

# EXPLORE WILSONVILLE

Q1 REPORT (July-Sept.)  
FY 2022-2023

October 21, 2022

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# DASHBOARD

## ANNUAL RESULTS TO DATE FY 2022-23

JULY 2022-SEPT 2022

METRICS	FY 22-23 RESULTS	% TO GOAL	FY 22-23 GOAL
<b>Influenced articles</b> (number of articles earned)	1	20%	5
<b>New website users</b>	5,105	34%	15,000
<b>Social media reach</b> (Facebook, Instagram, Pinterest)	27,418	18%	150,000
<b>Social media followers</b> (Facebook, Instagram)	2,295	77%	3,000
<b>Total engagements &amp; link clicks</b> (Facebook, Instagram, Pinterest)	1,095	benchmark	benchmark

*Tracking social media engagements began in July, 2022. Social media engagements defined as likes, comments, shares and saves to measure instances when users interact with Explore Wilsonville's social media content on Facebook, Instagram and Pinterest.*



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# Q1 RECAP

- Fall and Winter itineraries added to website
- NW Travel & Life Advertorial
- Willamette Living Feature
- Wine & Shopping geolocation marketing ads ended in August
- Planned shoulder season (winter-spring) geolocation marketing ads
- Fall blog and media pitch
- Ongoing social media
- Fall social media promotions and Instagram reels
- Website maintenance





A photograph of four people in a kitchen setting, likely a workshop or class. They are gathered around a long wooden table, focused on preparing food and flowers. In the foreground, a woman with long brown hair is seen from the side, wearing a yellow sweater and a striped apron, using a large knife to cut a yellow vegetable on a wooden cutting board. Behind her, a man in a light-colored shirt and apron is also cutting. Further back, a woman in a black shirt and apron is working with greenery. On the right, another woman with long brown hair, wearing a black shirt and a light-colored apron, is standing near a large window, looking down at her work. The table is covered with various ingredients, including yellow flowers, green herbs, and other vegetables. A green shelving unit with string lights is visible in the background, and a large white pendant light hangs over the table. The overall atmosphere is warm and collaborative.

# WEBSITE REPORT

*Updated October 18, 2022*

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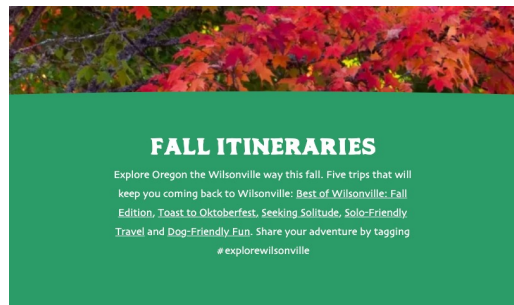
# WEBSITE RECAP

- [Fall blog](#)
- [Fall itineraries](#)
  - Best of Wilsonville: Fall Edition
  - Toast to Oktoberfest
  - Seeking Solitude
  - Solo-Friendly Travel
  - Dog-Friendly Fun
- [Winter itineraries](#)
  - Best of Wilsonville: Winter Edition
  - Warm up in Wilsonville
  - The Gift Giver's Guide
  - New Year, New You
- Updated [media room](#)
- Ongoing event maintenance



# FALL ITINERARIES

- [Fall itineraries](#)
  - [Best of Wilsonville: Fall Edition](#)
  - [Toast to Oktoberfest](#)
  - [Seeking Solitude](#)
  - [Solo-Friendly Travel](#)
  - [Dog-Friendly Fun](#)



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## BEST OF WILSONVILLE: FALL EDITION



Find yourself surrounded by Willamette Valley vineyards, farm-to-table dining and plenty of opportunities to enjoy the fall harvest when you stay in Wilsonville, Oregon.



[PLAN FOR THE BEST OF FALL](#)

## TOAST TO OKTOBERFEST



Tap into a world of incredible beer in Wilsonville. There are 15 breweries, cideries and distilleries along the Mt. Hood Territory Tap Trail just a few miles east of the city. A short drive away...



[PLAN TO TOAST TO OKTOBERFEST](#)

## SEEKING SOLITUDE



The autumn months are characterized by shorter days and longer nights. Whatever's next for you in the season ahead, let Wilsonville be your place to find peace, quiet and solitude this fall.



[PLAN TO SEEK SOLITUDE](#)

## SOLO-FRIENDLY TRAVEL



If you're in Wilsonville on a business trip or for a quick visit, you may find yourself flying solo—and when you have a day to yourself, how will you make the most of your time?



[PLAN FOR SOLO-FRIENDLY TRAVEL](#)

## DOG-FRIENDLY FUN



Traveling with pets? Stay in Wilsonville to discover a variety of dog-friendly (and fun!) destinations that'll make your fall trip—and theirs—more enjoyable. From parks to...



[PLAN FOR DOG-FRIENDLY FUN](#)

[EXPLORE MORE ITINERARIES](#)



# WINTER ITINERARIES

- [Winter itineraries](#)
  - [Best of Wilsonville: Winter Edition](#)
  - [Warm up in Wilsonville](#)
  - [The Gift Giver's Guide](#)
  - [New Year, New You](#)



Discoveries



Stops

## BEST OF WILSONVILLE: WINTER EDITION

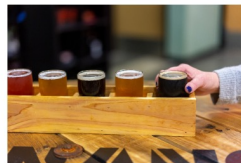


You can't go wrong visiting Wilsonville in Winter. Whether you're ringing in the holiday season or looking to start the New Year fresh, a restorative retreat awaits.



[PLAN FOR THE BEST OF WINTER](#)

## WARM UP IN WILSONVILLE



Winter in Wilsonville can be chilly despite the mild climate of the Pacific Northwest. There's no better time to bundle up, stay inside and enjoy your favorite cold-weather comforts.



[PLAN TO WARM UP IN WILSONVILLE](#)

## THE GIFT GIVER'S GUIDE



Despite the chill, who doesn't enjoy meandering from store to store, retreating into the warmth of a well-curated shop? There's no shortage of charming thrift stores, antique dealers and refined boutiques in and around Wilsonville.



[PLAN TO GIVE GIFTS](#)

## NEW YEAR, NEW YOU!



Let Wilsonville be your destination for winter wellness. With a variety of fitness classes, nature walks and self-care retreats throughout the city, your visit to Wilsonville won't get in the way of your New Year's resolutions.



[PLAN A NEW YOU IN THE NEW YEAR](#)

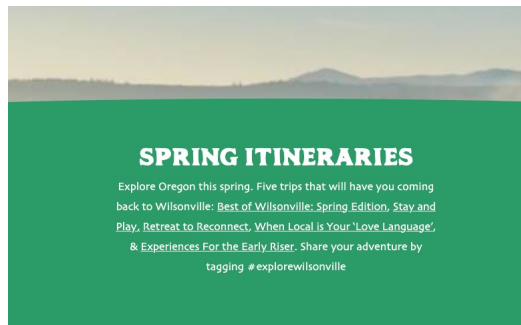
[EXPLORE MORE ITINERARIES](#)





# SPRING ITINERARIES

- [Spring itineraries](#)
  - [Best of Wilsonville: Spring Edition](#)
  - [Stay and Play](#)
  - [Retreat to Connect](#)
  - [Local is your Love Language](#)
  - [For the Early Riser](#)



## BEST OF WILSONVILLE: SPRING EDITION



In Wilsonville, Oregon, spring brings sunshine, new beginnings and the best of the Willamette Valley. Whether you're visiting for flower farms, farmers markets or springtime abundance, the Wilsonville area offers some of Oregon's best...



PLAN FOR THE BEST OF SPRING

## STAY AND PLAY



All work and no play isn't the Wilsonville way. Whatever business brings you to town, find the balance between good work and good vibes. Keep reading to build your work day around a strong wifi signal and even stronger coffee...



PLAN TO STAY AND PLAY

## RETREAT TO RECONNECT



Couples of all kinds come to Wilsonville to disconnect from the world and reconnect with each other. In Oregon's Wine Country, there's nothing better than the sun at your back and your soulmate by your side...



PLAN TO RECONNECT

## LOCAL IS YOUR 'LOVE LANGUAGE'



In the heart of Oregon Wine Country, Wilsonville offers an abundance of fresh produce, locally-sourced sundries and handcrafted treasures that'll remind you of your time in the Pacific Northwest. Wilsonville shines in spring...



PLAN TO SHOP LOCAL

## FOR THE EARLY RISER



The early bird gets the worm in Wilsonville. Morning people rejoice as dawn approaches earlier and earlier every day in spring. You can have an unforgettable morning in Wilsonville no matter what you do...



PLAN TO RISE EARLY

EXPLORE MORE ITINERARIES



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# FALL BLOG

- [Fall in love with Wilsonville: Top 10 activities to celebrate Autumn, the Wilsonville Way.](#)
  1. Pick your pumpkin & post your fall pic
  2. Stomp grapes at St. Josef's Winery
  3. Go for a spooky farm walk
  4. Harvest your heart out
  5. Seek some serious solitude
  6. Spend Halloween weekend after dark
  7. Toast to Oktoberfest
  8. Feast for the Festival of Lights
  9. Wind down with Willamette Valley wines
  10. Do bring your dog

## FEATURED BLOG

### Fall Blog

Fall in love with Wilsonville: Top 10 activities to celebrate Autumn, the Wilsonville way.



# EVENTS

## CLACKAMAS COUNTY FAIR AND RODEO



### Movies In The Park



### Our Table in the Field Farm Dinner



### Aurora Colony Days Concert Series



### OREGON BIGFOOT FESTIVAL



### Baumans Harvest Festival



### Lee Farm Fall Harvest Pumpkin Patch Festival



### Christmas in July Market



### Friday Dinner & Concert – Robert Meade



*\*Maintenance sample: not an exhaustive list*



# WEBSITE ANALYTICS

- INCREASES ACROSS THE BOARD ON ALL USER MEASUREMENTS. FARMLANDIA TRIP NEWLY ADDED TO TOP 5 PAGES FROM GEOLOCATION ADS

FY 2022-2023 Q1					FY 2021-2022 Q1				Change
Metric	July	Aug	Sept	Total	July	Aug	Sept	Total	
New Users	2,709	1,300	1,096	5,105	1,377	1,297	771	3,445	48%
Users	2,609	1,400	1,109	5,118	1,522	1,322	771	3,615	41%
Page Views	5,435	3,685	3,486	12,606	3,631	2,885	1,819	8,335	51%



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

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

## FY 22-23 Q1 MOST POPULAR PAGES

1.	/
2.	/restaurants-wilsonville-oregon/
3.	/eat-drink/all-restaurants/perfect-pizza-company/
4.	/events/
5.	/farmlandia-trip/

## FY 21-22 Q4 MOST POPULAR PAGES (PRIOR 3 MONTHS)

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



# FY 2022-23 TO DATE WEBSITE ANALYTICS

FY 2022-23 (JULY-SEPT)													
Metric	July	Aug	Sept	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Total
New Users	2,709	1,300	1,096	-	-	-	-	-	-	-	-	-	5,105
Users	2,609	1,400	1,109	-	-	-	-	-	-	-	-	-	5,118
Page Views	5,435	3,685	3,486	-	-	-	-	-	-	-	-	-	12,606







# SOCIAL MEDIA REPORT

*Updated October 18, 2022*

# SOCIAL MEDIA RECAP

- Began measuring total engagements for each social media platform
- Pinterest post total reach increased 34%
- Pinterest engagement rate up 19%
- FB engagement rate is up 10%
- Followers increased by 11.5%
- One paid FB and IG promotions
- Instagram growth is steady, FB slightly faster pace of increase due to paid promotions



\*Engagement percentage 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

\*\*\* 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

# FACEBOOK ENGAGEMENT

FY 2022-2023 Q1					FY 2021-2022 Q1				CHANGE
Metric	July	Aug	Sept	Total	July	Aug	Sept	Total	
Engagement* (%)	4.04%	3.99%	10.92%	6.32% AVG	8.88%	3.83%	4.44%	5.72% AVG	+10%
Post Total Reach**	8,012	6,712	1,419	16,143 TOTAL	890	32,857	1,937	35,684 TOTAL	-55%
Total Engagements ***	65	33	45	143 TOTAL	Benchmark	Benchmark	Benchmark	Benchmark	Benchmark
Link Clicks****	102	23	46	171 TOTAL	Benchmark	Benchmark	Benchmark	Benchmark	Benchmark

## TOP CONTENT: AUGUST 5, 2022

28

Reactions, Comments and  
Shares

326

Reached



- ENGAGEMENT IS UP 10% FROM LAST YEAR
- HOWEVER, FB REACH IS DOWN DUE TO THE INVERSE RELATIONSHIP BETWEEN REACH AND ENGAGEMENT
- BEGAN BENCHMARKING TOTAL ENGAGEMENTS AND LINK CLICKS



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

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

\*\*\* 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 ENGAGEMENT

FY 2022-2023 Q1					FY 2021-2022 Q1				CHANGE
Metric	July	Aug	Sept	Total	July	Aug	Sept	Total	
Engagement* (%)	1.60%	1.60%	1.54%	1.58% AVG	2.23%	1.84%	2.14%	2.07% AVG	-0.49%
Average number of likes	11.71	12.3	10.67	11.56 AVG	12.7	11	13	12.2 AVG	-0.64
Post Total Reach**	2,960	2,908	2,822	8,690 TOTAL	2,155	5,328	2,594	10,077 TOTAL	-14%
Total Engagements ***	190	214	163	567 TOTAL	Benchmark	Benchmark	Benchmark	Benchmark	Benchmark
Link Clicks****	37	17	10	64 TOTAL	Benchmark	Benchmark	Benchmark	Benchmark	Benchmark

## TOP CONTENT: JULY 6, 2022

28

Likes

306

Reached

3

Comments

18

Shares



- SLIGHT DECREASES ARE FROM HIGHER AD SPEND IN Q1 OF FY 2021-22. SLIGHT DECREASES CAN ALSO BE ATTRIBUTED TO INSTAGRAM'S REFOCUS ON VIDEO VS. PHOTOS IN DECEMBER OF 2021
- BEGAN BENCHMARKING TOTAL ENGAGEMENTS AND LINK CLICKS



# PAID SOCIAL MEDIA (MARKETING)



**Dates:** July 7 - August 31, 2022

**Channel:** Facebook and Instagram

**Objective:** Page likes

**Audience:** Adults in United States: Redding (+25 mi), Sacramento (+25 mi) California; Boise (+25 mi), Coeur d'Alene (+25 mi) Idaho; Bend (+30 mi), Eugene (+25 mi), Klamath Falls (+25 mi), Medford (+25 mi), Salem (+25 mi) Oregon; Kennewick (+50 mi), Seattle (+25 mi), Spokane (+25 mi), Tacoma (+50 mi) Washington

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

## OVERVIEW & RESULTS

- SPEND: \$200
- REACH: 6,494
- IMPRESSIONS: 12,069
- PAGE LIKES: 182



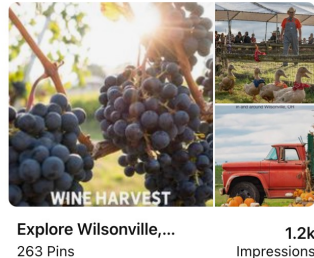


\*Engagement is the percentage of your pins with at least one repin  
 \*\*Reach is the total number of people the page's posts were served to  
 \*\*\* Total engagements defined as likes, comments, shares and saves  
 \*\*\*\*Link clicks defined as the number of times social media is used to drive traffic to the website

# PINTEREST ENGAGEMENT

FY 2022-2023 Q1					FY 2021-2022 Q1				CHANGE
Metric	July	Aug	Sept	Total	July	Aug	Sept	Total	
Engagement* (%)	4.12%	2.45%	3.39%	3.32% AVG	2.97%	2.41%	3.01%	2.80% Average	+19%
Post Total Reach**	1,141	941	531	3,493 TOTAL	807	705	1,096	2,608 Total	+34%
Total Engagements***	47	23	18	88 TOTAL	Benchmark	Benchmark	Benchmark	Benchmark	Benchmark
Link Clicks****	32	16	14	62 TOTAL	Benchmark	Benchmark	Benchmark	Benchmark	Benchmark

FY 22-23 Q1 TOP BOARD	
1,196 Impressions	
1 Saves	57 Link Clicks



- REACH AND ENGAGEMENT ARE UP. REACH BY 34% AND ENGAGEMENT BY 19%. INCREASES ATTRIBUTED TO TARGETING TRENDING KEYWORDS THAT ALIGN WITH BRAND GOALS. (ex. bucket-list blooms, wine tasting and bike trips)
- BEGAN BENCHMARKING TOTAL ENGAGEMENTS AND LINK CLICKS



# PINTEREST POSTS



*\*Pin sample: not an exhaustive list*

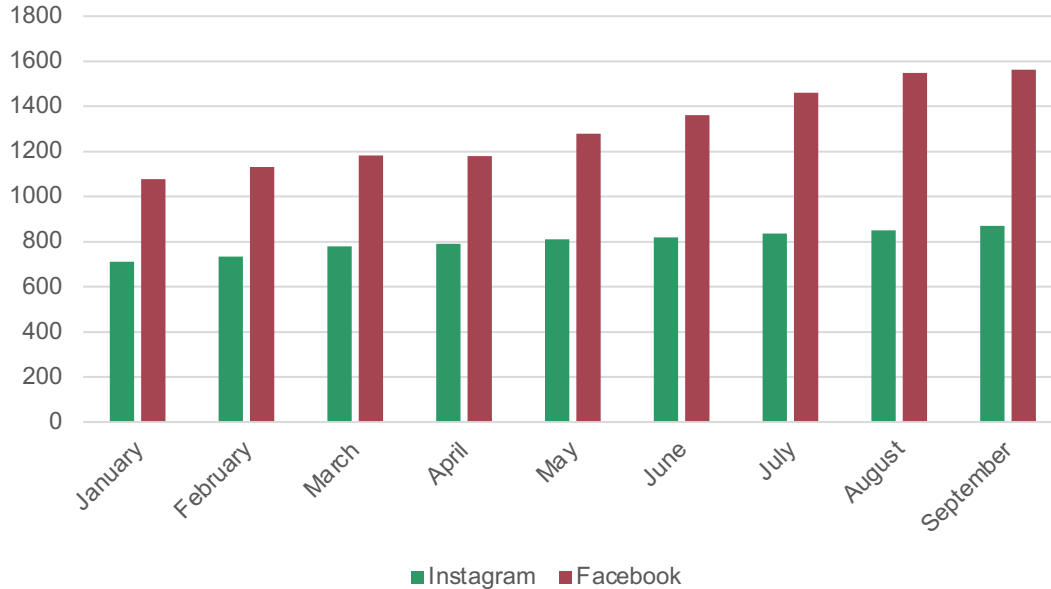


# FY 2022-2023 SOCIAL MEDIA ENGAGEMENT

FACEBOOK	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTAL
Engagement (%)	4.04%	3.99%	10.92%	-	-	-	-	-	-	-	-	-	6.32% AVG
Post Total Reach	8,012	6,712	1,419	-	-	-	-	-	-	-	-	-	16,143 TOTAL
Total Engagements & Link Clicks	167	56	91	-	-	-	-	-	-	-	-	-	314 TOTAL
INSTAGRAM	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTAL
Engagement (%)	1.60%	1.60%	1.54%	-	-	-	-	-	-	-	-	-	1.58% AVG
Average number of likes	11.71	12.3	10.67	-	-	-	-	-	-	-	-	-	11.56 AVG
Post Total Reach	2,960	2,908	2,822	-	-	-	-	-	-	-	-	-	8,690 TOTAL
Total Engagements & Link Clicks	227	231	173	-	-	-	-	-	-	-	-	-	631 TOTAL
PINTEREST	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTAL
Engagement (%)	4.12%	2.45%	3.39%	-	-	-	-	-	-	-	-	-	3.32% AVG
Post Total Reach	1,141	941	531	-	-	-	-	-	-	-	-	-	3,493 TOTAL
Total Engagements & Link Clicks	79	39	32	-	-	-	-	-	-	-	-	-	150 TOTAL



# SOCIAL MEDIA FOLLOWERS



**TOTAL FOLLOWERS: 2,434**

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

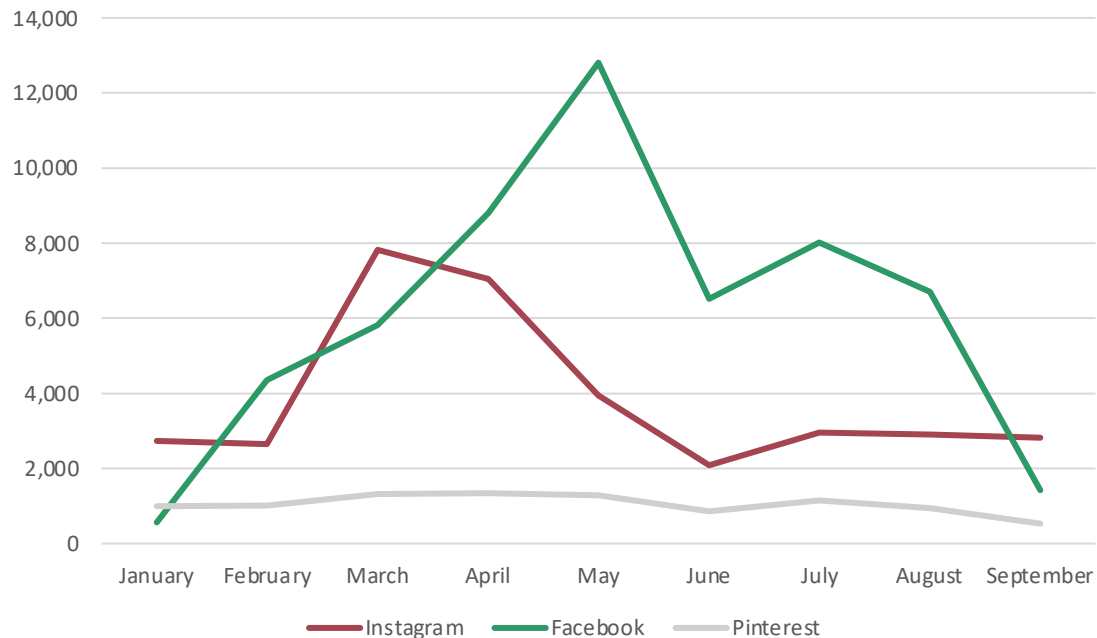
JAN-JUNE 2022  
(END OF PRIOR 6 MONTHS):  
Total Followers: 2,182

**11.5% INCREASE**

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



# SOCIAL MEDIA REACH



**TOTAL REACH: 27,418**

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

JAN-JUNE 2022  
(TOTAL PRIOR 6 MONTHS):  
Total Reach: 71,968





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# FACEBOOK DEMOGRAPHICS

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

## AGE RANGE

Most of Explore Wilsonville's Facebook content reaches people who are above the age of 45, with the largest segment 65+. This is a departure from last quarter's measurements showing a majority between ages 45-64.

## GENDER

Approximately 82% of Explore Wilsonville's Facebook content reached women, and 16% reached men. This is a departure from last quarter's measurements of 74% of Explore Wilsonville's Facebook content reaching women, and 26% reaching men

## COUNTRY

A majority are from the United States (5,244), followed by Morocco (55). This is a departure from last quarter's measurements showing Canada as the second country.

## CITIES

The top five cities for Explore Wilsonville's Facebook content are:

1. Las Vegas, NV (6.1%)
2. Sacramento, CA (3.9%)
3. Seattle, WA (3.1%)
4. Boise, ID (3%)
5. Meridian, ID (3%)



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# INSTAGRAM DEMOGRAPHICS

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

## AGE RANGE

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

## GENDER

Approximately 75% of Explore Wilsonville's Instagram followers identify as women. 25% identify as men. Consistent with last quarter's report.

## COUNTRY

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

## CITIES

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

1. Wilsonville, OR (30.7%)
2. Portland, OR (8.4%)
3. Canby, OR (4.9%)
4. Oregon City, OR (2.9%)
5. Sherwood, OR (2.8%)



*Updated October 18, 2022*

# PINTEREST DEMOGRAPHICS

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

## AGE RANGE

Most of Explore Wilsonville's Pinterest audience are between the ages of 24-44, with ages 25-34 leading at 45.7% followed by ages 35-44 at 17.3%.

## GENDER

Approximately 79.8% of Explore Wilsonville's Pinterest audience identify as women. 19.4% identify men and approximately 10.8% are unspecified & custom.

## CITIES


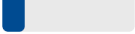



The top five metro areas for Explore Wilsonville's Pinterest audience are:

1. Portland, OR (14.1%)
2. Los Angeles, CA (4.8%)
3. Boise, ID (4.8%) (newly added to top 5)
4. Atlanta, GA (3.7%) (newly added to top 5)
5. New York, NY (3.7%)

## 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
health	1.28x		63.3% 
children's fashion	1.27x		17.1% 
education	1.25x		86.6% 
design	1.24x		93.3% 
home decor	1.23x		92.5% 

Updated October 14, 2022



# PR REPORT

*Updated October 18, 2022*

# FARM BAR

BEER &  
CIDER

ORDER HERE





# PR RECAP

- Fall pitch to 200+ journalists
- NW Travel & Life Advertorial published
- Willamette Living Feature published
- Updated media fact sheet
- Updated editorial calendar
  - Fall in Love with Wilsonville
  - Winter Wonder
  - Spring Retreats
  - Summer Memories
- Ongoing updates to website [media room](#)



DISCOVER TRAVEL  
THE  
WILSONVILLE  
WAY



Graham Oaks Nature park



Lady Hill Winery

**STAY IN THE HEART OF IT ALL, JUST 16 MILES SOUTH OF PORTLAND**

Enjoy tax-free shopping, family fun, affordable accommodations and the gateway to Oregon's wine country.

**ITINERARIES FOR EVERYONE**



**OUTDOORSY TRIP**  
Soak up wide open space in Wilsonville's great outdoors. Explore nearby state parks, a 500-acre family farm, the Willamette River and hundreds of miles of bike-friendly trails.



**FOODIE TRIP**  
Feast on Oregon's bounty. Try farm-fresh food, family-style Italian—or even take a cooking class for your next date night! Wash it all down with handcrafted beer, wine and spirits.



**SHOPPING TRIP**  
Skip the sales tax. Wilsonville is just 10 minutes from Oregon's biggest shopping centers: Woodburn Premium Outlets and Bridgeport Village. Hunt for quirky gifts in Aurora, named one of the "Best Antique Towns."



**WINE COUNTRY TRIP**  
Get centered in wine country, with over 700 wineries in the Willamette Valley. Expand your tasting palate and become a Pinot noir aficionado.



**HISTORY & HERITAGE TRIP**  
Push through the boundaries of time and study Oregon history from the Ice Age to present. Explore settlements at Champoeg State Heritage Area, ride the Canby Ferry and challenge your nerves at historic cemeteries.

Find more itineraries at [EXPLOREWILSONVILLE.COM](#)

**EXPLORE WILSONVILLE**

**ROAD TRIP READY**

- 20 minutes from Portland
- 30 minutes from Salem
- 2 hours from Seattle
- 2 hours from Eugene
- 10 hours from San Francisco

**WHY WILSONVILLE**

- Comfortable and convenient lodging from budget-friendly to upper-class
- 16 miles south of downtown Portland (about a 20-minute drive)
- Easy access to 700+ wineries in the Willamette Valley, including two tasting rooms in Wilsonville
- 10 minutes to Woodburn Premium Outlets and Bridgeport Village—Oregon's most-visited destinations
- Home of the Oregon Korean War Memorial
- Hub of industry: Coca-Cola, TE Medical and Siemens/Mentor Graphics all have a home-base in Wilsonville
- 15 parks and trails, including dog parks, sports fields, public water features and the historic Stein Boettler Barn



Lux Sucre Desserts



The Hilton Garden Inn

**NEW & UPDATED HOTEL ACCOMMODATIONS**

**HILTON GARDEN INN WILSONVILLE**

- Wilsonville's newest hotel, opened October 2020
- 118 guest rooms
- 1,620 square feet of event space
- Indoor pool, on-site restaurant and bar

**HOLIDAY INN I-5 SOUTH**

- Renovated summer 2020
- 169 guest rooms
- Full-service hotel and convention center housing over 14,000 square feet of flexible meeting space
- Indoor pool, on-site restaurant and bar
- Pet friendly, and kids stay and eat free!

We love sharing stories about Wilsonville. Curious? Need more information, photos or contact details? Let's chat at [jwilley@jayray.com](mailto:jwilley@jayray.com)

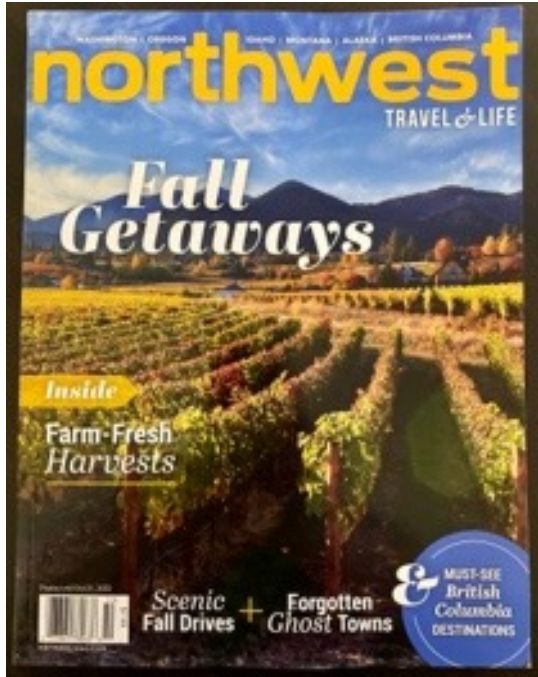
[EXPLOREWILSONVILLE.COM/PRESS-MEDIA](#)





# NW TRAVEL & LIFE

- TWO-PAGE SPREAD IN [AUG/SEPT/OCT ISSUE](#)
- REGIONAL DISTRIBUTION: WA, OR, ID, MT, AK, NORTH CA
- MONTHLY IMPRESSIONS: 435,000





# PR COVERAGE

2022:

Frog Pond Farm's annual Spooky Farm Walk kicks off this weekend September 30, 2022

Willamette Weekly's Day Tripper in Wilsonville September 1, 2022

This Barn And Farm-Themed Playground In Oregon Is The Stuff Of Childhood Dreams August 31, 2022

This Rural Road Trip Will Lead You To Some Of The Best Countryside Hidden Gems In Oregon July 29,

Wilsonville Named One of 23 'Walk Friendly' Cities in United States July 21, 2022

You'll Be Endlessly Delighted at This Oregon Farm That's Home to Camels, Emus, and Guinea Pigs July 19,

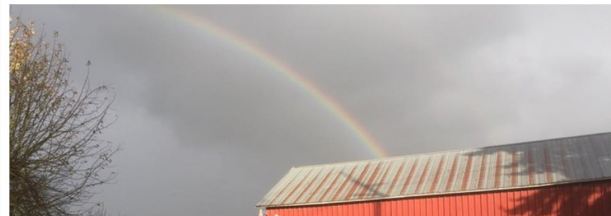
[SEE UPDATED MEDIA ROOM](#)



## You'll Be Endlessly Delighted At This Oregon Farm That's Home To Camels, Emus, And Guinea Pigs

There's something about a visit to a local farm that's good for the soul. The opportunity to experience nature up-close, from [U-pick farms](#) and [flower fields](#) to [animal sanctuaries](#) and working farms, is something we always jump at the chance to do! And there's one farm in Wilsonville, Oregon, that's about as wonderful and wholesome as it gets, offering folks a big, old slice of country life, complete with some of the animal kingdom's most beguiling furry friends.

Located in Wilsonville, Oregon, about 20 minutes south of Portland, there is a pastoral paradise that welcomes all with open arms...



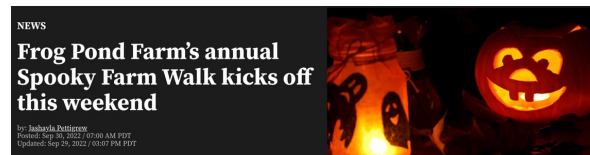
## Wilsonville named one of 23 'Walk Friendly' cities in United States

Shane Hoffmann July 21 2022



The city earned the designation in 2011 and has now been redesignated in both 2016 and 2022.

Wilsonville has been honored as one of 23 cities across the United States to be designated as "Walk Friendly" in 2022 by the Walk Friendly Communities program.



# PUBLIC RELATIONS

FY 2022-23			
	Number of Articles	Circulation	Number of Influenced Articles
July	22	6,839,552	-
August	4	5,627,705	-
September	19	7,076,372	1
October	-	-	-
November	-	-	-
December	-	-	-
January	-	-	-
February	-	-	-
March	-	-	-
April	-	-	-
May	-	-	-
June	-	-	-
<b>TOTAL</b>	<b>45</b>	<b>19,543,629</b>	<b>1</b>

*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.*





# STR REPORT

*Updated October 18, 2022*





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# 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

## PERCENT CHANGE

2021

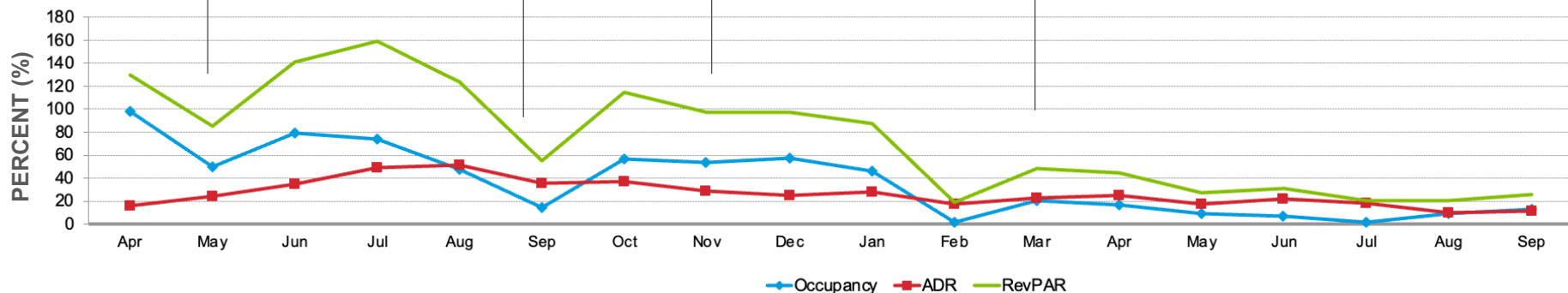
2022

COVID-19 RESTRICTIONS LIFTED

DELTA VARIANT

OMICRON

OREGON  
MASK  
MANDATE  
LIFTED



# STR REPORT – WILSONVILLE

Q1 FY 22-23					Q1 FY 21-22				YOY QUARTERLY CHANGE
FY 22-23	July	Aug	Sept	Total	July	Aug	Sept	Total	
Occupancy %	78.9%	80.2%	77.7%	78.93% AVG	77.60%	73.3%	68.9%	73.27% AVG	+7.73% AVG
RevPar	\$109.75	\$103.21	\$93.51	\$102.16 AVG	\$91.33	\$85.55	\$74.58	\$83.82 AVG	+22% AVG
Demand	15,035	15,294	14,342	44,671 TOTAL	14,791	13,973	12,712	41,476 TOTAL	+8% TOTAL
Revenue	\$2,092,395	\$1,967,775	\$1,725,258	\$5,785,428 TOTAL	\$1,741,263	\$1,631,032	\$1,375,859	\$4,748,154 TOTAL	+22% TOTAL

FY 22-23	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Occupancy %	78.9%	80.2%	77.7%	-	-	-	-	-	-	-	-	-
RevPAR	\$109.75	\$103.21	\$93.51	-	-	-	-	-	-	-	-	-
Demand	15,035	15,294	14,342	-	-	-	-	-	-	-	-	-
Revenue	\$2,092,395	\$1,967,775	\$1,725,258	-	-	-	-	-	-	-	-	-



Total Properties: **9**



Total Rooms: **615**



QUARTERLY MEASUREMENTS OF OCCUPANCY %, REVPAR, DEMAND AND REVENUE ALL INCREASED. SEPTEMBER 2021 IS AN OUTLIER DUE TO THE DELTA VARIANT.

STR reports are delivered around the 19<sup>th</sup> of each month to JayRay.

**JAYRAY** A PLACE TO THINK

Branding | Advertising | Strategic Communications

# THANK YOU!



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