

2024 ANNUAL REPORT JAN. 1-DEC. 31, 2024



January 27, 2025

TABLE OF CONTENTS

2024 Activity Summary	3
Dashboard	4
Website Report	5
Social Media Report	14
Public Relations Report	29
Marketing Report	40
Smith Travel Research Report	76
Upcoming	80



2024 ACTIVITY SUMMARY

ONGOING

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

JANUARY-MARCH

- 30-second video ads on social media
- 10, 15-second Instagram Reels
- Winter-Spring geolocation campaign
- Oregon Governor's Conference
- Spring blog
- Hosted travel writers Emily Corak and Cassie Hepler

APRIL-JUNE

- Spring blog ad on social media March 1-May 31
- Summer blog
- Teaser brochure
- Portland Mom Collective article
- Hosted content partner Rachel Jane Lloyd

JULY-SEPTEMBER

- Boosted posts on social media
- Certified Folder brochure distribution
- Tourism Strategy workshops
- Fall blog and media pitches
- Two-page advertorial in *Northwest Travel & Life* Magazine
- French Prairie rest area poster
- Media Fact Sheet
- Editorial Calendar

OCTOBER-DECEMBER

- *Northwest Travel & Life* Travel & Words Conference sponsorship
- Wilsonville content on Explore Tualatin Valley's website
- Winter geolocation marketing campaign
- New Sweet Treats & Timeless Trees itinerary
- Winter blog and media pitching
- Hosted @EspressoAndMartini on Instagram
- Travel Oregon Visitor Guide ad through OMHT co-op



DASHBOARD

ANNUAL RESULTS CY 2024

January-December 2024

PR budget reduced for video and photo content in 23-24 FY

Metrics	2024 Results	2023 Results	YOY % Change
Influenced articles (number of articles earned)	7	10	-30%
New website users	43,060	20,956	+105%
Social media reach (Facebook, Instagram, Pinterest)	305,535	246,246	+24%
Social media followers (Facebook, Instagram)	3,166	2,722	+16%
Total engagements & link clicks (Facebook, Instagram, Pinterest)	9,414	5,596	+68%





WEBSITE

2024 Highlights

WEBSITE OVERVIEW

- Added 16 articles to the [Press & Media page](#)
- Ongoing event maintenance: 396 events added
- Social media referrals grew by 10%
- New users increased YOY by 105%
- Total users increased YOY by 107%
- Page views increased YOY by 86%



EVENTS

Sample: not an exhaustive list



WOODEN SHOE
TULIP FESTIVAL



CANBY
BREWFEET



BULLWINKLE'S
VALENTINES
AFTER DARK



10TH ANNUAL
BOONE'S FERRY
AUTUMN ALE FEST



MARCH DINNER
AT LADY HILL
WINERY



MURASE
ARBORETUM
GRAND OPENING



LEE FARMS
EASTER EGG
HUNT



FRENCH PRAIRIE
GARDENS TULIP &
FLOWER FESTIVAL



EVENTS

Sample: not an exhaustive list



THURSDAY NIGHT
DINNERS AT
TUMWATER
VINEYARD



PRIDE MONTH
MURAL
RECEPTION



WILSONVILLE
BREWFEET



ST. PAUL RODEO



OREGON BALLET
AT LADY HILL
WINERY



NATIONAL MOBILITY
AWARENESS MONTH
TRACK CHAIR
APPOINTMENTS



BULLWINKLE'S
SUMMER KICK
OFF AFTER DARK
EVENT



FRENCH PRAIRIE
BERRIES, BREWS &
BBQs



EVENTS

Sample: not an exhaustive list



YESTERYEAR
FARMS
SUNFLOWER
FEST



CUTSFORTH'S
30TH ANNUAL
CRUISE-IN BY
THE PARK



SWAN ISLAND
DAHLIA
FESTIVAL



BRUNCH &
BUBBLES:
SOUTHERN
COMFORT



WILSONVILLE
FARMERS
MARKET



PORTLAND
FASHION WEEK



PAINT YOUR
GLASS



COMMUNITY
PARTY IN THE
PARK



SUMMER FARM
WALKABOUT



ST JOSEF'S
GRAPESTOMPING
FESTIVAL



EVENTS

Sample: not an exhaustive list



BULLWINKLE'S
AFTER DARK:
BLACK FRIDAY
EDITION



LEE FARMS
HARVEST
FESTIVAL



THE GATHER
COLLECTIVE
AUTUMN EVENT



YESTERYEAR
FARMS
CHRISTMAS
TREES &
HOLIDAY FARM



ST. JOSEF'S
CHRISTMAS
CONCERT &
DINNER



FROG POND
FARM
CHRISTMAS
TREES &
HOLIDAY
MARKET



HARVEST
DINNER



AURORA WINE
AND
CHOCOLATE
WALK



THE YEAR OF
MAGICAL
THINKING
THEATER
PRODUCTION



TRISKELEE
FARMS FALL
FEST



TUMWATER
VINEYARD
WINTER
MARKET



VILLEBOO 2024



WEBSITE ANALYTICS

2024 CALENDAR YEAR WITH YOY CHANGE

2024 January-December

2024													2024 Total	2023 Total	2024 % Change
Metrics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
New Users	5,358	8,266	7,224	2,882	2,644	2,228	2,431	2,730	3,345	1,814	1,541	2,597	43,060	20,956	+105%
Users	5,376	8,469	7,454	2,921	2,679	2,279	2,494	2,887	3,528	1,969	1,698	2,728	44,482	21,428	+107%
Page Views	13,867	13,836	23,405	7,189	13,998	6,154	8,019	13,106	7,647	4,975	4,768	12,314	129,278	69,294	+86%

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

2024 MOST POPULAR PAGES

1. Homepage
2. Events
3. Itineraries
4. Flower & Tulip Festivals
5. Eat & Drink

2023 MOST POPULAR PAGES

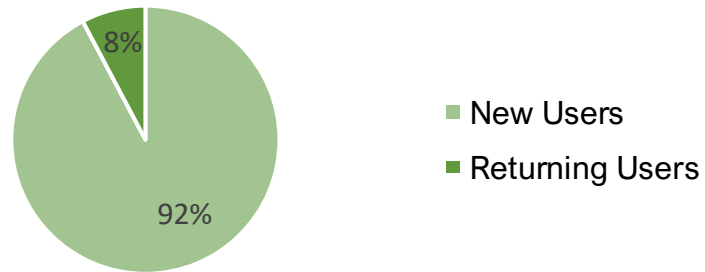
1. (not set) *
2. Explore Wilsonville, Oregon
3. Homepage
4. Wind Down This Winter in Wilsonville
5. Itineraries

* “Not set” can occur when users click on a page and then leave the tab open longer than 30 minutes OR when the link is set up to track through a different Google Analytics account. It is likely the landing page here is the “itineraries page,” and the arrival source is the winter geolocation campaign link.

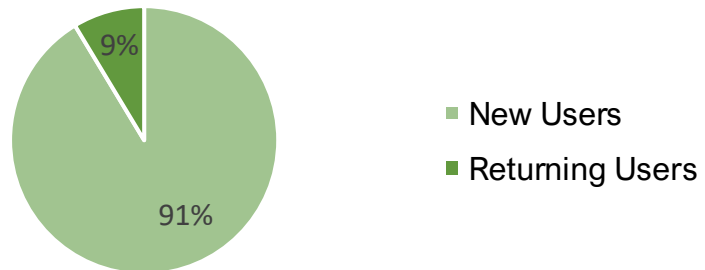


WEBSITE ANALYTICS: VISITORS

WEBSITE USERS 2024



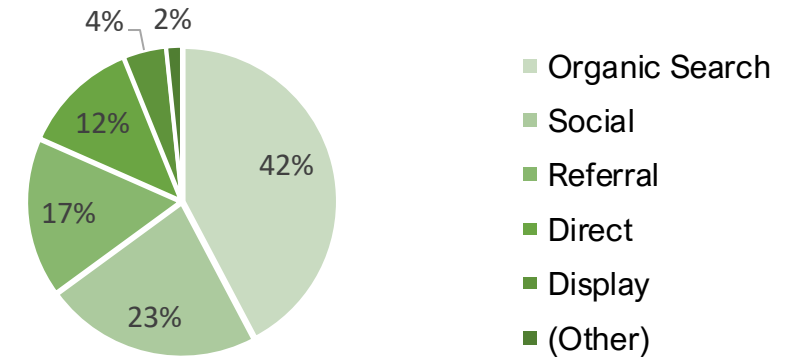
WEBSITE USERS 2023



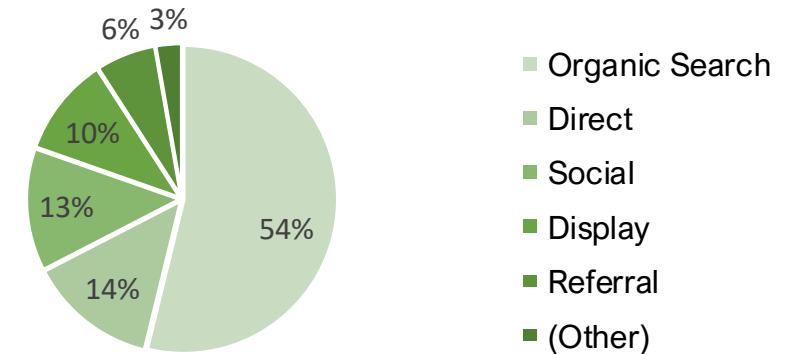
**MOST USERS ARE
FIRST TIME VISITORS
OF THE WEBSITE**

**SOCIAL MEDIA
REFERRALS
INCREASED BY 10%**

TOP SOURCES 2024



TOP SOURCES 2023



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





SOCIAL MEDIA REPORT

2024 Highlights

SOCIAL MEDIA OVERVIEW

- 305,535 total reach (FB, IG, & Pinterest)
- Added 444 followers (FB & IG)
- Combined engagement is up 27% YOY
- Combined total reach is up 24% YOY
- Combined engagements is up 66% YOY



2024 COMBINED SOCIAL MEDIA ANALYTICS

Combined Engagement* (Engagement %)														
FB, IG & Pinterest	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	AVG	YOY Change
2024	4.75%	4.51%	5.56%	4.57%	4.71%	4.11%	5.99%	6.43%	4.37%	5.85%	5.16%	3.78%	4.95%	+27%
2023	2.87%	2.14%	2.38%	4.67%	4.09%	4.58%	5.44%	4.91%	4.38%	3.21%	3.97%	3.94%	3.88%	-

Combined Post Total Reach**														
FB, IG & Pinterest	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YOY Change
2024	56,259	35,543	97,450	6,534	4,634	4,818	10,020	20,338	23,131	15,000	17,880	13,928	305,535	+24%
2023	21,571	23,729	21,615	45,815	28,425	24,284	24,588	31,379	5,499	5,996	7,328	6,017	246,246	-

Combined Total Engagements & Link Clicks														
FB, IG & Pinterest	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YOY Change
2024	397	292	411	347	254	202	1,327	1,603	1,220	1,564	1,201	596	9,414	+66%
2023	339	391	459	876	409	425	580	837	342	302	386	303	5,649	-

*Engagement is post total reach divided by the number of people who clicked anywhere on Explore Wilsonville posts. Industry standard is .13% (above 1% is good).

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



FACEBOOK ANALYTICS OVERVIEW

Facebook Engagement* (Engagement %)														
FACEBOOK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	AVG	YOY Change
2024	4.44%	3.44%	5.38%	3.88%	2.85%	3.82%	9.28%	9.57%	4.59%	9.05%	6.83%	5.22%	5.65%	+151%
2023	2.86%	2.39%	2.84%	3.16%	1.79%	1.97%	1.61%	1.98%	2.39%	1.71%	2.49%	1.84%	2.25%	-

Facebook Post Total Reach**														
FACEBOOK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YOY Change
2024	52,276	32,166	91,728	764	616	1,180	4,150	12,609	13,804	11,462	11,700	5,800	238,255	+24%
2023	17,098	19,274	17,529	42,062	24,044	19,199	20,059	25,271	915	751	3,428	1,835	191,465	-

Facebook Total Engagements & Link Clicks														
FACEBOOK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YOY Change
2024	136	87	82	77	50	86	1,074	1,302	960	1,349	928	389	6,520	+204%
2023	94	166	175	620	123	71	170	422	82	42	131	46	2,142	-

*Engagement is post total reach divided by the number of people who clicked anywhere on Explore Wilsonville posts. Industry standard is .13% (above 1% is good).

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



FACEBOOK FOLLOWER DEMOGRAPHICS

AGE RANGE

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

GENDER

Approximately 74% of Explore Wilsonville's Facebook content reached women, and 26% reached men.

COUNTRY

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

CITIES

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

1. Portland, OR
2. Salem, OR
3. Beaverton, OR
4. Eugene, OR
5. Vancouver, WA



FACEBOOK TOP CONTENT

JANUARY-MARCH

- January 10, 2024
- 8 reactions, 1 comment and 3 shares
- 1,238 accounts reached



APRIL-JUNE

- June 21, 2024
- 2 reactions
- 743 accounts reached



JULY-SEPTEMBER

- September 25, 2023
- 1 likes
- 12,491 views, 5,259 accounts reached



OCTOBER-DECEMBER

- November 1, 2024
- 323 reactions, 2 link clicks and 22 shares
- 4,299 accounts reached



INSTAGRAM ANALYTICS OVERVIEW

Instagram Engagement* (Engagement %)														
INSTAGRAM	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average	YOY Change
2024	7.82%	7.20%	9.10%	8.45%	8.86%	6.65%	7.82%	7.20%	9.10%	8.45%	8.86%	6.65%	8.01%	+33%
2023	1.59%	1.71%	1.76%	7.77%	7.91%	8.04%	9.02%	8.31%	6.89%	5.17%	7.37%	6.72%	6.02%	-

Instagram Post Total Reach**														
INSTAGRAM	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YOY Change
2024	2,726	2,584	4,402	4,170	2,821	2,730	4,525	6,851	8,400	2,258	6,180	7,378	55,025	+15%
2023	4,123	4,087	3,563	3,210	3,844	4,620	3,667	5,208	3,808	4,588	3,314	3,689	47,721	-

Instagram Average Number of Likes														
INSTAGRAM	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average	YOY Change
2024	13.57	11.46	16.85	15.31	10.77	8.72	12.86	15.69	13.46	12	13.21	11	12.91	-19.66
2023	12.5	14.3	14.8	16.7	16.4	20.31	21.7	21.3	12.86	11.9	14.54	15.54	16.07	-

*Engagement is post total reach divided by the number of people who clicked anywhere on Explore Wilsonville posts. Industry standard is .13% (above 1% is good).

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



INSTAGRAM FOLLOWER DEMOGRAPHICS

AGE RANGE

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

GENDER

Approximately 62.6% of Explore Wilsonville's Instagram content reached women, 17.5% reached men and the remaining 20% preferred not to self identify a gender.

COUNTRY

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

CITIES

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

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



INSTAGRAM TOP CONTENT

JANUARY-MARCH

- March 20, 2024
- 47 likes, 7 comments, 39 saves and 948 impressions
- 889 accounts reached



APRIL-JUNE

- April 26, 2024
- 28 likes, 9 comments and 2 shares
- 534 accounts reached



- explorewilsonville Tag someone you want to share a sweet treat with in the comments and check out our blog for more foodie finds in and around Wilsonville at the #LinkInBio.

JULY-SEPTEMBER

- August 5, 2024
- 34 likes, 6 comments, 3 saves, 9 shares and 1,256 impressions
- 1,154 accounts reached



- explorewilsonville It's flower festival season in the Willamette Valley. Check out these events happening now:
7/11-8/25: @FrenchPrairieGardens Farm Day of Summer & Summer Sunflowers
8/1-9/30: @SwanIslandDahlias Annual Dahlia Festival
8/1-18 Thursday-Sunday: @YesteryearFarmsWilsonville Sunflower Festival
8/2-18 Friday, Saturday, Sunday: @LeeFarms Sunflower Festival
Plan your visit at the link in bio.

OCTOBER-DECEMBER

- December 11, 2024
- 9 likes, 1 comment, 1 share and 1,750 impressions
- 1,730 accounts reached



- explorewilsonville Celebrate the season in Wilsonville! Meet your favorite holiday characters, enjoy jubilant farm-to-table food, shop 'til you drop with tax-free finds and cozy up with seasonal spirits.
📍: Yesteryear Farms 26801 Stafford Rd, Wilsonville, OR
Plan your festive fun at the link in the bio.



PINTEREST ANALYTICS OVERVIEW

Pinterest Engagement* (Engagement %)														
PINTEREST	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average	YOY Change
2024	1.99%	2.90%	2.20%	1.38%	2.42%	1.87%	2.30%	2.96%	2.91%	2.49%	1.98%	2.53%	2.33%	-30%
2023	4.15%	2.31%	2.54%	3.08%	2.57%	3.73%	5.68%	4.44%	3.87%	2.74%	2.05%	3.25%	3.37%	-
Instagram Post Total Reach**														
PINTEREST	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YOY Change
2024	1,257	793	1,320	1,600	1,197	908	1,345	878	927	1,280	907	750	13,162	+86%
2023	350	368	523	543	537	465	862	900	776	657	586	493	7,060	-
Pinterest Total Engagements & Link Clicks														
PINTEREST	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YOY Change
2024	29	28	32	28	36	27	40	29	36	39	22	24	370	-1.3%
2023	28	12	30	36	27	36	64	52	36	20	16	18	375	-

*Engagement is post total reach divided by the number of people who clicked anywhere on Explore Wilsonville posts. Industry standard is .13% (above 1% is good).

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

PINTEREST AUDIENCE DEMOGRAPHICS

AGE RANGE

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

GENDER

Approximately 67.7% of Explore Wilsonville’s Pinterest content reached women, and 20.3% reached men. 11.9% reached unspecified & custom.

CITIES













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

- 1. Portland, OR
- 2. Seattle-Tacoma, WA
- 3. Los Angeles, CA
- 4. San Francisco-Oak-San Jose
- 5. New York

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

CATEGORIES AND INTERESTS

The most popular categories for this audience.
*Affinity indicates how this audience is interested in a particular category compared to the general Pinterest audience

Category	Affinity ↓ ⓘ	% of audience
finance	3.34x	24.1%  >
gardening	2.16x	52.0% 
vehicles	1.94x	32.3% 
architecture	1.87x	64.0% 
animals	1.66x	46.0% 
food and drinks	1.64x	84.1% 
travel	1.59x	87.3% 
men’s fashion	1.53x	65.2% 
wedding	1.53x	60.2% 
health	1.46x	78.4% 
sport	1.46x	70.8% 
event planning	1.37x	87.7% 
parenting	1.27x	57.4% 
home decor	1.22x	94.3% 



PINTEREST TOP BOARD*

- Explore Wilsonville, OR
 - 345 pins
 - 1,809 impressions
 - 62 engagements
 - 17 outbound link clicks
 - 37 pin clicks
 - 9 saves



**Pinterest data can only be viewed up to six months past, data for top board represents data between 7/29/24-12/31/24*



PINTEREST POST SAMPLES

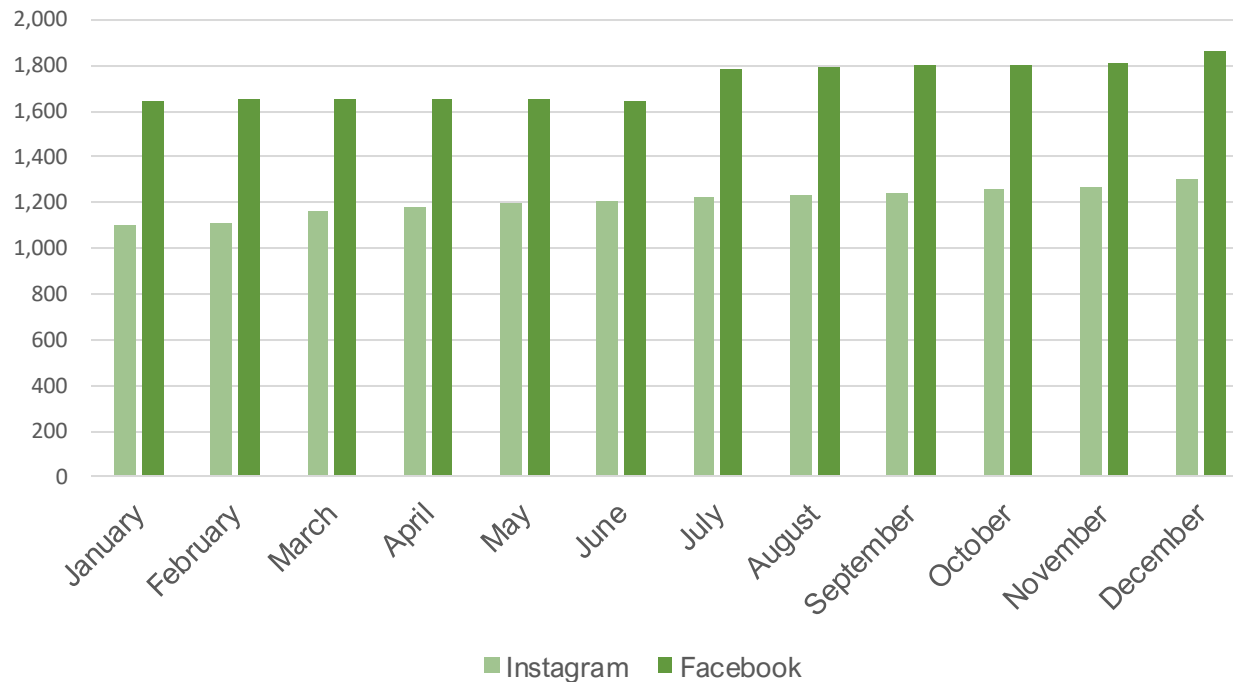


2024 SOCIAL MEDIA ANALYTICS OVERVIEW

FACEBOOK	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Results
Engagement (%)	4.44%	3.44%	5.38%	3.88%	2.85%	3.82%	9.28%	9.57%	4.59%	9.05%	6.83%	5.22%	5.65%
Post Total Reach	52,276	32,166	91,728	764	616	1,180	4,150	12,609	13,804	11,462	11,700	5,800	238,255
Total Engagements & Link Clicks	136	87	82	77	50	86	1,074	1,302	960	1,349	928	389	6,520
INSTAGRAM	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Results
Engagement (%)	7.82%	7.20%	9.10%	8.45%	8.86%	6.65%	7.82%	7.20%	9.10%	8.45%	8.86%	6.65%	8.01%
Average Number of Likes	13.57	11.46	16.85	15.31	10.77	8.72	12.86	15.69	13.46	12	13.21	11	12.91
Post Total Reach	2,726	2,584	4,402	4,170	2,821	2,730	4,525	6,851	8,400	2,258	6,180	7,378	55,025
Total Engagements & Link Clicks	232	177	297	242	168	119	223	272	224	176	251	183	2,564
PINTEREST	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Results
Engagement (%)	1.99%	2.90%	2.20%	1.38%	2.42%	1.87%	2.30%	2.96%	2.91%	2.49%	1.98%	2.53%	2.33%
Post Total Reach	1,257	793	1,320	1,600	1,197	908	1,345	878	927	1,280	907	750	13,162
Total Engagements & Link Clicks	29	28	32	28	36	27	40	29	36	39	22	24	370



2024 SOCIAL MEDIA FOLLOWERS OVERVIEW



TOTAL FOLLOWERS: 3,166

- Instagram and Facebook growth are both steady with a 16% increase YOY
- Total followers 2023: 2,722

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





PR REPORT

2024 Highlights

PR OVERVIEW

- 7 influenced articles in CY 2024
- Added 16 articles to the [Press & Media page](#)
- Updated the spring and summer blogs
- Developed new fall and winter blogs with customized media pitches
- Updated [Media Fact Sheet](#)
- Hosted travel writers Emily Corak and Cassie Hepler
- Hosted content partner: Nia Naggi (content went live early January 2025)
- Sponsored and attended Northwest Travel & Life's Travel & Words Conference
- Updated Wilsonville page on Explore Tualatin Valley's website
- Developed new Sweet Treats & Timeless Trees itinerary
- Continued PR monitoring



PUBLIC RELATIONS OVERVIEW

2024 RESULTS

PR budget reduced for 2023-24 FY for video and photo content

2024													
Metrics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Number of Articles	16	4	21	20	15	38	43	27	17	15	21	4	241
Circulation	6,939,017,641	4,323,264	2,990,385	3,175,130	1,171,537	29,621,177	23,228,808	1,520,822	153,815,619	1,431,668	12,428,410	38,889	7,172,763,350
Number of Influenced Articles	2	0	1	2	1	1	0	0	0	0	0	0	7

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.

MEDIA COVERAGE SAMPLES

IN THE NEWS

The latest stories about Wilsonville.

2024

WILSONVILLE STATE DEPARTMENT BUILDING FEATURES GIANT WASP & MICROSCOPE STATUE AND OTHER SCULPTURES - DECEMBER 23, 2024

ZAIQA TO BRING NEW INDIAN FOOD TO WILSONVILLE - NOVEMBER 27, 2024

JAPANESE BARBECUE COMING TO WILSONVILLE - SEPTEMBER 26, 2024

OREGON SUMMERS ARE GETTING HOTTER. THIS FARM IS USING THE SUN TO ADAPT - SEPTEMBER 25, 2024

WILSONVILLE IHOP IS NOW OPEN - SEPTEMBER 24, 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 FARMSTASTIC 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 Press & Media Page](#)



Explore Wilsonville



SOUTH SOUND
BUSINESS



Explore Wilsonville Receives MarCom Gold Award for Brand Refresh

Antoinette Alexander Jan 16, 2024 Updated Jan 16, 2024



Courtesy of Explore Wilsonville via Instagram

f x e p s in

Explore Wilsonville, the city of Wilsonville's tourism promotion and destination marketing program, has received a MarCom Gold Award from the Association of Marketing and Communication Professionals for its new brand identity.

Tacoma's JayRay, Explore Wilsonville's marketing agency of record since 2020, conducted research to identify Explore Wilsonville's brand themes and proposed a new look for its website centered around the tagline, "In the heart of it all." The revamped site showcases the updated visual identity, a new logo, fonts, and brand colors.

The new website and brand launched in the summer of 2023. Wilsonville is located 16 miles south of Portland.

The MarCom Awards started in 2004. Each year, roughly 6,500 print and digital entries from dozens of countries are submitted for the awards.

TRAVEL WRITER: EMILY CORAK

Explore Wilsonville worked with Emily Corak as a journalist on assignment for *Vancouver Family Magazine*.

OVERVIEW:

Family day trip: February 10

Solo day trip: February 14

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 readers of the publication.



ITINERARY

WRITER ITINERARY

Emily Corak | Vancouver Family Magazine |
www.vancouverfamilymagazine.com



WEDNESDAY, FEBRUARY 14, 2024 – HAPPY VALENTINE'S DAY!

LOCATION	TIME	NOTES	COST
Soak Box Spa	12:15 p.m.	Salt Water Soak , 60 minute treatment Pre-appointment FAQs	Complimentary
Optional Lunch Suggestions: McMenamins Old Church & Pub Dar Essalam	1:30 p.m.	<i>McMenamins is located in the same complex as Soak Box.</i> <i>Dar Essalam is a 5-minute drive from Soak Box</i> <i>Both restaurants are approximately 15 minutes from Lady Hill</i>	
Lady Hill Winery	2:30 p.m.	Wine Tasting	Complimentary

WRITER ITINERARY

Emily Corak | Vancouver Family Magazine |
www.vancouverfamilymagazine.com



SATURDAY, FEBRUARY 10, 2024

LOCATION	TIME	NOTES	COST
Lux Sucre	Noon	Lunch or dessert.	Complimentary
Tollen Farm	1:30 p.m.	<i>Tollen farm is open by appointment only; Tonie will give you a tour of the farm.</i>	Complimentary
Walking trail options: Memorial Park/Murase Plaza Graham Oaks Nature Park	3 p.m.	Memorial Park has awesome playgrounds including a nature playground. Graham Oaks features an audio tour you can listen to while you walk.	Free
Bullwinkle's	4:30 p.m.	<i>Ask for Darron or Jeff when you arrive, and they will assist you.</i>	Complimentary



CONTENT SAMPLE: ARTICLE



BACKYARD TOURIST: EXPLORING ALBANY, WILSONVILLE AND CAMAS

WILSONVILLE, OREGON

Just past Southwest Portland, Wilsonville is a favorite for a fun family day, or a recharging day alone. No matter the age, [Bullwinkle's Family Fun Center](#) will be the ultimate draw. Bowling, laser tag, bumper boats, go-karts, mini golf, ropes courses, arcade games—you can make an entire afternoon of it.

For some quieter fun, whether with kids or without, Wilsonville is home to lots of farms, some of which offer tours. We were lucky enough to get a tour at [Tollen Farm](#), full of rescue horses and miniature donkeys. The owner, Tonie Tollen, has been operating the farm for 45 years since Wilsonville was just "one stoplight and 1,700 people." She introduced us to all the animals and her cute vintage farm shop. We spent time picking out our favorite donkeys. My favorite was Chocolate Cupcake, but watch out for your shoelaces (donkeys apparently love shoelaces). The farm hosts an annual Donkey Birthday Party the third Saturday of May from 1-4 pm, and all are invited! A visit with the mini donkeys is sure to put a smile on your face as you will walk away with newfound energy and an appreciation for these lovable animals.

For some unstructured time outdoors, memorial Park is large, beautiful and has a little of everything, including walking trails. We also took a stroll through Graham Oaks Nature Park, which was great for all ages, but also works well for a peaceful solo outing. We followed this up with a visit to one of my all-time favorite bakeries, Lux Sucre. I don't use the title favorite lightly, as this is a beautiful space with good food and even better desserts. It's an absolute "don't miss" in my book! For good restaurants, consider the [McMenamins Old Church and Pub](#), [Dar Essalam](#) for good Moroccan food, or Butteville General Store, reportedly the oldest continually running establishment in Oregon!

For some unstructured time outdoors, memorial Park is large, beautiful and has a little of everything, including walking trails. We also took a stroll through Graham Oaks Nature Park, which was great for all ages, but also works well for a peaceful solo outing. We followed this up with a visit to one of my all-time favorite bakeries, Lux Sucre. I don't use the title favorite lightly, as this is a beautiful space with good food and even better desserts. It's an absolute "don't miss" in my book! For good restaurants, consider the [McMenamins Old Church and Pub](#), [Dar Essalam](#) for good Moroccan food, or Butteville General Store, reportedly the oldest continually running establishment in Oregon!



If you're looking for a solo adventure, don't miss wellness spa [Soak Box](#), home to saltwater float rooms, infrared saunas and cold-water plunges. With friendly staff who walked me through the entire experience, I gave the float a try, hoping to soak up some of the many health benefits such as deep relaxation, improved circulation and a release of tension. I spent an hour floating in warm salt water in a dark, quiet tank, which went by surprisingly fast. I emerged, showered, drank tea and walked out feeling the most "undenched" I've felt in ages. If you're looking to treat yourself and truly unwind, do yourself a favor and make this stop.

One of my final and favorite stops just outside of Wilsonville

Read the full article [here](#).



TRAVEL WRITER: CASSIE HEPLER

Explore Wilsonville partnered with Cassie Hepler, a Phoenix-based travel writer. She manages a lifestyle and travel blog, ExploreWithCassie.com and has written for travel and news outlets. Cassie visited different points of interest in Wilsonville. Following her visit, she posted an article on her blog and is pitching stories about her experience to travel publications.

OVERVIEW:

3-day itinerary: March 11-13

GOAL:

To gain media coverage of Wilsonville, to inspire a trip. Seeing Wilsonville through the eyes of a trusted authority delivers an authentic message and establishes Wilsonville as a destination among readers. Increased publicity also helps gain trust and visibility with other publications, in turn generating future coverage.



ITINERARY

CASSIE HEPLER ITINERARY

March 11-13, 2024



MONDAY, MARCH 11	TIME	NOTES	COST
Southwest Flight #126	8:45 a.m.	\$950 scheduled for deposit to your bank account.	Pre-paid
Dollar Rent A Car	12 p.m.	Pick up rental car	Pre-paid
BooneTown Bistro & Bar 25425 Southwest 95th Ave Wilsonville, OR 97070	12-1 p.m.	Located in the hotel where you'll be staying. Drop off your bags at the front desk and enjoy lunch. Let the restaurant know you are a guest of Sungmin Park.	Complimentary
Lady Hill Winery 8400 Champoeg Rd NE St Paul, OR 97137	2 p.m.	Ask for Jerry. Enjoy the beautiful space and scenery! As you drive up the long driveway, you might see farm animals on your left. ladyhill.com	Complimentary tasting
Holiday Inn Portland I-5 South 25425 Southwest 95th Ave Wilsonville, OR 97070	4 p.m.	Check-in (if you room wasn't ready earlier, check in when you are finished at Lady Hill.	Complimentary
Dinner – see suggestions	6 p.m.	Dar Essalam (Moroccan) 29585 SW Park Pl Ste A Wilsonville, OR 97070 daressalamrestaurant.com Oswego Grill 30080 SW Boones Ferry Rd. Wilsonville, OR 97070 oswegogrill.com	On your own

CASSIE HEPLER ITINERARY

March 11-13, 2024



TUESDAY, MARCH 12,	TIME	NOTES	COST
Breakfast – see suggestions	9 a.m.	Mr. Maple Donuts 29890 SW Town Center loop Wilsonville, OR 97070 mmapledonuts.com Norton's Family Café 8593 SW Main Street Ste 400 Wilsonville, Oregon 97070 nortonscafe.com	On your own
Explore – see suggestions	10 a.m.	Graham Oaks Nature Park 11825 SW Wilsonville Rd Wilsonville, OR 97070 Memorial Park 8100 SW Memorial Drive Wilsonville, OR 97070	On your own
McMenamins Old Church & Pub 30340 SW Boones Ferry Rd Wilsonville, OR 97070	12 p.m.	Ask for Susan. mcmenamins.com/wilsonville-old-church-pub	Complimentary
Soak Box Spa 30060 SW Boones Ferry, Ste 32 Wilsonville, OR 97070	1:45 p.m.	Ask for Katie or Sally. soakbox.com	Complimentary
Vanguard Brewing 27501 SW 95th Ave #945 Wilsonville, OR 97070	6 p.m.	Ask for Lin. vanguardbrewing.com	Complimentary dinner & tasting

CASSIE HEPLER ITINERARY

March 11-13, 2024



WEDNESDAY, MARCH 13,	TIME	NOTES	COST
Pearl Bakery 10159 SW Commerce Cir, Ste A Wilsonville, OR 97070	9 a.m.	A Portland-area icon! 4 min. walk from the hotel. Ask for Spencer. On Facebook @PearlBakeryWilsonville	Complimentary coffee & pastry
Holiday Inn Portland I-5 South	10:30 a.m.	Check-out	Complimentary
Holiday Inn Portland I-5 South	11 a.m.	Meet Greg Leo, Historic Butteville board member and involved tourism partner. Call him when you've checked out and meet in the turnaround at the front. You can ride with him or drive separately.	No cost
		Tour of Charbonneau Village on the way to lunch.	No cost
Lux Sucre Bakery + Café	12 p.m.	Greg will take you to lunch at this cozy Instagrammable bakery. Ask for Brandon. luxsucre.com	Complimentary - There will be a \$30 gift card at the counter.
		Foodie stops on the way to French Prairie Gardens	Complimentary
French Prairie Gardens 17673 French Prairie Rd NE St Paul, OR 97137	2 p.m.	Ask for Stacy Bunke. fpgardens.com	Tour & complimentary tasting



CONTENT SAMPLE: BLOGS



Don't sleep on Holiday Inn! Or better yet, do sleep there as those super comfy beds lulled me to sleep for hours without waking for two nights in a row. And they have a great breakfast buffet each morning with fresh fruit and bacon as well as a pretty impressive restaurant attached Boonetown Bistro with strong cocktails, tasty steak and huge pizza pies. Individually owned and larger than the usual Holiday Inn, this space has almost 5 star ratings across the board and it shows! And Rack up those [IHG travel points](#) so you can use them all over the world.



It was still raining when I arrived at Holiday Inn Portland South.



Welcome to the matriarchy of [Lady Hill Winery](#)! Located on the rolling countryside of the Willamette Valley, about 30 minutes west of Portland, Oregon, Lady Hill is a working farm and vineyard with a huge barn converted into a wine tasting room. This woman-focused 1,500 acre space has many generations of ladies steering the delicious ship into the land of tasty wines. Situated on the same land where co-owner Jerry Hill's family has farmed since the 1850s, he brought his wife Elaine on board and have quite the crew of daughters since. And for the beer guys, don't worry, they have beer on tap and wine pairing snacks available too. Who doesn't love meat and cheese? Lodging is available with multiple campgrounds across the street or [ask about the Auntie's Airbnb](#)!

Read the full blog [here](#).



TRAVEL & WORDS

- Attended and sponsored the *Northwest Travel & Life* Travel & Words conference in Tacoma, WA October 1-3, 2024; met with 24 travel writers.





MARKETING

2024 Highlights

MARKETING OVERVIEW

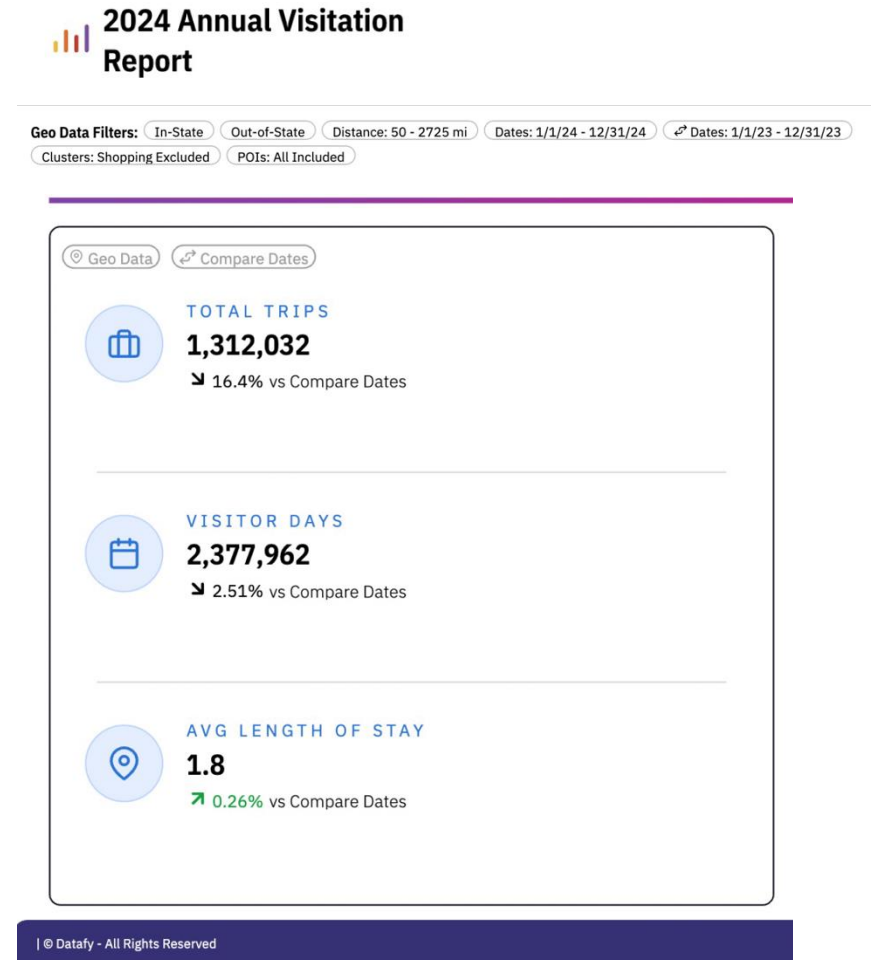
- Launched 2024-25 Winter-Spring geolocation marketing campaign running December 18, 2024-March 15, 2025
- Shared Explore Wilsonville video at the Travel and Words conference (Oct. 1-3)
- Ran winter geolocation marketing campaign December 18, 2023-March 15, 2024
 - Updated campaign return on ad spend: \$863.43 : \$1
- Ran social media video ad campaign January 15-March 15
- Began boosting Facebook and Instagram posts
- Placed two-page advertorial in Northwest Travel and Life Magazine
- Updated French Prairie Rest Area poster with new branding
- Continued managing geolocation data subscription through Datafy
- Launched winter geolocation marketing campaign December 18, 2024 (runs through March 15, 2025)



PRELIMINARY* GEOLOCATION DATA SUMMARY

TAKEAWAYS

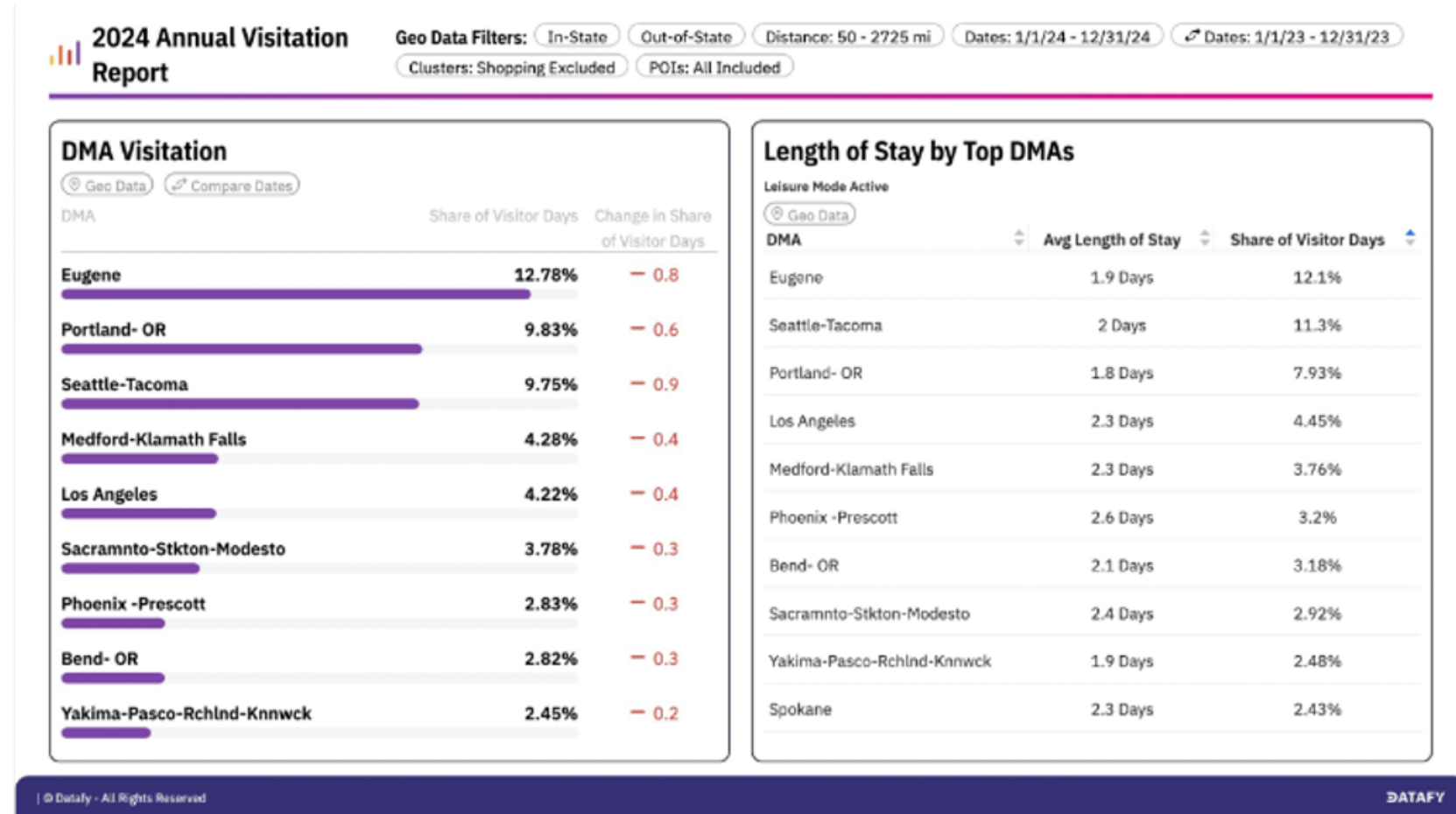
- Total trips in 2024 were down 16.4% compared to 2023
- While fewer people took trips, those who did visit stayed longer, with the average length of stay increasing from 1.5 days in 2023 to 1.8 days in 2024
- *Geolocation results are preliminary and attribution will continue to update through February 2025



2024 GEOLOCATION DATA TOP MARKETS

TAKEAWAYS

- Most visitors continued to be from a drive market
- Visitors who travel farther, stay longer
 - Phoenix market: 2.6





2024 Annual Visitation Report

Geo Data Filters:

In-State

Out-of-State

Distance: 50 - 2725 mi

Dates: 1/1/24 - 12/31/24

↔ Dates: 1/1/23 - 12/31/23

Clusters: Shopping Excluded

POIs: All Included

Geo Data

↔ Compare Dates



TOTAL TRIPS

1,312,032

↘ 16.4% vs Compare Dates



VISITOR DAYS

2,377,962

↘ 2.51% vs Compare Dates



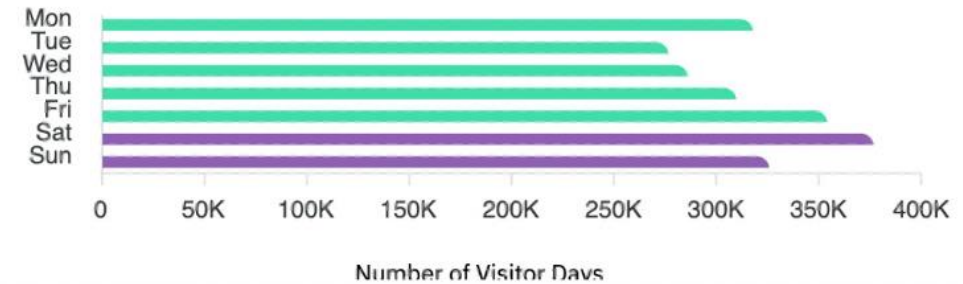
AVG LENGTH OF STAY

1.8

↗ 0.26% vs Compare Dates

Visitors by Day

Geo Data

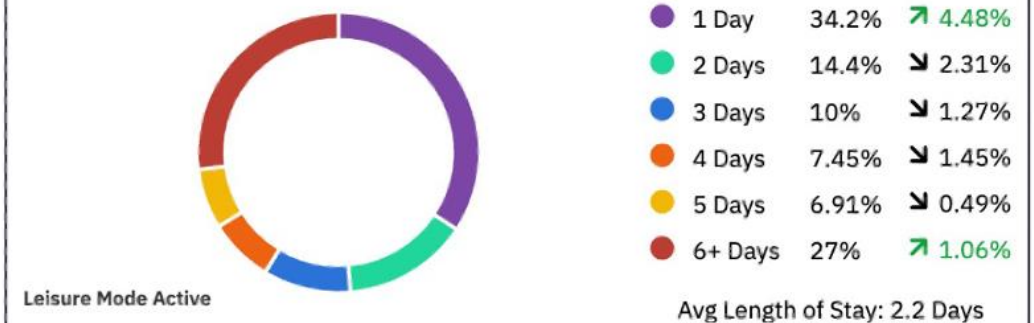


- Fridays & Saturdays bring more visitors
- Day trips increased over 4%
- Avg length of stay increased nearly 2%

Visitor Days by Length of Stay

Geo Data

↔ Compare Dates



Leisure Mode Active





2024 Annual Visitation Report

Geo Data Filters:

In-State

Out-of-State

Distance: 50 - 2725 mi

Dates: 1/1/24 - 12/31/24

↔ Dates: 1/1/23 - 12/31/23

Clusters: Shopping Excluded

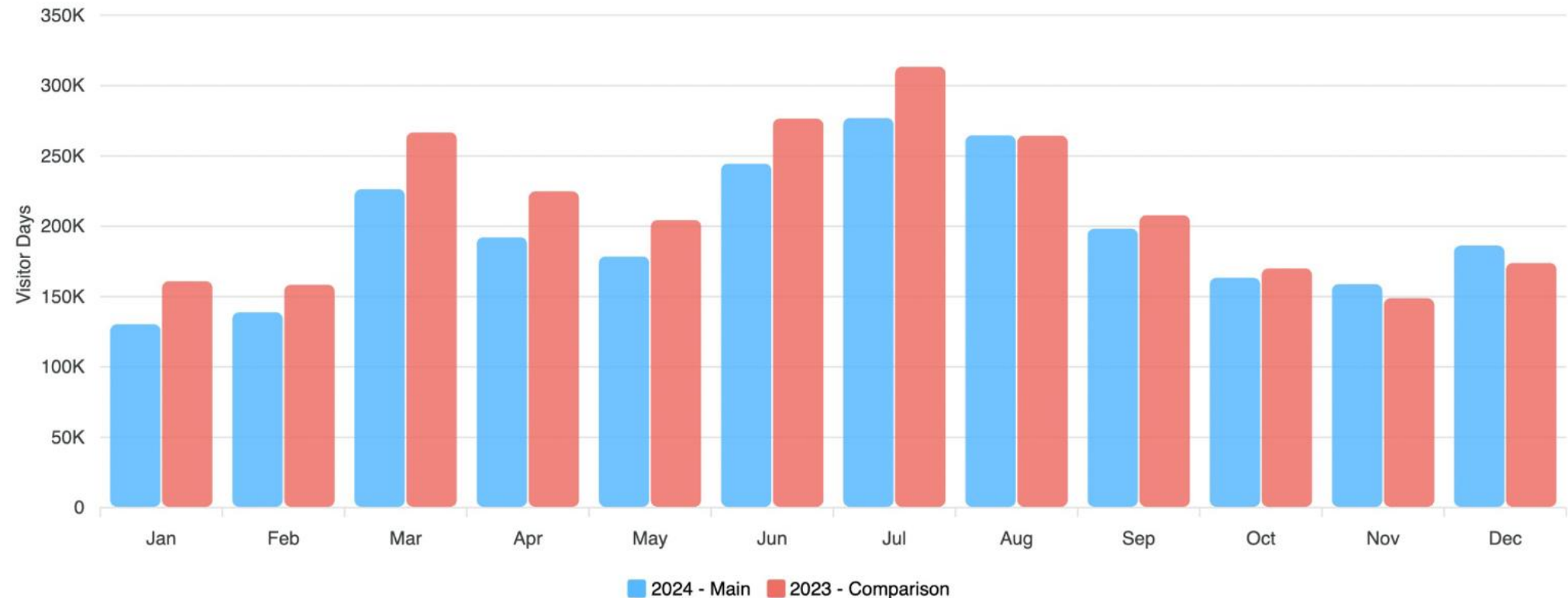
POIs: All Included

- June, July & August peak months
- January & February slower

Monthly Volume by Visitor Days

📍 Geo Data

↔ Compare Dates

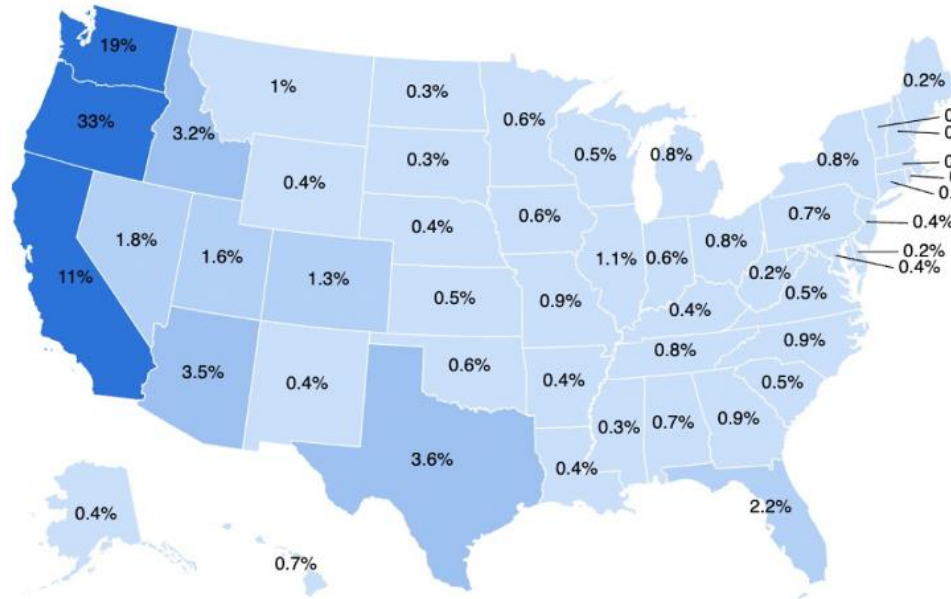


2024 Annual Visitation Report

Geo Data Filters: In-State Out-of-State Distance: 50 - 2725 mi Dates: 1/1/24 - 12/31/24 ↔ Dates: 1/1/23 - 12/31/23
Clusters: Shopping Excluded POIs: All Included

Share of Trips by State

Geo Data



In-State vs Out-of-State % Share

Geo Data

Compare Dates

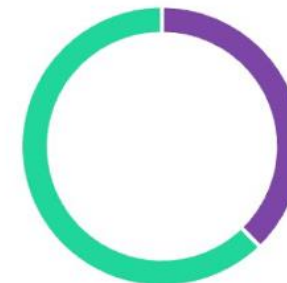


In-State 36.9% ↗ 0%
Out-of-State 63.1% ↘ 0%

- PNW visitors
- Most are repeat visitors

Comparison of Trips

Geo Data



One Time 37.7%
Repeat 62.3%



2024 Annual Visitation Report

Geo Data Filters:

In-State

Out-of-State

Distance: 50 - 2725 mi

Dates: 1/1/24 - 12/31/24

↺ Dates: 1/1/23 - 12/31/23

Clusters: Shopping Excluded

POIs: All Included

- Four years of data
- Markets have remained steady

Top DMAs by Visitor Days Geo Data

	1/1/21 - 12/31/21	1/1/22 - 12/31/22	1/1/23 - 12/31/23	1/1/24 - 12/28/24
1	Eugene 14.4%	Eugene 14.9%	Eugene 13.6%	Eugene 12.8%
2	Seattle-Tacoma 13%	Seattle-Tacoma 11.5%	Seattle-Tacoma 10.7%	Portland- OR 9.84%
3	Portland- OR 9.38%	Portland- OR 11%	Portland- OR 10.5%	Seattle-Tacoma 9.75%
4	Los Angeles 4.96%	Los Angeles 5.8%	Medford-Klamath Falls 4.69%	Medford-Klamath Falls 4.28%
5	Medford-Klamath Falls 4.39%	Medford-Klamath Falls 4.95%	Los Angeles 4.62%	Los Angeles 4.22%
6	Sacramnto-Stkton-Modesto 3.75%	Sacramnto-Stkton-Modesto 4.13%	Sacramnto-Stkton-Modesto 4.11%	Sacramnto-Stkton-Modesto 3.78%
7	Phoenix -Prescott 3.33%	Phoenix -Prescott 4.08%	Phoenix -Prescott 3.17%	Phoenix -Prescott 2.83%
8	Bend- OR 2.73%	Bend- OR 3.24%	Bend- OR 3.1%	Bend- OR 2.82%
9	Spokane 2.58%	Yakima-Pasco-RchInd-Knnwck 2.84%	Yakima-Pasco-RchInd-Knnwck 2.68%	Yakima-Pasco-RchInd-Knnwck 2.45%
10	Yakima-Pasco-RchInd-Knnwck 2.56%	Spokane 2.78%	Spokane 2.55%	Spokane 2.35%

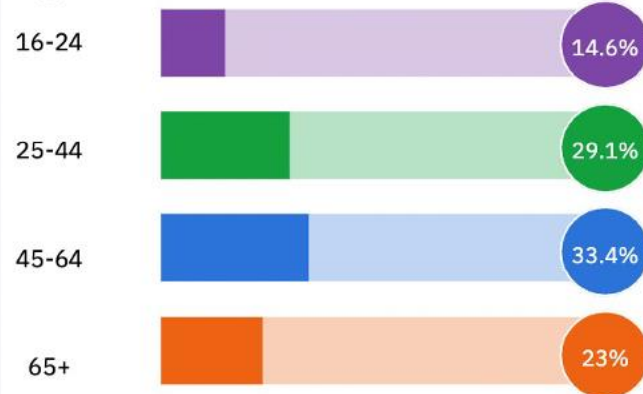


2024 Annual Visitation Report

Geo Data Filters: In-State Out-of-State Distance: 50 - 2725 mi Dates: 1/1/24 - 12/31/24 ↻ Dates: 1/1/23 - 12/31/23
Clusters: Shopping Excluded POIs: All Included

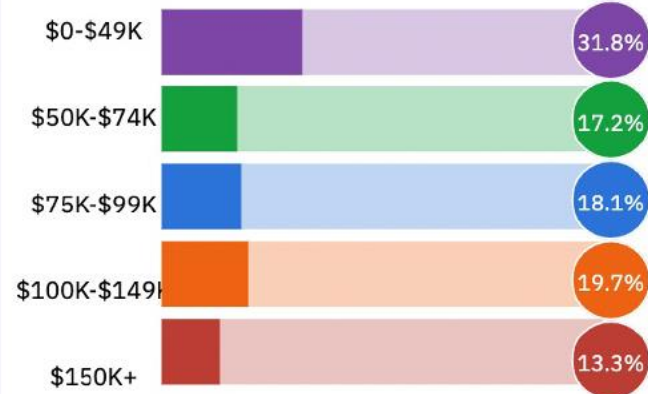
Age

Demographics



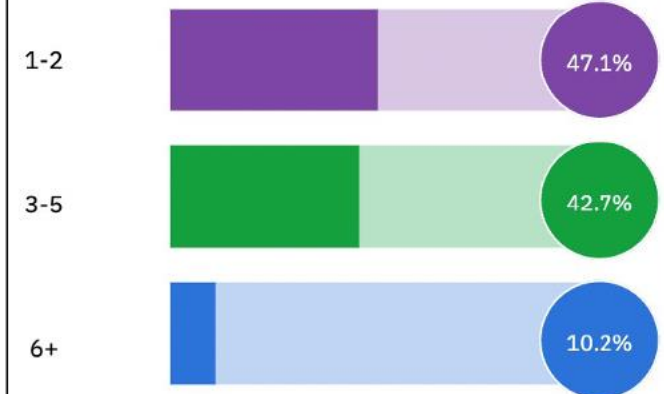
Income

Demographics



Household

Demographics



- Demographics are mixed
- Pretty even across the board
- Couples slightly higher than families



General Definitions

Distance Filter: This dynamic filter allows you to specify the distance between the users' home location and your POI. It'll allow you to make real time adjustments to segments like visitors days and trips. (Note: It's calculated on flight distance - not driving distance.)

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.

Percent Change: This tracks the percentage difference (either increase or decrease) between two values. In here, you'll typically see it being used on metrics like Percent Change of Trips and Percentage Change of Visitor Days. For example: if your destination saw an increase from 100 trips to 125 trips, your percent change in trips would be a 25% increase.

Geolocation Data Definitions

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

Share of Trips: Measures the presence of a particular market by the percentage of which it makes up the destination's total trips. For example: If your destination had a total of 80 trips, and 20 of those visitors came from New York, New York would have a 25% share of trips.

Share of Visitor Days: Measures the presence of a particular market by indicating the percentage of its individual visitor days compared to the total number of visitor days. For example, if visitors from San Francisco showed 20 visitor days out of a total of 80 visitor days, San Francisco witnessed a 25% share of visitor days.

Trips: The number of distinct trips by a 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.

Trip Length: Measures how long, in consecutive days, the visitor spent in the destination.

Unique Device: A unique mobile device used to gather an estimate of the unique/individual visitors to a given POI or cluster.

Visitor Days: An estimate of the number of daily visitors to a given POI or cluster of POIs. The daily estimate can be calculated based on whichever date range is selected by the users.



Demographics Definitions

Education: We can report on the education level of households into three categories: high school degree, bachelor's degree, and graduate degree.

Age: Age is calculated by aggregating and weighting the age groups of the known members of the household, based on the probability of someone in each age group being present in the household. For example, if the report shows 15% in the 65+ category, 15% of your visitors have someone 65+ in their household.

Ethnicity: Demographics like ethnicity are pulled from the household profile that the device is associated with, and classified based on the definitions provided by the U.S. Census Bureau.

Households with Children: Reports on the percentage of households that have someone under the age of 18 living in them.

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.

2024-25 WINTER-SPRING CAMPAIGN

OVERVIEW

Focus:

- Promote spring and early summer travel to Wilsonville

Objectives:

- Visitation to Wilsonville
- Increase room nights in Wilsonville lodging properties
- Generate visitation to Wilsonville from fly and drive markets

Refined Audience (past visitors + look a likes):

- Drive market – only those who travel 2+days from DMAs: Seattle-Tacoma, Eugene; Portland, Medford-Klamath Falls, Bend, Yakima-Pasco
- Fly market – Sacramento and Spokane (growth markets, smaller than LA)

Measurements of Success:

- Destination Attribution: Wilsonville POI
- Hotel Attribution: Hotel Cluster
- Attractions Attribution: Attractions Cluster
- KPIs: Impressions, CTR

Creative:

- Prospect display (HTML-5) to drive, fly
- Online video to drive, fly
- Retargeting display to drive, fly

Campaign Schedule:

- December 18, 2024 - March 15, 2025
- Geolocation ad budget: \$22,000



2024-25 WINTER-SPRING CAMPAIGN

GENERAL AWARENESS, PROSPECTING *DRIVE* MARKET GEOLOCATION MARKETING AD

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

Screenshots below:

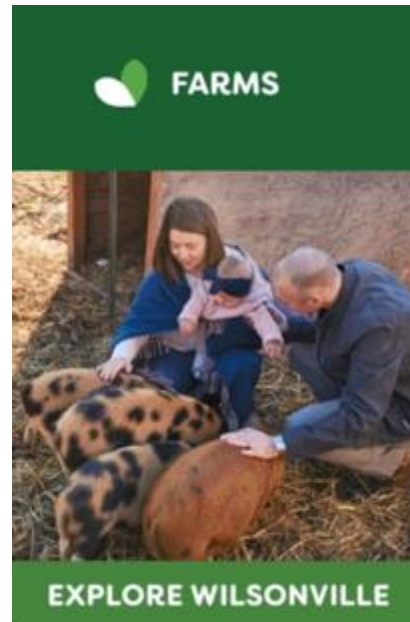


2024-25 WINTER-SPRING CAMPAIGN

RETARGETING, *DRIVE* MARKET 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:



2024-25 WINTER-SPRING CAMPAIGN

GENERAL AWARENESS, PROSPECTING FLY MARKET GEOLOCATION MARKETING AD

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

Screenshots below:



2024-25 WINTER-SPRING CAMPAIGN

RETARGETING, *FLY* MARKET 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:



2024-25 WINTER-SPRING CAMPAIGN

PROSPECTING VIDEO, *FLY & DRIVE* MARKET GEOLOCATION MARKETING AD

Running geolocation marketing video ad. Affordable Fun video: ExploreWilsonville.com/Events

Screenshot below:



Affordable Fun Near Portland, OR



2024-25 WINTER CAMPAIGN PRELIMINARY RESULTS

Wilsonville OR - 2025 - Winter Brand Awareness 2024-25

Campaign Run Dates: 12.18.24 - 03.15.25

Report Period: 12.18.24 - 12.31.24

KPI performance reflected between 12.18.24 - 12.31.24

- Only two weeks after running
- Prospecting ad results only



Line Item Performance							All		Search for a line item			
Line Item	Impressions	Average Frequency	Clicks	CTR	VCR/ACR	Total Spend						
Total	212,385	8.2	430	0.2%	72.64%	\$3,075.46						
Core Drive Prospecting Display	99,335	7.18	166	0.17%	-	\$930.76						
Core Drive Video	52,493	5.69	121	0.23%	73.24%	\$1,254.58						
Fly Market Prospecting Display	38,545	10.85	89	0.23%	-	\$364.25						
Fly Market Video	22,012	9.07	54	0.25%	72.04%	\$525.87						



2023-24 WINTER-SPRING 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



WINTER-SPRING CAMPAIGN – TARGET AUDIENCES

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+

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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



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



Attribution Market Performance

DMA's	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%
Sacramento-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.



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



Hotels



Attractions



TOP INCOME

\$75k+

Destination



Hotels



Attractions



TOP HOUSEHOLD GROUP

1-2 in HH

Destination



Hotels



Attractions



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

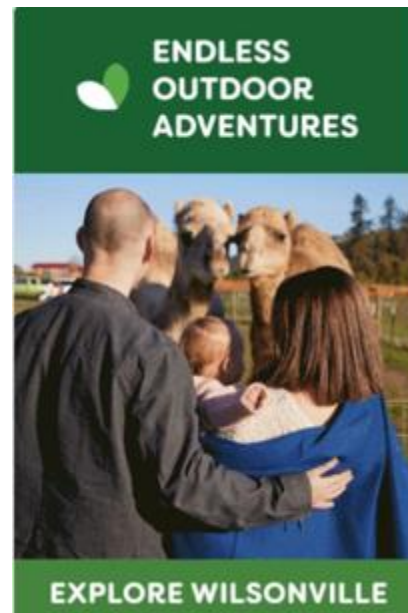


2023-24 WINTER-SPRING CAMPAIGN

GENERAL AWARENESS, *FLY & DRIVE* MARKET GEOLOCATION MARKETING AD

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

Screenshots below:

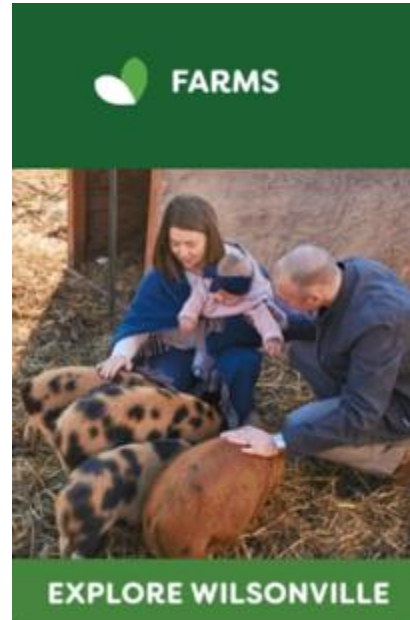


2023-24 WINTER-SPRING CAMPAIGN

RETARGETING, *FLY & DRIVE* MARKET 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:



2023-24 WINTER-SPRING CAMPAIGN

PROSPECTING VIDEO, *FLY & DRIVE* MARKET GEOLOCATION MARKETING AD

Running geolocation marketing video ad. Pacific Northwest Adventures video: ExploreWilsonville.com/Events

Screenshot below:



PNW Adventures Near Portland, OR



PAID SOCIAL MEDIA RESULTS SUMMARY

DATES: January 15-March 15

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to events and the itinerary landing pages

AUDIENCE & INTERESTS: Please see individual ad results for audience and interest targeting

OVERVIEW & RESULTS

- Spend: \$4,000
- Reach: 156,914
- Impressions: 287,431
- Landing page views: 3,517
- Link clicks: 9,236
- Cost per click \$0.27
- Photoworthy Experiences video resulted in highest link clicks



Photo Worthy Experiences Near Portland, OR

[WATCH VIDEO](#)



Affordable Fun Near Portland, OR

[WATCH VIDEO](#)



PWW Adventures Near Portland, OR

[WATCH VIDEO](#)



Looking for Leisure near Portland, OR

[WATCH VIDEO](#)



PAID SOCIAL MEDIA: PHOTOWORTHY EXPERIENCES

DATES: January 15 – March 15

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to events page

•AUDIENCE: Ages 18-45 United States: Phoenix (+25 mi) Arizona; Los Angeles (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi) California; Denver (+25 mi) Colorado; Honolulu (+25 mi) Hawaii; Boise (+25 mi) Idaho; Bend (+25 mi), Eugene (+25 mi), Medford (+25 mi) Oregon; Dallas (+25 mi) Texas; Salt Lake City (+26 mi) Utah; Pasco (+30 mi), Seattle (+50 mi), Spokane (+39 mi), Yakima (+50 mi) Washington

INTERESTS: Aesthetics, antique (collectibles), day spa, farm, flower, garden festival, photograph, sauna, wine (alcoholic drinks), coffeehouses (coffee), spas (personal care)

OVERVIEW & RESULTS

- Spend: \$1,000
- Reach: 53,301
- Impressions: 77,946
- Link clicks: 4,859



Photo Worthy Experiences Near Portland, OR

[WATCH VIDEO](#)



PAID SOCIAL MEDIA: LOOKING FOR LEISURE

DATES: January 15 – March 15

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to itineraries landing page

•AUDIENCE: Ages 45-65+ United States: Phoenix Arizona (+1 mi), Prescott (+25 mi) Arizona; Los Angeles (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi) California; Denver (+25 mi) Colorado; Honolulu (+25 mi) Hawaii; Boise (+25 mi) Idaho; Bend (+25 mi), Eugene (+25 mi), Medford (+25 mi) Oregon; Dallas (+25 mi) Texas; Salt Lake City (+25 mi) Utah; Spokane (+25 mi), Yakima (+25 mi) Washington

INTERESTS: Golf (sport), shopping, restaurants (dining), wine (alcoholic drinks), wine tasting (wine), outdoors (outdoor activities), farm-to-table (restaurant), antique (collectibles), household income: top 10%-25% of US ZIP codes

OVERVIEW & RESULTS

- Spend: \$1,000
- Reach: 41,809
- Impressions: 61,248
- Landing page views: 1,641



Looking for Leisure near Portland, OR

[WATCH VIDEO](#)



PAID SOCIAL MEDIA: AFFORDABLE FUN

DATES: January 15 – March 15

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to events page

AUDIENCE: Ages 18-65+ Phoenix (+25 mi), Prescott (+25 mi) Arizona; Los Angeles (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi) California; Denver (+25 mi) Colorado; Honolulu (+36 mi) Hawaii; Boise (+25 mi) Idaho; Bend (+25 mi), Eugene (+25 mi), Medford (+25 mi) Oregon; Dallas (+25 mi) Texas; Salt Lake City (+25 mi) Utah; Seattle (+50 mi), Spokane (+25 mi), Yakima (+25 mi) Washington

INTERESTS: American history (history), farm (agriculture), happy hour (alcoholic drinks), hiking trails (hiking), history (history), kids (children & parenting), outdoors (outdoor activities), sharing economy (economics), family (social concept), winery (wine), wine (alcoholic drinks), theme parks (leisure)

OVERVIEW & RESULTS

- Spend: \$1,000
- Reach: 49,599
- Impressions: 89,487
- Link clicks: 4,377



Affordable Fun Near Portland, OR

[WATCH VIDEO](#)



PAID SOCIAL MEDIA: PNW ADVENTURES

DATES: January 15 – March 15

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to itineraries landing page

• **AUDIENCE: Ages 26-50** United States: Phoenix Arizona (+1 mi) ; Los Angeles (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi) California; Denver (+25 mi) Colorado; Honolulu (+25 mi) Hawaii; Boise (+25 mi) Idaho; Bend (+25 mi), Eugene (+25 mi), Medford (+25 mi) Oregon; Dallas (+25 mi) Texas; Salt Lake City (+25 mi) Utah; Seattle (+50 mi), Spokane (+25 mi), Yakima (+25 mi) Washington

INTERESTS: Craft beer and brewing (beer), hiking trails (hiking), hipster (contemporary subculture), outdoor enthusiast, plaid crafts, coffee (food & drink), nature (science), outdoor recreation (outdoor activities), shopping (retail)

OVERVIEW & RESULTS

- Spend: \$1,000
- Reach: 41,767
- Impressions: 58,750
- Landing page views: 1,876



PNW Adventures Near Portland, OR

[WATCH VIDEO](#)



FRENCH PRAIRIE REST AREA POSTER

 **STAY IN THE HEART OF IT ALL – WILSONVILLE**

A stay in Wilsonville puts you closer to adventure. Just 15 minutes to Woodburn Premium Outlets, an hour and a half to Mount Hood or the Oregon coast, and minutes away from wine country and Farmlandia. Rest easy with hotels ranging from budget-friendly to the area's only 4-star property.

TRIPS CURATED JUST FOR YOU:

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



 **GETAWAY TO OREGON**
THE WILSONVILLE WAY.
PLAN YOUR ADVENTURE.

explore WILSONVILLE
IN THE HEART OF IT ALL



NORTHWEST TRAVEL AND LIFE MAGAZINE ADVERTORIAL

NORTHWEST

WA | OR | ID | MT | AK | BC

TRAVEL & LIFE



HARVEST GETAWAYS

Celebrate the **Fall Bounty** of the Northwest

Explore by Image:


1. Aurora Colony Vineyards
2. French Prairie Gardens
3. Champoeg State Heritage Area
4. Frog Pond Farm
5. Out Table Cooperative
6. Vanguard Brewing

MUST SEE
Colorful Fall Drives

DISCOVER
3 FABULOUS Farm Stays

EXPLORE THE
Olympic Peninsula

Expires until October 31, 2024



FWTRAVELMAG.COM



FALL FOR WILSONVILLE

TOP 6 WAYS TO SAVOR THE SEASON: WILLAMETTE VALLEY STYLE



Charbonneau Golf Club



Bulwinkle's Family Fun Center

1 Wine and Whimsy

Situated at the doorstep of the Willamette Valley, Wilsonville is within easy reach of over 300 wineries. Taste the region's renowned pinot noir at Aurora Colony, Lady Hill, Terra Vina and Turnwater. Each vineyard delivers a unique experience, from intimate tastings to expensive tours.

2 Farm Fresh Fun

Follow the Farmstead Farm Loop for a self-paced journey of fruit stands, flower fields, barnyard animals and more. This hands-on route invites you to pick your own produce and appreciate homegrown flavors. French Prairie Gardens offers a scratch bakery, gift shop and farm bar, while The Kitchen at Middleground Farms hosts cooking classes for culinary creatives.

3 Scenic Stays and Strolls

Rejuvenate your spirit with vibrant fall hues on a wanderlust walk at Champoeg State Heritage Area. Unwind in welcoming accommodations, from quaint bed and breakfasts to contemporary hotels with all the bells and whistles. Simply put: stay and play the Wilsonville way.

4 Crisp Air Celebrations

Find festive fall weekends in Wilsonville. Frog Pond Farm features pumpkin patches, petting zoos and hay towers. Lee Farms Harvest Festival promises animal displays, corn mazes, hayrides, pumpkin donuts, cattle burgers and freshly-brewed local beer, hard cider and wine. Try Yesteryear Farms for a variety of food trucks every weekend and free movie nights on Fridays.

5 Tailor-Made Adventures

Whether you're planning a romantic retreat, a family outing or a solo escape, Wilsonville's itineraries guide you to the town's treasures. Choose from more than 10 trip ideas to uncover hidden gems, feast on local cuisine and immerse yourself in the enchanting autumn atmosphere.

6 Craft Beer Bliss

Prefer hops over grapes? Visit Vanguard Brewing to taste their innovative drafts, or head to Ordanance Brewing & Taphouse for a selection of noteworthy Oregon beers. McMenamins Old Church & Pub showcases a historic setting where you can enjoy their beloved Ruby Ale.

SEE THE MAGIC UNFOLD:





SEATTLE
PORTLAND
ASTORIA
TACOMA
Vancouver
MT. HOOD-GORGE
Cascadia
Astoria National Historic District
Woodburn Premium Outlets
SALEM
Champoeg State Park
French Prairie
Wilsonville
Farmstead
Oregon Coast
Wine Country

SAVE THE DATE: AUTUMN ADVENTURES

Free Fall Friday Night Movies
September 6-October 25 (Fridays only)
Yesteryear Farms

Oregon Celtic Festival
September 13-15
Clackamas County Event Center

Sunflower Festival
September 14-29 (closed Mondays)
French Prairie Gardens

Pumpkin Patch
September 20-October 27
Frog Pond Farm

Fall Festival
September 21-October 31
Lee Farms

Pumpkin Patch
October 5-27 (closed Mondays)
French Prairie Gardens

Wilsonville Harvest Fest
October 19
Stein Boudier Barn

Spooky History Tours
October 19 & 26
Newell Pioneer Village

Halloween After Dark
October 25
Bulwinkle's Family Fun Center

PLAN YOUR PERFECT FALL GETAWAY:
ExploreWilsonville.com/Explore

explore WILSONVILLE
IN THE HEART OF IT ALL

MAP BROCHURE DISTRIBUTION

TEASER BROCHURE & MAP

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

DISTRIBUTION AT 9 OREGON WELCOME CENTERS

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



PORTLAND VISITOR CENTER





SMITH TRAVEL RESEARCH REPORT

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.
$$\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$$
- 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

- June, July, August highest occupancy, revenue and demand (aligns with geolocation data)
- December lowest revenue month (data may not all be in yet)

2024 Results

2024													
METRICS	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Results
Occupancy %	62.5%	65.5%	64.4%	66.7%	66.1%	77.5%	76.7%	77%	68.6%	66.6%	59.5%	51.6%	66.9%
RevPar	\$65.19	\$70.35	\$69.54	\$74.09	\$73.91	\$103.34	\$103.98	\$104.42	\$82.13	\$76.92	\$60.25	\$48.88	\$77.79
Demand	11,916	11,279	12,273	12,303	12,602	14,294	14,622	14,679	12,651	12,694	10,975	9,834	150,122
Revenue	\$1,242,835.00	\$1,211,399.00	\$1,325,824.00	\$1,367,030.00	\$1,409,058.00	\$1,906,660.00	\$1,982,335.00	\$1,990,795.00	\$1,515,259.00	\$1,466,519.00	\$1,111,580.00	\$931,811.00	\$17,461,105



Total Properties: 9



Total Rooms: 615



STR REPORT – WILSONVILLE

Takeaways

- Occupancy is up 5.7% from 2023, but down 3.8% from 2022 – still catching up
- ADR is up 5.5% from 2023 and 4.9% up from 2022 – trending up
- Revenue is up 5.5% from 2023 and nearly the same for 2022 – remaining steady

2024 RESULTS WITH YEAR OVER YEAR COMPARISON

Metrics	2024	2023	YOY CHANGE	YOY % CHANGE
Occupancy %	66.9% AVG	63.3% AVG	+5.68%	+5.68%
RevPar	\$77.79 AVG	\$73.76 AVG	+\$4.03	+5.46%
Demand	150,122	142,039	+8,083	+5.69%
Revenue	\$17,461,105	\$16,556,945	+\$904,160	+5.46%



Total Properties: 9



Total Rooms: 615





UPCOMING

2025

WHAT'S NEXT IN 2025

- Influencer content from Nia Naggi's visit went live in early 2025
- Hosting Downs & Towns in April 2025 in content partnership with OMHT, led by JayRay
- Continue the Winter-Spring geolocation campaign through March
- Spring and Summer blogs, media pitches
- Ad running in the 25-26 Travel Oregon Visitor Guide
- Reviewing tourism partner websites and submitting content changes (ETV, OMHT, Willamette Valley, Travel Oregon)
- Ongoing social media and website content



2025 TRAVEL OREGON AD

 *Can you picture it?*

Affordable Fun


Forested Parks


Artisan Shopping


 **EXPLORE MORE**
ExploreWilsonville.com/explore





