

JAYRAY A PLACE TO THINK

Branding Advertising Strategic Communications

# EXPLORE WILSONVILLE

## 2021 ANNUAL REPORT

MARCH 10, 2022

EXPLORE  
WILSONVILLE

A POCKET (OF FUN)





# MOVING FORWARD

2021 was another year of adjustment for Wilsonville's travel and tourism industry due to the COVID-19 pandemic and social changes. Our hospitality industry was hit hard with labor shortages, continued event cancellations and reduced venue capacities. Explore Wilsonville's destination marketing program also took a hit with a 50% budget reduction of \$100,000.

As we move forward into recovery, Explore Wilsonville will collaborate closely with local businesses and regional and state tourism partners. A geolocation data and marketing strategy will guide future destination marketing efforts to target visitors most likely to come to Wilsonville. Building activity and overnight lodging packages and digital trip itineraries will inspire overnight stays. A trip to Wilsonville means you can stay in the heart of it all and explore Oregon the "Wilsonville Way." Through content partnerships with social influencers and travel publications, we'll share stories to help travelers picture themselves in Wilsonville to create their own (vacation) story.

## MEET THE EXPLORE WILSONVILLE TEAM

JayRay manages Wilsonville's official destination marketing program.



BRIDGET BAETH  
Principal,  
Lead Strategist



ALEX DOMINE  
Advisor,  
Website Manager



CARA SJOGREN  
Advisor,  
Social Media Manager



JULIA WHITE  
Art Director



SEAN ALEXANDER  
Senior Art Director



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# DASHBOARD

2021 was a baseline year—we continued to measure during the pandemic, and at a reduced budget level. The PR program began July 2021.

## ANNUAL RESULTS TO DATE 2021

GOALS	2021 RESULTS	2020 RESULTS	YOY % Change
<b>Earned media</b> (number of articles)	2	2	n/a
<b>New website users</b>	10,544	7,611	+39%
<b>Social media reach</b> (Facebook, Instagram and Pinterest)	71,320	69,675	+2%
<b>Social media followers</b> (Facebook, Instagram)	1,777	1,214	+46%
<b>Tourism packages</b> (# developed)	4	1	+300%



# 2021 ACTIVITY SUMMARY

## ONGOING

- Website maintenance and social media (homepage design, events and listings, 3 social accounts posting 3x a week)

### JANUARY-MARCH

- Developed five new trip itineraries with interactive Google MyMaps
- Designed five landing pages, one for each itinerary
- Created graphic locator itinerary maps, themed icons and suite of banners for foodie itinerary
- Developed media fact-sheet for PR program
- Renewed STR destination report

### APRIL-JUNE

- Developed five more interactive trip itineraries
- Designed central itinerary page
- Developed seasonal editorial calendar for PR and blogs
- Updated website to reflect more unique restaurant attractions

### JULY-SEPTEMBER

- Pitched PR editorial calendar for FY 21-22
- Hosted content partner: Gemini Connect
- Wrote Four Newly Reopened Activities for Summer Blog
- Wrote Fall Activities You Can't Miss in Wilsonville Blog

### OCTOBER-DECEMBER

- Identified locations to geofence to begin collecting geolocation data in January 2022
- Hosted travel writer: Adam Sawyer
- Wrote Winding Down to Winter Blog
- Ran Fall Getaway promo on social media



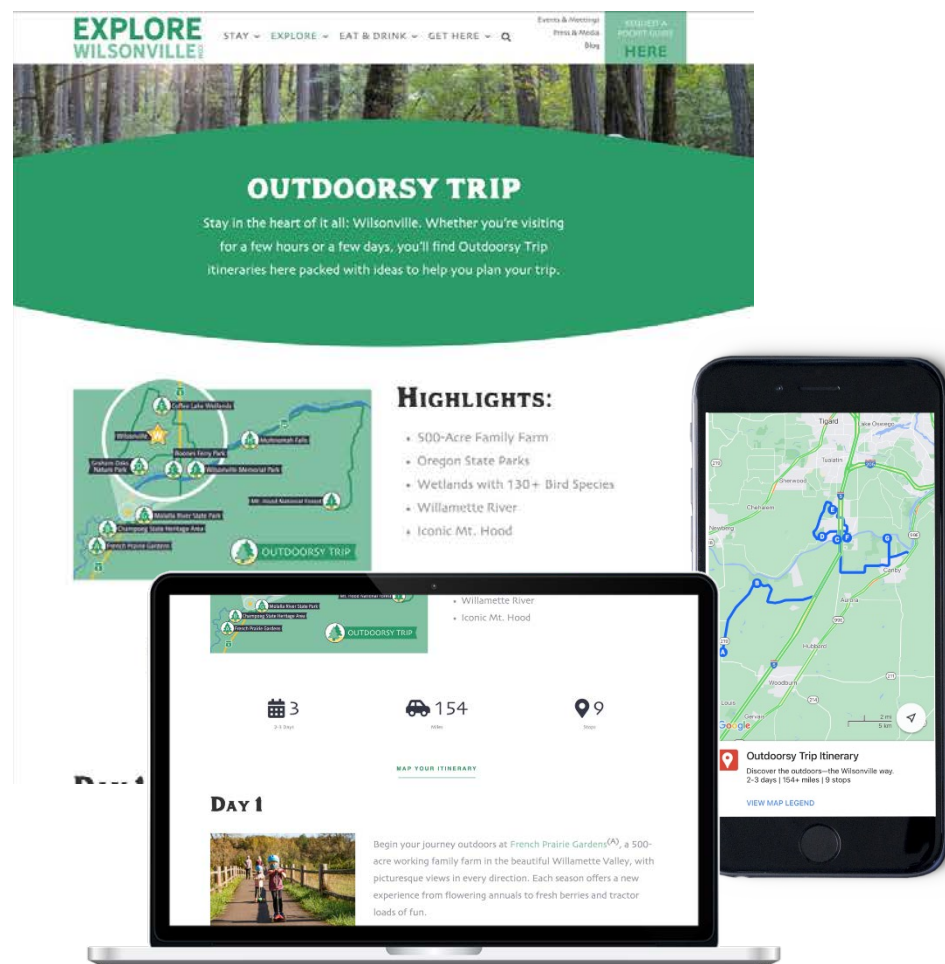


# WEBSITE REPORT



# WEBSITE OVERVIEW

- Ongoing event management
- Ongoing listings management
- Alert management, monitoring tourism closures, health and safety impacts
- Itinerary and map development (10)
- Homepage Instagram integration
- Re-organize pocket trip pages as blog
- Updated hotel packages page
- Updated featured events
- Updated featured blogs (3)





# WEBSITE ANALYTICS: SUMMARY

SIGNIFICANT INCREASED WEBSITE  
USERS AND VIEWS. POPULAR PAGES  
REFLECT NEWLY ADDED CONTENT.

2021													2021 TOTAL
Metric	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	
New Users	380	394	1,372	1,151	959	1,006	1,377	1,297	771	712	609	516	10,544 TOTAL
Users	386	405	1,393	1,225	976	1,025	1,522	1,322	1,513	725	621	527	11,640 TOTAL
Page Views	905	1,208	3,254	2,855	2,350	2,259	3,631	2,885	1,819	1,995	1,646	1,271	26,078 TOTAL

*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.*

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

## 2021 MOST POPULAR PAGES

1. /	6. /wineries/
2. /restaurants-wilsonville-oregon/	7. /pocket-trips/tulip-and-flower-festivals/
3. /pocket-trips/a-day-on-the-willamette-river-in-wilsonville/	8. /pocket-trips/shopping-in-wilsonville/
4. /events/	9. /itineraries/
5. /pocket-trips/wandering-through-wilsonvilles-history/	10. /meet/

METRIC	2020	YOY CHANGE	2021 % CHANGE
New Users	7,452	+3,092	+41%
Users	7,510	+4,130	+55%
Page Views	18,398	+7,680	+42%





# WEBSITE ANALYTICS: VISITORS

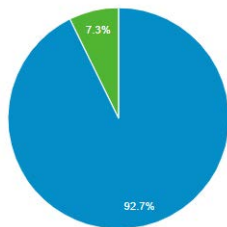
INCREASED RETURNING VISITORS BY ~3%  
INCREASED DIRECT TRAFFIC ~7%  
INCREASED SOCIAL TRAFFIC ~5%

2020

2021

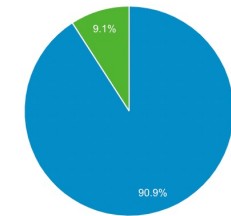
## VISITOR TYPE 2020

■ New Visitor ■ Returning Visitor



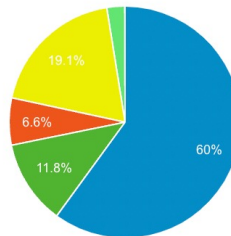
■ New Visitor 92.7%  
■ Returning Visitor 7.3%

## VISITOR TYPE 2021



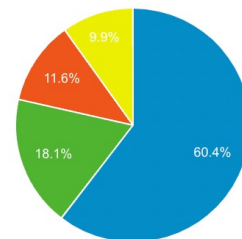
■ New Visitor 90.9%  
■ Returning Visitor 9.1%

## TOP SOURCES 2020



■ Organic Search 60%  
■ Direct 11.8%  
■ Social 6.6%  
■ Referral 19.1%  
■ (Other) nominal  
■ Display 2.5%

## TOP SOURCES 2021



■ Organic Search 60.4%  
■ Direct 18.1%  
■ Social 11.6%  
■ Referral 9.9%  
■ (Other) nominal  
■ Display nominal

\*other indicates traffic sources that do not fall into other categories.



# WEBSITE ANALYTICS: TOP CITIES

ADDED SAN FRANCISCO TO  
TOP CITIES WEBSITE REACH  
AS A DRIVE MARKET GOAL

2020

2021

*Most website users were from  
Oregon.*

1. Portland
2. Wilsonville
3. Tualatin
4. Seattle
5. (not set)
6. Beaverton
7. Tigard
8. Salem
9. Sherwood
10. Irvine

1. Portland
2. Wilsonville
3. Tualatin
4. (not set)
5. Seattle
6. Tigard
7. San Francisco
8. Beaverton
9. Salem
10. Sherwood



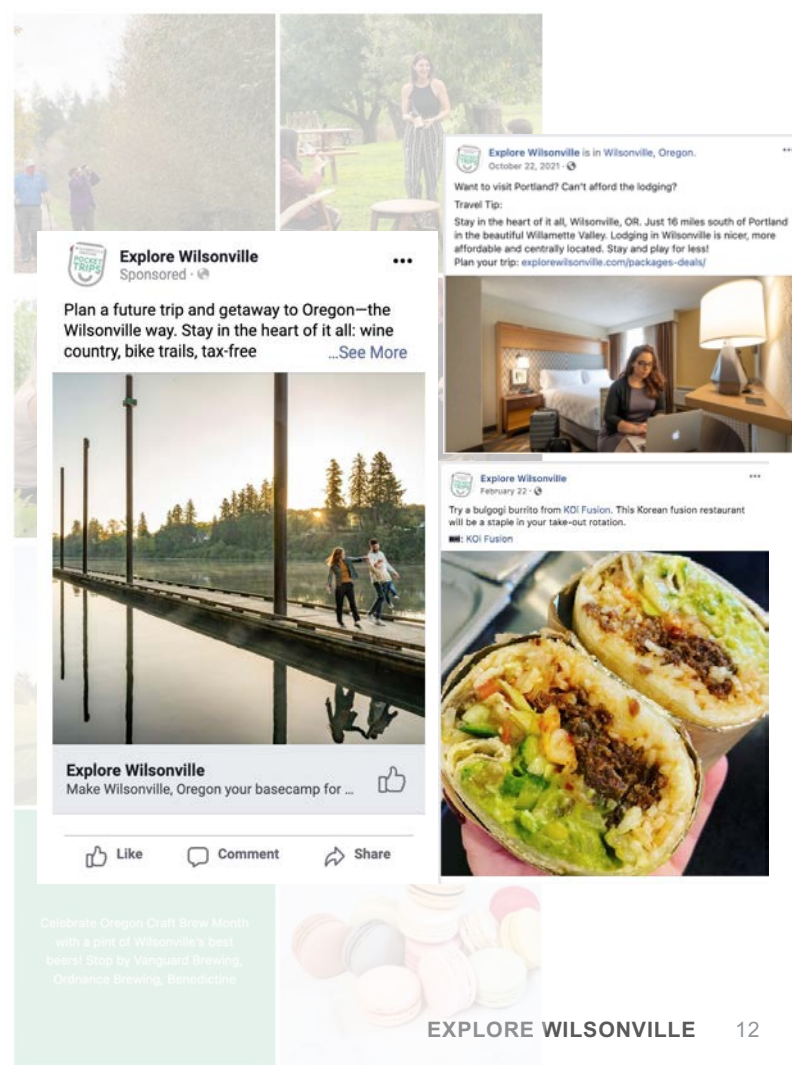


# SOCIAL MEDIA REPORT



# SOCIAL MEDIA OVERVIEW

- Posted 3-4 posts per week on Facebook, Pinterest and Instagram
- Provided ongoing social media engagement as part of follower growth strategy
- Developed Wine Country GIF to promote wine country trails near Wilsonville and grow Facebook page followers
- Earned high Facebook reach due to paid promotions
- Instagram page consistently performed in both follower growth and engagement
- Pinterest strategy resumed
- Social media reach more than doubled on every platform compared to 2020 (FB, IG and Pinterest)
- Total social following increased by 32%



# FACEBOOK ENGAGEMENT

Facebook													
Metric	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	RESULTS
Engagement* (Engagement %)	2.44%	2.94%	2.73%	7.83%	6.00%	5.67%	8.88%	3.83%	4.44%	8.05%	3.30%	4.81%	<b>5.08% AVG</b>
Post Total Reach**	16,969	9,690	25,096	460	779	11,598	890	32,857	1,937	882	10,761	1,415	<b>113,334 TOTAL</b>

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

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

## TAKEAWAYS

Between January 1-December 31, 2021:

- Engagement increased 97%
- Followers increased 35%

Change in yearly total:

- Post total reach increased 171%

Total Followers 2021	
Jan	Dec
<b>800</b> Followers	<b>1,078</b> Followers

\*total social follower growth on page 16

METRIC	2021	2020	YOY CHANGE	2021 % CHANGE
Engagement* (Engagement %)	5.08% AVG	6.20% AVG	-1.12%	-18.12%
Post Total Reach**	113,334 TOTAL	41,789 TOTAL	<b>+71,545</b>	<b>+171%</b>



# INSTAGRAM ENGAGEMENT

Instagram													
Metric	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	RESULTS
Engagement* (Engagement %)	4.56%	4.53%	5.11%	4.16%	4.42%	3.04%	2.23%	4.42%	3.04%	2.24%	2.66%	2.06%	<b>3.54% AVG</b>
Average number of likes	23.3	23.6	28.14	23.5	33.7	23.5	12.7	11	13	10.7	17.6	13.1	<b>19.5 AVG</b>
Post Total Reach**	3,076	3,054	3,573	3,358	4,604	4,091	2,155	5,328	2,594	2,377	2,252	2,652	<b>39,114 TOTAL</b>

\*Engagement rate is based on the likes and comments received divided by the number of followers. Industry standard is 3.31%

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

## TAKEAWAYS

**Between January 1-December 31, 2021:**

- Instagram followers increased by 27%

**Change in yearly total:**

- Engagement slightly decreased due to the adverse relationship between engagement and reach
- Post total reach increased 78%

METRIC	2021	2020	YOY CHANGE	2021 % CHANGE
Engagement* (Engagement %)	3.54% AVG	5.53% AVG	-1.99%	-36%
Average number of likes	19.5 AVG	20.4 AVG	-0.9	-4%
Post Total Reach**	39,114 TOTAL	22,009 TOTAL	<b>+ 17,105</b>	<b>+78%</b>





# PINTEREST ENGAGEMENT

Pinterest													
Metric	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	RESULTS
Engagement* (Engagement %)	2.15%	1.90%	0.80%	3.90%	8.14%	3.36%	2.97%	2.41%	3.01%	1.49%	6.94%	3%	<b>3.34% AVG</b>
Post Total Reach**	605	422	376	666	1,155	1,190	807	705	1,096	739	605	1268	<b>9,634 TOTAL</b>

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

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

## TAKEAWAYS

Between January 1-December 31, 2021:

- Significant increase in Pinterest performance after a year of consistent presence, following a 3-month pause in 2020

METRIC	2021	2020	YOY CHANGE	2021 % CHANGE
Engagement* (Engagement %)	3.34% AVG	3.11% AVG	<b>+0.23%</b>	<b>+7.37%</b>
Post Total Reach**	9,634 TOTAL	5,877 TOTAL	<b>+3,757</b>	<b>+64%</b>



# SOCIAL MEDIA TOP CONTENT 2021

## JANUARY-MARCH

### PINTEREST



*Wine & Dine*

### FACEBOOK



*KOI Fusion*

### INSTAGRAM



*Tulip Festival*

## APRIL-JUNE

### PINTEREST



*Wine & Dine*

### FACEBOOK



*San Blas*

### INSTAGRAM



*Champoeg State Park*

## JULY-SEPTEMBER

### PINTEREST



*Fall Fun*

### FACEBOOK



*Clackamas Fair*

### INSTAGRAM



*Canby Rodeo*

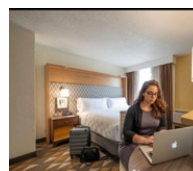
## OCTOBER-DECEMBER

### PINTEREST



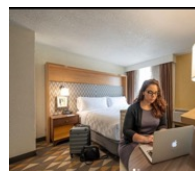
*Winter in Wilsonville*

### FACEBOOK



*Travel Packages*

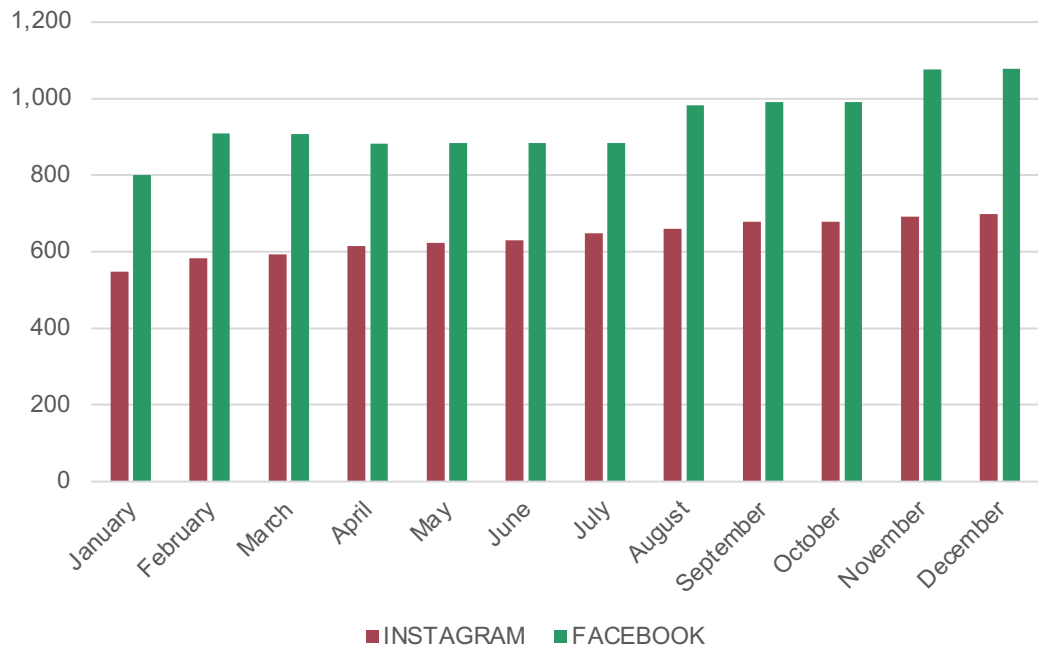
### INSTAGRAM



*Travel Packages*



# SOCIAL MEDIA FOLLOWERS 2021



**TOTAL FOLLOWERS: 1,777**

*\*as of December 31, 2021*

**INCREASE BETWEEN JAN - DEC**

**Instagram: +27%**

**Facebook: +35%**



METRIC	January 2021	December 2021	YOY CHANGE	2021 % CHANGE
Social Media Followers	1,349	1,777	+428	+32%

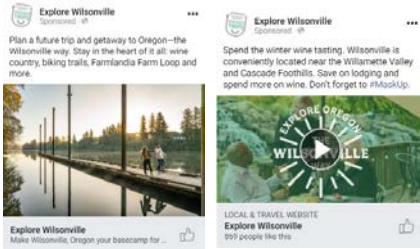
*\*Pinterest followers are not tracked or measured. Due to the nature of the platform, it is not an accurate reflection of efforts*





# PAID SOCIAL MEDIA (MARKETING)

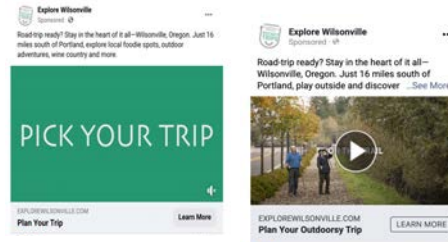
## JANUARY-MARCH



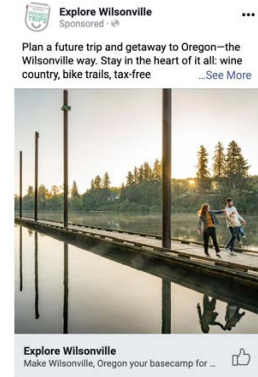
## APRIL-JUNE



## JULY-SEPTEMBER



## OCTOBER-DECEMBER



**TOTAL SPEND: \$950**

**TOTAL REACH & IMPRESSIONS: 78,588**

**TOTAL ENGAGEMENTS & PAGE LIKES: 14,016**

### TARGET MARKETS:

- Q1: Adults in Wilsonville and within 50 miles
- Q2: Adults in San Francisco and Seattle and within 25 miles of Wilsonville
- Q3 & Q4: Adults in Wilsonville, Portland, Salem, Eugene and within 25 miles of Wilsonville



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# FACEBOOK DEMOGRAPHICS

Data on people reached. This is the number of people who had any content from Explore Wilsonville or about Explore Wilsonville enter their screen, grouped by age and gender. These numbers are an estimate.

## AGE RANGE

Most of Explore Wilsonville's Facebook content reaches people who are above the age of 35, and between ages 35-44.

## GENDER

Approximately 69% of Explore Wilsonville's Facebook content reached women, and 31% reached men.

## COUNTRY

A majority are from the United States, followed by Canada

## CITIES

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

1. Wilsonville, OR
2. Portland, OR
3. Hillsboro, OR
4. San Antonio, TX
5. Houston, TX



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# INSTAGRAM DEMOGRAPHICS

This is the number of people who currently follow Explore Wilsonville on Instagram. These numbers are an estimate.

## AGE RANGE

Most of Explore Wilsonville's Instagram followers above the age of 24, and between ages 35-44.

## GENDER

Approximately 69% of Explore Wilsonville's Instagram followers are women. 26% are men, 5% prefer not to say.

## COUNTRY

A majority (96%) are from the United States, followed by Mexico (.6%).

## CITIES

The top five cities for Explore Wilsonville's Instagram are:

1. Wilsonville, OR (38%)
2. Portland, OR (12%)
3. Canby, OR (6.7%)
4. Sherwood, OR (3.1%)
5. Oregon City, OR (2.4%)





# PINTEREST DEMOGRAPHICS

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

## AGE RANGE

Most of Explore Wilsonville's Pinterest audience are between the ages of 24-44, with ages 25-34 leading at 42% followed by ages 35-44 at 19.5%.

## GENDER

Approximately 73% of Explore Wilsonville's Pinterest audience are women. 17.8% are men and approximately 8.5% are unspecified.

## CITIES

The top five metro areas for Explore Wilsonville's Pinterest audience are:

1. Portland, OR (11.2%)
2. Los Angeles, CA (7.1%)
3. San Francisco, CA (6.6%)
4. New York, NY (3.8%)
5. Sacramento, CA (3.3%)

## CATEGORIES AND INTERESTS

The most popular categories for this audience.

*\*Affinity indicates how this audience is interested in a particular category compared to the general Pinterest audience*

Category	Affinity ↓ ⓘ	% of audience
finance	3.75x	16.0% 
vehicles	2.26x	40.2% 
children's fashion	2.18x	7.5% 
architecture	1.93x	39.7% 
design	1.70x	73.7% 



# PR REPORT





# PR OVERVIEW

- Monitored media clips and mentions monthly in Cision Media software
- Developed PR plan and annual editorial calendar
- Active pitching began in the summer
- Published three blogs in fall and winter
- Developed and designed a media fact sheet for media pitching program. Includes facts, figures and story starters for media.
- Hosted Suzi Pratt “Gemini Connect,” Content Partner
- Hosted Adam Sawyer, Travel Writer

DISCOVER TRAVEL  
THE WILSONVILLE WAY

Vanguard Brewing  
Tollen Farm

**EXPLORE WILSONVILLE**

**ROAD TRIP READY**

- 30 minutes from Portland
- 30 minutes from Salem
- 2 hours from Seattle
- 2 hours from Eugene
- 10 hours from San Francisco

**WHY WILSONVILLE**

- Comfortable and convenient lodging from budget-friendly to upper-class
- 16 miles south of downtown Portland (about a 20-minute drive)
- Easy access to 300+ wineries in the Willamette Valley, including two tasting rooms in Wilsonville

**STAY IN THE HEART OF IT ALL. JUST 16 MILES SOUTH OF PORTLAND**

Enjoy tax-free shopping, family fun, affordable accommodations and the gateway to Oregon's wine country.

**ITINERARIES FOR EVERYONE**

- OUTDOORSY TRIP**  
Soak up wide open space in Wilsonville's great outdoors. Explore nearby state parks, a 300-acre family farm and the Willamette River.
- FOODIE TRIP**  
Feast on Oregon's bounty. Try farm-fresh food, family-style Italian—or even learn to cook for a romantic date ideal. Wash it all down with handcrafted beer, wine and spirits.
- SHOPPING TRIP**  
Skip the sales tax. Wilsonville is j Oregon's biggest shopping center Outlets and Bridgeport Village. If Aurora, named one of the "Best 7
- WINE COUNTRY TRIP**  
Get centered in wine country, wll in the Willamette Valley. Expand palate and become a Pinot Noir a
- HISTORY & HERITAGE TRIP**  
Push through the boundaries of 1 history from the Ice Age to presen at Champey State Heritage Area and challenge your nerves at hit

Looking for more? EXPLOREWIL

**A Weekend in Wilsonville, Oregon**

When you think of the state of Oregon in the USA, what comes to mind? You might think of farm-to-table food, Pinot noir wine, and heavily forested nature. You can find all of this and more in the town of Wilsonville. Martin and I packed up our Jeep and took Julian on his first out-of-state road trip for a weekend in Wilsonville. Here's everything we did during our weekend adventure!

**WILSONVILLE, OREGON**

Watch on YouTube

**WHERE IS WILSONVILLE?**

Part of the Portland metro, Wilsonville is 30 minutes south of Portland, and 10 minutes north of Salem, the capital of Oregon. Thus, Wilsonville has become a desirable place to live for those wanting to commute to Portland or Salem. It is also a good base for travelers who want to explore the region and stay in a small town.



# PUBLIC RELATIONS

	Number of Articles	Circulation	Earned Media
January	3	420,304	-
February	3	494,958	-
March	6	661,731	-
April	2	164,986	-
May	2	165,486	-
June	1	6,809,640	-
July	3	329,972	-
August	14	14,664,313	1
September	2	13,619,280	-
October	6	13,801,066	1
November	6	8,507,386	-
December	2	180,200	-
TOTAL	50	59,819,322	2

PR program began in Q1  
(July-September)





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# CONTENT PARTNER: GEMINI CONNECT

## OVERVIEW:

- 2-day itinerary: Sept. 25-26
- Focus on outdoor adventures and farms

## ITINERARY:

- Hilton Garden Inn
- Parkway Grille
- Lady Hill Winery
- Historic Butteville General Store
- Boones Ferry Park
- Graham Oaks Park
- Middleground Farms Dinner
- Lux Sucre Bakery
- Frog Pond Farm
- Tollen Farm
- Memorial Park

## HELLO! WE'RE SUZI & MARTIN!

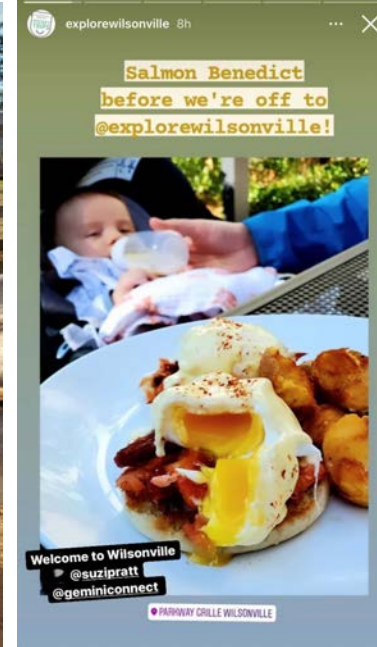
Based in the Pacific Northwest, we are professional photographers turned travel and lifestyle YouTubers. By documenting our journeys with quality, engaging content, we aim to inspire others to lead a life of adventure. We capture a wide variety of experiences in our videos, but our favorite activities are trying new foods and cultural experiences, and seeking out adventure in the outdoors.



[Don't Go to Portland - Go to Here Instead! Wilsonville, Oregon Travel Vlog](#)



# CONTENT PARTNER: GEMINI CONNECT




# CONTENT PARTNER: GEMINI CONNECT











# TRAVEL WRITER: ADAM SAWYER



**Adam Sawyer**

+ Follow

Follow to get new release updates



Adam Sawyer is an outdoor and travel writer, photographer, published author, guide, and public speaker based in the Northwest. Locally, he has written stories for the Oregonian, Willamette Week, Portland Mercury, Edible Seattle and Portland Monthly. In addition to online writing for Men's Journal, Travel Oregon, Eater and Visit Tillamook Coast, his work has appeared in numerous publications including Northwest Travel & Life, 1859 Magazine, 1889 Magazine, Alaska Beyond, Journey AAA, Sip Northwest, Backpacker, British Columbia, Canoe & Kayak and Bend Magazines.

He is the author of the guidebooks *Hiking Waterfalls in Oregon*, *Best Outdoor Adventures Near Portland*, *25 Hikes on Oregon's Tillamook Coast*, *Unique Eats and Eateries: Portland, Oregon*, *Best Easy Day Hikes Salem and Eugene* and the forthcoming titles *Urban Hikes Oregon* and *Hiking Waterfalls Idaho*. Adam also co-authored the guidebook *Hiking Waterfalls in Washington*.



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# TRAVEL WRITER ADAM SAWYER IN WILSONVILLE FOR CHRISTMAS

## OVERVIEW:

- 4-day itinerary Dec. 23-26.
- Focus on shopping/antiques and outdoor adventures

## GOAL:

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

- Tumwater Vineyard
- Hilton Garden Inn
- Dar Essalam
- Corner Coffee Shoppe
- Town Center Park
- Abella Italian Kitchen
- Aurora Antiques
- Woodburn Premium Outlets
- Kirin Ramen
- Parkway Grille
- Coffee Lake Wetlands
- Graham Oaks Nature Park
- Memorial Park
- Mollala River State Park
- Champoeg State Heritage Area
- Boone's Ferry Park
- Boeckman Creek
- Sourdough Bakery



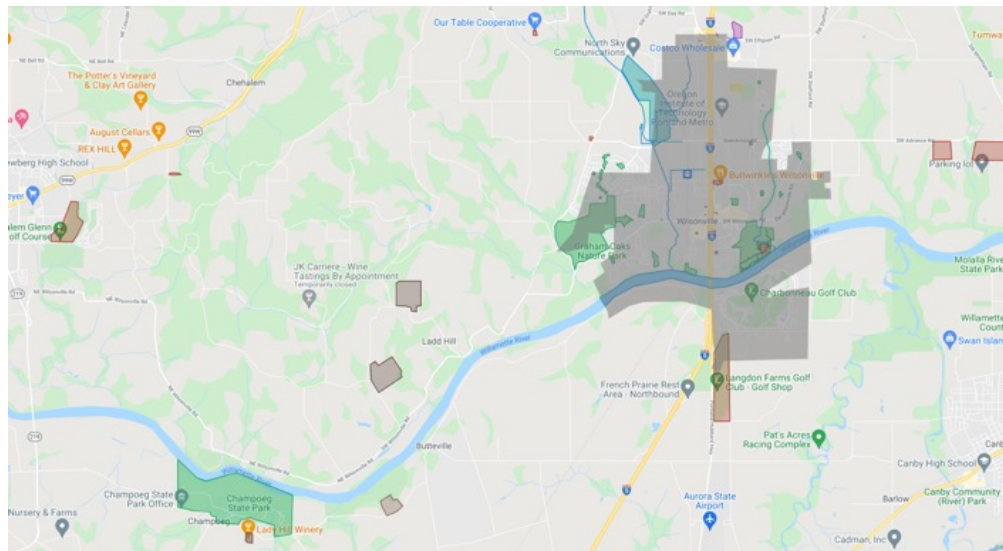


# GEOLOCATION REPORT



# GEOLOCATION & OVERVIEW

- Identified the most popular points of interests and categories of visitors
- Clusters proposed and approved by Tourism Promotions Committee
- Measurement and data being measured in early 2022



# GEOLOCATION & GEOFENCING UPDATE

Hotel Cluster
Best Western Wilsonville Inn & Suites
Holiday Inn Portland - I-5 (Wilsonville)
Hilton Garden Inn Wilsonville Portland
Motel 6 Wilsonville
Best Western Plus Parkway Inn
Quality Inn and Suites
Snoozinn
Pheasant Ridge RV Park
Aurora Acres RV Park

Outdoor Rec Cluster		
PARKS		RIVERS/LAKES
Arrowhead Creek Park	New Wilsonville Skatepark	Boeckman Creek
Boones Ferry Park	Oak Park	Coffee Lake Wetlands
Canyon Creek Park	Palermo Park	Coffee Lake Creek
Cedar Park	Park at Merryfield	Willamette River
Courtside Park	Piccadilly Park	
Edelweiss Park	River Fox Park	
Engelman Park	Sofia Park	
Graham Oaks Nature Park	Town Center Park	
Green Acres Park	Tranquil Park	
Hathaway Park	Triangle Park	
Memorial Park (including Murase Plaza)	Willow Creek - Landover Park	
Montague Park	Champoeg State Park / Heritage Area	
Memorial Park Forest Trail		



# GEOLOCATION & GEOFENCING UPDATE

Liquid Tourism Cluster			Business Cluster	
WINERIES	BREWERIES	DISTILLERIES		
Blakeslee Vineyard Estate	McMenamins Wilsonville Old Church & Pub	Vinn Distillery	Mentor Graphics Corporation HQ/Siemens EDA	SSI Shredding Systems
Carabella Vineyard	Ordnance Brewing - Taproom		Xerox Corporation	Express Personnel Services (labor source)
Champoeg Wine Cellars	RAM Restaurant & Brewhouse		Swire Coca-Cola	Precision Countertops
J Rallison Cellars	Vanguard Brewing Company		Sysco	OptiMIM
Lady Hill Winery			Rockwell Collins	OrePac Building Products
Tumwater Vineyard			Precision Interconnect	Oregon Glass Company
Aurora Colony Vineyard			Dealer Spike	ESS Inc.
Sineann Winery			FLIR Systems	
St. Josef's Winery			Southern Glazer Wine and Spirits	
Terra Wines Vineyard			DW Fritz	
			Rite Aid Distribution Center	



# GEOLOCATION & GEOFENCING UPDATE

Attractions Cluster		
ATTRACTIONS	GOLF COURSES	FARMS
Woodburn Premium Outlets	Disc Golf (Memorial Park)	French Prairie Gardens
Bullwinkle's Family Fun Center	Topgolf	Fir Point Farms
Butteville Store	Charbonneau Golf Club	Tollen Farm
Washington Square	Kohl Creek Golf Course	Frog Pond Farm
Bridgeport Village	Langdon Farms Golf Club - Golf Shop	The Kitchen at Middleground Farms
SIM Golf	King City Public Golf Course	Boxwood Gardens
	Chehalem Glenn Golf Course	Barn Owl Nursery
	Tualatin Island Greens	Our Table Cooperative
	Milroy Golf Systems	Graham & Tooze Farm Store
	Sandelie Original 18-Hole Golf Course	
	Lake Oswego Municipal Golf Course	

## City Limits Cluster

Wilsonville city limits





# STR REPORT



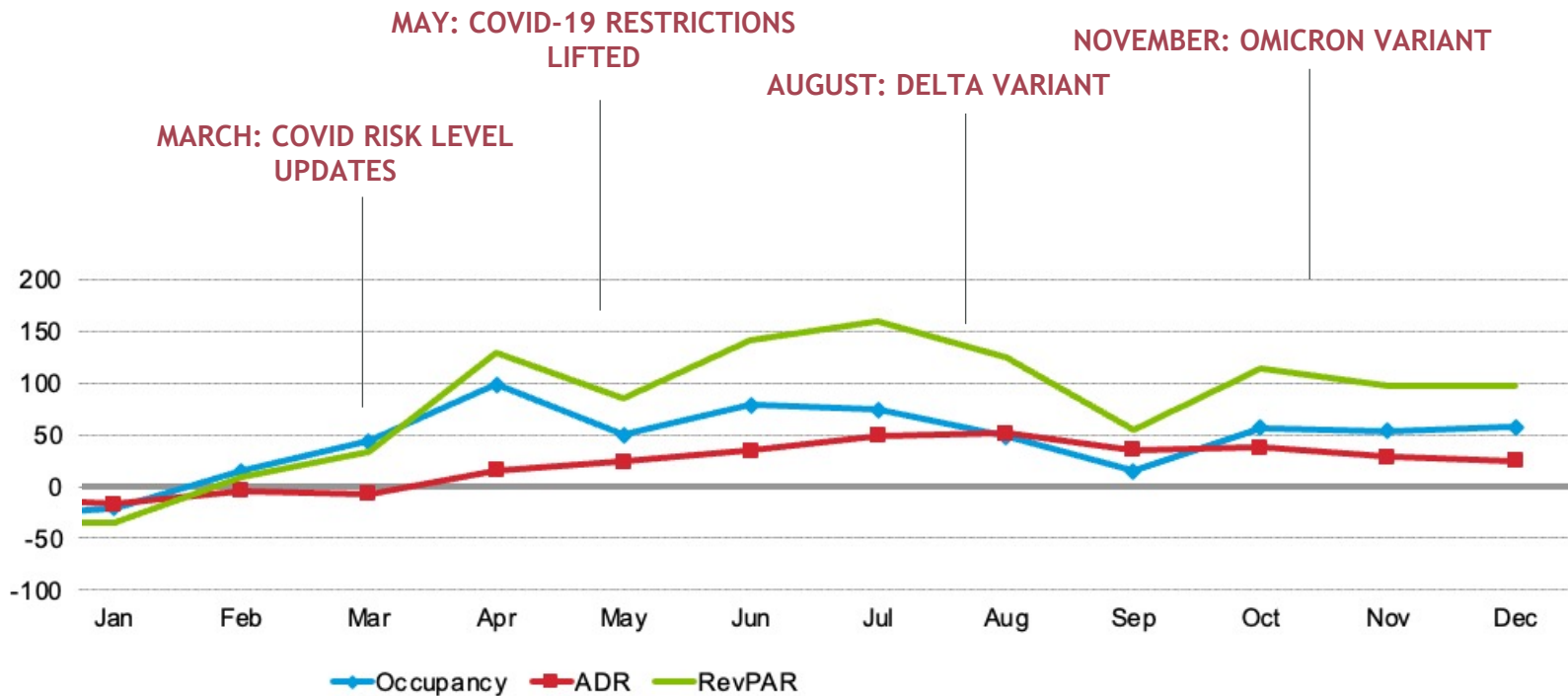
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# STR REPORT GLOSSARY

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



# STR REPORT – WILSONVILLE



# STR REPORT – WILSONVILLE



Total Properties: 7



Total Rooms: 615

JAN - DEC 2021		JAN - DEC 2020	
Occupancy %: 64.5% Avg	Demand: 144,781 Total	Occupancy %: 44.5% Avg	Demand: 86,371 Total
RevPAR (revenue per available room): \$61.61 Avg	Revenue: \$13,839,485 Total	RevPAR (revenue per available room): \$34.60 Avg	Revenue: \$6,652,340 Total

## TAKEAWAYS

- Insights on STR report show growth when benchmarked against the first pandemic year, 2020

METRIC	2021	2020	YOY CHANGE	% CHANGE
Occupancy % Average	64.50%	44.50%	<b>+20.00%</b>	<b>+45%</b>
RevPAR Average	\$61.61	\$34.60	<b>+\$27.01</b>	<b>+78%</b>
Demand Total	144781	86371	<b>+58,410</b>	<b>+68%</b>
Revenue Total	\$13,839,485	\$6,652,340	<b>+\$7,187,145</b>	<b>+108%</b>

*\*detailed monthly breakdown can be found on page 38*



# STR REPORT – WILSONVILLE

Occupancy												
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2021	42.4%	64.9%	59.9%	63.6%	65.5%	75.9%	77.6%	73.5%	69.0%	63.9%	61.2%	57.0%
2020	53.7%	56.7%	41.7%	32.0%	43.7%	42.4%	44.6%	49.6%	60.2%	40.9%	39.9%	36.1%
% change	-20.9%	+14.6%	+43.8%	+98.5%	+49.7%	+79.1%	+74.0%	+48.2%	+14.7%	+56.4%	+53.5%	+57.7%

RevPAR												
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2021	\$29.65	\$51.18	\$46.43	\$52.05	\$57.98	\$79.31	\$91.33	\$85.55	\$74.58	\$63.51	\$57.54	\$50.25
2020	\$45.11	\$46.56	\$34.68	\$22.64	\$31.17	\$32.92	\$35.20	\$38.18	\$48.09	\$29.57	\$29.19	\$25.47
% change	-34.3%	+9.9%	+33.9%	+130%	+86%	+140.9%	+159.5%	+124.1%	+55.1%	+114.8%	+97.1%	+97.3%

Demand												
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2021	8,089	11,176	11,425	11,736	12,482	14,000	14,793	14,008	12,734	12,181	11,298	10,859
2020	8,267	7,884	6,422	4,778	6,736	6,317	6,871	7,636	8,975	7,790	7,360	6,885
% change	-2.2%	+41.8%	+77.9%	+145.6%	+85.3%	+121.6%	+115.3%	+83.4%	+41.9%	+56.4%	+53.5%	+57.7%

Revenue												
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2021	\$565,210	\$881,370	\$885,226	\$960,357	\$1,105,386	\$1,463,298	\$1,741,255	\$1,631,032	\$1,375,987	\$1,210,793	\$1,061,555	\$958,017
2020	\$695,014	\$647,866	\$534,354	\$337,502	\$480,234	\$490,812	\$542,362	\$588,288	\$717,074	\$563,662	\$538,496	\$485,624
% change	-18.7%	+36%	+65.7%	+184.5%	+130.2%	+198.1%	+221.1%	+177.3%	+91.9%	+114.8%	+97.1%	+97.3%





# TOURISM DEVELOPMENT REPORT



# TOURISM DEVELOPMENT

CONTINUED TO ADD AND PROMOTE PACKAGES ON  
EXPLOREWILSONVILLE.COM AND SOCIAL MEDIA CHANNELS

## ADVANCE SAVINGS



Enjoy extra savings for booking early! Deposit and Cancellation penalties apply. Deposit charged prior to arrival date.

[LEARN MORE](#)

## FALL GETAWAY



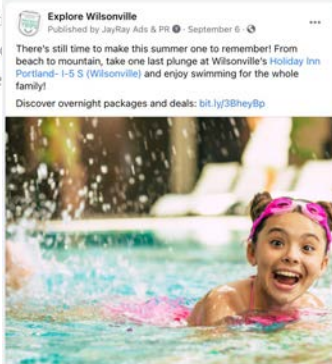
Book now to enjoy exclusive savings on your next visit. Stay longer and save more. Three nights required.

[LEARN MORE](#)

## GOVERNMENT RATE



As a government employee you are entitled to special rates. You book your room and receive your rate.



## WE'RE ALWAYS LOOKING FOR TRAVEL PACKAGES!

An ideal package includes an overnight stay and an experience, such as:

- Overnight stay + tasting at Vanguard Brewing
- Overnight stay + nearby winery package
- Overnight stay + dinner or shopping credit

Includes promotion on social media and ExploreWilsonville.com.

If you're willing to collaborate in a package promotion, please email Bridget at [bbaeth@jayray.com](mailto:bbaeth@jayray.com) for details





**JAYRAY** A PLACE TO THINK

Branding | Advertising | Strategic Communications

# THANK YOU!

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