



TOURISM PROMOTION COMMITTEE AGENDA

June 04, 2025 at 10:00 AM

Wilsonville City Hall & Remote (<https://us02web.zoom.us/j/89389389407>)

PARTICIPANTS MAY ATTEND THE MEETING AT:

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

Zoom: <https://us02web.zoom.us/j/89389389407>

TO PARTICIPATE REMOTELY OR PROVIDE PUBLIC COMMENT:

Register with Administration:

TPC@wilsonvilleoregon.gov

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. [April 2, 2025 Minutes](#)

COMMITTEE BUSINESS

3. [Tourism Promotion Marketing](#)
4. [Tourism Development Strategy Next Steps](#)

ADJOURN

NEXT MEETING

Wednesday, July 2, 2025

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 Zoe Mombert at 503-570-1503 or TPC@wilsonvilleoregon.gov: 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

April 02, 2025 at 1:00 PM

Wilsonville City Hall & <https://us02web.zoom.us/j/81618970997>

CALL TO ORDER - Meeting was called to order at 1:01 PM.

1. Roll Call

PRESENT

Chair Brandon Roben
Sungmin Park
Elaine Owen
Noelle Craddock
Elizabeth Crawford
Jennifer Gage

ABSENT

Jerad Firby

STAFF

Mark Ottenad
Zoe Mombert
Brian Stevenson

GUEST

Caroline Berry, City Council President
Jen Willey, Consultant, JayRay
Bridget Baeth, Consultant, JayRay
Greg Netzer, Consultant, Whereabout
Matthew Landkamer, Consultant, Whereabout

CONSENT AGENDA

2. March 19, 2025 Minutes

Jennifer Gage made a motion to approve March 19, 2025 minutes. Elaine Owen seconded the motion. Motion passed (6-0-0).

ALL THOSE IN FAVOR

- Chair Brandon Roben
- Sungmin Park
- Elaine Owen

Tourism Promotion Committee
April 02, 2025

Page 1 of 2

- Noelle Craddock
- Elizabeth Crawford
- Jennifer Gage

ALL THOSE OPPOSED

ALL THOSE ABSTAINING

COMMITTEE BUSINESS

3. Interview questions and references were reviewed.
4. Marketing Consultant Interviews
 - JayRay and Fish Marketing were interviewed.
5. Marketing Consultant Selection
 - JayRay and Fish Marketing both had great references and good stewardship of resources.

Jennifer Gage made a motion to recommend approval of a contract with JayRay for the Tourism Promotion and Marketing services from fiscal year 2025/26 to 2027/28 for \$200,000 per year with option of two one-year extensions for fiscal year 2028/29 and 2029/30 for \$200,000 per year. Not to exceed \$1,000,000 from fiscal year 2025/26 to 2029/30.

TOURISM PROMOTION PROGRAM

6. Committee Expectations
 - The committee discussed their specific expectations for the marketing team that is selected. The committee informed staff they want output from monthly check-ins at quarterly meetings.
 - The committee directed staff to post JayRay Monthly Reports to the city website.

ADJOURN – The meeting was adjourned at 4:19 PM.

NEXT MEETING

Wednesday, June 4, 2025 at 10:00AM

Q3 REPORT (JANUARY-MARCH) FY 2024-25



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Q3 RECAP

Item 3.

OVERVIEW

- Added 425 followers across Facebook and Instagram
- Surpassed our new website users and social media follower goals for the year
- Hosted travel influencer Nia Naggi of @EspressoAndMartini in Q2 with content going live in Q3
- Hosted travel writers David & Susan Greenberg
- Continued the Winter-Spring geolocation marketing campaign



KEY PERFORMANCE INDICATORS

Item 3.



MEDIA RELATIONS

- Article count
- Influenced articles
- Impressions

Indication of inspirational coverage, brand storytelling and reach – a direct impact of our PR efforts.



SOCIAL MEDIA

- Followers
- Engagements

Track account growth, the types of content our audience engages with and the content driving traffic to the website.



GEOLOCATION MARKETING

- Destination/hotel attribution
- Estimated return on ad spend

Measure # of devices served an ad and then observed in Wilsonville. Compare ad budget to visitor spend in destination.



WEBSITE

- New website users
- Avg engagement time

Reveals how well our marketing efforts are attracting a fresh audience.



ADVERTISING

- Impressions
- Click-through-rate

Number of visitors in our target audience who were exposed to an ad and took action.



SMITH TRAVEL RESEARCH

- Occupancy %
- RevPar (avg)
- Demand
- Revenue

Regional DMOs focus on the same metrics. This data set helps hoteliers benchmark performance YOY.



KEY PERFORMANCE INDICATORS

Item 3.

EXPLORE WILSONVILLE

JayRay is exploring adding additional metrics to the quarterly reports. To maintain continuity, we will begin implementing any additional metrics during the Q1 25-26 quarterly report.

If you have questions, please email BBaeth@JayRay.com, and we will look into your inquiry. Thank you!

— The JayRay Team



DASHBOARD

ANNUAL RESULTS FY 2024-25

Q3 January-March

Metrics	FY24-25 Q3 Results	FY 23-24 Q3 Results	% Change YOY FY 23-24 Q3 Results	FY 24-25 Results to Date	FY 24-25 Goals	% To Goal
Influenced Articles (number of articles earned)	1	3	-66%	1	5	20%
New website users	8,571	20,848	-58%	23,029	20,000	115.1%
Social media reach (Facebook, Instagram, Pinterest)	70,015	189,252	-63%	170,312	250,000	68.1%
Social media followers (Facebook, Instagram)	3,591	2,811	+27.75	3,591	3,400	105.6%
Total engagements & link clicks (Facebook, Instagram, Pinterest)	1,076	1,100	-2%	9,758	5,000	195.2%



WEBSITE

Q3 January-March 2025 Highlights

Q3 WEBSITE RECAP

Item 3.

- Ongoing event maintenance: 98 events added
- New users, total users and page views were down in Q3 24-25 compared to Q3 23-24
- Updated itineraries to remove closed businesses and add new ones
- Updated website cover images, featured blog and itinerary for spring
- Revised Wilsonville content on Oregon's Mount Hood Territory website



EVENTS

Sample: not an exhaustive list

Item 3.



LUNAR NEW
YEAR
CELEBRATION



VALENTINE'S
DAY DINNER
AND CONCERT



TUMWATER
TAPAS NIGHT



TINY ART SHOW
& COMPETITION



MARDIS GRAS
DINNER



SPRING ON THE
TRISKELEE
FARM



LEE FARMS –
PLAY TIME &
GOATS!



BULLWINKLE'S
AFTER DARK:
VALENTINE'S
DAY



BINGO NIGHT AT
LANPHERE
CELLARS



ORIENTAL BAND
CRAB FEED



ST. PATRICK'S
DAY
CELEBRATION



2025 WOODEN
SHOE TULIP
FESTIVAL



WEBSITE ANALYTICS

Item 3.

Q3 RESULTS FY 2024-25 and 2023-24 WITH YOY CHANGE

Q3 January-March

Q3 FY 24-25					Q3 FY 23-24				YOY Q3 Quarterly % Change
Metrics	Jan	Feb	Mar	Q3 FY 24-25 Total	Jan	Feb	Mar	Q3 FY 23-24 Total	
New Users	3,205	2,608	2,758	8,571	5,358	8,266	7,224	20,848	-58.88%
Users	3,448	2,828	2,975	9,251	5,376	8,469	7,454	21,299	-56.56%
Page Views	7,301	5,296	7,144	19,741	13,867	13,836	23,405	51,108	-61%

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, new users and page views were down compared to last year.
This is due to higher ad spend in Q3 FY 23-24.**



WEBSITE MOST POPULAR PAGES

Item 3.

FY 2024-25 Q3 MOST POPULAR PAGES

1. Four Ways to See Wilsonville
2. Homepage
3. Events
4. Stay
5. Eat & Drink

FY 2023-24 Q3 MOST POPULAR PAGES

1. Homepage
2. Events
3. Itineraries
4. Tulip and Flower Festivals
5. Eat & Drink

Users are interested in events and lodging options.



WEBSITE ANALYTICS FY 2024-25 TO DATE

YEAR TO DATE RESULTS

July 1, 2024-March 31, 2025

FY 2024-25													
METRICS	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Results
New Users	2,431	2,730	3,345	1,814	1,541	2,597	3,205	2,608	2,758				23,029
Users	2,494	2,887	3,528	1,969	1,698	2,728	3,448	2,828	2,975				24,555
Page Views	8,019	13,106	7,647	4,975	4,768	12,314	7,301	5,296	7,144				70,570



SOCIAL MEDIA

Q3 January-March 2025 Highlights

Q3 SOCIAL MEDIA RECAP

Item 3.

- 70,015 total reach (FB, IG & Pinterest)
- Added 425 followers since Q2
- Facebook engagement is up 63% in Q3
- Facebook engagements are up 19% compared to Q3 23-24
- Facebook reach and link clicks are down due to lower ad spend in Q3 24-25
- Instagram's reach is up 130% YOY, while engagement is slightly down, due to the inverse relationship between reach and engagement
- In March 2025, we tested running ads on Pinterest, resulting in a significant increase in reach and link clicks and a slight decrease in engagement due to the inverse relationship between reach and engagement
- Continued boosting posts



Q3 ANALYTICS SUMMARY

Item 3.

FACEBOOK



Average Engagement

7.21%

Benchmark: 3.5%

↗ 63% increase compared to Q3 FY 23-24



Post Reach

29,694

INSTAGRAM



Average Engagement

5.80%

Benchmark: 0.73%

↘ 27% decrease compared to Q3 FY 23-24



Post Reach

22,377

PINTEREST



Average Engagement

2.07%

Benchmark: 1%

↘ 12% decrease compared to Q3 FY 23-24



Post Reach

17,934



FACEBOOK ANALYTICS

In FY 24-25, we began boosting posts to increase engagement; this is reflected in the totals we see below.

Item 3.

In Q3 23-24 we saw large reach due to higher ad spend.

Q3 RESULTS FY 2024-25 and 2023-24 WITH YOY CHANGE

Q3 January-March

Q3 FY 24-25					Q3 FY 23-24				YOY Q3 QUARTERLY % CHANGE
METRICS	Jan	Feb	Mar	Q3 FY 24-25 Total	Jan	Feb	Mar	Q3 FY 23-24 Total	
Engagement* (%)	6.56%	7.52%	7.57%	7.21% AVG	4.44%	3.44%	5.38%	4.42% AVG	+63%
Post Total Reach**	7,582	2,753	19,359	29,694 TOTAL	52,276	32,166	91,728	176,170 TOTAL	-83%
Total Engagements ***	289	283	738	1,310 TOTAL	397	292	411	1,100 TOTAL	+19%
Link Clicks****	16	25	48	89 TOTAL	118	62	65	245 TOTAL	-63%

*In FY 23-34 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 ORGANIC CONTENT

Item 3.

- March 12, 2025
- 254 accounts reached
- 1 reaction



Explore Wilsonville is with **Lanphere Cellars** in **Wilsonville, OR.** ...

Published by Travis W. Roth



· March 12 · 🌐

Sip, savor and enjoy the flavors of the Willamette Valley at Lanphere Cellars. This family-owned winery crafts small-batch, award-winning wines with passion and precision. Whether you're a fan of bold reds or crisp whites, their cozy tasting room is the perfect spot to unwind and enjoy the beauty of Wilsonville's wine scene.

📍 26444 Butteville Road Northeast, Aurora, OR

Plan your visit and raise a glass to local winemaking!

ExploreWilsonville.com/Eat-Drink/Lanphere-Cellars

📷: [Lanphere Cellars](#)



Explore Wilsonville

INSTAGRAM ANALYTICS

Q3 RESULTS FY 2024-25 and 2023-24 WITH YOY CHANGE

Q3 January-March

Q3 FY 24-25					Q3 FY 23-24				YOY Q3 QUARTERLY % CHANGE
METRICS	Jan	Feb	Mar	Q3 FY 24-25 Total	Jan	Feb	Mar	Q3 FY 23-24 Total	
Engagement* (%)	5.10%	5.91%	6.41%	5.80% AVG	7.82%	7.20%	9.10%	8.04% AVG	-27%
Average number of likes	12.57	11.5	12.64	12.23 AVG	13.57	11.46	16.85	13.96 AVG	-12.39%
Post Total Reach**	8,897	7,001	6,479	22,377 TOTAL	2,726	2,584	4,402	9,712 TOTAL	+130%
Total Engagements ***	214	166	212	592 TOTAL	225	170	287	682 TOTAL	-13.19%
Link Clicks****	24	2	7	33 TOTAL	7	7	10	24 TOTAL	+37.5%

*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 .73%

**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 ORGANIC CONTENT


Item 3.


- January 13, 2025
- 15 likes, 4 comments & 1 share
- 672 accounts reached

 **explorewilsonville** #ExploreWilsonville #CozySeason
13w Reply

— Hide replies

 **rormor** @explorewilsonville what coffee shop is this in wilsonville?
13w 1 like Reply

 **explorewilsonville** @rormor hey Rory, thanks for asking, this is @luxsucredesserts
13w Reply

 **wander.free.and.queer** Oooh we wanna go here! ...
13w 1 like Reply

 **explorewilsonville**
Wilsonville, Oregon



Liked by luxsucredesserts and others

explorewilsonville Feeling chilly? It's time to warm up in Wilsonville. Think steaming coffee, delicious soups and inviting spaces to relax and unwind.

Discover your next cozy winter getaway at the [#LinkInBio](#)

January 13



PINTEREST ANALYTICS

Reach and engagement rate are inverse numbers. The engagement rate is down due to high reach. The Pinterest engagement rate is still above the industry standard of 1-2%. In March 2025, we ran ads on Pinterest, resulting in a significant increase in reach and link clicks.

Q3 RESULTS FY 2024-25 and 2023-24 WITH YOY CHANGE

Q3 January-March

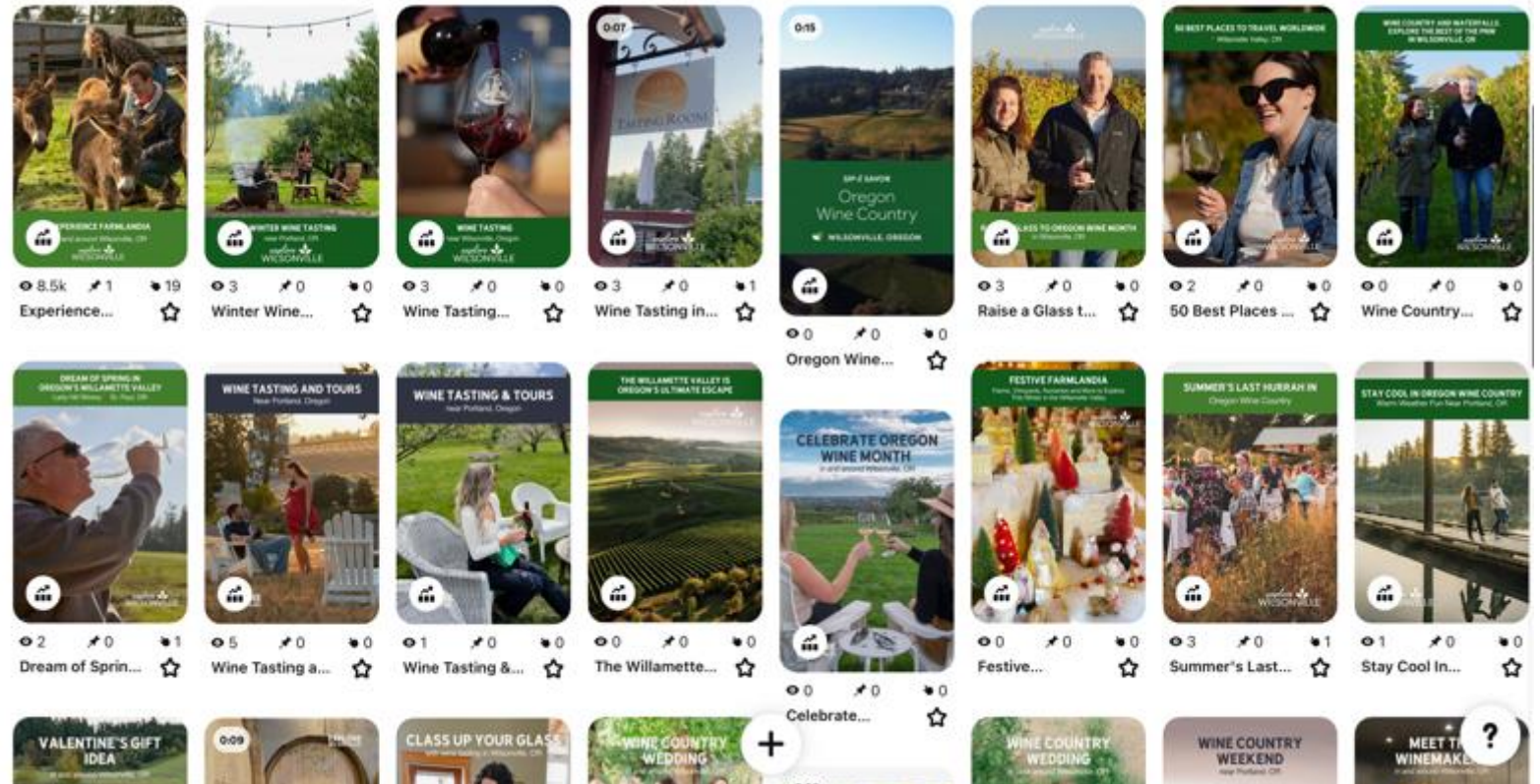
Q3 FY 24-25					Q3 FY 23-24				YOY Q3 QUARTERLY % CHANGE
METRICS	Jan	Feb	Mar	Q3 FY 24-25 Total	Jan	Feb	Mar	Q3 FY 23-24 Total	
Engagement* (%)	2.54%	3.08%	0.59%	2.07% AVG	1.99%	2.90%	2.20%	2.36% AVG	-12%
Post Total Reach**	946	778	16,210	17,934 TOTAL	1,257	793	1,320	3,370 TOTAL	+432%
Total Engagements ***	24	25	95	144 TOTAL	25	23	29	77 TOTAL	+87%
Link Clicks****	4	5	71	80 TOTAL	4	5	3	12 TOTAL	+566%

*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 3.

- Wine Country Trip
 - 80 pins
 - 11,534 impressions
 - 52 engagements
 - 42 outbound link clicks
 - 52 pin clicks
 - 2 saves



Q3 PINTEREST POST SAMPLES

Item 3.



6 BEST WAYS TO TAKE IN SPRING

in Wilsonville, OR

explore
WILSONVILLE



TREATS AND TREES TRAIL

near Portland, OR

explore
WILSONVILLE



COZY HOTEL STAYS

in Wilsonville, Oregon

explore
WILSONVILLE



DOG-FRIENDLY ADVENTURES

near Portland, OR

explore
WILSONVILLE



Explore Wilsonville

SOCIAL MEDIA ANALYTICS FY 2024-25 TO DATE

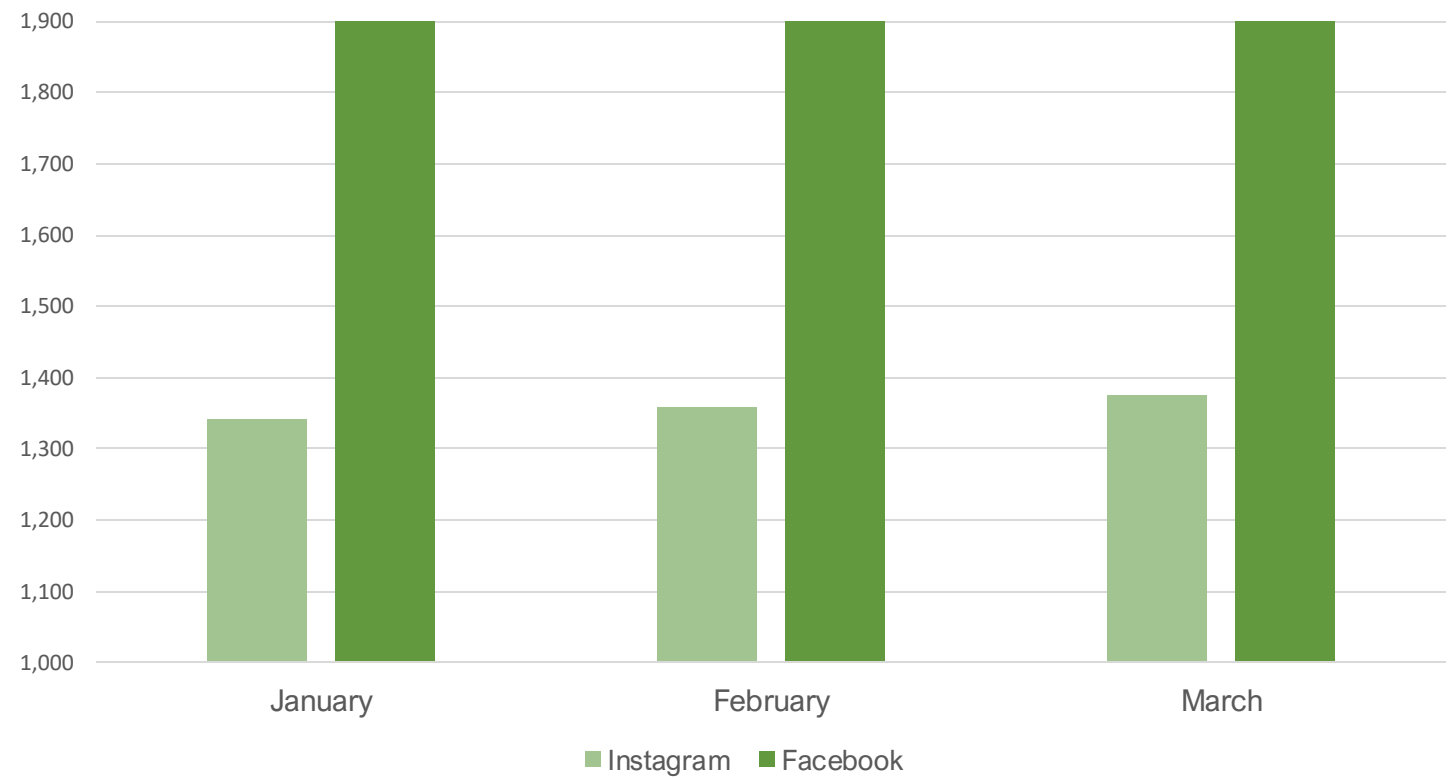
Item 3.

FACEBOOK	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Results
Engagement (%)	9.28%	9.57%	4.59%	9.05%	6.83%	5.22%	6.56%	7.52%	7.57%				7.33%
Post Total Reach	4,150	12,609	13,804	11,462	11,700	5,800	7,582	2,753	19,359				89,219
Total Engagements & Link Clicks	1,074	1,302	960	1,349	928	389	305	308	786				7,401
INSTAGRAM	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Results
Engagement (%)	6.39%	6.77%	5.60%	6%	6.67%	3.6%	5.10%	5.91%	6.41%				5.76%
Average number of likes	12.86	15.69	13.46	12	13.21	11	12.57	11.5	12.64				13
Post Total Reach	4,525	6,851	8,400	2,258	6,180	7,378	8,897	7,001	6,479				57,969
Total Engagements & Link Clicks	223	272	224	176	251	183	238	168	219				1,736
PINTEREST	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Results
Engagement (%)	2.30%	2.96%	2.91%	2.49%	1.98%	2.53%	2.54%	3.08%	.59%				2.38%
Post Total Reach	1,345	878	927	1,280	907	750	946	778	16,210				24,021
Total Engagements & Link Clicks	40	29	36	39	22	24	28	29	166				413



SOCIAL MEDIA FOLLOWERS TO DATE FY 2024-25

Item 3.



TOTAL FOLLOWERS January-March 2025: 3,591

- Instagram followers increased 18% YOY and Facebook followers increased 34%
- Combined followers has grown 27% YOY
- January-March 2024: 2,811

**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 2025 Highlights

Q3 PR RECAP

Item 3.

- Drafted and published a new spring blog
- Content went live from Q2 hosted partner Nia Naggi
- Hosted travel writers David and Susan Greenberg
- Added 4 articles to the media room
- Continued PR monitoring



CONTENT PARTNER: NIA NAGGI

Item 3.

Explore Wilsonville contracted Nia Naggi 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. Nia is a Seattle-based travel blogger and UGC creator focusing on travel, coffee, wine and lifestyle in the Pacific Northwest.

OVERVIEW:

2-day itinerary: December 20-22

*While Nia visited in December, she shared her content on January 10, 2025

GOAL:

To inspire a winter 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

Item 3.



CONTENT PARTNER ITINERARY

Nia Naggi | @EspressoAndMartini | TheTravelChutney.com



explore
WILSONVILLE
OREGON

FRIDAY, DEC. 20, 2024		TIME	NOTES	TICKETS
Afternoon	Check-in at Holiday Inn Wilsonville	Anytime after 3 p.m.	Confirmation # TBD	Complimentary
Evening	Santa Fe	Anytime from 5 – 11 p.m.	Dinner for 2	Allowance/out-of-pocket
Overnight	Holiday Inn Wilsonville	Overnight	Room for 2	Complimentary

SATURDAY, DEC. 21, 2024		TIME	NOTES	TICKETS
Morning	Pearl Bakery	9 a.m.	Coffee and pastries	Allowance/out-of-pocket
Morning	Graham Oaks Nature Park	9:30 a.m.	Take a stroll through Graham Oaks Nature Park	No cost
Afternoon	Wilsonville Heritage Trees	10:30 a.m.	Explore any of Wilsonville's 9 heritage trees	No cost
Afternoon	Lux Sucre	Noon	Lunch, coffee and pastries	\$30 credit towards lunch, coffee or pastries
Afternoon	TMK Creamery	1-3 p.m.	"Miking with Marc" Farm tour, cow milking, baby cow interactions and Cowcohol tasting	Complimentary, text Marc when you arrive, and he will meet you on the front porch
Afternoon	Tasting at Lady Hill	4 p.m.	Wine Tasting & Charcuterie	Complimentary
Evening	Dinner at Parkway Grille	7 p.m.	Dine-in dinner for 2	Complimentary, check-in with hostess upon arrival
Overnight	Holiday Inn Wilsonville	Overnight	Room for 2	Complimentary

SUNDAY, DEC. 22, 2024		TIME	NOTES	TICKETS
Morning	Blue Jeans Coffee Co. & shopping at Graham + Tooze	8:30 a.m.	Coffee and pastries, shopping	Complimentary, check in with Evelyn when you arrive
Morning	Boones Ferry Park	10:30 a.m.	Take a stroll along the Willamette River	No cost
Morning	Check-out of Holiday Inn Wilsonville	11 a.m.	Anytime before 12 p.m.	—
Afternoon	Float Treatment at Soak Box	Noon	Please sign release forms and review float FAQs ahead of your visit. You will each be floating in your own float room.	Complimentary 60-minute float treatment. Check in with Katie when you arrive
Afternoon	Filbert's Farmhouse Kitchen	1 p.m.	Lunch	Allowance/out-of-pocket
Afternoon	Wander Downtown Aurora	2 p.m.	We recommend visiting Granny Fi's Shortbread, White Rabbit Bakery, Aurora Mills and Aurora Antiques	Allowance/out-of-pocket



MAP YOUR ROUTE HERE



Explore Wilsonville

CONTENT SAMPLE: BLOG

Item 3.



“*Wilsonville is a perfect spot to spend a weekend, with plenty of activities and options for restaurants, wineries and coffee shops. We absolutely enjoyed spending time learning about dairy farming, wines, antiques and natural trails around this area and just loved all the restaurants we went to!*

Read the full blog [here](#).



CONTENT SAMPLE: INSTAGRAM

Item 3.



See full carousel [here](#)



Watch stories highlights [here](#)



Explore Wilsonville

DAVID & SUSAN GREENBERG

Item 3.

“The house we stayed in was extraordinary. We would have moved in permanently if only we could have ... It was amazing, a great tribute to Noelle, who, I gather, masterminded it. We adored it. If we could have fit it in our pocket, we would have made off with it.” — David & Susan Greenberg

Trip Dates: March 7-9

Trip Activities:

- Wine tasting & lunch at Lady Hill Winery
- Attended the Spinning Wheel Showcase at Aurora Colony Museum
- Visited the Oregon Korean War Memorial, Champoeg and Graham Oaks
- Toured the farm & enjoyed a foodie/cocktail experience at TMK Creamery
- Dined at Dar Essalam, Norton’s Family Café, Lux Sucre & Butteville General Store (with live music!)
- Stayed at Our Sweet Retreat



Content

- Wilsonville feature in Sept. 2025 issue of *Northwest Travel & Life*



MEDIA COVERAGE SAMPLES

Item 3.

IN THE NEWS

The latest stories about Wilsonville.

2025

SITUATED BETWEEN PORTLAND AND SALEM IS A COMFY, FAMILY-FRIENDLY OREGON CITY WITH SCENIC NATURE PARKS – MARCH 11, 2025

MILLIONS OF BLOOMS AWAIT! DON'T MISS THE 2025 WOODEN SHOE TULIP FESTIVAL IN OREGON – FEBRUARY 27, 2025

6 THINGS TO DO THIS WINTER IN PORTLAND – FEBRUARY 27, 2025

YOUR GUIDE TO EXPLORING WILSONVILLE, OR – JANUARY 10, 2025

[See updated Press & Media page](#)

Islands

DESTINATIONS TRAVEL GUIDES CRUISES OUTDOOR ADVENTURE



DESTINATIONS > UNITED STATES > OREGON

Situated Between Portland And Salem Is A Comfy, Family-Friendly Oregon City With Scenic Nature Parks

By Lauren Kershner ~ March 11, 2025 7:45 am EST



Though Salem is Oregon's capital, and Portland — the hip city where you can visit one of Oregon's last remaining video stores and the world's largest independent bookstore in the same day — is its largest, the Beaver State hides plenty of gems that are often overlooked. Tucked comfortably between the two popular Oregon destinations, Wilsonville is an unsung vacation spot in the Pacific Northwest.



Explore Wilsonville

PUBLIC RELATIONS OVERVIEW

YEAR TO DATE RESULTS

July 1-March 31, 2024

FY 2024-25													
Metrics	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Number of Articles	43	27	17	15	21	4	10	22	8				167
Circulation	23,228,808	1,520,822	153,815,619	1,431,668	12,428,410	38,889	87,267	7,444,397	11,815,611				211,811,491
Number of Influenced Articles	0	0	0	0	0	0	1	0	0				1

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

Q3 January-March 2025 Highlights

MARKETING RECAP

Item 3.

- Continued the winter-spring geolocation marketing campaign
- Continued managing geolocation data subscription through Datafy
- Continued boosting Facebook and Instagram posts to increase engagement, reach and grow followers



Q3 GEOLOCATION DATA SUMMARY

Item 3.

TAKEAWAYS

- Total trips from January to March were up 3.7% compared to last year during the same time frame.
- Total visitor days were up 5.7%, but the average length of stay remained the same compared to last year during the same time frame.
- In-State vs Out-of-State % share of visitor days remained the same compared to last year during the same time frame.

Overview : 1/1/25 - 3/31/25



Total Trips

374,660 Trips

↑ 3.7%

vs. 1/1/24 - 3/31/24



Visitor Days

700,770 Days

↑ 5.7%

vs. 1/1/24 - 3/31/24



Average Length of Stay

1.9 Days

— 0.0 Days

vs. 1/1/24 - 3/31/24



Geo Data Compare Dates

TOTAL TRIPS
374,660 Trips
↗ 3.7% vs Compare Dates

VISITOR DAYS
700,770 Days
↗ 5.7% vs Compare Dates

AVG LENGTH OF STAY
1.9 Days
↗ 0 Days vs Compare Dates

Visitors by Day

Geo Data



Visitor Days by Length of Stay

Geo Data

Compare Dates

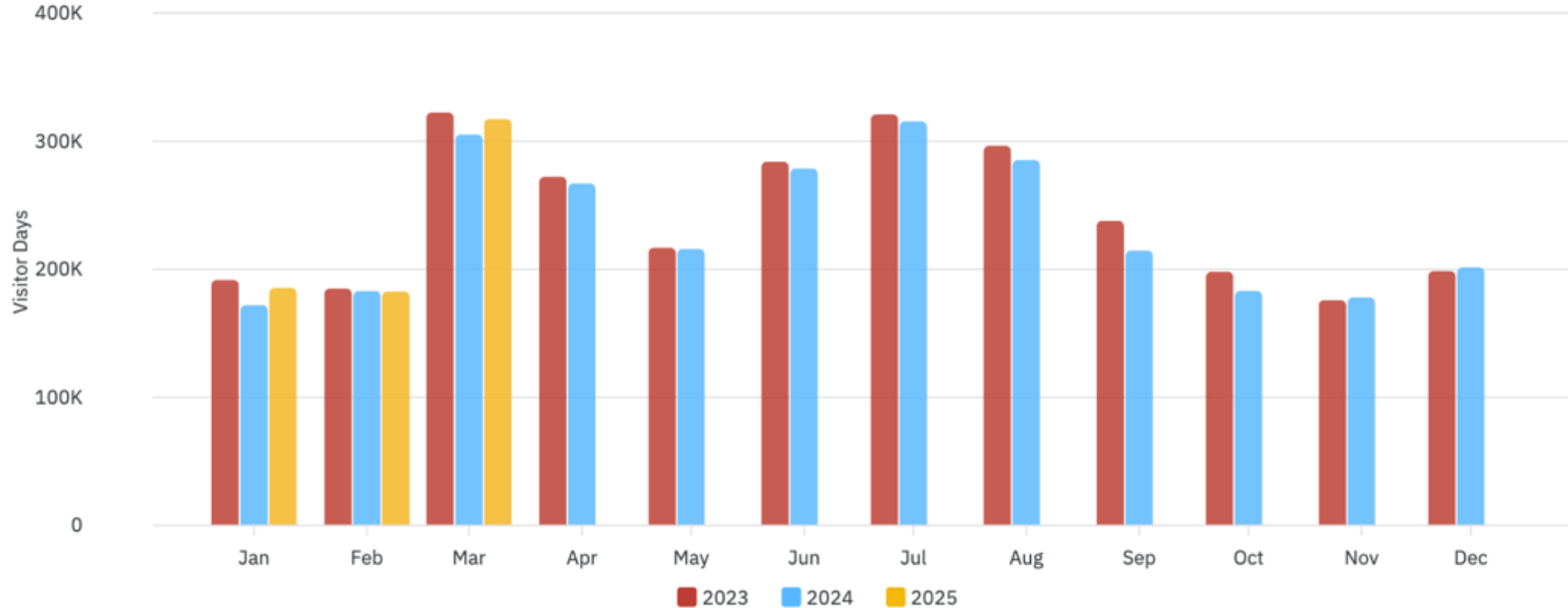


Leisure Mode Active



Monthly Visitor Trend

Geo Data Dates: 1/1/23 - 3/31/25



DMA Visitation

Geo Data

Compare Dates

DMA	Share of Visitor Days	Change in Share of Visitor Days
Eugene	13.9%	+ 0.1
Seattle-Tacoma	11.2%	+ 0.4
Portland- OR	9.48%	+ 0.3
Medford-Klamath Falls	3.9%	+ 0.1
Sacramnto-Stkton-Modesto	3.88%	+ 0.1
Los Angeles	3.35%	+ 0.2
Bend- OR	2.44%	+ 0.1
Yakima-Pasco-Rchlnd-Knnw...	2.25%	+ 0.1
Phoenix -Prescott	1.96%	+ 0.1
Spokane	1.89%	+ 0.1

Length of Stay by Top DMAs

Leisure Mode Active

Geo Data

DMA	Avg Length of Stay	Share of Visitor Days
Salt Lake City	2.8 Days	2.09%
Spokane	2.7 Days	2.06%
Phoenix -Prescott	2.7 Days	2.23%
San Francisco-Oak-San Jose	2.7 Days	2.27%
Los Angeles	2.6 Days	2.9%
Boise	2.5 Days	1.91%
Bend- OR	2.5 Days	2.42%
Dallas-Ft. Worth	2.5 Days	1.59%
Sacramnto-Stkton-Modesto	2.4 Days	3.88%
Medford-Klamath Falls	2.4 Days	3.08%
Seattle-Tacoma	2.3 Davs	7.24%



Explore Wilsonville Destination Sum

Geo Data Filters:

In-State

Out-of-State

Distance: 50 - 2725 mi

Dates: 1/1/25 - 3/31/25

↻ Dates: 1/1/24 - 3/31/24

Clusters: All Included

POIs: 4 Excluded

Item 3.

Top DMAs by Visitor Days

Geo Data

1/1/21 - 3/31/21

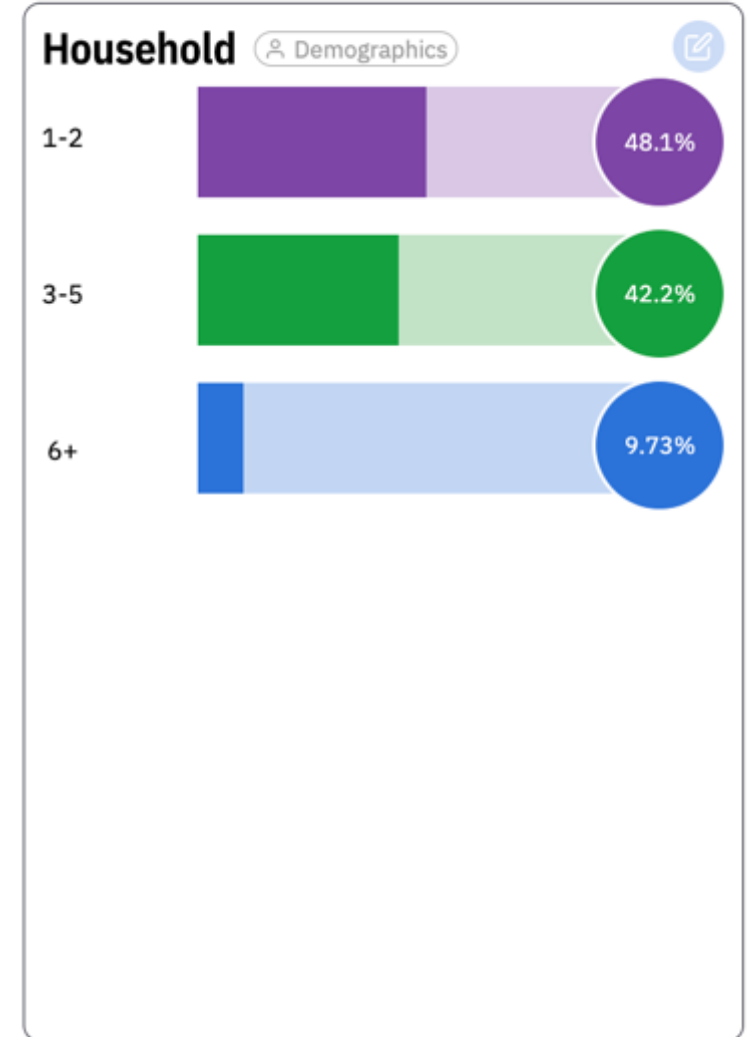
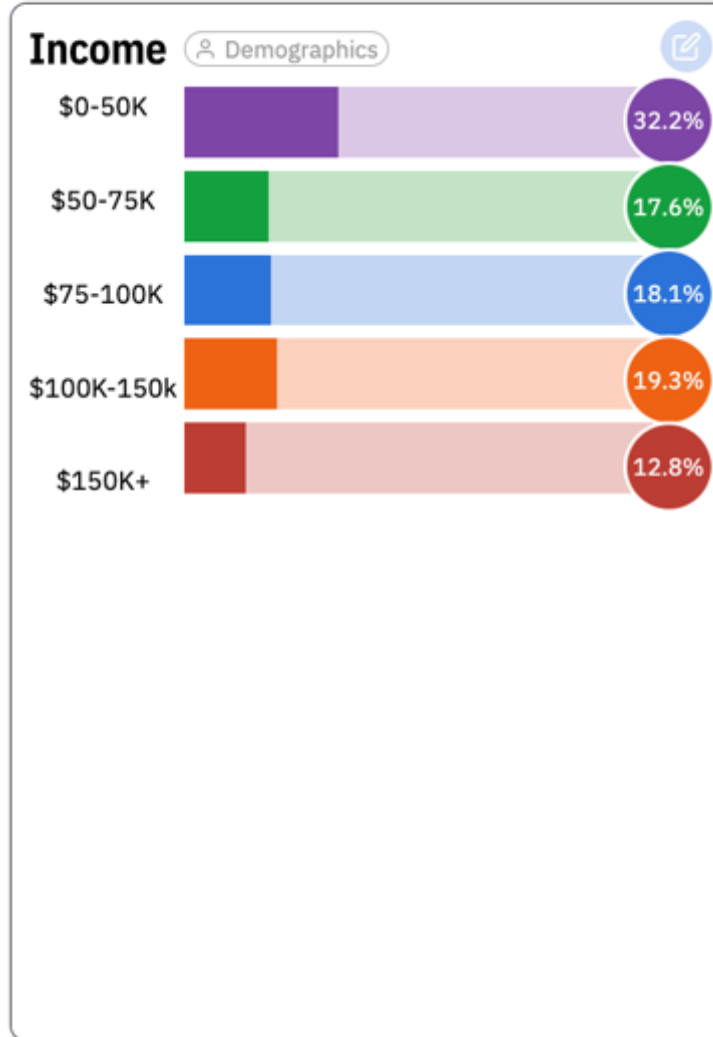
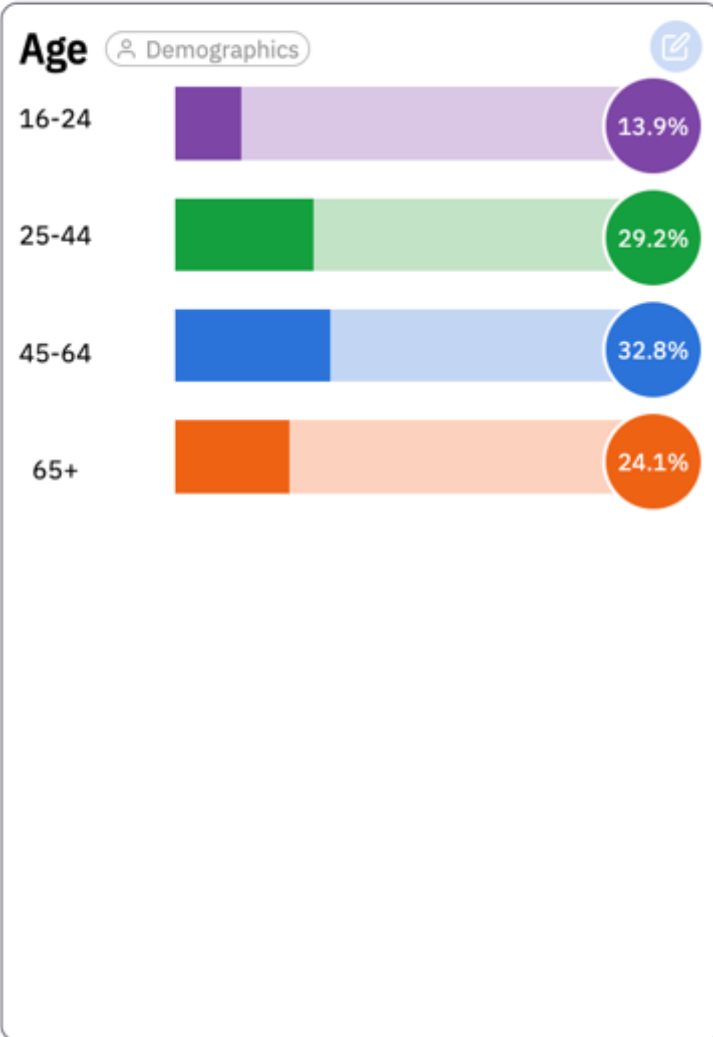
1/1/22 - 3/31/22

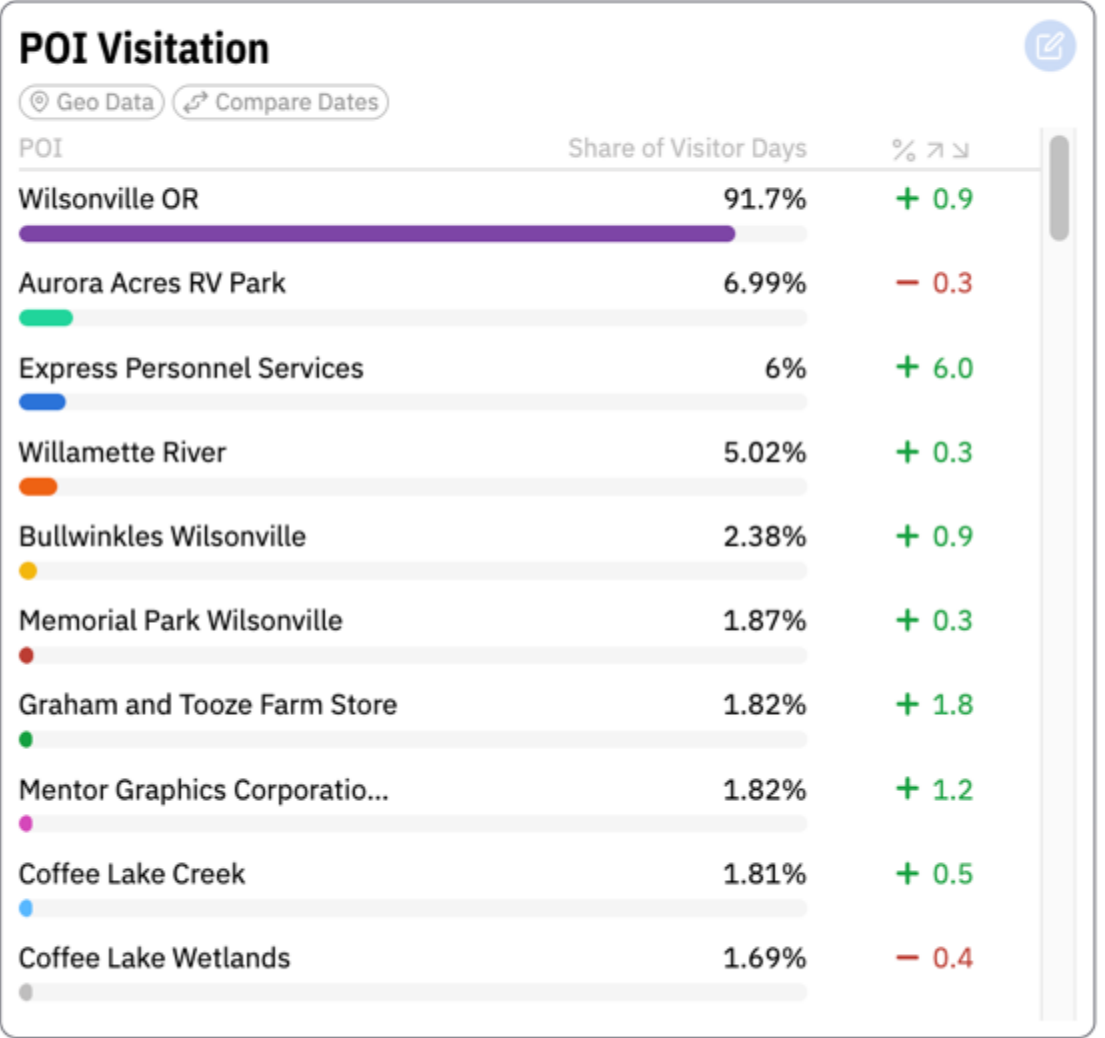
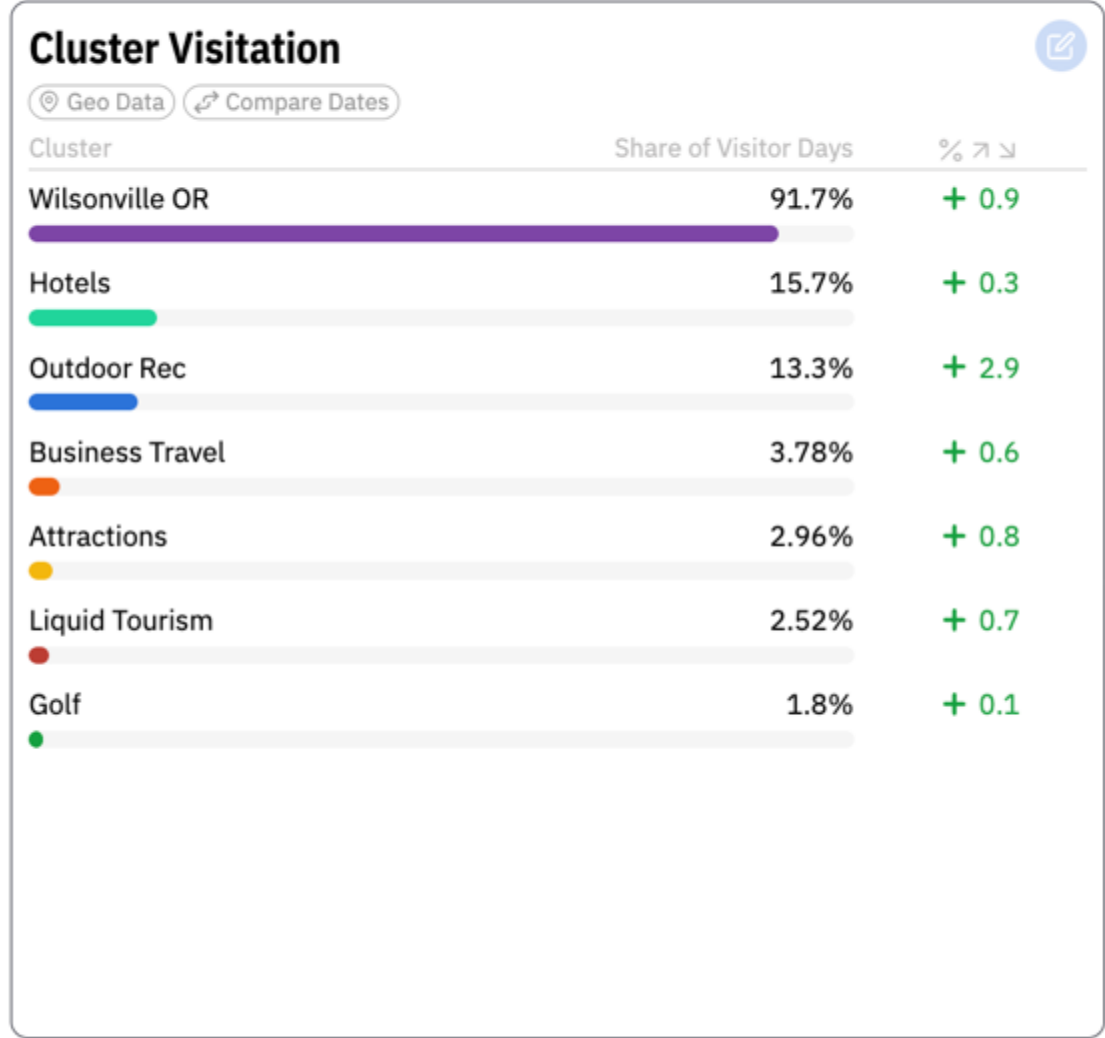
1/1/23 - 3/31/23

1/1/24 - 3/31/24

1	Eugene 17%	Eugene 17.4%	Eugene 16.2%	Eugene 13.8%
2	Seattle-Tacoma 13.1%	Seattle-Tacoma 12%	Seattle-Tacoma 12.8%	Seattle-Tacoma 10.8%
3	Portland- OR 10.9%	Portland- OR 11.5%	Portland- OR 10.6%	Portland- OR 9.22%
4	Sacramnto-Stkton-Modesto 4.73%	Medford-Klamath Falls 5.26%	Medford-Klamath Falls 4.53%	Medford-Klamath Falls 3.78%
5	Medford-Klamath Falls 4.5%	Los Angeles 4.47%	Sacramnto-Stkton-Modesto 4.51%	Sacramnto-Stkton-Modesto 3.77%
6	Los Angeles 4.36%	Sacramnto-Stkton-Modesto 3.67%	Los Angeles 3.88%	Los Angeles 3.19%
7	Yakima-Pasco-RchInd-Knnwck 2.83%	Bend- OR 2.85%	Bend- OR 2.71%	Bend- OR 2.31%
8	Bend- OR 2.4%	Yakima-Pasco-RchInd-Knnwck 2.74%	Yakima-Pasco-RchInd-Knnwck 2.57%	Yakima-Pasco-RchInd-Knnwck 2.15%
9	Spokane 2.39%	Spokane 2.31%	Phoenix -Prescott 2.35%	Phoenix -Prescott 1.86%
10	Phoenix -Prescott 2.38%	Boise 2.04%	Spokane 2.25%	Spokane 1.84%







General Definitions

Distance Filter: This dynamic filter allows you to specify the distance between the users' home location and your POI. It'll allow you to make real time adjustments to segments like visitors days and trips. (Note: It's calculated on flight distance - not driving distance.)

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.

Percent Change: This tracks the percentage difference (either increase or decrease) between two values. In here, you'll typically see it being used on metrics like Percent Change of Trips and Percentage Change of Visitor Days. For example: if your destination saw an increase from 100 trips to 125 trips, your percent change in trips would be a 25% increase.

Geolocation Data Definitions

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

Share of Trips: Measures the presence of a particular market by the percentage of which it makes up the destination's total trips. For example: If your destination had a total of 80 trips, and 20 of those visitors came from New York, New York would have a 25% share of trips.

Share of Visitor Days: Measures the presence of a particular market by indicating the percentage of its individual visitor days compared to the total number of visitor days. For example, if visitors from San Francisco showed 20 visitor days out of a total of 80 visitor days, San Francisco witnessed a 25% share of visitor days.

Trips: The number of distinct trips by a 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.

Trip Length: Measures how long, in consecutive days, the visitor spent in the destination.

Unique Device: A unique mobile device used to gather an estimate of the unique/individual visitors to a given POI or cluster.

Visitor Days: An estimate of the number of daily visitors to a given POI or cluster of POIs. The daily estimate can be calculated based on whichever date range is selected by the users.

Demographics Definitions

Education: We can report on the education level of households into three categories: high school degree, bachelor's degree, and graduate degree.

Age: Age is calculated by aggregating and weighting the age groups of the known members of the household, based on the probability of someone in each age group being present in the household. For example, if the report shows 15% in the 65+ category, 15% of your visitors have someone 65+ in their household.

Ethnicity: Demographics like ethnicity are pulled from the household profile that the device is associated with, and classified based on the definitions provided by the U.S. Census Bureau.

Households with Children: Reports on the percentage of households that have someone under the age of 18 living in them.

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.



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
- Generate visitation from fly and drive markets

Refined Audience (past visitors + look a likes):

- Drive market – only those who travel 2+days from DMAs: Seattle-Tacoma, Eugene; Portland, Medford-Klamath Falls, Bend, Yakima-Pasco
- Fly market – Sacramento and Spokane (growth markets, smaller than LA)

Measurements of Success:

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

Creative:

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

Campaign Timeframe:

- December 18, 2024 - March 15, 2025
- Geolocation ad budget: \$22,000



WINTER-SPRING CAMPAIGN

Item 3.

GENERAL AWARENESS, PROSPECTING *DRIVE* MARKET GEOLOCATION MARKETING AD

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

Screenshots below:



Explore Wilsonville

WINTER-SPRING CAMPAIGN

Item 3.

RETARGETING, *DRIVE* MARKET 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-SPRING CAMPAIGN

Item 3.

GENERAL AWARENESS, PROSPECTING FLY MARKET GEOLOCATION MARKETING AD

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

Screenshots below:



Explore Wilsonville

WINTER-SPRING CAMPAIGN

Item 3.

RETARGETING, *FLY* MARKET 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:



Explore Wilsonville

WINTER-SPRING CAMPAIGN

Item 3.

PROSPECTING VIDEO, *FLY AND DRIVE* MARKET GEOLOCATION MARKETING AD

Running geolocation marketing video ad. Affordable Fun video: ExploreWilsonville.com/Events

Screenshot below:




Affordable Fun Near Portland, OR

WINTER CAMPAIGN PRELIMINARY RESULTS


Wilsonville OR - 2025 - Winter Brand Awareness 2024-25

Campaign Run Dates: 12.18.24 - 03.15.25
Report Period: 12.18.24 - 04.30.25
Attribution Mileage Defaults: 50 - 2725 miles
Attribution reflects visitation between 12.25.24 - 04.12.25
KPI performance reflected between 12.18.24 - 04.30.25




Total Impressions

1,629,100



Unique Reach

134,108




Avg Display CPM

\$9.40


Benchmark: \$8-15

— \$0.00 Value within benchmark



Total Video/Audio Completions

318,381




Avg VCR/ACR

71.79%


Benchmark: 75%

▼ -3.21% compared to benchmark



Total Clicks

3,044




Avg Display CTR

0.21%


Benchmark: 0.12-0.18%

▲ 0.09% compared to benchmark



Total Spend

\$21,978.30



Avg Video/Audio CPM

\$23.90

Benchmark: \$20-60

— \$0.00 Value within benchmark

Line Item Performance

All

Search for a line item

☐ ▼

Line Item	Impressions	Average Frequency	Clicks	CTR	VCR/ACR	Total Spend
Total	1,629,100	12.34	3,044	0.19%	74.29%	\$21,978.30
Core Drive Prospecting Display	612,808	11.53	971	0.16%	-	\$5,741.98
Core Drive Video	324,114	6.84	453	0.14%	68.17%	\$7,746.32
Fly Market Prospecting Display	237,854	20.92	457	0.19%	-	\$2,247.72
Core Drive Retargeting Display	186,282	7.22	579	0.31%	-	\$1,745.46
Fly Market Video	135,907	5.3	144	0.11%	80.4%	\$3,246.82
Fly Market Retargeting Display	132,135	22.22	440	0.33%	-	\$1,249.99



SMITH TRAVEL RESEARCH

Q3 January-March 2025 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

Item 3.

Q3 RESULTS FY 2024-25 and 2023-24 WITH YOY CHANGE

Q3 January-March

Q3 FY 24-25					Q3 FY 23-24				YOY Q3 QUARTERLY % CHANGE
METRICS	Jan	Feb	Mar	Q3 FY 24-25 Total	Jan	Feb	Mar	Q3 FY 23-24 Total	
Occupancy %	50.1%	60.3%	62.5%	57.5% AVG	62.5%	65.3%	64.4%	64% AVG	-10.1%
RevPar	\$48.92	\$60.20	\$64.42	\$57.77 AVG	\$65.18	\$70.20	\$69.54	\$68.24 AVG	-15.3%
Demand	9,549	10,383	11,917	31,849 TOTAL	11,916	11,248	12,273	35,437 TOTAL	-10.1%
Revenue	\$932,730	\$1,036,663	\$1,228,213	\$3,197,607 TOTAL	1,242,613	1,208,876	1,325,691	\$3,777,180 TOTAL	-15.3%

Hotels saw decreases across the board in Q3.



STR REPORT – WILSONVILLE

YEAR TO DATE RESULTS

July 1, 2024-March 31, 2025

FY 2024-25													
METRICS	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Results
Occupancy %	76.7%	77%	68.6%	66.6%	59.5%	51.6%	50.1%	60.3%	62.5%				63.65% AVG
RevPar	\$103.98	\$104.42	\$82.13	\$76.92	\$60.25	\$48.88	\$48.92	\$60.20	\$64.42				\$72.24 AVG
Demand	14,622	14,679	12,651	12,694	10,975	9,834	9,549	10,383	11,917				107,304 TOTAL
Revenue	\$1,982,335	\$1,990,795	\$1,515,259	\$1,466,519	\$1,111,580	\$931,811	\$932,730	\$1,036,663	\$1,228,213				\$12,195,905 TOTAL



Total Properties: 9



Total Rooms: 615



STR REPORT – WILSONVILLE

Item 3.

TAKEAWAYS

- The month of March had the highest revenue compared to other months in Q3
- Compared to this time last year (January-March 2024):
 - Hotel revenue has decreased by 15.3%
 - According to Travel Oregon, hotel revenue in the Willamette Valley has increased by 0.8%
- Avg RevPAR in the Willamette Valley was \$85.70 vs. \$57.77 in Wilsonville during January-March
- Avg room rate in the Willamette Valley reported the week of April 27, 2025: \$140.72 (Portland: \$134.20; Hood/Gorge: \$136.74)

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







Diversity, Equity and Inclusion Committee Staff Report

Date: January 7, 2025

From: Zoe Mombert, Assistant to the City Manager

Subject: Whereabouts Implementation Support and Additional Projects

Recommended Action:

Provide directions to staff to advance the Tourism Development Strategy

Background:

The Tourism Development Strategy was adopted in April 2025. The next step is to start implementing the strategy. The strategy project was under budget which leaves some funds available to start the implementation of a few strategy in addition to Whereabout providing implementation support. Whereabout has provided a brief description of a few opportunities for the Committee's consideration.

Implementation Support

To support Explore Wilsonville and partners for successful implementation of the Tourism Development Strategy, we will schedule every-other-month meetings via phone/video conference for a year beyond plan completion. These meetings will be an opportunity for the Tourism Development Strategy Manager to share with us what is working, where there are challenges, and for us to discuss solutions together. We want the plan to be successful as much as you do and know an ongoing supportive relationship will pay dividends towards that future.

OTHER OPTIONS:

Launching the Strategy Implementation Team:

Core Tourism Development Strategy Implementation Team: In the first stage, it is recommended that a core team meets quarterly to ensure progress on initial Strategies. An Annual Report on the first year should be compiled at fiscal year-end, along with progress on indicators. This would traditionally be included in the annual "Five-Year Action Plan and Annual One-Year Implementation Plan" of the Tourism Promotion Committee. This core team will include the Chair of the Tourism Promotion committee and Tourism Promotion Program staff, as well as representatives from Explore Tualatin Valley, Oregon's Mt. Hood Territory, Willamette Valley Visitors Association, and Wilsonville Area Chamber of Commerce.

Ad Hoc Strategy Teams: Ad Hoc Strategy teams will be convened for each Strategy. For each Strategy team, the team will identify a point person to manage and report on the work, set a more detailed work plan to achieve the Strategy, and meet monthly to do the actual work. The point person will report to the Tourism Promotion Committee on progress and hurdles it encounters in achieving the Strategy.

- Stand up and facilitate quarterly CTDSIT meetings for first year
- Provide structure and guidance for Ad-Hoc Strategy Teams

1.2 Evaluate needs and fund bicycle amenities such as maintenance stops, route maps, and bike route signage

A key element of this development plan is its focus on both supporting outdoor recreation and non-automotive transportation, with particular emphasis on bicycle routes and accessibility. Promoting cycling will inevitably put greater scrutiny on the existing cycling infrastructure. In this Strategy, the City will take stock of its existing amenities, benchmark them against nearby locations along cycling routes, and establish an action plan to elevate its cycling ecosystem.

- Partner with Parks & Recreation
- Research and gap analysis
- Prioritized and phased recommendations for amenities and locations

1.8 Develop destination ambassadorship toolkit for tourism-oriented businesses to inform visitors and train front-line staff

A key but often overlooked facet of destination management is the knowledge held by people visitors interact with directly—the frontline staff at hotels, restaurants, shops, and so on. These individuals can make or break a visit to Wilsonville. If they are knowledgeable about local highlights and experiences, they can elevate a visitor's experience dramatically. This can be difficult in an economy in which such positions are hard to fill and keep filled. Producing a destination toolkit that can be shared with local businesses is a smart way to train frontline ambassadors for the Wilsonville area at a modest investment. This could be a physical booklet, a series of training videos, onboarding workshops, or something else entirely.

1.10 Evaluate short-term rental (STR) opportunities and policies and create a Quick Start Guide to ease creation of new STRs for owners

A sufficient inventory of short-term rental (STR) locations, offered through services such as Airbnb and VRBO, is a necessary component of any modern destination plan because of the flexibility they give to families and larger groups traveling together. If local regulations mandate these rentals charge a TLT on visitation, as Wilsonville's does, this helps the tourism program at large. As families are a key demographic of the Wilsonville plan, it makes great sense to promote legal, regulated STR activity. Creating a Quick Start Guide for property owners that helps them understand how to navigate permitting effectively will remove many barriers to market entry. However, since TLT is the funding source for the City's tourism-promotion program, Explore Wilsonville will want to primarily promote lodging properties located within city limits.

2.2 Develop partnerships to identify and foster the development of a Wilsonville-specific signature event

Events are even better drivers of visitation if they support or elevate cultural, historical, or commercial features that are of importance to the community or region. Sometimes they can give a community an identity, like Gilroy, CA's Garlic Festival, or heighten the city's existing identity, like Leavenworth, WA's several Bavarian-themed festivals. Any discussion of a festival in Wilsonville should begin with the identification of a signature event that can be tied exclusively to the Wilsonville community. The conversations and forums initiated by the activity in Strategy 2.1 will likely kickstart this process, though the scale and impact of a signature festival or event will demand thorough community, commercial, and regional tourism engagement during the ideation and planning phases. Due to Wilsonville's location along I-5 and its large number of automobile dealers, an automotive-focused event could be considered.

Fiscal Implications:

There are funds available from the Tourism Development Strategy project (contract with Whereabout) which will be used to start the implementation of the strategy.

Steps Following Approval:

Whereabout will support the implementation of the Strategy and support the Tourism Promotion Committee on up to three additional projects.