



# Tourism Promotion & Marketing Services Contract

City Council Work Session

May 5, 2025

# Tourism Program

- Adoption of Original Strategy, May 2014
- Marketing Plan & Consultant (2018)
- On going Five- Year Action Plan, One – year Implementation Plan
- JayRay (Jan. 2020 – June 2025)



# Tourism Request for Proposals

- Request for Proposals (RFP) Published on Feb. 3
- Received five (5) responses by March 3 deadline
- Tourism Promotion Committee Review – March 19
- Tourism Promotion Committee Finalist Interviews – April 2



# Request for Proposals

- Marketing and Promotion Services (\$200,000 a year)
- Website, Social Media, Content Creation, etc
- Three-year contract with two optional one-year extensions



# Selection

- Knowledge and experience with small destinations in the PNW
- Proposed Local Campaign (Strategy 1.16)

OUR JOURNEY TOGETHER

# 5 YEARS OF MOMENTUM



## OUR JOURNEY TOGETHER

# WHERE WE ARE NOW

**2020**

**2024**

7,500      50,000      new website users, annually      **567% increase**

69,000      305,000      social media reach, annually      **342% increase**

### All in 5 years – results still climbing

- 106,088 total new website users
- 971,962 social media reach
- 33 blogs
- 30 itineraries
- 28 earned media articles
- 3 photo shoots
- 1 video shoot

### Data helps us share why tourism is important

- \$12.4 million in estimated economic impact from marketing campaigns

### Geolocation marketing total results:

- \$192.45 : \$1 ROAS
- 6.7M impressions
- 121,849 total trips
- 14,705 total room nights
- 11,114 clicks
- 370,509 total video completions





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STAY

EXPLORE

explore  
WILSONVILLE


EAT & DRINK

EVENTS









## Explore Wilsonville Oregon


ExploreWilsonville

12 followers · 11 following · 100 monthly views

Stay in the heart of it all, just 16 miles south of Portland, Explore Wilsonville, Oregon.


[explorewilsonville.com](https://explorewilsonville.com)

[Follow](#)




Created


Saved




All Pins  
170 Pins · 30k




Explore Wilsonville, Oregon  
220 Pins · 2 months · 8k




Outdoory Trip  
30 Pins · 1k




Foodie Trip  
80 Pins · 3k




Shopping Trip  
67 Pins · 3k




Arts & Culture Trip  
18 Pins · 1k




Family Fun Trip  
47 Pins · 10k




History & Heritage Trip




Wow Country Trip



Events in Wilsonville, Oregon



Sports Trip





Questions?

