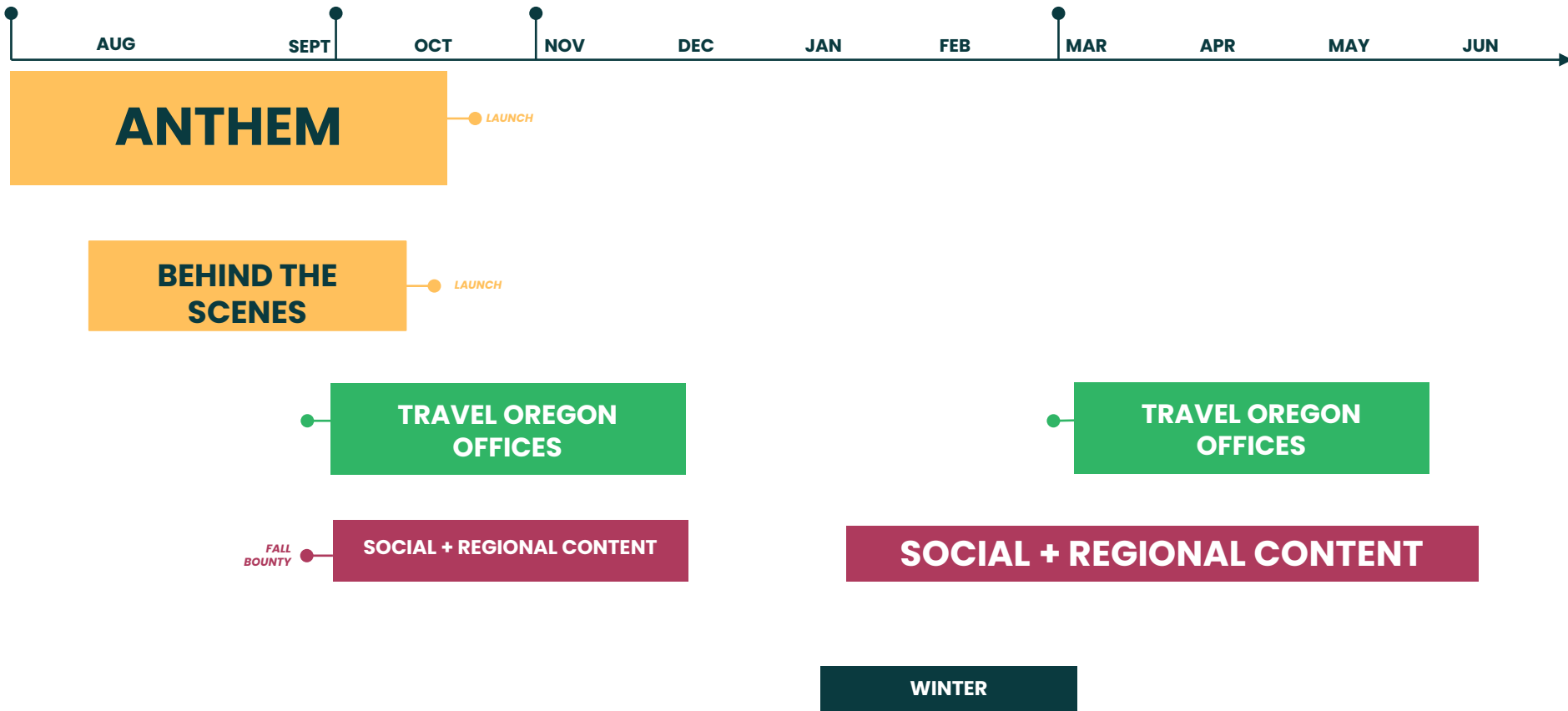


Travel Oregon

with  TRAVEL
OREGON

TOWTO ROLLOUT



TOWTO WINTER OVERVIEW

Planning Parameters

BUDGET

\$736K

TIMING

January 2 - March 3*

TARGET AUDIENCE

Overall Active Adventurer

A25-54, Sustainably

Focused

BIPOC 25-54, Sustainably

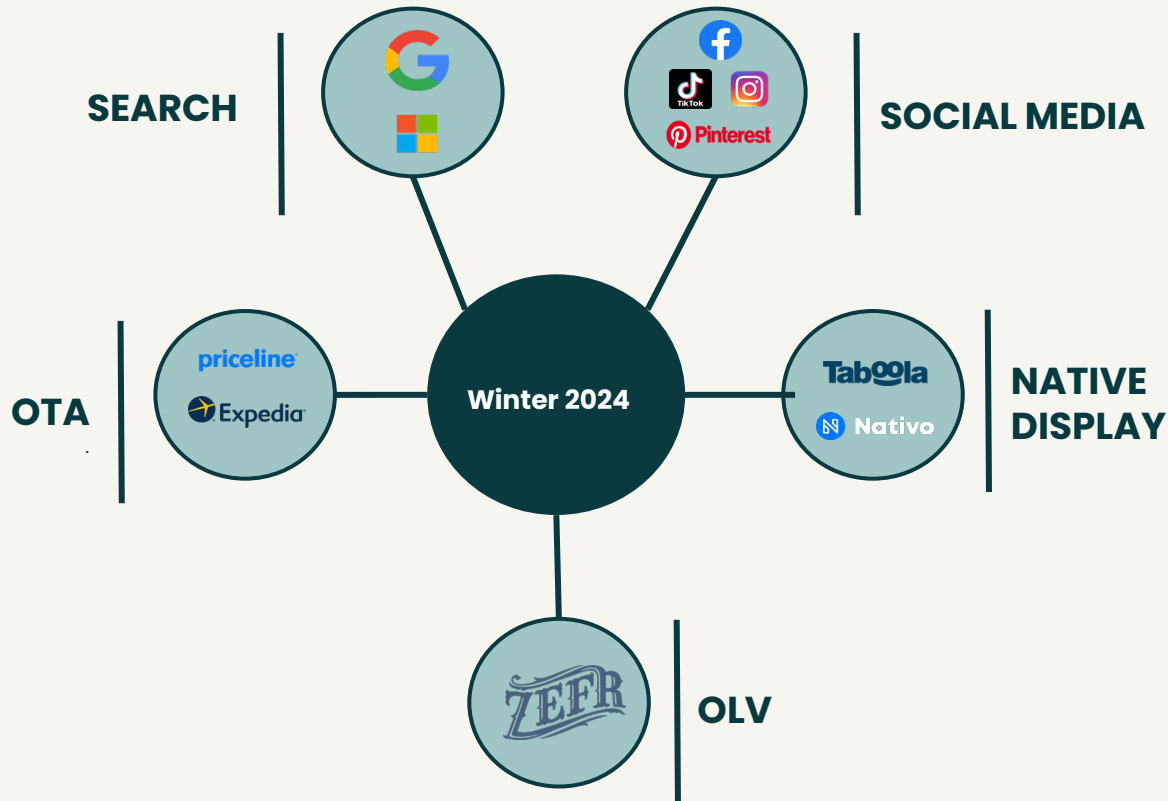
Focused

GEOGRAPHY

Primary: Oregon, Seattle, Spokane, Los Angeles, San Francisco, San Diego, Boise

Opportunity: Vancouver, B.C.

Test: Chicago



TOWTO WINTER RESULTS

Guide Orders were
926% over goal

\$18,309,488 ROAS
from Expedia and Priceline

367,345 engaged sessions
to TravelOregon.com

+66%
all sessions YOY

TOWTO SPRING OVERVIEW

Planning Parameters

BUDGET

\$2.3M

TIMING

March 25 – May 26

TARGET AUDIENCE

Overall Active Adventurer

A25-54, Sustainably

Focused

BIPOC 25-54, Sustainably

Focused

GEOGRAPHY

Primary: Oregon, Seattle, Spokane, Los Angeles, San Francisco, San Diego, Boise

Opportunity: Vancouver, B.C., Chicago, Dallas, Houston, Phoenix



MID CAMPAIGN RESULTS **SPRING**

PHASE	GOAL	CHANNEL	MARCH	APRIL	MAY	JUNE
SPRING	REACH	OTT		3/27 - 5/5		
				4/1 - 5/5	 	
		AUDIO		4/13 - 5/19		
			4/1 - 5/5			
	OLV	3/18 - 5/26				
	SITE TRAFFIC	NATIVE	3/18 - 6/30		 	
		PAID SOCIAL	3/18 - 5/26		   	5/30 - 6/30    
	BOOKINGS	SEARCH ENGINE MARKETING	3/18 - 6/30		 	
		ONLINE TRAVEL AGENCY	3/25 - 6/30		 	
	Mid-Campaign Report Inclusions Launch - April 21					

WHAT'S NEXT?

TRAVEL OREGON WITH TRAVEL OREGON

Positioning Travel Oregon as an indispensable resource guiding travelers through our NW Wonderland

TRAVEL OREGON WITH TRAVEL OREGON

Positioning Travel Oregon as an indispensable resource guiding travelers through our NW Wonderland

FROM Last year's approach

Sidekicks & Guides as the lead creative device driving messaging.

- **Sidekicks as the main characters.** In order to add personality and memorability to our campaign, these characters were front and center in our messaging.
- **Shining a light on Oregon's character.** Focused on Oregon's helpful spirit and advising travelers how to best navigate and explore the state.
- **Seeing Real Oregon.** Creative that authentically captures what it looks like here.



TO This year's approach

A compelling POV driving creative and messaging.

- **Real Oregonians take the lead.** To bring more humanity and truth to the campaign, our storytelling will be rooted in the perspectives and insights of real Oregonians.
- **Building pride in place.** Elevating the people, places, and spaces that Oregonians are most proud of – and welcoming visitors to experience it all.
- **Feeling Real Oregon.** Creative that authentically captures this place along with its culture and personality.

A musician with curly hair is performing on a stage in a forest setting. The stage is covered with a dark, textured material. The musician is wearing a dark top and is holding a microphone. In the background, there are many trees and a large crowd of people. The overall atmosphere is natural and organic.

THE THEME FOR THIS YEAR

**HELPING TRAVELERS SEE
FOR THEMSELVES A SIDE OF
OREGON THEY WOULD
NEVER SEE BY THEMSELVES**

This theme will guide our work all year long
tackling a new barrier each season.

SUMMER REIGNITE

Reigniting the curiosity, interest and love of Portland to drive summer travel.

FALL FLAME

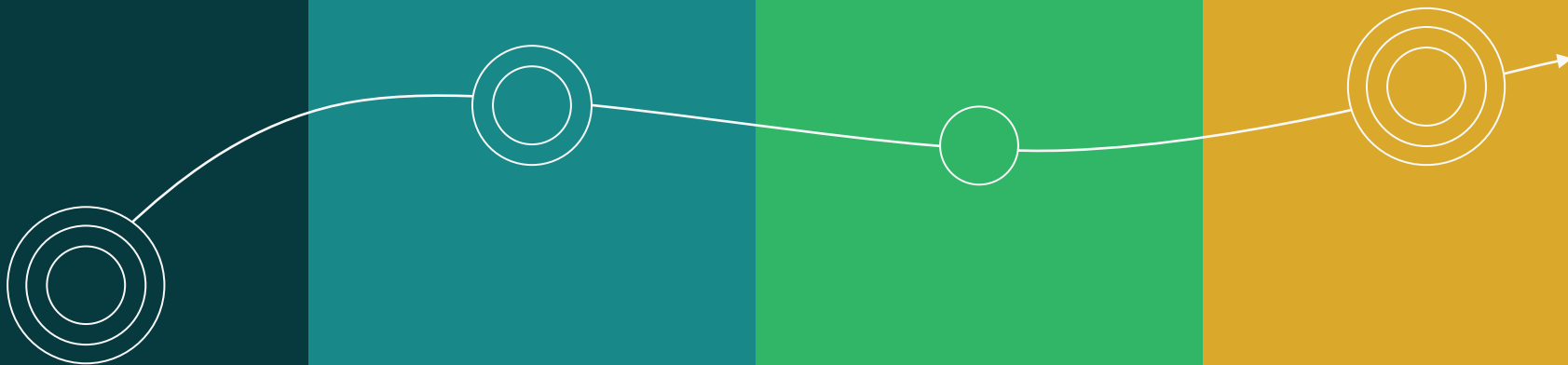
*Deepen consideration around the areas that Oregon excels in
- food and wine.*

WINTER SUSTAIN

*Keep a pulse during the off season
by encouraging lower-lift in-state travel.*

SPRING 25' SPARK

*Get ahead of Summer Travel by
getting lesser known destinations in Oregon on the itinerary.*



We need to have
a POV on today's Portland.

To reset the narrative,
we need a fresh take on what makes
this place this place.

Born from the **unwavering spirit**
that is behind this city's past
and future success.

A spirit of
fearlessness,
experimentation,
and ***imagination***
that has always
made Portland
what it is.

A photograph of three men singing on a stage in a dimly lit room. The man on the left is wearing a red t-shirt and a denim jacket, singing into a microphone. The man in the middle is wearing a plaid shirt and glasses, also singing into a microphone. The man on the right is wearing a white t-shirt and a red beanie, singing into a microphone. In the background, there is a piano on the left and an exit sign on the right. The floor has a colorful geometric pattern. The word "TRUTH" is written in white capital letters in the center of the image.

TRUTH

**Portland is the place
to try new things.**

Two white disposable coffee cups are shown side-by-side on a wooden surface. Each cup is filled with a latte and features a dark brown powder design on the milk foam. The cup on the left has a design that resembles a wing or a fan, while the cup on the right has a design that looks like a stylized animal or a creature. Both cups have a blue and white logo on the side that reads "DEADSTOCK" in a bold, sans-serif font, with a circular pattern of dots and lines surrounding the text. The background is a blurred wooden surface.

*It's why our sneakerheads
start coffee shops.*



It's why a
dog park-restaurant-rooftop-
concert-hall gets to exist and
why we get to enjoy it.

This place is fertile soil for whatever ideas its
people want to see in the world.

Sometimes they work. Sometimes they fail.
But every day we wake up ready and willing
to try something new.

STRATEGIC POV:

**PORTLAND HAS THE
GUTS TO GO FOR IT**

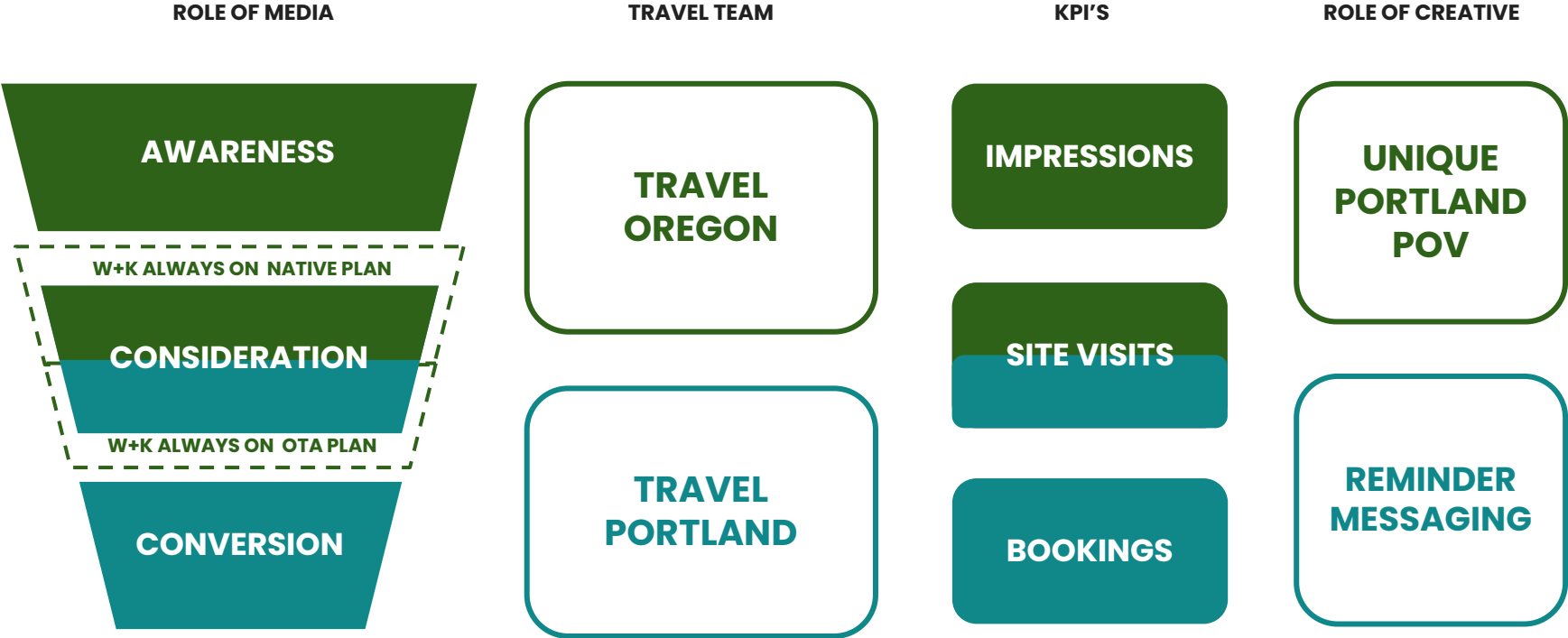
OUR TONE:

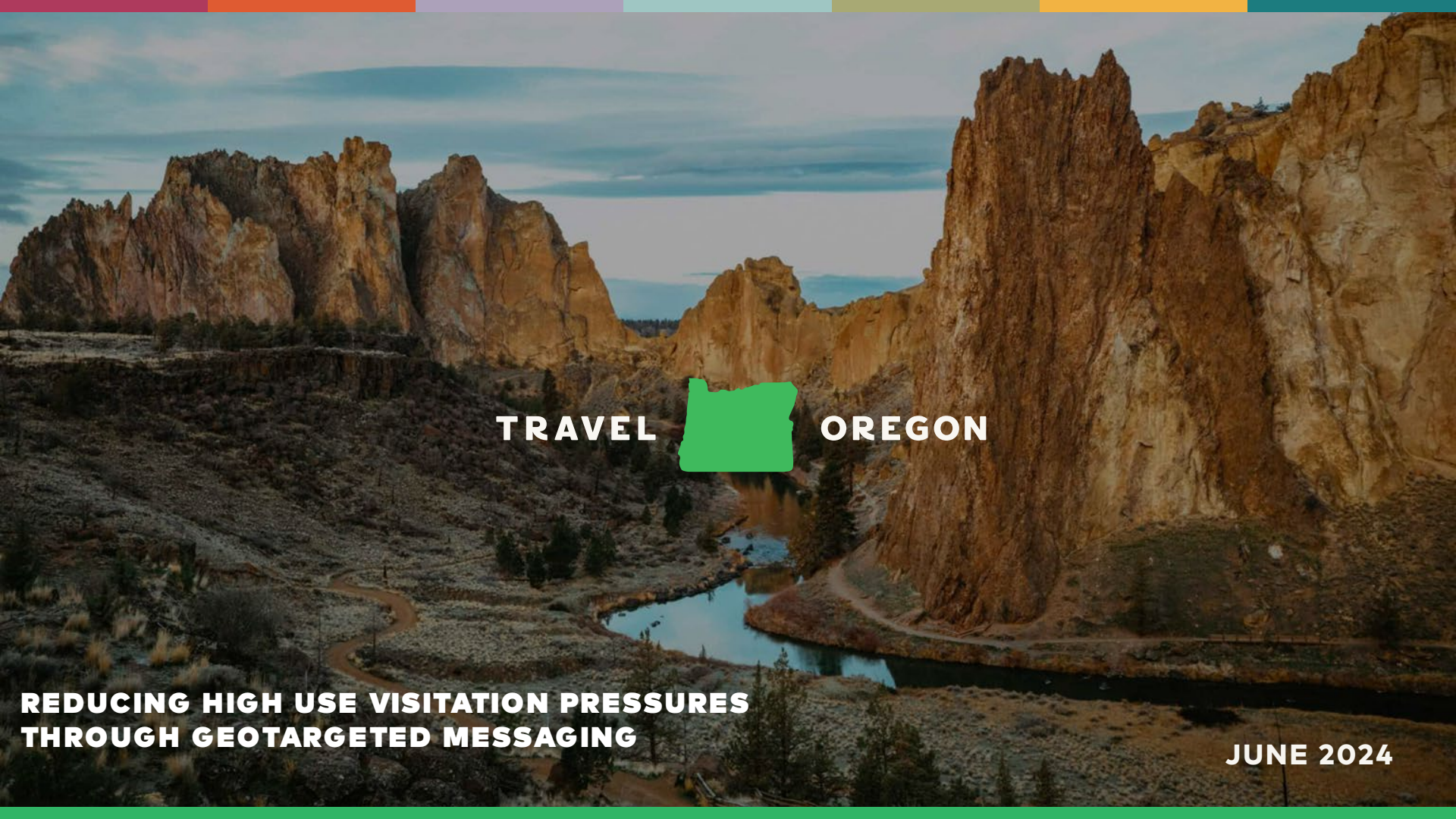
Welcoming and Proud

True to Portland, True to Oregon

Everything we do should make people feel
proud to live here and travelers **excited to
come here.**

HOW CAN TRAVEL OREGON SUPPORT PORTLAND?





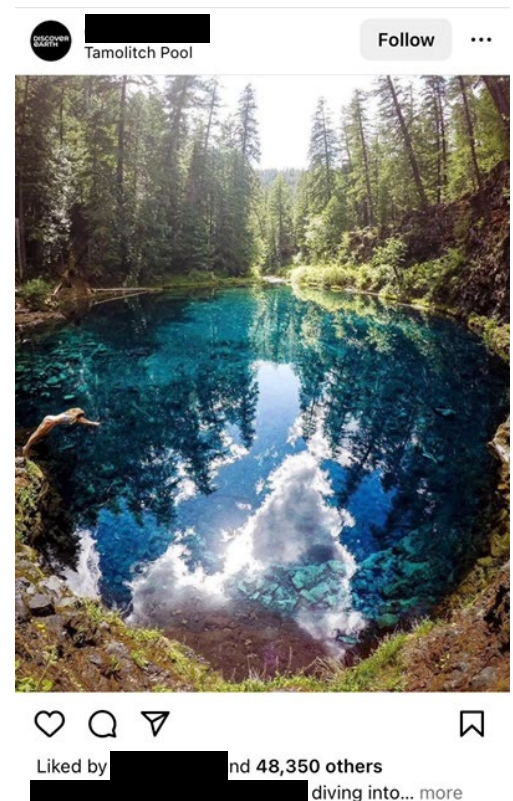
TRAVEL

OREGON

**REDUCING HIGH USE VISITATION PRESSURES
THROUGH GEOTARGETED MESSAGING**

JUNE 2024

INSTA- FAMOUS



BUT NOT JUST A CROWD ISSUE

KGW8

NORTH-COAST

7 deaths at Cape Kiwanda spark inquiry

Seven people have died at the popular Oregon Coast destination since 2009, including five during the past eight months. The average age of the victims is 19.

Author: KGW Staff

Published: 8:10 AM PST March 4, 2016

Updated: 8:10 AM PST March 4, 2016



PACIFIC CITY, Ore. -- How do you get 19-year-olds to pay attention to warning signs?

That's the question, in a nutshell, that state parks officials, lawmakers and community member face as they attempt to reduce the troubling number of deaths at [Cape Kiwanda State Natural Area](#).

[Seven people have died](#) at the popular Oregon Coast destination since 2009, including five during the past eight months. The average age of the victims is 19.

statesman journal

Accidents, crowds mar McKenzie River's Blue Pool

Zach Urness Statesman Journal

Published 10:23 a.m. PT May 13, 2016 | Updated 1:21 p.m. PT July 18, 2017

MCKENZIE BRIDGE — One of the most beautiful sights in Oregon has become one of the most problematic spots in Willamette National Forest.

[Blue Pool](#), located east of Eugene, is a phantasmal spring of sapphire water surrounded by the cliffs of a dry waterfall, where the McKenzie River seeps from underground lava fields into a pool of iridescent clarity.

The site's beauty and the two-mile hike to reach it have always made Blue Pool — also known as Tamolitch Falls — a popular spot with hikers, photographers and mountain bikers passing on the [McKenzie River Trail](#).

MESSAGING APPROACH PRE-PANDEMIC

Land Type: Oregon State Park

Notice received: mass crowding on weekends, high season is Spring and Fall, nice days in winter

Concern: Crowding

Date: Late Summer 2019

- Always encourage visits during off-peak hours and dates
- Parking is an issue and the lot fills quickly. Although parking in the nearby neighborhoods is legal, it's a sensitive issue. Always encourage carpooling, going early or going with a guide.
- Always mention that dogs must remain on-leash, year-round
- The only stories we should be telling about Smith Rock right now should be narratives of how we can preserve this amazing and fragile place and should always be reviewed by State Parks.

Blue Pool (Tamolitch)

- Instagram has turned this into being seen as a "swimming hole" - in reality, the water is freezing and people have had to be life-flighted out after jumping in and either freezing or hitting the rocks. It's also extremely crowded.
- Never show a picture of the water from off-trail; there's no way to access the water itself without going off trail on a steep and dangerous incline.
- The Willamette National Forest is extremely sensitive to showing photos of it; the only time we should be talking about it should be to discourage visits and encourage safety.

Painted Hills/John Day Fossil Beds National Monument

- Always show photos taken from a trail and explain why it's so important that visitors stay on approved paths.
- Avoid phrases like "hike the Painted Hills" or "climb the Painted Hills" which give the idea that you can walk on the hills themselves.
- Always be clear that you can't dig for fossils within the monument; visitors should be encouraged to dig behind the high school in Fossil.



PANDEMIC EVOLUTION

- Sharing nuanced messaging became the norm during the pandemic.
- Paid social amplified safe travel directives, know before you go messaging, and wildfire safety information.
- Crater Lake crowding and misuse ads.



Travel Oregon (Default) ✓

Published by HeyOrca · March 22, 2020 · 🌐



Now is not the time to travel far from home — especially to the popular North Oregon Coast. Visitors have been flocking to coastal towns like Astoria, Cannon Beach and Pacific City, creating traffic and making social distancing difficult for locals and visitors alike. Do your part in slowing the spread of COVID-19 to keep everyone safe – and show your love for these communities – by staying local.

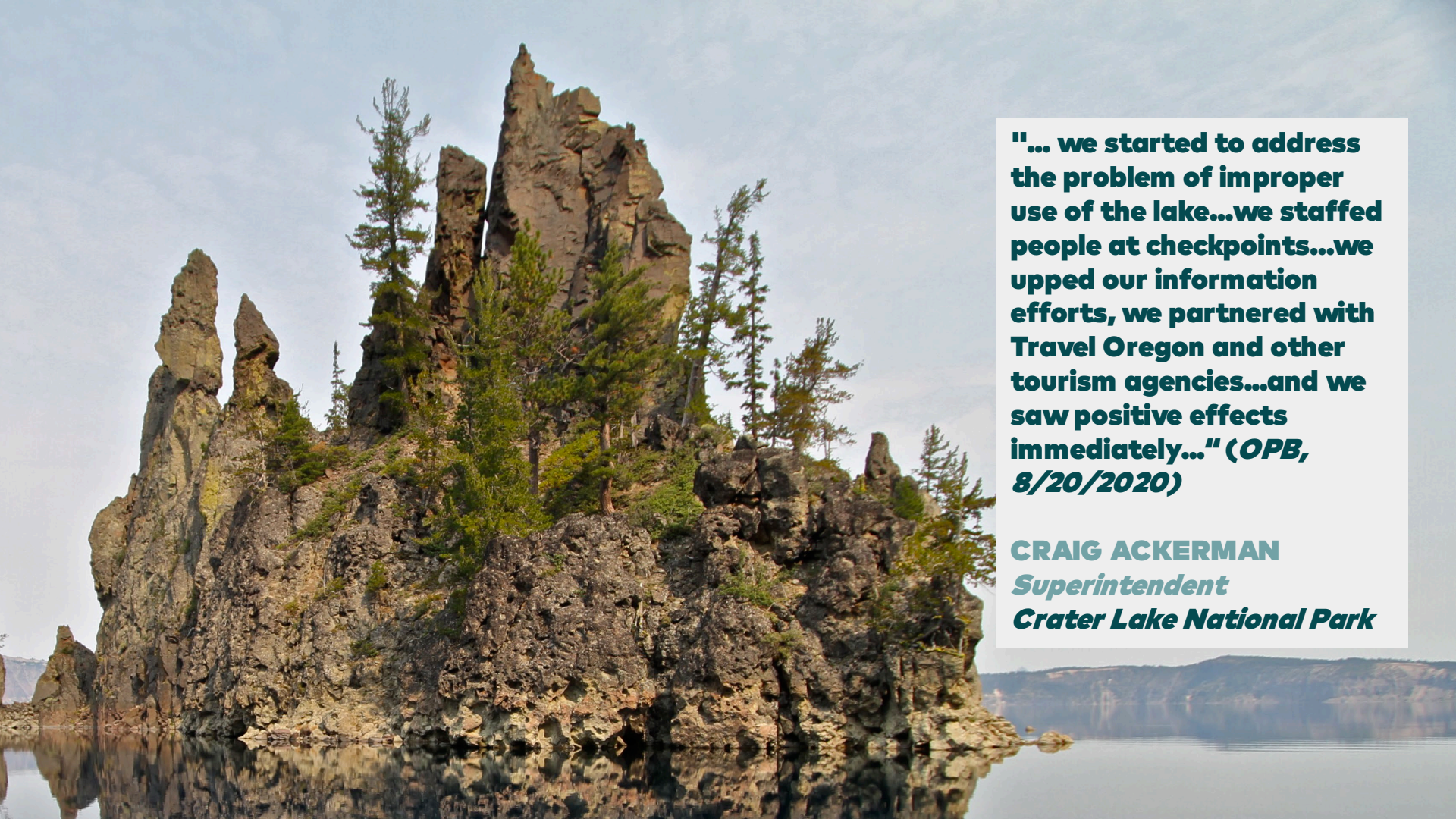


👍❤️ 1K

160 comments 570 shares







"... we started to address the problem of improper use of the lake...we staffed people at checkpoints...we upped our information efforts, we partnered with Travel Oregon and other tourism agencies...and we saw positive effects immediately..." (OPB, 8/20/2020)

CRAIG ACKERMAN
Superintendent
Crater Lake National Park

Geotargeted Messaging

Paid social messaging throughout the summer on Facebook and Instagram near high-traffic destinations to:

1. Disperse visitors from popular, high-use areas.
2. Promote safe travel (*know before you go*) and positive visitor behavior messaging.

CAMPAIGN LOCATIONS



GEOTARGETING IN ACTION

Trigger Ads:
Served ahead of
4 key travel
weekends; focus
is on dispersal.

Target Area:
Closest metro
area to park
destination.

 **Travel Oregon**  Sponsored ·  

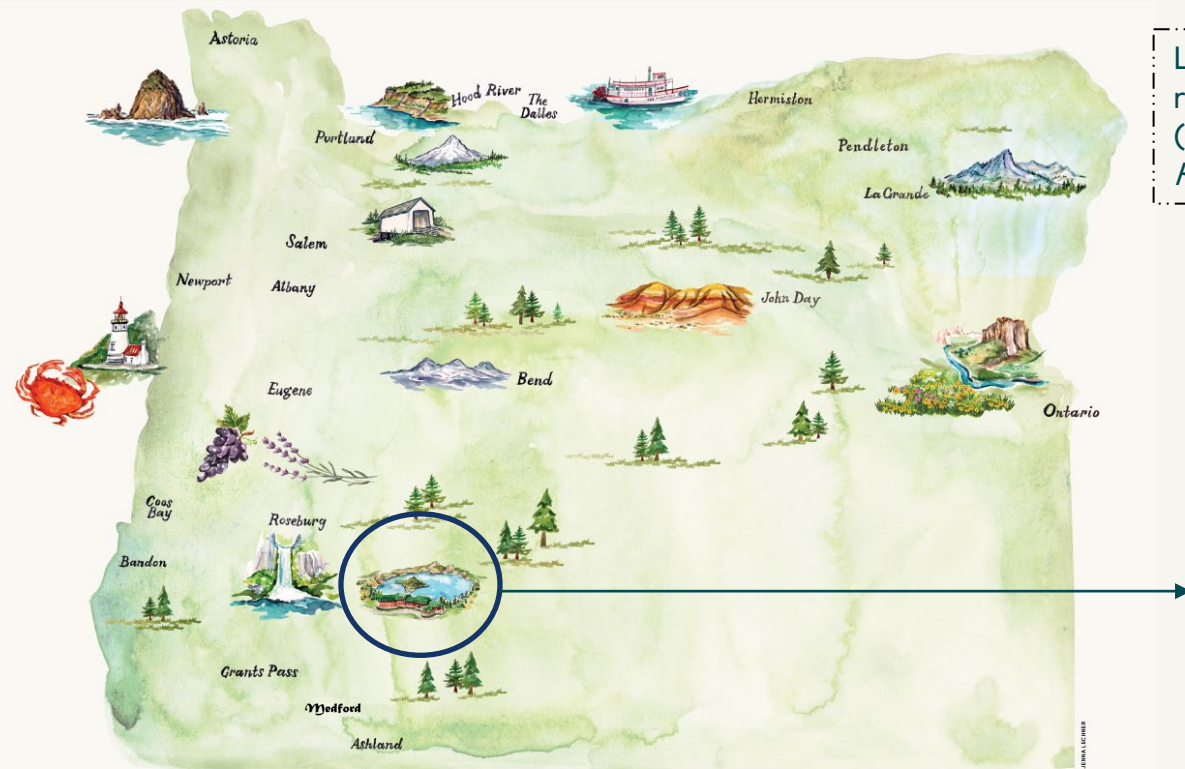
Planning to visit Southern Oregon this season?
Here are some lesser-known spots
for waterfalls, wine tasting, hiking ...See more



traveloregon.com
Top Spots by Crater Lake [Learn more](#)



GEOTARGETING IN ACTION



Landmark Ads: Served in a radius around destination (50-miles); focus is on *Know Before You Go*.

 **Travel Oregon**  Sponsored  

Planning to visit Crater Lake? Here's what you need to know.



traveloregon.com
Top Tips for Crater Lake
From high atop the rim of ...

[Learn more](#)

TRIGGER AD EXAMPLES



LANDMARK AD

EXAMPLES

**Travel Oregon** 
Sponsored ·



Getting ready to adventure in Oregon's outdoors? You should know that recent wildfires closed many trails ...[See more](#)



What to Know About
**WILDFIRE-IMPACTED
AREAS IN OREGON**

**Wildfire-
Impacted...**

[Learn more](#)



KNOW
Find
and
hidd
coun
or le
right
and

**Know the
Impact**

**Travel Oregon (Default)** 
Sponsored ·



Thinking about visiting Multnomah Falls this summer? Here's what you need to know. If you'd like to visit other nearby ...[see more](#)



What to Know About Visiting
**Oregon's Waterfall
Corridor This Summer**

**Waterfall
Corridor**

[Learn More](#)



Timed Use
personal v
to 6 p.m. b
the Bridal
State Park
access Mul

**Timed-
Permit**

**Dan Hanna and 2 others** **3 comments**

 **Like**  **Comment**  **Share**

**Travel Oregon** 
Sponsored ·



Planning to visit Spring Creek this summer? Here are a few things to know before you go.



KEY LEARNING +FUTURE IDEAS

KEY LEARNINGS+

FUTURE IDEAS

- Efficiency: Locations closer to large metro areas such as Multnomah Falls, Smith Rock, Crater Lake and North Coast tend to be more efficient from a cost standpoint rather than rural locations (Umpqua, Collier).
- Attention & Engagement:
 1. Trigger ads drive overall awareness while landmark (radius) ads were responsible for driving clicks to content.
 2. People responding to landmark ads for Crater Lake, Spring Creek, North Coast, Multnomah Falls, and Smith Rock were highly engaged on site (26.99%) indicating that the *know before you go* content was well received.

KEY LEARNINGS+

FUTURE IDEAS

- Expansion: Because of the success, we're considering expanding this to a year-round effort, focusing on things such as winter driving, water safety and visitor pressures at sno-parks.

Other places: Alvord, Silver Falls, Tamolitch Pool.

- Measurement: Expanded analytics beyond anecdotal such as what park staff was seeing at Crater Lake. Can we leverage location-based technology to see if we're dispersing people who see our content?

Thank you

