

EXPLORE WILSONVILLE

Q4 REPORT (April-June)
FY 2021-2022

August 18, 2022

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DASHBOARD

ANNUAL RESULTS TO DATE FY 2021-22

JULY 2021-JUNE 2022

METRICS	FY 21-22 RESULTS	FY 20-21 RESULTS	CHANGE
Influenced articles (number of articles earned)	4	5	-22%
New website users	13,879	8,969	+43%
Social media reach (Facebook, Instagram, Pinterest)	143,288	116,775	+20%
Social media followers (Facebook, Instagram)	2,182	1,500	+37%

FY 2020-2021 was a baseline year. FY 2021-2022 we continued to measure to determine what's realistic(at this reduced budget level, during a pandemic). The PR program began July 2021.



Q4 RECAP

- Hosted content partner, [Rachel Teodoro](#)
- Monthly blogs (three new blogs)
 - Four Kid-Approved Outdoor Getaways for Summer Fun
 - Dog-Friendly Destinations
 - Wineries and Farms You Can't Miss
- Website content development:
 - Summer itineraries
 - Submit an event/business [form](#)
 - Navigation maintenance
 - Event maintenance
 - Wine Month OMHT Co-Op
- Increased followers by 33% across Facebook and Instagram
- Increased IG Reel production



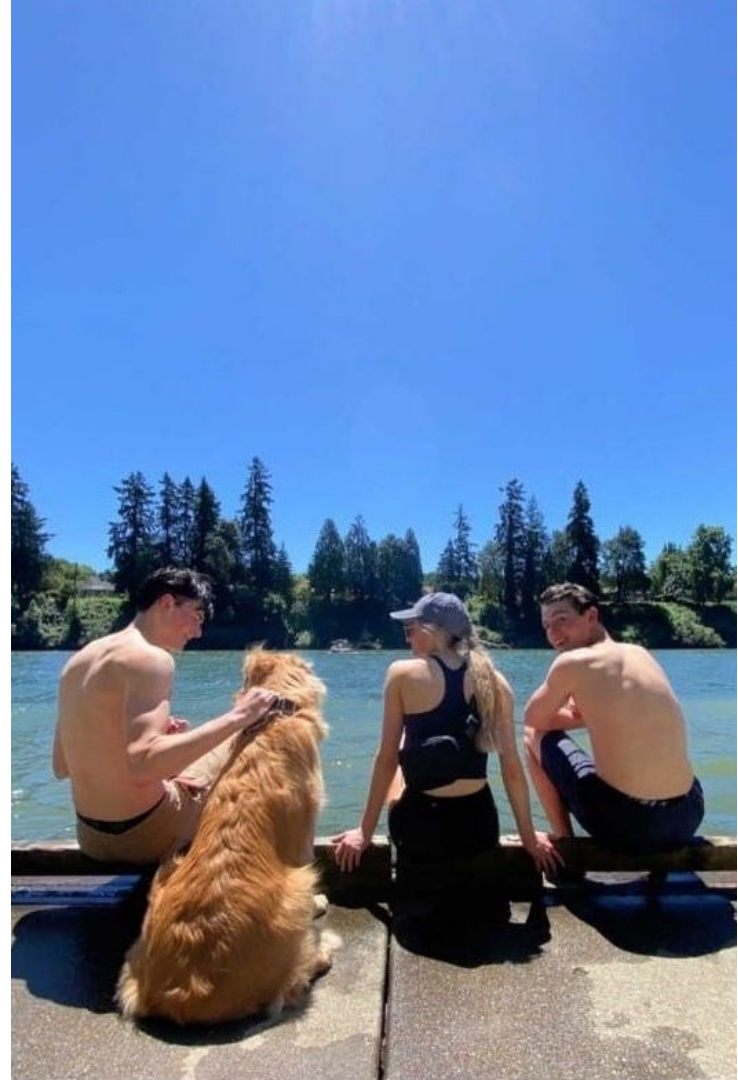
WEBSITE REPORT

Updated August 8, 2022



WEBSITE RECAP

- Updated homepage
 - Spring banner
 - Featured event
 - Three featured blogs
- Ongoing event maintenance
- Ongoing listings maintenance
- Navigation maintenance and cleaning
- Itineraries
 - [Summer landing page](#)
 - Five summer itinerary pages
- [OMHT wine month landing page](#)
- Event page layout modifications



SUMMER ITINERARIES

- [Summer Landing page](#)
- [Best of Wilsonville: Summer Edition](#)
- [Keep it Cool](#)
- [A Night On The Town \(21+\)](#)
- [Instagram-Friendly Spots](#)
- [10 Things to Do Under \\$10](#)



5



44

BEST OF WILSONVILLE: SUMMER EDITION



Summer memories await in Wilsonville. With Wilsonville as your home base, there's plenty that'll keep you busy in the heart of Oregon.

+

PLAN FOR THE BEST OF SUMMER

KEEP IT COOL



From water features in the park to scenic views of the Willamette River, it's easy to stay cool in Wilsonville on a summer afternoon.

+

PLAN TO KEEP IT COOL

A NIGHT ON THE TOWN (21+)



From Wilsonville wine tasting to the city's best happy hours, summer is in full swing for the grown ups in your party-day and night.

+

PLAN FOR A NIGHT ON THE TOWN (21+)

INSTAGRAM-FRIENDLY SPOTS



We're no strangers to square crops and filters in Wilsonville. Boost your feed this summer with these aesthetic destinations.

+

PLAN FOR INSTAGRAM-FRIENDLY SPOTS

10 THINGS TO DO UNDER \$10



There's frugal fun for all in Wilsonville. Keep reading for affordable activities that don't compromise on the memory-making factor.

+

PLAN TEN THINGS TO DO UNDER \$10



BLOGS

- [Wineries and Farms You Can't Miss](#)
- [Four Kid-Approved Outdoor Getaways](#)
- [Dog-Friendly Destinations](#)

AN OUTDOOR GETAWAY TO WILSONVILLE, OREGON: FOUR KID-APPROVED ITINERARIES FOR SUMMER FUN



DOG-FRIENDLY DESTINATIONS IN WILSONVILLE, OREGON THAT WILL MAKE YOUR TRIP PAWSOME



WILSONVILLE WINERIES AND FARMS NEAR PORTLAND YOU CAN'T MISS



EVENTS

FEATURED EVENT

Clackamas County Fair & Rodeo

Celebrate the best of summer Aug. 16-20 with carnival rides, food, animals and more!



Mother's Day Farm Brunch



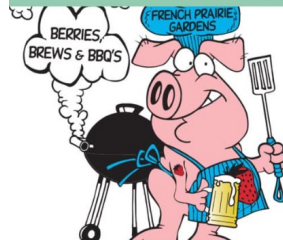
Open Vineyard at Terra Vina



Saturday Night Happy Hour – with Jon Jeseritz



Berries, Brews, and BBQ's



Wilsonville Farm to Table Market



Juneteenth Celebration, June 18



*Maintenance sample: not an exhaustive list



WEBSITE ANALYTICS

- Significant increase on all metrics YOY.
- Increased traffic to wine country itinerary due to geolocation ads and wine month ad.

FY 2021-2022					FY 2020-2021				Change
Metric	April	May	June	Total	April	May	June	Total	
New Users	1,151	959	1,006	3,116	1,151	959	1,006	3,116	90%
Users	1,225	976	1,025	3,226	1,225	976	1,025	3,226	104%
Page Views	2,855	2,350	2,259	7,464	2,855	2,350	2,259	7,464	121%



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.

FY 21-22 Q3 MOST POPULAR PAGES

1. /
2. /pocket-trips/taking-a-step-forward-and-looking-back-in-wilsonville/
3. /restaurants-wilsonville-oregon/
4. /events/
5. /event/wooden-shoe-tulip-festival-2022/



FY 21-22 Q4 MOST POPULAR PAGES

1. /
2. /wine-country-trip/
3. /shopping-trip/
4. /restaurants-wilsonville-oregon/
5. /events/

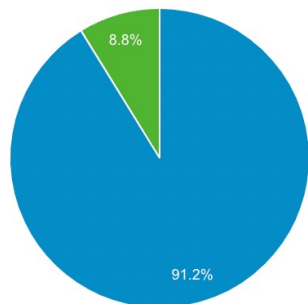


WEBSITE ANALYTICS

FY 2021-22													
METRIC	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	Jun	TOTAL
New Users	1,377	1,297	771	712	609	516	492	570	1,620	1,151	959	1,006	13,879
Users	1,522	1,322	1,513	725	621	527	506	587	1,635	1,225	976	1,025	14,821
Page Views	3,631	2,885	1,819	1,995	1,646	1,271	1,299	1,405	3,799	2,855	2,350	2,259	36,215

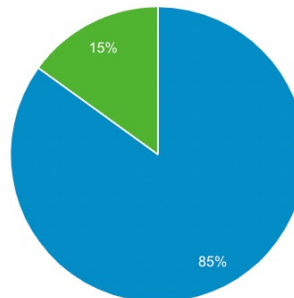
FY 21-22 Q3 AUDIENCE

■ New Visitor ■ Returning Visitor



FY 21-22 Q4 AUDIENCE

■ New Visitor ■ Returning Visitor



- Increase in returning visitors connected to new top pages from last quarter: geolocation campaign promoting wine country and shopping itineraries.



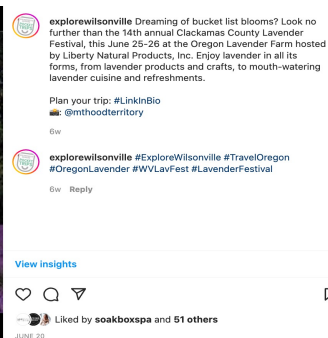
SOCIAL MEDIA REPORT

Updated August 8, 2022



SOCIAL MEDIA RECAP

- FB reach is up 119% from last year
- Instagram reach is up 9%
- Four paid FB and IG promotions
- Pinterest post total reach increased
- Instagram growth is steady, FB slightly faster increase due to paid promotions



FACEBOOK ENGAGEMENT

FY 2021-2022 Q4					FY 2020-2021 Q4				CHANGE
Metric	April	May	June	Total	April	May	June	Total	
Engagement* (%)	3.54%	7.90%	3.55%	5% AVG	7.83%	6%	5.67%	6.5% AVG	-23%
Post Total Reach**	8,803	12,808	6,512	28,123 TOTAL	460	779	11,598	12,837 TOTAL	119%

*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

TOP CONTENT

May 4, 2022	
43 Reactions, Comments and Shares	903 Reached
52 Likes on post and on shares	6 Post Clicks



- REACH IS UP 119% FROM LAST YEAR
- HOWEVER, FB ENGAGEMENT IS DOWN DUE TO THE INVERSE RELATIONSHIP BETWEEN REACH AND ENGAGEMENT



INSTAGRAM ENGAGEMENT

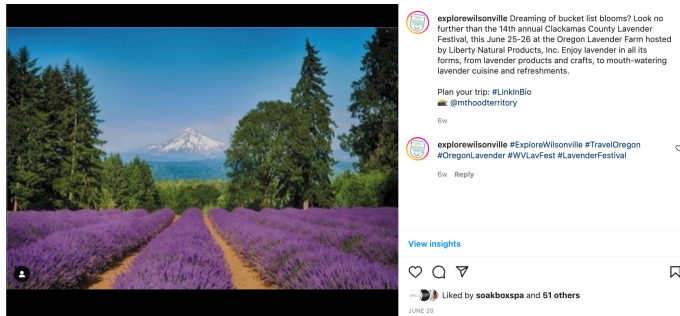
FY 2021-2022 Q4					FY 2020-2021 Q4				CHANGE
Metric	April	May	June	Total	April	May	June	Total	
Engagement* (%)	1.96%	1.97%	1.7%	1.88% AVG	4.16%	4.42%	3.04%	3.87% AVG	-52%
Average number of likes	22.62	13.92	11.7	16 AVG	23.5	33.7	23.5	27 AVG	-40%
Post Total Reach**	7,054	3,941	2,086	13,081 TOTAL	3,358	4,604	4,091	12,053 TOTAL	9%

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

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

TOP CONTENT

June 20, 2022	
52 Likes	365 Reached
1 Comments	14% Engagement Rate



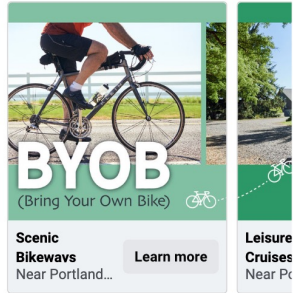
- REACH IS UP 9% WITH ENGAGEMENT DROPPING DUE TO THE INVERSE RELATIONSHIP BETWEEN THE TWO METRICS



PAID SOCIAL MEDIA (MARKETING)



Air up your tires, pack a helmet and BYOB (bring your own bike) to Wilsonville, Oregon. Whether you're an avid cyclist or carefree cruiser, start planning your scenic bike trip!



BIKE MONTH CAROUSEL

Dates: April 20 - May 5, 2022

Channel: Facebook and Instagram

Objective: Link Clicks

Audience: Adults in United States: Sacramento (within 25 mi) California; Boise (within 35 mi) Idaho; Las Vegas (within 25 mi) Nevada; Bend (within 25 mi), Grants Pass (within 25 mi) Oregon; Seattle (within 50 mi), Tacoma (within 25 mi) Washington

Interests: Outdoor recreation, Road cycling, Racing bicycle, Bicycle touring, Cycling, Local bike shop or Bicycle

Spend: \$79.99

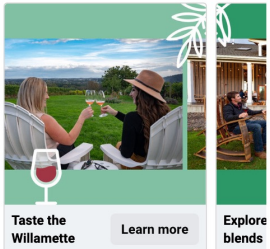
Reach: 9,124

Impressions: 14,070

Link Clicks: 122



Celebrate the tastes of the Willamette Valley during Oregon Wine Month. Stay in the heart of it all—Wilsonville—to experience intimate wine tastings, concerts and excellently paired meals in Wine Country. In partnership with Oregon's Mt Hood Territory.



WINE MONTH CAROUSEL

Dates: April 24 - May 31, 2022

Channel: Facebook and Instagram

Objective: Website Traffic

Audience: Adults in United States: Sacramento (+50 mi), San Francisco (+45 mi) California; Boise (+40 mi) Idaho; Eugene (+50 mi), Klamath Falls (+25 mi), Portland (+50 mi), Salem (+50 mi), Wilsonville (+50 mi) Oregon; Seattle (+50 mi) Washington interested in Concerts, Wine, Farm-to-table or Wine tasting

Interests: Concerts, Wine, Farm-to-table or Wine tasting

Spend: \$200


Reach: 40,744

Impressions: 85,034

Link Clicks: 461



PAID SOCIAL MEDIA (MARKETING)

 **Explore Wilsonville**
Sponsored ·  

Getaway to Oregon—the Wilsonville way. Follow along for tips on exploring wine country, farmlandia, tax-free shopping and more.



Explore Wilsonville
Make Wilsonville, Oregon your base... 

EXPLORE WILSONVILLE ITINERARY PROMO

Dates: May 3 - May 31, 2022

Channel: Facebook and Instagram

Objective: Page Likes

Audience: Adults in United States: Redding (+33 mi), Sacramento (+50 mi) California; Boise (+50 mi) Idaho; Bend (+50 mi), Klamath Falls (+25 mi), 29600 SW Park Pl, Wilsonville (+30 mi) Oregon; Seattle (+25 mi), Spokane (+50 mi), Tacoma (+50 mi) Washington

Interests: Outdoor Living, hiking trails, Wine, Motorhome, Vegetable Gardening, Farm-to-table, Outside (magazine), History, Flower, Wine tasting, Bicycle touring, Farmers' market, Farm, Retirement age, Well-being or BackyardGardener.com - Your Backyard Gardening Source

Spend: \$79.67

Reach: 2,407

Impressions: 4,333

Page Likes: 90

 **Explore Wilsonville**
Sponsored ·  

Getaway to Oregon—the Wilsonville way. Follow along for tips on exploring wine country, farmlandia, tax-free shopping and more.



Explore Wilsonville
Make Wilsonville, Oregon your base... 

EXPLORE WILSONVILLE ITINERARY PROMO

Dates: June 3 - June 30, 2022

Channel: Facebook and Instagram

Objective: Page Likes

Audience: Adults in United States: United States: 29600 SW Park Pl, Wilsonville (+30 mi) Oregon

Interests: Outdoor Living, Peloton, hiking trails, Wine, Motorhome, Vegetable Gardening, Farm-to-table, Outside (magazine), History, Flower, Road trip, Winter sport, Wine tasting, Bicycle touring, J.Crew, Farmers' market, Hawaii, Farm, Retirement age, Well-being, BackyardGardener.com - Your Backyard Gardening Source or Everlane

Spend: \$78.74

Reach: 2,810

Impressions: 5,639

Page Likes: 72



PINTEREST ENGAGEMENT

- REACH IS UP 16% WITH ENGAGEMENT DROPPING DUE TO THE INVERSE RELATIONSHIP BETWEEN THE TWO METRICS

FY 2021-2022 Q4					FY 2020-2021 Q4				CHANGE
Metric	April	May	June	Total	April	May	June	Total	
Engagement* (%)	2.31%	1.78%	1.63%	1.91% AVG	3.90%	8.14%	3.36%	5.13% AVG	-63%
Post Total Reach**	1,342	1,294	857	3,493 TOTAL	666	1155	1190	3,011 TOTAL	16%

*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

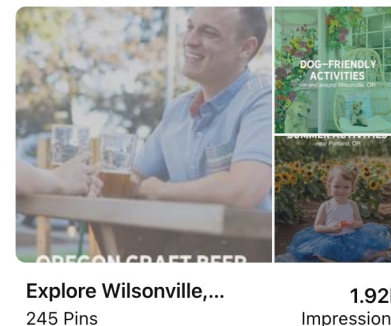
FY 21-22 Q3 TOP BOARD

1,987 Impressions	
5 Saves	45 Link Clicks

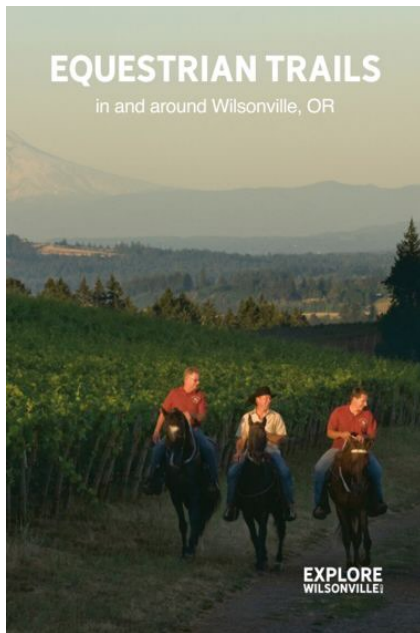


FY 21-22 Q4 TOP BOARD

1,916 Impressions	
1 Saves	54 Link Clicks



PINTEREST POSTS



FY 2021-2022 SOCIAL MEDIA ENGAGEMENT

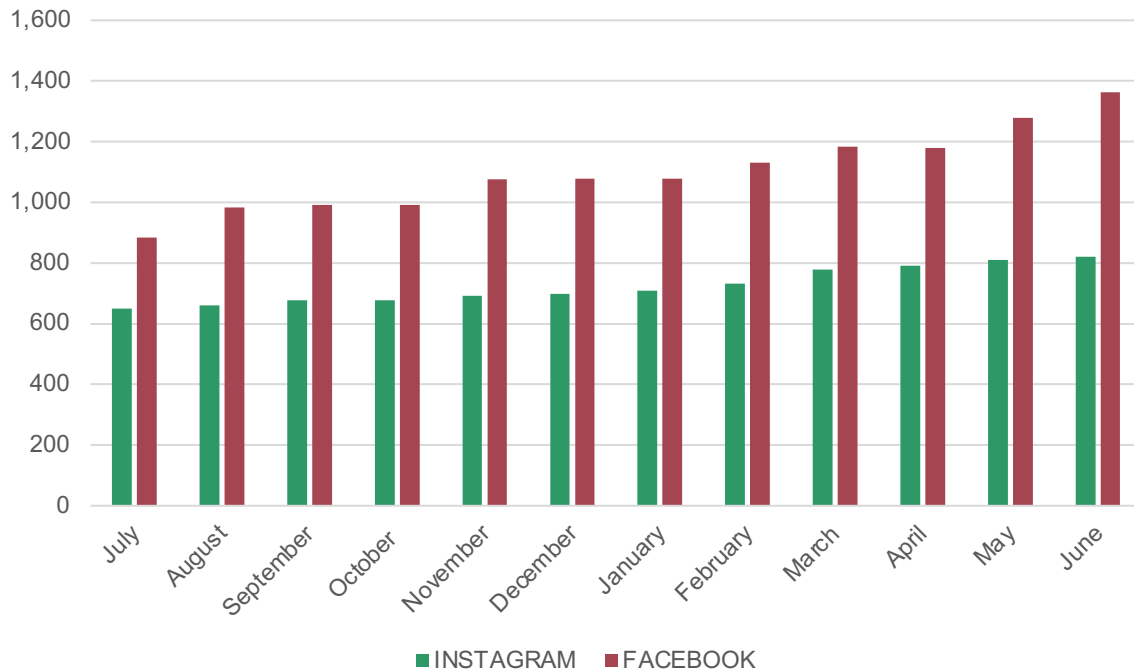
FACEBOOK	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTAL
Engagement* (%)	8.88%	3.83%	4.44%	8.05%	3.30%	4.81%	6.00%	6.48%	5.00%	3.54%	7.90%	3.55%	5.48% AVG
Post Total Reach**	890	32,857	1,937	882	10,761	1,415	564	4,349	5,821	8,803	12,808	6,512	87,599 TOTAL

INSTAGRAM	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTAL
Engagement* (%)	2.23%	1.84%	2.14%	2.24%	2.66%	2.06%	2.88%	2.23%	2.09%	1.96%	1.97%	1.70%	2.17% AVG
Average number of likes	12.7	11	13	10.7	17.6	13.1	18.9	14.7	14.6	22.6	13.9	11.7	15 AVG
Post Total Reach**	2,155	5,328	2,594	2,377	2,252	2,652	2,733	2,643	7,823	7,054	3,941	2,086	43,638 TOTAL

PINTEREST	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTAL
Engagement* (%)	2.97%	2.41%	3.01%	1.49%	6.94%	3.00%	1.71%	3.27%	1.58%	2.31%	1.78%	1.63%	2.68% AVG
Post Total Reach**	807	705	1,096	739	605	1,268	992	1,019	1,327	1,342	1,294	857	12,051 TOTAL



SOCIAL MEDIA FOLLOWERS



TOTAL FOLLOWERS: 2,182

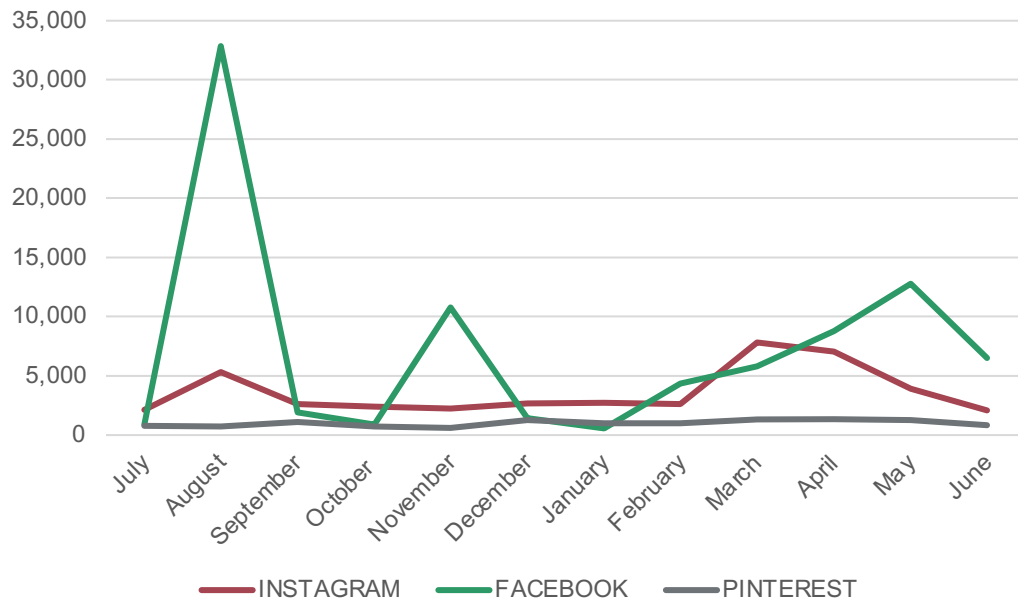
INSTAGRAM GROWTH IS STEADY, FACEBOOK SLIGHTLY FASTER PACE OF INCREASE DUE TO PAID PROMOTIONS

JAN-JUNE 2021
(PRIOR 6 MONTHS):
Total Followers: 1,962

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



SOCIAL MEDIA REACH



TOTAL REACH: 143,288

PEAKS AND VALLEYS IN
FACEBOOK DUE TO PAID
ADS.
CONSISTENT REACH ON
INSTAGRAM AND
PINTEREST

JAN-JUNE 2021
(PRIOR 6 MONTHS):
Total Reach: 90,763



FACEBOOK DEMOGRAPHICS

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

AGE RANGE

Most of Explore Wilsonville's Facebook content reaches people who are above the age of 35, and between ages 45-64 — This is a departure from last quarter's measurements showing a majority between ages 55-64.

GENDER

Approximately 74% of Explore Wilsonville's Facebook content reached women, and 26% reached men — This is a departure from last quarter's measurements showing 59% women and 40% men.

COUNTRY

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

CITIES

The top five cities **outside of Wilsonville (8.6%)** for Explore Wilsonville Facebook content are:

1. Portland, OR (8.1%)
2. Salem, OR (5%)
3. Vancouver, WA (3.3%)
4. Beaverton, OR (2.6%)
5. Eugene, OR (2.6%)



INSTAGRAM DEMOGRAPHICS

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

AGE RANGE

Most of Explore Wilsonville's Instagram followers are between the ages of 35-44, consistent with last quarter's report.

GENDER

Approximately 74% of Explore Wilsonville's Instagram followers are women. 26% are men, 11% prefer not to say, generally consistent with last quarter's report — This is a departure from last quarter's measurements showing 64% women and 24% men.

COUNTRY

A majority (90%) are from the United States, followed by Canada (.6%).

CITIES

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

1. Wilsonville, OR (28.8%)
2. Portland, OR (9.2%)
3. Canby, OR (5.1%)
4. Oregon City, OR (2.7%)
5. Sherwood, OR (2.7%)

Updated August 8, 2022



PINTEREST DEMOGRAPHICS

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

AGE RANGE

Most of Explore Wilsonville's Pinterest audience are between the ages of 24-44, with ages 25-34 leading at 50.8% followed by ages 35-44 at 18.8%.

GENDER

Approximately 70.6% of Explore Wilsonville's Pinterest audience are women. 20.4% are men and approximately 9% are unspecified & custom.

CITIES

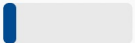




The top five metro areas for Explore Wilsonville's Pinterest audience are:

1. Portland, OR (14.1%)
2. Los Angeles, CA (9.1%)
3. San Francisco-Oak-San Jose (4.7%) (newly added to top 5)
4. Seattle-Tacoma, WA (4.1%)
5. New York, NY (3.5%)

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	2.61x	10.6% 
vehicles	2.04x	33.9% 
travel	1.89x	70.5% 
animals	1.73x	44.4% 
architecture	1.70x	51.0% 

Updated August 8, 2022





PR REPORT

Updated August 8, 2022

PR RECAP

- Continued media pitching
(200+ contact points over the quarter)
- Placed advertorial in NW Travel & Life Magazine
(Aug/Sept/Oct Issue)
- Nine articles added to online media room
- Hosted travel content partner [Rachel Teodoro](#)
 - Blog post
 - Instagram Stories
 - Instagram Reels
 - Pinterest



Aug/Sept/Oct Issue

SUMMER CONTENT PARTNER: RACHEL TEODORO



Explore Wilsonville contracted Rachel Teodoro as a content partner to visit Wilsonville with her family 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 Teodoro is a travel blogger who focuses on frugal travel with families.

OVERVIEW:

- 2-day itinerary: June 24-26
- Focus on family fun

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



POINTS OF INTEREST

Holiday Inn

Boonetown Tap and Grill

Corner Coffee Shoppe

Tonquin Trail

Butteville General Store

Bullwinkle's dinner and games

Frog Pond Farm

Lux Sucre



CONTENT SAMPLE: BLOG



WILSONVILLE,
OREGON

family fun with teens!



The PNW is arguably the most beautiful place to be in the summer with mountains, rivers, trees, and trails. The weather is mild and it's easy to be outside or relax inside. Our family was hosted by Explore Wilsonville recently and we had the best time. Wilsonville is in the heart of it all and only 16 miles south of Portland, making it the perfect home base to explore Oregon.

Read full blog [here](#)

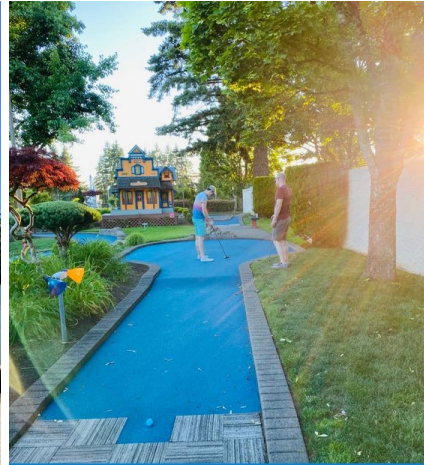


CONTENT SAMPLE: PINTEREST



**FAMILY FUN WITH
TEENS IN
WILSONVILLE,
OREGON**

[SEE PIN](#)

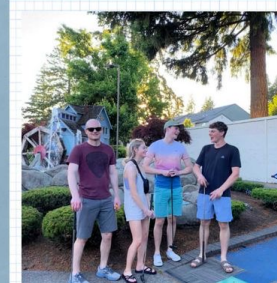


**TOP 5 THINGS TO DO
IN WITH TEENS IN**
wilsonville, oregon

[SEE PIN](#)



**FAMILY FUN
WITH TEENS
IN
WILSONVILLE,
OREGON**



[SEE PIN](#)



**WHERE
TO EAT**

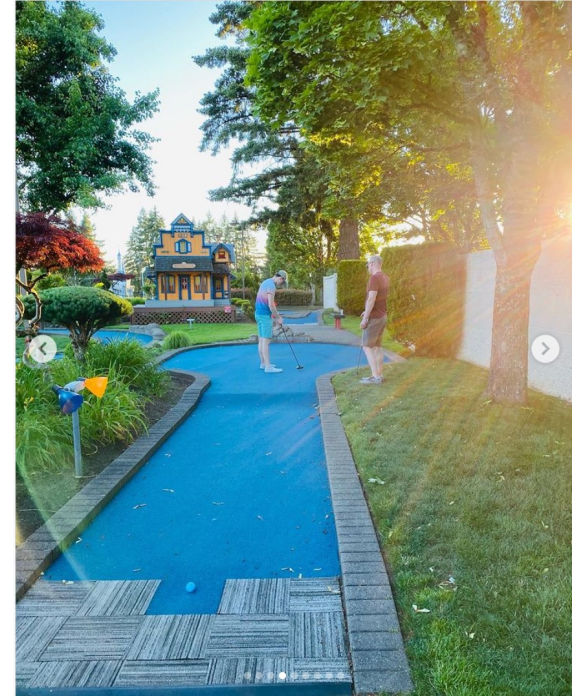
**WILSONVILLE,
OREGON**



[SEE PIN](#)



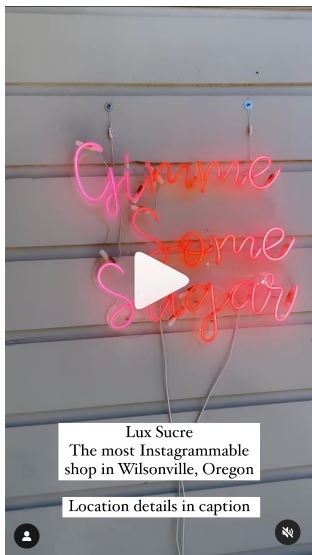
CONTENT SAMPLE: INSTAGRAM FEED



CONTENT SAMPLE: INSTAGRAM REELS



[WATCH REEL](#)



Lux Sucre
The most Instagrammable
shop in Wilsonville, Oregon
Location details in caption

[WATCH REEL](#)



This baby llama was born
just a few hours ago!
Watch it learn how to walk!

[WATCH REEL](#)



mrsrachelteodoro Save this post!

5 things to do in Wilsonville, Oregon with teens! We had such a great time this weekend (hosted). Just when you think your kids have outgrown things like petting zoos and splash pads, they have the most fun rediscovering them again! Wilsonville is probably not on your radar, but it should be!

[@explorewilsonville](#)

1. Pickleball (and skateboarding, baseball, basketball & tennis) at Memorial Park.
2. Hike or bike the 22 miles of paved trails on the Tonquin trail
3. Bullwinkles Family Fun center for go karts, putt putt golf, arcade games, zip line and laser tag [@bullwinkles_wilsonville](#)
4. Enjoy dipping your toes in the Willamette River or at one of tue local splash pads
5. Hang out with the animals at [@frogpondfarmoregon](#)

[#explorewilsonville](#) [#familytravel](#) [#travelwithteens](#)
[#familytravelblogger](#) [#tacomablogger](#) [#pnwtravel](#)

4w



PR COVERAGE



2022:

Part Amusement Park And Part Adventure Park, Bullwinkle's Wilsonville Is The Ultimate Summer Day Trip In Oregon June 27, 2022

Wilsonville Killer Burger Opens, Offers Unique Burger Combinations June 14, 2022

Wilsonville Sets Second Annual Juneteenth Celebration for June 18 May 2, 2022

Wilsonville-Based Sole Sisters to Host Race for Women April 20, 2022

Killer Burger Sets Its Sights On Wilsonville With Early Summer Opening April 13, 2022

Top 15 Places To Go Fruit Picking in or Near Portland April 13, 2022

[SEE UPDATED MEDIA ROOM](#)

Wilsonville-based Sole Sisters to host race for women

Jaelen Ogadhoh April 21 2022

The running and walking group's 5k, 10k and half-marathon returns Saturday, May 21 at Wilsonville's Memorial Park.



Wilsonville Sets Second Annual Juneteenth Celebration For June 18

Wilsonville will hold its second annual Juneteenth celebration on June 18.

Colin Miner, Patch Staff

Posted Mon, May 2, 2022 at 4:32 pm PT

Reply



Wilsonville's second annual Juneteenth celebration will take place on June 18. (Colin Miner/Patch)

runners and walkers gather Saturday mornings at Wilsonville



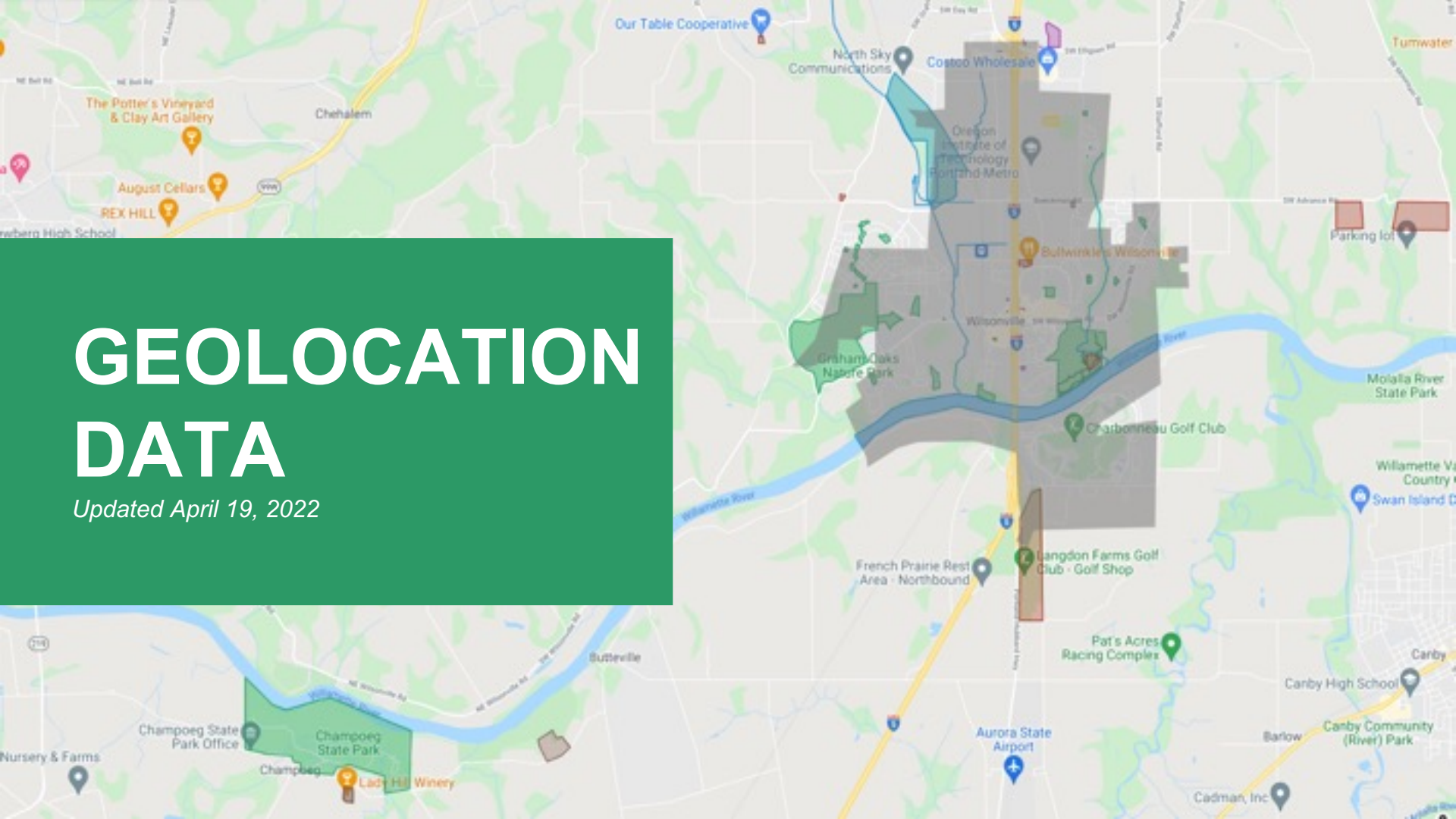
PUBLIC RELATIONS

FY 2021-2022			
Month	Total Number of Articles	Circulation	Number Influenced
July	3	329,972	-
August	10	14,393,490	1
September	2	13,619,280	-
October	6	13,801,066	1
November	6	8,507,386	-
December	2	180,200	-
January	3	330,910	-
February	6	4,529,415	-
March	4	174,324	1
April	14	8,995,116	-
May	9	4,630,393	-
June	9	6,860,108	1
TOTAL	74	76,351,660	4



GEOLOCATION DATA

Updated April 19, 2022



GEOLOCATION UPDATE

Our geolocation data provider, Datafy, is integrating a new data platform and data partner. Once data is available, the quarter 4 report will be updated.



STR REPORT

Updated August 8, 2022



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.

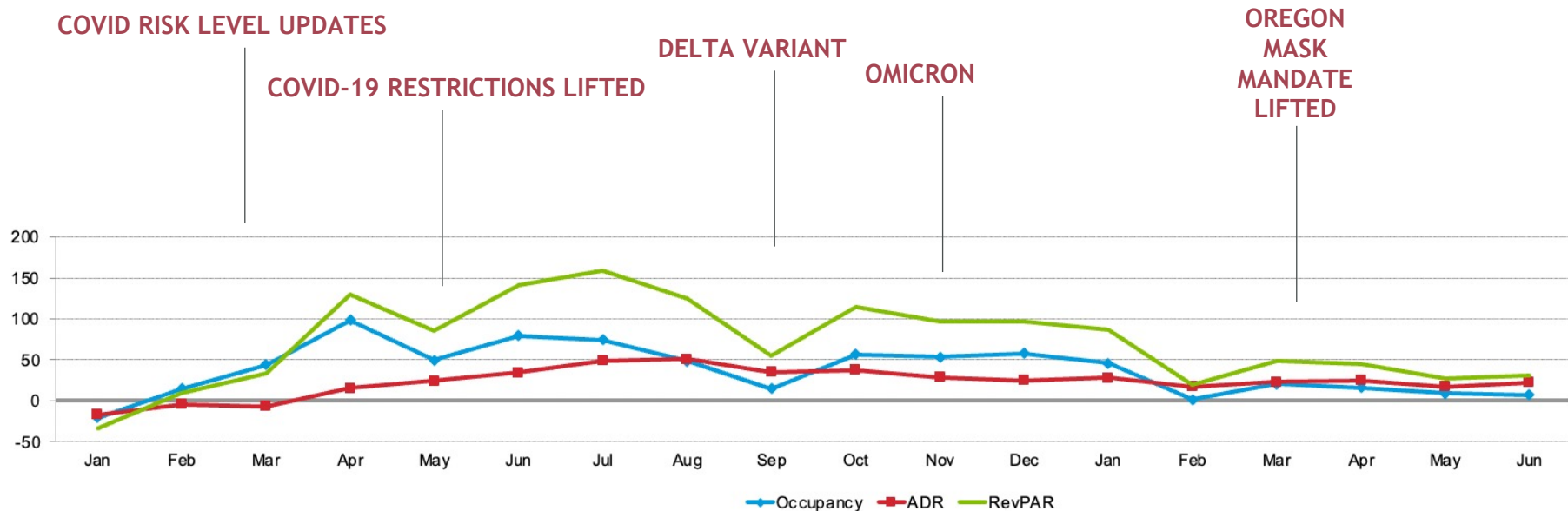


Source: <https://str.com/data-insights/resources/glossary/>

STR REPORT – WILSONVILLE

2021

2022



STR REPORT – WILSONVILLE

Q4 FY 21-22					Q4 FY 20-21				YOY CHANGE
FY 21-22	April	May	June	Total	April	May	June	Total	
Occupancy %	74%	71.20%	81.10%	75.43% AVG	63.60%	65.50%	75.90%	68.33% AVG	+10%
RevPar	\$75.27	\$73.77	\$103.64	\$84.23 AVG	\$51.94	\$57.83	\$79.31	\$63.03 AVG	+34%
Demand	13,645	13,577	14,965	42,187 TOTAL	11,733	12,479	14,000	38,212 TOTAL	+10%
Revenue	\$1,388,709	\$1,406,472	\$1,912,140	\$4,707,321 TOTAL	\$958,270	\$1,102,567	\$1,463,298	\$2,060,837 TOTAL	\$2,646,484

FY 21-22	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Occupancy %	77.6%	73.5%	69.0%	63.9%	61.2%	57.0%	61.9%	65.8%	72.1%	74.0%	71.2%	81.1%
RevPAR	\$91.33	\$85.55	\$74.58	\$63.51	\$57.54	\$50.25	\$55.52	\$60.93	\$68.74	\$75.27	\$73.77	\$103.64
Demand	14,793	14,008	12,734	12,181	11,298	10,859	11,806	11,336	13,749	13,645	13,577	14,965
Revenue	\$1,741,255	\$1,631,032	\$1,375,987	\$1,210,793	\$1,061,555	\$958,017	\$1,058,415	\$1,049,132	\$1,310,456	\$1,388,709	\$1,406,472	\$1,912,140



Total Properties: 9



Total Rooms: 615



COMPARED TO Q4 2020-21

OCCUPANCY % up 10%

RevPar up 32%

DEMAND up 10%

REVENUE up \$2,646,484

EXPLORE WILSONVILLE

42

STR reports are delivered around the 19th of each month to JayRay.



TOURISM DEVELOPMENT



TOURISM DEVELOPMENT

CONTINUED TO ADD AND PROMOTE PACKAGES ON WEBSITE AND SOCIAL MEDIA

TULIP FESTIVAL AT THE HILTON



Take 15% off by using the promotional code TULIP when you stay at Hilton Garden Inn for your visit to the Woodenshoe Tulip Festival

HAREFEST AT THE HILTON



Take 15% off by using the promotional code HARE when you stay at Hilton Garden Inn for your visit to Hare Fest.

WE'RE ALWAYS LOOKING FOR TRAVEL PACKAGES!

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

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

Includes promotion on social media and ExploreWilsonville.com.

If you're willing to collaborate in a package promotion, please email Bridget at bbaeth@jayray.com for details



JAYRAY A PLACE TO THINK

Branding | Advertising | Strategic Communications

THANK YOU!

Contact us

- 📍 535 Dock Street, Ste. 205 Tacoma, WA 98402
- 📞 253.722.2690
- ✉️ bbaeth@jayray.com

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