



# Travel Oregon Co-op campaigns

Oregon State Seasonal Co-op FY 26-27

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# Thank You

*Thank you for the opportunity to share our Oregon State Seasonal Co-op Campaign FY 26-27 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



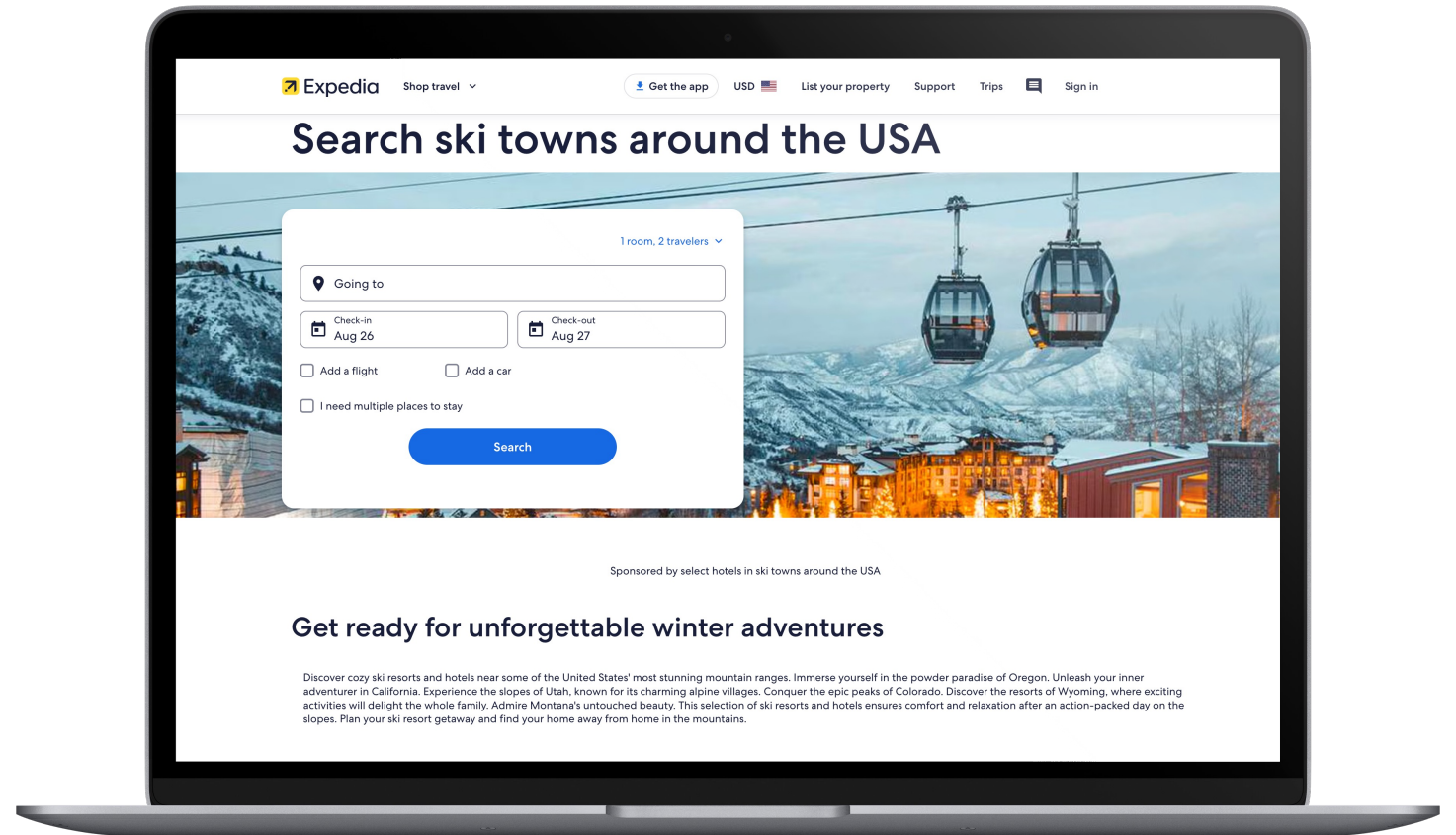
Build awareness with increased reach



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 pier or waterfront at dusk. In the foreground, a man with a beard and a woman with curly hair are looking out towards the water. Behind them, another person wearing a cap is visible. The background features a city skyline with illuminated buildings across a body of water, creating a bokeh effect with the lights. The overall mood is serene and contemplative.

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

# Oregon State Seasonal Co-op FY 26-27

## Travel Oregon Co-Op

Dates: Spring (Feb-May), Fall (Sep-Dec)

Presenting Tier: \$20,000 (4 spots available)

Featured Tier: \$10,000 (8 available spots)

*Sponsored by Travel Oregon*

***Sign up deadline: 1-month before start***

*For Fall 2026 (Sep-Dec), IOs signed by Aug 1*

*For Spring 2027 (Feb-May), IOs signed by Jan 1*

*For Fall 2027 (Sep-Dec), IOs signed by Aug 1*

### 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 (**Travel  
Oregon, Explore Tualatin Valley, Travel  
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, ad strategy, and and initial landing page content.



## Presenting Tier - \$20,000

Prominent placement just below hero image

- Custom copy aimed at educating travelers about your brand and unique selling points
- Large sized image
- 4 spots available



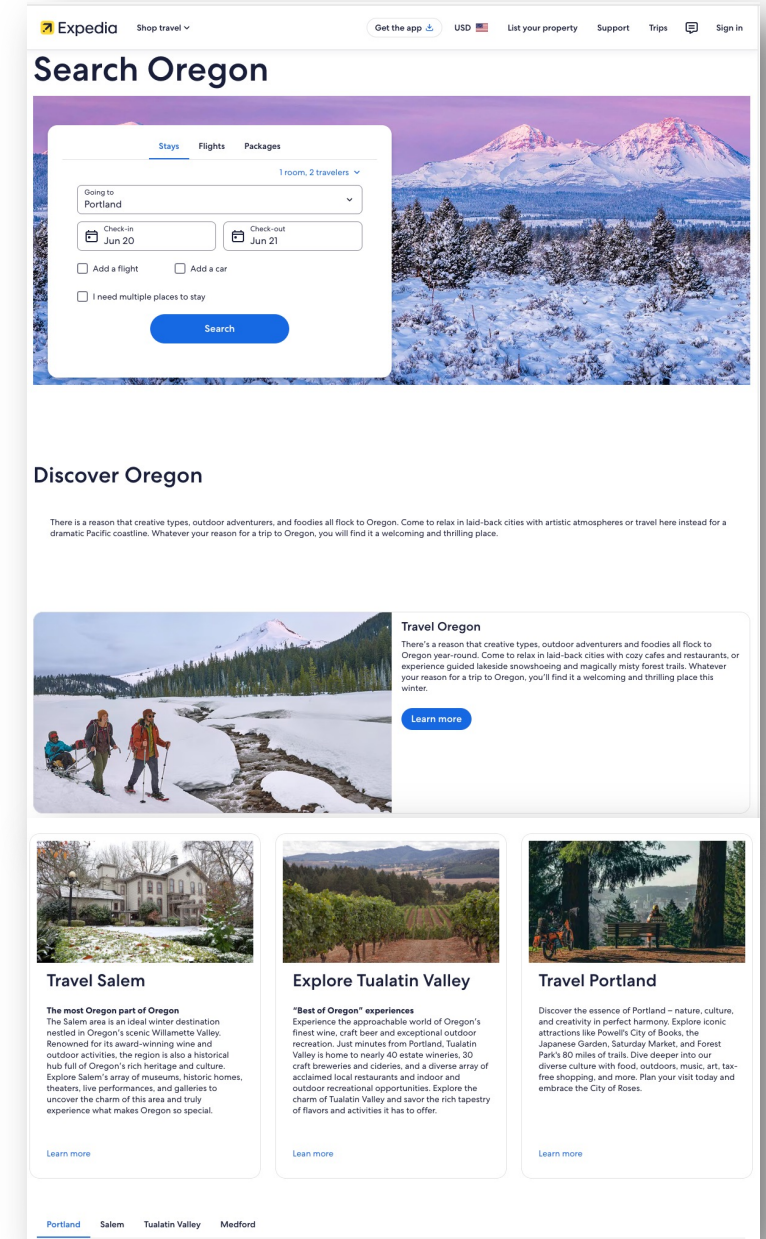
## Featured Tier - \$10,000

Medium sized placement just below presenting tier

- Custom copy aimed at educating travelers about your destination and unique selling points
- Medium sized image
- 8 spots available

**\*20% Matched  
Investment from  
Expedia**

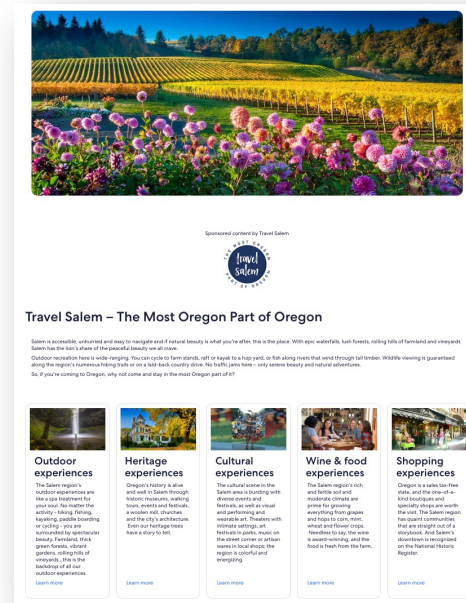
Each participant has a call-to-action button linking to their DMO site or an Expedia Hotel Results Page



# Co-op Traveler Journey



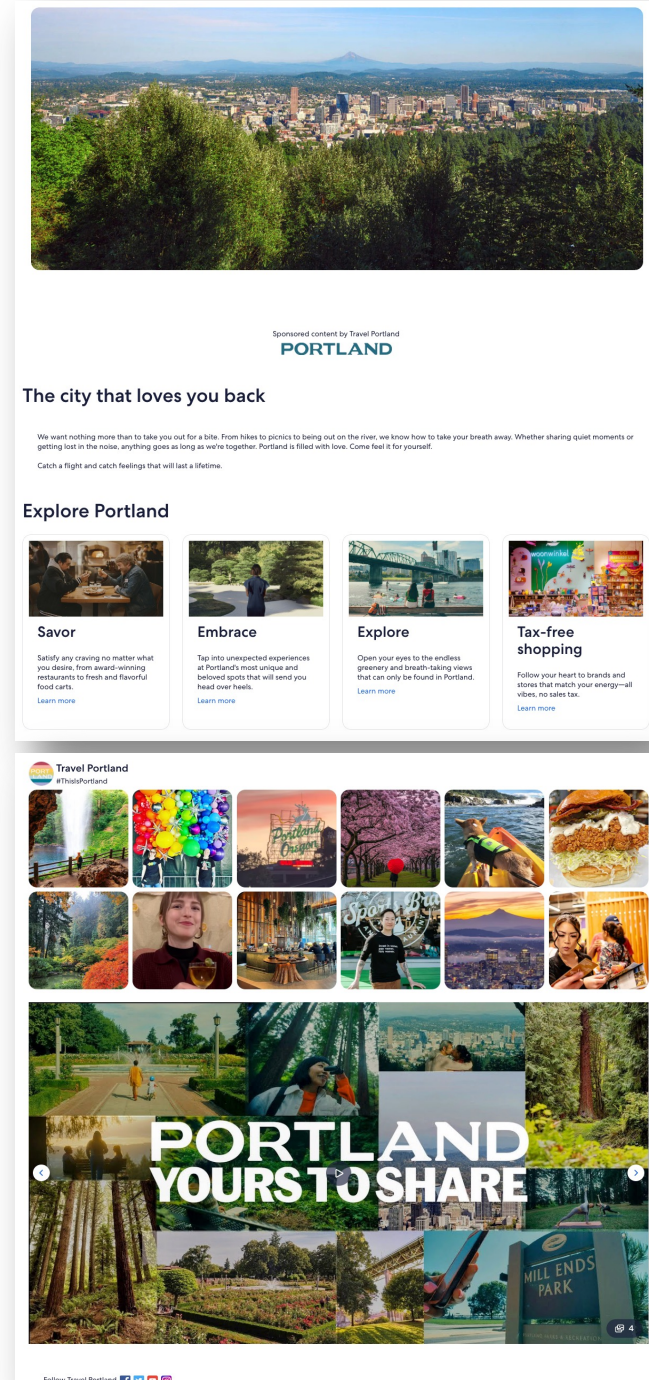
**Targeted Media**  
drives to DMO  
Landing Pages



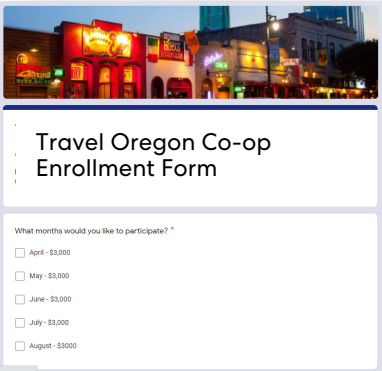
**DMO Landing Pages:** Each participant  
can showcase their destination here\*

\*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

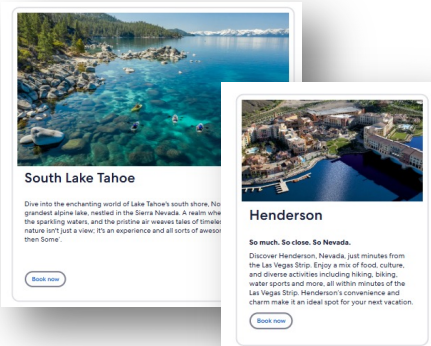


Travel Oregon Co-op Enrollment Form

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



**South Lake Tahoe**

Dive into the enchanting world of Lake Tahoe's south shore. No grander alpine lake, nestled in the Sierra Nevada, a realm where the sparkling waters, and the pristine air weaves tales of timeless nature isn't just a view; it's an experience and all sorts of awe-inspiring.

[Book now](#)

**Henderson**

So much. So close. So Nevada. Discover Henderson, Nevada, just minutes from the Las Vegas Strip. Enjoy a mix of food, culture, and diverse activities including hiking, biking, water sports and more, all within minutes of the Las Vegas Strip. Henderson's convenience and charm make it an ideal spot for your next vacation.

[Book now](#)

**Final Creative Review and Campaign Launch**

ts - DMO

|                                                      |                                                     |                       |
|------------------------------------------------------|-----------------------------------------------------|-----------------------|
| Click Through Attribution (Enter as decimal)<br>100% | View Through Attribution (Enter as decimal)<br>200% | Lookback (days)<br>30 |
|------------------------------------------------------|-----------------------------------------------------|-----------------------|

| Opportunity Stage N: | Impressions | Clicks | CTR % | Ad Spend | ROAS |
|----------------------|-------------|--------|-------|----------|------|
| Contract Signed      | 1,308K      | 1,46K  | 0.11% | \$10.0K  | 22.5 |
|                      | 1,356K      | 1,46K  | 0.11% | \$10.0K  | 22.5 |

| Revenue | Rooms | Room Nights | Travelers | ADR   | Air Tickets |
|---------|-------|-------------|-----------|-------|-------------|
| \$125K  | 529   | 989         | 975       | \$126 | 0           |
| \$125K  | 529   | 989         | 975       | \$126 | 0           |

**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

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Parent IO Number  
XXXXXXXX

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



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