

TRAVEL **OREGON**

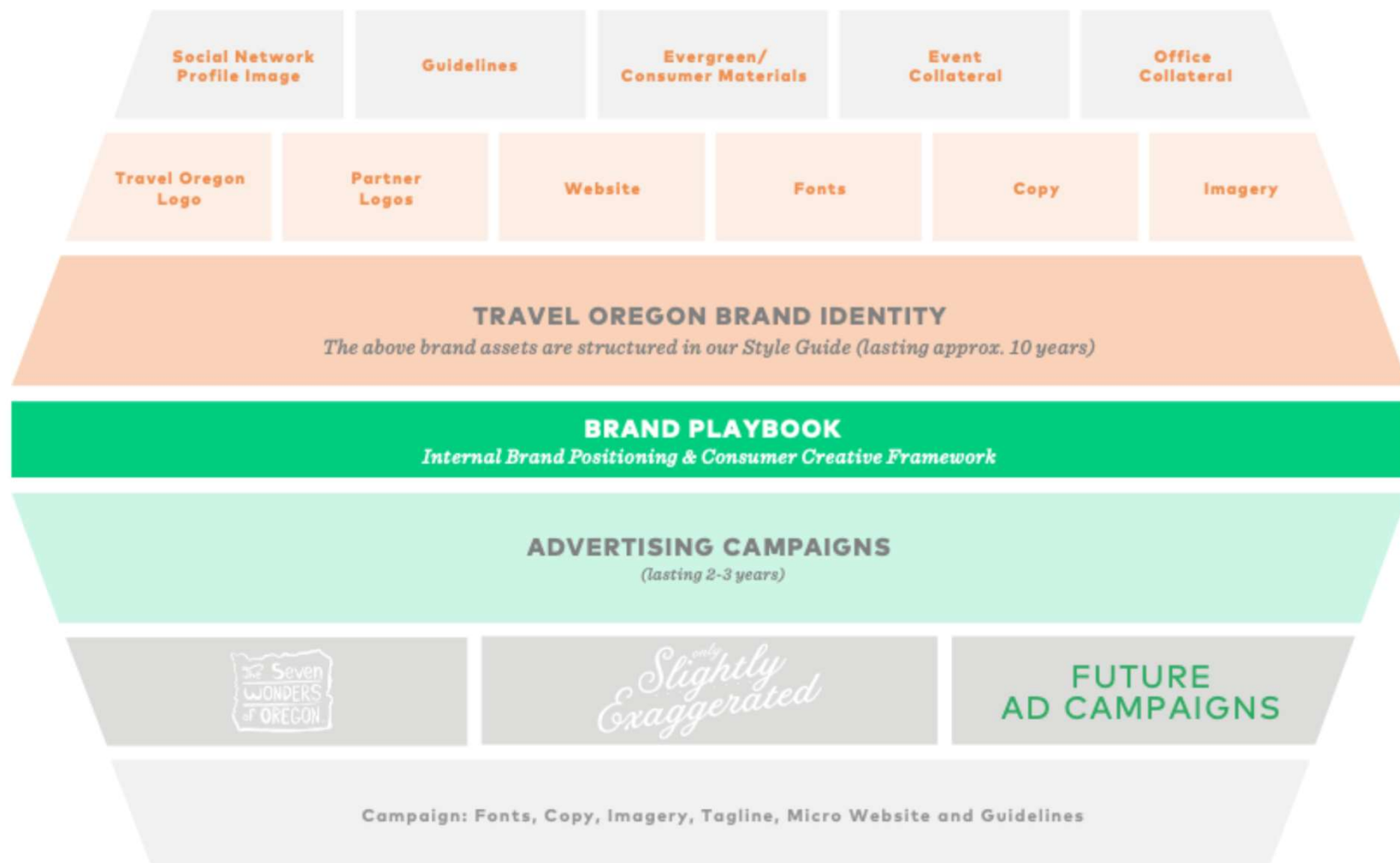
ADVERTISING UPDATE

6.10.25

**BEFORE WE GET GOING,
LET'S
REGROUND**

Our brand is our foundation.

It has immediate recognition through tone, look and feel that creates a connection with our consumer audience.



Paid advertising gives our brand exposure.

If you build it, they won't come unless you pay.
To gain exposure of Travel Oregon assets we have
always on and campaign advertising 365 days a year.



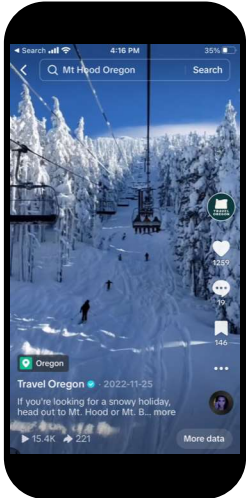
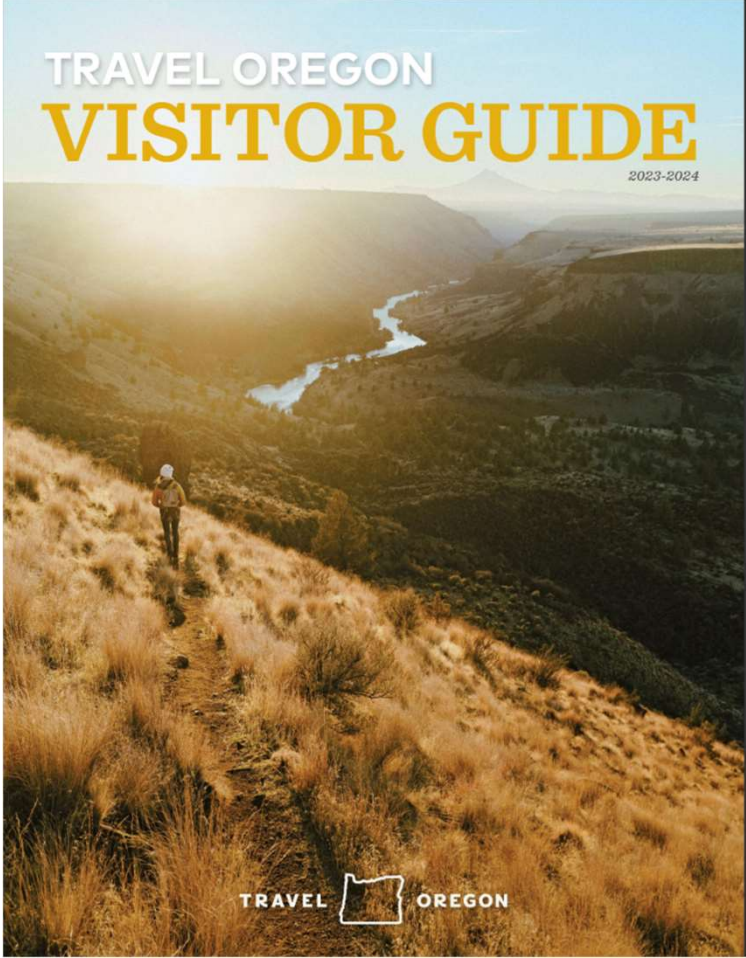
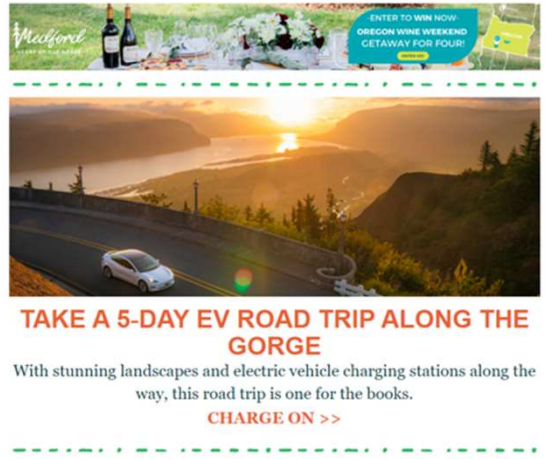
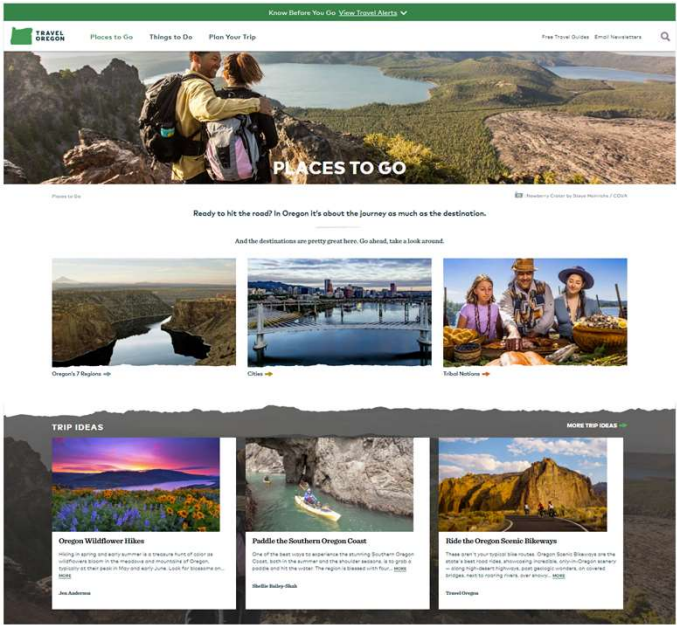
Travel Oregon

with  TRAVEL
OREGON

All paid efforts drive to Travel Oregon owned channels*.

Through owned content we drive reliability, trust and expertise creating brand followers that turn to Travel Oregon for trip planning without advertising.

*or influenced



HOW WE MARKET OVERVIEW

BRAND AWARENESS

Drive awareness and association of Travel Oregon as a resource to Travelers

PAID ADVERTISING

Take action! Click, subscribe, comment, book on a Travel Oregon or Travel Oregon influenced platform

OWNED CONTENT

Capture interest and intent, driving trust and follows on Travel Owned platforms

WHERE HAVE WE BEEN?

Travel Oregon

with  TRAVEL OREGON



**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 our 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.

Platform

TRAVEL OREGON WITH TRAVEL OREGON 2024-2025

Brand
Role

Positioning Travel Oregon as an indispensable resource by guiding travelers through our NW Wonderland

Creative
Approach

Celebrating what makes this place this place by spotlighting the Oregonian's who have the guts to go for it.

Seasonal
Pulse

Summer:
Portland

Fall:
Bounty

Winter:
Heads in Beds
(Lodging)

Spring:
**Responsible
Recreation**

Campaign
Lens

**Try Something
Portland**

**Try Something
Oregon**

**Try Something
Oregon**

**Try Something
Oregon**

Messaging
Focus

**Unique Experiences
created by a city that
has the guts
to go for it.**

**Unique Food and
Wine Culture
created by
restaurateurs and
vintners that have
the guts to go for it.**

**Unique Lodging
crafted by
Oregonians who
had the guts to go
for it.**

**Unique sustainable
travel experiences
pioneered by
Oregonians with
the guts to go for it.**

Regions

Portland

***Willamette Valley
Southern Oregon***

***Eastern Oregon
Hood / Gorge***

***The Coast,
Central Oregon***

Baseline
Assets

**(3x) :15s
Social Guide Series
Digital Assets**

**(2x) :15s
Social Guide Series
Digital Assets**

**Social Guide series
Digital Assets**

**(2X) :15s
Social Guide Series
Digital Assets**

RESULTS

TOWTO Campaign Results

- Over 120M Video Completes (+35% YoY)
- Over 857K site sessions

Always On (Evergreen)

- Over 2.6M site sessions
- Over 1.6B Impressions

Awareness – Social Media

- Over 256M Impressions

Travel Oregon Visitors Guide

- +24% YoY (through April)

Travel Oregon E-newsletter subscribers

- +4.5% YoY (through April)

Awareness – OTAs

- Over 44M Impressions
- ROAS 101.95:1

WHAT'S NEXT?

We've made some big shifts.

1-2 Pulses  **Always On**

And a brand architecture was needed to accommodate a variety of the state's needs.

(Economic Recovery, Responsible Recreation, Stewardship)

BRAND IDEA

How We Show Up in the World
(Our North Star & Filter)

Guiding travelers through our Northwest Wonderland

EQUITIES

What We Offer

Expansive culinary bounty

Seven majestic geographies

A diverse community of guides

tone

How We Sound

LIGHTHEARTED & GRAND | WELCOMING & PROUD

PILLARS

Who We Are

HONEST

Oregonians know who they are and they own it.

ABUNDANT

Oregon's ecological and cultural wealth rivals anyplace on earth.

IMAGINATIVE

Oregonians lead by making their own way.

We landed on a creative platform (*TOwTO*) that was built to address these challenges while also giving the brand an increased role as a “guide.”

TRAVEL.OREGON

Travel Oregon

with



TRAVEL
OREGON



But in short,
it's all gotten **too complicated.**

WHAT ARE WE FACING?

Economic

- Challenging returns to post-COVID #s, specifically Portland
- YOY impacts to paid media and production budgets

Creative Development

- Balancing the need to mass brand awareness and niche topic or product support

Web Traffic & Consumer Habits

- Zero-Click Search & AI
- Youth and changing search platforms

HOW WE WILL MARKET DIRECTION

Biennial Budget:

- Media: \$11.6M
 - \$5M Always-On Paid Media
 - \$6.6M Brand Campaign
- Production: 3M

Strategic Vision KPIs:

- Economic Impact including visitor spend, and tax revenue

Timing:

- Always-On Paid Media – July 1 – June 30
- Brand Campaign – Spring 2026

Goals:

- Always-On Paid Media –
 - Drive overnight bookings
 - Brand Awareness through seasonally relevant creative
 - Niche product or program marketing opportunities through rotated in creative
- Brand Campaign –
 - Brand awareness
 - Overnight bookings

HOW WE WILL MARKET OVERVIEW FY26

July 2025

June 2026

**WHEEL THE
WORLD**

BRAND CAMPAIGN

ALWAYS ON ADVERTISING (Native, Search, OTA)

ALWAYS ON PAID SOCIAL (Facebook, IG, TT, Pinterest)

HOW WE WILL MARKET ALWAYS ON **FPO**

July

June

SEASONAL CONTENT

SUMMER

FALL

WINTER

SPRING

NICHE CONTENT

ACCESSIBILITY

FOOD TRAILS

RESPONSIBLE REC

DARK SKIES

TRIBAL

SKI

WINE

Thank you

