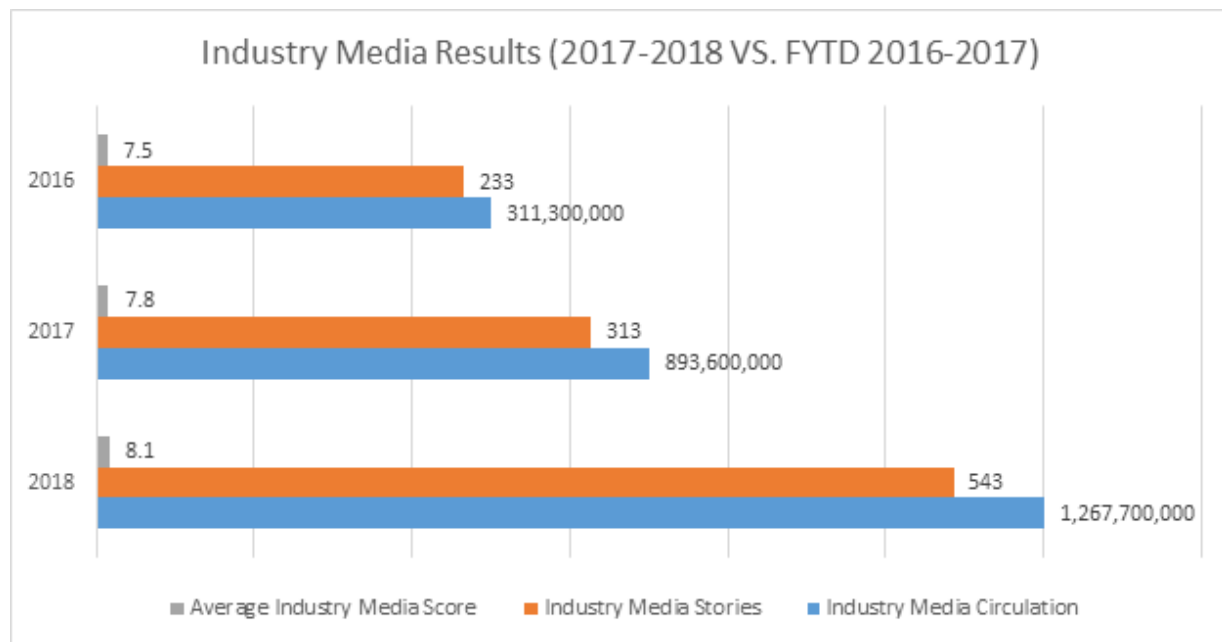
Examples of lower scoring stories for reference:

- 5/2/18- OPB radio ran a radio story four separate times mentioning the new economic impact numbers. (radio interview, no links or visual)
- 5/3/18, DailyAstorian.com, "[Travel Oregon hosts forums on sustainable tourism](#)" (brief story, no photos or links)
- 5/25/18, TillamookCountyPioneer.net, "[Oregon Marine Reserves Summit Partially sponsored by Travel Oregon](#)" (low circulation, brief mention of Travel Oregon)

Note: All radio interviews score lower because there are no visuals or links. Also, many of the stories score lower where the initiative is Destination Development because they typically run in tier two outlets, they are only brief articles/mentions, and they may have fewer links and visuals.

Annual

During FY 17/18, Travel Oregon secured a record-breaking 543 industry articles with a circulation sum of 1,267M and an average story score of 8.1. We exceeded our goals in all three KPIs; increasing story numbers by 73.5 percent, circulation by 41.9 percent and average story score by 4.7 percent, compared to FY16-17.



Below are some of the industry coverage highlights and successes from Q4:

National Travel and Tourism Week (NTTW)

Todd Davidson and Linea Gagliano set out on a statewide media tour for National Travel and Tourism Week (May 6-12), sharing the positive impacts of the tourism industry in each region. This tour garnered significant regional and national coverage (highlights below):

- *RegisterGuard.com*, "[Travel is good for the soul--and the economy.](#)"
- *OregonLive.com*, "[Where in the world do Oregon tourists come from? Here are the top 12 places.](#)" Also featured on the cover of the Sunday paper.
- *DailyAstorian.com*, "[Oregon sees record year in international tourism.](#)" Picked up by the Associated Press and ran on [USNews.com](#) and [SeattleTimes.com](#) (among others).
- *MailTribune.com*, "[Tourism up--and up even more locally.](#)"
- *Kobi5.com*, "[Tourism numbers show increase in visitors to Southern Oregon.](#)"
- *EastOregonian.com*, "[Umatilla County tourism jumps in 2017.](#)"
- Broadcast segments on [KGW](#), [KATU](#) and [OPB](#)

Capitol Christmas Tree

In May the Willamette Valley Visitors Association launched a sweepstakes, hiding 200 handmade glass ornaments in the Willamette National Forest (WNF) in celebration of the Capitol Christmas Tree. This story was picked up by several publications (regional and national):

- *KVAL.com*, "[Ornaments hidden on Willamette forest trails as part of 2018 Capitol Christmas Tree.](#)"
- *StatesmanJournal.com*, "[200 Christmas ornaments to be hidden in Willamette National Forest.](#)"
- *MNN.com*, "[Why hundreds of glass ornaments have been hidden in Willamette National Forest.](#)"
- *MSN.com*, "[200 Hundred Christmas Ornaments Have Been Hidden In Willamette National Forest.](#)"

RUN AN EFFECTIVE BUSINESS

Prioritize the implementation of technology to make Travel
Oregon more effective and efficient

INDUSTRY SERVICES

Cvent Recognizes Travel Oregon as a Leader in the Meetings & Events Industry

In July, Travel Oregon was highlighted at the Cvent Connect conference, in Co-Founder, Chuck Ghoorah's, keynote address. Chuck spoke to the collaborative leadership Travel Oregon has with partners on statewide events such as the Eclipse Press Conference and the Special Use Permit Workshop, both planned in partnership with the Governor's Office.

Travel Oregon also received Cvent's Power of the Platform Excellence Award at the conference. This award recognizes the great strides Travel Oregon has made in our online event presence from registration to on-site social wall to innovative interaction with event attendees through the conference mobile app and on-site appointments. It was truly an honor to be recognized in the same category as large national companies of Lincoln Financial Group, Pacific Life Insurance Company and Cievents. The press release about the award can be found here: <https://www.cvent.com/en/press-release/cvent-excellence-award-winners-honored-cvent-connect-2018>



CRM DATABASE

Salesforce

Travel Oregon has adopted Salesforce as the shared industry CRM platform. Customized build-out of the tool has been completed and as user rollout and adoption continues. The information in Salesforce will continue ongoing improvements as staff edit with real time updates to this robust industry database. Among other things, the platform will allow staff to coordinate work with industry, retain data on industry engagement, communicate key interactions and learnings as well as providing a dynamic contact database.

Attract, develop and retain top talent

STAFFING

Global Marketing Structure

To better support managing both our creative and campaign work, Global Marketing has added another studio to its structure. Katy Clair has been promoted to Director of the new studio. Katy has been an instrumental contributor to Travel Oregon's marketing success over the years and we're excited to see her contribution evolve in this new studio.

Recruitment Update

Our Global Sales team successfully completed their search for a Coordinator. Gabriella Linquist was selected to fill the role and joined our team on July 9. Gabriella worked most recently at the Portland Art Museum where her role focused on organization, logistical planning and facilitating the large volunteer program, as well as welcoming tour groups from all over the world.

The Operations team is in the final stages of recruiting for our Office Manager position and we expect to have a new hire join the team by mid- to late-September.

Additional roles that were budgeted and approved for 2017-19 include that of a VLM Coordinator (Global Marketing) and a Manager of Community-Based Services role (Destination Development). We have begun the process of building and refining job descriptions and expect recruiting to take place before the end of the calendar year.

Work Visa Update

We're happy to provide an update on the visa process for Travel Oregon Global Marketing Research Analyst, Ladan Ghahramani. We received notification that U.S. Customs and Immigration Service (USCIS) has approved her H-1B Visa application! This is great news for Travel Oregon as it allows Ladan to transition from the more limited student work visa authorization to H-1B which will afford Ladan the opportunity to continue to work with Travel Oregon through the end of the next biennium with a possible renewal providing an additional three years beyond that. In her short time with Travel Oregon, Ladan's expertise has significantly improved our ability to analyze data and understand implications of research results, drawing conclusions from which future agency decisions are based.

Continuously review, improve and document policies and
processes/procedures

CROSS FUNCTIONAL FOCUS GROUPS

Policy Review

As a result of previous employee engagement work, three focus groups have been identified. One of which is a team to review Travel Oregon policies and procedures. The other two groups will focus on making the most use of staff time through effective and impactful meetings and working to support an improved focus on Diversity, Equity and Inclusion. The DEI and Policy focus groups met for initial kick off discussions. The policy review will be concluded by the end of the second fiscal quarter and recommended actions will be provided to Travel Oregon's leadership team as well as reported out to all staff. While we will train on various policies throughout the year, following conclusion of the cross functional review team work HR will finalize a comprehensive policy review and update of our employee materials for delivery at the start of our next fiscal year.

Improve internal alignment amongst Travel Oregon departments

Leadership Development

The Travel Oregon department leadership team, (consisting of CEO, CSO and each department head) have determined to engage in specific training intended to sharpen individual leadership skills and increase alignment. This important work is impactful not only for the direct participants, but more importantly, we believe the results of this work will drive improvements impacting all employees at Travel Oregon. As with so much of the work, this effort ties in with several key initiatives and focus areas identified in the Strategic Plan. This is an element of running an effective business, is directly related to ongoing staff development, is expected to improve alignment internally and positively impact employee engagement and satisfaction in the long term.

Measure and drive employee engagement and satisfaction

PROFESSIONAL DEVELOPMENT

All Staff Training

Deb Jeffries, an HR educator and facilitator from HR Answers, delivered an impactful *Respectful Workplace* training to all staff on July 11th. The curriculum was designed to educate and support staff not only in the Travel Oregon workplace, but also in our work with the broader tourism industry as well. Additionally, the session included a separate breakout group for managers and supervisors to cover the finer points of their responsibility for ensuring a safe and respectful workplace for all.

Appendix A

Spring 2018 Social Media Strategy

Spring 2018 has three key strategies driving three social KPIs: video views, clicks to TravelOregon.com and engagement. Social media content was positioned to connect the animation with real experiences in Oregon.

- Organic Content Distribution: Maximizing organic distribution to drive an additional level of awareness and traffic to TravelOregon.com
- Paid Media: video view ads and click ads: Paid media to support the :90, :15 and :06
- Influencer Tour: Using local influencers to bring the magic of Oregon to life through their experiences

The campaign was delivered across two phases:



Appendix B

Active Adventurer

Activities They Enjoy	<ul style="list-style-type: none">• Hiking, bike riding, golf, skiing and snowboarding, outdoor sports, visiting beaches, shopping, fine dining
Travel Attitudes	<ul style="list-style-type: none">• Prefer traveling to places they've never been• Love doing research on a location before they go on vacation• Would rather book a trip over the internet than meet with a travel agent• Choose active vacations with lots to do• More likely than average adult to be a travel influencer
Travel Oregon Market Research	<ul style="list-style-type: none">• They prioritize travel• They travel for work and come back for pleasure• When traveling they want to know what they can't miss but also leave room for exploration• They travel for adventure