


TRAVEL  **OREGON**

AGENDA

1. WELCOME

Sparkloft x Travel Oregon Co-op Program

2. THE SHIFTING TRAVEL LANDSCAPE

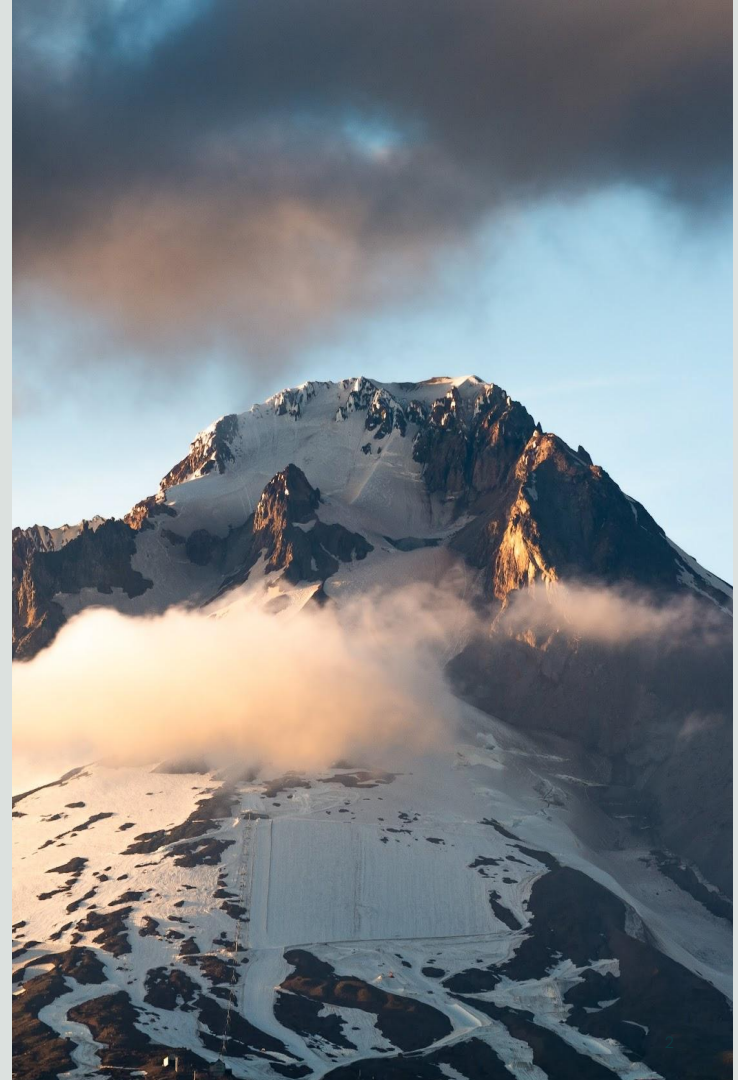
Audience and Industry Trends

3. THE PARTNERSHIP

- Working Together
- Co-op Goals
- Investment Tiers

4. AVAILABLE SERVICES

- Overview



WELCOME

TRAVEL OREGON CO-OP PROGRAM FY23-24

Sparkloft Media is proud to be a part of the continued Co-op offering in FY23-24!

After partnering with Travel Oregon for nearly a decade, we know the Oregon DMO, travel, and tourism space well - as we live and breathe it every day through our work with partners just like you!

As you explore these co-op offerings, please know that our goal is to support partners by meeting them wherever they are - taking into consideration their key business objectives, team resources, budget restrictions, etc. We work to be flexible as our goal is to provide real value to all partners.

Ultimately - we aim to support all partner efforts within Oregon to create a larger overall presence for the state's tourism industry by inspiring travel to the area and showcasing the diverse range of experiences available to visitors and residents alike.



THE SHIFTING TRAVEL LANDSCAPE

TRAVEL TRENDS

A SHIFT IN TRAVEL BARRIERS & BEHAVIORS

Understanding the travel industry landscape as well as the way today's travelers are trip planning helps us understand what content will resonate best, and where the planning and booking messages will fit in. Based on research, we can see that travelers are:

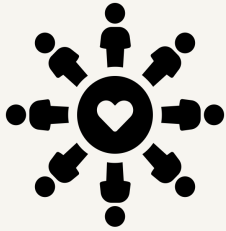
- **Saving to Spend:** People are eager to travel again but with increasing economic concerns they are planning to cut back where they can – but not on food or authentic experiences.
- **Back to Basics:** Travelers want an escape from everyday life and are looking to get off the grid and off the beaten path. Internet connectivity is a non-negotiable, though.
- **Escape Reality:** Travelers are trying to get away from their everyday lives and looking for new and exciting adventures.



CHANGING LANDSCAPE

HOW TO REACH TODAY'S TRAVELERS

Changing travel behaviors, emerging technologies, and a post-pandemic economy are all part of today's reality - and also all impact the travel planning cycle. Despite those variables, we still typically see travel planning occurring in the following three phases. Each phase involves multiple steps and is robust in and of itself, and destinations should remain flexible as to when and how to 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 and questions.

THE PARTNERSHIP

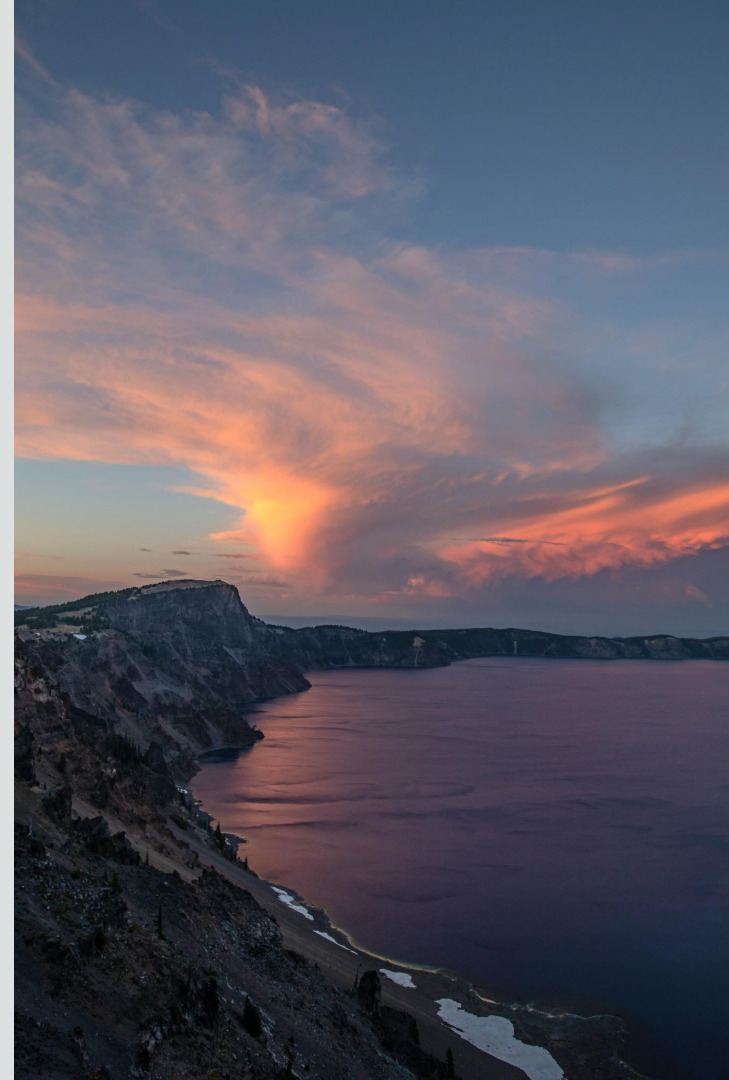
WORKING TOGETHER

SPARKLOFT CO-OP MARKETING OPPORTUNITY

No two regional DMOs, hotels, or attractions are alike – and knowing that, we want to carefully analyze the approach for each destination and region as each faces specific challenges requiring thoughtful, customized solutions.

By partnering with Travel Oregon on a custom package for your destination, we will strategically support your 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 development
- 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 3	\$17,000
Tier 2	\$12,000
Tier 1	\$6,000



AVAILABLE SERVICES

Service	Description	Tier 1 \$6,000	Tier 2 \$12,000	Tier 3 \$17,000
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	✓	✓	✓
Highlight Video	One 30s video of your destination using existing b-roll assets			✓
Paid Media Management (varies by Tier)	Audience development, media placement, optimization & reporting for dark paid media ads	\$	\$\$	\$\$\$

AVAILABLE SERVICES

SOCIAL MEDIA AUDIT

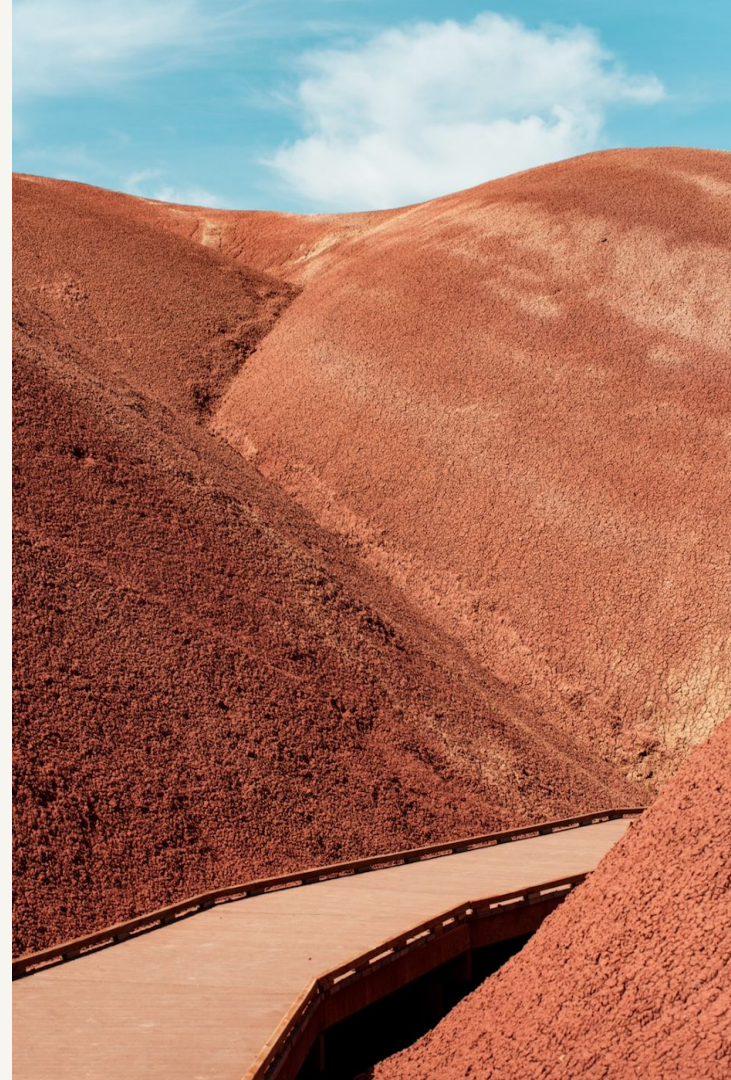
Overview:

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



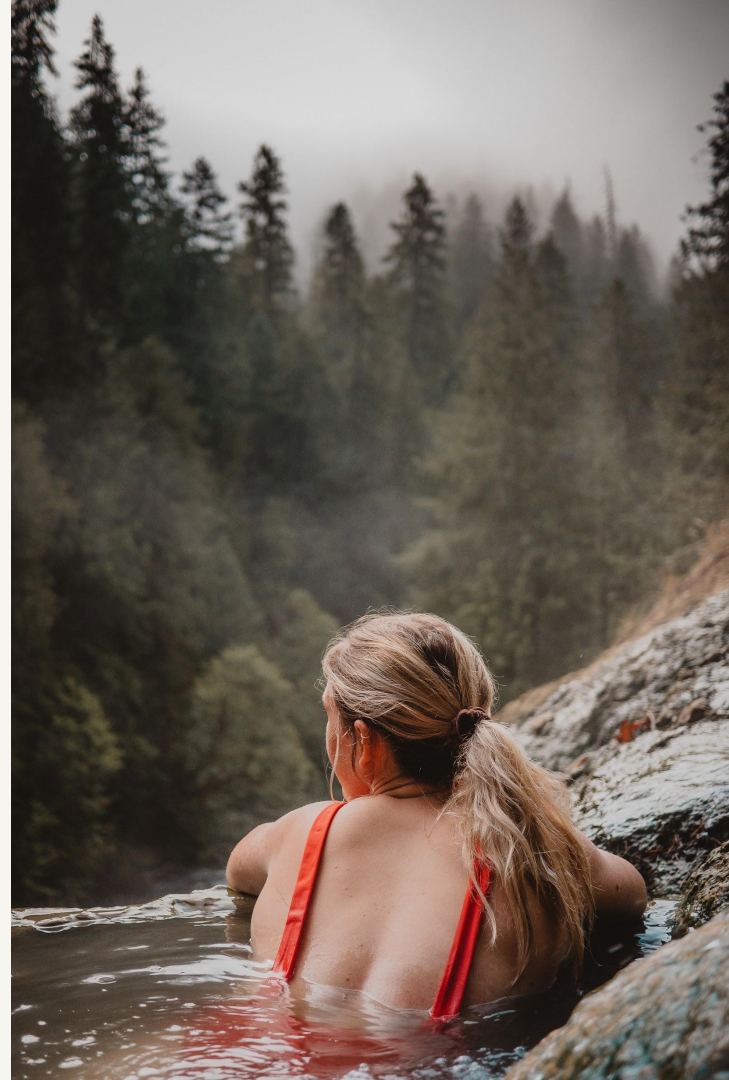
COMMUNITY MANAGEMENT GUIDE

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:

Now more than ever people are using social media as a tool for education – so making your website or business information “snackable”, as well as savable on social, is a simple way to diversify your content feed and

Why we love them:

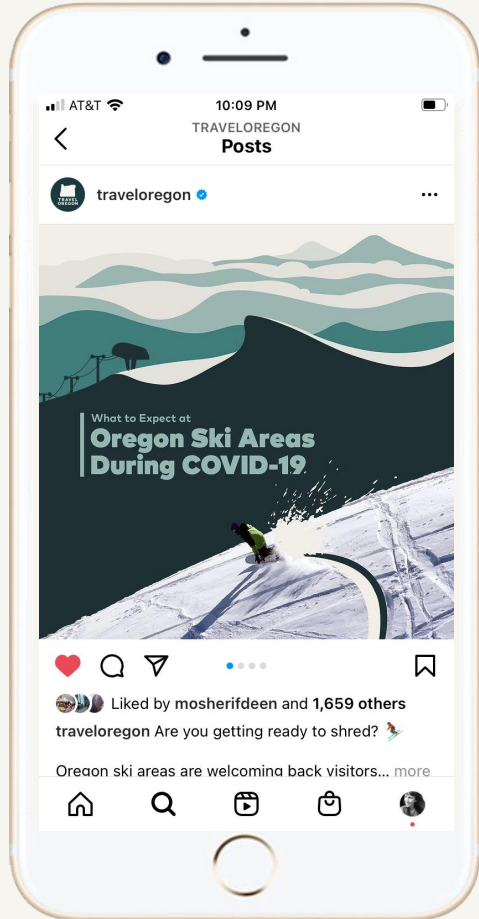
- Carousels allow for longer-form content, which now has a place on social media platforms.
- Effective format for driving traffic from multiple access points.

What's included:

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



INFO-CAROUSELS – EXAMPLE CREATIVE



HIGHLIGHT VIDEO

Overview:

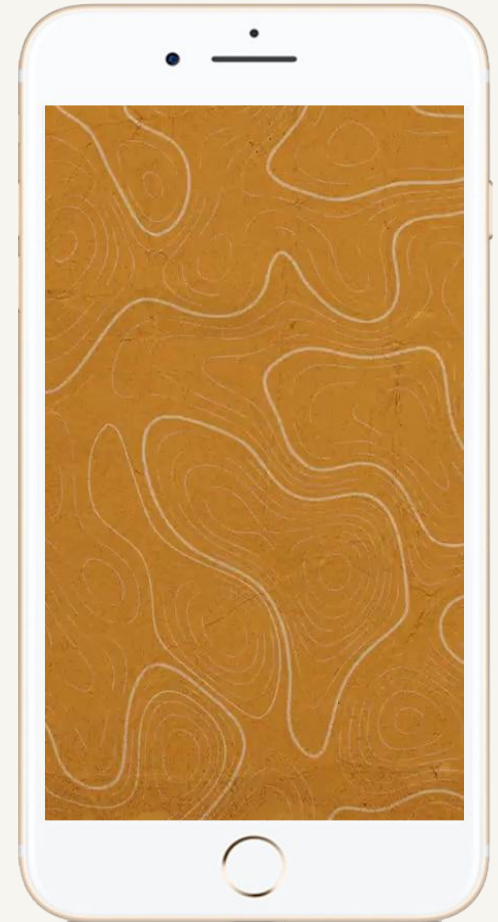
The highlight video will repurpose pre-existing b-roll for a 30s video highlighting the destination.

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](#)

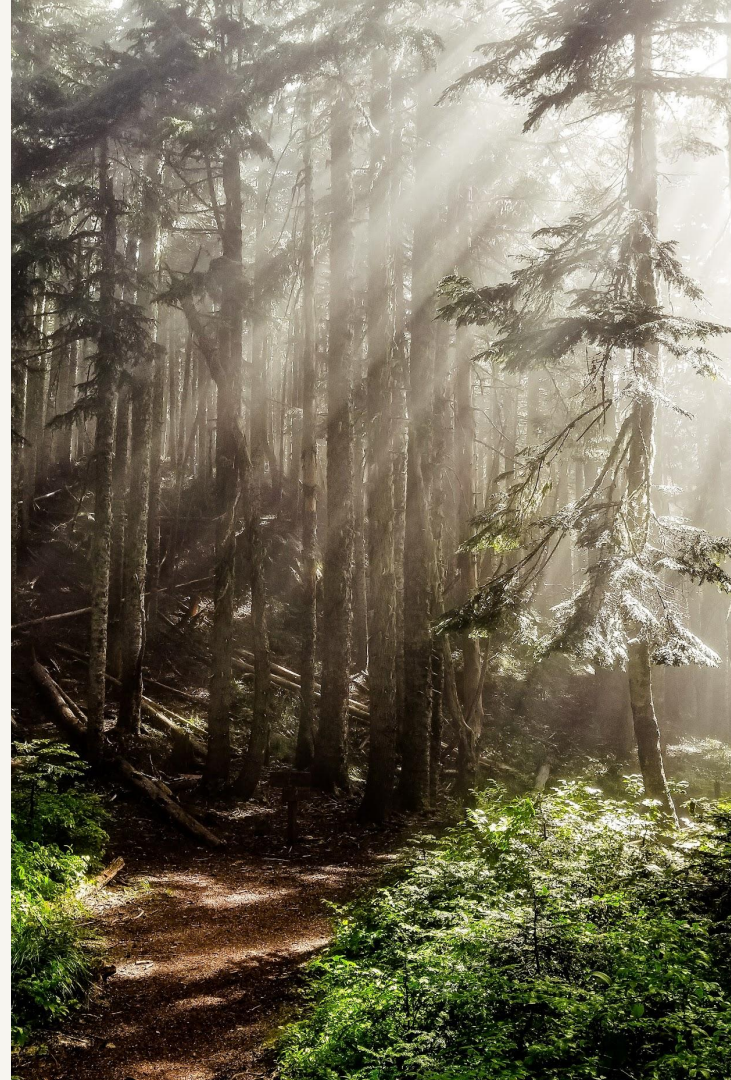
PAID MEDIA + MANAGEMENT

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 vast, dense forest. The trees are predominantly green, with some taller, thinner trees scattered throughout. A narrow, winding dirt road or path cuts through the forest, starting from the bottom left and curving towards the top right. The overall scene is lush and natural.

THANK YOU