

EXPLORE WILSONVILLE

Q4 REPORT (April-June)
FY 2022-23

August 24, 2023

EXPLORE
WILSONVILLE



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DASHBOARD

ANNUAL RESULTS FY 2022-23

Q4 APRIL-JUNE 2023

METRICS	Q4 FY22-23 RESULTS	FY 22-23 RESULTS	FY 21-22 RESULTS	FY 22-23 GOALS	% CHANGE YOY
Influenced articles (number of articles earned)	1	5	4	5	+25%
New website users	4,310	18,372	8,969	15,000	+105%
Social media reach (Facebook, Instagram, Pinterest)	98,524	253,937	116,775	150,000	+117%
Social media followers (Facebook, Instagram)	2,602	2,602	1,500	3,000	+74%
Total engagements & link clicks (Facebook, Instagram, Pinterest)	1,710	4,904	N/A	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.



Q4 RECAP

- Achieved annual goals: influenced articles, new website users and social media reach
- Made progress on visual identity project
 - Website redesign and marketing collateral refresh
- Summer social media promotions
- Ongoing social media management
- Ongoing website maintenance
- Summer blog and media pitch
- Attended National Travel & Tourism PRSA conference



WEBSITE REPORT

WEBSITE RECAP

- [Summer blog](#)
- Website development based on new visual identity
- Ongoing site hosting and maintenance
- Content and events management
- New users increase by 65%
- Users increase by 65%
- Page view increase by 34%



SUMMER BLOG

Summer Memories Await in Wilsonville, Oregon: Travel Ideas For Couples, Besties and Families

Summer is almost here, and with it comes the promise of adventure, fun and unforgettable memories. If you're looking for the perfect destination to spend your summer vacation or an extended weekend, consider visiting Wilsonville, Oregon. In the heart of it all and just south of Portland, this charming city offers a range of activities and attractions that cater to couples, families and groups of friends. Find the best spots for summer and start planning. Summer memories await in Wilsonville!

For Couples

If you're longing to spend some quality time with your significant other, Wilsonville has plenty of romantic options.

1. Start by taking a stroll through the picturesque [Graham Oaks Nature Park](#), where you can enjoy a scenic hike or a peaceful picnic among the trees.
2. Nothing says couple time like relaxing together. Get a couples massage at [Elements](#) or consider any of the services at [Canby Massage Co-op](#).

[Read More](#)

FEATURED BLOG

Summer Memories Await in
Wilsonville, Oregon:

Travel Ideas For Couples,
Besties and Families



EVENTS

**Sample: not an exhaustive list*

Wooden Shoe Tulip Fest



Juneteenth Celebration



Live Music at Lady Hill Winery - Steve and Margot

LIVE MUSIC @
LADY HILL



Wilsonville Brewfest



Bullwinkles After Dark Summer Kick Off Party



WEBSITE ANALYTICS

- INCREASES ACROSS THE BOARD ON ALL USER MEASUREMENTS. SPRING BLOG APPEARING IN TOP PAGES.

Q4 FY 2022-2023					Q3 FY 2021-2022				Change
Metric	April	May	June	Total	April	May	June	Total	
New Users	1,520	1,219	1,571	4,310 TOTAL	1,151	959	1,006	3,116 TOTAL	38%
Users	1,546	1,252	1,594	4,392 TOTAL	1,225	976	1,025	3,226 TOTAL	36%
Page Views	3,240	2,891	3,133	9,264 TOTAL	2,855	2,350	2,259	7,464 TOTAL	24%



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 Q3 MOST POPULAR PAGES

1. [/cozy-season/](#)
2. [/](#)
3. [/restaurants-wilsonville-oregon/](#)
4. [/pocket-trips/shoppers-delight/winter-wonder-in-wilsonville-best-places-to-shop-and-save-for-the-holidays-and-into-the-new-year/](#)
5. [/events/](#)

FY 22-23 Q4 MOST POPULAR PAGES

1. [/](#)
2. [/restaurants-wilsonville-oregon/](#)
3. [/events/](#)
4. [/pocket-trips/tulip-and-flower-festivals/](#)
5. [/pocket-trips/a-day-on-the-willamette-river-in-wilsonville/](#)



FY 2022-23 TO DATE WEBSITE ANALYTICS

FY 2022-23 (JULY-JUNE)													
Metric	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
New Users	2,709	1,300	1,096	1,123	1,739	1,679	1,700	1,525	1,191	1,520	1,219	1,571	18,372
Users	2,609	1,400	1,109	1,144	1,773	1,703	1,737	1,552	1,214	1,546	1,252	1,594	18,633
Page Views	5,435	3,685	3,486	3,400	3,783	3,729	3,424	2,726	2,564	3,240	2,891	3,133	41,496



SOCIAL MEDIA REPORT

SOCIAL MEDIA RECAP

- Ongoing channel and content management for FB, IG and Pinterest
- Facebook reach increased 203%
- Instagram engagement increased 320%
- Spring and Summer paid FB and IG promotions
- IG and FB growth are steady
- Saw the first YOY view of engagements and link clicks



Explore Wilsonville

Sponsored · 🌐

Find the best summer spots in Wilsonville 20 minutes from Portland, be in the heart Start planning!

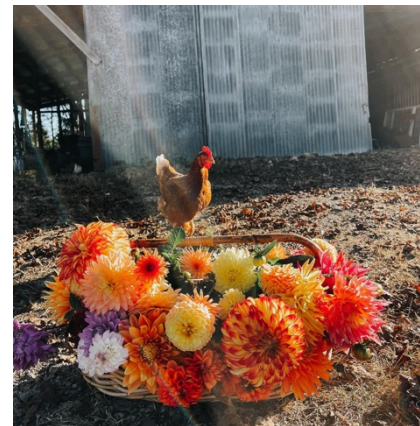


BEST SUMMER SPOTS
IN *Wilsonville*

Summer memories...

[Learn more](#)

Sip t days



*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

Q4 FY 2022-2023					Q4 FY 2021-2022				CHANGE
Metric	April	May	June	Total	April	May	June	Total	
Engagement* (%)	3.16%	1.79%	1.97%	2.30% AVG	3.54%	7.90%	3.55%	5% AVG	-54%
Post Total Reach**	42,062	24,044	19,199	85,305 TOTAL	8,803	12,808	6,512	28,123 TOTAL	+203%
Total Engagements ***	297	82	38	417 TOTAL	17	125	39	181 TOTAL	+130%
Link Clicks****	323	41	33	397 TOTAL	30	92	44	166 TOTAL	+139%

TOP CONTENT: APRIL 3, 2023

270 Reactions, Comments and Shares	287 Link Clicks	11,159 Reached
--	---------------------------	--------------------------



- TOTAL REACH IS UP 203% FROM LAST YEAR
- HOWEVER, FB ENGAGEMENT IS DOWN DUE TO THE INVERSE RELATIONSHIP BETWEEN REACH AND ENGAGEMENT
- 130% INCREASE IN ENGAGEMENTS AND 139% INCREASE IN 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

Q4 FY 2022-2023					Q4 FY 2021-2022				CHANGE
Metric	Jan	Feb	Mar	Total	April	May	June	Total	
Engagement* (%)	7.77%	7.91%	8.04%	7.9% AVG	1.96%	1.97%	1.7%	1.88% AVG	+320%
Average number of likes	16.7	16.4	20.31	17.8 AVG	22.62	13.92	11.7	16.08 AVG	+10.7%
Post Total Reach**	3,210	3,844	4,620	11,674 TOTAL	7,054	3,941	2,086	13,081 TOTAL	-10.75%
Total Engagements ***	204	257	312	773 TOTAL	358	191	209	758 TOTAL	+1.9%
Link Clicks****	16	2	6	24 TOTAL	14	9	17	40 TOTAL	-40%

Q4 FY 2022-23	Q4 FY 2021-22	CHANGE
FOLLOWERS	FOLLOWERS	
1,006	820	+22.6%

- FOLLOWERS INCREASED BY 22.6% FOR THIS QUARTER COMPARED TO FY 2021-2022
- TOTAL ENGAGEMENTS INCREASED 1.9%
- ENGAGEMENT IS UP 320%
- HOWEVER REACH IS DOWN 10.75% DUE TO THE INVERSE RELATIONSHIPS BETWEEN REACH AND ENGAGEMENT



PAID SOCIAL MEDIA: CAROUSEL AD

The image displays three examples of carousel ads for 'Explore Wilsonville'. Each ad follows a consistent layout: a header with the brand name and 'Sponsored' status, a main text block, a series of image cards, and a final summary card. The cards feature various springtime activities and scenic views of Wilsonville, Oregon.

Ad 1: Explore Wilsonville
Sponsored · 🌐 ... ✕
Find springtime fun in Wilsonville, OR – the best place to take in bucket-list blooms. Plan your spring getaway, today!

- Card 1:** A woman in a plaid shirt and jeans crouching next to a brown donkey in a field of pink tulips. Text: **SPRINGTIME FUN IN WILSONVILLE**
- Card 2:** A green John Deere tractor in a field of pink tulips. Text: **BUCKET-LIST BLOOMS**
- Card 3:** Hands holding a dumpling over a plate of dumplings. Text: **FARM-TO-FORK DINING**
- Card 4:** A close-up of a hand holding a small white object. Text: **PLAN YOUR SPRING GETAWAY**
- Card 5:** A circular graphic with the text **EXPLORE OREGON THE WILSONVILLE WAY**

Call to Action: Visit a working farm | Learn more | Take in color

Ad 2: Explore Wilsonville
Sponsored · 🌐 ... ✕
Find springtime fun in Wilsonville, OR – the best place to take in bucket-list blooms. Plan your spring getaway, today!

Call to Action: Take in vibrant color | Learn more | Sample local bites

Ad 3: Explore Wilsonville
Sponsored · 🌐 ... ✕
Find springtime fun in Wilsonville, OR – the best place to take in bucket-list blooms. Plan your spring getaway, today!

Call to Action: Plan your spring | Learn more



PAID SOCIAL MEDIA (MARKETING)



Explore Wilsonville

Sponsored · 🌐

Find springtime fun in Wilsonville, OR – the best bucket-list blooms. Plan your spring getaway, to



Visit a working farm

Learn more

Dates: March 9 – May 31

Channel: Facebook and Instagram

Objective: Traffic

Audience: Adults in United States: Sacramento (+25 mi) California; Boise (+35 mi) Idaho; Las Vegas (+25 mi) Nevada; Bend (+25 mi), Grants Pass (+25 mi) Oregon; Seattle (+50 mi), Tacoma (+25 mi) Washington

Interests: Outdoors, Outdoor recreation, Gardening, Wine, Festival, Food & Wine, Farm-to-table, Hot air balloon, Shopping, Outlet store, Oregon, Cycling, Tourism, Farm or Garden festival

RESULTS

- SPEND: \$250
- REACH: 31,984
- IMPRESSIONS: 72,130
- **LANDING PAGE VIEWS: 722**



PAID SOCIAL MEDIA: CAROUSEL AD

EXPLORE **Explore Wilsonville**
Sponsored · 🌐

Find the best summer spots in Wilsonville, OR. Just 20 minutes from Portland, be in the heart of it all. Start planning!



Summer memories...

[Learn more](#)

EXPLORE **Explore Wilsonville**
Sponsored · 🌐

Find the best summer spots in Wilsonville, OR. Just 20 minutes from Portland, be in the heart of it all. Start planning!



Sip to days

Sip to summer days

[Learn more](#)

EXPLORE **Explore Wilsonville**
Sponsored · 🌐

Find the best summer spots in Wilsonville, OR. Just 20 minutes from Portland, be in the heart of it all. Start planning!

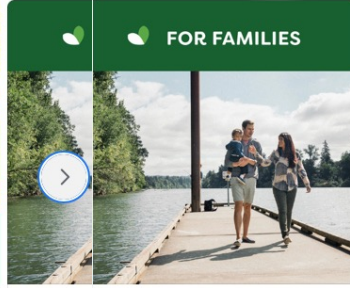


Enjoy every moment

[Learn more](#)

EXPLORE **Explore Wilsonville**
Sponsored · 🌐

Find the best summer spots in Wilsonville, OR. Just 20 minutes from Portland, be in the heart of it all. Start planning!



Do more for less

[Learn more](#)

EXPLORE **Explore Wilsonville**
Sponsored · 🌐

Find the best summer spots in Wilsonville, OR. Just 20 minutes from Portland, be in the heart of it all. Start planning!



Plan your summer

Plan your summer


[Learn more](#)



PAID SOCIAL MEDIA (MARKETING)

PROGRESS UPDATE (as of June 30)

- AMOUNT SPENT: \$80.76
- REACH: 11,011
- IMPRESSIONS: 17,509
- **LANDING PAGE VIEWS: 120**

 **Explore Wilsonville**
Sponsored · 🌐

Find the best summer spots in Wilsonville
20 minutes from Portland, be in the heart
Start planning!



BEST SUMMER SPOTS
IN *Wilsonville*

Summer
memories...

[Learn more](#)

Sip t
days

Dates: June 1 – August 31

Channel: Facebook and Instagram

Objective: Traffic to summer blog

Audience: Adults in United States: Sacramento (+25 mi) California; Boise (+35 mi) Idaho; Las Vegas (+25 mi) Nevada; Bend (+25 mi), Grants Pass (+25 mi) Oregon; Seattle (+50 mi), Tacoma (+25 mi) Washington

Interests: Tourism, Frequent Travel, Outdoors, Outdoor recreation, Gardening, Wine, Tulip Festival, Food & Wine, Flowers, Flower Festivals, Farm-to-table, Hot air balloon, Shopping, Outlet store (retail), Oregon, Cycling, Farm or Garden festival



*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

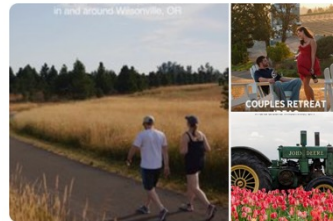
Q3 FY 2022-2023					Q4 FY 2021-2022				CHANGE
Metric	Jan	Feb	Mar	Total	April	May	June	Total	
Engagement* (%)	4.15%	2.31%	2.54%	3% AVG	2.31%	1.78%	1.63%	1.91% AVG	+37%
Post Total Reach**	350	368	523	1,241 TOTAL	1,342	1,294	857	3,493 TOTAL	-63%
Total Engagements***	25	11	19	55 TOTAL	Benchmark	Benchmark	Benchmark	Benchmark	Benchmark
Link Clicks****	3	1	11	15 TOTAL	Benchmark	Benchmark	Benchmark	Benchmark	Benchmark

FY 22-23 Q3 TOP BOARD

987
Impressions

15
Saves

32
Link Clicks



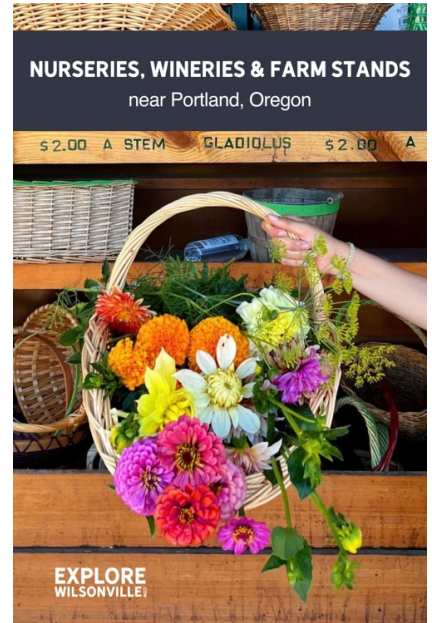
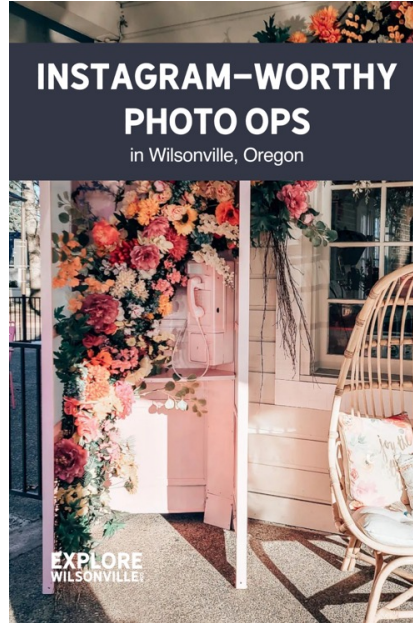
Explore Wilsonville, ...
302 Pins

987
Impressions

- AVERAGE ENGAGEMENT IS UP 37% FROM LAST YEAR
- HOWEVER, REACH IS DOWN DUE TO THE INVERSE RELATIONSHIP BETWEEN REACH AND ENGAGEMENT
- CONTINUED BENCHMARKING ENGAGEMENTS AND CLICKS



PINTEREST POSTS



**Pin sample: not an exhaustive list*

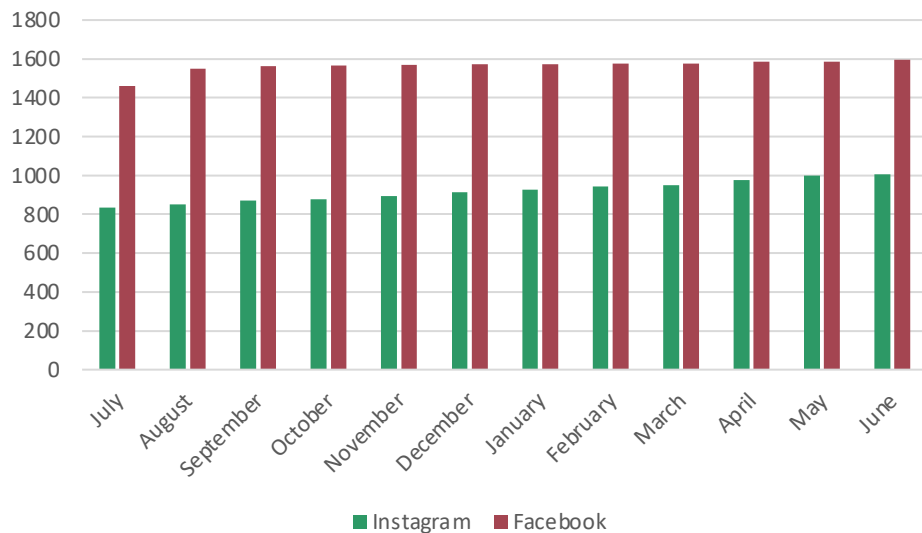


FY 2022-2023 SOCIAL MEDIA ENGAGEMENT

FACEBOOK	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTAL
Engagement (%)	4.04%	3.99%	10.92%	3.46%	2.17%	1.21%	2.86%	2.39%	2.84%	3.16%	1.79%	1.97%	3.4% AVG
Post Total Reach	8,012	6,712	1,419	14,729	16,166	16,088	17,098	19,274	17,529	42,062	24,044	19,199	202,332 TOTAL
Total Engagements & Link Clicks	167	56	91	33	22	13	94	166	175	620	123	71	1,631 TOTAL
INSTAGRAM	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTAL
Engagement (%)	1.60%	1.60%	1.54%	1.46%	1.93%	1.75%	1.59%	1.71%	1.76%	7.77%	7.91%	8.04%	3.22% AVG
Average number of likes	11.71	12.3	10.67	11.3	15.5	14.2	12.5	14.3	14.8	16.7	16.4	20.31	14.34 AVG
Post Total Reach	2,960	2,908	2,822	3,453	4,149	4,832	4,123	4,087	3,563	3,210	3,844	4,620	44,571 TOTAL
Total Engagements & Link Clicks	227	231	173	176	225	211	217	213	254	220	259	318	2,724 TOTAL
PINTEREST	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTAL
Engagement (%)	4.12%	2.45%	3.39%	2.65%	1.20%	1.98%	4.15%	2.31%	2.54%	3.08%	2.57%	3.73%	2.85% AVG
Post Total Reach	1,141	941	531	414	923	326	350	368	523	543	537	465	7,062 TOTAL
Total Engagements & Link Clicks	79	39	32	14	16	11	28	12	30	36	27	36	360 TOTAL



SOCIAL MEDIA FOLLOWERS



TOTAL FOLLOWERS: 2,602

INSTAGRAM AND FACEBOOK
GROWTH ARE BOTH STEADY

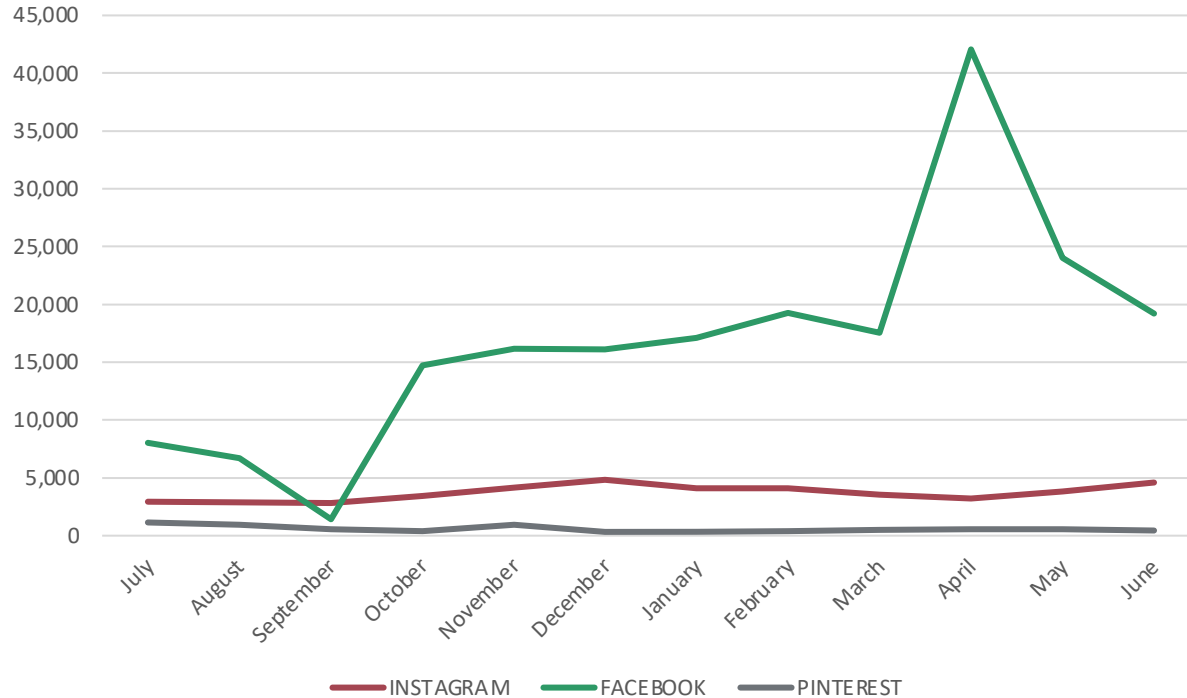
APRIL - JUNE 2022
2,602 FOLLOWERS

19% INCREASE YOY

**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: 98,524

LARGE INCREASE IN FACEBOOK REACH DUE TO PAID ADS. CONSISTENT REACH ON PINTEREST AND INSTAGRAM SINCE LAST QUARTER.

JAN-MARCH 2023
(LAST QUARTER):
Total Reach: 66,915

47% INCREASE



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 35, with the largest segment 45-54, consistent with last quarter's measurements but with the 45-54 age group surpassing the 65+ group.

GENDER

Approximately 73.7% of Explore Wilsonville's Facebook content reached women, and 26.3% reached men. This is in line with last quarter's measurements.

COUNTRY

A majority are from the United States (97.1%), followed by Canada (1.5%)

CITIES

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

1. Wilsonville, OR (9.1%)
2. Portland, OR (7.5%)
3. Salem, OR (4.4%)
4. Eugene, OR (2.9%)
5. Vancouver, WA (2.7%)



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 76.4% of Explore Wilsonville's Instagram followers identify as women. 23.6% identify as men.

COUNTRY

A majority (92%) are from the United States, followed by India (.81%) and Canada (.4%).

CITIES

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

1. Wilsonville, OR (28.1%)
2. Portland, OR (7.7%)
3. Canby, OR (6.2%)
4. Sherwood, OR (4%)
5. Oregon City, OR (3.6%)



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 25-44, with ages 25-34 leading at 34.1% followed by ages 35-44 at 21.4%.

GENDER

Approximately 76.8% of Explore Wilsonville's Pinterest audience identify as women. 9.9% identify men and approximately 13.2% are unspecified & custom.

CITIES







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

1. Portland, OR (9.8%)
2. Los Angeles, CA (4.4%)
3. San Francisco-Oak-San Jose (4.4%) *increased*
4. Seattle-Tacoma, WA (3.5%)
5. Washington, DC (Hagrstwn) (3.3%) *newly added*

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 ↓
art	1.08x	i	97.3% 
home decor	1.17x		94.7% 
entertainment	1.13x		94.5% 
event planning	1.47x		93.1% 
health	1.36x		91.9% 
food and drinks	1.63x		90.7% 



PR REPORT

PR RECAP

- Summer pitch distributed in May to 210 direct contacts + 62 outlets
- 44 articles from April to June
- Influencer Rachel Jane Lloyd visited
- 7 articles added to online [media room](#)
- Attended Public Relations Society of America Travel & Tourism conference in Madison, WI



Featured Blog



SUMMER MEMORIES AWAIT IN WILSONVILLE, OREGON: TRAVEL IDEA...



MAY 17 | EAT & DRINK | FAMILY TIME | FARMLANDIA FUN | HISTORY & HERITAGE | OUTSIDE FUN | POCKET...

Summer is almost here, and with it comes the promise of adventure, fun and unforgettable memories. If you're looking for the perfect destination to spend your summe...

READ MORE

ALL BLOGS >

SUMMER MEMORIES AWAIT IN WILSONVILLE, OREGON: TRAVEL IDEAS FOR COUPLES, BESTIES AND FAMILIES

SUMMER is almost here, and with it comes the promise of adventure, fun and unforgettable memories. If you're looking for the perfect destination to spend your summer vacation or an extended weekend, consider visiting Wilsonville, Oregon. In the heart of it all and just south of Portland, this charming city offers a range of activities and attractions that cater to couples, families and groups of friends. Find the best spots for summer and start planning. Summer memories await in Wilsonville!



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	14	2,550,354	-
November	13	4,694,322	1
December	13	4,493,820	-
January	8	7,504,388	1
February	11	798,174	-
March	11	20,818,105	1
April	17	5,201,407	1
May	13	916,706	-
June	14	11,671,630	-
TOTAL	115	78,192,535	5

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.



PR COVERAGE

IN THE NEWS

The latest stories about Wilsonville.

2023

[SIP THROUGH THE SUMMER AT VANGUARD POP-UP PUBS - JUNE 23, 2023 >](#)

[EXPLORING WILSONVILLE, OREGON: CHARMING GETAWAY FROM PORTLAND - JUNE 14, 2023 >](#)

[EXPERIENCE A DEN OF DELICIOUSNESS AT BLACK BEAR DINER - MAY 25, 2023 >](#)

[A COLORFUL FLOWER FARM, SWAN ISLAND DAHLIAS IN OREGON IS LIKE SOMETHING FROM A DREAM - APRIL 26, 2023 >](#)

[THINGS TO DO: FOREST BATHING - APRIL 20, 2023 >](#)

[THE NEARBY TOURIST: THE WHIMSY OF WILSONVILLE - APRIL 17, 2023 >](#)

[EXPLORE 40 ACRES OF VIBRANT BLOOMS AT THE WOODEN SHOE TULIP FESTIVAL IN OREGON - APRIL 7, 2023 >](#)

[SEE UPDATED MEDIA ROOM](#)



STATES CITIES

A Neighborhood Gathering Place Every Day Any Seat

VISIT SITE

Posted in [Oregon](#) | [Festivals](#) April 02, 2023 by [Catherine Armstrong](#) updated on [April 07, 2023](#)

Explore 40 Acres Of Vibrant Blooms At The Wooden Shoe Tulip Festival In Oregon

Spring has sprung all over the Beaver State, and we love everything about it. Our favorite spring festival is coming up soon, and we're already getting our cameras ready to capture the 40 acres of vibrant, beautiful tulips at the Wooden Shoe Tulip Festival. Check it out:

The fields at Wooden Shoe Tulip Farm are filling with brilliant blooms right now, and its annual festival will soon get underway.



PORTLAND MOM COLLECTIVE



In + Around PDX | Travel + Adventure

The Nearby Tourist: The Whimsy of Wilsonville

By [Emily](#) - April 17, 2023



Facebook



Twitter



Pinterest



Reddit



In the quest to visit nearby towns with fresh eyes and a disruption to my everyday routine, I hit up Wilsonville. I stopped by once on my own, and then again with my whole family. We had more than enough to fill an entire day of discovery and exploration, and we will undoubtedly be back!



SUMMER CONTENT PARTNER: RACHEL JANE LLOYD



Explore Wilsonville contracted Rachel Jane Lloyd as a content partner to visit Wilsonville under a content partner agreement that allowed her to follow a pre-determined itinerary in exchange for an authentic review of the different points of interest in and around Wilsonville. Rachel is a travel blogger who focuses on food and travel in the Pacific Northwest.

OVERVIEW:

- 2-day itinerary: June 2-4
- Focus on food and outdoors

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 content partner's followers.



ITINERARY



CONTENT PARTNER ITINERARY

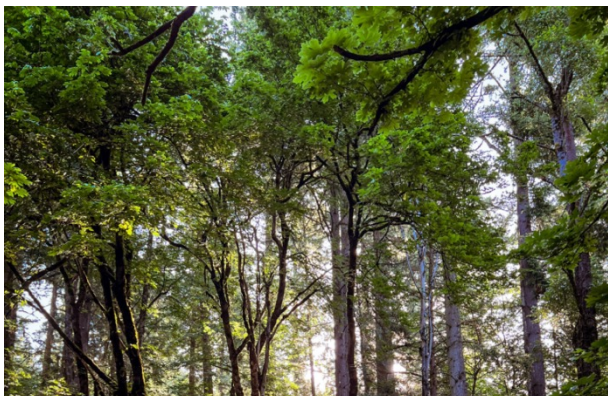
www.racheljanemacauley.com

EXPLORE
WILSONVILLE

FRIDAY, JUNE 2, 2023		TIME	NOTES	COST
Afternoon	Hilton Garden Inn	4 p.m.	Confirm arrival and stipend via phone	Complimentary
Evening	Parkway Bar and Grille	6 p.m.	Dine-in dinner for two at Hotel	Complimentary
Optional ideas	Bullwinkle's	Misc.	Indoor games and drinks	Stipend
	McMenamins		Kid-friendly, drinks and desserts	Stipend
	Oswego Grill		Happy Hour 3 – 6 p.m. 9 p.m. – close	Stipend
	Breweries		Vanguard Brewery Ordinance Brewery	Stipend
Overnight	Hilton Garden Inn		Room for 2	Complimentary
SATURDAY, JUNE 3		TIME	NOTES	COST
Afternoon	Fir Point Farms	10 a.m.	Cinnamon rolls and Country Market	Stipend
Morning	Town Center Park	11 a.m.	Oregon Korean War Memorial, historic site	Free
Afternoon	Abella Italian Kitchen	Noon	Reservation under Rachel	Complimentary
Afternoon	Graham Oaks Nature Park	2 p.m.	Audio tour or walk	Free
Evening			FREE TIME	
SUNDAY, JUNE 4		TIME	NOTES	COST
Morning	Memorial Park	5 a.m.	Sunrise walk	Free
Afternoon	Hilton Garden Inn	11 a.m.	Check-out before noon	Complimentary
Afternoon	Lux Sucre	Noon	Lunch	Complimentary



CONTENT SAMPLE: BLOG



OREGON, PORTLAND · JUNE 14, 2023

Exploring Wilsonville, Oregon: Charming Getaway From Portland

Nestled just a short distance south of Portland, Oregon, lies the quaint and picturesque town of Wilsonville. Offering a serene escape from the bustling city, Wilsonville boasts delightful attractions, scrumptious dining options, and comfortable accommodations. Join me as I explore this hidden gem and discover the best places to stay, dine, and soak up the local charm.

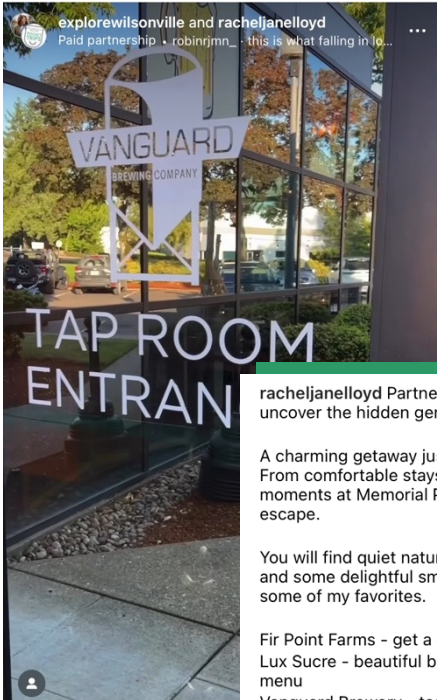


Wilsonville, Oregon, is a destination that offers a harmonious blend of natural beauty, delectable dining, and comfortable accommodations. From the tranquil Memorial Park to the flavorful experiences at Vanguard Brewery and Lux Sucre, every moment spent in Wilsonville is sure to leave a lasting impression.

Read full blog [here](#)



CONTENT SAMPLE: INSTAGRAM



racheljanelloyd Partnered with @ExploreWilsonville to uncover the hidden gems of Wilsonville, Oregon.

A charming getaway just a stone's throw from Portland. From comfortable stays at the Hilton Garden Inn to serene moments at Memorial Park, this little city offers a peaceful escape.

You will find quiet nature escapes, delicious food options, and some delightful small businesses to try. Here were some of my favorites.

- Fir Point Farms - get a cinnamon roll!
- Lux Sucre - beautiful bakery with full coffee bar and lunch menu
- Vanguard Brewery - tasty pints and a fun outdoor patio



racheljanelloyd still thinking about that cinnamon roll from Fir Point farms!

sharing a couple more snaps from my trip with @explorewilsonville in case you need any ideas for the weekend. 😊

TGIF y'all!

Watch reel [here](#)



MARKETING REPORT

MARKETING RECAP

- Updated trip itineraries
- Developed visual identity guide
- Planned visual identity refresh launch for marketing collateral, social media channels, website and press announcement
- Managed geolocation data subscription
- Drafted marketing plan and budget for FY 23-24
- Considered grant opportunities and partnerships



[View full visual identity guide](#)



TEASER BROCHURE



SMALL TOWN FEELS, BIG CITY AMENITIES

Just a stone's throw away from Portland, Wilsonville offers big city living with the tranquility and charm of a small town in Oregon's Willamette Valley. You're close enough to the action but far enough to sleep soundly. Sleep just? A night in Wilsonville is a winner. With a wide range of budget-friendly lodging options - from modern hotels to cozy bed and breakfasts - travelers will find an authentic and affordable place to stay without sacrificing charm. Free parking throughout the city is a welcome bonus. Whether you're traveling with family, cottages or on your own for solo adventure, there's always a place for you in Wilsonville. Find a yurt, book a suite, bring the camper or stay within walking distance of your corporate conference.

MAKE LODGING PLANS:
ExploreWilsonville.com/Stay

explore WILSONVILLE OREGON




In the heart of it all

CONNECT WITH US

[ExploreWilsonville](https://www.instagram.com/ExploreWilsonville)

[ExploreWilsonville](https://www.facebook.com/ExploreWilsonville)

EXPLORE WILSONVILLE IN THE HEART OF IT ALL



TRIP IDEAS + LODGING + MAP




STAY AND PLAY THE WILSONVILLE WAY

Located in the northwest corner of Oregon, Wilsonville is the perfect place for families, adventure seekers and everyone in-between. Wilsonville offers a welcome respite and a peaceful escape from a fast-paced world (without being too far away from the action). A thriving beer and wine scene, a packed events calendar and a culture of art only adds to Wilsonville's natural beauty. Whether your next getaway calls for fresh air, family fun or simply a moment to relax and recharge, look no further. Discover the difference of being in the heart of it all.

ITINERARIES FOR ALL

WINE TASTING
 Discover, indulge, tour and taste.

FORESTS, FIELDS AND WETLANDS
 Find fresh air - adventure is calling.

FARMLANDIA FARM LOOP
 Experience the meaning of "grown in Oregon."

TAX-FREE SHOPPING
 Save money and shop your favorites, tax-free.

PIONEER HERITAGE AND HISTORY
 Discover the path of pioneers and Ice Age history.

FOODIE FAVORITES
 Fine wine, elevated eats and memories made.

SCENIC BIKEWAYS
 Explore Oregon on two wheels.

TASTY TAPS
 Taste every tap, sipper every drop.

TRIPS TO COVET ON A BUDGET
 10 adventurous activities under \$10.

FAMILY FUN FOR EVERYONE
 Kid-approved outings they'll never forget.

GET TRIP ITINERARIES CURATED JUST FOR YOU

SEARCH ITINERARIES BY SEASON OR ACTIVITY:
ExploreWilsonville.com/Itineraries



CLOSER THAN YOU THINK

Find yourself between urban and rural - while you get lost in the moment. Just a hop, skip and a jump.

- 1 CANADA
5 1/2 hours north
- 2 WASHINGTON
35 min north
- 3 CALIFORNIA
5 1/2 hours south

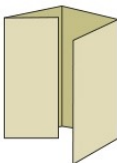
18 farm stops

More than 700 wineries

8 nearby shopping centers

More than 40 local restaurants & breweries

FIND A VARIETY OF LOCAL RESTAURANTS & BREWERIES:
ExploreWilsonville.com/Eat



VISUAL IDENTITY WEBSITE SAMPLE



GEOLOCATION REPORT

JayRay - Q4: April - June 2023 Geolocation

Filters: In-State Out-of-State Distance: 50 mi - 2,725 mi Main Dates: 4/1/23 - 6/30/23

Data

Compare Dates: 4/1/22 - 6/30/22 Clusters: All included POIs: All included

Overview : 4/1/23 - 6/30/23



Total Trips

766,610 Trips

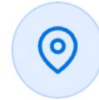
↑ **15.0%** vs. 4/1/22 - 6/30/22



Visitor Days

1,196,873 Days

↓ **-2.7%** vs. 4/1/22 - 6/30/22



Average Length of Stay

1.6 Days

↓ **-11.1%** vs. 4/1/22 - 6/30/22



Unique Visitors

582,468 Visitors

↑ **27.8%** vs. 4/1/22 - 6/30/22

Total Trips increased by 15 % from the same quarter of the previous year, but the Average Length of Stay is down 11.1 % from the same quarter of the previous year, so we see total Visitor Days down 2.7 %.

While the Monthly Volume of Visitor Days for Q4 of 2023 is down compared to Q4 of 2022 , we observe April having an increase of 69k Visitor Days compared to 2022 .

2023 Q4 Visitor Days had nearly the same amount as 2021 Q4 Visitor Days. Q4 of 2021 had ~1,203,000 total Visitor Days, Q4 of 2022 had ~1,292,000 total Visitor Days, and Q4 of 2023 had ~1,197,000 Visitor Days.

The Top Demographic share by age increased by 8.5% for the 65+ age demographic compared to Q4 of 2022 .

The Top Demographic share by income increased by 6% for the \$0-\$50k income demographic compared to Q4 of 2022 .

JayRay - Q4: April - June 2023 Geolocation Data

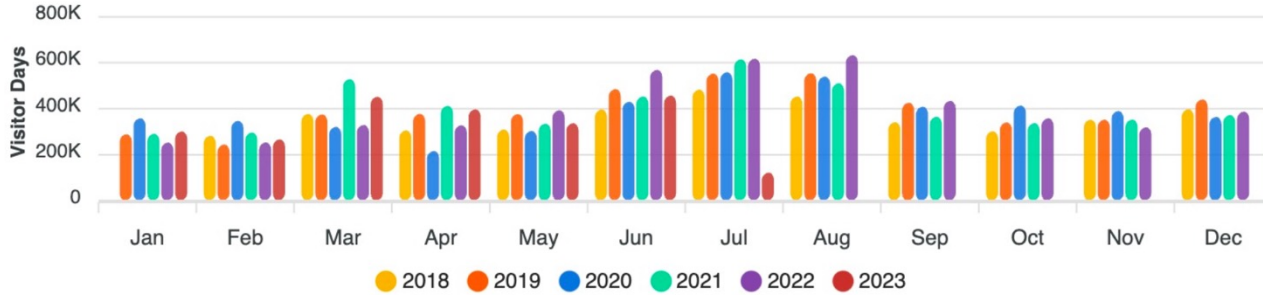
Filters: In-State Out-of-State Distance: 50 mi - 2,725 mi Dates: 2/1/2018 - 7/8/2023

Data

Clusters: All included POIs: All included

Monthly Volume by Visitor Days

All Main Dates vs Compare Dates



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	0	282.7K	377.9K	306.1K	310.2K	397.2K	483.7K	453.8K	342.1K	302.6K	353.0K	398.1K
2019	289.5K	244.9K	375.7K	378.2K	377.0K	486.0K	553.2K	554.6K	426.4K	341.2K	353.2K	441.0K
2020	358.7K	347.3K	321.3K	216.5K	303.8K	430.8K	559.1K	540.3K	409.0K	414.2K	390.4K	365.0K
2021	291.7K	297.0K	528.8K	413.0K	335.6K	454.0K	615.1K	511.3K	365.9K	338.0K	353.2K	373.0K
2022	253.3K	254.0K	329.7K	328.5K	393.8K	569.4K	617.8K	633.2K	434.2K	358.6K	319.5K	387.8K
2023	301.7K	267.1K	452.6K	397.6K	337.7K	457.7K	122.5K	0	0	0	0	0

Visitor Days by Length of Stay



- Day Trip 62.1%
- 2 Days 10.7%
- 3 Days 7%
- 4 Days 5.5%
- 5 Days 4.4%
- 6+ Days 10.4%

JayRay - Q4: April - June 2023 Geolocation

Filters:

In-State

Out-of-State

Distance: 50 mi - 2,725 mi

Main Dates: 4/1/23 - 6/30/23

Data

Compare Dates: 4/1/22 - 6/30/22

Clusters: All included

POIs: All included

Top Markets

DMA	% of Trip Share 4/1/2023 - 6/30/2023	Change of Trip Share vs 4/1/2022 - 6/30/2022	Total Visit % Change vs 4/1/2022 - 6/30/2022
Eugene	16.54 %	- 4.9	↓ 4.2%
Seattle-Tacoma	16.25 %	- 3.4	↑ 2.7%
Portland- OR	11 %	- 5.0	↓ 14.4%
Los Angeles	4.38%	+ 0.6	↑ 43.9%
Medford-Klamath Fa	3.88%	- 1.1	↓ 3.4%
Sacramnto-Stkton-N	3.46%	+ 0.1	↑ 27.4%
Yakima-Pasco-RchlIn	3.38%	- 1.0	↓ 3.3%
Bend- OR	3.04%	- 1.0	↓ 5.6%

DMA	% of Trip Share 4/1/2023 - 6/30/2023	Change of Trip Share vs 4/1/2022 - 6/30/2022	Total Visit % Change vs 4/1/2022 - 6/30/2022
Phoenix -Prescott	2.67 %	+ 1.0	↑ 94.1 %
Spokane	2.5%	- 0.1	↑ 17.9 %
San Francisco-Oak-S	2.15 %	- 0.1	↑ 20.8%
Boise	1.51 %	0.0	↑ 21.5 %
Salt Lake City	1.4%	+ 0.4	↑ 80.5%
Denver	1.08%	+ 0.4	↑ 96.7%
Dallas-Ft. Worth	1.06%	+ 0.3	↑ 83.9%
Las Vegas	0.96%	+ 0.4	↑ 99.6%

Top Clusters

Cluster	% of Trip 4/1/2023 - 6/30/2023	% Change vs 4/1/2022 - 6/30/2022
Attractions	61.23 %	↓ 16.9 %
Wilsonville OR	54.36%	↑ 7.0 %
Outdoor Rec	8.23%	↑ 1.8 %
Hotels	7.94 %	↓ 0.2 %
Liquid Tourism	1.2 %	↑ 0.2 %
Business Travel	1.16 %	↑ 0.4 %

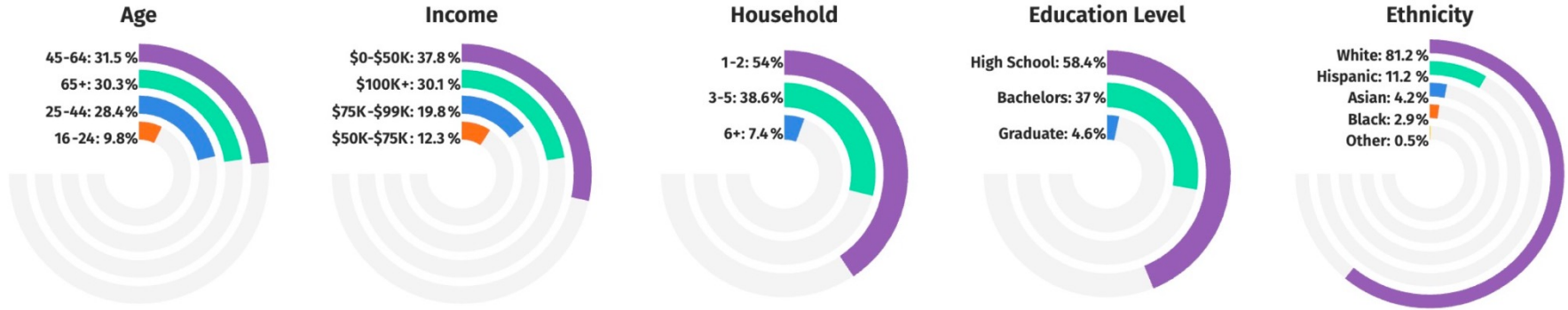
JayRay - Q4: April - June 2023 Geolocation

Data

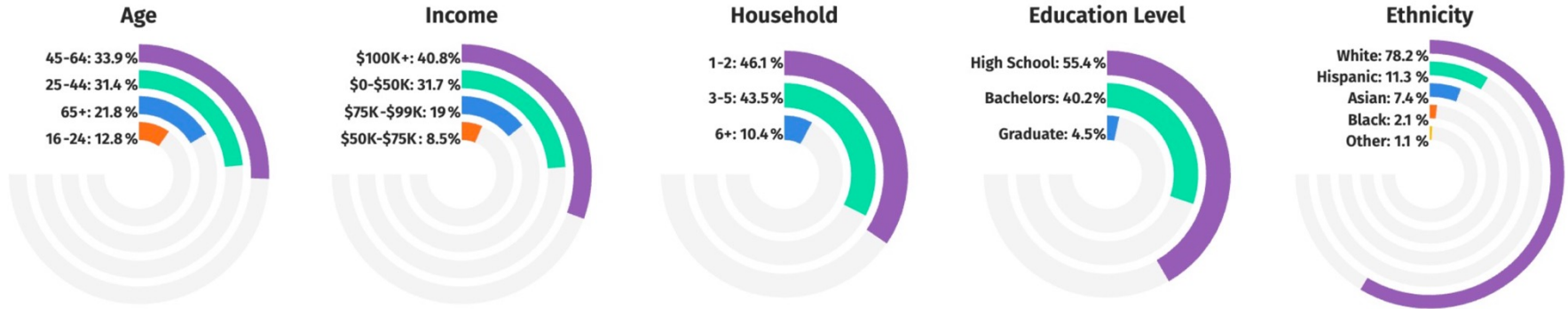
Filters: In-State Out-of-State Distance: 50 mi - 2,725 mi Main Dates: 4/1/23 - 6/30/23

Compare Dates: 4/1/22 - 6/30/22 Clusters: All included POIs: All included

Top Demographics for 4/1/2023 - 6/30/2023



Top Demographics for 4/1/2022 - 6/30/2022



STR REPORT

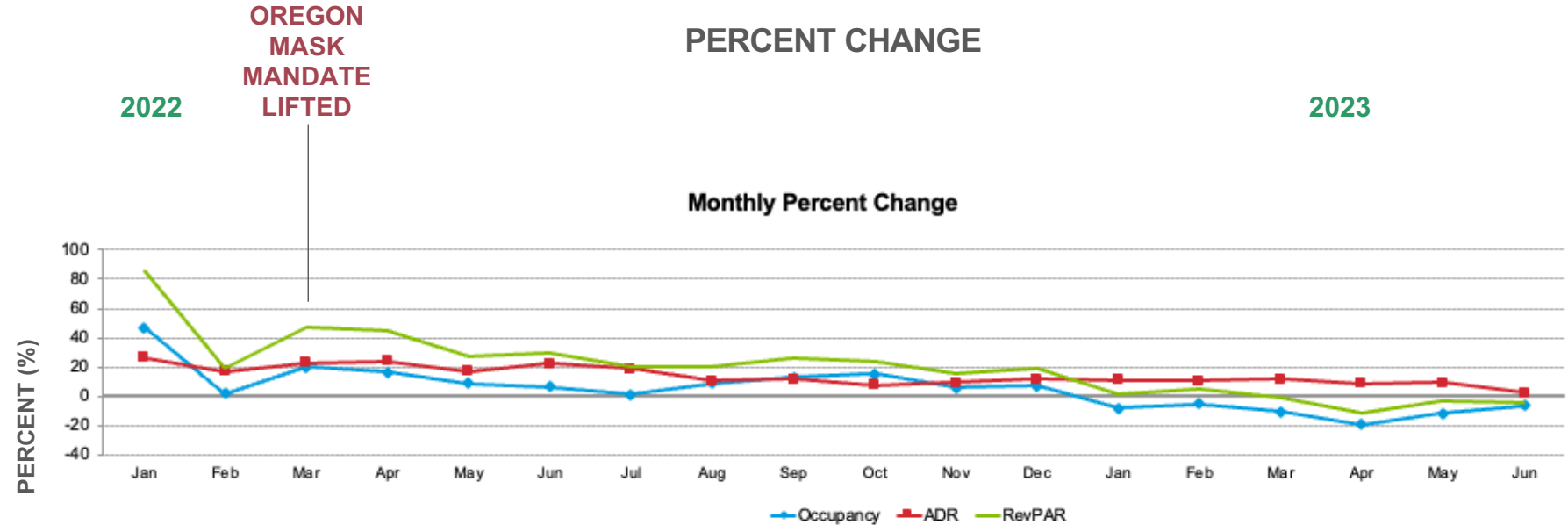
STR REPORT GLOSSARY

- **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.



Source: <https://str.com/data-insights/resources/glossary/>

STR REPORT – WILSONVILLE



STR REPORT – WILSONVILLE

Q4 FY 2022-2023					Q4 FY 2021-2022				YOY QUARTERLY CHANGE
Metric	April	May	June	Summary	April	May	June	Summary	
Occupancy %	59.1%	61.6%	74.6%	65.1% AVG	74%	71.20%	81.10%	75.43% AVG	-13.69% AVG
RevPar	\$66.16	\$70.79	\$98.77	\$78.57 AVG	\$75.27	\$73.77	\$103.64	\$84.23 AVG	-6.72% AVG
Demand	10,909	11,736	13,761	36,406 TOTAL	13,645	13,577	14,965	42,187 TOTAL	-13.7% TOTAL
Revenue	\$1,220,615	\$1,349,665	\$1,822,355	\$4,392,635 TOTAL	\$1,388,709	\$1,406,472	\$1,912,140	\$4,707,321 TOTAL	-6.69% TOTAL

FY 22-23	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Occupancy %	78.9%	80.2%	77.7%	72.8%	63.0%	59.1%	55.3%	61.9%	63.0%	59.1%	61.6%	74.6%
RevPAR	\$109.75	\$103.21	\$93.51	\$78.56	\$65.65	\$58.92	\$56.01	\$63.91	\$67.90	\$66.16	\$70.79	\$98.77
Demand	15,035	15,294	14,342	13,879	11,629	11,272	10,539	10,654	12,011	10,909	11,736	13,761
Revenue	\$2,092,395	\$1,967,775	\$1,725,258	\$1,497,726	\$1,211,301	\$1,123,266	\$1,067,770	\$1,100,579	\$1,294,584	\$1,220,615	\$1,349,665	\$1,822,355



Total Properties: 7



Total Rooms: 615



QUARTERLY MEASUREMENTS OF REVPAR, AND REVENUE BOTH INCREASED

 STR reports are delivered around the 19th of each month to JayRay.


JAYRAY A PLACE TO THINK


Branding | Advertising | Strategic Communications

THANK YOU!




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