



TRAVEL

OREGON

Advertising & Visitor  
Lifecycle Management

6.15.21

**Welcome to Oregon Again**



# PARAMETERS

## FLIGHTING

- 6/1 – 7/27
  - Week off before 4<sup>th</sup> of July

## MARKET

- Oregon

## TARGET

- “Active Adventurers” (Adults 18-54)

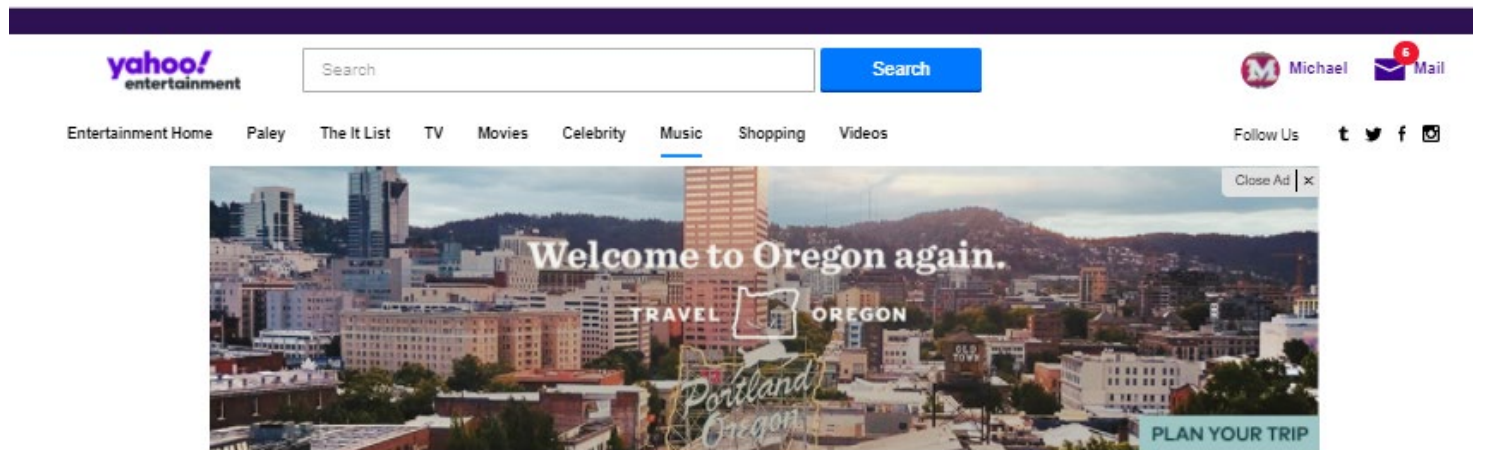
## BUDGET

- \$1,500,000

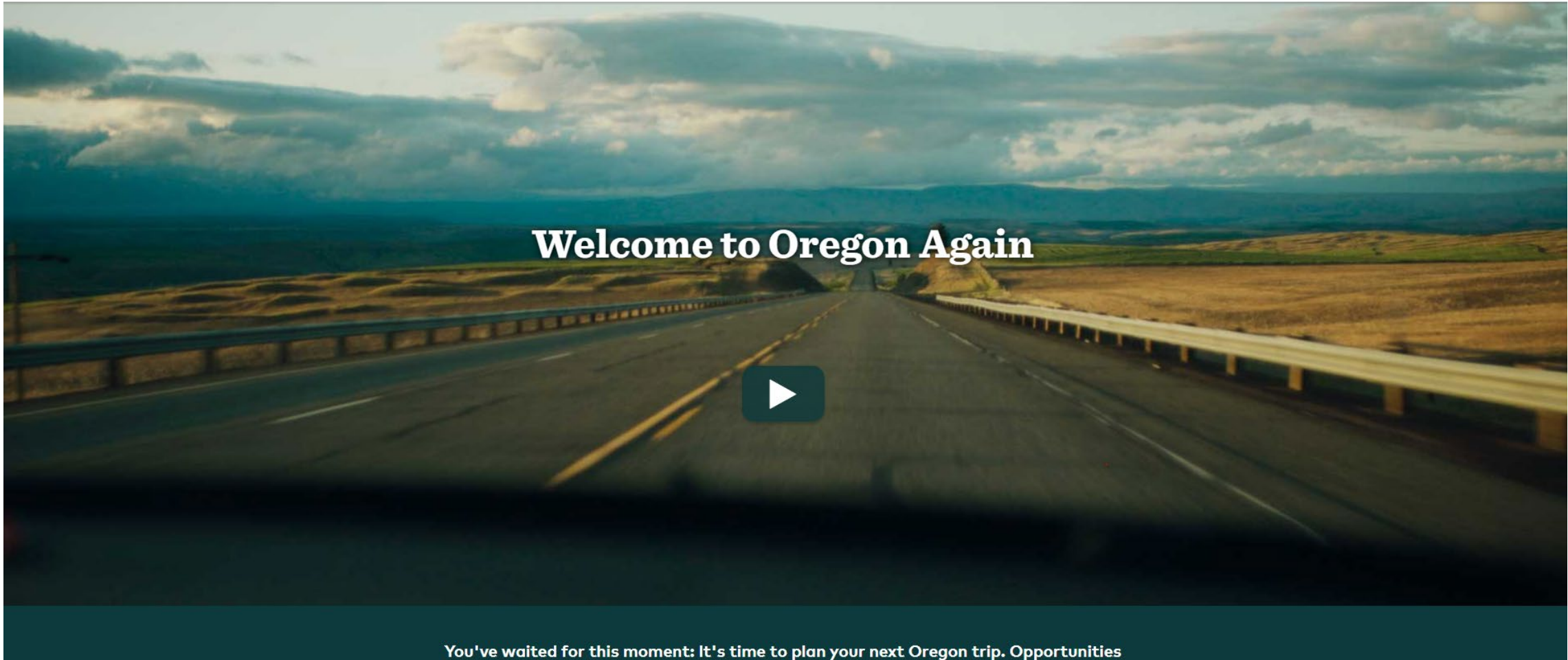




# PAID MEDIA

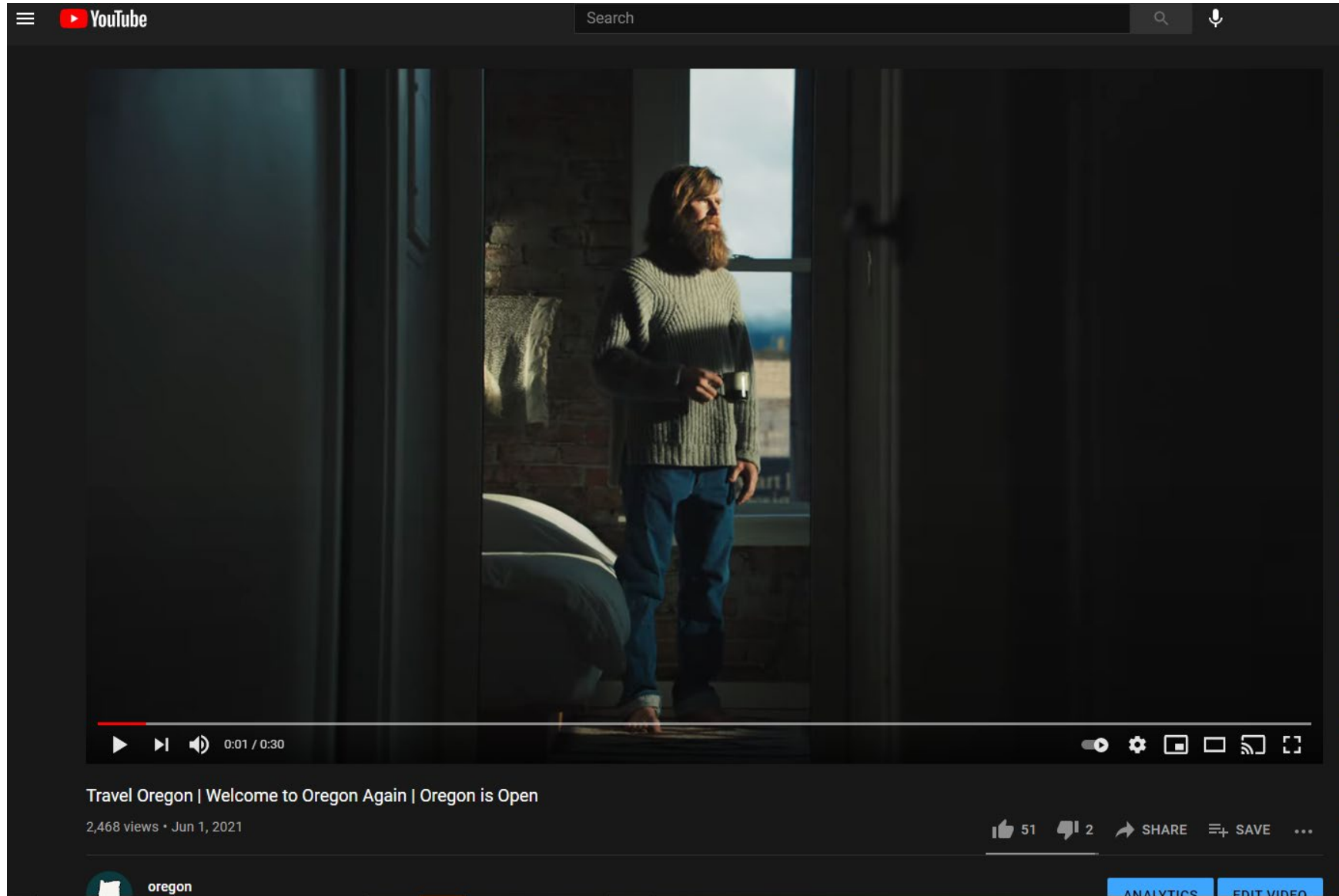






WTOA Hub Page Pageviews:

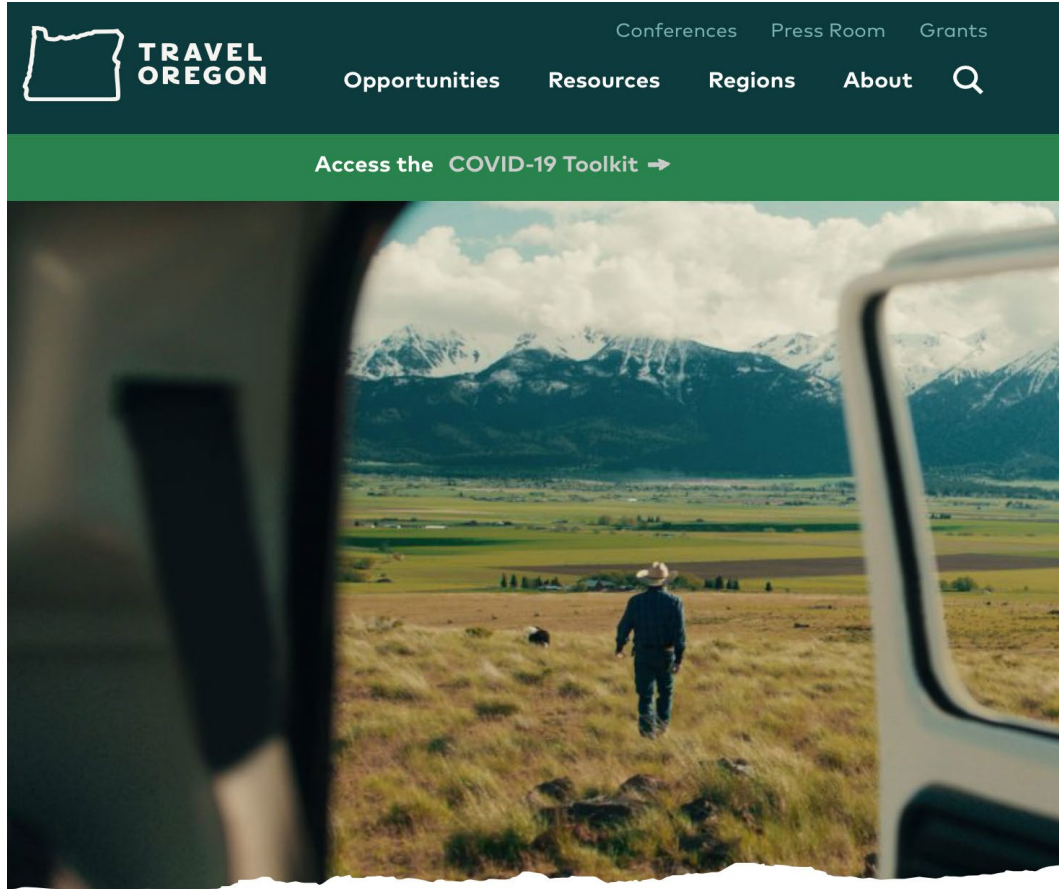
**16,852**



WTOA Video Views: **83,543**

Avg View Duration: **0:27**

# INDUSTRY TOOLKIT



Home > Opportunities > Marketing Co-Ops & Toolkits > Toolkits > Welcome to Oregon Again Toolkit

## Welcome to Oregon Again Toolkit

In consultation with the Governor's Office we plan to launch the Welcome To Oregon Again (WTOA) advertising campaign on June 1. The campaign is scheduled to run June 1–July 25 with a pause leading up the 4th of July holiday. During the pause all messaging will focus on responsible recreation and safe travel.





# SOCIAL MEDIA



Promoted by  
Travel Oregon



Travel Oregon (Default) ✓

Published by HeyOrca · June 1 at 12:02 PM · 🌐



You've been waiting for this moment — it's time to rediscover all the places you love and some new ones, too.

Plan your trip: [b.link/welcome-to-oregon-again](https://b.link/welcome-to-oregon-again)



TRAVELOREGON.COM

Welcome to Oregon Again

Learn More

37,120

People Reached

516

Engagements

Boost Unavailable

👍❤️ 58

8 Comments 15 Shares

👍 Like

💬 Comment

➦ Share

Most Relevant ▾



Comment as Travel Oregon





# SOCIAL MEDIA

## GUIDE TO OREGON'S SUMMER BOUNTY



### What Fruit is in Season in Oregon this Summer?

JUNE	JULY	AUGUST
Strawberries	Blackberries	Apples
Raspberries	Blueberries	Peaches
Cherries	Marionberries	Plums

### What Vegetables are in Season in Oregon this Summer?

JUNE	JULY	AUGUST
Broccoli	Carrots	Peppers
Squash	Cucumbers	Sweet Corn
Asparagus	Tomatoes	Peas

### Get Ready for Oregon U-Pick Farms

- Do your research to know the protocols and make reservations
- Bring your face covering, sun protection and payment options
- Respect the rules of the farm and follow designated paths
- Show your appreciation and support the farm stands



**songs\_of\_silence** This commercial reflects the core of Oregon in a perfect way.



**w.i.ziegler** Visting later this month! Can't wait



**chehalemridgebb** We're loving welcoming guests back to Oregon Wine Country! 🍷

# SOCIAL MEDIA



Travel Oregon (Default) ✓

Sponsored ·



Hoping to visit Crater Lake? You should know:

The park is operating with significantly fewer staff this year. Please be patient and kind.

Crowding is occurring at popular trails, parking lots and indoor facilities — bring your face covering.

Excessive trash has become a problem. Pack out everything you bring.

Stay on all marked paths and trails.... [See More](#)



591

194 Comments 82 Shares

## HIGHLIGHTS

- “Know before you go” messaging targeting popular destinations with known pressures.
- Reach travelers during key holiday weekends and within specific geographic boundaries.
- Areas targeted: Crater Lake, North Coast, Multnomah Falls (and high traffic waterfall corridor), Trillium Mirror Lake, Smith Rock, Spring Creek, Collier State Park, and Willamette National Forest, Umpqua National Forest and other fire-impacted areas.

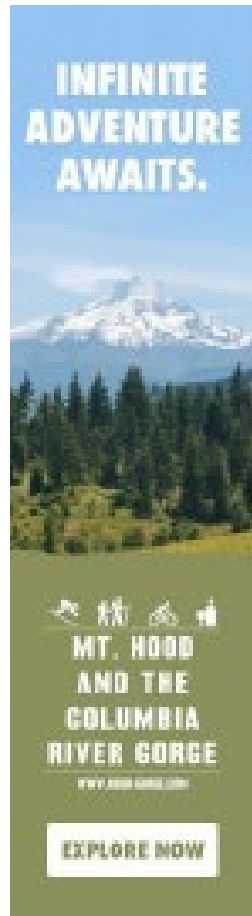


# DIRECT SPEND

Spend: \$70,000 per region

Total Impressions: 29MM

Flight: June 14 – August 29



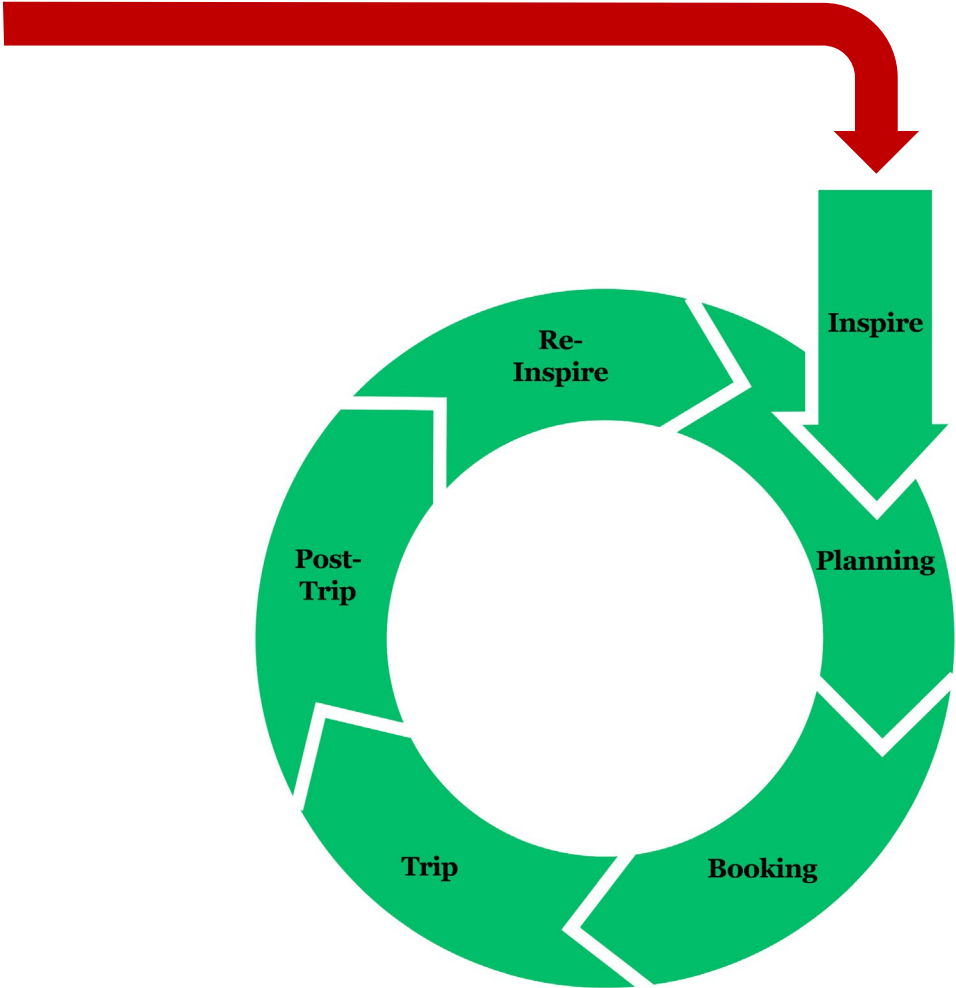
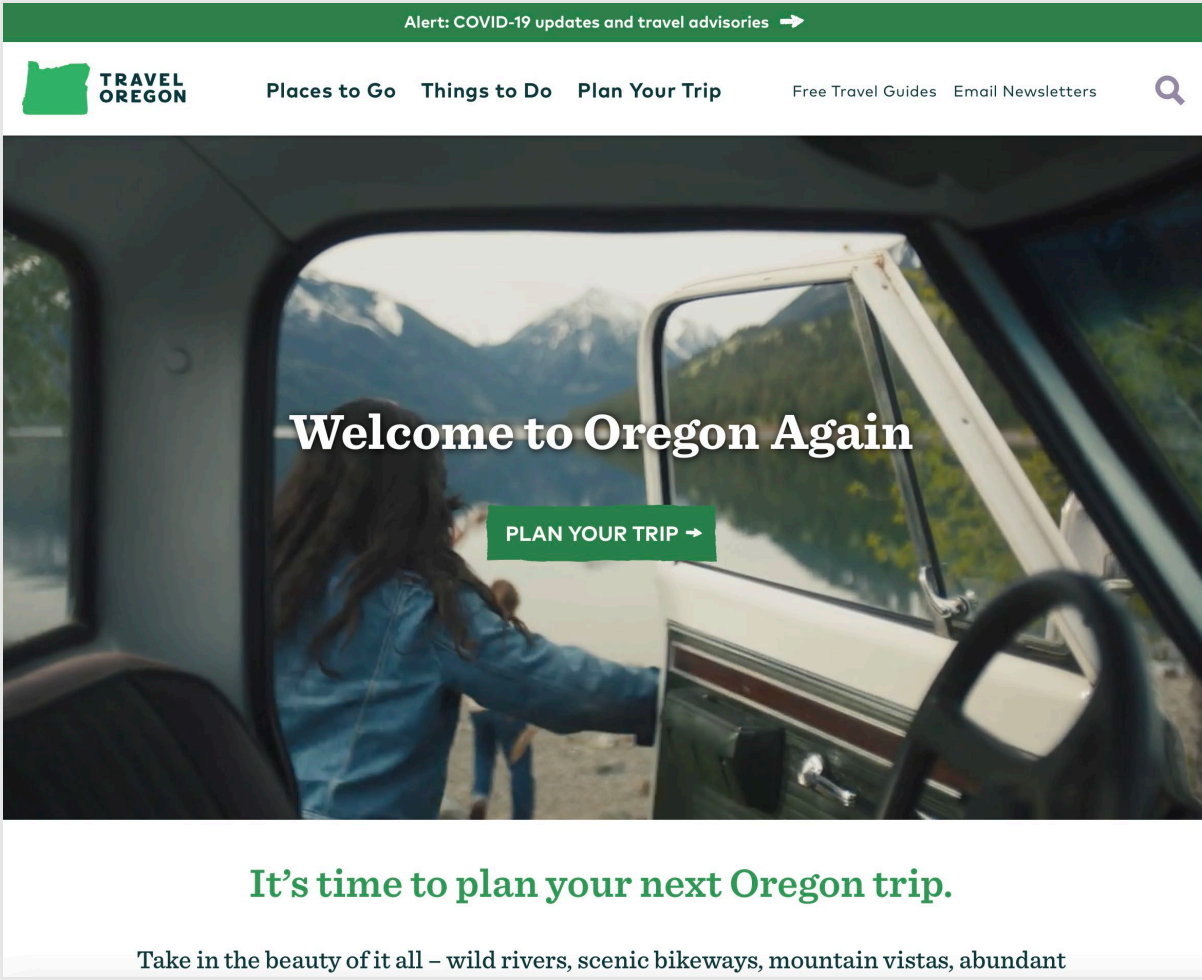
# OREGON OUTDOOR DAYS





# VISITOR LIFECYCLE MANAGEMENT (VLM)

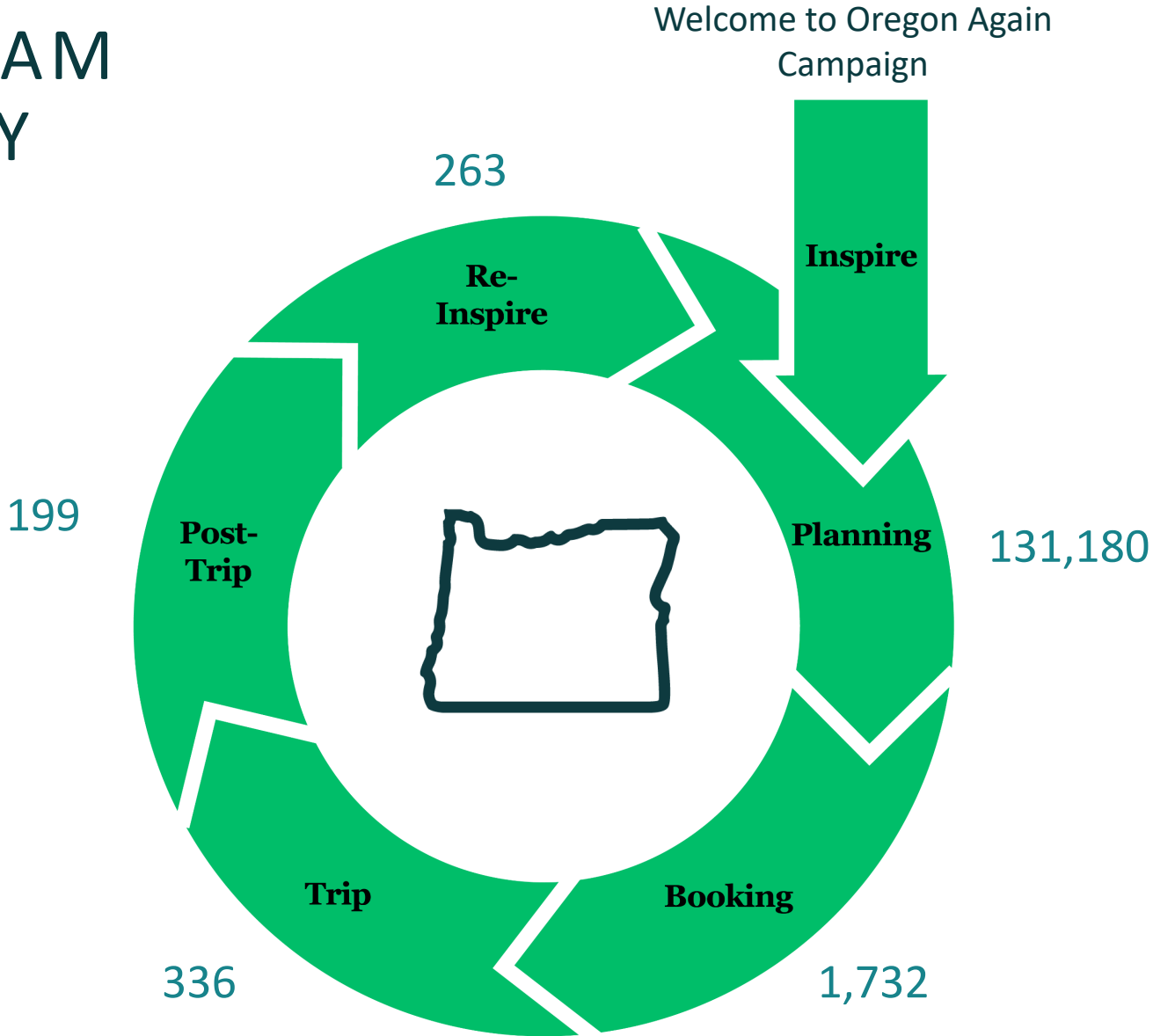
# FEEDING THE VLM MACHINE





# NURTURE STREAM FUNCTIONALITY

Members per VLM Phase

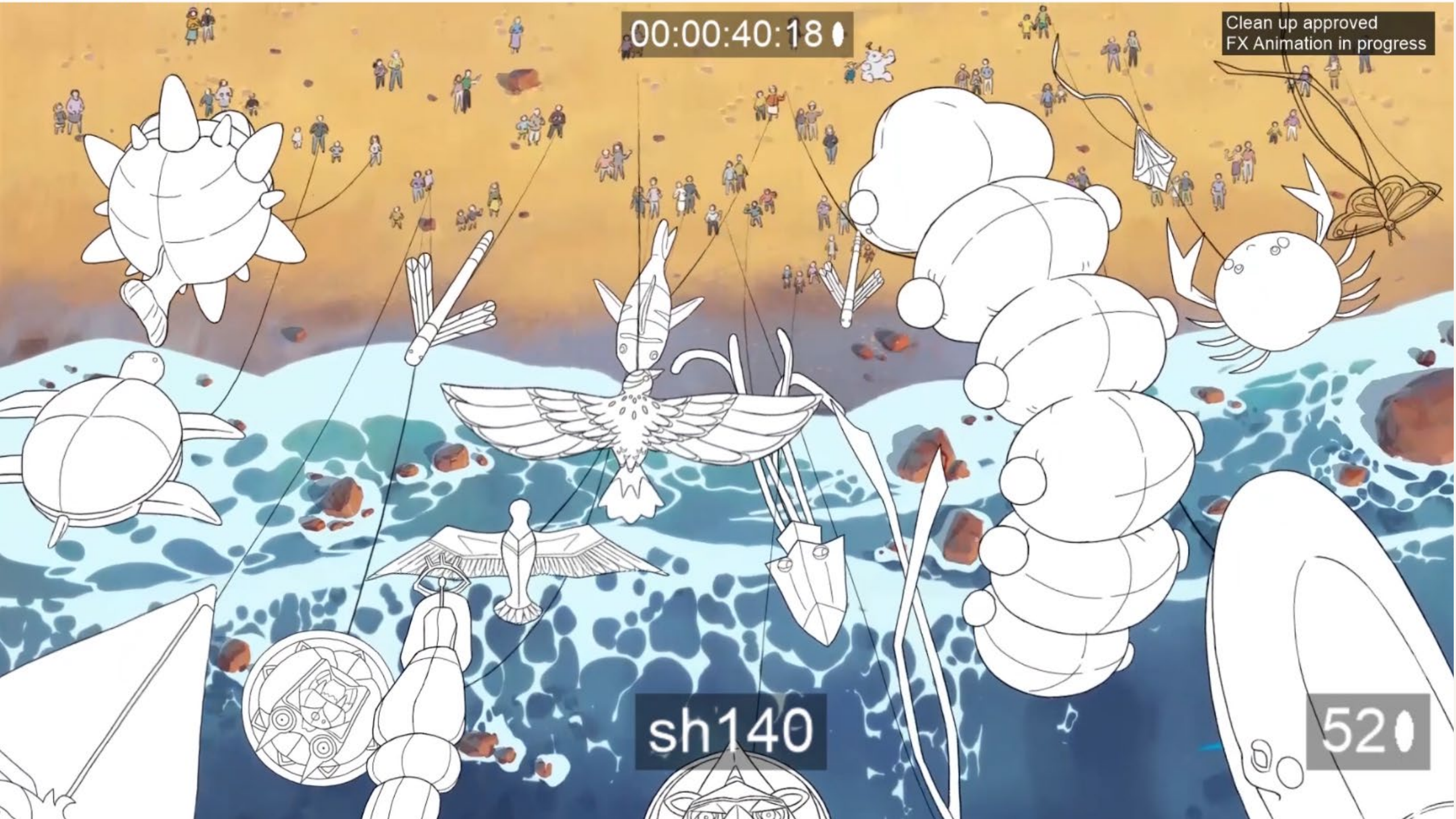


ONLY SLIGHTLY EXAGGERATED 3



00:00:40:18

Clean up approved  
FX Animation in progress



sh140

520



00:01:03:09

Color for approval  
FX Animation for approval



sh210

39



00:01:11:00

Tie down for approval



sh230

16



00:01:22:07

Clean up for approval (people)  
Tie Down for approval (grapes)



sh250

27

# TIMELINE



Welcome to Oregon Again & regional direct spend

Wildfire awareness and prevention messaging

Launch Only Slightly Exaggerated

New inspirational campaign



A scenic view of a beach with three large rock formations in the ocean, seen through a car window. The text "Thank you" is overlaid in the center.

Thank you