



WILLAMETTE VALLEY



WILLAMETTE VALLEY VISITORS ASSOCIATION

TRAVEL



OREGON

WHO WE ARE



Willamette Valley

OREGON WINE COUNTRY



Visit
**YAMHILL
COUNTY**



VISIT
CORVALLIS





2019-2020 WVVA
Slate of Officers

President: Natalie Inouye

Vice President: Rebecca Bond

Secretary: Christina Rehklau

Treasurer: Jeannine Breshears

Past President: Irene Bernards

Board Member: Jeff Knapp

2019-2021 RCTP PLAN DEVELOPMENT

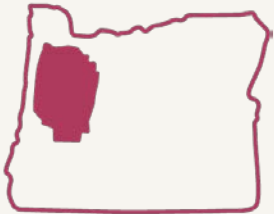
MISSION:

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.





2019-2021 RCTP PLAN STRATEGY



VISION:

The Willamette Valley Visitors Association will work to showcase the diverse adventures from wine, food, culture, family, farm and outdoors with intention to extend/increase Willamette Valley stays, increase shoulder season occupancy and secure more and higher end media clippings.



STATISTICS OVERVIEW

- Willamette Valley was experiencing a 3.3% decrease in occupancy
- Revenues were up slightly at 1.7%
- Demand was up 2%
- Room supply increased 5.4%.
- April through September continues to be the peak season
- October through March shoulder season
- 48% of visitors retired/not employed and have completed higher education
- 61% are without children in the household

2019-2021 RCTP PLAN OVERVIEW

WILLAMETTE VALLEY OVERALL BUDGET

DEPARTMENT / CATEGORY	2019-21 BUDGET		% OF BUDGET
Destination Development	\$	131,500.00	7%
Global Marketing	\$	737,355.00	41%
Global Sales	\$	134,700.00	7.5%
Global Strategic Partnerships	\$	190,990.00	10.5%
Regional Immediate Opportunity (≥5%)	\$	90,495.00	5%
Other	\$	34,800.00	5%
Staffing (inclusive of all Administration and Operating costs)	\$	490,060.00	27%
Total	\$	1,809,900.00	100%



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



STAFF & ADMIN STRATEGY

WVVA will employ three staff including an Executive Director, PR & Marketing Manager and Development & Industry Relations Manager. WVVA staff will implement the 2019-21 RCTP plan with oversight from the WVVA Board of Directors.



DESTINATION DEVELOPMENT STRATEGY

Destination development is focused on creating new and shoulder season product that will extend a visitors stay and give lift to underutilized assets within the Willamette Valley.

- Willamette Water Trail

DESTINATION DEVELOPMENT RARE COMMUNITY WORK

Food Trails

- Assist in continued work of South Willamette Valley
- New trails coming online:
 - Mid-Valley Food Trail
 - Polk County region food trail
 - Food Trail workshop on Nov. 14

Working to curate vetted routes for WVVA's RideGPS using WV Scenic Bikeway as spine and connect the Valley riding groups

- Also looking to bolster routes for other rider groups (mountain& gravel)





GLOBAL STRATEGIC PARTNERSHIPS STRATEGY

WVVA will develop and provide meaningful educational resources and distribute them 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.



GLOBAL STRATEGIC PARTNERSHIPS GRANTS

Annual Competitive Granting
Program

- Open Oct. 21st – Dec. 5th at 5:00PM
- Ask: \$2,000-\$50,000 with a 10% Cash Match Minimum
- Completion within 1 year

GRANTS

TRAVEL OREGON

Annual Competitive Granting Program

Small Grants:

- Opens August 2020
- Ask up to \$20,000 with minimum 10% cash match
- Completion within 1 year

Medium Grants:

- Opens April 2020
- Asks \$20,000-\$100,000
- Completion within 2 years with minimum 25% cash match

Wine Country License Plate Grants

- Open January 23, 2020 – Feb. 22, 2020
- Asks up to \$50,000 with 50% cash match
- Grant projects and initiatives must promote wine and/or culinary tourism in Oregon
- Applicants must be a tourism promotion agency





GLOBAL SALES STRATEGY

WVVA will target eastern and western Canada as primary international markets and Germany as our secondary international market highlighting shoulder season itineraries featuring overnight stays throughout the Willamette Valley.

OTHER WAYS TO GET INVOLVED

- Global Sales:
 - WVVA hosting Global Sales Training in Feb. 2020
 - Global Sales Conference Fall 2020
 - Go West Summit- Portland, March 2020
- Sign up for WVVA Industry E-news List on oregonwinecountry.org
- Sign up for Travel Oregon's Industry E-news on industry.traveloregon.com
- Travel Oregon Workforce Survey by Nov. 8 to help guide what sort of industry training is needed





GLOBAL MARKETING STRATEGY

Market the Willamette Valley with an emphasis on shoulder season business. The target markets include: Seattle, and Western Canada with consistent and frequent efforts focused on Seattle. WVVA's goal is to increase interest and visits from this key market.

GLOBAL MARKETING TACTICS

- Enhanced and Targeted Public Relations Strategy
- Google Content Co-op
- Seattle Campaign/Activation
- Seasonal focused Campaigns





SEATTLE 2019-2020 IN MARKET ACTIVATION

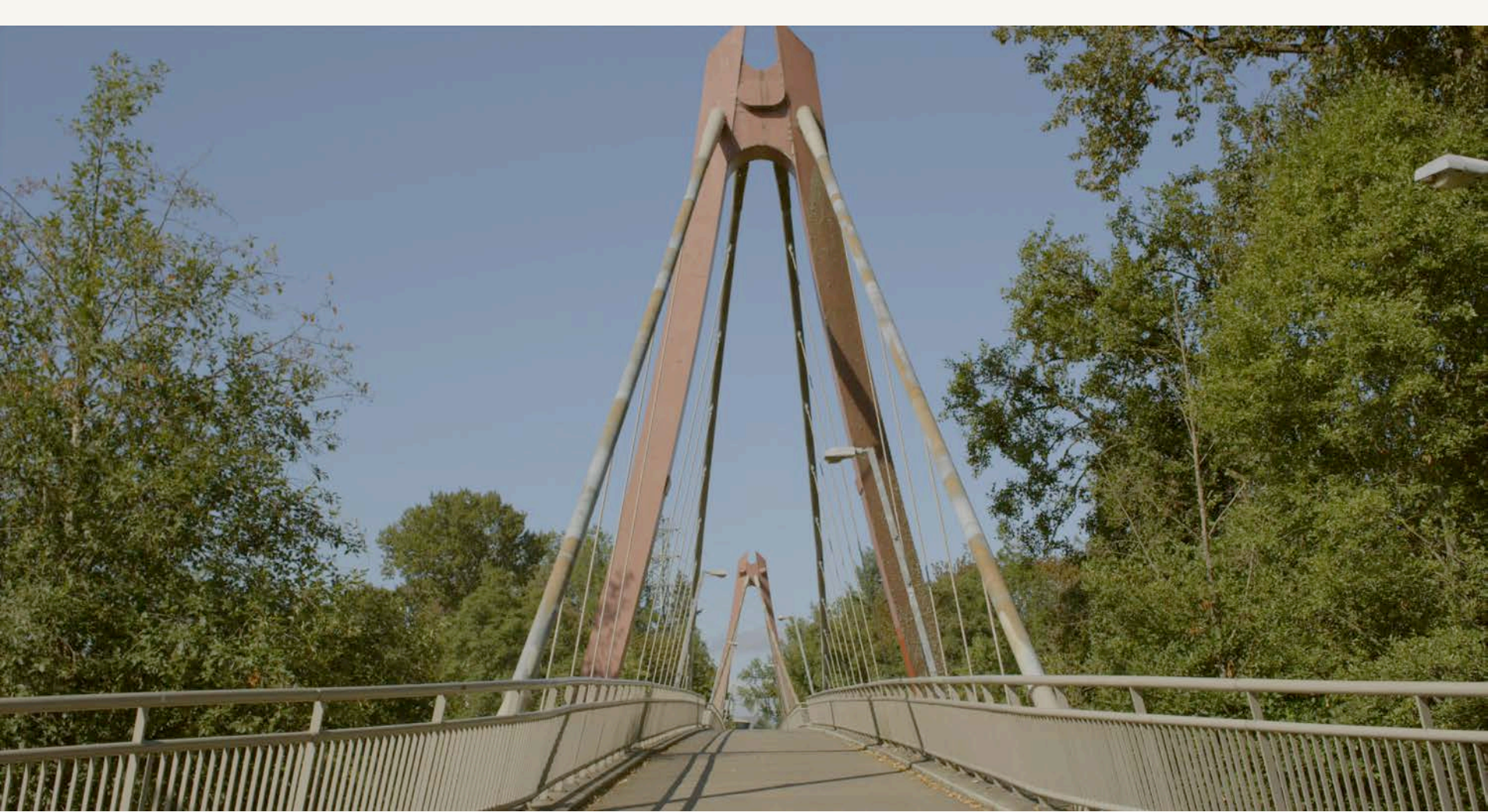
- Trip Advisor
- Experiential Display at SeaTac Int Airport
- Expedia Campaign
- Ongoing Public Relations Efforts
- Print Advertising
- Seattle Food and Wine Experience
- Social Media

GLOBAL MARKETING

Content Strategy

- Seasonally Focused
- Wine and other Beverage Destination
- Outdoor Adventure
- Cultural Experiences
- Culinary
- Family Travel





A scenic landscape at sunset. A dirt path leads through green vineyards on rolling hills towards a bright sun on the horizon. The sky is filled with colorful clouds, and the foreground is a dry, grassy field. The word "Questions" is centered in white text.

Questions



BREAKOUT ACTIVITY

- Select a speaker at your table
- Organize thoughts on your questionnaire
- Finalize thoughts on the colored paper
- Please leave all papers for us to collect and review