



SEPTEMBER 27TH-OCTOBER 31ST 2025 - ST. HELENS, OREGON

POST EVENT REPORT



TREADWAY EVENTS
& ENTERTAINMENT





EXECUTIVE SUMMARY:

The 2025 Spirit of Halloweentown continued its role as St. Helens' largest annual tourism driver, welcoming an estimated 50,000+ attendees across five weekends and featuring a robust marketplace of 70 vendors from across the region.

The event also showcased an expanded celebrity lineup, including Kimberly J. Brown, Daniel Kountz, Emily Roeske, Phillip Van Dyke, J. Paul Zimmerman, and Jackson Rathbone, which significantly increased media interest and drew dedicated fans to St. Helens.

Despite strong programming, 2025 attendance trends were shaped by several notable external factors. Repeated rainstorms on peak weekends, regional ICE-related concerns affecting family travel to public events, and the federal government shutdown, which likely reduced discretionary household spending for some, collectively contributed to softer free-flow attendance compared to prior years affecting vendors and local businesses the most. Paid attendance, however, remained decent, demonstrating the continued strength of the event's core ticketed offerings.

Importantly, 2025 represented a planned reinvestment year for Spirit of Halloweentown. Major upgrades were implemented to enhance the guest experience and improve long-term tourism value. These investments included:

- Expansion of the event footprint across new areas;
- Installation of the Pirate Encampment and the Reptile Exhibit;
- A full revamp of the Haunted House attraction;
- Expansion of the Trolley Film Tour, Alien Museum activation and themed bar;
- Relocation and enhancement of the Boo Bash Pavilion with waterfront DJs;
- Construction of a permanent, fully themed Gift Shop retail space.

These improvements significantly enhanced the quality of the guest experience, boosted satisfaction, and positioned Spirit of Halloweentown for increased economic impact in future years.

The event achieved its highest level of earned media engagement to date during Treadway Events' tenure. Guest, vendor, and business feedback continues to show strong support for the event and a positive outlook for the seasons ahead.

EVENT OVERVIEW

Estimated Free Event Day Attendance: 25,222 (added 35% conservative decline due to rain)

Paid Event Day Attendance: 27,520

Duration: September 27-28, October 4-5, 11-12, 18-19, 25-26, 2025.

Times: Saturdays 11am to 9pm, Sundays 11am to 9pm, Halloween 4pm to 8pm

Primary Locations: Plaza Square, 1st Street, Columbia View Park & Public Parking Lot

Key Attractions:

- **Pumpkin Plaza:** The ultimate photo destination! Guests posed with Jack The Pumpkin and displays.
- **Main Stage:** The event's entertainment epicenter featured live performances, costume contests, and appearances by special guests.
- **Boo Bash Pavilion:** A family-friendly area offering kid-focused activities, hay maze, pumpkin bowling, a lively bar for the adults with live DJs and bands.
- **Film Tour Trolley:** An informational and fun ride around St. Helens TV and Movie filming locations.
- **Haunted House:** A highlight for all ages, this animated walkthrough attraction delivered frights and fun.
- **Alien Experience/Bar:** A self-guided exhibit that invited visitors to explore extraterrestrial mysteries and an all ages cocktail/mocktail bar that makes you feel like you are on an alien space ship!
- **Reptile Exhibit:** For fans of the creepy crawly or unusual, we featured snakes, reptiles, spiders, and so much more!
- **Pirate Encampment:** For the last three weekends of the event, guests could experience pirates, cannons, and even a mermaid.
- **Market Vendors:** Featuring local businesses, artisans, and food vendors, offering unique treasures and festive treats to complete the Halloweentown experience.

Celebrity Appearances:

- Kimberly J. Brown: Played Marnie Piper in "Halloweentown"
- Daniel Kountz: Played Kal in "Halloweentown II"
- Emily Roeske: Played Sophie Piper in "Halloweentown"
- Phillip Van Dyke: Played Luke in "Halloweentown."
- J. Paul Zimmerman: Portrayed Dylan Piper in "Halloweentown."
- Jackson Rathbone: Played Jasper Hale in "Twilight."





VENDOR FEEDBACK:

VENDOR EXPERIENCE

- Several long-time vendors noted that 2025 had lower sales than previous years, often attributing this to weather issues.
- Multiple vendors expressed deep appreciation for staff, describing Spirit of Halloweentown as their favorite event to vend at.
- Some vendors struggled with Wi-Fi connectivity issues, especially those placed near brick buildings.

FAVORITE ATTRACTIONS

- Popular attractions included Pumpkin Plaza, main stage performances, roaming performers, celebrity photo ops, and costume contests.
- Food vendors specifically praised the high energy and variety of attractions drawing consistent crowds.
- Vendors enjoyed being surrounded by local businesses and other artisans, creating a community feel.

FEEDBACK GATHERED

- Vendors shared thoughtful insights about optimizing the food vendor mix, noting that a more curated selection could help everyone succeed.
- Several vendors were excited about the possibility of adding Friday vending, whether as a full-day option or a special after-hours activation.
- Vendors showed strong interest in the opportunity to vend on Halloween Day, believing it would elevate both sales and the guest experience.

BUSINESS IMPACT:

- Vendors shared a wide range of business outcomes, with many reporting strong sales and some even giving the event a 10/10 business impact rating.
- While a portion of returning vendors noted lower revenue this year, they also offered valuable insights that can help strengthen future event performance.
- Several vendors highlighted opportunities to refine vendor placement and product mix, noting that improved traffic flow and balanced categories could increase sales for everyone.

OVERALL FEEDBACK:

- Most vendors expressed strong appreciation, saying they love the event, its staff, and the overall spirit of Halloweentown.
- Many said the event was well-organized, fun, and professionally run, and that they enjoyed the atmosphere and crowds.
- Many stated they would absolutely return, even if they offered suggestions for improvement.

LOCAL BUSINESS FEEDBACK:

ACTION TAKEN:

- Collected feedback, concerns, and ideas based on 2024 Spirit of Halloweentown experiences and reviewed the responses prior to planning the event.
- Provided “Event Information Packets” to each business in the event area via email.
- Provided businesses with parking passes for the lots behind the theater and Masonic building as well as the gravel lot on the waterfront.
- Created a staggered street closure on Friday nights to reduce the negative impact to the local businesses.
- Created multiple social media posts and videos to promote local businesses to our followers and event attendees.
- Shared tagged posts from local businesses as well as accepted any requests to collaborate on social media posts to help promote them to our followers and event attendees.

FEEDBACK GATHERED:

Event Experience:

- Businesses shared ideas on how to enhance visitor navigation, noting that simplified information could help guests better enjoy everything the event offers.
- Many shared suggestions on how to fine-tune vendor placement to maintain a strong balance between local shops and visiting vendors.

Suggestions:

- Provide earlier communication about closures, celebrity schedules, and activities so businesses can plan ahead.
- Expanding entertainment—such as street performers or small stages—could help distribute crowds, benefiting all storefronts.

POSITIVE OUTCOMES:

- Some businesses observed that visitors were more engaged and curious about exploring storefronts, especially when activities or vendors were positioned nearby.
- Overall coordination was praised, with a request for continued real-time updates on weekends when weather, traffic, or operational changes occur.
- Several businesses noted that visitor behavior was generally positive, with guests being polite, patient, and excited to explore the area.
- A few businesses noted increased sales, while others noted lower sales this season. They attribute this to the rain and government shutdown.





CONSUMER EXPERIENCE:

EVENT AWARENESS:

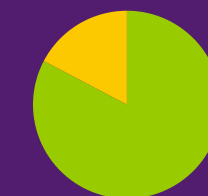
- Primary channels: Word of mouth, Google Search, Facebook, Tiktok, Instagram and OOH.

POSITIVE OUTCOMES:

- Food vendors and local businesses, noting variety and quality.
- Enhanced decorations, which contributed significantly to the “movie-quality” Halloween feel around the plaza and event zones.
- Stage performances and roaming characters, with interest in even more costumed characters and interactive performers in future years.

FEEDBACK GATHERED:

- Attendees feel pricing needs to be more accessible and many mentioned above average fees.
- Guests loved the overall atmosphere, especially Pumpkin Plaza, roaming performers, and local vendors, and many shared their excitement about returning if a few enhancements are made.
- Visitors consistently expressed interest in even more interactive and themed experiences, showing strong enthusiasm for expanding attractions, characters, and photo opportunities.
- Many guests appreciated the charm of St. Helens and noted they would benefit from clearer guidance and signage to help them experience more of what the event offers.
- Guests showed eagerness for the event to grow, frequently suggesting additional entertainment, weather-friendly spaces, and expanded activity options to make their visit even better.



FIRST TIME VISITORS: 77.8%
RETURNING VISITORS: 22.2%

This mix confirms that Spirit of Halloweentown continues to attract a high volume of new tourists, while still drawing a loyal returning base.

MARKETING & PRESS PERFORMANCE:

290+ PRESS MENTIONS

- **Oregon Live** - "How this small Oregon town transforms into 'Halloweentown' each fall"
- **Portland Tribune** - "Your guide to St. Helens' 2025 Spirit of Halloweentown"
- **KOIN 6** - "'Spirit of Halloweentown' returns to St. Helens with star-studded welcome"
- **The Washington Post** - "11 peak fall trips to sneak in before the holidays"
- **Architectural Digest** - "In These Real-Life Halloweentowns, October Is Both Scary and Sweet"
- **The Oregonian** - "These 'Halloweentown' stars fell in love in real life. Now they're coming to St. Helens"
- **Good Housekeeping** - "These 13 Halloween Towns Have the Ultimate Spooky Season Vibes, According to Zillow."

AND MANY MORE!



2025 MEDIA IMPRESSIONS
1,312,708,950+
VS. PREVIOUS PERIOD 2024 232,615,644+



MARKETING & PRESS PERFORMANCE (CONTINUED):

MARKETING & PROMOTION EFFORTS



OUTFRONT/

LAMAR

We implemented a multi-channel promotional strategy combining Facebook ads and organic posts, TikTok organic content, Google Ads, radio spots, billboards, email campaigns, organic PR, print posters & more. This comprehensive approach ensured maximum reach and engagement across digital and traditional platforms.



MARKETING & PRESS PERFORMANCE (CONTINUED):

SOCIAL MEDIA ANALYTICS

3.3M

GOOGLE IMPRESSIONS

646K

META REACH

3.9M

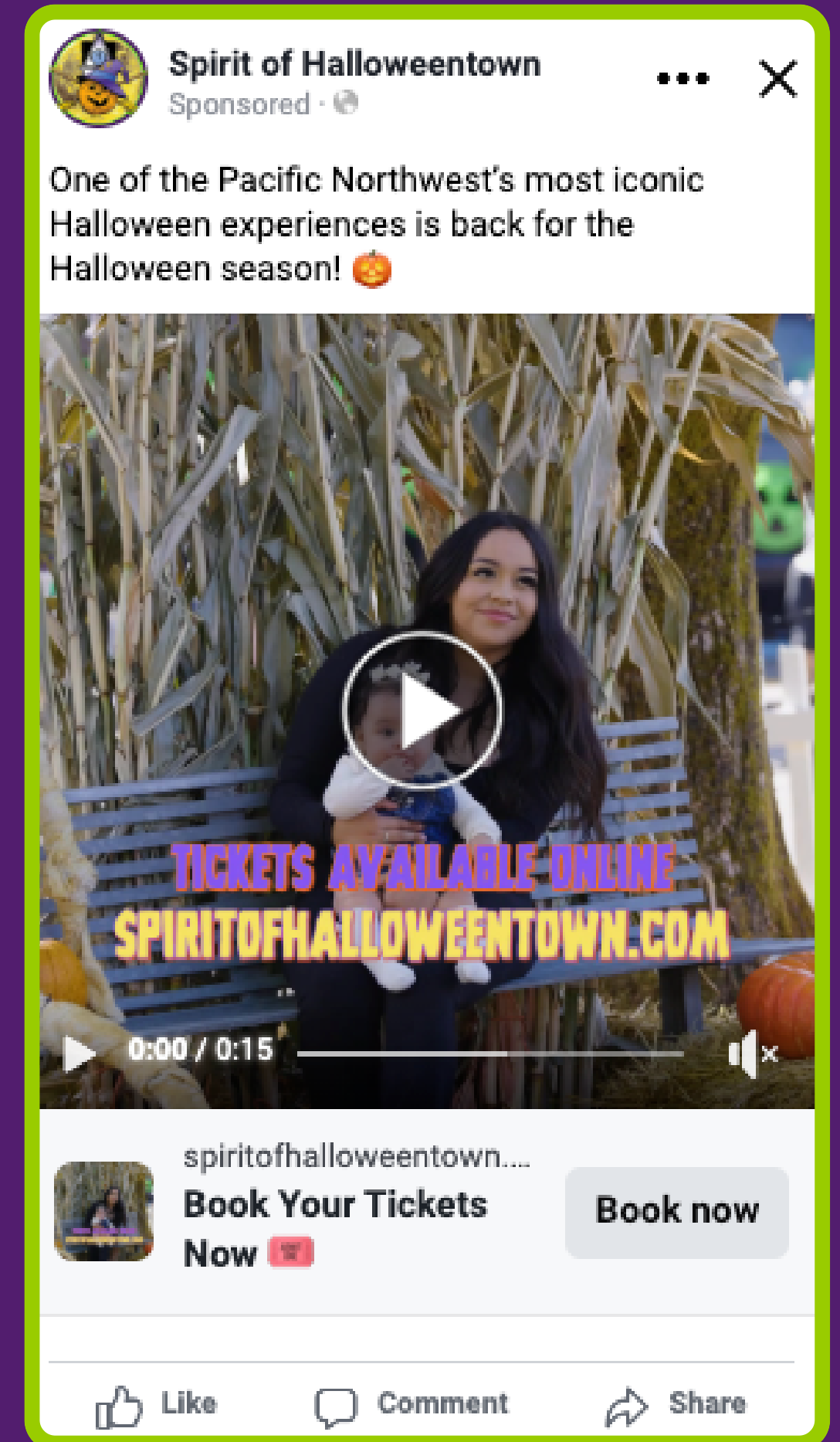
META IMPRESSIONS

Combined Totals

- Reach: 646K (from Meta only)
- Impressions: 7.2M (Meta: 3.9M + Google: 3.3M)

Key Insights

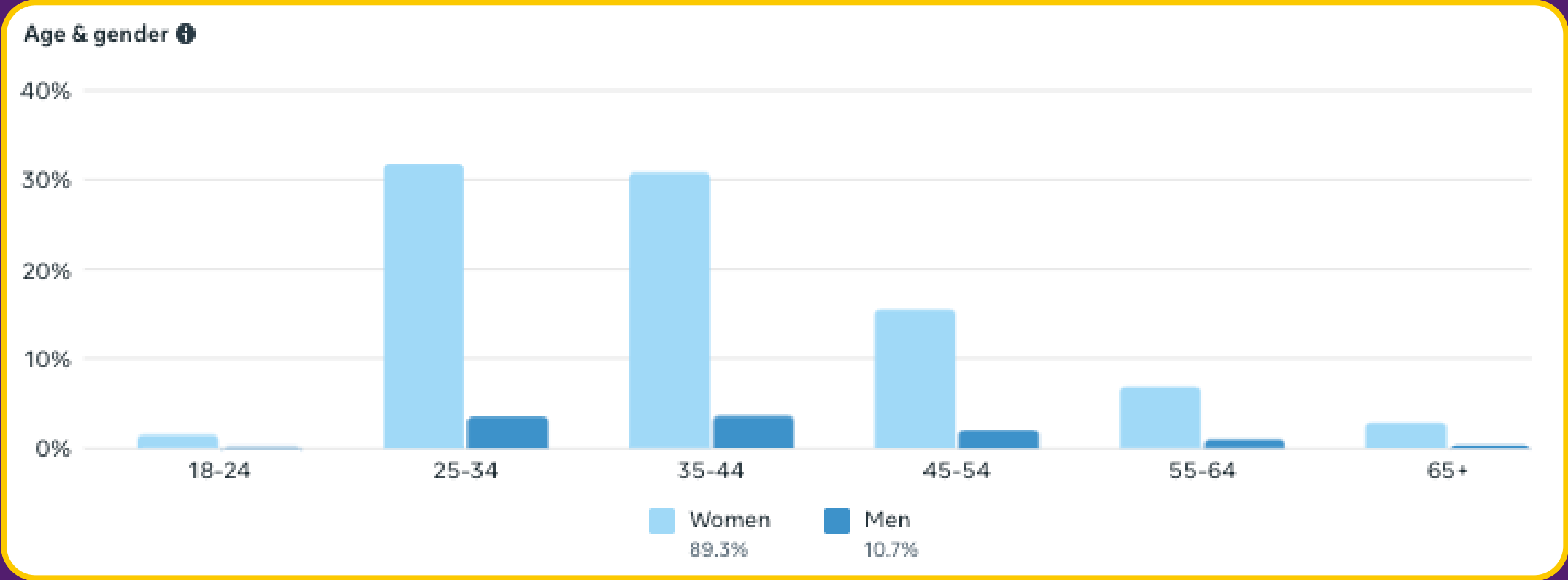
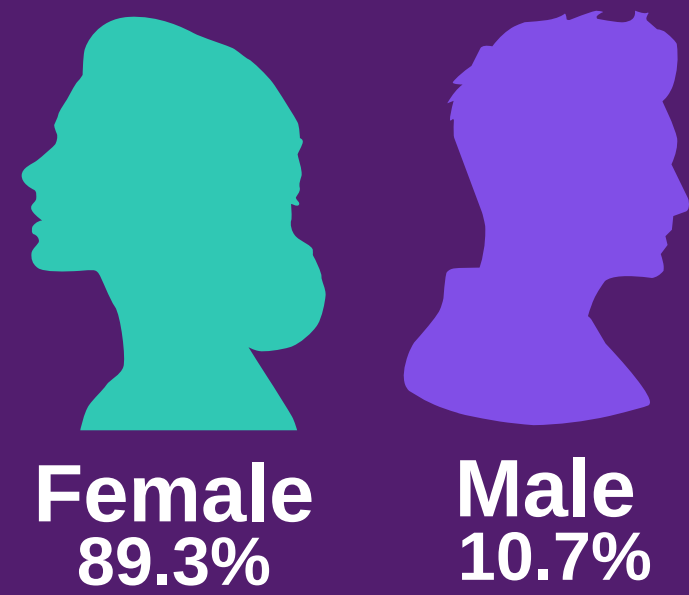
- Meta remained the primary engine for awareness, community updates, and last-minute decision-making.
- Expanded investment in Google Search and Performance Max in 2025 significantly increased visibility for “Halloweentown,” “St. Helens Halloween,” and celebrity-driven search terms promoting local tourism.
- Compared to 2024, impressions across both platforms increased considerably, reflecting both increased spend and stronger organic sharing.



Impressions: The total number of times content was viewed | Reach: The total number of unique users who saw content at least once.

MARKETING & PRESS PERFORMANCE (CONTINUED):

DEMOGRAPHIC DATA:



TOP LOCAL CITIES:

PORTLAND • VANCOUVER • SALEM • ST HELENS • EUGENE
LONGVIEW • GRESHAM • BEAVERTON • HILLSBORO • ALBANY

AVERAGE AGE RANGES OF INTERESTED BUYERS

COUNTRIES REPRESENTED THROUGH INTENT & PURCHASE:





TOURISM HIGHLIGHTS:

50,000+ ESTIMATED EVENT DAY ATTENDEES

TRAVEL DISTANCE:

- Less than 10 miles: 2.8%
- 10–50 Miles: 25.8%
- 51–100 Miles: 32.3%
- 101–500 Miles: 32.3%
- 1,000+ Miles: 9.7%

ACCOMMODATION STATS:

- Day Trips: 73.5% of attendees.
- Overnight Stays: 26.5% stayed at hotels, vacation rentals, or with friends/family in and around St. Helens.
- **Top Locations for Stays:**
 - Longview, WA
 - Portland, OR
 - St. Helens, OR

LOCAL BUSINESS ENGAGEMENT:

SPENDING HABITS:

- Most attendees reported spending between \$51–\$200 during their visit, with a smaller number spending \$201–\$500, especially those traveling from farther away or staying overnight.
- Guests who visited local businesses most commonly spent money at restaurants, antique shops, bookstores, and specialty shops, showing strong support for downtown merchants.
- Day-trip visitors typically spent on tickets, food, and small merchandise, while overnight travelers tended to have higher overall trip spending, including lodging and dining.

GUEST MOTIVATIONS:

- Primary Reasons for Attending:
 - Fans of Films: 37.1% attended due to connections with Halloweentown or Twilight.
 - Halloween Enthusiasts: 28.6%.
 - Family Outings: 22.9%.

63.9% of surveyed attendees visited local businesses, including cafes, breweries, restaurants, antique shops, and more.

SERVICE MEMBER & FIRST RESPONDER APPRECIATION



2,000

DONATED TICKETS FOR MILITARY AND FIRST RESPONDERS VIA VETTIX



The Spirit of Halloweentown

Donated by: Treadway Events & Entertainment

📅 11 Oct, 2025 📍 Saint Helens , OR

"Thank you so very much for the donation of tickets to Spirit of Halloweentown this past Saturday. I took my daughter and some of her friends to the event and they absolutely loved it. I think her favorite part was getting to ride the trolley around town and learn about all the Halloweentown and Twilight film history and how the town really leans into the holiday as a whole. Again, thank you, you made this veteran's daughter a happy little girl and we're so very blessed to have had the opportunity to go the Spirit of Halloweentown!"



Joshua, U.S. Navy (Veteran)
2009 - 2014



The Spirit of Halloweentown

Donated by: Treadway Events & Entertainment

📅 11 Oct, 2025 📍 Saint Helens , OR

"Thank you VetTix so much for this opportunity to take my family to the Spirit of Halloween Town! It is such a fun event for all! My daughters both love this movie and to be able to see the town square where it was originally filmed really made their day! Mine too!"



James, U.S. Navy (Veteran)
1985 - 1991



The Spirit of Halloweentown

Donated by: Treadway Events & Entertainment

📅 11 Oct, 2025 📍 Saint Helens , OR

"Thank you so much, my family had a wonderful time! We wouldn't have even been able to afford it without your generous donation!! <3"



mindy, U.S. Navy (Veteran)
2002 - 2009



The Spirit of Halloweentown

Donated by: Treadway Events & Entertainment

📅 11 Oct, 2025 📍 Saint Helens , OR

"Thank you very much. They turn the town into Nostalgic movie magic. Love all the effort, it doesn't go unnoticed. We learned a lot on trolley tour. Loved the whole experience."



Aaron, U.S. Army (Currently Serving)

OPPORTUNITIES FOR IMPROVEMENT

Survey responses from guests, vendors, and local businesses in 2025 highlighted several targeted opportunities to enhance the Spirit of Halloweentown experience in future years. These insights reflect both operational considerations and experience-based expectations that will help guide improvements for 2026.

Offer Advance Tiered Ticket Sales

- Open sales earlier to extend the buying window, improve forecasting, and support stronger early-season momentum.

Make Tickets More Accessible Through Added Discounts and Cost-Savings Opportunities

- Expand included experiences, introduce additional discount windows, add more interactive elements and atmosphere entertainment, and clearly communicate what each ticket level includes.

Address Crowding at Peak Times

- Continue spreading attractions across a wider footprint, increase performance zones and secondary activity hubs, and improve traffic flow between major installations.

Enhance Vendor Category Balance & Placement

- Further curate vendor categories and distribute food and merchandise vendors more strategically to improve marketplace performance.

Extend Vending Opportunities

- Introduce Friday vending, offer select after-hours activations, and allow vending on Halloween Day.

Improve Wi-Fi & Connectivity

- Strengthen Wi-Fi infrastructure and provide dedicated connectivity support in vendor-heavy zones.

Increase Business Directional Signage

- Produce a clear event-branded business map, add directional arrows or “Explore More Shops This Way” signage, and expand cross-promotion opportunities.

Refine Staff Access During Street Closures

- Improve communication around closure timing, establish dedicated staff access points, and enforce parking passes.

Improve ADA Accessibility

- Add ADA-accessible entry routes into the plaza using curb ramps and ensure smoother navigation across the event footprint.





FINANCIAL SUMMARY:

AT A GLANCE

ADMISSIONS	\$1,030,484.89
PARKING REVENUE	—
SPONSORSHIP	\$21,500.00
ALCOHOL SERVICE	\$41,846.10
VENDOR FEES	\$151,679.94
MERCHANDISE	\$113,455.23
TOTAL GROSS REVENUE	\$1,358,966.16

COMBINED EXPENDITURES:	\$1,059,198.38
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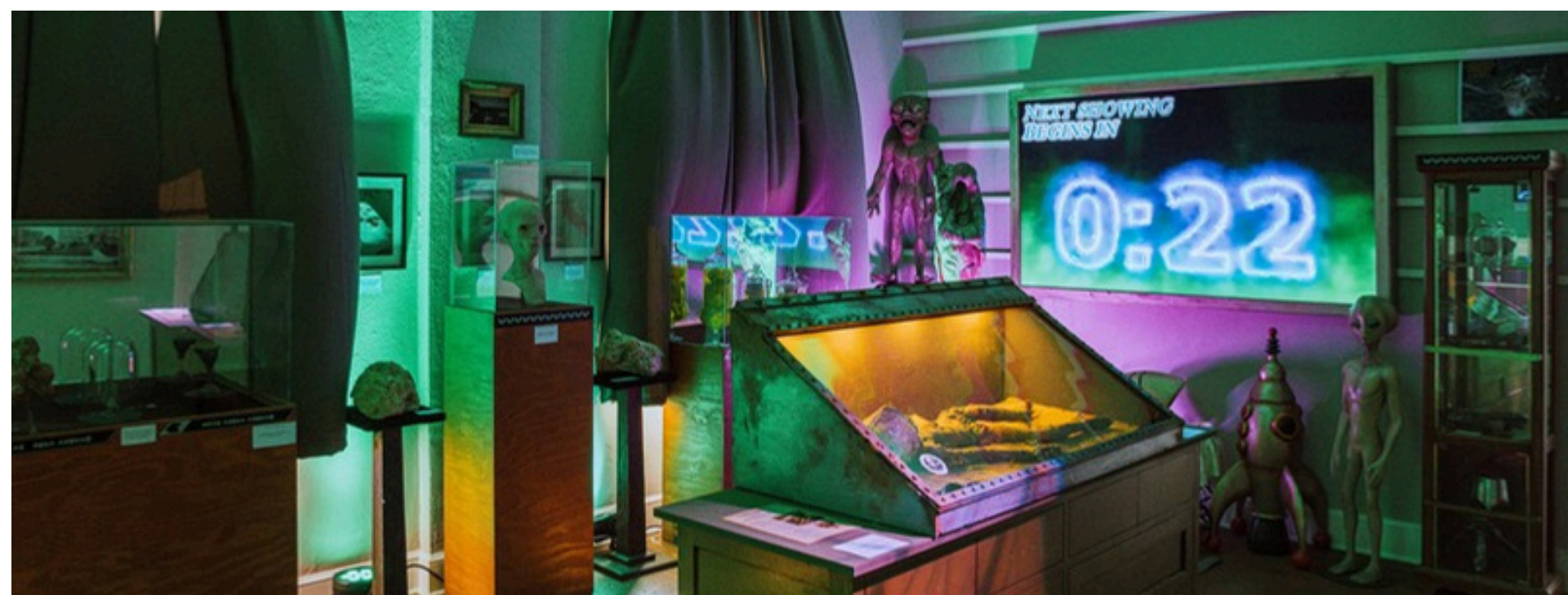
ADJUSTED NET PROCEEDS: \$419,033.08
INCLUDING EVENT IMPACT FEE OF \$119,265.30

Revenue figures are accurate as of the current reporting date but remain subject to final adjustments, including any chargebacks or outstanding minor expenses. A final profit & loss report will be provided.













THANK YOU!



TREADWAY EVENTS
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