Q4 REPORT (APRIL-JUNE)
FY 2023-24

August 1, 2024

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Q4 RECAP

OVERVIEW

- Website new users, users and pageviews up YOY across the board

- Increased search filter functionality on events calendar

- Added 47 followers across Facebook and Instagram through organic growth

- Earned 4 influenced media articles

DASHBOARD

ANNUAL RESULTS FY 2023-24
Q4 April-June 2024, compared to Q4 FY22-23

PR budget reduced for video and photo content
2023-24 social media efforts focused on organic reach and engagement this year as opposed to paid efforts in past years, because of this we expect social numbers to be down, paid efforts will return in 2024-25

Metrics	FY23-24 Q4 Results	FY 22-23 Q4 Results	% Change YOY FY 22-23 Q4 Results	FY 23-24 Results to Date	FY 23-24 Goals	% To Goal
Influenced Articles (number of articles earned)	**4**	1	**+300%**	**14**	5	**+280%**
New website users	**7,754**	4,310	**+79.91%**	**40,832**	15,000	**+272%**
Social media reach (Facebook, Instagram, Pinterest)	**15,986**	98,524	**-83.77%**	**286,045**	150,000	**+190%**
Social media followers (Facebook, Instagram)	**2,858**	2,602	**+9.84%**	**2,858**	3,000	**95.3%**
Total engagements & link clicks (Facebook, Instagram, Pinterest)	**601**	1,710	**-64.85%**	**4,653**	5,000	**93.1%**

DASHBOARD

ANNUAL RESULTS FY 2023-24
July 2023-June 2024, compared to July 2022-June 2023

Metrics	FY23-24 FY Year-End Results	FY 22-23 FY Year-End Results	% Change YOY FY 22-23 Q4 Results	FY 23-24 Goals	% To Goal
Influenced Articles (number of articles earned)	**14**	5	**+180%**	5	**+280%**
New website users	**40,832**	18,372	**+122.25%**	15,000	**+272%**
Social media reach (Facebook, Instagram, Pinterest)	**286,045**	253,937	**+12.64%**	150,000	**+190%**
Social media followers (Facebook, Instagram)	**2,858**	2,602	**+9.84%**	3,000	**95.3%**
Total engagements & link clicks (Facebook, Instagram, Pinterest)	**4,653**	4,865	**-4.36%**	5,000	**93.1%**

WEBSITE

Q4 April-June 2024 Highlights

Q4 WEBSITE RECAP

- Added 2 articles to the media room
- Ongoing event maintenance: 99 events added
- New users increased YOY 79%
- Total users increased YOY 79%
- Page views increased YOY 195%

EVENTS

THURSDAY NIGHT DINNERS AT TUMWATER VINEYARD

PRIDE MONTH MURAL RECEPTION

WILSONVILLE BREWFEST

ST. PAUL RODEO

OREGON BALLET AT LADY HILL WINERY

NATIONAL MOBILITY AWARENESS MONTH TRACK CHARI APPOINTMENTS

BULLWINKLE'S SUMMER KICK OFF AFTER DARK EVENT

FRENCH PRAIRIE BERRIES, BREWS & BBQs

WEBSITE ANALYTICS

Q4 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE
Q4 April-June

Metrics	Q4 FY 23-24				Q4 FY 22-23				YOY Q4 Quarterly % Change
	Apr	May	Jun	Q4 FY 23-24 Total	Apr	May	Jun	Q4 FY 22-23 Total	
New Users	2,882	2,644	2,228	**7,754**	1,520	1,219	1,571	4,310	**+79.9%**
Users	2,921	2,679	2,279	**7,879**	1,546	1,252	1,594	4,392	**+79%**
Page Views	7,189	13,998	6,154	**27,341**	3,240	2,891	3,133	9,264	**+195%**

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

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

Website users grew 80% compared to last year

WEBSITE MOST POPULAR PAGES

FY 2023-24 Q4 MOST POPULAR PAGES

1. Flower & Tulip Festivals Near Portland, OR
2. Homepage
3. Santa Fe Mexican Restaurant
4. Restaurants & Dining
5. Upcoming Events

* "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 Q4 MOST POPULAR PAGES

1. Homepage
2. Spring Retreats in Wilsonville: the Six Best Ways to Take in the Color and Fresh Flowers that Spring Brings to Wilsonville
3. Events
4. Restaurants & Dining
5. Blog – Summer Memories Await in Wilsonville

Users are interested in events and new dining options

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**	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**June**	**Results**
New Users	2,235	2,422	1,822	1,805	1,726	2,220	5,358	8,266	7,224	2,882	2,644	2,228	**40,832**
Users	2,320	2,466	1,874	1,849	1,765	2,259	5,376	8,469	7,454	2,921	2,679	2,279	**832**
Page Views	10,337	15,646	5,606	7,183	4,699	7,845	13,867	13,836	23,405	7,189	13,998	6,154	**129,765**

Users up during marketing campaign (Dec-March)

SOCIAL MEDIA

Q4 April-June 2024 Highlights

Q4 SOCIAL MEDIA RECAP

- 15,986 total reach (FB, IG & Pinterest)

- Added 47 followers

- Instagram's engagement rate is up 1% compared to Q4 22-23

- Facebook's engagement rate is up 30% compared to Q4 of 22-23

- Pinterest link clicks are up 21% and reach is up 139% compared to Q4 of 22-23

FACEBOOK ANALYTICS

2023-24 social media efforts focused on organic reach and engagement this year as opposed to paid efforts in past years, because of this we expect social numbers to be down, paid efforts will return in 2024-25. Engagement rate is still significantly higher than the industry average of 0.28%.

Q4 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE
Q4 April-June

METRICS	Q4 FY 23-24				Q4 FY 22-23				YOY Q4 QUARTERLY % CHANGE
	Apr	May	Jun	Q4 FY 23-24 Total	Apr	May	Jun	Q4 FY 22-23 Total	
Engagement* (%)	3.88%	2.85%	3.82%	**3.52% AVG**	3.16%	1.79%	1.97%	2.70% AVG	**+30%**
Post Total Reach**	764	616	1,180	**2,560 TOTAL**	42,062	24,044	19,199	85,305 TOTAL	**-96%**
Total Engagements ***	63	38	58	**159 TOTAL**	297	82	38	417 TOTAL	**-61%**
Link Clicks**	14	12	28	**54 TOTAL**	323	41	33	397 TOTAL	**-86%**

*In FY 23-34 Facebook changed the way they calculate engagement percentage. As of July 2023 Engagement percentage = (engagement rate divided by impressions) x 100

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

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

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

FACEBOOK TOP CONTENT

- April 3, 2024

- 16 reactions, 1 comment and 2 shares

- 277 accounts reached

Explore Wilsonville is in **Wilsonville, OR**.
Published by Travis W. Roth

· April 3 ·

Indulge in unforgettable dining experiences in Wilsonville! Dive into the rich flavors of Morocco at Dar Essalam Moroccan Restaurant, and don't forget to order the mint tea. 😉

For more foodie favorites visit: ExploreWilsonville.com/Explore/Foodie-Trip

INSTAGRAM ANALYTICS

2023-24 social media efforts focused on organic reach and engagement this year as opposed to paid efforts in past years, because of this we expect social numbers to be down, paid efforts will return in 2024-25. Engagement rate is still significantly higher than the industry average of 0.73%.

Q4 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE
Q4 April-June

METRICS	Q4 FY 23-24				Q4 FY 22-23				YOY Q4 QUARTERLY % CHANGE
	Apr	May	Jun	Q4 FY 23-24 Total	Apr	May	June	Q4 FY 22-23 Total	
Engagement* (%)	8.45%	8.86%	6.65%	**7.98% AVG**	7.77%	7.91%	8.04%	7.91% AVG	**+.88%**
Average number of likes	15.31	10.77	8.72	**11.6 AVG**	16.7	16.4	20.31	17.80 AVG	**-34%**
Post Total Reach*	4,170	2,821	2,730	**9,721 TOTAL**	3,210	3,844	4,620	11,674 TOTAL	**-16%**
Total Engagements ***	238	165	117	**520 TOTAL**	204	257	312	773 TOTAL	**-32%**
Link Clicks****	4	3	2	**9 TOTAL**	16	2	6	24 TOTAL	**-62%**

*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%

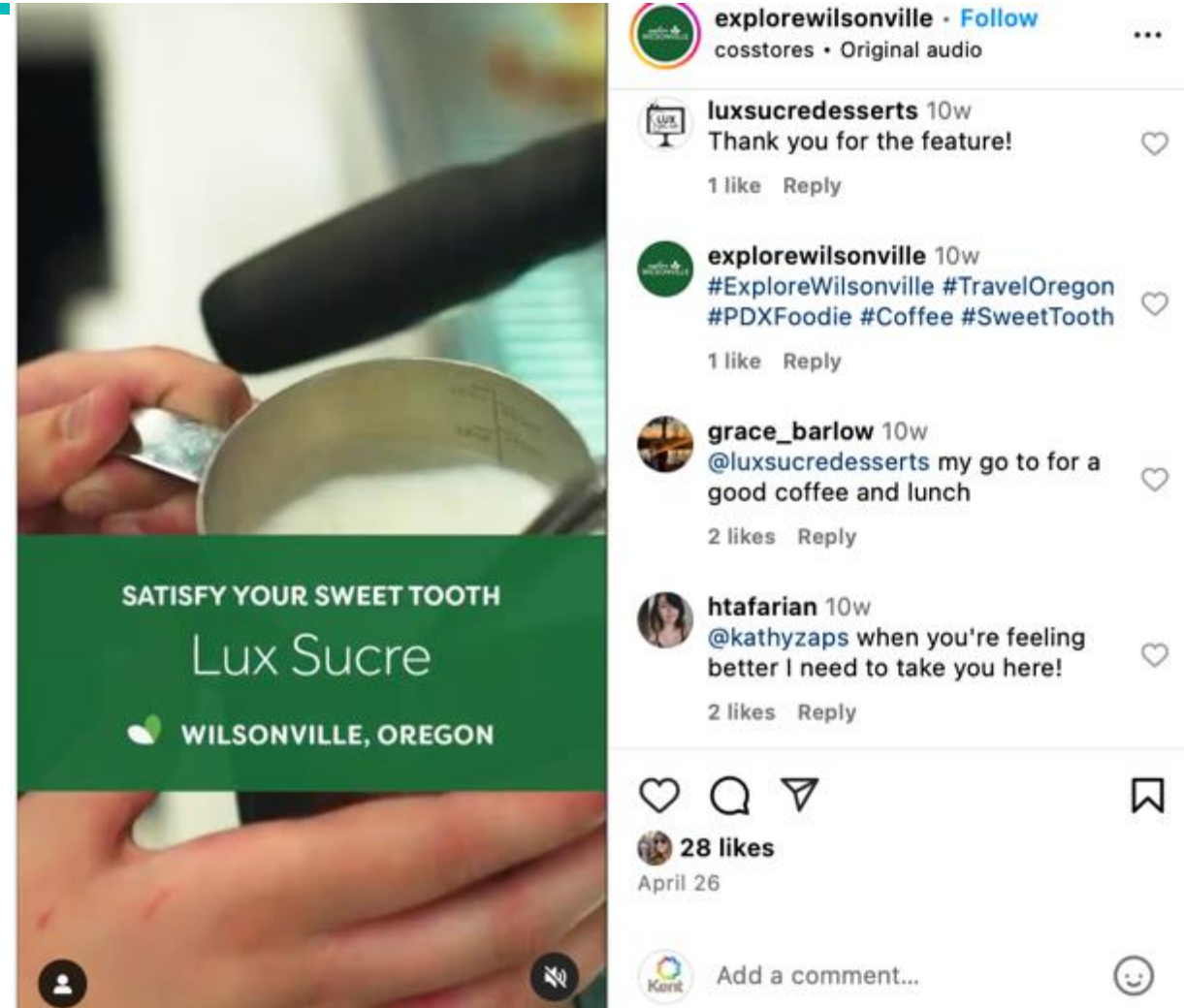**Reach is the total number of people the page's posts were served to

*** 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

- Instagram Reel: Lux Sucre

- April 26, 2024

- 28 likes, 9 comments, and 624 impressions, 2 shares

- 572 accounts reached

PINTEREST ANALYTICS

Reach and engagement rate are inverse numbers, due to the high rate in post total reach. The Pinterest engagement rate is still in the range of the industry standard 1-2%.l

Q4 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE
Q4 April-June

METRICS	Q4 FY 23-24				Q4 FY 22-23				YOY Q4 QUARTERLY % CHANGE
	Apr	May	Jun	Q4 FY 23-24 Total	Apr	May	Jun	Q4 FY 22-23 Total	
Engagement* (%)	1.38%	2.42%	1.87%	**1.89% AVG**	3.08%	2.57%	3.73%	3.13% AVG	**-39%**
Post Total Reach**	1,600	1,197	908	**3,705 TOTAL**	543	537	465	1,545 TOTAL	**+139%**
Total Engagements ***	22	29	17	**68 TOTAL**	29	21	30	80 TOTAL	**-15%**
Link Clicks**	6	7	10	**23 TOTAL**	7	6	6	19 TOTAL	**21%**

*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
    - 332 pins
    - 1,497 impressions
    - 30 engagements
    - 9 outbound link clicks
    - 17 pin clicks
    - 5 saves

Q4 PINTEREST POST SAMPLES

FAMILY FUN ITINERARY
near Portland, Oregon

explore WILSONVILLE

explore WILSONVILLE

RAISE A GLASS TO OREGON WINE MONTH
in Wilsonville, OR

CELEBRATE PRIDE
Near Portland, OR

explore WILSONVILLE

CITY OF WILSONVILLE
PARKS AND RECREATION DEPA
KOREAN WAR MEMORIAL
INTERPRETIVE CENTER

KOREAN WAR MEMORIAL
INTERPRETIVE CENTER
near Portland, OR

explore WILSONVILLE

SOCIAL MEDIA ANALYTICS FY 2023-24 TO DATE

FACEBOOK	July	Aug	Sept	Oct	Nov	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%	3.88%	2.85%	3.82%	**2.99%**
Post Total Reach	20,059	25,271	915	751	3,428	1,835	52,276	32,166	91,728	764	616	1,180	**230,989**
Total Engagements & Link Clicks	170	422	82	42	131	46	136	87	82	77	50	86	**1,411**

INSTAGRAM	July	Aug	Sept	Oct	Nov	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%	8.45%	8.86%	6.65%	**7.63%**
Average number of likes	21.7	21.3	12.9	11.9	14.54	15.54	13.57	11.46	16.85	15.31	10.77	8.72	**15**
Post Total Reach	3,667	5,208	3,808	4,588	3,314	3,689	2,726	2,584	4,402	4,170	2,821	2,730	**43,707**
Total Engagements & Link Clicks	346	363	224	240	239	239	232	177	297	242	168	119	**2,886**

PINTEREST	July	Aug	Sept	Oct	Nov	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%	1.38%	2.42%	1.87%	**3.24%**
Post Total Reach	862	900	776	657	586	493	1,257	793	1320	1600	1,197	908	**11,349**
Total Engagements & Link Clicks	64	52	36	20	16	18	29	28	32	28	36	27	**386**

SOCIAL MEDIA FOLLOWERS TO DATE FY 2023-24
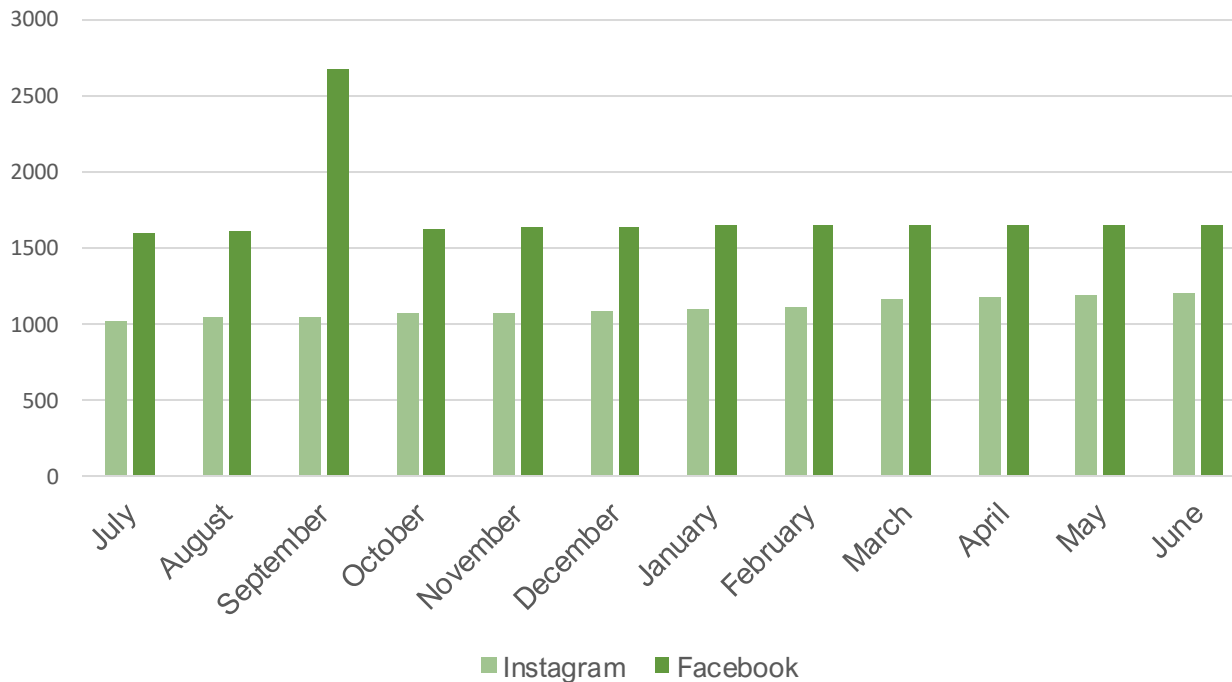
**TOTAL FOLLOWERS
APRIL-JUNE 2024: 2,858**

- Instagram and Facebook growth are both steady with nearly 10% increase YOY

- April-June 2023: 2,602

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

PUBLIC RELATIONS

Q4 April-June 2024 Highlights

Q4 PR RECAP

- 4 influenced media articles
- Sent out summer pitch
- Updated summer blog
- Added 2 articles to the media room
- Continued PR monitoring

MEDIA COVERAGE SAMPLES

IN THE NEWS

The latest stories about Wilsonville.

2024

RELAX IN THE SMALL TOWN OF WILSONVILLE, JUST SOUTH OF PORTLAND, OREGON- APRIL 10, 2024 >

BACKYARD TOURIST: EXPLORING ALBANY, WILSONVILLE AND CAMAS – APRIL 1, 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 >

WILSONVILLE: YOUR SPRINGTIME HAVEN IN WILLAMETTE VALLEY- MARCH 11, 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

EXPLORE WITH CASSIE

Lifestyle & travel blog finding the unusual out of the ordinary.

ANIMALS, ARCHITECTURE, ART, CULTURE, DAY TRIPS, DESSERT, DRINK, EDUCATION, ENTERTAINMENT, EXPLORE WITH CASSIE, FOOD, LATEST NEWS, NATURE, RESTAURANTS, SUBURBS, TRAVEL

Relax in the Small Town of Wilsonville, Just South of Portland, Oregon

April 10, 2024 / Comments Off

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**
Number of Articles	21	33	12	18	20	6	16	4	20	20	15	38	**226**
Circulation	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	3,715,130	1,171,537	29,621,177	**6,989,200,674**
Number of Influenced Articles	0	0	0	1	4	2	2	0	1	2	1	1	**14**

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

MARKETING

Q4 April-June 2024 Highlights

MARKETING RECAP

- Continued managing geolocation data subscription through Datafy

- Continued to observe visitation to Wilsonville due to the winter geolocation campaign
  - Since the campaign ended in March:
    - 28,532 additional trips
    - 3,121 additional nights spent at hotels for an added $333,947 in hotels impact
    - 872 additional trips to attractions
  - Updated campaign return on ad spend: $863.43 : $1

Q4 GEOLOCATION DATA SUMMARY

TAKEAWAYS

- Total trips April-June were down 7.6% compared to the same time last year.

- Total visitor days are down 1.5% but the average length of stay is up by 0.1 days

- The top age demographic in April-June was the 45-64 age group, same as the same quarter of 2023

Executive Summary
Overview

Global Filters: In-State | Out-of-State | Distance: 50 mi - 2,725 mi | Clusters: All Included
POIs: All Included
Dashboard Filters: Main Dates: 4/1/24 - 6/30/24 | Compare Dates: 4/1/23 - 6/30/23

Overview : 4/1/24 - 6/30/24

Total Trips	Visitor Days	Average Length of Stay	Unique Visitors
689,647 Trips	1,147,588 Days	1.7 Days	384,759 Visitors
-7.6%	-1.5%	0.1 Days	-32.2%
vs. 4/1/23 - 6/30/23	vs. 4/1/23 - 6/30/23	vs. 4/1/23 - 6/30/23	vs. 4/1/23 - 6/30/23

Q4 GEOLOCATION DATA TOP DMAs

TAKEAWAYS

- Most visitors continue to be from a drive market, but we're seeing growth in the fly-in markets

- Honolulu appears as a new fly market

- Dallas-Ft. Worth is a growing fly market

- Visitors from Eugene, Seattle-Tacoma and Portland make up nearly 40% of all trips to Wilsonville

Executive Summary
Top Markets

Global Filters In-State   Out-of-State   Distance: 50 mi - 2,725 mi   Clusters: All Included
POIs: All Included
Dashboard Filters   Main Dates: 4/1/24 - 6/30/24   Compare Dates: 4/1/23 - 6/30/23

Top Markets

DMA	Share of Trips 4/1/2024 - 6/30/2024	Change in Share of Trips vs 4/1/2023 - 6/30/2023	% Change in Trips vs 4/1/2023 - 6/30/2023
Seattle-Tacoma	14.96%	— 1.3	↘ 10.7%
Eugene	14.76%	— 1.8	↘ 13.4%
Portland- OR	10.16%	— 0.8	↘ 10.3%
Los Angeles	4.38%	0.0	↘ 3%
Medford-Klamath Fal	3.68%	— 0.2	↘ 8.3%
Yakima-Pasco-Rchln	3.17%	— 0.2	↘ 9%
Sacramnto-Stkton-M	3.15%	— 0.3	↘ 11.7%
Bend- OR	2.93%	— 0.1	↘ 6.4%

DMA	Share of Trips 4/1/2024 - 6/30/2024	Change in Share of Trips vs 4/1/2023 - 6/30/2023	% Change in Trips vs 4/1/2023 - 6/30/2023
Phoenix -Prescott	2.48%	— 0.2	↘ 10.5%
Spokane	2.36%	— 0.1	↘ 8.2%
San Francisco-Oak-S	2.19%	0.0	↘ 1.4%
Boise	1.46%	0.0	↘ 5.7%
Salt Lake City	1.4%	0.0	↘ 2.9%
Dallas-Ft. Worth	1.22%	+ 0.2	↗ 12.1%
Denver	1.05%	0.0	↘ 5.6%
Honolulu	0.95%	+ 0.1	↗ 3.8%

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	275.2K	367.8K	297.9K	301.9K	386.6K	470.8K	441.7K	332.9K	294.6K	343.5K	387.5K
2019	281.7K	238.3K	365.6K	368.1K	367.0K	473.0K	538.4K	539.7K	415.0K	332.1K	343.8K	429.2K
2020	349.1K	338.1K	312.7K	210.7K	295.7K	419.3K	544.2K	525.9K	398.0K	403.1K	379.9K	355.3K
2021	283.9K	289.0K	514.7K	401.9K	326.6K	441.9K	598.7K	497.7K	356.1K	329.0K	343.8K	363.0K
2022	246.5K	247.2K	320.9K	319.7K	383.3K	554.2K	601.3K	616.3K	422.6K	349.0K	310.9K	377.4K
2023	293.6K	260.0K	440.5K	387.0K	328.7K	446.0K	517.6K	499.8K	383.8K	327.8K	302.7K	374.2K
2024	267.1K	259.4K	424.0K	379.3K	330.5K	441.8K	0	0	0	0	0	0
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Visitor Days by Length of Stay

- 1 Day 60.6%
- 2 Days 14.4%
- 3 Days 5.98%
- 4 Days 4.39%
- 5 Days 3.65%
- 6+ Days 11%

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

ƎATAFY

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

Dashboard Filters (Main Dates: 4/1/24 - 6/30/24) (Compare Dates: 4/1/23 - 6/30/23)

Top Clusters

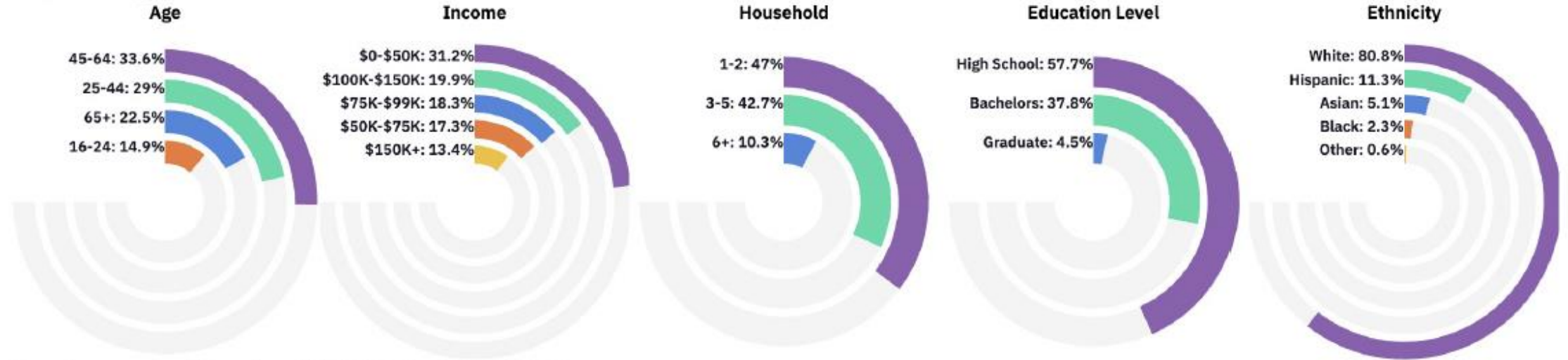| Cluster	Share of Trips 4/1/2024 - 6/30/2024	Percent Change in Trips vs 4/1/2023 - 6/30/2023
Wilsonville OR	56.1%	↘ 7.3%
Shopping	47.02%	↘ 8.7%
Attractions	15.52%	↘ 7.4%
Hotels	8.34%	↘ 5.2%
Outdoor Rec	7.89%	↘ 14%
Golf	2.72%	↗ 2.7%
Business Travel	1.39%	↗ 8.1%
Liquid Tourism	1.35%	↗ 1.7%

Data shows that nearly 47% of visitors to Wilsonville also go shopping – "Tax-free" shopping continues to be a smart messaging strategy.

ƎATAFY

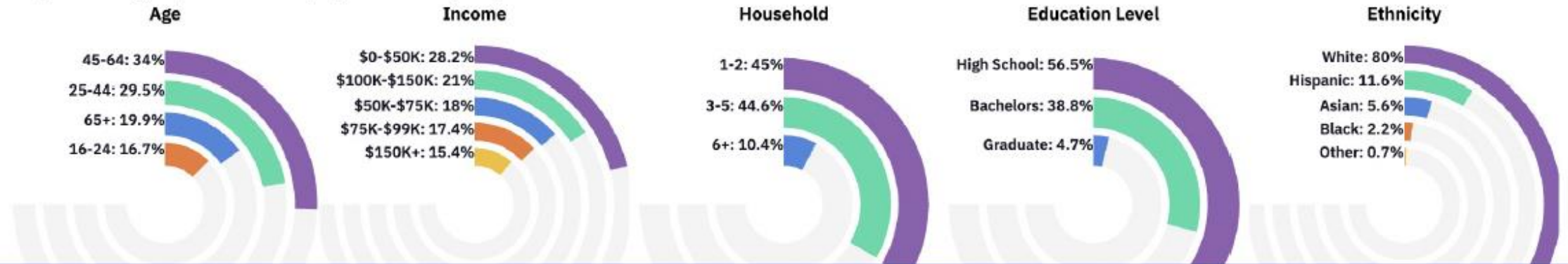## Top Demographics for 4/1/2024 - 6/30/2024

Age
- 45-64: 33.6%
- 25-44: 29%
- 65+: 22.5%
- 16-24: 14.9%

Income
- $0-$50K: 31.2%
- $100K-$150K: 19.9%
- $75K-$99K: 18.3%
- $50K-$75K: 17.3%
- $150K+: 13.4%

Household
- 1-2: 47%
- 3-5: 42.7%
- 6+: 10.3%

Education Level
- High School: 57.7%
- Bachelors: 37.8%
- Graduate: 4.5%

Ethnicity
- White: 80.8%
- Hispanic: 11.3%
- Asian: 5.1%
- Black: 2.3%
- Other: 0.6%

Top Demographics for 4/1/2023 - 6/30/2023

Age
- 45-64: 34%
- 25-44: 29.5%
- 65+: 19.9%
- 16-24: 16.7%

Income
- $0-$50K: 28.2%
- $100K-$150K: 21%
- $50K-$75K: 18%
- $75K-$99K: 17.4%
- $150K+: 15.4%

Household
- 1-2: 45%
- 3-5: 44.6%
- 6+: 10.4%

Education Level
- High School: 56.5%
- Bachelors: 38.8%
- Graduate: 4.7%

Ethnicity
- White: 80%
- Hispanic: 11.6%
- Asian: 5.6%
- Black: 2.2%
- Other: 0.7%

Demographics remain steady YOY.

ƎATAFY

Cluster - A group of points of interest (POIs). They could be based on factors like venue type or visitor purpose.

Home Zip Code - The home zip code of the device. It's calculated by observing the historical patterns of the device and is updated monthly, based on the behavior of that device.

Census Demographics - We calculate the home zip code of the device and then link that user's demographics, social, housing, and economic characteristics by using data from the U.S. Census and American Community Survey.

Repeat vs One Time - A measurement that can span multiple years to monitor if a device is observed in a destination one or more times. Once a unique device is observed in the destination a second time, that visitor shifts from a one-time visitor to a repeat visitor.

Household Level Demographics - Reports on income, education levels and age brackets of everyone living in a household. For example, if one person from the household visits a POI, the entire household profile would be reported. In other words, the demographics of a visitor are based off the demographics of their household, as opposed to the individual person in the POI.

POI (Point of Interest) - A physical boundary drawn on a map that is used to capture mobile device activity within that boundary. These are customizable and set by the user.

Trips - The number of distinct trips by a unique visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled. For example, if a visitor comes in-market Thursday - Sunday, it only counts as one trip. If they return later in the month, that is counted as a second trip.

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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

Past Visitor Re-Engagment

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+

Wilsonville OR
2023-24 Winter Brand Awareness Campaign

Attribution

Destination

Total Trips/Visits	Estimated Impact
43,178	$13,946,494.00

Hotels

Est. Room Nights	Estimated Impact
4,347	$465,129.00

Attractions

Total Trips/Visits	Estimated Impact
1,227	$396,321.00

EST. CAMPAIGN IMPACT
$13,946,494.00

EST. ROAS
$863.43 : $1

COST/VISITOR DAY
$0.25

TOTAL IMPRESSIONS
1,735,346

TOTAL CLICKS
2,786

TOTAL A/V COMPLETIONS
166,918

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Wilsonville OR
2023-24 Winter Brand Awareness Campaign

Attribution Summary

EST. ROAS
$863.43 : $1

COST PER VISITOR DAY
$0.25

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

Destination

EST TRIPS
43,178

EST VISITOR DAYS
63,942

AVG TRIP LENGTH
1.5 days

EST IMPACT
$13,946,494.00

Hotels

EST TRIPS
2,415

EST ROOM NIGHTS
4,347

AVG TRIP LENGTH
1.8 days

EST IMPACT
$465,129.00

Attractions

EST TRIPS
1,227

EST VISITOR DAYS
1,677

AVG TRIP LENGTH
1.4 days

EST IMPACT
$396,321.00

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Wilsonville OR
2023-24 Winter Brand Awareness Campaign

Campaign Run Dates: 12.18.23 - 03.15.24 **Report Period:** 12.18.23 - 07.10.24
Attribution Mileage: 50 - 2725 mile radius **Attribution Reflects:** 12.25.23 - 06.22.24

Attribution Market Performance

DMAs	Destination	Hotels	Attractions	Destination Attribution Rate	Visitors Also Observed in Hotels	Visitors Also Observed in Attractions
Eugene	11,058	402	270	9.26%	3.63%	2.44%
Seattle-Tacoma	10,338	630	301	8.65%	6.09%	2.92%
Portland- OR	8,613	429	252	7.21%	4.99%	2.93%
Medford-Klamath Falls	3,889	306	100	3.26%	7.87%	2.58%
Sacramnto-Stkton-Modesto	2,019	145	47	1.69%	7.16%	2.35%
Bend- OR	2,016	170	71	1.69%	8.42%	3.54%

Bend, Medford, and Sacramento still have the highest correlation rates to Hotels among the top visitor markets at 7-8% each, compared to roughly 4-6% for the other top markets.
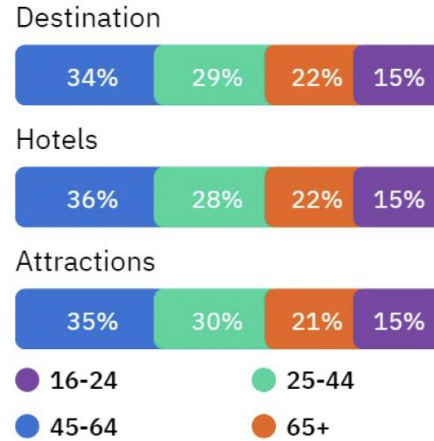
DATAFY

Wilsonville OR
2023-24 Winter Brand Awareness Campaign

Campaign Run Dates: 12.18.23 - 03.15.24 **Report Period:** 12.18.23 - 07.10.24
Attribution Mileage: 50 - 2725 mile radius **Attribution Reflects:** 12.25.23 - 06.22.24

Attribution Audience Analysis

Attributable visitors were also observed in the following areas:

Cluster ∨

Area	Trips
Wilsonville OR	100%
Hotels	5.56%
Outdoor Rec	3.32%
Attractions	2.77%
Business Travel	1.78%
Shopping	0.6%
Liquid Tourism	0.26%
Golf	0.07%

TOP AGE GROUP
45-64

Destination

| 34% | 29% | 22% | 15% |

Hotels

| 36% | 28% | 22% | 15% |

Attractions

| 35% | 30% | 21% | 15% |

● 16-24   ● 25-44
● 45-64   ● 65+

TOP INCOME
$75k+

Destination

| 33% | 19% | 19% | 18% | 12% |

Hotels

| 31% | 20% | 18% | 18% | 13% |

Attractions

| 26% | 25% | 22% | 16% | 12% |

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

TOP HOUSEHOLD GROUP
1-2 in HH

Destination

| 47% | 43% | 10% |

Hotels

| 47% | 43% | 10% |

Attractions

| 45% | 44% | 11% |

● 1-2   ● 3-5
● 6+

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Explore Wilsonville

Wilsonville OR
2023-24 Winter Brand Awareness Campaign

Traditional KPIs

TOTAL IMPRESSIONS
1,735,346

TOTAL VIDEO/AUDIO COMPLETIONS
166,918

TOTAL CLICKS
2,786

TOTAL SPEND
$16,152.32

UNIQUE REACH
119,448

AVG VCR/ACR
88.55%
Benchmark: 75%
↗ 13.55% compared to benchmark

AVG DISPLAY CTR
0.18%
Benchmark: 0.12-0.18%
— 0% compared to benchmark

AVG VIDEO/AUDIO CPM
$20.91
Benchmark: $16-26
— $0.00 compared to benchmark

AVG DISPLAY CPM
$7.86
Benchmark: $6-9
— $0.00 compared to benchmark

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Wilsonville OR
2023-24 Winter Brand Awareness Campaign

Attribution/Attributable Trips: A measurement of people who were targeted with an advertising campaign who then physically visited the destination or other high value point of interest (POI) in the destination. Attribution is an estimate of visitation to destination linked to your advertising campaign.

Attribution Rate: Similar to a conversion rate, the Attribution rate measures the percentage of your audience who made a trip into your tracked POIs.

Attribution Window: The typical attribution window for an initial wrap report covers the time period of one week after the campaign started through the end of the campaign. We'll also provide follow up attribution window reporting at predetermined intervals after a campaign ends that will reflect additional impacted/attributable visitation.

Trips/Visits: The number of distinct trips by a unique visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled - so if a visitor comes in-market Thursday - Sunday, it only counts as one trip; if they return later in the month, that is counted as a second trip.

Visitor Days: An estimate of the number of daily visitors to a given POI or cluster of POIs. Each day of a visitor's trip will be counted under this calculation.

Campaign Impact: A calculation of the financial impact of your campaign. It's calculated by layering in reliable sources of spend data + your attribution reporting. For example, total trips x average spend per visitor = campaign impact.

ROAS: Return on Ad Spend is a metric that measures the efficiency of your digital advertising campaign, and is calculated like this: (Total campaign impact) / (ad spend).

Incremental Lift: A calculation to show how much more likely an ad-aware visitor was to visit after having seen the advertising campaign. Incremental lift measures the visitation rate of an associated control group, compared to the visitation rate of the targeted group, and estimates the difference in the rates as the lift.

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

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

Unique Reach: Unique reach shows an estimation of unique people reached with your campaign. These estimates are often reliant on cookies, so numbers may be impacted due to blocked cookies or other privacy settings.

CTR: Stands for Click Through Rate, and is a ratio that shows how often people who see your ad actually click on it. It's determined by dividing the total number of clicks by the total impressions.

VCR/ACR: Video Completion Rate / Audio Completion Rate shows the percentage of viewers who watched your entire video or listened to your full audio spot. In other words, the total number of 100% video or audio completions divided by the total number of impressions.

CPM: Cost per thousand impressions. It's calculated by taking the total spend divided by impressions times one thousand.

Frequency: The average number of times a unique person saw impressions of your advertisement. For example, a frequency of 5 means that, on average, someone who was served your campaign saw the advertisement 5 times.

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SMITH TRAVEL RESEARCH

Q4 April-June 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.
    Occupancy = Rooms Sold / Rooms Available

- Revenue per available room (RevPAR):
  - Total room revenue divided by the total number of available rooms. See Room Revenue, Rooms Available.
    Room Revenue/Rooms Available = 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

Q4 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE
Q4 April-June

	Q4 FY 23-24				Q4 FY 22-23				YOY Q4 QUARTERLY % CHANGE
METRICS	Apr	May	Jun	Q4 FY 23-24 Total	Apr	May	Jun	Q4 FY 22-23 Total	
Occupancy %	66.7%	66.1%	77.5%	**70% AVG**	59.1%	61.6%	74.6%	65.1% AVG	**+7.5%**
RevPar	$74.09	$73.91	$103.34	**$84 AVG**	$66.16	$70.79	$98.77	$78.57 AVG	**+6.9%**
Demand	12,303	12,602	14,294	**39,199 TOTAL**	10,909	11,735	13,761	36,405 TOTAL	**+7.67%**
Revenue	$1,367,030	$1,409,058	$1,906,660	**$4,682,748 TOTAL**	$1,220,615	$1,349,665	$1,822,355	$4,392,635 TOTAL	**+6.6%**

Hotel impact grew around 7% YOY

STR REPORT – WILSONVILLE

YEAR TO DATE RESULTS
July 1, 2023-June, 30 2024

	FY 2023-24												
METRICS	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Results
Occupancy %	71.8%	76.1%	66.7%	64.4%	54.6%	50.3%	62.5%	65.3%	64.4%	66.7%	66.1%	77.5%	**65.6% AVG**
RevPar	$97.31	$100.74	$81.31	$74.04	$57.02	$50.55	$65.19	$70.21	$69.54	$74.09	$73.91	$103.34	**$76.45 AVG**
Demand	13,691	14,503	12,314	12,281	10,067	9,593	11,916	11,248	12,273	12,303	12,602	14,294	**147,116 TOTAL**
Revenue	$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	$1,367,030	$1,409,058	$1,906,660	**$17,166,161 TOTAL**

Total Properties: 7   Total Rooms: 615

STR REPORT – WILSONVILLE

Takeaways

- The month of June had the highest revenue compared to other months in Q4 – trending up

- Compared to this time last year (April-June 2023):
  - Hotel revenue has grown 6.6% in Wilsonville
  - According to Travel Oregon, hotel revenue in the Willamette Valley has decreased 20.3%

- Avg RevPAR in the Willamette Valley was $96.52 vs. $84.00 in Wilsonville during Apr-June

- Avg room rate in the Willamette Valley reported the week of June 30, 2024: $148.20 (Portland: $138.39; Hood/Gorge: $182.20)

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