

Oregon Tourism Commission

Staff Report | June 2018

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OPTIMIZE STATEWIDE ECONOMIC IMPACT

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

LAGTO North America Convention: Central Oregon, June 24-27

The 10th International Association of Golf Tour Operators (IAGTO), North America Convention will take place in Central Oregon at Sunriver Resort from June 24-27, 2018. Over 160 golf tour operators from 35 countries, all selling North America, will attend the Convention. Travel Oregon, in partnership with Central Oregon Visitors Association, Southern Oregon Visitors Association, Oregon Coast Visitors Association, Willamette Valley Visitors Association and Portland Region will host a record number of buyers on five pre-conference and five post-conference familiarization tours to further showcase Oregon as a premier golf destination.

Brand USA Japan & Korea Sales Mission: Tokyo, Japan & Seoul, July 4-12

Travel Oregon and our partners with America's Hub World Tours will participate in the Brand USA meetings with travel trade buyers and media during one-on-one appointments during the 2nd Annual Brand USA Japan & Korea Sales Mission.

Oceania Sales Desk Side Meetings: Sydney, Melbourne, & Auckland, August 18 – 23, 2018

Travel Oregon will participate in desk-side meetings with key travel trade buyers and media in Oceania. Meetings will focus on developing new travel product, enhancing and training for existing products and pitching traditional and non-traditional media encouraging them to develop engaging Oregon focused content.

Royal Horticulture Society (RHS) Flower Show: United Kingdom, July 1-7

Travel Oregon will participate for the third time in the world's biggest annual flower show set on the grounds of Hampton Court Palace Park in Surrey. The show includes World Gardens, Show Gardens, the Rose Marquee, Floral Marquee, plant pavilions and a variety of talks, demonstrations and exhibits. Attendance is usually 135,000, Monday is "Press Day" attended by members of the press and celebrities, as well as the VIP Preview Evening – by invitation only. Travel Oregon will invite key media and travel trade partners to experience the Oregon Garden.

Festival of the Globe India Day Mela Fair: Silicon Valley, August 18-19

This is a two-day fair with over 250 booths and exhibits on products, services, travel, arts, crafts, literature, fashion and designs. The event is promoted throughout the Bay area and attended by over 150,000 people. The strategy is to participate in special events in areas that cater to the Indian market. Travel Oregon will distribute Oregon collateral and meet directly with the Indian consumer. Families from India come to visit their family members who work in the Silicon Valley or attend universities in Northern California. Oregon is enticing

as a destination for the generally affluent visitors, this is an easy way to promote Oregon to those visitors.

RESEARCH TRIPS

Brand USA Australia & New Zealand Mega Fam: Oceania, August 16 –19

Travel Oregon will host ten clients from Oceania during a Brand USA Australia & New Zealand Mega FAM sponsored by Air New Zealand. This familiarization and product development trip will leverage Brand USA's, "Hear the Music" campaign highlighting appealing international visitor experiences through music venues, performances and festivals in Central Oregon and the Portland Region.

Audley Travel: UK, May 30- June 2

Two USA specialists from UK tour operator, Audley Travel, are coming to Oregon to gain better knowledge for selling Oregon to clients. Audley specializes in tailor made itineraries, most of their business is from repeat customers, or referrals from customers.

Antibes Voyages: France, July 26- August 6

Travel Oregon will host a US sales specialist from Antibes Voyages, one of the most established retail travel agencies in France. She has already been selling Oregon to clients, and this research trip will enable her to better develop and sell Oregon itineraries. She will be visiting the Greater Portland Region, the Coast, Southern Oregon, Central Oregon, Eastern Oregon and Mt. Hood Territory.

Kuoni France -Vacances Fabuleuses: France, July 29- August 14

Travel Oregon will host the US Product Manager with Kuoni France-Vacances Fabuleuses, one of Frances top three B2B trade partners. She has developed a fly-drive itinerary for Oregon, and will develop additional itineraries after this visit that will feature some of the locations she visits during this fam. She will be visiting all seven regions of Oregon.

MEDIA FAMS

Le Point Magazine: France, May 27-June 8

Le Point magazine, France's equivalent of *Newsweek* or *Time*, will feature a three-page story on Oregon. The trip is in partnership with Les Maisons du Voyage, a Paris based travel agency who has and is developing additional Oregon itineraries based on the writers visit. The focus will be on the culinary scene, outdoors, nature, hiking and Oregon's natural scenic beauty. Le Point has a circulation of 326,216 copies per week.

MEDIA EXPOSURE

Invertour: Mexico, May 2018

Todd Davidson and Petra Hackworth were interviewed by Invertour, Mexico City's #1 travel trade publication. The story highlighted the Port of Portland mission, Mexico tourists visiting Oregon, and reasons to visit Oregon. See article clipping.



CTV: Canada, April 2018

Oregon was featured on CTV's morning segment as a hot destination for summer travel. Visit the website to view the coverage at <https://bc.ctvnews.ca/video?clipId=1382970> (Oregon coverage starts around the 1:45 mark).



NEW PRODUCT

The Sonya Looney Experience: Bend Edition, Canada

Sonya Looney, influencer and world-famous mountain biker, will bring a group of mountain bikers to Bend from October 4-7 for riding, yoga and brewery tours.

INDUSTRY MEETINGS

Delta Partner Meeting: Bend, June 2018

Travel Oregon and partners from Delta Air Lines, AeroMexico, KLM, the Port of Portland, and Travel Portland will connect for intensive meetings focused on international flight performance, retention and promotion. Market focused teams from around the globe will discuss synergies, global sales destination marketing initiatives, strategies & tactics supporting nonstop air service from Amsterdam, London, Mexico City and Tokyo to Portland International Airport.

International Sales Development Workshop: Willamette Valley, June 2018

Willamette Valley Visitors Association and Travel Oregon will host a series of workshops to educate local businesses on the benefits of working with international visitors. The global sales 101, luncheon networking and itinerary planning sessions will offer tourism partners the opportunity to learn where international visitors are coming from, how they buy travel, why they are important and how businesses can work with these valuable visitors.

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

SPRING 2018 CAMPAIGN (MID CAMPAIGN RESULTS: MARCH 12 – APRIL 9)

Below is a mid-campaign recap (March 12 – April 9) for our spring 2018 campaign: Only Slightly Exaggerated (OSE). A full recap will be provided in the Q4 commission report delivered in September.

The “Only Slightly Exaggerated” campaign launched on March 12 and uses beautiful, enchanting, and inviting animation to inspire people to come find happiness off the beaten path, all over Oregon. It combines the real and fantastical and evokes what photography sometimes cannot – the magical feeling of being in Oregon.

Paid Media Results Overview

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

- Premium digital video performed well. The ads generated 5.9 million video views (:15s & :06s), which is 65% of our target number of views.
 - Video completion rate (VCR) was 94.3%, which was higher than the industry average (78.2%) and our 2017 spring Salmon 360 campaign (79.8%).
- Digital display and programmatic video continued to drive efficient clicks. Where possible, our display placements were adjacent to video content, which proved to be an effective strategy.
 - Average clickthrough rate (CTR) for all partners was at 0.47%, which was above the industry average (0.10%) and Spring 2017 campaign (0.16%).
- Our custom content partnership with Atlas Obscura and Thrillist designed to generate views produced 742K views and an additional 2.7K clicks.

- Our OTA partnerships with TripAdvisor and Sojern performed well.
 - On Sojern, we have earned 213K views with a 99.3% video completion rate, which was above its benchmark of 90%.
 - The TripAdvisor buy showed a 0.13% CTR, which was better than the industry average of 0.1%.
- Paid search continued to be a consistent traffic driver. While cost per click (CPC) at \$0.81 was up slightly YOY, we made optimizations at the beginning of April to push the CPC back down. With that said, a CPC below \$1 was still a good result.

Media Optimizations:

- Paid Media:
 - We shifted targeting with a few of our media partners to focus on units with better video completion rates.
 - We made several smaller tactical changes, such as increasing the swipe percentage within our custom AdTheorent ad, to allow for more interaction with the unit.
 - We are testing several remarketing strategies with Logical Position to find additional ways to create both awareness and engagement through paid media buys.
- Paid Search:
 - We shifted budget out of the keyword grouping pertaining to OSE keywords and moved the budget to our regional keyword groups, which were driving a better cost per click.

Public Relations

Campaign Communications Mid-Campaign Report:

At this point in the Only Slightly Exaggerated (OSE) campaign, the Communications team has garnered 141 stories with a circulation sum of 465.9 million and an average story score of 8.33 out of 10—a testament to the success of this wildly popular campaign. For context, the OSE campaign saw a 243.9% increase in story numbers and a 97% increase in circulation numbers over the Travel Oregon: The Game campaign (41 media articles; 235.9 million circulation). Below is a selection of the top regional and national OSE coverage:

- EW.com (Entertainment Weekly), "[Oregon's new tourism ad looks like a Hayao Miyazaki movie](#)"
- LonelyPlanet.com, "[A trippy and magical animation may inspire you to visit Oregon](#)"
- Vice.com, "[Oregon Wants You to Believe the State Is a Studio Ghibli Film](#)"
- HuffingtonPost.com, "[Oregon's New Travel Video may Inspire Acid Trips More Than Vacations](#)"
- SyFy.com, "[Oregon's Big Draw? A Gorgeous Animated Tourism Ad That Channels The Style of Hayao Miyazaki](#)"
- ComicBook.com, "[New US Tourism Campaign Channels Its Inner Studio Ghibli](#)"
- IndieWire.com, "[Oregon's Dazzling New Tourism Ad Would Make Hayao Miyazaki and Studio Ghibli Proud](#)"
- HypeBeast.com, "[Watch Travel Oregon's Studio Ghibli-Esque New Advert](#)"

- Jalopnik.com, "[This Oregon Tourism Ad Is A Glorious Tribute To Studio Ghibli](#)"

Social Media:

As stated in the last report, Spring 2018 has three key strategies driving three social KPIs: video views, clicks to TravelOregon.com and engagement. (see Appendix A for more information on the Spring 2018 social media strategy)

Social Media Mid-Campaign Report

The content captured the audience with its fresh take on the Oregon destinations we know and love. The response to the campaign launch on Twitter led us to react with GIFs and engage with people such as the following:

- Youtuber [Casey Neistat \(@CaseyNeistat\)](#)
- Emmy award winning TV writer [Dave Evans](#)
- [Fodor's Travel](#)
- [Arizona Tourism](#)
- [Olympic athlete and Oregon native Ashton Eaton](#)



Social Media Mid-Campaign Highlights

- This campaign resonated well with our audience. There have been 66,780 shares and 16,475 retweets for the :90 spot across social platforms.
- 85% of overall views were organic
- The [GIF content](#) created with campaign assets on GIPHY was a hit.
- Breakdown of paid results: As illustrated by the table below, video distribution and click ads exceeded expectations.

| Ad Unit | Views/Clicks | Goal | Cost Per View or Click |
|---------------------------|---------------|---------|------------------------|
| <i>90's Hero Spot</i> | 602,588 views | 266,667 | \$0.02 |
| <i>15 + 6s Spots</i> | 396,946 views | 266,667 | \$0.01 |
| <i>Article Click Ads*</i> | 19,900 clicks | 40,392 | \$0.01 |

* We are only at 50% of click goal because the click campaign started a few weeks after the video distribution.

- As part of the launch strategy, we have been juxtaposing animated scenes from the video with the real user-generated Instagram of these places. This effort has been successful with the [Three Sisters post](#) garnering the most engagement in March.



Influencer Support:

A major strategy for the second half of the campaign will be the use of local and regional influencers who travel across the state to highlight a key activity or destination mentioned in the :90 spot. They will also feature activities while promoting other offerings such as the spring sweeps.

Influencers selected will include a mix of those with large followings along with those with smaller followings who address other goals such as inclusivity in the outdoors.

KPIs

Due to the visual nature of this campaign, our key campaign KPIs are:

- Video views
- Traffic to TravelOregon.com
- Engaged users/quality audience

At this point in the campaign, we have generated 5 million video views of the :90 ad and 10 million views of our shorter :15 and :06 ads across advertising and social media.

In terms of website performance, only average session duration was slightly lagging against last year. This may be attributed to attracting visitors who were mainly interested in the animated style of the video and because last year’s Salmon 360 videos required people to stay on the page longer to watch all videos.

| YoY - All Users | 2018 3/12 - 4/8 | 2017 3/12 - 4/8 | Week 4 Change |
|-----------------------|--------------------|--------------------|------------------|
| Number of sessions | 357,123 | 240,570 | 48.4% |
| Number of users | 281,230 | 194,191 | 44.8% |
| Pageviews | 1,290,560 | 566,384 | 127.9% |
| Pages/Session | 3.61 | 2.35 | 53.6% |
| Avg Session Duration | 2:10 | 2:25 | -10.3% |
| Bounce Rate | 38.6% | 59.9% | -35.7% |
| % New Sessions | 72.3% | 73.3% | -1.4% |

A full breakout of the influencer program and results will be provided in the next report.

WINTER 2018 PLANS

The Marketing team began conversations with Wieden+Kennedy to create an entire 18/19 plan with creative and media goals. We are prioritizing the following:

- Leveraging the OSE creative and ensuring we are retargeting audiences based on the positive sentiment generated from the Spring 2018 campaign. Year-round, we are accomplishing the following with this retargeting: getting people in our channels and/or activating the people in those channels to take a trip.
 - Spring (March launch)
 - Audience
 - Active adventurer
 - Target markets: PDX, SF, PHX and SEA with targeted national buys as appropriate
 - Creative Assets
 - Video: Inspire emotional connection to place and position Oregon as a magical getaway

- Online display: leverage the positive feeling generated by the video ads to drive consumers to TravelOregon.com where we can invite them to deeper engagement through VLM
- Media goals with creative assets
 - Awareness
 - Increase in traffic to TravelOregon.com from media partners
 - Improved brand sentiment
 - Social media plan to build Travel Oregon social channels
- Winter
 - Audience
 - Active Adventurers in Oregon (and potentially nearby drive markets)
 - Oregon-familiar
 - Fans and email subscribers
 - Note: we know friends and family travel to Oregon increases dramatically during the winter and we are exploring how we can leverage
 - Creative
 - Leverage the brand equity built through the previous OSE spring campaign
 - Need creative that will drive action/inspire familiar audience (familiar meaning familiar to place or OSE creative) to travel around Oregon. To us this means a more retail-based message like a passport, game, hiding bikes, etc. that lives on TravelOregon.com and ideally requires a transfer of some consumer data to activate promotion
 - Media
 - Online digital traffic to TravelOregon.com
 - Arrival and stay lift via Arrivalist
 - Social media

Our team will provide a topline update at the June commission meeting for the Winter campaign and a detailed update in September.

PROMOTIONS

Summer Sweepstakes

For the summer sweepstakes, Travel Oregon will partner with the Port of Portland (Port) to give consumers the opportunity to win a magical Oregon coast experience. Working in collaboration with the Port, the sweepstakes will celebrate the 30th birthday of the Portland International Airport (PDX) clocktower plaza. This partnership opportunity will give Travel Oregon the ability to generate thousands of high quality email leads from travelers in our target market.

- The sweepstakes will be promoted throughout PDX where 60,000+ people pass through daily.

- Signage and promotional materials will drive traffic to the sweeps form on flypdx.com
- Prize includes five nights of lodging at the Cannery Pier Hotel & Spa, a coastal helicopter tour, dining experiences, and more.
- The sweepstakes will run June 2 – September 4.

Capitol Christmas Tree Project (CTTP)

Travel Oregon, in partnership with the Willamette National Forest, Choose Outdoors and WVVA, continues to promote the 2018 Capitol Christmas Tree. The theme for the 2018 Capitol Christmas Tree (CCT) is “Find Your Trail!” in recognition of two 2018 anniversaries: the 50th anniversary of the National Trails System Act, and the 175th commemoration of the Oregon Trail.

Travel Oregon is creating social media content and earned media plans to support the events and activities created through the partnership. Over Memorial Day weekend WVVA launched the CCT Ornament Hunt and Sweepstakes that will run through October 2, 2018. Travel Oregon shared the content and received more than 3,000 likes and 1800 shares showing this is a great opportunity to engage our audiences about public lands.

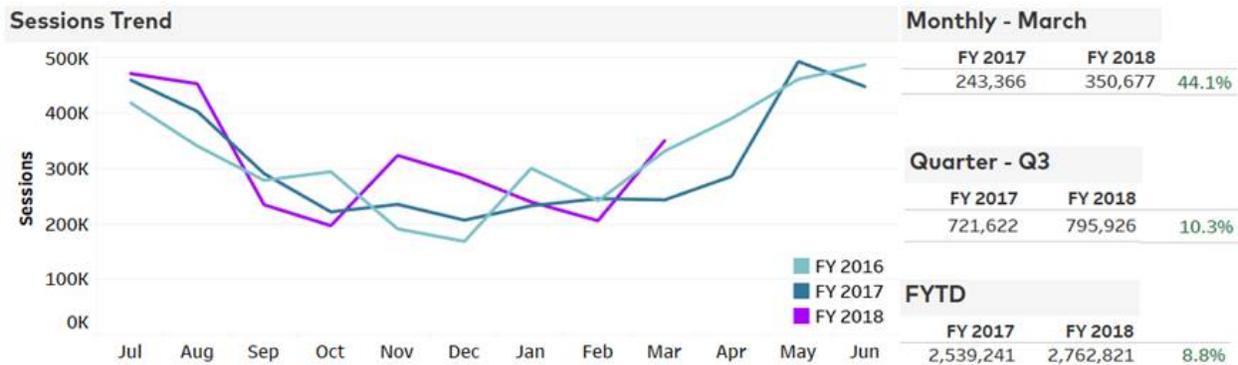


Oregon Trail 175th Anniversary

Travel Oregon has been working with the Oregon Trails coalition group to promote the 175th Anniversary of the Oregon Trail. Travel Oregon has partnered with 1859 Magazine to produce a 10-page spread about the Oregon Trail in the September/October issue. This feature will show readers how to experience the Oregon Trail in the modern day:

- Biking, Hiking and Camping the Oregon Trail at 175
 - We start with a brief history of the Oregon Trail. The core of this 10-page pullout section, however, is a feature that follows the Oregon Trail through Eastern Oregon and into Oregon City with a fun and updated way to engage in history through hiking, biking and camping the Oregon Trail in summer and fall: Farewell Bend - Baker City - Pendleton - The Dalles - Barlow Road - Oregon City.
 - Online, we will have an interactive map showing the route, recreation areas, historical sites and, of course, an Eat Stay Play guide, plus events. This will also appear in print.
 - We will augment the package in social with trivia posts on 1859 and 1889’s Facebook pages, as well as a photo contest that will play out on Instagram under the tag OregonTrail175.

DIGITAL CONSUMER PLATFORMS
TravelOregon.com



Supported by two successful campaigns (Travel Oregon: The Game and Spring '18), TravelOregon.com performed well. Sessions were up 10.3% this quarter and up 8.8% for the year. This increase was driven primarily by increased traffic from the spring campaign and engagement numbers from TOTG and is good considering that organic traffic (in general) is on the decline:

- Organic search traffic from Google was up 11% in March, which was mostly driven by TOTG; overall for the quarter, the search category (across all search engines) was down slightly (4.26%).
- Social traffic garnered by organic pickup of the campaign resulted in social traffic being up 233% this quarter.

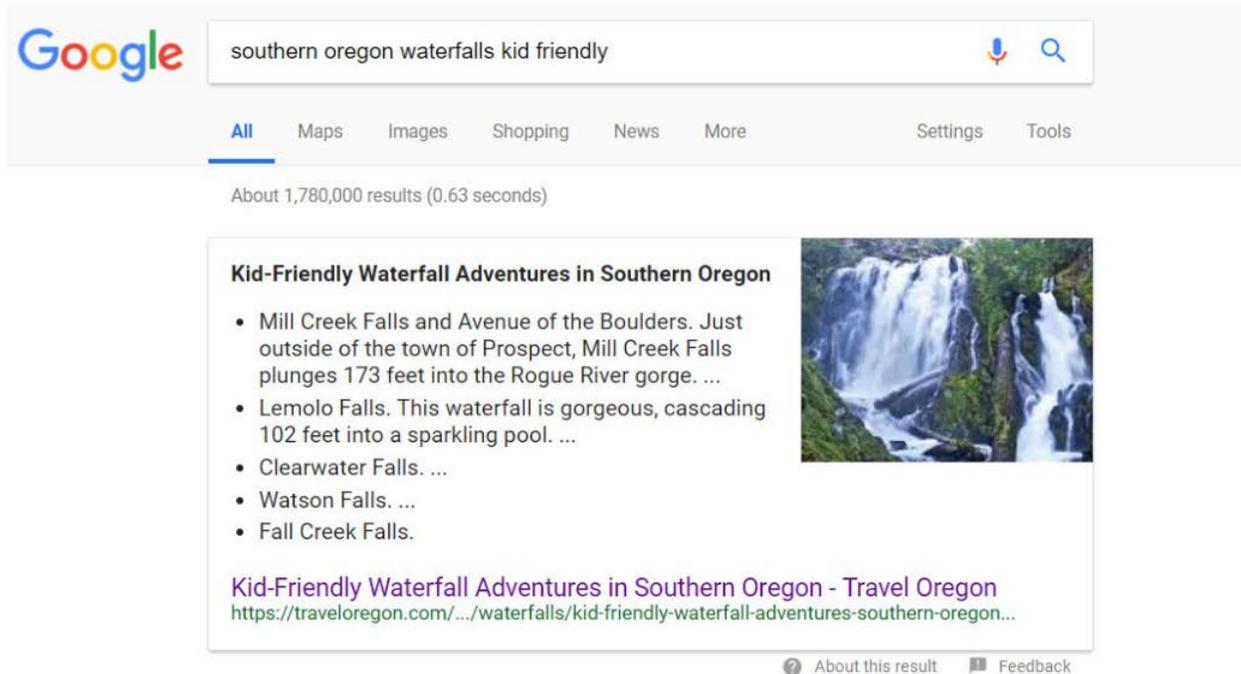
Engagement across the site also did well. This quarter, session duration was up 10.37%, bounces were down 45%, and pages per session were up 120.8%.

While search was flat, we started to see results from our efforts to make TO content visible even when search may not result in a site visit. As stated in earlier reports, web searches used to only happen on a mobile device or laptop computer. However, search is becoming omnipresent across devices (such as watches and refrigerators) and through virtual assistants such as Siri and Alexa.

This means that a great deal of searches (estimated 40% by Moz¹) do not result in a website visit, which consequentially creates a loss of traffic. Google started calling itself an “answer engine” and as a result, search results often appear within the search environment and do not result in a visit (for example, search for “[movies 97204](#)”)

¹ MOZ – Is an SEO monitoring and optimization tool

To address this challenge, we are using markup code on key TO pages (events, editorials etc.) to ensure our pages are search friendly. Below is an example of how editorial content snippets show up on Google search. The trip idea, [Kid-Friendly Waterfall Adventures in Southern Oregon](#) has a featured snippet that looks like this:



Google used the markup language generated by page content to create featured snippets for TravelOregon.com. By continuing to refine article excerpts for Trip Ideas, and making sure things such as the Title and Permalink are based on how people search, we have the potential to impact how our content shows up on Google.

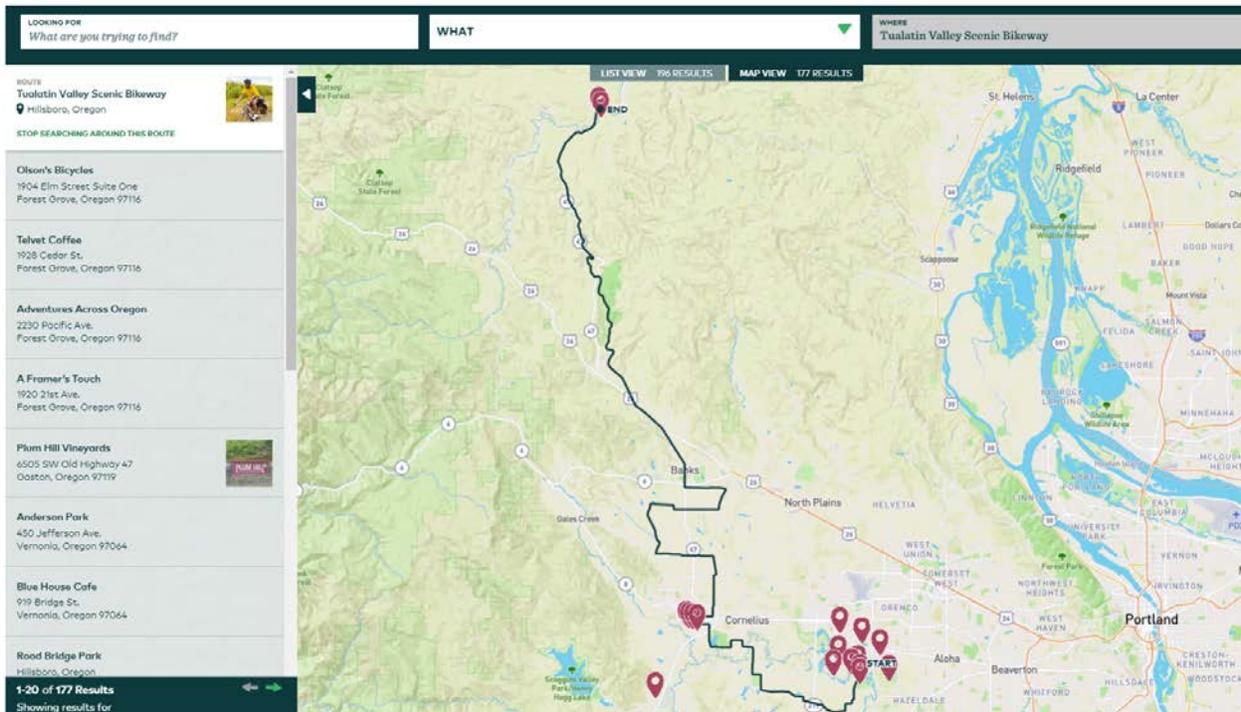
We are continuing our relationship with Miles Partnership and will get our next quarterly recommendations report by the end of the fiscal year.

TravelOregon.com Platform Updates:

- **2018 Webby Honorees:** We were recognized by the International Academy of Digital Arts and Sciences with two 2018 Webby Awards. Though we did not win the big prize (National Geographic and Atlas Obscura beat us out), the academy recognized both TravelOregon.com and our Robot Fish microsite as Webby Honorees. The Official Honoree distinction is awarded to work that scores in the top 15% of all work entered into the Webby Awards. With thousands of entries received from all 50 states and more than 60 countries, this was an outstanding accomplishment for our agency and agency partners.
- **Multi-Point Maps:** The most significant update across the platform was MultiPoint Maps (MPM). The implementation allowed us to showcase line data to bike routes so that we could display point-to-point mapping on the site and “near-by” functionality. As illustrated in the examples below, a user can now seek out bike trails (e.g. Tualatin

Valley Scenic Bikeway) and then use the mapping interface to further drill down and search.

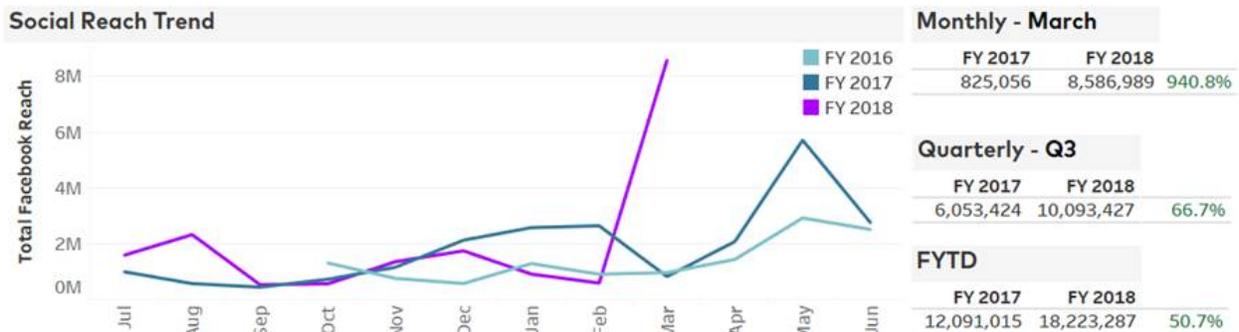
Trail info: Tualatin Valley Scenic Bikeway route map



Search for “places to stay” along the route. In this case, a user can see that Stub Stewart State Park is a good spot to camp along the route.

The search and map functionality will continue to be refined over the next month as we iterate to make the experience more user friendly.

Social Media



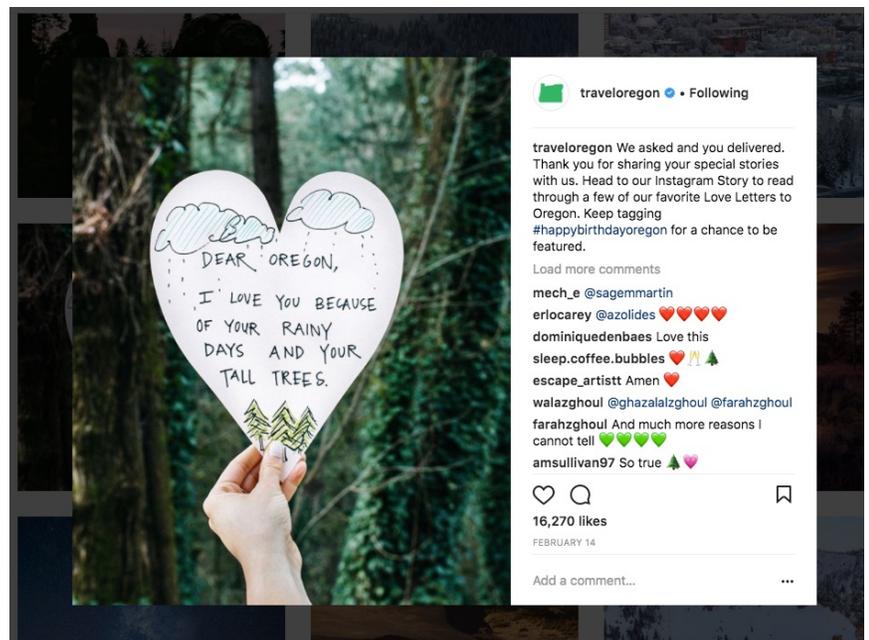
This was a very successful quarter across social. The primary driver was the spring campaign’s organic reach, which singlehandedly boosted social reach by 940.8% in March, resulting in a 66.7% increase in quarterly reach.

Other highlights:

- Besides the campaign-related-content posts, the Oregon Coast continued to do incredibly well. In March, for example, the Spring Break RV-ing on the South Coast post (see right) was the most liked non-campaign post with 885 likes; in addition, the classic story “Top 10 Don’t Miss Spots on the Coast” continued to pay dividends driving more than 1,400 clicks to the site in March alone.



- In celebration of Oregon’s birthday (February 14), [we asked our fans](#) and the Instagram universe via a video post and story to tell us what they love about Oregon, by using the hashtag #HappyBirthdayOregon. The first published Instagram Story contained 16 frames for a combined and total impressions of 150,505, along with 6,565 completed views and reach of 6,672. This was the [video collection of the responses](#) to the first call to action for people to submit their thoughts. This was also the first story we placed as a highlight story, which meant the retention rate² through this story was 44.1% with an engagement rate of 0.03%.



This story was a success as it welcomed followers near and far to partake in a conversation surrounding a trending holiday and the widespread love of Oregon. Through POV-style photography, authentic moments and real quotes, this story

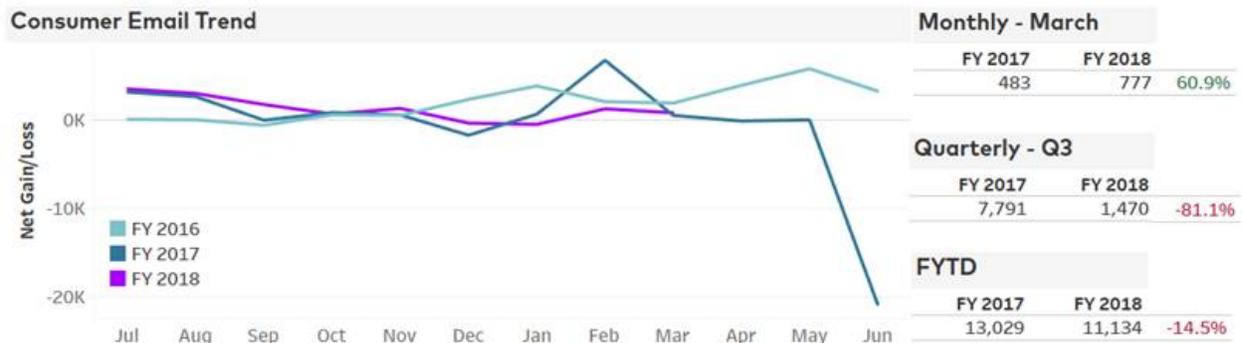
² Retention rate: This stat tells you how good your posts are at grabbing and retaining attention

successfully captured our audience by encouraging and rewarding engagement through a unique campaign hashtag and direct calls to action (CTAs).

- Finally, responding in real time to cultural moments continued to be a hit. As social chatter picked up in January about a national story on [Oregonians freaking out](#) about the potential of pumping their own gas, we responded with a timely TOTG inspired image. This timely response went on to become one of our most retweeted and liked Twitter posts of all time.



Email Marketing



Travel Oregon’s consumer email marketing programs were identified as a key initiative for FY17/18 (see Appendix B for more information on Email Marketing).

The combined lists (general, culinary and outdoor) saw a net gain of 1,470 subscribers for Q3 of 2017/18. Both the culinary and outdoor lists saw double digit growth over last year, while the general list was down double digits due to moving the major sweeps from February to April to align with the campaign.

- Signups for the outdoor list grew by 69% in Q3. This was robust performance considering we were not actively pushing this list during the quarter.
- Signups for the culinary list increased by 51% during Q3 and saw strong organic growth.

Engagement:

- Engagement rates across all three lists showed mostly positive results.

- Open rates for all three lists showed growth for the quarter with the culinary list leading the way with a 12% bump over last year.
- Click through rates for the culinary and outdoor lists were up for the quarter at 46% for culinary and 9% for outdoor. However, the general list fell by 27% for the quarter compared to last year. The main reason for this is that we had two high performing stories in Q3 2016/17: [Romantic Small Towns](#) and [Hot Spots on the Coast](#) that garnered high click rates of 71% and 64% respectively. Compared to these stellar numbers, top performers this quarter ([Sisters County Beercation](#) and [South Coast Secrets](#)) still showed positive click rates of 51% and 49%.

Email Optimization:

- We are currently focusing on the execution of the Visitor Lifecycle Management project, which includes several upgrades to the email marketing channel.
- The team is also in the middle of our GDPR (General Data Protection Regulation) investigation which affects how we store our consumer data. This is a new regulation in addition to the Canada Anti-Spam Legislation (CASL) which took effect last year.
- To help keep the leads pipeline flowing consistently, the marketing team is planning on four lead generating sweepstakes over the 2017-18 fiscal. The current sweepstakes is the [winter ski & surf sweeps](#).

Publishing & Content

We oversaw the development, production and distribution of 55 stories on TravelOregon.com in Q3. The publishing lineup included:

- 10 feature stories: This included long lead “Summer Features” and other long form content designed to evoke an emotional response and ignite a desire to travel to Oregon.
- 20 news stories: These stories were informational and were designed to keep Oregon “top-of-mind” with information about events and happenings within three months.
- 17 blogger stories: Stories from local Oregon personalities and content partners using their independent voice.
- 28 special project stories: Stories produced to support special partner request and/or specific partner events including nine sponsored stories and 11 stories tied to the spring campaign.

Seasonal features included deep-dive stories on [Bigfoot in Oregon](#), [spring trip ideas](#), [rafting](#), a [forest retreat](#), profile of [African Americans in Oregon](#), and a story on [Music Millennium](#).

Scenic Byways

We are renewing our content partnership on the Oregon Scenic Byways guide with ODOT again this year.

The Scenic Byways guide is our second most-requested guide after the Oregon Visitor Guide and provides both domestic and international visitors (along with its companion website) the resources necessary to plan their vacations along the extensive Oregon Scenic Byways

system. The current guide was last redesigned in 2015 and has been reprinted several times subsequently with the financial assistance of ODOT.

Distribution for the guide ebbs and flows based on travel patterns, but, on average, we fulfill approximately 2,700 per month in individual orders and about 10,000 in bulk orders (average 12,700 guides per month). Due to the current limited supply (12,000 in inventory), we are not able to fulfill all of the demand from visitor and welcome centers for full box quantities.

The renewed partnership includes the following two elements:

- Reprint of the current guide: We are reprinting 50,000 of the current guide to get through to the busy summer travel season. These guides were printed and are now available for order.
- We are also in the process of updating the guide in partnership with ODOT and MEDIAmerica in order to add the three new byways that were approved by the commission in April.

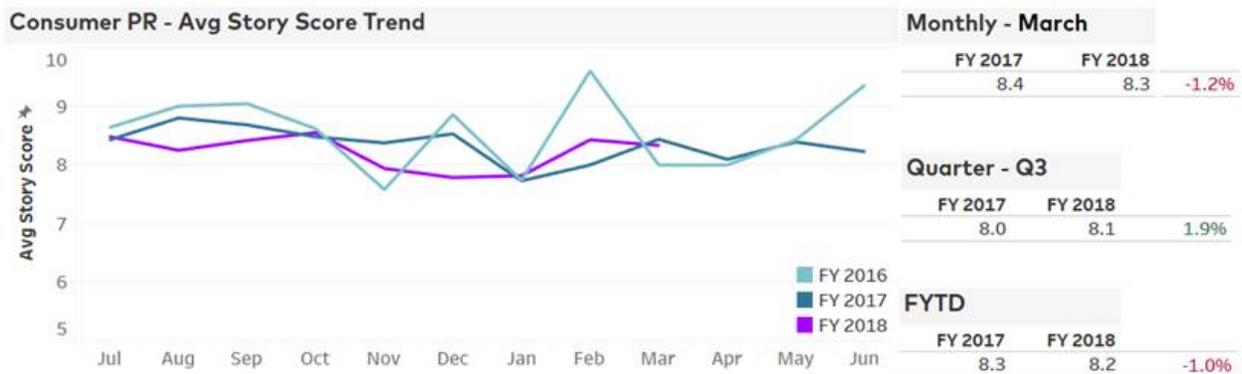
The new guide will continue to showcase and educate readers about Oregon's expanding road trip portfolio including ODOT's EV Byways program and Oregon State Parks' Scenic Bikeways program. 150,000 copies of the new guide will be printed and available in Fall 2018.

Other Content Highlights

- We started the year with [52 Oregon vacation ideas](#). This included a timely email push and a secondary push on social media to coincide with Plan for Vacation Day.
- We worked with Annie Fast to publish and share five stories (like [this one](#)) for Ski Oregon.
- We partnered with ODFW and Oregon State Parks to produce [a video about the Oregon Coast](#) with Outdoor Project.
- We worked with the Oregon Film Office to promote and leverage the launch of "[Lean on Pete](#)."
- We repurposed copy from a Global Sales itinerary to create [a trip idea supporting the 175th commemoration of the Oregon Trail](#).
- We published four new fat bike ride stories (see below) and continue to find ways to promote the Southern and Central Coast rides and brochures through our channels.
 - Fat Bike Oregon's Central Coast: Roads End Ride | <https://traveloregon.com/things-to-do/outdoor-recreation/bicycling/fat-biking/fat-bike-oregons-central-coast-roads-end-ride/>
 - Fat Bike Oregon's Central Coast: Newport to Yachats | <https://traveloregon.com/things-to-do/outdoor-recreation/bicycling/fat-biking/fat-bike-oregons-central-coast-newport-yachats/>
 - Fat Bike Oregon's Central Coast: Otter Rock Ride | <https://traveloregon.com/things-to-do/outdoor-recreation/bicycling/fat-biking/fat-bike-oregons-central-coast-otter-rock-ride/>

- Fat Bike Oregon's Central Coast: Dune Ride Exploration | <https://traveloregon.com/things-to-do/outdoor-recreation/bicycling/fat-biking/fat-bike-oregons-central-coast-dune-ride-exploration/>
- Curated landing pages with relevant, seasonal landing pages to support the Only Slightly Exaggerated campaign:
 - The Enchanting Mt. Hood and Columbia River Gorge | <https://traveloregon.com/only-slightly-exaggerated/the-enchanting-mt-hood-and-columbia-river-gorge/>
 - Portland Imagination Reigns | <https://traveloregon.com/only-slightly-exaggerated/portland-imagination-reigns/>
 - The Magic Coast | <https://traveloregon.com/only-slightly-exaggerated/the-magic-coast/>
 - Oregon in Bloom | <https://traveloregon.com/only-slightly-exaggerated/oregon-in-bloom/>
 - Oregon's Wine Country | <https://traveloregon.com/only-slightly-exaggerated/oregons-wine-country/>
 - A Lake of Perfect Blue in Southern Oregon | <https://traveloregon.com/only-slightly-exaggerated/a-lake-of-perfect-blue-in-southern-oregon>
 - Riding Around Oregon | <https://traveloregon.com/only-slightly-exaggerated/riding-around-oregon/>
 - The Wild Tales of Eastern Oregon | <https://traveloregon.com/only-slightly-exaggerated/the-wild-tales-of-eastern-oregon/>
 - Go with the Flow | <https://traveloregon.com/only-slightly-exaggerated/go-with-the-flow/>
 - A World of Wonder in Central Oregon | <https://traveloregon.com/only-slightly-exaggerated/a-world-of-wonder-in-central-oregon>

Consumer Communications



In Q3, the communications team garnered 171.6 million in circulation numbers from 27 stories that were directly influenced by the team. These high-quality stories put us solidly on track for reaching our goal of achieving a story-score average of 8 points. See below for monthly highlights of the coverage.

January 2018

January was a solid month for consumer coverage with 11 stories, bringing in a circulation sum of 54.6 million and an average story score of 7.7. The slightly lower score was due to several round-ups, which account for a slightly lower story score. However, while they were not feature stories that score higher, the round-ups were highly engaging content that was incredibly valuable for inspiring potential travelers to choose Oregon for their next vacation destination.

These roundups included:

- *NYTimes.com*, "[52 Places to go in 2018](#)," the Rogue River in Southern Oregon makes the list at No. 35 (this article also ran in print).
- *ChicagoParent.com*, "[18 family-friendly places to visit in 2018](#)," including Seaside, Oregon.
- *RubyTheMag.com*, "[2018 Travel: 5 Quiet Escapes Around The World](#)," Southern Oregon is listed as No. 1.

Feature stories included:

- *LATimes.com* ("[Indulge in Portland's salty side on a weekend escape to Oregon](#)"), written by Jay Jones, who was hosted by the PR team last year.
- Jen Stevenson, who was one of the media attendees on the Central/North Coast pre-Feast tour (2017), wrote a story for 1859 Oregon Magazine, "[Weekend Wanderings in Oregon: The North Coast](#)," that includes many of the stops on the tour. 1859 also ran another story, "[Oregon Trip Planner: Lighthouses](#)," that serves as a guide to exploring the charming and historic lighthouses scattered along the Coast.
- The Oregon Coast got more love on an Orbitz.com story written by Jan Schroder, "[5 best hotels for a romantic getaway on the Oregon coast](#)." Jan was one of the journalists who attended the North to Central Coast pre-SATW tour—she stayed at/visited three of the five hotels included in the story.
- Speaking of SATW and pre-Feast tours, the blog posts keep coming, garnering excellent regional coverage. Melissa Kaylene, who attended last year's Southern Oregon pre-Feast tour posted a [story](#) about things to do all over Ashland. And Dale Dunlop, who attended both pre- and post-SATW tours wrote two stories about his adventures in the Willamette Valley on the post-tour: "[Albany Oregon—More Interesting Than Its Eastern Namesake? For Sure](#)," and "[Lane County Oregon—Covered Bridges, Waterfalls & Wine](#)."

February 2018

February saw consistent consumer coverage, but with lower story numbers and, thus, circulation. We were still tracking slightly below FY16/17 but have exceeded all goals (story score, circulation and story count). This month there were seven stories (five consumer, two blog posts), with a circulation sum of 40.8 million and an average story score of 8.4.

- Our hearts swelled with a Valentine's Day roundup on RD.com (Reader's Digest) listing "[The Most Romantic Valentine's Day Restaurants in Every State](#)." The Stephanie Inn represented for Oregon.

- In honor of President’s Day, Susan Barnes, worked with Travel Oregon on a story titled [Favorite presidential vacation spots around the USA](#), which included destinations that sitting US Presidents had visited. The Rogue River was included.
- The Oregon Trail continues to be a hot topic for media—this month, Seattle Met featured a story about the history of the Trail, the 175th anniversary and attractions along the way in Oregon and Washington. [The true tale of the Oregon Trail](#) ran online in February and will be in the March issue of the magazine.
- In February the Communications team worked with regional partners to host blogger, Kara Harms (WhimsySoul.com). During her trip, Kara visited Oregon’s Mt. Hood Territory and then made her way to the South Coast. Her adventures were detailed in her post, “[Oregon Travel Guide | From Mt. Hood to The Coast.](#)” The post offers a broad look at places to eat, stay and activities along the way. This trip was also one of the Communications team’s first opportunities to showcase the new fat bike routes created by Destination Development. Kara spent an entire afternoon fat biking on the beach in Bandon.

March 2018

March continued the trend for consistently solid consumer coverage. There were nine stories with a circulation sum of 76.2 million and an average story score of 8.3.

- In February, the communications team hosted food-and-travel writer, [Amber Gibson](#) for the Oregon Truffle Festival. In March she produced two stories for top-tier outlets: 10Best.com (“[Why Oregon truffles are one of America’s best culinary secrets](#)”) and Ozy.com (“[Your Next Serving Of Truffles Should Be From Oregon](#)”).
- Last year, the Communications team hosted Brad Japhe on a trip to the South Coast; this month his [story](#) about sea kayaking with South Coast Tours and promoting sustainability on the Coast ran on 10Best.com (USA Today).
- USAToday.com also ran a roundup of “[Standout suburban dining destinations](#)” that featured Beaverton, and several of its best restaurants, including Pho King Good, MiNGO, Pho Van and Decarli. Another roundup (on FoodNetwork.com) provided a collection of the [best waffles in every state](#) with Bad Wolf Bakery in Bend representing Oregon.

MARKETING SERVICES

Research

2017 Oregon Travel Impacts Overview (full report can be accessed [here](#)):

The Oregon travel industry continued to exhibit strong growth in 2017, as all measures of travel activity were up over 2016.

- Spending: Total direct travel spending in Oregon was \$11.8 billion in 2017. The annual increase from 2016 was 4.7% in current dollars. In real, inflation-adjusted, dollars travel spending increased by 3.2%. Visitor spending, excluding transportation increased by 3.6% in current dollars. This is the eighth consecutive year of growth in travel spending following the recession.

- **Travel Activity:** An estimated 28.8 million overnight visitors traveled to Oregon destinations in 2017 (preliminary). This represents a 1% increase over 2016. Since 2010, overnight person-trips have increased by 2.2% per year. Domestic visitor air arrivals to Oregon (4.0 million) increased by 5.5% for the year. Room demand, as measured by STR, Inc., increased by 1.3% for the year.
- **Employment:** Total travel-generated employment was 112,200 in 2017. This represented a 2.2% increase over 2016, the seventh consecutive year of employment growth following the steep decline from 2008 to 2010. Employment has increased by 3.2% per year since 2010.
- **Secondary Impacts:** The re-spending of travel-generated revenues by businesses and employees generates additional impacts. In 2017, these secondary impacts were equivalent to 58,300 jobs with earnings of \$2.8 billion. Most of these jobs were in various professional and business services.
- **GDP:** The Gross Domestic Product of the travel industry was \$5.0 billion in 2017. Overall, the travel industry is one of the three largest export-oriented industries in rural Oregon counties (the other two being agriculture/food processing and logging/wood products).

Visitor Life Cycle Management (VLM)

The VLM project continues to move along steadily. Currently, we are working on three parallel projects.

1. Defining each phase of the visitor lifecycle and mapping out the criteria that puts a visitor into a phase and then determining what pulls them out - We are in the final review stages of this project.
2. Evaluating the different options for database development to determine which will be the best fit for long-term success of the project. We are currently evaluating our existing database against other options in the marketplace.
3. We are halfway through our rankings of potential marketing automation platforms (MAPs). Using a detailed matrix created by our consultant, Bonfire Marketing, we are determining which MAP features and functions will be required to have a successful VLM launch.

Fulfillment

The deadline to submit proposals during the Request for Proposal (RFP) was April 27. Travel Oregon is reviewing the proposals internally. Finalists will be interviewed by the Travel Oregon team and the selected vendor will be announced on July 2, 2018.

CORPORATE BRAND LOGO

To support the tourism industry, Travel Oregon tasked our creative agency to create two new programmatic logos and to update three partner logos, ensuring that all align with the new Travel Oregon brand.

We are in the final stages of creative for an official statewide Welcome Center logo. This mark will be used to signify our welcome center locations across the state — safe locations where reliable and inspirational travel information may be found.

Travel Oregon completed work on new Oregon Food Trails branding. The package includes a statewide mark, as well as creative direction for individual food trail logos. The Food Trails branding will be deployed to support the growing number of agritourism food trails across Oregon.

Additionally, we are working with three partner organizations to update their corporate marks from the old Brand Oregon styling into alignment with the new Travel Oregon brand: Ski Oregon, Oregon Travel and Tourism Association (OTTA), and Oregon Destination Marketing Organization (ODMO).

SUPPORT AND EMPOWER OREGON'S TOURISM INDUSTRY

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

CONNECTING TOURISM AND CONSERVATION

Marine Reserves Summit

On May 21-22 Travel Oregon partnered with The Nature Conservancy in Oregon to host a Marine Reserves Summit at the Surfsand Resort in Cannon Beach. The summit brought together land managers, conservation advocates and tourism industry leaders from across the Oregon Coast to discuss how to better connect visitor experience with protected costal land and water.

Much of the discussion during the summit focused on how to leverage the tourism industry to build awareness in visitors about Oregon's five marine reserves in a way fosters a shared sense of ownership in their long-term protection. At the end of the summit an action plan was developed to identify a set of key messages about the marine reserves that can be shared with visitors before, during and after visits to the Oregon Coast.

You can review a Tillamook County Pioneer article about the event [online here](#).

THE OREGON STUDIO PROGRAM

North Coast Destination Management Studio

In partnership with the Oregon Coast Visitor Association, Cannon Beach Chamber of Commerce, City of Seaside Visitors Bureau, Astoria-Warrenton Chamber of Commerce, Pelican Brewing, Visit Tillamook Coast, Manzanita Visitor Center and the entire Tourism Studio steering committee for the North Coast, Travel Oregon held six networking events on the North Coast to kickstart the regional Tourism Studio that will focus on destination

management. The North Coast Tourism Studio includes all of the coastal communities between Neskowin and Astoria in Tillamook and Clatsop Counties. Sessions allowed local stakeholders to collectively discuss challenges and opportunities related to product development in outdoor recreation and agritourism, transportation, workforce development, affordable housing and environmental stewardship. Topics were selected with guidance from the steering committee and input from local stakeholders who participated in the Regional Cooperative Tourism Program listening session held in Tillamook.

Thoughts shared during the networking sessions will be used as inputs into the design of the upcoming North Coast Tourism Studio program that will commence this fall. A North Coast Tourism Summit will lead the studio programming, likely to take place in late September. Program details will be firmed up within the upcoming weeks.

Four Rivers Culinary and Agritourism Studio

In partnership with Eastern Oregon Visitors Association (EOVA) and the Ontario Area Chamber of Commerce, Destination Development delivered a Culinary and Agritourism Studio in the Four Rivers subregion on April 9-10 in Ontario, Oregon. This bi-state region includes the communities of Ontario, Nyssa, Vale, Payette, and other adjacent communities in the Western Treasure Valley.

This one-and-a-half-day workshop was designed to support the Four Rivers community to develop unique visitor experiences like farm stands, tasting rooms, guided fishing trips, and hands-on culinary and agricultural tours.

At the end of the tourism studio the following projects were identified for action:

- Establish a Four Rivers Farm Trail as part of EOVA's recent product development efforts
- Develop a replicable itinerary focused on agritourism experiences in the subregion
- Cultivate robust content to enhance digital presence on Travel Oregon and partner websites
- Inventory and grow photo assets for inclusion in regional image library for Four Rivers Farm Trail

Oregon's Outback Outdoor Recreation Studio

In partnership with Travel Southern Oregon, South Central Oregon Economic Development District and the Lake County Chamber of Commerce, Destination Development hosted a two-day Oregon's Outback Outdoor Recreation Studio on April 16-17 in Lakeview, Oregon. The Oregon's Outback subregion includes the communities of Lakeview, Adel, Paisley, Plush and the surrounding areas within Lake County.

During the workshop, Travel Oregon staff shared case studies for developing of world-class outdoor recreation and adventure travel destinations that meet the growing demands of the adventure traveler, inspire new thinking, and address issues of conservation and seasonality. Group discussion then tailored the lessons learned for the Lake County area.

This was the first Outdoor Recreation Tourism Experience Studio delivered by Travel Oregon.

Since the Studio, the Oregon's Outback Steering Committee has been actively working through three action teams on the following projects:

- Pursue a Dark Sky Certification
- Develop alternative lodging options focused on farm and ranch stay opportunities
- Explore product development opportunities focused on geological features such as hot springs, gemstones and the geyser
- Inventory multi-use outdoor recreation trails for increased promotion
- Increase the economic impact of the Lake County Round-up and enhance visitor experience through a western hospitality training for front-line staff
- Increase alignment between the local outdoor recreation assets and the local tourism industry

Greater Tualatin Valley Oregon Tourism Studio

In partnership with the Washington County Visitors Association and Travel Portland, Destination Development delivered the Greater Tualatin Valley Outdoor Recreation Studio on May 15-16 in Vernonia, Oregon. The Greater Tualatin Valley subregion includes the communities of Vernonia, Banks, Forest Grove, Scappoose, and St. Helens.

This two-day workshop was attended by fifty participants and resulted in the creation of the three actions teams focused on the projects listed below.

1. Identify and Maintain Best Road and Gravel Routes
 - a. Establish Criteria
 - b. Develop Additional Marketing
 - c. Install Wayfinding Signage
 - d. Maintain Routes at "Best" Level
2. Develop and Enhance Cycling Tourist Services
 - a. Public (transportation, events, bike hubs/stands)
 - b. Private (Bicycle Friendly Business development, transportation, bike hubs/stands, culinary/win/ag visits, events)
3. Develop Additional Road and Off-Road Routes
 - a. Partially Completed (Crown Zellerbach trail, Manning Trailhead, MAX connection to Tualatin Valley Scenic Bikeway)
 - b. Future (bigger) Projects (Salmonberry Trail, destination-level mountain biking system)
 - c. Continue to Review Bicycle Assets (stay on top of trends, stay relevant)

Community Leadership Boot Camp

Travel Oregon hosted the annual Community Leadership Boot Camp on Friday, April 27-29 at the Sunriver Resort ahead of the 2018 Oregon Governor's Conference on Tourism.

Approximately 65 community leaders, RDMO, DMO and Travel Oregon Development staff attended the training. This invitation-only event was developed for tourism studio steering committee and action team leaders who are actively working on tourism development

projects. An overarching purpose of the training was to continue to advance the number of tourism development staff across the state.

The workshop sessions included an overview of new Travel Oregon resources and opportunities, an overview of product development, an orientation to the Regional Cooperative Tourism Program and the Regional Destination Management Organization structure, a group discussion on challenges and successes for advancing action teams communities, a grant writing exercise and a how to for attracting an international audience. During an evening event, a diverse group of attendees presented in a 'Pecha Kucha' style format on tourism development topics such as the Wild Rivers Coast Food Trail, the Newberry Country trail, the Oregon Timber Trail, developing boutique lodging, developing wayfinding and signage and enabling travel. At the end of the workshop six table groups engaged in discussions about food trail development, transportation development, tourism network development, outdoor recreation development, how to successfully implement a RARE placement and how to keep tourism volunteers engaged in project work.

This is the fourth annual gathering of Oregon Tourism Studio leaders hosted through Destination Development. A feedback survey on the event learned that the participants found the training well received with the networking and group learning two of the most valuable parts. Most participants were interested in hearing more from communities about the challenges they faced and what creative solutions have been implemented to overcome them.

One community leader shared that "It's nice to know that we are not alone and that many of us are going through similar struggles and situations." Another shared that this training was important to demonstrate that "we can help each other, give advice and stay in communication so that we can leverage each other's experience and advice." Travel Oregon will host the next tourism studio gathering during the 18-19 fiscal year.

BICYCLE TOURISM DEVELOPMENT

East Lane County Wayfinding

Following the completion of the East Lane County Bicycle Tourism Studio the community is near completion of a wayfinding signage project to help bicyclists travel between the East Lane County communities. The project, called Connect Lane, has completed the sign design and will be moving into production and installation later this year.



Oregon Scenic Bikeway Map Brochure

Travel Oregon partnered with the Oregon Parks and Recreation Department to complete an update to the Oregon Scenic Bikeways map. The [2018 Oregon Scenic Bikeways map](#) now includes the Oregon Outback Scenic Bikeway, the Sherar's Falls Scenic Bikeway and the Crooked River Canyon Scenic Bikeway to highlight all 17 designated Oregon Scenic Bikeways. The 2018 Oregon Scenic Bikeway maps are now available in all state welcome centers and can be ordered [online at TravelOregon.com](#).

CULINARY & AGRITOURISM DEVELOPMENT

Oregon Agritourism Network (OAN)

Following the release of the Oregon Agritourism Network's February 2018 survey on the state of Agritourism. Travel Oregon has released a [summary report](#) and [full report](#) of the survey results. In recognition of the survey results, Travel Oregon is planning a meeting of the Oregon Agritourism Network Leadership Team and key industry partners for late June to begin collectively setting the direction for the next chapter of the OAN.

Technical Assistance for Agritourism Businesses

In recognition of the numerous barriers that agritourism businesses must comply with to legally operate agritourism businesses, Travel Oregon has partnered with Erika Polmar to provide one-on-one technical assistance for agritourism businesses in Oregon. As of May 25, 21 agritourism businesses and individuals including farmers, orchardists, ranchers, wineries, and catering companies have been consulted. Interested individuals can express interest in assistance through this [online form](#) on Travel Oregon's Industry Website.

Food Trail Development

As a result of the growing interest in developing agritourism in Oregon, Travel Oregon has developed the Oregon Food Trails program to provide a framework for communities across the state to promote their local food-related tourism assets. The objective of the Oregon Food Trails program is to support agritourism businesses in Oregon by inspiring visitors to stay longer and spend more money during visits while experiencing the bounty of Oregon.

The catalyst for developing the Oregon Food Trails program has stemmed from the collective interest in recent tourism studio communities to develop food trails. A list of recently launched and upcoming food trails is listed below.

- North Coast Food Trail (Lincoln City to Cannon Beach): Launched April 2018
- Wild Rivers Coast Food Trail (Brookings to Reedsport): Launching July 2018
- The Great Umpqua Food Trail (Douglas County): Launching July 2018

- The East Gorge Food Trail (Mosier to Dufur): Launching August 2018

To support the Oregon Food Trails program, Travel Oregon has developed a set of statewide criteria for inclusion in a food, a logo and style guide toolkit and a food trail brochure template. Each budding food trail must identify three thematic elements that make their local food experience unique before submitting a list of proposed applications for verification by Travel Oregon.

A more detailed update will be provided following the launch of all the food trails listed above.



Columbia Gorge and Mt. Hood Transportation

Transportation solutions continue to be a priority in Oregon for addressing congestion in key areas and for improving access to the outdoors for residents and visitors. In response to this, Travel Oregon continues to partner with communities around the state, such as the Columbia River Gorge and Mt. Hood, to support advance transportation services.

The Columbia Gorge Express returns to service on June 11, 2018. The 2018 service will now take passengers from Portland's Gateway Transit Center to Rooster Rock State Park, Multnomah Falls, Cascade Locks and Hood River.

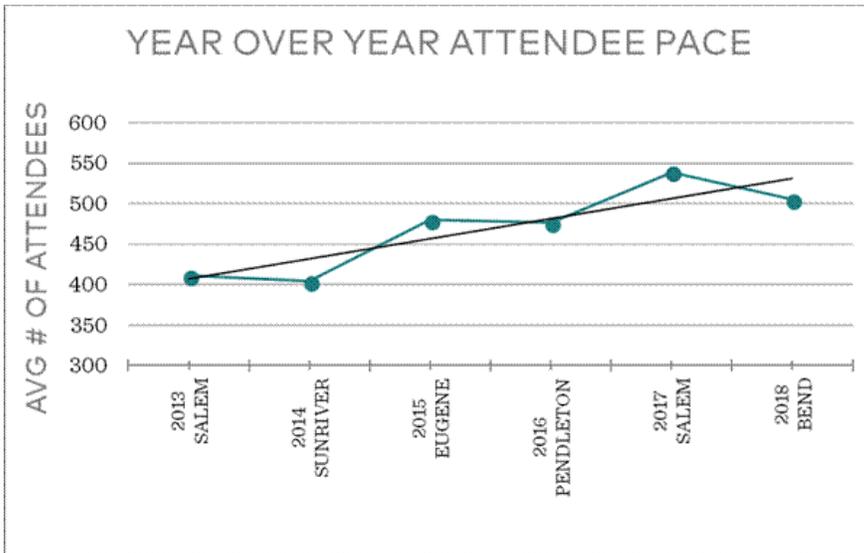
The Gorge Tourism Studio Transportation Action Team is also developing content for car free travel to the Gorge through inspiration itineraries that showcase replicable experiences for traveling without a car to great outdoor recreation and other destinations in the area.

To help inform future transportation decisions in the area, Travel Oregon is still completing a Visitor Profile Study on travel decisions to and within Sandy, the Villages of Mt. Hood, Government Camp, and Estacada. The results of this work will help inform the opportunity for realizing an around-the-mountain coordinated transportation service.

OREGON GOVERNOR'S CONFERENCE ON TOURISM

Attendee Statistics

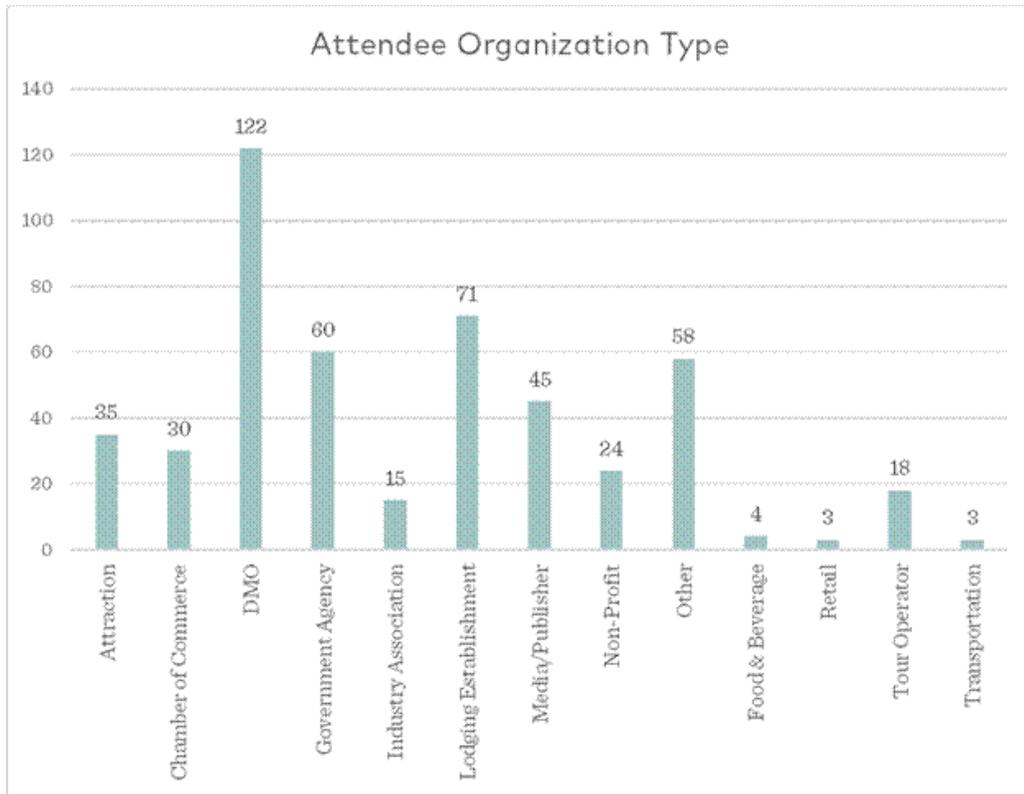
The 34th annual Oregon Governor's Conference on Tourism had the most requested registrations to-date. With more than 120 people on the conference waitlist starting in late March, the conference was on pace to have over 600 attendees, which would have been an **11% increase** over last year and **46% increase** over 2010, the last time this conference was in Bend. Due to the maximum conference room size of the Riverhouse on the Deschutes, conference registration was capped at 500 attendees. Of those 500 attendees, **25%** were attending for the first time.



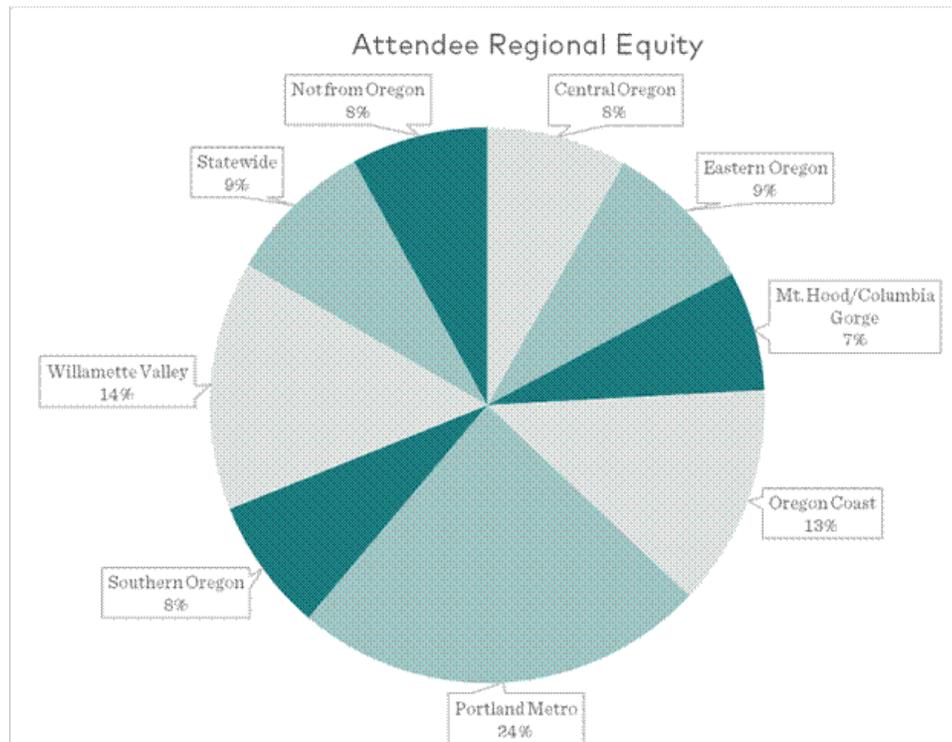
The increase in interest to attend also drove a high demand of hotel room nights around the city of Bend, with attendees staying in over 5 properties, generating an approximate **\$67,000** in hotel sales at the 5 designated conference properties. For the first time, the headquarter hotel room block filled *within 24 hours* of conference registration going live in January 2018. The early booking pace indicates the industry is eager for the conference education and industry networking.

“It was my first time at the conference and getting some time with the leaders of our industry and all of the different individuals that truly form and create the industry we all devote our lives to was inspiring.” - Attendee

Conference attendees represented predominantly (**40%**) DMOs and lodging establishments.



Attendee regional equity was very consistent with Portland Metro representing the largest group with **24%** in attendance.



The conference mobile app was utilized as an efficient tool to help attendees interact with one another and navigate through the many conference details. **More than 60%** of our attendees downloaded the app and were actively using it throughout the conference. The app demonstrated over **2,500** shares between attendees, with direct messaging within the app and posting to the activity feed. This activity indicated attendees were connecting beyond the scheduled networking opportunities. The most frequently utilized features were attendees sharing contact information with one another, engaging around workshop and keynote sessions (including viewing speakers, presentation downloads and post-session surveys) and sharing pictures via the in-app social sharing platform.



Keynote Speaker Highlight

Closing speaker, Tod Maffin, presented on deconstructing a viral marketing campaign with conference attendees. Using well-known large corporate brands, walking the attendees through the process of these campaigns and what made them successful. Attendees found Tod to be very engaging and his content to be extremely relevant.

“Tod Maffin was AWESOME, I am so glad I went to his workshop and his keynote during the final luncheon. The information he provided was timely and the examples he used were fantastic.” – Attendee

“Tod Maffin was on point, energetic, lively and relevant.” – Attendee

“It’s important for me to get some usable takeaways. Tod Maffin’s sessions were the best I’ve encountered at any such conference and gave me more takeaways than I know what to do with.” – Attendee



Workshop Sessions Highlight

To engage more attendee interaction in workshops, The Great Debate session featured presenters debating on tourism-related trending topics and attendees in the audience voted on the topics through the conference mobile app. Winners were applauded, trophies were given, and overall, attendees rated this session the with the highest ranking – with **98%** of session survey results giving The Great Debate the highest scores over all 12 workshop sessions.

“The Great Debate was a good chance to think about larger strategic issues in the industry.” – Attendee

“The Great Debate was fun, informative and interesting to see both sides of the issue. The presenters did a great job.” – Attendee

Sponsor and Exhibitor Partners

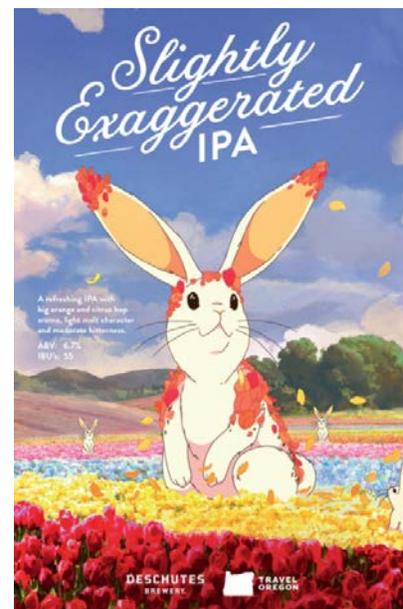
The conference had tremendous support from 28 sponsors and 36 exhibitor partners, 17 of which were new to partner with the conference. New sponsorship opportunities sold included the highly utilized Charging Station Lounge and the Attendee Registration, which supported the ability to bring in the on-site check-in and badge printing kiosks. New this year, a partner promoted their company through a conference scavenger hunt. Mini covered wagons were hidden around the Convention Center, each containing a redemption ticket for the finder to turn in to registration and receive 2 complimentary tickets to any of next season’s shows at Portland Center Stage at the Armory. Exhibitors had great feedback about the layout of the Exhibit Hall, expressing it was the best booth placements they have experienced.



Partnerships in Action

Travel Oregon partnered with Deschutes Brewery to promote an exclusive, limited edition beer, “Slightly Exaggerated IPA,” for the Governor’s Conference. Deschutes Brewery committed to donating \$0.50/pint sold in the local pub and tasting room to the Travel Oregon Forever fund and Travel Oregon committed to matching all donations. In addition, Deschutes Brewery offered complimentary tours and pub discount cards to all conference attendees. The results were great!

- Slightly Exaggerated IPA full pints sold at the Bend Pub: **365.5**
- Slightly Exaggerated IPA full pints sold at the Tasting Room: **30**
- Approximate samples given: **100-175 people**



- Tours for conference attendees through the Tasting Room: **91**
- Travel Oregon Forever donation: 400 full pints x \$0.50 = **\$200**

Slightly Exaggerated IPA is a refreshing IPA with big orange and citrus hop aroma, light malt character and moderate bitterness.

ABV: 6.7% IBU's: 55

Grab a pint today!

Available from April 27 until it runs out at:

Deschutes Brewery, Bend Public House 1044 NW Bond St.

Deschutes Brewery, Bend Tasting Room 901 SW Simpson Ave

Currents at the Riverhouse on the Deschutes Bend, OR

DESCHUTES  BREWERY.

TRAVEL  OREGON

FOREVER FUND

Enjoy your brew and know you're doing some good – for every pint sold a donation will be made to the Travel Oregon Forever Fund. The Travel Oregon Forever Fund provides residents and visitors to Oregon an opportunity to give back to projects that make Oregon a better place to live and travel. The Fund is administered by the Oregon Community Foundation and 100% of donations are awarded to projects. Current projects include:

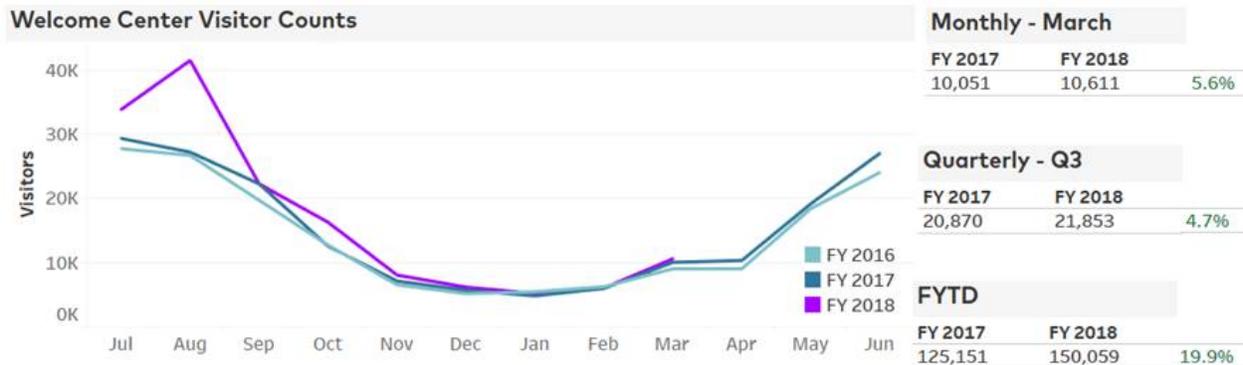
Explore Nature
Dirt Lab Evolution at Gateway Green
Bunchgrass Trail Rehabilitation
Restoring the North Umpqua Trail
Cascade Lakes Mountain Bike Trail
Ready, Set, GOrgel!
Oregon Desert Trail

Implement industry leading visitor information network

WELCOME CENTERS

The welcome center team hosted a reception at the Brookings Welcome Center on February 12, 2018, which provided commissioners and Travel Oregon staff the opportunity to experience our welcome center first hand. Additional attendees included local partners from OCVA, Oregon State Parks and volunteers from the Crissey Field State Recreation Site, where the center is located.

Work on strategy and logistics of implementing Travel Oregon branding updates across all Oregon Welcome Centers is progressing and entails close coordination with welcome center partners.



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

OREGON TOURISM INFORMATION SYSTEM (OTIS)

The team continued to improve the user experience and enhance the platform's capabilities. Most of the updates were detailed in the last commission update. In March, we were heavily focused on planning, implementation and review of the following functionality (still in development):

- Bulk upload: This highly anticipated feature will empower partners to upload listings in bulk via spreadsheets for a variety of content types. Launch was held due to complexity and timeline.
- Enhanced permissions: In response to user feedback, the team investigated how a more robust permission structure might look. We are moving forward with permissions that will allow the owner of a listing to grant permissions to other users at varying levels (e.g. the right to edit a listing, to edit or delete a listing or to simply view the listing). As a part of this release, users will be able to grant permissions in bulk using the existing filtering tools on the site. For example, Visit McMinnville may want to provide editing permissions to another user for all the restaurants in McMinnville. They will be able to do that on their own. The team will make sure that existing permission structures are mapped accordingly, but hopefully the new solution will empower partner collaboration.
- Trainings: The team trained 38 people (staff and partners) in Q3 by hosting monthly webinars and an in-person training at the Oregon Governor's Conference on Tourism.

All the above updates will be completed by the end of FY 17/18.

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 UPDATE

Oregon Tourism Listening Sessions

Travel Oregon's Strategic Planning team and Regional Cooperative Tourism Program team, in partnership with the seven Regional Destination Management Organizations, conducted a series of listening sessions across the state to kick-off the 2019-2021 planning processes from a statewide and regional perspective.

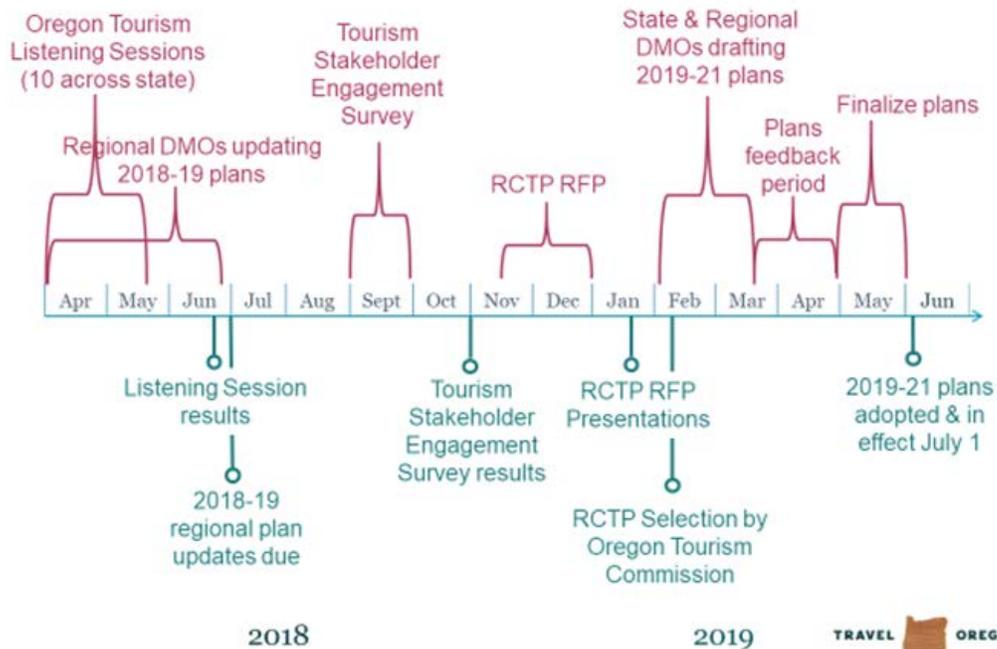
The Oregon Tourism Listening Sessions invited stakeholders from the tourism industry, including business owners, land managers, volunteers, nonprofits, policymakers and more to provide their insight and perspectives about how tourism is performing in their region, and potential areas for leverage and improvement. Session attendees had the chance to meet their RDMO representative and Travel Oregon employees, learn about and provide ample input on their region's 2017-2019 plans and as well as for the statewide 2019-21 strategic plan.

The listening sessions' findings will help shape the future of tourism in Oregon through Travel Oregon's statewide strategic plan, as well as each of the seven [RDMOs' regional plans](#).

Overall, 347 representatives from Oregon's tourism industry were able to attend and share their perspectives. The following is a list of dates and locations of the listening sessions and information regarding the strategic planning process (Statewide and Regional):

- April 3rd WILLAMETTE VALLEY REGION: Eugene - Valley River Inn -43 attendees
- April 4th MT. HOOD/GORGE REGION: Cascade Locks - 51 attendees
- April 13th PORTLAND REGION: Portland – 48 attendees
- April 17th COAST REGION: Tillamook - 36 attendees
- May 9th COAST REGION: Coos Bay - 33 attendees
- May 10th SOUTHERN REGION: Chiloquin - 33 attendees
- May 11th SOUTHERN REGION: Medford - 27 attendees
- May 14th EASTERN REGION: Baker city - 16 attendees
- May 15th EASTERN REGION: John Day – 30 attendees
- May 16th CENTRAL REGION: Sisters - Five Pine Lodge – 30 attendees

2018-2021 STRATEGIC & REGIONAL COOPERATIVE TOURISM PROGRAM (RCTP) PLANNING TIMELINE



COMPETITIVE GRANT PROGRAM

Competitive Medium Grants

Applications are currently being accepted for Travel Oregon's Competitive Medium Grants program (requests between \$20,000-\$100,000). As of May 24, 2018, a total of 22 applications have been started in the online application platform, with a request of close to \$1.5 million. Of the 22 application drafts, 10 are asking for the maximum amount of \$100,000. Prior to submitting the final application (due June 6, 2018), applicants must submit a project idea form to their RDMO. To date, 57 idea forms have been submitted for over \$3.5 million in request. The grant award announcement for this program is set for July 23, 2018.

Oregon Wine Country Plates Matching Grants Program

On April 18, 2018, Travel Oregon awarded eight projects a total of \$184,200 in grant funding through the Oregon Wine Country Plates Matching Grants Program. The awarded projects will be completed by May 2019. [View the awardee list](#)

Competitive Small Grant Awardee Highlight

Travel Oregon provided \$11,980 in Competitive Small Grant funding to the Friends of the Rogerson Clematis Collection for garden entrance and interpretive signage. The garden itself houses one of North America's most complete collections of clematis and includes hundreds of rare and historic hybrid plants. Travel Oregon's grants team attended an unveiling of the wayfinding signage on May 2, 2018. A crowd of 30-plus attended the event including representatives from the City of Lake Oswego, Lake Oswego Parks and Recreation department, numerous garden volunteers, as well as former Oregon Tourism Commissioner

Jackie Manz who is currently a Lake Oswego city councilor. [The Portland Tribune highlights the grant award as well as a national accreditation the garden received for their collection.](#)



CHAMPION THE VALUE OF TOURISM

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

PARTNERSHIPS UPDATE

Oregon Film History Mural Project

Film locations across Oregon draw many film and television fans from near and far, creating a boom in tourism and fostering pride and ownership of the Oregon Film community and brand. In support of the regional efforts to promote these locations, Travel Oregon partnered with Oregon Film to sponsor the new #OregonMade Film History Mural and Poster Exhibit located in Portland International Airport's south tunnel.

The mural provides travelers with over 160 uninterrupted feet of mural art and posters, representing a small collection of Oregon's rich film history. An illustrative interpretation of Oregon's seven regions runs along the bottom length of the mural, indicating the various areas in which these projects have filmed over the last 50 years.

The exhibit, which opened May 30 celebrates the unique and varied locations Oregon has to offer, the projects that have called Oregon home over the years, and the professional production communities that come together to make Oregon so film-friendly.

Oregon Filmed Movie "Lean on Pete" Burns Premier

The feature-length drama, "Lean on Pete," was released in spring 2018 after broad acclaim at several international film festivals. Lean on Pete was primarily filmed in the Eastern Oregon community of Burns in 2016 during the Harney County Fair, Rodeo & Race Meet. To support partners in Eastern Oregon, Travel Oregon collaborated with Oregon Film and the Harney County Chamber of Commerce to sponsor the Harney County Premier of "Lean on Pete" at the Historic Desert Theatre in Burns, Oregon. The premier provided a great opportunity to celebrate partners that were incredibly helpful to the production crew when filming, opening doors for them across Harney County.

Global Strategic Partnership Development

Strategy is focused on assessing opportunities with statewide organizations doing business, community and economic development with a connection to tourism. Meetings have been held with Oregon Wine Board, Oregon Sports Authority and Business Oregon. There are many areas of alignment with these partners and strategies are being set to maximize these opportunities.

Global Microsite Update

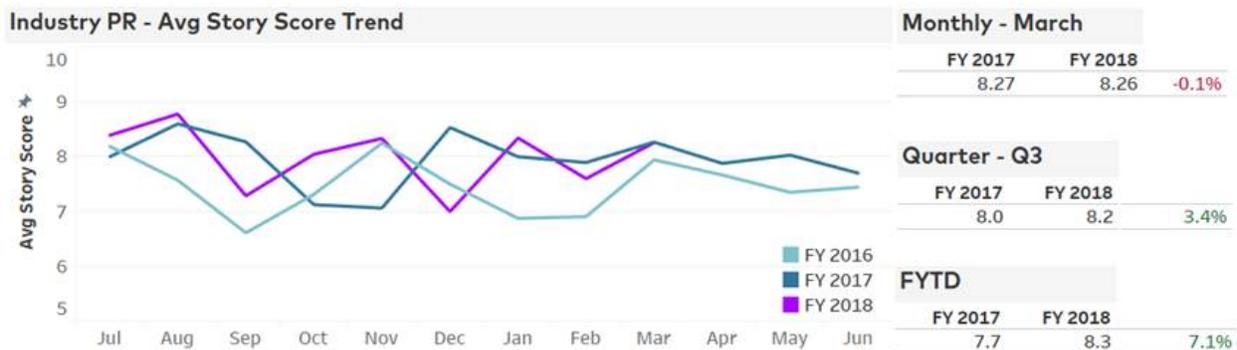
Brand USA's film team completed 11 days of filming in mid-May across all seven regions of the state for microsite video content development. The on-screen talent and film team experienced a wide range of outdoor activities and toured local businesses and producers. The full rollout of the regional and statewide videos and itineraries is planned for August 2018.

Nate Huff, Senior Vice President of Miles Partnerships, will present to the Oregon Tourism Commission on June 20 with early results of the global microsite as well as speak with the RDMOs to strengthen their role in the success of the project.

The global microsite can be found here: <https://traveloregon.visittheusa.com/>

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

INDUSTRY COMMUNICATIONS



The Communications team's goal is to achieve an average story score of eight points. Industry coverage generally runs a bit lower than consumer, given the likelihood (or lack thereof) of the article being a feature story with images included. However, given strong industry pitches and story topics, we are on track to surpass the goal for score for the year.

January and March saw some of our best circulation and story numbers ever, due to concentrated outreach for National Plan Your Vacation Day, Wildfire Survey outreach and the Only Slightly Exaggerated campaign. In the third quarter, the Communications team placed 226 stories with a circulation of 594.8 million and an average story score of 8.2.

January 2018

January was one of the strongest we have seen for industry coverage. There were 38 stories, with a circulation sum of 113.1 million and an average story score of 8.34.

- The month kicked off with a round-up mentioning the 175th Anniversary of the Oregon Trail written by Beth Harpaz, whom Linea Gagliano connected with on a recent trip to New York. The article appeared on [BendBulletin.com](#), [SeattleTimes.com](#) and [ChicagoTribune.com](#).
- On January 10, Governor Brown appeared on Anderson Cooper 360 on [CNN](#) to express her outrage toward the Trump administration's offshore drilling proposal. Travel Oregon worked to provide her talking points that included economic impact numbers for tourism on the Oregon Coast. Governor Brown's interview was picked up by several local news outlets including [KGW](#), [KATU](#) and [OregonLive](#).
- Later in the month marked the official announcement that the 2018 Capitol Christmas Tree would be coming from the Willamette National Forest. The Sweet Home media event garnered coverage on [KGW](#), [KOIN](#), [Statesman Journal](#) and [USNews.com](#) (among others).
- Linea Gagliano had two radio interviews on KPAM's morning show, The Travel Bug. The first discussed fat biking on the Coast and the second covered National Plan for Vacation Day. In addition, Linea promoted National Plan for Vacation Day (along with suggestions on how to use those vacation days in Oregon) on an [interview/broadcast](#) segment with Kohr Harlan on KOIN News.

February 2018

February was a good month for industry coverage. In total, there were 10 industry stories with a circulation sum of 14.2 million and an average story score of 7.6. We were slightly below goal on circulation and number of stories, but the average story score was above goal. Last February, the bid for the Outdoor Retailer Show significantly bolstered our scores with an AP pick up of Zach Urness' [article](#) in the Statesman Journal. We tracked well above last year's overall numbers with coverage garnered from events like the eclipse, the launch of TO: TG and Capitol Christmas Tree.

- February's two biggest stories were the designation of the Crooked River Canyon Scenic Bikeway in Central Oregon, which Travel Oregon announced with a [press release](#) and subsequent story on [BikePortland.org](#); and the Wildfire Survey which garnered coverage on [CurryPilot.com](#), [KOIN](#) (Portland) and [KEZI](#) (Eugene).

March 2018

March was an incredible month for industry coverage with a record-breaking total of 178 stories with a circulation sum of 467.5 million and an average story score of 8.3. OSE garnered outstanding media coverage with 140 stories, a circulation sum of 465.6 million and an average story score of 8.3 out of 10—a testament to the success of this wildly popular campaign.

On launch day (March 12), the Communications team invited regional media to Wieden+Kennedy for an exclusive preview of the :90 OSE video, and interview opportunities with Todd Davidson, Kevin Wright and Angela Jones (W+K). Three of the four major media outlets (KGW, KOIN and KPTV) attended and ran several broadcast segments: (See results and media coverage in campaign section above)

- o [KGW](#)
- o [KOIN](#)
- o [KPTV](#)

In addition to a tremendous amount of OSE coverage, Travel Oregon’s 2017 Wildfire Survey garnered significant coverage after extensive outreach to industry and media outlets. Linea Gagliano was interviewed by [KGW](#), [KXL](#), [KTVZ](#) (Bend) and [BendBulletin.com](#); each broadcast ran several times and on affiliate stations.

Lastly, at the end of March, Alana Hughson announced her retirement as CEO of COVA—Bend Bulletin covered this [story](#) (both online and print). Todd Davidson was quoted. Additionally, KTVZ ran [broadcast segments](#) and posted a story [online](#).

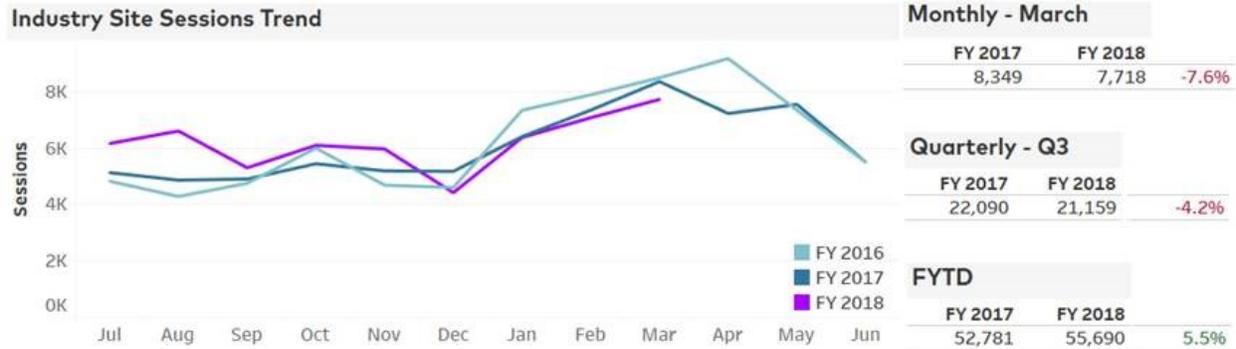


Industry Email Trend

In Q3 of FY 17/18 we had 4,186 industry subscribers, a 3.6% increase over the same time last year when we had 4,042 subscribers. We continue to see a strong open rate with an average of 35%. We consistently receive positive responses to our general and niche (Outdoor Rec, Culinary & Agritourism, Bicycle, Destination Development) newsletters. Our numbers are often reflected as negative due to opt-outs and errors (emails not received due to any number of glitches on the receiver’s end), when in reality, we see an increase of 30-50 subscribers monthly.

Industry Press Releases

[3/12/2018 “New Travel Oregon Campaign Takes Adventurers on a Cinematic Journey Through the State’s Outdoors”](#)



Industry Site Trends

Our industry site continued to be a useful resource for our partners and media. While our Q3 numbers were down 4.2%, it was clear that the Governor’s Conference; the launch of our spring campaign on March 12; and the Wildfire Survey, which received statewide media coverage, helped to drive increases in page views with a YOY increase of 5.5%.

RUN AN EFFECTIVE BUSINESS

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

MANAGED IT SERVICES

Technology Performance

Last year Travel Oregon migrated from a local server environment to the cloud and while the process for organizing preparing for the move created a fair amount of angst among the teams, we made it through and haven’t looked back. There are still some pit stops and waysides on our information super highway and we’re still moving forward counting license plates and marking the miles (someone’s bound to get car sick from this metaphor). We’re happy to report an overall reduction in “break fix” IT work, near elimination of connectivity and access related problems and the overall stability of the hardware and software. In the coming year, Travel Oregon will establish a stronger leverage with the Office 365 suite, in particular those applications that afford even greater collaboration and help facilitate effective communications on work and shared priorities.

Attract, develop and retain top talent

STAFFING

Recruitment Update

As we close the fiscal year, there remain a few budgeted positions unfilled all of which are in the process of active recruitment. We have just opened up our Office Manager position internally and if no qualified candidates come forward from within the current staff, external recruitment will begin mid-June with first round interviews beginning in July. The Office Manager will report directly to VP, Operations, Jeff Hampton.

Our Global Sales team is in the midst of selection process for a Coordinator with second round interviews being conducted even as this report is being drafted. The GS Coordinator will report directly to our VP, Global Sales, Petra Hackworth.

Finally, within the Integrated Marketing team, Beth Albany has accepted a project management position on team integrated and beginning in July will end her time as the Operations Assistant and Receptionist. Beth originally joined Travel Oregon in 2016 and is excited for this new opportunity.

Continuously review, improve and document policies and processes/procedures

POLICY UPDATES

Policy and Procedures review

The Operations team is completing a comprehensive review of the employee manual to identify areas for amendment and planning a process to engage staff from across the agency in assisting with improving clarity and applicability. Following the internal review and update we'll send the document to an attorney with DOJ for their review for sufficiency and compliance with applicable current state and federal law.

Improve internal alignment amongst Travel Oregon departments

STRATEGIC PLANNING

2019-21 Planning Process

Travel Oregon is finalizing the planning and engagement process that includes a number of industry input opportunities as well as agency staff engagement (See *Oregon Tourism Listening Sessions* section p. 34). The process will bring together employees to discuss implications of learnings for individual work as well as the ongoing work of Travel Oregon.

The process is designed to bring staff together who may not customarily work together with an emphasis on alignment across disciplines. The biennial planning process includes Commission engagement and will be presented to the Commission at the June 2018 meeting.

Measure and drive employee engagement and satisfaction

PROFESSIONAL DEVELOPMENT

Supervisor Training

For the past year, we have undertaken a series of meetings with supervisors with the intention of strengthening consistency and effectiveness in supporting all employees. The meetings have included some time in facilitated trainings on best practices and round table discussions to share challenges, successes and alignment. In addition to this, the Travel Oregon leadership team (consisting of CEO, CSO and department heads) is embarking on a 3-part series of intensives as a means to improve alignment, communications and clarity on shared expectations. Topics addressed during the various supervisor and leadership trainings include:

- Role of supervisor
- Recognition and Reinforcement
- Performance Management
- Communicating Expectations

Appendix A

Spring 2018 Social Media Strategy

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

- Organic Content Distribution
 - Organic content will provide an additional level of awareness and traffic to TravelOregon.com. This distribution will also extend to GIPHY³ and Pinterest.
- Paid Media – video view ads and click ads
 - Paid media supported the :90, :15 and :06 creative reaching the active adventurer audience in San Francisco, Seattle, Phoenix, and Oregon.
- Influencer Tour
 - Influencers will feature the seven regions and provide a 3rd party perspective that you really can experience the Only Slightly Exaggerated creative in Oregon. They will also capture assets for content on TravelOregon.com.

The campaign is being delivered across two phases:



³ GIPHY top source for GIFs & Animated Stickers online

Breakdown of content by channel:

| Platform | Pinterest | Facebook | Twitter | Instagram | Giphy |
|----------|---|---|---|---|--|
| Content | <ul style="list-style-type: none">• Animation Stills• Trip ideas aligned with media placement. | <ul style="list-style-type: none">• Campaign content.• Organic content that is related to trips in 6s spots. | <ul style="list-style-type: none">• Campaign content.• Organic content that is related to trips in 6s spots. | <ul style="list-style-type: none">• Campaign content.• Organic content that is related to trips in 6s spots. | <ul style="list-style-type: none">• Downloadable GIF's created from animated content |

Appendix B

Email Marketing Metrics

The email programs allow for ongoing communication with potential travelers to keep Oregon top of mind. Therefore, we created a new metric to track the net gain or loss across our consumer lists: general, culinary and outdoor.

List Growth:

- To gain a better understanding of the engagement levels with our lists, we started to track a new metric that we're calling active subscribers.
 - Active subscribers are described as people who have clicked an email within a year or opened an email within six months.
 - This metric will allow us to track the health of each list over time.