

**TRAVEL**



**OREGON**





# **MARKETING KPIs**

# OVERVIEW

## KPI REVIEW PROCESS

- Review of past performance
- Evaluation of current KPIs
- Goal setting KPIs
- New DEI KPIs



**MARKETING KPIs**  
**FY 2020-21 RESULTS**

## **KPI 1:**

### **NET GROWTH OF TOTAL EMAIL SUBSCRIBERS**

GOAL: Total list size of 125,982 by 6/30/21 (3.3% increase over LY)

RESULT: 133,412 total subscribers, (5.8% over goal)

GOAL ACHIEVED: **YES**

## **KPI 2:**

### **TOTAL GUIDE ORDERS**

GOAL : 43,044 guide orders by 6/30/21 (2% increase over LY)

RESULT: 52,441 guides orders (24.3% over goal)

GOAL ACHIEVED: **YES**

## **KPI 3:**

### **# OF REACTIVE & PROACTIVE PITCHES**

GOAL : Baseline year

RESULT: 197 proactive; 47 reactive

## **KPI 4:**

### **NUMBER OF STORIES - CONSUMER**

GOAL : 182 stories by 6/30/21 (even with LY)

RESULT: 148 stories, (18.6% below goal)

GOAL ACHIEVED: **NO**

## **KPI 5:**

### **TOTAL CIRCULATION - CONSUMER**

GOAL : Total circulation of 889M by 6/30/21 (even with LY)

RESULT: Total circulation of 868M, (2.4% below goal)

GOAL ACHIEVED: **NO**

# **KPI 6:** **WEBSITE SESSIONS**

GOAL : 4.9 million sessions by 6/30/21 (35.2% increase over LY)

RESULT: 6.7 million sessions!

GOAL ACHIEVED: **YES**



## **KPI 7:** **SOCIAL ENGAGEMENT**

GOAL : Facebook at 0.38% (even with LY), Instagram at 6% (even with LY) and Twitter at 3% (even with LY)

RESULT: Facebook (0.58%) , Instagram (6.41%); Twitter (2.65%)

GOAL ACHIEVED: **YES**

**MARKETING KPIs**  
**FY21-22**

# GUIDE AND EMAIL KPIs

KPI: Total guide orders

Goal: 44,290 guide orders by 6/30/22 (5% increase over LY)

KPI: Net growth of total consumer email subscribers

Goal: total list size of 139,949 by 6/30/22 (4.9% increase over LY)

# PUBLIC RELATIONS

## KPIs

KPI: Number of stories – Consumer

Goal: 155 stories by 6/30/22 (4.7% increase over LY)

KPI: Circulation – Consumer

Goal: circulation of 755 million by 6/30/22 (14.8% increase over LY)

KPI: Consumer Story Score

Goal: Average of 8.5 by 6/30/21 (6.2% increase over LY)

KPI: PR Consumer: Number of proactive media pitches

Goal: 276 total pitches by 6/30/21 (baseline year)



# WEBSITE AND SOCIAL KPIs

KPI: Website sessions

Goal: 7.9 million sessions by 6/30/22 (18% increase over LY)

KPI: Social engagement

Goal: Facebook at 0.65% (12% increase over LY),  
Instagram at 7.1% (10.7% increase over LY)

# **Diversity, Equity and Inclusion (DEI) KPIs**

# OVERVIEW

## DEI KPI PROCESS

- Commitment to our Equity Statement
- Evaluation of external market
- Review Panel
- Metrics Framework
  1. Impressions
  2. Representation in ads
  3. Representation is FAM trips
  4. Media pitches
  5. Inclusion in creative process
  6. Representation in content



# Rebuild Plan KPIs



# KPI 1: Socio-economic Recovery

## COMPOSITE TRAVEL IMPACT INDICATOR

VISITOR SPENDING

EMPLOYMENT

TAX REVENUE (State & Local)



## **KPI 2: Resident Sentiment**

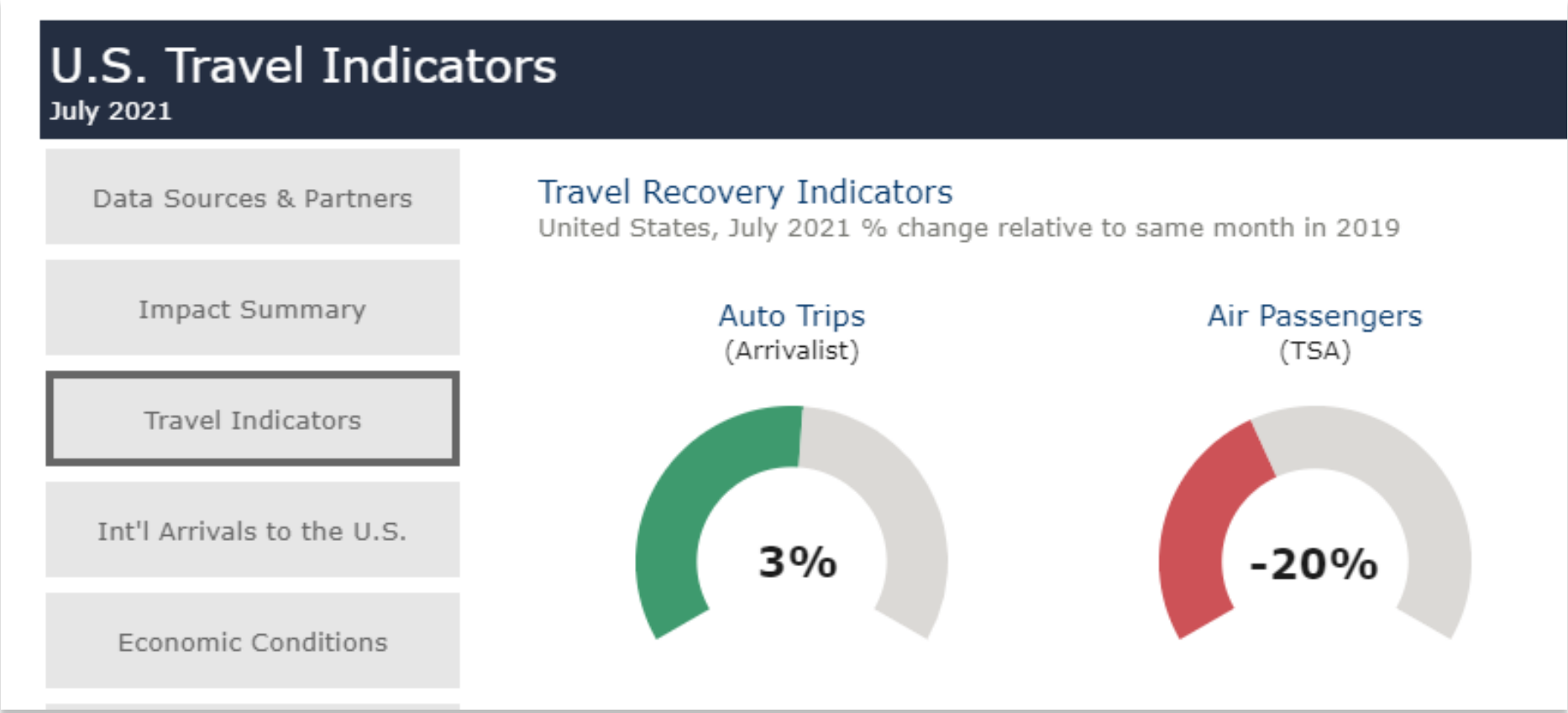
**PERCEPTION OF TOURISM  
IMPACTS &  
SUPPORT FOR TOURISM**

## **KPI 3: Visitor Sentiment**

**SATISFACTION & NET  
PROMOTER SCORE**



# DATA VISUALIZATION AND REPORTING





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**