

# Q3 REPORT (JANUARY-MARCH) FY 2023-24



April 29, 2024

# TABLE OF CONTENTS

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<b>Q3 Recap</b>	<b>3</b>
<b>Website</b>	<b>5</b>
<b>Social Media</b>	<b>11</b>
<b>Public Relations</b>	<b>22</b>
<b>Marketing</b>	<b>32</b>
• Geolocation data	
• Winter campaign results	
• Paid social media results	
<b>Smith Travel Research Report</b>	<b>58</b>





# Q3 RECAP

## OVERVIEW

- Website new users, users and pageviews up over 300% YOY across the board
- Added 89 followers across Facebook and Instagram
- Earned 2 influenced articles
- Hosted 2 travel writers
- Marketing campaign (geolocation marketing ads and social media ads) leveraging new videos ran through winter, resulting in over 2.27M impressions with a return of \$293.79 for every \$1 spent



# DASHBOARD

## ANNUAL RESULTS FY 2023-24

Q3 January-March 2024

PR budget reduced for video and photo content

Metrics	FY23-24 Q3 Results	FY 22-23 Q3 Results	% Change YOY FY 22-23 Q3 Results	FY 23-24 Results to Date	FY 23-24 Goals	% To Goal
<b>Influenced Articles</b> (number of articles earned)	2	2	0%	<b>9</b>	5	<b>180%</b>
<b>New website users</b>	20,848	4,416	+372%	<b>33,078</b>	15,000	<b>220%</b>
<b>Social media reach</b> (Facebook, Instagram, Pinterest)	189,252	66,915	+182%	<b>270,059</b>	150,000	<b>180%</b>
<b>Social media followers</b> (Facebook, Instagram)	2,811	2,526	+11%	<b>2,811</b>	3,000	<b>94%</b>
<b>Total engagements &amp; link clicks</b> (Facebook, Instagram, Pinterest)	1,100	1,189	-7%	<b>3,850</b>	5,000	<b>77%</b>





# WEBSITE

*Q3 January-March 2024 Highlights*



# Q3 WEBSITE RECAP

- Added 8 articles to the [media room](#)
- Ongoing event maintenance: 101 events added
- New users increased YOY 372%
- Total users increased YOY 373%
- Page views increased YOY 486%



# EVENTS

Sample: not an exhaustive list



WOODEN SHOE  
TULIP FESTIVAL



CANBY  
BREWFEST



BULLWINKLE'S  
VALENTINES  
AFTER DARK



10<sup>TH</sup> ANNUAL  
BOONE'S FERRY  
AUTUMN ALE FEST



MARCH DINNER  
AT LADY HILL  
WINERY



MURASE  
ARBORETUM  
GRAND OPENING



LEE FARMS  
EASTER EGG  
HUNT



FRENCH PRAIRIE  
GARDENS TULIP &  
FLOWER FESTIVAL



# WEBSITE ANALYTICS

## Q3 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q3 January-March

Metrics	Q3 FY 23-24				Q3 FY 22-23				YOY Q3 Quarterly % Change
	Jan	Feb	Mar	Q3 FY 23-24 Total	Jan	Feb	Mar	Q3 FY 22-23 Total	
<b>New Users</b>	5,358	8,266	7,224	<b>20,848</b>	1,700	1,525	1,191	<b>4,416</b>	<b>+372%</b>
<b>Users</b>	5,376	8,469	7,454	<b>21,299</b>	1,737	1,552	1,214	<b>4,503</b>	<b>+373%</b>
<b>Page Views</b>	13,867	13,836	23,405	<b>51,108</b>	3,424	2,726	2,564	<b>8,714</b>	<b>+486%</b>

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

*Users/New Users: A user is a person who has come to your website. A new user is a first-time visitor to the website during the selected date range.*





# WEBSITE MOST POPULAR PAGES

## FY 2023-24 Q3 MOST POPULAR PAGES

1. Itineraries
2. (not set) \*
3. Homepage
4. Events March 15-23
5. Events March 9-17

\* “Not set” can occur when users click on a page and then leave the tab open longer than 30 minutes OR when the link is set up to track through a different Google Analytics account. It is likely the landing page here is the “itineraries page” and the arrival source is the winter geolocation campaign link.

## FY 2022-23 Q3 MOST POPULAR PAGES

1. Wind Down This Winter in Wilsonville
2. Homepage
3. Restaurants & Dining
4. Winter Wonder in Wilsonville: Best Places to Shop and Save for the Holidays into the New Year
5. Spring Retreats in Wilsonville: the Six Best Ways to Take in the Color and Fresh Flowers that Spring Brings to Wilsonville



# WEBSITE ANALYTICS FY 2023-24 TO DATE

## YEAR TO DATE RESULTS

July 1, 2023-March 31, 2024

FY 2023-24													
METRICS	July	Aug	Sept	Oct	Nou	Dec	Jan	Feb	Mar	Apr	May	June	Results
<b>New Users</b>	2,235	2,422	1,822	1,805	1,726	2,220	5,358	8,266	7,224				<b>33,078</b>
<b>Users</b>	2,320	2,466	1,874	1,849	1,765	2,259	5,376	8,469	7,454				<b>33,832</b>
<b>Page Views</b>	10,337	15,646	5,606	7,183	4,699	7,845	13,867	13,836	23,405				<b>102,424</b>

Users up during marketing campaign (Dec-March)





# SOCIAL MEDIA

*Q3 January-March 2024 Highlights*



# Q3 SOCIAL MEDIA RECAP

- 176,170 total reach (FB, IG, & Pinterest)
- Added 89 followers
- Instagram total engagements are up 9% compared to Q3 22-23
- Facebook total engagements are up 163% compared to Q3 of 22-23
- Pinterest engagement rate is up 38% compared to Q3 of 22-23



# FACEBOOK ANALYTICS

## Q3 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q3 January-March

METRICS	Q3 FY 23-24				Q3 FY 22-23				YOY Q3 QUARTERLY % CHANGE
	Jan	Feb	Mar	Q3 FY 23-24 Total	Jan	Feb	Mar	Q3 FY 22-23 Total	
<b>Engagement* (%)</b>	4.44%	3.44%	5.38%	4.42% AVG	2.86%	2.39%	2.84%	2.70% AVG	<b>+63%</b>
<b>Post Total Reach**</b>	52,276	32,166	91,728	176,170 TOTAL	17,098	19,274	17,529	53,901 TOTAL	<b>+227%</b>
<b>Total Engagements ***</b>	118	62	65	245 TOTAL	59	98	132	289 TOTAL	<b>-15%</b>
<b>Link Clicks****</b>	18	25	17	60 TOTAL	35	68	43	146 TOTAL	<b>-58%</b>

\*In FY 23-24 Facebook changed the way they calculate engagement percentage. As of July 2023 Engagement percentage = (engagement rate divided by impressions) x 100

\*\*Reach is the total number of people the page's posts were served to. in July 2023 Facebook changed how it records this metric

\*\*\* Total engagements defined as likes, comments, shares, saves and link clicks.

\*\*\*\*Link clicks defined as the number of times social media is used to drive traffic to the website



# FACEBOOK TOP CONTENT

- January 10, 2024
- 4 reactions, 1 comment and 3 shares
- 936 accounts reached



Explore Wilsonville is in Wilsonville, OR.

Published by Travis W. Roth · January 10



Stay well in Wilsonville this winter with a visit to [Soak Box](#), known for their unique spa treatments like salt floats, infrared sauna and cold plunge baths you'll leave relaxed, rejuvenated and reinvigorated. 🛁

Hear that? It's the sound of pure bliss. ✨

New year, new you – the Wilsonville way:

[ExploreWilsonville.com/Explore/New-Year-New-You](https://ExploreWilsonville.com/Explore/New-Year-New-You)





# INSTAGRAM ANALYTICS

## Q3 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q3 January-March

METRICS	Q3 FY 23-24				Q3 FY 22-23				YOY Q3 QUARTERLY % CHANGE
	Jan	Feb	Mar	Q3 FY 23-24 Total	Jan	Feb	Dec	Q3 FY 22-23 Total	
<b>Engagement* (%)</b>	7.82%	7.20%	9.10%	8.04% AVG	1.59%	1.71%	1.76%	1.68% AVG	<b>+378%</b>
<b>Average number of likes</b>	13.57	11.46	16.85	13.96 AVG	12.5	14.3	14.8	13.86 AVG	<b>+7%</b>
<b>Post Total Reach**</b>	2,726	2,584	4,402	9,712 TOTAL	4,123	4,087	3,563	11,773 TOTAL	<b>-17%</b>
<b>Total Engagements ***</b>	225	170	287	682 TOTAL	195	194	233	622 TOTAL	<b>+9.6%</b>
<b>Link Clicks****</b>	7	7	10	24 TOTAL	22	19	21	62 TOTAL	<b>-61%</b>

\*In FY 23-34 Instagram changed the way they calculate engagement percentage. As of July 2023 Engagement rate is calculated as Post Impressions = (Likes + Comments + Saves)/Impressions x 100 Industry standard is 3.31%

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

\*\*\* Total engagements defined as likes, comments, shares and saves

\*\*\*\*Link clicks defined as the number of times social media is used to drive traffic to the website



# INSTAGRAM TOP CONTENT

- March 20, 2024
- 48 likes, 7 comments, 39 saves and 1,128 impressions, 1 link click
- 1,043 accounts reached



explorewilsonville Spring into action with Wilsonville's upcoming events! 🌸 From festivals to flea markets, there's something for everyone this season.

Save this post for upcoming events:

- 🌸 3/22-5/5 @WoodenShoeFarm Tulip Festival
- 🐰 3/23, 3/29 & 3/30 Breakfast with the Bunny and Easter Egg Hunts @LeeFarms
- 🐣 3/30 @CityofWilsonville Free Community Egg Hunt
- 🐣 3/30 @FrenchPrairieGardens Adult Easter Egg Hunt
- 🌸 4/6-5/5 @FrenchPrairieGardens Tulip & Flower Fest
- 🎵 4/6 Live music at the historic Butteville General Store @halfpintbrothers
- 🎨 4/13 Oil painting with Judy Stubb @WilsonvilleParksAndRec
- 🛍️ 4/27 Spring flea Market @CCFairEventCenter
- 🎭 4/26-28 Wilsonville Stage presents: Love Letters
- 🌿 5/4-5/5 Spring Garden Fair @CCFairEventCenter
- 🍺 5/10 Canby Brewfest
- 🍷 5/12 Mother's Day Farm Brunch @OurTableCooperative

Visit the #LinkInBio for a full list of events.

📍 French Prairie Gardens  
17673 French Prairie Road  
St. Paul, OR 97137



# PINTEREST ANALYTICS

## Q3 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q3 January-March

METRICS	Q3 FY 23-24				Q3 FY 22-23				YOY Q3 QUARTERLY % CHANGE
	Jan	Feb	Dec	Q3 FY 23-24 Total	Jan	Feb	Dec	Q3 FY 22-23 Total	
<b>Engagement* (%)</b>	1.99%	2.90%	2.20%	2.36% AVG	4.15%	2.31%	2.54%	3% AVG	<b>-21%</b>
<b>Post Total Reach**</b>	1,257	793	1,320	3,370 TOTAL	350	368	523	1,241 TOTAL	<b>+171%</b>
<b>Total Engagements ***</b>	25	23	29	77 TOTAL	25	11	19	55 TOTAL	<b>+40%</b>
<b>Link Clicks****</b>	4	5	3	12 TOTAL	3	1	11	15 TOTAL	<b>-20%</b>

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

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

\*\*\* Total engagements defined as likes, comments, shares and saves

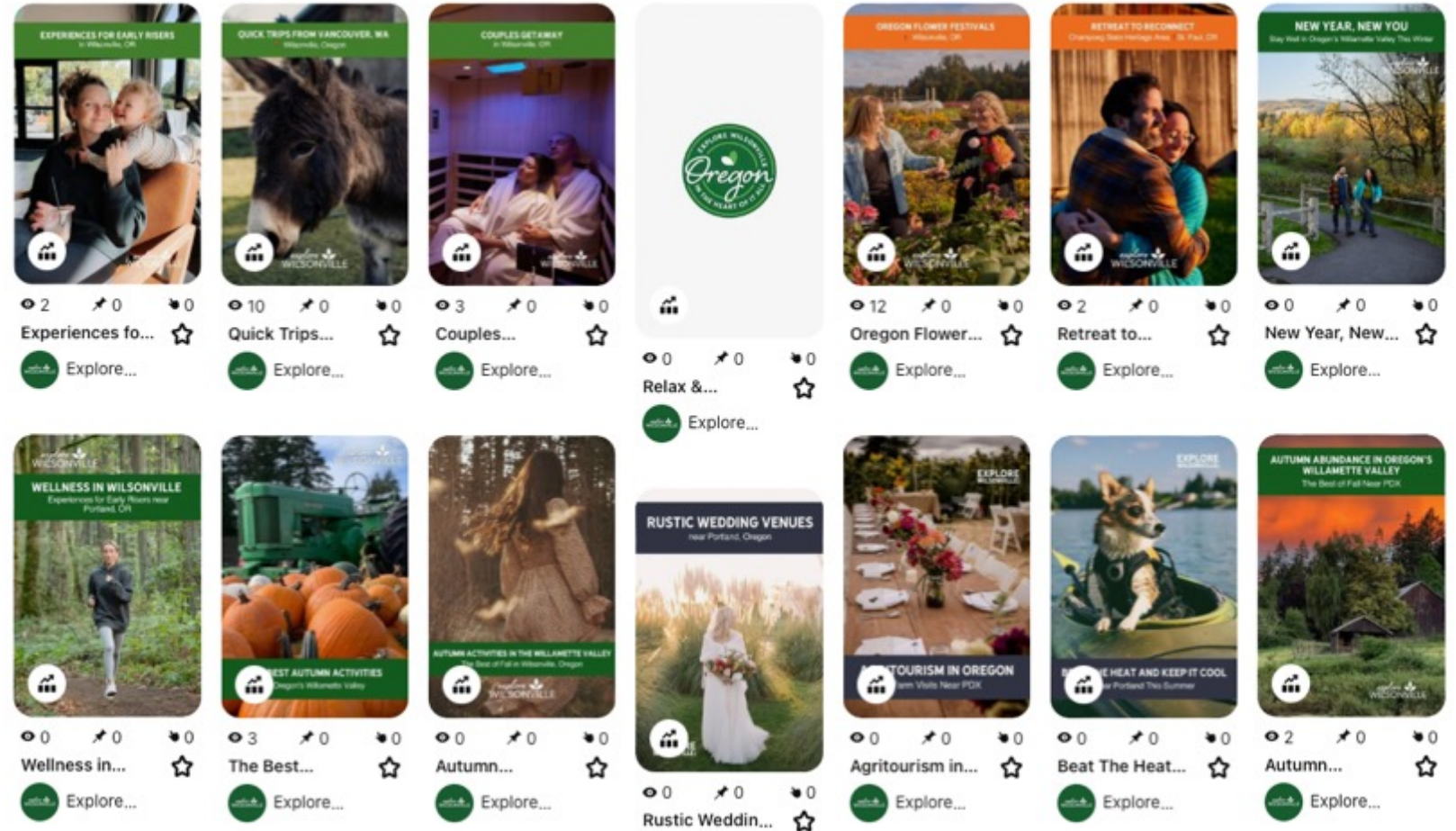
\*\*\*\*Link clicks defined as the number of times social media is used to drive traffic to the website





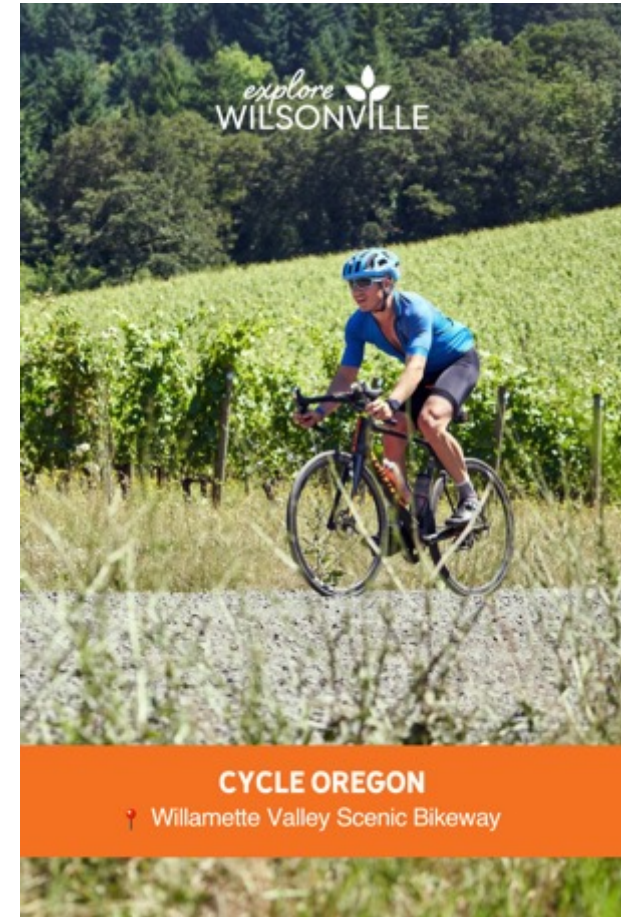
# PINTEREST TOP BOARD

- Explore Wilsonville, OR
  - 325 pins
  - 1,458 impressions
  - 28 engagements
  - 2 outbound link clicks
  - 24 pin clicks
  - 2 saves





# Q3 PINTEREST POST SAMPLES



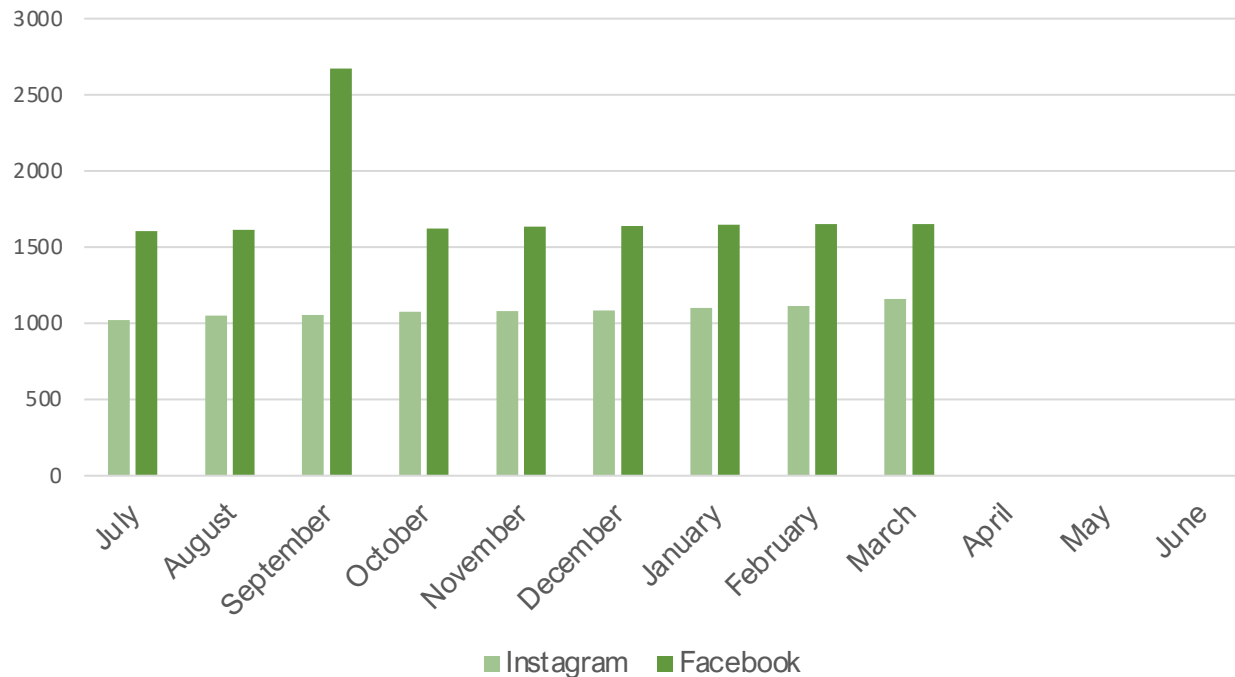
# SOCIAL MEDIA ANALYTICS FY 2023-24 TO DATE

FACEBOOK	July	Aug	Sept	Oct	Nou	Dec	Jan	Feb	Mar	Apr	May	June	Results
Engagement (%)	1.61%	1.98%	2.39%	1.71%	2.49%	1.84%	4.44%	3.44%	5.38%				2.81%
Post Total Reach	20,059	25,271	915	751	3,428	1,835	52,276	32,166	91,728				228,429
Total Engagements & Link Clicks	170	422	82	42	131	46	136	87	82				1,198
INSTAGRAM	July	Aug	Sept	Oct	Nou	Dec	Jan	Feb	Mar	Apr	May	June	Results
Engagement (%)	9.02%	8.31%	6.89%	5.17%	7.37%	6.72%	7.82%	7.20%	9.10%				7.51%
Average number of likes	21.7	21.3	12.9	11.9	14.54	15.54	13.57	11.46	16.85				15.52
Post Total Reach	3,667	5,208	3,808	4,588	3,314	3,689	2,726	2,584	4,402				33,986
Total Engagements & Link Clicks	346	363	224	240	239	239	232	177	297				2,357
PINTEREST	July	Aug	Sept	Oct	Nou	Dec	Jan	Feb	Mar	Apr	May	June	Results
Engagement (%)	5.68%	4.44%	3.87%	2.74%	2.05%	3.25%	1.99%	2.90%	2.20%				3.24%
Post Total Reach	862	900	776	657	586	493	1,257	793	1320				7,644
Total Engagements & Link Clicks	64	52	36	20	16	18	29	28	32				295





# SOCIAL MEDIA FOLLOWERS TO DATE FY 2023-24



## TOTAL FOLLOWERS: 2,811

- Instagram and Facebook growth are both steady with nearly 10% increase YOY
- January-March 2023: 2,526

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





# PUBLIC RELATIONS

*Q3 January-March 2024 Highlights*

# Q3 PR RECAP

- 2 influenced articles
- Sent out spring pitch
- Updated spring blog
- Added 8 articles to the [media room](#)
- Continued PR monitoring





# MEDIA COVERAGE SAMPLES

## IN THE NEWS

The latest stories about Wilsonville.

2024

WHAT TO DO IN OREGON IN APRIL – MARCH 28, 2024 >

A COLORFUL FLOWER FARM, SWAN ISLAND DAHLIAS IN OREGON IS LIKE SOMETHING FROM A DREAM – MARCH 14, 2024 >

2024 WELCOMES 40 YEARS OF BLOSSOMING BEAUTY AT THE WOODEN SHOE TULIP FESTIVAL – MARCH 2, 2024 >

3 FARMTASTIC DINING EXPERIENCES NEAR WILSONVILLE – FEBRUARY 28, 2024 >

9 GREAT PLACES TO SEE ANIMALS ON YOUR FAMILY VACATION – FEBRUARY 28, 2024 >

SANTE FE MEXICAN RESTAURANT & CANTINA TO OPEN IN WILSONVILLE'S TOWN CENTER – FEBRUARY 1, 2024 >

THIS OREGON DESTINATION IS ONE OF THE TOP 50 PLACES TO TRAVEL WORLDWIDE, ACCORDING TO FORBES – JANUARY 25, 2024 >

BURGERVILLE TO OPEN IN WILSONVILLE, FIRST NEW LOCATION IN 8 YEARS – JANUARY 24, 2024 >

[See Updated Media Room](#)



The screenshot shows a news article from South Sound Business. The title is "Explore Wilsonville Receives MarCom Gold Award for Brand Refresh" by Antoinette Alexander, dated Jan 16, 2024. The article features a large photograph of a vineyard in a valley. Below the photo is a social media share bar and the text: "Explore Wilsonville, the city of Wilsonville's tourism promotion and destination marketing program, has received a MarCom Gold Award from the Association of Marketing and Communication Professionals for its new brand identity. Tacoma's JayRay, Explore Wilsonville's marketing agency of record since 2020, conducted research to identify Explore Wilsonville's brand themes and proposed a new look for its website centered around the tagline, 'In the heart of it all.' The revamped site showcases the updated visual identity, a new logo, fonts, and brand colors. The new website and brand launched in the summer of 2023. Wilsonville is located 16 miles south of Portland. The MarCom Awards started in 2004. Each year, roughly 6,500 print and digital entries from dozens of countries are submitted for the awards."



# PUBLIC RELATIONS OVERVIEW

## YEAR TO DATE RESULTS

July 1, 2023-March 31, 2024

PR budget reduced for video and photo content

FY 2023-24													
Metrics	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
<b>Number of Articles</b>	21	33	12	18	20	6	16	4	20				<b>150</b>
<b>Circulation</b>	607,901	3,873,774	260,437	1,961,670	1,619,399	518,559	6,939,017,641	3,900,000	2,924,779				<b>6,954,684,160</b>
<b>Number of Influenced Articles</b>	0	0	0	1	4	2	2	0	0				<b>9</b>

*Influenced articles are those that resulted from JayRay's media outreach, such as ongoing pitching, fact-checking, engagement with journalists or other media effort from JayRay.*



# TRAVEL WRITER: EMILY CORAK

Explore Wilsonville worked with Emily Corak as a journalist on assignment for Vancouver Family Magazine.

## OVERVIEW:

Family day trip: February 10

Solo day trip: February 14

## 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 readers of the publication.



# ITINERARY

## WRITER ITINERARY

Emily Corak | Vancouver Family Magazine | [www.vancouverfamilymagazine.com](http://www.vancouverfamilymagazine.com)



### WEDNESDAY, FEBRUARY 14, 2024 – HAPPY VALENTINE'S DAY!

LOCATION	TIME	NOTES	COST
Soak Box Spa	12:15 p.m.	<a href="#">Salt Water Soak</a> , 60 minute treatment Pre-appointment <a href="#">FAQs</a>	Complimentary
Optional Lunch Suggestions:  <a href="#">McMenamins Old Church &amp; Pub</a>  <a href="#">Dar Essalam</a>	1:30 p.m.	<i>McMenamins is located in the same complex as Soak Box.</i>  <i>Dar Essalam is a 5-minute drive from Soak Box</i>  <i>Both restaurants are approximately 15 minutes from Lady Hill</i>	
Lady Hill Winery	2:30 p.m.	Wine Tasting	Complimentary

## WRITER ITINERARY

Emily Corak | Vancouver Family Magazine | [www.vancouverfamilymagazine.com](http://www.vancouverfamilymagazine.com)



### SATURDAY, FEBRUARY 10, 2024

LOCATION	TIME	NOTES	COST
Lux Sucre	Noon	Lunch or dessert.	Complimentary
Tollen Farm	1:30 p.m.	<i>Tollen farm is open by appointment only; Tonie will give you a tour of the farm.</i>	Complimentary
Walking trail options:  <i>Memorial Park/Murase Plaza</i> <i>Graham Oaks Nature Park</i>	3 p.m.	Memorial Park has awesome playgrounds including a nature playground.  Graham Oaks features an <a href="#">audio tour</a> you can listen to while you walk.	Free
Bullwinkle's	4:30 p.m.	<i>Ask for Darron or Jeff when you arrive, and they will assist you.</i>	Complimentary



# CONTENT SAMPLE: ARTICLE



## BACKYARD TOURIST: EXPLORING ALBANY, WILSONVILLE AND CAMAS

### WILSONVILLE, OREGON

Just past Southwest Portland, Wilsonville is a favorite for a fun family day, or a recharging day alone. No matter the age, [Bullwinkle's Family Fun Center](#) will be the ultimate draw. Bowling, laser tag, bumper boats, go-karts, mini golf, ropes courses, arcade games—you can make an entire afternoon of it.

For some quieter fun, whether with kids or without, Wilsonville is home to lots of farms, some of which offer tours. We were lucky enough to get a tour at [Tollen Farm](#), full of rescue horses and miniature donkeys. The owner, Tonie Tollen, has been operating the farm for 45 years since Wilsonville was just "one stoplight and 1,700 people." She introduced us to all the animals and her cute vintage farm shop. We spent time picking out our favorite donkeys. My favorite was Chocolate Cupcake, but watch out for your shoelaces (donkeys apparently love shoelaces). The farm hosts an annual Donkey Birthday Party the third Saturday of May from 1-4 pm, and all are invited! A visit with the mini donkeys is sure to put a smile on your face as you will walk away with newfound energy and an appreciation for these lovable animals.

For some unstructured time outdoors, memorial Park is large, beautiful and has a little of everything, including walking trails. We also took a stroll through Graham Oaks Nature Park, which was great for all ages, but also works well for a peaceful solo outing. We followed this up with a visit to one of my all-time favorite bakeries, Lux Sucre. I don't use the title favorite lightly, as this is a beautiful space with good food and even better desserts. It's an absolute "don't miss" in my book! For good restaurants, consider the [McMenamins Old Church and Pub](#), [Dar Essalam](#) for good Moroccan food, or Butteville General Store, reportedly the oldest continually running establishment in Oregon!

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If you're looking for a solo adventure, don't miss wellness spa [Soak Box](#), home to saltwater float rooms, infrared saunas and cold-water plunges. With friendly staff who walked me through the entire experience, I gave the float a try, hoping to soak up some of the many health benefits such as deep relaxation, improved circulation and a release of tension. I spent an hour floating in warm salt water in a dark, quiet tank, which went by surprisingly fast. I emerged, showered, drank tea and walked out feeling the most "unclenched" I've felt in ages. If you're looking to treat yourself and truly unwind, do yourself a favor and make this stop.

One of my final and favorite stops just outside of Wilsonville

Read the full article [here](#).





# TRAVEL WRITER: CASSIE HEPLER

Explore Wilsonville partnered with Cassie Hepler, a Phoenix-based travel writer. She manages a lifestyle and travel blog, ExploreWithCassie.com and has written for travel and news outlets. Cassie visited different points of interest in Wilsonville. Following her visit, she posted an article on her blog and is pitching stories about her experience to travel publications.

## OVERVIEW:

3-day itinerary: March 11-13

## GOAL:

To gain media coverage of Wilsonville, to inspire a trip. Seeing Wilsonville through the eyes of a trusted authority delivers an authentic message and establishes Wilsonville as a destination among readers. Increased publicity also helps gain trust and visibility with other publications, in turn generating future coverage.



# ITINERARY

## CASSIE HEPLER ITINERARY

March 11-13, 2024



MONDAY, MARCH 11	TIME	NOTES	COST
Southwest Flight #126	8:45 a.m.	\$950 scheduled for deposit to your bank account.	Pre-paid
Dollar Rent A Car	12 p.m.	Pick up rental car	Pre-paid
BooneTown Bistro & Bar 25425 Southwest 95th Ave Wilsonville, OR 97070	12-1 p.m.	Located in the hotel where you'll be staying. Drop off your bags at the front desk and enjoy lunch. Let the restaurant know you are a guest of Sungmin Park.	Complimentary
Lady Hill Winery 8400 Champoeg Rd NE St Paul, OR 97137	2 p.m.	Ask for Jerry. Enjoy the beautiful space and scenery! As you drive up the long driveway, you might see farm animals on your left. ladyhill.com	Complimentary tasting
Holiday Inn Portland I-5 South 25425 Southwest 95th Ave Wilsonville, OR 97070	4 p.m.	Check-in (if your room wasn't ready earlier, check in when you are finished at Lady Hill.	Complimentary
Dinner – see suggestions	6 p.m.	Dar Essalam (Moroccan) 29585 SW Park Pl Ste A Wilsonville, OR 97070 daressalamrestaurant.com  Oswego Grill 30080 SW Boones Ferry Rd. Wilsonville, OR 97070 oswegogrill.com	On your own

## CASSIE HEPLER ITINERARY

March 11-13, 2024



TUESDAY, MARCH 12,	TIME	NOTES	COST
Breakfast – see suggestions	9 a.m.	Mr. Maple Donuts 29890 SW Town Center loop Wilsonville, OR 97070 mmapledonuts.com  Norton's Family Café 8593 SW Main Street Ste 400 Wilsonville, Oregon 97070 nortonscafe.com	On your own
Explore – see suggestions	10 a.m.	Graham Oaks Nature Park 11825 SW Wilsonville Rd Wilsonville, OR 97070  Memorial Park 8100 SW Memorial Drive Wilsonville, OR 97070	On your own
McMenamins Old Church & Pub 30340 SW Boones Ferry Rd Wilsonville, OR 97070	12 p.m.	Ask for Susan. mcmenamins.com/wilsonville-old-church-pub	Complimentary
Soak Box Spa 30060 SW Boones Ferry, Ste 32 Wilsonville, OR 97070	1:45 p.m.	Ask for Katie or Sally. soakbox.com	Complimentary
Vanguard Brewing 27501 SW 95th Ave #945 Wilsonville, OR 97070	6 p.m.	Ask for Lin. vanguardbrewing.com	Complimentary dinner & tasting

## CASSIE HEPLER ITINERARY

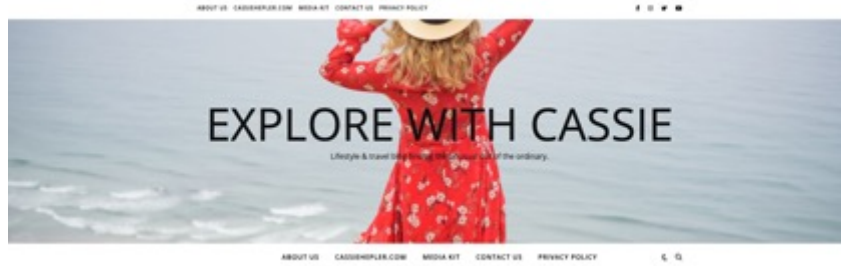
March 11-13, 2024



WEDNESDAY, MARCH 13,	TIME	NOTES	COST
Pearl Bakery 10159 SW Commerce Cir, Ste A Wilsonville, OR 97070	9 a.m.	A Portland-area icon! 4 min. walk from the hotel. Ask for Spencer. On Facebook @PearlBakeryWilsonville	Complimentary coffee & pastry
Holiday Inn Portland I-5 South	10:30 a.m.	Check-out	Complimentary
Holiday Inn Portland I-5 South	11 a.m.	Meet Greg Leo, Historic Butteville board member and involved tourism partner. Call him when you've checked out and meet in the turnaround at the front. You can ride with him or drive separately.	No cost
Lux Sucre Bakery + Café	12 p.m.	Tour of Charbonneau Village on the way to lunch.  Greg will take you to lunch at this cozy Instagrammable bakery. Ask for Brandon. luxsucrer.com	Complimentary - There will be a \$30 gift card at the counter.
French Prairie Gardens 17673 French Prairie Rd NE St Paul, OR 97137	2 p.m.	Foodie stops on the way to French Prairie Gardens  Ask for Stacy Bunke. fpgardens.com	Complimentary  Tour & complimentary tasting



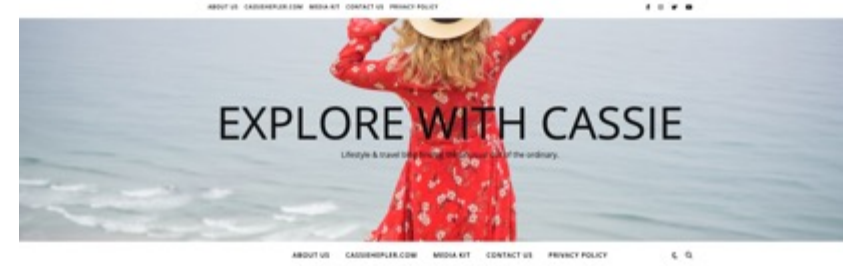
# CONTENT SAMPLE: BLOGS



Don't sleep on Holiday Inn! Or better yet, do sleep there as those super comfy beds lulled me to sleep for hours without waking for two nights in a row. And they have a great breakfast buffet each morning with fresh fruit and bacon as well as a pretty impressive restaurant attached Boonetown Bistro with strong cocktails, tasty steak and huge pizza pies. Individually owned and larger than the usual Holiday Inn, this space has almost 5 star ratings across the board and it shows! And Rack up those IHG travel points so you can use them all over the world.



It was still raining when I arrived at Holiday Inn Portland South.



Welcome to the matriarchy of **Lady Hill Winery**! Located on the rolling countryside of the Willamette Valley, about 30 minutes west of Portland, Oregon, Lady Hill is a working farm and vineyard with a huge barn converted into a wine tasting room. This woman-focused 1,500 acre space has many generations of ladies steering the delicious ship into the land of tasty wines. Situated on the same land where co-owner Jerry Hill's family has farmed since the 1850s, he brought his wife Elaine on board and have quite the crew of daughters since. And for the beer guys, don't worry, they have beer on tap and wine pairing snacks available too. Who doesn't love meat and cheese? Lodging is available with multiple campgrounds across the street or [ask about the Auntie's Airbnb!](#)

Read the full blog [here.](#)







# MARKETING

*Q3 January-March 2024 Highlights*



# MARKETING RECAP

- Continued managing geolocation data subscription through Datafy
- Ran social media video ad campaign January 15-March 15
- Ran winter geolocation marketing campaign December 18, 2023-March 15, 2024
  - Avg video completion rate: 88% (+13%)
  - Total video/audio completions: 166,918
  - Est. campaign impact: \$4,745,318
  - Est. return on ad spend: \$293.79 : \$1
  - Total destination trips: 14,646
  - Est. room nights 1,226
  - A 3-month window report will be provided once more data is available to show additional ad-aware visitation from further out bookings



# Q3 GEOLOCATION DATA SUMMARY

## TAKEAWAYS

- Total trips January-March were up 24% compared to the same time last year.
- While more people took trips, they didn't stay as long in 2024 (total visitor days are down 3.5% and average length of stay is down by 0.4 days)
- We saw a 6% decrease in the 65+ age group compared to Q3 2023.



# Q3 GEOLOCATION DATA TOP DMAs

## TAKEAWAYS

- Most visitors continue to be from a drive market, but we're seeing growth in the fly-in markets
- Visitors from Eugene, Seattle-Tacoma and Portland make up 41% of all trips to Wilsonville
- California market continues to grow, with main increases from Los Angeles, Sacramento and San Francisco

### JayRay - Explore Wilsonville 2024 Q3 Geolocation Data Report

Global Filters In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included  
POIs: All Included  
Dashboard Filters Main Dates: 1/1/24 - 3/31/24 Compare Dates: 1/1/23 - 3/31/23

#### Top Markets

DMA	Share of Trips 1/1/2024 - 3/31/2024	Change in Share of Trips vs 1/1/2023 - 3/31/2023	% Change in Trips vs 1/1/2023 - 3/31/2023
Eugene	16.58 %	- 3.0	↗ 16.6 %
Seattle-Tacoma	13.4 %	- 1.9	↗ 20.2 %
Portland- OR	11.07 %	- 1.6	↗ 19.9 %
Medford-Klamath Fall	4.39 %	- 0.3	↗ 27.8 %
Sacramnto-Stkton-Mc	3.54 %	- 0.1	↗ 34.9 %
Los Angeles	3.53 %	0.0	↗ 38.7 %
Yakima-Pasco-Rchlnd	2.68 %	- 0.4	↗ 19.2 %
Bend- OR	2.66 %	- 0.2	↗ 26.2 %

DMA	Share of Trips 1/1/2024 - 3/31/2024	Change in Share of Trips vs 1/1/2023 - 3/31/2023	% Change in Trips vs 1/1/2023 - 3/31/2023
Spokane	2.03 %	- 0.3	↗ 22.2 %
San Francisco-Oak-Sa	1.9 %	0.0	↗ 36.2 %
Phoenix -Prescott	1.76 %	- 0.2	↗ 21.9 %
Boise	1.29 %	- 0.1	↗ 26.6 %
Salt Lake City	1.26 %	0.0	↗ 33.3 %
Denver	0.97 %	- 0.2	↗ 18.7 %
Dallas-Ft. Worth	0.87 %	+ 0.1	↗ 46.1 %
Las Vegas	0.86 %	- 0.1	↗ 19.4 %

Geocio | © Datafy - All Rights Reserved  
Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.



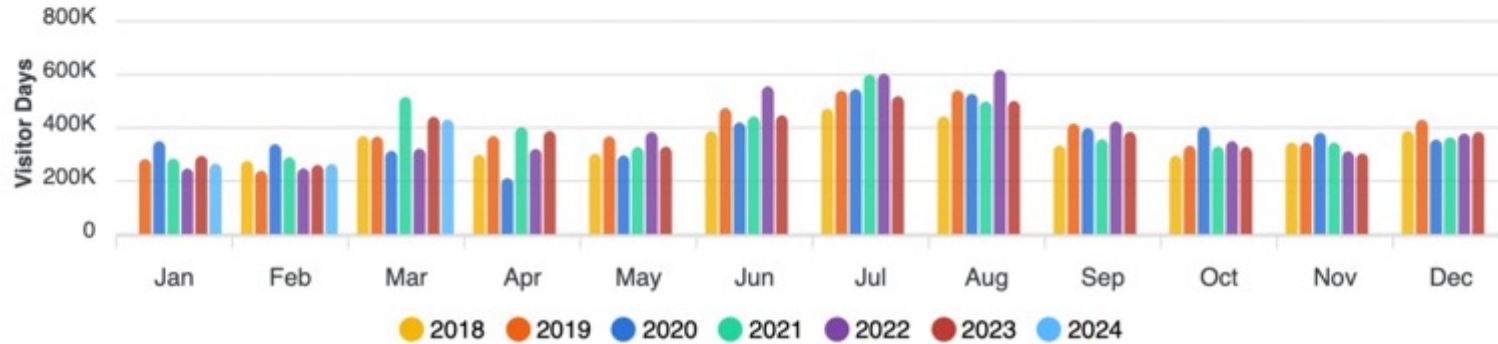


# JayRay - Explore Wilsonville 2024 Q3

## Geolocation Data Report

**Global Filters** In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included  
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**Dashboard Filters** Main Dates: 1/1/24 - 3/31/24 Compare Dates: 1/1/23 - 3/31/23

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



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>2018</b>	0	276.1K	369.0K	298.9K	302.9K	387.9K	472.3K	443.2K	334.0K	295.5K	344.7K	388.8K
<b>2019</b>	282.7K	239.1K	366.8K	369.3K	368.2K	474.5K	540.2K	541.5K	416.3K	333.2K	344.9K	430.6K
<b>2020</b>	350.3K	339.2K	313.8K	211.4K	296.6K	420.7K	546.0K	527.6K	399.4K	404.5K	381.2K	356.5K
<b>2021</b>	284.8K	290.0K	516.4K	403.2K	327.7K	443.3K	600.6K	499.3K	357.2K	330.0K	344.9K	364.2K
<b>2022</b>	247.3K	248.0K	321.9K	320.8K	384.5K	556.0K	603.3K	618.3K	424.0K	350.1K	312.0K	378.6K
<b>2023</b>	294.6K	260.8K	441.9K	388.3K	329.8K	447.4K	519.3K	501.5K	385.1K	328.9K	303.7K	384.5K
<b>2024</b>	265.8K	264.5K	431.1K	0	0	0	0	0	0	0	0	0

### Visitor Days by Length of Stay



1 Day 63.4%    2 Days 10.6%  
 3 Days 6.2%    4 Days 4.55%

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

**Avg Length of Stay: 1.6 Days**

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Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.



# JayRay - Explore Wilsonville 2024 Q3 Geolocation Data Report

**Global Filters** In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included  
POIs: All Included  
**Dashboard Filters** Main Dates: 1/1/24 - 3/31/24 Compare Dates: 1/1/23 - 3/31/23

## Top Clusters

Cluster	Share of Trips 1/1/2024 - 3/31/2024	Percent Change in Trips vs 1/1/2023 - 3/31/2023
Wilsonville OR	62.42 %	↗ 24.3 %
Shopping	38.99%	↗ 18.3 %
Attractions	14.05 %	↗ 30.7 %
Hotels	8.08%	↗ 46.2%
Outdoor Rec	6.14 %	↗ 19.5 %
Business Travel	1.59 %	↗ 86.2%
Golf	1.24 %	↗ 75.4 %
Liquid Tourism	1.01 %	↗ 36.7 %

Data shows that nearly 39% of visitors to Wilsonville also go shopping – “Tax-free” shopping continues to be a smart messaging strategy.

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Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.



# JayRay - Explore Wilsonville 2024 Q3

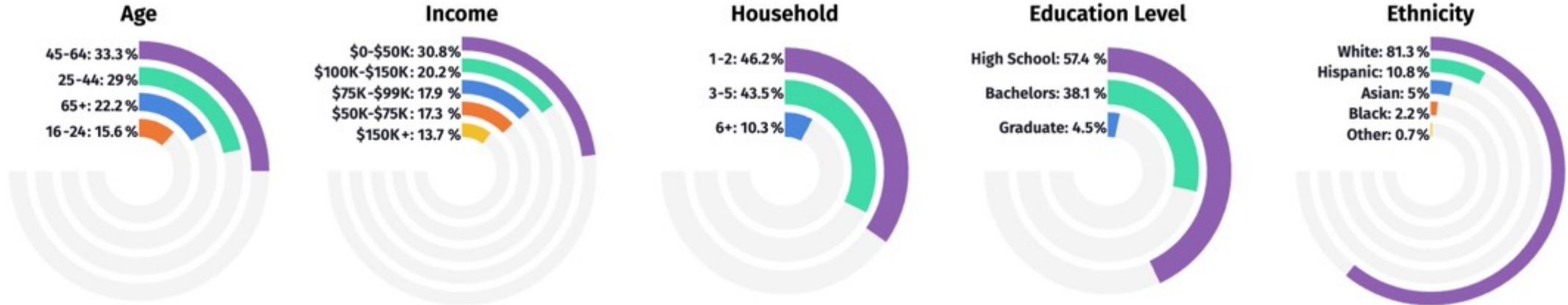
## Geolocation Data Report

Global Filters In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included

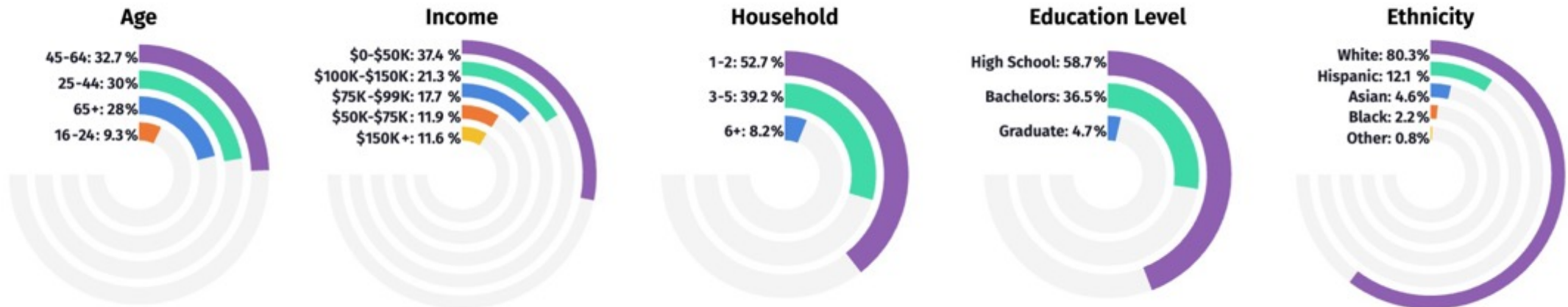
POIs: All Included

Dashboard Filters Main Dates: 1/1/24 - 3/31/24 Compare Dates: 1/1/23 - 3/31/23

### Top Demographics for 1/1/2024 - 3/31/2024



### Top Demographics for 1/1/2023 - 3/31/2023



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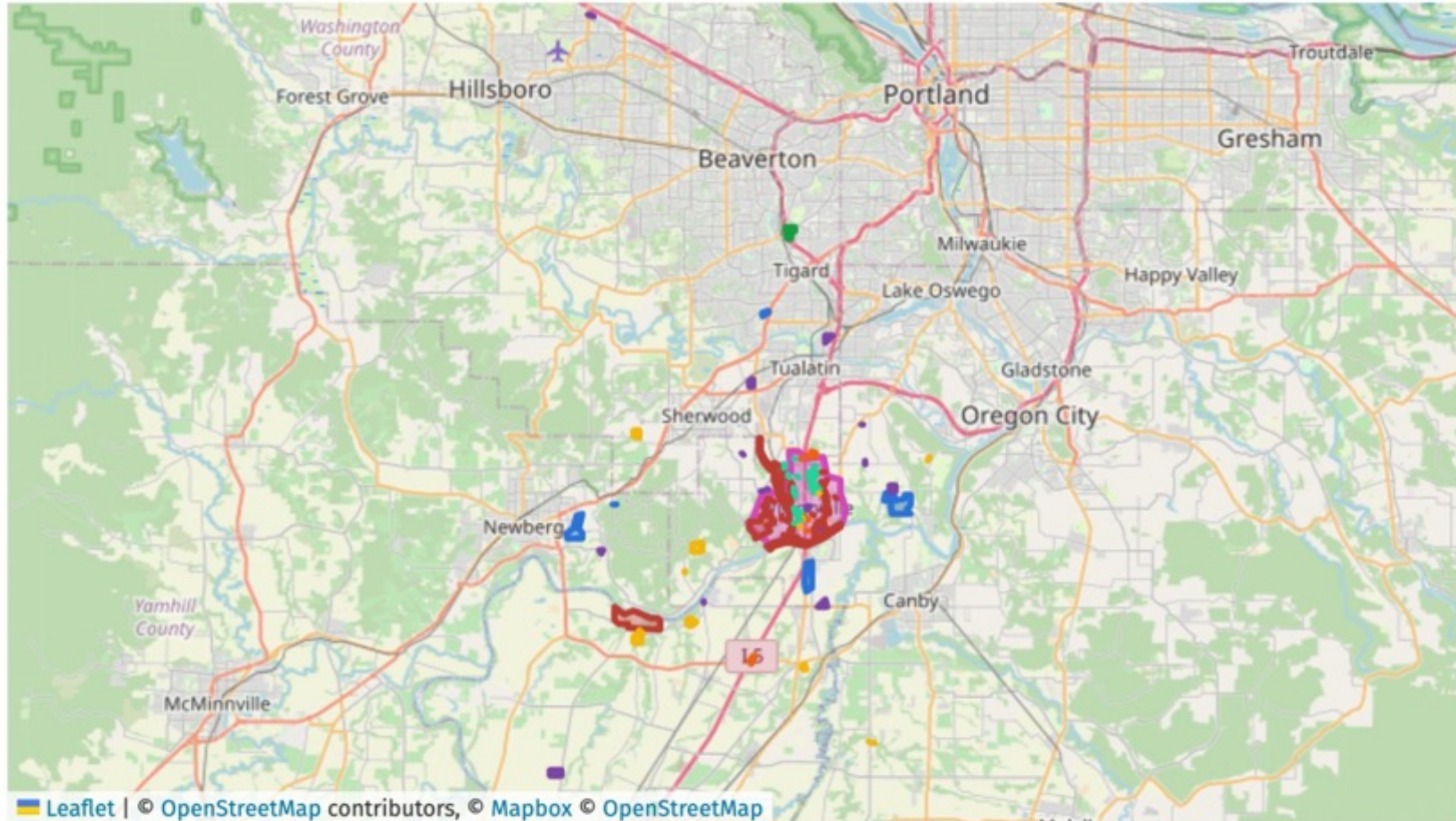
Demographics remain steady YOY.





### Selected Clusters

Color by: Cluster



# Glossary

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**Cluster** - A grouping of Points of Interest (POIs) based on venue type, visit purpose, etc.

**Home Zip Code** - The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior and our process is capable of determining when someone moves to a new zip code.

**Census Demographics** - Calculated using the Home Zip Code of the device, and then matching the zip code to the corresponding data from the US Census and American Community Survey (ACS).

**Repeat vs One Time** - Based on observations of unique devices and processed through our estimate algorithm. Once a device is observed a second time at any of the selected devices across the date range in the filters, then that device is “flagged” as a repeat visitor. This analysis is dynamic and can span multiple years. For example, if a visitor visits in March 2020, they would contribute to the visitors within the date range covering March 2020. If that visitor returns and visits again in September of 2021 and the date range in the filters spans March 2020 through September 2021, then that visitor shifts from a one-time visitor to a repeat visitor for all of the observations. Therefore, now this visitor would contribute to the numbers in both March and September and any subsequent visits.

**Household Level Demographics** - Calculated based on a positive match between a device and a household with a demographic profile. For example, if a college student lives at home with a parent and visits an attraction, then the household profile would report the income, education levels, and age brackets of everyone in the household, including the parent. These are aggregated, weighted, and averaged across all the household members and all of the POIs visited and dates observed within the selected filters. Most of the values reported are at the household level, with a few exceptions that are device-level.

**POI (Point of Interest)** - A physical boundary drawn on a map and utilized to capture mobile device activity with the boundary.

**Trips** - The number of distinct trips to a destination by a Unique Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Unique Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.



# WINTER CAMPAIGN

## OVERVIEW

### Focus:

- Promote spring and early summer travel to Wilsonville

### Objectives:

- Visitation to Wilsonville
- Increase room nights in Wilsonville lodging properties

### Measurements of Success:

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

### Creative:

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

### Campaign Timeframe:

- December 15, 2023 - March 15, 2024
- Geolocation ad budget: \$16,000
- Social media ad budget: \$4,000
- Total ad spend: \$20,000





# WINTER CAMPAIGN – TARGET AUDIENCES

## Past Visitor Re-Engagement



### Past Visitation

Seen in Wilsonville since 1/1/2021

Ideally seen as an overnight visitors



### Key Geo Markets

1. Seattle-Tacoma DMA
2. Eugene DMA
3. Portland DMA
4. Los Angeles DMA
5. Medford-Klamath Falls
6. Bend OR DMA
7. Yakima-Pasco DMA
8. Sacramento DMA



### Reference POIs

1. Wilsonville, OR POI
2. Hotels Cluster
3. Liquid Tourism Cluster
4. Outdoor Recreation Cluster
5. Golf Cluster
6. Attractions Cluster

## Look-a-Like Audience

Target those who most closely resemble past visitors in winter months



### Key Geo Markets

1. Seattle-Tacoma DMA
2. Eugene DMA
3. Portland DMA
4. Los Angeles DMA
5. Medford-Klamath Falls
6. Bend OR DMA
7. Yakima-Pasco DMA
8. Sacramento DMA



### Behavioral Targeting

- Known Travelers
- Outdoor Recreation
- Attractions
- Wineries
- Golf



### Household Demographics

- **Age:** 25-64
- **HHI:** \$75k+

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# Wilsonville OR - 2023 -24 Winter Brand Awareness Campaign Wrap Report

ADR

\$104.75

Spend per Visitor

\$324

Campaign Run Dates: 12.18.23 - 03.15.24

Report Period 12.18.23 - 03.15.24

Attribution Mileage 50 - 2725 mile radius

## Attribution

### Destination

Total Trips / Visits

**14,646**

Est. Campaign Impact

**\$4,745,318.09**

### Hotels

Est. Room Nights

**1,226**

Est. Campaign Impact

**\$128,414.71**

### Attractions

Total Trips / Visits

**355**

Est. Campaign Impact

**\$114,862.65**

Attribution reflects visitation between  
2023 -12 -25 - 2024 -03 -15



Est. Campaign Impact

**\$4,745,318**



Est. ROAS

**\$293.79 : \$1**

Based on Destination Attribution. Average Spend per Visitor is from Oregon Economic Impact of Travel report (2022 data). ADR uses Wilsonville's average STR data (December 2023 - March 2024). Campaign Impact estimates ROAS and Average Cost metrics based on Datafy digital ad commitment.



Total Impressions

**1,735,346**



Total Clicks

**2,786**



Total Video/Audio Completions

**166,918**



Total Spend

**\$16,152.32**

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Advertising visitor attribution represents an estimate of the campaign's ad-targeted visitors observed in market.

**DATAFY**



Explore Wilsonville

# Wilsonville OR - 2023 -24 Winter Brand Awareness Campaign Wrap Report

ADR

\$104.75

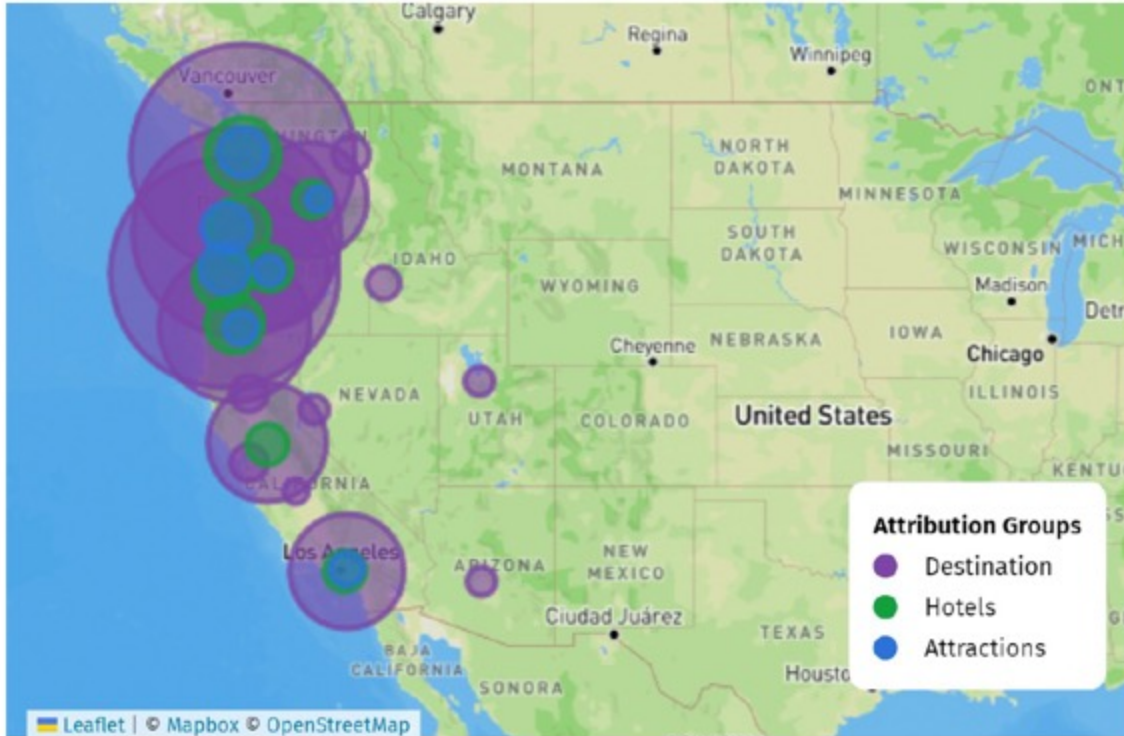
Spend per Visitor

\$324

Campaign Run Dates: 12.18.23 - 03.15.24

Report Period 12.18.23 - 03.15.24

Attribution Mileage 50 - 2725 mile radius



## Destination Visitor Markets

Top DMAs	Share	Avg Length of Stay
Eugene	26%	1.2 days
Seattle-Tacoma	24%	1.2 days
Portland- OR	20%	1.2 days
Medford-Klamath Falls	9%	1.3 days
Bend- OR	5%	1.3 days
Sacramnto-Stkton-Modesto	5%	1.3 days

Eugene, Seattle-Tacoma, and Portland are the top 3 visitors by far, together making up 80% of all observed visitation to Wilsonville.

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 Report Period 12.18.23 - 03.15.24  
 Attribution Mileage 50 - 2725 mile radius

## Top Visitor DMAs

DMA ▼

DMAs	Destination	Hotels	Attractions	Destination Attribution Rate	Visitors Also Observed in Hotels	Visitors Also Observed in Attractions
Eugene	3,789	124	76	3.17 %	3.29 %	2%
Seattle-Tacoma	3,486	222	87	2.92 %	6.37 %	2.48 %
Portland- OR	2,923	141	78	2.45 %	4.81 %	2.69 %
Medford-Klamath Falls	1,340	119	30	1.12 %	8.89 %	2.22 %
Bend- OR	736	70	19	0.62 %	9.56 %	2.57 %
Sacramnto-Stkton-Mode	687	54	11	0.58 %	7.87 %	1.57 %
Los Angeles	660	46	30	0.55 %	6.97 %	4.51 %

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# Wilsonville OR - 2023 -24 Winter Brand Awareness Campaign Wrap Report

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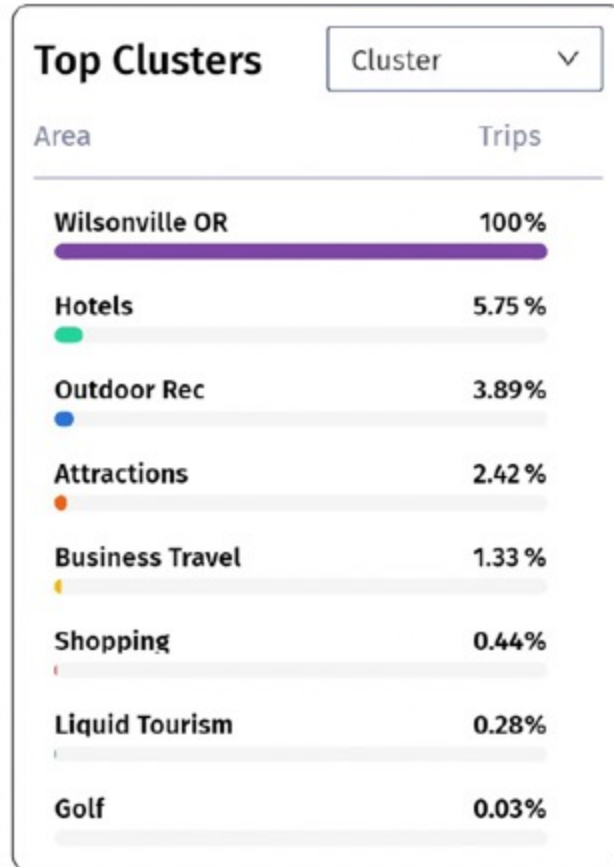
Campaign Run Dates: 12.18.23 - 03.15.24

Report Period 12.18.23 - 03.15.24

Attribution Mileage 50 - 2725 mile radius

## Audience Analysis

Attributable visitors were also observed in the following areas:



### Top Age Group 45-64

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

#### Destination



#### Hotels



#### Attractions



### Top Income \$75k +

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

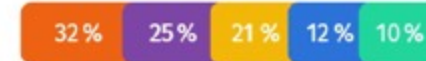
#### Destination



#### Hotels



#### Attractions



### Top Household Group 1-2 in HH

- 1-2
- 3-5
- 6+

#### Destination



#### Hotels



#### Attractions



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Advertising visitor attribution represents an estimate of the campaign's ad-targeted visitors observed in market.



# Wilsonville OR - 2023 -24 Winter Brand Awareness Campaign Wrap Report

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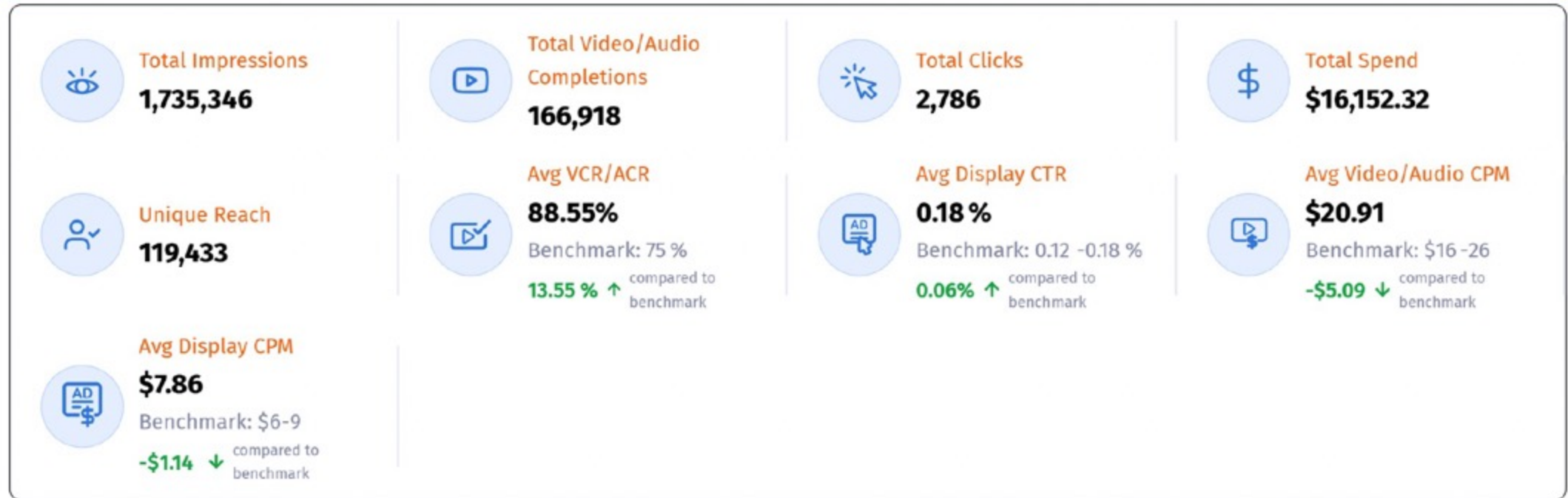
Spend per Visitor

\$324

Campaign Run Dates: 12.18.23 - 03.15.24

Report Period 12.18.23 - 03.15.24

Attribution Mileage 50 - 2725 mile radius



**ROAS:** Using the total campaign media spend along with estimated ad-aware trips through 3/15/24 and a \$324 average spend per visitor, the current Campaign ROAS is \$293.79 : \$1. A 3-Month Attribution Window Report will be provided once more attribution data is available in order to show additional ad-aware visitation from further out booking windows.

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Advertising visitor attribution represents an estimate of the campaign's ad-targeted visitors observed in market.

**DATAFY**





## Glossary

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**Attribution:** A measurement of people who were served the Datafy advertising campaign (also referred to as ad-aware) who then visited the Destination and/or a tracked hotel in the destination. Attribution is an estimate of visitation to destination linked to your advertising campaign.

**Attribution Window:** For initial wrap reports, we provide reporting for visitation from one week after a campaign started through the end of the campaign. For many campaigns and audiences, we don't expect that impacted visitation only occurs while the ads are live, so we provide follow up attribution window reporting at 2, 3, 6, 9, and/or 12 months after a campaign ends that will reflect additional impacted/attributable visitation.

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

**Campaign Impact:** A calculation of financial impact using reliable sources of spend data along with your attribution reporting.

**CTR:** Click Through Rate. The total number of clicks divided by the total impressions. Industry benchmark is .08% for programmatic display.

**CTV or OTT:** Connected TV and Over the Top are video placements served to streaming video apps, gaming consoles, set top boxes, smart TVs, etc.

**Digital Audio:** Digital audio ads are like radio commercials. They are served to streaming music and podcast apps.

**Display or Banner Ads:** Digital image or animated image ads that are created as sets to serve in different sizes (rectangle, full screen, sidebar, header, etc). The most common digital ad.

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

**Look-a-like Audiences:** Look-a-like audiences are created in a geographical region using specific demographic, psychographic, and behavioral targeting to create audiences that look like your destination's high-value visitor (for example, people who stay in hotels from a specific market).



## Glossary

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**Native Advertising:** A dynamic, content-driven ad type that displays as related content or an article link with a combination of the following elements: headline, description, call to action, photo, logo.

**Online Video:** Video advertisements served programmatically as pre-roll, interstitial, in-banner video, and more. These are served preferably to non-skippable placements and placements that do not turn sound off automatically for high viewability.

**Past Visitor Re-Engagement:** Past Visitor Re-Engagement audiences are developed using your Datafy data dashboard. To create these, we pull past visitors to your destination as a whole and/or to any specific point of interest or group of points of interest in your community (for example, an outdoor area, an event location, hotels, etc).

**ROAS:** Return on Ad Spend. Total campaign impact divided by Datafy ad spend.

**Social Amplification:** An advertisement served similar to display, but that looks like a social post. These click to a landing page of your choosing OR to your social media account(s).

**Unique Visitor:** An estimate of the number of visitors to a given POI or Cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Unique Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Unique Visitors, and 2 Trips.

**VCR:** Video Completion Rate. Total number of 100% video completions divided by the total number of impressions. Industry averages typically hover around 80% for online video placements.

**Visitor:** A person connected to a single observable device. Also referenced as 'Unique Visitor'.

**Visitor Days:** The total number of days a unique visitor was observed in the market.

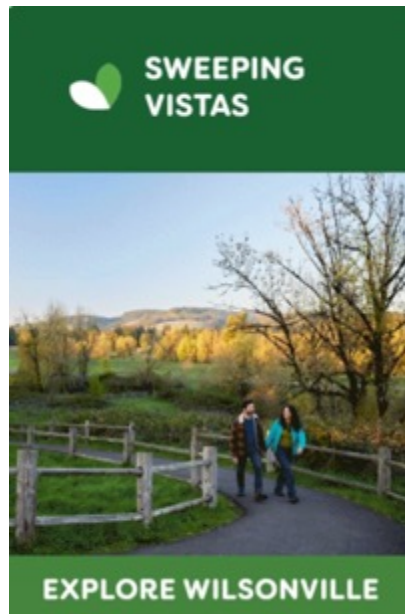


# WINTER CAMPAIGN

## GENERAL AWARENESS, GEOLOCATION MARKETING AD

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

Screenshots below:





# WINTER CAMPAIGN

## RETARGETING, 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 CAMPAIGN

## VIDEO, GEOLOCATION MARKETING AD

Running geolocation marketing video ad. Pacific Northwest Adventures video: [ExploreWilsonville.com/Events](https://ExploreWilsonville.com/Events)

Screenshot below:



PNW Adventures Near Portland, OR



# PAID SOCIAL MEDIA RESULTS SUMMARY

**DATES:** January 15-March 15

**CHANNEL:** Facebook & Instagram

**OBJECTIVE:** Traffic to events and the itinerary landing pages

**AUDIENCE & INTERESTS:** Please see individual ad results for audience and interest targeting

## OVERVIEW & RESULTS

- Spend: \$4,000
- Reach: 156,914
- Impressions: 287,431
- Landing page views: 3,517
- Link clicks: 9,236
- Cost per click \$0.27
- Photoworthy Experiences video resulted in highest link clicks



Photo Worthy Experiences Near Portland, OR

[WATCH VIDEO](#)



Affordable Fun Near Portland, OR

[WATCH VIDEO](#)



PWV Adventures Near Portland, OR

[WATCH VIDEO](#)



Looking for Leisure near Portland, OR

[WATCH VIDEO](#)





# PAID SOCIAL MEDIA: PHOTOWORTHY EXPERIENCES

**DATES:** January 15 – March 15

**CHANNEL:** Facebook & Instagram

**OBJECTIVE:** Traffic to events page

**•AUDIENCE: Ages 18-45** United States: Phoenix (+25 mi) Arizona; Los Angeles (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi) California; Denver (+25 mi) Colorado; Honolulu (+25 mi) Hawaii; Boise (+25 mi) Idaho; Bend (+25 mi), Eugene (+25 mi), Medford (+25 mi) Oregon; Dallas (+25 mi) Texas; Salt Lake City (+26 mi) Utah; Pasco (+30 mi), Seattle (+50 mi), Spokane (+39 mi), Yakima (+50 mi) Washington

**INTERESTS:** Aesthetics, antique (collectibles), day spa, farm, flower, garden festival, photograph, sauna, wine (alcoholic drinks), coffeehouses (coffee), spas (personal care)

## OVERVIEW & RESULTS

- Spend: \$1,000
- Reach: 53,301
- Impressions: 77,946
- Link clicks: 4,859



Photo Worthy Experiences Near Portland, OR

[WATCH VIDEO](#)



# PAID SOCIAL MEDIA: LOOKING FOR LEISURE

**DATES:** January 15 – March 15

**CHANNEL:** Facebook & Instagram

**OBJECTIVE:** Traffic to itineraries landing page

**•AUDIENCE: Ages 45-65+** United States: Phoenix Arizona (+1 mi), Prescott (+25 mi) Arizona; Los Angeles (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi) California; Denver (+25 mi) Colorado; Honolulu (+25 mi) Hawaii; Boise (+25 mi) Idaho; Bend (+25 mi), Eugene (+25 mi), Medford (+25 mi) Oregon; Dallas (+25 mi) Texas; Salt Lake City (+25 mi) Utah; Spokane (+25 mi), Yakima (+25 mi) Washington

**INTERESTS:** Golf (sport), shopping, restaurants (dining), wine (alcoholic drinks), wine tasting (wine), outdoors (outdoor activities), farm-to-table (restaurant), antique (collectibles), household income: top 10%-25% of US ZIP codes

## OVERVIEW & RESULTS

- Spend: \$1,000
- Reach: 41,809
- Impressions: 61,248
- Landing page views: 1,641



Looking for Leisure near Portland, OR

[WATCH VIDEO](#)



# PAID SOCIAL MEDIA: AFFORDABLE FUN

**DATES:** January 15 – March 15

**CHANNEL:** Facebook & Instagram

**OBJECTIVE:** Traffic to events page

**AUDIENCE: Ages 18-65+** Phoenix (+25 mi), Prescott (+25 mi) Arizona; Los Angeles (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi) California; Denver (+25 mi) Colorado; Honolulu (+36 mi) Hawaii; Boise (+25 mi) Idaho; Bend (+25 mi), Eugene (+25 mi), Medford (+25 mi) Oregon; Dallas (+25 mi) Texas; Salt Lake City (+25 mi) Utah; Seattle (+50 mi), Spokane (+25 mi), Yakima (+25 mi) Washington

**INTERESTS:** American history (history), farm (agriculture), happy hour (alcoholic drinks), hiking trails (hiking), history (history), kids (children & parenting), outdoors (outdoor activities), sharing economy (economics), family (social concept), winery (wine), wine (alcoholic drinks), theme parks (leisure)

## OVERVIEW & RESULTS

- Spend: \$1,000
- Reach: 49,599
- Impressions: 89,487
- Link clicks: 4,377



Affordable Fun Near Portland, OR

[WATCH VIDEO](#)





# PAID SOCIAL MEDIA: PNW ADVENTURES

**DATES:** January 15 – March 15

**CHANNEL:** Facebook & Instagram

**OBJECTIVE:** Traffic to itineraries landing page

**•AUDIENCE: Ages 26-50** United States: Phoenix Arizona (+1 mi) ; Los Angeles (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi) California; Denver (+25 mi) Colorado; Honolulu (+25 mi) Hawaii; Boise (+25 mi) Idaho; Bend (+25 mi), Eugene (+25 mi), Medford (+25 mi) Oregon; Dallas (+25 mi) Texas; Salt Lake City (+25 mi) Utah; Seattle (+50 mi), Spokane (+25 mi), Yakima (+25 mi) Washington

**INTERESTS:** Craft beer and brewing (beer), hiking trails (hiking), hipster (contemporary subculture), outdoor enthusiast, plaid crafts, coffee (food & drink), nature (science), outdoor recreation (outdoor activities), shopping (retail)

## OVERVIEW & RESULTS

- Spend: \$1,000
- Reach: 41,767
- Impressions: 58,750
- Landing page views: 1,876



PNW Adventures Near Portland, OR

[WATCH VIDEO](#)





# SMITH TRAVEL RESEARCH

*Q3 January-March 2024 Highlights*

# STR REPORT GLOSSARY

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





# STR REPORT – WILSONVILLE

## Q3 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q3 January-March

METRICS	Q3 FY 23-24				Q3 FY 22-23				YOY Q3 QUARTERLY % CHANGE
	Jan	Feb	Mar	Q3 FY 23-24 Total	Jan	Feb	Mar	Q3 FY 22-23 Total	
<b>Occupancy %</b>	62.5%	65.3%	64.4%	64% AVG	55.3%	61.9%	63%	60% AVG	<b>7.3%</b>
<b>RevPar</b>	\$65.19	\$70.21	\$69.54	\$68.31 AVG	\$56.01	\$63.91	\$67.90	\$62.60 AVG	<b>9%</b>
<b>Demand</b>	11,916	11,248	12,273	35,437 TOTAL	10,539	10,654	12,011	33,204 TOTAL	<b>6.7%</b>
<b>Revenue</b>	\$1,242,835	\$1,208,977	\$1,325,824	\$3,777,636 TOTAL	\$1,067,770	\$1,100,579	\$1,294,584	\$3,462,933 TOTAL	<b>9%</b>



# STR REPORT – WILSONVILLE

## YEAR TO DATE RESULTS

July 1, 2023-March 31, 2024

FY 2023-24

METRICS	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Results
<b>Occupancy %</b>	71.8%	76.1%	66.7%	64.4%	54.6%	50.3%	62.5%	65.3%	64.4%				<b>64.01% AVG</b>
<b>RevPar</b>	\$97.31	\$100.74	\$81.31	\$74.04	\$57.02	\$50.55	\$65.19	\$70.21	\$69.54				<b>\$73.99 AVG</b>
<b>Demand</b>	13,691	14,503	12,314	12,281	10,067	9,593	11,916	11,248	12,273				<b>107,886 TOTAL</b>
<b>Revenue</b>	\$1,855,275	\$1,920,552	\$1,500,102	\$1,411,631	\$1,052,036	\$963,759	\$1,242,835	\$1,208,977	\$1,325,824				<b>\$12,480,991 TOTAL</b>



Total Properties: 7



Total Rooms: 615



# STR REPORT – WILSONVILLE

## Takeaways

- The month of March had the highest revenue compared to other months in Q3 – trending up
- Compared to this time last year (Jan-March 2023):
  - Hotel revenue has grown 9% in Wilsonville
  - According to Travel Oregon, hotel revenue in the Willamette Valley has decreased 2.4%
- Avg RevPAR in the Willamette Valley was \$83.07 vs. \$68.31 in Wilsonville during Jan-March
- Avg room rate in the Willamette Valley reported the week of April 14, 2024: \$134.68 (Portland: \$141.95; Hood/Gorge: \$132.25)

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





