

A wide-angle landscape photograph showing a river winding through a deep, layered canyon. The canyon walls are steep and show distinct geological strata. The river's surface is calm, reflecting the sky and the surrounding cliffs. In the far distance, a prominent mountain with a snow-capped peak rises above a range of lower hills under a clear, light blue sky with some wispy clouds.

TRAVEL



OREGON

ADVERTISING UPDATE

9.24.24

Clayton Cotterell

**Last year we broke new
ground as we launched a
new, evergreen brand
platform for Travel Oregon.**

Travel Oregon

with  TRAVEL OREGON



In order to achieve our 10-Year Strategic Vision, we needed to evolve the way we market the state.

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 and more personal connections to the state and its residents.**
- + Point people to areas with the most economic need and avoid overuse of others.**

CAMPAIGN RESULTS

175+

Pieces of
creative

1,499,270,901

Impressions on
ads driving to
TO.com

89,213,277

Video Completes

\$130:1

Return on Ad
Spend

3,682,658

Sessions to
TravelOregon.com

MARKETING RESULTS

7,231,534

Sessions to
TravelOregon.com

55,036

Individual Guide
Orders

148,226

E-Mail Subscribers

A musician wearing a black hat and jacket is seated on the left, playing a double bass. In the center, a woman with curly hair is standing and singing into a microphone. To the right, another person is partially visible, holding a guitar. The background is filled with a large crowd of people sitting on the ground in a forest setting, with many trees and branches visible. The scene is dimly lit, suggesting dusk or dawn.

THE THEME FOR THIS YEAR

**HELPING TRAVELERS SEE 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

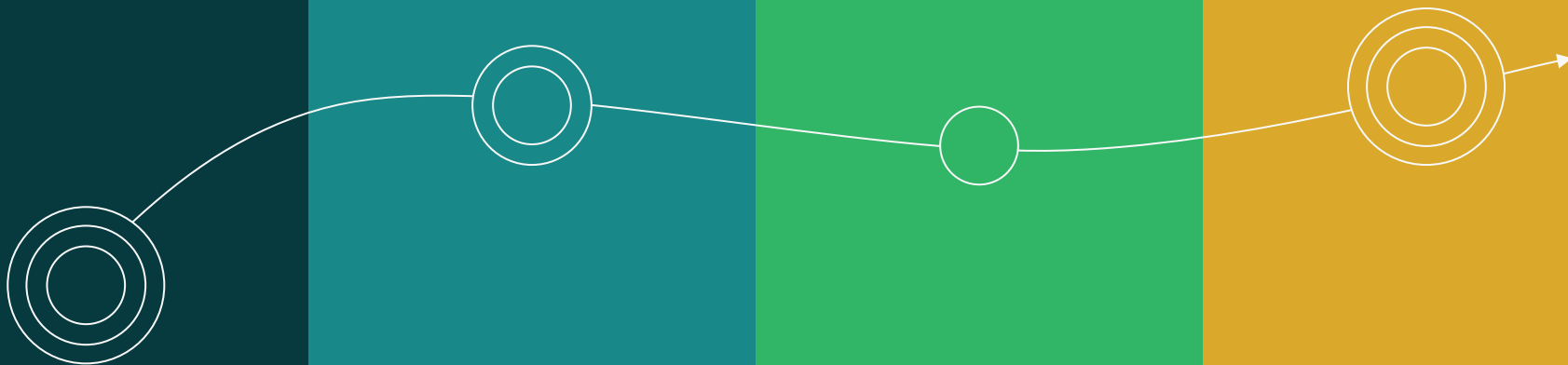
*Deepen consideration around the areas that Oregon excels in
- food and wine.*

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.*



STRATEGIC POV:

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

**We need to reset the
narrative with a fresh take
on what makes
Portland, *Portland*.**

TRY SOMETHING PORTLAND

A strong CTA that leans into
travelers' desire for new and
unique experiences

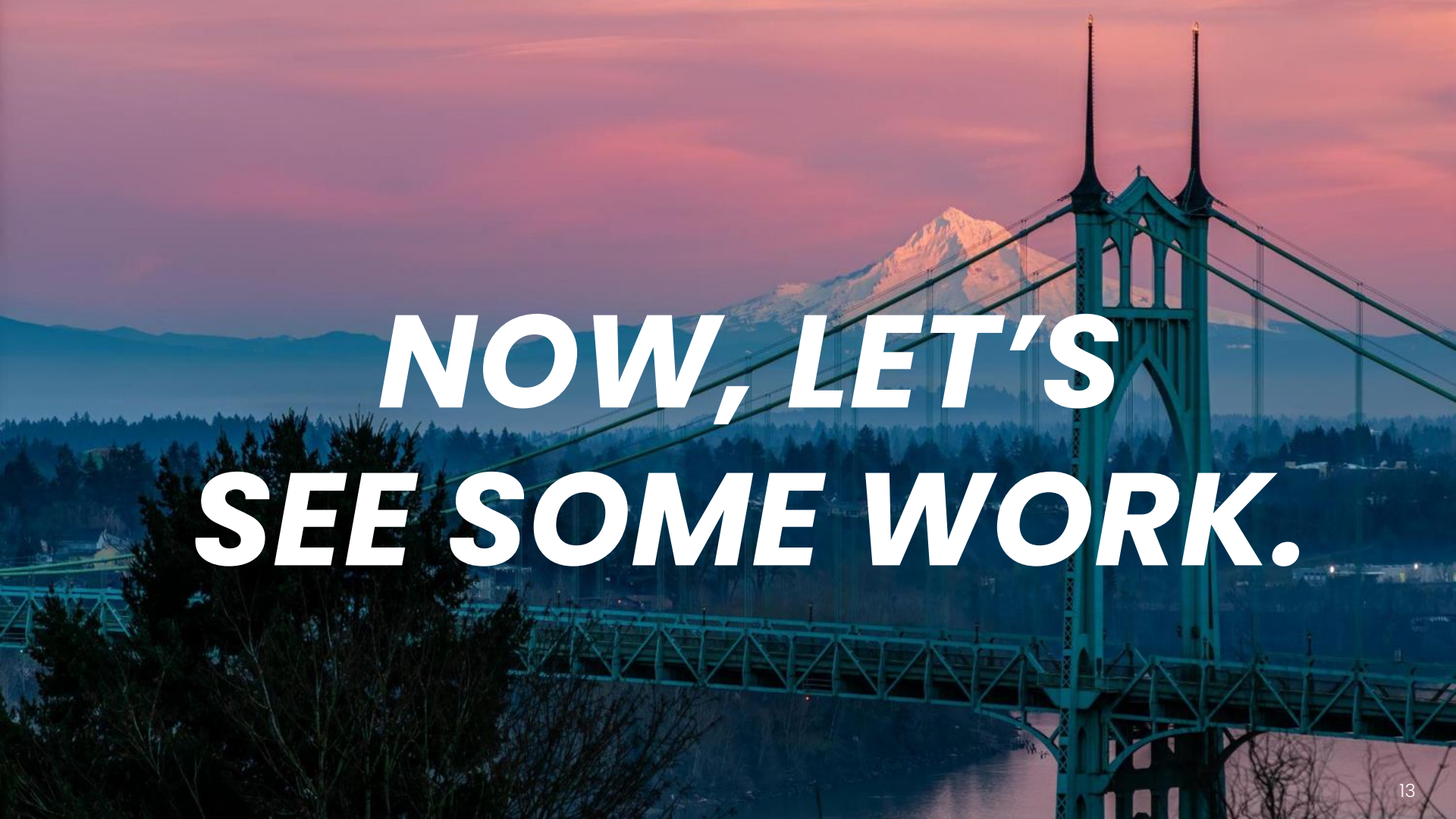
Spotlighting the spirit of Portland
that creates the unique
experiences here.

For The Rest of The Year

TRY SOMETHING OREGON

A strong CTA that leans into traveler's
desire for new and unique
experiences

Spotlighting the gutsy spirit of Oregon
and how it manifests in the different
regions we highlight.

A scenic view of the Astoria-Megler Bridge at dusk. The bridge's steel structure is silhouetted against a sky with soft pink and orange hues. In the background, Mount Hood is visible, its peak partially covered in snow and catching the low light. The foreground shows dark, silhouetted trees and the bridge's approach.

***NOW, LET'S
SEE SOME WORK.***

MEDIA GOALS

1. Drive awareness among primary and opportunity markets



KEY KPIs

Primary: Impressions
Secondary: VCR

2. Tell our side of the story when Portland is top of mind



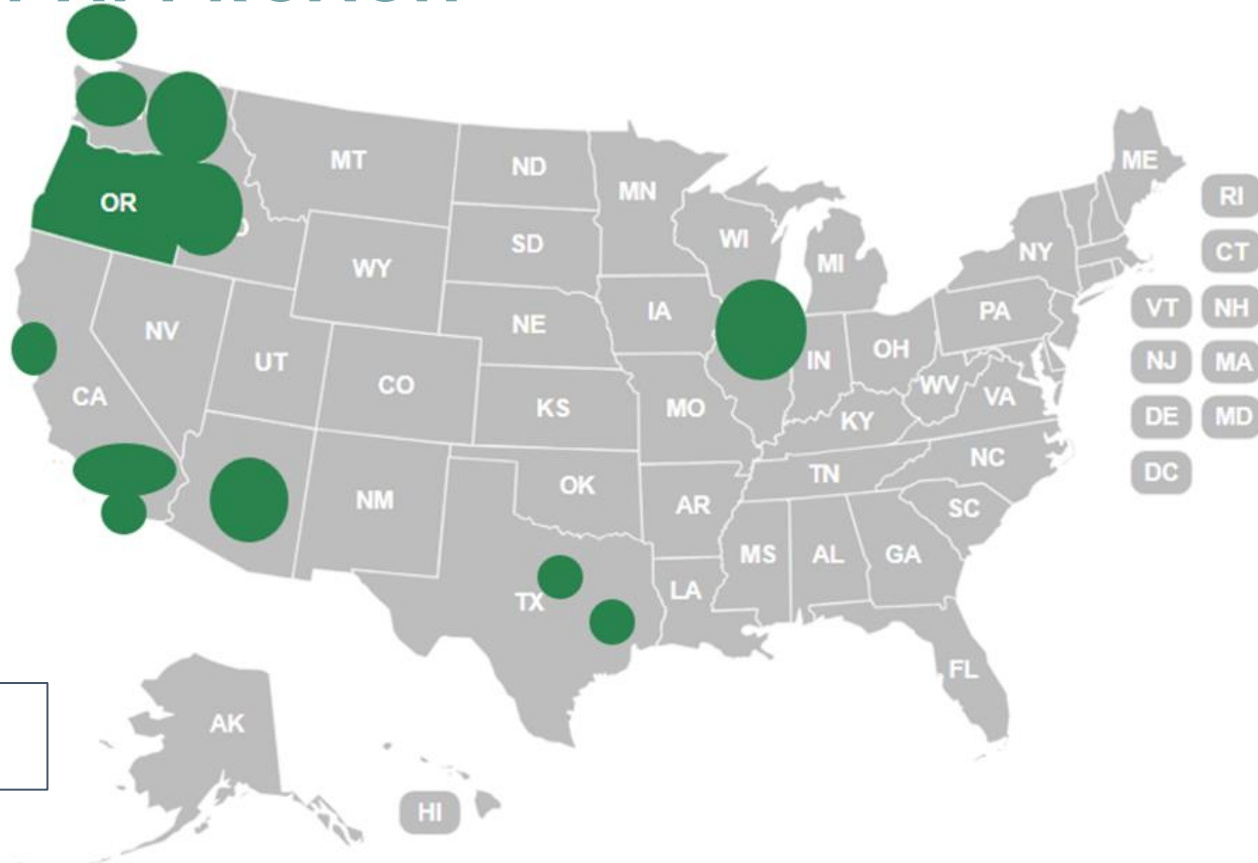
Primary: CPCV, VCR
Secondary: Site Sessions, CPNBS

3. Reignite Oregon's love for Portland



Primary: Impressions, CPM
Secondary: CTR, Site Sessions

PRIMARY/OPPORTUNITY/TEST MARKET APPROACH

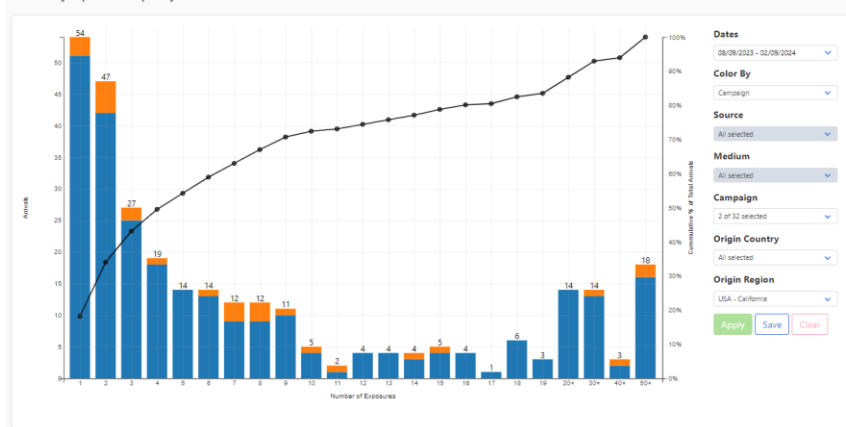


FY24 TOwTO CAMPAIGN LANDING PAGE BY CITY (GA4)

City	Sessions	Total users	% of Sessions
Los Angeles	285555	126909	21.3%
Chicago	187560	75211	14.0%
(not set)	64623	60925	4.8%
Seattle	63216	43167	4.7%
Portland	37592	25414	2.8%
San Francisco	34103	17061	2.5%
Houston	30606	18256	2.3%
Vancouver	25922	23246	1.9%
Dallas	25540	19221	1.9%
San Jose	24580	20856	1.8%
San Diego	19308	13549	1.4%
Riverside	14304	7053	1.1%
All Cities	1343607	776498	Grand totals

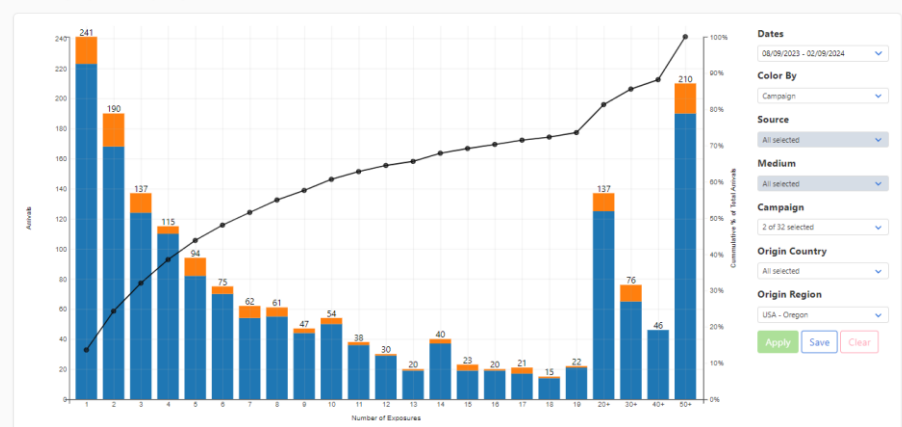
OVER / UNDER EXPOSURES BY STATE (ARRIVALIST)

Arrivals By Exposure Frequency



California TOWTO Anthem/Bounty

Arrivals By Exposure Frequency

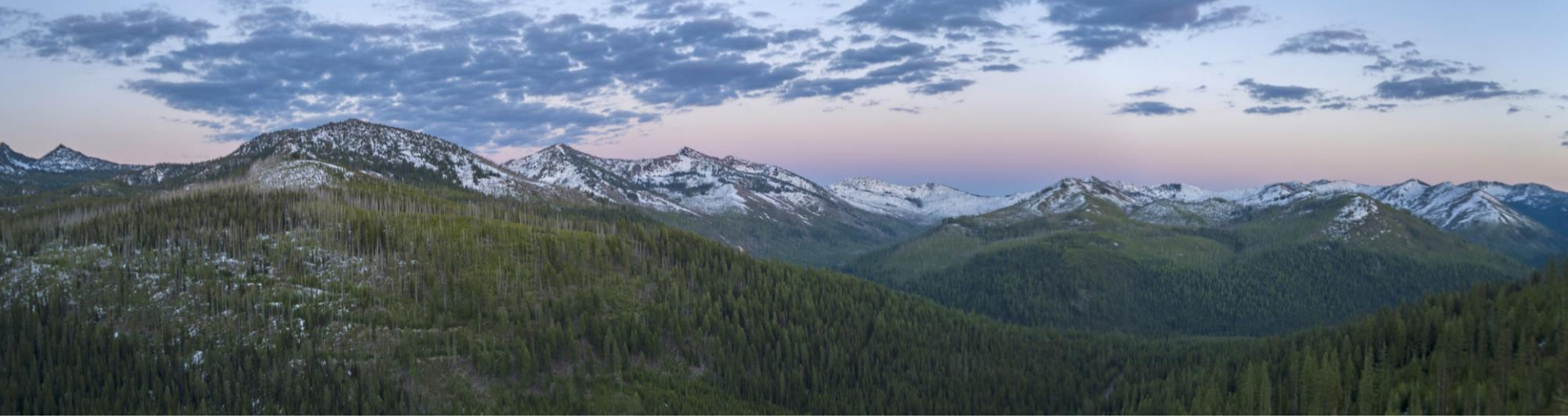


Oregon TOWTO Anthem/Bounty

ADDING MORE DATA SOURCES

ARRIVALIST + DEAN RUNYAN DATA

State	Market	Direct Spend	Volume	Avg Spend
WA	Longview, WA	\$ 187,231,933	719,774	\$ 260
WA	Walla Walla, WA	\$ 80,008,362	294,508	\$ 272
WA	Kennewick-Richland, WA	\$ 174,685,855	738,623	\$ 237
WA	Olympia-Lacey-Tumwater	\$ 98,167,420	375,761	\$ 261
CA	Eureka-Arcata, CA	\$ 42,803,926	172,001	\$ 249
ID	Boise City, ID	\$ 233,566,510	1,032,085	\$ 226
WA	Seattle-Tacoma-Bellevue	\$ 1,008,266,807	3,551,080	\$ 284
CA	Chico, CA	\$ 33,485,763	180,856	\$ 185



STARTING WITH THE AUDIENCE

HOW FAMILIAR IS THE AUDIENCE WITH OREGON?

QUANTIFYING FAMILIARITY

TRIPS PER CAPITA

State	Market	Direct Spend	Volume	Avg Spend	Population	Trips Per Capita
WA	Longview	\$187,231,933	719,774	\$260	112,864	6.38
WA	Walla Walla	\$80,008,362	294,508	\$272	61,568	4.78
ID	Boise City	\$233,566,510	1,032,085	\$226	824,657	1.25
WA	Seattle-Tacoma-Bellevue	\$1,008,266,807	3,551,080	\$284	4,044,837	0.88
CA	Chico	\$33,485,763	180,856	\$185	207,172	0.87
CA	Redding	\$43,730,989	155,673	\$281	180,366	0.86
CA	Sacramento-Roseville-Folsom	\$176,517,913	753,859	\$234	2,420,608	0.31

LAYER IN TARGET AUDIENCE

IMMERSIVE GUEST

State	Market	Trips Per Capita	MRI Likely Immersive Guest	MRI Has visited OR WA
ID	Boise City	1.25	62	432
CA	Redding	0.86	110	204
NV	Reno	0.42	69	220
MT	Missoula	0.40	92	403
NV	Las Vegas-Henderson-Paradise	0.33	69	220



CREATING REGIONAL ZONES

MARKET BUCKETS

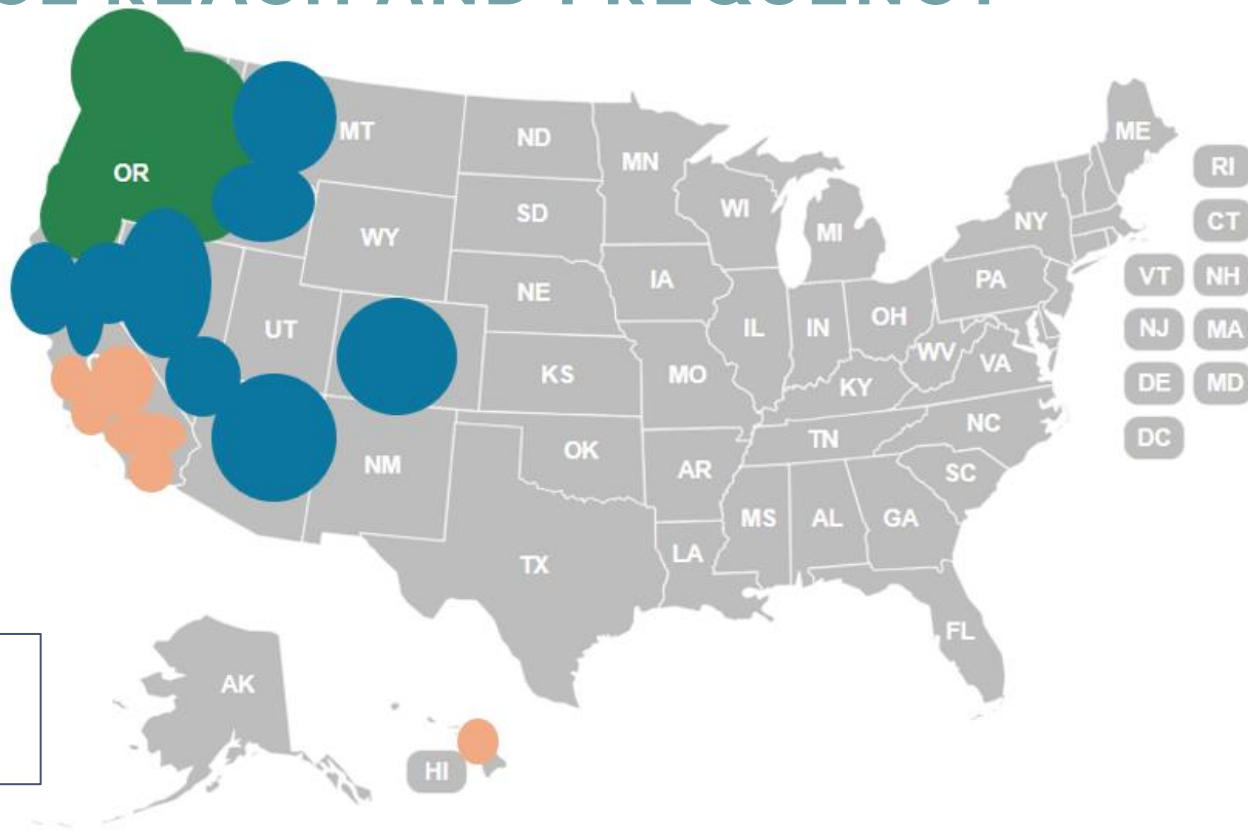
State	Market	Direct Spend	Volume	Population	Trips Per Capita
WA	Longview	\$ 187,231,933	719,774	112,864	6.38
WA	Walla Walla	\$ 80,008,362	294,508	61,568	4.78
CA	Eureka-Arcata	\$ 42,803,926	172,001	137,000	1.26
ID	Boise City	\$ 233,566,510	1,032,085	824,657	1.25
ID	Twin Falls	\$ 21,639,832	117,196	120,635	0.97
WA	Seattle-Tacoma-Bellevue	\$ 1,008,266,807	3,551,080	4,044,837	0.88
CA	Chico	\$ 33,485,763	180,856	207,172	0.87
ID	Idaho Falls	\$ 13,490,185	80,988	168,322	0.48
NV	Reno	\$ 52,528,811	234,638	564,782	0.42
MT	Missoula	\$ 17,059,661	50,711	126,939	0.40
CA	Fresno, CA	\$ 30,783,518	150,234	1,180,020	0.13
IL	Chicago	\$ 74,580,160	226,528	9,262,825	0.02
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NEW MARKET MAP NEW AWARENESS APPROACH



FY25 AWARENESS MARKETING MAP

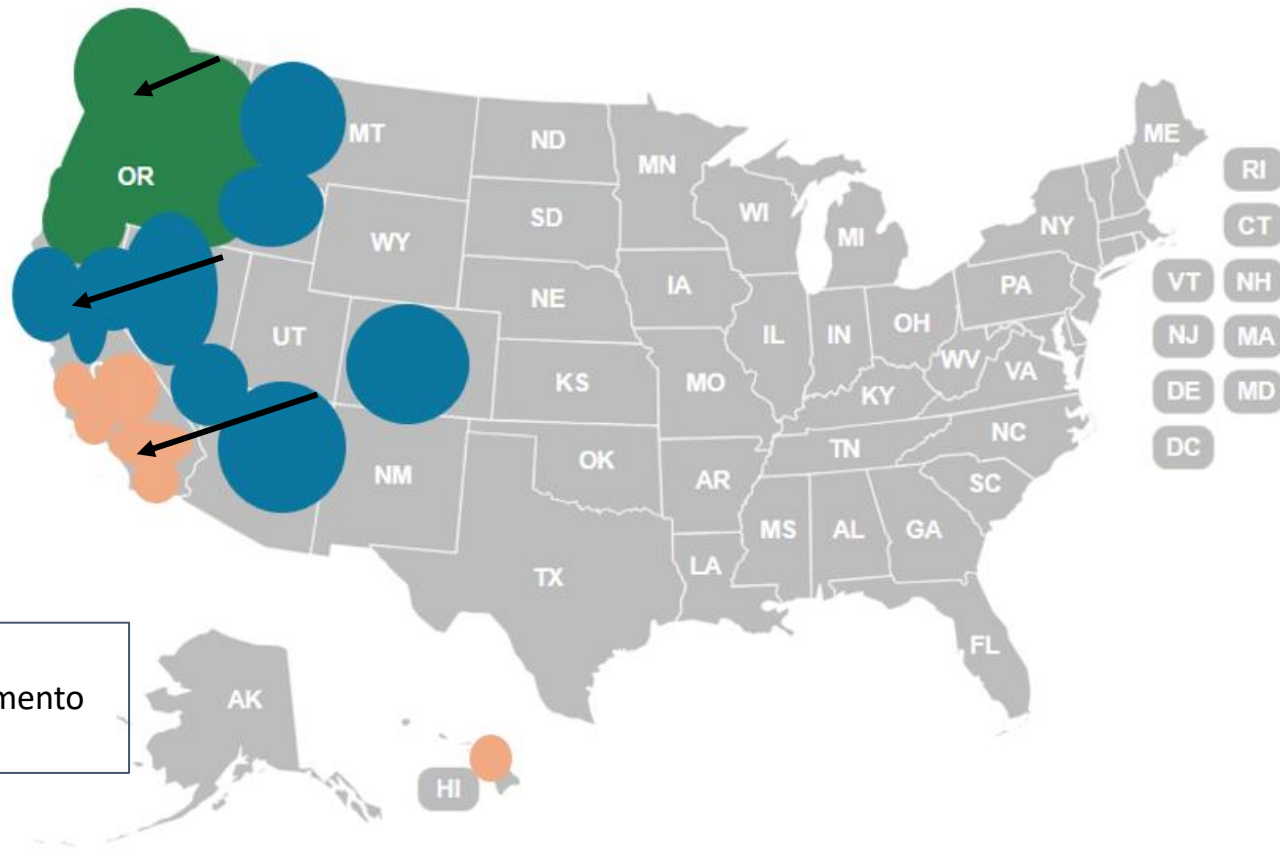
BALANCE REACH AND FREQUENCY



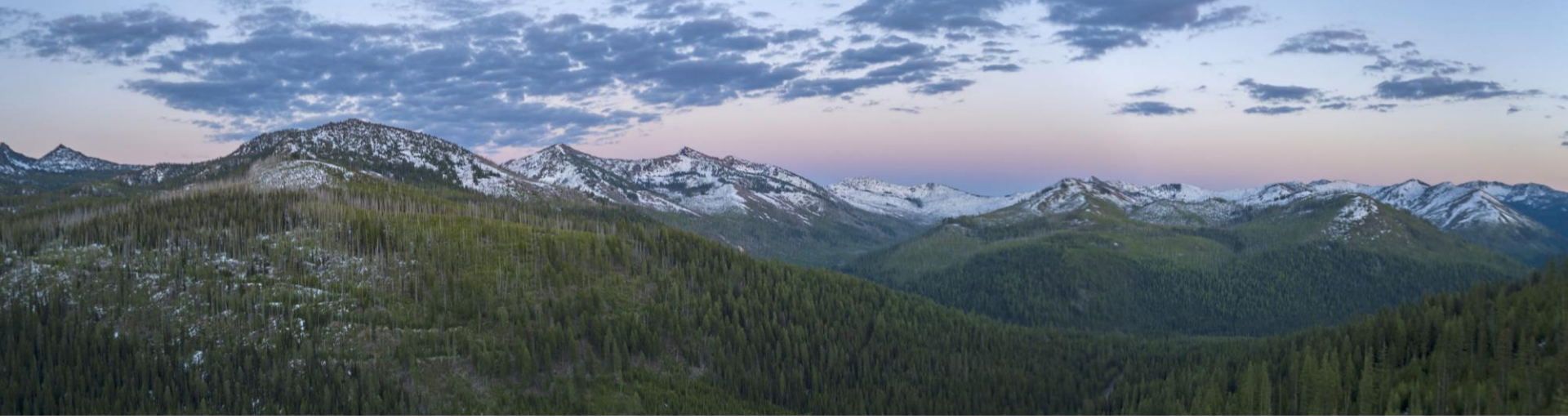
Green: Very familiar
Blue: Familiar
Peach: Less Familiar

GRAVITY IN REGIONAL ZONES

CITY/DMA SPENDS



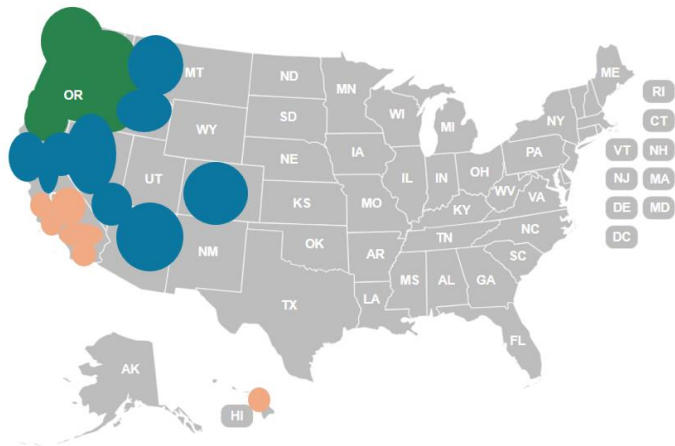
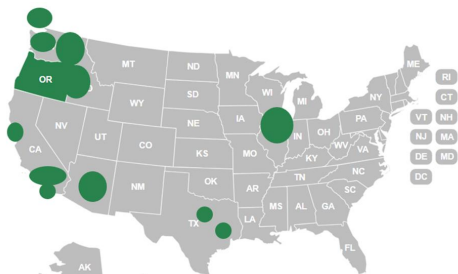
Green: Draws to Seattle/Portland
Blue: Draws to San Francisco/Sacramento
Peach: Draws to Los Angeles



HOW ABOUT SEARCH?

THE OTHER END OF THE MARKETING FUNNEL

PLATFORM AUDIENCE SEARCH = INTENT



A screenshot of a Google search for 'trip to oregon'. The search bar shows the query 'trip to oregon' with a blue bird icon. Below the search bar are tabs for 'All', 'Images', 'Videos', 'Maps', 'News', 'Forums', 'Shopping', and 'More'. Below these tabs are buttons for 'Itinerary', 'Cost', 'Trail', 'Check in', 'Game', 'Open now', '7 days', and 'Online appointments'. The results section shows 'Results for Oregon · Choose area'. Below this is a result for 'Travel Oregon' with the URL 'https://traveloregon.com › things-to-do › trip-ideas'. The result title is 'Trip Ideas' and the description is 'Chances are you're ready to hike the trails, sip craft beer and chow down on a farm-fresh feast. Are we reading you right? To do all those things, you.' Below the description are links for '7 Wonders of Oregon', 'Favorite Trips', 'Scenic Drives', and 'Family Fun'. At the bottom, there is a section for 'People also ask' with the question 'What is a good month to visit Oregon?' and a dropdown arrow.

trip to oregon

All Images Videos Maps News Forums Shopping More Tools

Itinerary Cost Trail Check in Game Open now 7 days Online appointments

Results for **Oregon** · Choose area

 Travel Oregon
<https://traveloregon.com> › things-to-do › trip-ideas

Trip Ideas

Chances are you're ready to hike the trails, sip craft beer and chow down on a farm-fresh feast. Are we reading you right? To do all those things, you.

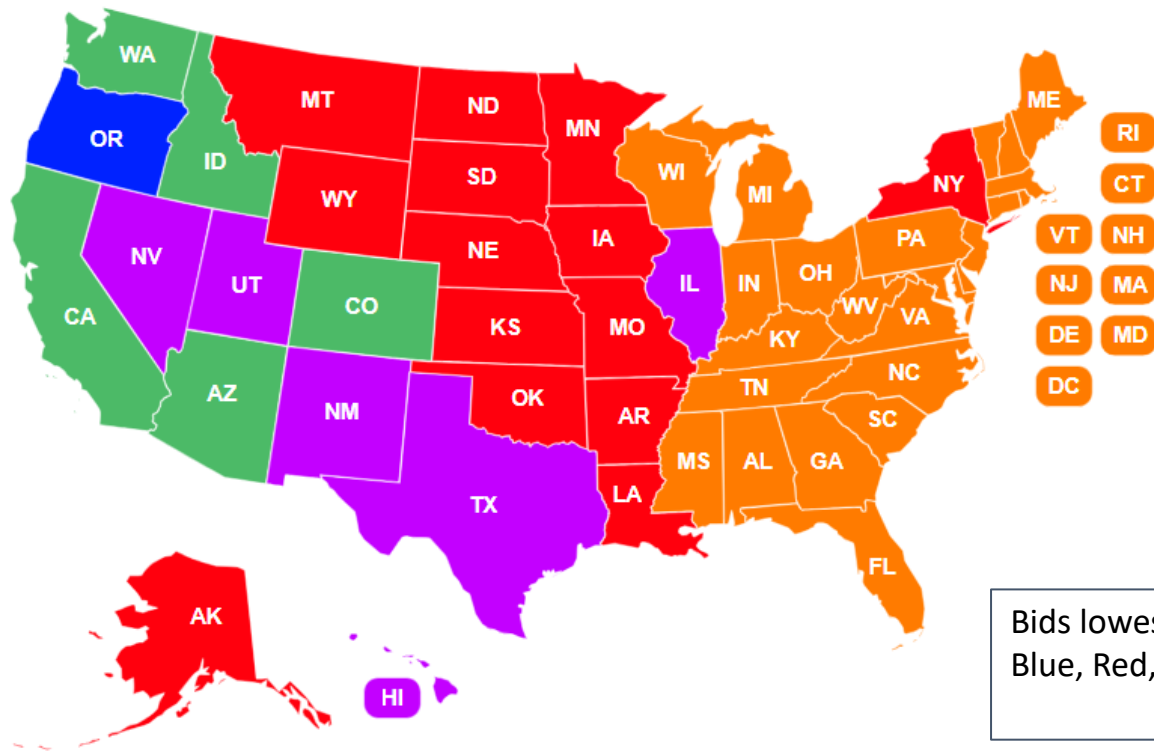
[7 Wonders of Oregon](#) · [Favorite Trips](#) · [Scenic Drives](#) · [Family Fun](#)

People also ask

What is a good month to visit Oregon?

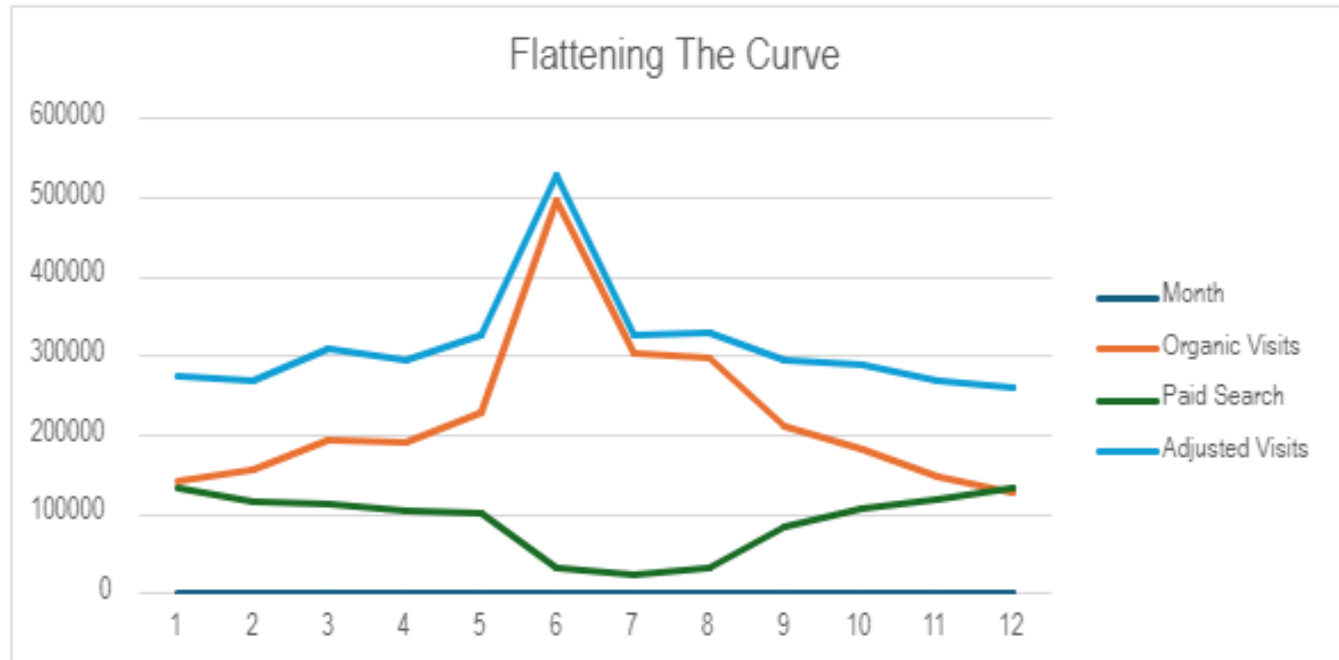
NATIONAL SEARCH APPROACH

BALANCING SEARCH COMPETITION



FY25 SEARCH BUDGETS

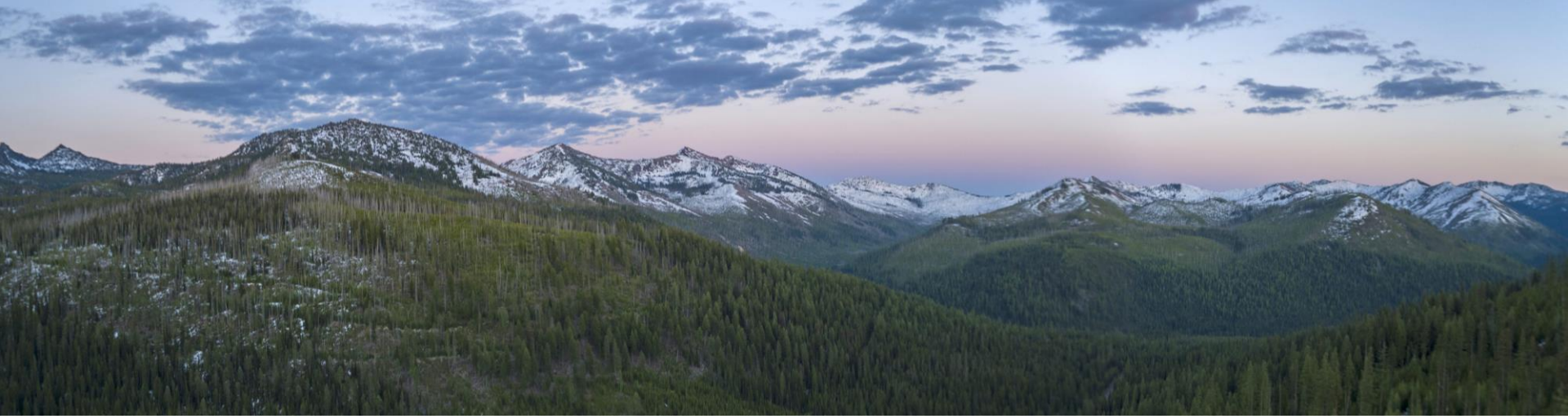
FLATTENING THE CURVE



Site Visits to TravelOregon.com, Jan - Dec

HOW DOES THIS ANALYSIS APPLY TO OTHER MARKETING PLATFORMS AND TACTICS?





PLATFORM TACTICS

LEAN INTO PLATFORM CAPABILITIES AND AUDIENCES

Platform

TRAVEL OREGON WITH TRAVEL OREGON

Brand Role

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

Creative Approach

Celebrating what makes this place this place by spotlighting the Oregonian's who have the guts to go for it.

Seasonal Pulse

Summer:
Portland

Fall:
Bounty

Winter:
Heads in Beds
(Lodging)

Spring:
Responsible Recreation

Campaign Lens

Try Something Portland

Try Something Oregon

Try Something Oregon

Try Something Oregon

Messaging Focus

Unique Experiences created by a city that has the guts to go for it.

Unique Food and Wine Culture created by restaurateurs and vintners that have the guts to go for it.

Unique Lodging crafted by Oregonians who had the guts to go for it.

Unique sustainable travel experiences pioneered by Oregonians with the guts to go for it.

Regions

Portland

**Willamette Valley
Southern Oregon**

**Eastern Oregon
Hood / Gorge**

**The Coast,
Central Oregon**

Baseline Assets

**(3x) :15s
Social Guide Series
Digital Assets**

**(2x) :15s
Social Guide Series
Digital Assets**

**Social Guide series
Digital Assets**

**(2X) :15s
Social Guide Series
Digital Assets**

An aerial photograph of a river meandering through a vast, green landscape. The river is dark and winding, with some white rapids visible on the right side. The surrounding land is covered in lush green grass and scattered small trees and shrubs. The text "Thank you" is written in a white, serif font, centered over the river.

Thank you