

TRAVEL OREGON

AGENDA

1. RECOVERY

- Defining Recovery
- Path to Recovery

2. THE POST-CRISIS CONSUMER

- Who are they?
- Travel Motivators

3. THE PARTNERSHIP

- Obs + Strats
- Investment Tiers

4. AVAILABLE SERVICES

- Overview



Recovery will be a dance.
**Engaging travelers with the
right message, at the right
time, in the right place.**

DEFINING THE PERIOD OF RECOVERY

Understanding the travel industry landscape as well as keeping a pulse on what U.S. travelers are thinking and feeling during this time helps us understand what content will resonate best, and where the “booking” message will fit in.

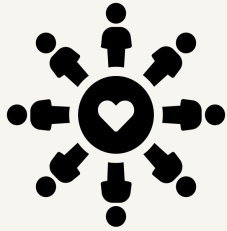
Based on research, we can see that:

- A **130% increase** in social conversations about **needing or wanting a vacation** (*Data from netbase social listening via MMGY*).
- **11% increase** in April vs. March of **Google searches for family vacation** (*Google Trends*).
- **61% of leisure travelers agree** that with the right messaging, **ads for destinations are okay** (*Data from SMARI via MMGY*).

Travelers are craving a getaway, and our most loyal audiences are dreaming of the day they can return to their favorite Oregon activities and adventures.

THE PATH TO RECOVERY

The road to recovery isn't defined by one phase or action. We know that consumers in different locations will experience a variety of phases during the current crisis at different times, and based on current research, we see recovery occurring in the following three phases. Each phase involves multiple steps and is robust in and of itself, and we remain flexible as to when and how we enter each one.



Engage

Engaging travelers with a virtual experience and sharing nostalgic content and historical moments.



Inspire

Inspiring travelers through destination features and premium content, to soft sell future trips.



Activate Travel

Direct booking messaging, while working to restore consumer confidence and address regional concerns + questions.

THE POST-CRISIS CONSUMER

THE POST-CRISIS CONSUMER WILL...

- **Have cabin fever** from copious amounts of time spent indoors through the pandemic
- **Book travel quickly**, if they feel secure and comfortable to travel
- **Stay close to home** and **explore familiar destinations** within their comfort zone
- Be excited to **celebrate missed events and reconnect with friends and family** in person
- Be **mindful of health and safety** protocols



**As travel bans lift and
infrastructure changes allow
for local, inter-state and
domestic travel to rebound,
emotions will dictate how
consumers get up and go.**

IN THESE UNCERTAIN TIMES, TRAVEL RETURNS TO WHAT IS KNOWN AND LOVED

FAMILIAR FACES AND PLACES

Domestic travel, off-the-beaten-path excursions and staycations were already considered travel trends before the coronavirus outbreak, due in part to the climate change conversation. These will still be top-of-mind experiences people seek out following the end of shelter-in-place orders.

People are more optimistic about travel in the latter half of 2021, but the threat of future quarantines may lead travelers to choose to see people and/or destinations they already know.



CHANGING TRAVEL MOTIVATIONS

CELEBRATORS



Grandparents and the graduates: Good things happened for these people while in quarantine.

Motivations:

People > amenities

Travel style: Road trip

RETURN VISITORS



They are surviving quarantine with stories and memories of past trips.

Motivations:

Returning to tried and true

Travel style: Road trip

HEALTHY + SECURE



People spared by the pandemic and the economic crisis are ready to get back out in the world.

Motivations:

Self-serving, deal-hunting

Travel style: Drive or fly

We are better together.
Partnering with Travel
Oregon will help you reach
key travelers who are
looking to explore locally
and support the local and
state economy.

THE PARTNERSHIP

OBS & STRATS

Regional Recovery

Recovery won't look the same statewide. We want to carefully analyze the recovery approach for each destination and region as each will face specific challenges requiring thoughtful, customized solutions.

By partnering with Travel Oregon on a custom package for your destination, we will strategically support your region's unique needs and timing while promoting your key attractions and amenities to the greater Travel Oregon audience.

A tiered approach with a menu of services will help customize the partnership offerings to your needs as a destination partner (i.e. bed + breakfasts, hotels, restaurants, local businesses).



CO-OP GOALS

- Build opportunities to drive economic recovery
- Demystify marketing tactics and offer turnkey solutions to all industry partners
- Create flexible opportunities to market in and out of state
- Grow Oregon's marketing voice

INVESTMENT TIERS

Flexible + Scalable Participation

Travel Oregon will work closely with partners to provide support during this recovery period.

The tiered partnership programs allow for flexible and scalable participation based on budgets and needs.

Tier	Total Investment
Tier 4	\$20,000
Tier 3	\$15,000
Tier 2	\$10,000
Tier 1	\$5,000

AVAILABLE SERVICES

Service	Description	Tier 1 \$5,000	Tier 2 \$10,000	Tier 3 \$15,000	Tier 4 \$20,000
Community Management Guide	A one-sheeter of tactics and best practices for effective crisis community management	✓	✓	✓	✓
Social Media Audit	Audit, research, and analysis of existing social channels + key competitors		✓	✓	✓
Social Media Best Practices	Social Media Best Practices including procedures and processes for each of the social media platforms		✓	✓	✓
Info-carousel	Custom 3-frame static carousel for use across social channels	✓ (1 incl.)	✓ (1 incl.)	✓ (1 incl.)	✓ (2 incl.)
Highlight Video -OR- Influencer Tour	One 30s video of your destination using existing b-roll assets -OR- One influencer tour within destination			✓	✓
Paid Media Management (varies by Tier)	Audience development, media placement, optimization & reporting for dark paid media	\$	\$\$	\$\$	\$\$\$

AVAILABLE SERVICES

SOCIAL MEDIA AUDIT

Overview:

- Research and analysis of existing social channels, including:
 - Existing and target audience demographics and travel motivations both from traditional and social platform sources
 - Partner organizations for social media relevance and leveraging opportunities
 - RDMO services and value positioning for social ROI potential

What's included:

- A Social Audit report with analysis of competitors and the key metrics being driven by their efforts.
- Document key best practices being implemented by competitors for consideration in future program development.



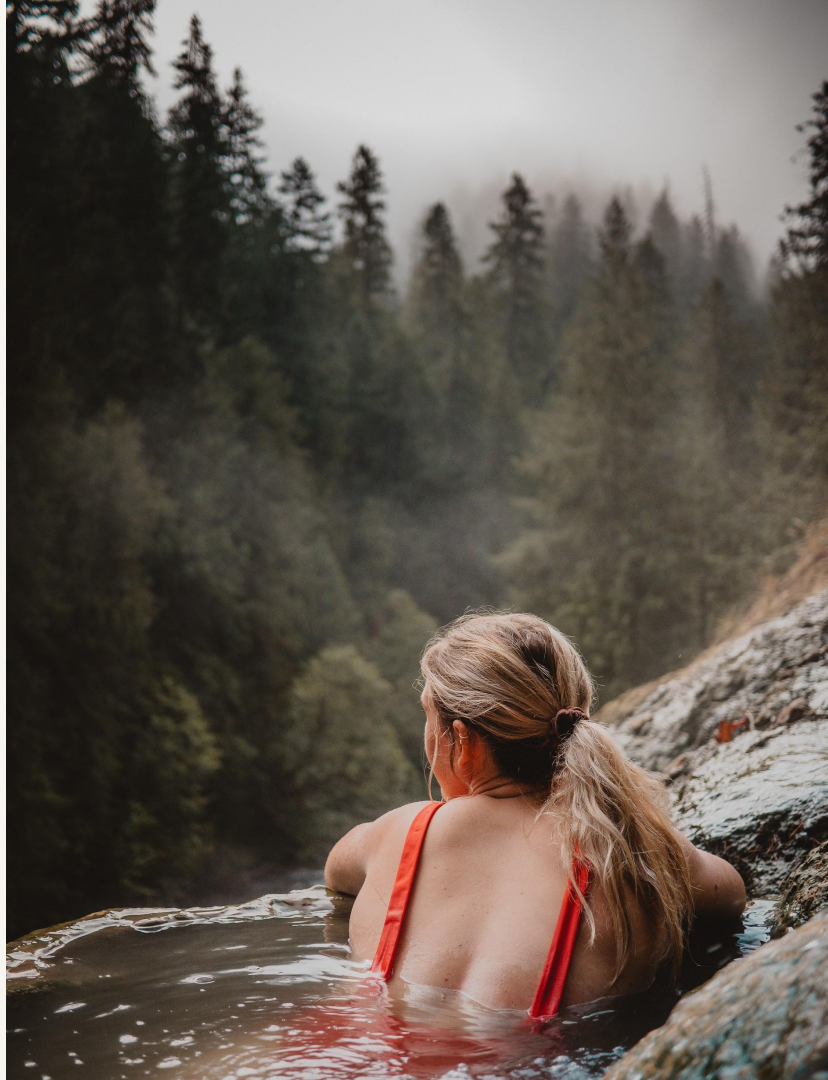
COMMUNITY MANAGEMENT GUIDE

Overview:

- Community management is the responding and engaging with social media users proactively and reactively from your brand on social media.
- Community management is imperative during times of crisis and recovery – you need to be a trusted resource for your audience.

What's included:

- A guide to community management best practices tailored for your destination
- Tactics to implement for successful community management
- Strategies to get ahead and curve the influx of user questions or concerns
- Tips on how to manage and monitor the conversation of your social channels



SOCIAL MEDIA BEST PRACTICES

Overview:

- As a complement to the social media audit and evaluation, Social Media Best Practices would be provided, outlining procedures and processes for each of the social media platforms identified for further development.

What's included:

- Documentation of key social media best practices, including:
 - Platform management procedures
 - Content calendars
 - Reporting metrics
 - UGC sourcing



INFO-CAROUSELS

Overview:

- From selfies and sunsets to Powerpoint presentations, in 2020 people turned to social to learn and share. Now more than ever people are using social media as a tool for education.

Why we love them:

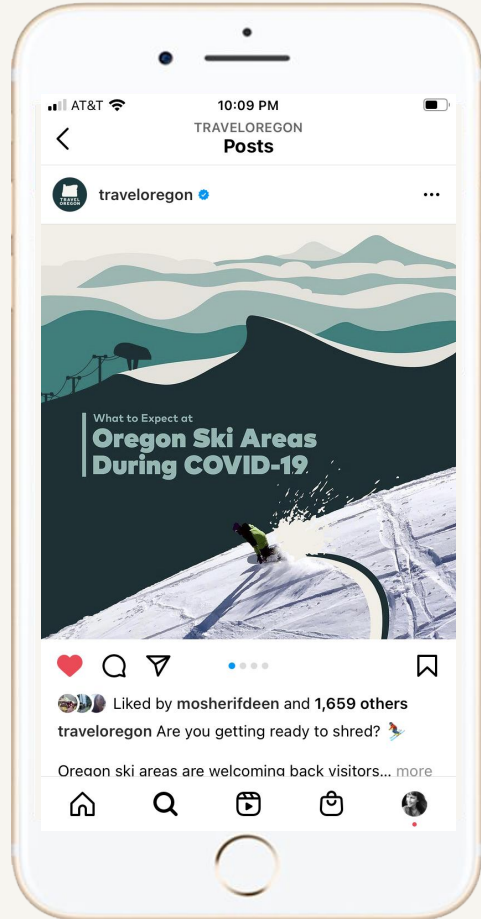
- Carousels allow for longer-form content, which now has a place on social media platforms.
- Effective format for driving traffic from multiple access points.

What's included:

- Up to two 3-frame static info-carousels (depending on selected Tier level)



INFO-CAROUSELS – EXAMPLE CREATIVE



HIGHLIGHT VIDEOS

Overview:

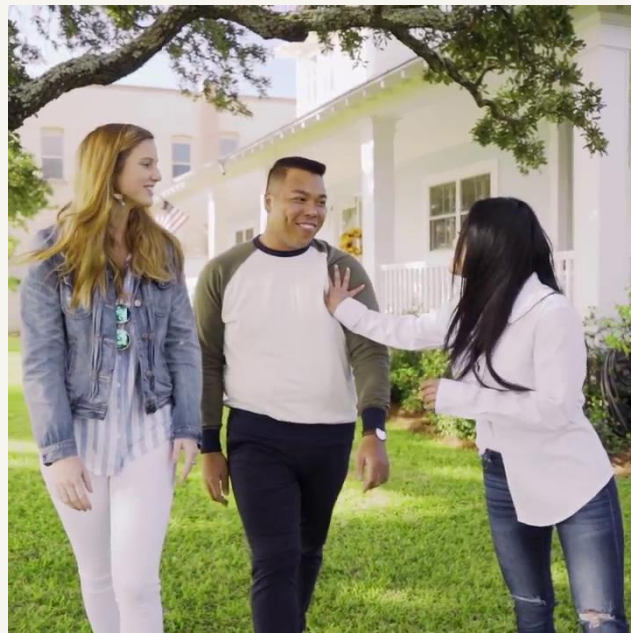
- Highlight videos will repurpose pre-existing b-roll for a 30s video highlighting the destination.

Why we love them:

- Video format is a preferred format by social platforms and social users
- Viewers are in a more lean-back phase while home and open to more video-based storytelling
- Video allows you to highlight an increased number of activities within your destination

What's included:

- One 30s video



Click [here](#) to view example.

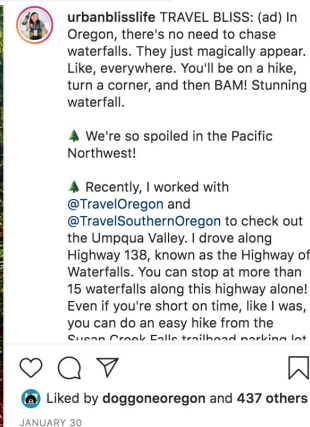
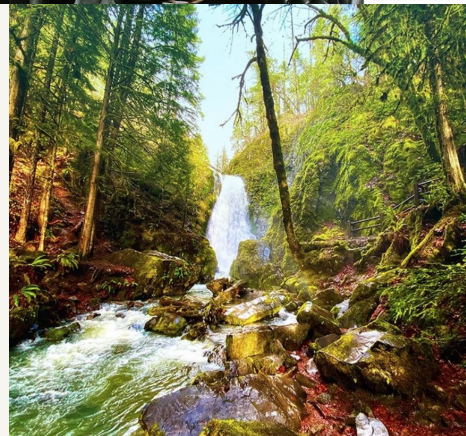
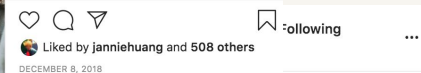
INFLUENCER TOUR

Overview:

- Influencers will be a key tool in authentic storytelling to reinvigorate a sense of adventure within the state of Oregon.
- Selection of influencers from key markets to visit certain areas will drive awareness and interest in destination partners through the eyes of real traveler.

What's included:

- The below will vary based on Tier 3 investment
 - Number of travel days
 - Scale of influencer
 - Management fees
 - Deliverables + visual assets provided by the selected influencer



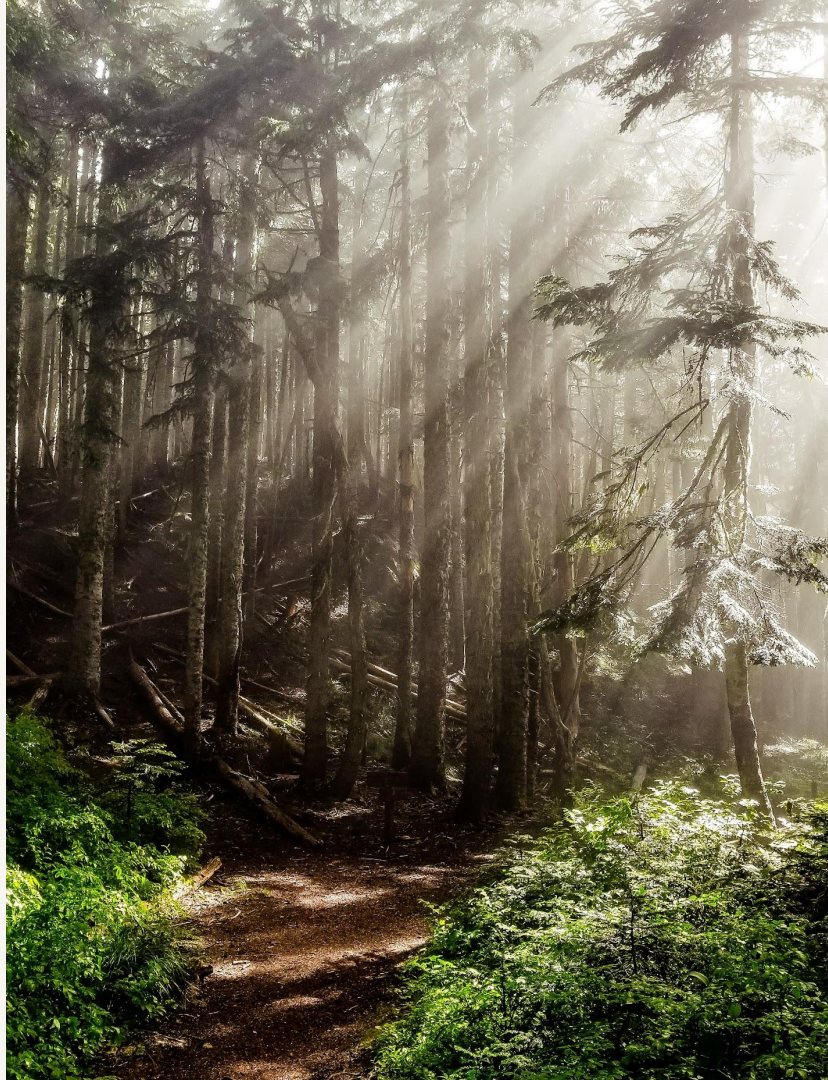
PAID MEDIA + MANAGEMENT

Overview:

- Research shows that brands that maintain or increase advertising average significantly higher sales growth during and after recessions than those that eliminate or decrease advertising.

What's included:

- The below will vary based on tier + spend
 - Number of ad units
 - Content creation + messaging
 - Media management fees
 - Level of reporting post-campaign
- Always included:
 - Ad placement
 - Ad optimization + monitoring
 - Performance report + insights



An aerial photograph of a dense, lush green forest. A narrow, light-colored dirt road winds through the trees, starting from the bottom left and curving towards the top right. The forest is composed of many tall, thin trees, likely evergreens, with a thick canopy. The lighting is soft, suggesting a slightly overcast day or late afternoon. The overall tone is natural and serene.

THANK YOU