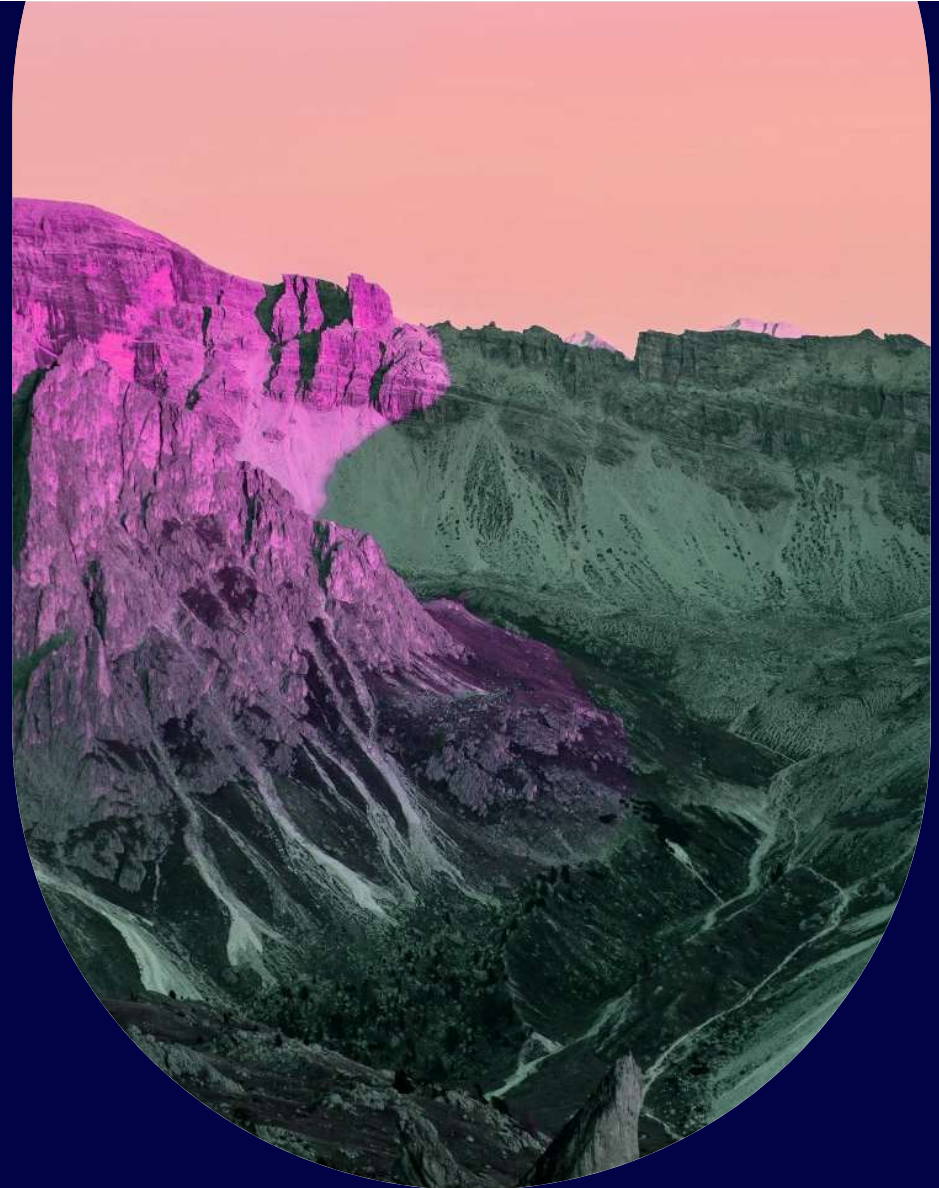




Travel Oregon Co-op campaigns

Oregon State Seasonal Co-op FY 26

9 . 8 . 2 0 2 5



Thank You

Thank you for the opportunity to share our Oregon State Seasonal Co-op Campaign FY 26 proposal. Expedia Group Advertising is proud to support Travel Oregon and its DMO partners with a turnkey, data-driven campaign that reaches high-intent travelers at the moment of inspiration. Our platform offers unmatched visibility, seamless integration, and measurable results—empowering destinations across Travel Oregon to shine.

With flexible participation tiers, minimal creative requirements, and detailed end-of-campaign reporting, this program is designed to maximize impact while minimizing lift. We look forward to collaborating with you to drive meaningful travel to every corner throughout Oregon.

Let's inspire the next great Oregon adventure—together.

-Charise

Solutions

Co-op campaigns

Collaborative advertising efforts among complementary, travel-focused brands



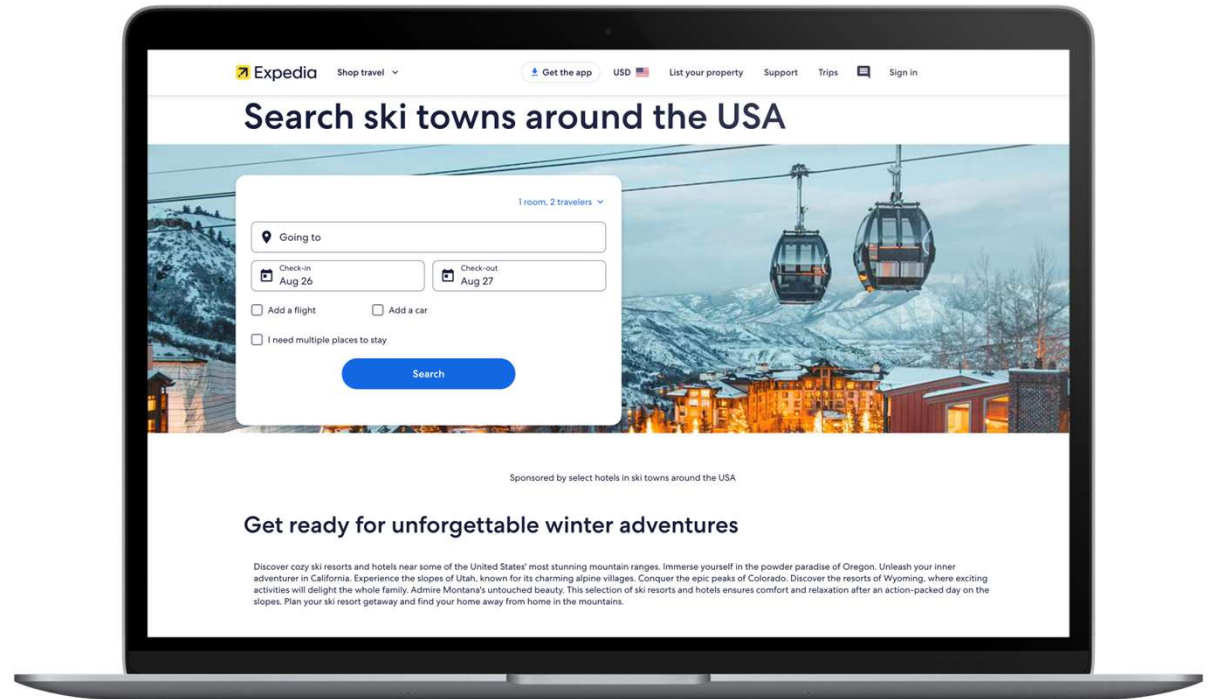
Build awareness with increased reach



Showcase “full package” experiences



Collaborate your way



Co-op Campaigns

Build awareness with increased reach



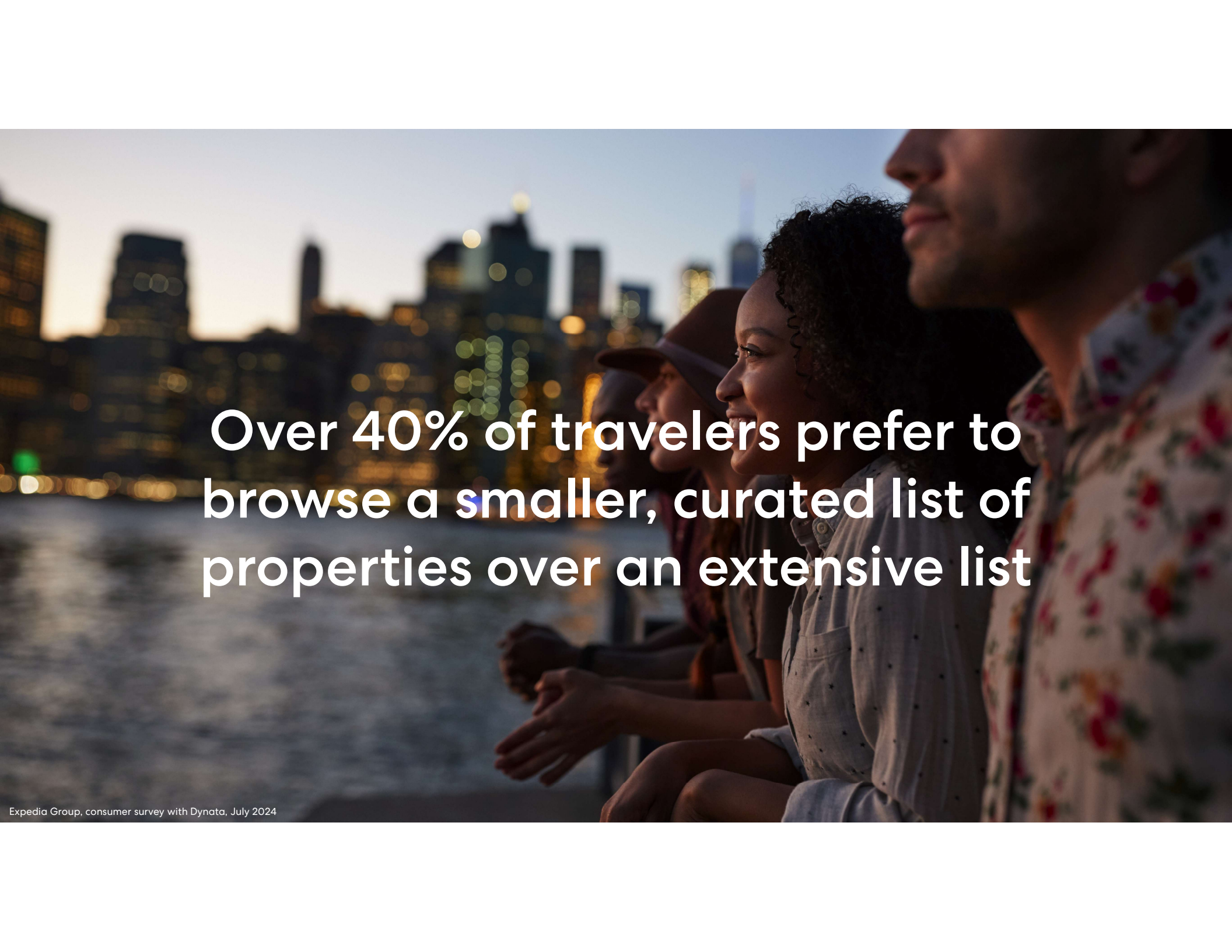
Capture demand from travelers searching for your market *and* competing markets with strategically placed ads and customized audience targeting



Make a bigger impression by partnering with fellow travel-focused brands to earn additional exposure



Influence traveler booking decisions across the entire trip planning journey, from awareness to conversion

A group of people are sitting on a waterfront at dusk, looking out at a city skyline with bokeh lights. The text is overlaid on the image.

Over 40% of travelers prefer to
browse a smaller, curated list of
properties over an extensive list

Oregon State Seasonal Co-op FY 25-26

Travel Oregon Co-Op

Dates:

Spring (Apr-Jun), Summer (Jul-Sep), Fall (Oct-Dec),
Winter (Jan-Mar)

Featured Tier: \$25,000 (7 available spots)
Sponsored by Travel Oregon

Sign up deadline: 1-month before start

Strategic
Targeting

OR Intender Re-targeting and Competitive
Conquesting surrounding cities and states
with onsite IAB and Native Display Banners.

Engaging
Landing Pages

Dedicated landing pages by DMO (**Oregon,
Tualatin Valley, Salem, etc.**) to specifically
highlight the different markets across Oregon.

Turn-Key
Solution

Our team manages the overarching campaign
creative, coordinates participation across partners
(requiring only a single image and brief copy to
participate), and proactively optimizes to drive the
strongest results.

Reporting
Capabilities

Campaign conversion reporting provided at
the end of the campaign for each DMO
participant.

Flexible campaign options



Travel Oregon (or Expedia Group) is responsible for the hero image and initial landing page content.

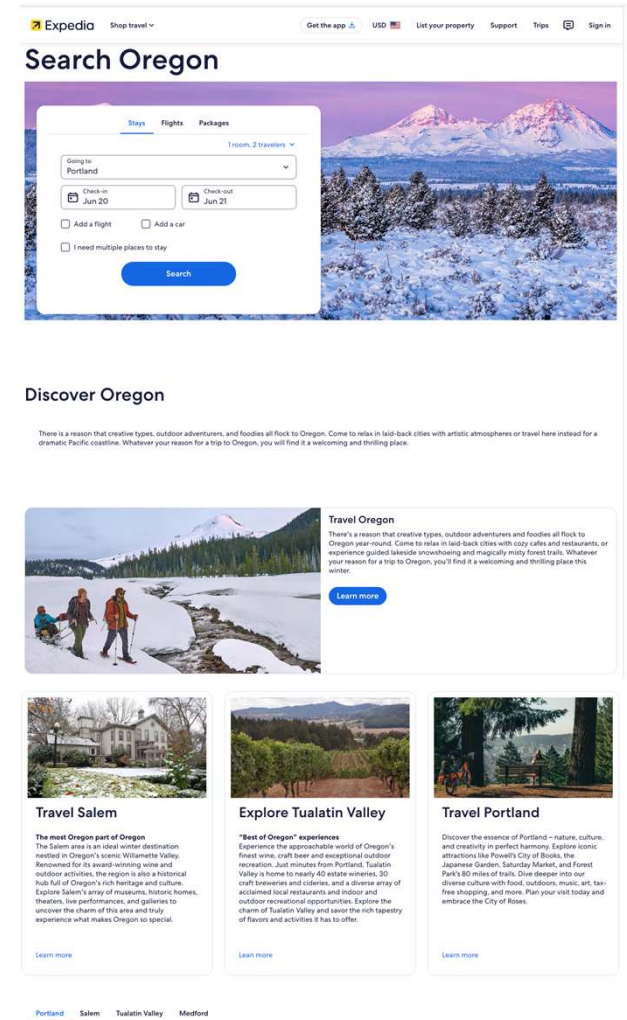


Featured Tier - \$5,000

Prominent placement just below hero image

- Custom copy aimed at educating travelers about your destination and unique selling points
- *Only 7 spots available*

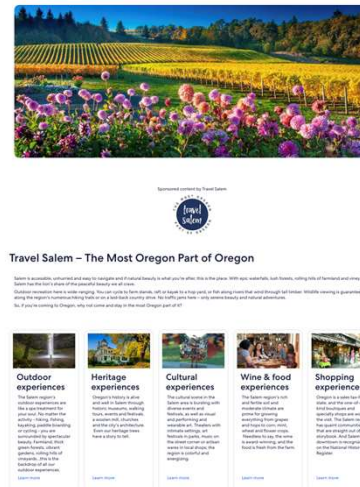
Each participant has a call-to-action button linking to their DMO site or an Expedia Hotel Results Page



Co-op Traveler Journey



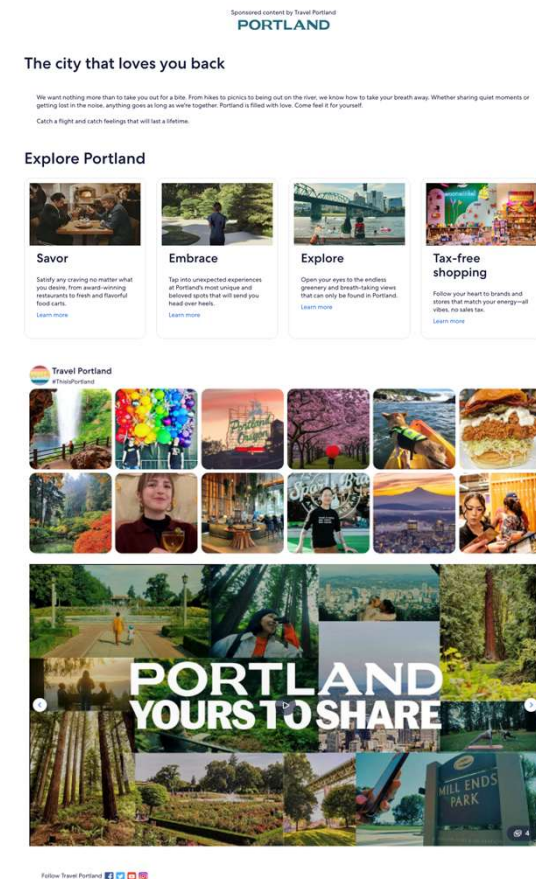
Targeted Media
drives to DMO
Landing Pages



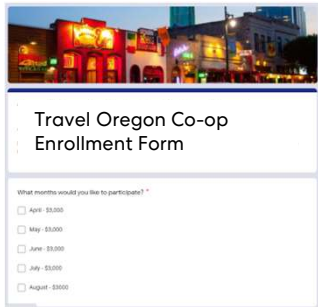
DMO Landing Pages: Each participant
can showcase their destination here*

*Participants only need to provide one image and copy for their
position on the landing page

Landing Pages can
drive back to DMO
website, or directly to
an Expedia Booking
page



Standard Co-Op Participant Steps



Travel Oregon Co-op Enrollment Form

What months would you like to participate? *

☐ April - \$3,000

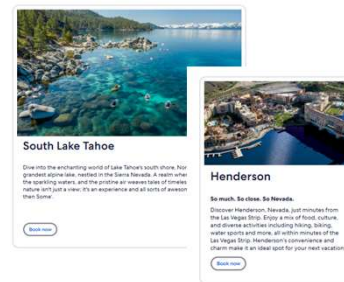
☐ May - \$3,000

☐ June - \$3,000

☐ July - \$3,000

☐ August - \$3,000

Insertion Order
sent over to the client to review and sign



Final Creative Review and Campaign Launch

ts - DMO

	Click Through Attribution (Order as defined)	View Through Attribution (Order as defined)	Leadback (Order)
	100%	100%	0%

Monthly Page N.	Impressions	Clicks	CTR %	Ad Spend	ROAS
March Signed	1,000	1,000	0.11%	\$10.00	12.0
	1,000	1,000	0.11%	\$10.00	12.0

Revenue	Cost	Revenue	Cost	Revenue	Cost
\$1,000	\$100	\$1,000	\$100	\$1,000	\$100
\$1,000	\$100	\$1,000	\$100	\$1,000	\$100

Enrollment Form

completed by DMO participant to select requested tier, billing terms, contact info

Creative Assets Collected

One image size and some creative copy required by each DMO

End of Campaign Reporting

End of Co-op reporting provided to each partner no later than 2 weeks after the campaign has ended

Co-Op Participant End of Campaign Reporting

- Impressions
- Clicks to landing page
- Room nights, LOS, ADR
- ROAS

MediaSolutions Analytics

CO-OP Enhanced Conversion Insights - DMO

Parent IO Number

XXXXXXX

Participant IO Number

XXXXXX

Report Period Start

1/1/2024

Report End Date

12/31/2024

Order KPIs

Participant Vertical	Parent IO Number	Participant IO Number	Participant ..	Opportunity Stage N..	Impressions	Clicks	CTR %	Ad Spend	ROAS
Destination Marketing (D..	523719	XXXXX	DMO X	Campaign Complete	1,801K	1,946	0.11%	\$24.5K	24.5
Grand Total					1,801K	1,946	0.11%	\$24.5K	24.5

DMO Conversion

Line of Business	Parent IO Number	Participant IO Number	Participant Advertiser..	Revenue	Rooms	Room Nights	Travelers	ADR	Air Tickets
Hotel	XXXXXX	XXXXX	DMO X	\$599K	2,511	4,593	4,873	\$130	0
Grand Total				\$599K	2,511	4,593	4,873	\$130	0



Co-op Campaigns

Lean on us

You can inspire the right travelers at the right time with our unmatched combination of creative expertise and deep traveler insights

Let's connect.



Charise Wong

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