

# Travel Oregon

with  TRAVEL OREGON



# SUMMER PORTLAND PARAMETERS

**Flight Dates: 9/16/2024–11/30/2024**

## **Key Target: Immersive Guest**

- A25–64, Sustainably Focused, Seeks Travel Activities/Beer or Wine Consumers
- BIPOC 25–64, Sustainably Focused, Seeks Travel Activities/Beer or Wine Consumers

## **Markets\***

- **Green:** Bend, Eugene, Portland, Seattle, Spokane, Medford–Klamath Falls, Yakima, Boise, Chico–Redding, Eureka, and Vancouver B.C.
- **Blue:** San Francisco, Sacramento, Phoenix, Reno, Denver, San Jose, Twin Falls, Billings, and Las Vegas
- **Orange:** Honolulu, San Diego, Fresno, Monterey–Salinas, and Los Angeles

*\*Market inclusion will vary by channel*

# OUR MEDIA APPROACH EVOLUTION

## FY'24 STRATEGY

### MARKETS

Selected top performing DMAs based on campaign results, website results and client direction

### MEDIA PARTNERS

Test partners across each channel to understand where efficiencies lie for each KPI

### REPORTING

Introduce a more regular reporting cadence inclusive of insights and optimizations on a more-frequent basis; combining campaign findings across IAT media plans



## FY'25 STRATEGY

### MARKETS

Group markets into clusters based on reach and frequency goals that have allocated budget percentages, expanding the TO message into new DMAs

### MEDIA PARTNERS

Utilize fewer, stronger partners that reach media goals; test new tactics among tried and true partners to generate better performance

### REPORTING

Cohesive IAT mid-campaign and post-campaign reporting will remain; Pushing partners for transparent reporting, prioritize IP reporting, inclusion of BLS where applicable

# NEW MARKET STRATEGY

To see the same amount of lift, different geographic markets require different exposure when it comes to reach and frequency. Therefore, the new markets were chosen based on Trips per Capita and grouped into 3 buckets: "Most Familiar" (Green); "Familiar" (Blue); "Less Familiar" (Orange)

15.2%

Prioritize reach with low frequency caps

**Most Familiar:**

Bend, Eugene, Portland, Seattle, Spokane, Medford-Klamath Falls, Yakima, Boise, Chico-Redding, Eureka, and Vancouver B.C.

37.8%

Focus on higher frequency caps than the Green Markets but less than Orange Markets

**Familiar:**

San Francisco, Sacramento, Phoenix, Reno, Denver, San Jose, Twin Falls, Billings, and Las Vegas

47%

Apply Highest frequency cap to de-prioritize reach

**Less Familiar:**

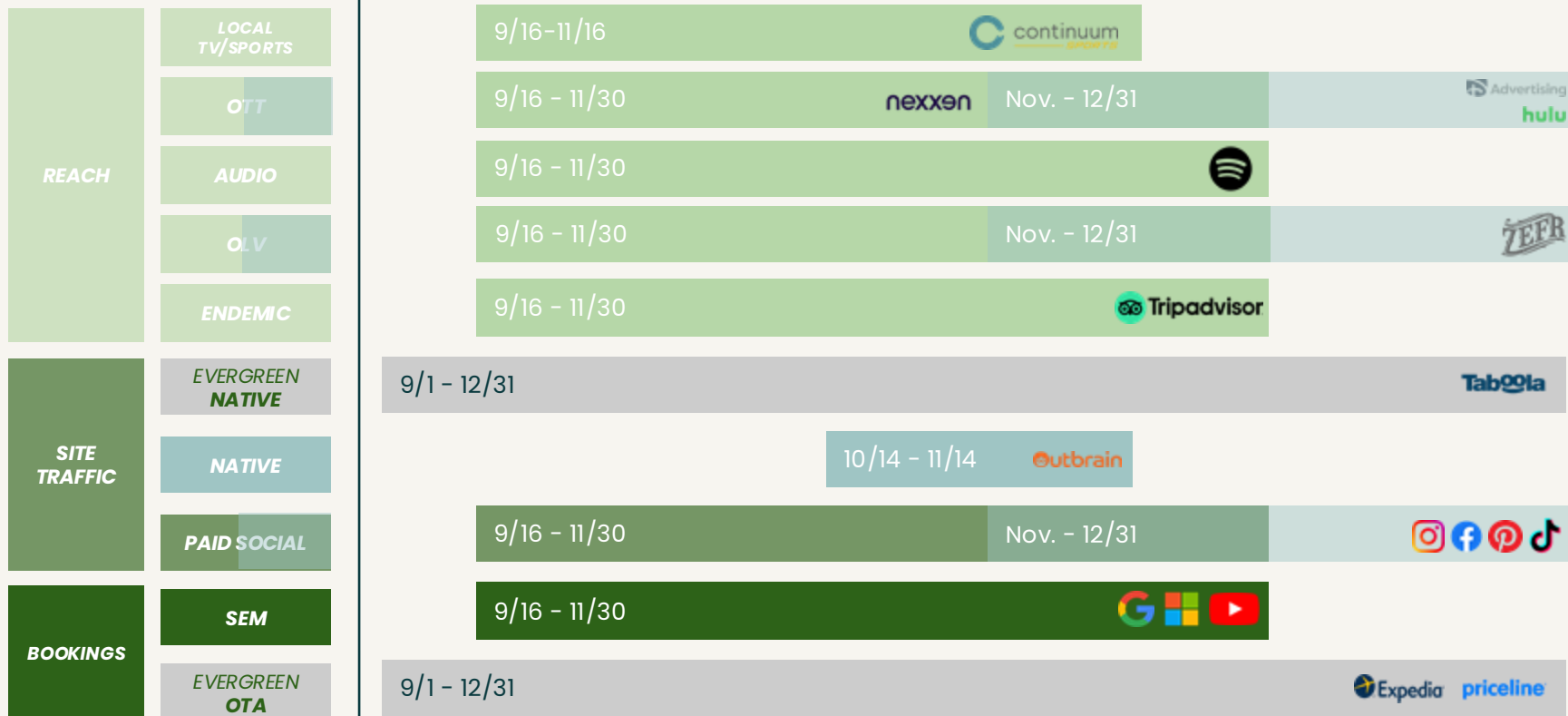
Honolulu, San Diego, Fresno, Monterey-Salinas, and Los Angeles

# SUMMER PORTLAND & FALL BOUNTY FLOWCHART

9/16 - 11/30

Nov - 12/31

GOAL	CHANNEL	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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An aerial photograph of a dense, lush green forest. A narrow, winding dirt road or path cuts through the trees, starting from the bottom left and curving towards the top right. The trees are a mix of various shades of green, suggesting a diverse forest. The overall scene is peaceful and natural.

**THANK YOU**