

2023 ANNUAL REPORT

Jan. 1-Dec. 31, 2023



February 7, 2024

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2023 ACTIVITY SUMMARY

ONGOING

- Website management and hosting, social media management, STR and geolocation data analysis

JANUARY-MARCH

- Cozy season geolocation campaign ran January-February
- Attended ODA conference
- Finalized new logo
- Developed and distributed spring media pitch

APRIL-JUNE

- Ran spring blog ad on social media March 1-May 31
- Developed summer blog and media pitches
- Travel Oregon Visitor Guide ad through OMHT co-op
- Created teaser brochure
- Secured Portland Mom Collective article
- Hosted content partner: Rachel Jane Lloyd
- Attended PRSA Travel & Tourism Conference with refreshed media fact sheet

JULY-SEPTEMBER

- Launched visual identity
- Launched new website
- Ran summer blog ad on social media June 1-August 31
- Developed and distributed fall media pitch

OCTOBER-DECEMBER

- Coordinated photo/video shoot
- Launched winter geolocation marketing campaign with new videos
- Refreshed winter blog and developed media pitch



DASHBOARD

ANNUAL RESULTS CY 2023

January-December 2023

PR budget reduced for video and photo content

Metrics	2023 Results	2022 Results	YOY % Change
Influenced articles (number of articles earned)	11	4	+175%
New website users	20,956	18,243	+15%
Social media reach (Facebook, Instagram, Pinterest)	246,246	160,466	+53%
Social media followers (Facebook, Instagram)	2,722	2,485	+10%
Total engagements & link clicks (Facebook, Instagram, Pinterest)	5,649	4,382	+29%





WEBSITE

2023 Highlights

WEBSITE OVERVIEW

- Launched refreshed website on July 31, 2023
- Added 24 articles to the [media room](#)
- Ongoing event maintenance: 374 events added
- New users increased YOY 15%
- Total users increased YOY 12%
- Page views increased YOY 49%



EVENTS



EVENTS

Management sample: not an exhaustive list

AURORA COLONY VINEYARDS PRESENTS
2024
 NEW YEAR'S EVE PARTY
 SUN, DEC 31 | 6-9 PM
 • DINNER & CONCERT •
 • AURORA COLONY VINEYARDS •
 21336 OAK LAKE ME, AURORA, OR 97003
 LIVE MUSIC BY THE HIGHWATER JOHNNY BAND
 DINNER & A GLASS OF WINE
 TICKETS \$65
 WINE CLUB MEMBERS \$50

First Thursday NIGHT MARKET
 Downtown Canby

Winter Fair & Holiday Market
 DECEMBER 1-23
 5PM-9PM
 TICKETS ON SALE SOON!!

Aurora Wine & Chocolate Walk!
 Local Wines
 Hand Made Chocolate
 Multiple Locations
 All for a Good Cause!
 www.winesandchocolate.com

PUMPKIN PATCH
 EVERY WEEKEND IN OCTOBER
 DELICIOUS TREATS
 WINE & CIDER TASTINGS
 Kids Crafts (SUNDAYS 12-3PM)
 Hay Fort

LAST CHANCE Holiday MARKET
 DEC 16TH 10 AM-4 PM
 SANTA MAKERS FOOD DRINKS
 Triskelee Farm
 29700 SW MOUNTAIN RD WEST LINN
 Gift Raffle

Hunt for the Holiday Symbols
 12/4-12/15
 Clans search specified locations will be posted on Wilsonville Parks and Rec. Facebook and Instagram

Hollywood Night ADULT PROM
 SATURDAY, OCTOBER 14, 2023
 IN THE 4-H HALL 7PM TO 11PM

Wilsonville HARVEST FESTIVAL
 Saturday, October 21 | Stein-Bosser Barn | 10 am - 1 pm
 Live Music
 Pumpkins
 Face Painting
 Donut Truck
 Costume Parade
 Horse & Carriage

LEE FARMS TUALATIN, OR
Winter Festival
 2 WEEKENDS ONLY!
 NOVEMBER 24TH-26TH
 DECEMBER 1ST-3RD
 10AM-4PM
 ACTIVITIES \$15/PARTICIPANT:
 MEGA SLIDE
 HAYMAZES
 BOUNCE PILLOW
 BARREL WAGON RIDES
 FOOD AND BAR
 BAKERY
 COOKIE HITS
 FARM ANIMALS
 HOLIDAY GIFT SHOP
 REAL TREE FARM
 CHRISTMAS TREES FOR SALE
 WREATHS AND CENTERPIECES
 KIDS CRAFTS



AURORA COLONY Vineyards & Winery
Friday Dinner & Concert Series

SHOP SMALL
 NOVEMBER 25th
Small Business Saturday
 Come support your favorite shops, restaurants, and specialty service providers in Aurora, OR.

LIVE MUSIC @ LADY HILL
 October 2023

WEBSITE ANALYTICS

2023 CALENDAR YEAR WITH YOY CHANGE

2023 January-December

Metrics	2023												2023 Total	2022 Total	2023 % Change
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec			
New Users	1,700	1,525	1,191	1,520	1,219	1,571	2,235	2,422	1,822	1,805	1,726	2,220	20,956	18,243	+15%
Users	1,737	1,552	1,214	1,546	1,252	1,594	2,320	2,466	1,874	1,849	1,765	2,259	21,428	19,071	+12%
Page Views	3,424	2,726	2,564	3,240	2,891	3,133	10,337	15,646	5,606	7,183	4,699	7,845	69,294	46,486	+49%

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

2023 MOST POPULAR PAGES

1. (not set) *
2. Explore Wilsonville, Oregon
3. Homepage
4. Wind Down This Winter in Wilsonville
5. Itineraries

* “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.

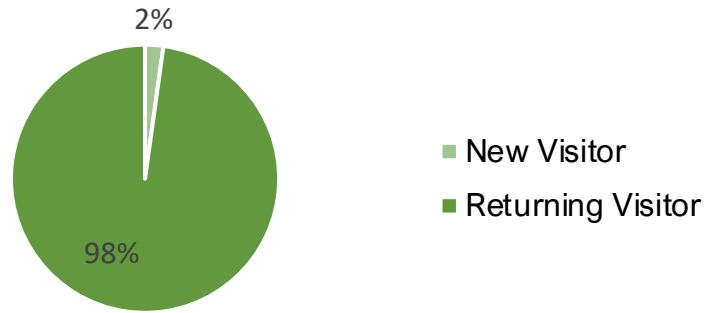
2022 MOST POPULAR PAGES

1. Homepage
2. Wind Down This Winter in Wilsonville
3. Restaurants & Dining
4. Wine Country Trip
5. Shopping Trip

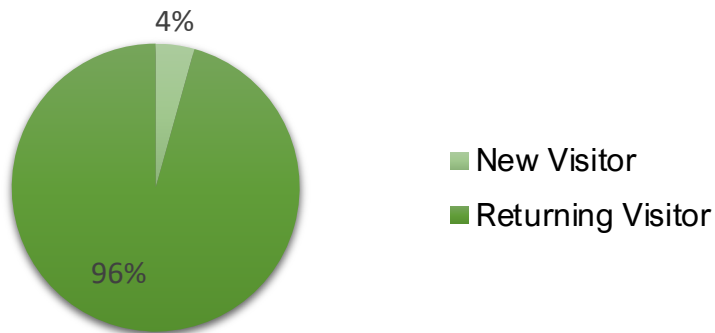


WEBSITE ANALYTICS: VISITORS

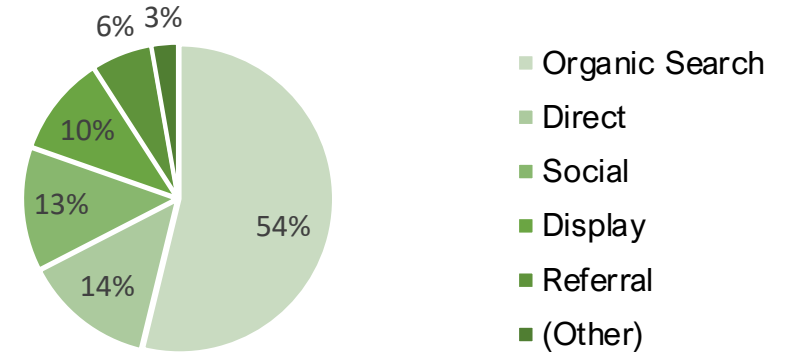
VISITOR TYPE 2023



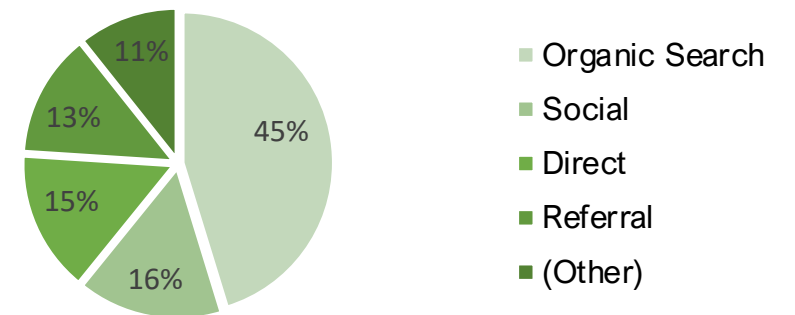
VISITOR TYPE 2022



TOP SOURCES 2023



TOP SOURCES 2022



*other indicates traffic sources that do not fall into other categories.
 **color code reflects traffic rank (ex. green is second place), not coded by channel.





SOCIAL MEDIA REPORT

2023 Highlights

SOCIAL MEDIA OVERVIEW

- 246,246 total reach (FB, IG, & Pinterest) during 2023
- Added 237 followers (FB & IG) during 2023
- Combined engagement is up 20% YOY
- Combined total reach is up 53% YOY
- Combined engagements is up 29% YOY



2023 COMBINED SOCIAL MEDIA ANALYTICS

Combined Engagement* (Engagement %)														
FB, IG & Pinterest	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	AVG	YOY Change
2023	2.87%	2.14%	2.38%	4.67%	4.09%	4.58%	5.44%	4.91%	4.38%	3.21%	3.97%	3.94%	3.88%	+20%
2022	3.66%	3.70%	3.61%	3.51%	3.55%	3.44%	3.25%	2.68%	5.28%	2.52%	1.77%	1.65%	3.22%	N/A

Combined Post Total Reach**														
FB, IG & Pinterest	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Total	YOY Change
2023	21,571	23,729	21,615	45,815	28,425	24,284	24,588	31,379	5,499	5,996	7,328	6,017	246,246	+53%
2022	4,289	8,011	14,971	17,199	18,043	9,455	12,113	10,561	4,744	18,596	21,238	21,246	160,466	N/A

Combined Total Engagements & Link Clicks														
FB, IG & Pinterest	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Total	YOY Change
2023	339	391	459	876	409	425	580	837	342	302	386	303	5,649	+29%
2022	366	662	342	406	339	262	473	326	296	326	297	287	4,382	N/A

*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

FACEBOOK ANALYTICS OVERVIEW

Facebook Engagement* (Engagement %)														
FACEBOOK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	AVG	YOY Change
2023	2.86%	2.39%	2.84%	3.16%	1.79%	1.97%	1.61%	1.98%	2.39%	1.71%	2.49%	1.84%	2.25%	-53%
2022	6.00%	6.48%	5.00%	3.54%	7.90%	3.55%	4.04%	3.99%	10.92%	3.46%	2.17%	1.21%	4.86%	N/A

Facebook Post Total Reach**														
FACEBOOK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Total	YOY Change
2023	17,098	19,274	17,529	42,062	24,044	19,199	20,059	25,271	915	751	3,428	1,835	191,465	+87%
2022	564	4,349	5,821	8,803	12,808	6,512	8,012	6,712	1,419	14,729	16,166	16,088	101,983	N/A

Facebook Total Engagements & Link Clicks														
FACEBOOK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Total	YOY Change
2023	94	166	175	620	123	71	170	422	82	42	131	46	2,142	+50%
2022	92	299	229	47	217	83	167	56	91	65	41	38	1,425	N/A

*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



FACEBOOK FOLLOWER DEMOGRAPHICS

AGE RANGE

Most of Explore Wilsonville's Facebook content reaches people who are above the age of 35, and between ages 45-54.

GENDER

Approximately 74% of Explore Wilsonville's Facebook content reached women, and 26% 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. Salem, OR
4. Eugene, OR
5. Vancouver, WA



FACEBOOK TOP CONTENT

JANUARY-MARCH

- January 25, 2023
- 29 likes, 2 comments, and 4 shares
- 1.2k accounts reached



Explore Wilsonville is with **Aurora Vineyards in Wilsonville, OR.**
Published by Travis W. Roth · January 25, 2023 · 🌐

Recently engaged? Plan the wedding of your dreams in Wilsonville! From gorgeous venues and cozy accommodations, to talented photographers and caterers, Wilsonville has everything you need for a fairytale wedding weekend.

Plan your wedding: explorewilsonville.com/meetings-and-event-venues

📸: [Joni Loraine Photography](#)

APRIL-JUNE

- April 3, 2023
- 241 likes, 13 comments, and 15 shares
- 11.2k accounts reached



Explore Wilsonville is with **Wooden Shoe Tulip Farm and Swan Island Dahlias in Wilsonville, OR.**
Published by Travis W. Roth · April 3, 2023 · 🌐

They say April showers bring May flowers, but in Wilsonville the flowers are already blooming! From spring tulips and irises to summer dahlias, experience some of the most magnificent flower festivals in the country throughout the year.

Find your flower festival: <http://explorewilsonville.com/tulp-and-flower-festivals>

JULY-SEPTEMBER

- August 7, 2023
- 217 likes, 16 comments, and 20 shares
- 9.1k accounts reached



Explore Wilsonville is with **Swan Island Dahlias.**
Published by Travis W. Roth · August 7, 2023 · 🌐

Bucket list flowers are in bloom! Now through the end of September at **Swan Island Dahlias Festival**, stroll through 50 acres of colorful blooms and enjoy food carts, live music and over 375 varieties of flowers.

Plan your trip: <http://explorewilsonville.com/2023-annual-dahlia...>

📍 Swan Island Dahlias

OCTOBER-DECEMBER

- November 24, 2023
- 40 likes, 8 comments, and 2 shares
- 2.7k accounts reached



Explore Wilsonville
Published by Travis W. Roth · November 24, 2023 · 🌐

Turns out, Santa Claus has no shortage of connections when it comes to Christmas trees. 🌲 From Scotch Pine to Fraser Fir, Kris Kringle's got you covered. Save this post for a handy guide to source your cedar, cypress and spruce in the Willamette Valley this holiday season.

- 📍 [Yesteryear Farms](#) – Pre-cut trees, garland and wreaths
- 📍 [Frog Pond Farm](#) – Trees, wreaths, Santa Claus and farm animals
- 📍 [Lee Farms](#) – Pre-cut trees, u-cut trees and farm store
- 📍 [Windsong Christmas Trees](#) – U-cut trees on Saturdays and Sundays

Keep up with more holiday happenings at ExploreWilsonville.com/events.

INSTAGRAM ANALYTICS OVERVIEW

Instagram Engagement* (Engagement %)														
INSTAGRAM	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Average	YOY Change
2023	1.59%	1.71%	1.76%	7.77%	7.91%	8.04%	9.02%	8.31%	6.89%	5.17%	7.37%	6.72%	6.02%	+218%
2022	2.88%	2.23%	2.09%	1.96%	1.97%	1.70%	1.60%	1.60%	1.54%	1.46%	1.93%	1.75%	1.89%	N/A

Instagram Post Total Reach**														
INSTAGRAM	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Total	YOY Change
2023	4,123	4,087	3,563	3,210	3,844	4,620	3,667	5,208	3,808	4,588	3,314	3,689	47,721	+.66%
2022	2,733	2,643	7,823	7,054	3,941	2,086	2,960	2,908	2,822	3,453	4,149	4,832	47,404	N/A

Instagram Average Number of Likes														
INSTAGRAM	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Average	YOY Change
2023	12.5	14.3	14.8	16.7	16.4	20.31	21.7	21.3	12.86	11.9	14.54	15.54	16.07	+29%
2022	18.9	14.7	14.6	22.6	13.9	11.7	11.7	12.3	10.7	11.3	15.5	14.2	14.34	N/A

*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



INSTAGRAM FOLLOWER DEMOGRAPHICS

AGE RANGE

Most of Explore Wilsonville's Instagram content reaches people who are between 25-54 with people aged 35-44 being the top demographic.

GENDER

Approximately 77% of Explore Wilsonville's Instagram content reached women, and 23% reached men.

COUNTRY

A majority are from the United States, followed by Mexico.

CITIES

The top four cities outside of Wilsonville for Explore Wilsonville Instagram content are:

1. Wilsonville, OR
2. Portland, OR
3. Canby, OR
4. Sherwood, OR
5. West Linn, OR



INSTAGRAM TOP CONTENT

JANUARY-MARCH

- February 20, 2023
- 32 likes, 2 comments, 0 saves and 962 impressions
- 819 accounts reached



explorewilsonville Wilsonville is full of sweet spots for sweethearts. Let spring in Wilsonville mark a new season in your relationship with these heartwarming picks.

#LinkinBio

APRIL-JUNE

- June 28, 2023
- 40 likes, 6 comments, 2 saves and 568 impressions
- 509 accounts reached



explorewilsonville Cue the sparklers! 🇺🇸 July 4 is just around the corner, do Independence Day the Wilsonville way with festivities throughout the area.

- 🕒 10 a.m. – Parade, music and food at Sofia Park in Villebois neighborhood
- 🕒 9-30 p.m. – Second annual laser light show at Town Center Park
- 🎫 \$2 tickets to family movies at Regal Wilsonville for the first showing of the day
- 🎆 The final day of the @waterfrontblues in Portland ends with a fireworks extravaganza at 10 p.m. to close out the event.

#LinkinBio to explore more events in Wilsonville.

👤 @villeboislifestyle

JULY-SEPTEMBER

- July 28, 2023
- 34 likes, 3 comments, 1 saves and 506 impressions
- 446 accounts reached



explorewilsonville Summer is the season of abundance – just ask the next vendor you see at @wilsonvillefarmersmarket. There's a new harvest every week, and each one's better than the last. What will you bring home with your next farmers market haul? 🍅🍆🥕 Open every Thursday, now through September 29.

#LinkinBio to learn more!

👤 @shaker_and_salt

OCTOBER-DECEMBER

- October 9, 2023
- 21 likes, 3 comments, 3 saves and 604 impressions
- 540 accounts reached



👍 Liked by auroracolonyvineyards and 20 others
explorewilsonville Pumpkins are just the beginning of Wilsonville's farm-fresh bounty. Celebrate the season all month long with Instagram-worthy pumpkin patches as far as the eye can see. Save this post for a handy pocket guide to the most gorgeous gourds in Wilsonville.

- 👤 @frogpondfarmoregon in Wilsonville
- 👤 @yesteryearfarmswilsonville
- 👤 @fropointfarms in Aurora
- 👤 @leefarms in Tualatin

#LinkinBio to find more of fall's best in Wilsonville.

👤 @frogpondfarmoregon

View all 3 comments

frogpondfarmoregon Thanks for the feature! 🍂

👤 leefarmssunflowers 🍂🍂🍂

October 9, 2023



PINTEREST ANALYTICS OVERVIEW

Pinterest Engagement* (Engagement %)														
PINTEREST	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Average	YOY Change
2023	4.15%	2.31%	2.54%	3.08%	2.57%	3.73%	5.68%	4.44%	3.87%	2.74%	2.05%	3.25%	3.37%	44%
2022	1.71%	3.27%	1.58%	2.31%	1.78%	1.63%	4.12%	2.45%	3.39%	2.65%	1.2%	1.98%	2.34%	N/A

Instagram Post Total Reach**														
PINTEREST	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Total	YOY Change
2023	350	368	523	543	537	465	862	900	776	657	586	493	7,060	-36%
2022	992	1,019	1,327	1,342	1,294	857	1,141	941	531	414	923	326	11,107	N/A

Pinterest Total Engagements & Link Clicks														
PINTEREST	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Total	YOY Change
2023	28	12	30	36	27	36	64	52	36	20	16	18	375	-18
2022	17	39	42	37	41	25	79	39	32	76	19	13	459	N/A

*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



PINTEREST AUDIENCE DEMOGRAPHICS

AGE RANGE

Most of Explore Wilsonville's Pinterest content reaches people who are between 18-44 with people aged 25-34 being the top demographic.

GENDER

Approximately 68% of Explore Wilsonville's Pinterest content reached women, and 16% reached men. 16% reached unspecified & custom.

CITIES

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

1. Portland, OR
2. Los Angeles, CA
3. Dallas-Ft. Worth, TX
4. Seattle-Tacoma, WA
5. Nashville, TN

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.

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	2.85x	12.4%
gardening	2.35x	62.0%
architecture	1.86x	65.7%
travel	1.73x	75.1%
wedding	1.69x	60.6%
animals	1.65x	41.9%
food and drinks	1.62x	86.4%
sport	1.51x	70.1%
health	1.48x	79.2%
vehicles	1.41x	18.9%
event planning	1.41x	81.7%
parenting	1.34x	45.1%
men's fashion	1.34x	28.8%
design	1.24x	88.9%



PINTEREST TOP BOARD*

- Explore Wilsonville, OR
 - 319 pins
 - 1,847 impressions
 - 72 engagements
 - 20 outbound link clicks
 - 55 pin clicks
 - 3 saves



*Pinterest data can only be viewed up to six months past, data for top board represents data between 7/29/23-12/31/23



PINTEREST POST SAMPLES

FLOWER FESTIVALS & FARM FUN
in Oregon's Willamette Valley

EXPLORE
WILSONVILLE

**10 ACTIVITIES UNDER \$10 IN
OREGON'S WILLAMETTE VALLEY**
Family-Friendly Fun Without Breaking the Bank

explore
WILSONVILLE

THE BEST PLACES TO UNWIND NEAR PDX
Seeking Solitude in Oregon?
Find Your Place of Peace in the Willamette Valley

explore
WILSONVILLE

explore
WILSONVILLE

FIDO-FRIENDLY FUN
in Oregon's Willamette Valley

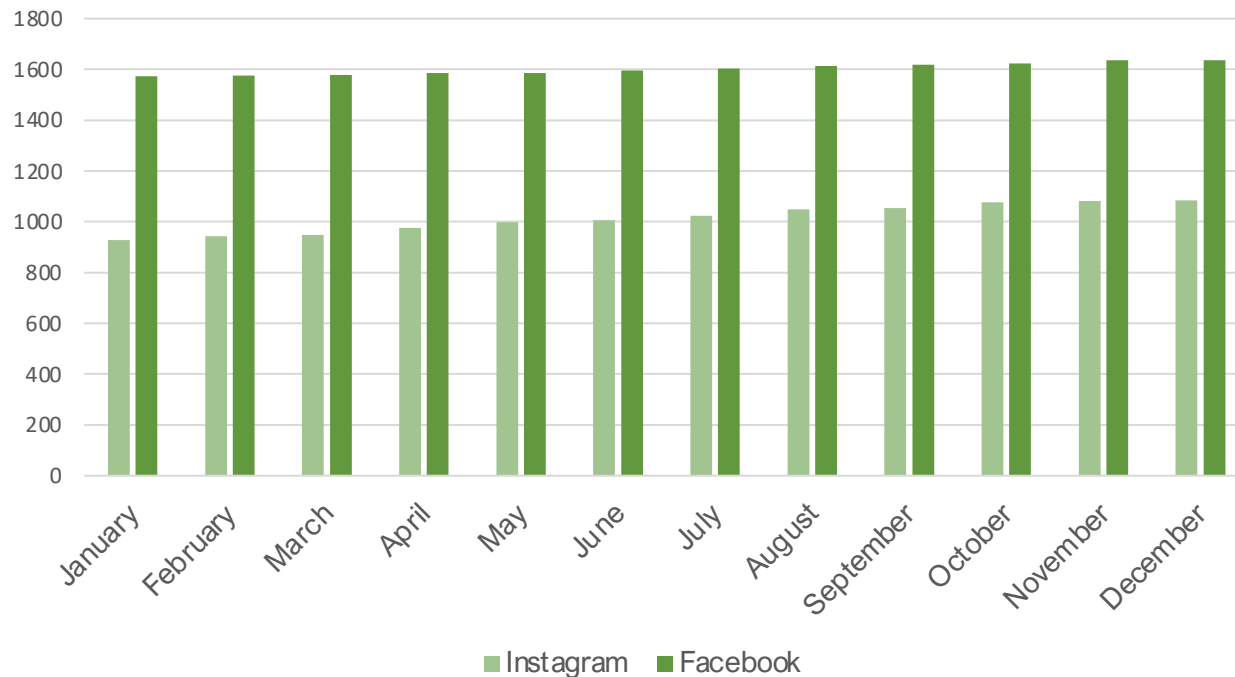


2023 SOCIAL MEDIA ANALYTICS OVERVIEW

FACEBOOK	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nou	Dec	Results
Engagement (%)	2.86%	2.39%	2.84%	3.16%	1.79%	1.97%	1.61%	1.98%	2.39%	1.71%	2.49%	1.84%	2.25%
Post Total Reach	17,098	19,274	17,529	42,062	24,044	19,199	20,059	25,271	915	751	3,428	1,835	191,465
Total Engagements & Link Clicks	94	166	175	620	123	71	170	422	82	42	131	46	2,142
INSTAGRAM	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nou	Dec	Results
Engagement (%)	1.59%	1.71%	1.76%	7.77%	7.91%	8.04%	9.02%	8.31%	6.89%	5.17%	7.37%	6.72%	6.02%
Average Number of Likes	12.5	14.3	14.8	16.7	16.4	20.31	21.7	21.3	12.86	11.9	14.54	15.54	16.07
Post Total Reach	4,123	4,087	3,563	3,210	3,844	4,620	3,667	5,208	3,808	4,588	3,314	3,689	47,721
Total Engagements & Link Clicks	217	216	254	210	259	318	346	363	224	240	239	239	3,125
PINTEREST	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nou	Dec	Results
Engagement (%)	4.15%	2.31%	2.54%	3.08%	2.57%	3.73%	5.68%	4.44%	3.87%	2.74%	2.05%	3.25%	3.37%
Post Total Reach	28	12	30	36	27	36	64	52	36	20	16	18	375
Total Engagements & Link Clicks	28	12	30	36	27	36	64	52	36	20	16	18	375



2023 SOCIAL MEDIA FOLLOWERS OVERVIEW



TOTAL FOLLOWERS: 2,722

- Instagram and Facebook growth are both steady with nearly 10% increase YOY
- Total followers 2022: 2,485

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





PR REPORT

2023 Highlights

PR OVERVIEW

- 11 influenced articles in CY 2023
- Added 24 articles to the [media room](#)
- Updated the winter, spring, summer and fall blogs and customized for media pitches
- Refreshed media fact sheet
- Hosted content partner: Rachel Jane Lloyd
- Attended PRSA Travel & Tourism Conference
- Continued PR monitoring



MEDIA COVERAGE SAMPLES

IN THE NEWS

The latest stories about Wilsonville.

2023

[PEARL BAKERY OPENS UP WILSONVILLE STOREFRONT – NOVEMBER 10, 2023 >](#)

[MAPLE BOURBON APPLE CIDER RECIPE FROM KITCHEN AT MIDDLEGROUND FARMS – OCTOBER 14, 2023 >](#)

[BLAZE A NEW TRAIL: EXPLORE WINERIES IN THE MOUNT HOOD TERRITORY – OCTOBER 4, 2023 >](#)

[‘FASHION EMPOWERS US’: PORTLAND FASHION WEEK MOVES TO WILSONVILLE – AUGUST 21, 2023 >](#)

[10 WOODBURN, OREGON HOTELS TO BOOK FOR A COZY FALL GETAWAY – AUGUST 16, 2023 >](#)

[DAHILIA FESTIVAL PRIMED TO AMAZE – AUGUST 14, 2023 >](#)

[10 CHEAP SMALL TOWNS THAT OFFER FAST WIFI & ARE GREAT FOR REMOTE WORK – AUGUST 6, 2023 >](#)

[WHERE TO FIND FULLY LOADED LOBSTER ROLLS IN PORTLAND AND BEYOND – AUGUST 4, 2023 >](#)

[PHOTOS: FLEETWOOD MAC TRIBUTE BAND TAKEN BY THE SKY PLAYS AT TOWN CENTER PARK – JULY 24, 2023 >](#)

[WILSONVILLE BREWFEST IS BACK WITH 18 LOCAL VENDORS – JULY 24, 2023 >](#)

[CANBY FERRY: CLACKAMAS COUNTY’S GATEWAY TO ADVENTURE – JULY 5, 2023 >](#)

[SIP THROUGH THE SUMMER AT VANGUARD POP-UP PUBS – JUNE 23, 2023 >](#)

[EXPLORING WILSONVILLE, OREGON: CHARMING GETAWAY FROM PORTLAND – JUNE 14, 2023 >](#)

[EXPERIENCE A DEN OF DELICIOUSNESS AT BLACK BEAR DINER – MAY 25, 2023 >](#)

[See Updated Media Room](#)



‘Blessed with a bounteous lineage’: Evergreen & Oak Trio at Lady Hill Winery

Mezzo-composer Lisa Neher, flutist Rose Bishop, and pianist Abbie Brewer performed a concert of “innovative yet beautiful” chamber music in Saint Paul.

OCTOBER 18, 2023 | LORIN WILKERSON

MUSIC



Evergreen & Oak Trio (L to R: Abbie Brewer, Lisa Neher, Rose Bishop) at Lady Hill Winery. Photo by Kristin Sterling.

We drove through a night under heavy autumn cloud, Kristin and I, out past the glowing towers of the city, and then the comforting, well-lit street mazes of the suburbs and exurbs were behind us. Down dark country roads, past pumpkin patches and old country stores shuttered for the night, we drove past the ghost town of Champoeg on our right in the hour just before it became pitch black. Rounding a corner on a dirt road we came upon a hall with windows both tall and broad, blazing with a warm light, the windows of a cupola shining like a light-house beacon, and from the welcoming hall, a woman’s voice lifted in song. It was a night where it felt good to come in out of the dark.

The [Lady Hill Winery](#) was a suitable—no, a perfect spot for an autumn concert. As Kristin took photos of the rehearsal before the concert, I enjoyed a fine glass

ONLY IN YOUR STATE

STATES CITIES

A Neighborhood Gathering Place Every
Day Any Seat

VISIT SITE

Posted in Oregon | Festivals April 02, 2023 by Catherine Armstrong updated on April 07, 2023

Explore 40 Acres Of Vibrant Blooms At The Wooden Shoe Tulip Festival In Oregon

Spring has sprung all over the Beaver State, and we love everything about it. Our favorite spring festival is coming up soon, and we’re already getting our cameras ready to capture the 40 acres of vibrant, beautiful tulips at the Wooden Shoe Tulip Festival. Check it out:

The fields at Wooden Shoe Tulip Farm are filling with brilliant blooms right now, and its annual festival will soon get underway.



MEDIA COVERAGE SAMPLES

PDX PARENT

SW 'Burbs: WILSONVILLE



Originally called Boone's Landing after a descendant of Daniel Boone, Wilsonville got a name change in 1880. The name hasn't been the only change in its history. Wilsonville has transformed from ferry site to port to train depot, and finally to the southernmost suburb in the Portland-metro area with a major freeway artery running right through its center.

Wilsonville families can easily access so many of the state's rural highlights: Willamette Valley wine country; farms that run the gamut of tulips to Christmas trees; the bikeable Ice Age Tonquin Trail; and more. And Niche.com ranks West Linn-Wilsonville as the No. 2 school district in the state. While residents are predominantly white (80% per the 2020 census), the city is growing more diverse with each passing year — and neighbors say that diversity is embraced.

eat here
Wilsonville resident Lauren Foltz says her 4-year-old daughter's favorite bakery is Lux Sore (pictured left). "It's a family-owned business that has made just about every birthday cake for her, so this place and the owners are special to us," says Foltz. "It's a great breakfast and lunch place. I love their apple galette and tartines." The Foltz family also likes the kababs at Dar Essalam, a Moroccan restaurant, Perfect Pizza and Owege Grill.

what neighbors say
Lauren Foltz and her family moved to Wilsonville from Northern California in 2017. "Wilsonville feels like home to us," she says. "The people here are friendly and it is a family-friendly town, which is one of the reasons why we were drawn to this town."
As a stay-at-home mom, she appreciates that there is always something for her to do with her 4-year-old and ways for her to connect with other parents. "We enjoy the concerts in the park, the summer farmers market, and the holiday events," Foltz says. "I love that Parks and Rec does an annual toy drive and senior stockings donation as a way to give back to the community each year." She also values the library's storytimes and visiting Yesteryear Farm and Frog Pond Farm.
Additionally, Foltz notes that living in Wilsonville allows her family to easily venture to other parts of the state. "Geographically, we love that we are close to the coast and the mountains, making it an excellent day trip or quick family weekend getaway," she says.
One downside of living in the commuter town is traffic. Luckily, Foltz's husband works from home and avoids a downtown commute. "I think we can all agree that traffic during commute hours is a bit much. One thing I appreciate is the option to use the WEB Commuter Park," says Foltz.
—Denise Costanzo

play here
Plenty of suburban family fun awaits in Wilsonville. The city boasts one of our area's most spectacular splash pads at **Murree Plaza** (top photo) at Memorial Park. Memorial Park also features a skatepark, soccer and baseball fields, a boat dock, picnic areas, sand volleyball, disc golf and pickleball areas, playgrounds, and more. Plus there's 50 acres of native forest to explore in the park — a perfect way to view wildlife. **Graham Oaks Nature Park** (pictured above) is another great spot for wildlife viewing — and much of the park is wheelchair-accessible. If your crew is looking for indoor excitement, there's also a **Bullwinkle's Family Fun Center** that features bowling, an arcade, mini golf, bumper boats and much more.

get around

30 Walk Score	55 Bike Score	26 Transit Score
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SOURCE: WALK SCORE

34 January 2023 | pdxparent.com

PORTLAND MOM COLLECTIVE

Portland Mom Collective

In + Around PDX | Travel + Adventure

The Nearby Tourist: The Whimsy of Wilsonville

By Emily - April 17, 2023

Facebook | Twitter | Pinterest | Reddit

In the quest to visit nearby towns with fresh eyes and a disruption to my everyday routine, I hit up Wilsonville. I stopped by once on my own, and then again with my whole family. We had more than enough to fill an entire day of discovery and exploration, and we will undoubtedly be back!



pdxparent.com | January 2023 35

PUBLIC RELATIONS OVERVIEW

2023 RESULTS

PR budget reduced for video and photo content

2023													
Metrics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Number of Articles	8	11	11	17	13	15	21	33	12	18	20	7	186
Circulation	7,504,388	798,174	20,818,105	5,201,407	916,706	11,671,630	607,901	3,873,774	260,437	1,961,670	1,619,399	518,559	55,752,150
Number of Influenced Articles	1	0	1	1	0	1	0	0	0	1	4	2	11

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.



KXL FM (PORTLAND) INTERVIEW

- Mayor Fitzgerald was interviewed by morning show co-host Veronica Carter on March 9
- Aired two pieces (click the icons to listen):

March 10, Jobs in Wilsonville



March 23, Cities Around Portland, Explore Wilsonville



KXL has been a trusted source for local news, knowledge and information for over 87 years and is home to the national talk superstars – Lars Larson and Markley, Van Camp & Robbins.



CONTENT PARTNER: RACHEL JANE LLOYD

Explore Wilsonville contracted Rachel Jane Lloyd as a content partner to visit Wilsonville under a content partner agreement that allowed her to follow a pre-determined itinerary in exchange for an authentic review of the different points of interest in and around Wilsonville. Rachel is a travel blogger who focuses on food and travel in the Pacific Northwest.

OVERVIEW:

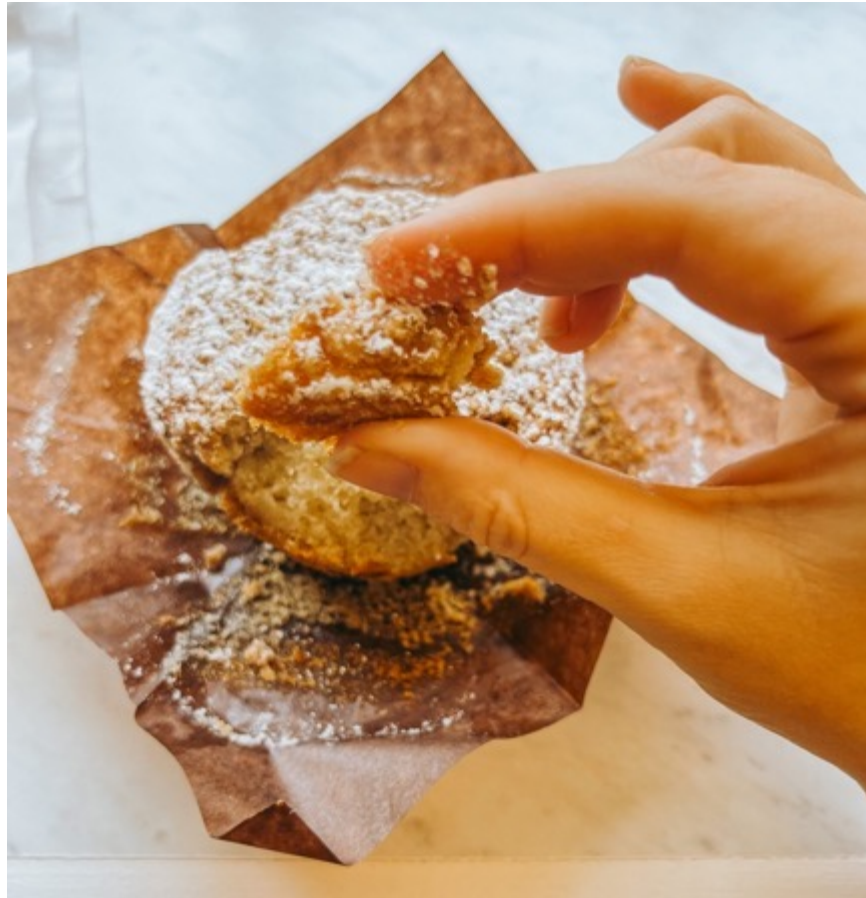
2-day itinerary: June 2-4

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.



ITINERARY



CONTENT PARTNER ITINERARY

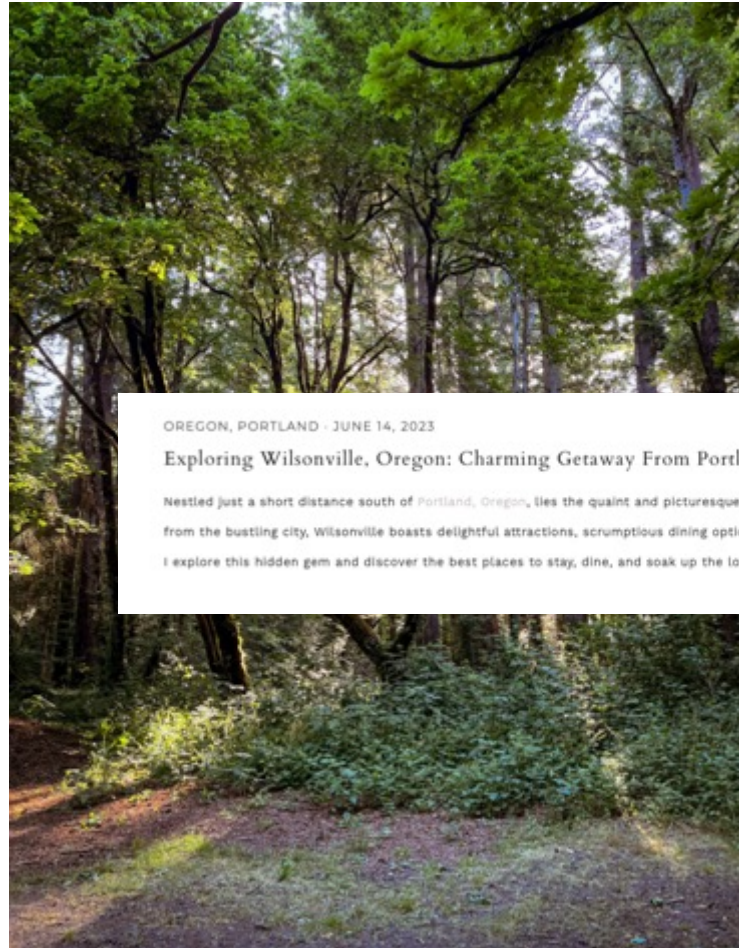
www.racheljanemacauley.com



FRIDAY, JUNE 2, 2023		TIME	NOTES	COST
Afternoon	Hilton Garden Inn	4 p.m.	Confirm arrival and stipend via phone	Complimentary
Evening	Parkway Bar and Grille	6 p.m.	Dine-in dinner for two at Hotel	Complimentary
Optional ideas	<i>Bullwinkle's</i>	Misc.	<i>Indoor games and drinks</i>	<i>Stipend</i>
	<i>McMenamins</i>		<i>Kid-friendly, drinks and desserts</i>	<i>Stipend</i>
	<i>Oswego Grill</i>		<i>Happy Hour 3 – 6 p.m. 9 p.m. – close</i>	<i>Stipend</i>
	<i>Breweries</i>		<i>Vanguard Brewery Ordnance Brewery</i>	<i>Stipend</i>
Overnight	Hilton Garden Inn		Room for 2	Complimentary
SATURDAY, JUNE 3		TIME	NOTES	COST
Afternoon	Fir Point Farms	10 a.m.	Cinnamon rolls and Country Market	Stipend
Morning	Town Center Park	11 a.m.	Oregon Korean War Memorial, historic site	Free
Afternoon	Abella Italian Kitchen	Noon	Reservation under Rachel	Complimentary
Afternoon	Graham Oaks Nature Park	2 p.m.	Audio tour or walk	Free
Evening	FREE TIME			
SUNDAY, JUNE 4		TIME	NOTES	COST
Morning	Memorial Park	5 a.m.	Sunrise walk	Free
Afternoon	Hilton Garden Inn	11 a.m.	Check-out before noon	Complimentary
Afternoon	Lux Sucre	Noon	Lunch	Complimentary



CONTENT SAMPLE: BLOG

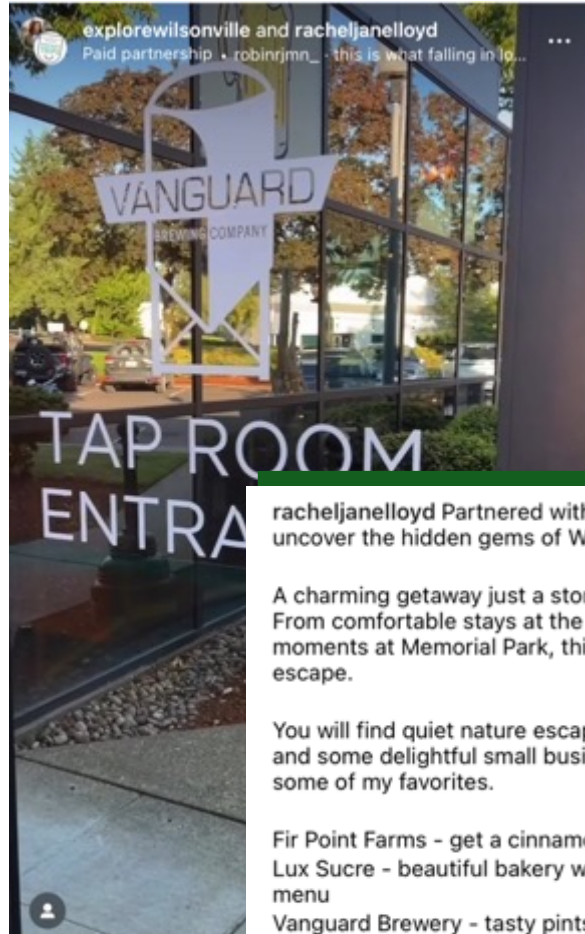


“ Wilsonville, Oregon, is a destination that offers a harmonious blend of natural beauty, delectable dining, and comfortable accommodations. From the tranquil Memorial Park to the flavorful experiences at Vanguard Brewery and Lux Sucre, every moment spent in Wilsonville is sure to leave a lasting impression.

Read full blog [here](#)



CONTENT SAMPLE: INSTAGRAM



racheljanelloyd Partnered with @ExploreWilsonville to uncover the hidden gems of Wilsonville, Oregon.

A charming getaway just a stone's throw from Portland. From comfortable stays at the Hilton Garden Inn to serene moments at Memorial Park, this little city offers a peaceful escape.

You will find quiet nature escapes, delicious food options, and some delightful small businesses to try. Here were some of my favorites.

Fir Point Farms - get a cinnamon roll!
Lux Sucre - beautiful bakery with full coffee bar and lunch menu
Vanguard Brewery - tasty pints and a fun outdoor patio

Watch reel [here](#)



racheljanelloyd still thinking about that cinnamon roll from Fir Point farms!

sharing a couple more snaps from my trip with @explorewilsonville in case you need any ideas for the weekend. 😎

TGIF y'all!





MARKETING

2023 Highlights

MARKETING OVERVIEW

- Managed geolocation data
- Ran 2022-23 Cozy Season winter geolocation campaign
- Launched 2023-24 Can You Picture It - winter geolocation campaign with new video
- Participated in OMHT Co-Op ad in 2023 Travel Oregon Visitor Guide
- Ran spring and summer blog ads on social media
- Boosted reel promoting the refreshed website
- Printed new brochure maps with annual distribution contract with Certified Folders in July
- Refreshed poster display at French Prairie Rest Area
- Conducted video/photoshoot



GEOLOCATION DATA SUMMARY

TAKEAWAYS

- Total trips in 2023 were up over 18% compared to 2022
- While more people took trips, they didn't stay as long in 2023 (total visitor days were down 2.6% and average length of stay was down by 0.3 days)
- Unique visitors increased 12% in 2023 compared to 2022

JayRay - Wilsonville Annual Report (Jan 1, 2023 - Dec 31, 2023) Geolocation Data

Global Filters In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included
POIs: All Included
Dashboard Filters Main Dates: 1/1/23 - 12/31/23 Compare Dates: 1/1/22 - 12/31/22

Overview : 1/1/23 - 12/31/23



Total Trips

2,881,426 Trips

↑ 18.7% vs. 1/1/22 - 12/31/22



Visitor Days

4,394,721 Days

↓ -2.6% vs. 1/1/22 - 12/31/22



Average Length of Stay

1.5 Days

↓ -0.3 Days vs. 1/1/22 - 12/31/22



Unique Visitors

1,354,960 Visitors

↑ 11.9% vs. 1/1/22 - 12/31/22



2023 GEOLOCATION DATA TOP MARKETS

TAKEAWAYS

- Most visitors continued to be from a drive market, but we're seeing growth in the fly-in markets
- California market grew substantially, with large visit increases from LA, Sacramento and San Francisco
- Opportunity to target drive and fly-in markets in future campaigns

JayRay - Wilsonville Annual Report (Jan 1, 2023 - Dec 31, 2023) Geolocation Data

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Top Markets

DMA	Share of Trips 1/1/2023 - 12/31/2023	Change in Share of Trips vs 1/1/2022 - 12/31/2022	% Change in Trips vs 1/1/2022 - 12/31/2022
Eugene	19.09%	- 3.9	↓ 1.3%
Seattle-Tacoma	17.92%	- 1.5	↑ 9.3%
Portland- OR	12.62%	- 3.4	↓ 6.3%
Medford-Klamat...	4.69%	- 0.6	↑ 4.6%
Los Angeles	4.22%	+ 0.7	↑ 43.1%
Yakima-Pasco-Rc...	3.52%	- 0.4	↑ 5.8%
Sacramnto-Stkto...	3.29%	+ 0.3	↑ 31.4%
Bend- OR	3.17%	- 0.4	↑ 5.5%

DMA	Share of Trips 1/1/2023 - 12/31/2023	Change in Share of Trips vs 1/1/2022 - 12/31/2022	% Change in Trips vs 1/1/2022 - 12/31/2022
Spokane	2.61%	- 0.1	↑ 12.3%
Phoenix -Prescott	2.53%	+ 0.6	↑ 53.9%
San Francisco-Oa...	2.3%	+ 0.3	↑ 38.0%
Boise	1.52%	- 0.1	↑ 9.5%
Salt Lake City	1.35%	+ 0.3	↑ 55.9%
Denver	1.09%	+ 0.4	↑ 77.5%
Dallas-Ft. Worth	1.02%	+ 0.3	↑ 66.1%
Honolulu	0.98%	0.0	↑ 15.6%



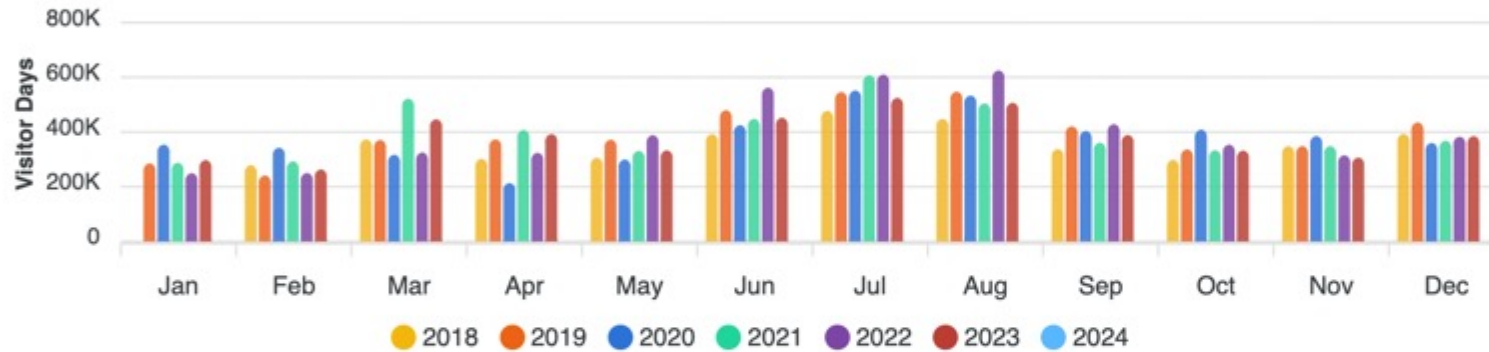
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POIs: All Included

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Monthly Volume by Visitor Days All Main Dates vs Compare Dates



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	0	279.4K	373.4K	302.5K	306.5K	392.5K	478.0K	448.5K	338.0K	299.1K	348.8K	393.4K
2019	286.1K	242.0K	371.2K	373.7K	372.6K	480.2K	546.7K	548.0K	421.3K	337.2K	349.1K	435.7K
2020	354.5K	343.2K	317.5K	213.9K	300.2K	425.7K	552.5K	533.9K	404.1K	409.3K	385.8K	360.7K
2021	288.2K	293.5K	522.5K	408.1K	331.6K	448.6K	607.8K	505.3K	361.5K	334.0K	349.1K	368.5K
2022	250.3K	251.0K	325.8K	324.6K	389.1K	562.7K	610.5K	625.7K	429.1K	354.3K	315.7K	383.2K
2023	298.1K	264.0K	447.2K	392.9K	333.7K	452.8K	525.6K	507.5K	389.7K	332.8K	307.3K	385.7K
2024	0	0	0	0	0	0	0	0	0	0	0	0

Visitor Days by Length of Stay



- 1 Day 62.9%**
- 2 Days 10.3%**
- 3 Days 6.42%**
- 4 Days 4.83%**
- 5 Days 4.29%**
- 6+ Days 11.3%**

In 2023, July had the highest visitation and most visitors stayed one day, followed by 6+ days.



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Top Clusters

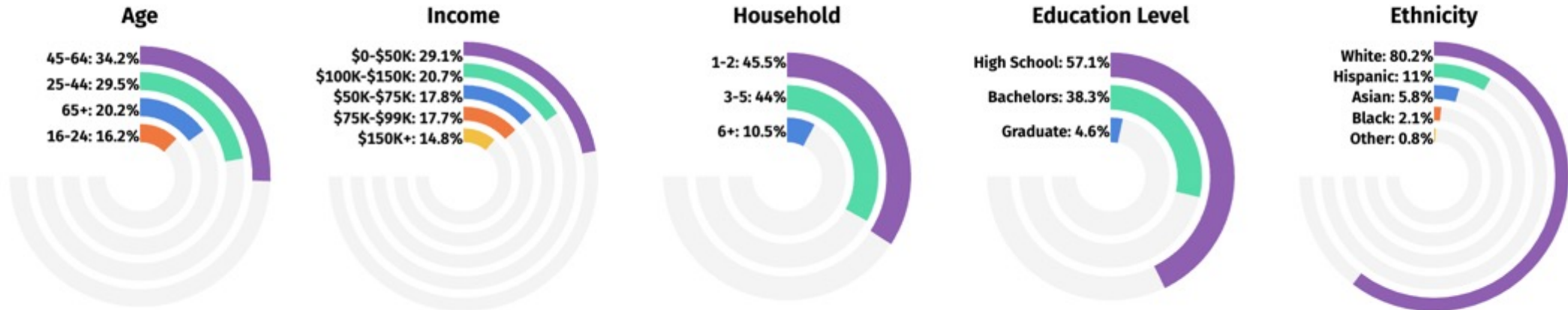
Cluster	Share of Trips 1/1/2023 - 12/31/2023	Percent Change in Trips vs 1/1/2022 - 12/31/2022
Wilsonville OR	54.57%	↑ 39.3%
Shopping	46.61%	↓ 18.4%
Attractions	13.94%	↓ 23.3%
Hotels	7.33%	↑ 7.8%
Outdoor Rec	6.44%	↑ 38.6%
Golf	1.43%	↑ 24.4%
Business Travel	1.24%	↑ 54.7%
Liquid Tourism	1.13%	↑ 11.1%



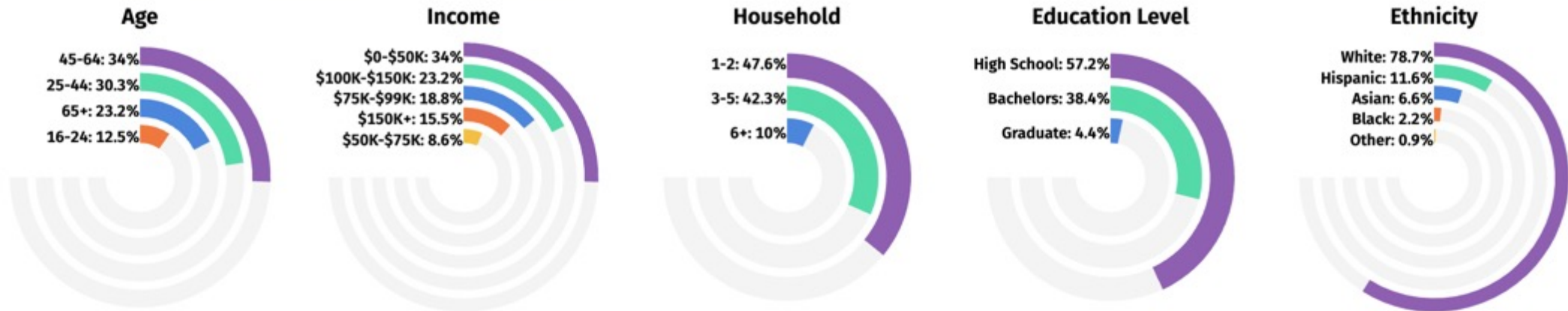
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Top Demographics for 1/1/2023 - 12/31/2023



Top Demographics for 1/1/2022 - 12/31/2022



Galicia | © Datafy - All Rights Reserved



Glossary

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

Cluster - A grouping of 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.

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.

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

Repeat vs One Time Visitors - A calculation of repeat Visitors based on observations of Unique Devices and Trips taken within the selected time frame. Once a Unique Device is observed a second time at any of the selected POIs 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 yellow line in the chart if the date range covers 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 purple line in both March and September and any subsequent visits.

Trips - The number of distinct trips to a destination by a Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a 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.

Trip Length - The number of distinct trips to a destination by a Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a 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.

Unique Device - A unique mobile device determined by unique identifiers.

Unique Visitors - 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.

Visitor Days - An estimate of the number of Visitors to a given POI or Cluster of POIs based on our proprietary volume estimate methodology. The Visitor Days calculation uses Unique Device identifiers as a baseline, and a daily estimate is generated factoring in many points of data including year-over-year changes in mobile device data availability, device behavior, local factors, unique POI characteristics, etc. The daily estimate is added up for whichever date range is selected by the filters.

Zip Code vs Postal 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.



2022-23 COZY SEASON CAMPAIGN

OVERVIEW

Focus:

- Pairing cozy adventures and tastings that feature:
 - Liquid Tourism
 - Outdoors
 - General Wilsonville/Travel interest/Relaxation

Objectives:

- Generate lift in leisure travel
- Encourage visitors to base themselves in Wilsonville for travel & vacations

Measurements of Success:

- Destination Attribution: Wilsonville, OR POI, Liquid Tourism cluster, Outdoor cluster
- Hotel Attribution: Hotel cluster
- Advertising Engagement: Traditional Engagement metrics including Click Through Rate will be monitored to ensure traction in targeted audiences

Audience and Targeting:

- Re-engage past visitors to Willamette Valley Wine Country; Geoconquest Washington's Wine Country (Walla Walla, Tri-Cities wineries) from past 4 years who live 50+ miles away and have not been Willamette Valley
- Outdoor Recreation Audience; Wine audience
- Look-a-Likes of past visitors who live in Key Markets
- Target visitors to Salem, Tualatin, Oregon City and Newberg who have not stayed in Wilsonville the past 4 years

Creative:

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

Campaign Timeframe:

- November 10, 2022 - February 28, 2023
- Geolocation ad budget: \$16,000



Past Visitor Data

FILTERS

Dates: 1/31/08 - 8/21/22

Clusters: Hotels, Outdoor Rec, Liquid Tourism

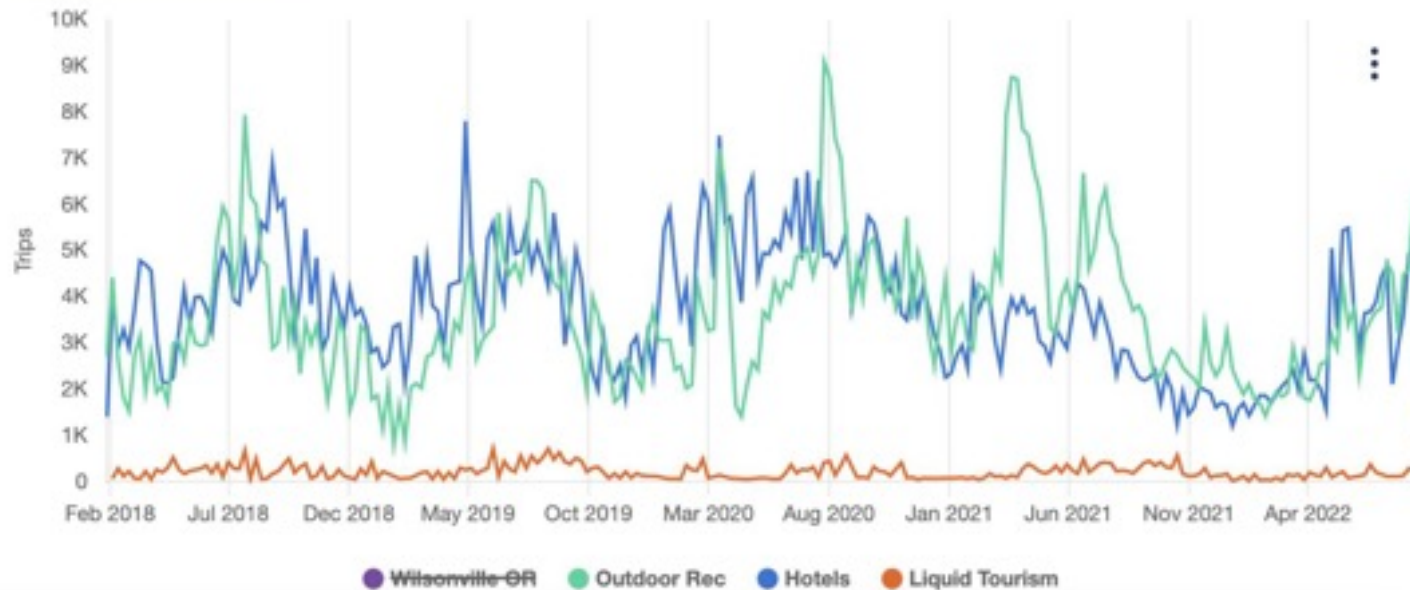
Geo: 50+ miles; In State, Out of State

Top Clusters

Cluster	Trips
Hotels	834,285
Outdoor Rec	638,275
Liquid Tourism	165,728

Weekly Trips by Cluster

Cluster Trend Year Over Year

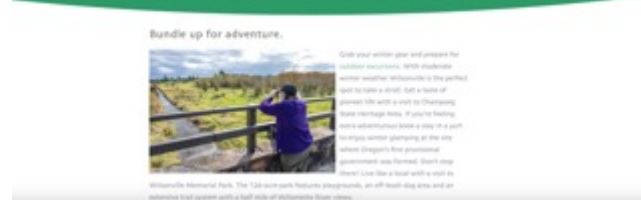
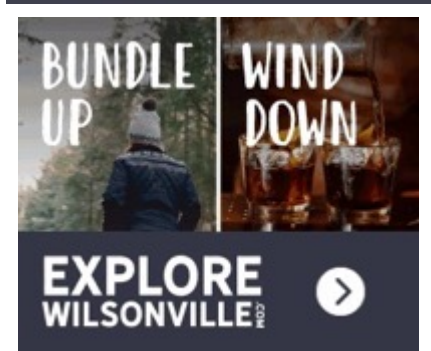
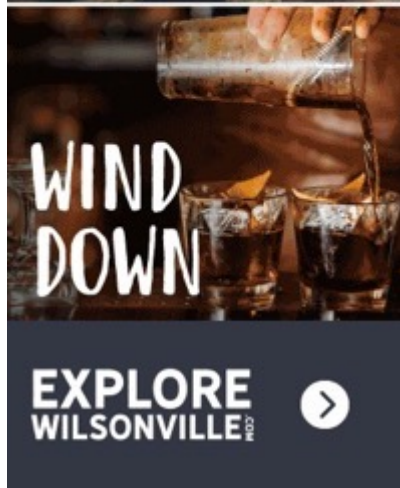


Top Markets

DMA	% of Trips
Seattle-Tacoma	14.18%
Eugene	13.64%
Portland- OR	10.07%
Sacramnto-Stkton-Modesto	5.32%
Medford-Klamath Falls	5.06%
Los Angeles	4.6%
Bend- OR	3.18%
Yakima-Pasco-RchInd-Knnwck	3.01%
Phoenix -Prescott	2.83%



COZY SEASON CAMPAIGN



Cozy up with cold weather comforts.

Find hygge in the little things. Bring a book and warm up in Wilsonville with a visit to one of the many cozy coffee shops in town. Delight in a morning cup o' joe from the Corner Coffee Shoppe. Pro-tip: stop by Wild Grains Bakery next door and surprise the gluten-free friend in your life with delicious baked goods. Sweet tooth? For food as good as their photo-ops stop visit every Instagrammer's favorite bakery, Lux Sucre Desserts and snap a pic in their pink phone booth. Pair your cozy morning with a toasty evening around a firepit on Mt. Hood Territory's Tap Trail. Try some of Oregon's famous craft beer at local favorites Ordinance Brewing and Vanguard Brewing. Sip on Vanguard's popular Good Day IPA and if you're feeling nostalgic for summer nights order a creamside, fruit sour.



Curl up with a spa day.



Whether you're seeking solitude or spending quality time with loved ones, indulge in rest and relaxation this winter with a spa day in Wilsonville. Release the weight of the world with a salt float at Soak Box Spa or treat your body to a fire and ice treatment to reap the benefits of both saunas and cold therapy. Feeling fancy? Pamper yourself at Oregon's premiere resort and spa, The Allison Inn & Spa. Soak in luxury with a mimosa massage and divine wine facial.

Pair your spa day with wine tasting in the Willamette Valley. Within just a few minutes' drive you'll be sampling Lady Hill Winery's Rhône-style blends, savoring Terra Vina Wines' zesty and fruity Carménère at their winery in Wilsonville or from their tasting room in McMinnville, and toasting Tumwater vineyards sparkling rose brut. With more than 300 wineries to choose from, you can't go wrong.

Cozy season is calling. Plan your trip.

Trip-tips: Before booking your trip browse local packages & deals. Once you've warmed up take advantage of budget friendly tax-free shopping. Start with local farm stores like Graham + Toozie, plan time for the Woodburn Premium Outlets and don't miss out on antiquing in Aurora.

Be sure to tag #ExploreWilsonville in your vacation photos for a chance to be featured on our page.

PACKAGES & DEALS

explorewilsonville.com/cozy-season

2022-23 COZY SEASON CAMPAIGN RESULTS

November 10, 2022 - February 28, 2023

- We reached 96,612 unique people in our key markets, resulting in 135 booked room nights.
- The **return on ad spend for this campaign: \$21.94 for every \$1.** (Cost per visitor day = \$3.01)
- Ads met the benchmark average for people who saw the ad and clicked the link for more information with 3,325 clicks and a click-through rate of .16%.

Campaign Impact

$$\begin{array}{rcccl} \mathbf{1,465} & & \mathbf{\$100} & & \mathbf{\$146,500} \\ \text{Total trips} & \times & \text{Avg. spend per} & = & \text{Destination impact} \\ & & \text{visitor} & & \end{array}$$

$$\begin{array}{rcccl} \mathbf{132} & \times & \mathbf{\$100} & = & \mathbf{\$13,249} \\ \text{Room nights} & & \text{Avg. daily rate} & & \text{Hotel impact} \\ \text{booked} & & \text{(estimated)} & & \end{array}$$



2023-24 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

Results not available yet.



WINTER-SPRING 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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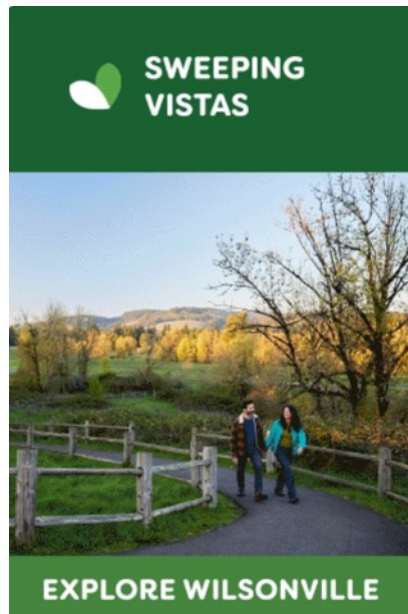


WINTER CAMPAIGN

GENERAL AWARENESS, GEOLOCATION MARKETING AD

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

Screenshots below:

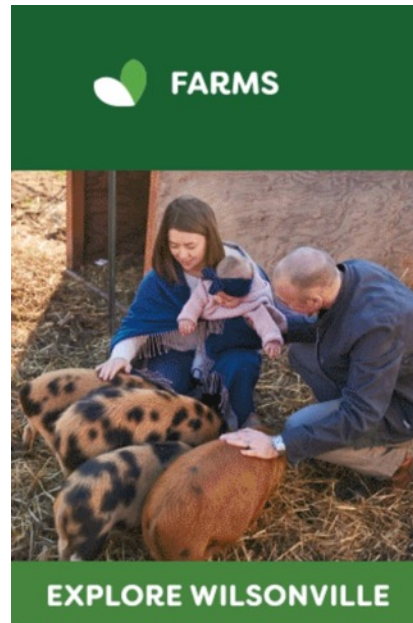


WINTER CAMPAIGN

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

Screenshots below:



WINTER CAMPAIGN

VIDEO, GEOLOCATION MARKETING AD

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

Screenshot below:



PNW Adventures Near Portland, OR

TRAVEL OREGON VISITOR GUIDE AD

OMHT CO-OP AD

Participated in OMHT's co-op ad program in the 2023 Travel Oregon Visitor Guide: 1/3-page ad for \$1,830 (valued at \$4,100).



 **TRIPS CURATED JUST FOR YOU—
16 MILES SOUTH OF PORTLAND.**

STAY IN THE HEART OF IT ALL.

- ✓ Arts & Culture
- ✓ Family Fun
- ✓ Farmlandia
- ✓ Foodie
- ✓ History & Heritage
- ✓ Outdoorsy
- ✓ Rest & Relaxation
- ✓ Shopping
- ✓ Sports
- ✓ Wine Country



**EXPLORE
WILSONVILLE** [GetawaytoOregon.com](https://www.getawaytooregon.com) 



MAP BROCHURE DISTRIBUTION

TEASER BROCHURE & MAP

- Printed brochures (10,000 quantity)
 - 5,000 – Oregon Welcome Centers
 - 2,000 – Portland Visitor Center
 - 3,000 – Wilsonville hotels and attractions
- Annual brochure distribution contract with Certified folders began in July

DISTRIBUTION AT 9 OREGON WELCOME CENTERS

- Portland International Airport – baggage claim
- Portland International Airport – car rentals
- Oregon City - end of the Oregon Trail Interpretive Center
- Seaside – Hwy 101 visitor center
- Boardman – SAGE Center on I-84
- Ontario – rest area on I-84
- Brookings – Hwy 101 Crissey Field State Recreation Site
- Klamath Falls – rest area on Hwy 97
- Ashland – Northbound I-5, south of Ashland

\$1,380 per year

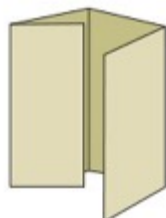


PORTLAND VISITOR CENTER – NEW!

\$600 per year



VISUAL IDENTITY SAMPLES



Model of how
teaser brochure
will fold.

PAID SOCIAL MEDIA

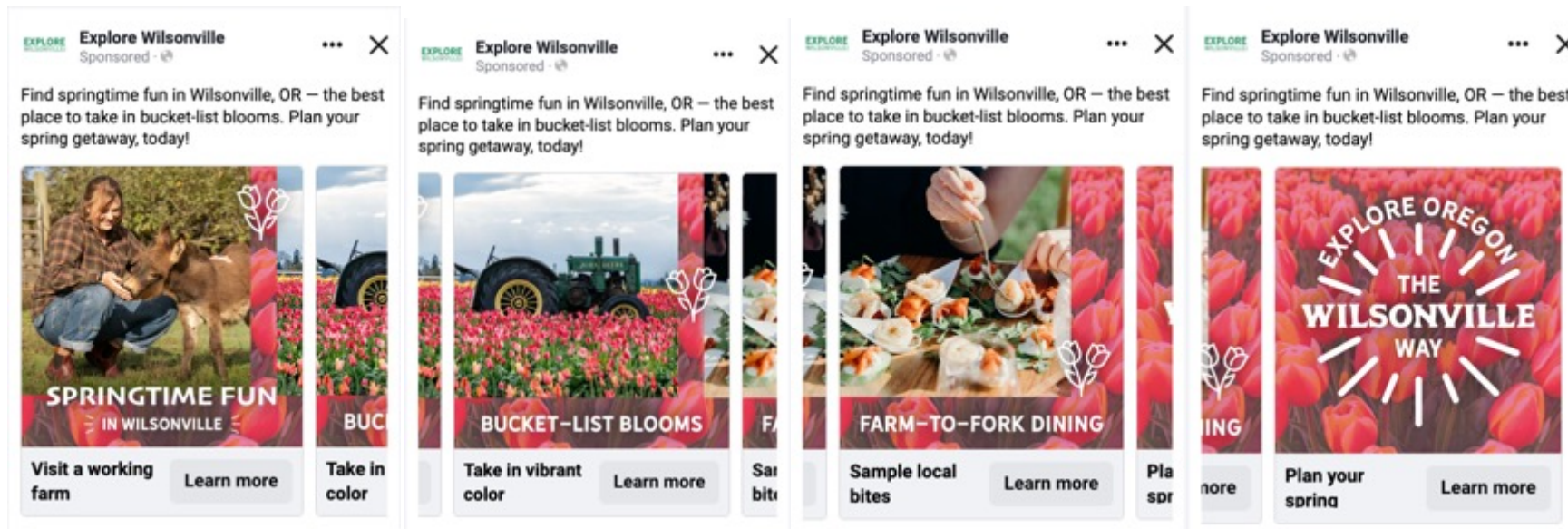
DATES: March 9–May 31

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to spring blog

AUDIENCE: Ages 25–65+ United States: Sacramento (+25 mi) California; Boise (+35 mi) Idaho; Las Vegas (+25 mi) Nevada; Bend (+25 mi), Grants Pass (+25 mi) Oregon; Seattle (+50 mi), Tacoma (+25 mi) Washington

INTERESTS: Outdoors, Outdoor recreation, Gardening, Wine, Festival, Food & Wine, Farm-to-table, Hot air balloon, Shopping, Outlet store, Oregon, Cycling, Tourism, Farm or Garden festival



OVERVIEW & RESULTS

- Spend: \$250
- Reach: 31,984
- Impressions: 72,130
- Landing page views: 722



PAID SOCIAL MEDIA

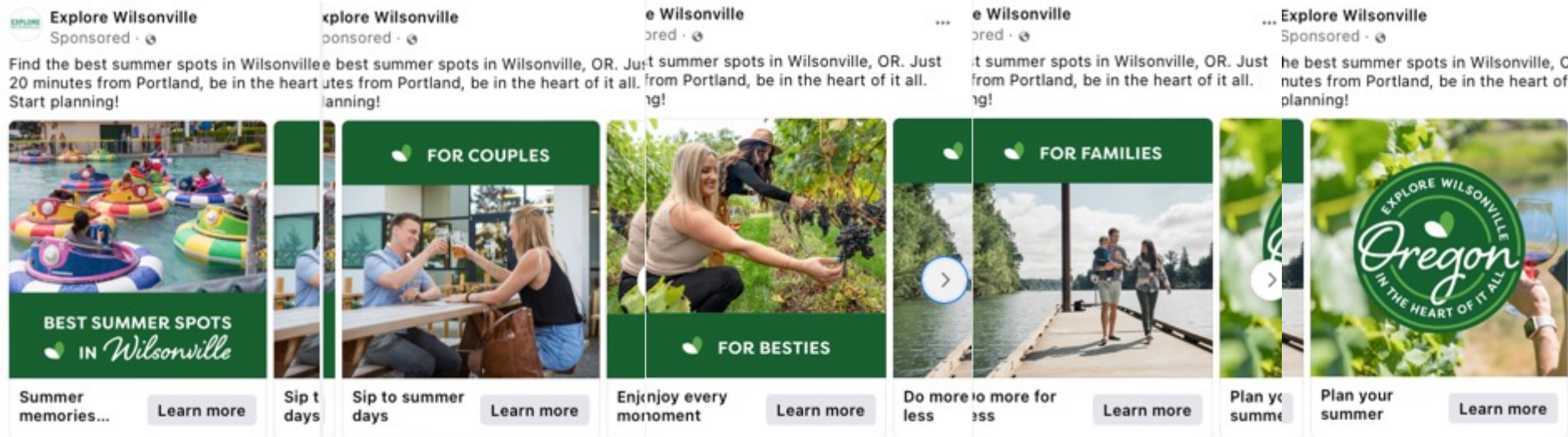
DATES: June 1-August 31

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to summer blog

AUDIENCE: Ages 25-65+ United States: Sacramento (+25 mi) California; Boise (+35 mi) Idaho; Las Vegas (+25 mi) Nevada; Bend (+25 mi), Grants Pass (+25 mi) Oregon; Seattle (+50 mi), Tacoma (+25 mi) Washington

INTERESTS: Tourism, Frequent Travel, Outdoors, Outdoor Recreation, Gardening, Wine, Tulip Festival, Food & Wine, Flowers, Flower Festivals, Farm-to-Table, Hot Air Balloon, Shopping, Outlet Store (Retail), Oregon, Cycling, Farm or Garden Festival



OVERVIEW & RESULTS

- Spend: \$250
- Reach: 34,812
- Impressions: 68,105
- Landing page views: 1,128



PAID SOCIAL MEDIA

DATES: August 22 - 29

CHANNEL: Facebook & Instagram

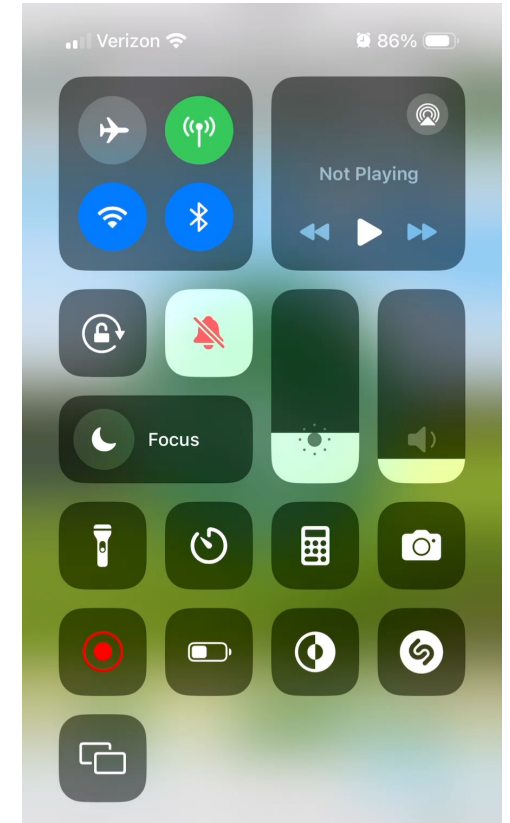
OBJECTIVE: Traffic to new website

AUDIENCE: Ages 25-65+ United States: Arizona; Los Angeles (+50 mi), San Francisco (+43 mi) California; Boise (+25 mi) Idaho; Vegas Dr, Las Vegas (+25 mi) Nevada; Bend (+50 mi), Eugene (+50 mi), Portland (+50 mi) Oregon; Texas; Spokane (+50 mi) Washington

INTERESTS: Adventure Travel, Outdoor Recreation, Wine Festival, Outdoor Adventure, Outdoor Enthusiast, Festival, Cycling, Agriculture or Travel and Behaviors: Frequent Travelers

OVERVIEW & RESULTS

- Spend: \$50
- Reach: 2,245
- Impressions: 3,916
- ThruPlays*: 2,471
- Cost per ThruPlay: \$0.02
- Post engagements: 2,681



*The number of times your video was played to completion, or for at least 15 seconds.





VIDEO & PHOTOSHOOT

October 26-29, 2023

VIDEO & PHOTOSHOOT DETAILS

GOALS

- High-quality, compelling content that showcases Wilsonville well
- Brand storytelling that positions Wilsonville in the heart of it all
- Visually promote itineraries
- Use videos and photos in future ad campaigns
 - Production ready – edited/produced video to use immediately
- Fresh images, filling in our image library gaps
- Capture people adventuring in the heart of it all from sunrise to sunset, across wineries, breweries, farms, parks and more!

VIDEO/PHOTO DELIVERABLES

- Series of four, 30-second shorts – vertical and horizontal formats based on top visitor profiles from geolocation data
- Series of 10, 15-second Instagram reels without voiceover – vertical only
- Photographer on site to capture stills alongside video drone and b-roll to produce a video library for future use, unlimited rights
- JayRay on site for creative direction
- Developed story board, directed voiceover and music
- Volunteer models from the community
- Business film location coordination
- Film permit requirements



FOUR, 30-SECOND SPOTS, VISITOR PERSONAS



Photo Worthy Experiences Near Portland, OR

[WATCH VIDEO](#)



Affordable Fun Near Portland, OR

[WATCH VIDEO](#)



PNW Adventures Near Portland, OR

[WATCH VIDEO](#)



Looking for Leisure near Portland, OR

[WATCH VIDEO](#)



FILMING & PHOTO LOCATIONS

1. Champoeg State Heritage Area
2. Memorial Park
3. French Prairie Gardens
4. Our Table Cooperative
5. Soak Box Spa
6. Terra Vina Vineyard
7. Aurora Mills Architectural Salvage
8. Lux Sucre
9. Lady Hill
10. Vanguard Brewing
11. Bullwinkle's
12. Frog Pond Farm
13. Hilton Garden Inn
14. Holiday Inn
15. Graham & Tooze Farm Store
16. Butteville General Store





SMITH TRAVEL RESEARCH REPORT

2023 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

2023 Results

2023													
METRICS	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Results
Occupancy %	55.3%	61.9%	63%	59.1%	61.6%	74.6%	71.8%	76.1%	66.7%	64.4%	54.6%	50.3%	63.3% AVG
RevPar	\$56.01	\$63.91	\$67.90	\$66.16	\$70.79	\$98.77	\$97.31	\$100.74	\$81.31	\$74.04	\$57.02	\$50.55	\$73.77 AVG
Demand	10,539	10,654	12,011	10,909	11,736	13,761	13,691	14,503	12,314	12,281	10,067	9,593	142,059 TOTAL
Revenue	1,067,770	1,100,579	1,294,584	1,220,615	1,349,665	1,822,355	1,855,275	1,920,552	1,500,102	1,411,631	1,052,036	963,759	\$16,558,924 TOTAL



Total Properties: 9

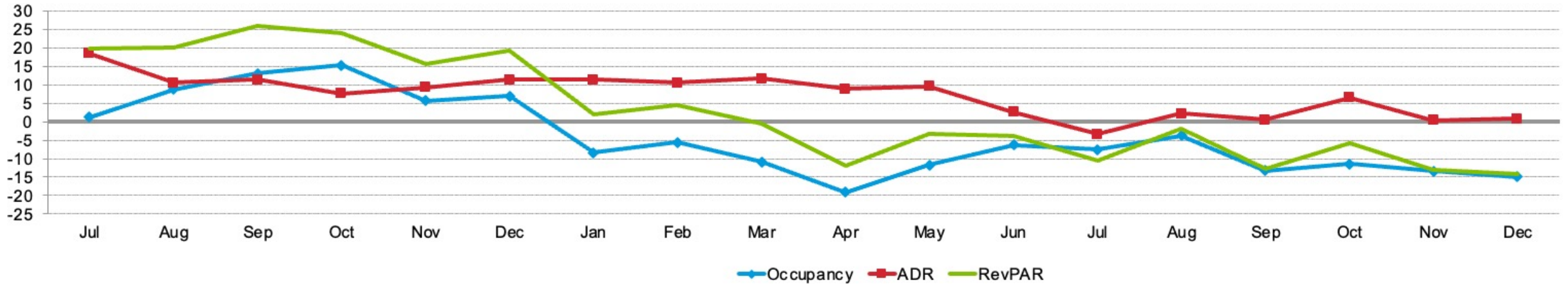


Total Rooms: 615



STR REPORT - WILSONVILLE

Monthly Percent Change



Occupancy (%)	2022						2023											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	77.6	79.1	77.0	72.8	63.0	59.1	55.3	61.9	63.0	59.1	61.6	74.6	71.8	76.1	66.7	64.4	54.6	50.3
Last Year	76.7	72.8	68.1	63.1	59.6	55.3	60.4	65.5	70.7	73.2	69.7	79.7	77.6	79.1	77.0	72.8	63.0	59.1
Percent Change	1.2	8.7	13.0	15.3	5.7	7.0	-8.5	-5.5	-10.9	-19.2	-11.7	-6.4	-7.5	-3.9	-13.3	-11.5	-13.4	-14.9

ADR	2022						2023											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	140.25	129.62	121.25	107.91	104.16	99.65	101.32	103.30	107.78	111.89	115.00	132.43	135.51	132.42	121.82	114.94	104.50	100.46
Last Year	118.37	117.29	108.80	100.31	95.26	89.46	91.00	93.37	96.53	102.74	104.97	129.11	140.25	129.62	121.25	107.91	104.16	99.65
Percent Change	18.5	10.5	11.4	7.6	9.3	11.4	11.3	10.6	11.7	8.9	9.6	2.6	-3.4	2.2	0.5	6.5	0.3	0.8

RevPAR	2022						2023											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	108.88	102.56	93.31	78.56	65.65	58.92	56.01	63.91	67.90	66.16	70.79	98.77	97.31	100.74	81.31	74.04	57.02	50.55
Last Year	90.81	85.36	74.08	63.32	56.79	49.43	54.95	61.16	68.22	75.17	73.17	102.84	108.88	102.56	93.31	78.56	65.65	58.92
Percent Change	19.9	20.2	26.0	24.1	15.6	19.2	1.9	4.5	-0.5	-12.0	-3.2	-4.0	-10.6	-1.8	-12.9	-5.7	-13.1	-14.2



STR REPORT - WILSONVILLE

Occupancy (%)

	Year To Date			Running 12 Months		
	2021	2022	2023	2021	2022	2023
THIS YEAR	63.4	70.7	63.3	63.4	70.7	63.3
LAST YEAR	45.0	63.4	70.7	45.0	63.4	70.7
PERCENT CHANGE	40.9	11.4	-10.4	40.9	11.4	-10.4

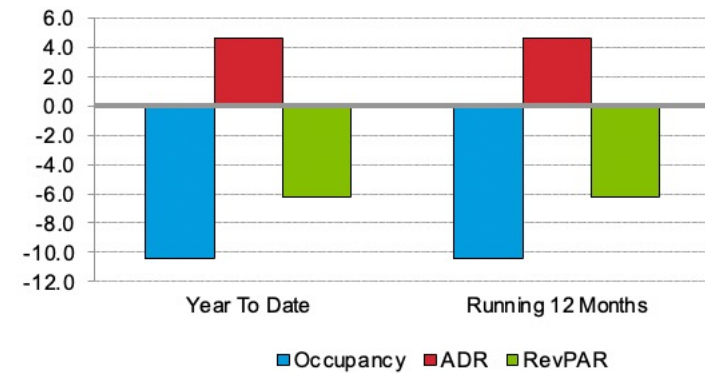
ADR

	Year To Date			Running 12 Months		
	2021	2022	2023	2021	2022	2023
THIS YEAR	96.70	111.37	116.56	96.70	111.37	116.56
LAST YEAR	77.49	96.70	111.37	77.49	96.70	111.37
PERCENT CHANGE	24.8	15.2	4.7	24.8	15.2	4.7

RevPAR

	Year To Date			Running 12 Months		
	2021	2022	2023	2021	2022	2023
THIS YEAR	61.34	78.70	73.77	61.34	78.70	73.77
LAST YEAR	34.88	61.34	78.70	34.88	61.34	78.70
PERCENT CHANGE	75.9	28.3	-6.3	75.9	28.3	-6.3

Overall Percent Change



STR REPORT – WILSONVILLE

Takeaways

- 2023 hotel occupancy down nationwide – corporate business budget limitations due to price increases and recession concerns
- According to TripAdvisor, a higher cost of living due to inflation has caused travelers to alter plans by taking shorter trips closer to home

2023 RESULTS WITH YEAR OVER YEAR COMPARISON

Metrics	2023	2022	YOY CHANGE	YOY %CHANGE
Occupancy %	63.3% AVG	70.7% AVG	N/A	-7.4%
RevPar	\$73.77 AVG	\$78.70 AVG	-\$4.93	-6.3%
Demand	142,059	158,614	-16,555	-10.4%
Revenue	\$16,558,924	\$17,665,608	-\$1,106,684	-6.3%



Total Properties: 9



Total Rooms: 615



