

# Oregon Tourism Commission

## Staff Report | February 2019

### TABLE OF CONTENTS

Optimize Statewide Economic Impact.....	2
Drive business from key global markets through integrated sales/marketing plans leveraged with global partners and domestic travel trade .....	2
Guide tourism in a way that achieves the optimal balance of visitation, economic impact, natural resources conservation and livability.....	7
Inspire overnight leisure travel through industry-leading branding, marketing and communications.....	7
Support and Empower Oregon's Tourism Industry.....	34
Provide development and training opportunities to meet the evolving tourism industry needs.....	34
Implement industry leading visitor information network.....	43
Fully realize statewide, strategic integration of OTIS (Oregon Tourism Information System) .....	45
Deploy tourism programs (e.g. RCTP, Competitive Grants) in a powerful way that fulfills unique opportunities and challenges as defined by the tourism industry .....	47
Champion the Value of Tourism.....	50
Grow and align strategic partnerships to leverage resources and capacity to address key issues .....	50
Empower and equip Oregon's tourism industry with power of travel and issue-oriented messages .....	51
Run an Effective Business .....	54
Attract, develop and retain top talent .....	54
Continuously review, improve and document policies and processes/procedures .....	55
Measure and drive employee engagement and satisfaction.....	56

## OPTIMIZE STATEWIDE ECONOMIC IMPACT

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

### TRADE & CONSUMER SHOWS

#### Vakantiebeurs: Utrecht, The Netherlands, January 9-14

Travel Oregon participated in the trade and consumer show Vakantiebeurs with Travel Portland and Visit Tualatin Valley. Vakantiebeurs is the largest travel trade and consumer show in The Netherlands. Travel Oregon and Travel Portland have been participating in this show for ten years, in support of the Delta/KLM nonstop Amsterdam-Portland flight. Due to the success of the popular “Wie is de Mol?” reality TV program (filmed in Portland / Oregon in late Spring 2016 and aired in the Netherlands from January – March 2017), the delegation had an increased presence at Vakantiebeurs for the third year in a row. In response to the popularity of the show, many tour operators created new itineraries in the past two years, which the delegation continued to promote.

#### CMT: Stuttgart, Germany, January 12-20

Travel Oregon participated in CMT, the world’s longest running and largest public exhibition for tourism and leisure travel. The 10-day show brings over 265,000 visitors, featuring 100 countries and more than 360 regions and cities represented by over 2,100 exhibitors. CMT inspires travel for the German market to destinations from around the globe and features the latest in camping and caravanning. CMT is an opportunity for Travel Oregon to get in front of avid German travelers ready to book their next holiday for 2019.

#### American Bus Association (ABA): Louisville, Kentucky, January 26-20

The American Bus Association’s Annual Meeting & Marketplace is a B2B sales platform connecting Oregon sellers/suppliers with buyers from 800 qualified tour and motorcoach operators via pre-scheduled appointments. This year, Travel Oregon is a sponsor and will have a 10x20 booth. There will be 10 Oregon delegates in attendance.

#### Holiday World Show: Dublin, Ireland, January 25-27

Travel Oregon in partnership with the Greater Newport Chamber of Commerce and Visit Tualatin Valley will participate in Holiday World Show. The travel trade and consumer show hosts over 45,000 attendees. Travel Oregon and Oregon partners exhibit alongside Platinum UK, a tour operator who actively sells travel packages to Oregon. The show provides the opportunity to promote travel to Oregon via the nonstop flight from London Heathrow (LHR) to PDX on Delta (with newly expanded daily seasonal service) along with the IcelandAir non-stop from Dublin to Reykjavik with direct connection from Reykjavik to PDX.

## SALES MISSIONS

### Oregon & Delta Air Lines Sales Mission: Germany, January 14-16

Travel Oregon, in partnership with Delta Airlines, hosted a series of three trainings in Duesseldorf, Hamburg and Munich with 120 travel agents and tour operators. The events were held to educate on Delta's convenient connections to Oregon via the AMS/PDX nonstop service and promote Oregon as an ideal destination for the German market.

### Brand USA Mexico Sales Mission: Mexico, January 14-18

Travel Oregon, on the Brand USA Sales Mission, met and trained 40 tour operators and 150 travel agents in Mexico City.

### UK Sales Mission: January 23-31

Travel Oregon led a sales mission to the United Kingdom with the Greater Newport Chamber of Commerce, Visit Tualatin Valley, and Travel Lane County. The mission included meetings with tour operators, airlines, and media plus three evening networking events with UK and Irish travel industry. The core goal of the mission is to promote Oregon as a year-round destination, increase awareness of Oregon product and nonstop service from LHR to PDX, gain media exposure, and offer opportunities for Oregon partners to establish and strengthen relationships with travel-trade and media partners in the UK.

### Oregon Partners & Delta Air Lines Marketing Meetings and Sales Calls: Tokyo, Japan January 28 – February 1

Travel Oregon will participate in budget and market planning meetings with The Port of Portland and Delta Air Lines market representatives from Japan and South Korea. The purpose of the meetings allows the airline and destination partner the opportunity to refine existing strategies and develop new opportunities to market and promote Delta Air Lines nonstop service from Tokyo-Narita Airport to Portland International Airport. Travel Oregon will also participate in sales calls with Tabi Kobo and HHS Travel.

## MEDIA/KOL FAMS

### *City Palate*: Canada, January 23 – February 2

A Canadian journalist will visit Oregon on assignment for *City Palate* and will be pitching several other publications. Coverage will include food, outdoor activities and fitness. The visit includes the Oregon Truffle Festival, and the cities of Bandon, Roseburg, Jacksonville, Ashland, and Prospect.

### *V de Volaris Magazine*: Mexico, January 24- February 1

*V de Volaris Magazine*, Volaris' inflight magazine, will send a journalist and photographer to visit Oregon for a 5-7-page story with images. Circulation for the publication is 44,000 and readership is 440,000+. The media will visit Eugene, Roseburg, Bend, Mt. Hood and Portland. Coverage is expected to run in fall 2019 and will highlight winter activities in Oregon.

## TRADE FAMS

### STA -Start Your Adventure Travel & Delta Air Lines Australia Agent Incentive FAM: January 2019

Travel Oregon partnered with the Delta Air Lines Australia team to host 6 of STA's elite group of Australia based travel agents. Qualifying agents are interested in developing their sales tools to focus on Oregon's winter and off-peak season product offerings for their group of experience seeking clients. To streamline the selling process and further connect them to an active product source, Delta Air Lines and Travel Oregon also hosted a team member from Ski Max during this FAM. A top winter sports package wholesaler, Ski Max has been an early adopter of Oregon winter/ski product and they will be a key linkage for STA's group of travel counselors.

## MEDIA EXPOSURE

### Frankfurter Allgemeine Zeitung: Germany, November 2018

In November 2018, an article on Oregon was published in the travel section of the prominent German newspaper, *Frankfurter Allgemeine Zeitung*. The page and a-half article was generated by a Travel Oregon sponsored press trip and includes coverage of all seven of Oregon's regions and many businesses featured on the press visit itinerary. Circulation for the publication is 252,223 and the online story can be found [online here](#).

### Advinetures: Canada, November 2018

*Advinetures*, a Canadian blog focused on travel and wine, visited Oregon in October 2018 and produced feature stories on [Youngberg Hill](#) and [Brick House Vineyards](#).

### Food and Travel Mexico: November 2018

*Food and Travel Mexico* visited Oregon in June 2018 and published a 7-page feature on Portland that highlighted the Willamette Valley. The circulation for the publication is 35,000+. The story highlighted Portland's vibrant food, coffee, wine and spirits scene along with biking. See Appendix for the full, translated article.

### The Telegraph: United Kingdom

An article titled "Why a winter road trip in Oregon is the world's wildest ski adventure" was published in the UK newspaper *The Daily Telegraph*. The article features an inspirational

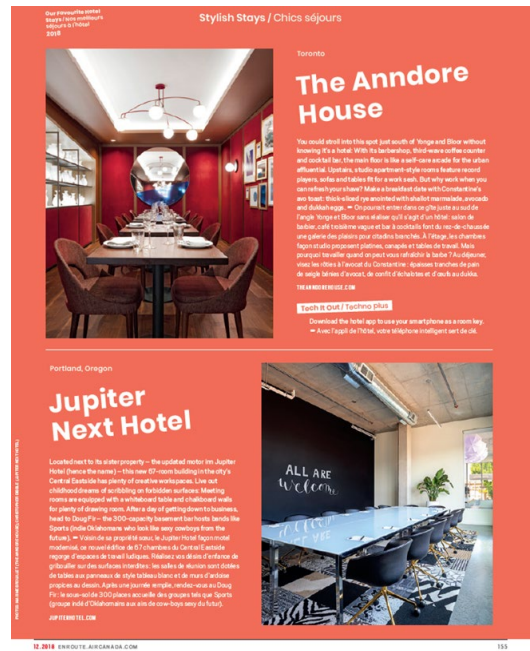
week-long itinerary, including five of Oregon's ski areas: Hoodoo, Mt Bachelor, Mt Hood Skibowl, Mt Hood Timberline and Mt Hood Meadows. The article is a result of a Travel Oregon hosted press trip and has a print circulation of 360,117.

### Dreamscapes: Canada, Fall 2018

The Evergreen Aviation & Space Museum was featured as a "Must-See Aerospace and Aviation Museum in The USA" in the fall issue of Canadian magazine, *Dreamscapes*, produced by Brand USA.

### EnRoute Magazine: Canada, December 2018

*EnRoute Magazine* is Air Canada's inflight Magazine. The Jupiter Next Hotel was featured in "Our Favorite Hotels Stays 2018" as a result of Travel Oregon hosting a writer from the publication.



## NEW PRODUCT

### Flight Centre: United Kingdom

Flight Centre United Kingdom recently added two new fly-drive itineraries exclusively featuring Oregon. The [Oregon Coast & Mountains](#) is a six-night itinerary with overnights in Portland, Cannon Beach, Newport and Sisters while the [Oregon Highlights Tour](#) is ten night itinerary with overnights in Portland, Astoria, Tillamook, Florence, Ashland, Sunriver and Mt. Hood.

### Miles Zero Tours: Canada

Miles Zero Tours created a new west coast itinerary that includes 5 overnights in Oregon - Portland, Lincoln City, and Coos Bay. The tour starts in Victoria BC and ends in California.

### Escorted Tours: United Kingdom

Several UK tour operators including [Trailfinders](#), [Trek America](#), and [Hayes & Jarvis](#) launched new small group escorted tours for the 2019 season. These seven to eight-night guided tour series focus on Oregon's craft beer culture and outstanding outdoor scenery and include overnights in Portland, Bend, Ashland, and Cannon Beach with multiple departures from the UK in 2019.

**MILE ZERO TOURS**  
Victoria, BC

**WEST COAST TO CALIFORNIA**  
9 DAYS: AUGUST 26 – SEPTEMBER 3, 2019

**SAVE \$250 early booking! First 10 seats only!**

**WHAT'S INCLUDED:**

- ✓ Pick-up at your door (Greater Victoria)
- ✓ Coho Ferry to USA
- ✓ 8 nights hotel accommodations
- ✓ 14 meals
- ✓ Transport on deluxe motorcoach
- ✓ Guided City tour in Portland
- ✓ International Rose Test Gardens
- ✓ Tour of Columbia River Gorge area
- ✓ Multnomah Falls
- ✓ Sea Lion Caves
- ✓ Dune Buggy Tour
- ✓ Cape Argo State Park
- ✓ Shore Acres State Park
- ✓ Trees of Mystery
- ✓ Winery Tasting and Lunch
- ✓ Avenue of the Giants
- ✓ Nature Walk amongst the Redwoods
- ✓ Golden Gate Bridge
- ✓ Guided tour of San Francisco
- ✓ Cable Car Ride in San Francisco
- ✓ Airfare from San Francisco to Victoria
- ✓ Luggage handling at all hotels
- ✓ Local fees and taxes
- ✓ Gratuities on included meals
- ✓ Services of a professional Tour Director

**HOTELS:**

DAY 1-2: HEATHMAN HOTEL, PORTLAND, OR  
DAY 3: SUBTROPICS, LINCOLN CITY, OR  
DAY 4-5: BEST WESTERN, COOS BAY, OR  
DAY 6: RED LION, EUREKA, CA  
DAY 7-8: HILTON HOTEL, UNION SQUARE, SAN FRANCISCO, CA

**Complimentary home pickup/return from Greater Victoria - travel starts at your door!**

**DAY 1 – MONDAY AUGUST 26, 2019 – VICTORIA – PORTLAND, OR**  
This morning depart Victoria's Inner Harbour aboard the Coho Ferry for Port Angeles, Washington. Once docked, and after a brief stop for lunch, climb aboard our deluxe motorcoach and travel across the lush green forests of Washington State. After crossing the mighty Columbia River we arrive at our destination the cosmopolitan and eclectic city of Portland. Check in at the Heathman Hotel nestled in the heart of Portland's downtown core. Tonight get to know your tour director and fellow travellers at a welcome dinner. Today's dinner is included.

Mile Zero Tours Ltd. 208-620 View Street, Victoria, BC V8W 1J6 (250) 590-0811 www.milezerotours.com License #07275

Tours for Fun: Chengdu, China

Tours for Fun has developed 17 new self-drive programs featuring Oregon and the Pacific Northwest. Tours for Fun is promoting their new programs via We Chat, C Trip, Fliggy and Mafengwo. This leverages Travel Oregon's own travel planning content that appears on C Trip and Mafengwo allowing users to get inspired by Oregon destination content via these two platforms then book via Tours For Fun or other travel providers.

DTA: Chengdu, China

DTA has created two new, "VIP" small group programs under their U Best Holiday brand. These exclusive six- and nine-day programs feature The Oregon Coast, Portland, Mt. Hood and the Willamette Valley.

Glorious Vacation: Chengdu, China

Glorious Vacation has developed a new FIT package under their Medici luxury travel line. The FIT program includes The Oregon Coast, Willamette Valley and Portland. This program utilizes Amtrak Cascades for transfer to Oregon via the Seattle gateway.

OTC: Chengdu, China

OTC has developed a Spring 2019 FIT package that includes Oregon, Washington and California. Highlights of the tour include Mt. Hood, Columbia River Gorge, Silver Falls State Park and Portland. See Appendix for details on all new product out of Chengdu, China.

MARKETING PROGRAMS

America Unlimited: Germany

Travel Oregon partnered with German tour operator America Unlimited on an advertising campaign featuring a 30-second trailer shown this past November in 15 movie theaters throughout Germany. The advertising was paired with a direct sales element; travel packages to Oregon were featured in America Unlimited's e-newsletter to over 140,000 recipients with an open rate of 13.9%. The cinema promotion reached approximately 200,000 people. Together, the campaign generated a 25% increase in Oregon sales during the promotion period, with 510 room nights booked so far for 2019.

Sparkloft: Mexico Social Media Campaign

From August 22 – September 16, 2018 Travel Oregon targeted a qualified audience in the Mexico City metro area with a custom video ad on Instagram that highlighted a three-day, long weekend itinerary to Oregon. A \$5,000 media buy generated the following results:

Impressions: 1,412,814  
Reach: 904,182  
Website Clicks: 15,998  
Cost Per Click: \$0.31

Total Video Views: 98,346  
Video Views at 50%: 48,584  
Video Views at 75%: 32,292  
Video Views at 100%: 23,363

### Ski Max: Australia

Travel Oregon partnered with Australian tour operator Ski Max, showcasing Oregon's winter product via a digital marketing campaign offering free skiing in Oregon. The short campaign generated strong interest from the market engaging Ski Max's 7,000 B2B clients as well as their database of 35,000 consumers via digital advertising, EDM & digital/social content. This free opportunity provided Oregon ski destinations the chance to inspire the Australian consumer and trade with inspirational messaging across the campaign.

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

### DESTINATION MANAGEMENT ASSESSMENT

Travel Oregon is partnering with Portland based non-profit, Ecotrust, to develop a baseline of destination management needs in Oregon. This baseline is listed as a key measure in Travel Oregon's 2017-2019 Strategic Plan for the Optimize Statewide Economic Impact. Travel Oregon is actively compiling results from the 2018 Oregon Tourism Engagement Survey and the 2018 Oregon Residential Survey to create a baseline data set and Ecotrust is developing a methodology to visually present the results using GIS mapping technology so that we can identify specific needs and challenges for specific locations in Oregon.

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

### FALL CAMPAIGN RESULTS 2018/2019

The Fall advertising campaign ran from October 15 - December 16 in the "Only Slightly Exaggerated" (OSE) campaign style to showcase the variety of activities and destinations available only in Oregon's fall and winter seasons. We created the following illustrations for each region, and these were individually launched weekly across all Travel Oregon channels.





Southern Oregon



Oregon Coast



Mt. Hood & The Gorge



Willamette Valley



Central Oregon



Eastern Oregon





Portland

The campaign resonated well with our audience with web traffic up YOY, and the launch of each weekly image consistently drove traffic to all owned channels.

#### Paid Media

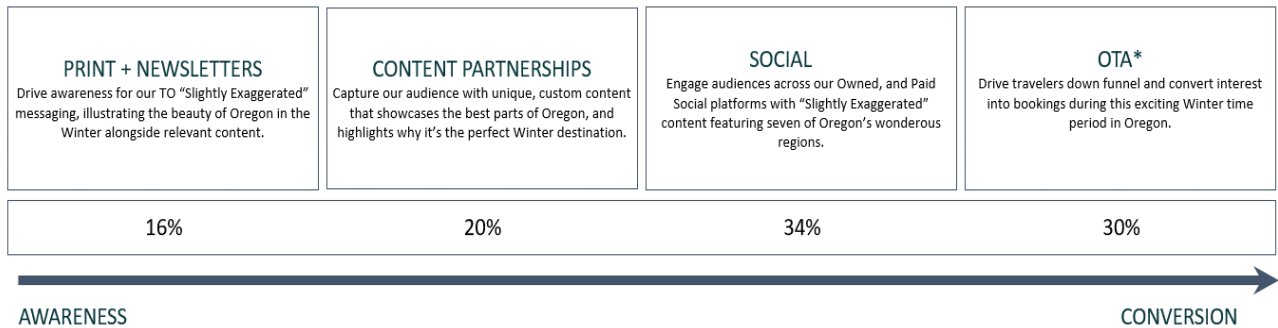
##### Parameters:

- Timing: 10/15/18 – 12/16/18
- Markets:
  - Primary: Oregon
  - Secondary: Seattle & Boise
- Target: “The Active Adventurer”
- Budget: \$800K

##### Key strategies:

- Activate existing community with engaging trip planning content
- Inspire Active Adventurers through premium placed visuals
- Spark curiosity through custom content partnerships
- Drive lower funnel demand through OTA partnerships

The role of paid media was to take Active Adventurers from awareness of Oregon's winter experiences to booking a trip:



### Paid Media Results Overview

The campaign results were strong, and below is a recap of performance by channel:

- Thrillist
  - The banner click-through rate was 0.26%, which was 160% above the industry benchmark.
  - Thrillist generated the most hotel bookings (10,590) compared to all other fall advertising channels, as tracked by Adara, and had the lowest cost per booking at \$14.16.
  - Thrillist produced a video for us that had a completion rate of 1.92%. This was below the benchmark of 4%, but still generated 35,447 views.
- OTA partnerships with TripAdvisor and Expedia
  - On TripAdvisor, we have earned 12K clicks with a 0.25% CTR, which was above its benchmark by 146%. TripAdvisor generated the second highest number of hotel bookings at 4,249, but had the highest cost per booking at \$23.24
    - The partner co-op with TripAdvisor is running through February 28 and offers a 50% match to partners from Travel Oregon and retargets based off exposure to Travel Oregon ads. The campaign began in November due to the retargeting.
  - The Expedia buy generated 57,000 hotel bookings, which was a 5.3% YOY lift.
- Paid search continued to be a consistent and effective traffic driver. Compared to last fall, we had a 47% decrease in budget, which lead to a 46% decrease in clicks. Despite that, we decreased cost per click by 1.42%, decreased our bounce rate by 17%, increased average session duration by 5.3%, and increased conversions (email/guide orders) by 6.3%.
  - Outside of social, paid search drove the greatest number of clicks (75K) at the lowest CPC (\$0.78) and had the best website engagement of any of our advertising partners.

- Remarketing banner ads on the Google Display Network (GDN) continued to be a productive strategy for us.
  - Compared to Thrillist, TripAdvisor and Expedia, our remarketing buy had the lowest cost per click at \$3.01 and lowest cost per thousand impressions at \$4.06.
  - Against the same partners, the remarketing buy had the second lowest cost per booking and the second-best engagement on TravelOregon.com.
- Adding to our print buy, we ran ad banners in each of their email newsletters to drive traffic to Traveloregon.com.
  - Across 23 individual email sends, we generated 1,780 clicks to Traveloregon.com. The click-through rate for these banners at 0.40% was above the benchmark by 300%.

Key Takeaways:

- Paid Media:
  - Both OTA partners underdelivered from a spend perspective. The team will look at extending the campaign next winter to fully optimize our spend.
  - *Sunset Magazine* was a standout for a publishing partner, and we'll aim to use it again in future print buys.
- Paid Search:
  - Competition for key seasonal keywords is high during the winter, especially for our ski, snowboard, and mountain keywords.
  - Need to fine tune our regional allocation strategy to allow for more real time optimizations.
  - Coast related keywords perform very well in winter.
- Remarketing:
  - Clear call to action on the banner ads could produce a better clickthrough rate. We will look for ways to align this strategy with our creative.
  - We need to focus on a more recent audience (within the past three months).

Social

The paid social campaign ran from October 15 through December 9, 2018<sup>1</sup> - the key strategy was to activate and inspire our audience by immersing them in a range of things they can see and do in each region this fall and winter.

Using the illustrations as the centerpiece of the campaign, we told the story through paid posts with the following goals:

- Awareness posts – introduce each illustration and region
  - User Generated Content (UGC): Showed that the illustrations were representative of activities within a region and throughout the state

---

<sup>1</sup> This was incorrectly reported as December 16, 2018 in the Q1 report

- Moments of Zen (MOZ)<sup>2</sup>: Showed what each region looked like in that moment
- Instagram Stories: Gave specific trip ideas and promoted places to pick up posters
- Influencer Content: Showed what was happening in the regions in the winter to both the Travel Oregon and influencer's audiences
- Click ads to TravelOregon.com
  - Promoted a variety of trip ideas, a sweepstakes, the Oregon Mural Trail and downloadable digital campaign wallpapers

Each week began with unveiling a region's illustration and was followed with content across channels that gave additional context and travel ideas in that region.

In addition, a brand lift study was conducted on Facebook and Instagram to measure the effectiveness of content on potential travelers' awareness, consideration and intent to traveling Oregon. While we continued to measure against our standard KPIs, paid media was optimized to support this study.

Content was created for each region and rolled out each week across Facebook, Instagram and Twitter. Below are results of our efforts:

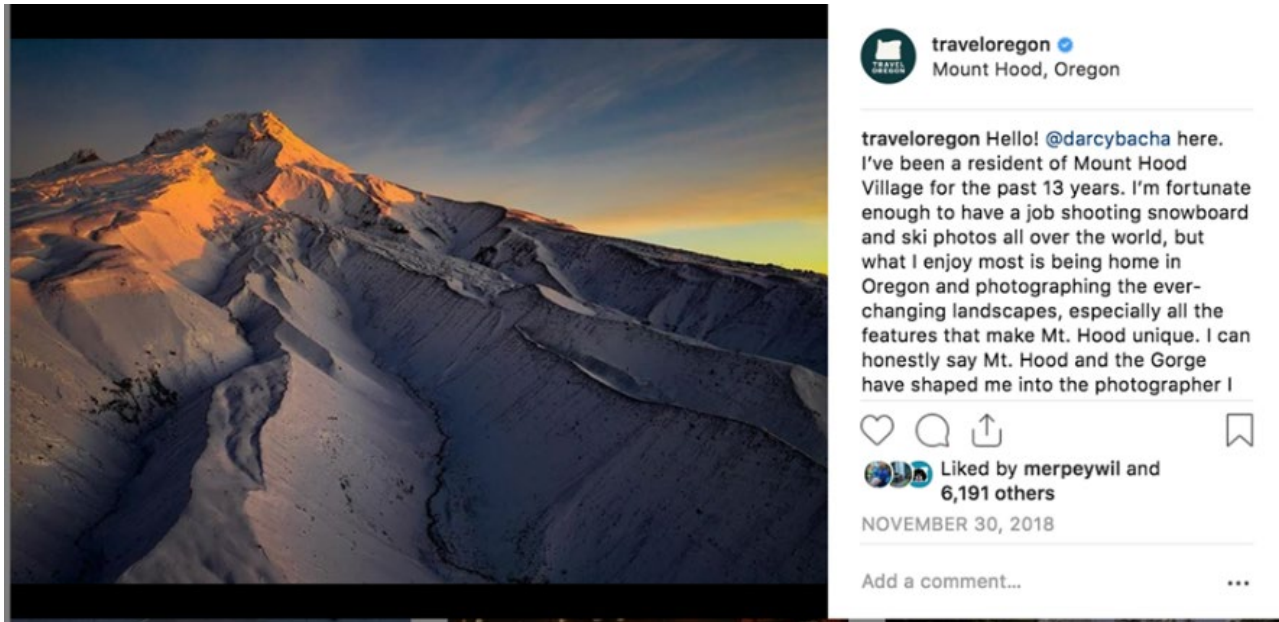
- Overall, the campaign drove 25,615,645 million paid impressions to the OSE fall campaign elements.; when combined with organic impressions, the campaign earned slightly more than 30 million impressions.
- We also garnered 151,261 clicks to winter regional pages, trip ideas and other promotional content; this represents approximately 24% above our target for clicks of 114,715. The Cost Per Click (CPC) for this was \$0.48. This CPC was higher than last winter's \$0.40 and was primarily due to the political campaign season.

A breakdown of clicks can be found in the Appendix.

---

<sup>2</sup> Moments of Zen (MOZ) are live serene moments of picturesque Oregon destinations to give our audience a break from the frenzied pace of life

Top Performing Content (Organic):



Mt. Hood image as part of an influencer takeover on Instagram



Instagram Story from @americayall of featuring lesser-known locations



Facebook Moment of Zen of Salt Creek Falls featuring a slight "fear missing out" (FOMO) message



Top Performing Content (Paid):



Lightherated copy compliments the ZooLights illustration on Instagram



Bringing the magic of the illustrations to life with a real image of the Mt. Hood Railroad

Key learnings and recommendations:

- User Generated Content (UGC) galleries continued to drive engagement (5.1% engagement rate vs. 0.6% engagement rate for illustrations) and provided a bridge from the campaign beyond owned content. Given that UGC has been successful both in spring and fall, we are going to ensure that UGC will be further embedded into the content plan with the support of paid media.
- MOZ content attracted positive sentiment from fans on Facebook as a recurring content theme and aligned with the campaign's core concept of Oregon as a happier state of being. However, the percentage of views was less than 0.05%. This is consistent with longer form content on Facebook and may be because Facebook wasn't prioritizing livestreaming content. For future campaigns, we will look to streamline production if MOZ is used again as longer-form content is not optimal for the platform.
- Influencer content performed well with an average CPM of \$3.58. For future campaigns, using additional platforms will be considered to ensure this content is seen beyond Instagram.
- Facebook delivered an average CPM of \$6.73 while Twitter's CPM was \$12.80. For future campaigns, multiple formats (polls, animated GIFS or Twitter Influencers) will be considered to boost reach and engagement.
- Instagram stories, in alignment with previous campaigns, continued to show high organic reach, and a with low click through rate. These stories should be incorporated into future campaigns to optimize reach versus click-through.
- IGTV<sup>3</sup>– This is a very new platform on Instagram and has not been widely adopted, so it's too soon to evaluate results. When compared to our MOZ broadcasts on Facebook, IGTV's audience viewed 0.01% of the content, while Facebook folks watched 0.05% of content on Facebook. For spring we will likely test IGTV again but will not invest production hours in developing content specifically for the platform.

TravelOregon.com

On TravelOregon.com, each week the illustrated creative was featured as the hero on the homepage and linked consumers to the regional pages that told a broader story about winter travel activities in that region. The content team reviewed and curated more than 100 trip ideas across all seven regional pages to support the campaign.

---

<sup>3</sup> IGTV is a standalone vertical video application owned by Instagram made primarily for smartphones. Unlike Instagram, it allows users to upload vertical videos up to 10 minutes in length or up to 60 minutes

YoY - All Users	2017	2018	Change
	10/20 - 12/21	10/15 - 12/16	
Number of sessions	617,524	646,757	4.7%
Number of users	473,212	492,911	4.2%
Pageviews	8,465,448	1,951,207	-77.0%
Pages/Session	13.71	3.02	-78.0%
Avg Session Duration	3:02	1:36	-47.3%
Bounce Rate	31.6%	61.8%	95.7%
% New Sessions	72.3%	71.1%	-1.7%

In comparing this campaign hub page to the hub page from last year [Travel Oregon The Game (TOTG)], we saw that:

- Overall user sessions to TravelOregon.com were up 4.7% while engagement was down. This was expected because TOTG was designed as a multiple page gaming experience while this fall's hub was a landing page designed to get visitors to click to the regional pages.

**Key Learnings:**

- 25% of visitors clicked for deeper content from the hub page to learn more about each region. While this was lower than our spring landing page (41%), it was much higher than TOTG (10%). Because the major difference between our spring and fall hub pages was the use of motion graphics, this may explain the difference in click rates.
- The call-to-action button on the landing page for each region garnered an 8.04% click rate, with Southern Oregon garnering the highest click rate at 19%. Central Oregon and Oregon Coast received the next two highest rates at 8.9% and 8.4% respectively.

**Sweepstakes**

Our Fall sweepstakes gave consumers the opportunity to win a "Magical Oregon Wine Escape" to the Willamette Valley region and experience locations featured in our influencer tours. We included Oregon-based heritage brand, Danner Boots, to expand our reach and equip our winner with gear. There were over 21,000 entries, and the prize included a 3-night stay at the Atticus Hotel, activities, airfare, and more.

**Murals**

The Oregon Mural Trail was completed in early December with the final kick-off events in Yachats and Forest Grove. The team is currently working on phase two of the Mural project and will update the Commission in the Spring.





The Dalles



Prineville



Roseburg



Oakridge



Yachats



Forest Grove





Ontario

### Industry Communications: eNews

On October 15, an industry-facing [Breaking News](#) was sent to 4,353 subscribers announcing the launch of the fall campaign.

Industry partners were encouraged to leverage the campaign in their regions by accessing the [Fall Campaign Toolkit](#) which provided campaign assets including regional campaign art, ways to share the imagery on social, and information about the Oregon Mural Trail and how to order/distribute the limited-edition posters. Throughout the campaign, the toolkit was the fifth most visited page on the industry site.



Travel Lane County shared the Oregon Coast image on Instagram



Tualatin Valley shared a mural trail image in Forest Grove using #OregonIsMagic on Twitter

### Public Relations

On October 15, the Communications team sent a [press release](#) announcing the launch of the campaign and inviting Portland broadcast stations to Travel Oregon's office to interview Linea Gagliano and Lisa Farquharson, Executive Director of The Dalles Area Chamber of



Commerce, to discuss the new campaign and launch of the Oregon Mural Trail/The Dalles mural. Coverage was garnered on [KOIN](#), [KGW](#), [KPTV](#), [OPB](#) and an AP pick-up about the Oregon Mural Trail that ran on [USNews.com](#), [WashingtonTimes.com](#), and [SeattleTimes.com](#) to name a few.

The team also created campaign talking points, mural events overview/fact sheet and sent out seven media advisories for each of the regional mural events.

**Media Advisories – date sent/resulting coverage**

- Roseburg (Oct. 10 and 11) – [The News-Review](#), [KQEN](#), [KQEN](#), [The News-Review](#)
- Prineville (Oct. 16 and 17) – [KTVZ](#), [KTVZ](#)
- Oakridge (Oct. 17 and 18)- No media coverage garnered
- The Dalles (Oct. 18) – [Hood River News](#), [The Dalles Chronicle](#)
- Yachats (Nov. 21) – [Oregon Coast Today](#), [KCFM](#)
- Ontario (Oct. 22) – [The Angus Observer](#), [KTVB](#), [KTFT](#)
- Forest Grove (Dec. 4 and 5)- No media coverage garnered

In total, the fall Only Slightly Exaggerated campaign (including stories on the Oregon Mural Trail) garnered 63 stories, with a circulation sum of 61 million and an average story score of 9/10. In comparison, last fall's campaign Travel Oregon: The Game secured 39 media articles reaching an audience of more than 200.6 million and an average story score of 8/10.

**SPRING 2019 CAMPAIGN UPDATE**

The Marketing team is working towards our Spring campaign launch with new animated creative in the Only Slightly Exaggerated style to launch in mid-March.

**Parameters:**

- Timing: 3/19/19 – 5/12/19<sup>4</sup>
- Markets:
  - Primary: Portland, Seattle, San Francisco
  - Secondary: Eugene, Bend, Tri-Cities, Boise
- Target: “The Active Adventurer”
- Budget: \$2,300,000

**Key strategies:**

- Inspire – Video Distribution
  - Create awareness through strong/premium video placement featuring our Only Slightly Exaggerated film
- Engage – Activity Targeting
  - Design custom content with partners through the lens of activity

---

<sup>4</sup> These dates are tentative based on production delivery and could fluctuate up to 2 weeks. As a learning from Spring 18, we want to ensure we have adequate time for all vendors to implement the campaign across our owned channels.

- Convert – Bookings
  - Drive conversions by leveraging OTA partnerships

We review MediaMark Research Inc. (MRI) data before each campaign to ensure our “Active Adventurer targeting” is current. There were no significant changes to our target audience, but we dug a little deeper into our audience psychographics reaffirming their love of travel takes them to locations that have it all – from hiking to mountain vistas to sipping wine at a vineyard. To approach this target, we define four profiles<sup>5</sup>:

- Action Seeker
  - Constantly on the hunt for adventure and stimulating experiences
  - Enjoy a challenge and like diving into new activities
  - Interested in sports like mountain biking, surfing and paragliding
- Animal Lover
  - Love animals and 65% have at least one pet in the household
  - Believe their pets deserve to be pampered and treat them as though they are part of the family
- Nature Wanderer
  - Like getting lost in nature and being-in-tune with the outdoors
  - The environment is important to them and 50% consider themselves more environmentally conscious than most people
  - Enjoy hiking and backpacking
- Foodie Focused
  - 82% say they are not afraid of trying new types of foods and cuisines
  - Cooking is one of their passions and they strive to be creative in the kitchen
  - Quality is important to them – they are willing to pay more for a nice bottle of wine or for dinner at a fine dining establishment

#### Spring 2019 Target Market Analysis

After including Phoenix as a target market during the Spring 2017 (You Might Like it Here) and the Spring 2018 (Only Slightly Exaggerated) campaigns, we analyzed our target markets, and decided to pull back our investment in Phoenix and focus our efforts on markets that show the strongest results (Portland, Seattle, San Francisco).

A key measurement in making this assessment was the number of arrivals we saw through the Arrivalist attribution platform, which ties a sample of Oregon visits to the Travel Oregon advertising impressions they were exposed to. Advertising in Arizona generated the lowest number of arrivals to Oregon (56), and this market required the most effort to generate those limited arrivals (93,147 ad exposures per arrival):

---

<sup>5</sup> Please note these are not the only psychographics our audience over indexes on, but we have chosen to focus on these four for the Spring campaign

State	Advertising Exposures	Arrivals	# of Exposures per Arrival
Oregon	42,804,279	7349	5,825
Washington	10,333,751	1283	8,054
California	13,223,488	448	29,517
Idaho	227,188	60	3,786
Arizona	5,216,249	56	93,147

## PROMOTIONS

### Capitol Christmas Tree Project

The West Lawn of Capitol Hill glowed brightly in December with the 2018 Capitol Christmas Tree harvested from the Willamette National Forest. In early December, Oregon Tourism Commissioners, Travel Oregon staff, 4<sup>th</sup> grade [poem winner](#) Brigitte Harrington and her family, and dozens of other Oregonians traveled to Washington, D.C. to celebrate the lighting of The People's Tree.

This was the crowning moment of a year-long project that brought on new and existing partnerships with the United States Forest Service, [Travel Oregon](#), [Willamette National Forest](#), [Choose Outdoors](#) and the [Willamette Valley Visitors Association](#). This partnership was the first of this scale and so impressed the Chief of the US Forest Service that she recognized Travel Oregon, the WNF and Choose Outdoors with a private reception. This was a direct result of the energy, awareness and audiences for a Capitol Christmas Tree – it's harvest, whistle stop tour and arrival in DC.





In addition to the tree-lighting ceremony, numerous events took place throughout the week including the USFS Chief's Awards, U.S. Capitol Christmas Tree Partner Reception, United States Department of Agriculture Secretary's Reception, Congressional Reception at the Botanic Garden hosted by Senator Wyden and an Oregon Breakfast attended by both Senator Wyden and Senator Merkley. Each event featured Oregon products and people including [Stoller Family Estate](#), [Rose City Distillers](#), [Deschutes Brewery](#), [Bob's Red Mill](#), [Stumptown Coffee](#), James-Beard nominated Chef Bonnie Morales of [Kachka](#), and the band [We Three](#).

To capitalize on their time in D.C., Travel Oregon staff and Oregon Tourism Commissioners visited nearly all members of the Oregon Congressional delegation including Senator Wyden, Senator Merkley, Congressman Schrader, Congressman Walden, Congressman Blumenauer, and Congressman DeFazio. Staff and commissioners



thanked members of the Oregon delegation for their leadership on various federal initiatives, including support for Brand USA and Restore our Parks. The team also provided updates on the 2018 wildfire studies that are aiming to capture visitor perception and travel behavior around Oregon wildfires and smoke. Both the Southern Oregon and statewide reports will be available spring 2019.



The theme for the 2018 Capitol Christmas Tree was “Find Your Trail!” in recognition of the two 2018 milestone anniversaries: the 50th anniversary of the National Trails System Act and the 175th commemoration of the Oregon Trail. The tree departed from Sweet Home, Oregon on its 3,000-mile cross-country journey following the reverse path of the Oregon Trail. Along the tour, the tree stopped in numerous Oregon communities which held holiday events including: Sweet Home, Albany, Springfield, Oregon City, Bend, Salem, and Baker City. At each of these stops, people greeted the tree, signed their name on the banner of the truck and snapped photos. The tree continued its journey to Washington, D.C. and was visited by over 30,000 people.

#### Coverage:

Throughout 2018, Oregon’s Capitol Christmas Tree attracted media coverage in regional and national publications. Not surprisingly, Q2 received the most coverage of all the quarters with 242 stories. The overall coverage for this entire project totaled 284 stories, 438 million in circulation and an average story score of 8.3/10.

In addition, Travel Oregon staff held deskside media appointments with *National Geographic* and the *Washington Post*, which invited Chef Bonnie Morales to do an Instagram Story for its new culinary platform, [Voraciously](#).

#### Coverage highlights:

- 10/15/18, OregonLive.com, "[Hillsboro fourth-grader chosen to light U.S. Capitol Christmas Tree](#)"
- 10/2/18, KVAL.com, "[Capitol Christmas Tree to travel 3,000 mile trail east from Oregon to D.C. this November](#)"
- 11/2/18, StatesmanJournal.com, "[Oregon’s 82-foot noble fir tree for US Capitol comes down without a hitch](#)"
- 11/12/18, BakerCityHerald.com, "[Nation’s Christmas tree on it way to Baker City](#)"
- 12/6/18, WashingtonPost.com/*Washington Post*, "[Meet the 9 year old girl who helped Paul Ryan light the Capitol Christmas Tree](#)"
- 12/9/18, HeraldandNews.com, "[A most Capitol Tree](#)"

#### Content & Social Media:

The content/social media team created a campaign to support the Capitol Christmas Tree project and the following goals:

- Promote the Willamette National Forest and the communities around it; raising awareness of the forest’s relationship to the local community within Oregon.
- Create itineraries that Travel Oregon and other partners could leverage to increase visitation to the forest and the communities surrounding it.
- Incorporate/promote public lands and outdoors ethics messaging.
- Create evergreen content that can live on after the Capitol Christmas Tree campaign has ended.



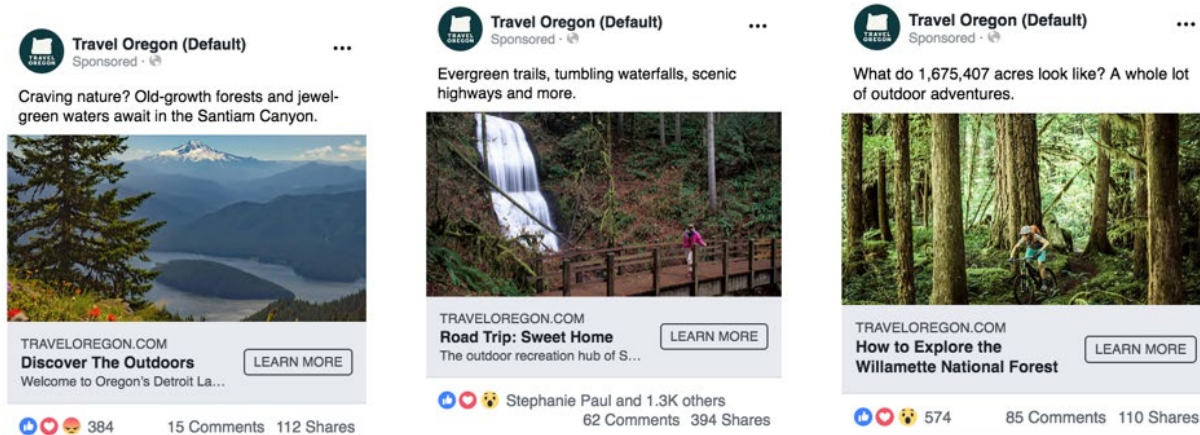
Content created and promoted included: [How to Explore the Willamette Forest](#), [Road Trip: Sweet Home](#), [Oakridge](#), [Road Trip: McKenzie River Valley](#) and [Discover the Outdoors Around Detroit Lake](#). For this campaign, we targeted folks who live in Oregon and are interested in the outdoors and Christmas/holidays.

The stories were optimized for clicks and promoted across Facebook and Instagram from November 1 through December 24. The campaign yielded the following results:

- 18,389 clicks were generated to the content created at with a CPC of \$0.34; this was more than our standard CPC of \$0.33 for promoted posts. However, this was expected due to the narrow audience targeting and higher costs during the holiday season.
- Engagement with the content was strong, with the average reader spending 3:12 minutes per article (average time on site is typically 1:48), and social engagement (likes, shares and comments) averaging 1.30% (overall average: 0.38%).



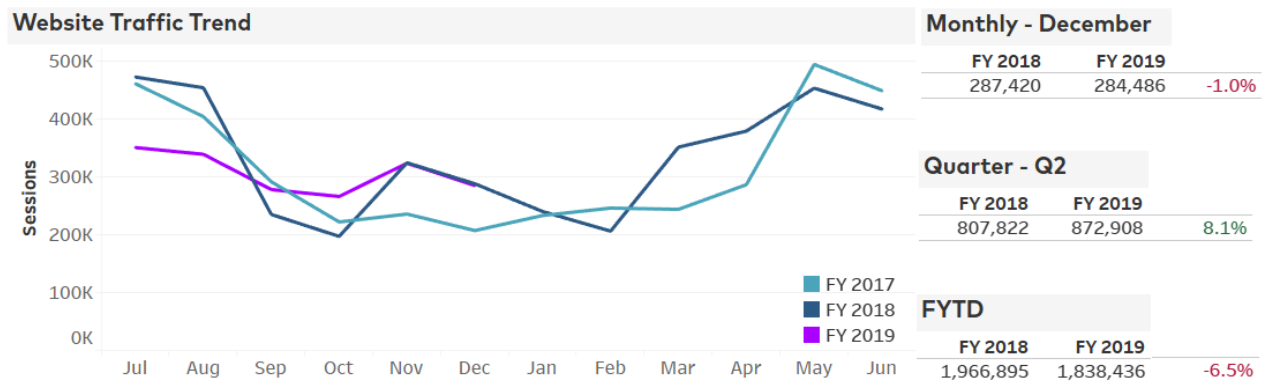
Sponsored content supporting the Capitol Christmas Tree campaign:



### Oregon Trail 175<sup>th</sup> Anniversary

The Oregon Trail Coalition began work on the future of the organization. On December 4, 2018, the Coalition participated in a facilitated conversation led by Randy Harrington. Travel Oregon will continue to be an active and participating member in these conversations.

## DIGITAL CONSUMER PLATFORMS TravelOregon.com



Driven by the fall campaign and the Capitol Christmas Tree efforts, traffic to TravelOregon.com was up 8.1% in Q2 compared to the same period last year. This puts us at traffic levels not seen since October 2016.

This turnaround was likely due to the following reasons:

1. Given that the new site has now been live for over a year, the rising organic traffic is an indication of the return of our “Google juice<sup>6</sup>”; it is particularly noteworthy that TravelOregon.com’s content has more than 23,000 keywords ranked across Google. This is up 2% over the same period last year.
2. We’ve been working with Miles Partnership and our web agency ThinkShout to review quarterly SEO (search engine optimization) performance and are regularly updating and reviewing page level performance across the site.
3. The content team has been using SEO performance as an input into our quarterly content planning meetings so that we’re meeting the needs of keywords that are driving organic traffic to the site.

### TravelOregon.com Platform Updates:

The Q2 focus on TravelOregon.com was launching support of the OSE fall campaign, Industry Site overhaul, and preparing for the integration of the Visitor Transportation Services data.

### Visitor Transportation Services:

The team finalized the approach for integrating Visitor Transportation Services data into TravelOregon.com. Informing visitors about transportation options across Oregon is a key strategic initiative for our agency because public transit is sustainable and reduces

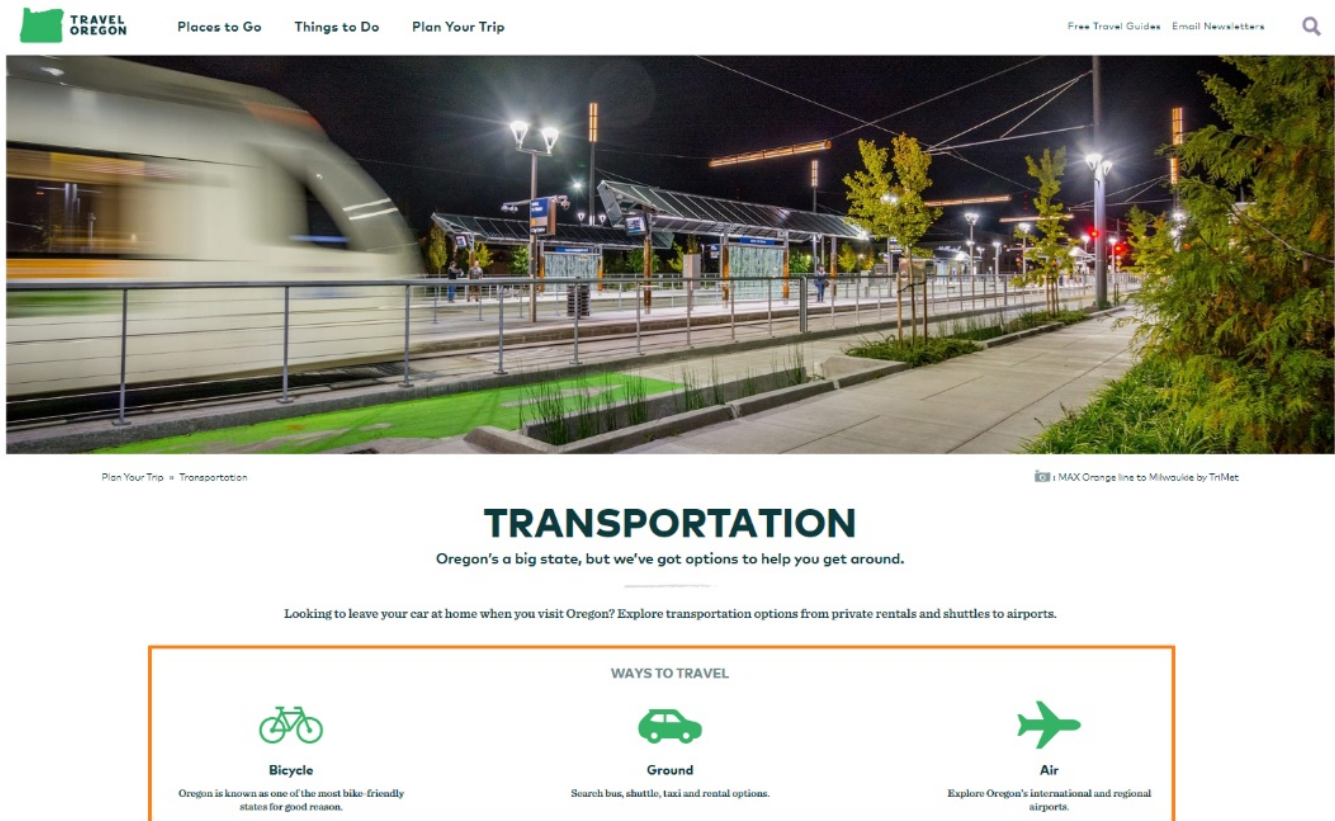
---

<sup>6</sup> Google juice is a colloquial term for visibility and prominence from the Google search algorithm PageRank and associated traffic on a website. A site that has more “Google juice” shows up more prolifically on top page rankings.

congestion. As the transportation infrastructure continues to evolve, we're committed to helping travelers discover new ways to travel through the state.

For this launch, we are prioritizing bus and shuttle services, taxis, and more standard airport and train information. This data is now housed in OTIS and can be found in a variety of ways on TravelOregon.com including the following:

Transportation landing page: <https://traveloregon.com/plan-your-trip/transportation/>



We also added four new car-free itineraries to TravelOregon.com in Q2. Please see the Publishing & Content section of this report for links to these stories.

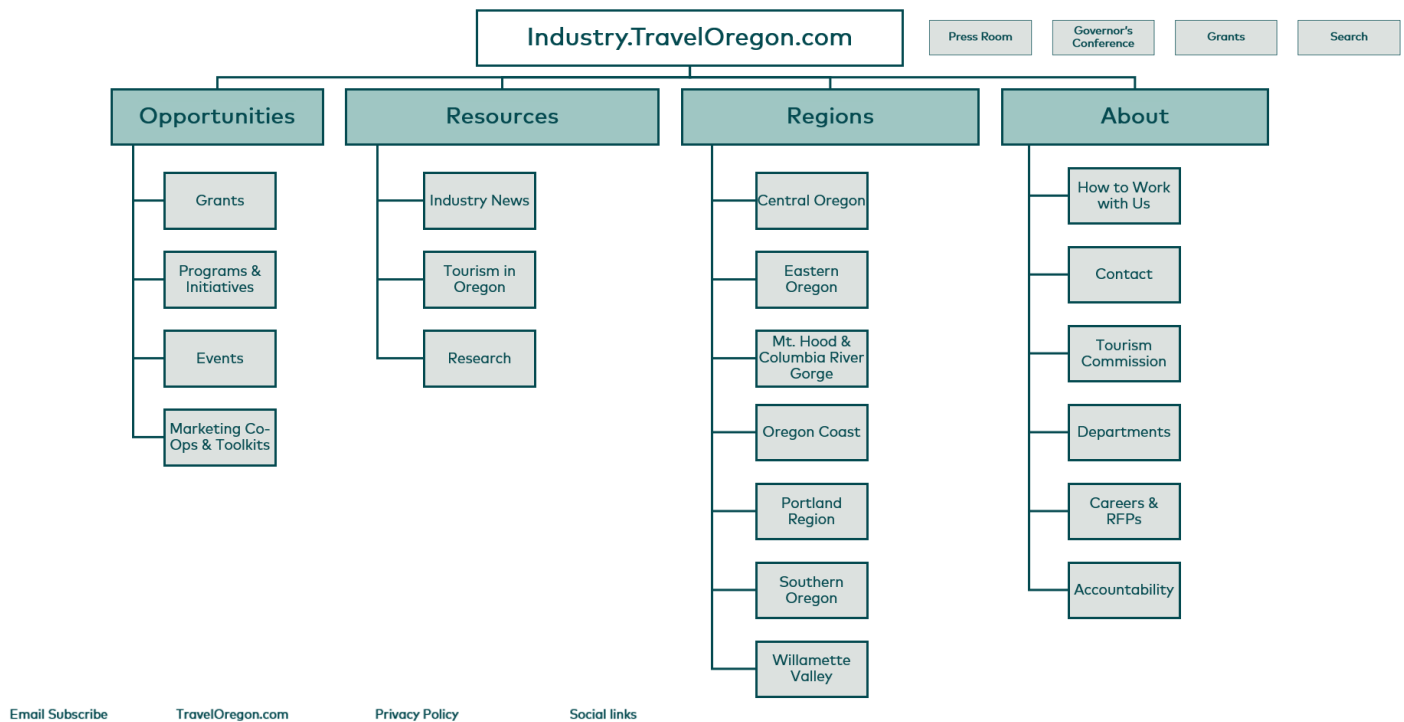
### Industry Site

We continued using insights from the staff survey, stakeholder workshop, Google Analytics review, industry survey and card sort<sup>7</sup> feedback inform the sitemap, wireframes and content priorities.

---

<sup>7</sup> Card Sort is a method to design the information architecture of a website that helps structure the site.

The team worked on fleshing out pages for the new website and the sitemap will continue to evolve. The team came to consensus on primary, secondary and supplemental navigation. Please see screenshot:



Primary and secondary navigation includes:

- Opportunities (actionable)
  - Grants
  - Programs & Initiatives
  - Events (time-based and includes upcoming workshops, meetings, trade shows, trainings, etc.)
  - Marketing Co-Ops & Toolkits
- Resources (informational)
  - Industry News (also will house success stories)
  - Tourism in Oregon (value of tourism, lodging tax, economic impact, etc.)
  - Research
- Regions (contextual)
  - Every region will have a landing page (and potentially subpages, as needed) curated to be relevant to their area. Will include RCTP information, RDMO and DMO contacts, upcoming events, grants, etc.
- About (who we are, how to partner, contact)
  - How to Work with Us

- Contact (we plan to incorporate an FAQ here, to help manage regular requests)
- Tourism Commission (will include the Commissioners as well as meeting information, agendas, staff reports)
- Departments
- Careers & RFPs
- Accountability (this will be home to state transparency requirements, TBD)

Supplemental navigation (will appear at the top of all pages):

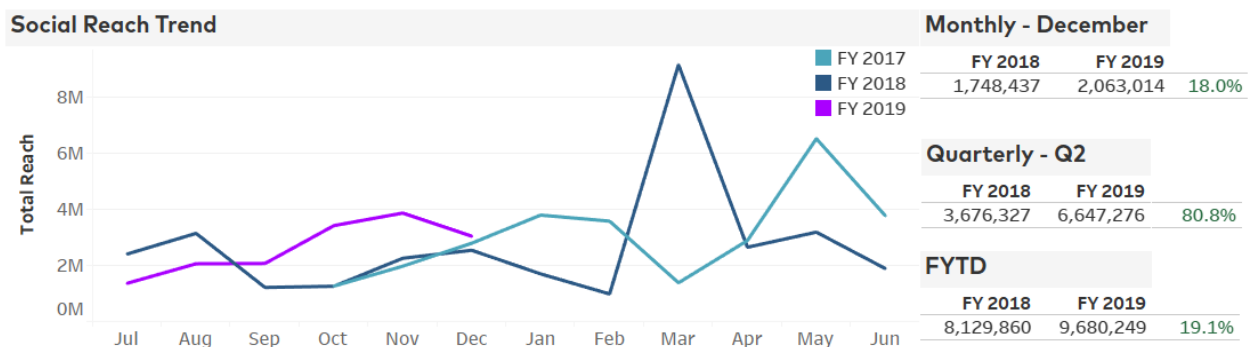
- Press Room
- Governor's Conference
- Grants
- *There will also be enhanced global search, persisted in the header as well*

Like the consumer site, we will have the ability to feature a variety of information, contextually, across the site. While everything will still need a home, it will be easier for the team to quickly surface relevant content across the site.

In addition to working on the sitemap, the team also reviewed several wireframes<sup>8</sup>. We use them to help visualize the basic structure of a page, indicate functionality and show content priorities.

We had twice as many wireframes as originally planned, so we are now looking to wrap up design during Q3 (January-March).

### Social Media



Overall reach for the quarter was up 80% due to the impact of the fall campaign and Capitol Christmas Tree effort. Highlights this quarter include:

- IGTV: The experiment with IGTV continued this quarter. As stated in the fall campaign section, results are not promising, with the percentage of people who watched videos all the way through to the end was around 1%, while the rest of

<sup>8</sup> A wireframe is essentially a blueprint for a website



viewers watched to around 12 seconds. Given that the platform has not seen widely adopted, we intend to test IGTV a bit more before investing more effort in it.

- While campaign months with spend and creative traction do produce higher numbers, it is important to note that the ability to use multiple levers to extend the campaign such as MOZ, posters, wallpapers, murals and events such as the Capitol Christmas Tree helped sustain engagement over a long period of time.

Other top performing content across social included:

- Posts about fun trips and unique places to stay such as: [Oregon Coast Winter Escape and Cozy Cabin Escapes](#).
- Posts covering places off-the-beaten path such as: [Troutdale to Pendleton and Oregon's Banana Belt](#).
- Epic Oregon experiences reinforcing our unique landscape such as posts about the beauty of Oregon's winter, the Columbia River Gorge and the Willows.
- Timely and newsworthy posts such as: [Oregon Film's 50<sup>th</sup> Anniversary and Whale Watch Week](#).



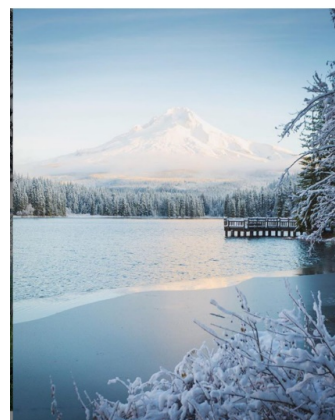
You can't help but be awestruck by the beauty of the Columbia River Gorge. It's no wonder so many artists call this place home. [b.link/gorge84](https://b.link/gorge84)



Columbia River Gorge artist tweet - Beautiful landscape photography with a strong second-person statement performed well on Twitter

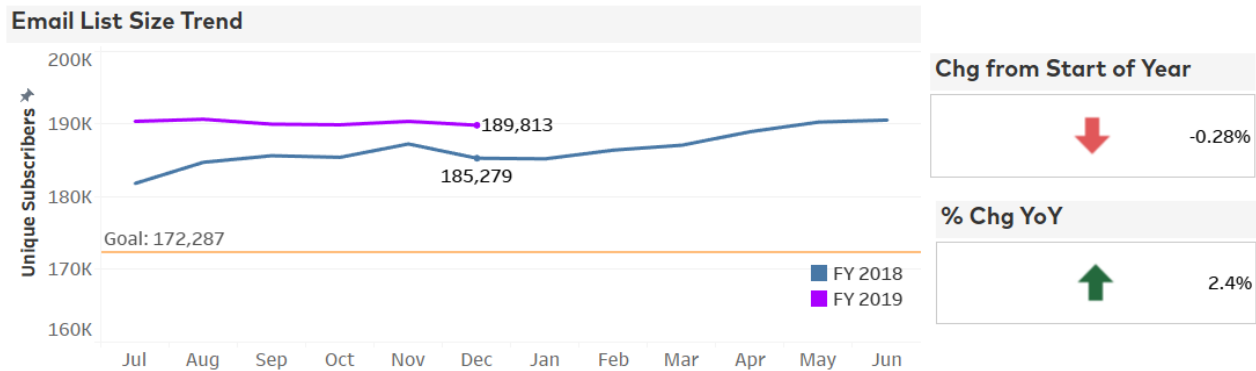


This atypical scenic shot of the Willows-Whitman pinhole was a standout on Instagram



Trillium Lake with a simple caption that resonates in fans

## Email Marketing



Travel Oregon's consumer email marketing programs were identified as a key initiative for 2017-2019. The email programs allow for ongoing communication with potential travelers to keep Oregon top of mind.

Total list size was 189,813 at the end of Q2, up 2.4% compared to the prior year. However, compared to the start of the fiscal year, our list size was down 0.28%. All our newsletter lists saw a positive growth in subscribers over the quarter.

From an engagement standpoint for the quarter, all newsletters saw YOY growth in open rates with the outdoor list showing the most significant increase at 64.3% YOY. FYTD open rates for each list were also up YOY.

For our email click-through rates, only the general list showed YOY growth at 10.3%. The outdoor list declined YOY by 40% and the culinary list dropped by 7%. The loss for outdoor edition was primarily due to a story about Fat-Biking on the Oregon Coast that garnered a low 7% CTR; for the culinary edition, Q2 numbers were inflated by a 62% CTR for a story about [Chef Aaron Bedard](#). FYTD all three lists are either down or flat compared to 2017 results.

Note: We adjusted our email KPI from net gain/loss in subscribers to a change in total list size. This allows us to better visualize the overall growth or decline in our list and is a more accurate way to track list size over time. We also outlined our goal list size for the end of the fiscal year. Due to projected decreases in website traffic and pending database purges in accordance with General Data Privacy Requirements, we anticipate a 10% drop in list size for FY 18/19.

The team worked on email improvements related to the visitor lifecycle management (VLM) project including an email welcome series and email preference center. The welcome series will serve as an introduction to the Travel Oregon newsletter program and will be designed to stimulate swift engagement. The preference center's goal is to provide more customization by allowing subscribers more flexibility with managing their subscription

levels and cadence. This should help slow the unsubscribe rate and keep our list healthier. We're targeting launching these programs in February 2019.

## PUBLISHING & CONTENT

We produced, published and distributed 53 stories in Q2. The publishing lineup included:

- 6 feature stories: These long-form content pieces are designed to evoke an emotional response and ignite a desire to travel to Oregon.
- 20 news stories: These stories were informational and designed to keep Oregon "top-of-mind" with information about events and happenings within three months.
- 3 blogger stories: Stories from local Oregon personalities and content partners using their independent voice.
- 6 campaign support stories: Created to support the winter marketing campaign.
- 18 special project stories: Stories produced to support special partner request and/or specific partner events, including 2 sponsored stories.

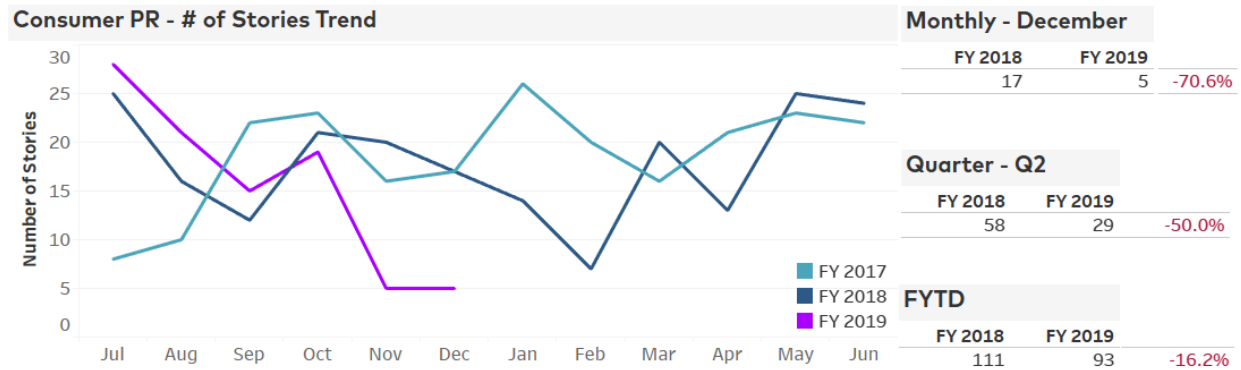
Winter seasonal features included a guide to [visiting Sno-Parks on Mt. Hood](#), a deep dive into [the history of shipwrecks on the Columbia River](#), a round-up of [8 essential Nordic skiing trails](#), a spotlight on [LGBTQ trips in Oregon](#), a look at [new AVAs in the Willamette Valley wine region](#) and a trip through [cozy cabins perfect for winter getaways](#).

Other content highlights:

- Continued partnership with Ski Oregon to get ready for ski season with a look at [upgrades at ski resorts](#), [ski guides](#) and a frequently-updated [conditions and events report](#).
- Highlighting the 50<sup>th</sup> anniversary of Oregon Film through [a few favorite film locations around the state](#); we also shared [a gallery of user-generated photos from popular film locations on Instagram](#).
- 3 stories to support the Klamath Basin tourism studio:
  - [Cycling the Klamath Countryside](#)
  - [Get a Taste of the Klamath Basin](#)
  - [A Road Trip Through Klamath Basin History](#)
- 4 car-free itineraries to support our transportation initiative:
  - [Car-Free Getaway: Florence and the Central Coast](#)
  - [Car-free Getaway: Taste the Good Life in Eugene](#)
  - [Car-Free Getaway: The Free-Spirited South Coast](#)
  - [Car-Free Getaway: Klamath Falls and Crater Lake](#)
- A [round-up of places to go for Salem Dining Month](#)
- An overview of all the locations on the [Oregon Mural Trail](#), highlighting additional trip ideas in the local communities where the murals are located.
- Inclusion of safety and outdoors ethics messaging in an e-newsletter story about [wintering like an Oregonian](#).
- A story about [Smith Rock in the winter](#) gave key messages about preserving and protecting the park and avoiding congested times.

- Support of Destination Development initiatives through e-newsletter stories like [Fat biking the Oregon Coast](#) and the [Wild Rivers Coast Food Trail](#).

## CONSUMER COMMUNICATIONS



While the Global Communications team exceeded the average story score goal (goal is 8, we had 8.5), we saw a decrease in the number of stories and circulation. The primary reason for this was because we had very little reactive media requests and less Pre-Feast coverage compared to Q2 2017. While the number of stories and circulation were down, the quality of stories enhanced with almost all top tier placements including *Travel+ Leisure*, *Condé Nast Traveler*, *Forbes*, and *Wine Enthusiast* to name a few. All these stories were garnered because of press trips or our ongoing relationships with media we've met at desk-side briefings and long-lead media pitching. Overall for Q2, our consumer media relations resulted in 29 stories, 84.6 million circulation and 8.5 story score compared to last year where we garnered 58 stories with a circulation of 280 million and average story score of 8.1.

The team also received a [Public Relations Society of America \(PRSA\) Spotlight Award](#) (the state's highest honor for PR professionals) in the category "Event Campaign" for "Oregon & Visitors Shine -2017 Eclipse Preparation".

See below for highlights of Travel Oregon-influenced coverage for Q2.

- 10/1/18, KGW.com "[Jacobsen Salt: An inside tour on Oregon Coast](#)"
- 10/8/18, The Travel Channel, "[The Creepiest Places in All 50 States](#)"
- 10/11/18, Departures.com, "[24 Hours in Portland, Oregon](#)"
- 11/19/18, *Wine Enthusiast*/WineMag.com, "[Emerging New-World Destinations for Wine Lovers](#)"
- 11/25/18, *Travel + Leisure*, "[America's Most Beautiful Lake Has a Sunken Forest Beneath Its Crystal-clear Waters](#)"
- 11/28/18, Forbes.com, "[Holiday Gift Guide 2018: The Best Gifts For The Home Chef](#)"
- 12/1/18, Go Escape (USA Today), "Above it All" -Print/No link
- 12/14/18, Brides.com, "[7 Action-Packed Winter Vacation Destinations in the United States](#)"



- 12/16/18, OregonLive.com, "[See all 7 Wonders of Oregon over a single year](#)"

#### Q2 Consumer Press Trips:

- [David Zuchowski](#) (Nov. 3-10) took a road trip along the Coast for what will be a three-piece series (covering each sub-region) on JohnnyJet.com.
- [Michaela Trimble](#) (Dec. 16-23) came to Oregon and included Portland, McMinnville (women winemakers and Atticus Hotel) and the Coast (Headlands). Prior to her trip she already had confirmed stories for Men's Journal and Travel + Leisure.

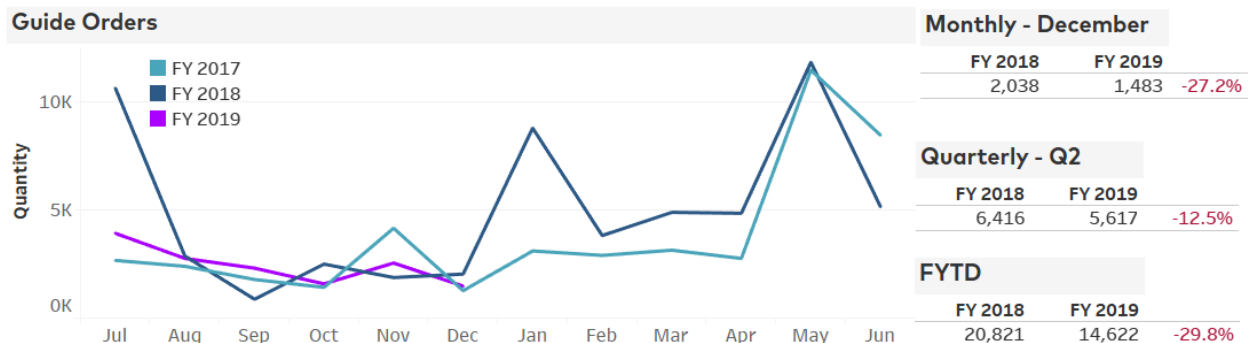
### MARKETING INSIGHTS & VISITOR SERVICES

#### Visitor Life Cycle Management (VLM)

The team continues to move forward with our VLM project. We plan to push our first email launch late February after we complete data wrapping and migration. We are very close to finalizing our email templates, new welcome series campaign and new email preferences center. After those tasks are complete, we'll begin building out our email sign up, guide order and welcome center tablet survey forms within the Marketo environment. From there, we'll move onto our email personalization initiatives and then ultimately our website personalization initiatives.

Lastly, the team posted the new Marketing Automation Coordinator position, which will be instrumental in managing the day to day workload of the VLM project and assist with analysis for our advertising campaigns. We hope to bring this person onboard in March.

#### Fulfillment



Individual guide orders were down in Q2 (12.5%) versus the same time last year. The decrease was likely attributed to the transition of our fulfillment vendor. Guide orders were not promoted during this time to help with the transition, and we expect the numbers to increase now that we are promoting these again.

A dedicated email promoting the visitor guide was sent December 26, 2018, and generated a large influx of orders. The majority (approximately 3,300 guides) were shipped in early January and will be reflected in our January guide order report. Our FY19 goal for guides orders is 66,000.

## SUPPORT AND EMPOWER OREGON'S TOURISM INDUSTRY

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

### INDUSTRY SERVICES

#### Travel Oregon 101

The Travel Oregon 101 program has strategically partnered with key industry events in planning the [2019 seminar schedule](#), in order to present to tourism partners around the state. Locations include Eugene, prior to the Oregon Sports Summit Series; Klamath Falls, post- Travel Southern Oregon Symposium happening in Medford; Joseph, prior to the Oregon Tourism Commission meeting; and a statewide webinar. Additional dates and locations will be announced later this year.

In 2018, Travel Oregon staff presented to over 370 attendees at 13 Travel Oregon 101 seminars and statewide webinars. The Travel Oregon 101 program is a key strategy in ensuring tourism partners are engaged in Travel Oregon programs, and are working with RDMOs and DMOs in each region. Initial results demonstrate after attending a seminar or webinar in 2018, 64% of attendees signed up to receive the Travel Oregon Industry eNewsletter; 50% of attendees checked a business or organization listing on TravelOregon.com; 41% of attendees connected with local DMOs and RDMOs; and 36% of attendees utilized Travel Oregon's industry research reports.

#### 2019 Oregon Governor's Conference on Tourism

Attendee registration and hotel room blocks will open on February 4. Based on the year-over-year growth, an increase in early registrations is anticipated as well as early room reservations at the headquarter hotel and nearby overflow hotels.

The headquarter hotel officially changed ownership on January 1, 2019 from Hilton Hotels to the [Graduate Hotel collection](#). Over the next six months the Graduate will be renovated and will be branded the Graduate Eugene. Currently, and throughout the Governor's Conference, the hotel brand will be Hotel Eugene. Renovations include rebranding the hotel rooms in a sleek and classic University of Oregon style, incorporating history and collegiate meaning into the rooms. Waffle iron lamps in the rooms pay homage to Bill Bowerman and represent the history of Nike's shoe soles. Green duck wallpaper and subtly incorporated



track & field designs are a just few other elements in the rooms. A new restaurant and bar with an outdoor beer garden will face the Hult Center, allowing for the hotel to utilize the currently open space on that side of the property. While not all renovations will be completed in time for the Governor's Conference, the attention to local detail and the excitement of what's to come in Summer 2019 will be well underway. [Read more here](#) about the changes.

In addition to the changes happening at the conference venue and headquarter hotel, Travel Lane County is working closely with the conference planning team to create an amazing Sunday Night Out event and Monday night dine around in Eugene. Our internal partnerships sales team has been busy securing sponsors and exhibitors, keeping ahead of pace in sponsorship sales.

Oregon's Travel & Tourism Industry Achievement Awards nominations are now open. Tourism organizations, businesses, communities, regions and individuals are all eligible to be nominated for work done in the areas of: niche tourism, innovative partnerships, guest service, tourism development, digital marketing, international sales and development and more. The nominations will remain open until midnight on February 28.

For more information visit the [conference website](#) on February 4.

## OREGON TOURISM STUDIOS

### North Coast Tourism Studio

The North Coast Tourism Studio program concluded in January with the final segment taking place in Astoria on January 15-16. The program launched in September 2018 with a primary focus on destination management and has included the following workshop deliveries:

- September 25, 2018 in Garibaldi, Ore.
  - North Coast Tourism Summit
- October 16-17, 2018 in Seaside, Ore.
  - Destination Stewardship Think Tank
  - Visitor Transportation for High-Use Destinations Workshop
- November 13-14, 2018 in Cannon Beach, Ore.
  - Adventure Travel & Outdoor Recreation Networking Event and Workshop
- December 4-5, 2018 in Tillamook, Ore.
  - Cultural Heritage Tourism Networking Event and Workshop
- January 15-16, 2019 in Astoria, Ore.
  - Visitor Communications & Destination Marketing Workshop
  - Igniting Tourism Action Teams Workshop
  - Community Celebration Event

As a result of these workshops, the steering committee has decided to form the North Coast Tourism Network which will be convened by Visit Tillamook Coast. This network will meet

on an ongoing basis to pursue projects related to the following impact areas that were identified as priorities for the North Coast during this studio:

- Encouraging Stewardship Behavior by Visitors
- Improve & Diversify Visitor Transportation Options
- Raise Awareness & Understanding of Tourism Assets, Opportunities, & Values
- Up-level Outdoor Recreation Experiences

#### 2019 Oregon Tourism Studio Schedule

In November 2018, Travel Oregon received nine applications for Oregon Tourism Studios with a variety of focus areas including culinary & agritourism, outdoor recreation, water-based recreation (a first-time request), and rural tourism.

Of the nine applications received, the following two have been approved for delivery in Spring 2019:

1. Mid-Willamette Valley Culinary and Agritourism Studio (March 20-21): This Tourism Experience Studio will be convened in partnership with Visit Corvallis and Albany Visitors Association to serve communities within Linn and Benton Counties.
2. Clackamas River Water Recreation Studio (April 2019, exact dates are TBD): This Tourism Experience Studio will be convened in partnership with Clackamas County Tourism with a focus on water recreation along the Clackamas River.

The following two applications have been approved for delivery in the Fall/Winter of 2019-20:

1. Rogue Valley Culinary & Agritourism Studio (Fall 2019, exact dates are TBD): This Tourism Experience Studio will be convened in partnership with Travel Medford.
2. Willamette River Water Recreation Studio (exact dates are TBD): Travel Oregon has determined that this is a project of statewide significance and will work with the studio applicant (Willamette Valley Visitors Association) and local recreation leaders to determine the best fit to serve as co-convenor for this program.

#### OREGON TOURISM STUDIO FOLLOW-UP

##### Southern Oregon Coast

The Steering Committees of the Wild Rivers Coast Rural Tourism Studio, Southern Oregon Coast Rural Tourism Studio, and engaged regional partners have unified under the Oregon South Coast Regional Tourism Network (OSCRTN). The mission of the network is to collaborate to enhance economic development through sustainable tourism. The Core Team and key network members have defined their purpose, clarified the role it will play in tourism, refined the intended outcomes of this collaborative process, and identified potential challenges. See below for a summary of the key areas of success implemented through the Network:



- **Tourism Organization Role Clarity:** Increased clarity around who the regional tourism organizations are, how businesses and network members can work with them, and what role each plays in the tourism economy (each organization was highlighted through a panel at a Network meeting).
- **Communication Plan:** A communication plan has established how information flows into and through the network using a newsletter, website content, quarterly meetings, and subcommittee in-person meetings. The monthly newsletters are sent to a growing list of over 100 regional partners with a 90% open rate and 42% click rate.
- **Social Media Pilot Class:** Southwestern Small Business Development Center in partnership with Oregon State University, Travel Southern Oregon Coast and OSCRTN offered a social media class to the network called “Simplifying Social Media for Small Business”. Workshop registration closed with 30 participants and now has a waiting list.
- **Rural Tourism Photo Assets:** After addressing some contract complications around photography usage and rights, a new contract was developed and signed by all photographers which allows DMOs and other tourism partners to utilize a diverse portfolio of images.
- **Baseline:** Travel Southern Oregon Coast (a sub-regional DMO) and the Network partnered on a baseline study which was conducted November 6-8, 2018. The baseline will create a deeper understanding of the expectations, perceptions and needs of critical stakeholder groups. Strengthen the working partnerships and build a strong foundation based on knowledge and practice.
- **Branding:** Around 75% of engaged network partners expressed a strong interest in branding the region. At the November 7<sup>th</sup> Network meeting, Holly Macfee of Lookout Co, a branding and marketing expert, discussed the branding process from a high level and engaged the Network in a marketing group activity that highlighted why a regional brand was beneficial. 93% of the Network walked away with a better understanding of the branding process and were in support of developing a brand for the Southern Oregon Coast.
- **Regional Work Plan:** There are currently five organizations working full time in regional tourism on the South Coast - an additional three have a portion of their work plan dedicated to regional tourism development. The Network manager convened those organizations to discuss a shared communication system between these organizations to better understand their organizational goals and projects to avoid redundancy.

### Greater Tualatin Valley Outdoor Recreation Studio

The Greater Tualatin Valley Steering Committee, led by Washington County Visitors Association, has identified four gravel routes from 17 to 36 miles and ten road routes from 10 to 95 miles. All routes have been uploaded to the Greater Tualatin Valley Tourism account on RideWithGPS with descriptions, cue sheets and photos. Six itineraries have been developed around the routes, such as business traveler's special, two-wheeled family weekend, one-week tour, wine country, town and country, and three-day weekend gravel tour. To promote these routes seven different avenues have been identified to pursue in the upcoming months.

A Bicycle Hub design prototype has been created that includes maps/informational signage, wayfinding signage, bike rack, bench, pump, public work stand, hitching post, shelter, and picnic table. Twelve locations have been identified as being ideal spots for installing a Bicycle Hub in the Tualatin Valley. Next steps include contracting with a Travel Oregon-suggested technical expert to work with land managers/owners to finalize location, design, and the selection of materials/equipment; determine vendors of materials; select and hire contractors to provide installation; and coordinate the installation.

### Oregon's Outback Outdoor Recreation Studio

The Oregon's Outback Steering Committee has divided into three action teams based on the input gathered at the Studio to best fit the County needs. The action teams include Western Heritage/Culture, Geological Features, and Outback Trails. The Geological Features action team has recently been awarded a Travel Oregon Small Grant for their work on a brochure to feature the many geological wonders of Lake County including hot springs, caves, and rock formations.

Outback Trails was the committee who won the Oregon Tourism Studio matching grant. They have also successfully acquired additional funding from Travel Southern Oregon for signage. The team is collaborating on a trail system which starts in Lakeview for hikers, mountain bikers, trail runners, ATV usage and more. They are mapping out the system with the help of the Fremont-Winema Forest Service and BLM. An initial draft of a recreation and trails brochure is in its early stages.

Western Heritage has had their first "big win" in August. They coordinated enough funding to order banner flags to be hung from each town light pole – these flags showcase the Lake County Round-Up signature event on one side and The Lake County Chamber of Commerce slogan "kick your boots off & stay awhile" on the other. This team has created three subcommittees:

1. The Frontline Training Subcommittee has been working with Travel Southern Oregon and set a date of May 16 for an all-day class with a certified trainer sponsored by Travel Southern Oregon.
2. The E street Subcommittee has applied for a local grant with the Lake County Coalition for funding to help with more banner flags and bunting.

3. The Hitching Post Subcommittee is working with a local concrete company on the design and budget for Hitching post bike racks to support the western town theme while also providing functional use.

#### Klamath Basin Rural Tourism Studio

The Klamath Basin Rural Tourism Studio Project enters 2019 with a solid foundation and momentum that is anchored in the hard work of its members throughout the 2018 year. The Outdoor Recreation Committee - a coalition that consists of representatives from the Klamath Trails Alliance, the Klamath Basin Outdoor Group, Explore!, Ride Klamath Ride, and Cycle Siskiyou – has highlighted and mapped a series of 12 cycling areas throughout the Klamath Basin. The group is working towards the final stages of laying out the design, and they are beginning to plan a Bike Friendly Business campaign for the Klamath County communities alongside a related initiative by Cycle Siskiyou.

The Cultural Heritage and Agritourism Committee is finalizing the production of its first VoiceMap Audio Tour of the Modoc War that was created with the help of the Klamath County Museum, the Klamath County Historical Society, as well as Modoc Tribes member and author, Cheewa James. The committee is also planning the 2019 Klamath Basin Farm Trail Meet and Greet event that will take place on Saturday March 16. The event will bring area farmers and producers that are interested in adding an agritourism component to their businesses on a tour of four local farms: Walker Farms, Skyline Brewing, Lana's Garden, and Windy Ridge Dairy. The day will include a lunchtime agritourism workshop and encourage farmers and producers to partner with Discover Klamath and Discover Siskiyou in order to connect their businesses with Klamath Basin visitors.

#### OUTDOOR RECREATION DEVELOPMENT

##### Oregon Outdoor Recreation Network

The Oregon Outdoor Recreation Network's Active Partners group met on January 11 for its quarterly meeting. Active Partners and Action Team leads provided relevant updates on ongoing projects and new developments. Feedback was also solicited on the early programming outline for the Oregon Outdoor Recreation Summit.

In advance of the Active Partners meeting, Travel Oregon distributed a Participation Agreement for all Active Partners of the Oregon Outdoor Recreation Network (OORN, formerly the OORI Leadership Team). The objective of the exercise was to allow participants in the original Oregon Outdoor Recreation Initiative to confirm their level of participation going forward, with those who have served on the OORI leadership team either electing to continue in the role of an "active partner" or select a different level of engagement, including participation on one of the seven action teams.

### Action Team Progress Updates

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 Transportation Action Team has submitted a proposal to Portland State University's Masters in Urban and Regional Planning (MURP) program, to request graduate students take on a project around transportation opportunities and projects surrounding the Oregon 21 Track & Field Event.

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:

- The Communications Action Team convened on January 10 to receive a presentation of the proposed stewardship communications plan and toolkit by Maxwell PR. This plan was also be shared at the Active Partners meeting on January 11. Next steps are for the Action Team to develop relevant content to populate these components.

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. This action team is committing to meet monthly in 2019, as planning for the Oregon Outdoor Recreation Summit continues.

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:

- The Network Action Team has been developing a plan for hosting workshops around the state in February and March. Key conveners from within a given region of the state would come together for a half-day workshop, with the goal being to share updates and learn more about opportunities and barriers to progress that these regions are experiencing. These workshops will also help set the stage for individuals from across the state to connect at the Oregon Outdoor Recreation Summit in May 2019.

The Economic Impact Study action team is preparing to release an RFP to identify a firm to complete a detailed economic impact study for outdoor recreation in Oregon. The RFP process will take several months, with the goal of selecting a firm by April 2019. Once a firm has been selected, we expect it will take a roughly a year to compile and formalize the data. We anticipate having a completed economic impact study in the spring of 2020.



### 2019 Oregon Outdoor Recreation Summit

Travel Oregon, Oregon State University, the Governor's Office and the Oregon Office of Outdoor Recreation will host the 2019 Oregon Outdoor Recreation Summit May 13-14 at the Riverhouse in Bend. The Oregon Outdoor Recreation Summit is an opportunity for all sectors of the state's outdoor economy to join the conversation to help ensure sustainable access to world-class outdoor recreation experiences for all Oregonians. Attendees will have opportunities to engage with local stakeholders, industry professionals, elected officials, research scientists and land managers that play a key role in Oregon's outdoor recreation community. Registration will open in February 2019.



### Office of Outdoor Recreation / Policy

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. Cailin O'Brien Feeney, the Office Director, is currently working to identify organizations and individuals that will comprise a committee or commission that will advise the office going forward. Cailin is also working to coordinate outdoor recreation policy efforts across state agencies. He will be providing an update to the OORN active partners at the January 11 meeting.

## CULINARY & AGRITOURISM DEVELOPMENT

### 2019 OSU Small Farms Conference

The Small Farms Conference at Oregon State University (OSU) is offering twenty-seven educational sessions on a wealth of topics relevant to the Oregon small farmer. This year Travel Oregon will be offering two agritourism sessions for farmers and tourism stakeholders interested in developing or enhancing agritourism offerings. Session descriptions:

1. Developing your Web and Social Media Savvy: Learn how to make the most of your social media and online services with Mary Nichols, Account Director of Murmur Creative. Mary will demystify algorithms and share tips and tricks on how to make the most of the tools social media provides. This session will address the most critical elements of your online marketing strategy as well as tools monitor your progress.
2. Get your Agritourism business off to a safe start: Managing Risk: Expanding your business to offer customers new ways to experience your farm can be a challenge. Kristy Athens, Blue Mt. Community College Small Business Development Center Advisor and Dennis Gamroth, Pacific Risk Management Insurance Specialist will share their expertise in establishing and growing your business so that both you and your guests are safe.

### Oregon Agritourism Network

The Oregon Agritourism Network's (OAN) Steering Committee continues to meet to help guide the broader conversation and efforts around agritourism in Oregon. The Committee met on January 10, 2019, to share agritourism updates and discuss strategies for increase collaboration between state agencies, county and regional agencies, and non-governmental organizations.

### Oregon Agritourism Coordination Meeting

Travel Oregon in collaboration with OAN partners will be hosting an Oregon Agritourism Coordination Meeting on February 22, the day prior to the OSU Small Farms Conference, at Lumos Winery. The Coordination Meeting will bring together industry stakeholders for a dynamic discussion about agritourism and how this growing industry helps maintain sustainable agriculture, builds a strong future for small farms by diversifying incomes and how it supports the broader economy and livability. Experts in agricultural land use and agritourism will offer their insights as we forge a path forward. The meeting will end with a discussion about coordination at different government and non-governmental levels. Additional networking will take place over wine tasting.

### Oregon Food Trails Business Training Workshop

To help ensure a quality experience along each of the Oregon Food Trails, Travel Oregon is in process of piloting an Oregon Food Trails Business Training workshop module that a representative from every Food Trail business is expected to attend. The business trainings will be conducted in each region for local businesses on trails that are developed, or are in process of developing, under the Oregon Food Trails brand. Each workshop will offer a standardized curriculum, with local guest speakers and resource providers brought in to

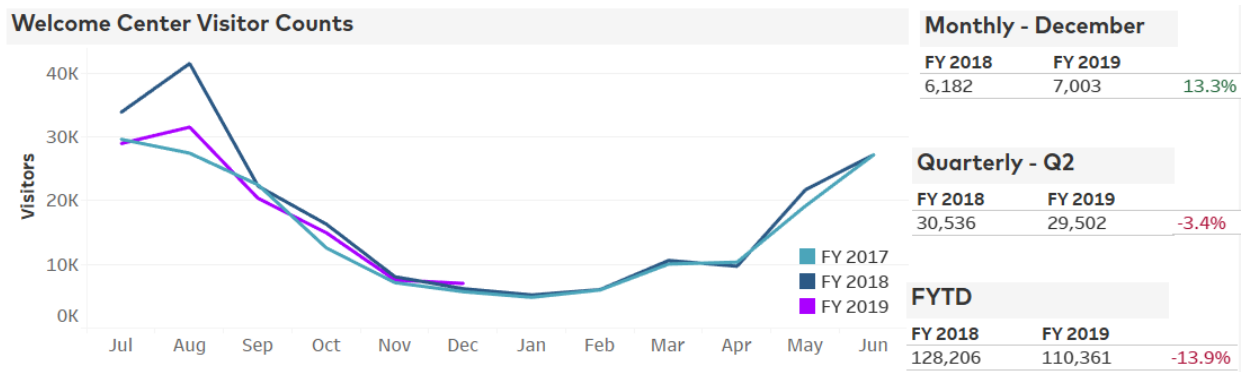
speak to the local landscape and make connections with business owners seeking additional or future support. Curriculum will focus on connecting with local business support resources, creating partnerships with fellow Food Trail businesses and delivering a premiere guest experience. Components include:

- **Meet Your Community Partners:** Hear about what others on the Food Trail are currently doing. Learn more about how you can work with each other to support and leverage efforts and understand more about the marketing and business support resources available in your community.
- **Buy Local:** Learn how you can partner with local growers and makers to integrate their products into your visitor experiences and businesses, such as restaurants.
- **Spit, Polish and Shine:** Enhance your destination experience with a visitor guide designed with premiere guest service and risk-readiness in mind - helping your destination stand out as a place that visitors will want to visit again.

Travel Oregon will deliver the first pilot Oregon Food Trails Business Training Workshops in January for the already-launched Wild Rivers Coast Food Trail, with future workshops to include the East Gorge Food Trail and South Willamette Valley Food Trail.

## Implement industry leading visitor information network

### WELCOME CENTERS



Oregon Welcome Center total visitors for Q2 were down 3.4% compared to FY18. December had a 13% increase in visitors over 2017, with Brookings and Boardman leading the largest increases: 45% (917 vs. 630) and 26% (1,541 vs. 1,224) respectively. Brookings center staff speculates significantly milder, sunnier weather conditions as the main contributing factor to the increase. Boardman reported that attendance to onsite holiday events increased center visitation.

## Q2 Winter operational hours and closures

- Brookings: Friday-Monday, 10 a.m.- 3 p.m. as of November, with additional days to accommodate Oregon State Parks Whale Watch Week events in December
- PDX: 9 a.m.- 5 p.m. seven days per week as of November
- Klamath Falls, Ontario Welcome Centers closed as of November

## Welcome Center Events

The PDX Welcome Center team held two activations in partnership with the Port of Portland's "Winter Wonderland" campaign at PDX in December. The events were held December 12 and 18 in the pre-security Clocktower Plaza shopping area. The activation goals were to generate onsite entries to Travel Oregon's Wine Escape sweepstakes, drive enews sign ups, and surprise visitors with Travel Oregon posters.

During the events, our Welcome Center staff engaged approximately 350 people, gifted 300 posters, and facilitated 55 sweepstakes entries. The activation also prompted relationship-building with fellow PDX employees which builds awareness for our Welcome Center in the baggage claim area and why they should direct visitors to us.



## Visitor Information Training and Education

On December 3, 2018, the Brookings Welcome Center staff and Welcome Center Program Manager held a meeting to assess personal and team safety protocol at the Brookings Welcome Center facility, located at the Crissey Field State Recreation Site. Partners from Oregon State Police and Oregon State Parks provided tips and best practices. The meeting produced strategies for enhanced safety procedures which will be implemented at the center and across the welcome center program.



### Ashland Welcome Center

Per ODOT, construction on the building is currently on schedule for completion by the end of April, and our estimate for a SOFT opening of the Center is early May 2019. Travel Oregon is in the process of determining a staffing model for the facility, which may include DMO partnerships.

Travel Oregon's design firm, Mayer/Reed, presented the final interior Welcome Center design plan to Travel Oregon on December 18, 2018. An RFP for the interior design fabrication will be released in January 2019 and the contract will be awarded by the end of January. Fabrication work is scheduled from February through April 2019, and Mayer/Reed will oversee the construction administration.

### Recent coverage

12/27/18, Ashland Daily Tidings, "[A welcome sight](#)"

12/31/18, Medford Mail Tribune, "[Travel Oregon in charge of welcome center staffing](#)"

### Visitor Information Network (VIN) Initiative

Progress is underway for the soft launch of a platform by Q4 that facilitates peer-to-peer communication between individuals, organizations and agencies responsible for supplying visitor-facing services and information. This communication platform will provide visitor-facing community members a venue for sharing information about best practices, resources and strategies which will better serve Oregon's visitors. Currently, this type of sharing takes place between our state welcome centers, however, this initiative will serve to expand the network to include local and regional visitor center staff throughout Oregon.

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

### OREGON TOURISM INFORMATION SYSTEM (OTIS)

#### Enhancements + Support

##### Visitor Transportation Data:

In order to integrate Visitor Transportation Services data into TravelOregon.com, we prepared the OTIS database to support this new content. The team mapped the data, created new attributes to support the new data (services offered, service area descriptions, etc.), cleaned the data, audited data against what we already had, merged listings as needed, added new listings, and uploaded geo data for the transportation listings we had KML data<sup>9</sup> for. This was the first time we have used polygon data to render results on TravelOregon.com. This data format allows us to show travelers things to see and do based on a geographical area rather than a single point.

---

<sup>9</sup> KML Data: KML (Keyhole Markup Language) is a file format used to display geographic data in map applications such as Google Maps

#### Related Content and Services:

The team worked with ThinkShout to roll out related content functionality on the front end of TravelOregon.com. For example, a shuttle company's business profile on TravelOregon.com would also show that it offers other transportation-related services (e.g. wine tours). This functionality is currently limited to transportation services, and we plan to expand it across the site in Q3.

#### Sourcing Data from 3<sup>rd</sup> Parties:

The team also built functionality to make integrations with 3<sup>rd</sup> party data sources more streamlined. The working name for this functionality is the Rest API Integration Application (RAIA). This new feature will enable site administrators to manage integration (e.g. less development involvement). This is important because we want to meet industry partners where they are at rather than requiring them to login to our platform and duplicate efforts between databases.

A first test case will be the Oregon Wine Board (OWB). It recently released its own API that OTIS will consume. The first integration will be more traditional (in order to get the content updated sooner than later); however, RAIA should launch within a month or two after that first update and is what we will use to receive regular updates thereafter.

Finally, the team developed a survey to email to OTIS users to get a better understanding of users' experiences and input on their priorities and future enhancements. We plan for this to be sent and findings received in January 2019.

#### Partnerships:

- Oregon Wine Board: We worked closely with the OWB to sync our systems and plan to launch in January 2019.
- Tillamook Area Chamber of Commerce: The team is in the early stages of integration discovery and will reconvene in early 2019 to determine if this integration is feasible.
- Travefy: Travefy is a software platform Travel Oregon uses to collaborate with RDMOs to create media and travel trade familiarization (FAM) itineraries. The team started researching integration options in Q1; however, have had to temporarily pause in order to focus on consumer-facing content partnerships. We plan to pick this back up in Q3.

#### Trainings:

The team trained 22 people total: 19 industry partners (four RARE) and three staff.

We are looking forward to continuing our monthly webinars in Q3 and adding an in-person training for the next round of RARE participants.

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

#### REGIONAL COOPERATIVE TOURISM PROGRAM

##### RFP Update

The RFP application window for the RCTP program officially closed on Friday, December 28<sup>th</sup>, 2018. The RCTP RFP review process is occurring at time of writing.

Travel Oregon received applications from the following entities:

1. Central Oregon Visitors Association dba Visit Central Oregon
2. Clackamas County Tourism & Cultural Affairs
3. Eastern Oregon Visitor Association
4. Oregon Coast Visitors Association
5. Southern Oregon Visitor Association dba Travel Southern Oregon
6. Travel Portland
7. Willamette Valley Visitors Association

#### IMPORTANT DATES/TIMING REGARDING RCTP RFP Process

Wednesday, January 2, 2019 - RCTP RFP review begins

Monday, January 28, 2019 - RCTP RFP Presentations to RFP review committee

Friday, February 1, 2019 - RCTP RFP Recommendation sent to Commission

Monday, February 4, 2019 – Tuesday, February 5, 2019 - Oregon Tourism Commission Mtg.  
RDMO applicants present RCTP plan exec summary to OTC.

#### COMPETITIVE GRANTS

##### The Bottle Bill – “Good Cents”

In December, Travel Oregon attended the second of four “[The art of loving Oregon](#)” projects funded in part by a \$17,000 Competitive Small Grant award to the Oregon Environmental Council. Titled “Good Cents” and constructed from aluminum and recycled glass, the new public art piece near downtown Salem represents Oregon’s Bottle Bill. The next unveiling will be at Portland State University in January or early February with a sculpture to highlight the Bike Bill. The final piece, representing the Beach Bill, is still in the planning stages but will be constructed in Cannon Beach with an unveiling in June/July 2019.



### Oregon Trails Coalition Funding Opportunities Webinar

Travel Oregon will be participating in a January 30 lunchtime webinar hosted by the Oregon Trails Coalition to showcase grant opportunities for trail projects. Other funders on the panel include the Oregon Parks and Recreation Department, Oregon Department of Transportation and National Park Service. A similar webinar held in 2018 had over 100 attendees. Since opening its Competitive Grants program in the Fall of 2017, approximately 15 percent of Travel Oregon's Competitive Small and Competitive Medium Grant dollars have funded non-motorized trail development projects. Travel Oregon has awarded \$260,000 to both trail planning as well as trail development/construction.

### Conversation with Funders Roadshow

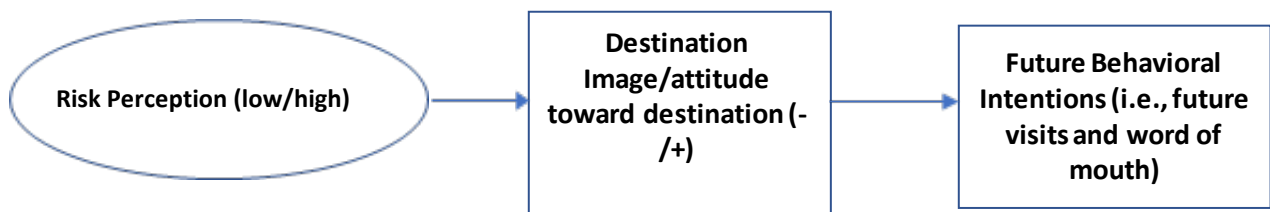
For the third consecutive year, Travel Oregon will be participating with the Oregon Cultural Trust, Oregon Arts Commission, Oregon Heritage Commission and Oregon Humanities in sharing grant opportunities with potential applicants during round table conversations across the state. With a growing desire by funders to educate applicants on writing thoughtful and compelling applications, Travel Oregon has enlisted grant writing trainer Meredith Howell to conduct three morning educational seminars followed by the roundtable funding panel conversations in the afternoon. The grant writing workshops will be held in Lincoln City (Feb. 19), La Grande (Mar. 4) and Roseburg (Mar. 10).

## WILDFIRE RESPONSE

### Research

Travel Oregon is conducting a study to understand the impact of wildfire-related risk perception in visitor image of Oregon as a tourism destination and the effect on their future travel-related decisions. The purpose of this effort is to assist the Oregon tourism industry in evaluating the potential for adapting to recent smoke/fire prevalence.

The following proposed conceptual model pursues three main objectives:



- Identify respondents with a negative image of Oregon or low intention to visit Oregon.
- Identify whether negative image or low interest is associated with the wildfires. Determine the nature of this association (correlation or causal relationship) and if this association is weak or strong.

- Understand how and why Oregon's wildfires have impacted image and future behavioral intention of the participants and what the tourism industry can do to change the image or future behavioral intentions

Travel Oregon will work with Longwoods International to design and carry out a detailed online visitor survey about attitudes towards travel to and within Oregon. The study sample will consist of three groups:

- People who have traveled to or within Oregon in the past two years (visitors=800)
- People who are planning on travelling to or within Oregon on the next two year (intenders=800)
- General U.S. domestic travelers (n=1000)

We will launch the survey in February 2019. Preliminary results will be presented at the 2019 Oregon Governor's Conference on Tourism, and the full report is expected to be publicly available June 2019.

#### Industry Coverage

With the 2018 wildfire season wrapping up in Q2, Governor Brown met with representatives in Southern Oregon (including travel and tourism) to discuss ways to help the region recover losses. This garnered coverage on local outlets (both broadcast and [online](#)) with Todd Davidson being interviewed and quoted.

The 2017 wildfire study results also continued to garner coverage with another NPR pick-up that ran on broadcasts nationwide, including [OPB](#).



## CHAMPION THE VALUE OF TOURISM

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

### STRATEGIC PARTNERSHIPS

#### Coraline 10<sup>th</sup> Anniversary Charity Screening

Travel Oregon, Oregon Film and Laika Studios will partner on a ten-year release screening of a true Oregon Classic: Coraline. Set in Ashland, Hillsboro-based LAIKA's Oscar-nominated animated feature is a wondrous and thrilling, fun and suspenseful adventure. All proceeds from the anniversary screening will go toward aiding the Wildfire Relief efforts in Southern Oregon and it will kick off a six city Oregon-tour for Coraline, focused on using #OregonMade artistry to directly help those people and businesses directly affected by the 2018 wildfires.

Monday, February 11 – The Hollywood Theater (Portland)

Sunday, February 17 – Liberty (Astoria)

Monday, February 18 – McMenamins St. Francis (Bend)

Saturday, February 23 – The Egyptian (Coos Bay)

Friday, March 1 – Ross Ragland (Klamath Falls)

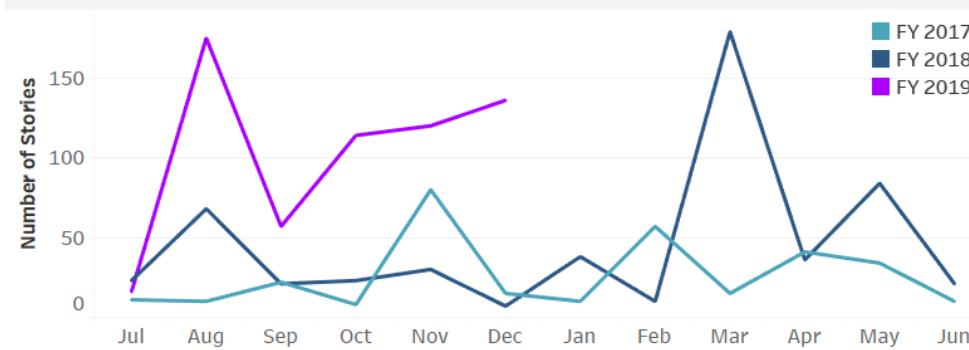
Saturday, March 2 – Varsity (Ashland)

#### Travel Oregon at the Phoenix Open

Travel Oregon is collaborating with the Central Oregon Visitors Association (COVA) to sponsor an activation at the Waste Management Phoenix Open Golf Tournament January 2019. With over 720,000 attendees to the weeklong tournament, the Phoenix Open is a premier event to market Oregon as a destination and highlight its diverse golfing options. To support the activation, Travel Oregon created golf specific collateral featuring Oregon's best golf courses from the coast to the high desert.

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

Industry PR - # of Stories Trend



Monthly - December

FY 2018	FY 2019	
7	136	1,843%

Quarter - Q2

FY 2018	FY 2019	
60	370	516.7%

FYTD

FY 2018	FY 2019	
172	618	259.3%

It was an outstanding quarter for industry media coverage largely due to the fall campaign launch/Oregon Mural Trail and Capitol Christmas coverage. In addition to those initiatives, coverage was garnered from a handful of wildfire survey stories and Destination Development projects. Travel Oregon placed 370 stories with a circulation sum of 470.1 million and an average story score of 8.3.

See below for highlights of Travel Oregon-influenced industry coverage:

(Note: Coverage for OSE and Capitol Christmas Tree are highlighted in other sections of this report.)

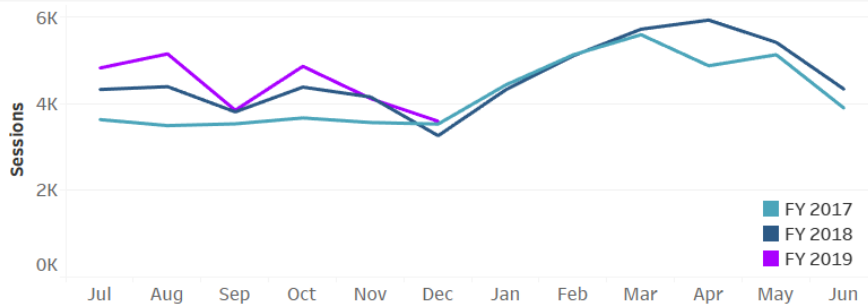
- 10/4/18, KDVR.com "[Governor Brown Listens to Southern Oregon Concerns](#)"
- 10/11/18, DailyAstorian.com "[Connecting to visitors, sharing a love of Seaside](#)"
- 10/21/18, TravelPulse.com, "[Travel Oregon Supports Local Tourism Projects](#)"
- 11/12/18, OregonBusiness.com, "[Walking on a Knife's Edge](#)"
- 11/19/18, KLCC.com, "[The West Coast Tourism Industry Starts To Adapt To A Smoky Future](#)"
- 11/27/18, HeraldandNews.com, "[Celebrating the trails ahead](#)"
- 12/12/18, DailyAstorian.com, "[Film trail charts movie-making history in Astoria](#)"
- 12/20/18, OregonBusiness.com, "[100 Best Fan-Favorite Destinations in Oregon for 2019 are announced](#)"
- 12/27/18, DailyTidings.com, "[A welcome sight](#)"

### Press Releases

10/18/18 "[Travel Oregon Awards \\$350,000 for Local Tourism Projects](#)"

10/15/18 "[Travel Oregon Invites Explorers to Discover the Magic of Oregon's Seasons](#)"

#### Industry Website Traffic Trend



#### Monthly - December

FY 2018	FY 2019	
3,263	3,596	10.2%

#### Quarter - Q2

FY 2018	FY 2019	
11,804	12,581	6.6%

#### FYTD

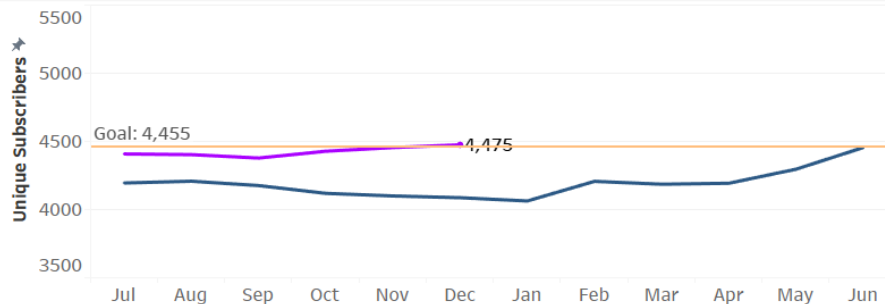
FY 2018	FY 2019	
24,341	26,408	8.5%

#### Industry Website Users

In Q2, we saw a 6.6% increase in traffic to Industry.TravelOregon.com, likely due to the RCTP RFP opportunity that was posted on the homepage and under job opportunities. The top five most visited pages on the industry site were:

1. The homepage (3,393 page views)
2. Job opportunities (1,177 page views)
3. Matching grants program (1,164 page views)
4. Governor's conference (746 page views)
5. Oregon Slightly Exaggerated marketing toolkit (715 page views)

#### Industry Email List Size Trend



#### Chg from Start of Year

↑	1.52%
---	-------

#### % Chg YoY

↑	9.49%
---	-------

In Q2, our newsletter subscriber list grew to 4,445, from 4,087, a 9% increase from last year. We continued to see a strong open rate averaging 30-35%. Our most read newsletters were grant related and/or presented an opportunity to our partners and have a specific call to action. We saw an increase in readership for Breaking News communications compared to monthly general newsletters.

#### National Plan for Vacation Day

##### Goals

- Raise Oregonians' awareness of National Plan for Vacation Day and the health benefits of taking vacations
- Inspire trips with discounted hotel rates for anyone who books their vacation on January 29

- Garner media coverage highlighting places to visit in Oregon, timed before and on January 29
- Inspire consumers who are already subscribed to Travel Oregon's consumer channels to plan their trip now

#### Strategies

- Given that U.S. Travel handles national media outreach, focus this effort on reaching Oregonians and drive-markets
- Encourage Oregonians to plan their vacations on January 29 (regardless of where they travel)
- Tap a health + wellness expert(s) to share messaging about the health benefits of taking time off to help grow the percentage of Oregonians planning and taking vacations in 2019
- Partner with ORLA to incentivize consumer participation by offering a 20 percent discount to participating ORLA hotels for travelers who book on January 29
- Work with regional media contacts and share itineraries and stories about places to visit across the state, timed around the launch

#### Integrated Marketing

- Engage consumer-facing social media audience
- Publish and promote a trip idea on TravelOregon.com that identifies your perfect Oregon trip based on your number of vacation days
- Send dedicated email to core consumer newsletter audience of more than 175,000 subscribers on January 29, linking to Plan for Vacation trip idea and hotel discounts page encouraging them to "BOOK NOW" with the one-day deal

#### Communications

- Write press release to be distributed on PRNewswire on January 22 and include a quote from The Portland Clinic mental health physician [Dr. Michael Shrifter \(vetted and confirmed participation\) about the physical and mental health benefits of taking time off](#)
- Reach out to select media targets such as *The Oregonian*, *Portland Business Journal* and OPB to share story ideas and itineraries in support of the campaign
- Spokesperson(s) will be available for media interviews on January 29, discussing how taking vacation contributes to better health

#### Industry Communications/Public Affairs

- Developed [National Plan for Vacation Day toolkit on industry website](#)
- Engage industry partners to cross-promote the campaign

## RUN AN EFFECTIVE BUSINESS

### FINANCIALS

#### 2018-19 FYTD

The Commission adopted budget anticipates Transient Lodging Tax (TLT) income for FY2018-19 of \$38,850,000. TLT income fiscal year to date through December 31, 2018 is \$24,732,830, or 64.2% of TLT budget, slightly ahead of the historical FYTD of 62%. All sources, including beginning equity balance from the prior period, beginning balance for Regional and Grants, and other revenue is \$44,047,207. Fiscal year-to-date agency expenses, grants, and future programming reserves total \$27,755,048, or 47.9% of budget; programmatic and payroll expenses are well within budget.

Proceeds from Wine Country License Plate sales fiscal year to date through December 31, 2018 is \$214,759, averaging \$35,793 per month. \$225,599 has been distributed in grants and tourism promotion funding this fiscal year to date.

### Attract, develop and retain top talent

### STAFFING

#### Recruitment Update

We're pleased to report on the final two positions planned for and included in the 2017-19 Commission adopted budget. As reported on previously, these positions were identified for filling this biennium and our staging of the hiring process throughout the current two-year period anticipated staff in both the first and second year of the biennium. When these roles are filled, active recruitment of new positions for the biennium will be complete.

The recruitment process for our *Insights & Planning Coordinator* (Global Marketing) and *Director of Community-Based Services* (Destination Development) began in late December. External recruiting for the Coordinator role (formerly titled "VLM Coordinator") is still underway and we expect to conclude the process and fill the position by mid-March. We are pleased to announce the selection of an internal candidate to fill the *Director of Community-Based Services* role. Alexa Carey, our current Community-Based Services Specialist, has accepted the position as was promoted in mid-January. In this new role, Alexa will lead and further evolve our community-based services program of work and provide leadership to the internal team. Alexa has strong relationships and is well-respected in Oregon communities across the state, both through her responsibilities with Travel Oregon and from prior work experiences on behalf of rural communities.

#### Staffing Transition

Emily Forsha, Travel Oregon Content & Community Manager (Global Integrated Marketing), has accepted a new role with Travel Lane County, and Content Editor Sachie Yorck will fill the role in an interim capacity while we consider studio structure and long-term planning. We are grateful for Emily, her contribution to Travel



Oregon and the tourism industry over these past six years. She is well respected both professionally and personally and will be missed. It's great news that she will remain in Oregon's tourism "family," we wish her all the best and look forward to continued work with Emily in her new role. In addition, our appreciation and thanks to Sachie for her interest and willingness to step forward in taking on new responsibilities during this transition.

#### DIVERSITY, EQUITY & INCLUSION (DEI) INITIATIVES

As noted in our last report, Travel Oregon is working with EqualityWorks NW in order to move forward with this important area of work. Initial leadership and staff trainings occurred in late November through mid-December and were productive and well received. Additional trainings will take place in February and deliverables from these sessions will include a finalized agency equity statement (which will inform our 2019-21 Strategic Plan) and finalized community agreements. Travel Oregon Community agreements and equity statement, along with our values and overall mission, will be woven together to inform Travel Oregon expectations, Operations work planning and initiatives in the 2019-21 biennium.

#### WELLNESS

The Governor issued an Executive Order mandating that agencies address policy, systems and environmental change strategies in the workplace to support employee health and wellness. Travel Oregon is in the initial stages of their plan draft and will soon be adopting a policy and forming an internal wellness committee. Key areas of focus will include stress management, nutrition, tobacco-cessation, and physical activity.

Continuously review, improve and document policies and  
processes/procedures

#### STAFF POLICY REVIEW TEAM

Travel Oregon identified three focus areas for review and input by groups of staff from various departments and roles within Travel Oregon: *Effective Meetings, DEI and Policy Review*. The Policy Review team met over the Fall 2018 and forwarded concepts and recommended policy amendment for consideration. Among the policies reviewed were those related to employee use of social media and workplace expectations. Travel Oregon will update the employee policies and employee manual during the remainder of 2018-19 fiscal for adoption with the start of the next biennium. Special thanks to Sarah Watson, Jenna Wheatley, Kathleen Stewart, Kelda Schmidt and Sara Morrissey for their time, energy and work on this project.

## Measure and drive employee engagement and satisfaction

### CLARIFYING OUR VALUES

Cross-functional staff work to update and clarify our stated agency values continues. We are on target to complete these updates by the end of January. The Travel Oregon formal survey to measure employee engagement and satisfaction will take place at the end of the fiscal year and at that time, staff and leadership will work together to identify focus areas for sustained and continued improvement.