



TOURISM PROMOTION COMMITTEE AGENDA

May 01, 2024 at 1:00 PM

Wilsonville City Hall & Zoom: <https://zoom.us/webinar/81618970997>

PARTICIPANTS MAY ATTEND THE MEETING AT:

City Hall, 29799 SW Town Center Loop East, Wilsonville, Oregon

Zoom: <https://zoom.us/webinar/81618970997>

TO PARTICIPATE REMOTELY OR PROVIDE PUBLIC COMMENT:

Register with Administration:

TPC@ci.wilsonville.or.us

Individuals may submit comments by 12:00 PM on the day before the meeting date via email to the address above, or may mail written comments to:

Administration - Wilsonville City Hall

29799 SW Town Center Loop East, Wilsonville, OR 97070

CALL TO ORDER

1. Roll Call

CONSENT AGENDA

2. [Tourism Meeting Minutes 2/28/24](#)

COMMITTEE BUSINESS

3. [1/5 Year Plan](#)

MARKETING UPDATES

4. [JayRay Marketing Updates](#)

TOURISM PROMOTION PROGRAM

5. Tourism Development Strategy Project

CITY UPDATES

COMMITTEE MEMBER UPDATES

Tourism Promotion Committee
May 01, 2024

Page 1 of 2

ADJOURN

NEXT MEETING

Weekday, September 11, 2024 @ 9:00 am

Time frames for agenda items are not time certain (i.e. agenda items may be considered earlier than indicated). The City will endeavor to provide the following services, without cost, if requested at least 48 hours prior to the meeting by contacting the Assistant to the City Manager at 503-570-1503 or TPC@ci.wilsonville.or.us: assistive listening devices (ALD), sign language interpreter, and/or bilingual interpreter. Those who need accessibility assistance can contact the City by phone through the Federal Information Relay Service at 1-800-877-8339 for TTY/Voice communication.

Habr  intérpretes disponibles para aqu llas personas que no hablan Ingl s, previo acuerdo. Comun quese al 503-570-1503.



TOURISM PROMOTION COMMITTEE MINUTES

February 28, 2024 at 1:00 PM

CALL TO ORDER

1. ROLL CALL

PRESENT

Chair Brandon Roben
 Councilor Caroline Berry
 Member Elaine Owen
 Member Jennifer Gage
 Member Lin Anderson
 Member Sungmin Park
 Ex Officio Brian Stevenson

ABSENT

Vice-Chair Rohit Sharma
 Lynn Sanders

STAFF

Mark Ottenad
 Zoe Mombert
 Brian Stevenson

GUEST

Matthew Landkamer, Whereabout Travel
 Greg Netzer, Whereabout Travel
 Bridget Baeth, JayRay
 Cara Sjogren, JayRay
 Jen Willey, JayRay

CONSENT AGENDA

2. **Tourism Committee Minutes – November 9, 2023** – *Jennifer Gage made a motion to approve the November 9, 2023 Minutes. Lin Anderson seconded the motion. Motion passed.*
3. **Tourism Committee Minutes – November 29, 2023** – *Jennifer Gage made a motion to approve the November 29, 2023 Minutes. Lin Anderson seconded the motion. Motion passed.*

COMMITTEE BUSINESS

4. 1/5 Year Plan

Staff shared the proposed one year implementation plan, five year action plan with the committee. The document is developed annually. This year, the action plan is omitted since the committee is in the process of updating the tourism promotion strategy. Jennifer Gage expanded on the accomplishments and confirmed the Five-Year Plan did not include those accomplishments because they are working on new strategy. There were no concerns. The final plan will be brought to the committee for final review and recommendation to City Council in May.

Bridget Baeth from JayRay discussed the work that was accomplished over the past year. The annual plan (discussed below) will be included in the 1/5 year plan that is reviewed in May.

TOURISM PROMOTION & DESTINATION MARKETING UPDATES

5. 2023 JAYRAY ACTIVITY SUMMARY

JANUARY-MARCH

- Cozy season geolocation campaign ran January-February
- Attended Oregon Destination Association Conference
- Finalized new logo
- Developed and distributed spring media pitch

APRIL-JUNE

- Ran spring blog ad on social media March 1-May 31
- Developed summer blog and media pitches
- Travel Oregon Visitor Guide ad through Oregon Mt. Hood Territory Co-Op
- Created teaser brochure
- Secured Portland Mom Collective article
- Hosted content partner: Rachel Jane Lloyd
- Attended PRSA Travel & Tourism
- Conference with refreshed media fact sheet

JULY-SEPTEMBER

- Launched visual identity
- Launched new website
- Ran summer blog ad on social media June 1-August 31
- Developed and distributed fall media pitch

OCTOBER-DECEMBER

- Coordinated photo/video shoot
- Launched winter geolocation marketing campaign with new videos
- Refreshed winter blog and developed media pitch

ONGOING

Website management and hosting, social media management, STR and geolocation data analysis

6. **JAYRAY MARKETING UPDATE**

- Overview of annual marketing work
- New logo/website
- Media pitches in spring & fall
- Geolocation overview
 - California market grew
- Photo-worthy experience - top performer (links to be emailed to the committee since they were not playing correctly during the meeting.)
- Previewed videos and reels
- Current - video ad and retargeting past visitors
- Video – Pacific Northwest (PNW) Adventures ad. Highly targeted. It's hard to say why they performed so well. Will have info by mid-March

TOURISM PROMOTION PROGRAM

7. **Tourism Development Strategy Project**

- Overview of approach
 - Survey is going on now
 - Looking to visit in early summer
 - Goals and what gets us there/measurements
 - Send link to committee

CITY UPDATES

- RFP to go out to study for non-motorized at Boones Ferry Park
- Korean War Memorial - end of March installation
- June 29 event Korean War Commemoration and Grand Opening
- Boones Ferry - bathroom and accessible park
- Stein Boozer Barn - open house coming up this spring
- Memorial Park skate park mural

City working with ODOT on:

- Boone Bridge – seismically resilient
- French Prairie Bridget - bike and pedestrian facility
- Greater funding available
- Could join Ice Age Scenic to Scenic Byway
- I-5 pedestrian bridge - Grant request to fund.

COMMITTEE MEMBER UPDATES

- Elaine Owen noted that a new pastry chef was hired at Lady Hill Winery and the Oregon ballet to open at the winery
- 95th Avenue (construction February - August)
- Vanguard open during Hillman and Boones Ferry
- Oaks Park is working on changing age requirement for amusement ride operators from age 18 to age 16 (this will help with staffing). Should be adopted April 11.

ADJOURN

Meeting adjourned at 2:15 pm

NEXT MEETING

Wednesday, May 1, 2024 at 1:00pm



**FY 2024/25 Five-Year Action Plan and
Annual One-Year Implementation Plan for
the Wilsonville Tourism Development Strategy**

DRAFT May 1, 2024

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Attachment:

1. JayRay 2023 Annual Report



A. Introduction

The Wilsonville Tourism Promotion Committee met on May 1, 2024, and recommended for adoption to the City Council the ninth rolling Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”) for FY 2024/25. Each year, the committee updates the plan to account for work accomplished during the prior year and to plan for the following year-plus time period.

Members of the committee have worked diligently to advance the objectives of the City Council as outlined in the past year’s FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan as provided for under the authority of Resolution No. 2541 (2015), which created the City’s Tourism Promotion Program; and the *Wilsonville Tourism Development Strategy* adopted by Council in May 2014.

B. Tourism Promotion Committee Members

Supported by the City Manager’s Office, the Wilsonville Tourism Promotion Committee is composed of 12 members total, with seven voting positions and five ex-officio advisory positions, as established by Resolution No. 2541, sorted descending alphabetically by last name.

The seven voting members of the committee include:

- **Lin Anderson:** Owner of Vanguard Brewing, Wilsonville. Appointed in May 2022 to fill Brian Everest’s unexpired term in Position No. 6 ending June 30, 2024 following his resignation.
- **Jennifer Gage:** Former General Manager of Abella Italian Kitchen restaurant, Wilsonville; appointed to Position No. 5 in July 2021 to full three-year term ending June 30, 2024.
- **Elaine Owen:** Owner of Lady Hill Winery, St. Paul, was reappointed to Position No. 3 in July 2023 to a term ending June 30, 2026.
- **Sungmin Park:** Owner of the Holiday Inn Hotel & Convention Center Portland South/Wilsonville; appointed in July 2023 to Position No. 7 with term ending June 30, 2026.
- **Brandon Roben, Chair:** CEO of Oaks Amusement Park, Portland; reappointed in July 2022 to Position No. 2 with a term ending June 30, 2025.
- **Lynn Sanders:** Former Marketing Director for Saint Louis Galleria shopping center appointed mid-term to Position No. 4 in on January 2024 with a term ending June 30, 2026
- **Rohit Sharma, Vice-Chair:** Owner, RR Hotels Portland, LLC, including Hilton Garden Inn, Wilsonville; reappointed in July 2022 to Position No.1 with term ending June 30, 2025.

The committee includes five non-voting, ex-officio advisory members composed of:

- **Clackamas County Tourism and Cultural Affairs, dba Oregon’s Mt Hood Territory:** Samara Phelps, Executive Director, or designee Jim Austin, Development & Community Relations Lead.
- **Washington County Visitors Association (WCVA):** Dave Parulo, President/CEO, or designee Sylke Neal-Finnegan, Vice President of Marketing & Communications.
- **Wilsonville Area Chamber of Commerce:** Kevin Ferrasci O’Malley, CEO.

- **City of Wilsonville Parks and Recreation Department:** Kris Ammerman, Director, or designee Brian Stevenson, Recreation Manager.
- **City of Wilsonville City Council:** City Councilor Caroline Berry was appointed January 2023, replacing prior City Council liaison Charlotte Lehan, who serves as the City Council liaison to the committee since 2014.

C. Committee Meetings

The committee met on five occasions in FY 2023/24, meeting the minimum required four meetings per fiscal year pursuant to Resolution No. 2541. Meeting of the committee were held on September 6, November 9, November 29, 2023, and February 28, and May 1, 2024.

D. Advancing Tourism Development Priorities

The committee continued to work on the Top-16 priorities, as determined by the committee during the first year of work during FY15/16, of 50 total potential ‘actions for success’ outlined in the *Tourism Development Strategy* adopted by Council in May 2014.

Tourism Development Strategy:

Top Priorities and “Themed Issues” for Additional Work

Strategy No.	Strategy Title / Description
1.1	Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville, now Explore Wilsonville. <i>[Create the organizational framework]</i>
1.3	Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT).
1.7	Initiate ongoing partnership and relationship-building programs.
2.1	Develop a destination branding strategy for Wilsonville.
5.4	Develop database and email marketing programs.
5.5	Optimize the online use of video.
5.6	Optimize linking strategies.
5.11	Develop and maintain a library of high-quality images and videos.
5.12	Optimize the use of website and social media analytics.
5.13	Develop an active content management and co-op marketing program.
5.14	Increase public awareness of the benefits of tourism.
5.16	Conduct ongoing visitor-satisfaction research.

E. Past Year’s Accomplishments, FY 2023/24

The Tourism Promotion Committee has had a successful year, advancing key objectives as set-out in the prior fiscal year’s plan, the FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan adopted by the City Council through Resolution No. 3047 on May 15, 2023.

Following is an accounting of accomplishments achieved towards meeting FY 23/24 objectives.

- **Recruit to fill all voting positions for the Tourism Promotion Committee.**

In July 2023, Mayor Fitzgerald reappointed with Council consent Elaine Owen to Position No. 3 and appointed with Council consent Sungmin Park to Position No. 7. In January 2024, Mayor Fitzgerald appointed with Council consent Lynn Sanders to Position No. 4.

- **Elect chair/vice-chair leadership positions.**

Brandon Roben, was elected Chair and Rohit Sharma, was elected Vice Chair during the first meeting of the new fiscal year in September 2023.

- **Tourism Promotion and Destination Marketing Consultant contractor advances components of the Tourism Promotion Marketing Plan.**

JayRay, the City's Tourism Promotion and Destination Marketing Consultant, provided social media posts three times weekly to encourage people to stay in "the heart of it all" The posts have promoted the updated itineraries, Parks and Recreation programming, local businesses and area attractions. The intent is to continue to engage and grow social media followers. The social media posts encourage potential travelers to plan their stay in Wilsonville.

Additionally, the committee worked with JayRay to refresh the "Explore Wilsonville" visual identity. Following the update all print and electronic materials were revised with the new brand. JayRay spent three days in Wilsonville during the fall to capture post covid photography and videography to create short advertisements to be used in future online posts and campaigns.

- **Geolocation Data.**

The Tourism Promotion and Destination Marketing Consultant has continued to work with geolocation sub-consultant Datafy to focus on key areas including liquid tourism and shopping since these activities seem to be popular among overnight visitors. The data has been used to target marketing efforts. The data will continue to be evaluated and used to continue to improve our marketing efforts in FY 24/245.

- **The committee monitors implementation of the Tourism Promotion Marketing Plan, including features and operation of the tourism website.**

Staff worked with the Tourism Promotion and Destination Marketing Consultants to continue to enhance ExploreWilsonville.com. Specifically, the event calendar was regularly updated and maintained as needed, graphic images were modified quarterly, itineraries and promotional packages were added as well. Seasonal blog posts and itineraries were also added to the website.

- **Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection.**

The itineraries continue to be promoted on the ExploreWilsonville.com website. JayRay has created new seasonal itineraries to help visitors plan their visit in advance. JayRay has continued to focus on increasing the social media posts and growing the number of social media followers. Reels were used as a way to increase social media engagement.

One social-media Influencer visited Wilsonville in FY 23/24 and an increase in website traffic was directly linked to the visit. Influencers were selected based on the number of followers, content they post on social media, ability to connect with our target audience. JayRay

developed itineraries that would introduce the Influencer's followers to Wilsonville and the benefits of making it their travel location for family fun, outdoor adventures and foodies alike.

- **Continue tourism promotional programs are implemented with key partners.**

The Tourism Promotion and Destination Marketing Consultant is working with regional/state tourism partners for marketing promotion efforts, including Travel Oregon, Travel Portland, Travel Oregon, Willamette Valley Visitors Association, Clackamas County Tourism and Cultural Affairs (dba Oregon's Mt. Hood Territory) and Washington County Visitors Association. These joint efforts include purchase of print and online advertising and sharing of travel research.

The Tourism Promotion and Destination Marketing Consultant continued the advertisement at the Interstate 5 French Prairie northbound rest area, and researched additional brochure-placement programs, including all official State of Oregon Travel Oregon visitor information centers, including at Portland International Airport (PDX).

- **March 2024 Governor's Conference on Tourism in Salem**

City tourism staff and principles of the Tourism Promotion and Destination Marketing Consultant and the Tourism Development Strategy Consultant attended the annual Travel Oregon tourism conference in Salem. The event highlighted how destinations can be more attractive, inclusive, and better accommodate visitors with limitations (physical, developmental, etc.) or who are of a minority ethnic group.

- **Committee starts Tourism Destination Strategy Update Project**

The committee developed a scope of work for the first half of the Tourism Development Strategy update before publishing a request for proposals in September 7, 2023. The committee received three proposals by the October 27, 2023, deadline. The committee reviewed the proposals at their November 9, 2023, meeting and interviewed two finalists on November 29, 2023. The Committee selected Whereabouts to prepare the strategy. The firm's knowledge of the knowledge of the local tourism industry and work experience with our partners made them an excellent choice for this project. The contract was complete and preliminary work began on the project in January 2024. Whereabouts has started their research including interviews, surveys, and reviewing existing materials. Whereabouts will visit Wilsonville in June to get a better understanding of the visitor experience.

F. Five-Year Action Plan for Tourism Development: FY2024/25 – FY2028/29

Since the committee is working with the Tourism Development Strategy contractor to update the guiding 'master plan' Strategy, creating a five-year plan at this time is inappropriate. A five-year action plan was not developed since the committee is currently working on an updated Tourism Development Strategy which will set future priorities and work plans.

However, the committee developed and recommended on April 5, 2023, to City Council adoption of the FY24/25 the Annual One-Year Implementation Plan.

G. Annual One-Year Implementation Plan: FY24/25, July 2024 – June 2025

The ninth, rolling one-year implementation plan seeks to focus on updating the Tourism Development Strategy. Next fiscal year's work plan is segmented into two main sections since the committee will not be implementing the previous strategy:

1. Conduct Tourism Promotion Committee Business: The committee executes all Council-mandated activities, including:

- **Leadership:** Elect a chair and vice chair at the first meeting of the new fiscal year.
- **Meetings:** Hold at least four meetings with quorum attendance during the fiscal year.
- **Marketing Plans:** Work with staff and consultant to draft for City Council adoption an Annual One-Year Implementation Plan and the Tourism Promotion and Destination Marketing Plan for FY24/25. The full, complete FY24/25 marketing plan is to be developed by JayRay, the Tourism Promotion and Destination Marketing Consultant.

2. Complete Update of the 'Explore Wilsonville' Tourism Development Strategy:

The Tourism Development Strategy that guides the work of the Tourism Promotion Committee is now 10 years old, having been researched and developed during 2013 and adopted by City Council in May 2014. Considerable changes in both the tourism market over time and vast improvement in the City's destination-marketing efforts require that the City update the Strategy.

The Strategy was split over two fiscal years at \$50,000 per year, for a total budget amount of \$100,000. The second half of the work will be conducted in FY 24/25 with a final product approved for recommendation by the Committee to the City Council for adoption, tentatively November 2024.

- **The proposed Tourism Promotion budget for FY24/25:**

Tourism Promotion and Destination Marketing Contract\$ 200,000

Expenses are estimated based on the following itemization Marketing: \$88,310

- Geolocation data and marketing campaigns
- Geofencing
- Art and Creative Design
- Ad Design
- Advertising allowance
- Brochure printing and distribution with Certified Folders
- Special project ((Destination Marketing Strategic Plan)
- Public Relations: \$30,934
 - Editorial calendar
 - Media pitching and follow up (quarterly)
 - Cision® media database subscription
 - Micro-influencer/ travel blogger marketing
 - Media hosting allowance
- Management: \$29,940
 - Manage program
 - STR® subscription

- Memberships (Travel Oregon, Oregon Destination Association, Travel Portland)
- Monthly dashboard of KPIs
- Quarterly reports (fiscal year)
- Annual report (calendar year)
- Tourism Promotion Committee meetings (quarterly, virtual)
- Conference attendance at ODA or Oregon Governor’s Conference on Tourism
- Social Media: \$25,496
 - Manage Facebook, Instagram and Pinterest
 - Write copy and curate content for 3-5 posts per week
 - Community engagement
 - Boosted posts
- Website: \$25,320
 - Manage and host website
 - Plug-in/software subscriptions
 - Refresh content, events, hero images
 - Develop campaign landing pages for marketing campaigns
 - Quarterly blog
- Tourism Development Strategy Update (Year 2 of 2).....\$ 50,000

TOTAL Tourism Promotion Budget FY2024-25\$ 250,000

The committee continues to see an increase in transient lodging tax collections, as well as tourism-related and hospitality businesses in 2024.

The FY 24/25 budget includes funds to continue increased social media, influencer campaigns among other marketing efforts and a continued investment in geolocation data to target advertising.

2023 ANNUAL REPORT

Jan. 1-Dec. 31, 2023



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2023 ACTIVITY SUMMARY

Item 3.

ONGOING

- Website management and hosting, social media management, STR and geolocation data analysis

JANUARY-MARCH

- Cozy season geolocation campaign ran January-February
- Attended ODA conference
- Finalized new logo
- Developed and distributed spring media pitch

APRIL-JUNE

- Ran spring blog ad on social media March 1-May 31
- Developed summer blog and media pitches
- Travel Oregon Visitor Guide ad through OMHT co-op
- Created teaser brochure
- Secured Portland Mom Collective article
- Hosted content partner: Rachel Jane Lloyd
- Attended PRSA Travel & Tourism Conference with refreshed media fact sheet

JULY-SEPTEMBER

- Launched visual identity
- Launched new website
- Ran summer blog ad on social media June 1-August 31
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OCTOBER-DECEMBER

- Coordinated photo/video shoot
- Launched winter geolocation marketing campaign with new videos
- Refreshed winter blog and developed media pitch



ANNUAL RESULTS CY 2023

January-December 2023

PR budget reduced for video and photo content

Metrics	2023 Results	2022 Results	YOY % Change
Influenced articles (number of articles earned)	11	4	+175%
New website users	20,956	18,243	+15%
Social media reach (Facebook, Instagram, Pinterest)	246,246	160,466	+53%
Social media followers (Facebook, Instagram)	2,722	2,485	+10%
Total engagements & link clicks (Facebook, Instagram, Pinterest)	5,649	4,382	+29%



WEBSITE

2023 Highlights

WEBSITE OVERVIEW

Item 3.

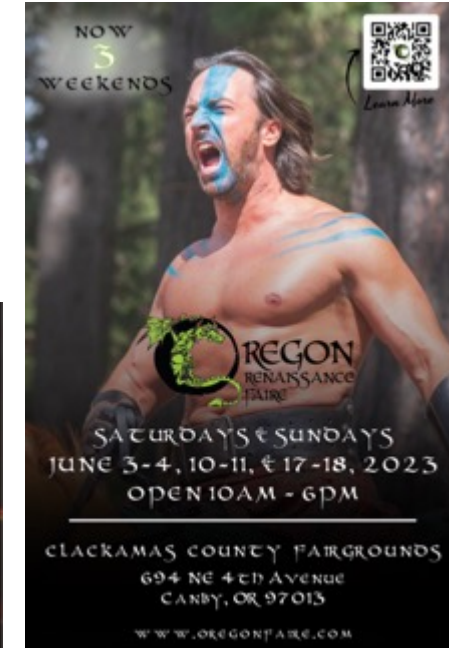
- Launched refreshed website on July 31, 2023
- Added 24 articles to the [media room](#)
- Ongoing event maintenance: 374 events added
- New users increased YOY 15%
- Total users increased YOY 12%
- Page views increased YOY 49%



EVENTS

Management sample: not an exhaustive list

Item 3.



Explore Wilsonville

EVENTS

Management sample: not an exhaustive list

Item 3.



Explore Wilsonville

WEBSITE ANALYTICS

Item 3.

2023 CALENDAR YEAR WITH YOY CHANGE

2023 January-December

2023													2023 Total	2022 Total	2023 % Change
Metrics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
New Users	1,700	1,525	1,191	1,520	1,219	1,571	2,235	2,422	1,822	1,805	1,726	2,220	20,956	18,243	+15%
Users	1,737	1,552	1,214	1,546	1,252	1,594	2,320	2,466	1,874	1,849	1,765	2,259	21,428	19,071	+12%
Page Views	3,424	2,726	2,564	3,240	2,891	3,133	10,337	15,646	5,606	7,183	4,699	7,845	69,294	46,486	+49%

Page Views: Page views is the total number of pages viewed. Repeated views of a single page are counted.

Users/New Users: A user is a person who has come to your website. A new user is a first-time visitor to the website during the selected date range.



WEBSITE MOST POPULAR PAGES

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2023 MOST POPULAR PAGES

1. (not set) *
2. Explore Wilsonville, Oregon
3. Homepage
4. Wind Down This Winter in Wilsonville
5. Itineraries

* “Not set” can occur when users click on a page and then leave the tab open longer than 30 minutes OR when the link is set up to track through a different Google Analytics account. It is likely the landing page here is the “itineraries page” and the arrival source is the winter geolocation campaign link.

2022 MOST POPULAR PAGES

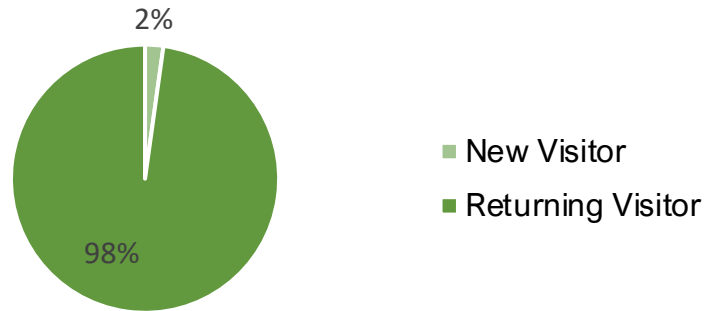
1. Homepage
2. Wind Down This Winter in Wilsonville
3. Restaurants & Dining
4. Wine Country Trip
5. Shopping Trip



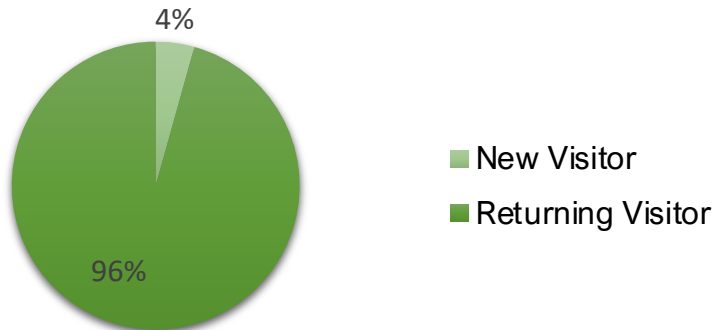
WEBSITE ANALYTICS: VISITORS

Item 3.

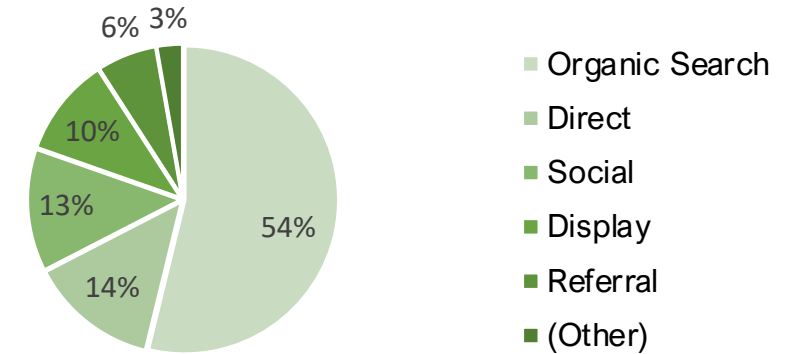
VISITOR TYPE 2023



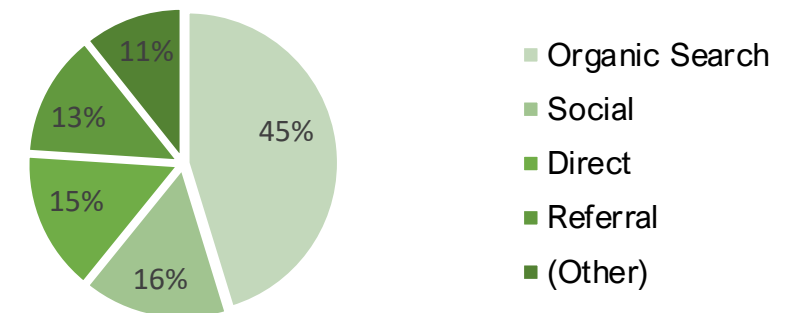
VISITOR TYPE 2022



TOP SOURCES 2023



TOP SOURCES 2022



*other indicates traffic sources that do not fall into other categories.
**color code reflects traffic rank (ex. green is second place), not coded by channel.





SOCIAL MEDIA REPORT

2023 Highlights



SOCIAL MEDIA OVERVIEW

Item 3.

- 246,246 total reach (FB, IG, & Pinterest) during 2023
- Added 237 followers (FB & IG) during 2023
- Combined engagement is up 20% YOY
- Combined total reach is up 53% YOY
- Combined engagements is up 29% YOY



2023 COMBINED SOCIAL MEDIA ANALYTICS

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Combined Engagement* (Engagement %)														
FB, IG & Pinterest	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	AVG	YOY Change
2023	2.87%	2.14%	2.38%	4.67%	4.09%	4.58%	5.44%	4.91%	4.38%	3.21%	3.97%	3.94%	3.88%	+20%
2022	3.66%	3.70%	3.61%	3.51%	3.55%	3.44%	3.25%	2.68%	5.28%	2.52%	1.77%	1.65%	3.22%	N/A

Combined Post Total Reach**														
FB, IG & Pinterest	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Total	YOY Change
2023	21,571	23,729	21,615	45,815	28,425	24,284	24,588	31,379	5,499	5,996	7,328	6,017	246,246	+53%
2022	4,289	8,011	14,971	17,199	18,043	9,455	12,113	10,561	4,744	18,596	21,238	21,246	160,466	N/A

Combined Total Engagements & Link Clicks														
FB, IG & Pinterest	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Total	YOY Change
2023	339	391	459	876	409	425	580	837	342	302	386	303	5,649	+29%
2022	366	662	342	406	339	262	473	326	296	326	297	287	4,382	N/A

*Engagement is post total reach divided by the number of people who clicked anywhere on Explore Wilsonville posts. Industry standard is .13% (above 1% is good).

**Reach is the total number of people the page's posts were served to



FACEBOOK ANALYTICS OVERVIEW

Item 3.

Facebook Engagement* (Engagement %)														
FACEBOOK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	AVG	YOY Change
2023	2.86%	2.39%	2.84%	3.16%	1.79%	1.97%	1.61%	1.98%	2.39%	1.71%	2.49%	1.84%	2.25%	-53%
2022	6.00%	6.48%	5.00%	3.54%	7.90%	3.55%	4.04%	3.99%	10.92%	3.46%	2.17%	1.21%	4.86%	N/A

Facebook Post Total Reach**														
FACEBOOK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YOY Change
2023	17,098	19,274	17,529	42,062	24,044	19,199	20,059	25,271	915	751	3,428	1,835	191,465	+87%
2022	564	4,349	5,821	8,803	12,808	6,512	8,012	6,712	1,419	14,729	16,166	16,088	101,983	N/A

Facebook Total Engagements & Link Clicks														
FACEBOOK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YOY Change
2023	94	166	175	620	123	71	170	422	82	42	131	46	2,142	+50%
2022	92	299	229	47	217	83	167	56	91	65	41	38	1,425	N/A

*Engagement is post total reach divided by the number of people who clicked anywhere on Explore Wilsonville posts. Industry standard is .13% (above 1% is good).

**Reach is the total number of people the page's posts were served to



FACEBOOK FOLLOWER DEMOGRAPHICS

Item 3.

AGE RANGE

Most of Explore Wilsonville's Facebook content reaches people who are above the age of 35, and between ages 45-54.

GENDER

Approximately 74% of Explore Wilsonville's Facebook content reached women, and 26% reached men.

COUNTRY

A majority are from the United States, followed by Canada.

CITIES

The top five cities outside of Wilsonville for Explore Wilsonville Facebook content are:

1. Wilsonville, OR
2. Portland, OR
3. Salem, OR
4. Eugene, OR
5. Vancouver, WA



FACEBOOK TOP CONTENT

Item 3.

JANUARY-MARCH

- January 25, 2023
- 29 likes, 2 comments, and 4 shares
- 1.2k accounts reached



Explore Wilsonville is with **Aurora Vineyards** in **Wilsonville, OR.**
Published by Travis W. Roth · January 25, 2023 · 🌐

Recently engaged? Plan the wedding of your dreams in Wilsonville! From gorgeous venues and cozy accommodations, to talented photographers and caterers, Wilsonville has everything you need for a fairytale wedding weekend.

Plan your wedding: explorewilsonville.com/meetings-and-event-venues

📸: **Joni Loraine Photography**

APRIL-JUNE

- April 3, 2023
- 241 likes, 13 comments, and 15 shares
- 11.2k accounts reached



Explore Wilsonville is with **Wooden Shoe Tulip Farm** and **Swan Island Dahlias** in **Wilsonville, OR.**
Published by Travis W. Roth · April 3, 2023 · 🌐

They say April showers bring May flowers, but in Wilsonville the flowers are already blooming! From spring tulips and irises to summer dahlias, experience some of the most magnificent flower festivals in the country throughout the year.

Find your flower festival: <http://explorewilsonville.com/.../tulip-and-flower-festivals>

JULY-SEPTEMBER

- August 7, 2023
- 217 likes, 16 comments, and 20 shares
- 9.1k accounts reached



Explore Wilsonville is with **Swan Island Dahlias.**
Published by Travis W. Roth · August 7, 2023 · 🌐

Bucket list flowers are in bloom! Now through the end of September at **Swan Island Dahlias Festival**, stroll through 50 acres of colorful blooms and enjoy food carts, live music and over 375 varieties of flowers.

Plan your trip: <http://explorewilsonville.com/.../2023-annual-dahlia...>

📍 **Swan Island Dahlias**

OCTOBER-DECEMBER

- November 24, 2023
- 40 likes, 8 comments, and 2 shares
- 2.7k accounts reached



Explore Wilsonville
Published by Travis W. Roth · November 24, 2023 · 🌐

Turns out, Santa Claus has no shortage of connections when it comes to Christmas trees. 🌲 From Scotch Pine to Fraser Fir, Kris Kringle's got you covered. Save this post for a handy guide to source your cedar, cypress and spruce in the Willamette Valley this holiday season.

🌲 **Yesteryear Farms** – Pre-cut trees, garland and wreaths
🌲 **Frog Pond Farm** – Trees, wreaths, Santa Claus and farm animals
🌲 **Lee Farms** – Pre-cut trees, u-cut trees and farm store
🌲 **Windsong Christmas Trees** – U-cut trees on Saturdays and Sundays

Keep up with more holiday happenings at ExploreWilsonville.com/events.



INSTAGRAM ANALYTICS OVERVIEW

Item 3.

Instagram Engagement* (Engagement %)

INSTAGRAM	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Average	YOY Change
2023	1.59%	1.71%	1.76%	7.77%	7.91%	8.04%	9.02%	8.31%	6.89%	5.17%	7.37%	6.72%	6.02%	+218%
2022	2.88%	2.23%	2.09%	1.96%	1.97%	1.70%	1.60%	1.60%	1.54%	1.46%	1.93%	1.75%	1.89%	N/A

Instagram Post Total Reach**

INSTAGRAM	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Total	YOY Change
2023	4,123	4,087	3,563	3,210	3,844	4,620	3,667	5,208	3,808	4,588	3,314	3,689	47,721	+66%
2022	2,733	2,643	7,823	7,054	3,941	2,086	2,960	2,908	2,822	3,453	4,149	4,832	47,404	N/A

Instagram Average Number of Likes

INSTAGRAM	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Average	YOY Change
2023	12.5	14.3	14.8	16.7	16.4	20.31	21.7	21.3	12.86	11.9	14.54	15.54	16.07	+29%
2022	18.9	14.7	14.6	22.6	13.9	11.7	11.7	12.3	10.7	11.3	15.5	14.2	14.34	N/A

*Engagement is post total reach divided by the number of people who clicked anywhere on Explore Wilsonville posts. Industry standard is .13% (above 1% is good).

**Reach is the total number of people the page's posts were served to



INSTAGRAM FOLLOWER DEMOGRAPHICS

Item 3.

AGE RANGE

Most of Explore Wilsonville's Instagram content reaches people who are between 25-54 with people aged 35-44 being the top demographic.

GENDER

Approximately 77% of Explore Wilsonville's Instagram content reached women, and 23% reached men.

COUNTRY

A majority are from the United States, followed by Mexico.

CITIES

The top four cities outside of Wilsonville for Explore Wilsonville Instagram content are:

1. Wilsonville, OR
2. Portland, OR
3. Canby, OR
4. Sherwood, OR
5. West Linn, OR



INSTAGRAM TOP CONTENT

Item 3.

JANUARY-MARCH

- February 20, 2023
- 32 likes, 2 comments, 0 saves and 962 impressions
- 819 accounts reached



explorewilsonville Wilsonville is full of sweet spots for sweethearts. Let spring in Wilsonville mark a new season in your relationship with these heartwarming picks.

#LinkinBio

APRIL-JUNE

- June 28, 2023
- 40 likes, 6 comments, 2 saves and 568 impressions
- 509 accounts reached



explorewilsonville Cue the sparklers! 🇺🇸 July 4 is just around the corner, do Independence Day the Wilsonville way with festivities throughout the area.

🕒 10 a.m. – Parade, music and food at Sofia Park in Villebois neighborhood
 🕒 9-30 p.m. – Second annual laser light show at Town Center Park
 🎫 \$2 tickets to family movies at Regal Wilsonville for the first showing of the day
 🎆 The final day of the @waterfrontblues in Portland ends with a fireworks extravaganza at 10 p.m. to close out the event.

#LinkinBio to explore more events in Wilsonville.

📍 @villeboislifestyle

JULY-SEPTEMBER

- July 28, 2023
- 34 likes, 3 comments, 1 saves and 506 impressions
- 446 accounts reached



explorewilsonville Summer is the season of abundance – just ask the next vendor you see at @wilsonvillefarmersmarket. There's a new harvest every week, and each one's better than the last. What will you bring home with your next farmers market haul? 🍅🥕🍆 Open every Thursday, now through September 29.

#LinkinBio to learn more!

📍 @shaker_and_salt

OCTOBER-DECEMBER

- October 9, 2023
- 21 likes, 3 comments, 3 saves and 604 impressions
- 540 accounts reached



👍 Liked by auroracolonyvineyards and 20 others
 explorewilsonville Pumpkins are just the beginning of Wilsonville's farm-fresh bounty. Celebrate the season all month long with Instagram-worthy pumpkin patches as far as the eye can see. Save this post for a handy pocket guide to the most gorgeous gourds in Wilsonville.

📍 @frogpondfarmoregon in Wilsonville
 📍 @yesteryearfarmswilsonville
 📍 @firpointfarms in Aurora
 📍 @leefarms in Tualatin

#LinkinBio to find more of fall's best in Wilsonville.

📍 @frogpondfarmoregon
 View all 3 comments

frogpondfarmoregon Thanks for the feature! 🍂
 🍂🍂🍂
 leefarmssunflowers
 October 9, 2023



Explore Wilsonville

PINTEREST ANALYTICS OVERVIEW

Item 3.

Pinterest Engagement* (Engagement %)														
PINTEREST	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average	YOY Change
2023	4.15%	2.31%	2.54%	3.08%	2.57%	3.73%	5.68%	4.44%	3.87%	2.74%	2.05%	3.25%	3.37%	44%
2022	1.71%	3.27%	1.58%	2.31%	1.78%	1.63%	4.12%	2.45%	3.39%	2.65%	1.2%	1.98%	2.34%	N/A

Instagram Post Total Reach**														
PINTEREST	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YOY Change
2023	350	368	523	543	537	465	862	900	776	657	586	493	7,060	-36%
2022	992	1,019	1,327	1,342	1,294	857	1,141	941	531	414	923	326	11,107	N/A

Pinterest Total Engagements & Link Clicks														
PINTEREST	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YOY Change
2023	28	12	30	36	27	36	64	52	36	20	16	18	375	-18
2022	17	39	42	37	41	25	79	39	32	76	19	13	459	N/A

*Engagement is post total reach divided by the number of people who clicked anywhere on Explore Wilsonville posts. Industry standard is .13% (above 1% is good).

**Reach is the total number of people the page's posts were served to



PINTEREST AUDIENCE DEMOGRAPHICS

AGE RANGE

Most of Explore Wilsonville’s Pinterest content reaches people who are between 18-44 with people aged 25-34 being the top demographic.

GENDER

Approximately 68% of Explore Wilsonville’s Pinterest content reached women, and 16% reached men. 16% reached unspecified & custom.

CITIES

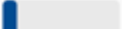







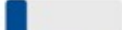


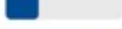


The top five cities outside of Wilsonville for Explore Wilsonville Pinterest content are:

- 1. Portland, OR
- 2. Los Angeles, CA
- 3. Dallas-Ft. Worth, TX
- 4. Seattle-Tacoma, WA
- 5. Nashville, TN

Data on Explore Wilsonville’s total Pinterest audience. This includes all users who have seen or engaged with Explore Wilsonville pins. These numbers are an estimate.

CATEGORIES AND INTERESTS

The most popular categories for this audience.
**Affinity indicates how this audience is interested in a particular category compared to the general Pinterest audience*

Category	Affinity ↓ ⓘ	% of audience
finance	2.85x	12.4% 
gardening	2.35x	62.0% 
architecture	1.86x	65.7% 
travel	1.73x	75.1% 
wedding	1.69x	60.6% 
animals	1.65x	41.9% 
food and drinks	1.62x	86.4% 
sport	1.51x	70.1% 
health	1.48x	79.2% 
vehicles	1.41x	18.9% 
event planning	1.41x	81.7% 
parenting	1.34x	45.1% 
men's fashion	1.34x	28.8% 
design	1.24x	88.9% 

PINTEREST TOP BOARD*

Item 3.

- Explore Wilsonville, OR
 - 319 pins
 - 1,847 impressions
 - 72 engagements
 - 20 outbound link clicks
 - 55 pin clicks
 - 3 saves



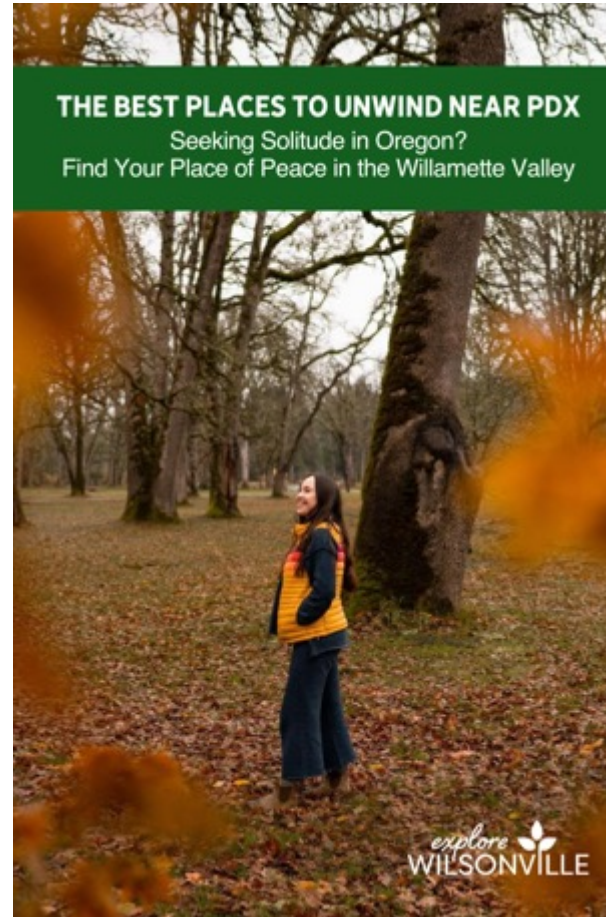
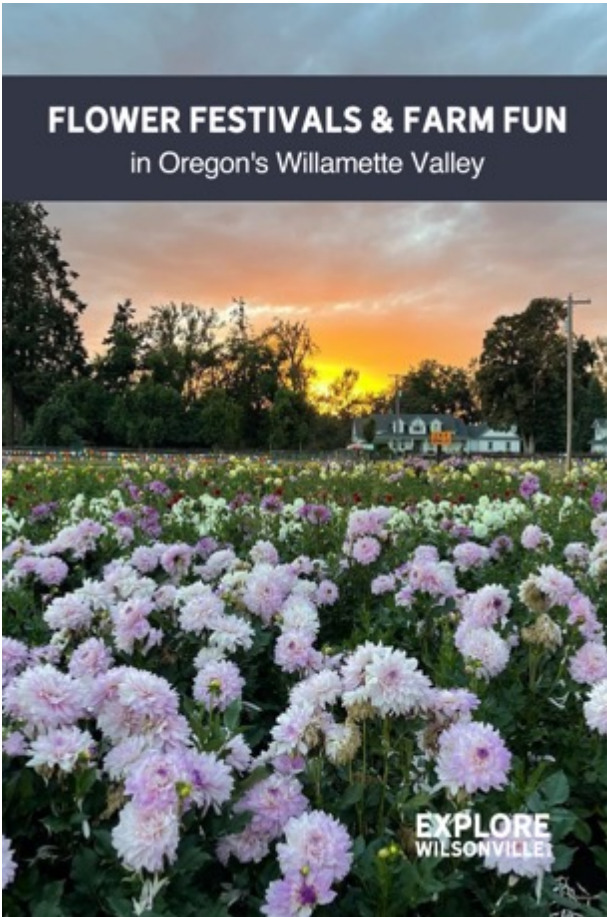
*Pinterest data can only be viewed up to six months past, data for top board represents data between 7/29/23-12/31/23



Explore Wilsonville

PINTEREST POST SAMPLES

Item 3.



2023 SOCIAL MEDIA ANALYTICS OVERVIEW

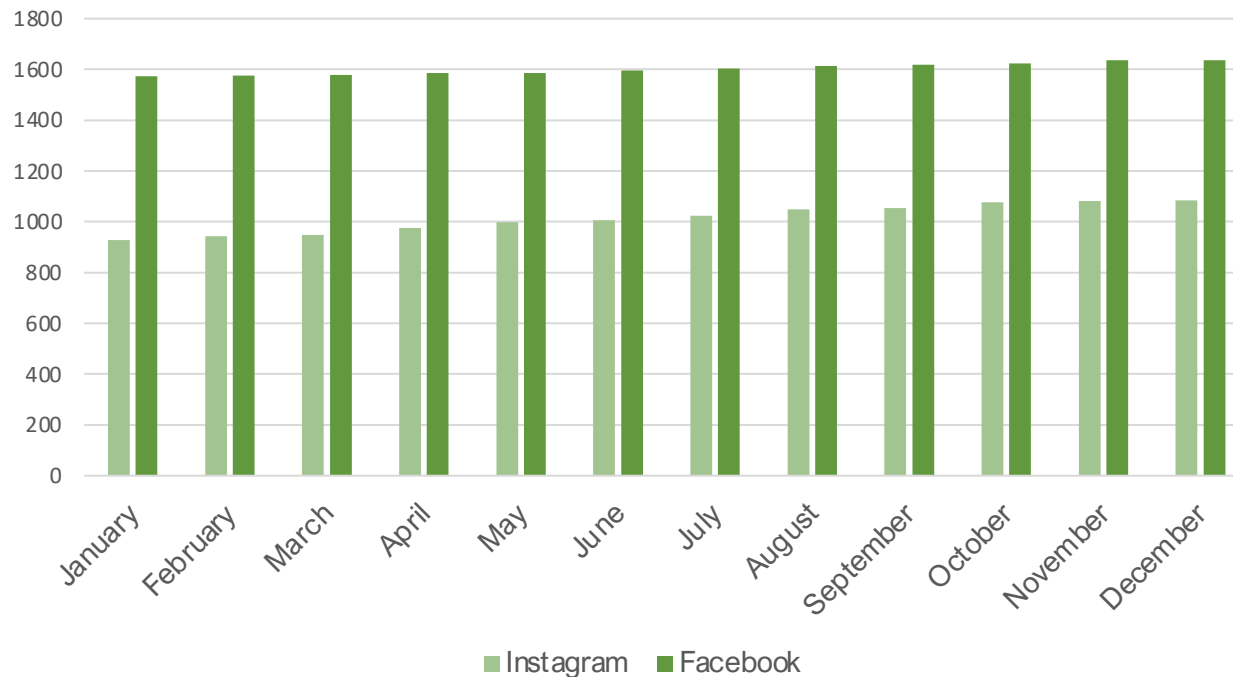
Item 3.

FACEBOOK	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Results
Engagement (%)	2.86%	2.39%	2.84%	3.16%	1.79%	1.97%	1.61%	1.98%	2.39%	1.71%	2.49%	1.84%	2.25%
Post Total Reach	17,098	19,274	17,529	42,062	24,044	19,199	20,059	25,271	915	751	3,428	1,835	191,465
Total Engagements & Link Clicks	94	166	175	620	123	71	170	422	82	42	131	46	2,142
INSTAGRAM	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Results
Engagement (%)	1.59%	1.71%	1.76%	7.77%	7.91%	8.04%	9.02%	8.31%	6.89%	5.17%	7.37%	6.72%	6.02%
Average Number of Likes	12.5	14.3	14.8	16.7	16.4	20.31	21.7	21.3	12.86	11.9	14.54	15.54	16.07
Post Total Reach	4,123	4,087	3,563	3,210	3,844	4,620	3,667	5,208	3,808	4,588	3,314	3,689	47,721
Total Engagements & Link Clicks	217	216	254	210	259	318	346	363	224	240	239	239	3,125
PINTEREST	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Results
Engagement (%)	4.15%	2.31%	2.54%	3.08%	2.57%	3.73%	5.68%	4.44%	3.87%	2.74%	2.05%	3.25%	3.37%
Post Total Reach	28	12	30	36	27	36	64	52	36	20	16	18	375
Total Engagements & Link Clicks	28	12	30	36	27	36	64	52	36	20	16	18	375



2023 SOCIAL MEDIA FOLLOWERS OVERVIEW

Item 3.



TOTAL FOLLOWERS: 2,722

- Instagram and Facebook growth are both steady with nearly 10% increase YOY
- Total followers 2022: 2,485

**Pinterest followers are not tracked or measured. Due to the nature of the platform, it is not an accurate reflection of efforts*





PR REPORT

2023 Highlights

PR OVERVIEW

Item 3.

- 11 influenced articles in CY 2023
- Added 24 articles to the [media room](#)
- Updated the winter, spring, summer and fall blogs and customized for media pitches
- Refreshed media fact sheet
- Hosted content partner: Rachel Jane Lloyd
- Attended PRSA Travel & Tourism Conference
- Continued PR monitoring



Item 3.

29 42

MEDIA COVERAGE SAMPLES

Item 3.

PDX PARENT



SW 'Burbs: WILSONVILLE

Originally called Boone's Landing after a descendant of Daniel Boone, Wilsonville got a name change in 1880. The name hasn't been the only change in its history. Wilsonville has transformed from ferry site to port to train depot, and finally to the southernmost suburb in the Portland-metro area with a major freeway artery running right through its center.

Wilsonville families can easily access so many of the state's rural highlights: Willamette Valley wine country; farms that run the gamut of tulips to Christmas trees; the bikeable Ice Age Trolley Trail; and more. And Niche.com ranks West Linn-Wilsonville as the No. 2 school district in the state. While residents are predominantly white (80% per the 2020 census), the city is growing more diverse with each passing year – and neighbors say that diversity is embraced.



play here

Plenty of suburban family fun awaits in Wilsonville. The city boasts one of our area's most spectacular splash pads at **Murphy Plaza** (top photo) at Memorial Park. Memorial Park also features a skatepark, soccer and baseball fields, a boat dock, picnic areas, sand volleyball, disc golf and pickleball areas, playgrounds, and more. Plus there's 50 acres of native forest to explore in the park – a perfect way to view wildlife. **Graham Oaks Nature Park** (pictured above) is another great spot for wildlife viewing – and much of the park is wheelchair-accessible. If your crew is looking for indoor excitement, there's also a **Bullwinkle's Family Fun Center** that features bowling, an arcade, mini golf, bumper boats and much more.

eat here

Wilsonville resident Lauren Foltz says her 4-year-old daughter's favorite bakery is **Lux Sweets** (pictured left). "It's a family-owned business that has made just about every birthday cake for her, so this place and the owners are special to us," says Foltz. "It's a great breakfast and lunch place. I love their apple galette and tarts." The Foltz family also likes the kababs at **Dar Essalam**, a Moroccan restaurant, **Perfect Pizza** and **Oswego Grill**.

what neighbors say

Lauren Foltz and her family moved to Wilsonville from Northern California in 2017. "Wilsonville feels like home to us," she says. "The people here are friendly and it is a family-friendly town, which is one of the reasons why we were drawn to this town."

As a stay-at-home mom, she appreciates that there is always something for her to do with her 4-year-old and ways for her to connect with other parents. "We enjoy the concerts in the park, the summer farmers market, and the holiday events," Foltz says. "I love that Parks and Rec does an annual boy drive and senior stockings donation as a way to give back to the community each year." She also values the library's storytimes and visiting **Yesteryear Farm and Frog Pond Farm**.

Additionally, Foltz notes that living in Wilsonville allows her family to easily venture to other parts of the state. "Geographically, we love that we are close to the coast and the mountains, making it an excellent day trip or quick family weekend getaway," she says.

One downside of living in the commuter town is traffic. Luckily, Foltz's husband works from home and avoids a downtown commute. "I think we can all agree that traffic during commute hours is a bit much. One thing I appreciate is the option to use the **WEB Commuter Rail**," says Foltz.

—Danae Castillon

live here

\$679,900
Median home price

\$2,096
Median rent for a 2-bedroom apartment

SOURCE: REALTOR.COM AND ZEPHYRUS

get around

30 Walk Score

55 Bike Score

26 Transit Score

SOURCE: MAPS & SCORES

PORTLAND MOM COLLECTIVE

Portland Mom Collective


In + Around PDX | Travel + Adventure

The Nearby Tourist: The Whimsy of Wilsonville

By Emily - April 17, 2023

Facebook Twitter Pinterest Reddit +

In the quest to visit nearby towns with fresh eyes and a disruption to my everyday routine, I hit up Wilsonville. I stopped by once on my own, and then again with my whole family. We had more than enough to fill an entire day of discovery and exploration, and we will undoubtedly be back!



PDX PARENT
NOMINEE
2023
READER FAVORITE

PDX Parent
Reader Favorites
NOMINEES FOR 2023

Vote for your favorite family-focused people, places and spaces in the Portland-metro area. When your kid spikes a scarily high fever, kid-specific urgent cares can save the day. Vote for one of these nominees for favorite **Pediatric Urgent Care** – or fill in your favorite. Vote in all categories at pdxparent.com/vote.

NOMINEES:

- Brave Care
- Columbia Clinic Urgent Care
- Legacy Go-Health Urgent Care
- Shriners Hospital's Walk-in Fracture & Sports Injury Clinic
- ZoomCare





PUBLIC RELATIONS OVERVIEW

2023 RESULTS

PR budget reduced for video and photo content

2023													
Metrics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Number of Articles	8	11	11	17	13	15	21	33	12	18	20	7	186
Circulation	7,504,388	798,174	20,818,105	5,201,407	916,706	11,671,630	607,901	3,873,774	260,437	1,961,670	1,619,399	518,559	55,752,150
Number of Influenced Articles	1	0	1	1	0	1	0	0	0	1	4	2	11

Influenced articles are those that resulted from JayRay’s media outreach, such as ongoing pitching, fact-checking, engagement with journalists or other media effort from JayRay.



KXL FM (PORTLAND) INTERVIEW

Item 3.

- Mayor Fitzgerald was interviewed by morning show co-host Veronica Carter on March 9
- Aired two pieces (click the icons to listen):

March 10, Jobs in Wilsonville



March 23, Cities Around Portland, Explore Wilsonville



KXL has been a trusted source for local news, knowledge and information for over 87 years and is home to the national talk superstars – Lars Larson and Markley, Van Camp & Robbins.



CONTENT PARTNER: RACHEL JANE LLOYD

Item 3.

Explore Wilsonville contracted Rachel Jane Lloyd as a content partner to visit Wilsonville under a content partner agreement that allowed her to follow a pre-determined itinerary in exchange for an authentic review of the different points of interest in and around Wilsonville. Rachel is a travel blogger who focuses on food and travel in the Pacific Northwest.

OVERVIEW:

2-day itinerary: June 2-4

GOAL:

To inspire a trip to Wilsonville.
Seeing Wilsonville through the eyes of a trusted authority delivers an authentic message and establishes Wilsonville as a destination among the content partner's followers.



ITINERARY



CONTENT PARTNER ITINERARY

www.racheljanemacauley.com

EXPLORE
WILSONVILLE

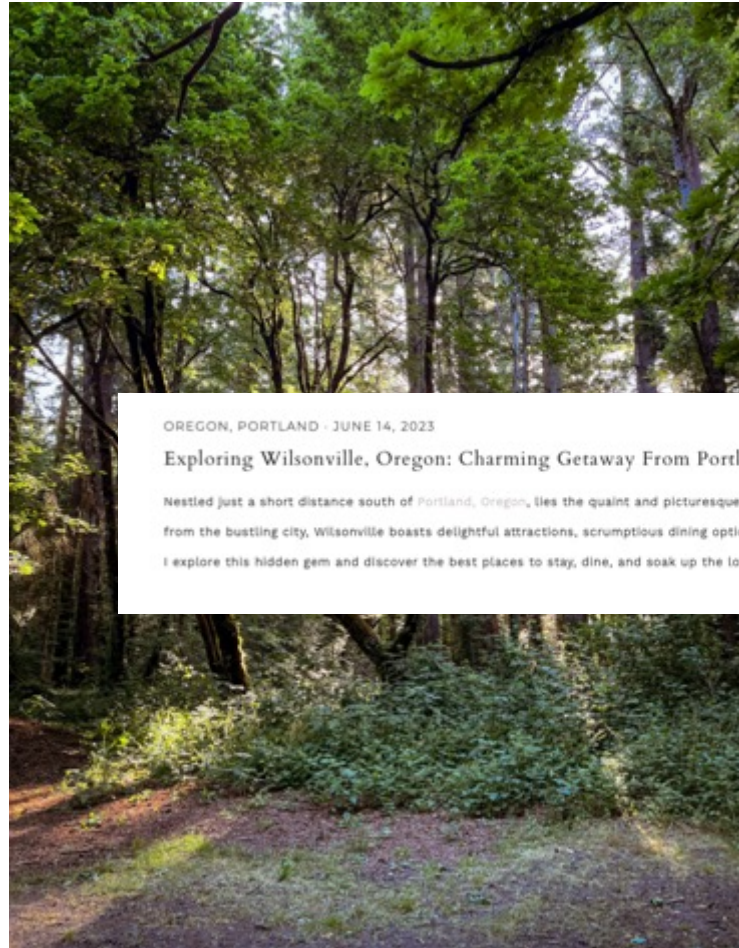
Item 3.

FRIDAY, JUNE 2, 2023		TIME	NOTES	COST
Afternoon	Hilton Garden Inn	4 p.m.	Confirm arrival and stipend via phone	Complimentary
Evening	Parkway Bar and Grille	6 p.m.	Dine-in dinner for two at Hotel	Complimentary
Optional ideas	Bullwinkle's	Misc.	Indoor games and drinks	Stipend
	McMenamins		Kid-friendly, drinks and desserts	Stipend
	Oswego Grill		Happy Hour 3 – 6 p.m. 9 p.m. – close	Stipend
	Breweries		Vanguard Brewery Ordinance Brewery	Stipend
Overnight	Hilton Garden Inn		Room for 2	Complimentary
SATURDAY, JUNE 3		TIME	NOTES	COST
Afternoon	Fir Point Farms	10 a.m.	Cinnamon rolls and Country Market	Stipend
Morning	Town Center Park	11 a.m.	Oregon Korean War Memorial, historic site	Free
Afternoon	Abella Italian Kitchen	Noon	Reservation under Rachel	Complimentary
Afternoon	Graham Oaks Nature Park	2 p.m.	Audio tour or walk	Free
Evening			FREE TIME	
SUNDAY, JUNE 4		TIME	NOTES	COST
Morning	Memorial Park	5 a.m.	Sunrise walk	Free
Afternoon	Hilton Garden Inn	11 a.m.	Check-out before noon	Complimentary
Afternoon	Lux Sucre	Noon	Lunch	Complimentary



CONTENT SAMPLE: BLOG

Item 3.



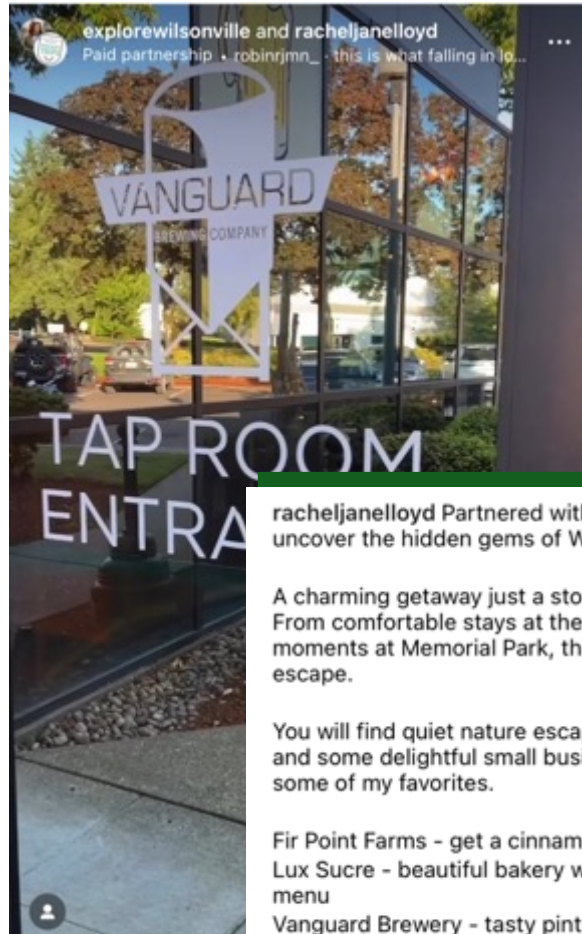
“Wilsonville, Oregon, is a destination that offers a harmonious blend of natural beauty, delectable dining, and comfortable accommodations. From the tranquil Memorial Park to the flavorful experiences at Vanguard Brewery and Lux Sucre, every moment spent in Wilsonville is sure to leave a lasting impression.

Read full blog [here](#)



CONTENT SAMPLE: INSTAGRAM

Item 3.



racheljanelloyd Partnered with @ExploreWilsonville to uncover the hidden gems of Wilsonville, Oregon.

A charming getaway just a stone's throw from Portland. From comfortable stays at the Hilton Garden Inn to serene moments at Memorial Park, this little city offers a peaceful escape.

You will find quiet nature escapes, delicious food options, and some delightful small businesses to try. Here were some of my favorites.

Fir Point Farms - get a cinnamon roll!
Lux Sucre - beautiful bakery with full coffee bar and lunch menu
Vanguard Brewery - tasty pints and a fun outdoor patio

Watch reel [here](#)



racheljanelloyd still thinking about that cinnamon roll from Fir Point farms!

sharing a couple more snaps from my trip with @explorewilsonville in case you need any ideas for the weekend. 😎

TGIF y'all!





MARKETING

2023 Highlights

MARKETING OVERVIEW

Item 3.

- Managed geolocation data
- Ran 2022-23 Cozy Season winter geolocation campaign
- Launched 2023-24 Can You Picture It - winter geolocation campaign with new video
- Participated in OMHT Co-Op ad in 2023 Travel Oregon Visitor Guide
- Ran spring and summer blog ads on social media
- Boosted reel promoting the refreshed website
- Printed new brochure maps with annual distribution contract with Certified Folders in July
- Refreshed poster display at French Prairie Rest Area
- Conducted video/photoshoot



GEOLOCATION DATA SUMMARY

Item 3.

TAKEAWAYS

- Total trips in 2023 were up over 18% compared to 2022
- While more people took trips, they didn't stay as long in 2023 (total visitor days were down 2.6% and average length of stay was down by 0.3 days)
- Unique visitors increased 12% in 2023 compared to 2022

JayRay - Wilsonville Annual Report (Jan 1, 2023 - Dec 31, 2023) Geolocation Data

Global Filters In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included
POIs: All Included
Dashboard Filters Main Dates: 1/1/23 - 12/31/23 Compare Dates: 1/1/22 - 12/31/22

Overview : 1/1/23 - 12/31/23



Total Trips

2,881,426 Trips

↑ **18.7%** vs. 1/1/22 - 12/31/22



Visitor Days

4,394,721 Days

↓ **-2.6%** vs. 1/1/22 - 12/31/22



Average Length of Stay

1.5 Days

↓ **-0.3 Days** vs. 1/1/22 - 12/31/22



Unique Visitors

1,354,960 Visitors

↑ **11.9%** vs. 1/1/22 - 12/31/22



2023 GEOLOCATION DATA TOP MARKETS

Item 3.

TAKEAWAYS

- Most visitors continued to be from a drive market, but we're seeing growth in the fly-in markets
- California market grew substantially, with large visit increases from LA, Sacramento and San Francisco
- Opportunity to target drive and fly-in markets in future campaigns

JayRay - Wilsonville Annual Report (Jan 1, 2023 - Dec 31, 2023) Geolocation Data

Global Filters In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included
POIs: All Included
Dashboard Filters Main Dates: 1/1/23 - 12/31/23 Compare Dates: 1/1/22 - 12/31/22

Top Markets

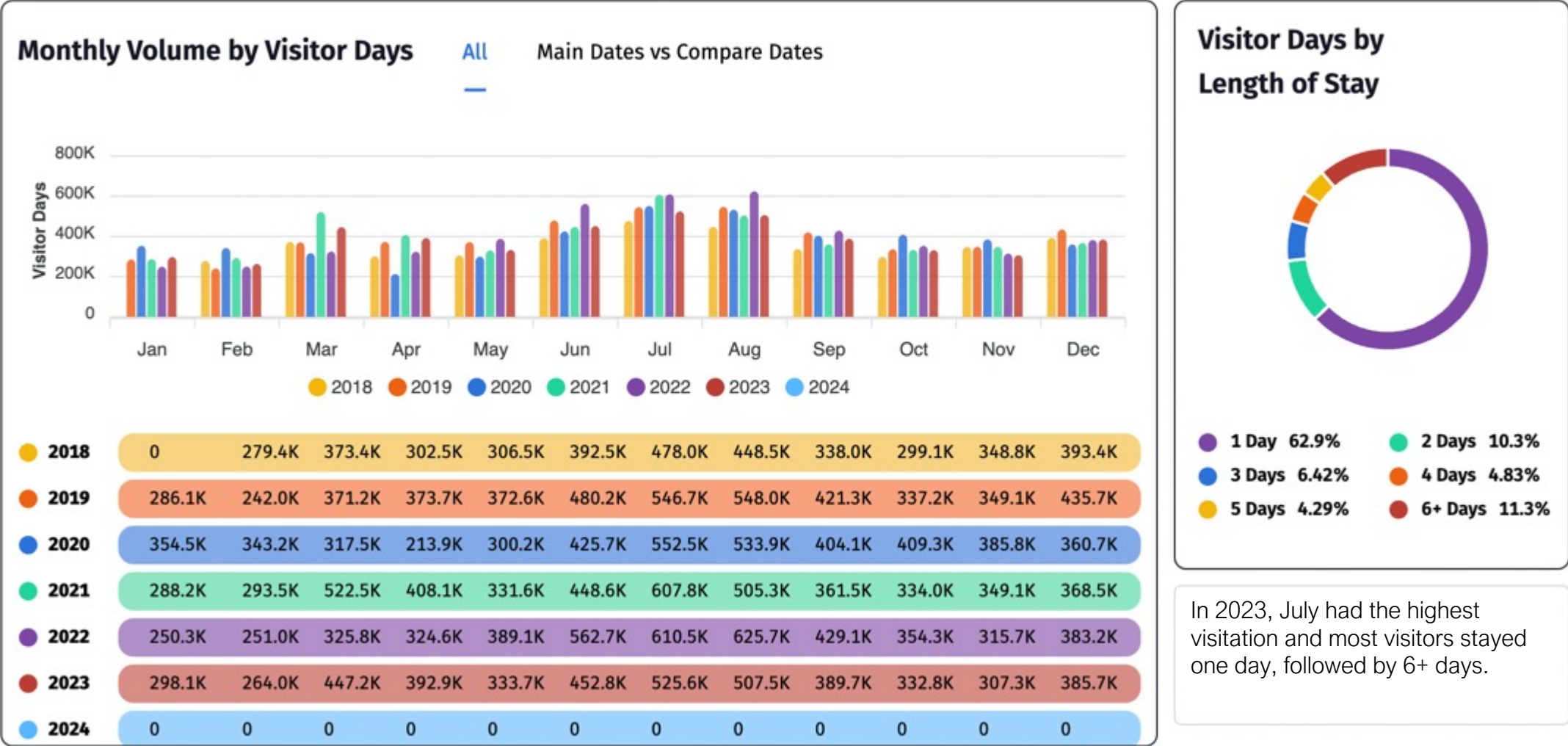
DMA	Share of Trips 1/1/2023 - 12/31/2023	Change in Share of Trips vs 1/1/2022 - 12/31/2022	% Change in Trips vs 1/1/2022 - 12/31/2022
Eugene	19.09%	- 3.9	↓ 1.3%
Seattle-Tacoma	17.92%	- 1.5	↑ 9.3%
Portland- OR	12.62%	- 3.4	↓ 6.3%
Medford-Klamat...	4.69%	- 0.6	↑ 4.6%
Los Angeles	4.22%	+ 0.7	↑ 43.1%
Yakima-Pasco-Rc...	3.52%	- 0.4	↑ 5.8%
Sacramnto-Stkto...	3.29%	+ 0.3	↑ 31.4%
Bend- OR	3.17%	- 0.4	↑ 5.5%

DMA	Share of Trips 1/1/2023 - 12/31/2023	Change in Share of Trips vs 1/1/2022 - 12/31/2022	% Change in Trips vs 1/1/2022 - 12/31/2022
Spokane	2.61%	- 0.1	↑ 12.3%
Phoenix -Prescott	2.53%	+ 0.6	↑ 53.9%
San Francisco-Oa...	2.3%	+ 0.3	↑ 38.0%
Boise	1.52%	- 0.1	↑ 9.5%
Salt Lake City	1.35%	+ 0.3	↑ 55.9%
Denver	1.09%	+ 0.4	↑ 77.5%
Dallas-Ft. Worth	1.02%	+ 0.3	↑ 66.1%
Honolulu	0.98%	0.0	↑ 15.6%



JayRay - Wilsonville Annual Report (Jan 1, 2023 - Dec 31, 2023) Geolocation Data

Item 3.



Visitor Days by Length of Stay

1 Day 62.9%	2 Days 10.3%
3 Days 6.42%	4 Days 4.83%
5 Days 4.29%	6+ Days 11.3%

In 2023, July had the highest visitation and most visitors stayed one day, followed by 6+ days.



JayRay - Wilsonville Annual Report (Jan 1, 2023 - Dec 31, 2023) Geolocation Data

Global Filters

In-State

Out-of-State

Distance: 50 mi - 2,725 mi

Clusters: All Included

POIs: All Included

Dashboard Filters

Main Dates: 1/1/23 - 12/31/23

Compare Dates: 1/1/22 - 12/31/22

Item 3.

Top Clusters

Cluster	Share of Trips 1/1/2023 - 12/31/2023	Percent Change in Trips vs 1/1/2022 - 12/31/2022
Wilsonville OR	54.57%	↑ 39.3%
Shopping	46.61%	↓ 18.4%
Attractions	13.94%	↓ 23.3%
Hotels	7.33%	↑ 7.8%
Outdoor Rec	6.44%	↑ 38.6%
Golf	1.43%	↑ 24.4%
Business Travel	1.24%	↑ 54.7%
Liquid Tourism	1.13%	↑ 11.1%

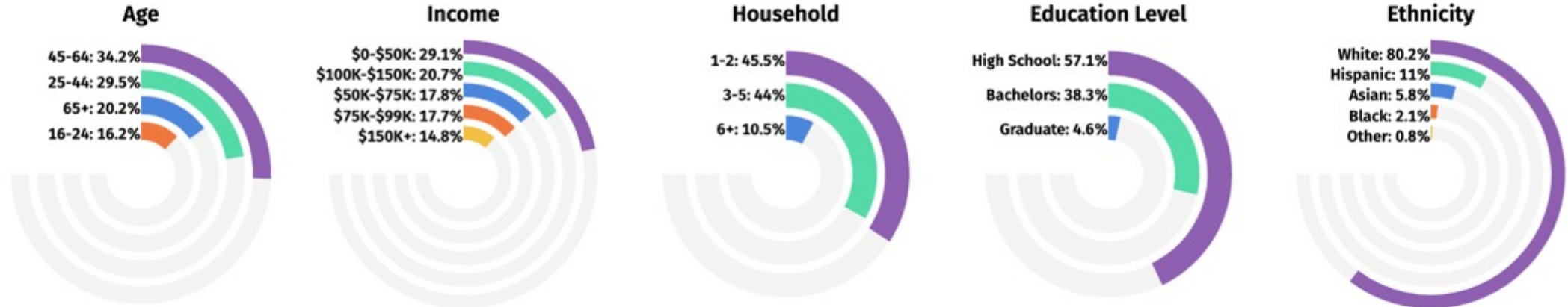


JayRay - Wilsonville Annual Report (Jan 1, 2023 - Dec 31, 2023) Geolocation Data

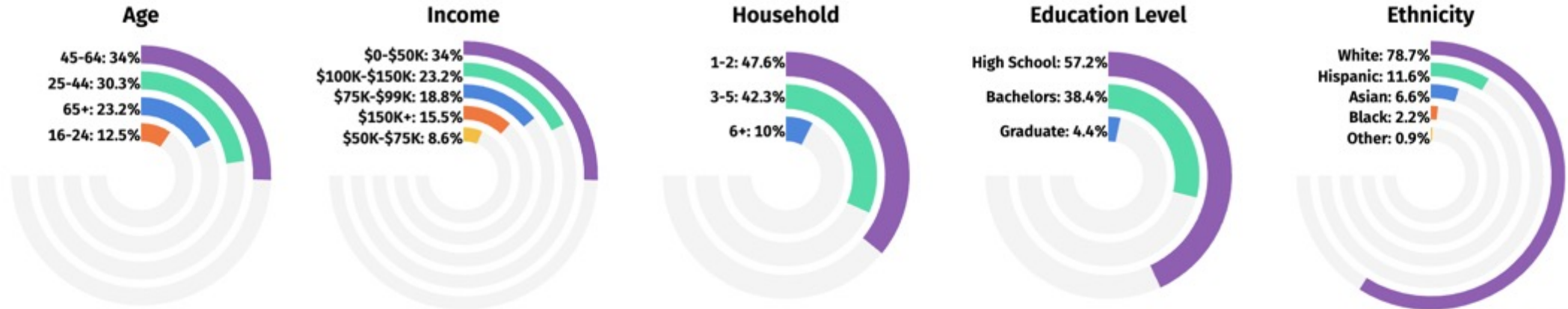
Global Filters In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included
POIs: All Included
Dashboard Filters Main Dates: 1/1/23 - 12/31/23 Compare Dates: 1/1/22 - 12/31/22

Item 3.

Top Demographics for 1/1/2023 - 12/31/2023



Top Demographics for 1/1/2022 - 12/31/2022



Census Demographics - Calculated using the Home Zip Code of the Unique Device, and then matching the zip code to the corresponding data from the US Census and American Community Survey (ACS).

Cluster - A grouping of POIs based on venue type, visit purpose, etc.

Home Zip Code - The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior, and our process is capable of determining when someone moves to a new zip code.

Household Level Demographics - Calculated based on a positive match between a device and a household with a demographic profile. For example, if a college student lives at home with a parent and visits an attraction, then the household profile would report the income, education levels, and age brackets of everyone in the household, including the parent. These are aggregated, weighted, and averaged across all the household members and all of the POIs visited and dates observed within the selected filters. Most of the values reported are at the household level, with a few exceptions that are device-level.

Point of Interest (POI) - A physical boundary drawn on a map and utilized to capture mobile device activity within the boundary.

Repeat vs One Time Visitors - A calculation of repeat Visitors based on observations of Unique Devices and Trips taken within the selected time frame. Once a Unique Device is observed a second time at any of the selected POIs across the date range in the filters, then that device is "flagged" as a repeat visitor. This analysis is dynamic and can span multiple years. For example, if a Visitor visits in March 2020, they would contribute to the yellow line in the chart if the date range covers March 2020. If that Visitor returns and visits again in September of 2021 and the date range in the filters spans March 2020 through September 2021, then that Visitor shifts from a one-time visitor, to a repeat visitor for all of the observations. Therefore, now this Visitor would contribute to the purple line in both March and September and any subsequent visits.

Trips - The number of distinct trips to a destination by a Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Trip Length - The number of distinct trips to a destination by a Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Unique Device - A unique mobile device determined by unique identifiers.

Unique Visitors - An estimate of the number of visitors to a given POI or Cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Unique Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Unique Visitors, and 2 Trips.

Visitor Days - An estimate of the number of Visitors to a given POI or Cluster of POIs based on our proprietary volume estimate methodology. The Visitor Days calculation uses Unique Device identifiers as a baseline, and a daily estimate is generated factoring in many points of data including year-over-year changes in mobile device data availability, device behavior, local factors, unique POI characteristics, etc. The daily estimate is added up for whichever date range is selected by the filters.

Zip Code vs Postal Zip Code - The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior, and our process is capable of determining when someone moves to a new zip code.



2022-23 COZY SEASON CAMPAIGN

Item 3.

OVERVIEW

Focus:

- Paring cozy adventures and tastings that feature:
 - Liquid Tourism
 - Outdoors
 - General Wilsonville/Travel interest/Relaxation

Objectives:

- Generate lift in leisure travel
- Encourage visitors to base themselves in Wilsonville for travel & vacations

Measurements of Success:

- Destination Attribution: Wilsonville, OR POI, Liquid Tourism cluster, Outdoor cluster
- Hotel Attribution: Hotel cluster
- Advertising Engagement: Traditional Engagement metrics including Click Through Rate will be monitored to ensure traction in targeted audiences

Audience and Targeting:

- Re-engage past visitors to Willamette Valley Wine Country; Geoconquest Washington's Wine Country (Walla Walla, Tri-Cities wineries) from past 4 years who live 50+ miles away and have not been Willamette Valley
- Outdoor Recreation Audience; Wine audience
- Look-a-Likes of past visitors who live in Key Markets
- Target visitors to Salem, Tualatin, Oregon City and Newberg who have not stayed in Wilsonville the past 4 years

Creative:

- Prospect display (HTML-5)
- Retargeting display – to events calendar (HTML-5)

Campaign Timeframe:

- November 10, 2022 - February 28, 2023
- Geolocation ad budget: \$16,000



Past Visitor Data

Top Clusters

Cluster	Trips
Hotels	834,285
Outdoor Rec	638,275
Liquid Tourism	165,728

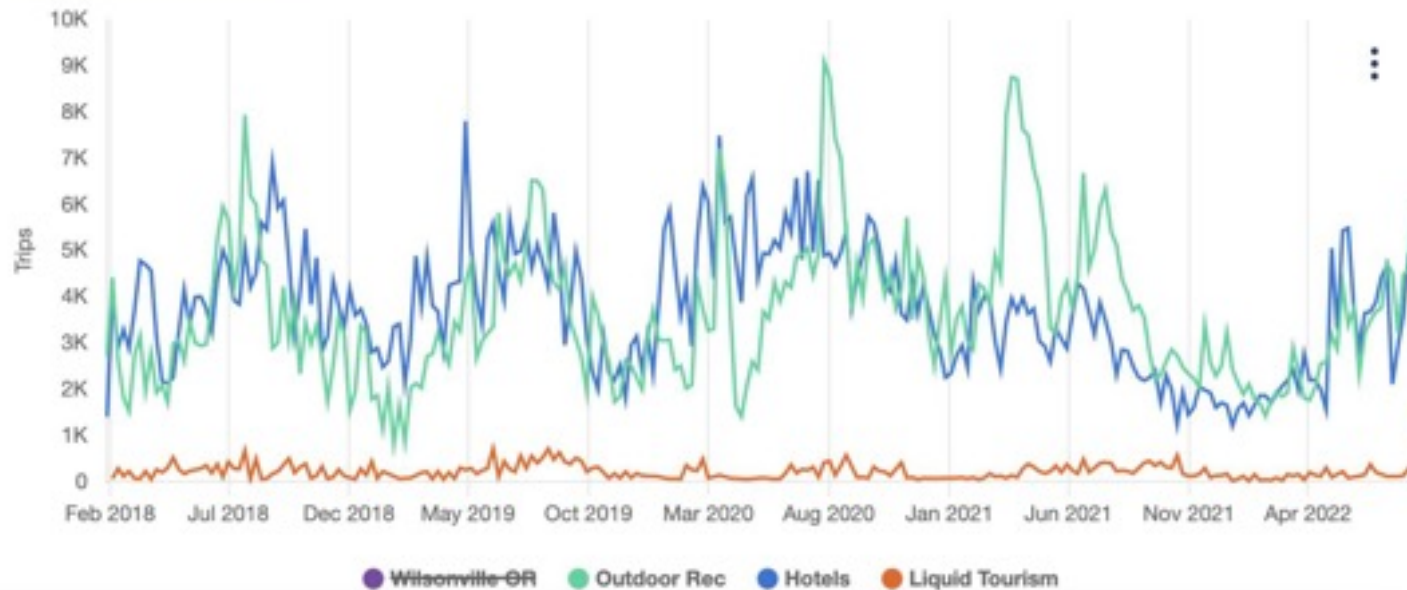
FILTER
Dates: 1/31/08 - 8/21/22
Clusters: Hotels, Outdoor Rec, Liquid Tourism
Geo: 50+ miles; In State, Out of State

Top Markets

DMA	% of Trips
Seattle-Tacoma	14.18%
Eugene	13.64%
Portland- OR	10.07%
Sacramento-Stkton-Modesto	5.32%
Medford-Klamath Falls	5.06%
Los Angeles	4.6%
Bend- OR	3.18%
Yakima-Pasco-RchInd-Knnwck	3.01%
Phoenix -Prescott	2.83%

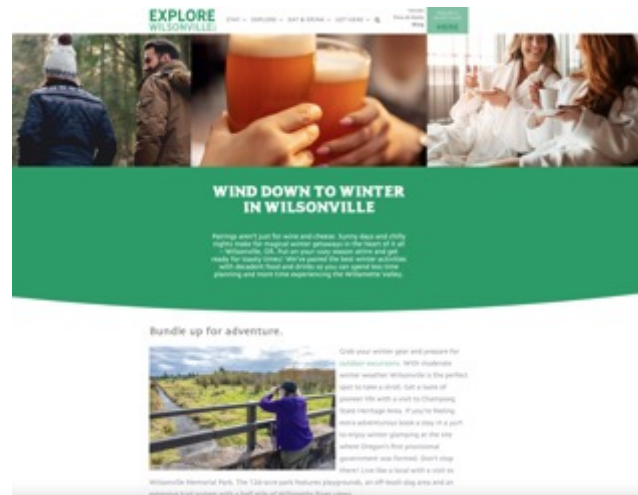
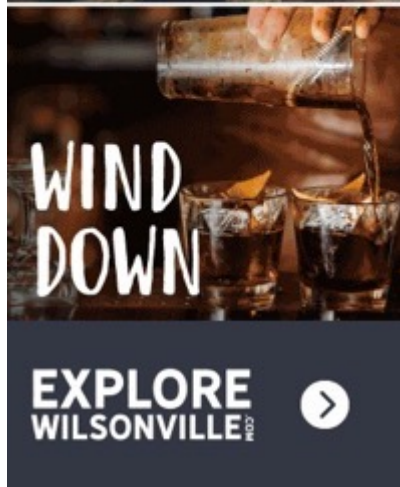
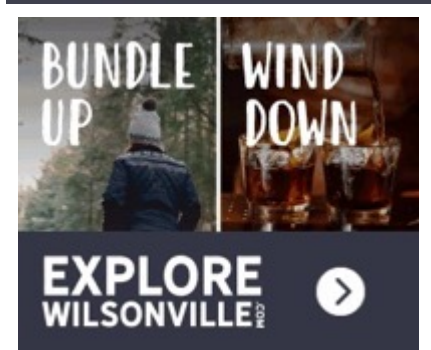
Weekly Trips by Cluster

Cluster Trend Year Over Year



COZY SEASON CAMPAIGN

Item 3.



Cozy up with cold weather comforts.

Find hygge in the little things. Bring a book and warm up in Wilsonville with a visit to one of the many cozy coffee shops in town. Delight in a morning cup o' joe from the Corner Coffee Shoppe. Pro-tip: stop by Wild Grains Bakery next door and surprise the gluten-free friend in your life with delicious baked goods. Sweet tooth? For food as good as their photo-ops stop visit every Instagrammer's favorite bakery, Lux Sucre Desserts and snap a pic in their pink phone booth. Pair your cozy morning with a toasty evening around a firepit on Mt. Hood Territory's Tap Trail. Try some of Oregon's famous craft beer at local favorites Ordinance Brewing and Vanguard Brewing. Sip on Vanguard's popular Good Day IPA and if you're feeling nostalgic for summer nights order a creamicle, fruit sour.



Curl up with a spa day.



Whether you're seeking solitude or spending quality time with loved ones, indulge in rest and relaxation this winter with a spa day in Wilsonville. Release the weight of the world with a salt float at Soak Box Spa or treat your body to a fire and ice treatment to reap the benefits of both sauna and cold therapy. Feeling fancy? Pamper yourself at Oregon's premiere resort and spa, The Allison Inn & Spa. Soak in luxury with a mimosa massage and divine wine facial.

Pair your spa day with wine tasting in the Willamette Valley. Within just a few minutes' drive you'll be sampling Lady Hill Winery's Rhône-style blends, savoring Terra Vina Wines' zesty and fruity Carménère at their winery in Wilsonville or from their tasting room in McMinnville, and toasting Turnwater vineyards sparkling rose brut. With more than 300 wineries to choose from, you can't go wrong.

Cozy season is calling. Plan your trip.

Trip-tips: Before booking your trip browse local packages & deals. Once you've warmed up take advantage of budget friendly tax-free shopping. Start with local farm stores like Graham + Toozie, plan time for the Woodburn Premium Outlets and don't miss out on antiquing in Aurora.

Be sure to tag #ExploreWilsonville in your vacation photos for a chance to be featured on our page.

PACKAGES & DEALS

explorewilsonville.com/cozy-season



Explore Wilsonville

2022-23 COZY SEASON CAMPAIGN RESULTS

Item 3.

November 10, 2022 – February 28, 2023

- We reached 96,612 unique people in our key markets, resulting in 135 booked room nights.
- The **return on ad spend for this campaign: \$21.94 for every \$1**. (Cost per visitor day = \$3.01)
- Ads met the benchmark average for people who saw the ad and clicked the link for more information with 3,325 clicks and a click-through rate of .16%.

Campaign Impact

$$\begin{array}{ccccc} \mathbf{1,465} & & \mathbf{\$100} & & \mathbf{\$146,500} \\ \text{Total trips} & \times & \text{Avg. spend per} & = & \text{Destination impact} \\ & & \text{visitor} & & \end{array}$$

$$\begin{array}{ccccc} \mathbf{132} & & \mathbf{\$100} & & \mathbf{\$13,249} \\ \text{Room nights} & \times & \text{Avg. daily rate} & = & \text{Hotel impact} \\ \text{booked} & & \text{(estimated)} & & \end{array}$$



2023-24 WINTER CAMPAIGN

Item 3.

OVERVIEW

Focus:

- Promote spring and early summer travel to Wilsonville

Objectives:

- Visitation to Wilsonville
- Increase room nights in Wilsonville lodging properties

Measurements of Success:

- Destination Attribution: Wilsonville POI
- Hotel Attribution: Hotel Cluster
- KPIs: Impressions, CTR

Creative:

- Prospect display (HTML-5)
- Online video
- Retargeting display – to events calendar (HTML-5)

Campaign Timeframe:

- December 15, 2023 - March 15, 2024
- Geolocation ad budget: \$16,000
- Social media ad budget: \$4,000

Results not available yet.



WINTER-SPRING CAMPAIGN – TARGET AUDIENCES

Item 3.

Past Visitor Re-Engagment



Past Visitation

Seen in Wilsonville
since 1/1/2021
Ideally seen as an overnight
visitors



Key Geo Markets

1. Seattle-Tacoma DMA
2. Eugene DMA
3. Portland DMA
4. Los Angeles DMA
5. Medford-Klamath Falls
6. Bend OR DMA
7. Yakima-Pasco DMA
8. Sacramento DMA



Reference POIs

1. Wilsonville, OR POI
2. Hotels Cluster
3. Liquid Tourism Cluster
4. Outdoor Recreation Cluster
5. Golf Cluster
6. Attractions Cluster

Look-a-Like Audience

Target those who most closely
resemble past visitors in
winter months



Key Geo Markets

1. Seattle-Tacoma DMA
2. Eugene DMA
3. Portland DMA
4. Los Angeles DMA
5. Medford-Klamath Falls
6. Bend OR DMA
7. Yakima-Pasco DMA
8. Sacramento DMA



Behavioral Targeting

- Known Travelers
- Outdoor Recreation
- Attractions
- Wineries
- Golf



Household Demographics

- **Age:** 25-64
- **HHI:** \$75k+

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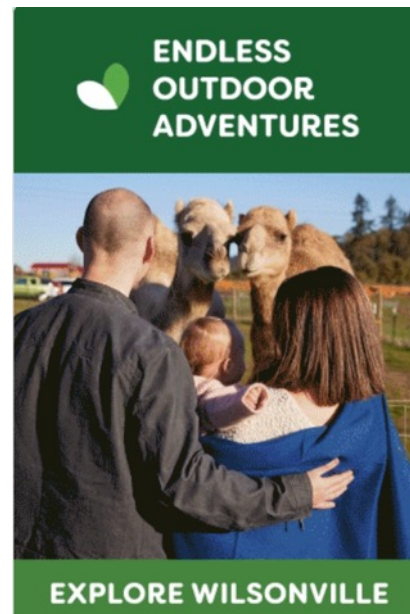
WINTER CAMPAIGN

Item 3.

GENERAL AWARENESS, GEOLOCATION MARKETING AD

Running as an HTML-5 animated ad. Landing page: ExploreWilsonville.com/Explore

Screenshots below:



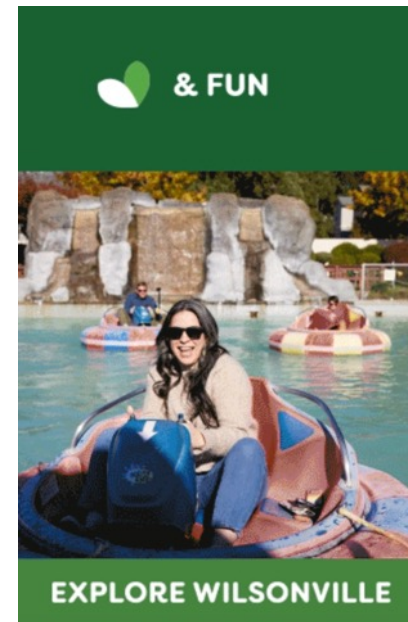
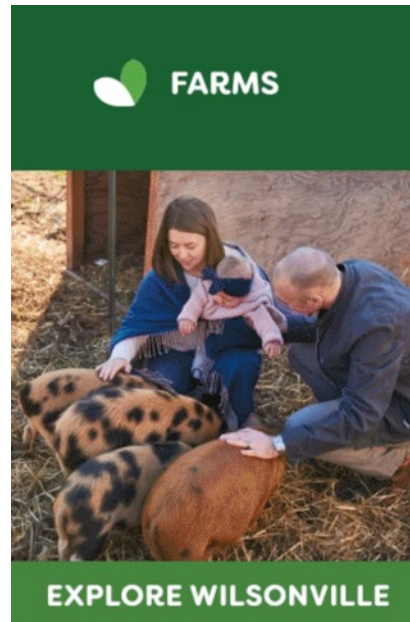
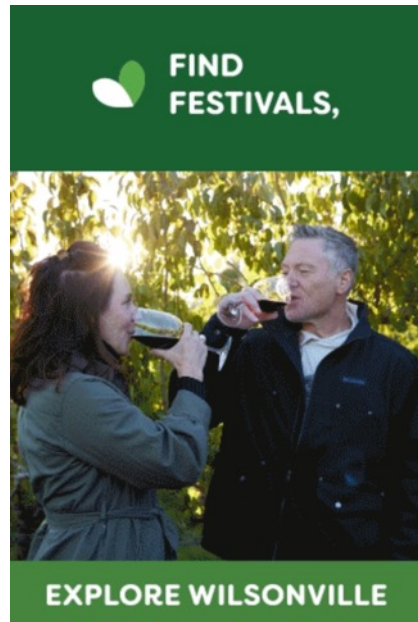
WINTER CAMPAIGN

Item 3.

RETARGETING, GEOLOCATION MARKETING AD

Running as an HTML-5 animated ad. Served to audience, 2 weeks after they've interacted with the general awareness ad – providing a stronger “plan your trip” call to action. Landing page: ExploreWilsonville.com/Events

Screenshots below:



WINTER CAMPAIGN

Item 3.

VIDEO, GEOLOCATION MARKETING AD

Running geolocation marketing video ad. Pacific Northwest Adventures video: ExploreWilsonville.com/Events

Screenshot below:



PNW Adventures Near Portland, OR



TRAVEL OREGON VISITOR GUIDE AD

Item 3.

OMHT CO-OP AD

Participated in OMHT's co-op ad program in the 2023 Travel Oregon Visitor Guide: 1/3-page ad for \$1,830 (valued at \$4,100).



 **TRIPS CURATED JUST FOR YOU—
16 MILES SOUTH OF PORTLAND.**

STAY IN THE HEART OF IT ALL.

- ✓ Arts & Culture
- ✓ Family Fun
- ✓ Farmlandia
- ✓ Foodie
- ✓ History & Heritage
- ✓ Outdoorsy
- ✓ Rest & Relaxation
- ✓ Shopping
- ✓ Sports
- ✓ Wine Country



**EXPLORE
WILSONVILLE** [GetawaytoOregon.com](https://www.getawaytooregon.com)



MAP BROCHURE DISTRIBUTION

Item 3.

TEASER BROCHURE & MAP

- Printed brochures (10,000 quantity)
 - 5,000 – Oregon Welcome Centers
 - 2,000 – Portland Visitor Center
 - 3,000 – Wilsonville hotels and attractions
- Annual brochure distribution contract with Certified folders began in July

DISTRIBUTION AT 9 OREGON WELCOME CENTERS

- Portland International Airport – baggage claim
- Portland International Airport – car rentals
- Oregon City - end of the Oregon Trail Interpretive Center
- Seaside – Hwy 101 visitor center
- Boardman – SAGE Center on I-84
- Ontario – rest area on I-84
- Brookings – Hwy 101 Crissey Field State Recreation Site
- Klamath Falls – rest area on Hwy 97
- Ashland – Northbound I-5, south of Ashland

\$1,380 per year



PORTLAND VISITOR CENTER – NEW!

\$600 per year



VISUAL IDENTITY SAMPLES

Item 3.



Explore Wilsonville

PAID SOCIAL MEDIA

Item 3.

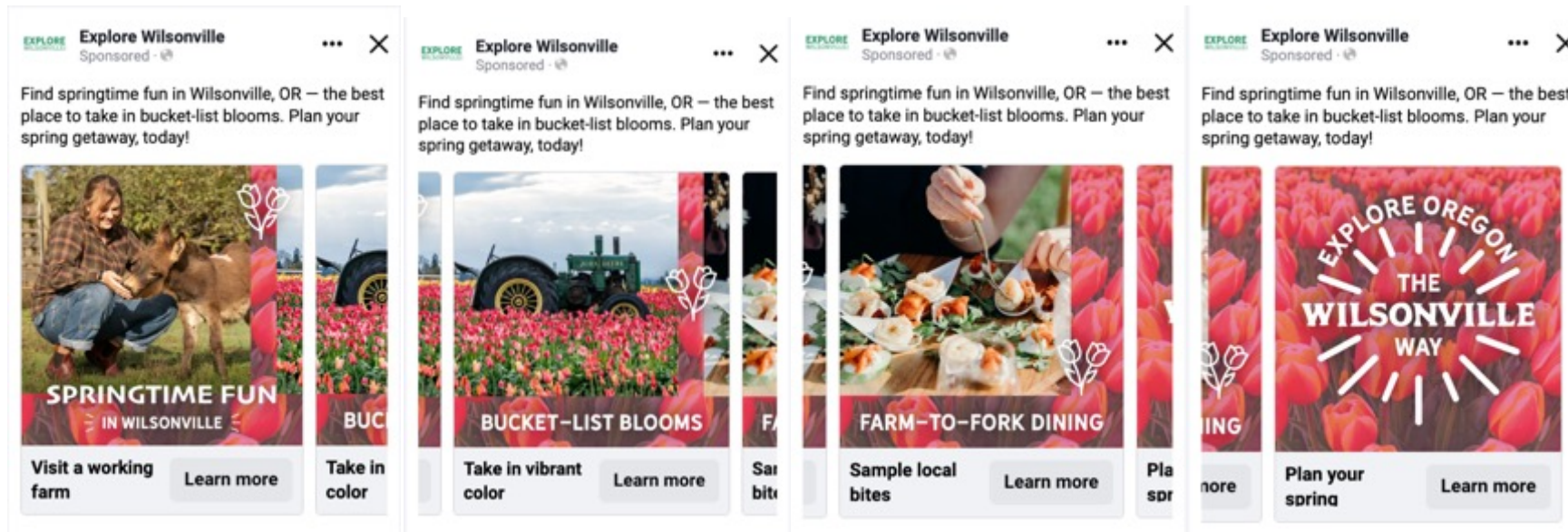
DATES: March 9–May 31

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to spring blog

AUDIENCE: **Ages 25–65+** United States: Sacramento (+25 mi) California; Boise (+35 mi) Idaho; Las Vegas (+25 mi) Nevada; Bend (+25 mi), Grants Pass (+25 mi) Oregon; Seattle (+50 mi), Tacoma (+25 mi) Washington

INTERESTS: Outdoors, Outdoor recreation, Gardening, Wine, Festival, Food & Wine, Farm-to-table, Hot air balloon, Shopping, Outlet store, Oregon, Cycling, Tourism, Farm or Garden festival



OVERVIEW & RESULTS

- Spend: \$250
- Reach: 31,984
- Impressions: 72,130
- Landing page views: 722



PAID SOCIAL MEDIA

Item 3.

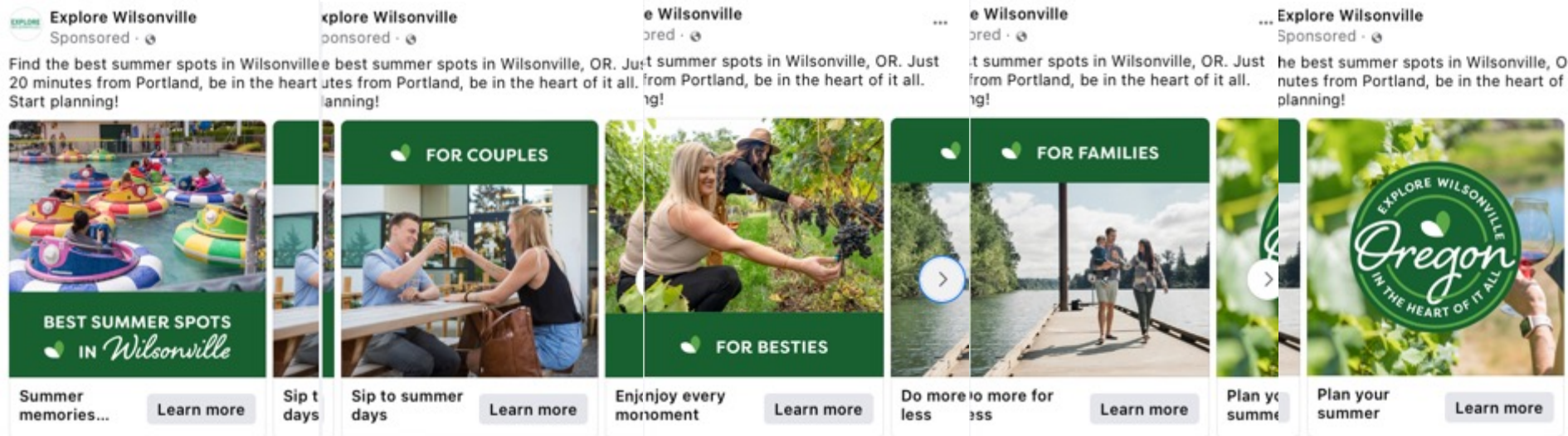
DATES: June 1-August 31

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to summer blog

AUDIENCE: **Ages 25-65+** United States: Sacramento (+25 mi) California; Boise (+35 mi) Idaho; Las Vegas (+25 mi) Nevada; Bend (+25 mi), Grants Pass (+25 mi) Oregon; Seattle (+50 mi), Tacoma (+25 mi) Washington

INTERESTS: Tourism, Frequent Travel, Outdoors, Outdoor Recreation, Gardening, Wine, Tulip Festival, Food & Wine, Flowers, Flower Festivals, Farm-to-Table, Hot Air Balloon, Shopping, Outlet Store (Retail), Oregon, Cycling, Farm or Garden Festival



OVERVIEW & RESULTS

- Spend: \$250
- Reach: 34,812
- Impressions: 68,105
- Landing page views: 1,128



Explore Wilsonville

PAID SOCIAL MEDIA

Item 3.

DATES: August 22 - 29

CHANNEL: Facebook & Instagram

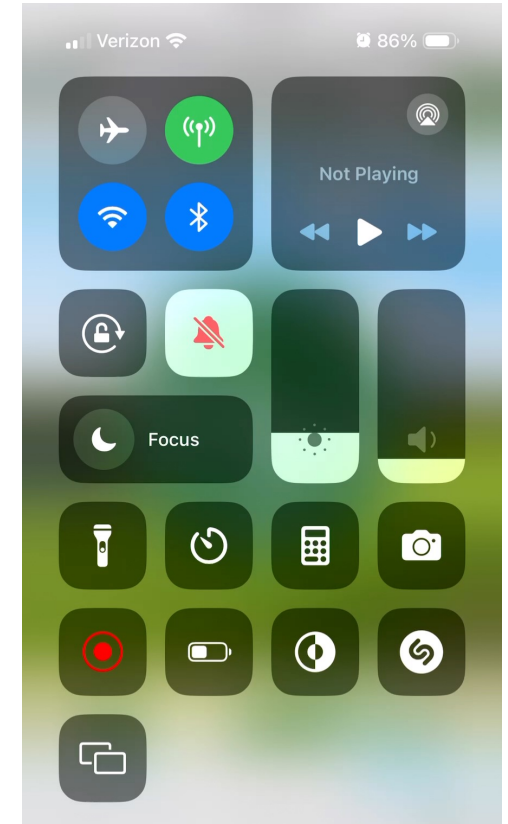
OBJECTIVE: Traffic to new website

AUDIENCE: Ages 25-65+ United States: Arizona; Los Angeles (+50 mi), San Francisco (+43 mi) California; Boise (+25 mi) Idaho; Vegas Dr, Las Vegas (+25 mi) Nevada; Bend (+50 mi), Eugene (+50 mi), Portland (+50 mi) Oregon; Texas; Spokane (+50 mi) Washington

INTERESTS: Adventure Travel, Outdoor Recreation, Wine Festival, Outdoor Adventure, Outdoor Enthusiast, Festival, Cycling, Agriculture or Travel and Behaviors: Frequent Travelers

OVERVIEW & RESULTS

- Spend: \$50
- Reach: 2,245
- Impressions: 3,916
- ThruPlays*: 2,471
- Cost per ThruPlay: \$0.02
- Post engagements: 2,681



*The number of times your video was played to completion, or for at least 15 seconds.





VIDEO & PHOTOSHOOT

October 26-29, 2023

VIDEO & PHOTOSHOOT DETAILS

Item 3.

GOALS

- High-quality, compelling content that showcases Wilsonville well
- Brand storytelling that positions Wilsonville in the heart of it all
- Visually promote itineraries
- Use videos and photos in future ad campaigns
 - Production ready – edited/produced video to use immediately
- Fresh images, filling in our image library gaps
- Capture people adventuring in the heart of it all from sunrise to sunset, across wineries, breweries, farms, parks and more!

VIDEO/PHOTO DELIVERABLES

- Series of four, 30-second shorts – vertical and horizontal formats based on top visitor profiles from geolocation data
- Series of 10, 15-second Instagram reels without voiceover – vertical only
- Photographer on site to capture stills alongside video drone and b-roll to produce a video library for future use, unlimited rights
- JayRay on site for creative direction
- Developed story board, directed voiceover and music
- Volunteer models from the community
- Business film location coordination
- Film permit requirements



FOUR, 30-SECOND SPOTS, VISITOR PERSONAS

Item 3.



Photo Worthy Experiences Near Portland, OR

[WATCH VIDEO](#)



Affordable Fun Near Portland, OR

[WATCH VIDEO](#)



PNW Adventures Near Portland, OR

[WATCH VIDEO](#)



Looking for Leisure near Portland, OR

[WATCH VIDEO](#)



Explore Wilsonville

FILMING & PHOTO LOCATIONS

Item 3.

1. Champoeg State Heritage Area
2. Memorial Park
3. French Prairie Gardens
4. Our Table Cooperative
5. Soak Box Spa
6. Terra Vina Vineyard
7. Aurora Mills Architectural Salvage
8. Lux Sucre
9. Lady Hill
10. Vanguard Brewing
11. Bullwinkle's
12. Frog Pond Farm
13. Hilton Garden Inn
14. Holiday Inn
15. Graham & Tooze Farm Store
16. Butteville General Store





SMITH TRAVEL RESEARCH REPORT

2023 Highlights

STR REPORT GLOSSARY

Item 3.

- Occupancy:
 - Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available.
$$\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$$
- Revenue per available room (RevPAR):
 - Total room revenue divided by the total number of available rooms. See Room Revenue, Rooms Available.
$$\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$$
- Demand:
 - The number of rooms sold in a specified time period (excludes complimentary rooms).
- Revenue:
 - Total room revenue generated from the guestroom rentals or sales.



STR REPORT – WILSONVILLE

2023 Results

2023													
METRICS	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Results
Occupancy %	55.3%	61.9%	63%	59.1%	61.6%	74.6%	71.8%	76.1%	66.7%	64.4%	54.6%	50.3%	63.3% AVG
RevPar	\$56.01	\$63.91	\$67.90	\$66.16	\$70.79	\$98.77	\$97.31	\$100.74	\$81.31	\$74.04	\$57.02	\$50.55	\$73.77 AVG
Demand	10,539	10,654	12,011	10,909	11,736	13,761	13,691	14,503	12,314	12,281	10,067	9,593	142,059 TOTAL
Revenue	1,067,770	1,100,579	1,294,584	1,220,615	1,349,665	1,822,355	1,855,275	1,920,552	1,500,102	1,411,631	1,052,036	963,759	\$16,558,924 TOTAL



Total Properties: 9



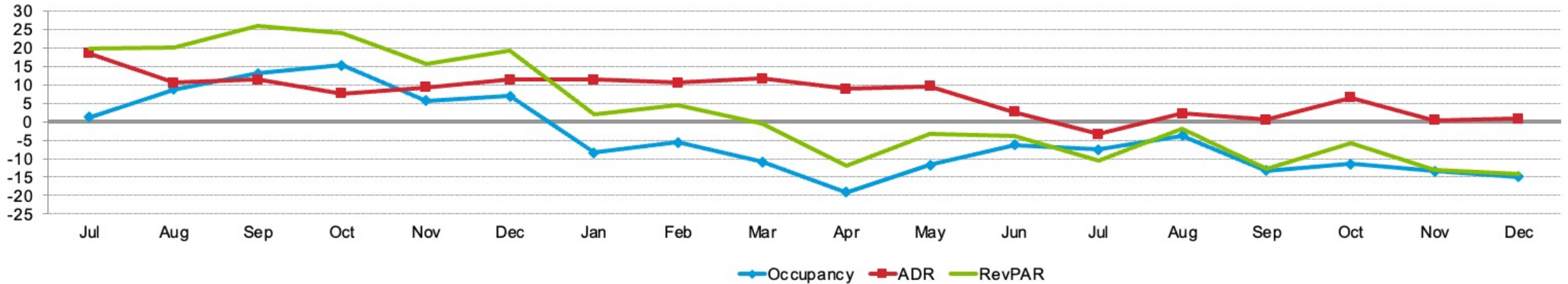
Total Rooms: 615



STR REPORT – WILSONVILLE

Item 3.

Monthly Percent Change



Occupancy (%)	2022						2023						2023					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	77.6	79.1	77.0	72.8	63.0	59.1	55.3	61.9	63.0	59.1	61.6	74.6	71.8	76.1	66.7	64.4	54.6	50.3
Last Year	76.7	72.8	68.1	63.1	59.6	55.3	60.4	65.5	70.7	73.2	69.7	79.7	77.6	79.1	77.0	72.8	63.0	59.1
Percent Change	1.2	8.7	13.0	15.3	5.7	7.0	-8.5	-5.5	-10.9	-19.2	-11.7	-6.4	-7.5	-3.9	-13.3	-11.5	-13.4	-14.9

ADR	2022						2023						2023					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	140.25	129.62	121.25	107.91	104.16	99.65	101.32	103.30	107.78	111.89	115.00	132.43	135.51	132.42	121.82	114.94	104.50	100.46
Last Year	118.37	117.29	108.80	100.31	95.26	89.46	91.00	93.37	96.53	102.74	104.97	129.11	140.25	129.62	121.25	107.91	104.16	99.65
Percent Change	18.5	10.5	11.4	7.6	9.3	11.4	11.3	10.6	11.7	8.9	9.6	2.6	-3.4	2.2	0.5	6.5	0.3	0.8

RevPAR	2022						2023						2023					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	108.88	102.56	93.31	78.56	65.65	58.92	56.01	63.91	67.90	66.16	70.79	98.77	97.31	100.74	81.31	74.04	57.02	50.55
Last Year	90.81	85.36	74.08	63.32	56.79	49.43	54.95	61.16	68.22	75.17	73.17	102.84	108.88	102.56	93.31	78.56	65.65	58.92
Percent Change	19.9	20.2	26.0	24.1	15.6	19.2	1.9	4.5	-0.5	-12.0	-3.2	-4.0	-10.6	-1.8	-12.9	-5.7	-13.1	-14.2



STR REPORT – WILSONVILLE

Item 3.

Occupancy (%)

	Year To Date			Running 12 Months		
	2021	2022	2023	2021	2022	2023
THIS YEAR	63.4	70.7	63.3	63.4	70.7	63.3
LAST YEAR	45.0	63.4	70.7	45.0	63.4	70.7
PERCENT CHANGE	40.9	11.4	-10.4	40.9	11.4	-10.4

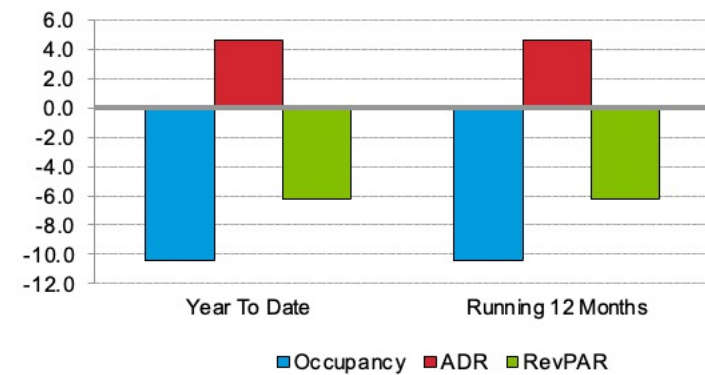
ADR

	Year To Date			Running 12 Months		
	2021	2022	2023	2021	2022	2023
THIS YEAR	96.70	111.37	116.56	96.70	111.37	116.56
LAST YEAR	77.49	96.70	111.37	77.49	96.70	111.37
PERCENT CHANGE	24.8	15.2	4.7	24.8	15.2	4.7

RevPAR

	Year To Date			Running 12 Months		
	2021	2022	2023	2021	2022	2023
THIS YEAR	61.34	78.70	73.77	61.34	78.70	73.77
LAST YEAR	34.88	61.34	78.70	34.88	61.34	78.70
PERCENT CHANGE	75.9	28.3	-6.3	75.9	28.3	-6.3

Overall Percent Change



STR REPORT – WILSONVILLE

Item 3.

Takeaways

- 2023 hotel occupancy down nationwide – corporate business budget limitations due to price increases and recession concerns
- According to TripAdvisor, a higher cost of living due to inflation has caused travelers to alter plans by taking shorter trips closer to home

2023 RESULTS WITH YEAR OVER YEAR COMPARISON

Metrics	2023	2022	YOY CHANGE	YOY %CHANGE
Occupancy %	63.3% AVG	70.7% AVG	N/A	-7.4%
RevPar	\$73.77 AVG	\$78.70 AVG	-\$4.93	-6.3%
Demand	142,059	158,614	-16,555	-10.4%
Revenue	\$16,558,924	\$17,665,608	-\$1,106,684	-6.3%



Total Properties: 9



Total Rooms: 615



Explore Wilsonville



Q3 REPORT (JANUARY-MARCH) FY 2023-24



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• Paid social media results	
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Q3 RECAP

Item 4.

OVERVIEW

- Website new users, users and pageviews up over 300% YOY across the board
- Added 89 followers across Facebook and Instagram
- Earned 2 influenced articles
- Hosted 2 travel writers
- Marketing campaign (geolocation marketing ads and social media ads) leveraging new videos ran through winter, resulting in over 2.27M impressions with a return of \$293.79 for every \$1 spent



DASHBOARD

ANNUAL RESULTS FY 2023-24

Q3 January-March 2024

PR budget reduced for video and photo content

Metrics	FY23-24 Q3 Results	FY 22-23 Q3 Results	% Change YOY FY 22-23 Q3 Results	FY 23-24 Results to Date	FY 23-24 Goals	% To Goal
Influenced Articles (number of articles earned)	2	2	0%	9	5	180%
New website users	20,848	4,416	+372%	33,078	15,000	220%
Social media reach (Facebook, Instagram, Pinterest)	189,252	66,915	+182%	270,059	150,000	180%
Social media followers (Facebook, Instagram)	2,811	2,526	+11%	2,811	3,000	94%
Total engagements & link clicks (Facebook, Instagram, Pinterest)	1,100	1,189	-7%	3,850	5,000	77%



WEBSITE

Q3 January-March 2024 Highlights

Q3 WEBSITE RECAP

Item 4.

- Added 8 articles to the [media room](#)
- Ongoing event maintenance: 101 events added
- New users increased YOY 372%
- Total users increased YOY 373%
- Page views increased YOY 486%



EVENTS

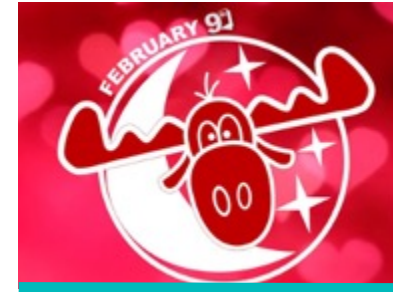
Sample: not an exhaustive Item 4.



WOODEN SHOE
TULIP FESTIVAL



CANBY
BREWFEET



BULLWINKLE'S
VALENTINES
AFTER DARK



10TH ANNUAL
BOONE'S FERRY
AUTUMN ALE FEST



MARCH DINNER
AT LADY HILL
WINERY



MURASE
ARBORETUM
GRAND OPENING



LEE FARMS
EASTER EGG
HUNT



FRENCH PRAIRIE
GARDENS TULIP &
FLOWER FESTIVAL



WEBSITE ANALYTICS

Item 4.

Q3 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q3 January-March

Q3 FY 23-24					Q3 FY 22-23				YOY Q3 Quarterly % Change
Metrics	Jan	Feb	Mar	Q3 FY 23-24 Total	Jan	Feb	Mar	Q3 FY 22-23 Total	
New Users	5,358	8,266	7,224	20,848	1,700	1,525	1,191	4,416	+372%
Users	5,376	8,469	7,454	21,299	1,737	1,552	1,214	4,503	+373%
Page Views	13,867	13,836	23,405	51,108	3,424	2,726	2,564	8,714	+486%

Page Views: Page views is the total number of pages viewed. Repeated views of a single page are counted.

Users/New Users: A user is a person who has come to your website. A new user is a first-time visitor to the website during the selected date range.



WEBSITE MOST POPULAR PAGES

Item 4.

FY 2023-24 Q3 MOST POPULAR PAGES

1. Itineraries
2. (not set) *
3. Homepage
4. Events March 15-23
5. Events March 9-17

* “Not set” can occur when users click on a page and then leave the tab open longer than 30 minutes OR when the link is set up to track through a different Google Analytics account. It is likely the landing page here is the “itineraries page” and the arrival source is the winter geolocation campaign link.

FY 2022-23 Q3 MOST POPULAR PAGES

1. Wind Down This Winter in Wilsonville
2. Homepage
3. Restaurants & Dining
4. Winter Wonder in Wilsonville: Best Places to Shop and Save for the Holidays into the New Year
5. Spring Retreats in Wilsonville: the Six Best Ways to Take in the Color and Fresh Flowers that Spring Brings to Wilsonville



WEBSITE ANALYTICS FY 2023-24 TO DATE

Item 4.

YEAR TO DATE RESULTS

July 1, 2023-March 31, 2024

FY 2023-24													
METRICS	July	Aug	Sept	Oct	Nou	Dec	Jan	Feb	Mar	Apr	May	June	Results
New Users	2,235	2,422	1,822	1,805	1,726	2,220	5,358	8,266	7,224				33,078
Users	2,320	2,466	1,874	1,849	1,765	2,259	5,376	8,469	7,454				33,832
Page Views	10,337	15,646	5,606	7,183	4,699	7,845	13,867	13,836	23,405				102,424

Users up during marketing campaign (Dec-March)





SOCIAL MEDIA

Q3 January-March 2024 Highlights

Q3 SOCIAL MEDIA RECAP

Item 4.

- 176,170 total reach (FB, IG, & Pinterest)
- Added 89 followers
- Instagram total engagements are up 9% compared to Q3 22-23
- Facebook total engagements are up 163% compared to Q3 of 22-23
- Pinterest engagement rate is up 38% compared to Q3 of 22-23



FACEBOOK ANALYTICS

Item 4.

Q3 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q3 January-March

Q3 FY 23-24					Q3 FY 22-23				YOY Q3 QUARTERLY % CHANGE
METRICS	Jan	Feb	Mar	Q3 FY 23-24 Total	Jan	Feb	Mar	Q3 FY 22-23 Total	
Engagement* (%)	4.44%	3.44%	5.38%	4.42% AVG	2.86%	2.39%	2.84%	2.70% AVG	+63%
Post Total Reach**	52,276	32,166	91,728	176,170 TOTAL	17,098	19,274	17,529	53,901 TOTAL	+227%
Total Engagements ***	118	62	65	245 TOTAL	59	98	132	289 TOTAL	-15%
Link Clicks****	18	25	17	60 TOTAL	35	68	43	146 TOTAL	-58%

*In FY 23-24 Facebook changed the way they calculate engagement percentage. As of July 2023 Engagement percentage = (engagement rate divided by impressions) x 100

**Reach is the total number of people the page's posts were served to. in July 2023 Facebook changed how it records this metric

*** Total engagements defined as likes, comments, shares, saves and link clicks.

****Link clicks defined as the number of times social media is used to drive traffic to the website



FACEBOOK TOP CONTENT

Item 4.

- January 10, 2024
- 4 reactions, 1 comment and 3 shares
- 936 accounts reached



Explore Wilsonville is in **Wilsonville, OR.**

Published by **Travis W. Roth** · January 10 ·



Stay well in Wilsonville this winter with a visit to [Soak Box](#), known for their unique spa treatments like salt floats, infrared sauna and cold plunge baths you'll leave relaxed, rejuvenated and reinvigorated. 🛀

Hear that? It's the sound of pure bliss. ✨

New year, new you – the Wilsonville way:

ExploreWilsonville.com/Explore/New-Year-New-You



Explore Wilsonville

INSTAGRAM ANALYTICS

Item 4.

Q3 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q3 January-March

Q3 FY 23-24					Q3 FY 22-23				YOY Q3 QUARTERLY % CHANGE
METRICS	Jan	Feb	Mar	Q3 FY 23-24 Total	Jan	Feb	Dec	Q3 FY 22-23 Total	
Engagement* (%)	7.82%	7.20%	9.10%	8.04% AVG	1.59%	1.71%	1.76%	1.68% AVG	+378%
Average number of likes	13.57	11.46	16.85	13.96 AVG	12.5	14.3	14.8	13.86 AVG	+7%
Post Total Reach**	2,726	2,584	4,402	9,712 TOTAL	4,123	4,087	3,563	11,773 TOTAL	-17%
Total Engagements ***	225	170	287	682 TOTAL	195	194	233	622 TOTAL	+9.6%
Link Clicks****	7	7	10	24 TOTAL	22	19	21	62 TOTAL	-61%

*In FY 23-34 Instagram changed the way they calculate engagement percentage. As of July 2023 Engagement rate is calculated as Post Impressions = (Likes + Comments + Saves)/Impressions x 100 Industry standard is 3.31%

**Reach is the total number of people the page's posts were served to

*** Total engagements defined as likes, comments, shares and saves

****Link clicks defined as the number of times social media is used to drive traffic to the website



INSTAGRAM TOP CONTENT

Item 4.

- March 20, 2024
- 48 likes, 7 comments, 39 saves and 1,128 impressions, 1 link click
- 1,043 accounts reached



PINTEREST ANALYTICS

Q3 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q3 January-March

Q3 FY 23-24					Q3 FY 22-23				YOY Q3 QUARTERLY % CHANGE
METRICS	Jan	Feb	Dec	Q3 FY 23-24 Total	Jan	Feb	Dec	Q3 FY 22-23 Total	
Engagement* (%)	1.99%	2.90%	2.20%	2.36% AVG	4.15%	2.31%	2.54%	3% AVG	-21%
Post Total Reach**	1,257	793	1,320	3,370 TOTAL	350	368	523	1,241 TOTAL	+171%
Total Engagements ***	25	23	29	77 TOTAL	25	11	19	55 TOTAL	+40%
Link Clicks****	4	5	3	12 TOTAL	3	1	11	15 TOTAL	-20%

*Engagement is the percentage of your pins with at least one repin

**Reach is the total number of people the page's posts were served to

*** Total engagements defined as likes, comments, shares and saves

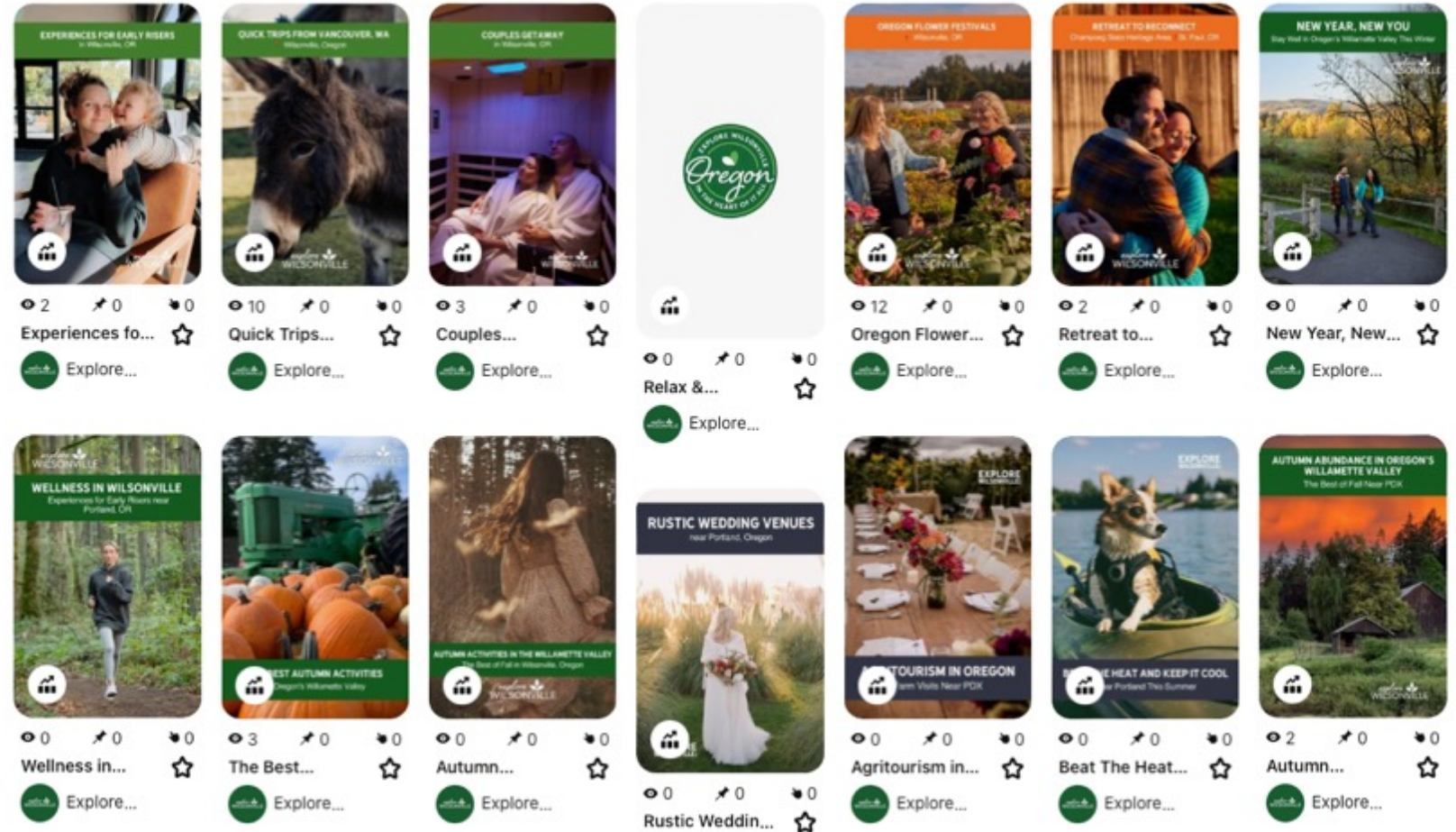
****Link clicks defined as the number of times social media is used to drive traffic to the website



PINTEREST TOP BOARD

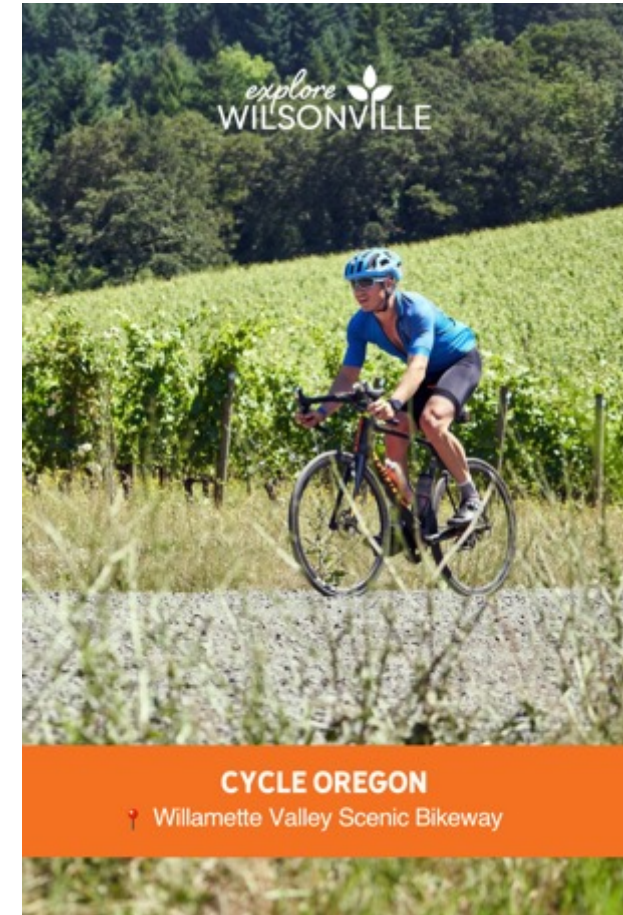
Item 4.

- Explore Wilsonville, OR
 - 325 pins
 - 1,458 impressions
 - 28 engagements
 - 2 outbound link clicks
 - 24 pin clicks
 - 2 saves



Q3 PINTEREST POST SAMPLES

Item 4.



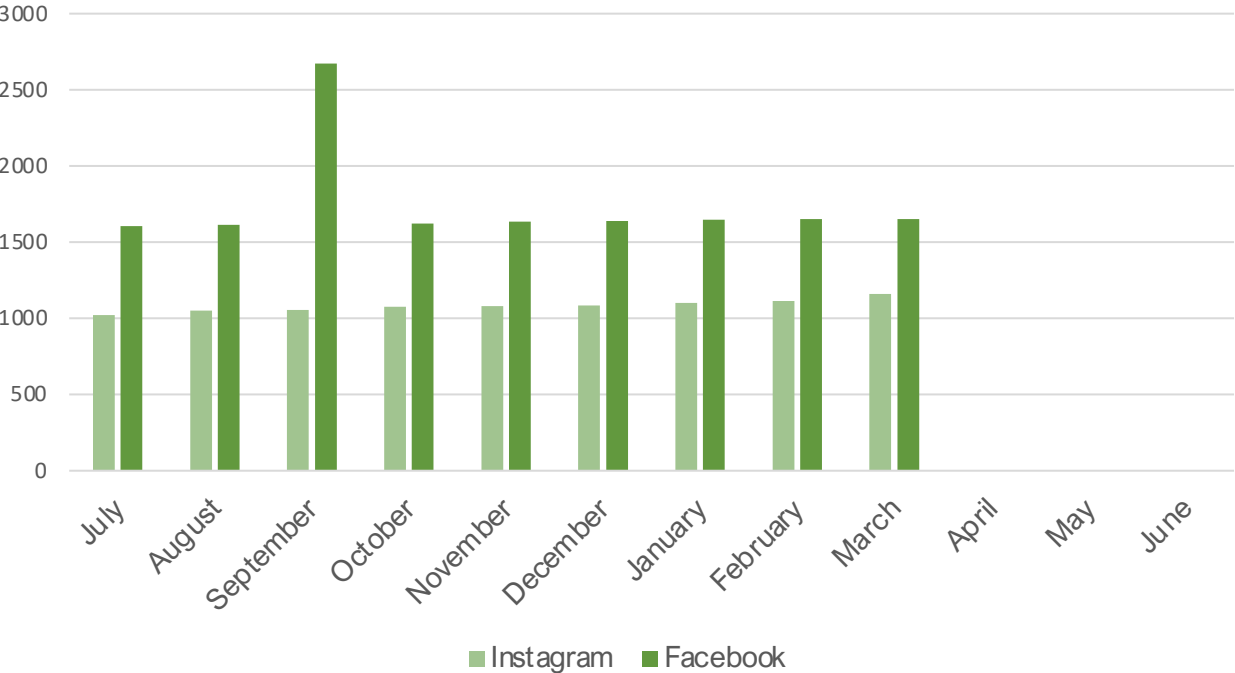
SOCIAL MEDIA ANALYTICS FY 2023-24 TO DATE

Item 4.

FACEBOOK	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Results
Engagement (%)	1.61%	1.98%	2.39%	1.71%	2.49%	1.84%	4.44%	3.44%	5.38%				2.81%
Post Total Reach	20,059	25,271	915	751	3,428	1,835	52,276	32,166	91,728				228,429
Total Engagements & Link Clicks	170	422	82	42	131	46	136	87	82				1,198
INSTAGRAM	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Results
Engagement (%)	9.02%	8.31%	6.89%	5.17%	7.37%	6.72%	7.82%	7.20%	9.10%				7.51%
Average number of likes	21.7	21.3	12.9	11.9	14.54	15.54	13.57	11.46	16.85				15.52
Post Total Reach	3,667	5,208	3,808	4,588	3,314	3,689	2,726	2,584	4,402				33,986
Total Engagements & Link Clicks	346	363	224	240	239	239	232	177	297				2,357
PINTEREST	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Results
Engagement (%)	5.68%	4.44%	3.87%	2.74%	2.05%	3.25%	1.99%	2.90%	2.20%				3.24%
Post Total Reach	862	900	776	657	586	493	1,257	793	1320				7,644
Total Engagements & Link Clicks	64	52	36	20	16	18	29	28	32				295



SOCIAL MEDIA FOLLOWERS TO DATE FY 2023-24



TOTAL FOLLOWERS: 2,811

- Instagram and Facebook growth are both steady with nearly 10% increase YOY
- January-March 2023: 2,526

**Pinterest followers are not tracked or measured. Due to the nature of the platform, it is not an accurate reflection of efforts*





PUBLIC RELATIONS

Q3 January-March 2024 Highlights

Q3 PR RECAP

Item 4.

- 2 influenced articles
- Sent out spring pitch
- Updated spring blog
- Added 8 articles to the [media room](#)
- Continued PR monitoring



MEDIA COVERAGE SAMPLES

IN THE NEWS

The latest stories about Wilsonville.

- 2024
- WHAT TO DO IN OREGON IN APRIL - MARCH 28, 2024 >
- A COLORFUL FLOWER FARM, SWAN ISLAND DAHLIAS IN OREGON IS LIKE SOMETHING FROM A DREAM - MARCH 14, 2024 >
- 2024 WELCOMES 40 YEARS OF BLOSSOMING BEAUTY AT THE WOODEN SHOE TULIP FESTIVAL - MARCH 2, 2024 >
- 3 FARMTASTIC DINING EXPERIENCES NEAR WILSONVILLE - FEBRUARY 28, 2024 >
- 9 GREAT PLACES TO SEE ANIMALS ON YOUR FAMILY VACATION - FEBRUARY 28, 2024 >
- SANTE FE MEXICAN RESTAURANT & CANTINA TO OPEN IN WILSONVILLE'S TOWN CENTER - FEBRUARY 1, 2024 >
- THIS OREGON DESTINATION IS ONE OF THE TOP 50 PLACES TO TRAVEL WORLDWIDE, ACCORDING TO FORBES - JANUARY 25, 2024 >
- BURGERVILLE TO OPEN IN WILSONVILLE, FIRST NEW LOCATION IN 8 YEARS - JANUARY 24, 2024 >


[See Updated Media Room](#)



SOUTH SOUND
BUSINESS

Explore Wilsonville Receives MarCom Gold Award for Brand Refresh

Antoinette Alexander Jan 16, 2024 Updated Jan 16, 2024



Courtesy of Explore Wilsonville via Instagram

[f](#) [x](#) [v](#) [p](#) [t](#) [i](#) [n](#)

Explore Wilsonville, the city of Wilsonville's tourism promotion and destination marketing program, has received a MarCom Gold Award from the Association of Marketing and Communication Professionals for its new brand identity.

Tacoma's JayRay, Explore Wilsonville's marketing agency of record since 2020, conducted research to identify Explore Wilsonville's brand themes and proposed a new look for its website centered around the tagline, "In the heart of it all." The revamped site showcases the updated visual identity, a new logo, fonts, and brand colors.

The [new website](#) and brand launched in the summer of 2023. Wilsonville is located 16 miles south of Portland.

The MarCom Awards started in 2004. Each year, roughly 6,500 print and digital entries from dozens of countries are submitted for the awards.

PUBLIC RELATIONS OVERVIEW

YEAR TO DATE RESULTS

July 1, 2023-March 31, 2024

PR budget reduced for video and photo content

FY 2023-24													
Metrics	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Number of Articles	21	33	12	18	20	6	16	4	20				150
Circulation	607,901	3,873,774	260,437	1,961,670	1,619,399	518,559	6,939,017,641	3,900,000	2,924,779				6,954,684,160
Number of Influenced Articles	0	0	0	1	4	2	2	0	0				9

Influenced articles are those that resulted from JayRay’s media outreach, such as ongoing pitching, fact-checking, engagement with journalists or other media effort from JayRay.

TRAVEL WRITER: EMILY CORAK

Item 4.

Explore Wilsonville worked with Emily Corak as a journalist on assignment for Vancouver Family Magazine.

OVERVIEW:

Family day trip: February 10

Solo day trip: February 14

GOAL:

To inspire a trip to Wilsonville.
Seeing Wilsonville through the eyes of a trusted authority delivers an authentic message and establishes Wilsonville as a destination among the readers of the publication.



ITINERARY

Item 4.

WRITER ITINERARY

Emily Corak | Vancouver Family Magazine |
www.vancouverfamilymagazine.com



WEDNESDAY, FEBRUARY 14, 2024 – HAPPY VALENTINE'S DAY!

LOCATION	TIME	NOTES	COST
Soak Box Spa	12:15 p.m.	Salt Water Soak , 60 minute treatment Pre-appointment FAQs	Complimentary
Optional Lunch Suggestions: McMenamins Old Church & Pub Dar Essalam	1:30 p.m.	<i>McMenamins is located in the same complex as Soak Box.</i> <i>Dar Essalam is a 5-minute drive from Soak Box</i> <i>Both restaurants are approximately 15 minutes from Lady Hill</i>	
Lady Hill Winery	2:30 p.m.	Wine Tasting	Complimentary

WRITER ITINERARY

Emily Corak | Vancouver Family Magazine |
www.vancouverfamilymagazine.com



SATURDAY, FEBRUARY 10, 2024

LOCATION	TIME	NOTES	COST
Lux Sucre	Noon	Lunch or dessert.	Complimentary
Tollen Farm	1:30 p.m.	<i>Tollen farm is open by appointment only; Tonie will give you a tour of the farm.</i>	Complimentary
Walking trail options: Memorial Park/Murase Plaza Graham Oaks Nature Park	3 p.m.	Memorial Park has awesome playgrounds including a nature playground. Graham Oaks features an audio tour you can listen to while you walk.	Free
Bullwinkle's	4:30 p.m.	<i>Ask for Darron or Jeff when you arrive, and they will assist you.</i>	Complimentary



CONTENT SAMPLE: ARTICLE

Item 4.



BACKYARD TOURIST: EXPLORING ALBANY, WILSONVILLE AND CAMAS

WILSONVILLE, OREGON

Just past Southwest Portland, Wilsonville is a favorite for a fun family day, or a recharging day alone. No matter the age, [Bullwinkle's Family Fun Center](#) will be the ultimate draw. Bowling, laser tag, bumper boats, go-karts, mini golf, ropes courses, arcade games—you can make an entire afternoon of it.

For some quieter fun, whether with kids or without, Wilsonville is home to lots of farms, some of which offer tours. We were lucky enough to get a tour at [Tollen Farm](#), full of rescue horses and miniature donkeys. The owner, Tonie Tollen, has been operating the farm for 45 years since Wilsonville was just "one stoplight and 1,700 people." She introduced us to all the animals and her cute vintage farm shop. We spent time picking out our favorite donkeys. My favorite was Chocolate Cupcake, but watch out for your shoelaces (donkeys apparently love shoelaces). The farm hosts an annual Donkey Birthday Party the third Saturday of May from 1-4 pm, and all are invited! A visit with the mini donkeys is sure to put a smile on your face as you will walk away with newfound energy and an appreciation for these lovable animals.

For some unstructured time outdoors, memorial Park is large, beautiful and has a little of everything, including walking trails. We also took a stroll through Graham Oaks Nature Park, which was great for all ages, but also works well for a peaceful solo outing. We followed this up with a visit to one of my all-time favorite bakeries, Lux Sucre. I don't use the title favorite lightly, as this is a beautiful space with good food and even better desserts. It's an absolute "don't miss" in my book! For good restaurants, consider the [McMenamins Old Church and Pub](#), [Dar Essalam](#) for good Moroccan food, or Butteville General Store, reportedly the oldest continually running establishment in Oregon!

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If you're looking for a solo adventure, don't miss wellness spa [Soak Box](#), home to saltwater float rooms, infrared saunas and cold-water plunges. With friendly staff who walked me through the entire experience, I gave the float a try, hoping to soak up some of the many health benefits such as deep relaxation, improved circulation and a release of tension. I spent an hour floating in warm salt water in a dark, quiet tank, which went by surprisingly fast. I emerged, showered, drank tea and walked out feeling the most "unclenched" I've felt in ages. If you're looking to treat yourself and truly unwind, do yourself a favor and make this stop.

One of my final and favorite stops just outside of Wilsonville

Read the full article [here](#).



Explore Wilsonville

TRAVEL WRITER: CASSIE HEPLER

Item 4.

Explore Wilsonville partnered with Cassie Hepler, a Phoenix-based travel writer. She manages a lifestyle and travel blog, ExploreWithCassie.com and has written for travel and news outlets. Cassie visited different points of interest in Wilsonville. Following her visit, she posted an article on her blog and is pitching stories about her experience to travel publications.

OVERVIEW:

3-day itinerary: March 11-13

GOAL:

To gain media coverage of Wilsonville, to inspire a trip. Seeing Wilsonville through the eyes of a trusted authority delivers an authentic message and establishes Wilsonville as a destination among readers. Increased publicity also helps gain trust and visibility with other publications, in turn generating future coverage.



ITINERARY

Item 4.

CASSIE HEPLER ITINERARY

March 11-13, 2024



MONDAY, MARCH 11	TIME	NOTES	COST
Southwest Flight #126	8:45 a.m.	\$950 scheduled for deposit to your bank account.	Pre-paid
Dollar Rent A Car	12 p.m.	Pick up rental car	Pre-paid
BooneTown Bistro & Bar 25425 Southwest 95th Ave Wilsonville, OR 97070	12-1 p.m.	Located in the hotel where you'll be staying. Drop off your bags at the front desk and enjoy lunch. Let the restaurant know you are a guest of Sungmin Park.	Complimentary
Lady Hill Winery 8400 Champoeg Rd NE St Paul, OR 97137	2 p.m.	Ask for Jerry. Enjoy the beautiful space and scenery! As you drive up the long driveway, you might see farm animals on your left. ladyhill.com	Complimentary tasting
Holiday Inn Portland I-5 South 25425 Southwest 95th Ave Wilsonville, OR 97070	4 p.m.	Check-in (if you room wasn't ready earlier, check in when you are finished at Lady Hill.	Complimentary
Dinner – see suggestions	6 p.m.	Dar Essalam (Moroccan) 29585 SW Park Pl Ste A Wilsonville, OR 97070 daressalamrestaurant.com Oswego Grill 30080 SW Boones Ferry Rd. Wilsonville, OR 97070 oswegogrill.com	On your own

CASSIE HEPLER ITINERARY

March 11-13, 2024



TUESDAY, MARCH 12,	TIME	NOTES	COST
Breakfast – see suggestions	9 a.m.	Mr. Maple Donuts 29890 SW Town Center loop Wilsonville, OR 97070 mmapledonuts.com Norton's Family Café 8593 SW Main Street Ste 400 Wilsonville, Oregon 97070 nortonscafe.com	On your own
Explore – see suggestions	10 a.m.	Graham Oaks Nature Park 11825 SW Wilsonville Rd Wilsonville, OR 97070 Memorial Park 8100 SW Memorial Drive Wilsonville, OR 97070	On your own
McMenamins Old Church & Pub 30340 SW Boones Ferry Rd Wilsonville, OR 97070	12 p.m.	Ask for Susan. mcmenamins.com/wilsonville-old-church-pub	Complimentary
Soak Box Spa 30060 SW Boones Ferry, Ste 32 Wilsonville, OR 97070	1:45 p.m.	Ask for Katie or Sally. soakbox.com	Complimentary
Vanguard Brewing 27501 SW 95th Ave #945 Wilsonville, OR 97070	6 p.m.	Ask for Lin. vanguardbrewing.com	Complimentary dinner & tasting

CASSIE HEPLER ITINERARY

March 11-13, 2024



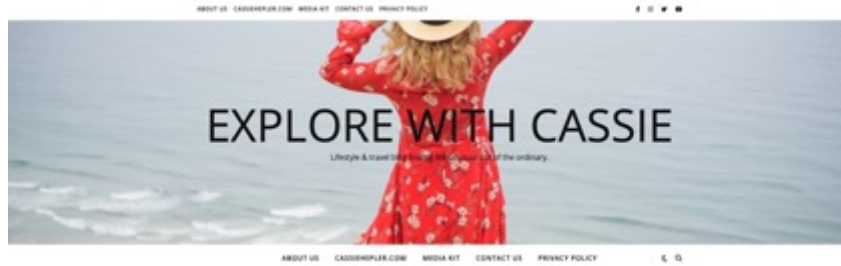
WEDNESDAY, MARCH 13,	TIME	NOTES	COST
Pearl Bakery 10159 SW Commerce Cir, Ste A Wilsonville, OR 97070	9 a.m.	A Portland-area icon! 4 min. walk from the hotel. Ask for Spencer. On Facebook @PearlBakeryWilsonville	Complimentary coffee & pastry
Holiday Inn Portland I-5 South	10:30 a.m.	Check-out	Complimentary
Holiday Inn Portland I-5 South	11 a.m.	Meet Greg Leo, Historic Butteville board member and involved tourism partner. Call him when you've checked out and meet in the turnaround at the front. You can ride with him or drive separately.	No cost
		Tour of Charbonneau Village on the way to lunch.	No cost
Lux Sucre Bakery + Café	12 p.m.	Greg will take you to lunch at this cozy Instagrammable bakery. Ask for Brandon. luxsucre.com	Complimentary - There will be a \$30 gift card at the counter.
		Foodie stops on the way to French Prairie Gardens	Complimentary
French Prairie Gardens 17673 French Prairie Rd NE St Paul, OR 97137	2 p.m.	Ask for Stacy Bunke. fpgardens.com	Tour & complimentary tasting



Explore Wilsonville

CONTENT SAMPLE: BLOGS

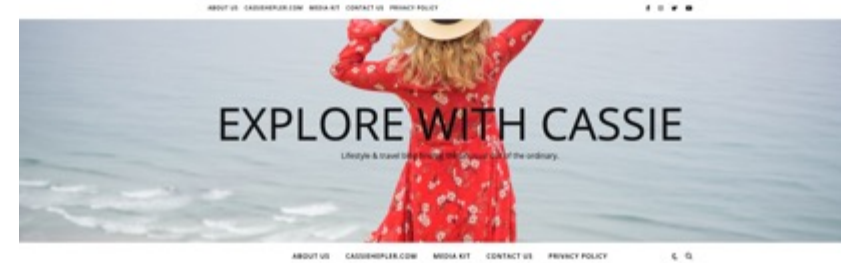
Item 4.



Don't sleep on Holiday Inn! Or better yet, do sleep there as those super comfy beds lulled me to sleep for hours without waking for two nights in a row. And they have a great breakfast buffet each morning with fresh fruit and bacon as well as a pretty impressive restaurant attached Boonetown Bistro with strong cocktails, tasty steak and huge pizza pies. Individually owned and larger than the usual Holiday Inn, this space has almost 5 star ratings across the board and it shows! And Rack up those [IHG travel points](#) so you can use them all over the world.



It was still raining when I arrived at Holiday Inn Portland South.



Welcome to the matriarchy of [Lady Hill Winery](#)! Located on the rolling countryside of the Willamette Valley, about 30 minutes west of Portland, Oregon, Lady Hill is a working farm and vineyard with a huge barn converted into a wine tasting room. This woman-focused 1,500 acre space has many generations of ladies steering the delicious ship into the land of tasty wines. Situated on the same land where co-owner Jerry Hill's family has farmed since the 1850s, he brought his wife Elaine on board and have quite the crew of daughters since. And for the beer guys, don't worry, they have beer on tap and wine pairing snacks available too. Who doesn't love meat and cheese? Lodging is available with multiple campgrounds across the street or [ask about the Auntie's Airbnb](#)!

Read the full blog [here](#).





MARKETING

Q3 January-March 2024 Highlights

MARKETING RECAP

Item 4.

- Continued managing geolocation data subscription through Datafy
- Ran social media video ad campaign January 15-March 15
- Ran winter geolocation marketing campaign December 18, 2023-March 15, 2024
 - Avg video completion rate: 88% (+13%)
 - Total video/audio completions: 166,918
 - Est. campaign impact: \$4,745,318
 - Est. return on ad spend: \$293.79 : \$1
 - Total destination trips: 14,646
 - Est. room nights 1,226
 - A 3-month window report will be provided once more data is available to show additional ad-aware visitation from further out bookings

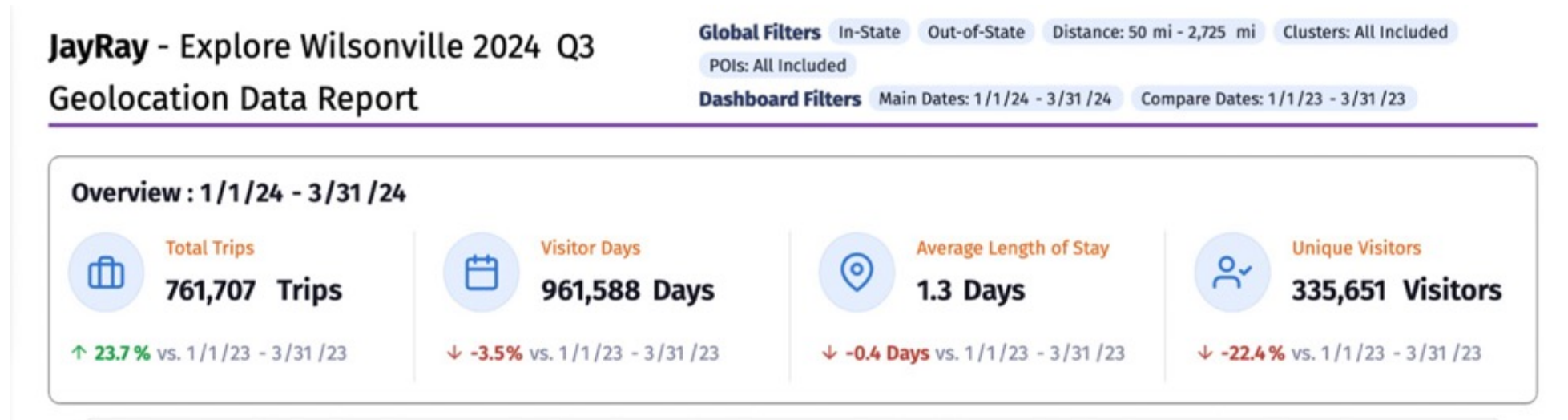


Q3 GEOLOCATION DATA SUMMARY

Item 4.

TAKEAWAYS

- Total trips January-March were up 24% compared to the same time last year.
- While more people took trips, they didn't stay as long in 2024 (total visitor days are down 3.5% and average length of stay is down by 0.4 days)
- We saw a 6% decrease in the 65+ age group compared to Q3 2023.



Q3 GEOLOCATION DATA TOP DMAs

Item 4.

TAKEAWAYS

- Most visitors continue to be from a drive market, but we're seeing growth in the fly-in markets
- Visitors from Eugene, Seattle-Tacoma and Portland make up 41% of all trips to Wilsonville
- California market continues to grow, with main increases from Los Angeles, Sacramento and San Francisco

JayRay - Explore Wilsonville 2024 Q3 Geolocation Data Report

Global Filters In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included

POIs: All Included

Dashboard Filters Main Dates: 1/1/24 - 3/31/24 Compare Dates: 1/1/23 - 3/31/23

Top Markets

DMA	Share of Trips 1/1/2024 - 3/31/2024	Change in Share of Trips vs 1/1/2023 - 3/31/2023	% Change in Trips vs 1/1/2023 - 3/31/2023
Eugene	16.58 %	— 3.0	↗ 16.6 %
Seattle-Tacoma	13.4 %	— 1.9	↗ 20.2 %
Portland- OR	11.07 %	— 1.6	↗ 19.9 %
Medford-Klamath Fall	4.39 %	— 0.3	↗ 27.8 %
Sacramnto-Stkton-Mc	3.54 %	— 0.1	↗ 34.9 %
Los Angeles	3.53 %	0.0	↗ 38.7 %
Yakima-Pasco-RchInd	2.68 %	— 0.4	↗ 19.2 %
Bend- OR	2.66 %	— 0.2	↗ 26.2 %

DMA	Share of Trips 1/1/2024 - 3/31/2024	Change in Share of Trips vs 1/1/2023 - 3/31/2023	% Change in Trips vs 1/1/2023 - 3/31/2023
Spokane	2.03 %	— 0.3	↗ 22.2 %
San Francisco-Oak-Sa	1.9 %	0.0	↗ 36.2 %
Phoenix -Prescott	1.76 %	— 0.2	↗ 21.9 %
Boise	1.29 %	— 0.1	↗ 26.6 %
Salt Lake City	1.26 %	0.0	↗ 33.3 %
Denver	0.97 %	— 0.2	↗ 18.7 %
Dallas-Ft. Worth	0.87 %	+ 0.1	↗ 46.1 %
Las Vegas	0.86 %	— 0.1	↗ 19.4 %

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Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.

DATAFY



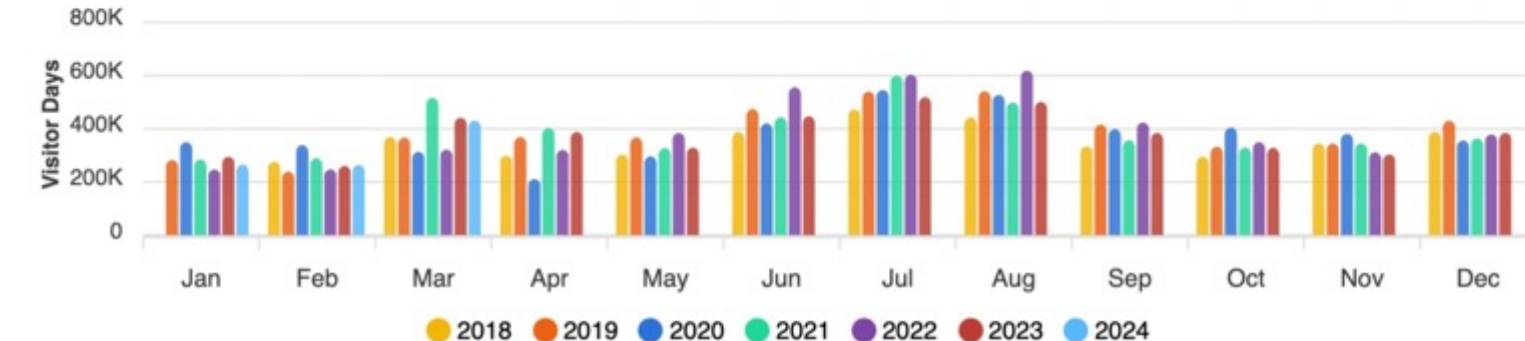
JayRay - Explore Wilsonville 2024 Q3

Geolocation Data Report

Global Filters In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included
POIs: All Included
Dashboard Filters Main Dates: 1/1/24 - 3/31/24 Compare Dates: 1/1/23 - 3/31/23

Item 4.

Monthly Volume by Visitor Days All Main Dates vs Compare Dates



2018	0	276.1K	369.0K	298.9K	302.9K	387.9K	472.3K	443.2K	334.0K	295.5K	344.7K	388.8K
2019	282.7K	239.1K	366.8K	369.3K	368.2K	474.5K	540.2K	541.5K	416.3K	333.2K	344.9K	430.6K
2020	350.3K	339.2K	313.8K	211.4K	296.6K	420.7K	546.0K	527.6K	399.4K	404.5K	381.2K	356.5K
2021	284.8K	290.0K	516.4K	403.2K	327.7K	443.3K	600.6K	499.3K	357.2K	330.0K	344.9K	364.2K
2022	247.3K	248.0K	321.9K	320.8K	384.5K	556.0K	603.3K	618.3K	424.0K	350.1K	312.0K	378.6K
2023	294.6K	260.8K	441.9K	388.3K	329.8K	447.4K	519.3K	501.5K	385.1K	328.9K	303.7K	384.5K
2024	265.8K	264.5K	431.1K	0	0	0	0	0	0	0	0	0
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Visitor Days by Length of Stay



1 Day 63.4% 2 Days 10.6%
3 Days 6.2% 4 Days 4.55%

In the winter, March had the highest visitation and most visitors stayed one day during the season.

Avg Length of Stay: 1.6 Days

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Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.

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Explore Wilsonville

JayRay - Explore Wilsonville 2024 Q3

Geolocation Data Report

Global Filters

In-State

Out-of-State

Distance: 50 mi - 2,725 mi

Clusters: All Included

POIs: All Included

Dashboard Filters

Main Dates: 1/1/24 - 3/31/24

Compare Dates: 1/1/23 - 3/31/23

Item 4.

Top Clusters

Cluster	Share of Trips 1/1/2024 - 3/31/2024	Percent Change in Trips vs 1/1/2023 - 3/31/2023
Wilsonville OR	62.42 %	↗ 24.3 %
Shopping	38.99%	↗ 18.3 %
Attractions	14.05 %	↗ 30.7 %
Hotels	8.08%	↗ 46.2%
Outdoor Rec	6.14 %	↗ 19.5 %
Business Travel	1.59 %	↗ 86.2%
Golf	1.24 %	↗ 75.4 %
Liquid Tourism	1.01 %	↗ 36.7 %

Data shows that nearly 39% of visitors to Wilsonville also go shopping – “Tax-free” shopping continues to be a smart messaging strategy.



JayRay - Explore Wilsonville 2024 Q3

Geolocation Data Report

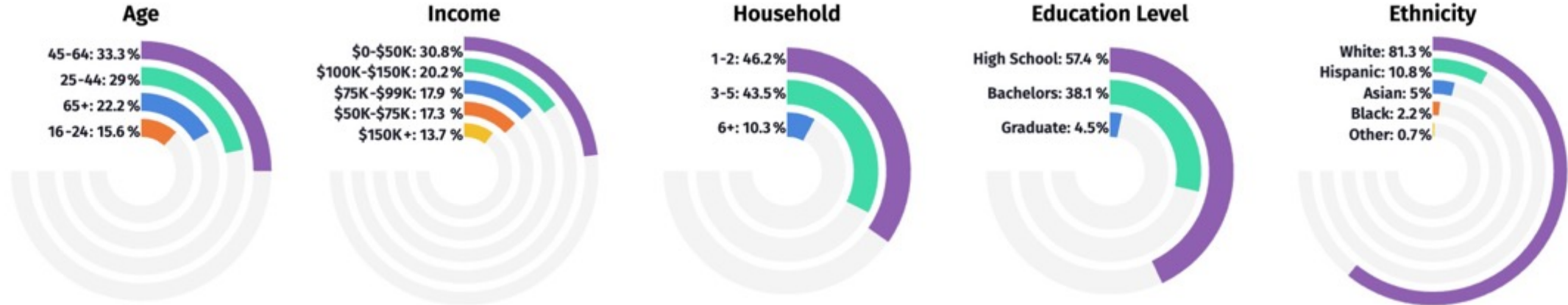
Global Filters In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included

POIs: All Included

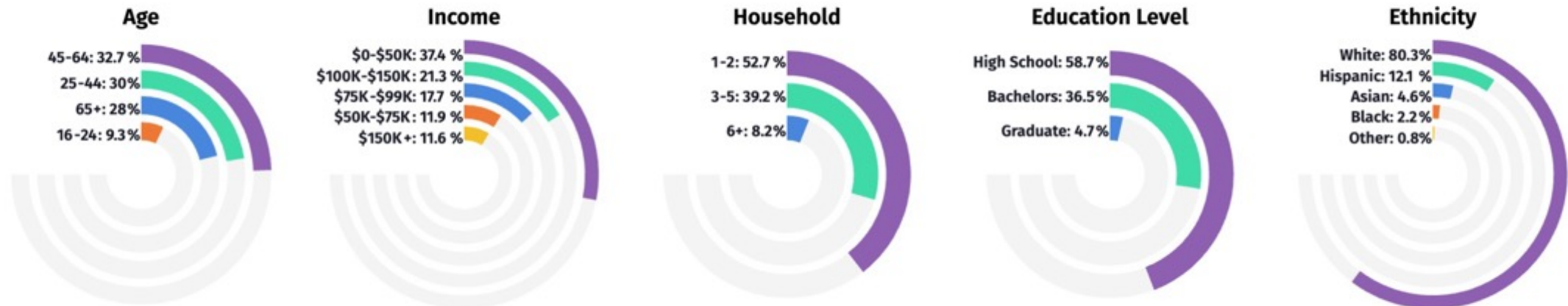
Dashboard Filters Main Dates: 1/1/24 - 3/31/24 Compare Dates: 1/1/23 - 3/31/23

Item 4.

Top Demographics for 1/1/2024 - 3/31/2024



Top Demographics for 1/1/2023 - 3/31/2023



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Demographics remain steady YOY.

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Explore Wilsonville

JayRay - Explore Wilsonville 2024 Q3

Geolocation Data Report

Global Filters In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included

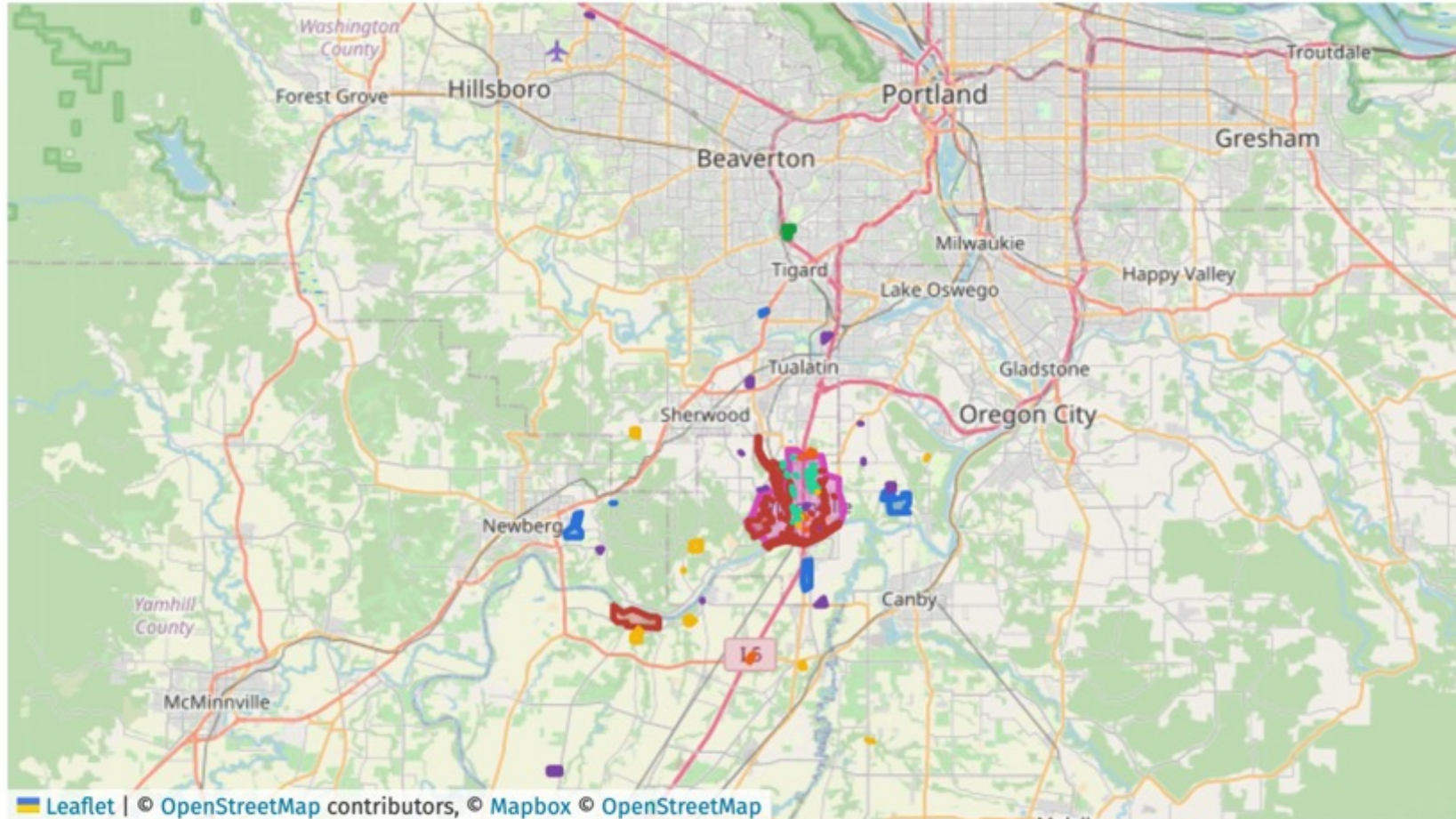
POIs: All Included

Dashboard Filters Main Dates: 1/1/24 - 3/31/24 Compare Dates: 1/1/23 - 3/31/23

Item 4.

Selected Clusters

Color by: Cluster



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Demographics remain steady YOY.

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Explore Wilsonville

Cluster - A grouping of Points of Interest (POIs) based on venue type, visit purpose, etc.

Home Zip Code - The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior and our process is capable of determining when someone moves to a new zip code.

Census Demographics - Calculated using the Home Zip Code of the device, and then matching the zip code to the corresponding data from the US Census and American Community Survey (ACS).

Repeat vs One Time - Based on observations of unique devices and processed through our estimate algorithm. Once a device is observed a second time at any of the selected devices across the date range in the filters, then that device is “flagged” as a repeat visitor. This analysis is dynamic and can span multiple years. For example, if a visitor visits in March 2020, they would contribute to the visitors within the date range covering March 2020. If that visitor returns and visits again in September of 2021 and the date range in the filters spans March 2020 through September 2021, then that visitor shifts from a one-time visitor to a repeat visitor for all of the observations. Therefore, now this visitor would contribute to the numbers in both March and September and any subsequent visits.

Household Level Demographics - Calculated based on a positive match between a device and a household with a demographic profile. For example, if a college student lives at home with a parent and visits an attraction, then the household profile would report the income, education levels, and age brackets of everyone in the household, including the parent. These are aggregated, weighted, and averaged across all the household members and all of the POIs visited and dates observed within the selected filters. Most of the values reported are at the household level, with a few exceptions that are device-level.

POI (Point of Interest) - A physical boundary drawn on a map and utilized to capture mobile device activity with the boundary.

Trips - The number of distinct trips to a destination by a Unique Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Unique Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.



WINTER CAMPAIGN

Item 4.

OVERVIEW

Focus:

- Promote spring and early summer travel to Wilsonville

Objectives:

- Visitation to Wilsonville
- Increase room nights in Wilsonville lodging properties

Measurements of Success:

- Destination Attribution: Wilsonville POI
- Hotel Attribution: Hotel Cluster
- KPIs: Impressions, CTR

Creative:

- Prospect display (HTML-5)
- Online video
- Retargeting display – to events calendar (HTML-5)

Campaign Timeframe:

- December 15, 2023 - March 15, 2024
- Geolocation ad budget: \$16,000
- Social media ad budget: \$4,000
- Total ad spend: \$20,000



WINTER CAMPAIGN – TARGET AUDIENCES

Item 4.

Past Visitor Re-Engagment



Past Visitation

Seen in Wilsonville
since 1/1/2021
Ideally seen as an overnight
visitors



Key Geo Markets

1. Seattle-Tacoma DMA
2. Eugene DMA
3. Portland DMA
4. Los Angeles DMA
5. Medford-Klamath Falls
6. Bend OR DMA
7. Yakima-Pasco DMA
8. Sacramento DMA



Reference POIs

1. Wilsonville, OR POI
2. Hotels Cluster
3. Liquid Tourism Cluster
4. Outdoor Recreation Cluster
5. Golf Cluster
6. Attractions Cluster

Look-a-Like Audience

Target those who most closely
resemble past visitors in
winter months



Key Geo Markets

1. Seattle-Tacoma DMA
2. Eugene DMA
3. Portland DMA
4. Los Angeles DMA
5. Medford-Klamath Falls
6. Bend OR DMA
7. Yakima-Pasco DMA
8. Sacramento DMA



Behavioral Targeting

- Known Travelers
- Outdoor Recreation
- Attractions
- Wineries
- Golf



Household Demographics

- **Age:** 25-64
- **HHI:** \$75k+

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Wilsonville OR - 2023 -24 Winter Brand Awareness Campaign Wrap Report

ADR

\$104.75

Spend per Visitor

\$324

Campaign Run Dates: 12.18.23 - 03.15.24

Report Period 12.18.23 - 03.15.24

Attribution Mileage 50 - 2725 mile radius

Item 4.

Attribution

Destination

Total Trips / Visits

14,646

Est. Campaign Impact

\$4,745,318.09

Hotels

Est. Room Nights

1,226

Est. Campaign Impact

\$128,414.71

Attractions

Total Trips / Visits

355

Est. Campaign Impact

\$114,862.65

Attribution reflects visitation between
2023 -12 -25 - 2024 -03 -15



Est. Campaign Impact

\$4,745,318



Est. ROAS

\$293.79 : \$1

Based on Destination Attribution. Average Spend per Visitor is from Oregon Economic Impact of Travel report (2022 data). ADR uses Wilsonville's average STR data (December 2023 - March 2024). Campaign Impact estimates ROAS and Average Cost metrics based on Datafy digital ad commitment.



Total Impressions

1,735,346



Total Clicks

2,786



Total Video/Audio Completions

166,918



Total Spend

\$16,152.32

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Advertising visitor attribution represents an estimate of the campaign's ad-targeted visitors observed in market.

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Explore Wilsonville

Wilsonville OR - 2023 -24 Winter Brand Awareness Campaign Wrap Report

ADR

\$104.75

Spend per Visitor

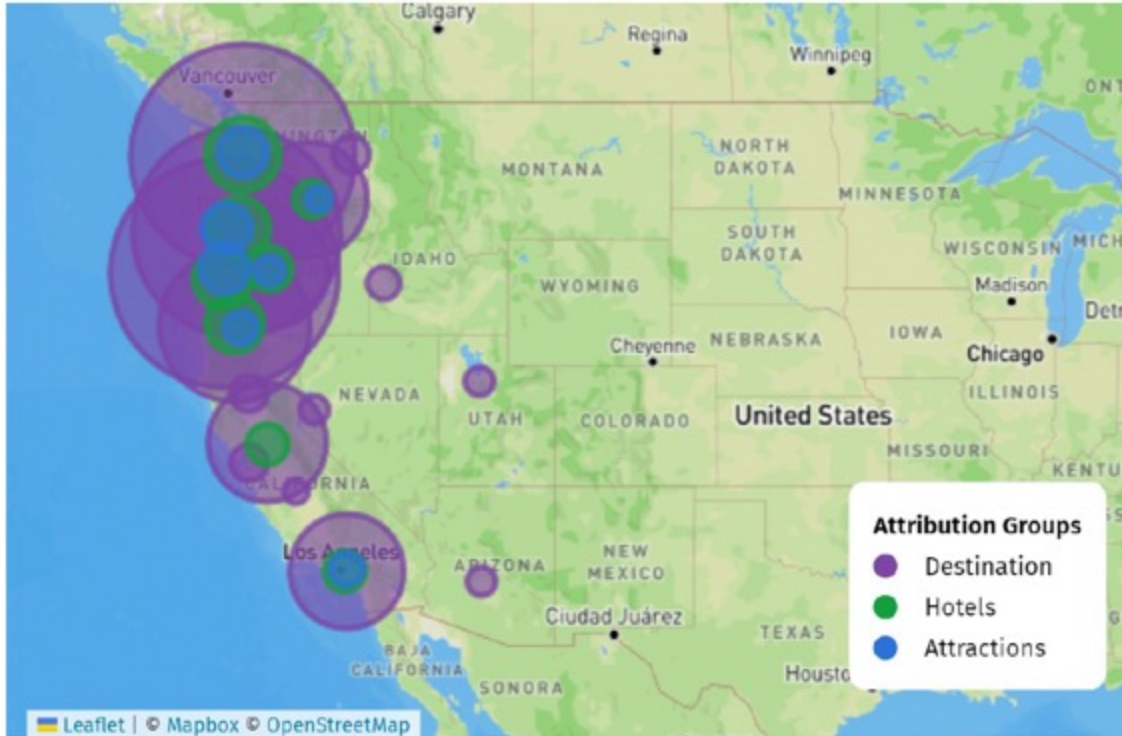
\$324

Campaign Run Dates: 12.18.23 - 03.15.24

Report Period 12.18.23 - 03.15.24

Attribution Mileage 50 - 2725 mile radius

Item 4.



Destination Visitor Markets

Top DMAs	Share	Avg Length of Stay
Eugene	26%	1.2 days
Seattle-Tacoma	24%	1.2 days
Portland- OR	20%	1.2 days
Medford-Klamath Falls	9%	1.3 days
Bend- OR	5%	1.3 days
Sacramento-Stkton-Modesto	5%	1.3 days

Eugene, Seattle-Tacoma, and Portland are the top 3 visitors by far, together making up 80% of all observed visitation to Wilsonville.

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Advertising visitor attribution represents an estimate of the campaign's ad-targeted visitors observed in market.

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Explore Wilsonville

Wilsonville OR - 2023 -24 Winter Brand Awareness Campaign Wrap Report

ADR

\$104.75

Spend per Visitor

\$324

Campaign Run Dates: 12.18.23 - 03.15.24

Report Period 12.18.23 - 03.15.24

Attribution Mileage 50 - 2725 mile radius

Item 4.

Top Visitor DMAs

DMA



DMAs	Destination	Hotels	Attractions	Destination Attribution Rate	Visitors Also Observed in Hotels	Visitors Also Observed in Attractions
Eugene	3,789	124	76	3.17 %	3.29 %	2 %
Seattle-Tacoma	3,486	222	87	2.92 %	6.37 %	2.48 %
Portland- OR	2,923	141	78	2.45 %	4.81 %	2.69 %
Medford-Klamath Falls	1,340	119	30	1.12 %	8.89 %	2.22 %
Bend- OR	736	70	19	0.62 %	9.56 %	2.57 %
Sacramnto-Stkton-Mode	687	54	11	0.58 %	7.87 %	1.57 %
Los Angeles	660	46	30	0.55 %	6.97 %	4.51 %

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Advertising visitor attribution represents an estimate of the campaign's ad-targeted visitors observed in market.

DATAFY



Explore Wilsonville

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Wilsonville OR - 2023 -24 Winter Brand Awareness Campaign Wrap Report

ADR

\$104.75

Spend per Visitor

\$324

Campaign Run Dates: 12.18.23 - 03.15.24
Report Period 12.18.23 - 03.15.24
Attribution Mileage 50 - 2725 mile radius

Audience Analysis

Attributable visitors were also observed in the following areas:

Top Clusters

Cluster



Area

Trips

Wilsonville OR	100%
Hotels	5.75 %
Outdoor Rec	3.89%
Attractions	2.42 %
Business Travel	1.33 %
Shopping	0.44%
Liquid Tourism	0.28%
Golf	0.03%

Top Age Group 45-64

- 16-24
- 25-44
- 45-64
- 65+

Destination



Hotels



Attractions



Top Income \$75k +

- \$0-\$50k
- \$50-\$74k
- \$75k-\$99k
- \$100k-\$150k
- \$150k +

Destination



Hotels



Attractions



Top Household Group 1-2 in HH

- 1-2
- 3-5
- 6+

Destination



Hotels



Attractions



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Advertising visitor attribution represents an estimate of the campaign's ad-targeted visitors observed in market.

DATAFY



Explore Wilsonville

Wilsonville OR - 2023 -24 Winter Brand Awareness Campaign Wrap Report

ADR

\$104.75

Spend per Visitor

\$324

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Report Period 12.18.23 - 03.15.24

Attribution Mileage 50 - 2725 mile radius

Item 4.



Total Impressions

1,735,346



Total Video/Audio
Completions

166,918



Total Clicks

2,786



Total Spend

\$16,152.32



Unique Reach

119,433



Avg VCR/ACR

88.55%

Benchmark: 75 %
13.55 % ↑ compared to
benchmark



Avg Display CTR

0.18 %

Benchmark: 0.12 -0.18 %
0.06% ↑ compared to
benchmark



Avg Video/Audio CPM

\$20.91

Benchmark: \$16 -26
-\$5.09 ↓ compared to
benchmark



Avg Display CPM

\$7.86

Benchmark: \$6-9
-\$1.14 ↓ compared to
benchmark

ROAS: Using the total campaign media spend along with estimated ad-aware trips through 3/15/24 and a \$324 average spend per visitor, the current Campaign ROAS is \$293.79 : \$1. A 3-Month Attribution Window Report will be provided once more attribution data is available in order to show additional ad-aware visitation from further out booking windows.

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Advertising visitor attribution represents an estimate of the campaign's ad-targeted visitors observed in market.

DATAFY



Explore Wilsonville

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130

Attribution: A measurement of people who were served the Datafy advertising campaign (also referred to as ad-aware) who then visited the Destination and/or a tracked hotel in the destination. Attribution is an estimate of visitation to destination linked to your advertising campaign.

Attribution Window: For initial wrap reports, we provide reporting for visitation from one week after a campaign started through the end of the campaign. For many campaigns and audiences, we don't expect that impacted visitation only occurs while the ads are live, so we provide follow up attribution window reporting at 2, 3, 6, 9, and/or 12 months after a campaign ends that will reflect additional impacted/attributable visitation.

Benchmark: The baseline/standard to which you can compare your advertisement's performance. Our benchmarks are listed for you to compare your performance to our typical target ranges for each tactic.

Campaign Impact: A calculation of financial impact using reliable sources of spend data along with your attribution reporting.

CTR: Click Through Rate. The total number of clicks divided by the total impressions. Industry benchmark is .08% for programmatic display.

CTV or OTT: Connected TV and Over the Top are video placements served to streaming video apps, gaming consoles, set top boxes, smart TVs, etc.

Digital Audio: Digital audio ads are like radio commercials. They are served to streaming music and podcast apps.

Display or Banner Ads: Digital image or animated image ads that are created as sets to serve in different sizes (rectangle, full screen, sidebar, header, etc). The most common digital ad.

Impressions: The total number of times your ad was shown to someone in your audience.

Look-a-like Audiences: Look-a-like audiences are created in a geographical region using specific demographic, psychographic, and behavioral targeting to create audiences that look like your destination's high-value visitor (for example, people who stay in hotels from a specific market).

Native Advertising: A dynamic, content-driven ad type that displays as related content or an article link with a combination of the following elements: headline, description, call to action, photo, logo.

Online Video: Video advertisements served programmatically as pre-roll, interstitial, in-banner video, and more. These are served preferably to non-skippable placements and placements that do not turn sound off automatically for high viewability.

Past Visitor Re-Engagement: Past Visitor Re-Engagement audiences are developed using your Datafy data dashboard. To create these, we pull past visitors to your destination as a whole and/or to any specific point of interest or group of points of interest in your community (for example, an outdoor area, an event location, hotels, etc).

ROAS: Return on Ad Spend. Total campaign impact divided by Datafy ad spend.

Social Amplification: An advertisement served similar to display, but that looks like a social post. These click to a landing page of your choosing OR to your social media account(s).

Unique Visitor: An estimate of the number of visitors to a given POI or Cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Unique Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Unique Visitors, and 2 Trips.

VCR: Video Completion Rate. Total number of 100 % video completions divided by the total number of impressions. Industry averages typically hover around 80% for online video placements.

Visitor: A person connected to a single observable device. Also referenced as 'Unique Visitor'.

Visitor Days: The total number of days a unique visitor was observed in the market.

WINTER CAMPAIGN

Item 4.

GENERAL AWARENESS, GEOLOCATION MARKETING AD

Running as an HTML-5 animated ad. Landing page: ExploreWilsonville.com/Explore

Screenshots below:



Explore Wilsonville

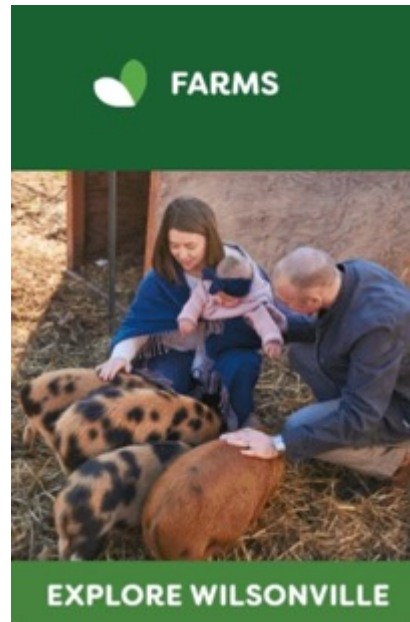
WINTER CAMPAIGN

Item 4.

RETARGETING, GEOLOCATION MARKETING AD

Running as an HTML-5 animated ad. Served to audience, 2 weeks after they've interacted with the general awareness ad – providing a stronger “plan your trip” call to action. Landing page: ExploreWilsonville.com/Events

Screenshots below:



WINTER CAMPAIGN

Item 4.

VIDEO, GEOLOCATION MARKETING AD

Running geolocation marketing video ad. Pacific Northwest Adventures video: ExploreWilsonville.com/Events

Screenshot below:



PNW Adventures Near Portland, OR



PAID SOCIAL MEDIA RESULTS SUMMARY

Item 4.

DATES: January 15-March 15

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to events and the itinerary landing pages

AUDIENCE & INTERESTS: Please see individual ad results for audience and interest targeting

OVERVIEW & RESULTS

- Spend: \$4,000
- Reach: 156,914
- Impressions: 287,431
- Landing page views: 3,517
- Link clicks: 9,236
- Cost per click \$0.27
- Photoworthy Experiences video resulted in highest link clicks



Photo Worthy Experiences Near Portland, OR

[WATCH VIDEO](#)



Affordable Fun Near Portland, OR

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PWW Adventures Near Portland, OR

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Looking for Leisure near Portland, OR

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Explore Wilsonville

PAID SOCIAL MEDIA: PHOTOWORTHY EXPERIENCES

Item 4.

DATES: January 15 – March 15

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to events page

•AUDIENCE: Ages 18–45 United States: Phoenix (+25 mi) Arizona; Los Angeles (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi) California; Denver (+25 mi) Colorado; Honolulu (+25 mi) Hawaii; Boise (+25 mi) Idaho; Bend (+25 mi), Eugene (+25 mi), Medford (+25 mi) Oregon; Dallas (+25 mi) Texas; Salt Lake City (+26 mi) Utah; Pasco (+30 mi), Seattle (+50 mi), Spokane (+39 mi), Yakima (+50 mi) Washington

INTERESTS: Aesthetics, antique (collectibles), day spa, farm, flower, garden festival, photograph, sauna, wine (alcoholic drinks), coffeehouses (coffee), spas (personal care)

OVERVIEW & RESULTS

- Spend: \$1,000
- Reach: 53,301
- Impressions: 77,946
- Link clicks: 4,859



Photo Worthy Experiences Near Portland, OR

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PAID SOCIAL MEDIA: LOOKING FOR LEISURE

Item 4.

DATES: January 15 – March 15

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to itineraries landing page

•AUDIENCE: Ages 45-65+ United States: Phoenix Arizona (+1 mi), Prescott (+25 mi) Arizona; Los Angeles (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi) California; Denver (+25 mi) Colorado; Honolulu (+25 mi) Hawaii; Boise (+25 mi) Idaho; Bend (+25 mi), Eugene (+25 mi), Medford (+25 mi) Oregon; Dallas (+25 mi) Texas; Salt Lake City (+25 mi) Utah; Spokane (+25 mi), Yakima (+25 mi) Washington

INTERESTS: Golf (sport), shopping, restaurants (dining), wine (alcoholic drinks), wine tasting (wine), outdoors (outdoor activities), farm-to-table (restaurant), antique (collectibles), household income: top 10%-25% of US ZIP codes

OVERVIEW & RESULTS

- Spend: \$1,000
- Reach: 41,809
- Impressions: 61,248
- Landing page views: 1,641



Looking for Leisure near Portland, OR

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PAID SOCIAL MEDIA: AFFORDABLE FUN

Item 4.

DATES: January 15 – March 15

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to events page

AUDIENCE: Ages 18-65+ Phoenix (+25 mi), Prescott (+25 mi) Arizona; Los Angeles (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi) California; Denver (+25 mi) Colorado; Honolulu (+36 mi) Hawaii; Boise (+25 mi) Idaho; Bend (+25 mi), Eugene (+25 mi), Medford (+25 mi) Oregon; Dallas (+25 mi) Texas; Salt Lake City (+25 mi) Utah; Seattle (+50 mi), Spokane (+25 mi), Yakima (+25 mi) Washington

INTERESTS: American history (history), farm (agriculture), happy hour (alcoholic drinks), hiking trails (hiking), history (history), kids (children & parenting), outdoors (outdoor activities), sharing economy (economics), family (social concept), winery (wine), wine (alcoholic drinks), theme parks (leisure)

OVERVIEW & RESULTS

- Spend: \$1,000
- Reach: 49,599
- Impressions: 89,487
- Link clicks: 4,377



Affordable Fun Near Portland, OR

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PAID SOCIAL MEDIA: PNW ADVENTURES

Item 4.

DATES: January 15 – March 15

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to itineraries landing page

• **AUDIENCE:** **Ages 26-50** United States: Phoenix Arizona (+1 mi) ; Los Angeles (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi) California; Denver (+25 mi) Colorado; Honolulu (+25 mi) Hawaii; Boise (+25 mi) Idaho; Bend (+25 mi), Eugene (+25 mi), Medford (+25 mi) Oregon; Dallas (+25 mi) Texas; Salt Lake City (+25 mi) Utah; Seattle (+50 mi), Spokane (+25 mi), Yakima (+25 mi) Washington

INTERESTS: Craft beer and brewing (beer), hiking trails (hiking), hipster (contemporary subculture), outdoor enthusiast, plaid crafts, coffee (food & drink), nature (science), outdoor recreation (outdoor activities), shopping (retail)

OVERVIEW & RESULTS

- Spend: \$1,000
- Reach: 41,767
- Impressions: 58,750
- Landing page views: 1,876



PNW Adventures Near Portland, OR

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SMITH TRAVEL RESEARCH

Q3 January-March 2024 Highlights

STR REPORT GLOSSARY

Item 4.

- Occupancy:
 - Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available.
$$\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$$
- Revenue per available room (RevPAR):
 - Total room revenue divided by the total number of available rooms. See Room Revenue, Rooms Available.
$$\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$$
- Demand:
 - The number of rooms sold in a specified time period (excludes complimentary rooms).
- Revenue:
 - Total room revenue generated from the guestroom rentals or sales.



STR REPORT – WILSONVILLE

Item 4.

Q3 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q3 January-March

Q3 FY 23-24					Q3 FY 22-23				YOY Q3 QUARTERLY % CHANGE
METRICS	Jan	Feb	Mar	Q3 FY 23-24 Total	Jan	Feb	Mar	Q3 FY 22-23 Total	
Occupancy %	62.5%	65.3%	64.4%	64% AVG	55.3%	61.9%	63%	60% AVG	7.3%
RevPar	\$65.19	\$70.21	\$69.54	\$68.31 AVG	\$56.01	\$63.91	\$67.90	\$62.60 AVG	9%
Demand	11,916	11,248	12,273	35,437 TOTAL	10,539	10,654	12,011	33,204 TOTAL	6.7%
Revenue	\$1,242,835	\$1,208,977	\$1,325,824	\$3,777,636 TOTAL	\$1,067,770	\$1,100,579	\$1,294,584	\$3,462,933 TOTAL	9%



STR REPORT – WILSONVILLE

YEAR TO DATE RESULTS

July 1, 2023-March 31, 2024

FY 2023-24													
METRICS	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Results
Occupancy %	71.8%	76.1%	66.7%	64.4%	54.6%	50.3%	62.5%	65.3%	64.4%				64.01% AVG
RevPar	\$97.31	\$100.74	\$81.31	\$74.04	\$57.02	\$50.55	\$65.19	\$70.21	\$69.54				\$73.99 AVG
Demand	13,691	14,503	12,314	12,281	10,067	9,593	11,916	11,248	12,273				107,886 TOTAL
Revenue	\$1,855,275	\$1,920,552	\$1,500,102	\$1,411,631	\$1,052,036	\$963,759	\$1,242,835	\$1,208,977	\$1,325,824				\$12,480,991 TOTAL



Total Properties: 7



Total Rooms: 615



STR REPORT – WILSONVILLE

Item 4.

Takeaways

- The month of March had the highest revenue compared to other months in Q3 – trending up
- Compared to this time last year (Jan-March 2023):
 - Hotel revenue has grown 9% in Wilsonville
 - According to Travel Oregon, hotel revenue in the Willamette Valley has decreased 2.4%
- Avg RevPAR in the Willamette Valley was \$83.07 vs. \$68.31 in Wilsonville during Jan-March
- Avg room rate in the Willamette Valley reported the week of April 14, 2024: \$134.68 (Portland: \$141.95; Hood/Gorge: \$132.25)

Find weekly STR report data from Travel Oregon for regions [here](#).



