

Q2 REPORT (OCTOBER-DECEMBER) FY 23-24



February 1, 2024

TABLE OF CONTENTS

Q2 Recap	3
Website	5
Social Media	11
Public Relations	22
Marketing	26
• Geolocation data	
• Winter campaign	
• Video & photoshoot	
Smith Travel Research Report	46



Q2 RECAP

REVIEW

- Website new users, users and pageviews up across the board
- Added 51 followers across Facebook and Instagram
- Gained 6 influenced articles
- Coordinated photo and video shoot
- Launch winter geolocation ad campaign with new videos



DASHBOARD

ANNUAL RESULTS FY 2023-24

Q2 October-December 2023

PR budget reduced for video and photo content

Metrics	FY23-24 Q2 Results	FY 22-23 Q2 Results	% Change YOY FY 22-23 Q2 Results	FY 23-24 Results to Date	FY 23-24 Goals	% To Goal
Influenced Articles (number of articles earned)	6	1	+500%	6	5	120%
New website users	5,751	4,541	+26%	12,230	15,000	81.5%
Social media reach (Facebook, Instagram, Pinterest)	19,341	61,080	-68%	80,807	150,000	53.9%
Social media followers (Facebook, Instagram)	2,722	2,485	+9%	2,602	3,000	86.7%
Total engagements & link clicks (Facebook, Instagram, Pinterest)	991	910	+9%	2,750	5,000	55%





WEBSITE

Q2 October-December 2023 Highlights

Q2 WEBSITE RECAP

- Added 3 articles to the [media room](#)
- Ongoing event maintenance: 66 events added
- New users increased YOY 26%
- Total users increased YOY 27%
- Page views increased YOY 80%



EVENTS



AURORA WINE & CHOCOLATE WALK



SIP & SHOP FALL MARKET



HUNT FOR THE HOLIDAY SYMBOLS



CHRISTMAS IN CANBY



CHRISTMAS DINNER & CONCERT



UGLY SWEATER CHRISTMAS PARTY AT THE ORDNANCE TAPHOUSE



HOLIDAY FARM TO TABLE DINNER IN THE GREENHOUSE



TUMWATER VINEYARD WINTER MARKET



WEBSITE ANALYTICS

Q2 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q2 October-December

Metrics	Q2 FY 23-24				Q2 FY 22-23				YOY Q2 Quarterly % Change
	Oct	Nou	Dec	Q2 FY 23-24 Total	Oct	Nou	Dec	Q2 FY 22-23 Total	
New Users	1,805	1,726	2,220	5,751	1,123	1,739	1,679	4,541	+26%
Users	1,849	1,765	2,259	5,873	1,144	1,773	1,703	4,620	+27%
Page Views	7,183	4,699	7,845	19,727	3,400	3,783	3,729	10,912	+80%

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

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



WEBSITE MOST POPULAR PAGES

FY 2023-2024 Q2 MOST POPULAR PAGES

1. (not set) *
2. Homepage
3. Itineraries
4. Christmas in Canby
5. Winter Fair & Holiday Market

* “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 2022-2023 Q2 MOST POPULAR PAGES

1. Wind Down This Winter in Wilsonville
2. Homepage
3. Fall in Love with Wilsonville: Top 10 activities to celebrate autumn, the Wilsonville way
4. Restaurants & Dining
5. Events



WEBSITE ANALYTICS FY 2023-2024 TO DATE

YEAR TO DATE RESULTS

Q2 October-December

FY 2023-24													
METRICS	July	Aug	Sept	Oct	Nou	Dec	Jan	Feb	Mar	Apr	May	June	Results
New Users	2,235	2,422	1,822	1,805	1,726	2,220							6,479
Users	2,320	2,466	1,874	1,849	1,765	2,259							6,660
Page Views	10,337	15,646	5,606	7,183	4,699	7,845							31,589





SOCIAL MEDIA REPORT

Q2 October-December 2023 Highlights

Q2 SOCIAL MEDIA RECAP

- 80,807 total reach (FB, IG, & Pinterest)
- Added 51 followers during Q2
- Instagram total engagements is up 9% compared to Q2 22-23 with 668 engagements
- Facebook total engagements in Q2 23-24 is up 163% compared to Q2 of 22-23
- Pinterest engagement rate is up 38% in Q2 23-24 compared YOY to Q2 22-23



FACEBOOK ANALYTICS

Q2 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q2 October-December

Note: FY23-24 ads were not running on FB, therefore we saw a YOY decrease in results as expected.

METRICS	Q2 FY 23-24				Q2 FY 22-23				YOY Q2 QUARTERLY % CHANGE
	Oct	Nov	Dec	Q2 FY 23-24 Total	Oct	Nov	Dec	Q2 FY 22-23 Total	
Engagement* (%)	1.71%	2.49%	1.84%	2.01% AVG	3.46%	2.17%	1.21%	2.28% AVG	-11%
Post Total Reach**	751	3,428	1,835	6,014 TOTAL	14,729	16,166	16,088	46,983 TOTAL	-87%
Total Engagements ***	21	116	42	179 TOTAL	33	22	13	68 TOTAL	+163%
Link Clicks****	15	15	4	34 TOTAL	32	19	25	76 TOTAL	-55%

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

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

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

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



FACEBOOK TOP CONTENT

- November 24, 2023
- 40 reactions, 8 comments and 2 shares
- 2,715 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](https://www.explorewilsonville.com/events).



INSTAGRAM ANALYTICS

Q2 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q2 October-December

METRICS	Q2 FY 23-24				Q2 FY 22-23				YOY Q2 QUARTERLY % CHANGE
	Oct	Nou	Dec	Q2 FY 23-24 Total	Oct	Nou	Dec	Q2 FY 22-23 Total	
Engagement* (%)	5.17%	7.37%	6.72%	6.42% AVG	1.46%	1.93%	1.75%	1.71% AVG	+292%
Average number of likes	11.90	14.54	15.54	13.99 AVG	11.3	15.5	14.2	13.66 AVG	+2%
Post Total Reach**	3,667	5,208	3,808	11,591 TOTAL	3,453	4,149	4,832	12,434 TOTAL	-6%
Total Engagements ***	216	219	233	668 TOTAL	176	225	211	612 TOTAL	+9%
Link Clicks****	24	20	6	50 TOTAL	9	12	25	46 TOTAL	8%

*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

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

 Liked by auracolonyvineyards 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 
 @firpointfarms 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

Q2 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q2 October-December

METRICS	Q2 FY 23-24				Q2 FY 22-23				YOY Q2 QUARTERLY % CHANGE
	Oct	Nou	Dec	Q2 FY 23-24 Total	Oct	Nou	Dec	Q2 FY 22-23 Total	
Engagement* (%)	2.74%	2.05%	3.25%	2.68% AVG	2.65%	1.2%	1.98%	1.94% AVG	+38%
Post Total Reach**	657	586	493	1,844 TOTAL	414	923	326	1,663 TOTAL	+10%
Total Engagements ***	18	12	16	46 TOTAL	14	16	11	41 TOTAL	+12%
Link Clicks****	2	4	2	8 TOTAL	62	3	2	67 TOTAL	-88%

*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

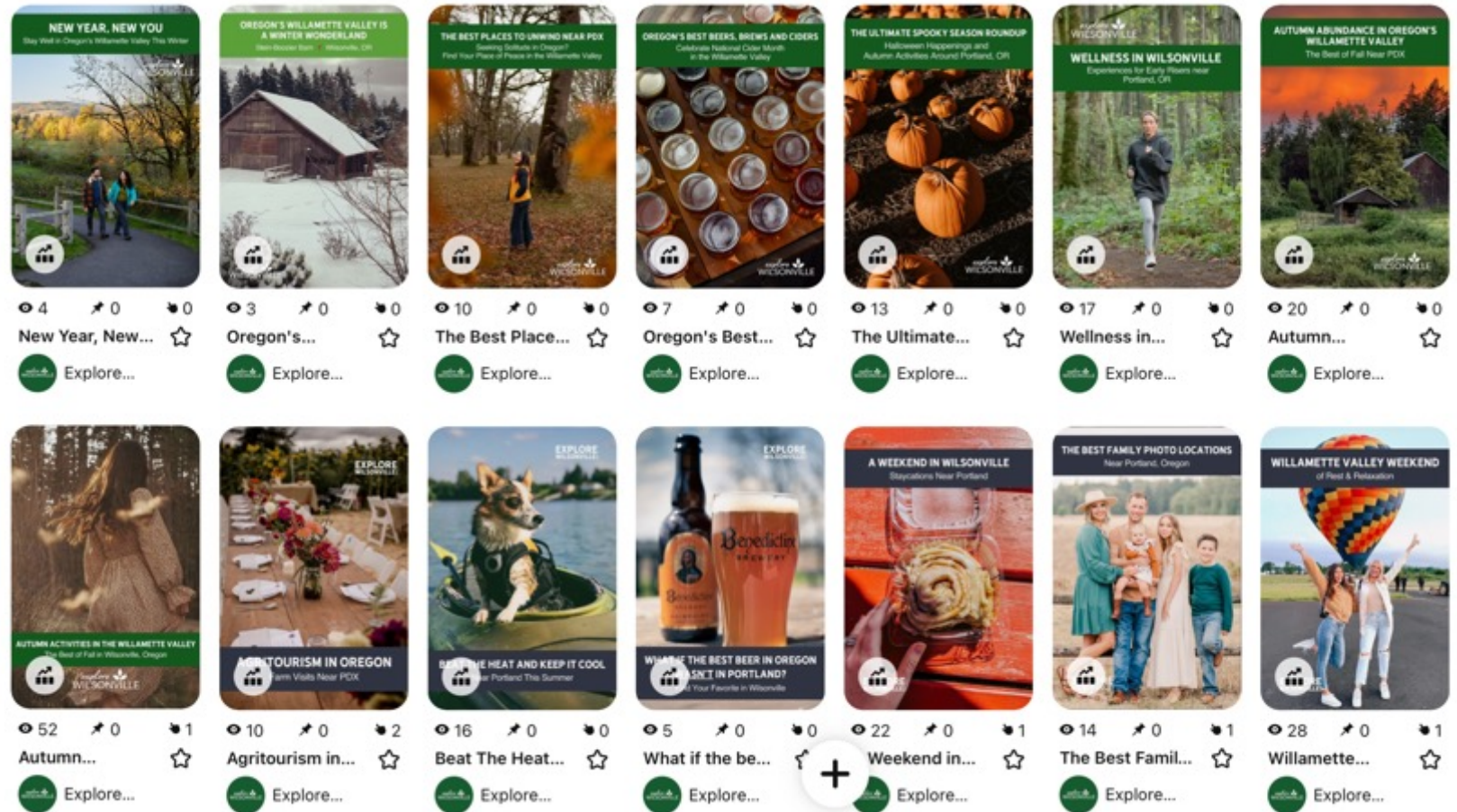
*** Total engagements defined as likes, comments, shares and saves

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



PINTEREST TOP BOARD

- Explore Wilsonville, OR
 - 319 pins
 - 943 impressions
 - 25 engagements
 - 7 outbound link clicks
 - 21 pin clicks
 - 1 saves



Q2 PINTEREST POST SAMPLES

AXE THROWING NEAR PDX

Indoor Activities to Stay Warm in the Willamette Valley This Winter



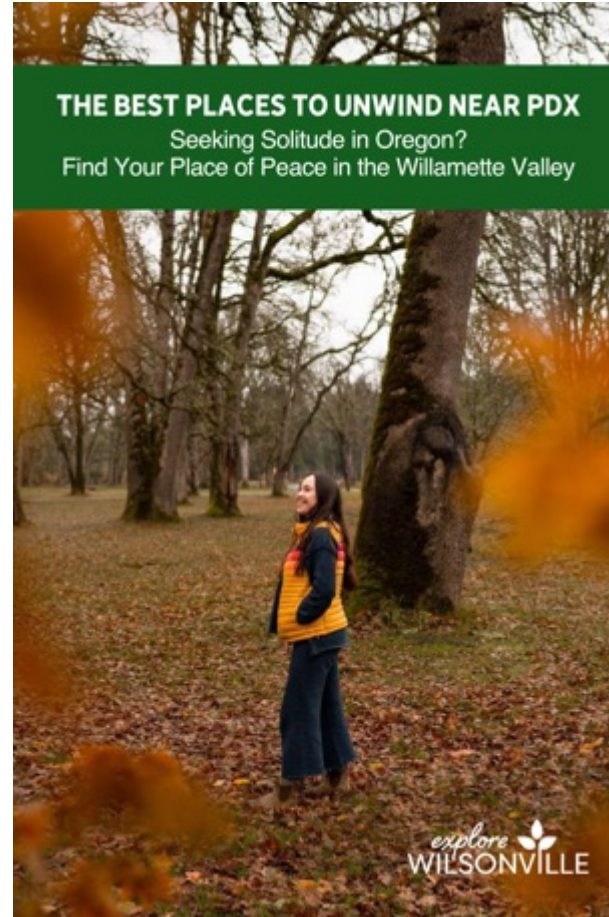
10 ACTIVITIES UNDER \$10 IN OREGON'S WILLAMETTE VALLEY

Family-Friendly Fun Without Breaking the Bank



THE BEST PLACES TO UNWIND NEAR PDX

Seeking Solitude in Oregon?
Find Your Place of Peace in the Willamette Valley



explore
WILSONVILLE

FIDO-FRIENDLY FUN

in Oregon's Willamette Valley

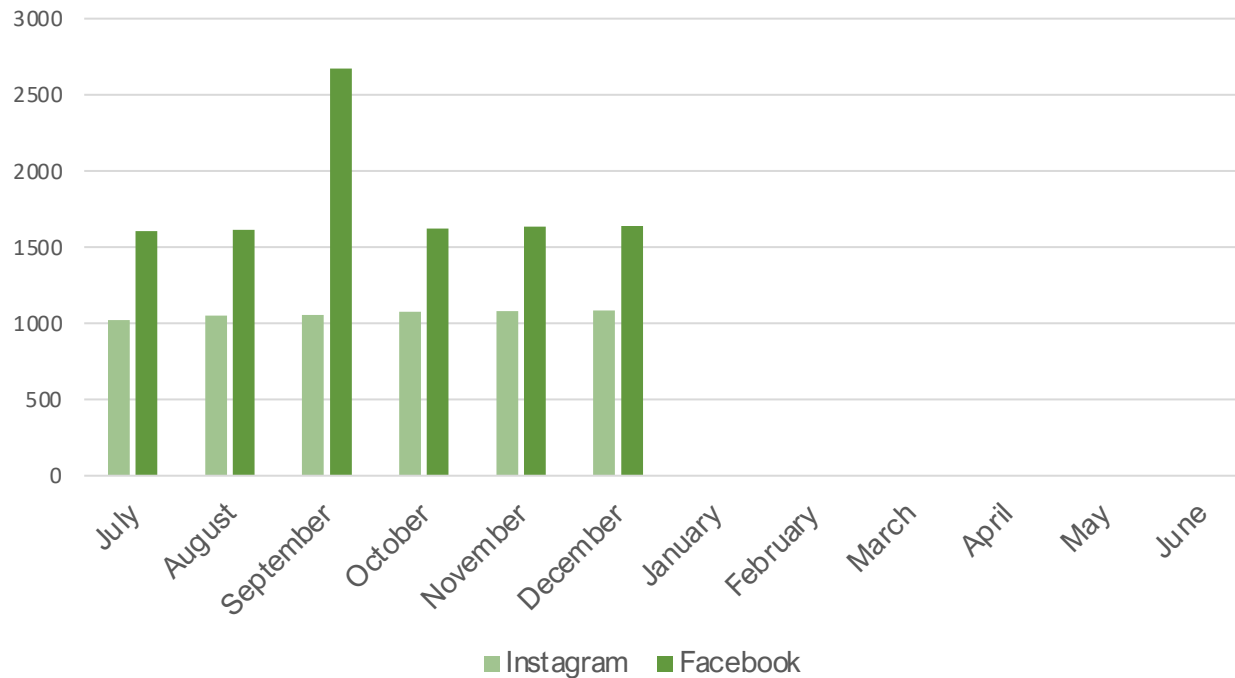


SOCIAL MEDIA ANALYTICS FY 2023-24 TO DATE

FACEBOOK	July	Aug	Sept	Oct	Nou	Dec	Jan	Feb	Mar	Apr	May	June	Results
Engagement (%)	1.61%	1.98%	2.39%	1.71%	2.49%	1.84%							2%
Post Total Reach	20,059	25,271	915	751	3,428	1,835							52,259
Total Engagements & Link Clicks	170	422	82	42	131	46							893
INSTAGRAM	July	Aug	Sept	Oct	Nou	Dec	Jan	Feb	Mar	Apr	May	June	Results
Engagement (%)	9.02%	8.31%	6.89%	5.17%	7.37%	6.72%							7.25%
Average number of likes	21.7	21.3	12.9	11.9	14.54	15.54							16.31
Post Total Reach	3,667	5,208	3,808	4,588	3,314	3,689							24,274
Total Engagements & Link Clicks	346	363	224	240	239	239							933
PINTEREST	July	Aug	Sept	Oct	Nou	Dec	Jan	Feb	Mar	Apr	May	June	Results
Engagement (%)	5.68%	4.44%	3.87%	2.74%	2.05%	3.25%							3.67%
Post Total Reach	862	900	776	657	586	493							4,274
Total Engagements & Link Clicks	64	52	36	20	16	18							206



SOCIAL MEDIA FOLLOWERS TO DATE FY 2023-24



TOTAL FOLLOWERS: 2,722

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

Q2 October-December 2023 Highlights

PR RECAP

- 6 influenced articles in Q2
- Sent out winter pitch
- Updated the winter blog
- Added 3 articles to the [media room](#)
- 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](#) >

[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

PUBLIC RELATIONS OVERVIEW

YEAR TO DATE RESULTS

Q2 October-December

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							66
Circulation	607,901	3,873,774	260,437	1,961,670	1,619,399	518,559							4,742,112
Number of Influenced Articles	0	0	0	1	4	1							6

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

Q2 October-December 2023 Highlights

MARKETING RECAP

- Managed geolocation data through Datafy
- Launched Winter geolocation campaign on December 15
- Coordinated 2.5 day video and photo shoot



Q2 GEOLOCATION DATA SUMMARY

TAKEAWAYS

- Total trips October-December were up 26.5% compared to same time last year
- While more people took trips, they didn't stay as long in 2023 (total visitor days are down 3.8% and average length of stay is down by 0.4 days)
- Q2 2023 saw a 6% increase in the 16-24 age group and an 9% decrease in the 65+ age group compared to the same quarter of the previous year. We saw the same change during Q1.

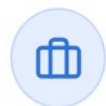
JayRay - Wilsonville Q2: October - December 2023 Geolocation Data

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

POIs: All Included

Dashboard Filters Main Dates: 10/1/23 - 12/31/23 Compare Dates: 10/1/22 - 12/31/22

Overview : 10/1/23 - 12/31/23



Total Trips

745,276 Trips

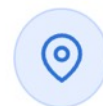
↑ **26.5%** vs. 10/1/22 - 12/31/22



Visitor Days

1,019,502 Days

↓ **-3.8%** vs. 10/1/22 - 12/31/22



Average Length of Stay

1.4 Days

↓ **-0.4 Days** vs. 10/1/22 - 12/31/22



Unique Visitors

409,535 Visitors

↓ **-3.2%** vs. 10/1/22 - 12/31/22



Q2 GEOLOCATION DATA TOP MARKETS

TAKEAWAYS

- Most visitors continue to be from a drive market, but we're seeing growth in the fly-in markets
- California market is growing substantially, with large visit increases from LA, Sacramento and San Francisco
- Opportunity to target drive and fly-in markets in Winter-Spring geolocation campaign

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Top Markets

DMA	Share of Trips 10/1/2023 - 12/31/2023	Change in Share of Trips vs 10/1/2022 - 12/31/2022	% Change in Trips vs 10/1/2022 - 12/31/2022
Eugene	19.15%	- 2.8	↑ 14.9%
Seattle-Tacoma	16.74%	- 1.0	↑ 23.8%
Portland- OR	13.07%	- 1.7	↑ 16.2%
Medford-Klamat...	5.36%	- 0.3	↑ 23.9%
Los Angeles	4.37%	+ 0.3	↑ 42.0%
Bend- OR	3.18%	- 0.3	↑ 21.7%
Yakima-Pasco-Rc...	3.01%	0.0	↑ 31.0%
Sacramnto-Stkto...	2.85%	- 0.3	↑ 20.1%

DMA	Share of Trips 10/1/2023 - 12/31/2023	Change in Share of Trips vs 10/1/2022 - 12/31/2022	% Change in Trips vs 10/1/2022 - 12/31/2022
San Francisco-Oa...	2.59%	+ 0.3	↑ 48.4%
Spokane	2.47%	+ 0.1	↑ 36.7%
Phoenix -Prescott	2.27%	- 0.1	↑ 26.1%
Boise	1.53%	- 0.2	↑ 15.5%
Salt Lake City	1.29%	0.0	↑ 29.9%
Honolulu	1.24%	0.0	↑ 35.2%
Denver	1.05%	+ 0.1	↑ 53.1%
Dallas-Ft. Worth	1.04%	+ 0.1	↑ 51.7%

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



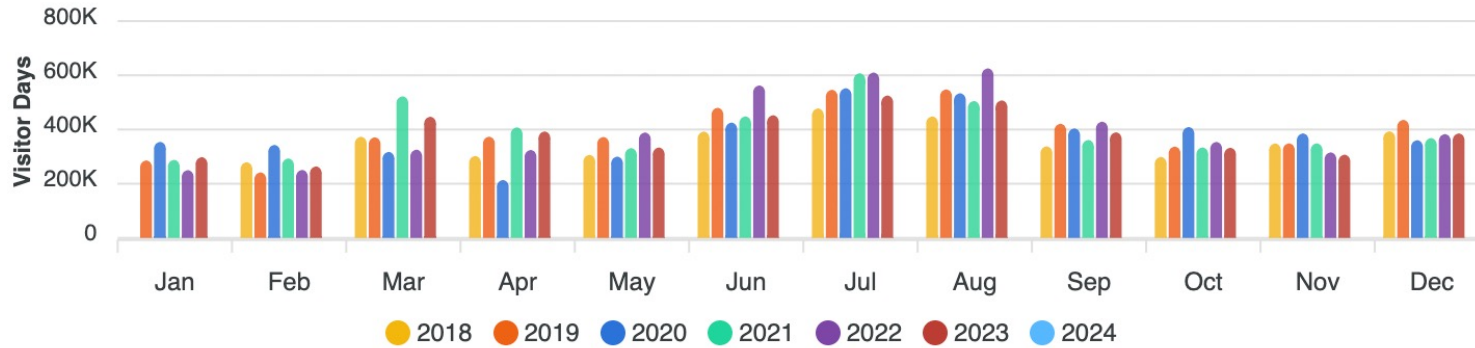
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Monthly Volume by Visitor Days

All Main Dates vs Compare Dates



Year	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 60.5%
- 2 Days 9.67%
- 3 Days 6.06%
- 4 Days 4.53%
- 5 Days 5.13%
- 6+ Days 14.1%

In the fall, December had the highest visitation and most visitors stayed one day during the season.

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



JayRay - Wilsonville Q2: October - December 2023 Geolocation Data

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Top Clusters

Cluster	Share of Trips 10/1/2023 - 12/31/2023	Percent Change in Trips vs 10/1/2022 - 12/31/2022
Shopping	52.08%	↑ 10.8%
Wilsonville OR	49.56%	↑ 28.2%
Attractions	14.92%	↑ 8.4%
Hotels	6.45%	↑ 6.8%
Outdoor Rec	5.25%	↑ 17.7%
Business Travel	1.49%	↑ 57.6%
Golf	1.26%	↑ 11.9%
Liquid Tourism	1.24%	↑ 120.1%

Data shows that most visitors to Wilsonville also go shopping – “Tax-free” shopping continues to be a smart messaging strategy. Keep in mind that November and December holidays always result in higher numbers of shopping customers.

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

DATAFY



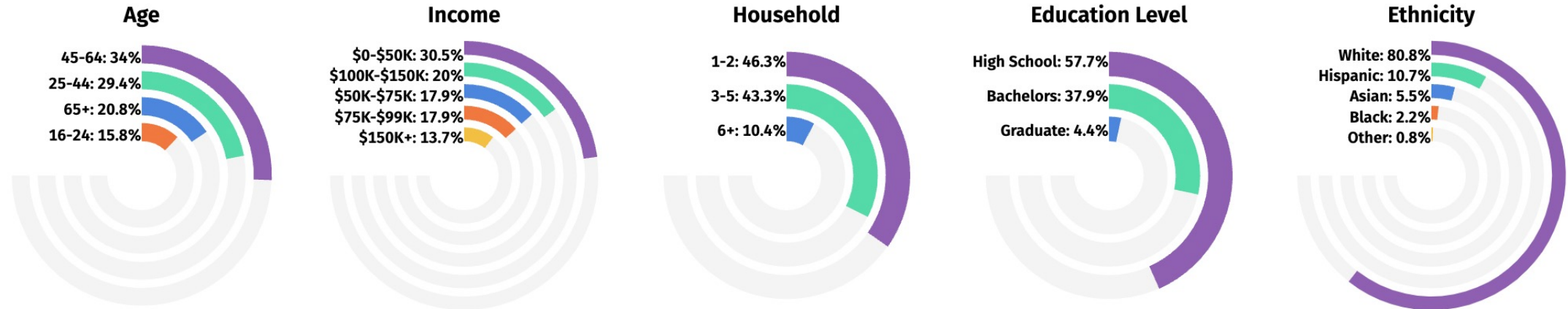
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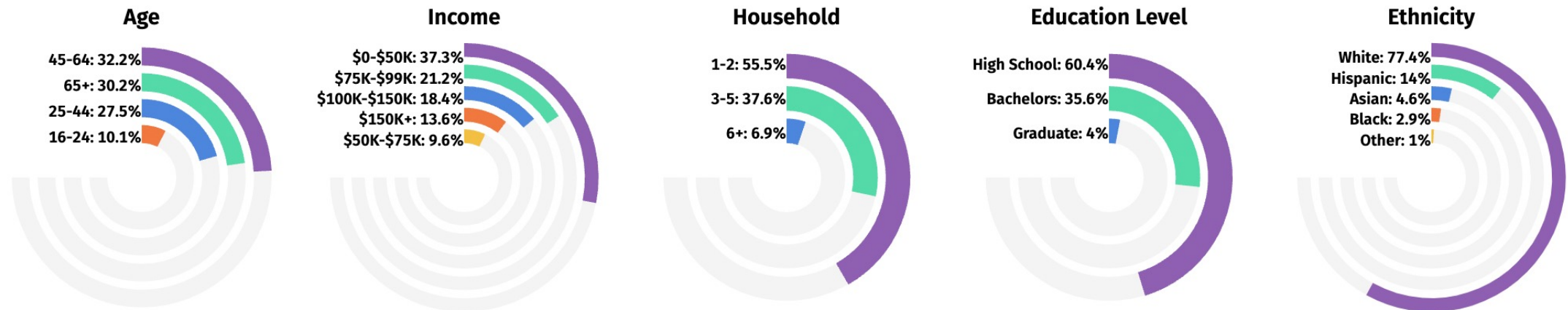
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Dashboard Filters Main Dates: 10/1/23 - 12/31/23 Compare Dates: 10/1/22 - 12/31/22

Top Demographics for 10/1/2023 - 12/31/2023



Top Demographics for 10/1/2022 - 12/31/2022



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.



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



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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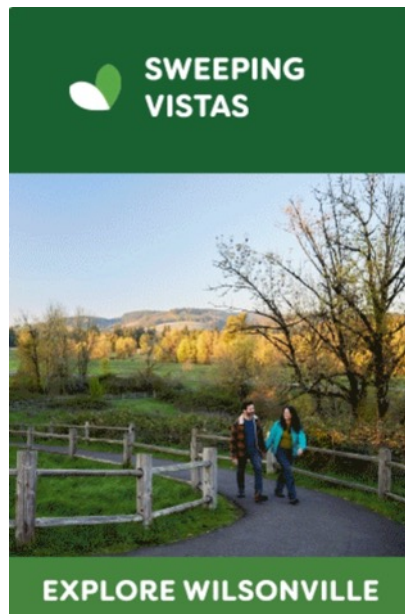


Winter Campaign

GENERAL AWARENESS, GEOLOCATION MARKETING AD

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

Screenshots below:

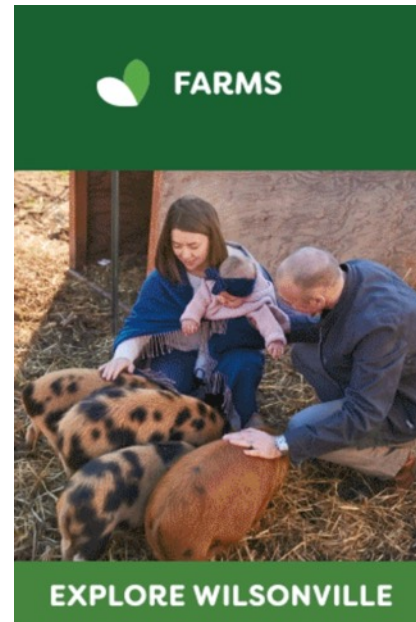


Winter Campaign

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

Screenshot below:



PNW Adventures Near Portland, OR





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 that we can 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 with voiceover – vertical and horizontal formats
- 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, with unlimited rights
- JayRay on site for creative direction includes story board, voiceover and music
- Volunteer models from the community
- Business coordination on filming locations



SCRIPT 1: PHOTO WORTHY

[WATCH VIDEO](#)

AUDIENCE Laptops, Lattes & Trendsetters Archetype Audience:
Young people ages 20-45; Interested in shopping local, farm to table dining and aesthetic; Photo-worthy moments; Visiting for a girl's trip or group outing.

SCRIPT

Can you picture it?

Fragrant fields that tickle your fingertips.

A bounty of seasonal offerings ripe for your scrapbook.

Cold plunges and hot saunas.

Wine cascading into your glass before you take your first glorious sip.

And vintage treasures found in quirky surrounds.

Explore more, in the heart of it all.

Explore Wilsonville, Oregon.

(End with Wilsonville logo on screen)



SCRIPT 2: AFFORDABLE FUN

[WATCH VIDEO](#)

AUDIENCE Budget Friendly Fun Archetype Audience: Families with children, young adult couples and new grads; On the hunt for family-friendly activities that won't break the bank; Resourceful and open to anything, especially if it's outdoors.

SCRIPT

Can you picture it?

New adventures and unexpected experiences.

Farm friends frolicking as you fill your basket with fresh produce.

Sweeping vistas and historic hangs.

Stress-free parking and the happiest of happy hours.

Fill up your cup, without emptying your wallet.

Explore more, in the heart of it all.

Explore Wilsonville, Oregon.

(End with Wilsonville logo on screen)



SCRIPT 3: PNW ADVENTURES

[WATCH VIDEO](#)

AUDIENCE PNW Forever Archetype Audience: The quintessential Pacific Northwest hipster a la 2012 – now likely an Elder Millennial residing in Eugene, Portland or Seattle; Ready for anything in nature; Passionate about small-town shopping, craft beer, the great outdoors, oat milk lattes and plaid.

SCRIPT

Can you picture it?

Rolling hills of ancient vines.

Endless outdoor adventures.

Cold local brews and farm to fork food.

It's true what they say – Pacific Northwest is best.

Explore more, in the heart of it all.

Explore Wilsonville, Oregon.

(End with Wilsonville logo on screen)



SCRIPT 4: LOOKING FOR LEISURE

[WATCH VIDEO](#)

AUDIENCE New Chapter Archetype Audience: Married couples ages 45-60; Empty nesters or approaching; Household income exceeding \$100k; Moving into a new chapter of taking it easy; Looking for leisure: Golfing, shopping, trying new restaurants and exploring hobbies

SCRIPT

Can you picture it?

A sunrise over dewy greens.

Fresh coffee on a crisp, clear day.

Farm fresh dinner, where the only thing better than the food is the company.

Rediscovering your youth, one treasure at a time.

Savoring the moment, with each sip of pinot noir.

Explore more, in the heart of it all.

Explore Wilsonville, Oregon.

(End with Wilsonville logo on screen)



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

Q2 October-December 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

Q2 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q2 October-December

METRICS	Q2 FY 23-24				Q2 FY 22-23				YOY Q2 QUARTERLY % CHANGE
	Oct	Nov	Dec	Q2 FY 23-24 Total	Oct	Nov	Dec	Q2 FY 22-23 Total	
Occupancy %	64.4%	54.6%	50.3%	56.43% AVG	72.8%	63.0%	59.1%	64.97% AVG	-9%
RevPar	\$74.04	\$57.02	\$50.55	\$60.53 AVG	\$78.56	\$65.65	\$58.92	\$67.71 AVG	-11%
Demand	12,281	10,067	9,593	31,941 TOTAL	13,879	11,629	11,272	36,780 TOTAL	-13%
Revenue	1,411,631	1,052,036	963,759	\$3,427,426 TOTAL	\$1,497,726	\$1,211,301	\$1,123,266	\$3,832,293 TOTAL	-11%



STR REPORT – WILSONVILLE

YEAR TO DATE RESULTS

Q2 October-December

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%							63.98% AVG
RevPar	\$97.31	\$100.74	\$81.31	\$74.04	\$57.02	\$50.55							\$76.83 AVG
Demand	13,691	14,503	12,314	12,281	10,067	9,593							72,449 TOTAL
Revenue	1,855,275	1,920,552	1,500,102	1,411,631	1,052,036	963,759							\$8,703,355 TOTAL



Total Properties: 9



Total Rooms: 615



STR REPORT – WILSONVILLE

Takeaways

- 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 is causing travelers to alter plans by taking shorter trips closer to home

Q2 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q2 October-December

Metrics	Q2 FY 23-24 Total	Q2 FY 22-23 Total	YOY Q2 Quarterly % Change
Occupancy %	56.43% AVG	64.97% AVG	-9%
RevPar	\$60.53 AVG	\$67.71 AVG	-11%
Demand	31,941	36,780	-13%
Revenue	\$3,427,426	\$3,832,293	-11%



Total Properties: 9



Total Rooms: 615



