

Annual Snapshot FY 2025-2026



May 5, 2026

MARKETING CAMPAIGN CALENDAR

JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Invite. Explore. Repeat. (Local Campaign/VFR)										National Bike Month	
		Cozy Season: 'Ber Bucket List (Social Media Campaign)					Oregon Craft Beer Month			Oregon Wine Month	Oregon State Parks Day
Park + Recreation Month					Can You Picture It? (Geolocation Marketing Campaign)					National Travel + Tourism Wk	
								In Bloom + Spring Sips (Social Media Campaign)			
									Invite. Explore. Repeat. (Local Campaign/VFR)		



FY 25-26 ACTIVITY SUMMARY

ONGOING/WEEKLY:

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

Q1 (JULY-SEPT)

- Pitched travel writers at Travel & Words Conference
- Redesigned French Prairie rest area poster
- Refreshed editorial calendar and media fact sheet
- Summer guest blogs
- Hosted content partners Downs & Towns and @Wander.With.Bri
- Soft-launched local campaign
- Launched a new visitor e-newsletter
- Hearts & Handcrafted Flavors itinerary
- JayRay FAM trip of Wilsonville

Q2 (OCT-DEC)

- Fall guest blogs
- Social media paid follower campaign + e-newsletter promo
- Ran Cozy Season 'Ber Bucket List ad promotions
- Travel Oregon Visitor Guide ad
- Launched Winter "Picture It" geolocation marketing campaign
- Published monthly visitor e-newsletter

Q3 (JAN-MARCH)

- Winter guest blogs
- Secured Spring Road Trip article in partnership with Oregon's Mt. Hood Territory (OMHT)
- Secured Sunrise Splendor article in partnership with OMHT
- Wrapped up Winter geolocation marketing campaign (30-day post campaign report)
- Social media paid follower campaign + e-newsletter promo
- Attended the Oregon Governor's Conference on Tourism
- Published bi-monthly visitor e-newsletter

Q4 (APRIL-JUNE)

In progress!

- Launched a local campaign to encourage residents to invite their friends and family to Wilsonville
 - Ads via social media, geolocation and local publications
- Produced local campaign promo items (stickers, window clings) and staycation giveaway prizes
- Hosted content partner/influencer @TravelingSpud
- Bi-monthly visitor e-newsletter



DASHBOARD

FY 25-26 RESULTS IN PROGRESS

July 2025-March 2026

Metrics	FY 25-26 Results
Influenced articles (number of articles earned)	8
New website users	29,423
Social media reach (Facebook, Instagram, Pinterest)	418,319
Social media followers (Facebook, Instagram)	5,615
Visitor e-newsletter subscribers (New)	465

WINTER GEOLOCATION MARKETING CAMPAIGN RESULTS TO DATE:

- 896 trips
- \$356,362 est. campaign impact
- \$23.56: \$1 est. return on ad spend
- 1.3M impressions
- 2,020 total clicks



COSTAR, STR HOTEL REPORT

Occupancy (%)	2025						2026			Year To Date			Running 12 Months		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2024	2025	2026	2024	2025	2026
This Year	73.6	76.2	65.7	66.5	57.7	55.1	52.9	58.4	60.9	64.0	57.5	57.4	64.3	65.3	64.8
Last Year	76.7	77.0	68.6	66.6	59.5	51.6	50.1	60.3	62.5	60.0	64.0	57.5	69.3	64.3	65.3
Percent Change	-4.1	-1.0	-4.2	-0.1	-3.0	6.9	5.6	-3.2	-2.5	6.7	-10.1	-0.3	-7.3	1.5	-0.7

ADR	2025						2026			Year To Date			Running 12 Months		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2024	2025	2026	2024	2025	2026
This Year	132.61	131.15	117.22	113.23	101.08	96.37	98.94	103.80	102.61	106.59	100.40	101.82	116.94	115.21	114.09
Last Year	135.57	135.62	119.77	115.53	101.28	94.75	97.68	99.84	103.06	104.29	106.59	100.40	113.96	116.94	115.21
Percent Change	-2.2	-3.3	-2.1	-2.0	-0.2	1.7	1.3	4.0	-0.4	2.2	-5.8	1.4	2.6	-1.5	-1.0

RevPAR	2025						2026			Year To Date			Running 12 Months		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2024	2025	2026	2024	2025	2026
This Year	97.55	99.96	77.01	75.34	58.31	53.14	52.33	60.61	62.52	68.24	57.77	58.42	75.16	75.19	73.93
Last Year	103.98	104.42	82.13	76.92	60.25	48.88	48.92	60.20	64.42	62.56	68.24	57.77	78.97	75.16	75.19
Percent Change	-6.2	-4.3	-6.2	-2.1	-3.2	8.7	7.0	0.7	-3.0	9.1	-15.3	1.1	-4.8	0.0	-1.7

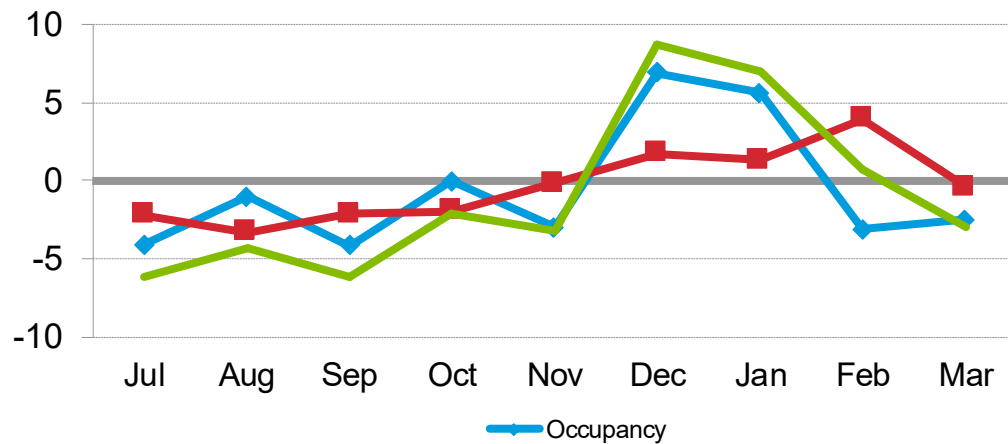
Supply	2025						2026			Year To Date			Running 12 Months		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2024	2025	2026	2024	2025	2026
This Year	19,065	19,065	18,450	19,065	18,450	19,065	19,065	17,220	19,065	55,350	55,350	55,350	224,475	224,475	224,475
Last Year	19,065	19,065	18,450	19,065	18,450	19,065	19,065	17,220	19,065	55,350	55,350	55,350	224,475	224,475	224,475
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Demand	2025						2026			Year To Date			Running 12 Months		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2024	2025	2026	2024	2025	2026
This Year	14,024	14,531	12,121	12,685	10,644	10,513	10,084	10,055	11,616	35,437	31,849	31,755	144,272	146,503	145,457
Last Year	14,622	14,679	12,651	12,694	10,975	9,834	9,549	10,383	11,917	33,204	35,437	31,849	155,553	144,272	146,503
Percent Change	-4.1	-1.0	-4.2	-0.1	-3.0	6.9	5.6	-3.2	-2.5	6.7	-10.1	-0.3	-7.3	1.5	-0.7

Revenue	2025						2026			Year To Date			Running 12 Months		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2024	2025	2026	2024	2025	2026
This Year	1,859,744	1,905,712	1,420,814	1,436,378	1,075,869	1,013,100	997,726	1,043,754	1,191,906	3,777,179	3,197,607	3,233,386	16,871,190	16,878,654	16,595,909
Last Year	1,982,335	1,990,795	1,515,259	1,466,519	1,111,580	931,811	932,730	1,036,663	1,228,213	3,462,933	3,777,179	3,197,607	17,727,237	16,871,190	16,878,654
Percent Change	-6.2	-4.3	-6.2	-2.1	-3.2	8.7	7.0	0.7	-3.0	9.1	-15.3	1.1	-4.8	0.0	-1.7

COSTAR, STR HOTEL REPORT

Monthly Percent Change



Overall Percent Change

