

# Travel Oregon

*with*



TRAVEL  
OREGON

**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.**

**Flexible enough to deliver on vastly different advertising goals throughout the year.**

**Recognizable enough to create consistency across efforts in tone, look and feel.**

**Nimble enough for us to be able to create more content, more efficiently.**

**Scalable enough to allow for more specificity in our messaging and goals.**

# TOWTO ROLLOUT



## ANTHEM

- Anthem Film: 60, 2x:30s, 2x:15s, 7x :06s
- Audio :30 & :15
- Anthem KVs (8)
- Character PNGs (18)
- GIFs (11)
- TOWTO Asset Kit w/lock up
- OOH

LAUNCH

## BEHIND THE SCENES

- 4x :15-:20s (Anthem BTS)
- 2x :15-:20s (Sidekicks BTS)

LAUNCH

## SIDEKICK CONTENT

- Travel Oregon Office :15 Rosa's Hot List
- Travel Oregon Office :15 Boots' Food Trail
- Travel Oregon Office :15 Savory Dreams
- Sidekick Spotlights (IG + TikTok)
- Sidekick TikTok Content

FALL BOUNTY

## SOCIAL + REGIONAL CONTENT

- Guide Day in The Life (2 Reels/TikToks)
- PSAs
- Lodging Content

FALL BOUNTY

## SIDEKICK CONTENT

- Travel Oregon Offices :15 Sustain-athon
- Travel Oregon Offices :15 Loose Ends
- Travel Oregon Offices: 15 The Kayakyak Files

SPRING GO WITH A GUIDE

## SOCIAL + REGIONAL CONTENT

- Guide Day in The Life (2 Reels/TikToks)
- PSAs
- Lodging Content

WINTER

TBD ACTIVATION - SUMMER

# RESULTS

## ANTHEM & FALL

**760,000+**

SESSIONS TO  
TRAVELOREGON.COM

**47,291,060**

VIDEO COMPLETES

**265,000+**

ENGAGED SESSIONS  
TRAVELOREGON.COM

**\$35,780,997**

RETURN ON AD SPEND  
WITH EXPEDIA

**5,277,643**

VIDEO COMPLETES  
SPANISH VIDEO

**HOW WE  
ACTIVELY MANAGE  
OUR PAID  
MEDIA BUYS**



# THE EVOLUTION OF OUR CAMPAIGN TRACKING

## CURRENT VS. PREVIOUS

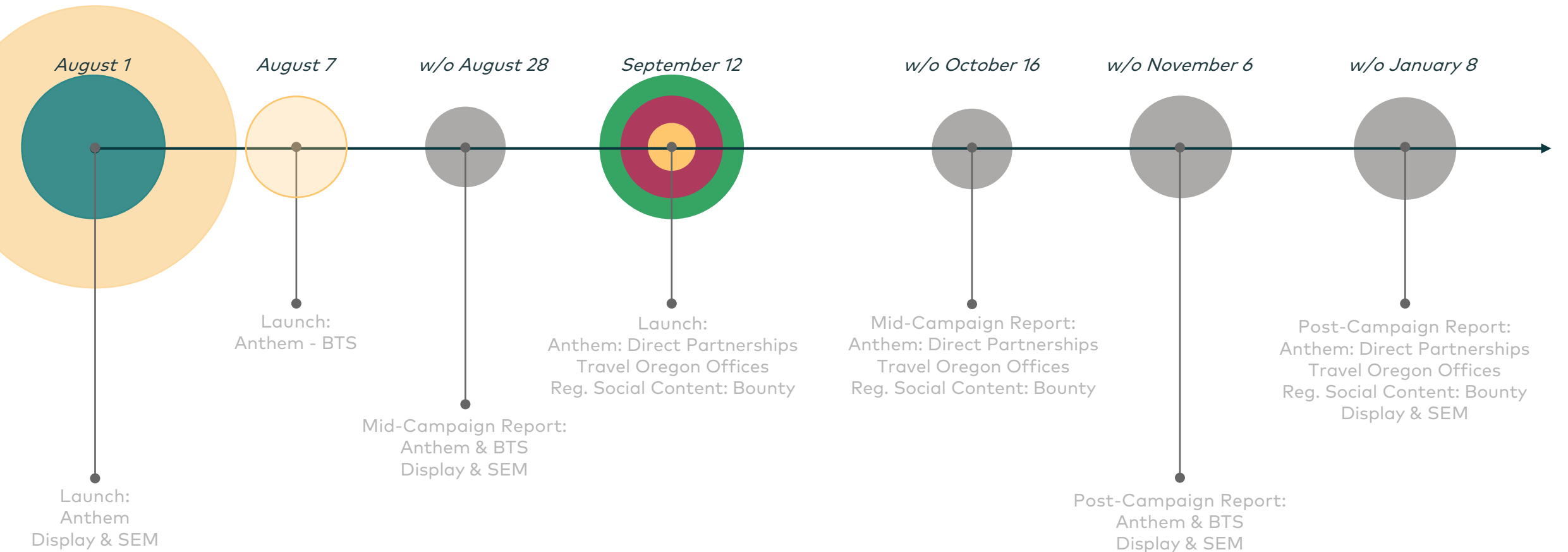
	FY22/23 EisO		FY23/24 TOwTO
<i>Timing Approach</i>	Pulsed	→	Always On
<i>Season/Phase</i>	Summer, Fall, Spring	→	Anthem & BTS, Fall Bounty, Winter, Early Spring, Late Spring
<i>Optimizations</i>	Mid-Campaign	→	Continuous

# CAMPAIGN TRACKING TEAM

## IT TAKES A VILLAGE

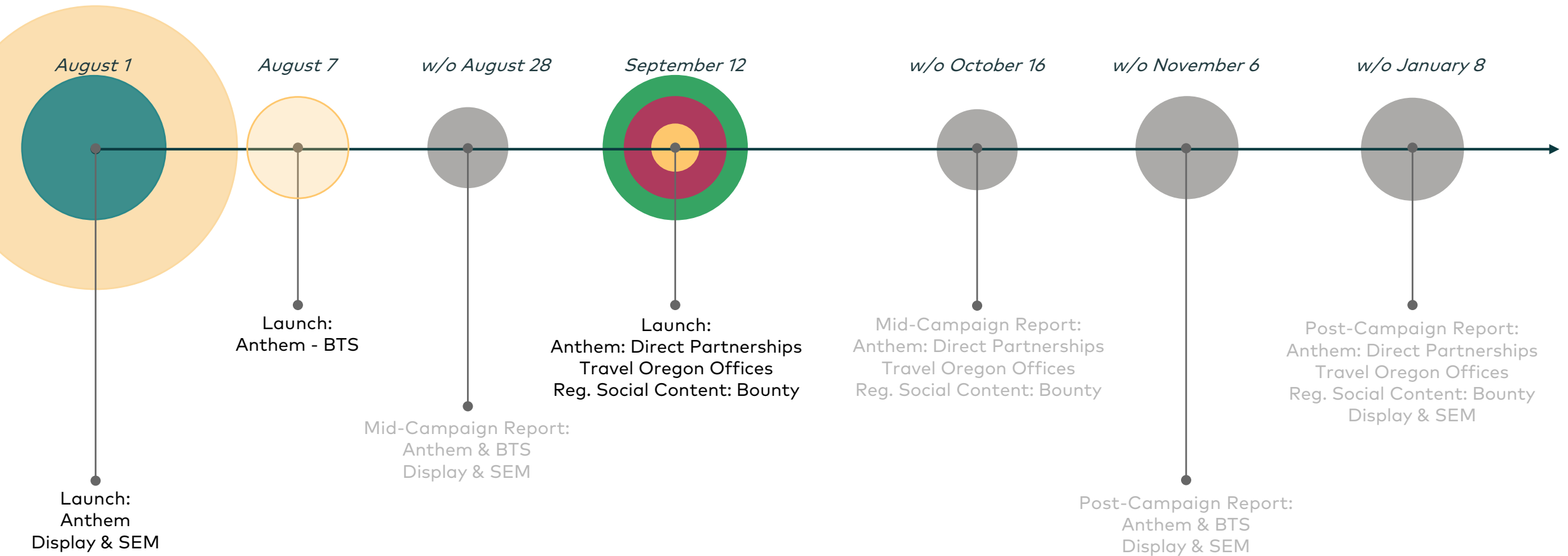
	<p>Wade McCarthy Paid Media Manager</p>	<p>Michael Sturdevant Strategist</p>	<p>Katy Clair Brand Services Director</p>	<p>Ariana Bray-Sweet Platform Analyst</p>
<p>Wieden Kennedy<sup>+</sup></p>	<p>Nathalie Aps Associate Media Planner</p>	<p>Nita Bhojwani Media &amp; Comms Supervisor</p>	<p>Emily Graham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

# CAMPAIGN REPORTING TIMELINE (FIRST HALF OF CAMPAIGN)



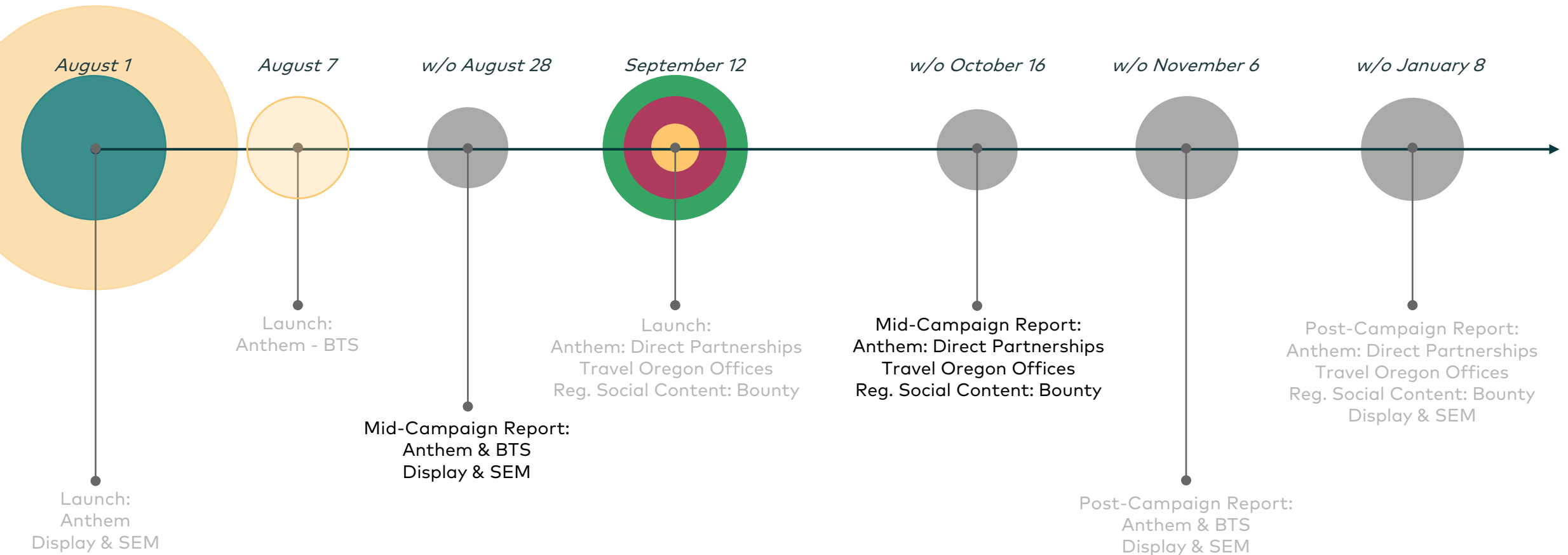
Monthly MVP Dashboard, Weekly Advertising Results Tracker (ART), Daily Google Analytics (GA4)

# CAMPAIGN REPORTING TIMELINE (FIRST HALF OF CAMPAIGN)



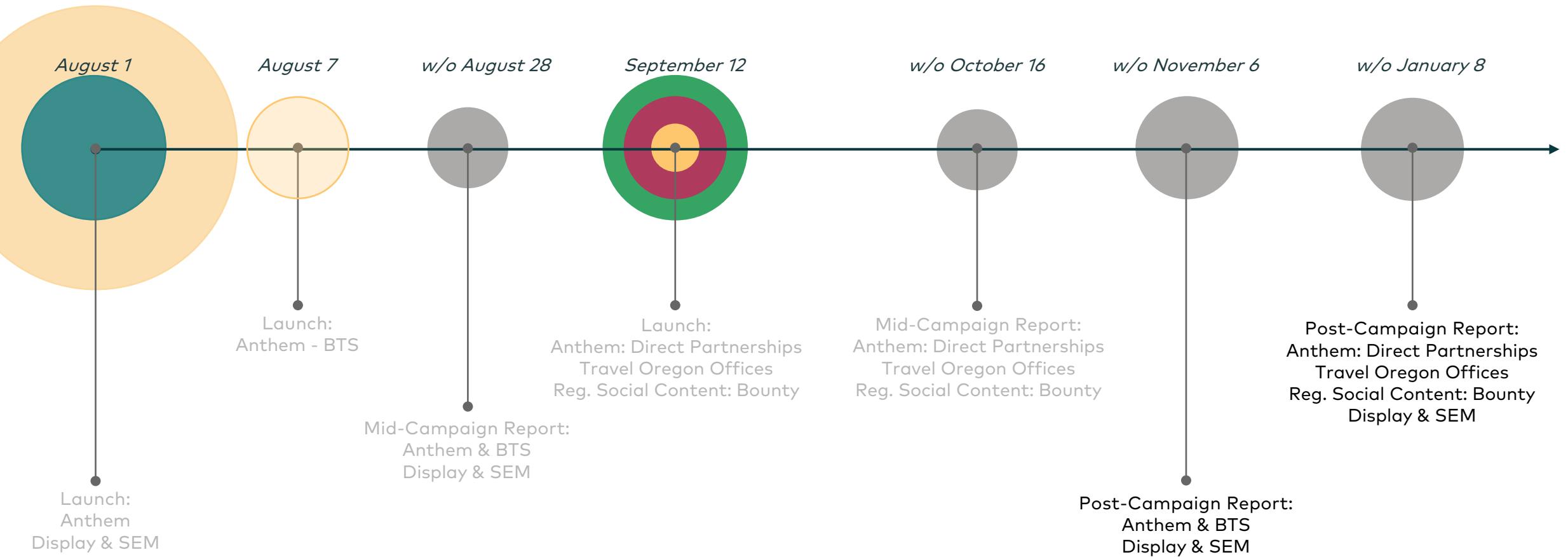
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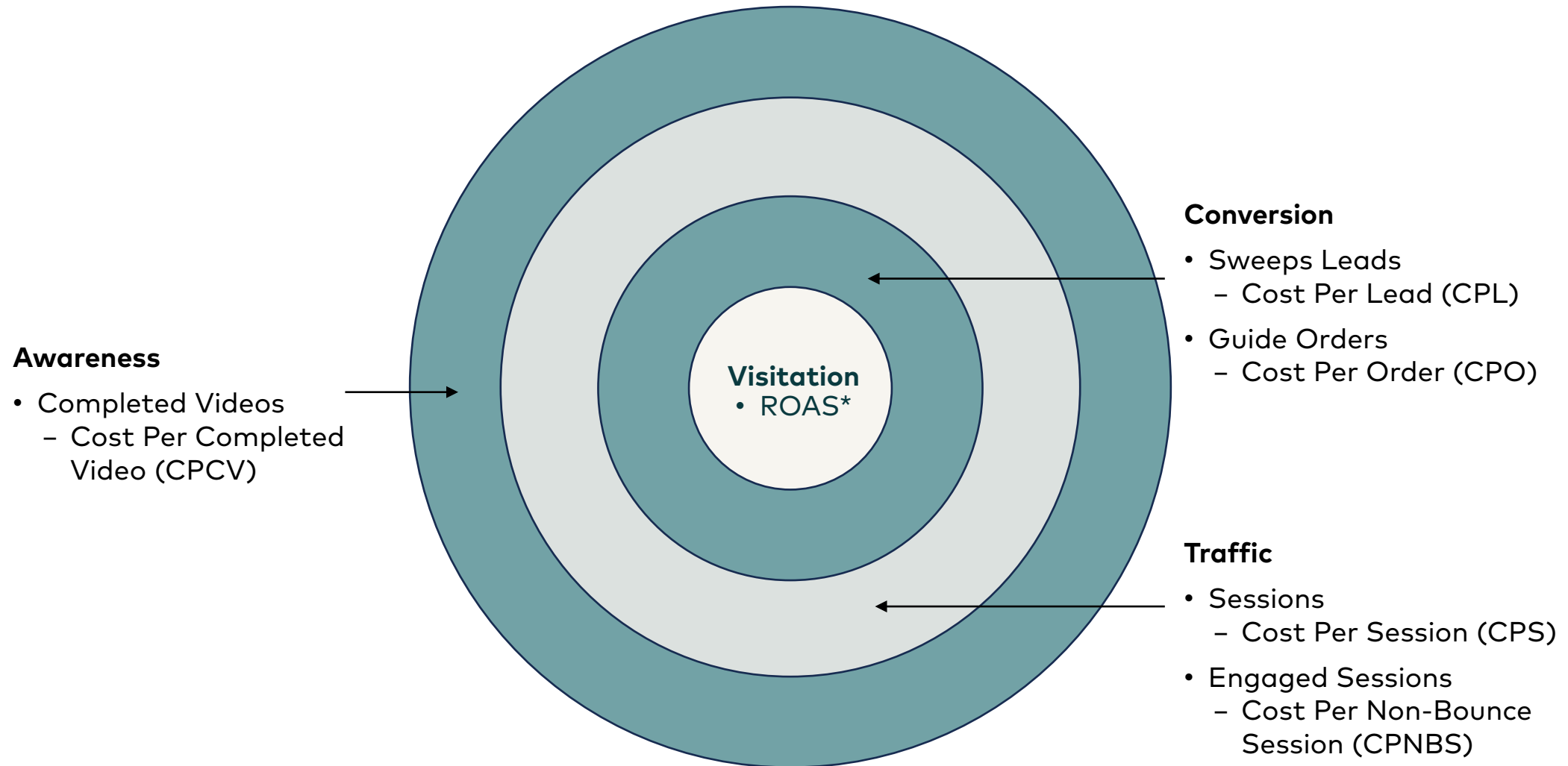
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# WHAT WE'RE MEASURING





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

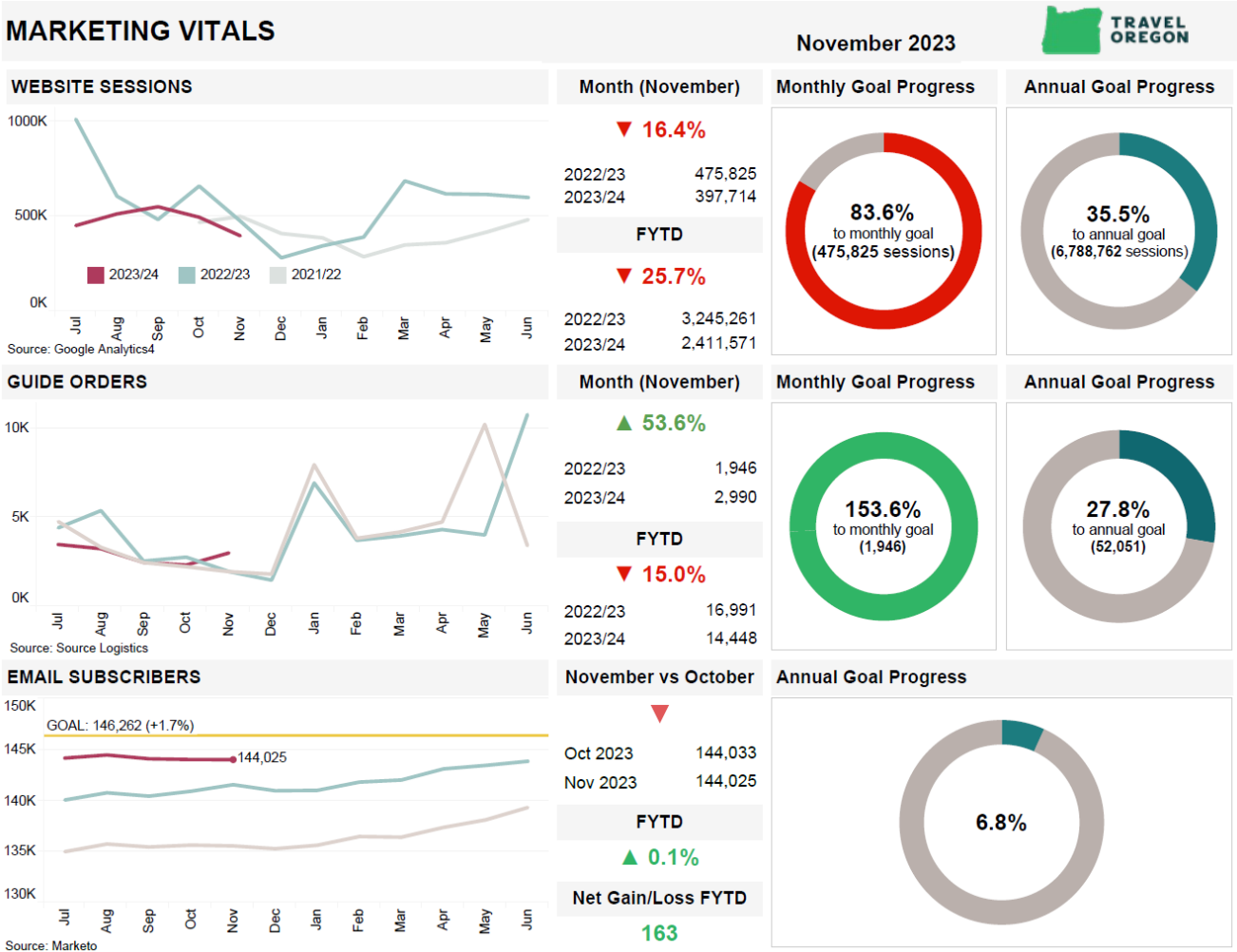


\*ROAS = Return On Ad Spend

# WHAT HAVE WE LEARNED FROM THIS CONSTANT MONITORING?

# MARKETING VITALS (MVP) DASHBOARD

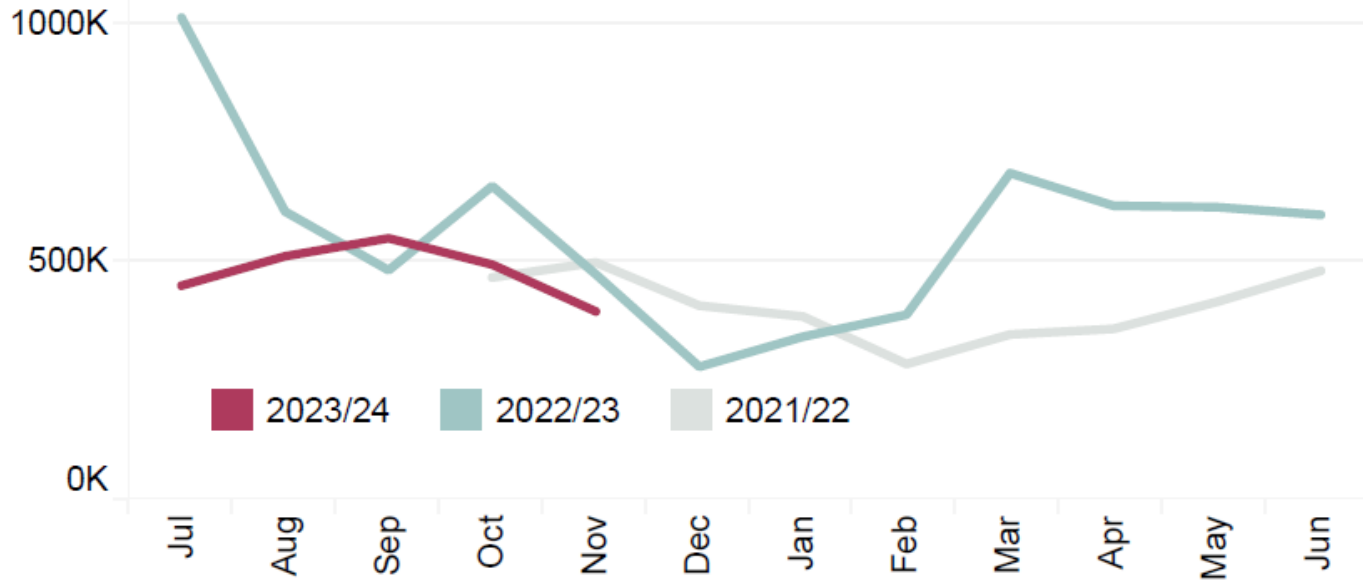
## NOVEMBER 2023



# MARKETING VITALS (MVP) DASHBOARD

## YEAR-OVER-YEAR GAP IN TO.COM SESSIONS

### WEBSITE SESSIONS



### Month (November)

▼ **16.4%**

2022/23	475,825
2023/24	397,714

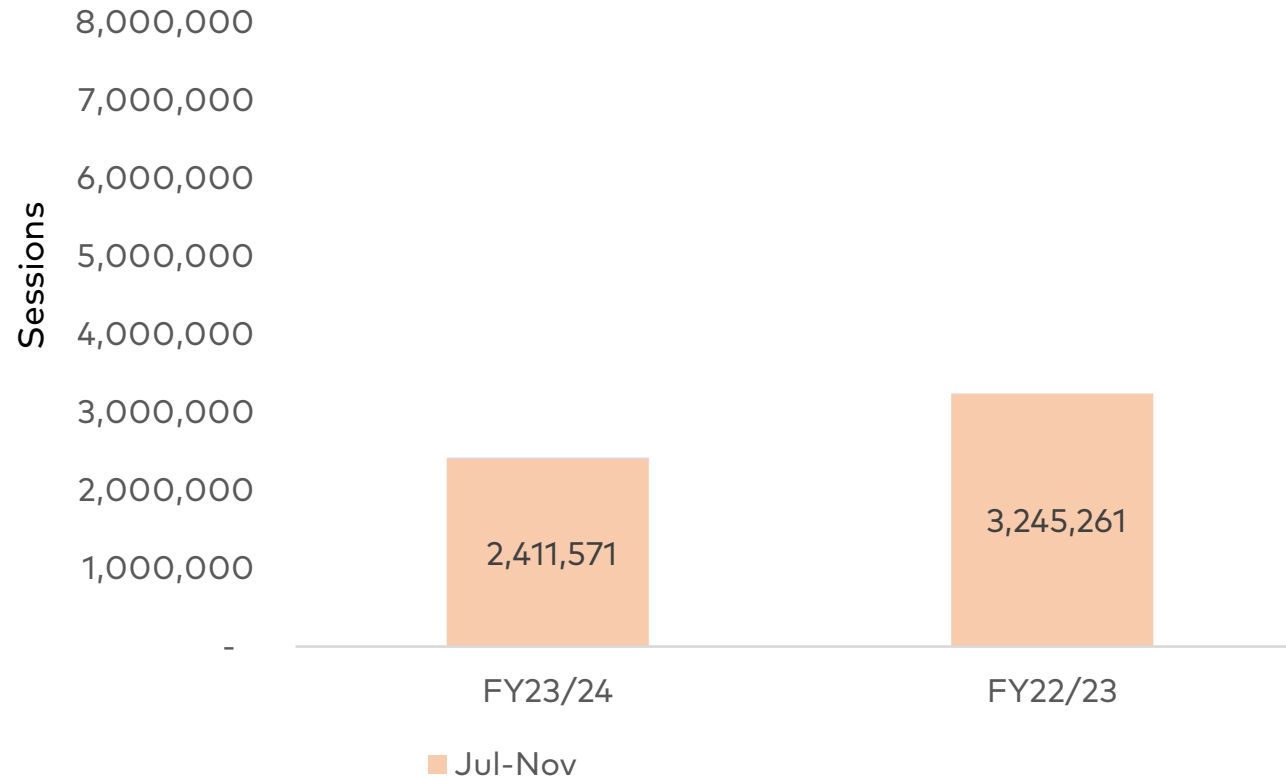
### FYTD

▼ **25.7%**

2022/23	3,245,261	} Down <b>833,690</b> Sessions
2023/24	2,411,571	

# YEAR-OVER-YEAR GAP IN TO.COM SESSIONS

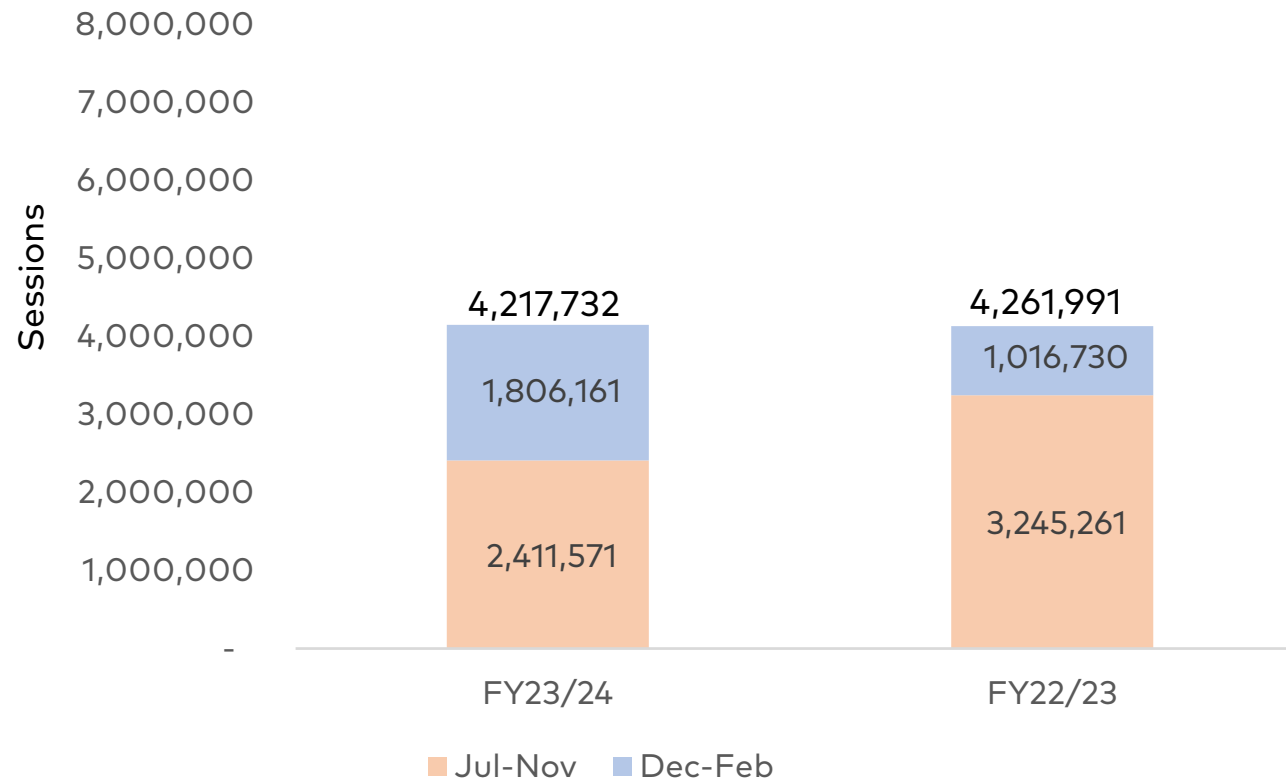
## CLOSING THE GAP



Down **833,690** Sessions

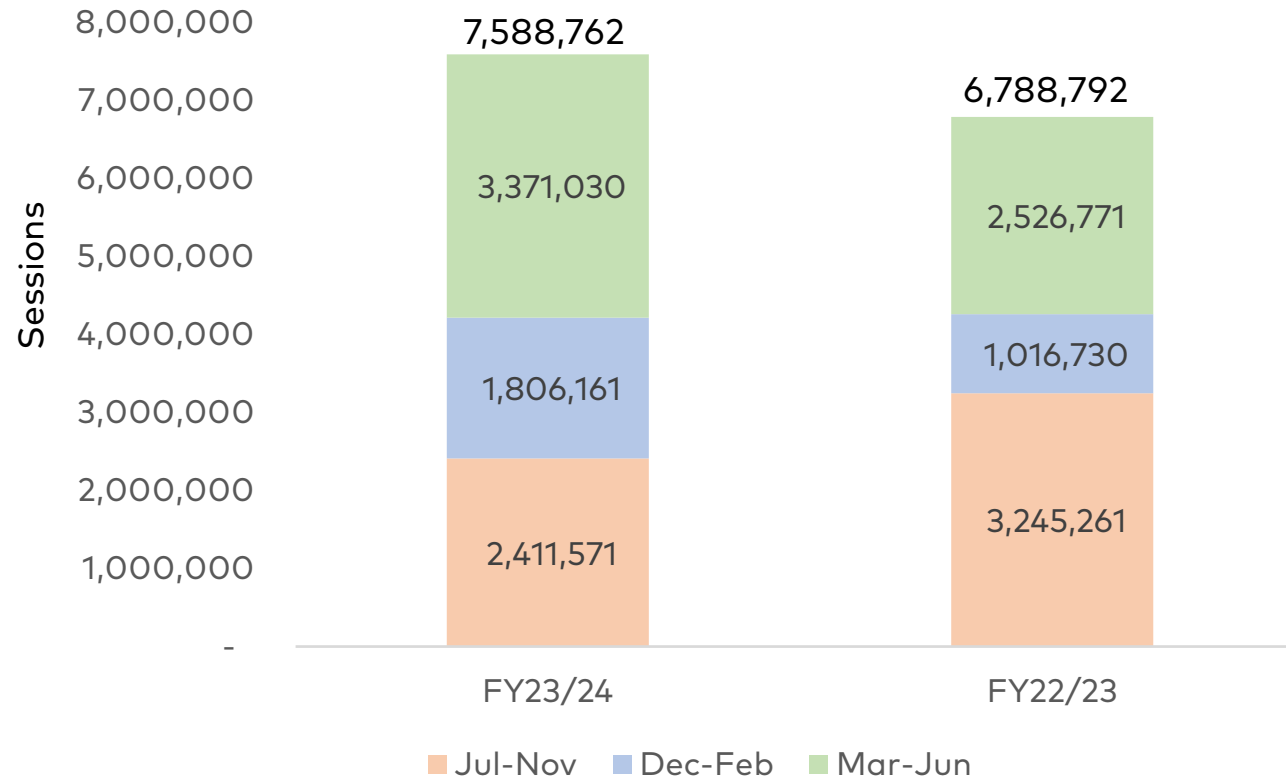
# YEAR-OVER-YEAR GAP IN TO.COM SESSIONS

## CLOSING THE GAP



Down **44,259** Sessions

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



Up **800,000** Sessions (est.)

# NATIVE ADVERTISING – TABOOLA TEST & LEARN

Site Sessions : 473,718

Cost Per Non-Bounce  
Session (CPNBS): \$3.40

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

taboola Feed



**This Winter: Get to Know Oregon From Those Who Love It**

Embark on a winter adventure of a lifetime, led by an expert guide.

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[Learn More](#)



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



**Eagles' Brown defends Sirianni, says players to blame**

JEFF KERR • 1 MIN READ



**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



**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

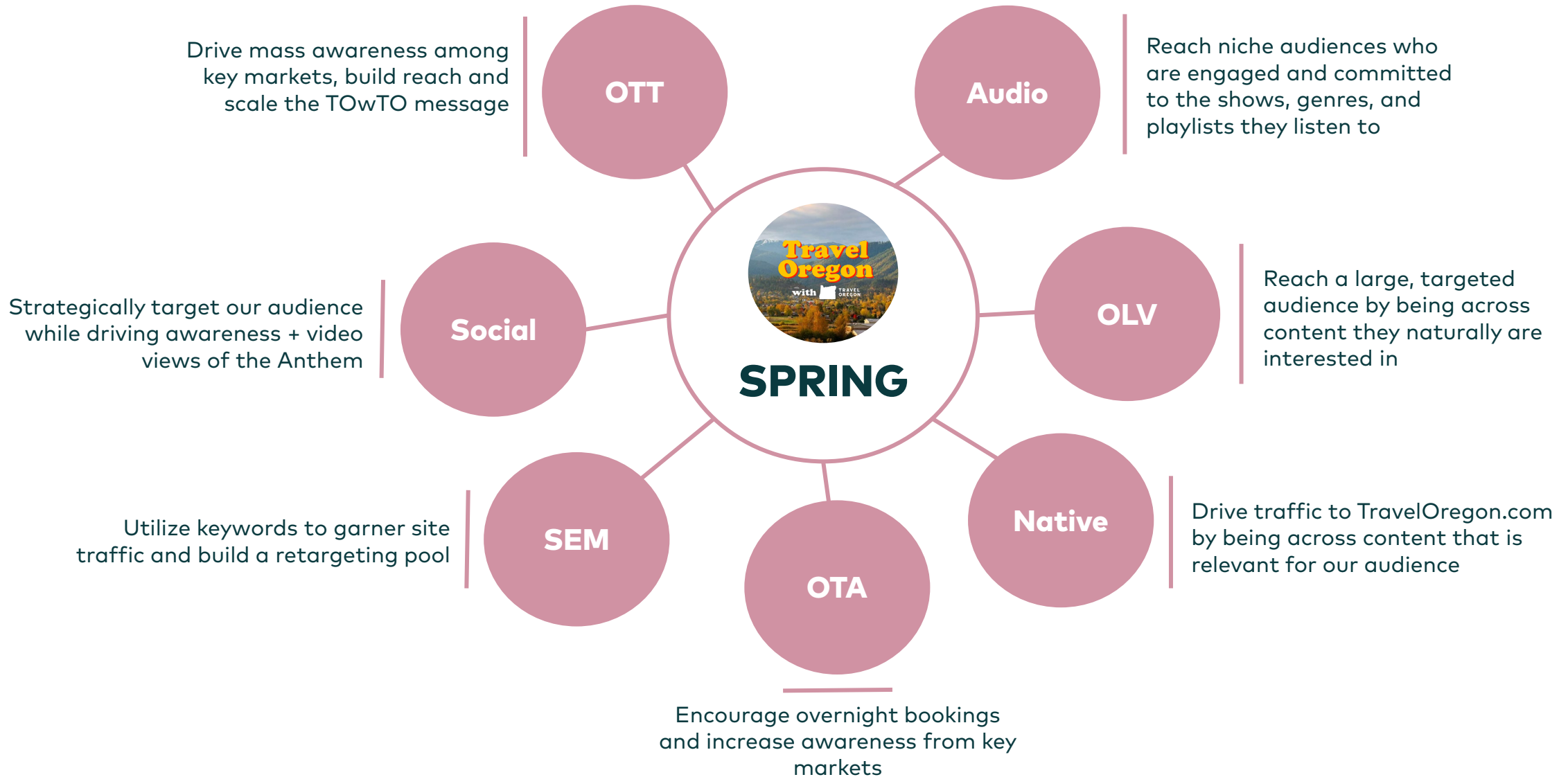
**Primary Markets:** Oregon, Seattle, Spokane, Boise, San Francisco, Los Angeles

**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

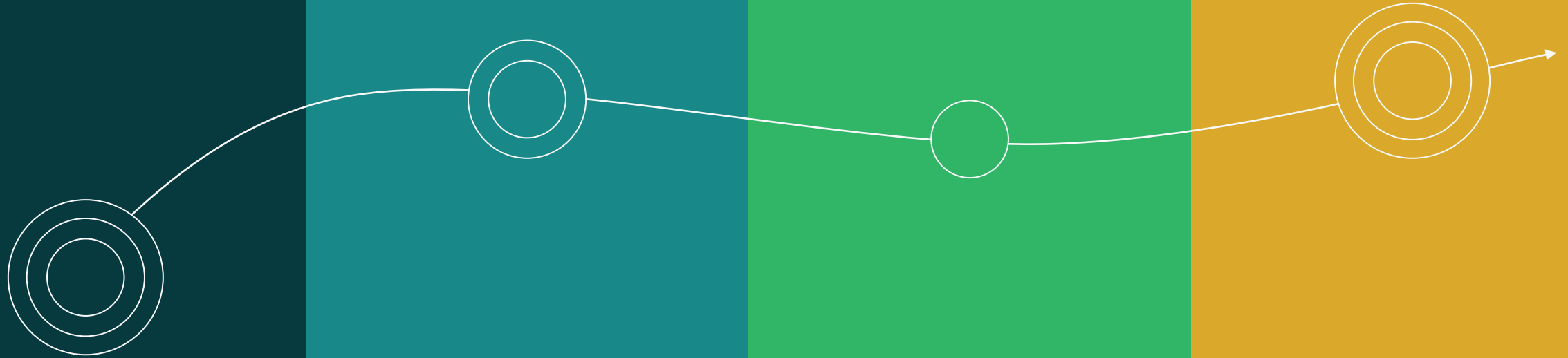
### *SUSTAIN*

*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.*



A wide-angle landscape photograph showing a paved road with double yellow lines curving through a rocky, scrubby hillside. Three cyclists are riding on the road. In the background, there are blue mountains, some with snow, under a blue sky with light clouds. The foreground has some bare, light-colored branches.

**Thank You**