



TRAVEL



OREGON

ALWAYS ON ADVERTISING FY'26

12.3.25

Clayton Cotterell

INTRODUCTIONS

ALWAYS ON CAMPAIGN MANAGERS



Kelda Gilbert-Schmidt
Marketing Services Manager



Amy Garay
Content Editor



Wade McCarthy
Paid Media Manager

What We'll Cover

What Do We Mean by "Always On"

MARKETING OBJECTIVES

- + **Ensure that, as a travel destination, Oregon is continuously seen as "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 through promotion of the rich content on TravelOregon.com**
- + **Promote content about areas with the most economic need and avoid overuse of others**

STRATEGIES AT A GLANCE

KEY KPIs

1. Drive site traffic, guide orders, and e-newsletter signups from primary and opportunity markets



Primary: Site Sessions, individual orders and sign ups
Secondary: Cost-per-non-bounce-session (CPNBS)

2. Highlight content that promotes areas with economic need



Primary: Cost-per-completed-view (CPCV), video-completion-rate (VCR)
Secondary: Site Sessions, CPNBS

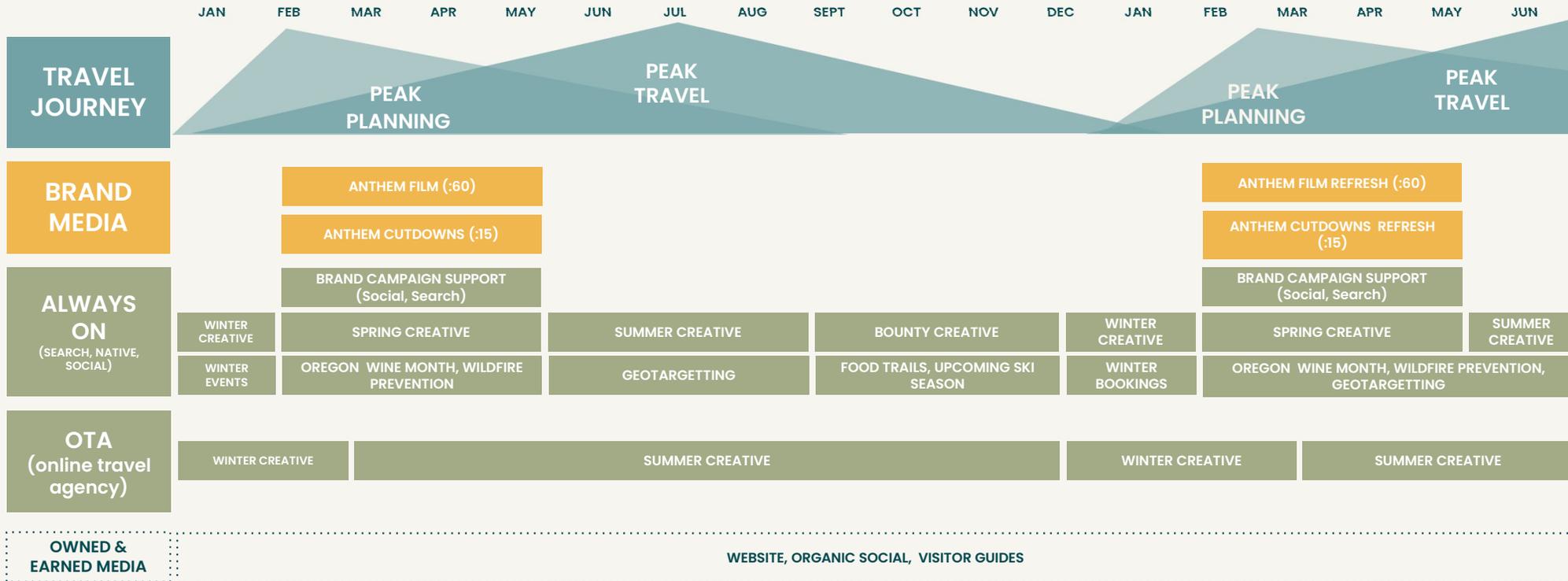
3. Showcase the State in all seasons and regions



Primary: Impressions, cost-per-thousand (CPM)
Secondary: Click-through-rate (CTR), Site Sessions

Brand Campaign in February through May to drive impact during the peak trip planning window.

Always On media captures interest throughout the year.



PROCESS

- PLAN** → **Align themes with brand and seasonal priorities**
- ACTIVATE** → **Launch tailored content across key channels**
- MONITOR** → **Review weekly and monthly performance data**
- OPTIMIZE** → **Adjust creative and spend in real time**

INTEGRATION WITH OWNED CHANNELS

- **Shared content calendar with owned and paid channels**
- **Cross-promotion between organic social, email, and site content**
- **Always On extends reach of owned storytelling**
- **Strengthens consistency across all brand touchpoints**

HOW IT ALL CONNECTS

- **System connects Brand campaigns, Always On, and Owned Channels**
- **Data drives both creative and media decisions**
- **Collaboration ensures flexibility and balance**
- **Supports our partners and strategic vision**



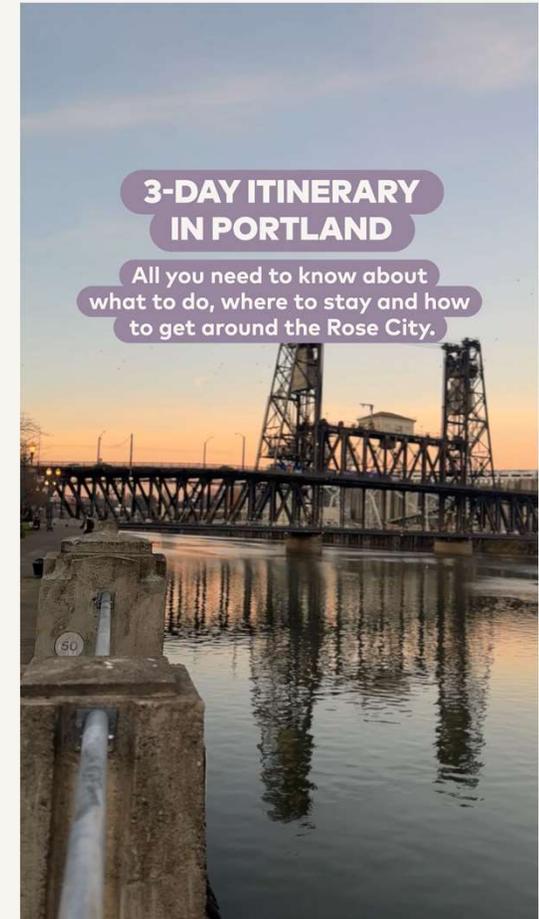
**WHAT PROMOTED
CONTENT LOOKS LIKE**

ALWAYS ON SOCIAL NIMBLE PROGRAM

Always-On model allows for responsive to trends, seasonal shifts and audience interests

Creating new video content year-round with a network of creators across the state

Drive inspiration and travel planning through promoted social content

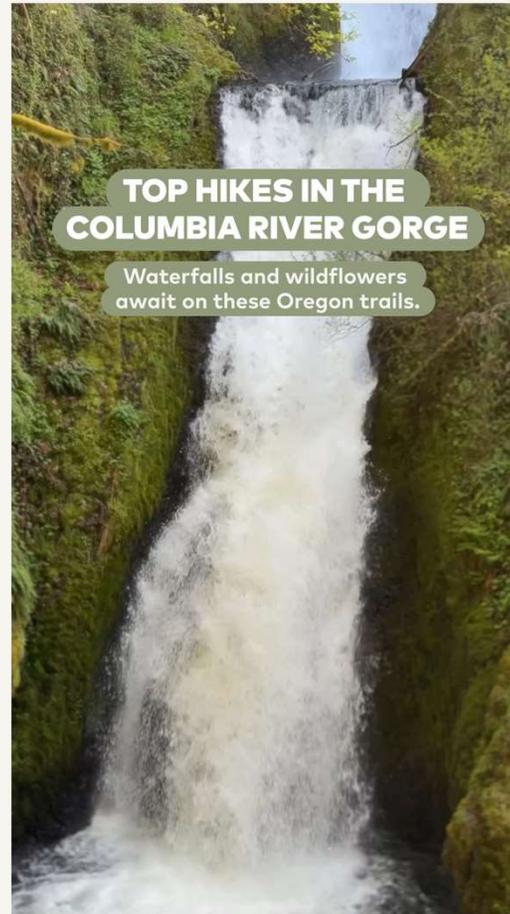


ALWAYS ON SOCIAL CHOOSING CONTENT

Ensuring representation of Oregon's key pillars: outdoor, culinary and cultural experiences

Regional equity amongst all content is a priority

Promoting new editorial and refreshing what we know works

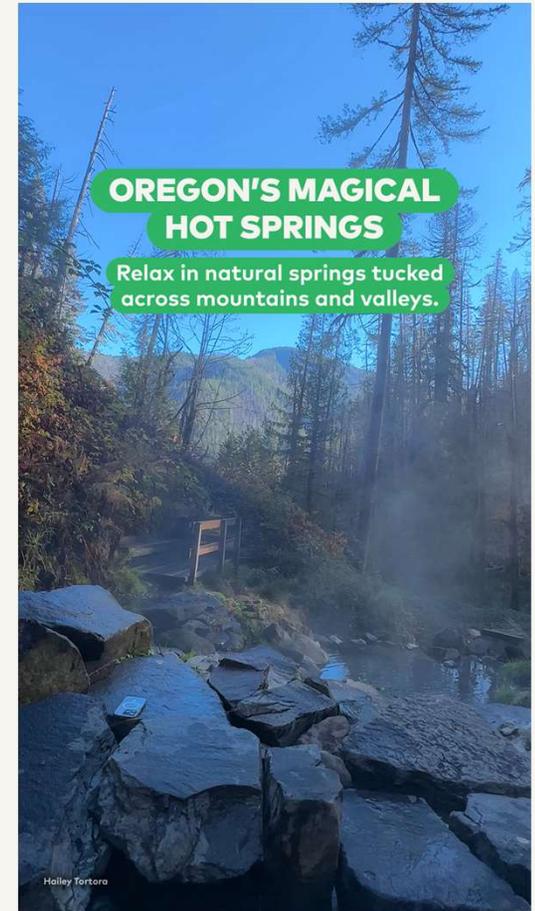


ALWAYS ON SOCIAL DEVELOPMENT NICHEs

Building up our Spanish-language content on social and web

Telling all of Oregon's story through niches – accessibility, LGBT+, BIPOC, wellness and sustainability

Portland remains a priority to help tourism recovery efforts



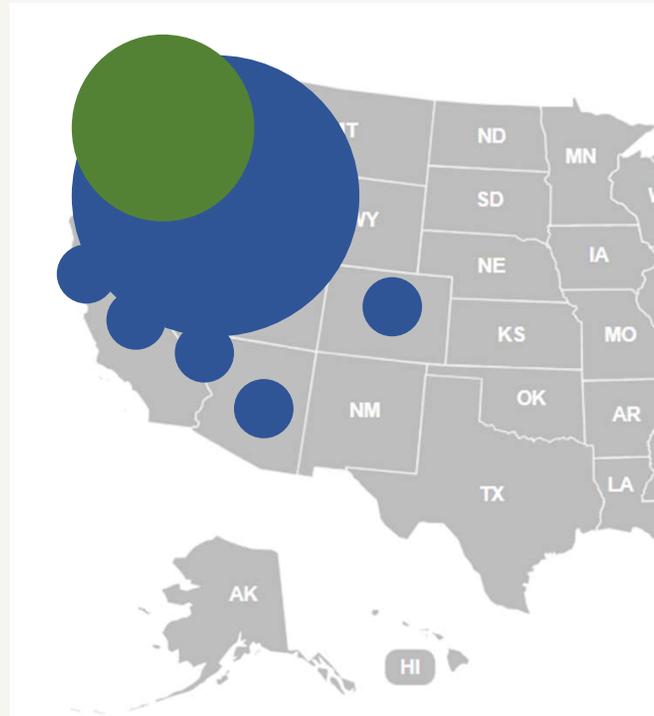
**WHERE ALL THIS
CONTENT GOES**

ALWAYS ON SOCIAL FY26 STRATEGY

4 Campaigns: Green and Blue market groups in English and Spanish

5588 Guide Orders shipped via paid ads 8/8– 10/21

Content varies by marketing group to promote useful content



A screenshot of a Facebook sponsored advertisement for Travel Oregon. The ad features a scenic background image of a forest path with people walking. The text on the ad reads: "Start Dreaming of Your Next Oregon Trip", "Order your FREE travel guide today.", and "Order a Free Travel Oregon Guide". There is a green banner at the bottom with the Travel Oregon logo and a button that says "Order now". The ad also includes the URL "forms.traveloregon.com" and the Travel Oregon logo.

Green: Bend, Eugene, Portland, Seattle, Spokane, Medford-Klamath Falls, Yakima, Boise, Chico-Redding, and Eureka.
Blue: San Francisco, Sacramento, Phoenix, Reno, Denver, Twin Falls, Billings, Fresno, Salt Lake City, and Las Vegas

ALWAYS ON SEARCH FY26 STRATEGY

2 Campaigns: National & Oregon only

Running on Microsoft Advertising and Google Ads

Monthly budgets controlled to reach most efficient cost-per-click



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 Travel Oregon
www.traveloregon.com/bend_or/adventures

[Plan Your Oregon Getaway - Visiting Bend, Oregon](#)

Planning A Trip To Bend, Oregon? Find The Info You Need From Travel Oregon™. There Isn't A Single Amazing Thing About Oregon. There Are About Ten Zillion. Destinations: Mountains, Parks, Forests & Wildlife, Lakes & Reservoirs, Rivers & Streams, Waterfalls, 7 Wonders Of Oregon, Ghost Towns. The Oregon Coast. Places To Stay.

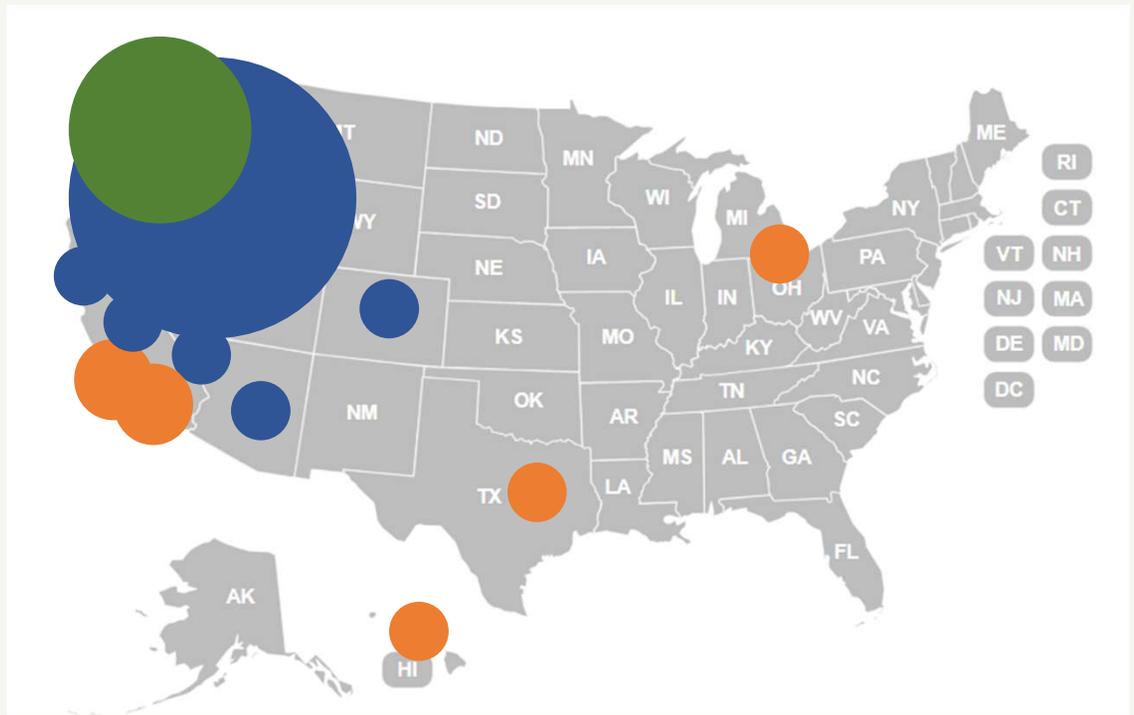
[Accessible Travel Trips](#) · [Oregon Events](#)

ALWAYS ON NATIVE FY26 STRATEGY

7 Campaigns: Green, Blue,
Orange, BIPOC, Spanish,
LGBTQ, Site Retargeting

Running on Taboola platform

Daily budgets controlled to
reach most efficient cost-per-
click and focus promotions to
the Blue and Orange market
groups



Green: Bend, Eugene, Portland, Seattle, Spokane, Medford-Klamath Falls, Yakima, Boise, Spokane, Chico -Redding, and Eureka.
Blue: San Francisco, Sacramento, Phoenix, Reno, Denver, Twin Falls, Billings, Fresno, Salt Lake City, and Las Vegas
Orange: Honolulu, San Diego, Monterey-Salinas, Los Angeles, Dallas, and Detroit

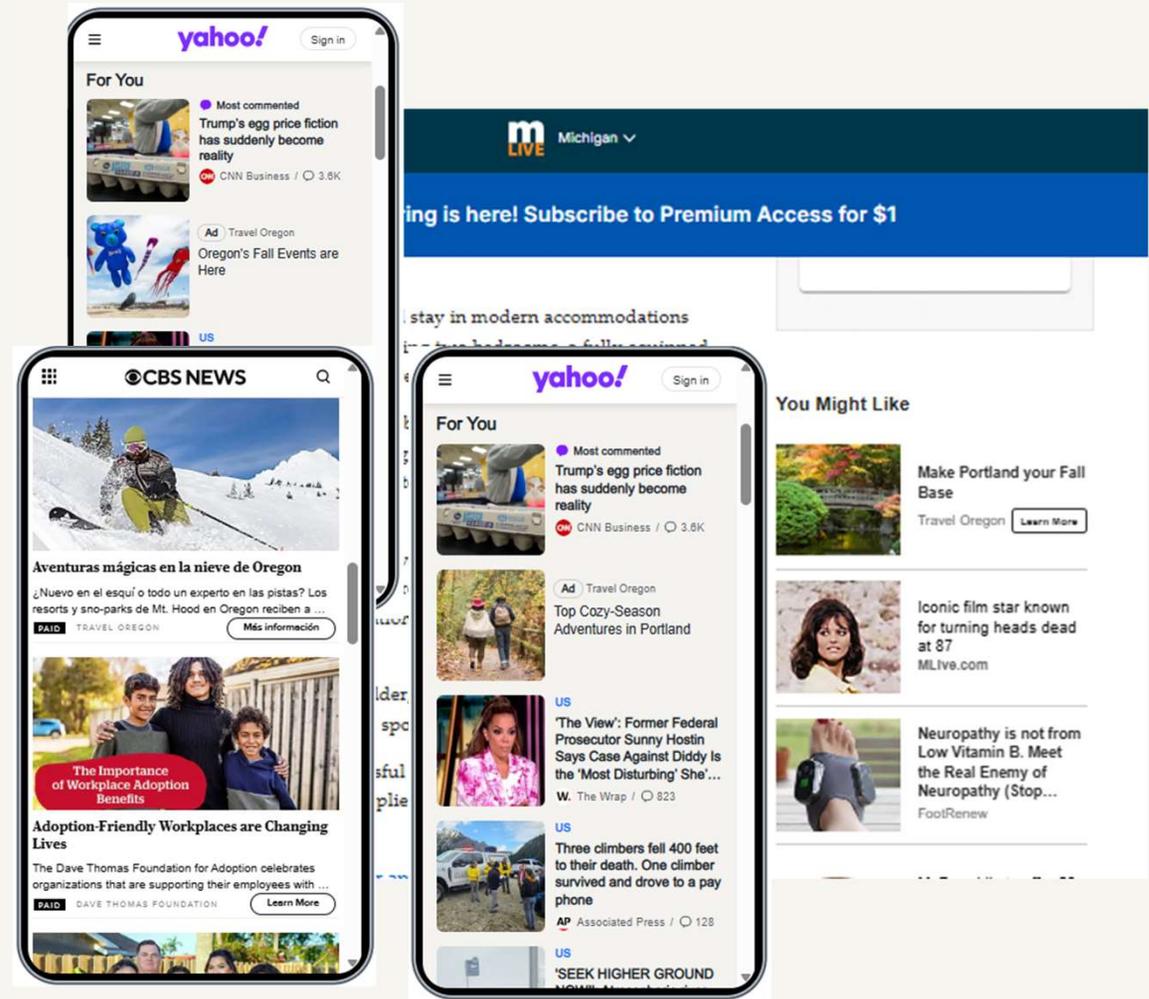
ALWAYS ON NATIVE FY26 STRATEGY

Native ads run on hundreds of websites

Native ads are found in content feed

Native ads connect with people looking for interesting content

With hands-on management, Travel Oregon can promote relevant content year-round



Online Travel Agency (OTA) Always On campaigns inspire consideration and bookings, with a focus on awareness and TO content

- + Create awareness in the OTA ecosystem that drives consideration of Oregon as a destination**
- + Develop custom content that engages OTA audiences with TO directed images and messaging**
- + Paid ads are designed to push visitors from OTA affiliate sites and Social channels**
- + Drive incremental bookings from OTA visitors in the trip planning stage as opposed to the booking stage**

ALWAYS ON FY26 RESULTS TO DATE

Always On campaigns drove over 1M site sessions, July 1 – Nov 2

Average cost per session: \$0.50

\$11.5M in potential economic impact from website traffic, for an ROI of 21:1

\$400K in potential economic impact from printed Domestic Visitor Guide orders, for an ROI of 19:1

Travel Oregon  Sponsored · 

Apples, wine, changing leaves & leaf peeping along scenic byways? Yes please. Here's your guide to making the most of fall in ...See more



traveloregon.com
Top Things to Do in Oregon This Fall [Learn more](#)

[Places to Go](#) [Accessibility](#) [Travel Guide](#) [Oregon Events](#)

the trajectory of your entire day. From sipping a cup of warm tea to stepping outside for a few deep breaths, small mindful practices build consistency and clarity in an otherwise hectic world.

Experts agree that having just 15 minutes of calm before diving into daily demands can help improve focus and reduce stress. Whether it's journaling your thoughts, practicing light stretches, or preparing a healthy breakfast, the value lies in repetition.



Top Cozy-Season Events in Oregon
Travel Oregon [Learn More](#)

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One of the most rewarding aspects of morning rituals is how customizable they are. Some people gravitate toward meditation or breathwork, while others find energy through music or a brisk walk. The goal isn't perfection, but presence.

Creating space for yourself each morning

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Travel Oregon
www.traveloregon.com/bend_or/adventures

Plan Your Oregon Getaway - Visiting Bend, Oregon

Planning A Trip To Bend, Oregon? Find The Info You Need From Travel Oregon™. There Isn't A Single Amazing Thing About Oregon. There Are About Ten Zillion. Destinations: Mountains, Parks, Forests & Wildlife, Lakes & Reservoirs, Rivers & Streams, Waterfalls, 7 Wonders Of Oregon, Ghost Towns. The Oregon Coast. Places To Stay.

[Accessible Travel Trins](#) · [Oregon Events](#)

An aerial photograph of a winding river flowing through a vast, green, grassy landscape. The river is dark blue and meanders across the terrain, which is dotted with small, dark green shrubs and patches of lighter, dry grass. The text "Thank you" is overlaid in the center of the image in a white, serif font.

Thank you