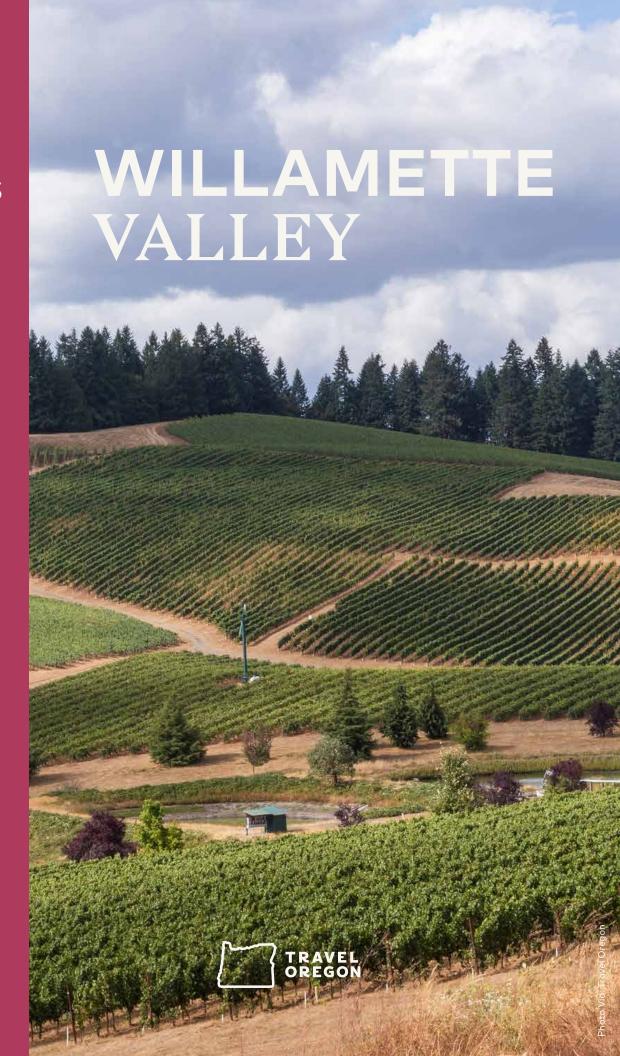
2019–2021 **RCTP PLANS** 





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#### REGIONAL COOPERATIVE TOURISM PROGRAM (RCTP)

RDMO:



Research & writing:

Willamette Valley Visitors Association

Organized by:

**Travel Oregon** 

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### **MISSION**

The Willamette Valley Visitors Association's (WVVA) mission is to build awareness for the Willamette Valley as a premier year-round travel destination through marketing, sales, and destination development. WVVA serves as the Regional Destination Marketing and Management Organization for the Willamette Valley and seeks to drive visitor expenditures and economic impact to all parts of the region.

### RCTP GOALS

- 1. Increase shoulder season (October–March) occupancy
- 2. Grow interest and visitation from the Seattle market
- 3. Increase OregonWineCountry.org sessions by 10%
- 4. Increase the number of Willamette Valley articles published (traditional & digital)
- 5. Develop industry educational resources
- 6. Raise the level of seasonal content and wine pairing messaging
- 7. Support industry capacity efforts

### **ORGANIZATION**

The WVVA is the designated RDMO for the Willamette Valley region. WVVA is directed by a board of six Destination Marketing Organizations (DMO) and a current staff of three. WVVA serves constituents across seven counties and holds two engagement sessions per year with stakeholders.

The entire Willamette Valley is represented through board membership: South Clackamas County (Clackamas County Tourism), Yamhill County Tourism Partnership, Marion and Polk Counties (Travel Salem), Linn County (Albany Visitors Association), Benton County (Visit Corvallis), and East Lane County (Travel Lane County).

WVVA Equity Statement: The Willamette Valley Visitors Association is committed to equity, which invites, supports and sustains a diverse workforce and stakeholder base—a community that mirrors and honors the diversity that prospers within the Willamette Valley region.

Photo Via: Joni Kabana





### OVERALL SUCCESS MEASURES

Success of WVVA's efforts will be monitored through a variety of metrics:

- Shoulder season occupancy increases
- Year-over-year growth in estimated economic impact
- Increased interest and visitation from Seattle consumers
- Increased traffic to OregonWine-Country.org

- Increased earned media
- Increased stakeholder engagement in development programming and a greater understanding of WVVA's mission and strategies per stakeholder engagement survey

### REGIONAL TOURISM

In the Willamette Valley region of Oregon direct tourism spending is estimated at \$1.7 billion dollars, of which 27% is accounted for from day visitors and the remaining 73% from overnight visitors (2018p, Dean Runyan). The most current estimates (2018p, Dean Runyan) reflect nearly 6.8 million overnight person trips to the region.

Vineyards and wine tourism are iconic to the Willamette Valley. In 2016, the Willamette Valley was named Wine Region of the Year by Wine Enthusiast Magazine and after over 50 years in the wine business the region is recognized world-wide as a renowned wine destination for Pinot noir and other cool climate varietals.

According to the 2017 Longwood's International research, Willamette Valley identified out-of-state feeder markets include Seattle, San Francisco, and Los Angeles. The purpose of marketable trips to the Willamette Valley include Touring (27%), Outdoors (22%), and Special Events (21%). The top activities and experiences include shopping, national/state parks, and landmarks/historic sites. When asked for activities of special interest, 34% of visitors to the region were also interested in historic places, 24% were interested in cultural activities, and 16% each were interested in winery tours/wine tasting and exceptional culinary experiences. These top interests integrate well together, and WVVA has positioned the region's messaging as "wine plus" or "wine pairing" opportunities. The opportunities are family, farm, outdoors, culture/heritage, food, and, of course, wine.

Defined from Newberg to Cottage Grove and from the crest of the Cascade Mountains to the crest of the Coast Range, the Willamette Valley is the largest river valley in the Pacific Northwest, and, as such, offers a plethora of visitor assets (e.g. recreation, agriculture, cycling, covered bridges, culinary, history, gardens, recreation, waterfalls, rivers, mountains, birding, events, education, small towns, tax-free shopping, metro areas, and more).

Adventures within the Willamette Valley are diverse. In very general terms, softer adventures are found closer to the I-5 corridor, and more active adventures are found in the forest and public lands of the Coast Range and West Cascades, where visitors are more likely to camp or find cabins or small lodges in the more rural towns.

Year-end 2018, the Willamette Valley was experiencing a 3.3% decrease in occupancy according to Smith Travel Research. However, room revenues were up slightly at 1.7%, and demand was up 2%. It is also important to note that room supply increased 5.4%. April through September continues to be the peak season for visitors to the region with October through March considered the shoulder season. With 48% of visitors to the Willamette Valley being retired/not employed and well-educated, and 61% are without children under 18 in the household, they are a great market to target during the shoulder season when school is in session.

The Willamette Valley attracts soft-adventure seekers, people who enjoy outdoor activities but also appreciate the heritage and culinary offerings of the region. The region is also positively impacted by the colleges and universities whose activities and venues are important to the economy of the region.



### STAKEHOLDER FEEDBACK

#### The top priorities of stakeholders in the region are:

- Increasing visitation during the off-peak seasons (77% of respondents),
- Increasing FAM tours for top-tier and niche media; engaging with consumer media (74% & 71%),
- Educating community leaders and policymakers on the value of tourism; clear communication (69% & 71%),
- Product development of experiences highlighting locally grown and produced foods (67%),
- Training and capacity building (67%),
- Developing/expanding trail systems for outdoor recreation and multi-modal transport (66%),
- Development of transportation alternatives (57%),

#### Regional stakeholders prioritized their feeder markets:

- Seattle 61%
- San Francisco 57%
- Vancouver, B.C. 53%
- Phoenix 32%

### The overall RCTP plan addresses these concerns with continued investment in:

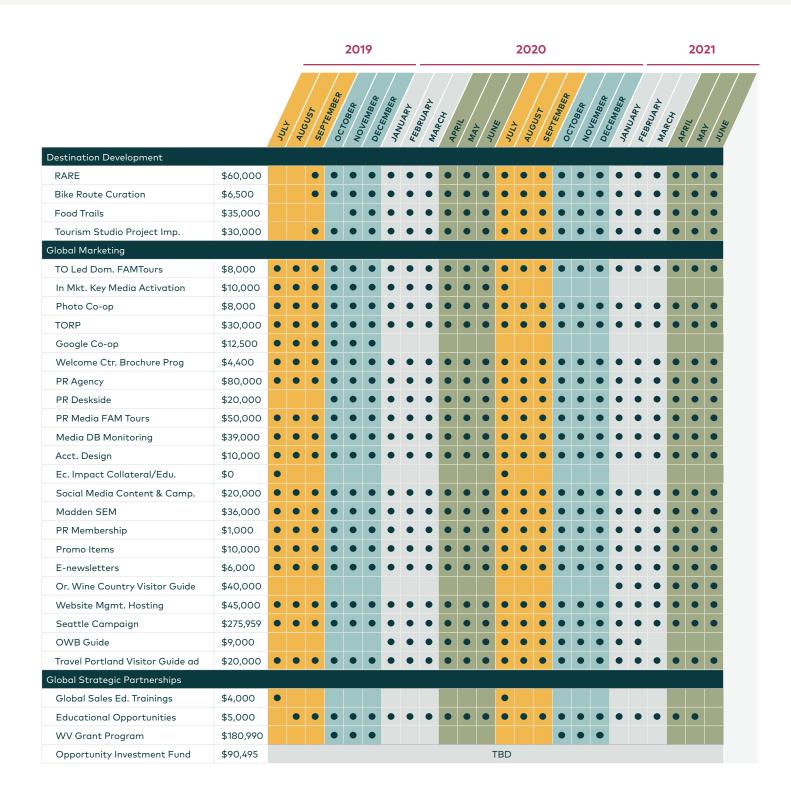
- Shoulder season marketing and promotions,
- FAM tours that meet WVVA criteria, ensuring efforts are equitable across the region and relevant to Willamette Valley offerings, and pitching regional stories to the media in key markets.
- Creation of tourism educational resources to assist with awareness and knowledge of the economic impact of the industry; stakeholder outreach.
- Seed money to assist with the creation of Oregon Food Trails and support Oregon Tourism Studio (OTS) project implementation.
- Assistance with the Resources Assistance for Rural Environments (RARE) program to support staffing for tourism programs.
- Invest in data driven targeted marketing campaign focused primarily on the Seattle market.

### OVERALL BUDGET

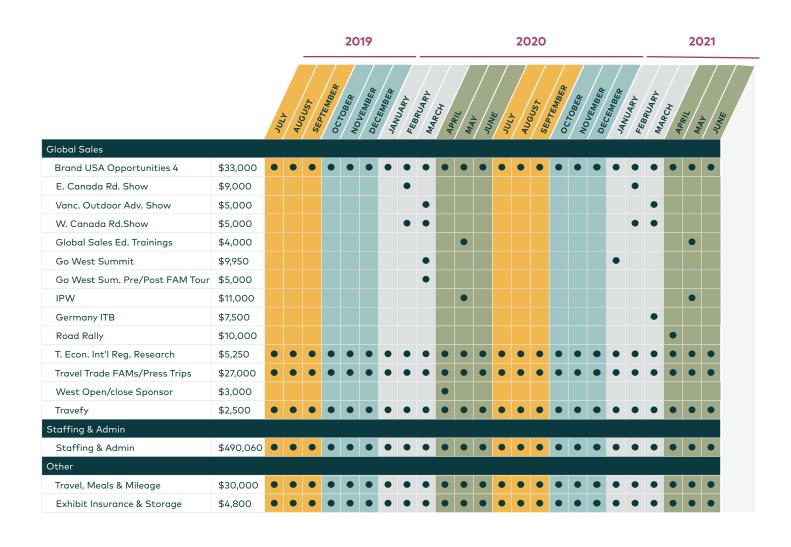
#### WILLAMETTE VALLEY OVERALL BUDGET

DEPARTMENT / CATEGORY	2019-21 BUDGET		% OF BUDGET
Destination Development	\$	131,500	7%
Global Marketing	\$	737,355	41%
Global Sales	\$	134,700	7.5%
Global Strategic Partnerships	\$	190,990	10.5%
Regional Immediate Opportunity (≥5%)	\$	90,495	5%
Other	\$	34,800	5%
Staffing	\$	490,060	27%
Total	\$	1,809,900	100%

### OVERALL PLAN



## OVERALL PLAN



## **DESTINATION**DEVELOPMENT

The Willamette Valley Visitors Association (WVVA) is committed to the coordination of projects that further region-wide destination development and will support capacity building at the sub-regional level through the RARE program. Sub-regions are supported on projects that were identified as a priority through stakeholder feedback.

Individual stakeholders looking for support for projects that would fall under destination development can receive support via WVVA's Competitive Grant Program (see Global Strategic Partnerships).



- 1. RARE Tourism Development Staff Capacity
- 2. Oregon Bike Route Curation
- 3. Oregon Food Trails
- 4. Oregon Tourism Studio Post-Program Project Implementation Support
- 5. Educational Opportunities

BUDGET: \$60,000

### RARE Tourism Development Staff Capacity:

Rural communities have been developing tourism priorities and efforts that are organized primarily through unpaid volunteer efforts by a small group of highly engaged, passionate community members. These communities have limited staff capacity to move tourism projects forward at the necessary pace to appropriately address tourism development and move the needle on key initiative areas.

Securing funds to maintain a full-time staff member is challenging for rural areas around the state. The Resources Assistance for Rural Environments (RARE) program is one of the most cost-effective and knowledge-rich options to establish temporary paid staff and grow on-the-ground capacity for implementation.

WVVA plans to invest in a tourism development RARE to help the RDMO move regionally impactful tourism development projects like the Willamette Water Trail Studio, bike route curation, and assistance with Oregon Food Trails development. WVVA will prioritize funding tourism development focused RARE's in the Willamette Valley. \$17,000 a year is planned for the WVVA RARE. Scholarship funding for three additional RARE's (\$4,300 value), again, priori-

tizing tourism development RARE's as well as support for communities seeking placements for main street work. Main streets are a draw for visitors and a great reason to get out of the car and explore a small town. Supporting Main Street RARE's can help a community that's just beginning to develop as a tourism destination.

The WVVA tourism development RARE placement will assist the Development & Industry Relations Manager in convening, studio planning and coordination, action team implementation, bike route curation, and overall logistical lift of the Willamette Valley Destination Development priorities.

**2 BUDGET:** \$6,500

#### **Oregon Bike Route Curation:**

Travel Oregon re-launched the rideoregonride.com website as part of the newly designed traveloregon.com website that was released in September 2017. This has created an opportunity for regions to map and showcase their best bike routes on traveloregon.com/bicycling and to use this data to push the rides out to other websites (local and regional) and bicycling and trails applications. The new route pages on traveloregon. com are generated by companion route pages on ridewithgps.com, each of which is associated with a local bicycle service provider called an area ambassador. This program seeks to promote the "Best of

the Best" bike routes that span skill level, geography, and riding type (mountain, road, gravel and fat bike). Additional considerations for routes include level of business support, safety, natural beauty and dramatization.

This program works to build off the foundation started by the Willamette Valley Bicycle Tourism Initiative. Led by local cycling enthusiasts who have cycled around the world, and they understand the quality of cycling that exists in the Willamette Valley, and are interested in promoting the region as a cycling destination. WVVA brings to the table the business connections and infrastructure to help develop the routes into an economic engine for our communities. Route curation has been strategized to create "off the bikeway routes" that use the Willamette Valley Scenic Bikeway as the spine to develop new riding routes that get the rider to more areas of the Willamette Valley.



Photo Via: Joni Kabana

**3 BUDGET:** \$\$35,000

#### **Oregon Food Trails:**

The Oregon Food Trail program aims to support agritourism businesses in a defined area, typically one that connects well as a visitor destination, could be a sub-region. The program must be managed by an organization that is committed to leading the Food Trail program for at least three years in collaboration with a small action team to support the program.

The lead organization and action team would apply to Travel Oregon to participate in the program; approved applications will trigger an agreement between Travel Oregon and the managing organization. A Food Trail is an ongoing program, but the initial work of developing the map takes approximately six months once an application is approved.

Since completion of an Oregon Tourism Studio is a requirement for the Travel Oregon Food Trail Program, WVVA would like to support current OTS communities in the development of their food trails in an effort to build and connect region-wide food trail itineraries. Current Food Trails can apply for scholarship funds to continue action team projects to keep food trails current, relevant, and sustainable.

4 BUDGET: \$30,000

### Oregon Tourism Studio Post-Program Project Implementation Support:

This investment allows WVVA the flexible funds needed to support action teams working to implement goals and strategic plans after the studio workshops have completed. Funds will be prioritized for the Willamette Water Trail Implementation as well as the Food Trail support. Based on stakeholder feedback, other studios that may arise in the biennium might be for cycling route curation which could also receive project implementation support.

5 RUDGET: \$5,000

#### **Educational Opportunities:**

Provide low or now cost training for Willamette Valley stakeholders. Trainings may include (but are not limited to) Diversity, Inclusion and Equity Training, Guest Service Gold and Grant Writing Workshops.



Photo Via: Joni Kabana

### GLOBAL MARKETING

WVVA will market the Willamette Valley year-round with an emphasis on shoulder season business. The top markets (outside of Oregon) based on Longwood's Research, WVVA analytics, and stakeholder feedback include the areas around Seattle, San Francisco and Vancouver B.C. The Seattle market will be the primary domestic focus for WVVA over the next 2-3 years, with robust advertising and public relations efforts.

We will look for opportunities to collaborate with other marketing partners who share an interest in the Seattle market. With consistent and frequent efforts focused on Seattle, WVVA's goal is to increase interest and visits from this key market. WVVA will continue to build content through stories, itineraries, images and video. Funds have been designated to grow these assets annually.

- 1. Travel Oregon-Led/Suggested Domestic Fam Tour Budget
- 2. In-Market Activation in Key Media Market
- 3. RDMO Photography Co-op
- 4. Travel Oregon Regional Pack (TORP) Program
- 5. Google Content Co-op
- 6. Oregon Welcome Center Brochure Program
- 7. Public Relations Agency
- 8. PR Deskside Tours
- 9. PR Media FAM Tours
- Media Database Monitoring
   Social Scheduling Meltwater
- 11. Account Design

- 12. Educational Resources
- 13. Social Media Promotions & Campaigns
- 14. Madden SEM
- 15. PR Memberships
- 16. Promotional Items/Sales Tools
- 17. E-newsletter (consumer & industry)
- 18. Oregon Wine Country Visitor Guide (WVVA Visitor Guide)
- 19. Website Management & Hosting
- 20. Seattle Campaign/Activation
- 21. Oregon Wine Guide Ad
- 22. Travel Portland Visitors Guide Ad

BUDGET: \$8,000

#### **Travel Oregon FAM Tours:**

Every year Travel Oregon vets and supports several domestic familiarization tours to inspire third-party endorsement of Oregon as a premier vacation destination. In FY 2017/18 these familiarization tours resulted in coverage in the Chicago Tribune, L.A. Times, Sunset Magazine, S.F. Chronicle, Huffington Post, and more. Given stakeholders' prioritizing PR outreach and media coverage, it is crucial to have each region have some buy-in when hosting journalists. When a region is investing in these tours, Travel Oregon will ensure that there is a partnership with the RDMO when itineraries are built and that RDMOs have a chance to meet with key media influencers, so they can further strengthen or build their own relationships with the media.

**2 BUDGET:** \$10,000

### In-Market Activation in Key Media Market:

Create a statewide activation in a key media market (like New York City) to raise awareness of the many offerings of Oregon and the fresh, new story ideas that are coming out of the state, including, but not limited to, culinary, outdoor recreation, wellness, arts and culture, and the people who help make Oregon a

magical place. Travel Oregon and Travel Portland would work together to create an affordable opportunity for all regions to participate and further enhance/build relationships with influential journalists in key media markets.

WVVA will participate in this tactic if the outcomes result in efforts to reach priority markets for the Willamette Valley. If the chosen program does not reach key markets for the Willamette Valley, WVVA will work with Travel Oregon to develop an alternate tactic to reach those markets.

3 BUDGET: \$8,000

#### RDMO Photography Co-op:

The RDMO photography Co-op is a proposed 50-50 split between the RDMO and Travel Oregon to contract photographers to capture professional digital image assets for their region. RDMO would invest up to \$2,000 per day (two-day maximum), and Travel Oregon will match RDMO investment amount. Cost is dependent upon photographer chosen, location, shot list, etc. The maximum is not to exceed \$2,000 each from RDMO and Travel Oregon (or \$4,000 total) per shoot day — equaling a combined max is not to exceed \$8,000 total per fiscal year.

BUDGET: \$30.000

#### **Travel Oregon Regional Pack**

(TORP) Program: The Travel Oregon Regional Pack (TORP) provides partners with an opportunity to distribute printed visitor guides through Travel Oregon's distribution channels, maximizing efficiencies for the state tourism industry. As inquiries related to a specific TORP partner are received, Travel Oregon's fulfillment house processes the order and mails the packet to the consumer. The TORP program is a cost-effective way for regions to distribute their visitor guides to consumers who have requested additional Oregon travel information specific to a given region.

**5** BUDGET: \$12,500

#### Google Content Co-op:

Partner with the Travel Oregon marketing team and Miles Media in a program which will give the RDMOs an understanding of what 12 key cities in their area look like in Google Travel Guides and Top Sights – which are the two most destination-centric Google products. This program emphasizes in-person education for RDMOs that will focus on how they can act to address any opportunities surfaced by the audit, as well as begin to engage the industry in becoming more active on Google My Business. We've

also included options for the RDMOs to expand the number of cities audited, as well as an option for content creation – both outside the shared cost of the co-op.

This audit will provide valuable information for the RDMO to work with partners to improve Google Travel Guide information and Top Sights. Through this program each RDMO will have a personalized, in-person training session and become a member of the Google DMO Partnership Program. The Google Content Co-Op will whitelist the RDMO for access to a RDMO Knowledge Base developed by Google that provides how-to guides on more than 13 Google tools that RDMOs can leverage.

6 BUDGET: \$4,400

#### Oregon Welcome Center Brochure Program:

Printed brochures and visitor guides remain an effective, commonly used in-market resources for visitor information. In 2017, Oregon's Welcome Centers assisted over 200,000 walk-in visitors and still serve as highly influential, effective distribution points for regional visitor information. This program will help send more visitors to the Willamette Valley region by having Oregon Wine Country guide in Travel Oregon's Welcome Centers throughout the state.

BUDGET: \$80,000

#### **Public Relations Agency:**

WVVA will contract with a public relations agency at a higher level to provide services for coordination of FAM tours; targeting and pitching Willamette Valley story ideas to pre-qualified and quality editors, journalists and influencers for publications and social media platforms. The tactic will generate increased earned media for the entire region.

**8 BUDGET:** \$20,000

#### PR Deskside Tours:

Our new PR agency strategy will involve WVVA staff and agency representation to meet deskside with targeted media in key markets to pitch Willamette Valley story ideas supporting shoulder season travel. This tactic will further nurture relationships that have been built through these annual deskside tours, as well as forge new relationships to secure earned media coverage.

BUDGET: \$50,000

#### PR Media FAM Tours:

The Willamette Valley stakeholder survey showed 63% of all respondents are interested in more FAM trips to the region for travel trade and/or media.

With increased PR agency assistance WVVA plans to host an increased number of FAM tours to the region during the biennium supporting shoulder season travel media coverage.

10 • BUDGET: \$39,000

#### Media Database Monitoring & Social Scheduling - Meltwater:

WVVA utilizes a media monitoring database for a variety of reasons. First and foremost, the database allows for pitching and tracking results from all media relations efforts (WVVA's, PR agency, DMOs, and stakeholders). WVVA also uses the database as a way to support the industry through researching upcoming editorials and informing appropriate stakeholders so they can be proactive and targeted. In addition, the social media component allows for scheduling and tracking efforts on our social media channels.

11 BUDGET: \$10,000

#### Account Design:

WVVA will utilize a professional designer and/or agency to design ads and collateral material to ensure consistent branding and clear messaging including off-peak season features.

12 BUDGET: \$0

#### **Educational Resources:**

As an RDMO it is critical to clearly communicate how tourism generates jobs and economic impacts for the counties, region, and state. This provides RDMOs with an opportunity to partner with Travel Oregon and create a high-impact leave-behind that can communicate these benefits down to the county level. This material can be presented at county commissions, city councils, and be left as a leave-behind after meetings with elected leaders. Providing a clear understanding of how tourism benefits the area will garner more support for tourism programs and strengthen other local tourism initiatives.

Travel Oregon has received several requests to create regional pieces similar to the statewide economic impact document, "Creating Meaningful Jobs, Driving Economic Growth." We're hopeful this piece of collateral will be impactful for both stakeholders and our team for use in meetings with policymakers and elected officials, workshops, conferences, and more. Travel Oregon is providing design and printing of 250 copies annually, so no cost to the RDMO.

13 BUDGET: \$20,000

### Social Media Promotions & Campaigns:

Social and digital campaigns will be implemented in our target markets including Seattle and Canada with a cohesive branded look that unifies the various tourism assets of the Willamette Valley. We will increase tracking abilities on weekly and monthly basis based off of niche and seasonal campaigns.

Messaging will align with Travel Oregon seasonal campaigns when appropriate.

14 BUDGET: \$36,000

#### Madden SEM:

Madden's search engine marketing works as "always on" to increase the Willamette Valley's brand awareness to OregonWineCountry.org at a rate of 12% of overall traffic. We will increase efforts from our FY17-19 program by adding seasonal keywords and targeting ads both on Google and newly to Facebook to audiences who are interested in what the Willamette Valley has to offer. In addition, we will work to define optimal keywords and not compete with Travel Oregon and other RDMOs and DMOs in the same space. WVVA will seek to coordinate with Travel Oregon on key-word SEM buys during seasonal campaigns when appropriate.

15. BUDGET: \$1,000

#### PR Memberships:

Engage in memberships and conferences that promote continued education and professional development for WVVA staff. Memberships allow for more networks for outreach and story-pitching to high quality media.

16 BUDGET: \$10,000

#### **Promotional Items/Sales Tools:**

Create Willamette Valley promotional items to brand and convey the Willamette Valley's "wine plus/pairings" and key seasonal messaging. Items to be distributed through media tours, consumer shows, and trade/media shows.

17 BUDGET: \$6,000

#### E-newsletter (consumer & industry):

Consumer e-newsletter promotes travel to the Willamette Valley for Oregon Wine Country and wine "plus/pairing" experiences throughout the region. The industry e-newsletter is used to communicate with stakeholders about WVVA programs, opportunities and results, and statewide tourism efforts and opportunities.

18 BUDGET: \$40,000

### Oregon Wine Country Visitor Guide (WVVA Visitor Guide):

Update the Willamette Valley Oregon Wine Country guide every other year. This guide is "life-style" formatted, without specific listings. It is intended to inspire travel with stories and imagery and to drive traffic to oregonwinecountry.org. No advertising is used in the guide to avoid advertising competition with individual DMO guides, community guides and Travel Oregon's guide, which are all advertising supported.

19 BUDGET: \$45,000

#### Website Management & Hosting:

Enhance the oregonwine country.org website with refreshed sections and resources that deliver regional awareness, inspiration and, ultimately, economic impacts to the region with emphasis on off-season travel. Continue to add new and relevant content to drive interest. Ensure ease of use for the consumer and implement SEO and SEM to maximize site exposure. Continue to enhance the industry section of the website to keep stakeholders informed.

**20** BUDGET: \$275.95

#### Seattle Campaign/Activation:

WVVA will be creating and implementing a Seattle campaign/ Activation that will include strategies such as: advertising (print/digital/ OOH), social media, public relations, etc. This will be the first time WVVA has strategically focused on one market for a sustained period of time (2-3 years). There are other tactics besides this one that will also feed into this campaign/ activation. WVVA will also collaborate with like-minded marketing entities to leverage additional opportunities and to make a larger impact. Work will begin in this target market in fall 2019 through a carry-over marketing co-op with Travel Oregon.

21. BUDGET: \$9,000

#### Oregon Wine Guide Ad:

Place Willamette Valley ad in the annual Oregon Wine Guide promoting the region's "wine plus/pairing" and key seasonal messages. 22. BUDGET: \$20,000

#### Travel Portland Visitors Guide Ad:

WVVA is targeting Seattle (2019-2021), and inclusion in the Travel Portland guide is part of the overall strategy. The Travel Portland guide is included with 10,000 Seattle Met Magazines that are distributed annually. The Travel Portland guide is used by 75% of consumers before visiting, and Travel Portland's international efforts include: China, U.K., Oceania, Japan and the Netherlands.

### GLOBAL STRATEGIC PARTNERSHIPS

The stakeholder survey revealed that 69% of respondents would like to see more opportunities and resources to educate community leaders and policymakers on the value of tourism.

Through strategic partnerships WVVA will develop and provide meaningful educational resources and distribute them throughout the region to entities that are working to raise awareness of tourism as an economic driver, job creator, and a living wage career. WVVA will continue to provide industry resources through trainings and grants.



- 1. Brand USA Subsite Contract Renewal (Microsites)
- 2. Development Grant Program

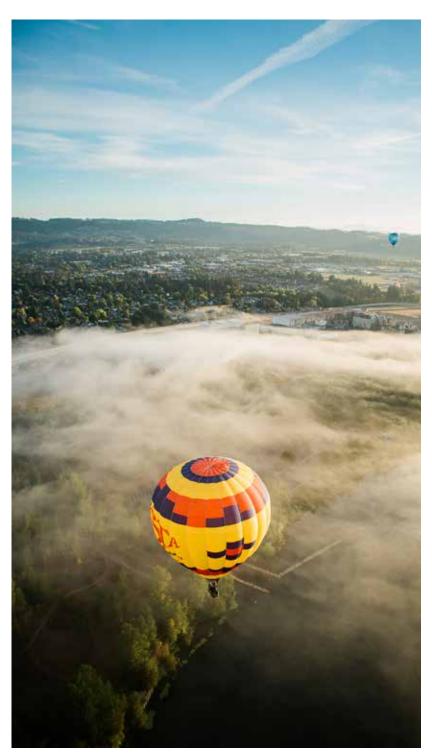


Photo Via: Joni Kabana

BUDGET: \$5,000

### Brand USA Subsite Contract Renewal (Microsites):

Continue the Willamette Valley's investment in the Oregon microsite, Brand USA's program on the visitheusa.com.

**2** • BUDGET: \$180,990

#### **Development Grant Program:**

Continue the management of a grant program for the region. Support sustainable projects and projects that will have a positive economic impact on the entire region or sub-region. Work to ensure equitability of granting throughout the region. WVVA will prioritize funding projects that connect sub-regions, address transportation and provide shoulder/off season destination development. We hope to fund projects that address the needs prioritized from our stakeholder survey.

### GLOBAL SALES

WVVA will focus on eastern and western Canada as the region's primary international market and Germany as our secondary international market. Shoulder season itineraries with overnight stays throughout the Willamette Valley will be used to connect consumers and operators to underserved assets to highlight the best of the season.

WVVA will continue to prioritize a sales and industry relations program that builds awareness of the requirements of the international buying chain and how to connect businesses to opportunities.



- 1. Brand USA Opportunities
- 2. Canada: Eastern Canada Roadshow
- 3. Vancouver Outdoor Adventure Show
- 4. Western Canada Roadshow
- 5. Education: Global Sales Educational Trainings
- 6. Go West Summit
- 7. Go West Summit Pre/Post Fam Tours
- 8. IPW
- 9. Germany ITB
- 10. Oregon Road Rally
- 11. Tourism Economics International Regional Research
- 12. Travel Trade Familiarization Tours (FAMs) and Press Trips
- 13. Go West Summit Opening/closing Event
- 14. Travefy

BUDGET: \$33,000

#### **Brand USA Opportunities:**

WVVA will update current Willamette Valley content on Travel Oregon's Brand USA microsite to ensure new and relevant information is available for primary markets and through multi-channel programs. Priority is given to increase awareness of the region to the Canadian market. WVVA has allocated funds to participate in a Travel Oregon co-op to be determined based on the program. (i.e. Inspiration Guide, Canada Multi-channel co-op).

**2 BUDGET:** \$9,000

#### Canada: Eastern Canada Roadshow:

This is a business-to-business roadshow including trade and media appointments. It will establish and strengthen relationships with trade contacts. Pitch local media on what's new in the region and shoulder/off season itineraries.

The goal is to pitch convincing stories to secure Willamette Valley focused FAMs for eastern Canada media. WVVA will use conversations to highlight new experiences, lodging and off-peak season itineraries.

**3** BUDGET: \$5,000

#### Vancouver Outdoor Adventure Show:

WVVA will participate in the consumer show focused on outdoor recreation and use conversations to encourage longer stays in the Willamette Valley around our world-class outdoor recreation opportunities. WVVA will also market the ability to travel between the Willamette Valley and B.C. via Amtrak with a bicycle. WVVA will also use conversations to highlight new experiences, lodging and off-peak season itineraries.

5 BUDGET: \$4,000

### Education: Global Sales Educational Trainings:

WVVA will provide training for suppliers to understand how to work in the global sales arena. Trainings will aim to provide the basic tools to lodging and bookable attractions who are new to the global sales area and advance sales and marketing expertise for those currently or ready to enter the market.

BUDGET: \$5,000

#### Western Canada Roadshow:

WVVA will participate in a business to business road show including trade and media appointments. Establish and strengthen relationships with trade contacts. WVVA will use conversations at appointments to highlight new experiences, lodging and off-peak season itineraries. The goal is to pitch convincing stories to secure Willamette Valley focused FAMs for western Canada media.

6 BUDGET: \$9,950

#### Go West Summit:

Participate in one-on-one appointments with tour operators, receptive tour operators and trade media. Meetings will be targeted to buyers and media of our key international markets of east and west Canada and Germany. WVVA will use conversations at appointments to highlight new experiences, lodging and off-peak season itineraries.



BUDGET: \$5,000

#### Go West Summit

#### - Pre/Post Fam Tours:

Host official Go West FAM in the region for buyers participating in Go West Summit 2020 in Portland. Includes lodging, meals, and activities for two nights in the region. Go West will occur during the March whale watching week. WVVA would like to highlight the Wine, Whales, and Wings road trip that is a co-op itinerary with the Oregon Coast Visitors Association.

**BUDGET:** \$11,000

#### **IPW:**

Attend USA's largest international inbound travel trade and media market-place to network and build relationships. Strategically plan appointments tied into our priority global markets. WVVA will use conversations at appointments to highlight new experiences, lodging, and off-peak season itineraries.

BUDGET: \$7.500

#### Germany ITB:

Attend largest travel trade show in the world focusing on the German market. Meet with tour operators, media, online travel agents, and consumers. WVVA will use conversations at appointments to highlight new experiences, lodging, and off-peak season itineraries. Germany is the secondary target global market for WVVA.

10 BUDGET: \$10,000

#### Oregon Road Rally:

Opportunity for tour operators and media to experience Oregon and the Willamette Valley in a fast-paced format. WVVA will work to make the regional mandatory stop to focus on shoulder season activities and assets.

BUDGET: \$5,250

### Tourism Economics International Regional Research:

Utilize Tourism Economics International Regional Research to influence strategic planning. The data will also be helpful for showing the full economic impact picture of tourism for educational materials. \$2,500 in year one and \$2,750 in year two.

12 • BUDGET: \$27,000

### Travel Trade Familiarization Tours (FAMs) and Press Trips:

Host travel trade FAM tours for tour operators, product managers, travel trade sales teams, international media, and conference FAM support (such as AdventureELEVATE) to experience the Willamette Valley first-hand. Meet with Travel Oregon's Global Sales Team to share regional criterion, sales priorities such as itineraries that support overnight stays, regional equity, shoulder season product, and preferred markets to host.

13. BUDGET: \$3,000

#### Go West Summit

#### - Opening/closing Event:

Co-sponsor the opening/closing reception of the Go West Summit in Portland to get more exposure for the Willamette Valley.

14 BUDGET: \$2,500

Travefy: This itinerary management software streamlines the FAM development and execution process. WVVA has invested in additional licenses to allow regional partners to utilize the program for their FAM hosting efforts as well as support WVVA FAM hosting efforts (six licenses).

## **STAFFING &**ADMINISTRATION

WVVA will employ three staff including an Executive Director, PR & Marketing Manager and Development & Industry Relations Manager. The WVVA physical office will continue to be housed at Travel Salem. WVVA staff will implement the 2019-21 RCTP plan with guidance from the WVVA Board of Directors. Both the WVVA staff and board will meet with Travel Oregon RCTP management representatives quarterly.

#### STAFFING PLANNED BUDGET: \$490,060

The staffing budget includes salary and benefits for three WVVA staff, office space, worker's compensation insurance, accounting services and other operational needs such as office supplies.

#### OTHER PLANNED BUDGET: \$125,295

Includes:

Travel, Meals & Mileage \$30,000

Wine Bottle Exhibit Insurance

& Storage \$4,800

Regional Immediate Opportunity

Investment Fund \$90,495



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