



# Willamette Valley Visitors Association



June 2022 OTC



HOME TO OREGON WINE COUNTRY & SO MUCH MORE





# Is WVVA shifting?

The Willamette Valley Visitors Association (WVVA) has a mission to build awareness for the Willamette Valley as a premier year-round travel destination through marketing, sales and destination development.







## PR Results from the last six months

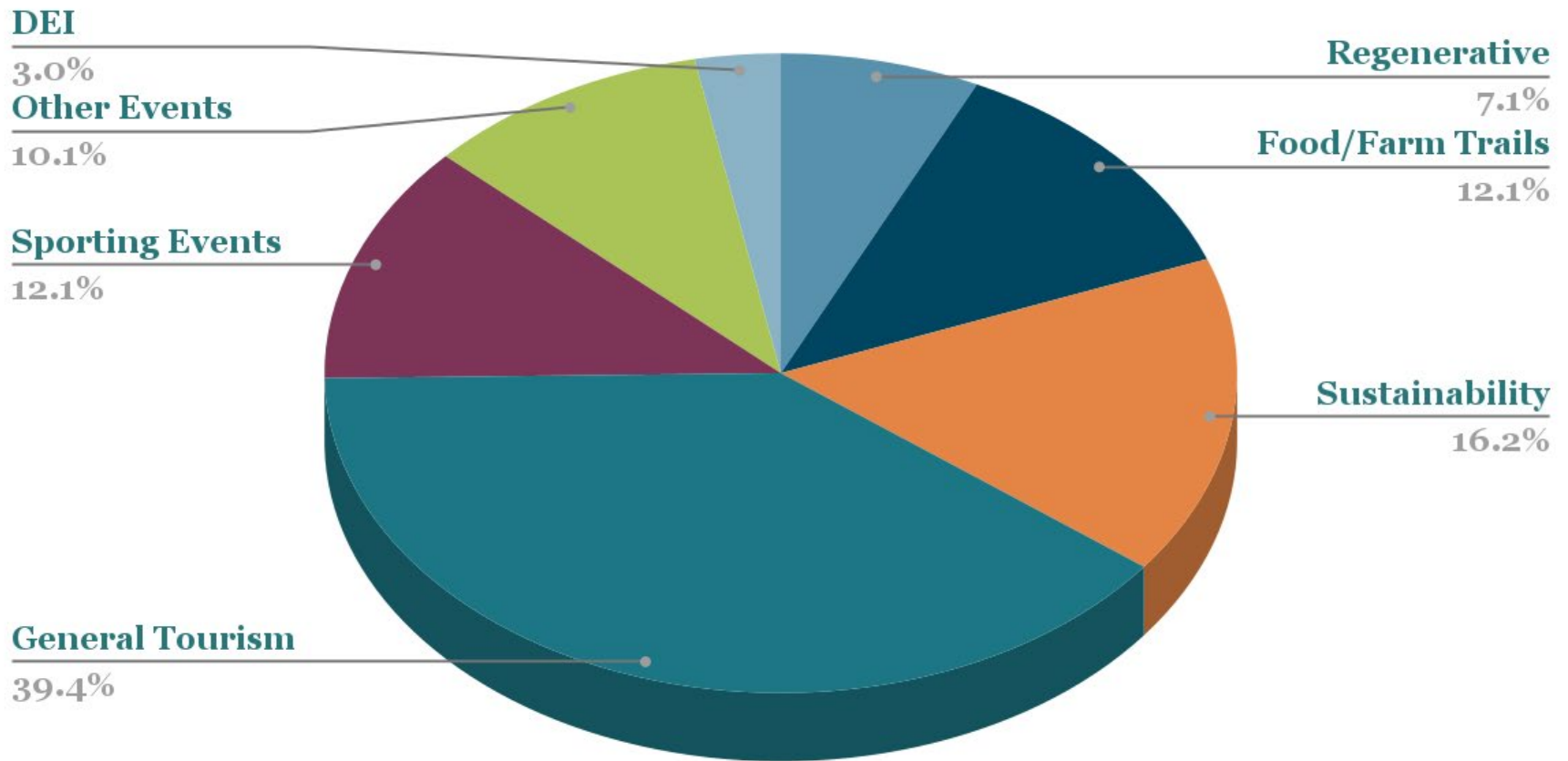
Total Placements	Total Circulation	CPM*
98	8 11,860,303	\$0.02

\*Industry standard is \$5.00 per one thousand impressions





## Results garnered based on priority pitch initiatives\*

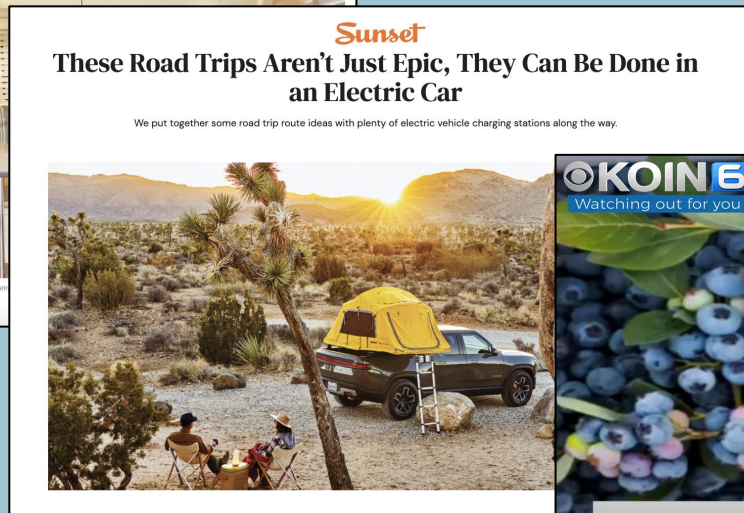
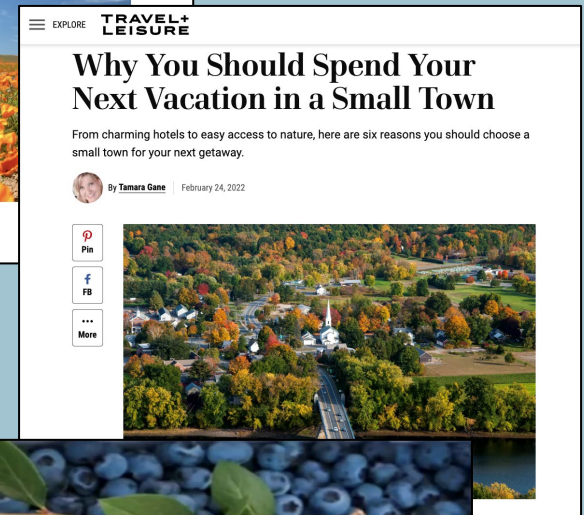
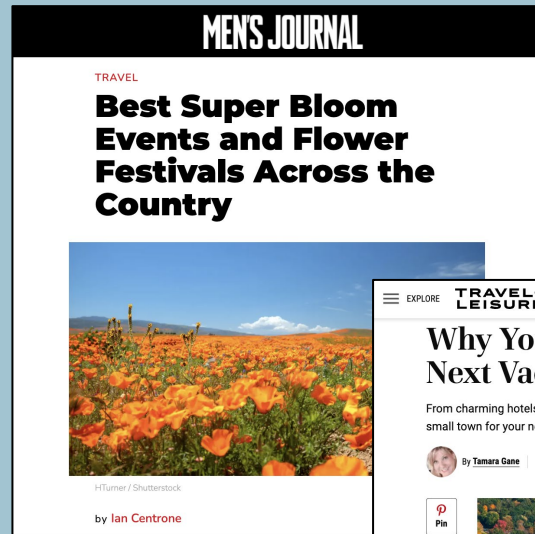
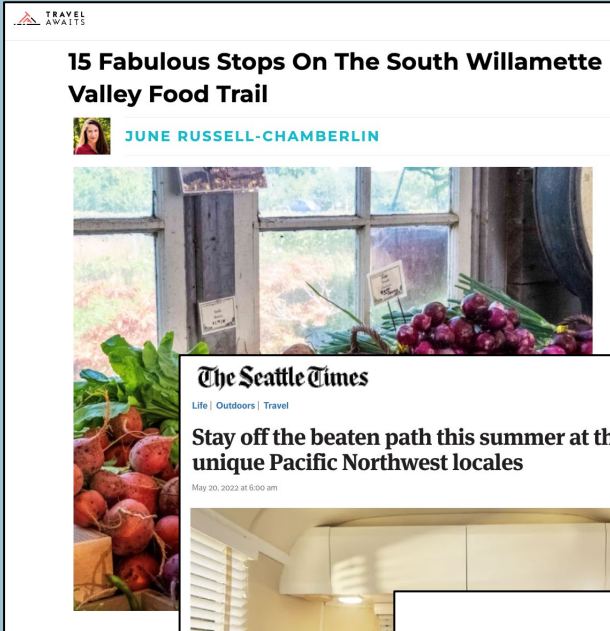


\*Results from the past six months only





# Results Highlights



# Our Goals for 20222023

- Inclusive and unified messaging
- Industry and Partner support
- Highlight Regenerative and Sustainable work
- Publish pages to support RDEI and Regenerative Travel

## Measuring Success

- More Regenerative Tourism opportunities
- Resource lists
- More collaborative work with our partners in the DEI space
- Inclusive Itineraries





# Outdoor Adventure Map

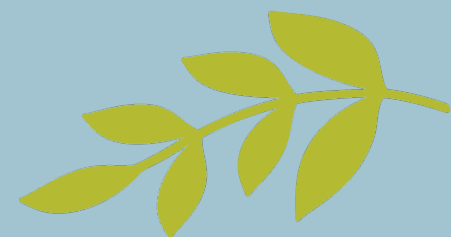
- Heart of the Valley Outdoor Recreation Map
- Benton County Map
  - Stakeholder engagement
- Worked with the Grand Ronde Tribe to tell their story and share their history
- All content is original and produced for this map





## Willamette Water Trail

- Oregon State Prototype locker to be installed in Independence
- Consistent river signage
- Shuttle feasibility study





# Gravel Route Development

- 10 new ambassador routes in RidewithGPS
- Next looking to work on developing our mountain biking assets in the region







Thank You.

Willamette  
Valley