

EXPLORE WILSONVILLE 101

For Tourism Promotion Committee Members: Six Ways to Stay in the Know

March 2025

Prepared by JayRay

1. Follow Explore Wilsonville on social media and tag #ExploreWilsonville to be featured:

Facebook: [@ExploreWilsonville](#)

Instagram: [@ExploreWilsonville](#)

Pinterest: [@ExploreWilsonville](#)

2. Get/share inspiration for Wilsonville trip planning:

Online: [ExploreWilsonville.com](#)

Press & Media Room: [Media fact sheet](#) and travel-related [news coverage](#)

Destination Video Series: [“Four Ways to See Wilsonville”](#)

- [Look for Leisure](#)
- [Plan for PNW Adventures](#)
- [Find Affordable Fun](#)
- [Share Photo-Worthy Experiences](#)

Blog: [ExploreWilsonville.com/Blog](#)

Itineraries: [ExploreWilsonville.com/Explore](#)

Events Calendar: [ExploreWilsonville.com/Events](#)

Visitor Brochure: [Access via Dropbox](#)



3. Consult the Explore Wilsonville visual identity guide:

Logos, fonts, colors, tagline, key messages and more: [Access via Dropbox](#)



4. Follow/engage with content partners (“influencers”) we’ve collaborated with:

Content Partner	Handle	Channel	Channel Followers	Year(s)	Content Sample
Houston Vandergriff	@DownsAndTowns	IG	22.9k (IG)	2025	Visiting April 16-18, (in Mt. Hood April 19-21)
Emily Molina	@Emily.MolinaWrites	Travel Writer, IG	1,778 (IG)	2025	Visiting in late April or early May
David and Susan Greenberg	Writes for NW Travel & Life	Travel Writer		2025	Visiting March 7-9
Nia	@EspressoAndMartini	IG	32.1k (IG)	2024	Jan. 10, 2025 post
Emily Corak	Writes for Vancouver Family Magazine, Portland Mom Collective, NW Travel & Life	Travel Writer		2024 & 2023	Vancouver Family Magazine ; Portland Mom Collective
Cassie Hepler	Phoenix-based writer @CassieHepler	Travel Writer, Blog	11.3k (IG)	2024	Blog – Wilsonville
Rachel Jane Lloyd	@RachelJaneLloyd	IG, Blog	22k (IG)	2023	June 6, 2023 post Blog
Kirstie Chan	@KFCLOvesYou	IG	22.9k (IG)	2022	April 14, 2022 post
Rachel Teodoro	@MsRachelTeodoro	IG	26.1k (IG)	2022	July 3, 2022 post June 28, 2022 post June 27, 2022 post June 26, 2022 post
Kara Patajo	@YourNorthWestieBestie	IG	22.5k (IG)	2022	Dec. 12, 2022 post Dec. 14, 2022 post
Suzie Pratt	@SuziPratt	IG, Blog	12.7k (IG), 13.3k YouTube	2021	Vlog
Adam Sawyer	Writes for Oregonian, NW Travel & Life, Travel Oregon...	Travel Writer		2021	NW Travel & Life

“Don’t Go to Portland, Go to Here Instead! Wilsonville, Oregon Travel Vlog”

[Watch content partner vlog story example, from Suzi Pratt](#)

“Charming Getaway from Portland”

[Read content partner blog example, from Rachel Jane Lloyd](#)

5. Learn more about visitors to Wilsonville:

Visitor Personas:

- **Laptops, lattes & trendsetters:** Women ages 20-45; interested in shopping local, farm-to-table dining aesthetic, photo-worthy moments; visiting for a girls' trip or bachelorette outing.
- **Budget-friendly fun:** Families with young children, young adult couples and new grads; interested in family-friendly activities that won't break the bank; resourceful and open to anything, especially if it's outdoors.
- **PNW forever:** The quintessential PNW hipster à la 2012 – now likely an Elder Millennial (40s) residing in Eugene, Portland or Seattle; interested in anything nature-related; passionate about small-town goods, craft beer, the great outdoors, oat milk lattes and plaid.
- **New chapter:** Couples ages 45-60, empty nesters or approaching; interested in leisure: golfing, shopping, trying new restaurants and exploring hobbies; wants to take it slow.

Visitor Demographics:

- Ages 45-64 (34%); 25-44 (29%)
- 1-2 in household (47%); 3-5 in household (44%)
- White (80%)
- Top 10 origination markets (in order):
 1. Eugene
 2. Seattle-Tacoma
 3. Portland
 4. Medford-Klamath Falls
 5. Sacramento
 6. Yakima / Tri-Cities
 7. Los Angeles
 8. Bend
 9. Spokane
 10. San Francisco-Oakland-San Jose

6. Get your Explore Wilsonville swag:

See Zoe for branded bags, water bottles, bottle openers, stickers and more!

