

# Travel Oregon

*with*



TRAVEL  
OREGON

A scenic landscape photograph of a mountain trail. In the foreground, three hikers with large red backpacks are seen from behind, walking through tall grass and shrubs. The middle ground is filled with dense green vegetation. In the background, rugged mountains rise under a clear blue sky. The text "BEFORE WE GET GOING, LET'S REGROUND" is overlaid in large white letters.

# BEFORE WE GET GOING, LET'S REGROUND

**WHAT WE  
ARE DOING  
AND  
HOW ARE WE GOING  
TO DO IT**



# Guiding travelers through our **Northwest Wonderland**



**Through this work we are  
embracing our brand role as  
“guide” like never before.**

**But to fully assume this role  
and achieve our goal of  
being truly welcoming to all...**

A large flock of birds, possibly geese or swans, is captured in flight across a clear blue sky. Below them, a vast, flat, golden-brown field stretches towards the horizon. In the background, rolling hills and mountains are visible, some with sparse vegetation and others with small clusters of trees. The overall scene conveys a sense of natural beauty and movement.

**Travel Oregon needs a  
welcoming face of its own.**

# ENTER OUR SIDEKICKS!





# The Sidekick characters will bring Travel Oregon to life adding memorability, resonance, and interest to our new campaign.



Ad campaigns that use mascots are 37% better positioned for greater mind share than those that don't.



Ad campaigns that include "Memorable Characters" are 50% more likely to resonate with consumers.



Brand Mascots can increase ad viewability in a digital context and extend dwell time by as much as 50%.

Our Sidekicks will serve as the face of the brand and the creative mechanic that we use in comms to create consistency between Travel Oregon and the rotating cast of things we want to talk about like:



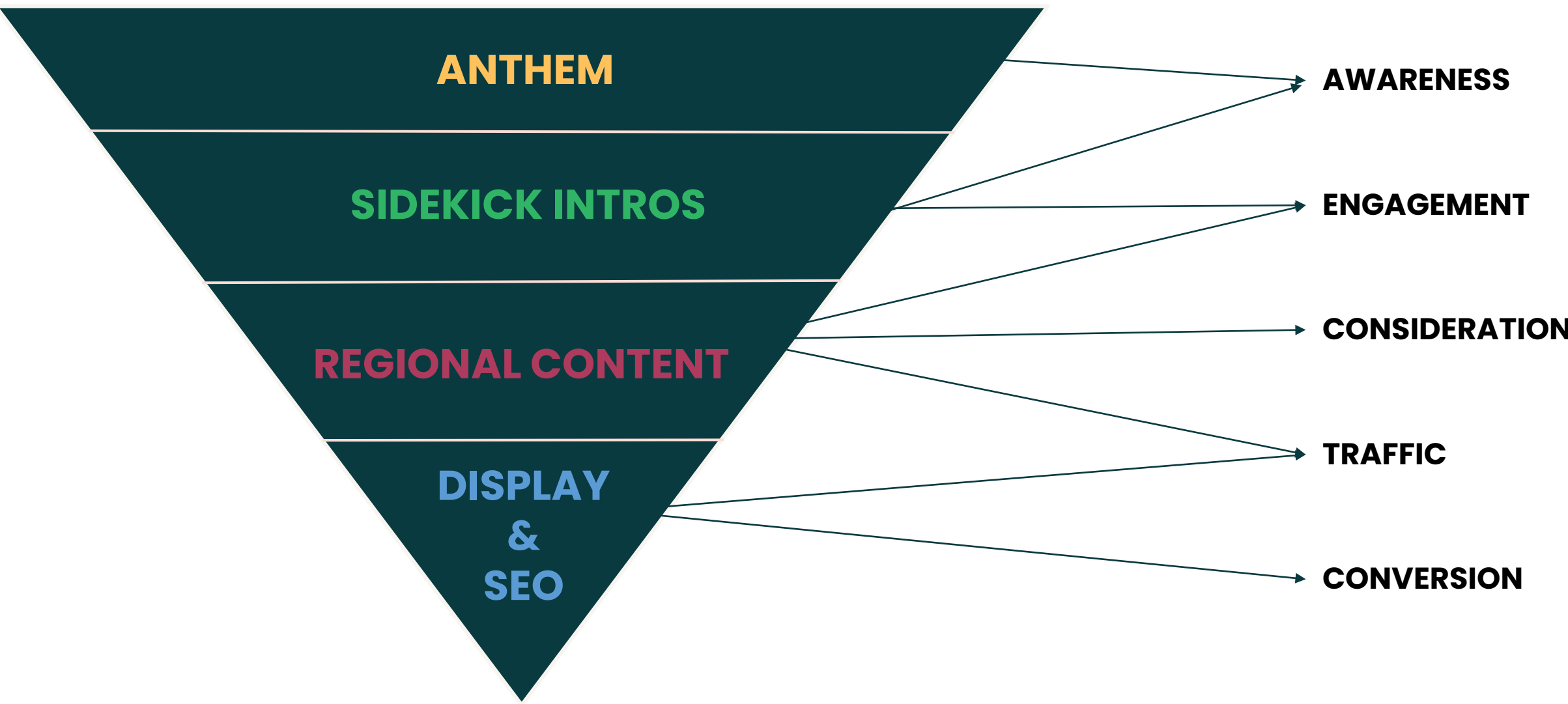
- **GUIDES & EXPERTS**
- **REGIONS + LOCATIONS**
- **UNIQUE EXPERIENCES**
- **SEASONAL PULSES**
- **RESPONSIBLE REC**
- **ANYTHING!**

# AND FULFILLS OUR 10 YEAR STRATEGIC VISION

## MARKETING OBJECTIVES

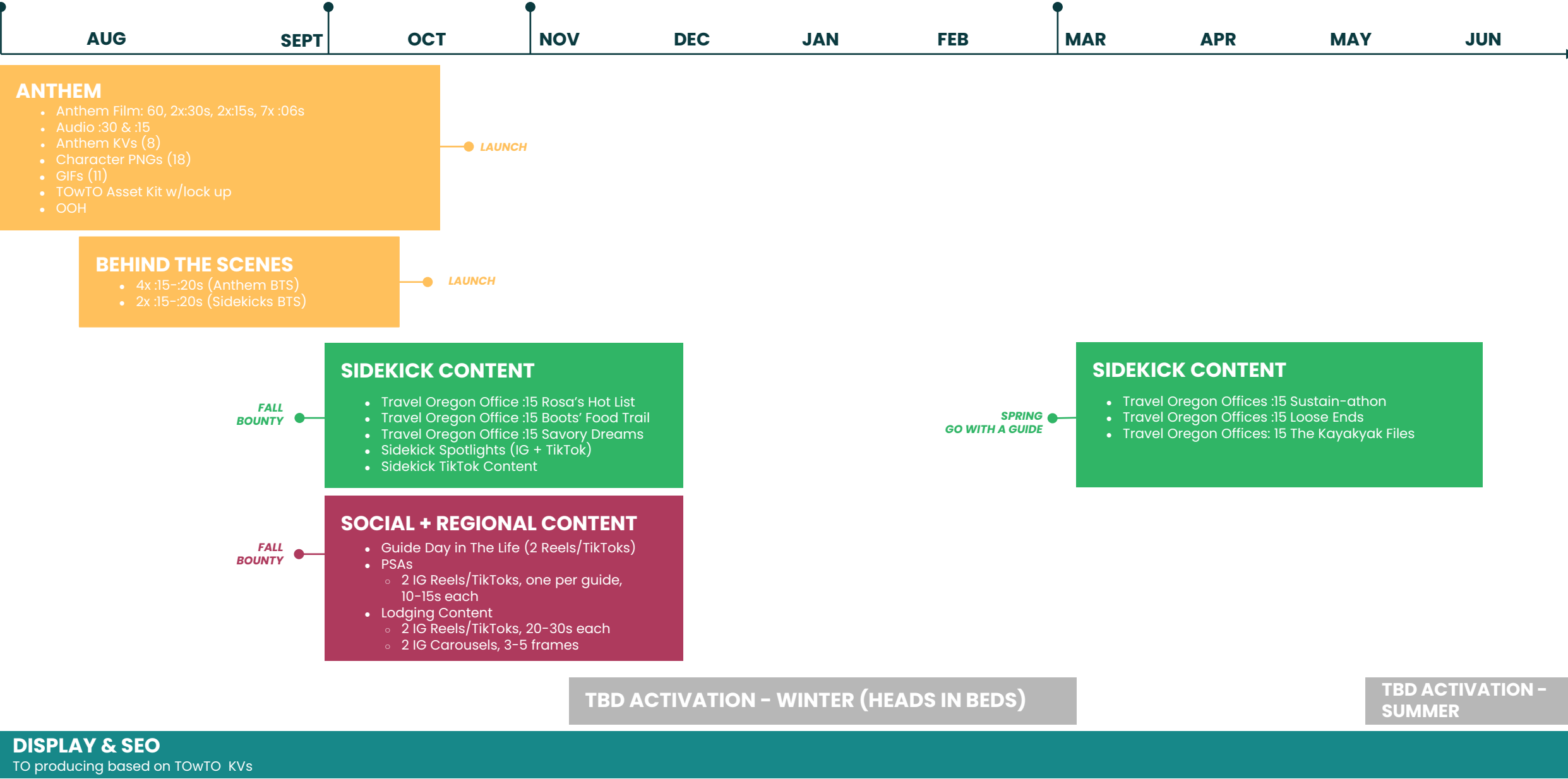
- + **Ensure that as a travel destination, Oregon is “welcoming to all”**
- + **Create more consistent and relevant ways of reaching new audiences throughout the year**
- + **Drive stronger more personal connections to the state**
- + **Point people to areas in the most economic need and avoid overuse of others**
- + **Drive traffic to [TravelOregon.com](https://TravelOregon.com) and travel bookings to Oregon**

# TOWTO MARKETING FUNNEL



**TRAVELOREGON.COM**

# TOWTO ROLLOUT



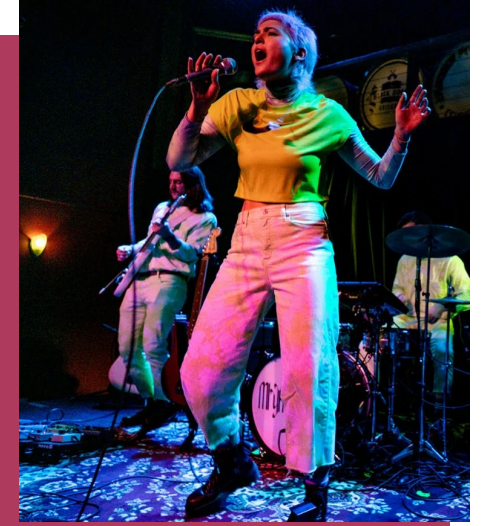
# 2023 TRAVEL OREGON COMMS FRAMEWORK

COMMS PHASE	HOOK	ENGAGE		BOOK
MEDIA OBJECTIVE	AWARENESS	ENGAGEMENT/CONSIDERATION		CONVERSION
CREATIVE	ANTHEM	SIDEKICK INTRO	REGIONAL CONTENT	DISPLAY & SEM
MARKETING OBJECTIVE	Ensure Oregon, as a travel destination, is “welcoming to all”  Point people to areas in the most economic need and avoid overuse of others	Create more consistent and relevant ways of reaching new audiences throughout the year  Drive stronger more personal connections to the state  Point people to areas in the most economic need and avoid overuse of others	Drive stronger more personal connections to the state  Point people to areas in the most economic need and avoid overuse of others	Drive traffic to site, travel research, and bookings to get people to Oregon
PURPOSE	Establish the <i>Travel Oregon</i> campaign, inviting travelers to get to know Oregon – all over the state and in all seasons	Bring a consistent face to the campaign & create connectivity between the brand and our rotating cast of guides and experiences	Prove that whatever you’re into, or want to get into, there’s a guided experience for you in Oregon.	Lower funnel work that meets our diverse audience where they are with the extra nudge they need to book.
HOW WE USE IT	To gain mass awareness of Oregon’s NW Wonderland and it’s activities/guided experiences	To sustain and engage our audience with new and relevant seasonal travel inspiration	To deepen consideration of going with a guide by showing how you can go with a guide	
MEDIA CHANNELS	TV, OTT, OOH, OLV AUDIO, DIRECT PARTNERSHIPS, SOCIAL	SOCIAL MEDIA, OLV	SOCIAL MEDIA	OTA, SEM, NATIVE
SUCCESS	REACH & IMPRESSIONS	CLICKS & ENGAGEMENT	VIDEO VIEWS	TRAFFIC & BOOKINGS

**WHO ARE  
WE  
TARGETING**

# Travel Oregon has seen great success with our tried and true target, Active Adventurers

They are always looking for their newest  
destination and gravitate towards  
locations offering the best natural, historic  
and culinary options.



However, as we head into the next biennium, we've taken a deeper look into how we can evolve the **Active Adventurer** target to better support Travel Oregon's 10-Year Strategic Vision.

Our focus on adding elements to the target definition that:

- **Emphasize diversity, equity and inclusion (DEI)**
- **Elevates environmental sustainability building awareness with BIPOC audiences**

# OVERALL ON A NATIONAL LEVEL, ACTIVE ADVENTURERS MAKE UP NEARLY 40 MILLION PEOPLE AND ARE:

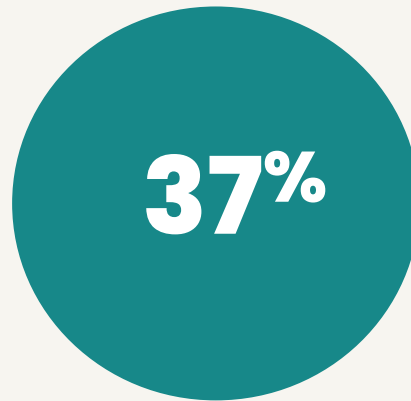
**YOUNG**



**39%**

Fall within the  
25-34 range

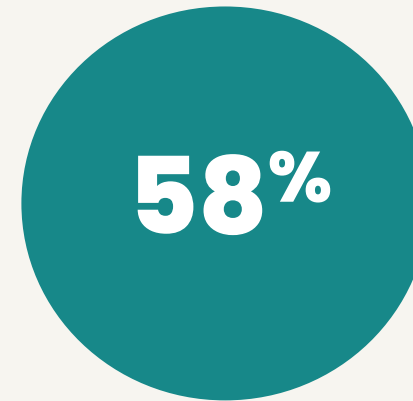
**DIVERSE**



**37%**

Identify as  
BIPOC

**PARTNERED**

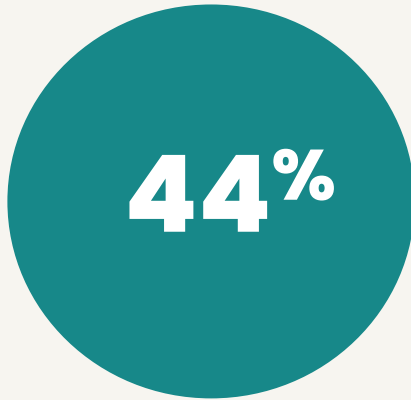


**58%**

Reported being  
married

# OF OUR ACTIVE ADVENTURER AUDIENCE, ALMOST 30 MILLION QUALIFIED AS SUSTAINABLY MINDED AND ARE:

**OLDER**



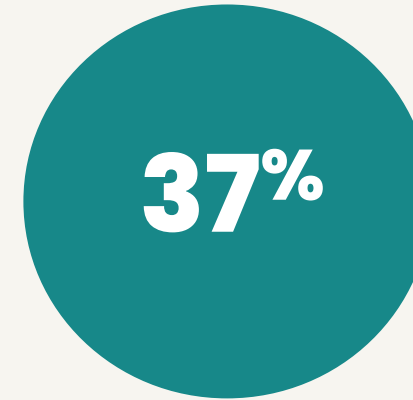
Fall within the  
**45-54 range**

**MORE DIVERSE**



Identify as  
**BIPOC**

**MIDDLE CLASS**



Have less **than \$1K**  
**in disposable income**

# TRAVEL HABITS OF THE ACTIVE ADVENTURER

They are looking for destinations that are well-rounded and cater to their adventurous sides and offer historical and cultural sites.

- They're looking at hotels for travel; with **the majority having stayed in a hotel in the last 12 months**
- Over **one-third have stayed in a vacation rental**



# INTERESTS OF THE ACTIVE ADVENTURER

This audience loves the  
culinary arts and  
staying active

They tend to **like**  
**vacations to have some**  
**form of physical activity**

Nearly all noted that  
**eating out at**  
**restaurants is one of**  
**their favorite activities**



# AD PERCEPTIONS OF THE ACTIVE ADVENTURER

## Advertisements resonate with our audience

They often search for products and services **on their phone as a result of seeing posters or billboards**

They like **seeing real looking people in ads** and like when **companies have a moral message**



# MEDIA HABITS OF THE ACTIVE ADVENTURER

**They keep up with the latest and greatest on social media & with streaming**

They have **visited a social media site such as Instagram, Facebook, YouTube, or TikTok in the past week**

They **watch between 2-3 hours of streamed video in a week**



# 2023 TRAVEL OREGON LOCAL MARKET APPROACH

## PRIMARY

*Tried and true West coast markets*

### **Oregon**

*Bend  
Eugene  
Medford  
Portland*

### **Boise**

### **Seattle**

### **Spokane**

### **Los Angeles**

### **San Francisco**

### **Vancouver B.C.**

## OPPORTUNITY

*Markets that have proven to have high visitation and strong potential to drive bookings*

### **Dallas**

### **Houston**

### **Phoenix**

### **San Diego**

## TEST

*Expand audience and geographical reach by testing new DMAs*

### **Chicago**

PULSE	LAUNCH	FALL	WINTER	SPRING	SUMMER
			TO BE BRIEFED		TO BE BRIEFED
	AUGUST-SEPTEMBER	SEPTEMBER-NOVEMBER	NOVEMBER-MARCH	MARCH-JUNE	TBC
	<b>GO WITH A GUIDE ANTHEM</b> Travel Oregon introduces the new TOWTO campaign with real guides and sidekicks through mass reaching media (TV, OTT, OOH & Audio).	<b>BOUNTY</b> Travel Oregon pulses messaging about the bounty/culinary/events of Oregon + guides + winter travel planning with a social/TO.com content led approach.	<b>HEADS IN BEDS</b> Travel Oregon pulses messaging bringing new life to guides for winter adventures through media that directly drives booking and overnight stays, encouraging Oregonians to travel around the state.	<b>GO WITH A GUIDE</b> Travel Oregon reintroduces the TOWTO campaign and guide message during trip planning window.	<b>RESPONSIBLE RECREATION</b> Travel Oregon, through a social-first content approach, educates visitors on how and why to travel through Oregon responsibly in an entertaining and engaging way.
	<b>CREATIVE:</b> Anthem films, KV (to be used for OOH, Banners, .com) <b>GOAL:</b> Views of anthem creative + traffic to TO O&Os + generate buzz <b>MESSAGE:</b> Introduce campaign + drive to content about sidekicks + build payoff of “why book a guide” <b>SECONDARY:</b> find a guide	<b>CREATIVE:</b> Travel Oregon Offices, Sidekick Social, Regional Content <b>GOAL:</b> Traffic to TO.com - statewide travel message & CTA around sweeps/passport/etc. <b>MESSAGE:</b> Bounty/Food Trails/Use a guide/Use a food trail <b>SECONDARY:</b> Responsible recreation	<b>CREATIVE:</b> TBD <b>GOAL:</b> Heads in beds/immediate bookings <b>MESSAGE:</b> TBD - Need to have a strong clear CTA (broad awareness doesn’t work/what is our brand advantage?) <b>SECONDARY:</b> Safe travel tips	<b>CREATIVE:</b> Travel Oregon Offices <b>GOAL:</b> Views of anthem creative + traffic to TO O&Os + generate buzz <b>MESSAGE:</b> Introduce campaign + drive to content about sidekicks + build payoff of “why book a guide” <b>SECONDARY:</b> find a guide + responsible recreation	<b>CREATIVE:</b> Summer creative to influence visitor behavior (wildfire prevention /responsible rec) within short term <b>GOAL:</b> Social engagement + traffic to educational content on TO O&Os <b>MESSAGE:</b> Responsible recreation + use of guides to help deliver messages <b>SECONDARY:</b> Conversion (book a guide?)
COMMS APPROACH					
OBJECTIVE					
KEY ASSETS					

A wide-angle landscape photograph showing a two-lane asphalt road with yellow double lines curving through a dry, hilly region. The hills are covered in low-lying green and brown shrubs and scattered dark rocks. In the distance, a range of blue mountains with patches of snow is visible under a clear blue sky with light, wispy clouds. Three cyclists are riding along the road in the lower right quadrant. The foreground is partially obscured by the out-of-focus branches of a dry tree.

**Thank You**