

TRAVEL OREGON

**VISITOR LIFECYCLE MANAGEMENT
UPDATE**

6.13.23

Jak Wonderly

VLM MACRO VIEW

**Person Joins
Travel Oregon
Email**

Welcome Series

Monthly E-newsletters

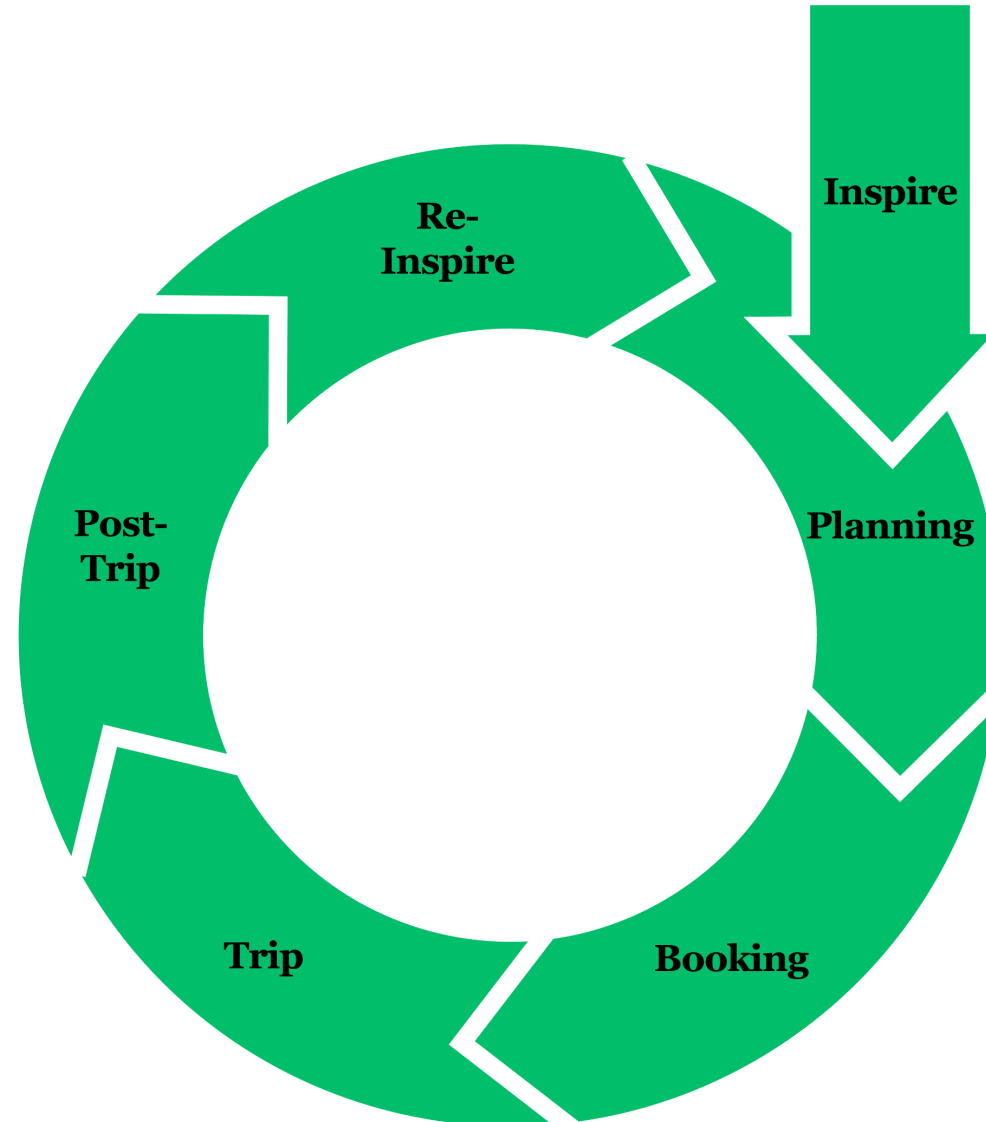
Nurture Stream

WELCOME SERIES

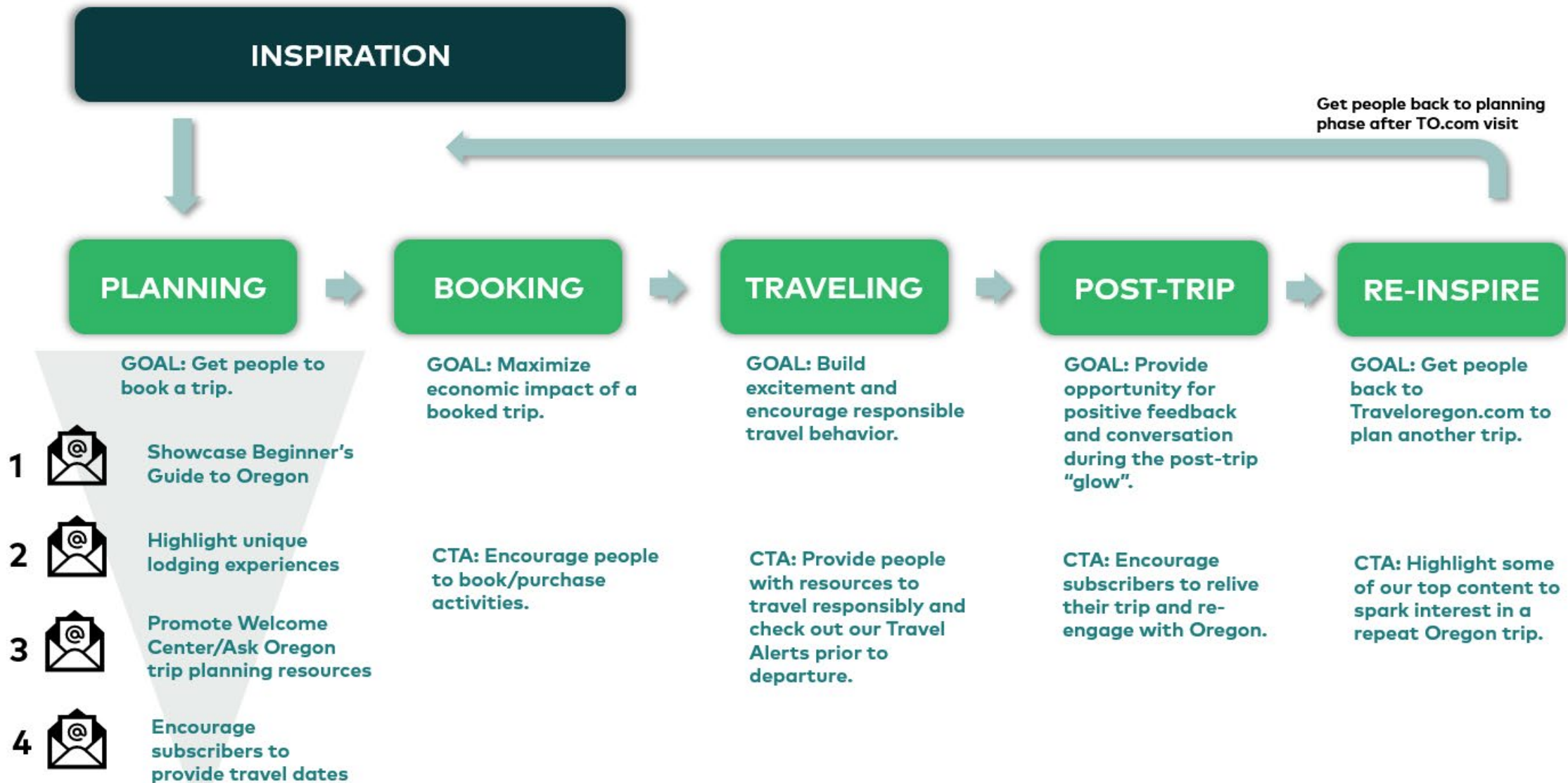
Confirmed Subscription



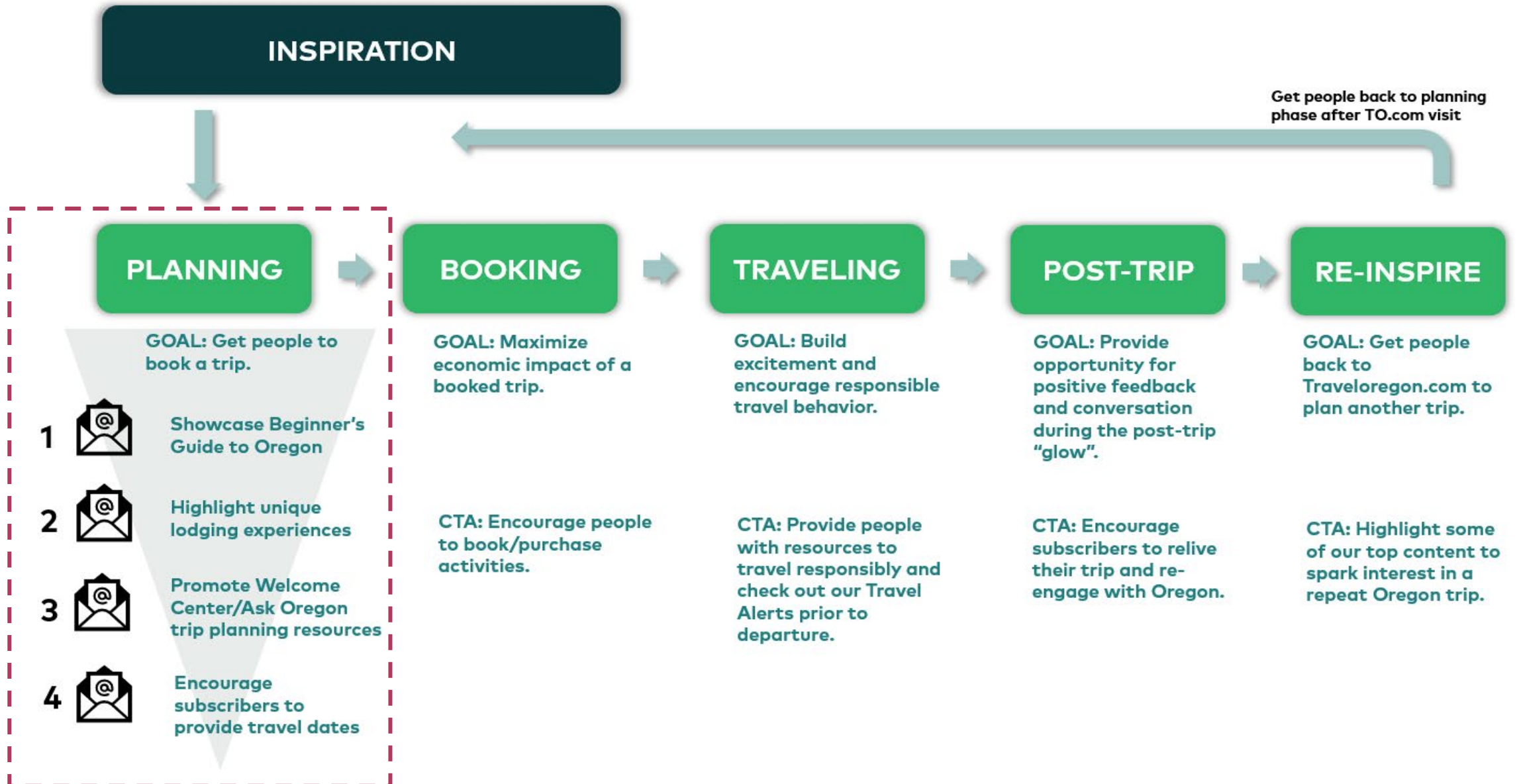
VLM PHASES



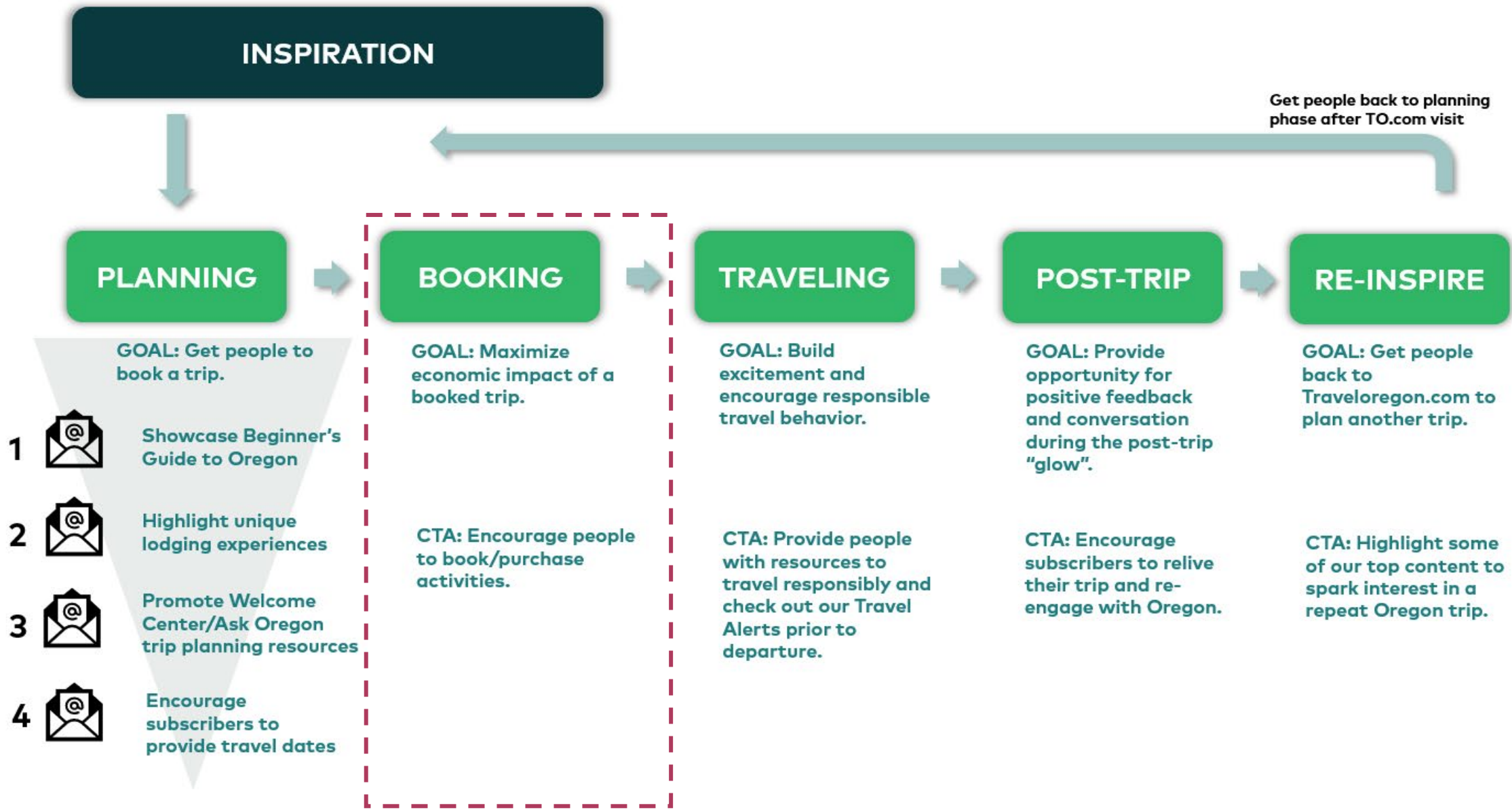
NURTURE STREAM



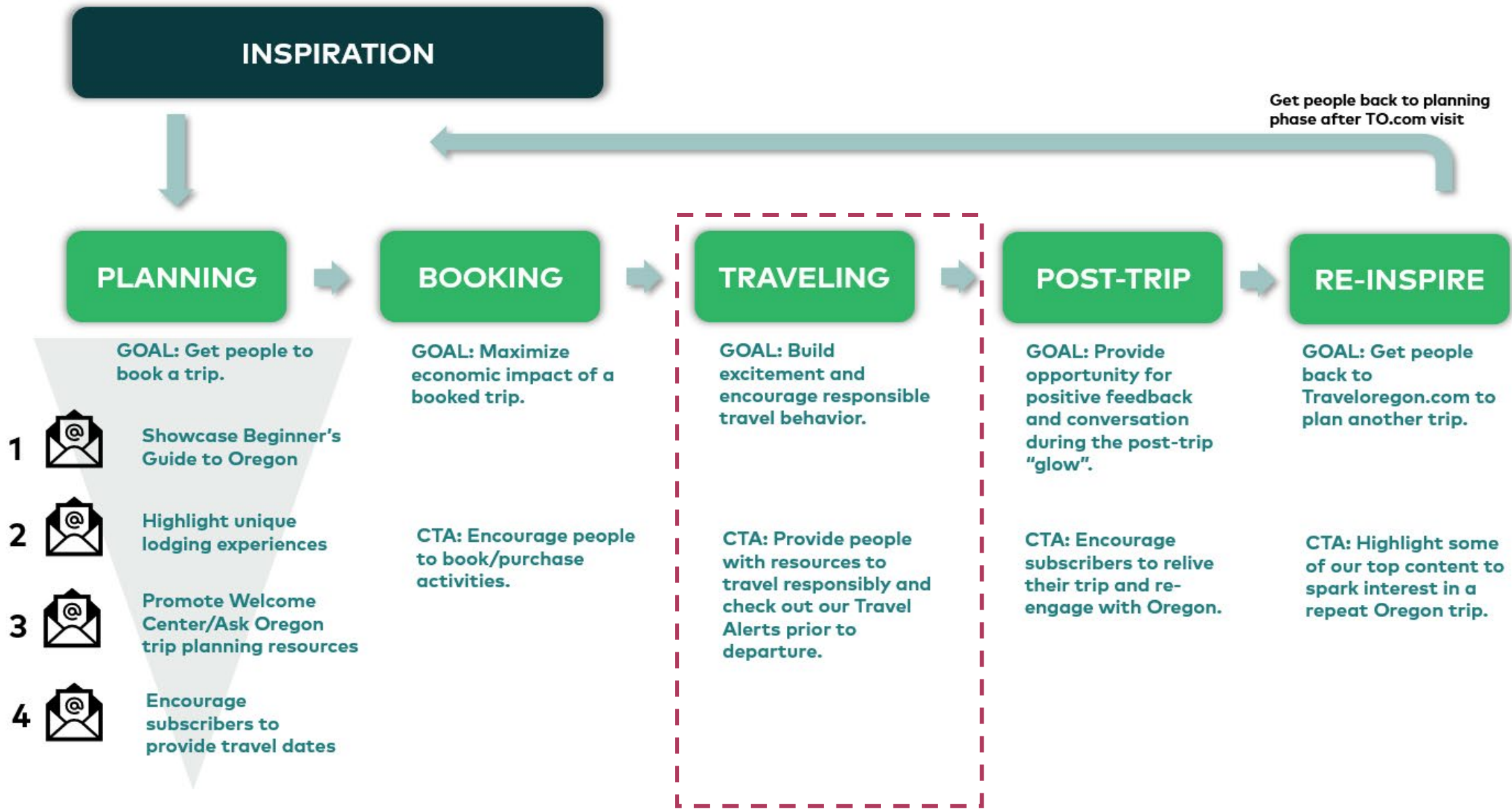
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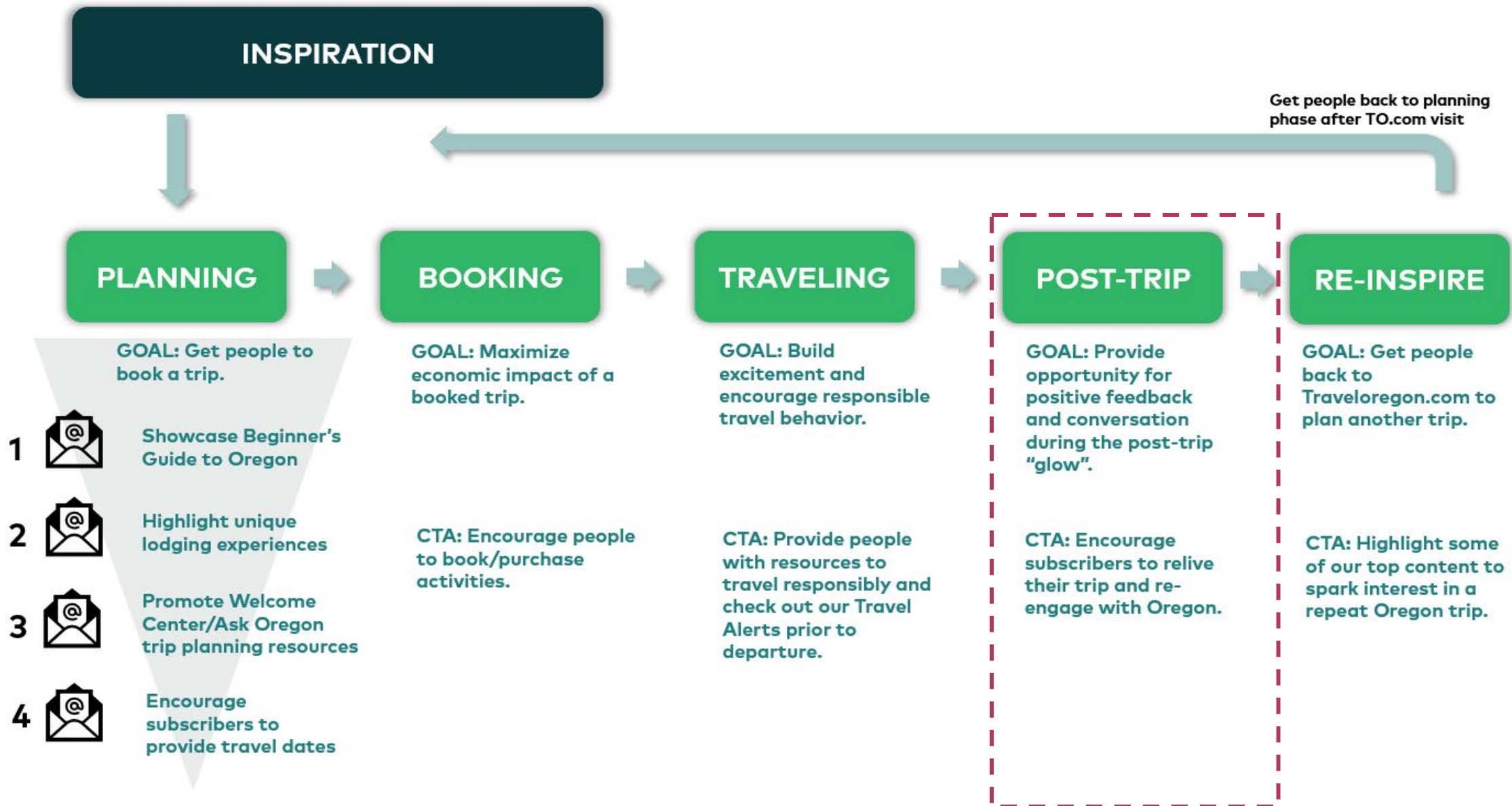
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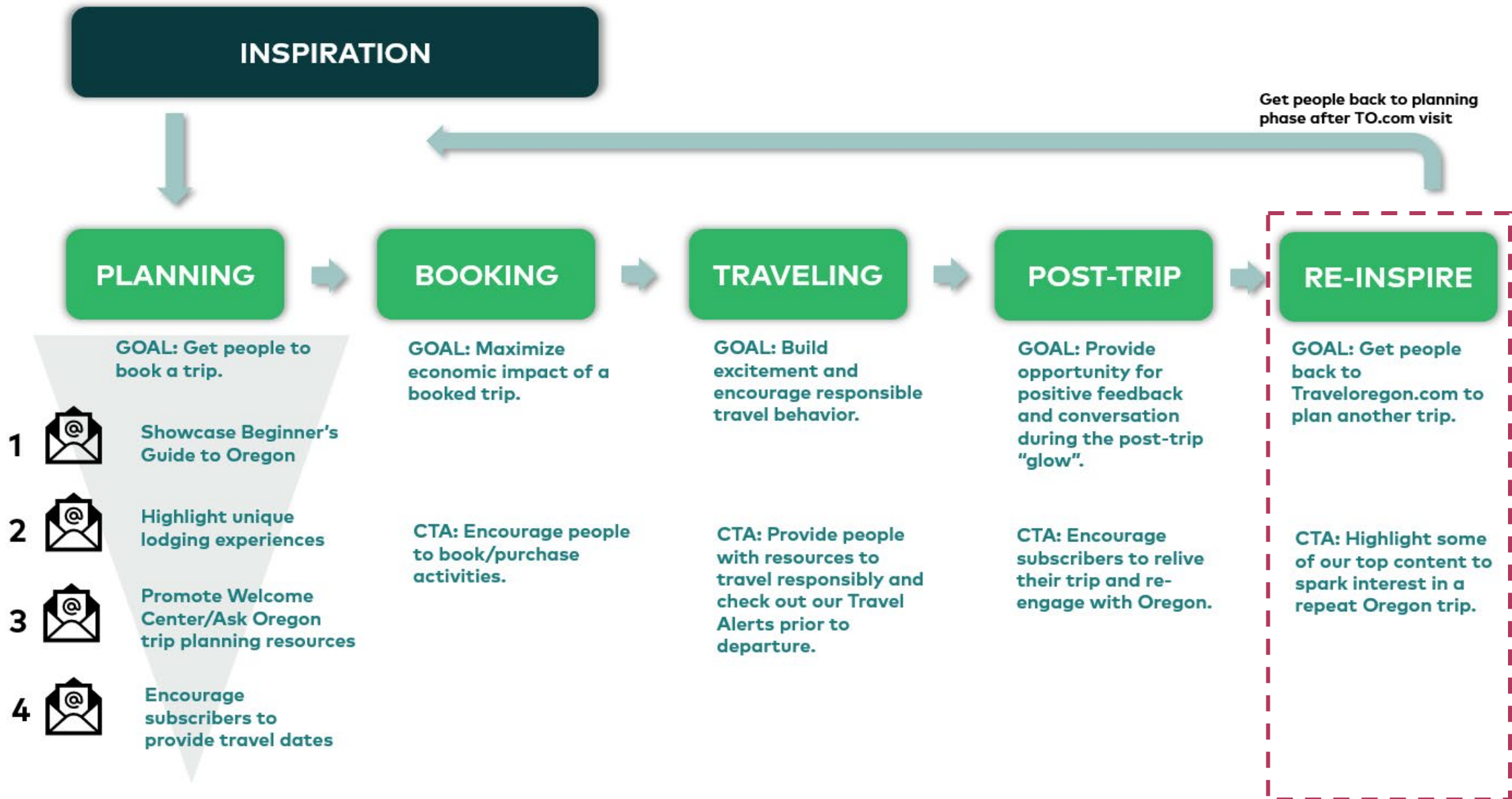
NURTURE STREAM



NURTURE STREAM



NURTURE STREAM



NURTURE STREAM EXAMPLES



Hi Ariana,

The best way to travel like a pro is to get tips from locals. Check out our frequently asked questions about traveling in Oregon and feel free to ask your own. For the record, [yes, you can swim in Crater Lake](#), but we have tips on where and how you can do it safely.

[Ask an Oregon Expert >>](#)

BROWSE ASK OREGON Q&AS

- [What are the top 10 things to do on the Oregon Coast?](#)
- [Is it true Oregon is pet-friendly? Can I hike in most state and local parks with my dog?](#)
- [What are the most photo-worthy bridges and waterfalls in Oregon?](#)

NURTURE STREAM EMAIL EXAMPLES



TRAVEL OREGON



WHAT DO YOU PACK FOR OREGON?

So you've booked the trip, now how do you pack for your trip to Oregon?

Here's a handy guide to bringing the essentials in every seasons.

[SEE PACKING GUIDE >>](#)



HIGH-LEVEL NURTURE STREAM STATS

Email subscriber survey that each completed trip generates a median spend of **\$900 per trip.**

We've already generated **3,163 completed trips through the nurture stream this fiscal**

Email nurture stream has already brought in **\$2.8 Million in total measurable economic impact FYTD**

VLM EMAIL STATS

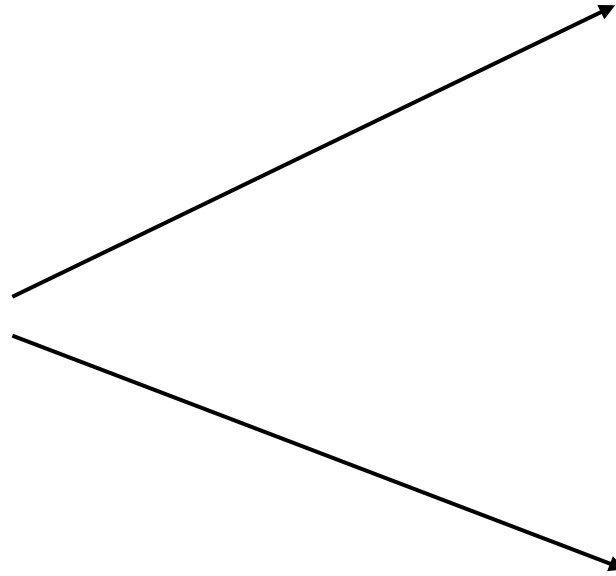
Nurture stream emails provide a 200% lift in engagement over our monthly email newsletters

12% decrease in bounce rate

33% increase in pages per session

22% increase in session duration

VLM POWERED ADS



CONTENT AI TOOL

YOU MIGHT LIKE THESE TRIP IDEAS



Luxury Getaways in the Willamette Valley

Whether you've got some extra money socked away or have a special occasion approaching, there's never a bad reason to treat yourself to a little bit of luxury.

[MORE](#)



Dog Friendly Weekend at the Oregon Coast

Every pet owner knows that one of the greatest joys of inviting an animal into your life is introducing these furry family members to new things.

[MORE](#)



Beginners Guide to Mushroom Foraging in Oregon

Oregon's food scene is known for its creative meals made from high-quality ingredients sourced from local makers and growers. Some of those ingredients are hand-foraged — and that includes mushrooms.

[MORE](#)

VLM DASHBOARD

VLM NURTURE STREAM PERFORMANCE



Month: May 2023

Monthly
Subscriber
Performance

1,244
New to Planning

326
Booked a Trip

302
Trips Completed

112
Moved Back to
Planning

\$271,800
Economic Impact

Email
Performance
(Deliver to
Click)

Planning	
P 1	9.87%
P 2	12.12%
P 3	25.62%
P 4	46.36%

Booking

21.47%

Traveling

30.94%

Post-Trip

15.45%

Reinspire

0.00%

Fiscal Year to Date: July 2022 - May 2023

FYTD
Subscriber
Performance

15,173
New to Planning

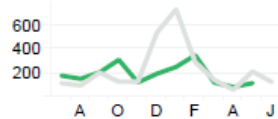
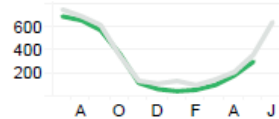
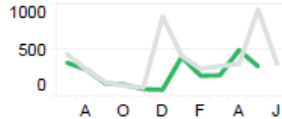
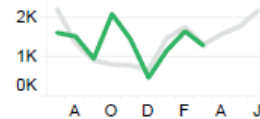
2,789
Booked a Trip

3,163
Trips Completed

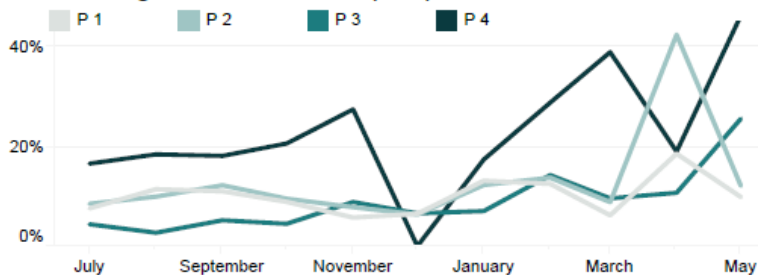
2,057
Moved Back to
Planning

\$2,846,700
Economic Impact

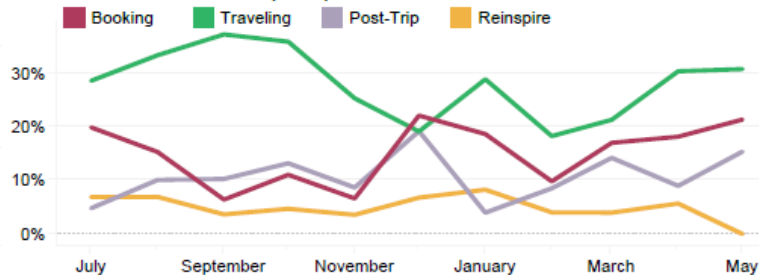
FY 2023
FY 2022



Planning Email Performance (DTC)



Email Performance (DTC)



POST LAUNCH OPTIMIZATIONS

- **3rd Planning Email Revamp**
- **Post-trip Revamp**
- **Why Guides Content Swap**

WHAT'S NEXT

- **Feed the Beast – drive more leads**
- **Focus on utilizing interests/activities data**
- **Ability to edit booking dates (trip details)**
- **VLM flow updates for second trip**

RECENT WINS



NATIONAL COUNCIL OF
..... STATE TOURISM DIRECTORS

MERCURY AWARDS

The background of the image is white and is decorated with various 3D geometric shapes, primarily cubes and rectangular prisms, in vibrant colors including red, yellow, blue, and purple. These shapes are scattered across the frame, some appearing to float or be in motion, creating a dynamic and modern aesthetic.

Announcing the finalists.

Adobe Experience Maker Awards

2023

THANK YOU

