

Tripadvisor x Travel Oregon x DMO | August 2026

# Travel Oregon

## Co-Op Program

**Wanderlab.**  
at Tripadvisor

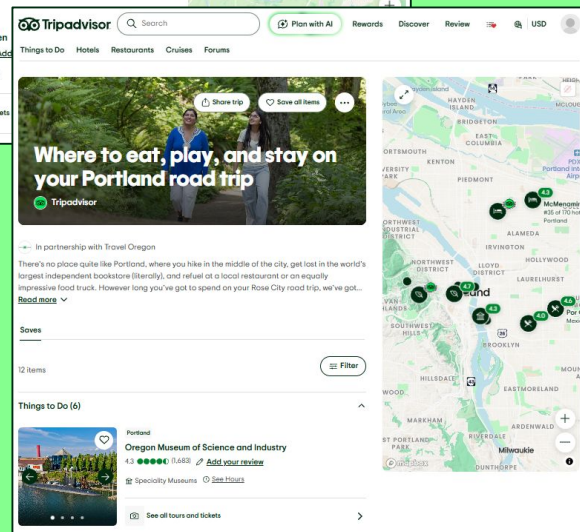
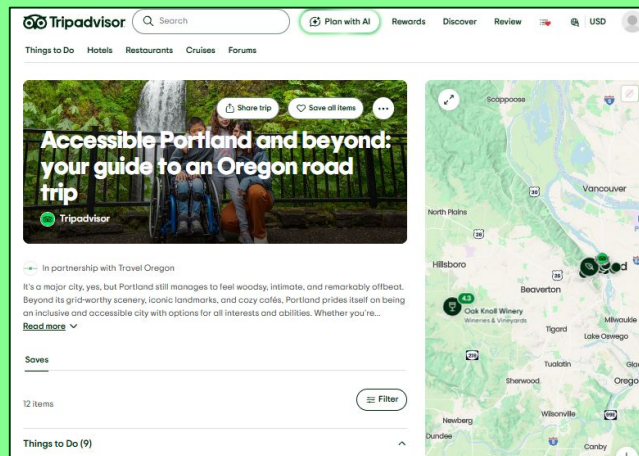


**TRAVEL  
OREGON**

Our Partnership To-Date

# We may be biased but Tripadvisor and Travel Oregon make a pretty great team .

This year, we launched two custom Branded Trips showcasing accessibility and road trips around Portland, supported by a brand channel sponsorship, strategic media, and traffic drivers.





The 2026 campaign was a great success, generating high engagement across onsite and offsite tactics.

**4.6M+**

Impressions served across onsite and offsite tactics

**29,747**

Total Clicks

**.75%**

Total CTR

**Now, a select group of like-minded DMOs can join the program to elevate their destination, increase visibility and drive visitation.**

Seamlessly join the program and Oregon brand channel through a variety of high-impact placements, add value for travelers, and amplify the impact of what's already in motion.

**But first, let's  
introduce  
Tripadvisor.**

# No one is quite like Tripadvisor...

Tripadvisor is a global powerhouse.

**257M**

Total visitors

**2.2B**

Pageviews

**#1**

Travel site

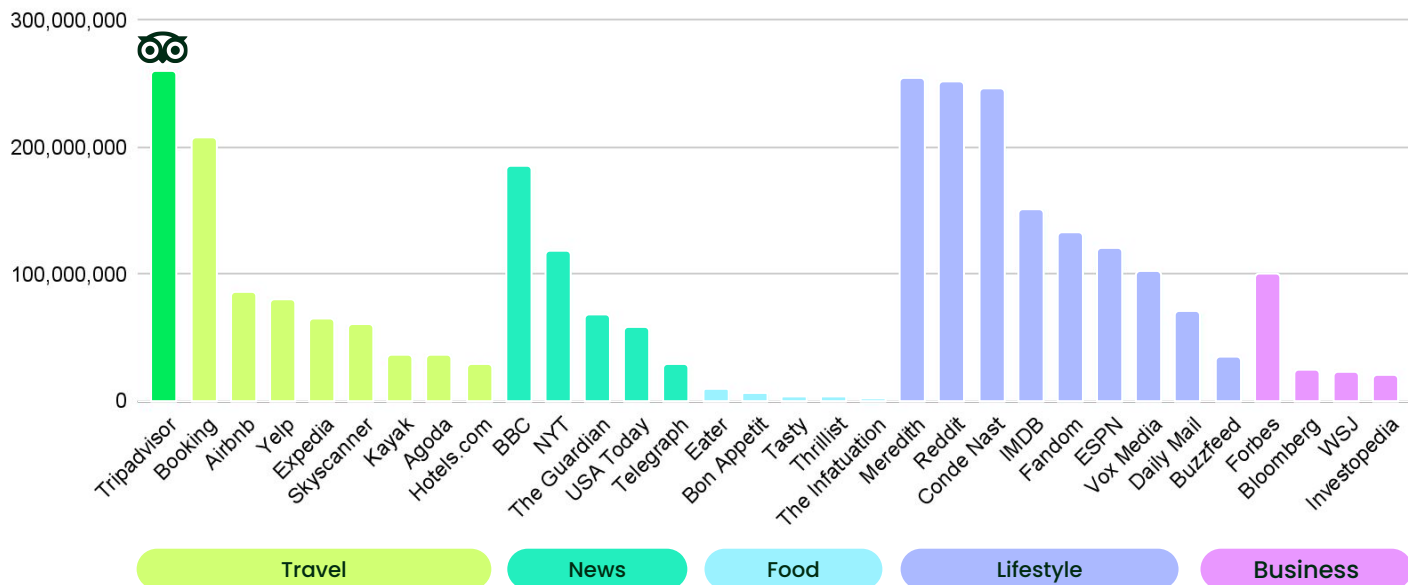
**8M**

Listings



# We proudly sit at the top

We aren't just the largest travel guidance company, we outpace key competitors across news, lifestyle and more.



# We're built on the opinions and voices of millions of real

1B Reviews & Contributions

21.2M Members



Wanderlab at Tripadvisor



@435austink



From a real review of Honolulu Xtreme Parasail listed on Tripadvisor.



@blove1911



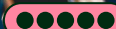
From a real review of Ultimate Island Jeep Safari with Natural Pool, Baby Beach, Lunch listed on Tripadvisor.



@arthurzchen



@409kathyc



From a real review of Historic Center Food Tour in Mexico City listed on Tripadvisor.



@fiyink2024



From a real review of Playa del Carmen Walking Food Tour Mexico listed on Tripadvisor.



# Tripadvisor engages with consumers at every stage of the travel journey.



# Because we're more than just a review website, we are an evolving ecosystem.



UGC Content Destination



A Brand Studio creating bespoke content



AI innovator with best in class partnerships



An advertising platform that drives results



An experience app right at your fingertips



A community that is loved and respected



A tool for consumers and businesses



Editorial platform that educates & inspires

# Combining commerce, community, and content — Tripadvisor is a lifestyle brand.

Transcending our initial purpose by seamlessly integrating into the daily lives of our users, Tripadvisor goes beyond the transactional nature of traditional travel platforms.

We foster a community-driven culture that celebrates the spirit of adventure and discovery, **shaping the lifestyle of our diverse user base.**



# We tap into audiences across all generations

25%

Generation Z

37%

Millennials

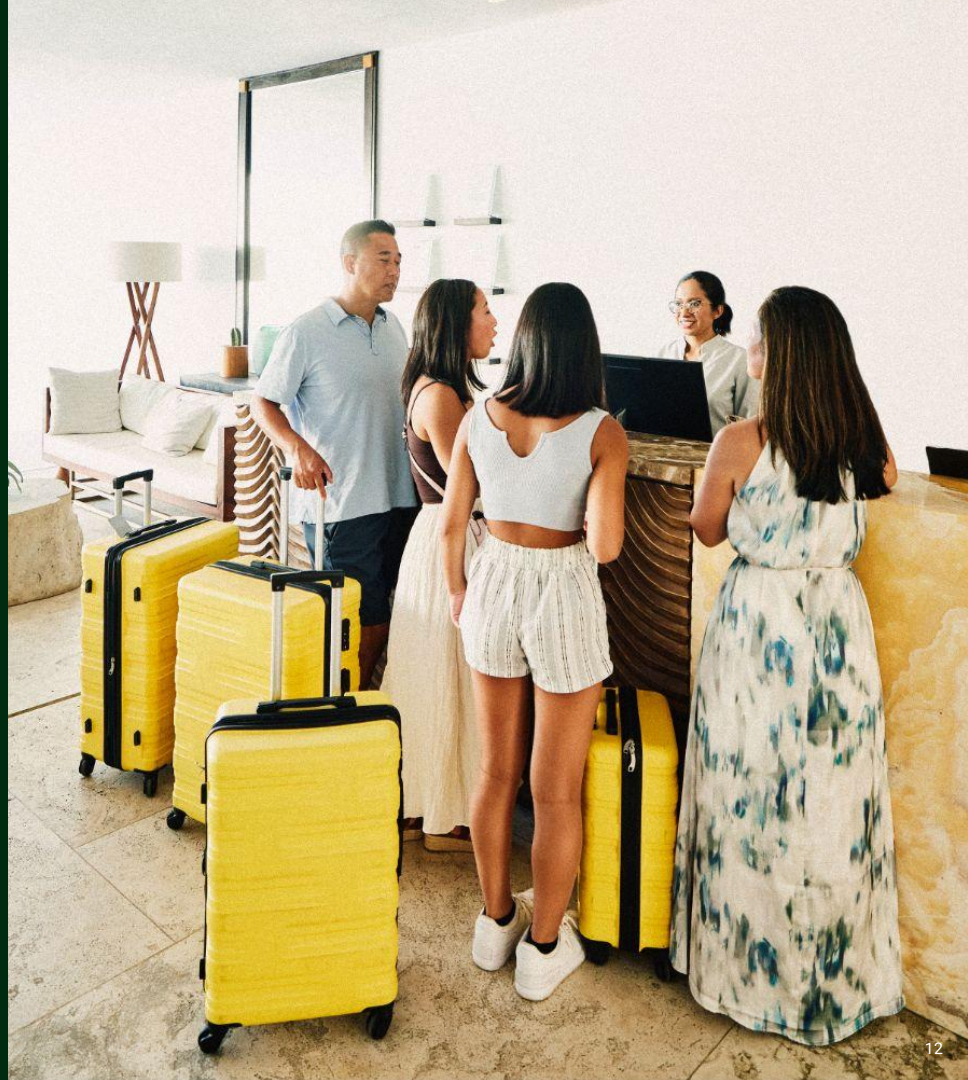
31%

Generation X

7%

Baby Boomers

- 47% Male | 53% Female
- 168 Index: \$150K+
- 158 Index: Postgraduate Degree
- 59%: Married



# And diverse audiences, too

We believe in celebrating differences that unlock new perspectives, appreciation for new cuisines and cultures, and an understanding that we're all better together.

**Over a third** of travelers with mobility disabilities use Tripadvisor to research, plan or book trips.

**26%** of families traveling with neurodiverse children use Tripadvisor.

**39%** of LGBTQ+ travelers use Tripadvisor for travel planning, research, or booking.

**40%** of Black travelers from around the globe turn to Tripadvisor to research travel.

**1 in 3** US Hispanic travelers use Tripadvisor for travel planning and research.

# Tripadvisor's core consumer



73%

Are 25-54 years old

83%

Are married or  
living with someone

63%

Have kids under 18

## Always searching for inspiration

Constantly in planning mode –  
looking for guidance on Tripadvisor

92%

Say reading online travel reviews is the **best source of inspiration**

83%

Say when traveling, they **like to get advice** on how to spend unplanned time

## Planning & spending throughout the year

Critical consumers who prioritize travel,  
go on more trips & spend more

24K+

Spend on **travel per year**

18 trips

**Per year** (including 2-3 big trips & a lot of day and weekend trips)

## Sharing their stories with the world

Natural ambassadors – always ready to  
share their experiences

85%

Say they like to **share their opinions about travel & experiences** by posting reviews & ratings online

79%

Say they love to **post digital content about their travels** on social media

# Our travelers are the consumers that brands want to reach...

Open-minded



63%

describe themselves as open-minded

Positive



72%

describe themselves as having a positive attitude

Curious



61%

like to explore the world

Influential



46%

Tell their friends and family about new products

Loyal



55%

are loyal to brands they like

# ...and they're particularly interested in traveling to Oregon



**+55%**

Nature & Parks account for **31% of all Oregon attraction page views** – 55% higher than the U.S. average, making the outdoors Oregon's biggest draw.



**9 of 10**

9 of Oregon's 10 most-viewed attractions are nature or outdoor-based, from **Crater Lake** and **Cannon Beach** to hot springs, waterfalls and coastal adventures.



**+68%**

Travel interest is growing fastest beyond the major cities, with destinations like **Westlake** (+68%), **Boardman** (+50%) and **Cornelius** (+44%) leading year-over-year growth.

BRINGING IT TOGETHER

**So, what does that  
mean for  
Travel Oregon?**



**Let's  
showcase  
everything  
Oregon has  
to offer –  
together.**



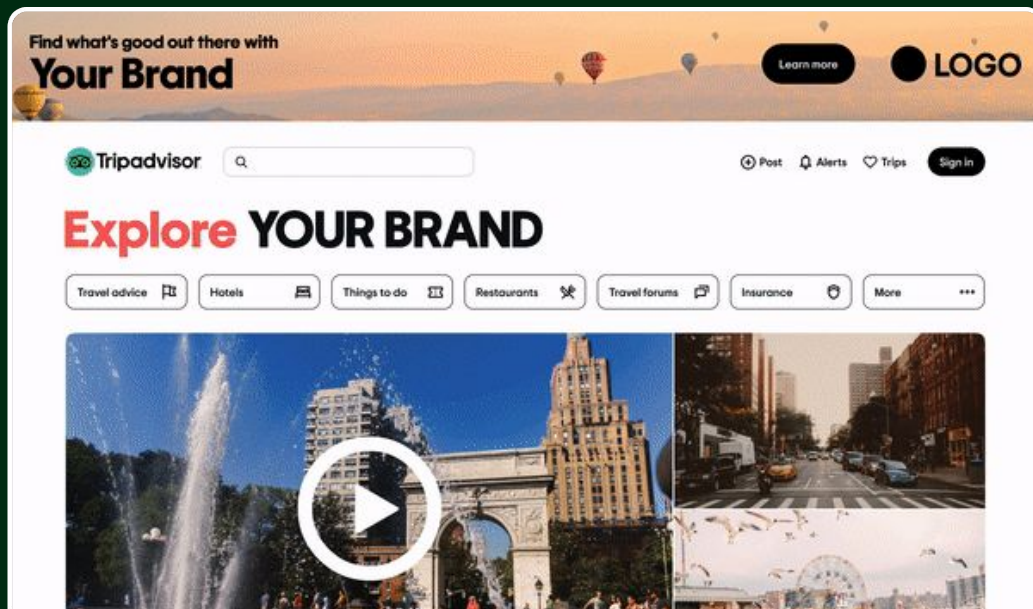
# Brand Channel

We'll create a single source of inspiration and exploration for Oregon through a curated Brand Channel experience co-sponsored by Travel Oregon and **your DMO**.

Integrated throughout the Tripadvisor ecosystem, the channel combines the statewide story with dedicated destination content – highlighting your unique experiences, key messaging, and video assets alongside the best of Oregon.

Brand Integration via:

- Brand attribution
- Full Display Ad Takeover (inclusive of Custom High Impact | Horizon)
- Up to 2x sponsored shelves (the top two on the page)
- Traffic drivers: Native Static, Paid Social



# Brand Channel Ecosystem

We'll strategically position both Travel Oregon and **your DMO** throughout the Brand Channel experience to maximize visibility and tell one cohesive Oregon story.

Your DMO will have access to the top two Brand Channel shelves on the page (\$25K)

The remainder of the page cannot be customized by DMOs.

Your DMO integration

Travel Oregon Integration

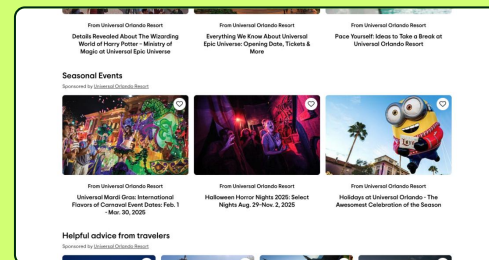
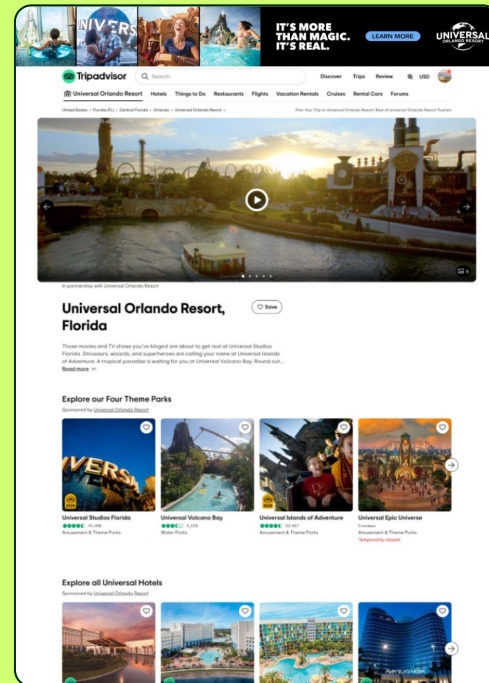
Horizon Ad  
Travel Oregon +  
[Your DMO]

Co-Branded Showcase  
Video & Imagery  
100% SOV to  
Travel Oregon

"Sponsored by" Brand  
Attribution  
100% SOV to  
Travel Oregon

Custom Content Shelves  
Shelf #1 and 2:  
[Your DMO]

Shelf #3 and #4:  
Travel Oregon



# Brand Channel Shelf

## Customization Options for Travel Oregon

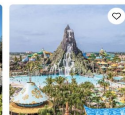
### Helpful advice from travelers

Sponsored by Universal Orlando Resort



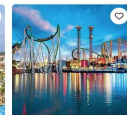
Universal Studios Amazing Park  
By Maria D

"Universal Studios is also such an amazing thrill seeking park. They always have new rides, new adventures. It is also worth every penny spent. You never get tired of going there. Velocicoaster and..."



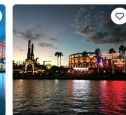
Volcano Bay  
By bsmk2014

"A brilliant water park with so much space and some really awesome rides. I loved the Fast river and the Tigon. Kids loved all of the rides. Very small shops and there was only one location that did..."



A-MA-ZING! Velocicoaster the absolute must do of the trip!  
By JemH03

"Amazing day as always!!!! Harry Potter was a highlight (I've never seen the films but the ride was great fun) however the size was CRAZY busy but to be expected really. And the Velocicoaster!!!!"



The Epicentre of Awesome  
By Taylor B

"Universal CityWalk Orlando is one place where unforgettable family entertainment meets restaurants that don't just make you say "Yummy" but "Wow". Located at 6000 Universal Boulevard in Universal..."

### Vertical Card Shelf

Display reviews or POIs related to Oregon

Sponsored by VisitGreenvilleSC



Order the 2024 Official Greenville, South Carolina Destination Guide. Request the official (and free) 2024 Destination Guide of Greenville, SC. There's no better way to get acquainted with and find your way around Greenville County!

### Editorial Feature Shelf

Promote and drive travelers to any unbranded, editorial content we have about Oregon



Explore "The Wanderer's" unexpected guide to Orlando  
Plan your adventure with epic stays, indulgent eats, and extraordinary experiences, as seen on Amazon Prime Video.

Plan your trip

### Full Image Feature Shelf

The Full Bleed Image Shelf is used to display an individual piece of content

### Oregon: your next great escape

From epic trails to small towns, start planning your Oregon adventure.



@tripadvisor



YOUR DMO  
LOGO HERE

Beyond custom Brand Channel shelves, your DMO will receive premium logo placement in the Horizon at the top of the Brand Channel, driving maximum visibility.

# DATAFY

## About Datafy:

Datafy is an industry leader for footfall measurement and goes beyond traditional digital advertising by offering physical visitor attribution. Access to these metrics are proven to generate higher click-through rates (CTR) and visitation

## Why We Like It:

- Leverages footfall attribution data
- Enables partners to tie campaign performance to visitors

## Good For:

- Ad served media products
- DMOs, Hotels, and Attractions
- AMER region
- Footfall metrics

## KPIs Measured

- Footfall Conversions
- Footfall Revenue
- Incremental ROAS

## KPI Source

- Geo location data

## Methodology

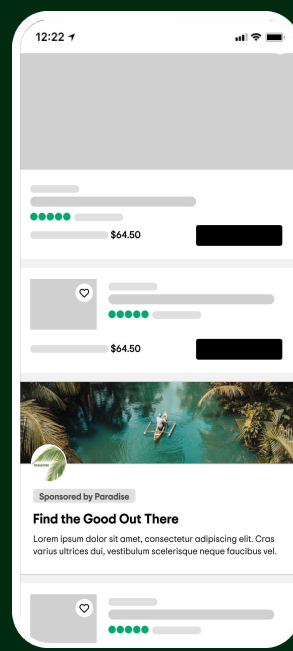
- Measures ad impact on footfall/site visits

# Traffic drivers

Traffic drivers will strategically direct brand channel visitors to participating DMO websites, increasing awareness and inspiring travel to these must-visit destinations.

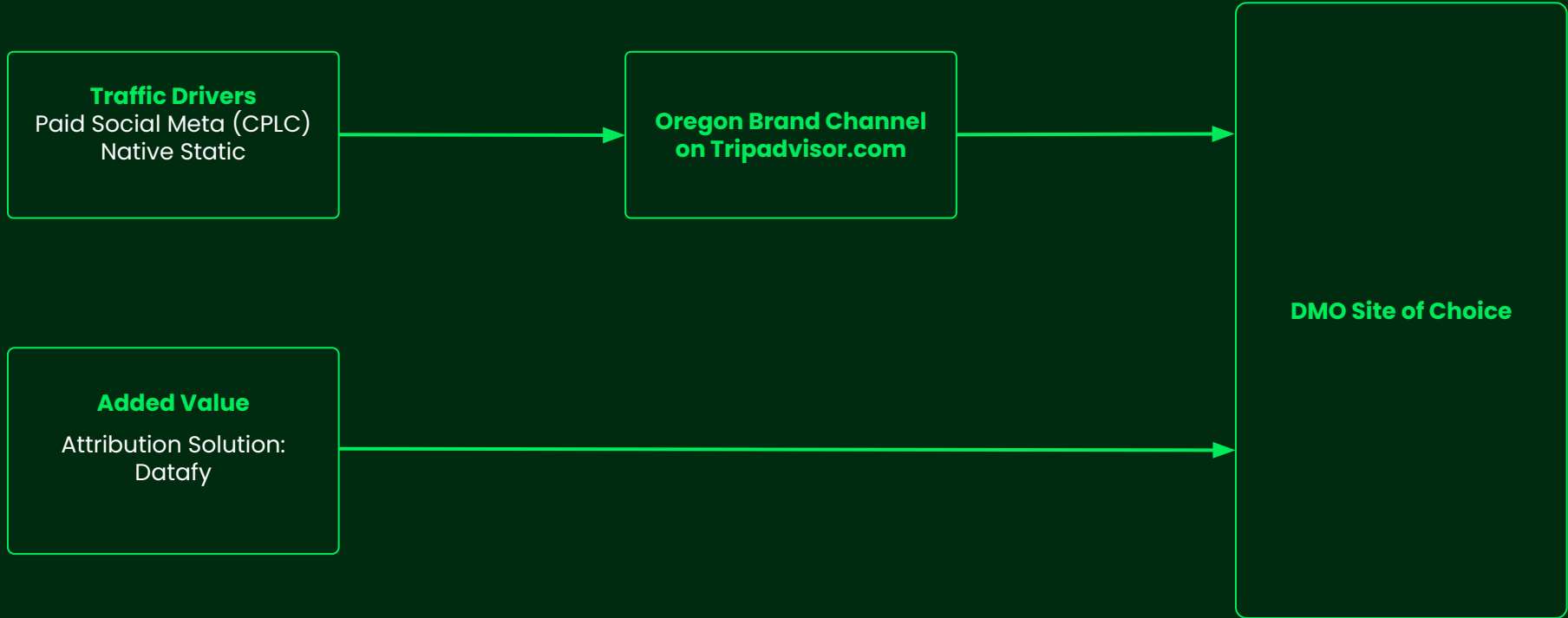


Paid Social



Native | Static

# Campaign ecosystem



# Campaign investment

Campaign Flight 1: 10/1/26 - 1/31/27

Campaign Flight 2: 2/1/27 - 5/31/27

Commitment Deadline: 9/1 for a 10/1 Launch

## \$25K

For top two shelves on the brand channel for 4 month flight

### Brand Channel

- DMO will have brand visibility on:
  - Horizon ad
  - Top 2x shelves on the page
- Traffic Drivers:
  - Paid Social Meta (CPLC)
  - Native Static

### Added Value

- Attribution Solution - Datafy

# Sample Timeline

Your DMO may purchase two Brand Channel shelves (\$25K) per flight.

## Flight 1

OCT

NOV

DEC

JAN

### Brand Channel Co-Op Package, including:

Logo placement within the Horizon Ad  
Up to 2 premium branded shelves  
Strategic traffic drivers to your DMO website

## Flight 2

FEB

MAR

APR

MAY

### Brand Channel Co-Op Package, including:

Logo placement within the Horizon Ad  
Up to 2 premium branded shelves  
Strategic traffic drivers to your DMO website

# Contact Information



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**Thank you.**

