

WHAT WE ARE DOING & HOW ARE WE GOING TO DO IT

Guiding travelers through our Northwest Wonderland

In order to achieve our 10-Year Strategic Vision, we needed to evolve the way we market the state.

MARKETING OBJECTIVES

- Ensure that, as a travel destination,
 Oregon is "welcoming to all."
- Create more consistent and relevant ways of reaching new audiences throughout the year.
- Drive stronger and more personal connections to the state and its residents.
- Point people to areas with the most economic need and avoid overuse of others.

To achieve this new vision, we created a campaign as ambitious as we are.

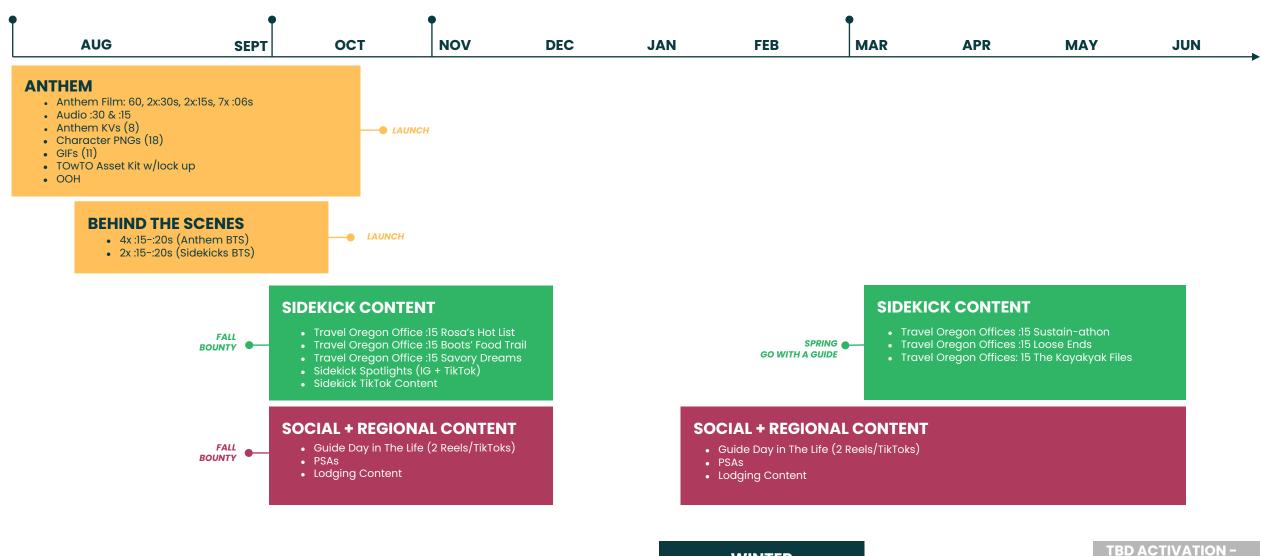
<u>Flexible</u> enough to deliver on vastly different advertising goals throughout the year.

<u>Recognizable</u> enough to create consistency across efforts in tone, look and feel.

<u>Nimble</u> enough for us to be able to create more content, more efficiently.

<u>Scalable</u> enough to allow for more specificity in our messaging and goals.

TOwTO ROLLOUT



WINTER

SUMMER

DISPLAY & SEO - TO producing based on TOWTO KVs

RESULTS ANTHEM & FALL



TRAVELOREGON.COM



265,000+ ENGAGED SESSIONS TRAVELOREGON.COM





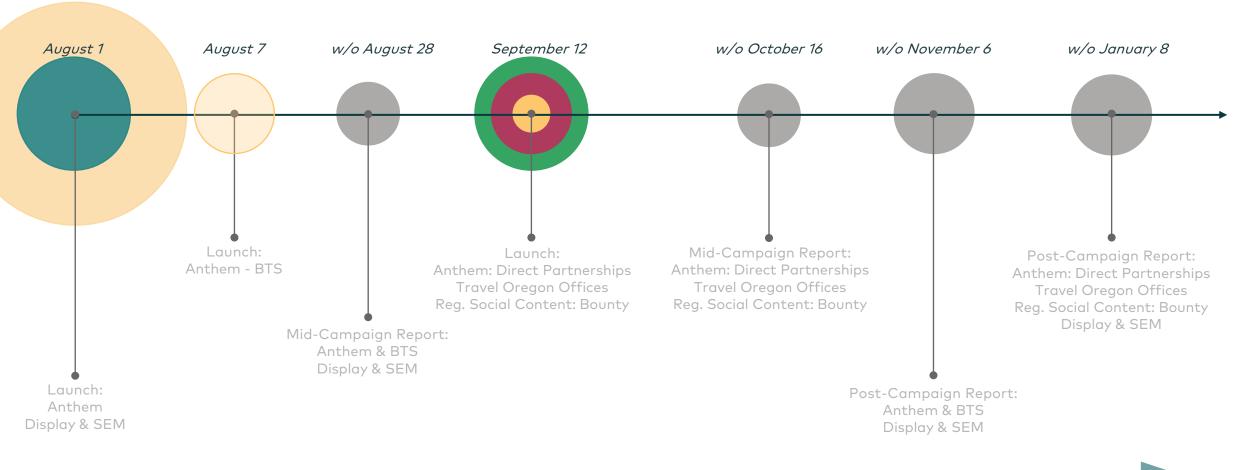
HOW WE ACTIVELY MANAGE OUR PAID MEDIA BUYS

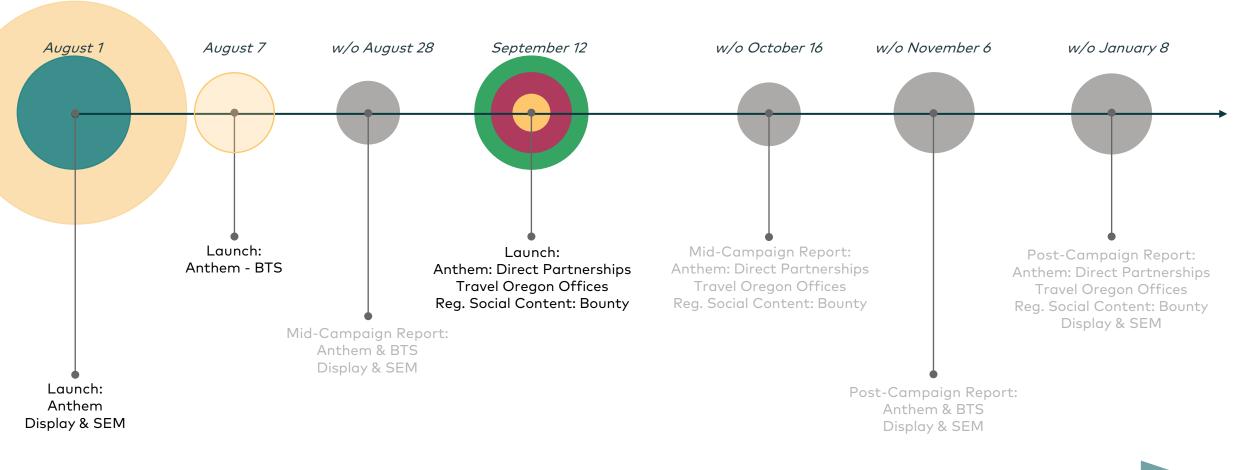
THE EVOLUTION OF OUR CAMPAIGN TRACKING CURRENT VS. PREVIOUS

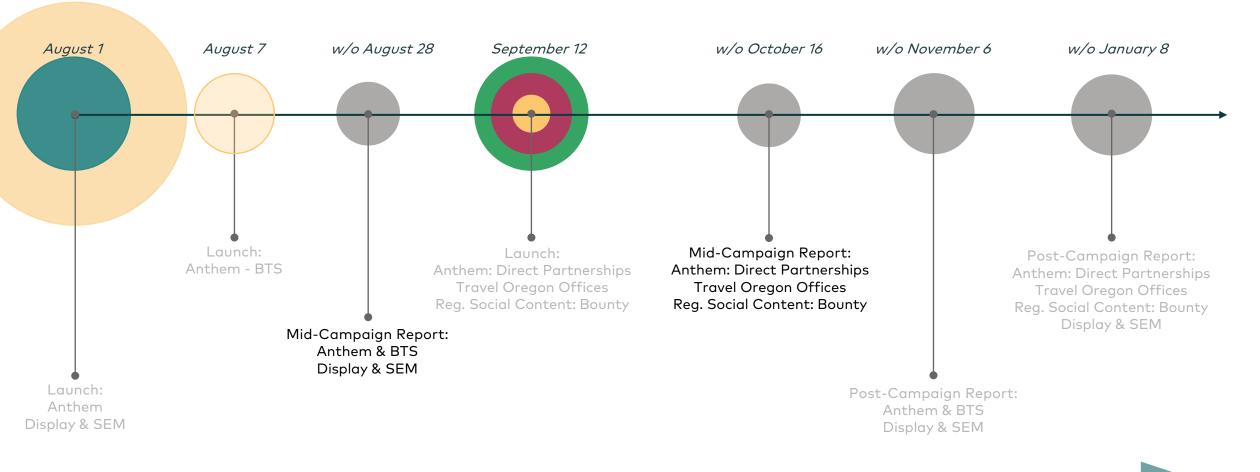
	FY22/23 EisO	FY23/24 TOwTO
Timing Approach	Pulsed	Always On
Season/Phase	Summer, Fall, Spring	Anthem & BTS, Fall Bounty, Winter, Early Spring, Late Spring
Optimizations	Mid-Campaign	Continuous

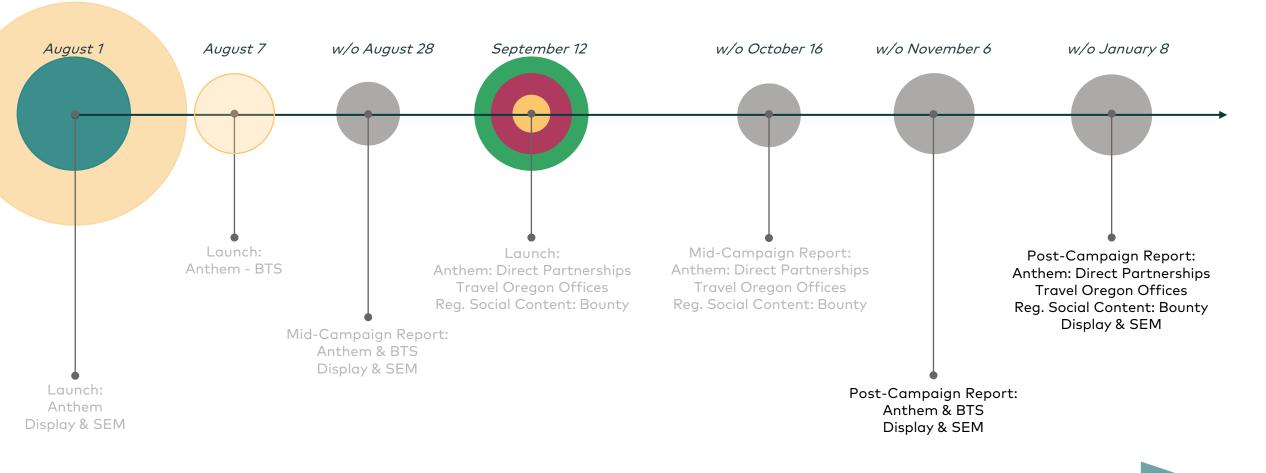
CAMPAIGN TRACKING TEAM IT TAKES A VILLAGE

TRAVEL	Wade McCarthy	Michael Sturdevant	Katy Clair	Ariana Bray-Sweet
	Paid Media Manager	Strategist	Brand Services Director	Platform Analyst
Wieden	Nathalie Aps	Nita Bhojwani	Emily Graham	Hannah Platon
Kennedy ⁺	Associate Media Planner	Media & Comms Supervisor	Media Director	Performance Media Analyst
SPARKLOFT	Kelly Ann Gindhart Paid Media Strategist	Anna Myers Account Supervisor		
	David Algadi Asst. Account Mgr. Team Lead			







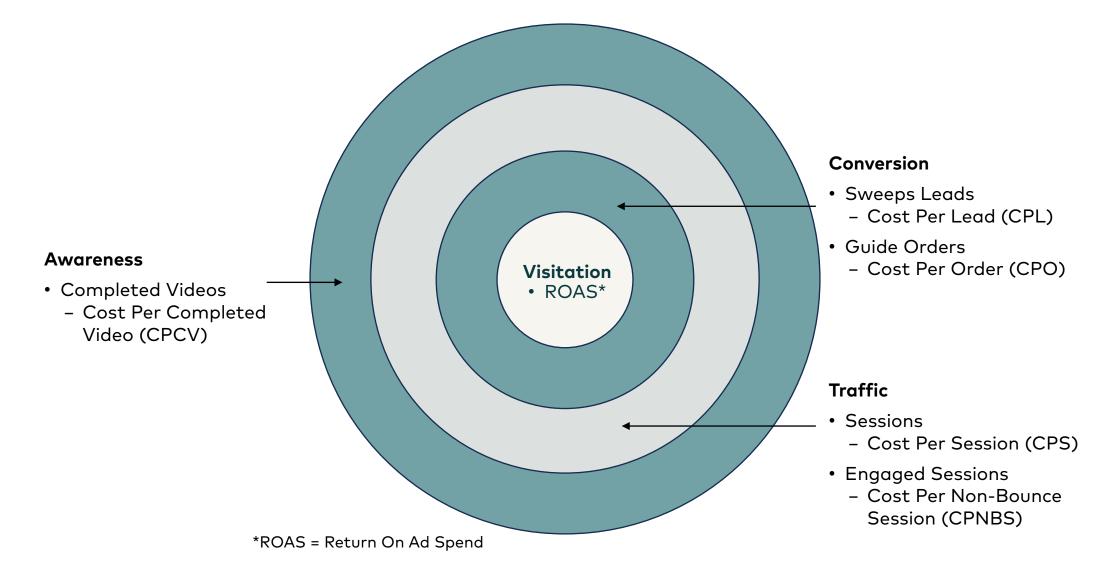


WHAT WE'RE MEASURING

THE ART* OF MEASURING OUR CAMPAIGNS (*ADVERTISING RESULTS TRACKER)

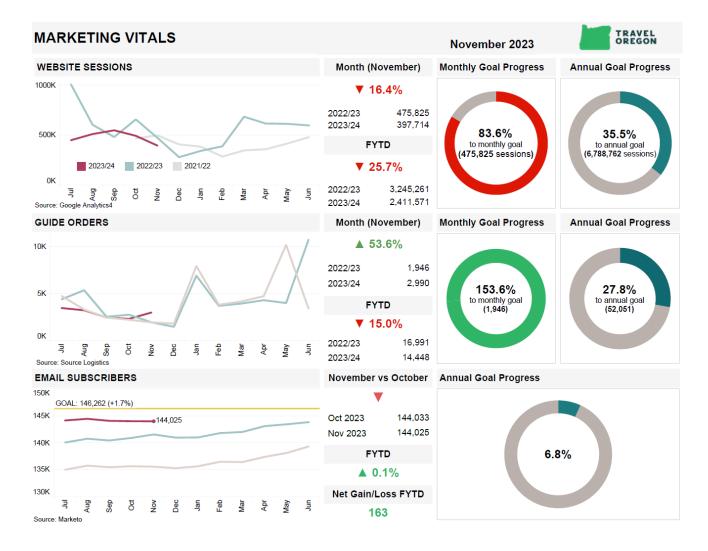
Campaign Name	Season Pu	ublisher Type		Primary Buy Objective	Placement and Targeting	Ad Type Ad	I Category	Click Thru	Attribution Partner?	Full Flight T	otal Contracted Spend	Booked Total Impressions	How is this buy contracted? (Impressions, Views, or Clicks)	Booked Total Units (Contracted)	Delivered Spend	Delivered Total Impressions	Delivered Units (Views)	Pacing (Imps or Units)	Contracted CPM (Hardcoded)	Delivered CPM (Calculated)	Display Clicks	Video Clicks	Total Clicks (Display + Video)	CTR	CPC	Total Video Views	VVR Video View Ri
TOWTO Ar	them & Bounty	GRAND TOT	AL - ALL PUBLISHERS								\$952,273	43,731,572		42,692,949	\$674,165	41,990,624	2,570,468	109.5%	\$36.45	\$16.06	28,872	20,038	48,910	0.12%	\$13.78	9,811,889	91.07%
TOWTO	Fall	Digital	Zefr	Site Traffic	A25-54 NonSkip Audience Contextual (Retargeting)	:15s	Video	TOWTO	No	9/12 - 11/30	\$24,500.00	1,531,250	Impressions	1,531,250	\$24,981	1,561,334	0	102.0%	\$16.00	\$16.00	0	2,256	2,256	0.14%	\$11.07	1,354,972	86.78%
тоwто	Fall	Digital		Site Traffic	A25-54 NonSkip BIPOC LGBTQ+ (Retargeting)	:15s	Video	тоwто	No	9/12 - 11/30	\$24,500.00	1,531,250	Impressions	1,531,250	\$24,950	1,559,395	0	101.8%	\$16.00	\$16.00	0	2,573	2,573	0.16%	\$9.70	1,366,198	87.61%
TOWTO	Fall	Digital		Site Traffic	A25-54 TrueView Audience Contextual (Retargeting)	:15s		тоwто		9/12 - 11/30	\$49,500.00	1,237,500	Views	1,237,500	\$50,129	1,775,355	1,253,223	101.4%	\$0.04	\$28.24	0	2,068	2,068	0.12%	\$24.24	1,255,304	70.71%
TOWTO	Fall	Digital		Site Traffic	A25-54 TrueView BIPOC LGBTQ+ (Retargeting)	:15s	Video	TOWTO		9/12 - 11/30	\$49,500.00	1,237,500	Views	1,237,500	\$49,840	1,804,365	1,245,996	100.9%	\$0.04	\$27.62	0	2,210	2,210	0.12%	\$22.55	1,248,267	69.18%
TOWTO TOWTO	Fall	Digital		Site Traffic Site Traffic	NonSkip Spanish	:15s :15s		TOWTO		9/12 - 11/30 9/12 - 11/30	\$62,000.00	3,875,000	Impressions	3,875,000	\$62,611	3,913,197	0 60.680	101.0%	\$16.00	\$16.00	0	10,511	10,511	0.27%	\$5.96	3,595,297	91.88%
TOWTO	Fall	Digital	Zefr Zefr TOTALS	Site Traffic	TrueView AV Zefr Totals	:15s	Video	тоwто	No	9/12 - 11/30	\$210.000		Views	60,000	\$2,427	,	2,559,899	101.4%	-		0	100	100		-	/	67.42% 82.97%
TOWTO	Fall	Digital		Site Traffic	Opportunity Market Nonskip-Run-of-all-lineups-Houston-Dallas-Phoenix-English	:15s	Video	тоwто	No	9/12-9/30	\$7.000	9,472,500 158,085	Impressions	9,472,500 158,085	\$214,939 \$5.982	10,703,868 159,520	2,559,899	113.0% 100.9%	\$22.17 \$37.50	\$20.08 \$37.50	0	19,718	19,718	0.18%	\$10.90	8,880,870 158,068	99.09%
точто	Fall	Digital		Site Traffic	Opportunity Market Norskip-Rul-of-all-lineups-Houston-Dallas-Phoenix-Spanish	:155	Video	тожто	No	9/12-9/30	\$7,000	148,957	Impressions	148.957	\$11.620	309,857	0	208.0%	\$37.50	\$37.50	0	97	97	0.03%	\$119.79	307,135	99.12%
точто	Fall	Digital		Site Traffic	Primary Market Nonskip-Run-of-all-lineups-Boise-LA-SanFran-English	:155	Video	томто	No	9/12-9/30	\$7,000	158,084	Impressions	158,084	\$5,981	159,504	0	100.9%	\$37.50	\$37.50	0	60	60	0.04%	\$99.69	158,073	99.10%
тоwто	Fall	Digital		Site Traffic	Primary Market Nonskip-Run-of-all-lineups-Boise-LA-SanFran-Spanish	:15s	Video	тоwто		9/12-9/30	\$7,000	148,958	Impressions	148,958	\$11,623	309,950	0	208.1%	\$37.50	\$37.50	0	88	88	0.03%	\$132.08	307,743	99.29%
		-	YouTube TOTALS		YouTube Totals						\$35,000	614,084		614,084	\$35,206	938,831	0	152.88%	\$57.00	\$37.50	0	320	320	0.03%	\$110.02	931,019	99.17%
TOWTO	Fall	Digital	Conde Nast: Bon Appetit	Site Traffic	A25-54_High-Impact-Display	Banner h I	mpact Disp	N/A	Yes	9/12-11/30	\$30,000.00	1,449,275	Impressions	1,449,275	\$29,516.46	1,425,916	N/A	98.4%	\$20.70	\$20.70	622	0	622	0.04%	\$47.45		
TOWTO	Fall	Digital	Conde Nast: Bon Appetit	Site Traffic	A25-54_Meta-Amplify_BA-Native-Article	Banner Soc	ial Amplify	N/A	Yes	9/12-11/30	\$0.00	0	Link Clicks	6,378	\$50,000.00	572,477	10,569	165.7%	\$20 EE	FLAT	10,569	0	10,569	1.85%	\$4.73		
тоwто	Fall	-		Site Traffic	BA-Native-Article	Banner ust		N/A		9/12-11/30	\$50,000.00	1,692,308	Impressions	1,692,307		1,682,129	N/A	99.4%	\$29.55	FLAT	778	0	778	0.05%	\$0.00	•	-
тоwто	Fall	Digital		Site Traffic	AV RON Display Banner	Banner tan	dard Displa	N/A	Yes	9/12-11/30	\$0.00	169,231	Impressions	169,231	\$0.00	174,344	N/A	103.0%	\$0.00	\$0.00	86	0	86	0.05%	\$0.00	•	
			Conde Nast TOTALS		Conde Nast Totals						\$80,000	3,310,814		3,317,191	\$79,516	3,854,866	10,569	116.4%	\$24.16	\$20.63	12,055	0	12,055	0.31%	\$6.60	•	-
TOWTO	Fall	Digital		Site Traffic	Intent Geotargeting		Display	N/A		9/12-11/30	\$10,000	694,444	Impressions	694,444	\$11,136	773,304	0	111.4%	\$14.40	\$14.40	687	0	687	0.09%	\$16.21	-	-
TOWTO	Fall	Digital		Site Traffic	A26-55 Travel_Run-of-network_O&O-video-portfolio		Display	N/A		9/12-11/30	\$20,000	595,238	Impressions	595,238	\$21,119	628,547	0	105.6%	\$33.60	\$33.60	245	0	245	0.04%	\$86.20	616,172	-
TOWTO TOWTO	Fall	Digital		Site Traffic	AV RON	Banner Banner	Display Display	N/A N/A		9/12-11/30	\$0 \$70.000	700,000	Impressions	700,000	\$0 \$70.258	778,527	0	111.2%	\$0.00	\$0.00	941 4.858	0	941	0.12%	\$0.00		-
TOWTO	Fall	Digital		Site Traffic	2X-native-content-logo Native content distrubition		Display	N/A N/A		10/1-11/30 10/1-11/30	\$70,000	38,889	Impressions Impressions	38,889	\$70,258	422,555	0	#DIV/0!	\$1.80	\$1,800.00	4,800	0	2,640	12.44%	\$14.47	-	
10010	120	Digital	Food & Wine TOTALS	Site franc	Food & Wine Totals	Danner	Display	N/A	163	10/1-11/30	\$100.000	2.028.571	Impressions	2.028.571	\$102.512	2,641,965	0	130.2%	\$49.30	\$38.80	9.369	0	9,369	0.35%	\$10.94	616,172	
TOWTO	Fall	Digital		Site Traffic	Custom-Instagram-Story-Segment-Targeting	Social	Social	тоуто	No	10/2-10/15	\$10,000	500,000	Impressions	500.000	\$17.835	891.747	0	178.3%	\$20.00	FLAT	293	0	293	0.03%	\$60.87		
тоwто	Fall	Digital		Site Traffic	Instagram-Dark-Post-Segment-Targeting	Social	Social	тоуто	No	10/2-10/15	\$10,000	500,000	Impressions	500,000	\$14.631	731.555	0	146.3%	\$20.00	FLAT	904	0	904	0.12%	\$16.18		
тоwто	Fall	Digital		Site Traffic	Targeted-Display-Media-Package-Content-Targeting	Banner	Display	тоwто	Yes	10/2-11/30	\$10,000	555,556	Impressions	555,556	\$11,018	612,116	0	110.2%	\$18.00	\$18.00	280	0	280	0.05%	\$39.35		
TOWTO	Fall	Digital	Gear Patrol	Site Traffic	Native-Assembly-Unit-Content-Targeting	Banner	Display	тоwто	Yes	10/2-11/30	\$7,500	300,000	Impressions	300,000	\$5,127	205,070	0	68.4%	\$25.00	\$25.00	330	0	330	0.16%	\$15.54	-	-
TOWTO	Fall	Digital	Gear Patrol	Site Traffic	Premium-Super-Hero-Unit-Content-Targeting	Banner	Display	тоwто	Yes	10/2-11/30	\$12,500	500,000	Impressions	500,000	\$13,751	550,032	0	110.0%	\$25.00	\$25.00	785	0	785	0.14%	\$17.52	•	-
TOWTO	Fall	Digital	Gear Patrol	Site Traffic	AV-Targeted-Display-Media-Package-Content-Targeting	Banner	Display	TOWTO	Yes	10/2-11/30	\$0	420,000	Impressions	420,000	\$0	391,948	0	93.3%	\$0.00	\$0.00	135	0	135	0.03%	\$0.00	-	-
			Gear Patrol TOTALS		Gear Patrol Totals						\$50,000	2,775,556		2,775,556	\$62,362	3,382,468	0	121.9%	\$18.01	\$18.44	2,727	0	2,727	0.08%	\$22.87	•	-
TOWTO	Fall	OTA		Bookings	Expedia-plus-english-flights-search-California-Arizona-Texas			Expedia		10/2-12/31	\$2,000	62,500	Impressions	62,500	\$1,691	52,847	0	84.6%	\$32.00	\$32.00	22	0	22	0.04%	\$76.87	-	-
TOWTO	Fall	OTA		Bookings	Expedia-plus-english-flights-search-Oregon-Washington-California		Display	Expedia		10/2-12/31	\$1,000	35,714	Impressions	35,714	\$958	34,197	0	95.8%	\$28.00	\$28.00	9	0	9	0.03%	\$106.39		-
TOWTO	Fall	OTA OTA		Bookings	Expedia-plush-english-vacation-search-Oregon-Washington-California		Display	Expedia Hotels		10/2-12/31	\$2,000	60,606	Impressions	60,606 31.250	\$1,756 \$438	53,211	0	87.8% 43.8%	\$33.00	\$33.00	22	0	22	0.04%	\$79.82 \$54.75	•	-
точто	Fall	OTA	Expedia	Bookings Bookings	Hotels-english-infosite-Oregon-Washington-California Passport-display-California-Arizona-Texas		Display Display	Expedia		10/2-12/31 10/2-12/31	\$1,000	8,074,714	Impressions Impressions	8.074.714	\$438	7,340,746	0	90.9%	\$7.00	\$7.00	0 1,840	0	1.640	0.08%	\$31.33		
точто	Fall	OTA		Bookings	Passport-display-California-Arizonia-Texas Passport-display-California-Oregon-Washington			Expedia		10/2-12/31	\$78.000	11.142.857	Impressions	11,142,857	\$75.680	10,811,478	0	97.0%	\$7.00	\$7.00	2.440	0	2,440	0.02%	\$31.02		
TOWTO	Fall	OTA		Bookings	Expedia-plus-English-Interstitial		Display	Expedia		10/2-12/31	\$10,000	400,000	Impressions	400.000	50	0	0	0.0%	\$25.00	#DIV/0!	2,440	0	2,440	#DIV/0!	\$0.00		
тоwто	Fall	OTA		Bookings	Expedia-plus-English-flights1-California-Arizona-Texas	Banner	Display	Expedia		10/2-12/31	\$5,000	106,383	Impressions	106,383	\$4,125	87,763	0	82.5%	\$47.00	\$47.00	88	0	88	0.10%	\$46.87		
TOWTO	Fall	OTA		Bookings	Expedia-plus-English-flights1-Oregon-California-Washington			Expedia		10/2-12/31	\$10,000	217,391	Impressions	217,391	\$9,269	201,507	0	92.7%	\$46.00	\$105.62	203	0	203	0.10%	\$45.66	•	-
тоwто	Fall	OTA	Expedia	Bookings	Expedia-plus-English-flights2-California-Arizona-Texas	Banner	Display	Expedia		10/2-12/31	\$1,000	50,000	Impressions	50,000	\$763	38,156	0	76.3%	\$20.00	\$20.00	14	0	14	0.04%	\$54.51	•	-
тоwто	Fall	OTA	Expedia	Bookings	Expedia-plus-English-flights2-Oregon-California-Washington	Banner	Display	Expedia	Yes	10/2-12/31	\$3,000	130,435	Impressions	130,435	\$2,620	113,894	0	87.3%	\$23.00	\$23.00	12	0	12	0.01%	\$218.30	-	-
тоwто	Fall	OTA	Expedia	Bookings	Expedia-plus-English-hotels1-Oregon-Washington-California	Banner	Display	Expedia		10/2-12/31	\$1,000	21,277	Impressions	21,277	\$889	18,905	0	88.9%	\$47.00	\$47.00	89	0	89	0.47%	\$9.98	•	-
TOWTO	Fall	OTA		Bookings	Expedia-plus-English-search-marquee3-Oregon-Washington-California			Expedia		10/2-12/31	\$3,000	83,333	Impressions	83,333	\$2,973	82,574	0	99.1%	\$36.00	\$36.00	68	0	68	0.08%	\$43.72		-
TOWTO	Fall	OTA		Bookings	Expedia-plus-English-flights-marquee1-Oregon-Washington-California		Display	Expedia		10/2-12/31	\$3,000	41,095	Impressions	41,096	\$2,970	40,680	0	99.0%	\$73.00	\$73.00	98	0	98	0.24%	\$30.30	· ·	-
TOWTO	Fall	OTA		Bookings	Expedia-plus-English-home-marquee-mobile-California-Arizona-Texas		Display	Expedia		10/2-12/31	\$5,000	142,857	Impressions	142,857	50	0	0	0.0%	\$35.00	#DIV/0!	1	0	1	#DIV/0!	\$0.00	· ·	-
TOWTO	Fall	OTA OTA		Bookings Bookings	Expedia-plus-English-home-marquee-mobile-Oregon-Washington-California	Banner Banner		Expedia Expedia		10/2-12/31	\$15,000	405,405	Impressions Impressions	405,405	\$0	0 6,452	0	0.0%	\$37.00 \$45.00	#DIV/0! \$45.00	1	0	1	#DIV/0! 0.06%	\$0.00		· ·
TOWTO	Fall	OTA	Expedia	Bookings	Expedia-plus-English-home-marquee1-Oregon-Washington-California Expedia Traffic Email N/A n/a Dedicated-email	Email	Display Email	Expedia	Yes	10/2-12/31 11/3-11/3	\$12,000	111,111 500,000	Impressions	111,111	5290	0,452	0	5.8%	\$45.00	\$45.00 #DIV/0!	4	0	4	0.06% #DIV/0!	\$72.59 #DIV/0!	+ :	
точто	Fall			Bookings	Expedia_Traffic_Email_N/A_n/a_Dedicated-email Expedia_Traffic_Social_N/A_n/a_Social-integration	Social		Expedia		11/3-11/3	\$12,000	545,000	Impressions	0	50	0	0	0.0%	\$12,000.00	#DIV/0!	0	0	0	#DIV/0!	#DIV/0!	+ :	
			Hotels Click Thru Totals								\$1,000	31,250		31,250	\$438	13,688	0	43.8%	\$32.00	\$32.00	8	0	8	0.06%	\$54.75		
			Expedia Click Thru Totals								\$226,273	22,130,679		21,085,679	\$155,368	18,882,410	0	85.3%	\$10.22	\$8.23	4,713	0	4,713	0.02%	#DIV/0!	· ·	-
			Expedia TOTALS		Expedia Totals						\$227,273	22,161,929		21,116,929	\$155,806	18,896,098	0	85.3%	\$10.26	\$8.25	4,721	0	4,721	0.02%	\$33.00		-
TOWTO	Fall	OTA	Trip Advisor	Bookings	A25-54 Primary and Opportunity Markets_Branded-trips-3x-boost-unit-fluid-ad-unit	Banner	Display T	rip Advisor	Yes	10/17-1/30	\$31,000	1,764,706	Impressions	1,764,706	\$12,805	753,229	0	42.7%	\$17.00	\$17.00	718	0	718	0.10%	\$17.83	· ·	-
тоwто	Fall	OTA	Trip Advisor	Bookings	A25-54 Primary and Opportunity Markets_Custom-content-hub-video-hub-boost-unit	Banner	Display T	rip Advisor	Yes	10/27-1/30	\$29,000	1,529,412	Impressions	1,529,412	\$11,019	648,149	0	42.4%	\$17.00	\$17.00	646	0	646	0.10%	\$17.06	-	-
TOWTO	Fall	OTA	Trip Advisor	Bookings	A25-54 Primary and Opportunity Markets_Branded-trips-3x-tripconnect	Social	Social T	rip Advisor	No	10/23-1/30	\$69,000	27,600	Impressions	27,600	\$0	0	0	0.0%	\$2.50	#DIV/0!	16,162	0	16,162	#DIV/0!	\$0.00	-	-
TOWTO	Fall	OTA	Trip Advisor	Bookings	A25-54 Primary and Opportunity Markets_Custom-content-hub-tripconnect	Social	Social T	rip Advisor	No	10/27-12/5	\$71,000	28,400	Impressions	28,400	\$0	0	0	0.0%	\$2.50	#DIV/0!	20,280	0	20,260	#DIV/0!	\$0.00	•	-
TOWTO	Fall	OTA		Bookings	A25-54 Primary and Opportunity Markets_1x-social-first-content	Social		rip Advisor	No	11/12-1/7	\$50,000	18,000	Impressions	18,000	\$0	0	0	0.0%	\$2.50	#DIV/0!	7,848	0	7,848	#DIV/0!	\$0.00	•	
TOWTO	Fall	OTA		Bookings	Custom Content AV	Banner	Display T	rip Advisor	Yes	10/17-1/30	0	0	Impressions	0	\$0	171,150	0	#DIV/0!	\$0.00	\$0.00	105	0	105	0.06%	\$0.00	•	
			Trip Advisor TOTALS		Trip Advisor Totals						\$250,000	3,368,118		3,368,118	\$23,823	1,572,528	0	46.7%	\$74.23	\$15.15	45,739	0	45,739	2.91%	\$0.52		-

THE NUMBERS THAT WE LOOK AT THE MOST KPIS (KEY PERFORMANCE INDICATORS)

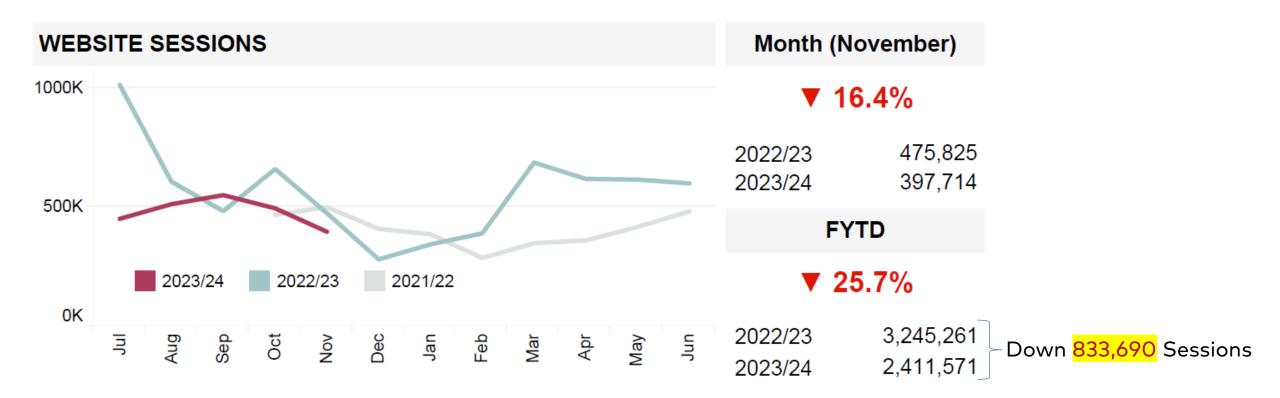


WHAT HAVE WE LEARNED FROM THIS CONSTANT MONITORING?

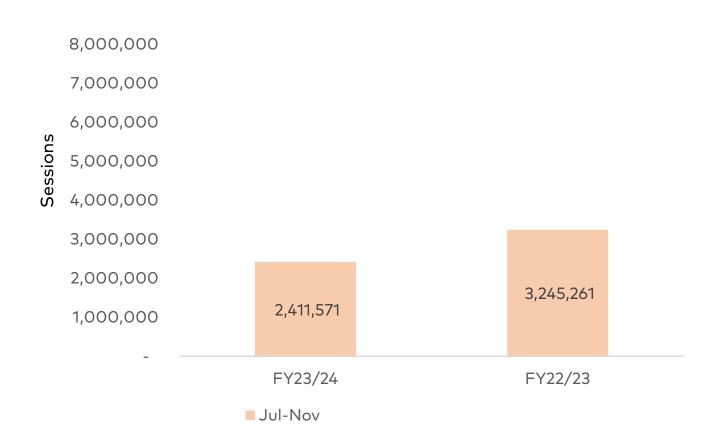
MARKETING VITALS (MVP) DASHBOARD NOVEMBER 2023



MARKETING VITALS (MVP) DASHBOARD YEAR-OVER-YEAR GAP IN TO.COM SESSIONS

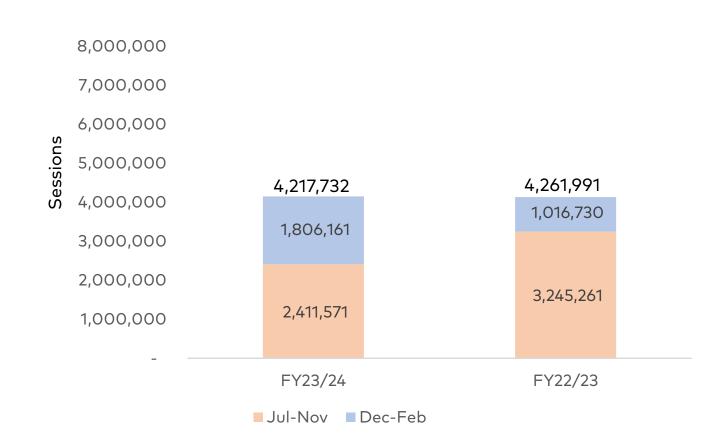


YEAR-OVER-YEAR GAP IN TO.COM SESSIONS CLOSING THE GAP



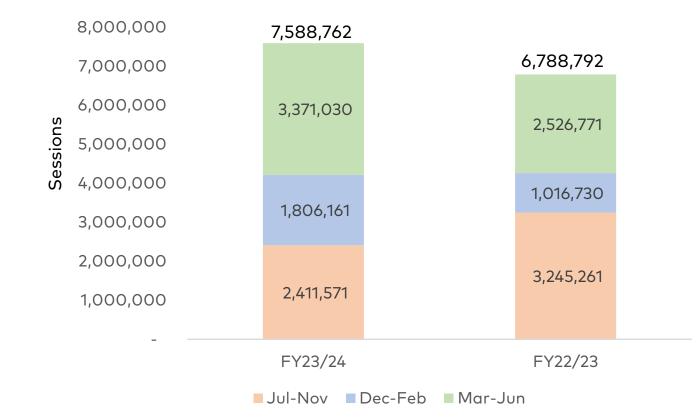
Down 833,690 Sessions

YEAR-OVER-YEAR GAP IN TO.COM SESSIONS CLOSING THE GAP



Down 44,259 Sessions

YEAR-OVER-YEAR GAP IN TO.COM SESSIONS CLOSING THE GAP



Up 800,000 Sessions (est.)

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"We're gonna be right where we need to be. We got great people in this locker room. We got good people."

Tab991a Feed



• Playing: Week 18 NFL Picks: Eagles At Giants (1:35)



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Prisco's picks: Bills sink Fins, win AFC East PETE PRISCO * 6 MIN READ



Jordan Love closing in on top five CODY BENJAMIN • 7 MIN READ

Site Sessions : 473,718

Cost Per Non-Bounce Session (CPNBS):

\$3.40



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WHAT'S NEXT?

SPRING 2024

Budget: \$2,300,000

Timing: 3/18/24 – 5/26/24

Target: Overall Active Adventurer

- A25-54, Sustainably Focused
 - BIPOC 25-54, Sustainably Focused

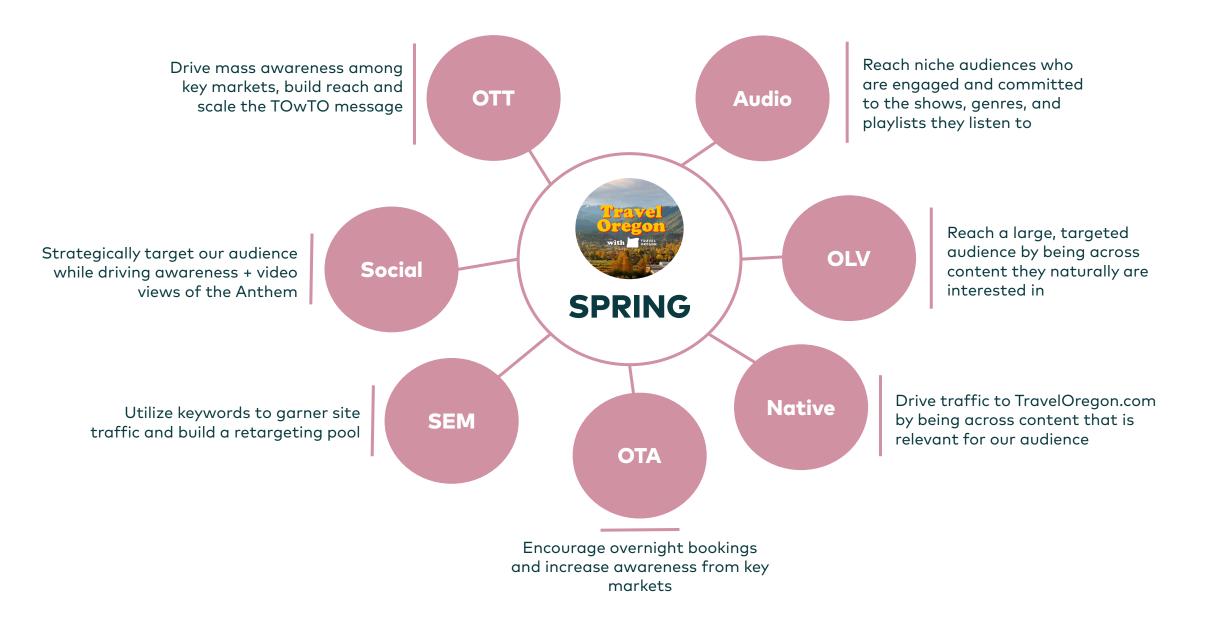
Primary Markets: Oregon, Seattle, Spokane, Boise, San Francisco, Los Angeles **Secondary Markets**: San Diego, Vancouver B.C., Houston, Dallas, Phoenix **Opportunity Market**: Chicago







SPRING 2024 CHANNELS



WHERE TO NEXT

SUMMER

IGNITE

Support Portland and drive tourism across the state.

FALL FLAME

Deepen consideration around the areas that Oregon excels in - food and wine.

WINTER SUSTAIN

Keep a pulse during the off season by encouraging lower-lift in-state travel.

SPRING 25' SPARK

Get ahead of Summer Travel by getting lesser known destinations in Oregon on the itinerary.





Thank You