



Travel Oregon Co-op campaigns

Oregon State Seasonal Co-op FY 26-27

7.14.2026



Solutions

Co-op campaigns

Collaborative advertising efforts among complementary, travel-focused brands



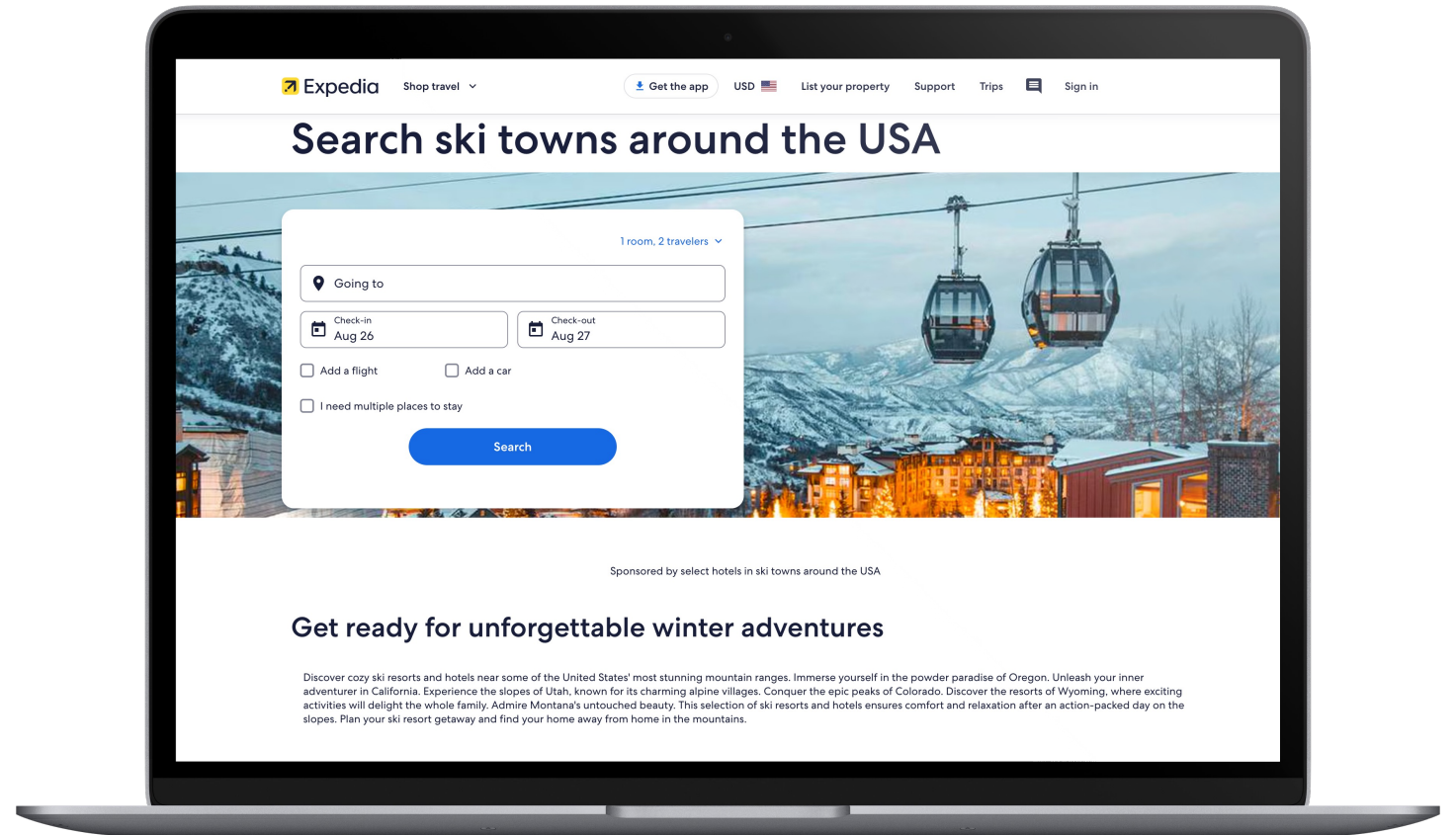
Build awareness with increased reach



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

CO-OP CAMPAIGNS

Showcase “full package” experiences



Curate an easy and fun shopping experience for travelers with a landing page focused on driving engagement and conversion



Highlight the best your destination has to offer through collaborations with other complementary travel-focused brands



Give travelers a comprehensive view of what they could experience, including nearby points of interest or hidden gems

CO-OP CAMPAIGNS

Collaborate your way



Grow impressions at any budget with flexible campaign customization options and investment levels

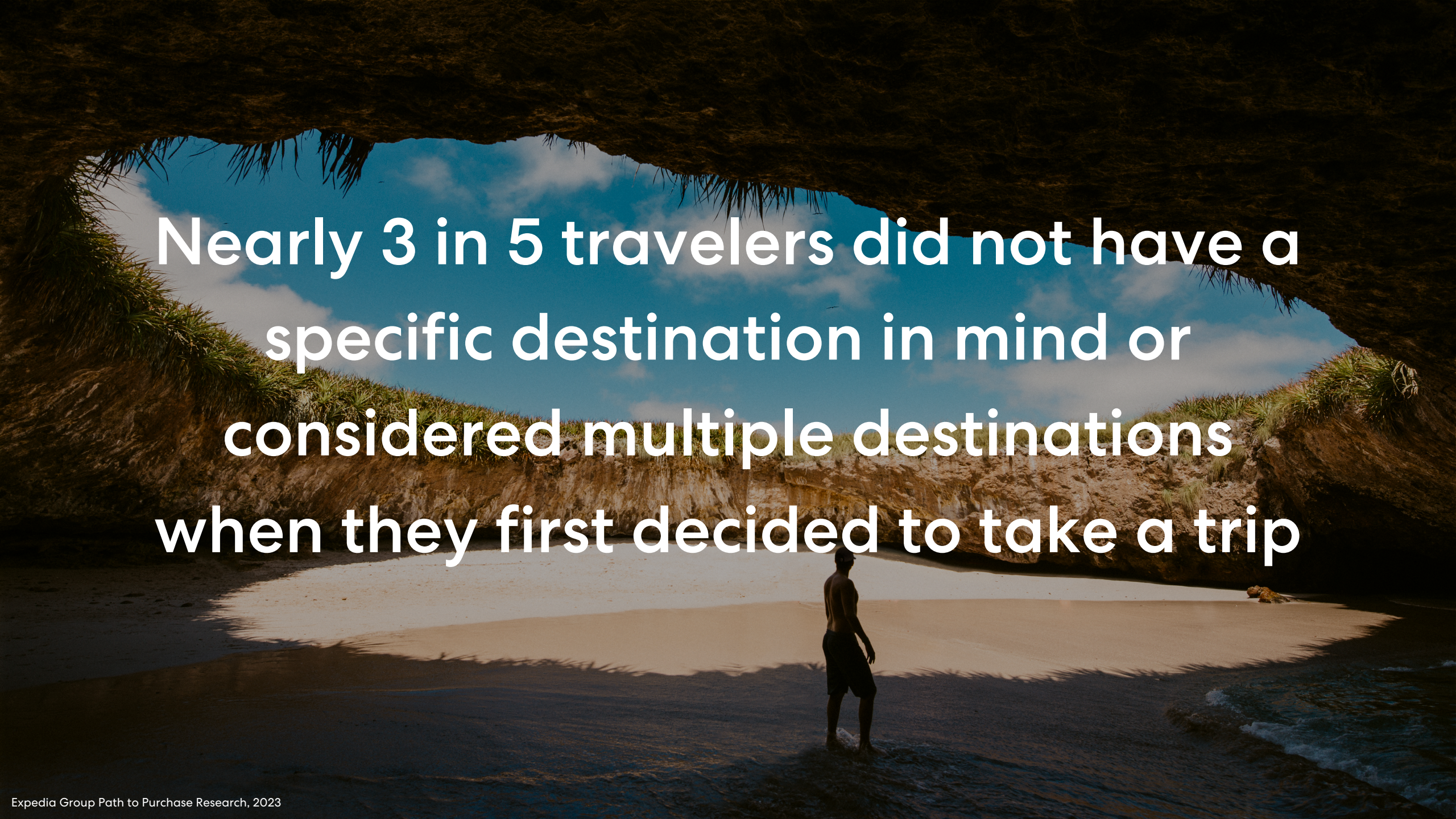


Customize your brand messaging and imagery based on the co-op campaign theme to create a stronger connection with travelers*



Focus on your brand and leave the rest to us; our team of experts manage the overarching campaign creative, coordination amongst participants, and ongoing campaign optimizations to deliver you the best results

*Availability limited by campaign tier

A person stands in the shallow water of a cave, looking out at a bright beach and ocean. The cave's interior is dark, with the opening revealing a sunny day with a blue sky and white clouds. The beach is sandy and bordered by a rocky cliff with some greenery. The ocean waves are visible in the foreground.

Nearly 3 in 5 travelers did not have a
specific destination in mind or
considered multiple destinations
when they first decided to take a trip

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/Winter 2026 (Oct-Jan), IOs signed by Sep 1

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

For Fall/Winter 2027 (Oct-Jan), IOs signed by Sep 1

**Actual dates subject to change*

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.

What's Included?

- Introducing two pricing tiers – to allow for greater participation across regions, with variable customization at each tier
- Opportunity for two seasonal campaigns per year (*Spring* Feb-May and *Fall* Sep-Dec), reducing signup friction and ease of scheduling
- Value add-on from Expedia:
 - > ***20%** Matched Investment from Expedia. For example, for every \$10k contributed, Expedia will match \$2k in media spend
- *Partnership with Travel Oregon:*
 - > Support advocating and promoting the co-op to DMOs
 - > Post opportunity on Travel Oregon marketing page
 - > Setup a DMO webinar to present new co-op opportunity
 - > *Registration link will be sent out following webinar for Sign-ups*

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



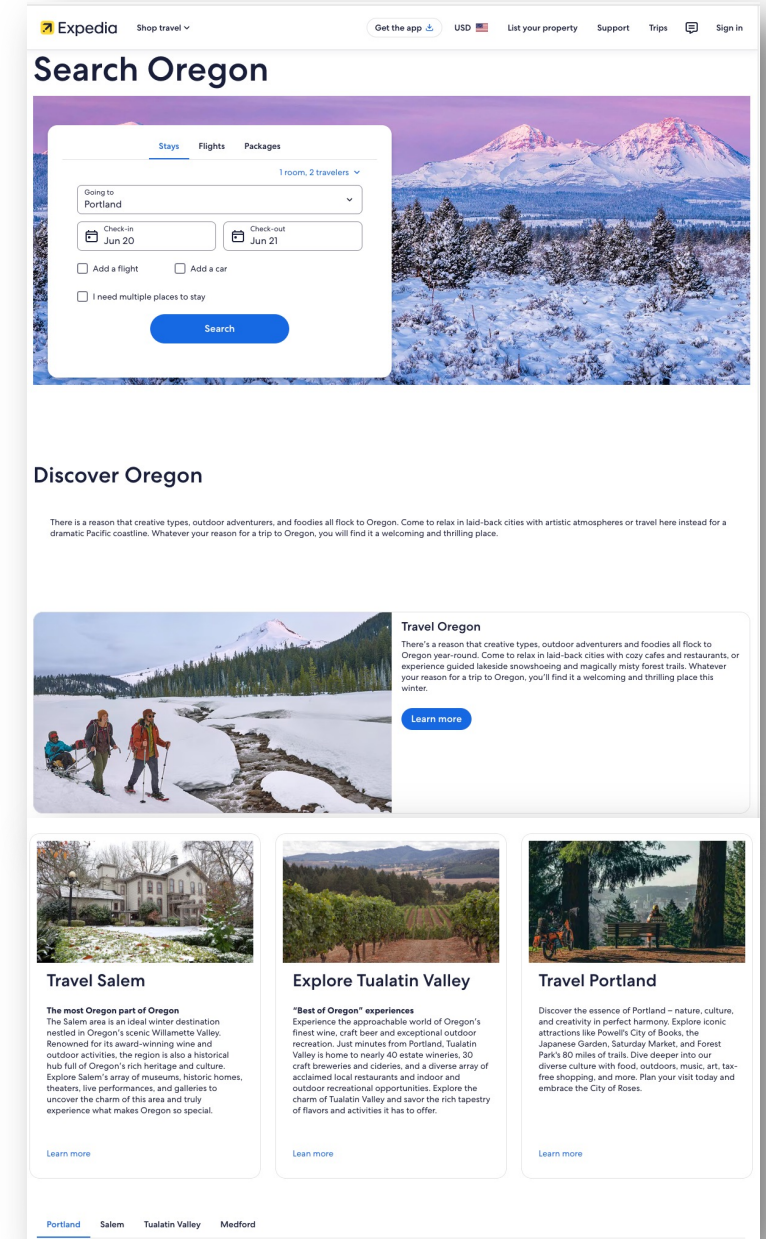
Featured Tier - \$10,000

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



Another Example of Washington State Co-op with Two Tiers

Presenting Tier

Featured Tier

Expedia

Shop travel

Open app

USD

List your property

Support

Trips

Sign in

Sponsored content by Washington

Inspired Washington trip ideas

Every corner of the State of Washington is a call to connect with nature, local flavors, culture and follow adventures. Discover sublime hikes across mountains, rainforests and the Pacific coast. From welcoming small towns to vibrant urban landscapes, award-winning wines and scenic lakes, Washington is a diverse escape, all year-round. Plan your getaway and prepare for the unexpected.

Washington's Vancouver
Vancouver, Washington is located on the Columbia River's north shore, where the Pacific Northwest's indigenous inhabitants first founded a diverse and thriving community. Today, the innovative waterfront, walkable downtown, and easy access to Mount St. Helens, the Columbia River Gorge, and the Pacific Coast are testament to this legacy of growth.
[Book now](#)

Seattle Southside
Welcome to the currently wonderful Seattle Southside. Get off the beaten path and discover unexpected microadventures, like including UFO-sighted art installations, chocolate factory tours, mead tastings, a controversial folk village, the world's largest art and space museum, a tiny house on aqueduct, a giant cloth station, and miles of beaches and trails. Located near SEA with tons of easy transportation options, making it simple to get to landmarks like Mt. Rainier, Pike Place Market, and the San Juan Islands, Seattle Southside completes the PNW experience.
[Book now](#)

Bellingham
Known for its relaxed vibe and world-class outdoor recreation, Bellingham, Washington is the perfect launchpad for your Pacific Northwest adventure. Explore Mount Baker and the Salish Sea by day, then unwind at award-winning restaurants and breweries by night. A vibrant arts scene rounds out the picture for a 360-degree vacation.
[Book now](#)

Seattle
From unrivaled natural beauty and world-class attractions to culinary delights, a thriving arts and culture scene, and beyond, Seattle will captivate every type of traveler. No matter when you plan your visit, your next Pacific Northwest adventure awaits in the Emerald City.
[Book now](#)

Everett
With a walkable downtown, 2-mile stretch of sandy beach, and acres of wooded trails, there's an adventure around every corner in Everett. Enjoy the beauty of the PNW through hikes, expansive beaches, local art, shopping, and craft beverages. Whether you prefer the excitement of the city or the tranquility of nature, Everett is the place for you.
[Book now](#)

Spokane
Experience Spokane, WA—a historic downtown nestled in a 100-acre urban park, a vibrant art scene, and indoor adventures. And all within walking distance. Taste local craft beverages and unique cuisine, marvel at the breathtaking urban waterfall, or stroll along the Spokane River and gaze at the many attractions left from the 1974 World's Fair.
[Book now](#)

Tacoma
Tacoma sits at the heart of the mountain, city, and sea. Not many destinations can claim the trifecta of an iconic national park mountain, a metropolitan, art-forward city, and a waterfront touching a saltwater sea.
[Book now](#)

Issaquah
You don't have to be a seasoned adventure enthusiast to enjoy the Pacific Northwest's outdoors. There are plenty of guided experiences for all abilities and fitness levels, year-round, making breathtaking awe-inspiring and more entertaining to the novice hiker along the journey. Experienced thrill-seekers? We got you, too. Issaquah awaits.
[Book now](#)

Tri-Cities
Unearth your senses in the Heart of Washington Wine Country®, where tasting is only part of the experience. Here, you'll find 200 wineries and vineyards within a 50-mile radius. Pleasant, award-winning blends emerge each year, patiently waiting to be savored. Create your own blend of science, sunshine, and spirit in the Tri-Cities.
[Book now](#)

Olympic Peninsula
You can't get any more northwest than the Olympic Peninsula. Bordered by the Salish Sea and Pacific Ocean, it is home to the UNESCO World Heritage Olympic National Park. Surrounding the park are the vibrant small towns of Port Townsend, Sequim, Port Angeles, Forks, Quinalt, and Shulish, each waiting to be explored.
[Book now](#)

Select offers in Washington

Creative best practices

Customize your image and copy on the campaign landing page when you are the main sponsor or participate in either the Premium or Featured tiers.

WHAT KIND OF IMAGE SHOULD I USE?

- We recommend general destination imagery that showcases the natural beauty or unique attributes of your destination.
- Use landscape orientation to avoid cropped images
- Avoid busy scenes so the traveler can better picture themselves there

WHAT SHOULD I INCLUDE IN MY DESCRIPTION COPY?

- Copy should inspire a traveler to explore the destination further. We recommend highlighting unique local attributes or attractions, as well as encouraging travelers to explore the destination's accommodations, as participating hotels will also appear on page.
- Keep copy to 350 characters or less for maximum engagement

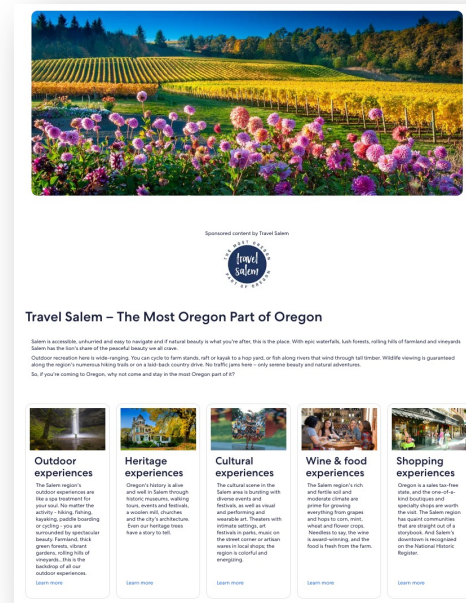
CAN I CHANGE MY COPY OR IMAGE THROUGHOUT THE CAMPAIGN?

- No; we will only make mid-campaign copy or imagery changes if incorrect information is displayed
- We recommend avoiding seasonal content or items that would not be relevant for the entire campaign length

Co-op Traveler Journey



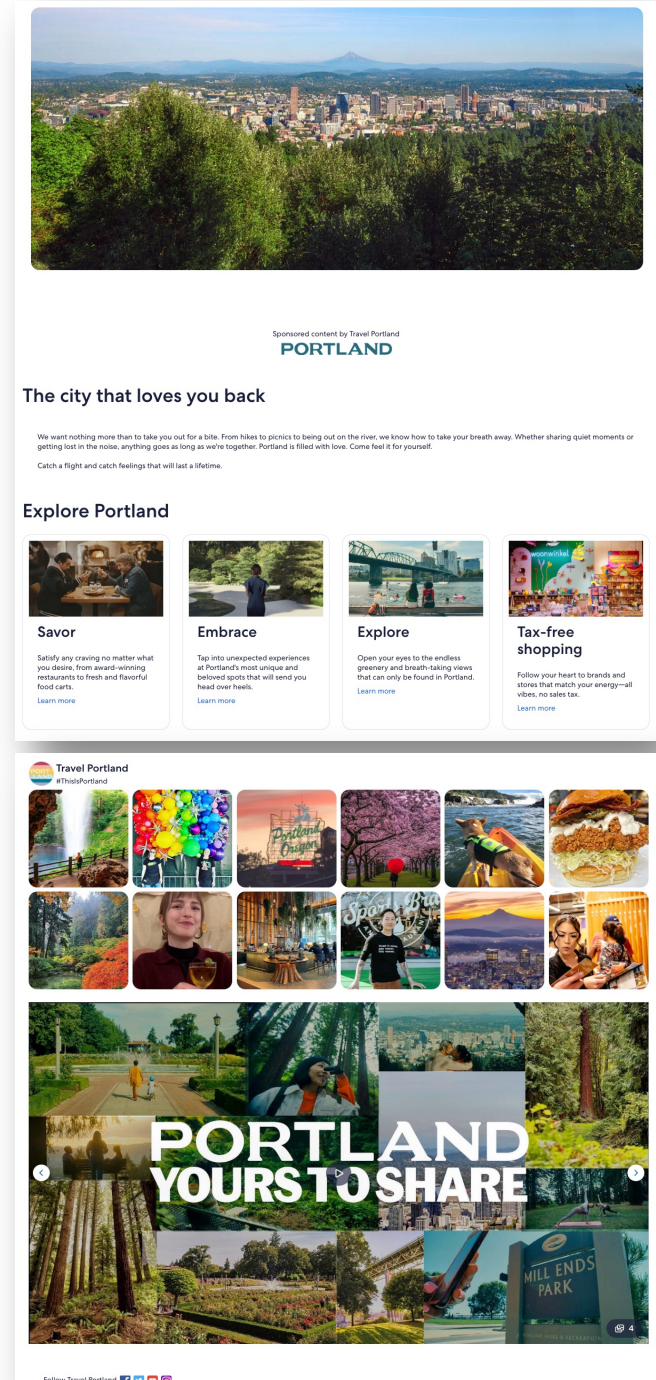
Targeted Media
drives to DMO
Landing Pages



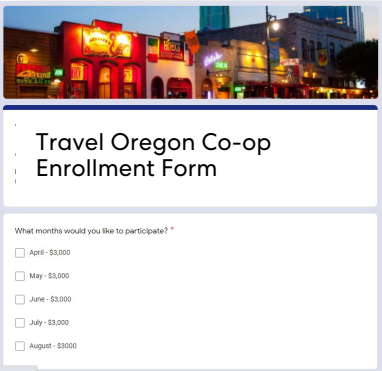
DMO Landing Pages: Each participant
can showcase their destination here*

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

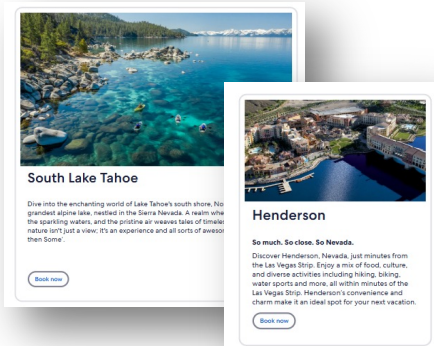
Landing Pages can
drive back to DMO
website, or directly to
an Expedia Booking
page



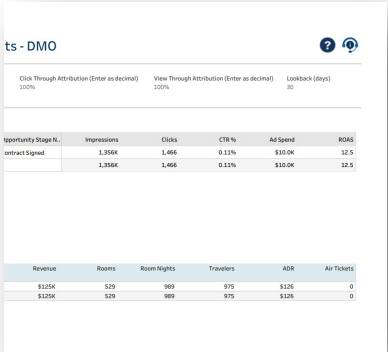
Standard Co-Op Participant Steps



Insertion Order
sent over to the client to
review and sign



**Final Creative Review and
Campaign Launch**



Opportunity Stage N.	Impressions	Clicks	CTR %	Ad Spend	ROAS
Contract Signed	1,304	1,468	0.11%	\$10.0K	12.5
	1,356	1,468	0.11%	\$10.0K	12.5

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

**Registration link will be sent out following webinar for Sign-ups*

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

Thank You!