



# TOURISM PROMOTION STEERING COMMITTEE MEETING AGENDA

September 13, 2024 at 2:00 PM

Wilsonville City Hall & Remote Video Conferencing

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## PARTICIPANTS MAY ATTEND THE MEETING AT:

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

Zoom: <https://us02web.zoom.us/j/81618970997>

## TO PARTICIPATE REMOTELY OR PROVIDE PUBLIC COMMENT:

Register with Administration:

[TPC@ci.wilsonville.or.us](mailto: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 Minutes - May 1, 2024](#)

## COMMITTEE BUSINESS

3. Select Chair and Vice Chair

## TOURISM PROMOTION & DESTINATION MARKETING UPDATES

4. [Explore Wilsonville Q4 FY23-24 Report](#)

## TOURISM PROMOTION PROGRAM

5. Tourism Destination Strategy/Project (Steering Committee)

## CITY UPDATES

## **COMMITTEE MEMBER UPDATES**

### **ADJOURN**

### **NEXT MEETING**

Friday, October 11, 2024 at 2:00 pm

*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](mailto: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  interpretes disponibles para aqu llas personas que no hablan Ingl s, previo acuerdo. Comun quese al 503-570-1503.*

## TOURISM PROMOTION COMMITTEE MINUTES

May 01, 2024 at 1:00 PM

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

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**CALL TO ORDER** - Meeting was called to order 1:02 pm

### PRESENT

Chair Brandon Roben  
Vice-Chair Rohit Sharma  
Councilor Caroline Berry  
Elaine Owen  
Jennifer Gage (1:06 pm)  
Sungmin Park  
Ex Officio, Brian Stevenson  
Ex Officio, Kevin Ferrasci O'Malley  
Ex Officio, Sylke Neal-Finnegan

### ABSENT

Lin Anderson  
Lynn Sanders

### STAFF

Mark Ottenad  
Zoe Mombert

### GUEST

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

### CONSENT AGENDA

2. **Tourism Committee Minutes** – Vice-Chair Sharma made a motion to approve the February 28, 2024 Minutes. Sungmin Park seconded the motion. Motion passed.

### COMMITTEE BUSINESS

3. 1/5 Year Plan – Vice- Chair Sharma moved to recommend City Council adopt the Tourism 5-Year Implementation Plan and One-Year Action Plan as presented. Sunqmin Park seconded the motion. Motion passed.

Item 2.

## MARKETING UPDATES

### 4. JayRay Marketing Updates/Recap (2023 Report)

- Page views are up
- Influenced articles
- Highest return. \$293.79 for \$1.00 spent on marketing campaign
- Surpassing most goals. Will need to increase goals for next year
- Ad campaign had an impact on social media
- Shared top social content
- Two travel writers visited
- Media coverage on the website – 8 articles added to media room
- 88% video completion rate on ad campaign
- Room nights \$1,226
- Will look to see if there is more travel in the next three months
- More trips – less nights
- Decrease in age group from last quarter
- Eugene, Portland, Seattle 41% trips
- STR is uploaded into Datafy to increase the data validity
- Top travel – Medford/Klamath Falls, Bend, Sacramento. Staying more nights. Year over year up 73%.
- Interest in a video for hotels. Bridget will send information to hotels.
- QR code at all city locations and hotels

## TOURISM PROMOTION PROGRAM

### 5. Tourism Development Strategy Project

- Timeline updated
- Data/document collection
- Interviews complete
- Schedule focus groups this fall
- Extending survey
- In-market analysis forthcoming
- Pause July, resume in September for workshops
- Fall update to the Tourism Committee before going to City Council in November

**ADJOURN – Meeting adjourned at 2:00 pm**

**NEXT MEETING - Weekday, September 11, 2024 @ 9:00 am**

# Q4 REPORT (APRIL-JUNE) FY 2023-24



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• Geolocation data	
• Winter-Spring Campaign 3-month wrap report	
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# Q4 RECAP

Item 4.

## OVERVIEW

- Website new users, users and pageviews up YOY across the board
- Increased search filter functionality on events calendar
- Added 47 followers across Facebook and Instagram through organic growth
- Earned 4 influenced media articles



# DASHBOARD

## ANNUAL RESULTS FY 2023-24

Q4 April-June 2024, compared to Q4 FY22-23

PR budget reduced for video and photo content  
 2023-24 social media efforts focused on organic reach and engagement this year as opposed to paid efforts in past years, because of this we expect social numbers to be down, paid efforts will return in 2024-25

Metrics	FY23-24 Q4 Results	FY 22-23 Q4 Results	% Change YOY FY 22-23 Q4 Results	FY 23-24 Results to Date	FY 23-24 Goals	% To Goal
<b>Influenced Articles</b> (number of articles earned)	4	1	+300%	14	5	+280%
<b>New website users</b>	7,754	4,310	+79.91%	40,832	15,000	+272%
<b>Social media reach</b> (Facebook, Instagram, Pinterest)	15,986	98,524	-83.77%	286,045	150,000	+190%
<b>Social media followers</b> (Facebook, Instagram)	2,858	2,602	+9.84%	2,858	3,000	95.3%
<b>Total engagements &amp; link clicks</b> (Facebook, Instagram, Pinterest)	601	1,710	-64.85%	4,653	5,000	93.1%





# DASHBOARD

PR budget reduced for video and photo content

## ANNUAL RESULTS FY 2023-24

July 2023-June 2024, compared to July 2022-June 2023

Metrics	FY23-24 FY Year-End Results	FY 22-23 FY Year-End Results	% Change YOY FY 22-23 Q4 Results	FY 23-24 Goals	% To Goal
<b>Influenced Articles</b> (number of articles earned)	14	5	+180%	5	+280%
<b>New website users</b>	40,832	18,372	+122.25%	15,000	+272%
<b>Social media reach</b> (Facebook, Instagram, Pinterest)	286,045	253,937	+12.64%	150,000	+190%
<b>Social media followers</b> (Facebook, Instagram)	2,858	2,602	+9.84%	3,000	95.3%
<b>Total engagements &amp; link clicks</b> (Facebook, Instagram, Pinterest)	4,653	4,865	-4.36%	5,000	93.1%



# WEBSITE

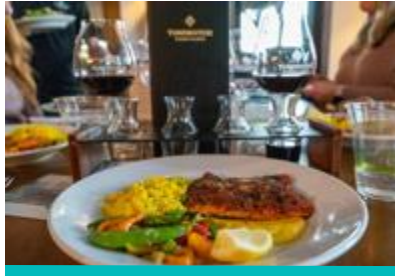
*Q4 April-June 2024 Highlights*

# Q4 WEBSITE RECAP

- Added 2 articles to the [media room](#)
- Ongoing event maintenance: 99 events added
- New users increased YOY 79%
- Total users increased YOY 79%
- Page views increased YOY 195%



# EVENTS



THURSDAY NIGHT  
DINNERS AT  
TUMWATER  
VINEYARD



PRIDE MONTH  
MURAL  
RECEPTION



WILSONVILLE  
BREWFESt



ST. PAUL RODEO



OREGON BALLET  
AT LADY HILL  
WINERY



NATIONAL MOBILITY  
AWARENESS MONTH  
TRACK CHAIR  
APPOINTMENTS



BULLWINKLE'S  
SUMMER KICK  
OFF AFTER DARK  
EVENT



FRENCH PRAIRIE  
BERRIES, BREWS &  
BBQs



# WEBSITE ANALYTICS

## Q4 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q4 April-June

Metrics	Q4 FY 23-24				Q4 FY 22-23				YOY Q4 Quarterly % Change
	Apr	May	Jun	Q4 FY 23-24 Total	Apr	May	Jun	Q4 FY 22-23 Total	
<b>New Users</b>	2,882	2,644	2,228	7,754	1,520	1,219	1,571	4,310	<b>+79.9%</b>
<b>Users</b>	2,921	2,679	2,279	7,879	1,546	1,252	1,594	4,392	<b>+79%</b>
<b>Page Views</b>	7,189	13,998	6,154	27,341	3,240	2,891	3,133	9,264	<b>+195%</b>

*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 users grew 80% compared to last year**



# WEBSITE MOST POPULAR PAGES

Item 4.

## FY 2023-24 Q4 MOST POPULAR PAGES

1. Flower & Tulip Festivals Near Portland, OR
2. Homepage
3. Santa Fe Mexican Restaurant
4. Restaurants & Dining
5. Upcoming Events

\* “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 Q4 MOST POPULAR PAGES

1. Homepage
2. Spring Retreats in Wilsonville: the Six Best Ways to Take in the Color and Fresh Flowers that Spring Brings to Wilsonville
3. Events
4. Restaurants & Dining
5. Blog – Summer Memories Await in Wilsonville

**Users are interested in events and new dining options**



# WEBSITE ANALYTICS FY 2023-24 TO DATE

## 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
<b>New Users</b>	2,235	2,422	1,822	1,805	1,726	2,220	5,358	8,266	7,224	2,882	2,644	2,228	<b>40,832</b>
<b>Users</b>	2,320	2,466	1,874	1,849	1,765	2,259	5,376	8,469	7,454	2,921	2,679	2,279	<b>832</b>
<b>Page Views</b>	10,337	15,646	5,606	7,183	4,699	7,845	13,867	13,836	23,405	7,189	13,998	6,154	<b>129,765</b>

**Users up during marketing campaign (Dec-March)**





# SOCIAL MEDIA

*Q4 April-June 2024 Highlights*



# Q4 SOCIAL MEDIA RECAP

Item 4.

- 15,986 total reach (FB, IG & Pinterest)
- Added 47 followers
- Instagram's engagement rate is up 1% compared to Q4 22-23
- Facebook's engagement rate is up 30% compared to Q4 of 22-23
- Pinterest link clicks are up 21% and reach is up 139% compared to Q4 of 22-23



# FACEBOOK ANALYTICS

Item 4.

2023-24 social media efforts focused on organic reach and engagement this year as opposed to paid efforts in past years, because of this we expect social numbers to be down, paid efforts will return in 2024-25. Engagement rate is still significantly higher than the [industry average of 0.28%](#).

## Q4 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q4 April-June

Q4 FY 23-24					Q4 FY 22-23				YOY Q4 QUARTERLY % CHANGE
METRICS	Apr	May	Jun	Q4 FY 23-24 Total	Apr	May	Jun	Q4 FY 22-23 Total	
Engagement* (%)	3.88%	2.85%	3.82%	<b>3.52% AVG</b>	3.16%	1.79%	1.97%	2.70% AVG	<b>+30%</b>
Post Total Reach**	764	616	1,180	<b>2,560 TOTAL</b>	42,062	24,044	19,199	85,305 TOTAL	<b>-96%</b>
Total Engagements ***	63	38	58	<b>159 TOTAL</b>	297	82	38	417 TOTAL	<b>-61%</b>
Link Clicks****	14	12	28	<b>54 TOTAL</b>	323	41	33	397 TOTAL	<b>-86%</b>

\*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

- April 3, 2024
- 16 reactions, 1 comment and 2 shares
- 277 accounts reached

 **Explore Wilsonville** is in **Wilsonville, OR.** ...  
Published by Travis W. Roth  
· April 3 ·

Indulge in unforgettable dining experiences in Wilsonville! Dive into the rich flavors of Morocco at [Dar Essalam Moroccan Restaurant](#), and don't forget to order the mint tea. 😊

For more foodie favorites visit: [ExploreWilsonville.com/Explore/Foodie-Trip](https://ExploreWilsonville.com/Explore/Foodie-Trip)



# INSTAGRAM ANALYTICS

2023-24 social media efforts focused on organic reach and engagement this year as opposed to paid efforts in past years, because of this we expect social numbers to be down, paid efforts will return in 2024-25. Engagement rate is still significantly higher than the [industry average of 0.73%](#).

## Q4 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q4 April-June

METRICS	Q4 FY 23-24				Q4 FY 22-23				YOY Q4 QUARTERLY % CHANGE
	Apr	May	Jun	Q4 FY 23-24 Total	Apr	May	June	Q4 FY 22-23 Total	
Engagement* (%)	8.45%	8.86%	6.65%	<b>7.98% AVG</b>	7.77%	7.91%	8.04%	7.91% AVG	<b>+0.88%</b>
Average number of likes	15.31	10.77	8.72	<b>11.6 AVG</b>	16.7	16.4	20.31	17.80 AVG	<b>-34%</b>
Post Total Reach**	4,170	2,821	2,730	<b>9,721 TOTAL</b>	3,210	3,844	4,620	11,674 TOTAL	<b>-16%</b>
Total Engagements ***	238	165	117	<b>520 TOTAL</b>	204	257	312	773 TOTAL	<b>-32%</b>
Link Clicks****	4	3	2	<b>9 TOTAL</b>	16	2	6	24 TOTAL	<b>-62%</b>

\*In FY 23-24 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.

- Instagram Reel: Lux Sucre
- April 26, 2024
- 28 likes, 9 comments, and 624 impressions, 2 shares
- 572 accounts reached



**explorewilsonville** · Follow  
cosstores · Original audio

**luxsucreddesserts** 10w  
Thank you for the feature!  
1 like Reply

**explorewilsonville** 10w  
#ExploreWilsonville #TravelOregon #PDXFoodie #Coffee #SweetTooth  
1 like Reply

**grace\_barlow** 10w  
@luxsucreddesserts my go to for a good coffee and lunch  
2 likes Reply

**htafarian** 10w  
@kathyzaps when you're feeling better I need to take you here!  
2 likes Reply

28 likes  
April 26

Add a comment...

# PINTEREST ANALYTICS

Item 4.

Reach and engagement rate are inverse numbers, due to the high rate in post total reach. The Pinterest engagement rate is still in the range of the industry standard 1-2%.l

## Q4 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q4 April-June

METRICS	Q4 FY 23-24				Q4 FY 22-23				YOY Q4 QUARTERLY % CHANGE
	Apr	May	Jun	Q4 FY 23-24 Total	Apr	May	Jun	Q4 FY 22-23 Total	
Engagement* (%)	1.38%	2.42%	1.87%	<b>1.89% AVG</b>	3.08%	2.57%	3.73%	3.13% AVG	<b>-39%</b>
Post Total Reach**	1,600	1,197	908	<b>3,705 TOTAL</b>	543	537	465	1,545 TOTAL	<b>+139%</b>
Total Engagements ***	22	29	17	<b>68 TOTAL</b>	29	21	30	80 TOTAL	<b>-15%</b>
Link Clicks****	6	7	10	<b>23 TOTAL</b>	7	6	6	19 TOTAL	<b>21%</b>

\*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
  - 332 pins
  - 1,497 impressions
  - 30 engagements
  - 9 outbound link clicks
  - 17 pin clicks
  - 5 saves



# Q4 PINTEREST POST SAMPLES

Item 4.





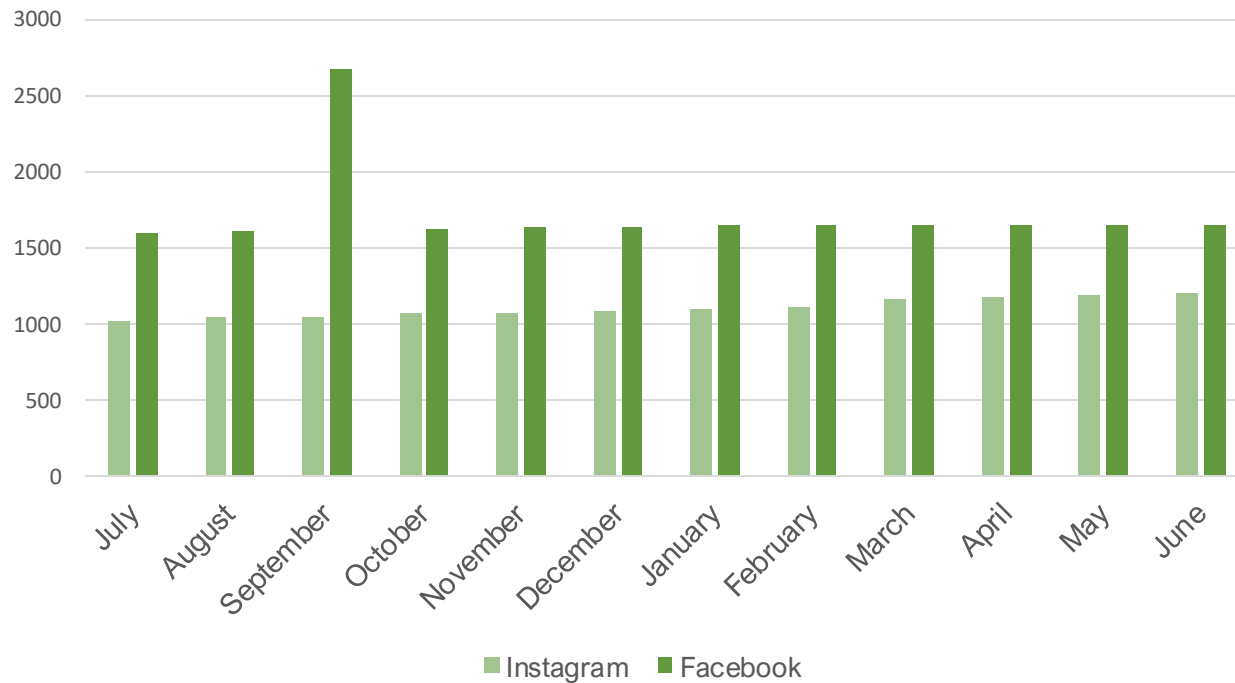
# SOCIAL MEDIA ANALYTICS FY 2023-24 TO DATE

Item 4.

FACEBOOK	July	Aug	Sept	Oct	Nou	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%	3.88%	2.85%	3.82%	2.99%
Post Total Reach	20,059	25,271	915	751	3,428	1,835	52,276	32,166	91,728	764	616	1,180	230,989
Total Engagements & Link Clicks	170	422	82	42	131	46	136	87	82	77	50	86	1,411
INSTAGRAM	July	Aug	Sept	Oct	Nou	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%	8.45%	8.86%	6.65%	7.63%
Average number of likes	21.7	21.3	12.9	11.9	14.54	15.54	13.57	11.46	16.85	15.31	10.77	8.72	15
Post Total Reach	3,667	5,208	3,808	4,588	3,314	3,689	2,726	2,584	4,402	4,170	2,821	2,730	43,707
Total Engagements & Link Clicks	346	363	224	240	239	239	232	177	297	242	168	119	2,886
PINTEREST	July	Aug	Sept	Oct	Nou	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%	1.38%	2.42%	1.87%	3.24%
Post Total Reach	862	900	776	657	586	493	1,257	793	1320	1600	1,197	908	11,349
Total Engagements & Link Clicks	64	52	36	20	16	18	29	28	32	28	36	27	386

# SOCIAL MEDIA FOLLOWERS TO DATE FY 2023-24

Item 4.



## TOTAL FOLLOWERS APRIL-JUNE 2024: 2,858

- Instagram and Facebook growth are both steady with nearly 10% increase YOY
- April-June 2023: 2,602

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





# PUBLIC RELATIONS

*Q4 April-June 2024 Highlights*

# Q4 PR RECAP

Item 4.

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



# MEDIA COVERAGE SAMPLES

Item 4.



## IN THE NEWS

The latest stories about Wilsonville.

2024

RELAX IN THE SMALL TOWN OF WILSONVILLE, JUST SOUTH OF PORTLAND, OREGON- APRIL 10, 2024 >

BACKYARD TOURIST: EXPLORING ALBANY, WILSONVILLE AND CAMAS – APRIL 1, 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 >

WILSONVILLE: YOUR SPRINGTIME HAVEN IN WILLAMETTE VALLEY- MARCH 11, 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](#)



ANIMALS, ARCHITECTURE, ART, CULTURE, DAY TRIPS, DESSERT, DRINK, EDUCATION, ENTERTAINMENT, EXPLORE WITH CASSIE, FOOD, LATEST NEWS, NATURE, RESTAURANTS, SUBURBS, TRAVEL

### Relax in the Small Town of Wilsonville, Just South of Portland, Oregon

April 10, 2024 / Comments Off



# PUBLIC RELATIONS OVERVIEW

Item 4.

## 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
<b>Number of Articles</b>	21	33	12	18	20	6	16	4	20	20	15	38	<b>226</b>
<b>Circulation</b>	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	3,715,130	1,171,537	29,621,177	<b>6,989,200,674</b>
<b>Number of Influenced Articles</b>	0	0	0	1	4	2	2	0	1	2	1	1	<b>14</b>

*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.*





# MARKETING

*Q4 April-June 2024 Highlights*

# MARKETING RECAP

- Continued managing geolocation data subscription through Datafy
- Continued to observe visitation to Wilsonville due to the winter geolocation campaign
  - Since the campaign ended in March:
    - 28,532 additional trips
    - 3,121 additional nights spent at hotels for an added \$333,947 in hotels impact
    - 872 additional trips to attractions
  - Updated campaign return on ad spend: \$863.43 : \$1

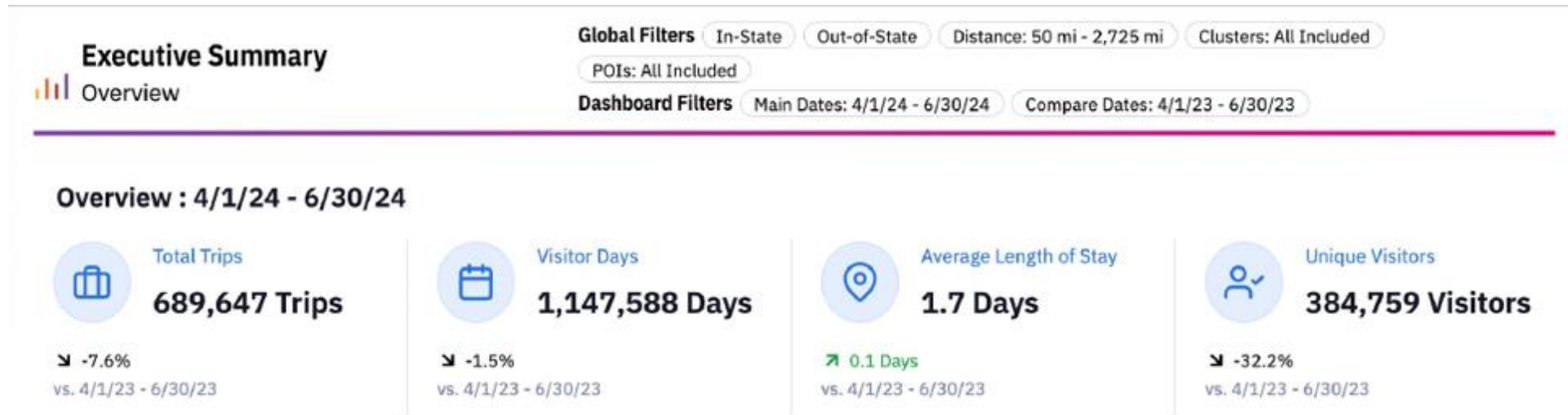




# Q4 GEOLOCATION DATA SUMMARY

## TAKEAWAYS

- Total trips April-June were down 7.6% compared to the same time last year.
- Total visitor days are down 1.5% but the average length of stay is up by 0.1 days
- The top age demographic in April-June was the 45-64 age group, same as the same quarter of 2023



# Q4 GEOLOCATION DATA TOP DMAs

## TAKEAWAYS

- Most visitors continue to be from a drive market, but we're seeing growth in the fly-in markets
- Honolulu appears as a new fly market
- Dallas-Ft. Worth is a growing fly market
- Visitors from Eugene, Seattle-Tacoma and Portland make up nearly 40% of all trips to Wilsonville

**Executive Summary**  
**Top Markets**

Global Filters: In-State, Out-of-State, Distance: 50 mi - 2,725 mi, Clusters: All Included  
 POIs: All Included  
 Dashboard Filters: Main Dates: 4/1/24 - 6/30/24, Compare Dates: 4/1/23 - 6/30/23

DMA	Share of Trips 4/1/2024 - 6/30/2024	Change in Share of Trips vs 4/1/2023 - 6/30/2023	% Change in Trips vs 4/1/2023 - 6/30/2023
Seattle-Tacoma	14.96%	- 1.3	↘ 10.7%
Eugene	14.76%	- 1.8	↘ 13.4%
Portland- OR	10.16%	- 0.8	↘ 10.3%
Los Angeles	4.38%	0.0	↘ 3%
Medford-Klamath Fal	3.68%	- 0.2	↘ 8.3%
Yakima-Pasco-Rchl	3.17%	- 0.2	↘ 9%
Sacramnto-Stkton-M	3.15%	- 0.3	↘ 11.7%
Bend- OR	2.93%	- 0.1	↘ 6.4%

DMA	Share of Trips 4/1/2024 - 6/30/2024	Change in Share of Trips vs 4/1/2023 - 6/30/2023	% Change in Trips vs 4/1/2023 - 6/30/2023
Phoenix -Prescott	2.48%	- 0.2	↘ 10.5%
Spokane	2.36%	- 0.1	↘ 8.2%
San Francisco-Oak-S	2.19%	0.0	↘ 1.4%
Boise	1.46%	0.0	↘ 5.7%
Salt Lake City	1.4%	0.0	↘ 2.9%
Dallas-Ft. Worth	1.22%	+ 0.2	↗ 12.1%
Denver	1.05%	0.0	↘ 5.6%
Honolulu	0.95%	+ 0.1	↗ 3.8%

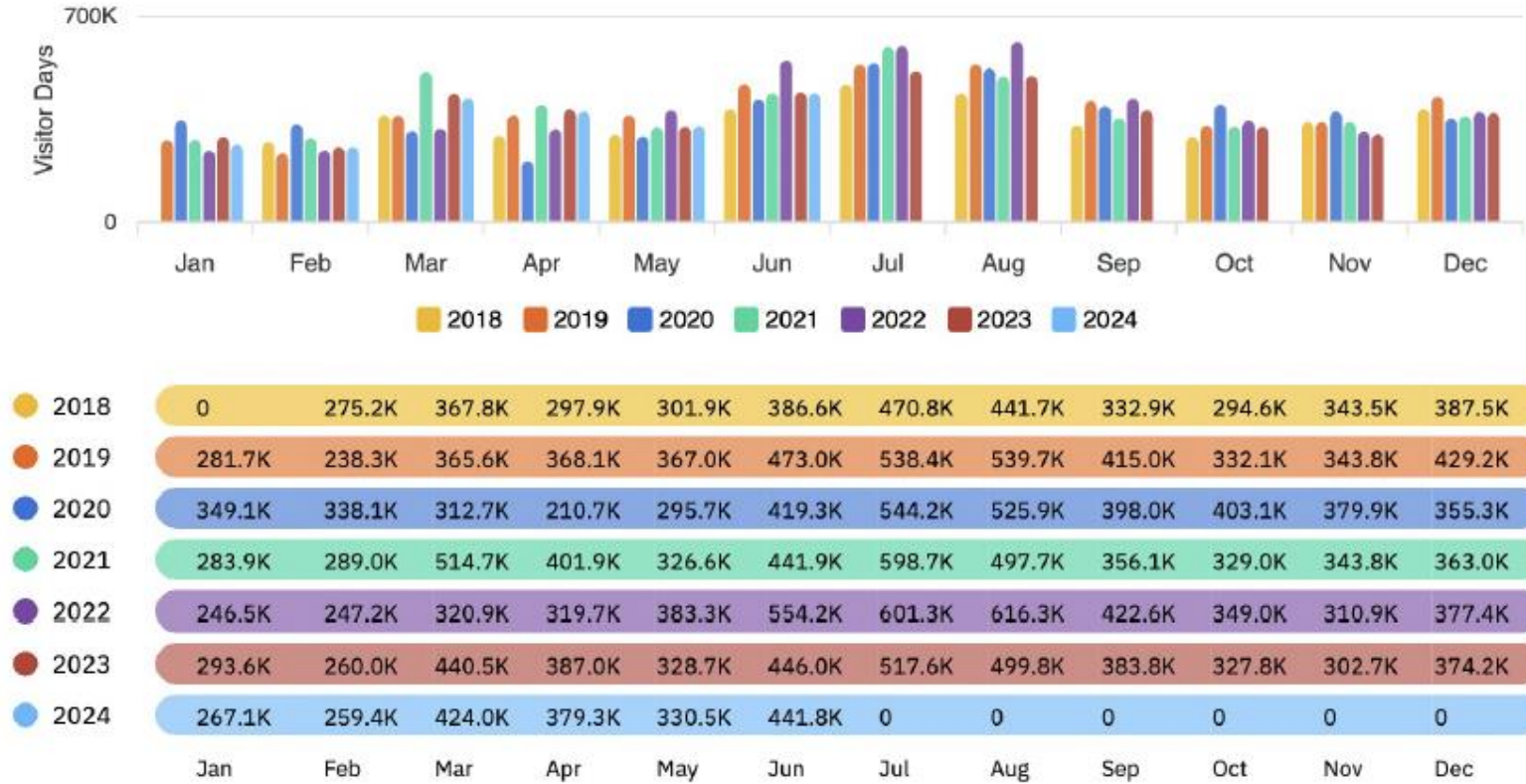
# Executive Summary

## Visitor Days

**Global Filters** In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included  
POIs: All Included  
**Dashboard Filters** Main Dates: 4/1/24 - 6/30/24 Compare Dates: 4/1/23 - 6/30/23

Item 4.

### Monthly Volume by Visitor Days All Main Dates vs Compare Dates



### Visitor Days by Length of Stay



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

## Top Clusters

Cluster	Share of Trips 4/1/2024 - 6/30/2024	Percent Change in Trips vs 4/1/2023 - 6/30/2023
Wilsonville OR	56.1%	↘ 7.3%
Shopping	47.02%	↘ 8.7%
Attractions	15.52%	↘ 7.4%
Hotels	8.34%	↘ 5.2%
Outdoor Rec	7.89%	↘ 14%
Golf	2.72%	↗ 2.7%
Business Travel	1.39%	↗ 8.1%
Liquid Tourism	1.35%	↗ 1.7%

Data shows that nearly 47% of visitors to Wilsonville also go shopping – “Tax-free” shopping continues to be a smart messaging strategy.

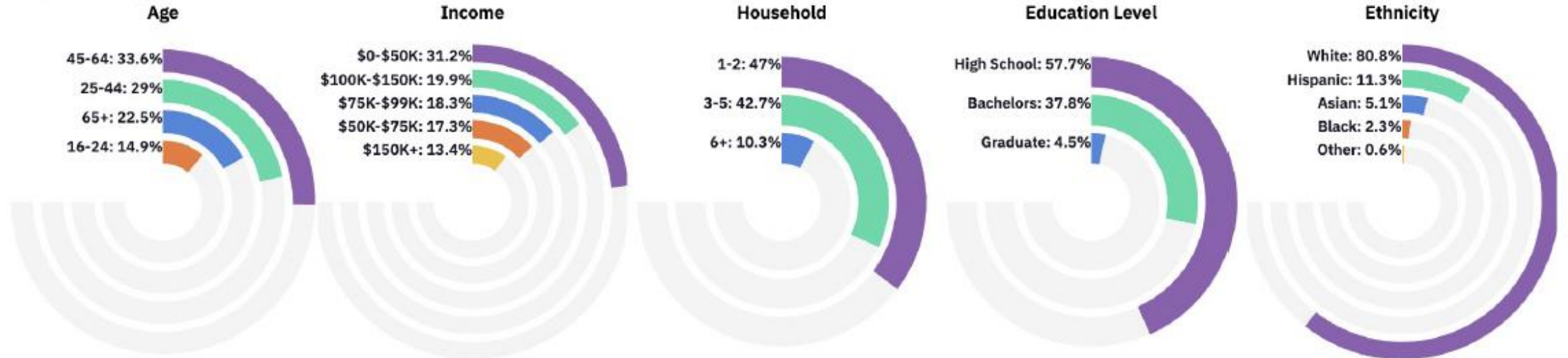
# Executive Summary

## Demographics

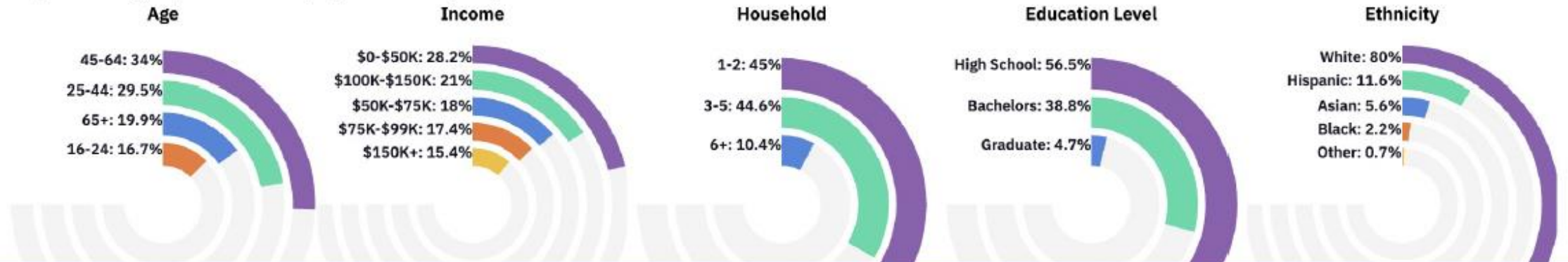
Global Filters In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included  
 POIs: All Included  
 Dashboard Filters Main Dates: 4/1/24 - 6/30/24 Compare Dates: 4/1/23 - 6/30/23

Item 4.

### Top Demographics for 4/1/2024 - 6/30/2024



### Top Demographics for 4/1/2023 - 6/30/2023



Galicia | © Datafy - All Rights Reserved Demographics remain steady YOY. **DATAFY**

**Cluster** - A group of points of interest (POIs). They could be based on factors like venue type or visitor purpose.

**Home Zip Code** - The home zip code of the device. It's calculated by observing the historical patterns of the device and is updated monthly, based on the behavior of that device.

**Census Demographics** - We calculate the home zip code of the device and then link that user's demographics, social, housing, and economic characteristics by using data from the U.S. Census and American Community Survey.

**Repeat vs One Time** - A measurement that can span multiple years to monitor if a device is observed in a destination one or more times. Once a unique device is observed in the destination a second time, that visitor shifts from a one-time visitor to a repeat visitor.

**Household Level Demographics** - Reports on income, education levels and age brackets of everyone living in a household. For example, if one person from the household visits a POI, the entire household profile would be reported. In other words, the demographics of a visitor are based off the demographics of their household, as opposed to the individual person in the POI.

**POI (Point of Interest)** - A physical boundary drawn on a map that is used to capture mobile device activity within that boundary. These are customizable and set by the user.

**Trips** - The number of distinct trips by a unique visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled. For example, if a visitor comes in-market Thursday - Sunday, it only counts as one trip. If they return later in the month, that is counted as a second trip.

# WINTER CAMPAIGN

## 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

## Past Visitor Re-Engagement



### 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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## Attribution

### Destination

Total Trips/Visits Estimated Impact  
**43,178** **\$13,946,494.00**


### Hotels

Est. Room Nights Estimated Impact  
**4,347** **\$465,129.00**

### Attractions

Total Trips/Visits Estimated Impact  
**1,227** **\$396,321.00**

 EST. CAMPAIGN IMPACT  
**\$13,946,494.00**

 EST. ROAS  
**\$863.43 : \$1**

 COST/VISITOR DAY  
**\$0.25**

 TOTAL IMPRESSIONS  
**1,735,346**

 TOTAL CLICKS  
**2,786**

 TOTAL A/V COMPLETIONS  
**166,918**

## Attribution Summary



EST. ROAS  
**\$863.43 : \$1**



COST PER VISITOR DAY  
**\$0.25**

Based on Destination Attribution. Average Spend per Visitor and ADR are customized for this report. Campaign Impact estimates ROAS and Average Cost metrics based on Datafy digital ad commitment.

### Destination



EST TRIPS  
**43,178**



EST VISITOR DAYS  
**63,942**



AVG TRIP LENGTH  
**1.5 days**



EST IMPACT  
**\$13,946,494.00**

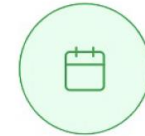
### Hotels



EST TRIPS  
**2,415**



EST ROOM NIGHTS  
**4,347**



AVG TRIP LENGTH  
**1.8 days**



EST IMPACT  
**\$465,129.00**

### Attractions



EST TRIPS  
**1,227**



EST VISITOR DAYS  
**1,677**



AVG TRIP LENGTH  
**1.4 days**



EST IMPACT  
**\$396,321.00**

## Attribution Market Performance

DMA	Destination	Hotels	Attractions	Destination Attribution Rate	Visitors Also Observed in Hotels	Visitors Also Observed in Attractions
Eugene	11,058	402	270	9.26%	3.63%	2.44%
Seattle-Tacoma	10,338	630	301	8.65%	6.09%	2.92%
Portland- OR	8,613	429	252	7.21%	4.99%	2.93%
Medford-Klamath Falls	3,889	306	100	3.26%	7.87%	2.58%
Sacramento-Stkton-Modesto	2,019	145	47	1.69%	7.16%	2.35%
Bend- OR	2,016	170	71	1.69%	8.42%	3.54%

Bend, Medford, and Sacramento still have the highest correlation rates to Hotels among the top visitor markets at 7-8% each, compared to roughly 4-6% for the other top markets.



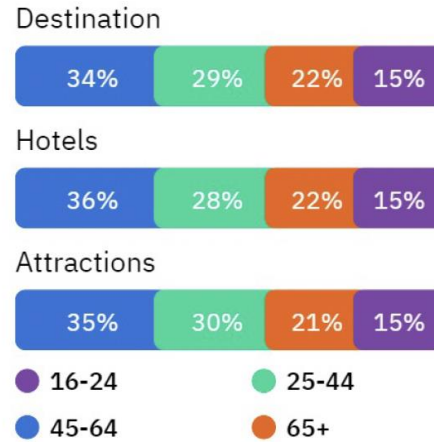
## Attribution Audience Analysis

Attributable visitors were also observed in the following areas:

Cluster ▾

Area	Trips
Wilsonville OR	100%
Hotels	5.56%
Outdoor Rec	3.32%
Attractions	2.77%
Business Travel	1.78%
Shopping	0.6%
Liquid Tourism	0.26%
Golf	0.07%

### TOP AGE GROUP 45-64



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

### TOP INCOME \$75k+



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

### TOP HOUSEHOLD GROUP 1-2 in HH



- 1-2
- 3-5
- 6+

## Traditional KPIs



TOTAL IMPRESSIONS  
**1,735,346**



TOTAL VIDEO/AUDIO  
COMPLETIONS  
**166,918**



TOTAL CLICKS  
**2,786**



TOTAL SPEND  
**\$16,152.32**



UNIQUE REACH  
**119,448**



AVG VCR/ACR  
**88.55%**  
Benchmark: 75%  
➤ 13.55% compared to benchmark



AVG DISPLAY CTR  
**0.18%**  
Benchmark: 0.12-0.18%  
— 0% compared to benchmark



AVG VIDEO/AUDIO CPM  
**\$20.91**  
Benchmark: \$16-26  
— \$0.00 compared to benchmark



AVG DISPLAY CPM  
**\$7.86**  
Benchmark: \$6-9  
— \$0.00 compared to benchmark

## **Wilsonville OR** 2023-24 Winter Brand Awareness Campaign

**Attribution/Attributable Trips:** A measurement of people who were targeted with an advertising campaign who then physically visited the destination or other high value point of interest (POI) in the destination. Attribution is an estimate of visitation to destination linked to your advertising campaign.

**Attribution Rate:** Similar to a conversion rate, the Attribution rate measures the percentage of your audience who made a trip into your tracked POIs.

**Attribution Window:** The typical attribution window for an initial wrap report covers the time period of one week after the campaign started through the end of the campaign. We'll also provide follow up attribution window reporting at predetermined intervals after a campaign ends that will reflect additional impacted/attributionable visitation.

**Trips/Visits:** The number of distinct trips by a unique visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled - so if a visitor comes in-market Thursday - Sunday, it only counts as one trip; if they return later in the month, that is counted as a second trip.

**Visitor Days:** An estimate of the number of daily visitors to a given POI or cluster of POIs. Each day of a visitor's trip will be counted under this calculation.

**Campaign Impact:** A calculation of the financial impact of your campaign. It's calculated by layering in reliable sources of spend data + your attribution reporting. For example, total trips x average spend per visitor = campaign impact.

**ROAS:** Return on Ad Spend is a metric that measures the efficiency of your digital advertising campaign, and is calculated like this:  $(\text{Total campaign impact}) / (\text{ad spend})$ .

**Incremental Lift:** A calculation to show how much more likely an ad-aware visitor was to visit after having seen the advertising campaign. Incremental lift measures the visitation rate of an associated control group, compared to the visitation rate of the targeted group, and estimates the difference in the rates as the lift.



## Wilsonville OR

### 2023-24 Winter Brand Awareness Campaign

Item 4.

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

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

**Unique Reach:** Unique reach shows an estimation of unique people reached with your campaign. These estimates are often reliant on cookies, so numbers may be impacted due to blocked cookies or other privacy settings.

**CTR:** Stands for Click Through Rate, and is a ratio that shows how often people who see your ad actually click on it. It's determined by dividing the total number of clicks by the total impressions.

**VCR/ACR:** Video Completion Rate / Audio Completion Rate shows the percentage of viewers who watched your entire video or listened to your full audio spot. In other words, the total number of 100% video or audio completions divided by the total number of impressions.

**CPM:** Cost per thousand impressions. It's calculated by taking the total spend divided by impressions times one thousand.

**Frequency:** The average number of times a unique person saw impressions of your advertisement. For example, a frequency of 5 means that, on average, someone who was served your campaign saw the advertisement 5 times.





# SMITH TRAVEL RESEARCH

*Q4 April-June 2024 Highlights*



# STR REPORT GLOSSARY

- 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

## Q4 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q4 April-June

METRICS	Q4 FY 23-24				Q4 FY 22-23				YOY Q4 QUARTERLY % CHANGE
	Apr	May	Jun	Q4 FY 23-24 Total	Apr	May	Jun	Q4 FY 22-23 Total	
Occupancy %	66.7%	66.1%	77.5%	<b>70% AVG</b>	59.1%	61.6%	74.6%	65.1% AVG	<b>+7.5%</b>
RevPar	\$74.09	\$73.91	\$103.34	<b>\$84 AVG</b>	\$66.16	\$70.79	\$98.77	\$78.57 AVG	<b>+6.9%</b>
Demand	12,303	12,602	14,294	<b>39,199 TOTAL</b>	10,909	11,735	13,761	36,405 TOTAL	<b>+7.67%</b>
Revenue	\$1,367,030	\$1,409,058	\$1,906,660	<b>\$4,682,748 TOTAL</b>	\$1,220,615	\$1,349,665	\$1,822,355	\$4,392,635 TOTAL	<b>+6.6%</b>

**Hotel impact grew around 7% YOY**

# STR REPORT – WILSONVILLE

Item 4.

## YEAR TO DATE RESULTS

July 1, 2023-June, 30 2024

FY 2023-24

METRICS	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Results
<b>Occupancy %</b>	71.8%	76.1%	66.7%	64.4%	54.6%	50.3%	62.5%	65.3%	64.4%	66.7%	66.1%	77.5%	<b>65.6% AVG</b>
<b>RevPar</b>	\$97.31	\$100.74	\$81.31	\$74.04	\$57.02	\$50.55	\$65.19	\$70.21	\$69.54	\$74.09	\$73.91	\$103.34	<b>\$76.45 AVG</b>
<b>Demand</b>	13,691	14,503	12,314	12,281	10,067	9,593	11,916	11,248	12,273	12,303	12,602	14,294	<b>147,116 TOTAL</b>
<b>Revenue</b>	\$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	\$1,367,030	\$1,409,058	\$1,906,660	<b>\$17,166,161 TOTAL</b>

 Total Properties: 7

 Total Rooms: 615

# STR REPORT – WILSONVILLE

## Takeaways

- The month of June had the highest revenue compared to other months in Q4 – trending up
- Compared to this time last year (April-June 2023):
  - Hotel revenue has grown 6.6% in Wilsonville
  - According to Travel Oregon, hotel revenue in the Willamette Valley has decreased 20.3%
- Avg RevPAR in the Willamette Valley was \$96.52 vs. \$84.00 in Wilsonville during Apr-June
- Avg room rate in the Willamette Valley reported the week of June 30, 2024: \$148.20 (Portland: \$138.39; Hood/Gorge: \$182.20)

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



