



## **TOURISM PROMOTION COMMITTEE AGENDA**

**September 03, 2025 at 1:00 PM**

**Wilsonville City Hall & Remote Video Conferencing  
(<https://us02web.zoom.us/j/82181554693>)**

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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/82181554693>

### **TO PARTICIPATE REMOTELY OR PROVIDE PUBLIC COMMENT:**

Register with Administration:

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. [June 4, 2025 Minutes](#)

### **COMMITTEE BUSINESS**

3. Chair and Vice-Chair Selection

### **TOURISM PROMOTION PROGRAM**

4. [Marketing Update](#)
5. Tourism Development Strategy Implementation

### **ADMINISTRATIVE BUSINESS**

## **TOURISM PROMOTION & DESTINATION MARKETING UPDATES**

6. Chamber Morning SPARK
7. Tourism Accessibility Training Opportunity
8. Committee Updates
9. City Update

## **ADJOURN**

## **NEXT MEETING**

Wednesday, October 8, 2025 1:00 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 Zoe Mombert, Assistant to the City Manager at 503-570-1503 or [TPC@wilsonvilleoregon.gov](mailto: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   int  rpretes disponibles para aqu  llas personas que no hablan Ingl  s, previo acuerdo.*

*Com  niquese al 503-570-1503.*



## TOURISM PROMOTION COMMITTEE MINUTES

June 04, 2025 at 10:00 AM

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

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**CALL TO ORDER** – The meeting was called to order at 10:01 AM.

### 1. Roll Call

#### **PRESENT**

Chair Brandon Roben  
Vice Chair Sungmin Park  
Elaine Owen  
Gus Castaneda  
Noelle Craddock  
Jennifer Gage

#### **ABSENT**

Elizabeth Crawford

#### **STAFF**

Zoe Mombert  
Brian Stevenson

#### **GUEST**

Caroline Berry, Council Liaison, City Council President  
Jen Willey, Consultant, JayRay  
Bridget Baeth, Consultant, JayRay  
Cara Sjogren, Consultant, JayRay  
Kevin O'Malley, CEO, Wilsonville Area Chamber of Commerce  
Jim Austin, Development & Community Relations Lead, Oregon's Mt. Hood Territory  
Sylke Neal Finnegan, Vice President of Marketing & Communications, Washington County Visitors Association  
Lizzie Keenan, Executive Director, Oregon Mt. Hood Territory  
Greg Netzer, Consultant, Whereabout

### **CONSENT AGENDA**

### 2. April 2, 2025 Minutes

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

**ALL THOSE IN FAVOR**

- Chair Brandon Roben
- Sungmin Park
- Elaine Owen
- Noelle Craddock
- Gus Castaneda
- Jennifer Gage

**ALL THOSE OPPOSED****ALL THOSE ABSTAINING****COMMITTEE BUSINESS****3. Tourism Promotion Marketing**

- JayRay discussed the winter campaign and data results from an ad buy during the 30-day campaign.
- There was a question asked about if there are 15-second ads, or only 30-second ads. JayRay noted that they only do 30-second ad-buys but do 15-second reels on social media.
- It was noted that Explore Wilsonville is not a booking site. It is intended for people to get more information on the destination.
- The use of artificial intelligence, including artificial intelligence chat bots, on the website was discussed.
- There was discussion about adding short term rental direct links on the Explore Wilsonville website. Staff will look into more information about short-term rental advertising and direct marketing.
- JayRay will bring quotes to the next committee meeting for heat mapping or another product with mobile tracking for targeted advertising.

**4. Tourism Development Strategy Next Steps**

A few different tourism development strategies were discussed. A core team will be established, in order to increase connections with partner destination marketing organizations at the regional and state level. Whereabout worked with staff to recommend the creation of three subcommittees to address the use of additional funds in the budget. The subcommittees would focus on the following strategies:

- Strategy 1.2 Evaluate needs and fund bicycle amenities.
- Strategy 1.8 Develop destination ambassadorship toolkit for tourism-oriented businesses.
- Strategy 2.2 Develop partnerships to create a Wilsonville-specific event.

Jennifer Gage made a motion to establish subcommittees for strategies 1.2, 1.8, and 2.2 to advance the Tourism Development Strategy with the support of the Whereabout Consultant team. Sungmin Park seconded the motion. Motion passed (6-0-0).

**ALL THOSE IN FAVOR**

- Chair Brandon Roben
- Sungmin Park
- Elaine Owen
- Noelle Craddock
- Gus Castaneda
- Jennifer Gage

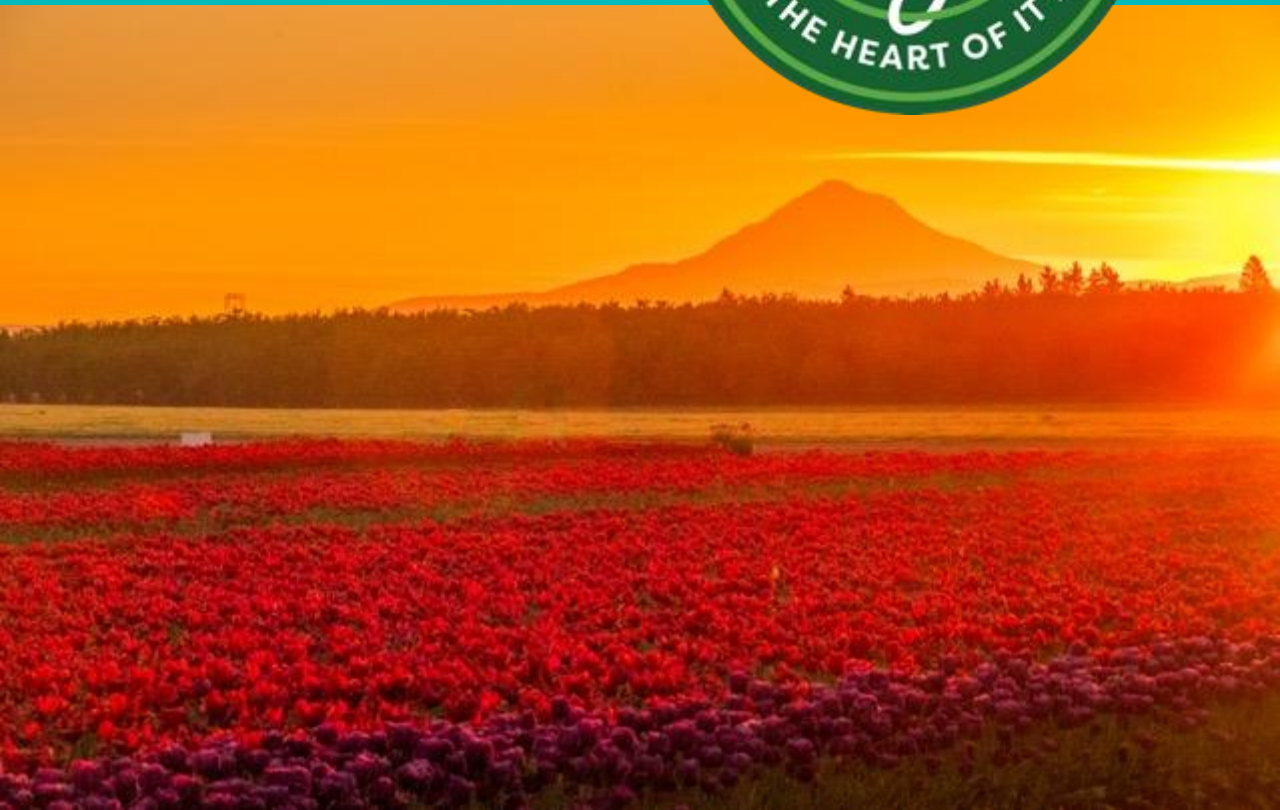
**ALL THOSE ABSTAINING****ALL THOSE OPPOSED**

**ADJOURN** – The meeting was adjourned at 12:01 PM.

**NEXT MEETING**

Wednesday, August 6, 2025 (Canceled)

# Q4 REPORT (APRIL-JUNE) FY 2024-25



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# Q4 RECAP

Item 4.

## OVERVIEW

- Added 93 followers across Facebook and Instagram since the previous quarter
- Influenced two articles in Q4
- Hosted travel influencers Houston and Katie Vandergriff of @DownsAndTowns in Q4 with content going live in Q1 of FY 2025-26
- Ran Spring social media ad for approx. \$120 resulting in 22K reach and over 2,400 engagements
- Social media reach is up 163% YOY
- Social media followers have grown over 28% YOY
- Total engagements and link clicks are up 83% YOY





# KEY PERFORMANCE INDICATORS

Item 4.



## 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.*



# DASHBOARD

## ANNUAL RESULTS FY 2024-25

Q4 April-June

Metrics	FY24-25 Q4 Results	FY 23-24 Q4 Results	% Change YOY FY 23-24 Q4 Results	FY 24-25 Results to Date	FY 24-25 Goals	% To Goal
<b>Influenced Articles</b> (number of articles earned)	2	4	-50%	3	5	60.0%
<b>New website users</b>	4,538	7,754	-41.48%	27,567	20,000	+137.8%
<b>Social media reach</b> (Facebook, Instagram, Pinterest)	42,052	15,986	+163.06%	212,364	250,000	84.9%
<b>Social media followers</b> (Facebook, Instagram)	3,684	2,858	+28.90%	3,684	3,400	+108.4%
<b>Total engagements &amp; link clicks</b> (Facebook, Instagram, Pinterest)	1,477	803	+83.94%	11,669	5,000	+233.4%



# WEBSITE

*Q4 April-June 2025 Highlights*



# Q4 WEBSITE RECAP

Item 4.

- Ongoing event maintenance: 119 events added
- New users, total users and page views were down in Q4 24-25 compared to Q4 23-24
- Updated itineraries to remove closed businesses and add new ones
- Updated website cover images, featured blog and itinerary for spring



# EVENTS

Sample: not an exhaustive list

Item 4.



ROBIN HOOD  
FESTIVAL



WILSONVILLE  
FARMERS  
MARKET



CLACKAMAS  
COUNTY FAIR &  
RODEO



WILSONVILLE  
ROTARY  
SUMMER  
CONCERTS



WILSONVILLE  
SKATE JAM



MOTHER'S DAY  
BRUNCH AT  
BULLWINKLE'S



WILSONVILLE  
PARTY IN THE  
PARK



ST. PAUL RODEO



VANGUARD  
BREWING PUB  
POP-UPS



SPRING IN THE  
COUNTRY  
BAZAAR



SPRING INTO  
FUN AT FROG  
POND FARM



DINNERS IN THE  
GARDEN





# WEBSITE ANALYTICS

Item 4.

## Q4 RESULTS FY 2024-25 and 2023-24 WITH YOY CHANGE

Q4 April-June

Q4 FY 24-25					Q4 FY 23-24				YOY Q4 Quarterly % Change
Metrics	Apr	May	Jun	Q4 FY 24-25 Total	Apr	May	Jun	Q4 FY 23-24 Total	
New Users	1,978	1,388	1,172	4,538	2,882	2,644	2,228	7,754	-41.47%
Users	2,116	1,476	1,224	4,816	2,921	2,679	2,279	7,879	-38.87%
Page Views	5,803	6,806	3,604	16,213	7,189	13,998	6,154	27,341	-40.7%

*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 in Q4 compared to last year. This was due to higher ad spend in Q4 FY 23-24. However, total new users for FY 24-25 was up 108%.**



# WEBSITE MOST POPULAR PAGES

Item 4.

## FY 2024-25 Q4 MOST POPULAR PAGES

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

## FY 2023-24 Q4 MOST POPULAR PAGES

1. Homepage
2. Tulip and Flower Festivals
3. Events
4. Eat & Drink Santa Fe Mexican Restaurant
5. Eat & Drink

Users are interested in dining options and local events.



# WEBSITE ANALYTICS FY 2024-25 TO DATE

## YEAR TO DATE RESULTS

July 1, 2024-June 30, 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	1,978	1,388	1,172	27,567
Users	2,494	2,887	3,528	1,969	1,698	2,728	3,448	2,828	2,975	2,116	1,476	1,224	29,371
Page Views	8,019	13,106	7,647	4,975	4,768	12,314	7,301	5,296	7,144	5,803	6,806	3,604	86,783



# SOCIAL MEDIA

*Q4 April-June 2025 Highlights*

# Q4 SOCIAL MEDIA RECAP

Item 4.

- 42,052 total reach (FB, IG & Pinterest)
- Added 93 followers across Facebook and Instagram since the previous quarter
- Facebook reach is up 932% YOY compared to Q4 23-24
- Facebook engagements are up 393% compared to Q4 23-24
- Facebook link clicks are up 162% compared to Q4 23-24
- Instagram saw increases across all metrics
- Pinterest's engagement rate is up 42% YOY





# Q4 ANALYTICS SUMMARY

Item 4.

## FACEBOOK



### Average Engagement

3.14%

Benchmark: 0.90%

↗ 248% over benchmark



### Post Reach

26,428

## INSTAGRAM



### Average Engagement

8.03%

Benchmark: 0.73%

↗ 1000% over benchmark



### Post Reach

13,262

## PINTEREST



### Average Engagement

2.69%

Benchmark: 1%

↗ 169% over benchmark



### Post Reach

2,362



# FACEBOOK ANALYTICS

In Q4 24-25, we saw a significant increase in reach and total engagements from Q3 23-24, but a decrease in the overall engagement rate. This is because of the inverse relationship between reach and engagement.

Item 4.

## Q4 RESULTS FY 2024-25 and 2023-24 WITH YOY CHANGE

Q4 April-June

Q4 FY 24-25					Q4 FY 23-24				YOY Q4 QUARTERLY % CHANGE
METRICS	Apr	May	Jun	Q4 FY 24-25 Total	Apr	May	Jun	Q4 FY 23-24 Total	
Engagement* (%)	2.88%	2.96%	3.57%	3.14% AVG	3.88%	2.85%	3.82%	3.51% AVG	-10%
Post Total Reach**	19,797	4,754	1,877	26,428 TOTAL	764	616	1,180	2,560 TOTAL	+932%
Total Engagements ***	683	35	67	785 TOTAL	63	38	58	159 TOTAL	+393%
Link Clicks****	118	7	17	142 TOTAL	14	12	28	54 TOTAL	+162%

\*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 4.

- April 11, 2025
- 964 accounts reached
- 4 reactions, 3 shares

 **Explore Wilsonville**  
Published by [Travis W. Roth](#) · April 11 · Wilsonville, OR · 🌐

Lux Sucre is where dessert dreams come true. From stunning custom cakes to mouthwatering pastries, this charming bakery is the perfect stop for a sweet treat (or two ... or three ... no judgment, here!).

- ☀️ Soak up the sunshine on their outdoor patio.
- ☕ Sip your coffee al fresco with a warm croissant.
- 🍲 Savor scratch-made soups.
- 🍪 Grab a box of cookies for later (if they make it that long).

📍 31840 SW Charbonneau Drive, Suite A, Wilsonville, OR  
🕒 S... [See more](#)  
— with [Lux Sucre Bakery & Cafe](#) at [Lux Sucre Bakery & Cafe](#).

[Edit](#) [Boost post](#)

❤️👍 Vanessa Deets, Lux Sucre Bakery & Cafe and 2 others



# INSTAGRAM ANALYTICS

## Q4 RESULTS FY 2024-25 and 2023-24 WITH YOY CHANGE

Q4 April-June

Q4 FY 24-25					Q4 FY 23-24				YOY Q4 QUARTERLY % CHANGE
METRICS	Jan	Feb	Mar	Q4 FY 24-25 Total	Apr	May	Jun	Q4 FY 23-24 Total	
Engagement* (%)	7.41%	8.53%	8.16%	8.03% AVG	8.45%	8.86%	6.65%	7.98% AVG	+ .62%
Average number of likes	13	22.23	19.71	18.31 AVG	15.31	10.77	8.72	11.6 AVG	+57.84%
Post Total Reach**	3,690	4,712	4,860	13,262 TOTAL	4,170	2,821	2,730	9,721 TOTAL	+36.42%
Total Engagements ***	201	354	330	885 TOTAL	238	165	117	520 TOTAL	+70%
Link Clicks****	13	4	9	26 TOTAL	4	3	2	9 TOTAL	+188%

\*In FY 23-34 Instagram changed the way they calculate engagement percentage. As of July 2023, engagement rate is calculated as  $\text{Post Impressions} = (\text{Likes} + \text{Comments} + \text{Saves}) / \text{Impressions} \times 100$  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 4.

- May 7, 2025
- 89 likes, 6 comments & 24 shares
- Watch time: 2 h 38 m
- 967 accounts reached

♡ 89 💬 6 📌 24

👤 Liked by mthoodterritory and others  
explorewilsonville New Business Alert! 📌

In need of a new favorite bakery? Check out Elka Bee's Bakery in Wilsonville! Serving breakfast, lunch and a delectable assortment of coffee and pastries, you're sure to satisfy your cravings.

Open daily from 7 a.m.-3 p.m.

📍 8269 Southwest Wilsonville Road Wilsonville, OR

Plan your visit at the link in bio!  
[#ExploreWilsonville](#) [#PDXFoodie](#)



👤 rice\_camp 11w  
This looks so cute!  
Reply Hide

👤 Reply to rice\_camp...

👤 maryann.spady 7w · ❤️ by author  
What an adorable bakery  
Reply Reply with a reel Hide

👤 jonagee 11w  
This place is cute, the staff is friendly, the pastry case is top notch, the coffee is good, but \$5 for a med iced tea is whacky. I will frequent and support so this space remains full & vibrant 🍯  
Reply Hide



👤 wilsonvillechevrolet 11w  
Yum! 😋  
Reply Hide



👤 thestewardteam5 8w · ❤️ by author  
I know where I'm going when I get back from vacation!  
Reply Reply with a reel Hide



👤 gennaccarod 10w  
Everything was delicious!  
Reply Hide



[Full reel](#)



Explore Wilsonville



# PINTEREST ANALYTICS

During Q4 2023–24, short-form video content contributed to a notable increase in reach and engagement on Pinterest. In Q4 2024–25, the absence of video content (due to budget limitations) correlated with a year-over-year decline in performance.

Item 4.

## Q4 RESULTS FY 2024-25 and 2023-24 WITH YOY CHANGE

Q4 April-June

Q4 FY 24-25					Q4 FY 23-24				YOY Q4 QUARTERLY % CHANGE
METRICS	Apr	May	Jun	Q4 FY 24-25 Total	Apr	May	Jun	Q4 FY 23-24 Total	
Engagement* (%)	4.29%	2.56%	1.24%	2.69% AVG	1.38%	2.42%	1.87%	1.89% AVG	+42%
Post Total Reach**	815	741	806	2,362 TOTAL	1,600	1,197	908	3,705 TOTAL	-36%
Total Engagements ***	35	19	10	64 TOTAL	22	29	17	68 TOTAL	-5.88%
Link Clicks****	3	5	1	9 TOTAL	6	7	10	23 TOTAL	-60%

\*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.

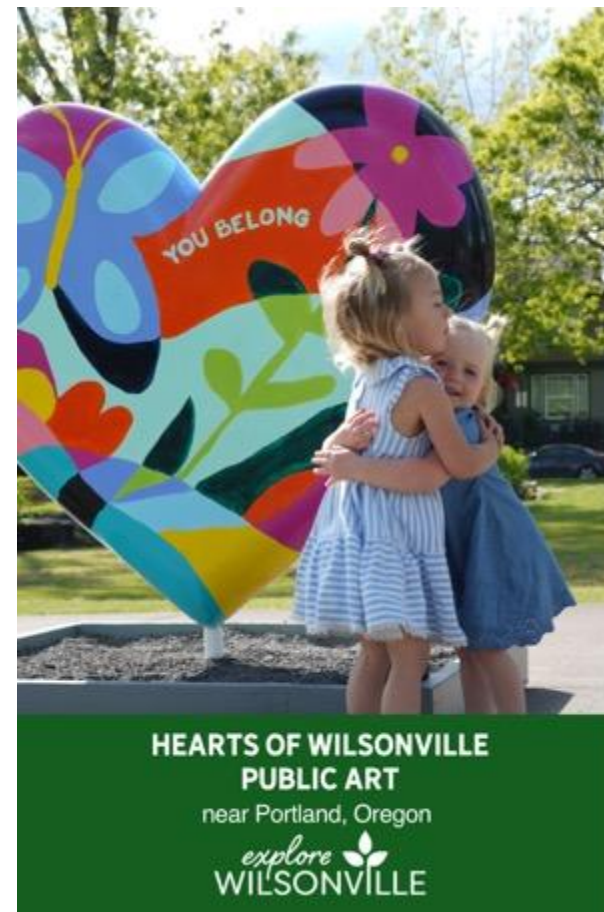
- Explore Wilsonville
  - 359 pins
  - 950 impressions
  - 24 engagements
  - 7 outbound link clicks
  - 16 pin clicks
  - 2 saves





# Q4 PINTEREST POST SAMPLES

Item 4.



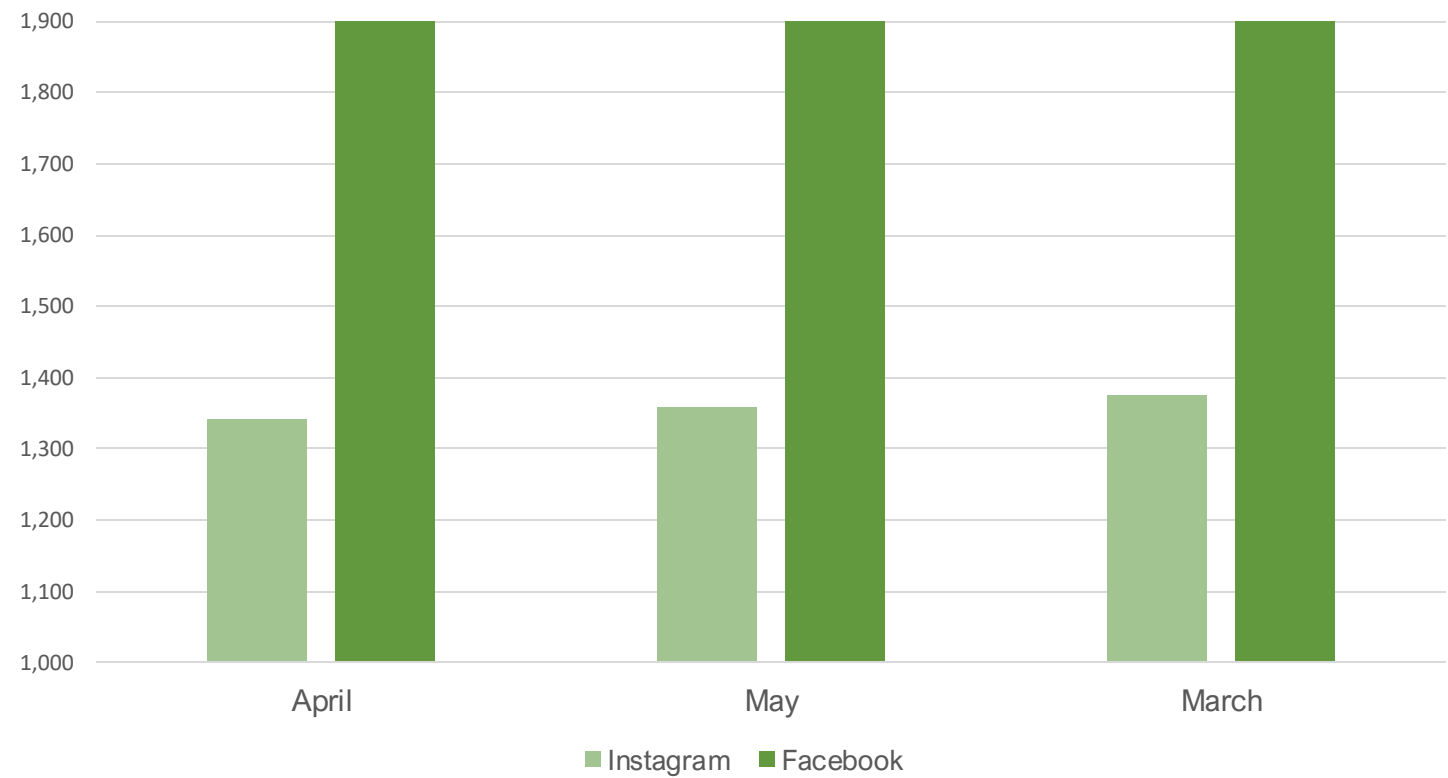
# SOCIAL MEDIA ANALYTICS FY 2024-25 TO DATE

Item 4.

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%	2.88%	2.96%	3.57%	6.18%
Post Total Reach	4,150	12,609	13,804	11,462	11,700	5,800	7,582	2,753	19,359	19,797	4,754	1,877	115,647
Total Engagements & Link Clicks	1,074	1,302	960	1,349	928	389	305	308	786	801	42	84	8,328
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%	7.41%	8.53%	8.16%	6.38%
Average number of likes	12.86	15.69	13.46	12	13.21	11	12.57	11.5	12.64	13	22.23	19.71	14.16
Post Total Reach	4,525	6,851	8,400	2,258	6,180	7,378	8,897	7,001	6,479	3,690	4,712	4,860	71,231
Total Engagements & Link Clicks	223	272	224	176	251	183	238	168	219	214	358	339	2,865
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%	4.29%	2.56%	1.24%	2.46%
Post Total Reach	1,345	878	927	1,280	907	750	946	778	16,210	815	741	806	26,383
Total Engagements & Link Clicks	40	29	36	39	22	24	28	29	166	38	24	11	486



# SOCIAL MEDIA FOLLOWERS TO DATE FY 2024-25



**TOTAL FOLLOWERS**  
**April-June 2025: 3,684**

- Combined followers has grown 28.9% YOY
- April-June 2024: 2,858

*\*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 2025 Highlights*



# Q4 PR RECAP

Item 4.

- Drafted and published a new summer blog
- Hosted content partners, Houston and Katie Vandergriff of Downs & Towns
- Hosted travel writer Emily Molina
- Added five articles to the media room
- Continued PR monitoring





# CONTENT PARTNER: HOUSTON VANDERGRIFF

Item 4.

Explore Wilsonville partnered with Oregon's Mt. Hood Territory (Clackamas County Tourism) to contract Houston and Katie Vandergriff as content partners to visit Wilsonville and the Mt. Hood Territory. The agreement allowed them to follow a pre-determined itinerary in exchange for images, four blogs and authentic social posts highlighting the different points of interest in and around Wilsonville. Houston is a globe-trotting photographer, travel leader and creator rocking an extra 21<sup>st</sup> chromosome. Houston and Katie (mom) Vandergriff are the dynamic duo behind Downs & Towns, LLC.

## OVERVIEW:

8-day itinerary: April 15-23 (April 15-19 in Wilsonville and nearby attractions)

\*While Houston and Katie visited in April, their blogs are still being released.

## GOAL:

To help establish Wilsonville as an inclusive and accessible destination and gather user-generated content and firsthand insights into traveling to Wilsonville and Clackamas County as a person with a disability. Seeing Wilsonville through the eyes of a trusted authority delivers an authentic message and positions Wilsonville as a destination among the content partner's followers and other individuals with Down Syndrome.



# ITINERARY

Item 4.

## CONTENT PARTNER ITINERARY

Houston & Katie Vandergriff | @DownsAndTowns |  
DownsAndTowns.com



explore  
WILSONVILLE  
OREGON

Tuesday, April 15	TIME	NOTES	TICKETS
Morning	Fly Knoxville to PDX	TBD	Flight TBD
Evening	Pick up rental car at PDX	TBD	Rental Car Provider TBD
Wednesday, April 16	TIME	NOTES	TICKETS
Morning	Arrival Day!	At your leisure	Allowance/ Out-of-pocket
		We planned for this to be your travel day so the only thing you "have" to do is check-in to the Hilton Garden Inn. If you'd like to head to Wilsonville early in the morning we've listed some places/activities we'd recommend visiting.	
	Optional: Try our treats & trees trail	Explore Wilsonville by sampling our bakeries and enjoying our heritage trees. <a href="https://www.wilsonville.com/visit/visit-wilsonville.html#treats-and-trees-trail">https://www.wilsonville.com/visit/visit-wilsonville.html#treats-and-trees-trail</a> Bonus: Try Wilsonville's newest addition - Ella Bear's Bakery (it opened last week)	
	Optional: Antiquing in Aurora	Aurora is famous for it's antiques, peruse their downtown and enjoy a plethora of antique shops. If you end up here around lunch we recommend Filbert's Farmhouse Kitchen Note: Aurora is outside of ORMT territory	
	Optional: Explore Champoe State Heritage Area & the Butteville General Store	<a href="https://travelvision.com/things-to-do/outdoor-experiences/parts/pacific-northwest-championships/champoe-state-heritage-area-state-park/">https://travelvision.com/things-to-do/outdoor-experiences/parts/pacific-northwest-championships/champoe-state-heritage-area-state-park/</a> Butteville General Store is the longest continually operated store in Oregon. It is Open from 8 a.m.-2 p.m. Try their scratch made ice cream: Half Pint Brothers.	
	Optional: Graham Oaks Nature Park	Take in the fresh Pacific Northwest air at Graham Oaks Nature Park. The scenic 250-acre reserve features 3-miles of paved trail. Surround yourself with lush groves, singing birds and wildlife. Spot wildflowers on your stroll like meadow checkermallow, Pacific bleeding hearts and delicate trilliums.	Allowance/ Out-of-pocket
		Open Noon-9 p.m. <a href="https://www.wilsonville.com/visit/visit-wilsonville.html#entertainment">https://www.wilsonville.com/visit/visit-wilsonville.html#entertainment</a> Wilsonville's Entertainment in Wilsonville, Oregon includes Bulfinch's Restaurant — themed after The Adventures of Rocky and Bullwinkle animated TV series that ran from 1959 through the early 1960s. Though the cartoon was remade in the 80s and 90s, the NOSTALGIA FOR THE ORIGINAL lives on.	Allowance/ Out-of-pocket
	Lunch in Wilsonville	Recommended Options: Dar Essalam Moroccan, Santa Fe Mexican, Norton's Family Cafe & Catering Co., Zaiga	Allowance/ Out-of-pocket
Evening	Check in at Hilton Garden Inn Wilsonville	Anytime after 3 p.m.	Confirmation # TBD
Evening	Dinner in Wilsonville	Recommended Options: McMenamin's Old Church & Pub, Oswego Grill (try their happy hour menu daily from 3-6 p.m. and 9 p.m.-close	Allowance/ Out-of-pocket
Overnight	Hilton Garden Inn Wilsonville	Overnight	Room for 2

## CONTENT PARTNER ITINERARY

Houston & Katie Vandergriff | @DownsAndTowns |  
DownsAndTowns.com



explore  
WILSONVILLE  
OREGON

Thursday, April 17		TIME	NOTES	TICKETS
Morning	Lux Sacre	9 a.m.	Breakfast and pastries <a href="http://luxsacre.com/food-savory-salis-and-bakery">luxsacre.com/food-savory-salis-and-bakery</a>	Complimentary; reservation under Houston and Katie
Morning	Public Art Preview with City Staff at Murase Plaza	10:30 a.m.	Murase Plaza 8100 SW Memorial Drive, Wilsonville, OR  Meet Assistant to the City Manager Zoe Mombert and Arts and Culture Coordinator, Erika Valentine for a preview of the upcoming Art Installation: Many Cultures, One Heart  Park entrance directly across from the library, when you reach the roundabout and playground turn right into the parking lot, head to the far end/ back of the parking lot to meet staff	No cost
Afternoon	Lunch in Wilsonville	noon	Choose from: Dar Essalam Moroccan, Santa Fe Mexican, Norton's Family Cafe & Catering Co., Zaiga	Allowance/Out-of-pocket
Afternoon	Frog Pond Farm	3 p.m.	Private llama walk and farm tour (farm is technically not open until May 2, not all farm activities will be available)	Complimentary; contact Justin upon arrival
Evening	Dinner in Wilsonville	6-9 p.m.	Pick your own restaurant adventure	Allowance/Out-of-pocket
Overnight	Hilton Garden Inn Wilsonville	Overnight	Room for 2	Complimentary
Friday, April 18		TIME	NOTES	TICKETS
Morning	Wooden Shoe Tulip Festival	5:45 a.m.	Two tickets will be emailed to you directly from the festival	Complimentary
Morning	Tethered Hot Air Balloon Ride at the Wooden Shoe Tulip Festival with Portland Rose Balloons	9:30 a.m.	Ask for Chris at the check in area "Weather dependent (no rain or high winds)	Complimentary
Afternoon	Lunch	noon	Choose your own adventure: Choose a food truck at the Wooden Shoe Tulip Festival or dine in Canby	Allowance/Out-of-pocket
Afternoon	Explore Downtown Canby		Check out the Canby Book Nook, B's Bake Shoppe, Puddin' River Chocolates	Allowance/Out-of-pocket
Afternoon	Optional: Sail across the Willamette River on the <a href="https://www.canbyferries.com/">Canby Ferry</a>		Open from 9 a.m-6 p.m.	Allowance/Out-of-pocket
Afternoon	TMK Creamery	4 p.m.	Farm tour, cow milking, baby cow interactions, cheese tasting	Complimentary; reservation under Houston and Katie
Evening	Parkway Grille	7 p.m.	Dinner for 2	Complimentary; reservation under Houston and Katie

## CONTENT PARTNER ITINERARY

Houston & Katie Vandergriff | @DownsAndTowns |  
DownsAndTowns.com



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OREGON

Saturday, April 19		TIME	NOTES	TICKETS
Morning	Check out of the Hilton Garden Inn head to Mt. Hood Territory	9 am	More details about these days here: <a href="https://docs.google.com/document/d/1eNa2iZknpI/wwx1qsl.P7yilHhH14FM178er2s1MSAed72abst-0">https://docs.google.com/document/d/1eNa2iZknpI/wwx1qsl.P7yilHhH14FM178er2s1MSAed72abst-0</a>  ~30 minute drive to Willamette Falls	
	I-205 Willamette Falls Viewpoint	9:30-9:45 am	Stop in off I-205 for an incredible view of Mt. Hood (on a clear day), Willamette Falls and Oregon City	Free
	Tour the Jon McLoughlin House	10 am	Open 10am-4pm  Tour depart at the top of every hour. Please arrive a few minutes early  <a href="https://www.oregon.gov/lands/landmarks/06places/voo-mcloughlin-house.htm">https://www.oregon.gov/lands/landmarks/06places/voo-mcloughlin-house.htm</a>	Free
	Lunch in Oregon City	11:30 am - 12:30 pm	Suggested restaurants: <a href="https://docs.google.com/document/d/1eNa2iZknpI/wwx1qsl.P7yilHhH14FM178er2s1MSAed72abst-0">https://docs.google.com/document/d/1eNa2iZknpI/wwx1qsl.P7yilHhH14FM178er2s1MSAed72abst-0</a>	Allowance
	Ride the Oregon City elevator, walk the Promenade, visit downtown OC	12:30 pm - 2:15 pm	Enjoy views of Oregon City from above	Free
	Visit End Of the Oregon Trail Visitor and Interpretive Center	2:30 pm at the latest	Learn about the Oregon Trail and some of the spots you'll see on Mt. Hood. Historian John Jarvie will take you on a tour which includes a 35 minute film. 2-3 hours are recommended for a visit.  Note: There is a chicken, Marguerite McCludkin, on site who is the chief engagement officer. She is friendly and curious so will likely greet you upon arrival. She also loves photo ops.	Your tickets can be found <a href="#">here</a>
	Dinner in The Villages of Mt. Hood		Suggested restaurants: <a href="https://docs.google.com/document/d/1eNa2iZknpI/wwx1qsl.P7yilHhH14FM178er2s1MSAed72abst-0">https://docs.google.com/document/d/1eNa2iZknpI/wwx1qsl.P7yilHhH14FM178er2s1MSAed72abst-0</a>	Allowance
Overnight	The Mt. Hood Oregon Resort		Confirmation number: 11443 Reservation is booked under Katie Vandergriff.  *Wheel of Wonder (Tina Staniscia) will be staying at the resort at the same time	Complimentary



Explore Wilsonville

# CONTENT SAMPLE: BLOG

Item 4.



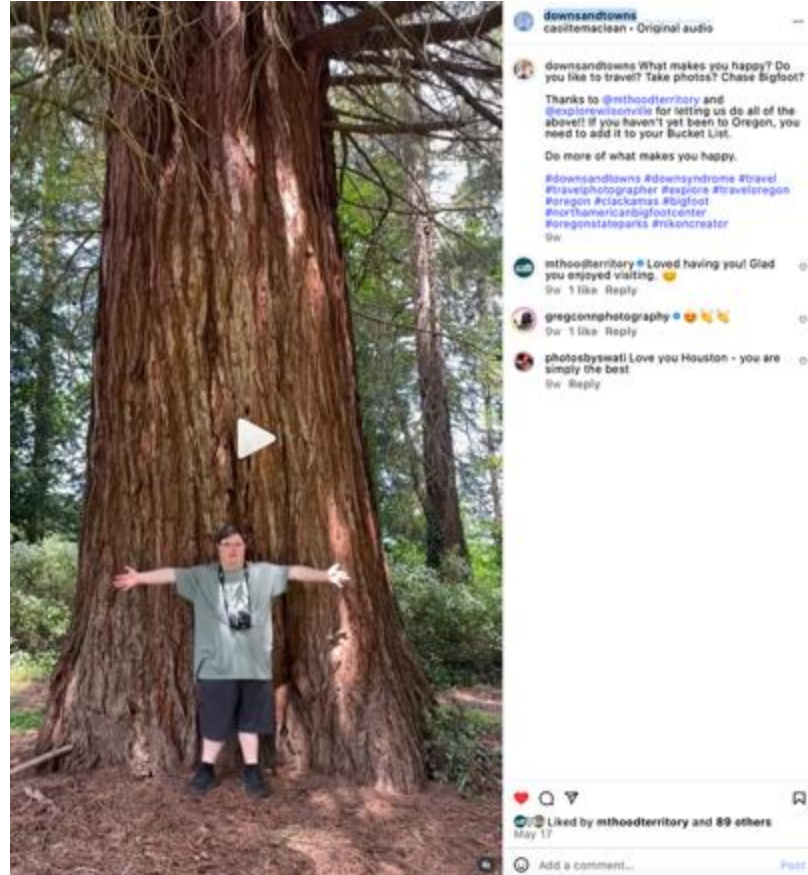
“ There is no denying the community of Wilsonville, Oregon, has a big heart. And now, thanks to a new installation-art initiative, Wilsonville has *lots* of big hearts. The project “Many Cultures, One Heart” is a collection of nine large fiberglass heart sculptures. Each is hand-painted by local artists and celebrates the global theme in creative and inspirational ways. We had a special behind-the-scenes opportunity to explore Wilsonville’s newest open-air art installation.”



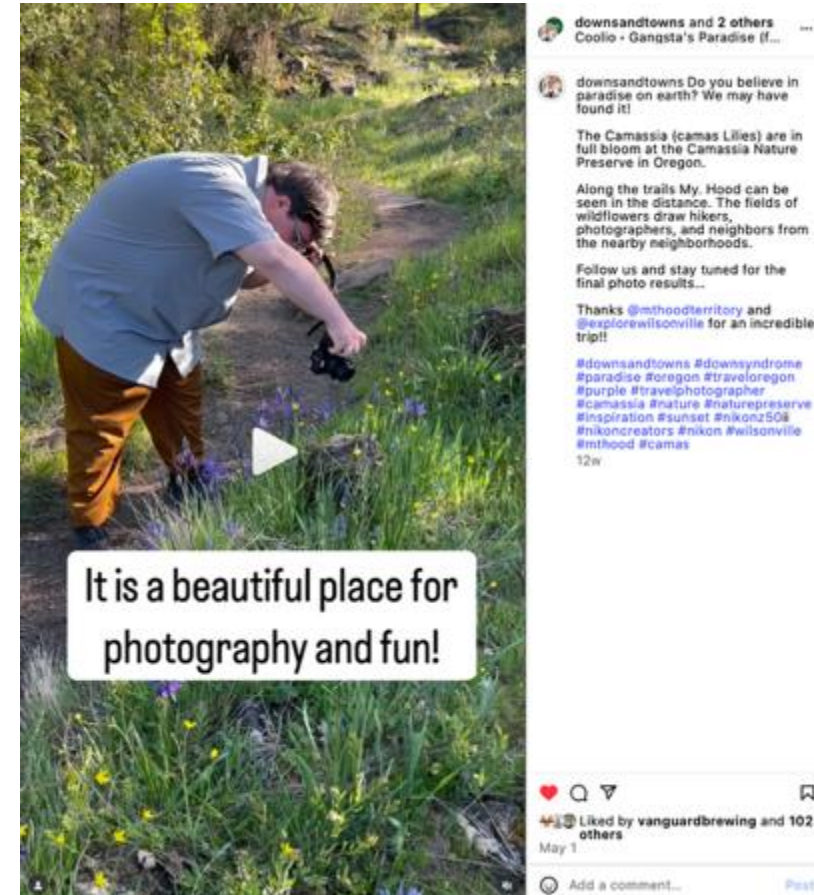


# CONTENT SAMPLE: INSTAGRAM

Item 4.



See full reel [here](#)



See full reel [here](#)





# EMILY MOLINA

Item 4.

*“Nice touch with the hydra flask water bottle! I’ve been taking it with me everywhere!!! Wilsonville was surprising! I enjoyed all of the restaurants.” — Emily Molina*

**Trip Dates: May 2-4**

## **Trip Activities:**

- Live music, dinner & wine tasting at Lady Hill Winery
- Wine tasting at Beckham Estate Vineyard
- Attended the French Prairie Gardens Tulip Festival (festival new this year)
- Experienced opening weekend at Frog Pond Farm
- Previewed the new Many Cultures, One Heart art in their newly installed locations
- Dined at Dar Essalam, Royal Scot Sips & Eats, The Butteville General Store, Lady Hill, Elka Bee’s Coffee & Bakery, and Lux Sucre
- Stayed at the Holiday Inn – Wilsonville I-5 S



## **Content**

- Wilsonville will be featured in the fall issue of *Showcase Magazine*



# MEDIA COVERAGE SAMPLES

## IN THE NEWS

The latest stories about Wilsonville.

### 2025

MT. HOOD TERRITORY'S BEST-KEPT BAR SECRETS – JULY 15, 2025

OUR SWEET RETREAT DELIVERS QUIET GETAWAY IN WILSONVILLE – JULY 15, 2025

FOOD CARTS BRING FRESH FLAVORS TO LOCAL FARM FESTIVALS – JULY 10, 2025

FARM EATS: LOCAL FARMS DISH HOME-GROWN FARE – JUNE 25, 2025

INSIDER'S GUIDE TO LAVENDER FARMS NEAR PORTLAND – JUNE 17, 2025

GRAHAM OAKS NATURE PARK: A WHEELCHAIR-ACCESSIBLE PARK EXPERIENCE IN OREGON – JUNE 16, 2025

URBAN ACCESS MEETS OREGON ADVENTURE: COMFORTABLE STAYS ALONG I-5 AND I-205 – MAY 29, 2025

EXPERIENCE THE MAGIC OF LLAMA WALKS IN OREGON – APRIL 17, 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](#)

06/16/2025 | Accessible Travel, Featured on Homepage, Recreation, Wilsonville

## Graham Oaks Nature Park: A Wheelchair-Accessible Park Experience In Oregon

By Guest Author: West Livaudais

On the far western edge of Clackamas County, in the southwest corner of Wilsonville, lies a quiet, ecological oasis. [Graham Oaks Nature Park](#) is a beautiful and tranquil respite just off the beaten path — and it's still growing into its full stature. The vision for this reclaimed, logged farmland is a rich habitat under a vast canopy of mature oaks. In time, it will become one of the region's most impressive urban wilderness recreation destinations. Recently, my family and I enjoyed a day trip here and were impressed with all of its accessible features.

As soon as we parked in one of the three ADA stalls, a public bus rolled in, kneeled and offloaded several urban hikers. The ADA parking stalls are located near bathrooms and a water fountain, both of which are accessible, and bike stands near the trailhead.

A short distance from the parking lot, a stately circular pergola with benches and interpretive signs welcomed and introduced us to the story of Graham Oaks Nature Park. If you take a moment to read it, the park comes to life with its historical story and future vision. The park's website also features [audio tour files](#) and guided walking tours in [PDF format](#).



The Tonquin Trail is a wide, three-mile long paved path through Graham Oaks Nature Park.



# PUBLIC RELATIONS OVERVIEW

## YEAR TO DATE RESULTS

July 1-June 30, 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	20	12	41	240
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	8,058,433	5,156,093	11,667,079	236,693,096
Number of Influenced Articles	0	0	0	0	0	0	1	0	0	0	0	2	3

*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 2025 Highlights*



# MARKETING RECAP

Item 4.

- Received geolocation 3-month post-campaign wrap report
- Campaign results show a campaign impact of over \$3.9 million, 2,000 room nights and 12,000 total trips
- Estimated return on ad spend of \$178.13 : \$1
- Continued managing geolocation data subscription through Datafy
- Ran Spring social media ad for approx. \$120 resulting in 22,000 reach and over 2,400 engagements



# SPRING SOCIAL AD

Item 4.

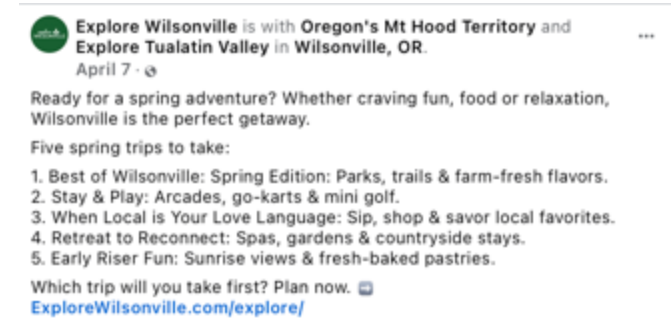
Ads ran April 7-May 7

Total ad spend of \$119.93

Goal: Engagement

- 22,176 accounts reached
- 2,463 post engagements

- 524 reactions, 105 link clicks, 30 shares, 11 saves, 4 comments
- .29% CTR



Explore Wilsonville

# Q4 GEOLOCATION DATA SUMMARY

Item 4.

## TAKEAWAYS

- Total trips from April-June were up .8% compared to last year during the same time frame.
- Total visitor days were up .1%, 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 4/1/25 – 6/30/25



# Explore Wilsonville Destination Sum

Geo Data Filters:

In-State

Out-of-State

Distance: 50 - 2725 mi

Dates: 4/1/25 - 6/30/25

↔ Dates: 4/1/24 - 6/30/24

Clusters: All Included

POIs: 4 Excluded

Item 4.

Geo Data Compare Dates



TOTAL TRIPS

418,987 Trips

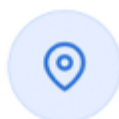
↗ 0.8% vs Compare Dates



VISITOR DAYS

763,935 Days

↗ 0.1% vs Compare Dates



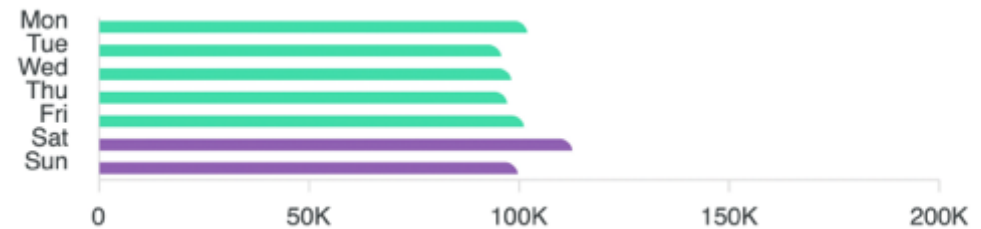
AVG LENGTH OF STAY

1.8 Days

↘ -0 Days vs Compare Dates

## Visitors by Day

Geo Data



Number of Visitor Days

## Visitor Days by Length of Stay

Geo Data

Compare Dates

Leisure Mode Active

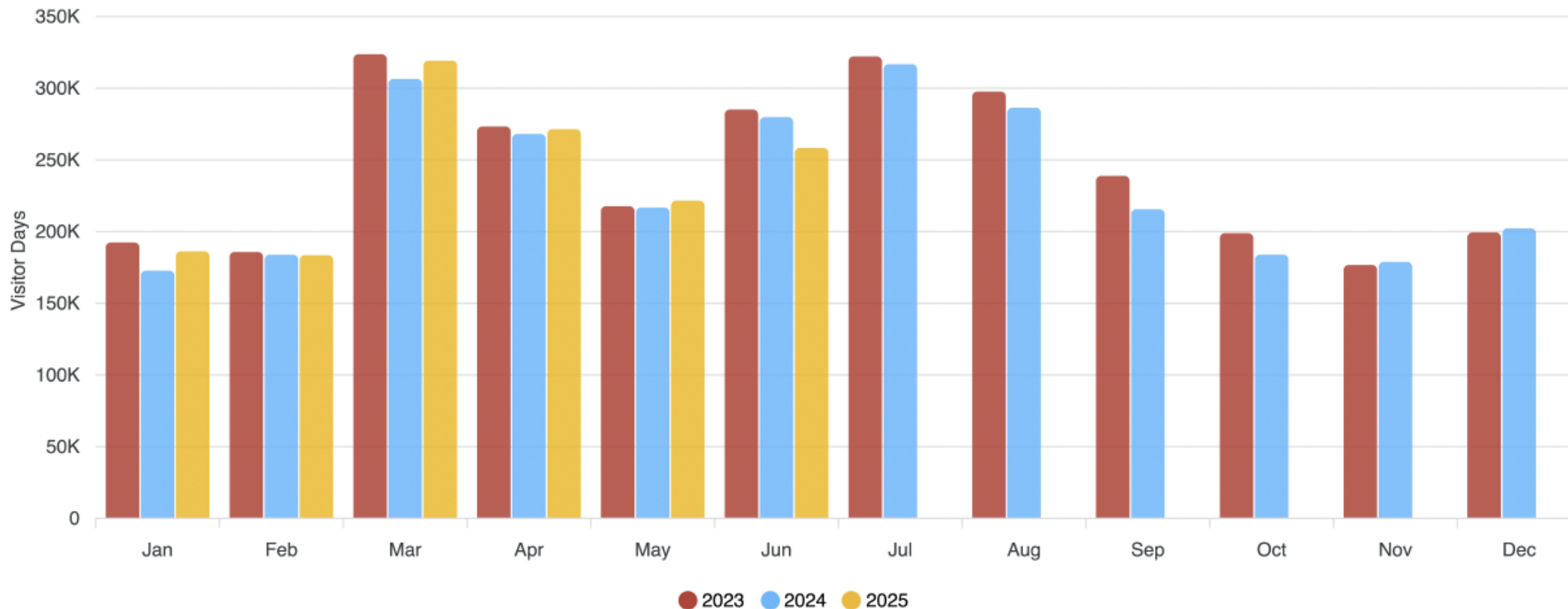




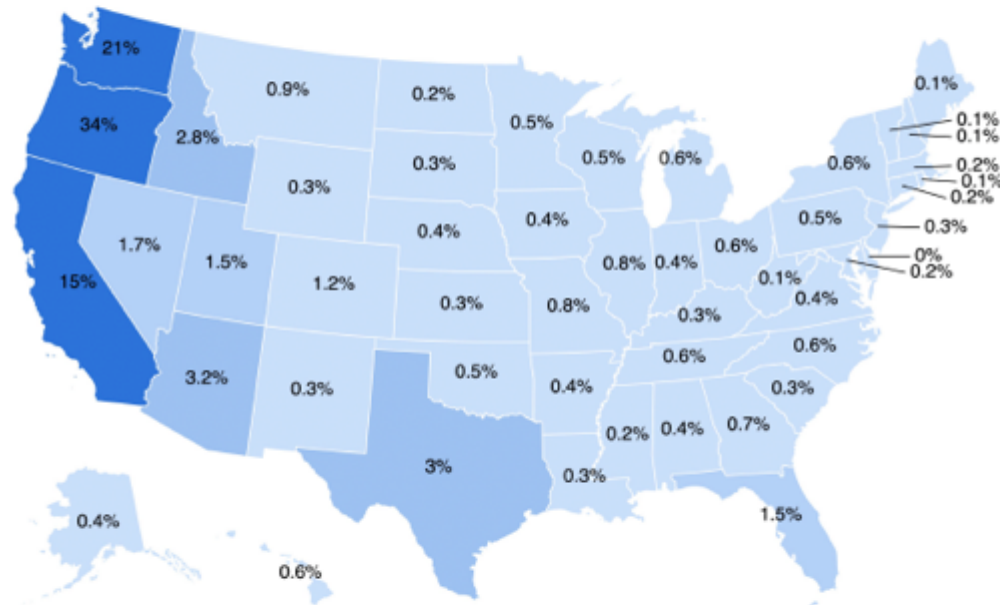
## Monthly Volume by Visitor Days



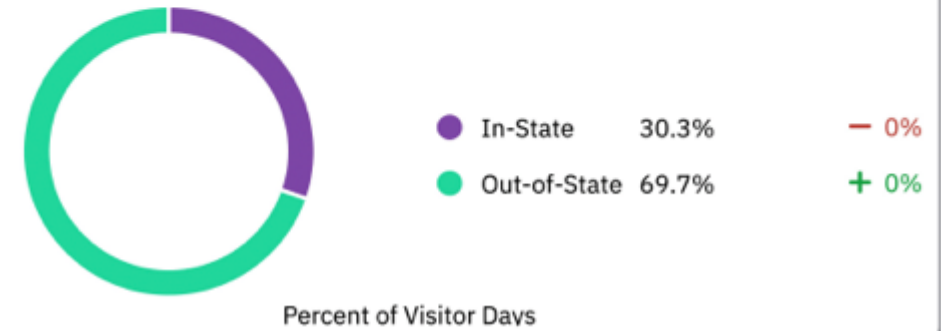
Geo Data Dates: 1/1/23 - 6/30/25



## Geo Data



Geo Data Compare Dates



## Geo Data



## DMA Visitation

Geo Data

Compare Dates

DMA	Share of Visitor Days	Change in Share of Visitor Days
Eugene	13.3%	- 0.0
Seattle-Tacoma	13.1%	+ 0.3
Portland- OR	8.91%	- 0.2
Los Angeles	4.61%	+ 0.3
Sacramnto-Stkton-Modesto	4.11%	+ 0.1
Medford-Klamath Falls	3.75%	+ 0.1
Bend- OR	2.94%	+ 0.1
Phoenix -Prescott	2.94%	- 0.1
Yakima-Pasco-Rchlnd-Knnwck	2.42%	+ 0.0
Spokane	2.23%	- 0.0

## Length of Stay by Top DMAs

Leisure Mode Active

Geo Data

DMA	Avg Length of Stay	Share of Visitor Days
Las Vegas	3 Days	1.47%
Dallas-Ft. Worth	2.9 Days	1.58%
Boise	2.8 Days	1.96%
Salt Lake City	2.7 Days	1.92%
Los Angeles	2.7 Days	4.6%
Sacramnto-Stkton-Modesto	2.5 Days	3.69%
Phoenix -Prescott	2.4 Days	3.14%
San Francisco-Oak-San Jose	2.4 Days	2.13%
Bend- OR	2.3 Days	3.07%
Spokane	2.3 Days	1.75%
Medford-Klamath Falls	2.3 Days	3.68%



# Explore Wilsonville Destination Sum

Geo Data Filters:

In-State

Out-of-State

Distance: 50 - 2725 mi

Dates: 4/1/25 - 6/30/25

↔ Dates: 4/1/24 - 6/30/24

Clusters: All Included

POIs: 4 Excluded

Item 4.

## 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%	Phoenix -Prescott 2.79%	Yakima-Pasco-RchInd-Knnwck 2.57%	Yakima-Pasco-RchInd-Knnwck 2.15%
9	Spokane 2.39%	Yakima-Pasco-RchInd-Knnwck 2.74%	Phoenix -Prescott 2.35%	Phoenix -Prescott 1.86%
10	Phoenix -Prescott 2.38%	Spokane 2.31%	Spokane 2.25%	Spokane 1.84%



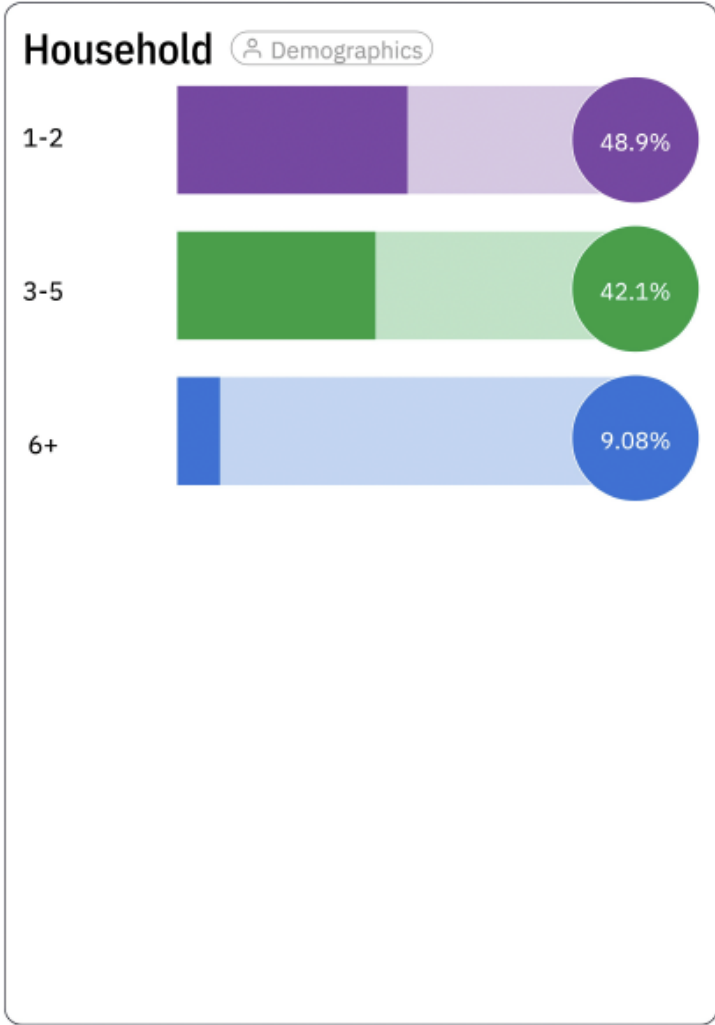
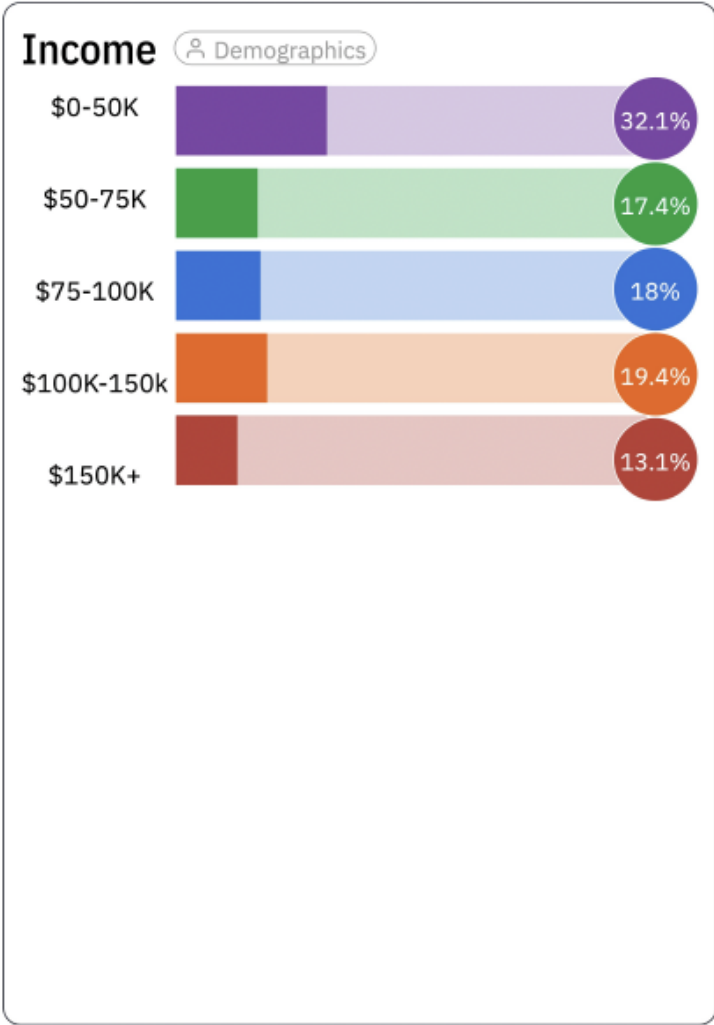
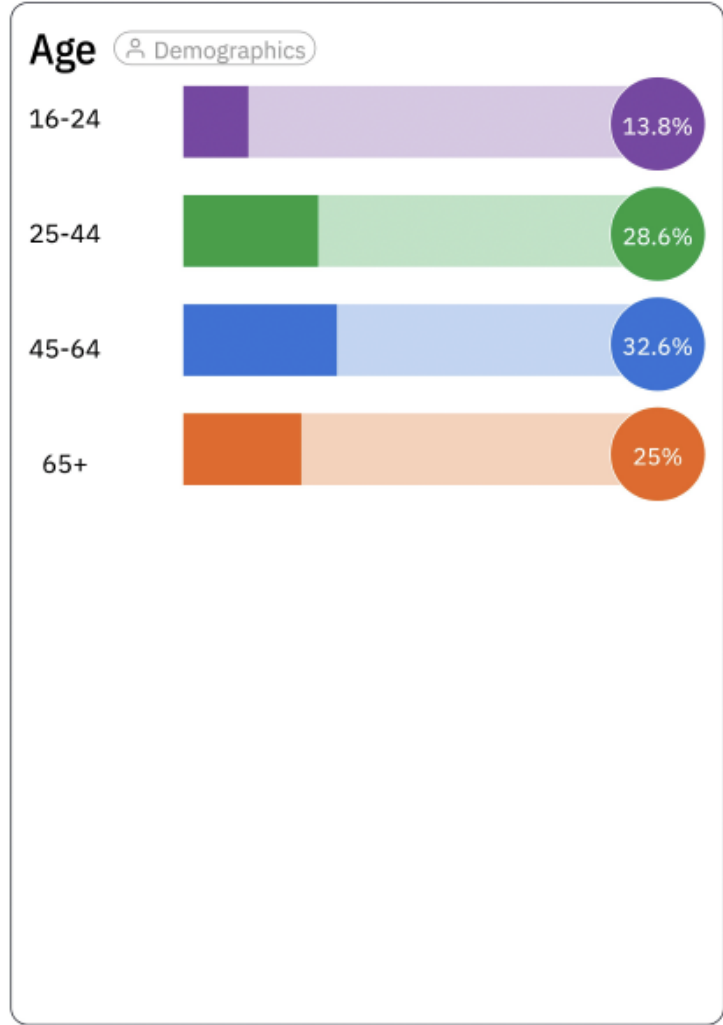


# Explore Wilsonville Destination Sum

Geo Data Filters: In-State Out-of-State Distance: 50 - 2725 mi Dates: 4/1/25 - 6/30/25 ↻ Dates: 4/1/24 - 6/30/24

Clusters: All Included POIs: 4 Excluded

Item 4.



## Cluster Visitation

Geo Data Compare Dates

Cluster	Share of Visitor Days	% ↗ ↘
Wilsonville OR	89.9%	+ 3.5
Hotels	18.1%	+ 1.2
Outdoor Rec	16.8%	+ 1.5
Attractions	4.9%	+ 0.9
Golf	4.66%	+ 0.1
Business Travel	3.3%	+ 0.4
Liquid Tourism	2.72%	+ 0.1

## POI Visitation

Geo Data Compare Dates

POI	Share of Visitor Days	% ↗ ↘
Wilsonville OR	89.9%	+ 3.5
Aurora Acres RV Park	7.04%	+ 0.3
Willamette River	5.9%	- 0.1
King City Public Golf Course	3.21%	+ 0.3
Pheasant Ridge RV Park	2.99%	+ 0.5
Bullwinkles Wilsonville	2.98%	+ 0.8
Coffee Lake Wetlands	2.74%	+ 0.4
Champoeg State Park	2.66%	- 0.2
Memorial Park Wilsonville	2.17%	+ 0.3
Langdon Farms Golf Club Golf !	1.89%	+ 0.3



## 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 4.

## 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 4.

## GENERAL AWARENESS, PROSPECTING *DRIVE* MARKET GEOLOCATION MARKETING AD

Running as an HTML-5 animated ad. Landing page: [ExploreWilsonville.com/Explore](https://ExploreWilsonville.com/Explore)

Screenshots below:



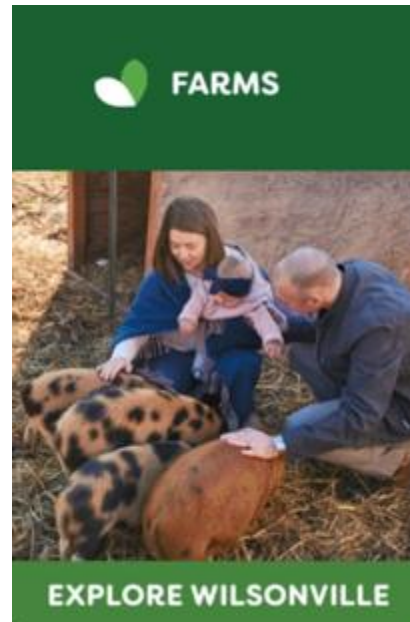
# WINTER-SPRING CAMPAIGN

Item 4.

## 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](https://ExploreWilsonville.com/Events)

Screenshots below:





# WINTER-SPRING CAMPAIGN

Item 4.

## GENERAL AWARENESS, PROSPECTING FLY MARKET GEOLOCATION MARKETING AD

Running as an HTML-5 animated ad. Landing page: [ExploreWilsonville.com/Explore](https://ExploreWilsonville.com/Explore)

Screenshots below:



Explore Wilsonville

# WINTER-SPRING CAMPAIGN

Item 4.

## 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](https://ExploreWilsonville.com/Events)

Screenshots below:



Explore Wilsonville



# WINTER-SPRING CAMPAIGN

Item 4.

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


Running geolocation marketing video ad. Affordable Fun video: [ExploreWilsonville.com/Events](https://ExploreWilsonville.com/Events)

Screenshot below:



**Affordable Fun Near Portland, OR**

# WINTER CAMPAIGN RESULTS

 **Wilsonville OR**  
Winter Brand Awareness 2024-25

**Campaign Run Dates:** 12.18.24 - 03.15.25 **Report Period:** 12.18.24 - 06.30.25  
**Attribution Mileage:** 50 - 3722 mile radius **Attribution Reflects:** 12.25.24 - 06.30.25

## Campaign Overview

### GOALS

- Visitation to Wilsonville: Promote Spring and Early Summer Travel to Wilsonville
- Increase room nights in Wilsonville lodging properties
- Generate visitation to Wilsonville from Fly Markets (Sacramento & Spokane)

### REPORT PERIOD SPEND

\$21,978.30

**ADR**    **Spend per Visitor**  
\$110.00    \$323.00

Spend per Visitor number is from Oregon 2023 Travel Impacts Report. ADR number was provided by client.

### CAMPAIGN DETAILS

- Re-Engage past visitors to Wilsonville & key surrounding areas since 1/1/22 who live in key DMA markets
- Look-a-Likes of the past visitor audience who live in the same key DMAs and also match the following demographic/psychographic details: Age: 25-64, HHI: 75k+, Known Traveler plus one or more of the following behaviors/interests: Outdoors, Beer/Wine

# Attribution

## Destination

Total Trips/Visits    Estimated Impact  
**12,120**                    **\$3,914,760.00**

## Hotels

Est. Room Nights    Estimated Impact  
**2,007**                    **\$220,770.00**

## Attractions

Total Trips/Visits    Estimated Impact  
**640**                      **\$206,720.00**

 **EST. CAMPAIGN IMPACT**  
**\$3,914,760.00**

 **EST. ROAS**  
**\$178.13 : \$1**

 **COST/VISITOR DAY**  
**\$1.00**

 **TOTAL IMPRESSIONS**  
**1,629,100**

 **TOTAL CLICKS**  
**3,044**

 **TOTAL A/V COMPLETIONS**  
**318,381**

## OVERALL INCREMENTAL LIFT

**1.3x**                    **3.07%**                    **2.5%**  
Visitation Lift           Targeted Attribution Rate           Control Group Attribution Rate



## Boardroom Highlights



TOTAL ATTRIBUTABLE  
TRIPS

12,120



EST CAMPAIGN IMPACT

\$3,914,760.00



EST ROAS

\$178.13 : \$1



EST ROOM NIGHTS

2,007



EST HOTEL IMPACT

\$220,770.00



TOTAL SPEND

\$21,978.30





## Attribution Summary



EST. ROAS  
**\$178.13 : \$1**



COST PER VISITOR DAY  
**\$1.00**

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

### Destination



EST TRIPS  
**12,120**



EST VISITOR DAYS  
**21,999**



AVG TRIP LENGTH  
**1.8 days**



EST IMPACT  
**\$3,914,760.00**

### Hotels



EST TRIPS  
**960**



EST ROOM NIGHTS  
**2,007**



AVG TRIP LENGTH  
**2.1 days**



EST IMPACT  
**\$220,770.00**

### Attractions



EST TRIPS  
**640**



EST VISITOR DAYS  
**1,202**



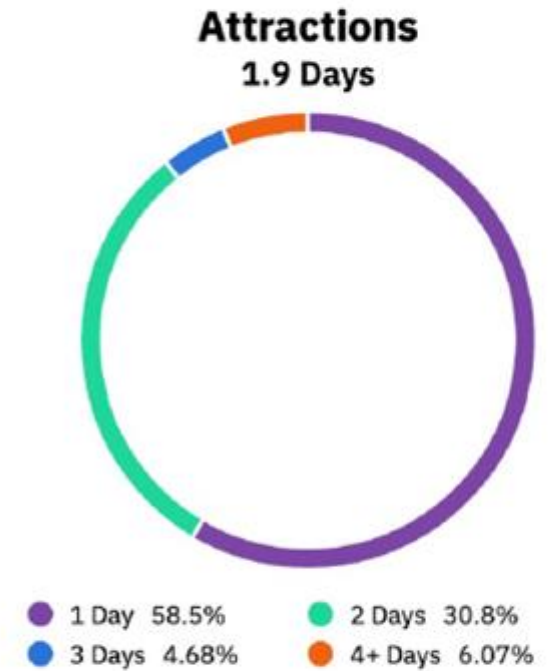
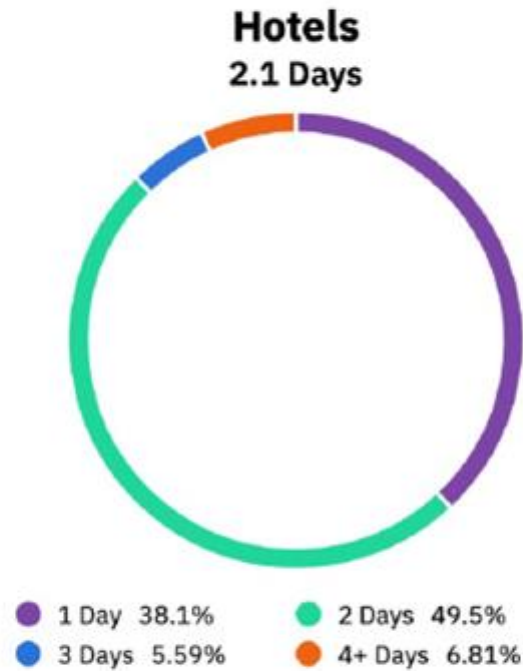
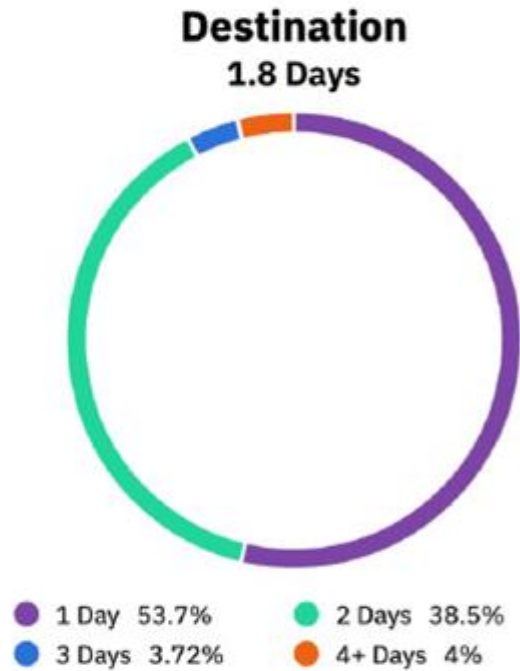
AVG TRIP LENGTH  
**1.9 days**



EST IMPACT  
**\$206,720.00**



## Attributable Trips by Length of Stay



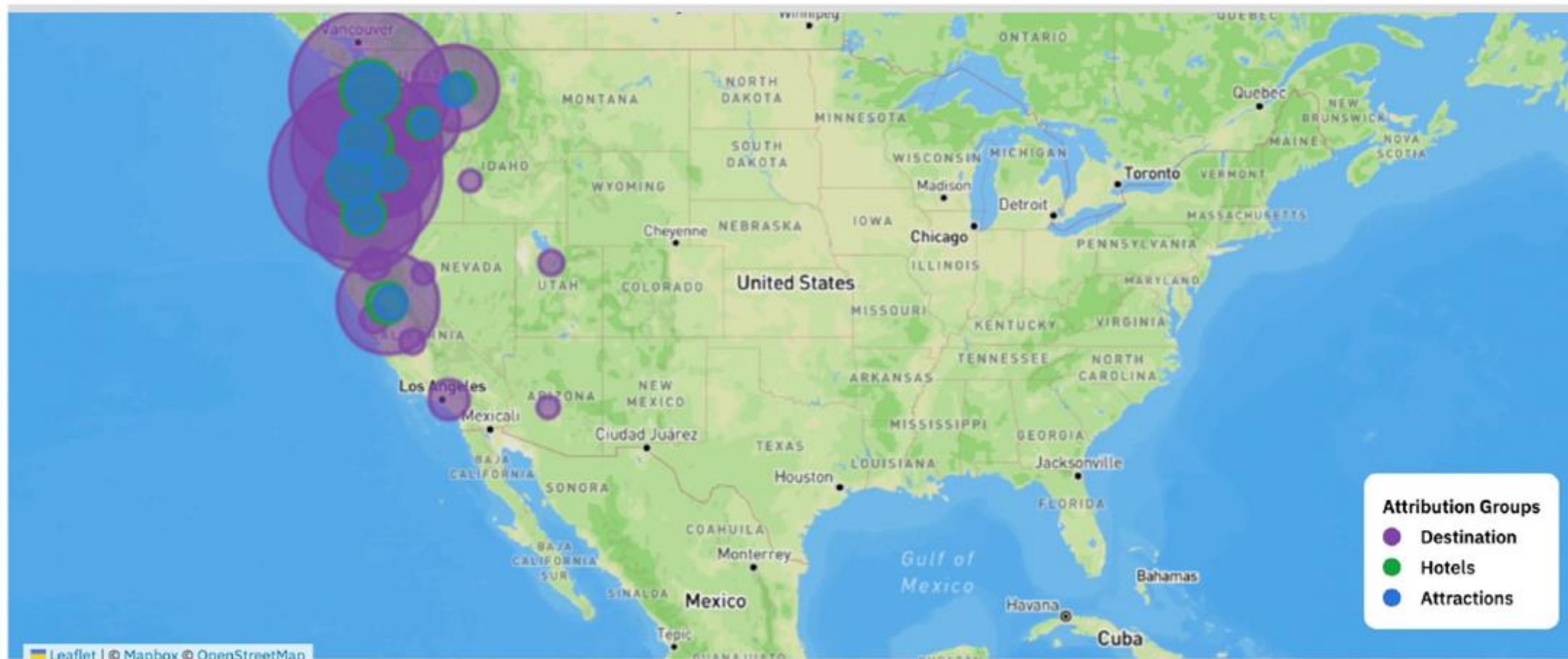
## Attribution Top Markets

Destination			Hotels			Attractions		
DMA	Share	Avg Length of Stay	DMA	Share	Avg Length of Stay	DMA	Share	Avg Length of Stay
Eugene	26.4%	1.7	Seattle-Tacoma	22.4%	2.1	Eugene	25%	1.8
Seattle-Tacoma	21.6%	1.8	Eugene	21%	2.1	Seattle-Tacoma	23%	1.9
Portland- OR	18.9%	1.7	Portland- OR	16.7%	1.9	Portland- OR	17.3%	1.8
Medford-Klamath Falls	9.44%	2	Medford-Klamath Falls	11.4%	2.3	Medford-Klamath Falls	8.77%	2.1
Sacramnto-Stkton-Modesto	6.94%	1.9	Sacramnto-Stkton-Modesto	8.71%	2.1	Sacramnto-Stkton-Modesto	6.6%	2





## Attribution Top Markets







## Attribution Market Performance

DMAs	Destination	Hotels	Attractions	Destination Attribution Rate	Visitors Also Observed in Hotels	Visitors Also Observed in Attractions
Eugene	3,200	201	160	2.39%	6.28%	5%
Seattle-Tacoma	2,619	215	147	1.95%	8.22%	5.63%
Portland- OR	2,294	160	111	1.71%	6.99%	4.83%
Medford-Klamath Falls	1,145	110	56	0.85%	9.57%	4.91%
Sacramnto-Stkton-Modesto	842	84	42	0.63%	9.93%	5.02%
Bend- OR	578	57	39	0.43%	9.86%	6.76%



## Attribution Audience Analysis

Attributable visitors were also observed in the following areas:

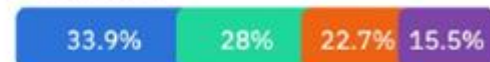
Cluster ▾

Area	Trips
Wilsonville OR	100%
Hotels	7.97%
Attractions	5.18%
Outdoor Rec	4.46%
Business Travel	3.91%
Liquid Tourism	0.8%
Shopping	0.69%
Golf	0.25%

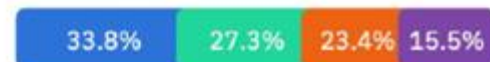
### TOP AGE GROUP

#### 45-64

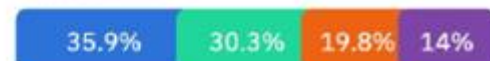
Destination



Hotels



Attractions



### TOP INCOME

#### \$75k+

Destination



Hotels



Attractions



### TOP HOUSEHOLD GROUP

#### 1-2 in HH

Destination



Hotels



Attractions



## Incremental Lift

### OVERALL INCREMENTAL LIFT

**1.3x**  
Visitation Lift  
51,170 Total Devices

**3.07%**  
Attribution

### CLICKS GROUP

**1.2x**  
Visitation Lift  
2,387 Total Devices

**2.97%**  
Attribution

### HIGH IMPRESSION GROUP

**1.3x**  
Visitation Lift  
13,405 Total Devices

**3.25%**  
Attribution

### LOW IMPRESSION GROUP

**1.2x**  
Visitation Lift  
35,378 Total Devices

**3.01%**  
Attribution

### CONTROL GROUP

**2.45%**  
Attribution  
818,600 Total Devices

During this campaign, your destination already had a baseline level of visitation from some of the top markets being targeted with advertising. So how do we know our advertising influenced these trips? We measure increment. Of those in our target audience, how many who didn't see Datafy's advertising visited? This is our baseline control group. Then we measured the same question - but for people who did see our advertising - at what rate did our impressed audiences show up in market? What about those who clicked? This incremental lift method provides a clear and full picture of campaign effectiveness regardless of previous or concurrent visitation trends.



## Traditional KPIs



**TOTAL IMPRESSIONS**  
**1,629,100**



**TOTAL CLICKS**  
**3,044**



**TOTAL SPEND**  
**\$21,978.30**



**UNIQUE REACH**  
**134,108**



**TOTAL VIDEO/AUDIO COMPLETIONS**  
**318,381**



**AVG VCR/ACR**  
**71.8%**  
**Benchmark: 75%**  
⬇ -3.21% compared to benchmark



**AVG VIDEO/AUDIO CPM**  
**\$23.90**  
**Benchmark: \$20-60**  
— \$0.00 compared to benchmark



**AVG DISPLAY CTR**  
**0.21%**  
**Benchmark: 0.12-0.18%**  
⬆ 0.09% compared to benchmark



**AVG DISPLAY CPM**  
**\$9.40**  
**Benchmark: \$8-15**  
— \$0.00 compared to benchmark







## Line Item Performance - Display - page 1 / 1

Line Item	Impressions	Average Frequency	Clicks	CTR	VCR/ACR	Total Spend
Total	1,169,079	15.47	2,447	0.21%	-	\$10,985.15
Core Drive Prospecting Display	612,808	11.53	971	0.16%	-	\$5,741.98
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 Retargeting Display	132,135	22.22	440	0.33%	-	\$1,249.99



## Line Item Performance - Video/CTV/Audio - page 1 / 1

Line Item	Impressions	Average Frequency	Clicks	CTR	VCR/ACR	Total Spend
Total	460,021	6.07	597	0.13%	74.29%	\$10,993.14
Core Drive Video	324,114	6.84	453	0.14%	68.17%	\$7,746.32
Fly Market Video	135,907	5.3	144	0.11%	80.4%	\$3,246.82





# SMITH TRAVEL RESEARCH

*Q4 April-June 2025 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.

## Q4 RESULTS FY 2024-25 and 2023-24 WITH YOY CHANGE

Q4 April-June

Q4 FY 24-25					Q4 FY 23-24				YOY Q4 QUARTERLY % CHANGE
METRICS	Apr	May	Jun	Q4 FY 24-25 Total	Apr	May	Jun	Q4 FY 23-24 Total	
Occupancy %	69.1%	65.8%	75.3%	70.06% AVG	66.7%	66.1%	77.5%	70.1% AVG	-.05%
RevPar	\$73.65	\$74.42	\$101.53	\$83.20 AVG	\$74.09	\$73.91	\$103.34	\$83.78 AVG	-.69%
Demand	12,747	12,541	13,896	39,184 TOTAL	12,303	12,602	14,294	39,199 TOTAL	-.03%
Revenue	\$1,358,922	\$1,418,726	\$1,873,258	\$4,650,906 TOTAL	1,367,030	1,409,058	1,906,660	\$4,682,748 TOTAL	-.67%

Hotels saw small decreases across the board in Q4.



# 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%	69.1%	65.8%	75.3%	65.26% AVG
RevPar	\$103.98	\$104.42	\$82.13	\$76.92	\$60.25	\$48.88	\$48.92	\$60.20	\$64.42	\$73.65	\$74.42	\$101.53	\$74.98 AVG
Demand	14,622	14,679	12,651	12,694	10,975	9,834	9,549	10,383	11,917	12,747	12,541	13,896	146,488 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	\$1,358,922	\$1,418,726	\$1,873,258	\$16,846,811 TOTAL



Total Properties: 9



Total Rooms: 615



# STR REPORT – WILSONVILLE

Item 4.

## TAKEAWAYS

- The month of June had the highest revenue compared to other months in Q4
- Compared to this time last year (April-June 2024):
  - Hotel revenue has decreased by -.67%
  - According to Travel Oregon, hotel revenue in the Willamette Valley has decreased by 4.6%
- Avg RevPAR in the Willamette Valley was \$116.95 vs. \$83.78 in Wilsonville during April-June
- Avg room rate in the Willamette Valley reported the week of July 13, 2025: \$156.89 (Portland: \$150.66; Hood/Gorge: \$187.83)

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





