

Q3 REPORT (JANUARY-MARCH) FY 2025-26



April 22, 2026

TABLE OF CONTENTS

Q3 Highlights	03
Website	05
Social Media	07
Public Relations	10
Marketing	11
• E-newsletter	
• Meta Ads	
• Winter Geolocation Ads & 30-Day Results	
• Geolocation Data	
Smith Travel Research Report	26

Quarterly reports for FY 25-26 have been simplified, allocating more time to marketing strategy and implementation.



EXPLORE WILSONVILLE Q3 HIGHLIGHTS

PUBLIC RELATIONS

Two earned media articles were published this quarter in partnership with Oregon's Mt. Hood Territory. Two new guest blogs were published to the website, writers, David and Susan Greenberg, spotlight [Cozy Season in Wilsonville, Oregon](#) and Emily Molina highlighted global cuisine, [Wilsonville — A Global Getaway That May Just Surprise You](#). Four new articles were added to the media room, and consistent PR monitoring supported ongoing media visibility.

SOCIAL MEDIA

Engagement across platforms remained strong on Facebook, Instagram and Pinterest, resulting in a net gain of 693 followers/fans (509 through paid ads and 184 through organic growth). Facebook and Instagram saw decreases due to lowered ad spend from the previous quarter. Pinterest engagements grew 22% year-over-year and notably outbound clicks increased 70%.

SMITH TRAVEL RESEARCH (STR)

Wilsonville has nine hotel properties, totaling 615 rooms. In Q3, Wilsonville had an average hotel occupancy rate of 57.4%, \$58.42 in revenue per available room, and a total demand of 31,755, resulting in \$3,233,386 in total revenue. Find Travel Oregon STR regional data [here](#).



EXPLORE WILSONVILLE Q3 HIGHLIGHTS

MARKETING & CAMPAIGNS

This quarter we ran Facebook Page Like and Newsletter subscriber ads on Meta, resulting in 41 new newsletter subscribers, 509 new followers, 19,073 reach and 36,979 impressions.

Data insights continued through the ongoing geolocation subscription with Datafy. We launched our Winter Campaign December 15 through February 28. Early campaign results show a campaign impact of over \$350,000 with 896 attributable trips, 660 visitor days and a \$23.56:\$1 return on ad spend.

The following geolocation visitation data insights are preliminary from January 1 through March 21.

Visitors from Seattle-Tacoma, Eugene and Portland DMAs made up 35% of all trips (from 50+ miles away) to Wilsonville. Visitors ages 45-64 were the largest audience.

WEBSITE & DIGITAL PERFORMANCE

Website updates focused on improving visitor experience and maintaining fresh content. We contracted with travel writers David and Susan Greenberg to spotlight [Cozy Season in Wilsonville, Oregon](#). We also partnered with Emily Molina for a guest blog highlighting global cuisine, [Wilsonville — A Global Getaway That May Just Surprise You](#).

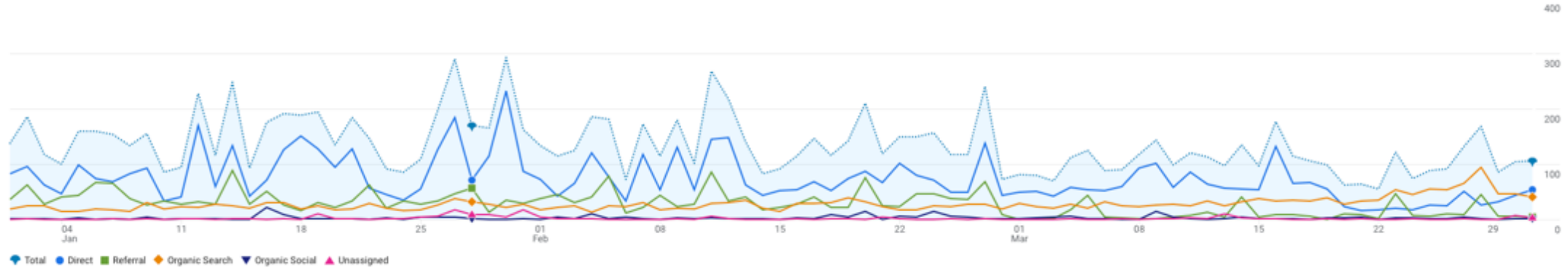
Seasonal homepage updates and event maintenance added 56 new events. The e-newsletter audience grew from 445 to 465. We generated over 12,000 visitors to the website. Our Picture It campaign landing page, restaurant listings and events were among the top-visited pages.

The following pages include live data screenshots from our marketing platforms



Q3 WEBSITE USER ACQUISITION

Google Analytics

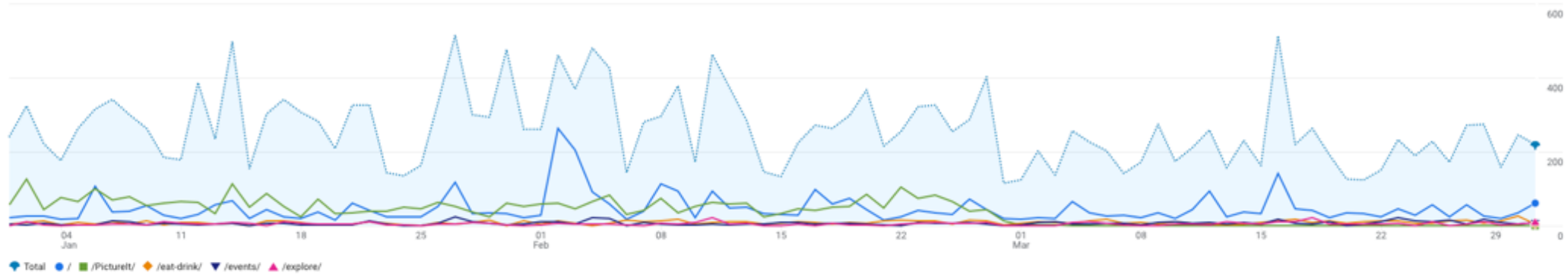


Plot rows Rows per page: 10 1-9 of 9

<input type="checkbox"/>	Session primary...Channel Group	↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	Session key event rate All events	Total revenue
<input checked="" type="checkbox"/>	Total	12,385 100% of total	9,167 100% of total	74.02% Avg 0%	15s Avg 0%	5.02 Avg 0%	62,173 100% of total	9,621.00 100% of total	38.09% Avg 0%	\$0.00
<input checked="" type="checkbox"/>	1 Direct	6,688 (54%)	4,724 (51.53%)	70.63%	8s	4.40	29,414 (47.31%)	4,023.00 (41.81%)	35.14%	\$0.00 (-)
<input checked="" type="checkbox"/>	2 Organic Search	2,544 (20.54%)	2,205 (24.05%)	86.67%	41s	6.74	17,145 (27.58%)	3,294.00 (34.24%)	54.21%	\$0.00 (-)
<input checked="" type="checkbox"/>	3 Referral	2,537 (20.48%)	1,847 (20.15%)	72.8%	9s	5.04	12,789 (20.57%)	1,723.00 (17.91%)	29.09%	\$0.00 (-)
<input checked="" type="checkbox"/>	4 Organic Social	258 (2.08%)	235 (2.56%)	91.09%	30s	8.91	2,299 (3.7%)	501.00 (5.21%)	56.2%	\$0.00 (-)
<input checked="" type="checkbox"/>	5 Unassigned	162 (1.31%)	15 (0.16%)	9.26%	5s	1.77	286 (0.46%)	26.00 (0.27%)	10.49%	\$0.00 (-)
<input type="checkbox"/>	6 Paid Search	34 (0.27%)	31 (0.34%)	91.18%	0s	3.00	102 (0.16%)	31.00 (0.32%)	91.18%	\$0.00 (-)
<input type="checkbox"/>	7 Paid Social	15 (0.12%)	10 (0.11%)	66.67%	6s	5.47	82 (0.13%)	13.00 (0.14%)	33.33%	\$0.00 (-)
<input type="checkbox"/>	8 Organic Shopping	8 (0.06%)	2 (0.02%)	25%	0s	4.00	32 (0.05%)	0.00 (0%)	0%	\$0.00 (-)
<input type="checkbox"/>	9 Email	5 (0.04%)	5 (0.05%)	100%	0s	4.80	24 (0.04%)	10.00 (0.1%)	100%	\$0.00 (-)

Q3 TOP PAGES & PAGEVIEWS

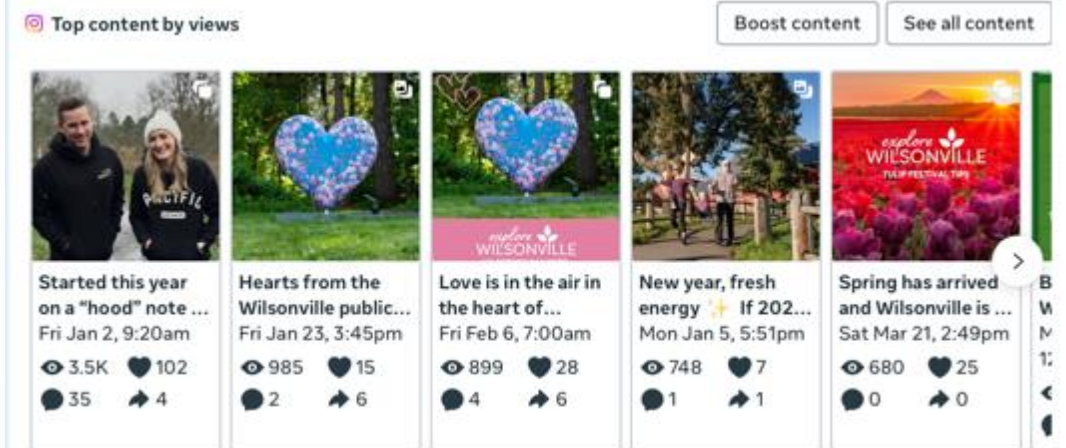
Google Analytics



Plot rows		Search...		Rows per page: 10	Go to: 1	< 1-10 of 274 >		
<input type="checkbox"/>	Page path and screen class	↓ Views	Active users	Views per active user	Average engagement time per active user	Event count	Key events	Total revenue
<input type="checkbox"/>		100% of total	100% of total	Avg 0%	Avg 0%	100% of total	100% of total	
<input checked="" type="checkbox"/>	Total	23,566	11,201	2.10	17s	62,173	9,621.00	\$0.00
<input checked="" type="checkbox"/>	1 /	4,155 (17.63%)	1,723 (15.38%)	2.41	27s	10,680 (17.18%)	1,680.00 (17.46%)	\$0.00 (-)
<input checked="" type="checkbox"/>	2 /Picturett/	3,360 (14.26%)	1,993 (17.79%)	1.69	1s	8,792 (14.14%)	698.00 (7.25%)	\$0.00 (-)
<input checked="" type="checkbox"/>	3 /eat-drink/	780 (3.31%)	394 (3.52%)	1.98	48s	2,154 (3.46%)	415.00 (4.31%)	\$0.00 (-)
<input checked="" type="checkbox"/>	4 /events/	598 (2.54%)	270 (2.41%)	2.21	32s	1,506 (2.42%)	307.00 (3.19%)	\$0.00 (-)
<input checked="" type="checkbox"/>	5 /explore/	447 (1.9%)	227 (2.03%)	1.97	29s	1,101 (1.77%)	222.00 (2.31%)	\$0.00 (-)
<input type="checkbox"/>	6 /tulip-and-flower-festivals/	387 (1.64%)	240 (2.14%)	1.61	26s	1,242 (2%)	306.00 (3.18%)	\$0.00 (-)
<input type="checkbox"/>	7 /eat-drink/page/2/	233 (0.99%)	161 (1.44%)	1.45	30s	492 (0.79%)	122.00 (1.27%)	\$0.00 (-)
<input type="checkbox"/>	8 /blog/	208 (0.88%)	65 (0.58%)	3.20	22s	464 (0.75%)	90.00 (0.94%)	\$0.00 (-)
<input type="checkbox"/>	9 /eat-drink/page/3/	179 (0.76%)	133 (1.19%)	1.35	27s	400 (0.64%)	74.00 (0.77%)	\$0.00 (-)
<input type="checkbox"/>	10 /wilsonville-a-global-getaway-that-may-just-surprise-you/	175 (0.74%)	70 (0.62%)	2.50	55s	447 (0.72%)	175.00 (1.82%)	\$0.00 (-)

Q3 INSTAGRAM RESULTS

Meta



Followers: 1,672 (growth: 61)

Q3 FACEBOOK RESULTS

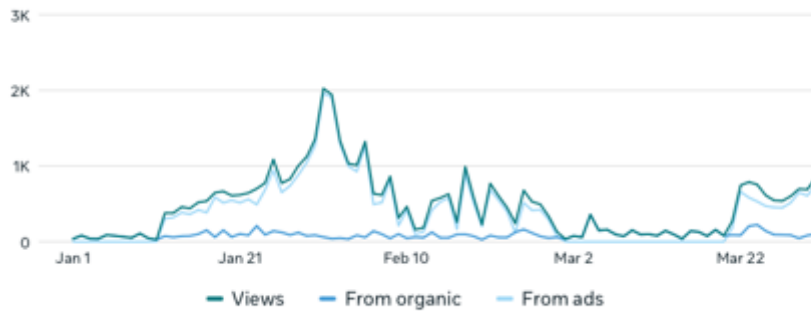
Meta

Content overview

Breakdown: Organic/ads

All Reels Live Posts Stories

Views 43.5K ↓ 79.1% **3-second views** 587 ↓ 84.7% **1-minute views** 0 0% **Content interactions** 571 ↓ 55.7% **Watch time** 2h 10m ↓ 90.5%



Views breakdown

Jan 1 - Mar 31

Total
43,494 ↓ 79.1%

From organic
8,258 ↓ 28%

From ads
35,236 ↓ 82.1%

Viewers
19,491 ↓ 55.8%

Top content by views

Boost content

See all content

Thumbnail	Title	Date	Time	Views	Likes	Shares
	Last chance! See all 10 heARTs of...	Wed Mar 4	6:30am	553	3	1
	Spending Easter in the Willamette...	Mon Mar 23	12:05pm	391	1	0
	Epic fun lies ahead! Join Vanguard...	Mon Feb 23	6:15pm	318	4	1
	Oregon bucket-list experience: a...	Mon Mar 16	5:40pm	299	1	0
	Raise your glass, learn, wine and...	Fri Jan 16	6:50pm	295	2	3
	part...	Fri M		2	0	0

Fans: 3,690 (growth: 632)

Q3 PINTEREST RESULTS

Pinterest








Overall performance

Percent changes are compared to 90 days before the selected date range. Metrics updated in real-time except for audience.

Impressions ⓘ	Engagements ⓘ	Outbound clicks ⓘ	Saves ⓘ	Total audience ⓘ	Engaged audience ⓘ
3.92k ↑ 22%	132 ↑ 22%	17 ↑ 70%	13 0%	2.85k ↑ 22%	96 ↑ 18%

Top Pins

1/1/2026 – 3/31/2026 ⓘ

Pin	Type	Source	↓ Total impressions	
 Wine country weekend? Explore Wils	Organic	Your Pins	1,949 ⓘ	Promote
 A Pocket Trip - A Shopper's Paradise	Organic	Your Pins	106 ⓘ	Promote
 Instagram-worthy photo ops in Wilsor	Organic	Your Pins	49 ⓘ	Promote
 Instagram-Friendly Spots - Explore Wi	Organic	Other Pins	46 ⓘ	Promote
 Wine Tasting in Wilsonville, OR	Organic	Your Pins	46 ⓘ	Promote
 Wine Country Weekend near Portlanc	Organic	Your Pins	42 ⓘ	Promote
 Flower Festivals near Portland, OR	Organic	Your Pins	36 ⓘ	Promote



Q3 PR RESULTS

Cision

- 19 total media articles
- 14.6 million total circulation
- 2 influenced articles
 - [Road Trip to Wilsonville](#)
 - [Sunrise Splendor at the Wooden Shoe Tulip Festival](#)
- Coordinated an influencer visit with @TravelingSpud for the beginning of Q4
- Coordinated a guest blog with Emily Molina
 - [Wilsonville – A Global Getaway That May Just Surprise You](#)

Influenced articles are those that resulted from JayRay's media outreach, such as ongoing pitching, fact-checking, engagement with journalists or other media efforts from JayRay.



BOOK A ROOM 🔍

02/12/2026 | Wilsonville

Road Trip: Spring Trip To Wilsonville

By Guest Author: Matt Wastradowski

Article At A Glance

- [Graham Oaks Nature Park](#) offers three miles of walking trails, diverse ecosystems and ample opportunities for spying local wildlife.
- Enjoy a taste of the Pacific Northwest at [Parkway Grille Bar & Restaurant](#), whose regionally inspired dishes feature locally sourced ingredients from nearby farms.
- Popular day trips and activities around Wilsonville include cooking classes through [The Kitchen at Middleground Farms](#), baby animal tours at [Triskelee Farm](#) and wine tasting on the patio at [Pete's Mountain Vineyard](#).

Where the southern edge of the Portland metro area gives way to the farmland of the Willamette Valley, the city of [Wilsonville](#) never feels more alive than in spring.

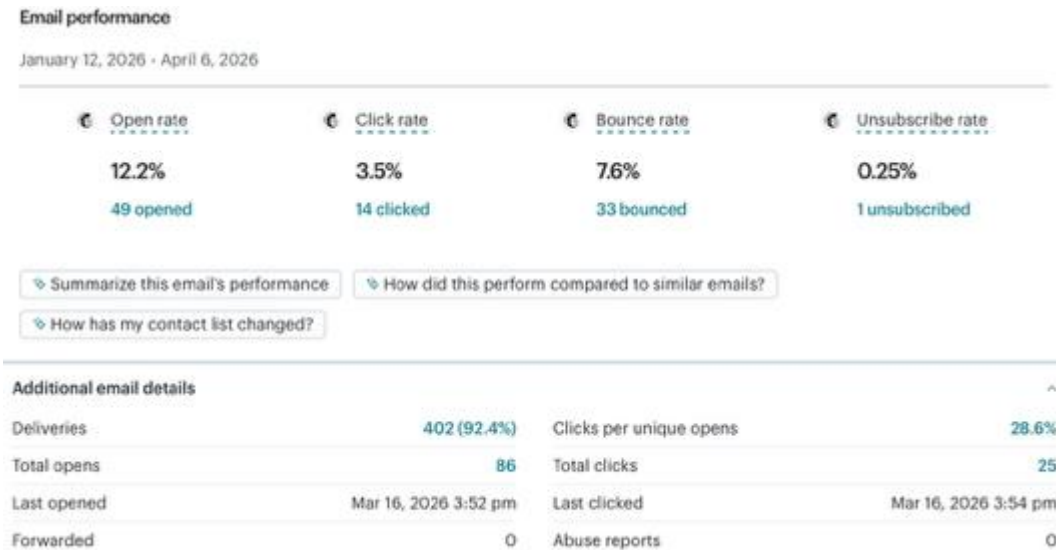
It's a fun city to visit all year long, but there's something magical about spring — when baby animals are born at local farms, wineries reopen after their winter slumber, stores stock fresh produce at the start of peak growing season and colorful blooms appear alongside local trails.



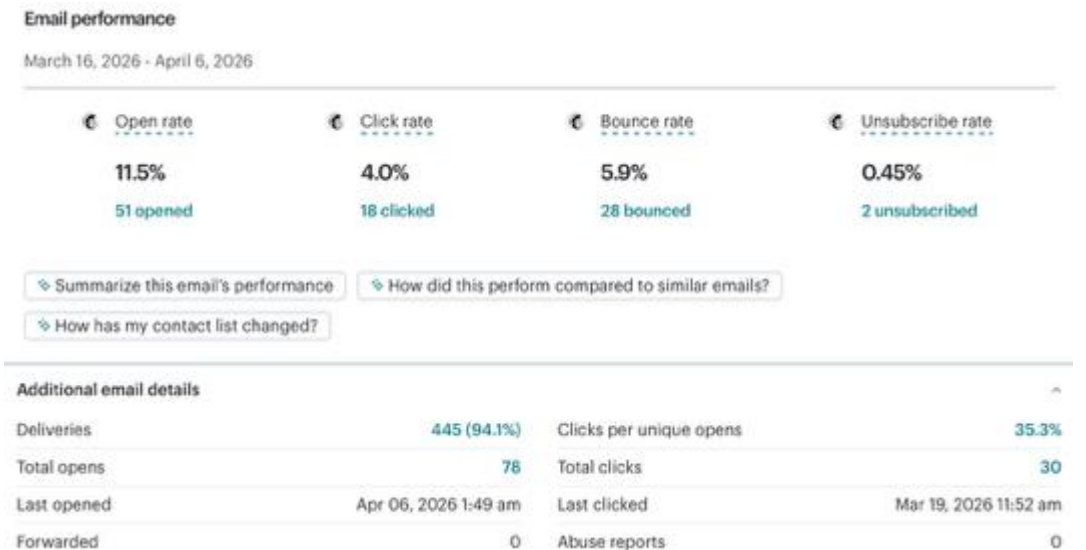
MARKETING: E-NEWSLETTER

MailChimp

- Grew email list from 445 subscribers to 465
- Switched newsletter cadence to every other month
- January newsletter



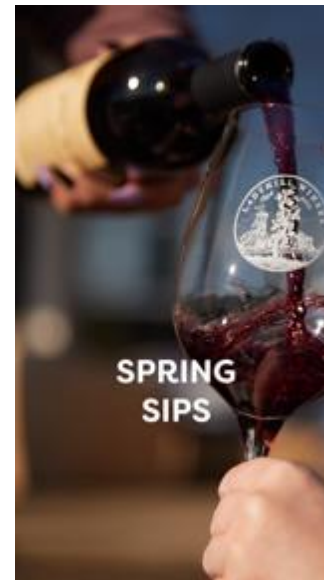
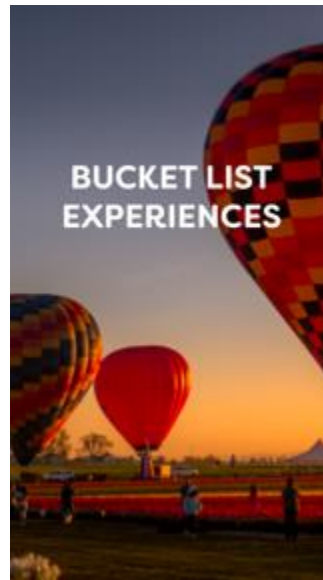
- March newsletter



META ADS

Meta

Off / On	Campaign	Results	Cost per result	Bud	Amount spent	Impressions	Reach	Ends	Attributing setting	Bid strategy
<input type="checkbox"/>	Spring Page Like Ad - March/April 2026	153 Follows or likes	\$0.64 Per Follow or like	\$250.00 Lifetime	\$97.21	5,898	3,378	Apr 20, 20...	7-day cl... All conver...	Highest
<input type="checkbox"/>	Explore Wilsonville Winter Newsletter Subscriber Ad Jan-February 2026	41 Leads (Form)	\$6.10 Per Lead (Form)	\$250.00 Lifetime	\$249.99	15,290	10,099	Feb 28, 20...	7-day cl... All conver...	Highest
<input type="checkbox"/>	[EW] Winter Page Like Ad - January 2026	356 Follows or likes	\$0.70 Per Follow or like	\$250.00 Lifetime	\$249.87	15,791	5,596	Feb 6, 2026	7-day cl... All conver...	Highest



WINTER GEOLOCATION – CAN YOU PICTURE IT?

Datafy

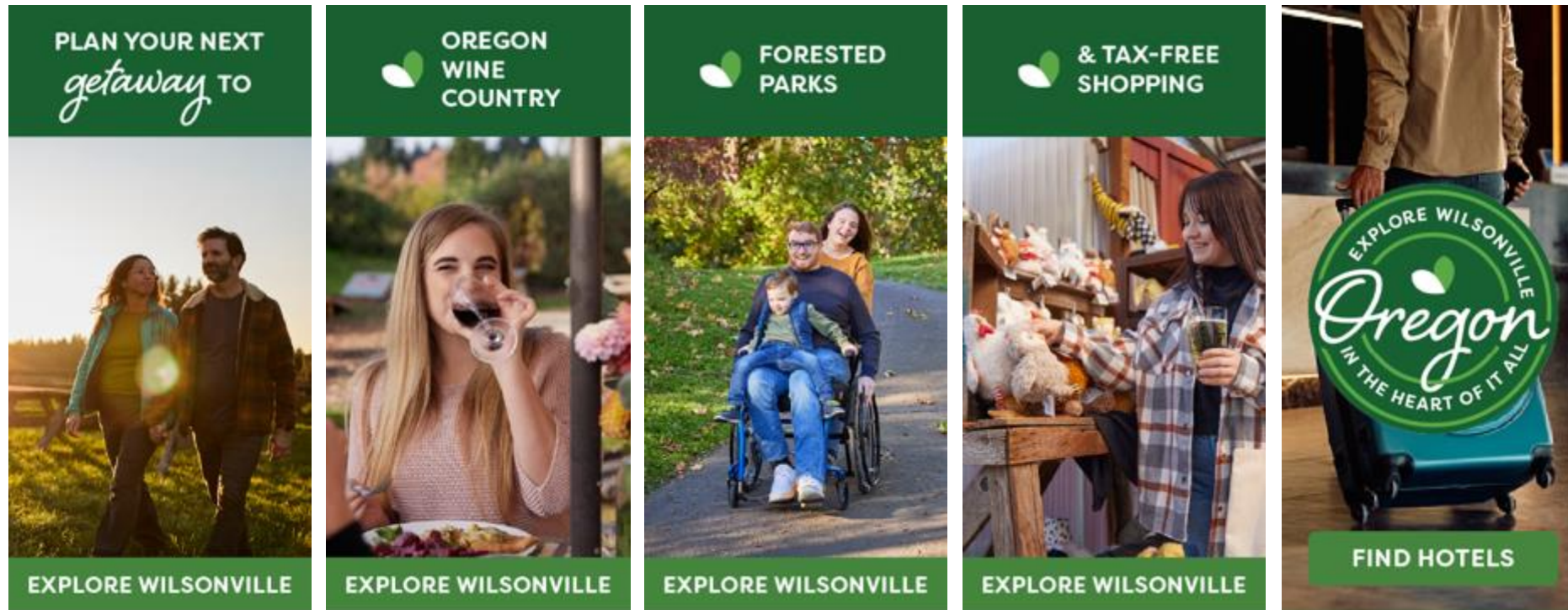
PROSPECTING DISPLAY AD



WINTER GEOLOCATION – CAN YOU PICTURE IT?

Datafy

RETARGETING DISPLAY AD



WINTER GEOLOCATION – CAN YOU PICTURE IT?

Datafy

ONLINE VIDEO



PNW Adventures: [Youtube.com/watch?v=U7z8nvrMyPo](https://www.youtube.com/watch?v=U7z8nvrMyPo)

Campaign Landing Page: [ExploreWilsonville.com/PictureIt](https://www.explorewilsonville.com/PictureIt)



WINTER GEOLOCATION

Datafy

CAMPAIGN OVERVIEW

Run date: December 15, 2025-February 28, 2026

Ad spend: \$15,000

Goals:

- Visitation to Wilsonville: Promote Spring and Early Summer Travel to Wilsonville
- Increase room nights in Wilsonville lodging properties
- Generate visitation to Wilsonville from Fly Markets (Sacramento & Spokane)
- Position Wilsonville as a basecamp to the greater Willamette Valley and Portland region

Tactics:

- Online Video, Prospecting Display, Retargeting Display

Audience:

- Past Visitor Re-Engagement: Re-Engage past visitors to Wilsonville since 1/1/22 who were seen in Wilsonville and/or key surrounding areas who live within key Drive and Fly DMA markets
- Look-a-Likes: Look-a-Likes of the past visitor audience who live in the same key DMAs and also match the following demographic/psychographic details: Age: 25-64, HHI: 75k+, Known Traveler plus one or more of the following behaviors/interests: Outdoors, Restaurants

Estimated results:

Total Impressions: 1,148,148

Total Clicks: 1,200

Total Video/Audio Completes: 111,111



WINTER GEOLOCATION 30-DAY WRAP REPORT

Datafy

PRELIMINARY ATTRIBUTION INSIGHTS

- Run date: Ad-targeted travelers made an estimate **896 trips** to Wilsonville during the campaign period. Total visitation across all 3 tracked attribution groups resulted in a combined **Economic Impact of \$353,362** for the Destination.
- Campaign audiences were **9.31x more likely to visit Wilsonville** than the control group who was not served Datafy Advertising
 - This equates to an estimated *977 incremental trips* and *\$315,571 incremental impact*.
- **Portland** and **Eugene** are tied for highest trip volume. Eugene also stands out for having the highest average spend per visitor among the top visitor markets.
- Ad-targeted travelers to Wilsonville are showing up at lodging properties more frequently than the average traveler to the destination in the same timeframe, with a **lodging correlation of 27.59%** (vs. 116.70% for all visitors from the same markets who may or may not have seen Datafy ads).
- Fly market performance: to date, we've observed an estimated 41 trips from Sacramento and 18 trips from Spokane.



WINTER GEOLOCATION 30-DAY WRAP REPORT

Datafy

 **Wilsonville OR**
2025-26 Winter Campaign

Campaign Run Dates: 12.15.25 - 02.28.26 Report Period: 12.15.25 - 02.28.26
Attribution Mileage: 50 - 3731 mile radius Attribution Reflects: 12.22.25 - 02.28.26

Attribution

Destination

Total Trips/Visits Estimated Impact
896 **\$289,408**

Hotels

Visitor Days Estimated Impact
660 **\$72,600**

Attractions

Total Trips/Visits Estimated Impact
174 **\$56,202**

EST. CAMPAIGN
IMPACT
\$353,362

EST. ROAS
\$23.56: \$1

COST/VISITOR
DAY
\$6.31

TOTAL IMPRESSIONS
1,334,935

TOTAL CLICKS
2,020

TOTAL SPEND
\$15,000.51

OVERALL INCREMENTAL LIFT

9.31x

Visitation Lift

0.61%

Targeted Attribution
Rate

0.1%

Control Group
Attribution Rate



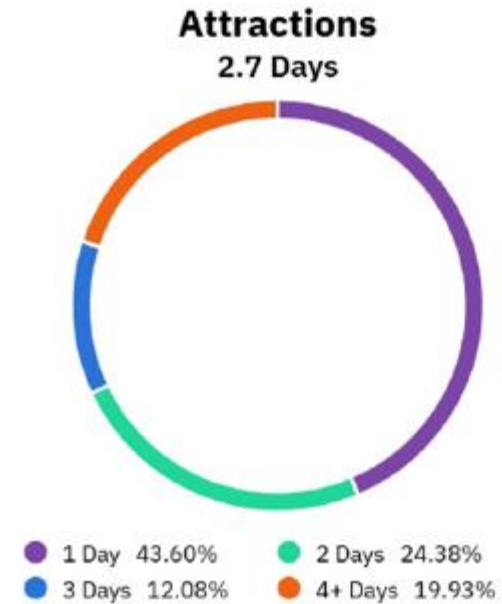
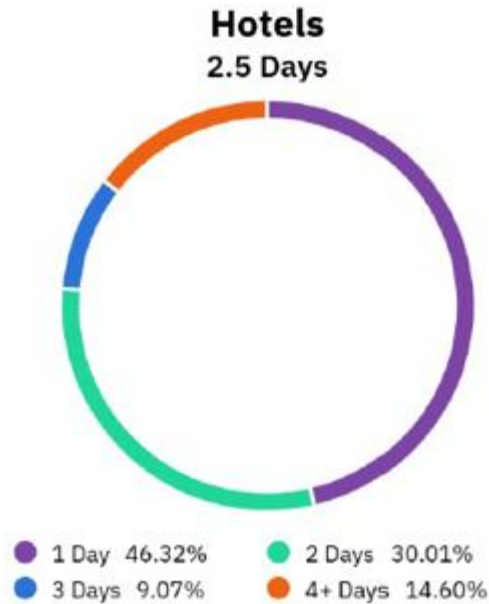
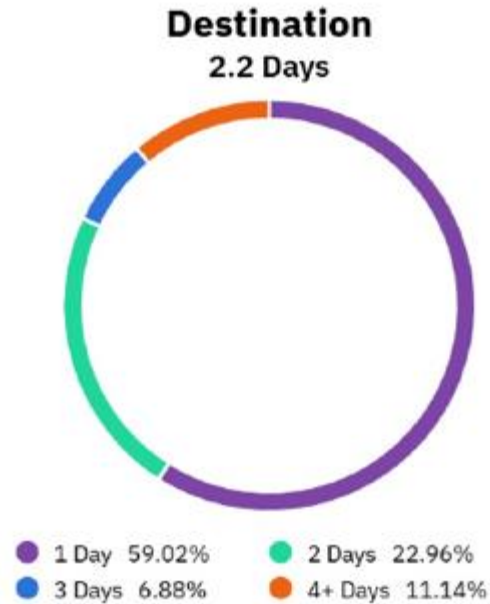
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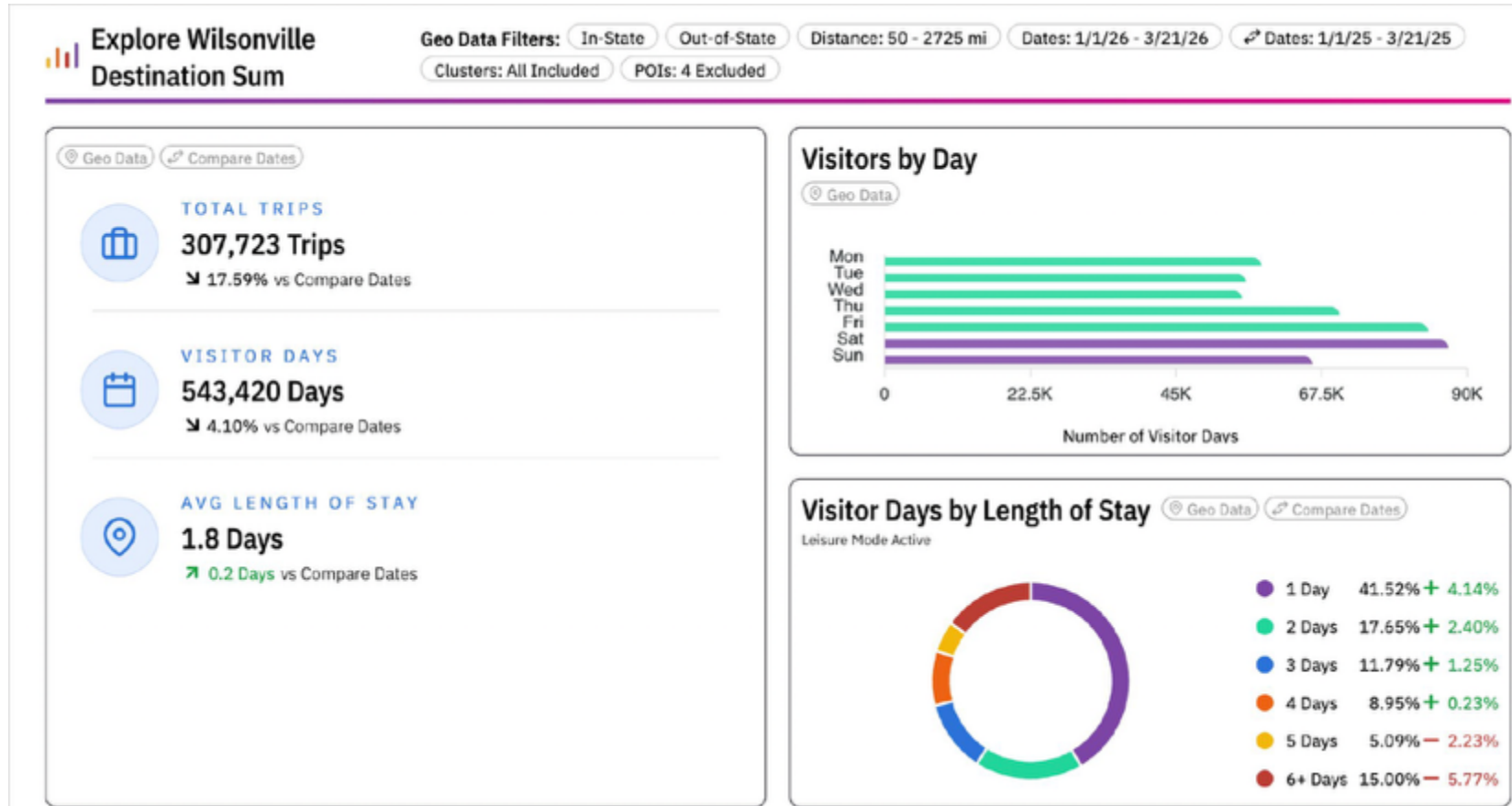
Attributable Trips by Length of Stay



GEOLOCATION DATA

Datafy

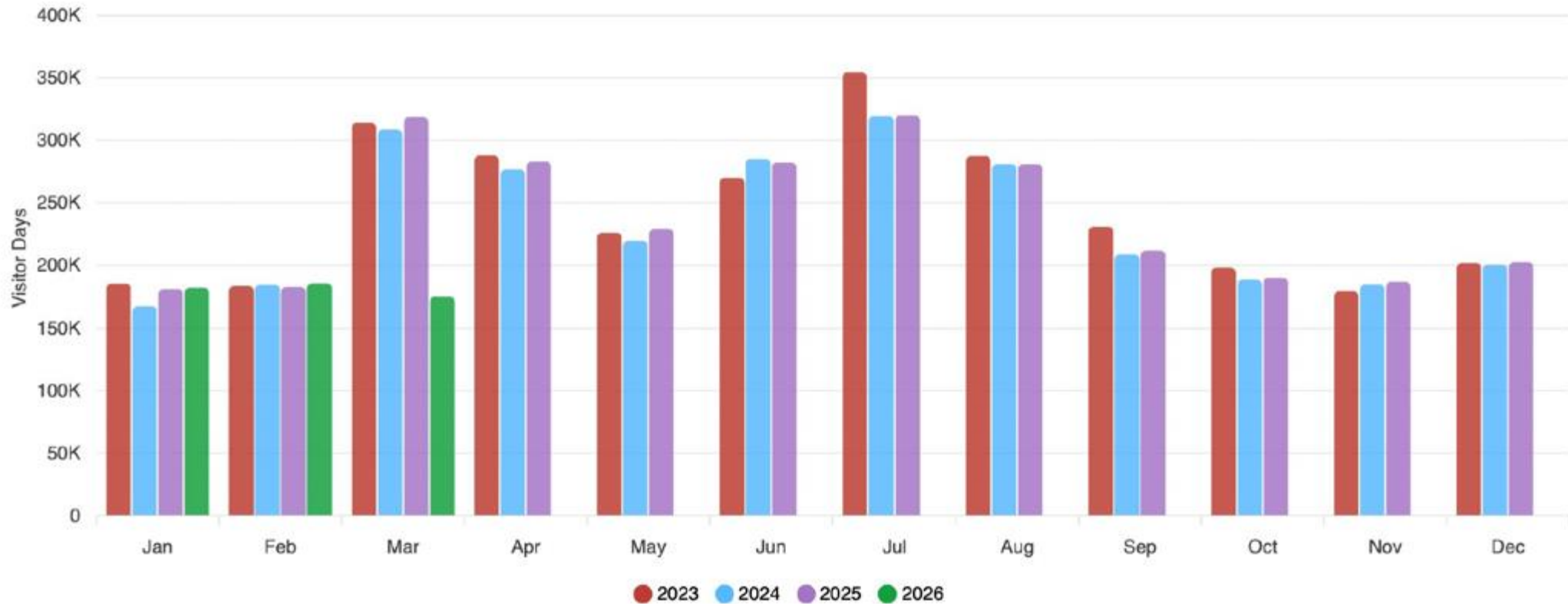
The following data insights are preliminary from Jan 1- March 21.



Monthly Volume by Visitor Days

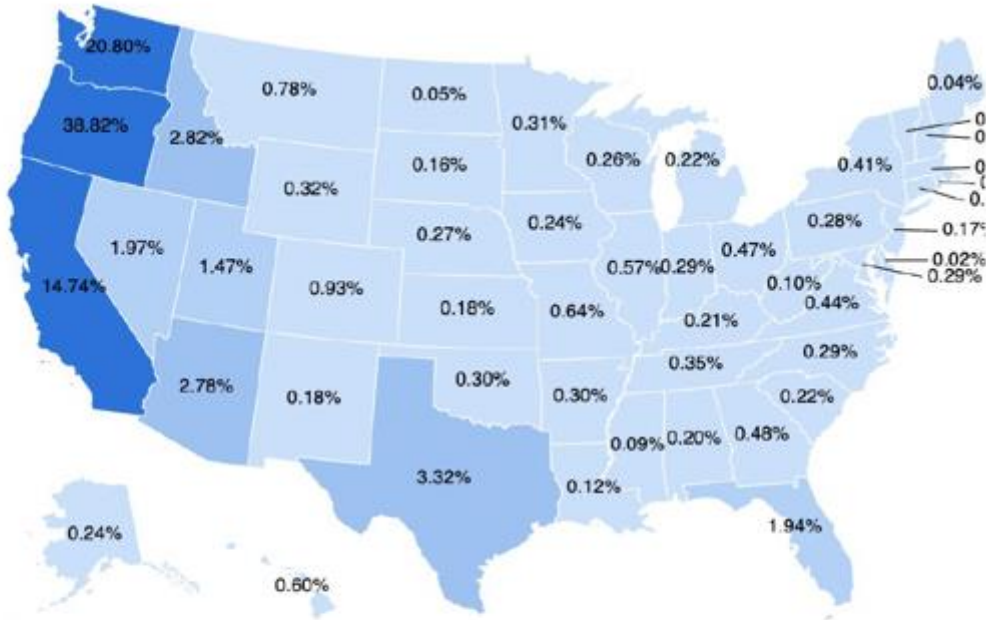


Geo Data Dates: 1/1/23 - 3/21/26



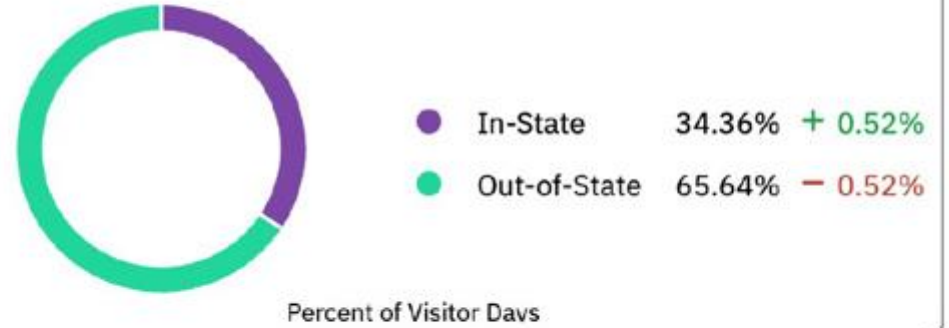
Share of Trips by State

Geo Data



In-State vs Out-of-State Visitor Days

Geo Data ↔ Compare Dates



Comparison of Trips

Geo Data



DMA Visitation

[Geo Data](#) [Compare Dates](#)

DMA	Share of Visitor Days	Change in Share of Visitor Days
Eugene	18.26%	+ 5.3
Seattle-Tacoma	14.68%	+ 4.2
Portland- OR	12.79%	+ 3.9
Sacramnto-Stkton-Modesto	5.55%	+ 1.8
Medford-Klamath Falls	5.28%	+ 1.7
Los Angeles	4.19%	+ 1.1
Bend- OR	3.19%	+ 0.9
Yakima-Pasco-RchInd-Knnwck	2.81%	+ 0.9
Phoenix -Prescott	2.54%	+ 0.7
Spokane	2.35%	+ 0.7
San Francisco-Oak-San Jose	1.97%	+ 0.4
Boise	1.79%	+ 0.5
Salt Lake City	1.66%	+ 0.3
Las Vegas	1.24%	+ 0.3
Denver	1.04%	+ 0.2

Length of Stay by Top DMAs

Leisure Mode Active

[Geo Data](#)

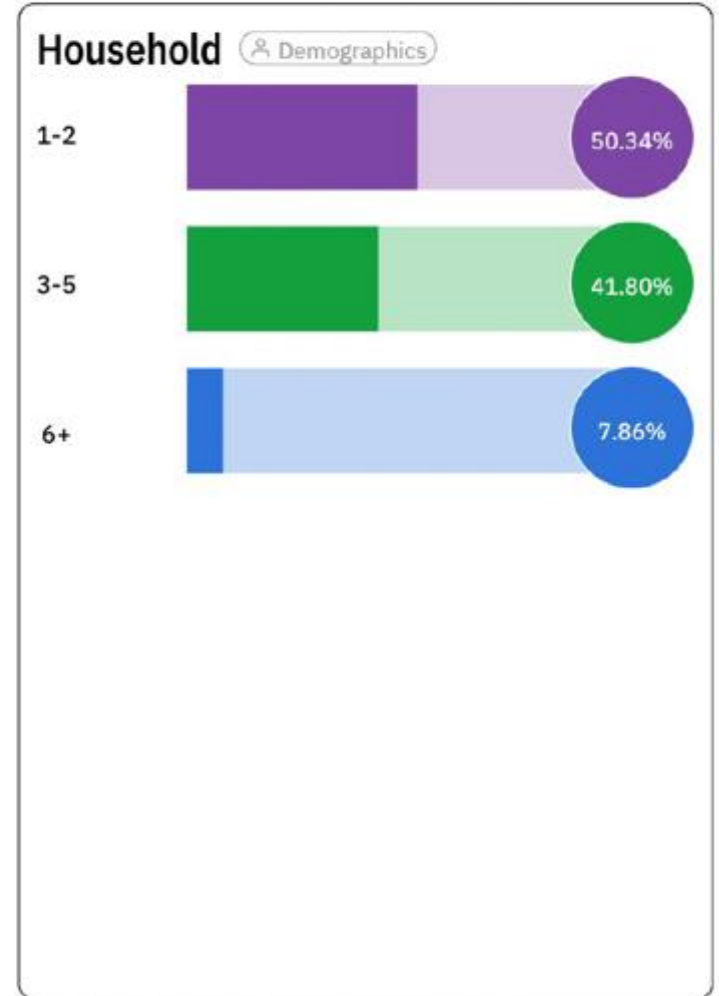
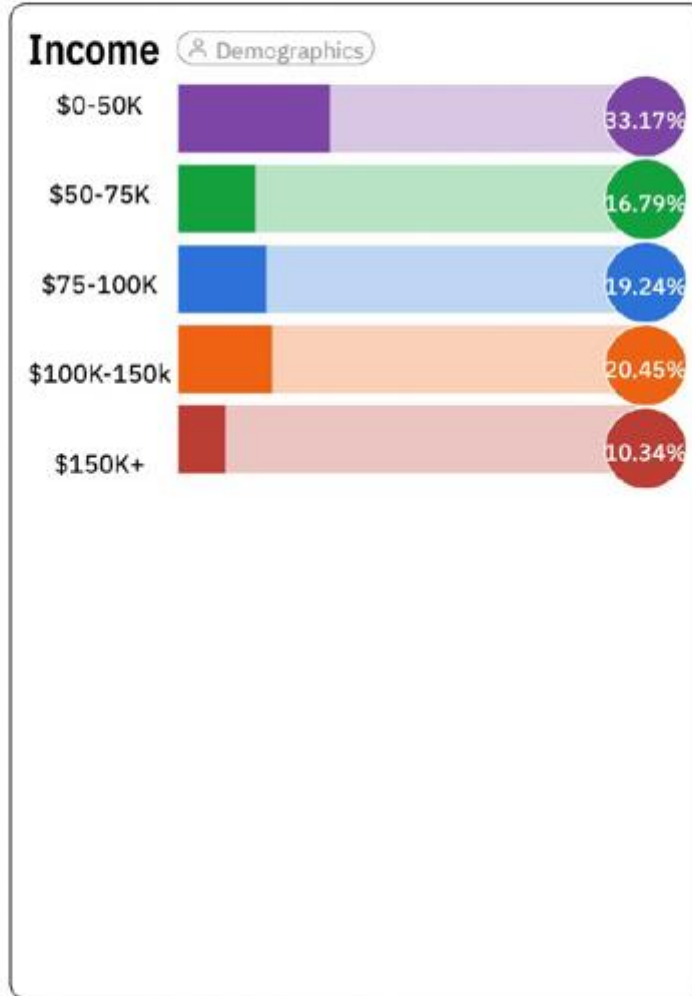
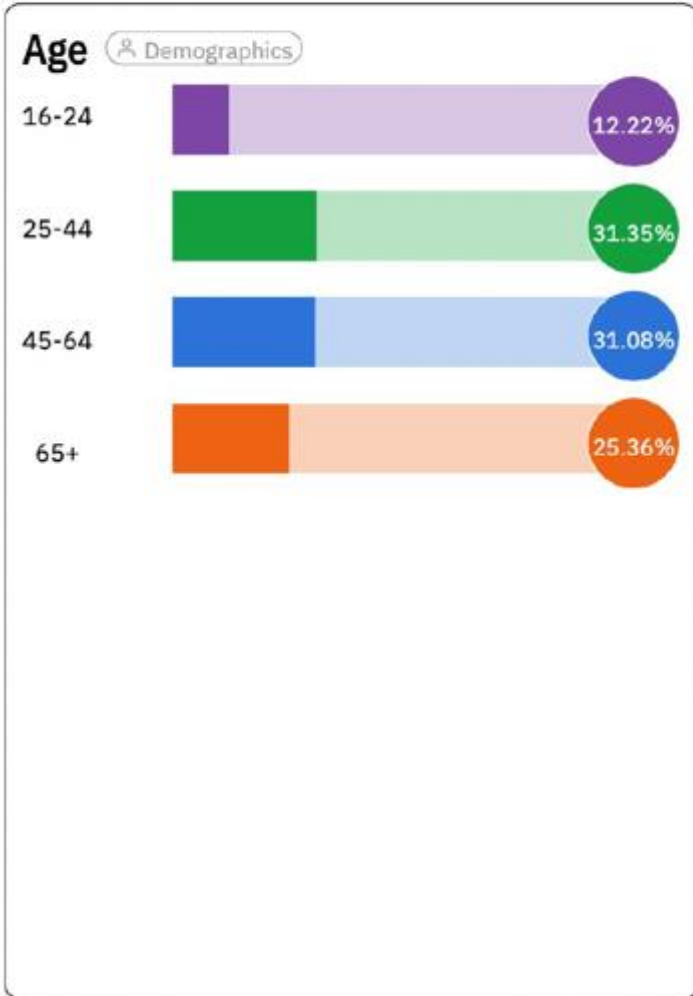
DMA	Avg Length of Stay	Share of Visitor Days
Eugene	2.1 Days	11.24%
Seattle-Tacoma	2.2 Days	10.04%
Portland- OR	2 Days	8.74%
Sacramnto-Stkton-Modesto	2.5 Days	6.10%
Medford-Klamath Falls	2.6 Days	4.90%
Yakima-Pasco-RchInd-Knnwck	2.1 Days	4.79%
Los Angeles	2.6 Days	3.75%
Bend- OR	2.4 Days	3.46%
Spokane	2.3 Days	2.86%
San Francisco-Oak-San Jose	2.8 Days	2.46%
Salt Lake City	2.6 Days	2.24%
Phoenix -Prescott	2.3 Days	2.22%
Boise	2.8 Days	2.17%
Las Vegas	2.1 Days	1.65%

Explore Wilsonville Destination Sum

Geo Data Filters: In-State Out-of-State Distance: 50 - 2725 mi Dates: 1/1/26 - 3/21/26 ↻ Dates: 1/1/25 - 3/21/25
Clusters: All Included POIs: 4 Excluded

Top DMAs by Visitor Days	7/1/22 - 9/30/22	7/1/23 - 9/30/23	7/1/24 - 9/30/24	7/1/25 - 9/30/25
1	Eugene 13.56%	Eugene 13.41%	Eugene 12.76%	Eugene 13.44%
2	Seattle-Tacoma 13.32%	Seattle-Tacoma 13.35%	Seattle-Tacoma 12.30%	Seattle-Tacoma 13.02%
3	Portland- OR 8.70%	Portland- OR 8.76%	Portland- OR 8.38%	Portland- OR 8.48%
4	Los Angeles 6.32%	Los Angeles 4.57%	Los Angeles 4.13%	Los Angeles 4.22%
5	Phoenix -Prescott 4.79%	Medford-Klamath Falls 4.08%	Medford-Klamath Falls 3.70%	Medford-Klamath Falls 3.90%
6	Sacramnto-Stkton-Modesto 4.67%	Sacramnto-Stkton-Modesto 4.02%	Sacramnto-Stkton-Modesto 3.64%	Sacramnto-Stkton-Modesto 3.78%
7	Medford-Klamath Falls 4.22%	Phoenix -Prescott 3.40%	Phoenix -Prescott 3.13%	Phoenix -Prescott 3.20%
8	San Francisco-Oak-San Jose 2.81%	Yakima-Pasco-RchInd-Knnwck 2.52%	Bend- OR 2.29%	Bend- OR 2.41%
9	Bend- OR 2.53%	Bend- OR 2.40%	Yakima-Pasco-RchInd-Knnwck 2.29%	Yakima-Pasco-RchInd-Knnwck 2.36%
10	Yakima-Pasco-RchInd-Knnwck 2.52%	Spokane 2.32%	Spokane 2.24%	Spokane 2.23%

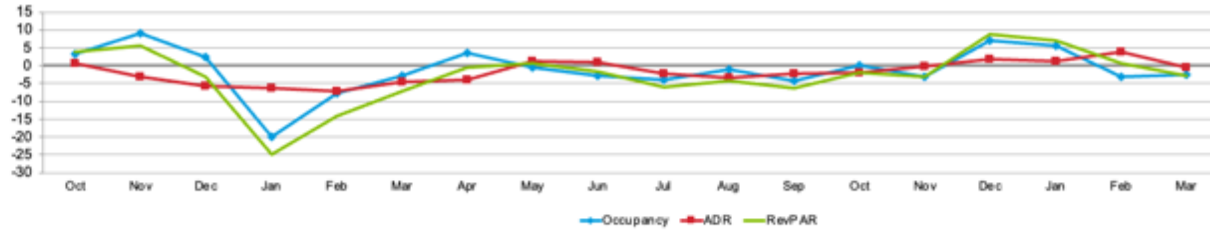
Galicia 1.2 Model | © Datafy - All Rights Reserved
 Geo/location estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that met the specified filter settings.



STR REPORT – WILSONVILLE

Smith Travel Research – Data through March 2026

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2024			2025												2026		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	66.6	59.5	51.6	50.1	60.3	62.5	69.1	65.8	75.3	73.6	76.2	65.7	66.5	57.7	55.1	52.9	58.4	60.9
Last Year	64.4	54.6	50.3	62.5	65.3	64.4	66.7	66.1	77.5	76.7	77.0	68.6	66.6	59.5	51.8	50.1	60.3	62.5
Percent Change	3.4	9.0	2.5	-19.9	-7.7	-2.9	3.6	-0.5	-2.8	-4.1	-1.0	-4.2	-0.1	-3.0	6.9	5.6	-3.2	-2.5

ADR	2024			2025												2026		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	115.53	101.28	94.75	97.88	99.84	103.06	106.61	113.13	134.81	132.61	131.15	117.22	113.23	101.08	96.37	98.94	103.80	102.61
Last Year	114.91	104.50	100.44	104.28	107.47	108.02	111.11	111.81	133.39	135.57	135.62	119.77	115.53	101.28	94.75	97.68	99.84	103.06
Percent Change	0.5	-3.1	-5.7	-6.3	-7.1	-4.6	-4.1	1.2	1.1	-2.2	-3.3	-2.1	-2.0	-0.2	1.7	1.3	4.0	-0.4

RevPAR	2024			2025												2026		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	76.92	60.25	48.88	49.32	60.20	64.42	73.65	74.42	101.53	97.55	99.96	77.01	75.34	58.31	53.14	52.33	60.61	62.52
Last Year	74.02	57.02	50.54	65.18	70.20	69.54	74.09	73.91	103.34	103.98	104.42	82.13	78.92	60.25	48.88	48.92	60.20	64.42
Percent Change	3.9	5.7	-3.3	-24.9	-14.2	-7.4	-0.6	0.7	-1.8	-6.2	-4.3	-6.2	-2.1	-3.2	8.7	7.0	0.7	-3.0

Supply	2024			2025												2026		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	19,065	18,450	19,065	19,065	17,220	19,065	18,450	19,065	18,450	19,065	19,065	18,450	19,065	18,450	19,065	19,065	17,220	19,065
Last Year	19,065	18,450	19,065	19,065	17,220	19,065	18,450	19,065	18,450	19,065	19,065	18,450	19,065	18,450	19,065	19,065	17,220	19,065
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Demand	2024			2025												2026		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	12,694	10,975	9,834	9,549	10,383	11,917	12,747	12,541	13,896	14,024	14,531	12,121	12,885	10,644	10,513	10,084	10,055	11,816
Last Year	12,261	10,067	9,593	11,916	11,248	12,273	12,303	12,602	14,294	14,622	14,679	12,651	12,894	10,975	9,834	9,549	10,383	11,917
Percent Change	3.4	9.0	2.5	-19.9	-7.7	-2.9	3.6	-0.5	-2.8	-4.1	-1.0	-4.2	-0.1	-3.0	6.9	5.6	-3.2	-2.5

Revenue	2024			2025												2026		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	1,466,519	1,111,580	931,811	932,730	1,036,663	1,228,213	1,358,922	1,418,726	1,873,258	1,859,744	1,905,712	1,420,814	1,436,378	1,075,869	1,013,100	997,726	1,043,754	1,191,906
Last Year	1,411,252	1,051,982	963,480	1,242,813	1,208,875	1,325,891	1,367,030	1,409,058	1,908,660	1,882,335	1,990,795	1,515,259	1,466,519	1,111,580	931,811	932,730	1,036,663	1,228,213
Percent Change	3.9	5.7	-3.3	-24.9	-14.2	-7.4	-0.6	0.7	-1.8	-6.2	-4.3	-6.2	-2.1	-3.2	8.7	7.0	0.7	-3.0

Census %	2024			2025												2026		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Census Rooms	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615
% Rooms Participants	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6

Occupancy (%)	Year To Date			Running 12 Months		
	2024	2025	2026	2024	2025	2026
This Year	64.0	57.5	57.4	64.3	65.3	64.8
Last Year	60.0	64.0	57.5	69.3	64.3	65.3
Percent Change	6.7	-10.1	-0.3	-7.3	1.5	-0.7

ADR	Year To Date			Running 12 Months		
	2024	2025	2026	2024	2025	2026
This Year	106.59	130.40	101.82	116.94	115.21	114.09
Last Year	104.29	106.59	100.40	113.96	116.94	115.21
Percent Change	2.2	-5.8	1.4	2.6	-1.5	-1.0

RevPAR	Year To Date			Running 12 Months		
	2024	2025	2026	2024	2025	2026
This Year	68.24	57.77	58.42	75.16	75.19	73.93
Last Year	62.56	68.24	48.88	78.97	75.16	75.19
Percent Change	9.1	-15.3	1.1	-4.8	0.0	-1.7

Supply	Year To Date			Running 12 Months		
	2024	2025	2026	2024	2025	2026
This Year	55,350	55,350	55,350	224,475	224,475	224,475
Last Year	55,350	55,350	55,350	224,475	224,475	224,475
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0

Demand	Year To Date			Running 12 Months		
	2024	2025	2026	2024	2025	2026
This Year	35,437	31,849	31,755	144,272	146,503	145,457
Last Year	33,204	35,437	31,849	155,553	144,272	146,503
Percent Change	6.7	-10.1	-0.3	-7.3	1.5	-0.7

Revenue	Year To Date			Running 12 Months		
	2024	2025	2026	2024	2025	2026
This Year	3,777,179	3,197,607	3,233,386	16,871,190	16,878,654	16,595,909
Last Year	3,462,933	3,777,179	3,197,607	17,727,237	16,871,190	16,878,654
Percent Change	9.1	-15.3	1.1	-4.8	0.0	-1.7



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