

# Wilsonville Tourism Promotion Committee

## MEETING AGENDA

Thursday, February 21, 2019 • 1 – 3 pm

12:30 pm — *Optional Museum-Floor Walk and Automotive-Space Tour  
with World of Speed Executive Director Dave Pearson*

World of Speed Motorsports Museum,  
27490 SW 95th Avenue, Wilsonville



### VOTING MEMBERS

**Jeff Brown**, General Manager, Hotel Eastlund

**Darren Harmon**, Chair  
General Manager,  
Family Fun Center

**Al Levit**  
Former Commissioner,  
City of Wilsonville  
Planning Commission

**Dave Pearson**,  
Vice Chair  
Executive Director,  
World of Speed  
Motorsports Museum

**Brandon Roben**  
CEO, Oaks Park

**David Stead**  
General Manager,  
Langdon Farms Golf  
Club

### ADVISORY / EX-OFFICIO MEMBERS

**City of Wilsonville**  
City Councilor Charlotte  
Lehan, Council Liaison  
Michael McCarty, Parks &  
Recreation Director  
Brian Stevenson,  
Community Services  
Manager (designee)  
Erica Behler, Parks &  
Recreation Coordinator  
(designee)

**Clackamas County  
Tourism & Cultural  
Affairs (TCA) "Oregon's  
Mt Hood Territory"**  
Danielle Cowan, Director  
Samara Phelps,  
Development Lead  
(designee)

**Washington County  
Visitors Association  
(WCVA)**  
Carolyn McCormick,  
President/CEO  
Sylke Neal-Finnegan,  
VP/Marketing &  
Communications  
(designee)

**Wilsonville Area  
Chamber of Commerce**  
Kevin Ferrasci O'Malley,  
CEO

### STAFF

Mark Ottenad,  
Public/Government  
Affairs Director

### OPERATIONS AND DEVELOPMENT COORDINATOR

Vertigo Marketing, LLC  
Lynette Brailard  
and Trev Naranche,  
Principals

- 1. Welcome** **1:00**
  - a. Committee members and guests introductions
  
- 2. Committee Business and Updates** **1:10**
  - b. Upcoming Events of Note *page 2*
  - c. Approve Prior Meeting Minutes of Dec. 20, 2018 *page 3*
  - d. Committee recruitment for Position 7 term ending 6/30/2021
  - e. City Updates:
    - Town Center Plan \* *page 5*
    - Citywide Signage and Wayfinding Plan \* *page 6*
    - Arts, Culture and Heritage Strategy
    - Proposed Arts & History Walking Tour
  - f. City and County Tourism Grant Programs March 21 Review \* *page 16*
    - City of Wilsonville Community Tourism Grant Program: \$25,000
    - Clackamas County Community Partnership Grant Program: \$20,000
  
- 3. Vertigo Marketing Report** **1:30**
  - g. Vertigo Marketing Quarterly Reports on Advertising and Marketing \*
    - 2018 Q3 Report *page 17*
    - 2018 Q4 Report *page 53*
  - h. Summer Visitor Profile Survey Report Highlights \* *page 95*
  - i. Promotion of Explore Wilsonville, Website and 'Pocket Trips' *page 168*
  - j. Simple "Pocket Guide" brochure plan discussion \* *page 170*
  - k. FY19-20 Advertising and Marketing Proposal Scope-of-Work ■

- 4. Adjourn** **3:00**

*Next Meeting Date — Tourism Grants: Thur, March 21, 6:30 pm, City Hall*

\* materials in packet or online    ■ materials at meeting

## Wilsonville Tourism Promotion Committee

### Upcoming Events of Note

#### [POVA State of the Tourism Industry](#)

**Wednesday, Feb. 27, 11:30 am–1:30 pm**  
**Lunch served at 11:45 a.m.**  
**Portland Art Museum, Kridel Grand Ballroom**  
**1219 S.W. Park Ave., Portland**

Cost to attend: \$35 (\$25 for Attractors, Captivators, Hotels and Sponsors)

RSVP by Wednesday, Feb. 20

The travel industry continues to be a driver for our global, national and local economy. What's ahead in 2019 for the Portland region? Keynote speaker Stephen Hennis of Hotelogy will share insights into Portland's hotel market and how it compares to national market trends.

The lunch will also include a panel discussion with Andrew Hoan (Portland Business Alliance), Curtis Robinhold (Port of Portland) and Janet LaBar (Greater Portland, Inc.) focusing on the future of the city. Travel Portland will share the most recent economic impact numbers, review the city's hotel market and discuss key trends that are shaping our industry.

#### [OMHT Tourism Tech Symposium](#)

**Wednesday, March 6, 9 am – 3 pm**  
**Clackamas County Red Soils Auditorium**  
**150 Beaver Creek Rd**  
**Oregon City, OR 97045**

This annual event hosted by Mt. Hood Territory is a chance for you to learn digital tourism marketing skills, tips, trends and best practices from our staff and other industry professionals. This year's keynote presentation from Anvil Media will outline the basics of SEO and SEM strategies. Registration is limited to 45 participants on a first come, first served basis. \$10 fee includes light breakfast, lunch and refreshments.

#### [2019 Oregon's Mt. Hood Territory & Tualatin Valley Agritourism Summit](#)

**Tuesday, March 19, 9 am – 4 pm**  
**Whiskey Hill Winery & Postlewait's Vineyard**  
**29510 South Barlow Road, Canby, Oregon**

Cost: \$15

This year's summit is a bi-county collaboration between Clackamas (Mt. Hood Territory) and Washington (Tualatin Valley) Counties. Come meet

and network with other agricultural professionals and gain valuable knowledge from some of the top leaders in their fields. Registration is now open and includes a full lunch buffet and a first-ever happy hour/networking session following the event, featuring local wine and beer from Clackamas and Washington counties!

#### [Travel Portland Marketing Conference](#)

**Wednesday, April 3: 8:30 a.m.–4 p.m.**  
**Oregon Convention Center**  
**777 N.E. Martin Luther King Jr. Blvd., Portland**

Early-bird pricing: \$175 (\$75 for Attractors, Captivators, Hotels and Sponsors) on or before March 13.

Regular pricing: \$195 (\$95 for Attractors, Captivators, Hotels and Sponsors) after March 13.

Ticket includes light breakfast, lunch and a beverage ticket.

Travel Portland's seventh annual Marketing Conference returns Wednesday, April 3. Don't miss this opportunity to receive new marketing training from some of the best in the business. This one-day event will feature presentations by local industry leaders focusing on critical trends and best practices, curated for both small and large businesses.

#### [State Heritage "Cable Trees" Dedication – City of Wilsonville and Oregon Travel Information Council](#)

**Friday, April 26, 2 pm**  
**Memorial Park - River Shelter**  
**8100 SW Memorial Drive**  
**Wilsonville, OR 97070**

The City of Wilsonville and Oregon Travel Information Council are hosting a celebration at Memorial Park to dedicate two trees along the Willamette River that – quite literally – bear the scars of the role they played in facilitating the success of Oregon's logging industry. From the mid-1800s until the 1980s, log rafts were floated down the Willamette River by tugboats, with "cable trees" on the river's edge used to tie-down log rafts until the logs were to be delivered to the mill.

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

Tuesday, December 20, 2018 • 10 am – 12 pm

Parks & Recreation Administration Offices, Town Center Park

### 1. Welcome

**a. Voting members attending:** Al Levit; Dave Pearson, Vice Chair; Brandon Roben and David Stead. Darren Harmon, Chair, and Jeff Brown excused.

**Ex-officio members, staff, consultants and guests attending:** Erica Behler; Lynnette Braillard; Trev Naranche; Sylke Neal-Finnegan; Kevin Ferrasci O'Malley; Beth Price; Mark Ottenad; and Brian Stevenson.

### 2. Committee Business and Updates

**b. Approve Meeting Minutes of Prior Meetings:** Committee members reviewed the draft meeting minutes of Nov. 20, 2018, and noted typo correction of “Wilsonville” on page 2. Brandon Roben moved and Al Levit seconded the motion to adopt the meetings minutes as amended. Motion approving minutes passed unanimously.

**c. Draft Community Investment Strategy for Arts, Culture and Heritage: public comment until Jan. 28, 2019:** Mark Ottenad reviewed components of the draft “Community Investment Strategy for Arts, Culture and Heritage,” which makes several recommendations to foster activities and programs of benefit to the community including:

- Establish an arts and culture commission to advise the City Council.
- Assist new and existing organizations to better coordinate activities, find working space and presentation venues and promote events and programs.
- Create a City position to act as tourism and culture affairs coordinator, staffing both the tourism promotion committee and proposed arts and culture commission.
- Explore construction of a joint community-use performing arts center with the school district.
- Create an arts and culture fund to facilitate community support, including increased sponsorship from the business community.

The City seeks public comment on the draft strategy until Jan. 28, 2019; the proposed plan along with a questionnaire seeking feedback on findings and recommendations is online at [www.ci.wilsonville.or.us/ArtsStrategy](http://www.ci.wilsonville.or.us/ArtsStrategy).

Members of the committee expressed concern that the committee has primary advisory role to the City Council in the use of Transient Lodging Tax revenues, noting that the draft plan suggested TLT revenue as a potential funding source for arts, culture and heritage activities. Members noted the state mandate of tourism promotion programs to attract visitors from over 50 miles away in order to encourage overnight lodging stays.

**d. City and County Tourism Grant Programs:** Brian Stevenson reported that he has been contacted by a number of potential grant applicants, including sponsors of the Festival of Arts and the Salem Cycling Classic events. He indicated that he would poll committee members to locate a date in March for an evening meeting to review grant applications and to make grant awards.

**e. Oregon Destination Marketing Organizations (ODMO) 2019 Annual Conference** is scheduled for January 22-24, 2019, at Tetherow Resort in Bend. City as Explore Wilsonville DMO is a member and committee members may attend at discounted rate.

### 3. Vertigo Marketing Report

**f. Visitor Profile Survey – Decision points:** Guest Beth Price, Director of Sales and Catering for Holiday Inn Wilsonville, offered her lodging property as a venue to survey guests; Lynnette Braillard indicated that she would follow-up. Mark Ottenad indicated that he would contact Woodburn economic development manager to see if Woodburn Premium Outlet stores would participate.

Committee members agreed with the suggestion doing both winter and summer surveys in a similar fashion with both in-person intercept and online survey components.

**g. Oregon Barometer: Proposed performance benchmarking report:** With the re-launch of the ExploreWilsonville.com website with new directories and calendar of events and print materials for follow-up fulfillment, Vertigo Marketing will composing quarterly reports starting at the end of January for Q4 2018. Trev Naranche presented a chart of activities for the past and upcoming quarters, and reviewed a Longwood's August 18 report for the Willamette Valley, and noted that North Willamette Valley in Washington County is part of Travel Portland's Portland Metro Region. So, future reports will show both Willamette Valley and Portland metro area data.

**h. Website matters: Events and Privacy Policy:** Trev Naranche also reviewed various visitor and outdoor recreation statistical reports. Vertigo Marketing has compiled all of the Wilsonville-area events for ExploreWilsonville.com and will forward to Oregon's Mt Hood Territory and Travel Oregon. The calendar of events page was the most popular page on ExploreWilsonville.com in third quarter 2018.

Lynnette Braillard reviewed the privacy policy component of not sharing information with third-parties unless express permission is given.

Kevin Ferrasci O'Malley asked who is responding to Facebook inquiries? Lynnette Braillard said that Vertigo Marketing is responding to inquiries. Brian Stevenson said that City Parks & Recreation staff could also assist with Facebook inquiries since they do so for the City's Parks & Rec Facebook page.

**i. STR lodging trends report:** Comparison of Wilsonville to Troutdale for October compared to September 2018 Wilsonville occupancy is up 4% and Troutdale is down 3%.

Discussion by committee of possibly doing a new STR report for all of Clackamas and Washington Counties to gain a better sense of metro area region performance. Beth Price said that she thought Troutdale was a good comparable to Wilsonville – an “apples-to-apple” location in terms of similar size suburban city with industrial employment on metro area edge on an interstate highway.

Committee decided that utilizing the three key metrics—Occupancy, Average Daily Rate and Revenue per Room—would be best, along with STR data for Demand along with City TLT collection information, and to keep Troutdale as the Wilsonville comparable.

**j. Certified Folder Display distribution locations:** Committee members reviewed the current Explore Wilsonville ‘pocket trips’ brochure distribution in all state welcome centers, including PDX. Question arose that brochures should definitely be located in the busiest highway rest area of Oregon, French Prairie, located just south of Wilsonville, and perhaps other locations. Trev Naranche said that a new, simpler brochure printed in large quantities would be needed for wider distribution.

Al Levit indicated that if we are targeting visitor from over 50 miles away, that Explore Wilsonville brochures should *not* be in Portland or Salem so much as the rest of the state and along the I-5 corridor in Washington and Canada. Committee members agreed with this suggestion. Question if a new, mass-market brochure should have a QR code; discussion that QR codes are not used as often as they were in the past, but it doesn't hurt to add one. We will be able to track website visits from the brochure by using a QR code.

#### 4. Adjourn

The meeting adjourned at 12:00 pm. Next meeting tentatively set for Thur, Feb. 21, 1-3 pm, location to be determined (World of Speed Museum was suggested).

Respectfully submitted by Mark Ottenad on January 22, 2019.

## Check Out Your Draft Town Center Plan!

The project team would like to say **thank you** to community stakeholders, interested parties, the project task force, and everyone who has submitted input throughout the two-year process. The draft Town Center Plan is ready for the community to review.



### What's Next?

#### City Council Work Session on February 4

Our next public meeting on the Plan is on February 4 at 5:00 PM at City Hall, when staff will provide the City Council with a draft of the Plan for their questions and comments. To attend the meeting or to tune in at home (live or on demand), find details [here](#).

#### Save the Date!

Help us celebrate the completion of Wilsonville's Town Center Plan on Wednesday, March 13, from 5-6 PM at City Hall prior to the start of the Planning Commission hearing. Light refreshments will be provided. **Stay tuned** for more information about the event and a gallery at City Hall to honor the community's involvement in the Town Center Plan.

### How Can You Help?

1. **Share this news** with friends, family, co-workers and neighbors. It is important for us to get feedback from everyone in the Wilsonville community.
2. Take a look at the Plan and **tell us what you think!**

**Submit Comments Online:**  
<http://www.wilsonvilletowncenter.com/comments/>



View the story of the Town Center Plan to see a summary of the plan and the community's ideas. Share it with your friends, family, and co-workers.



Download the full Wilsonville Town Center Plan document on the project's website and tell us what elements of the Plan you are most excited about.

# NOTICE OF LEGISLATIVE PUBLIC HEARING BEFORE THE PLANNING COMMISSION: Citywide Signage and Wayfinding Plan LP19-0002



## Planning Commission:

On **Wednesday, February 13, 2019, beginning at 6:00 p.m.**, the Wilsonville Planning Commission will hold a public hearing regarding the Citywide Signage and Wayfinding Plan. The Planning Commission will consider whether to recommend adoption of the Citywide Signage and Wayfinding Plan to the City Council. No additional mailed notice will be sent to you unless you either:

- Submit testimony or sign in at the Planning Commission hearing, or
- Submit a request, in writing or by telephone, to the Planning Division.

## City Council:

The Wilsonville City Council is scheduled to hold a public hearing on the proposal on **Monday, March 18, 2019, at 7:00 p.m.** after which it may make the final decision.

The hearings will take place at **Wilsonville City Hall, 29799 SW Town Center Loop East, Wilsonville, Oregon**. A complete copy of the relevant file information, including the staff report, findings, and recommendations, will be available for viewing seven days prior to each public hearing at Wilsonville City Hall and at the Wilsonville Public Library.

## Summary of Proposal: LP19-0002 Citywide Signage and Wayfinding Plan

The Citywide Signage & Wayfinding Plan's purpose is to provide strategies for the City to implement a unified wayfinding system. The objective of the plan is to better connect people walking, biking, or driving to destinations throughout Wilsonville with a cost-effective program that is easy to expand and maintain. The Plan proposes a design that reflects the city's unique identity. The recommended design incorporates both national best practices and the vision and ideas from members of the community.

**How to Comment:** Oral or written testimony may be presented at the public hearing. Written comment on the proposal to be submitted into the public hearing record is welcome prior to the public hearings. To have your written comments or testimony distributed to the Planning Commission before the meeting, it must be received by 2 pm on **March 6, 2019**.

Direct such written comments or testimony to:

**Chris Neamtzu, Community Development Director**  
29799 SW Town Center Loop East, Wilsonville, Oregon, 97070  
[neamtzu@ci.wilsonville.or.us](mailto:neamtzu@ci.wilsonville.or.us), (503) 682-4960

Copies of the full draft plan will be available March 6, 2019 from the Wilsonville Planning Division at the above address, the City's Planning Commission Meeting Web Page, and at the project website

<https://www.ci.wilsonville.or.us/planning/page/citywide-signage-and-wayfinding-plan>

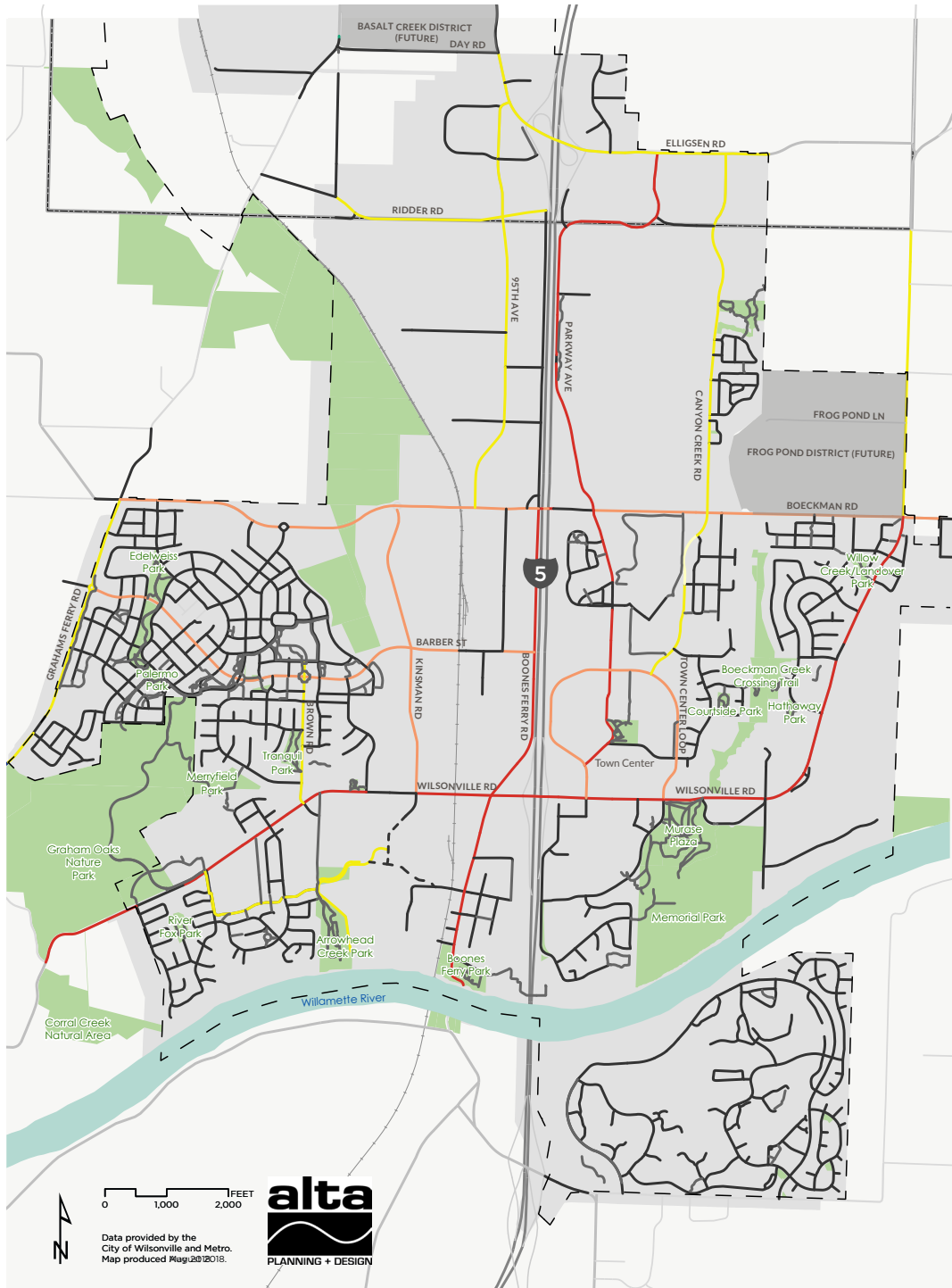
*Note: Assistive Listening Devices (ALD) are available for persons with impaired hearing and can be scheduled for this meeting. The City will also endeavor to provide qualified sign language interpreters and/or bilingual interpreters, without cost, if requested at least 48 hours prior to the meeting. To obtain such services, please call Tami Bergeron, Planning Administrative Assistant at (503) 682-4960.*

Date of Planning Commission Meeting: **February 13, 2019**

Date Notice was posted: **January 23, 2019**

## ROUTE PRIORITIZATION

As part of the planning process, the project team prioritized routes based on readiness, proximity to destinations, and overall need and gap closure as they relate to navigational challenges in the city. The results of the prioritization process helped to select and prioritize locations for wayfinding improvements.



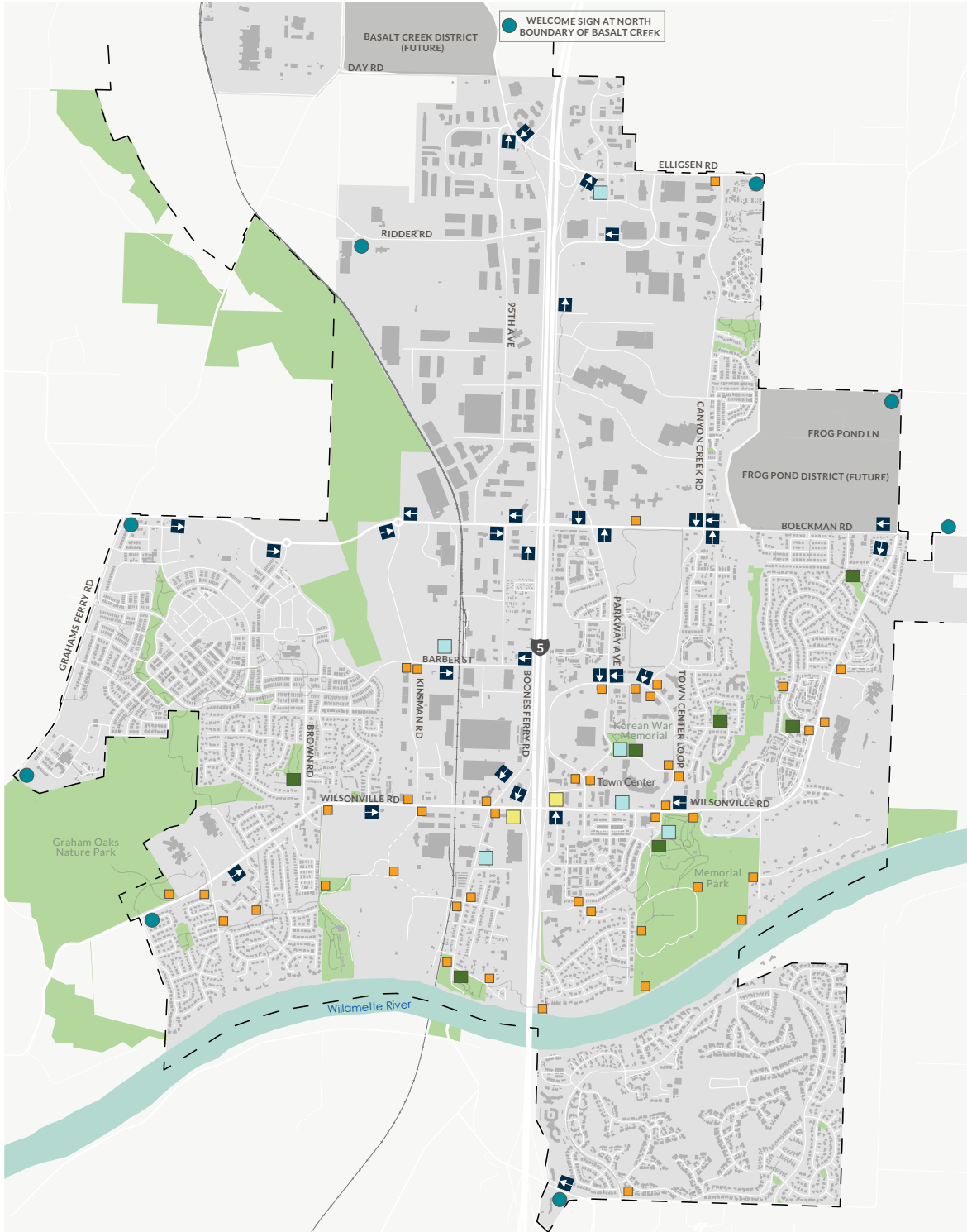
### FINAL ROUTE PRIORITIZATION

#### IMPLEMENTATION PHASES

- PHASE ONE
- PHASE TWO
- PHASE THREE
- URBAN GROWTH BOUND

## SIGN PLACEMENT

Using the Final Route Prioritization map and the Approved Destinations list as a guide, locations for Vehicular, Welcome, Kiosk, Park, Gateway, and Pedestrian signs were identified throughout the City.



### SIGN PLACEMENT

### SIGN TYPES

-  VEHICULAR SIGN
-  WELCOME SIGN
-  I-5 GATEWAY SIGN
-  PEDESTRIAN SIGN
-  PARK SIGN (LARGE OR SMALL)
-  URBAN GROWTH BOUNDARY

CITY OF WILSONVILLE  
 Planning Commission Meeting - Feb. 13, 2019  
 Citywide Signage & Wayfinding Plan



The initial three sign family design options and the following preferred design were developed and refined to reflect feedback received from City staff, the Community Focus Group and community members.

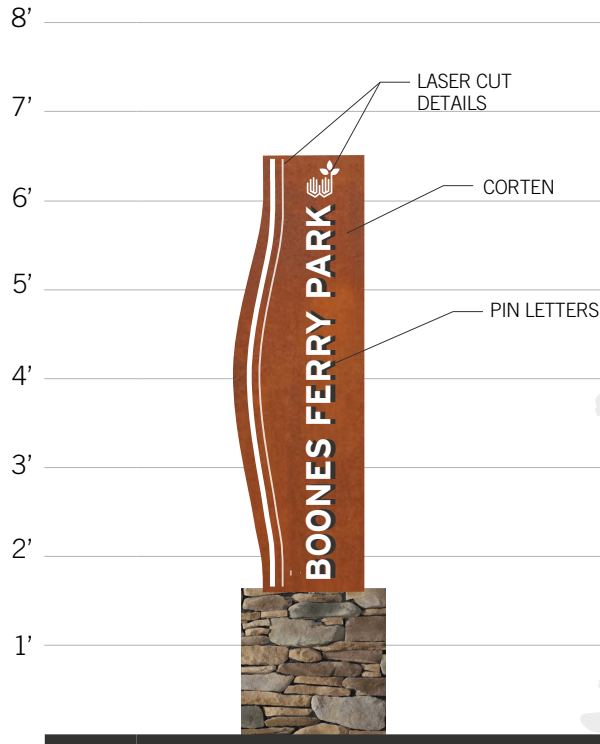
The preferred design incorporates national best practices, community input, local materials, and distinctive architectural details to create a unique wayfinding identity rooted in the landscape of Wilsonville.

## PREFERRED DESIGN: UNDULATING STONE

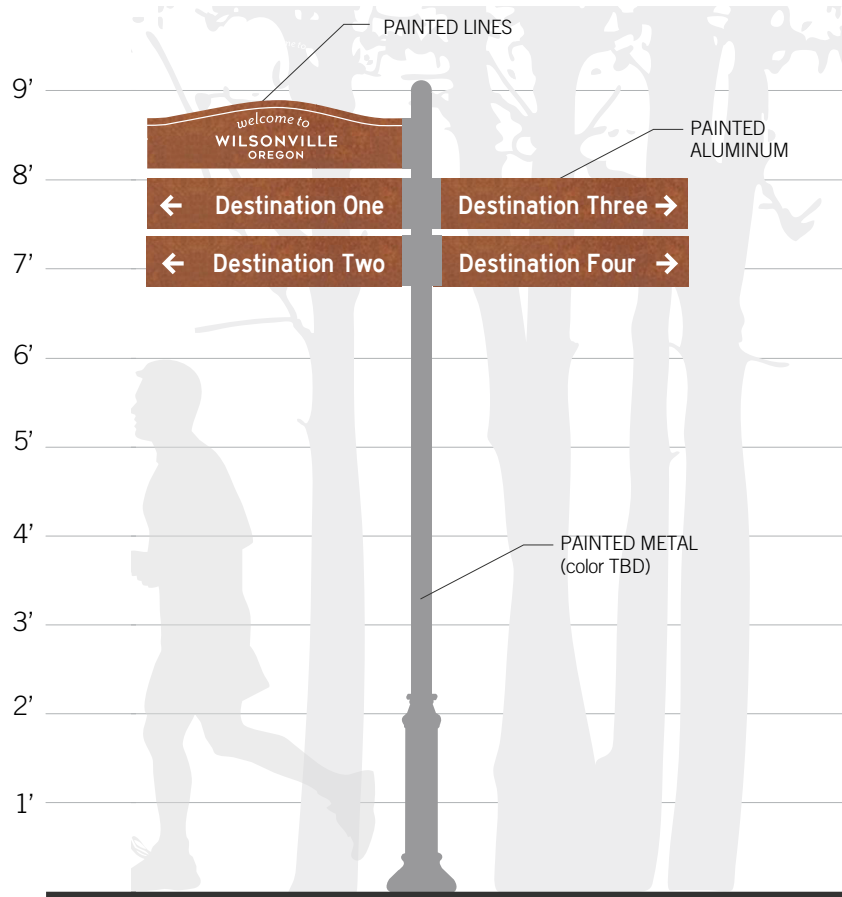
### *Soft, Flowing, Connected*

The Undulating Stone concept is inspired by the shape, form, and natural features of the Willamette River that flows through Wilsonville. At the heart of the concept are local stone, and soft curves of corten steel accented by laser cut details that allow light through. The warm color of the corten compliments the City's branding colors.

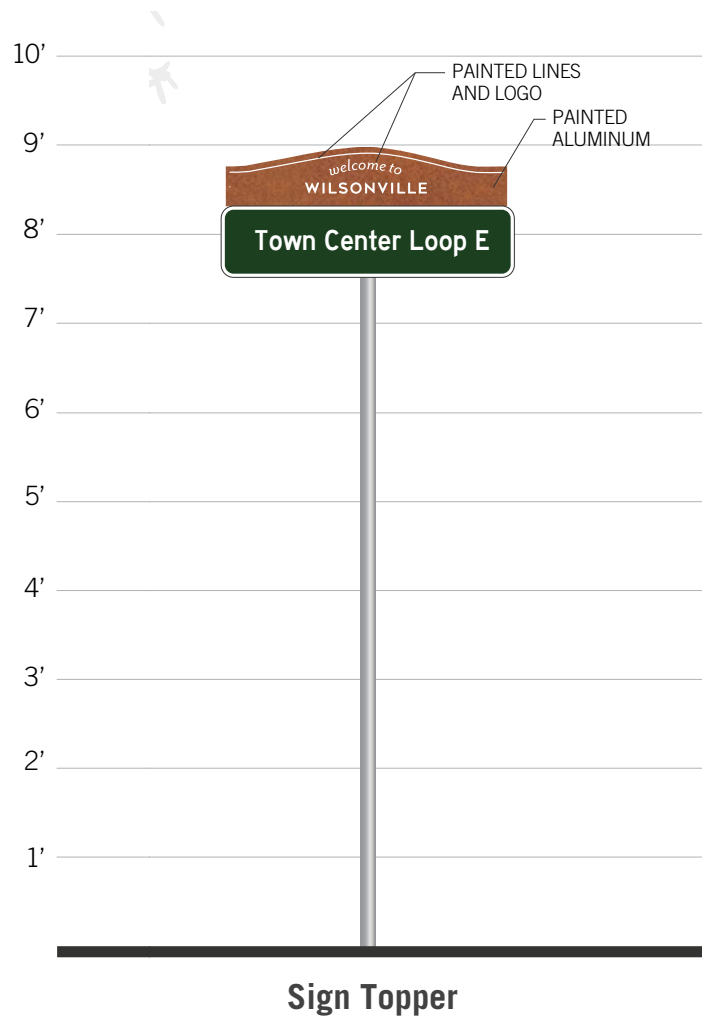




**Park Sign**

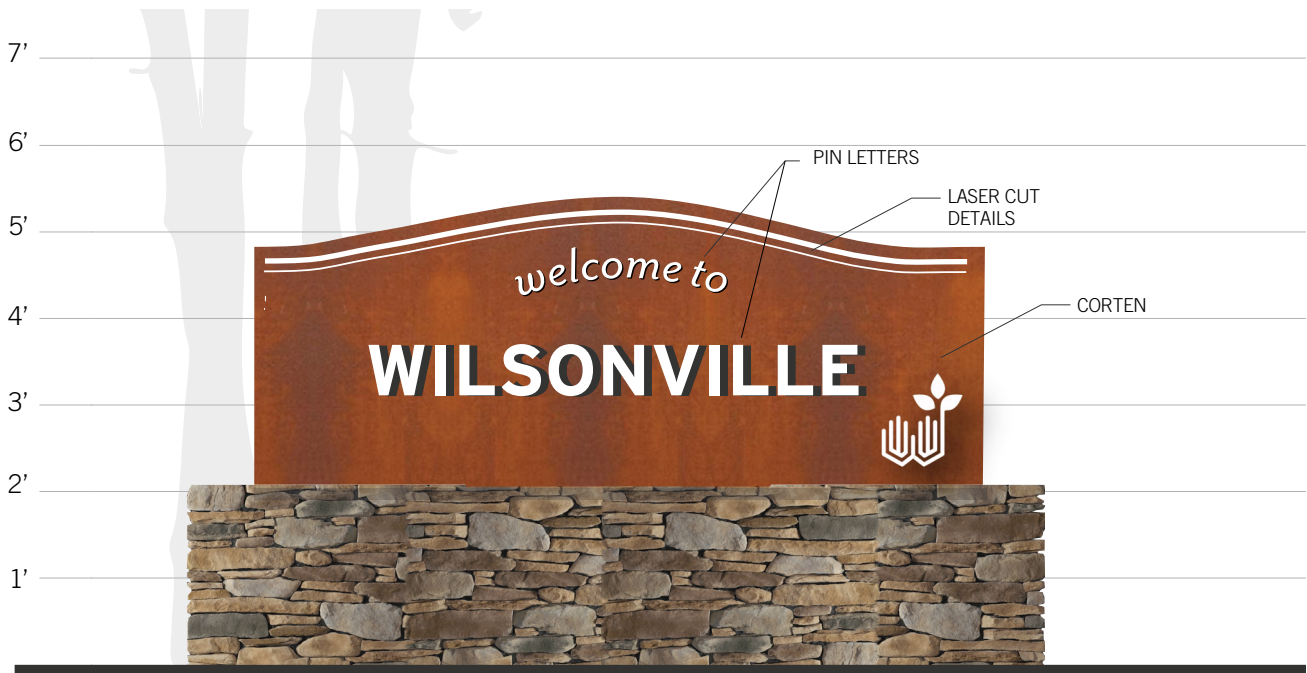


**Pedestrian Fingerboard**





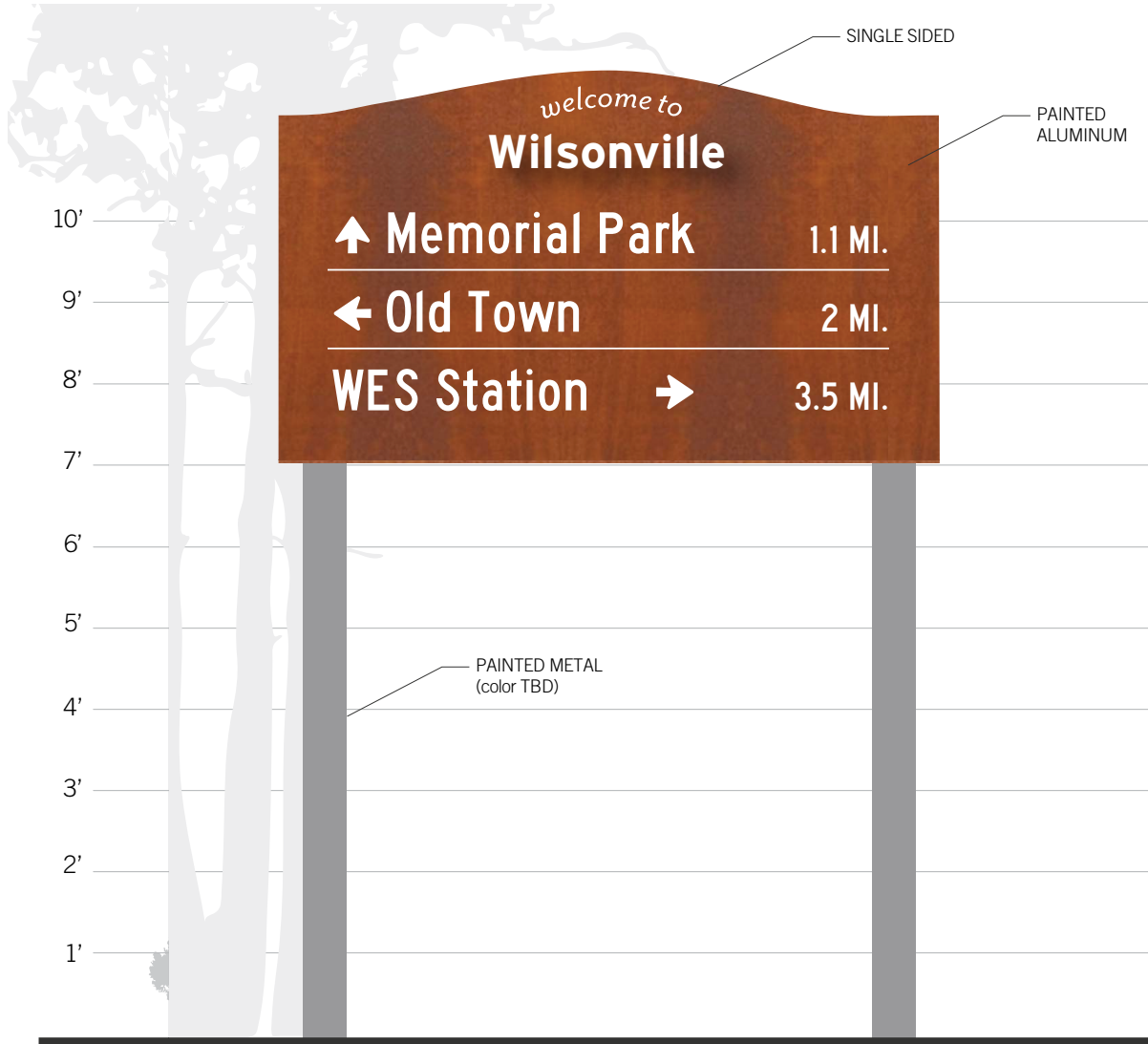
Large Park or City Building Sign



Welcome Sign



Gateway Sign



**Vehicular Sign**



*Rendering of potential improvements to existing I-5 gateway monuments.*



## Community Tourism/Matching Grant Program

### 2019 Application/Award Log

Organization	Event	\$ Request	\$ Award	Funding Agreement
<b>Brews for Community Inc</b> Erin Telles, President 29650 SW Courtside Drive #21 Wilsonville OR 97070 <a href="mailto:erin.telles@hotmail.com">erin.telles@hotmail.com</a>	<b>Wilsonville Brewfest</b>  503-577-6692	\$5,000		
<b>Wilsonville Bicycle Events</b> Steve Van Wechel, Executive Director PO BOX 652 Wilsonville OR 97070 <a href="mailto:Stevevw.55@gmail.com">Stevevw.55@gmail.com</a>	<b>Salmon Cycling Classic</b>  503-682-5048	\$6,013		
<b>Wilsonville Arts &amp; Culture Council</b> Sarah Wolfe, Festival President PO Box 2510 Wilsonville OR 97070 <a href="mailto:festivaldirector@WilsonvilleArts.org">festivaldirector@WilsonvilleArts.org</a>	<b>Festival of the Arts</b>  919-220-6292	\$5,000		
<b>Fun in the Park</b> Brady Mordhorst, President PO BOX 1511 Wilsonville OR 97070 <a href="mailto:letscreate@events37.com">letscreate@events37.com</a>	<b>Fun in the Park Festival</b>  503-277-9238	\$9,000		
<b>Wilsonville Rotary Foundation</b> John Holley, Concert Co-Chair 31447 SW Country View Ln Wilsonville OR 97070 <a href="mailto:holleyjc46@gmail.com">holleyjc46@gmail.com</a>	<b>Summer Concert Series</b>  503-407-0308	\$4,000		
<b>TOTALS</b>		<b>\$29,013</b>	<b>\$25,000</b>	



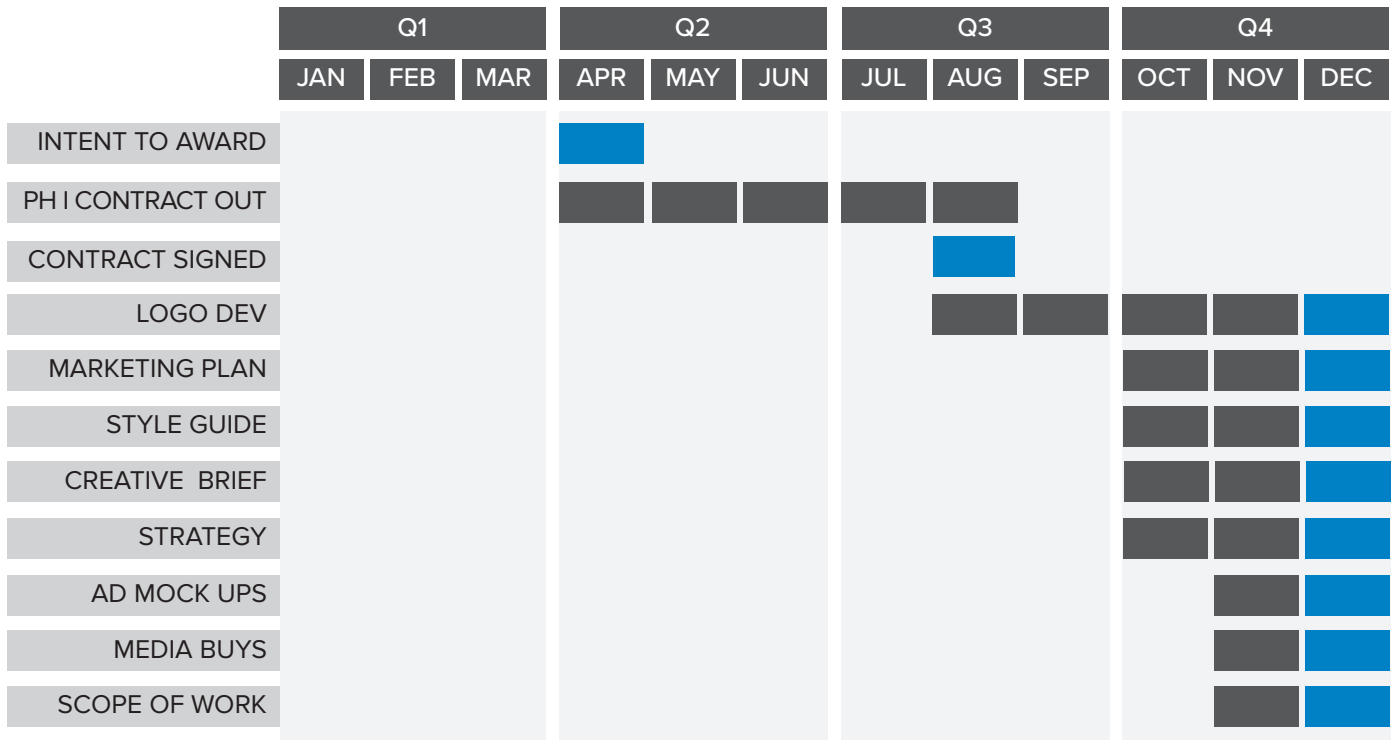


2018  
Q3 REPORT  
WILSONVILLE  
TOURISM  
ADVERTISING  
AND  
MARKETING  
SERVICES



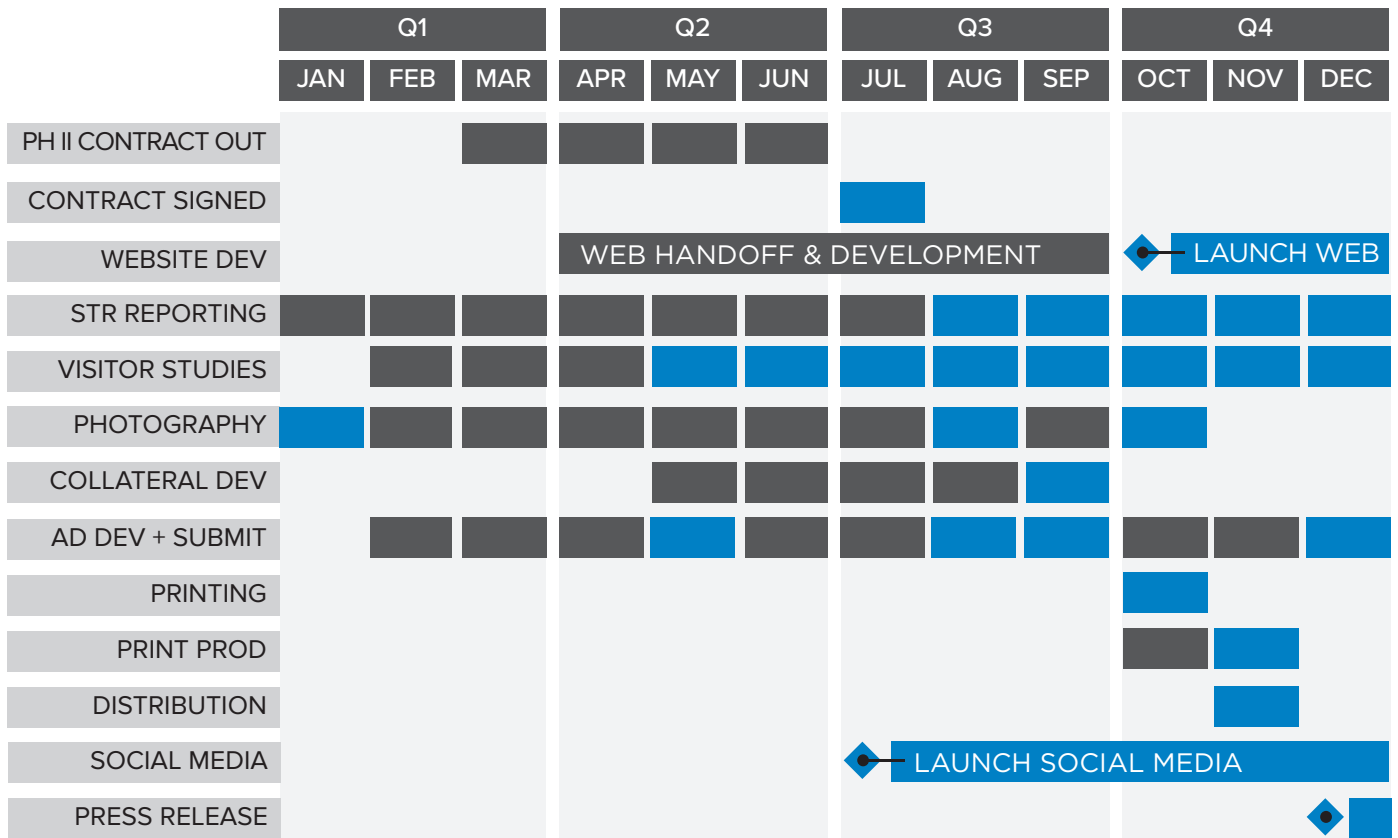
# GANTT CHART - 2017

PHASE I: TOURISM DEVELOPMENT AND OPERATIONS CONSULTANT



# GANTT CHART - 2018

PHASE II: TOURISM ADVERTISING AND MARKETING SERVICES



# HIGHLIGHTS FROM RECENT TRAVEL REPORTS

Travel Spending is among our nation's largest economic sectors, representing the lifeblood of thousands of American communities and providing livelihoods for millions of American workers.

## LONGWOODS INT'L 2017 VISITOR RESEARCH REPORT WILLAMETTE VALLEY REGION AUGUST 2018

- IN 2017, OREGON HAD **86.2 MILLION** PERSON TRIPS: 40% OVERNIGHT TRIPS, 60% DAY TRIPS
- THE **TOP 3 STATES** OF ORIGIN FOR OVERNIGHT VISITORS TO OREGON WAS **OR:47%, WA:17%, CA:13%** FOLLOWED BY ID: 2%, TX:2% ,FL: 2%
- **77%** OF OVERNIGHT TRAVELERS ARRIVED BY PERSONAL VEHICLE, **14%** BY AIR
- OVERNIGHT TRAVEL VOLUME IN THE WILLAMETTE VALLEY WAS **5.5 MILLION** PERSON TRIPS
- **TOURING & OUTDOORS** MAKE UP NEARLY 1/2 OF THE MAIN PURPOSE TO TRAVEL IN OREGON
- **66%** OF COMBINED OVERNIGHT VISITORS STAY IN A HOTEL, MOTEL OR RESORT, **15%** IN RV
- **74%** USED SOCIAL MEDIA FOR TRAVEL PURPOSES
- **43%** ARE MEMBERS OF AAA



# HIGHLIGHTS: TRAVEL OREGON

## LONGWOODS INT'L 2017 VISITOR RESEARCH REPORT PORTLAND REGION 2017

- IN 2017, PORTLAND HAD **10.9 MILLION** PERSON OVERNIGHT TRIPS
- 2017 PORTLAND REGION SPENDING WAS **\$2.3 BILLION**: LODGING - 35%, FOOD & BEVERAGE - 27%, TRANSPORTATION - 11%, RECREATION - 9%, RETAIL - 1%
- STATE ORIGIN OF TRIP: OREGON - 28%, WASHINGTON - 26%, CALIFORNIA - 20%, FLORIDA - 3%, IDAHO, ARIZONA, NEW YORK & TEXAS - 2%
- SEASON OF TRIP: JAN/MARCH - 20%, APRIL/JUNE - 28%, JULY/SEPT - 28%, OCT/DEC - 24%
- TRIP PLANNING INFORMATION SOURCES: ONLINE RESOURCES - 30%, DESTINATION WEBSITES - 22%, SOCIAL MEDIA - 20%
- TRANSPORTATION: PERSONAL VEHICLE - 63%, RENTAL CAR - 22%, PLANE - 20%, ONLINE TAXI - 18%, TRAIN - 9%
- ORGANIZATION MEMBERSHIP: AAA - 44%, AARP - 23%



# HIGHLIGHTS: TRAVEL OREGON

## TRAVEL OREGON TRAVEL BAROMETERS JULY - SEPTEMBER 2018

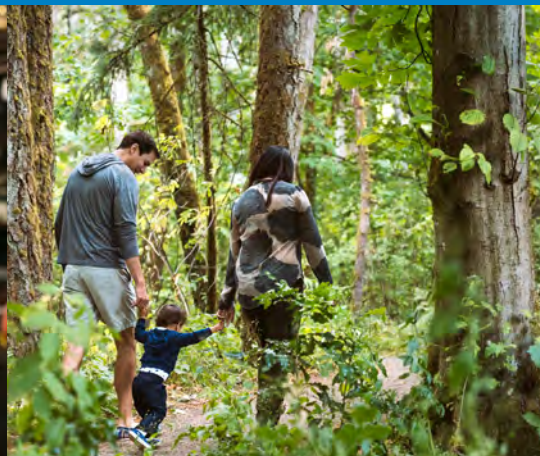
- **JULY:** OREGON'S STATEWIDE LODGING DEMAND (+2.4% YOY) AND REVENUE (+5.1% YOY) SHOWED GROWTH
- **WILLAMETTE VALLEY** WAS UP +5.6% IN LODGING DEMAND AND +6.2% IN LODGING REVENUE IN JULY
- **AUGUST:** OREGON'S STATEWIDE LODGING DEMAND (-.9% YOY) AND REVENUE (-4.0% YOY) SHOWED DECLINE AND LOWER THAN THAT OF THE NATIONAL AVERAGE
- **WILLAMETTE VALLEY** WAS DOWN -6.9% IN LODGING REVENUE IN AUGUST
- **SEPTEMBER:** OREGON'S STATEWIDE LODGING DEMAND (+1.6% YOY) AND REVENUE (+3.7% YOY) SHOWED GROWTH
- THREE REGIONS: OREGON COAST, **WILLAMETTE VALLEY** AND SOUTHERN OREGON SHOWED A **DECLINE** IN LODGING TRENDS IN SEPTEMBER
- **WILLAMETTE VALLEY** WAS DOWN -1.6% IN LODGING DEMAND AND -3.5% IN LODGING REVENUE IN SEPTEMBER



# HIGHLIGHTS: DEAN RUNYAN

## DEAN RUNYAN ASSOCIATES 2016 TRAVEL IMPACTS REPORT MAY 2017

- TOTAL DIRECT TRAVEL SPENDING IN OREGON WAS **\$11.3 BILLION** IN 2016
- **28.4 MILLION** OVERNIGHT VISITORS TRAVELED TO OREGON IN 2016
- ANNUAL DIRECT TRAVEL SPENDING IN THE U.S. WAS **\$938 BILLION** IN 2016
- LEISURE & HOSPITALITY ACCOUNT FOR **65%** OF ALL TRAVEL SPENDING
- **WILLAMETTE VALLEY RANKED #3** (\$1.815M) IN TRAVEL SPENDING BEHIND GREATER PORTLAND (\$4.893M) AND OREGON COAST (\$1.942M)
- TRAVEL SPENDING IN **CLACKAMAS COUNTY** WAS **\$597.3M**
- TRAVEL SPENDING IN **WASHINGTON COUNTY** WAS **\$729.9M**
- **CLACKAMAS COUNTY** COLLECTED **\$4.415M** IN LODGING TAX RECEIPTS—OF THAT, **WILSONVILLE** COLLECTED **\$470K**
- **WASHINGTON COUNTY** COLLECTED **\$12.262M** IN LODGING TAX RECEIPTS



# OUR REACH



## WEBSITE

- Website sessions were up +88% (2,752 visits) compared to 2nd Quarter 2018
- Website pageviews were up +58% (17,751). These statistics are from the old website.
- Most popular page was the Event Calendar
- New website launched in October 2018



## DIGITAL & SOCIAL

- Social media channels and digital ad accounts were set up, branded, pixels created, etc. Social media efforts not in full force until 4th quarter.
- Organic social media posts (a.k.a. free posts) started intermittently in 3rd quarter on Facebook and Instagram with paid social beginning in 4th quarter.
- Events in Wilsonville were compiled and sent to Mt. Hood Territory and Travel Oregon for inclusion on their websites.



## PRINT MEDIA

- Our print advertisements have captured 7,433,562 audience impressions
- AAA has provided 116 Leads thus far



390 IMPRESSIONS  
17 ENGAGEMENTS



113 FOLLOWERS



NO TWITTER ACTIVITY



NO PINTEREST ACTIVITY

# WEBSITE REPORT - 3RD QUARTER

## Explore Wilsonville Website Report 3rd Quarter 2018

Jul 1, 2018 - Sep 30, 2018

Website Report

Data From Google Analytics

Sessions

2,752

↑ 87.8%

Users

2,400

↑ 102.0%

New Users

2,359

↑ 103.7%

Pageviews

17,751

↑ 57.5%

Avg. Session Duration

00:01:41

↓ -41.1%

Avg. Page Load Time (sec)

17.85

↑ 46.8%

Avg. Time on Page

00:00:18

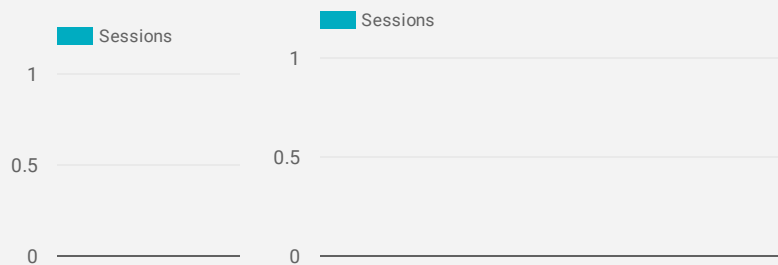
↓ -16.3%

Bounce Rate

13.6%

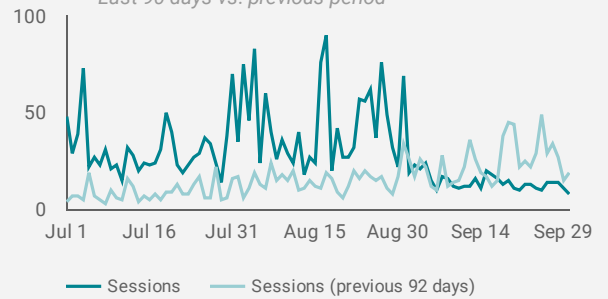
↑ 56.0%

### Gender & Age



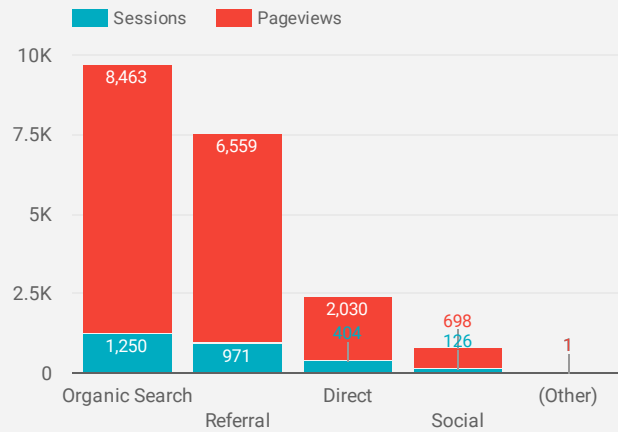
### How are site sessions trending?

Last 90 days vs. previous period



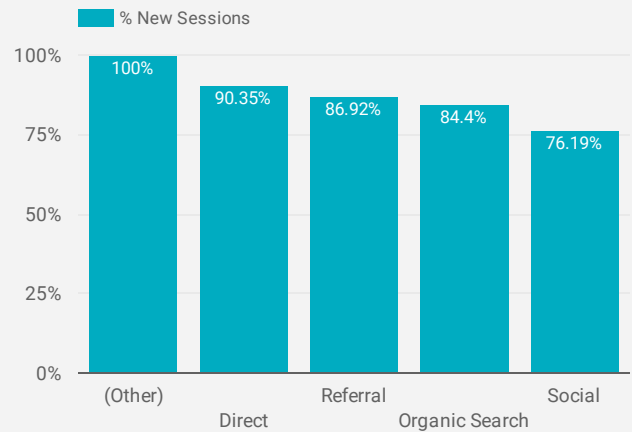
### Which channels are driving engagement?

Goal: Engaged Users



### New Users

First Time Users to Site





# WEBSITE REPORT - 3RD QUARTER

## Google Adwords Campaign Performance

*Paid Search Report at a Glance*

Google Adwords campaign will not start until the new site is launched (4th quarter)

Cost

**No data**

No data

Impressions

**No data**

No data

Clicks

**No data**

No data

CTR

**No data**

No data

Cost per Conversion

**No data**

No data

## Top 10 Landing Pages

*The first page a visitor lands on*

	Landing Page	Sessions ▾	Pageviews
1.	/calendar/	1,151	7,239
2.	/	983	7,588
3.	/h/4910281.html	200	200
4.	/about/	74	658
5.	/world-class-parks/	60	293
6.	/recreation/attractions/	58	479
7.	/our-neighborhoods/	34	201
8.	/restaurants-e/	21	137
9.	/popular-outlets/	19	81
10.	/bed-breakfast/	16	87

1 - 36 / 36 < >

## Top 10 Pages

*Most popular pages visited*

	Page	Sessions ▾	Pageviews
1.	/calendar/	1,163	7,385
2.	/	982	4,732
3.	/h/4910281.html	200	200
4.	/about/	75	667
5.	/world-class-parks/	61	479
6.	/recreation/attractions/	58	801
7.	/our-neighborhoods/	35	280
8.	/restaurants-e/	21	342
9.	/popular-outlets/	19	141
10.	/bed-breakfast/	16	137

1 - 44 / 44 < >



## Group Report

Jul 01, 2018 - Sep 30, 2018

# SOCIAL MEDIA REPORT - GROUP



Group Report | 1 of 5

## Included in this Report

 Explore Wilsonville

 Explore Wilsonville




 Explore Wilsonville

# SOCIAL MEDIA REPORT - GROUP



Group Report | 2 of 5

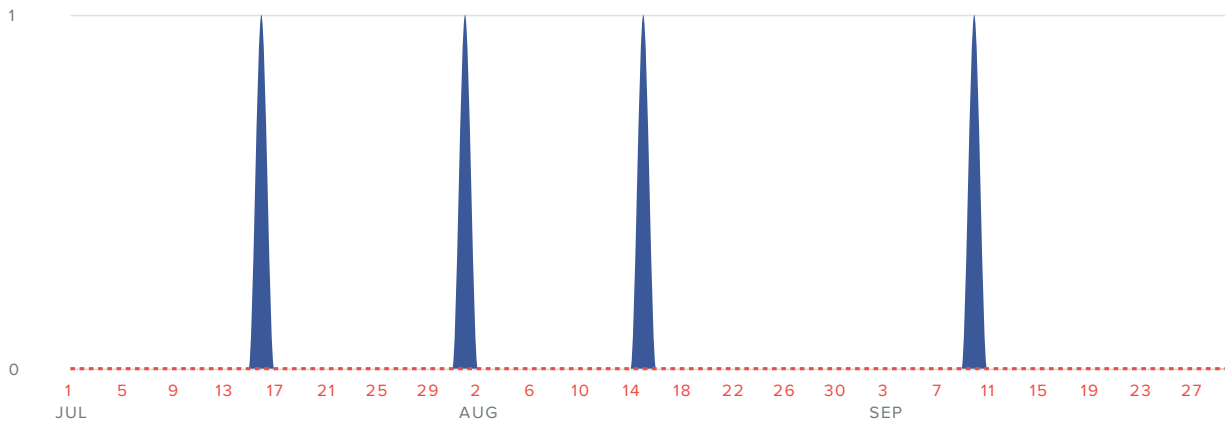
## Group Activity Overview

 <b>390</b> Impressions	 <b>17</b> Engagements	 <b>4</b> Link Clicks
---	--	---

## Group Audience Growth

AUDIENCE GROWTH, BY DAY

⚠ We are unable to retrieve all of your data at this time.



■ Twitter 
 ■ Facebook 
 ■ Instagram

Audience Growth Metrics	Totals	% Change
<b>Total Fans</b>	<b>0</b>	<b>→ 0%</b>
New Twitter Followers	0	→ 0%
New Facebook Fans	4	→ 0%
New Instagram Followers	0	→ 0%
Total Fans Gained	4	→ 0%

Total followers increased by



since previous date range

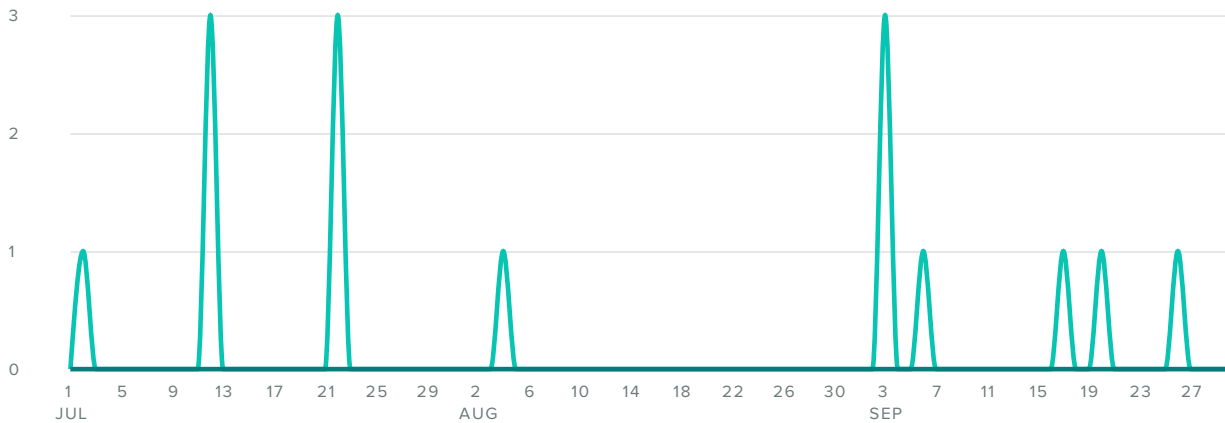
# SOCIAL MEDIA REPORT - GROUP



Group Report | 3 of 5

## Group Message Volumes

MESSAGES PER DAY



■ Sent Messages ■ Received Messages

Sent Messages Metrics	Totals	% Change
Twitter Tweets and DMs Sent	0	→ 0%
Facebook Posts Sent	15	↗ 150%
Instagram Media Sent	0	→ 0%
<b>Total Messages Sent</b>	<b>15</b>	<b>↗ 150%</b>

Message volume increased by

**▲ 150%**

since previous date range

Received Messages Metrics	Totals	% Change
Twitter Messages Received	0	→ 0%
Facebook Messages Received	0	↘ 100%
Instagram Comments Received	0	→ 0%
<b>Total Messages Received</b>	<b>0</b>	<b>↘ 100%</b>

Message volume decreased by

**▼ 100%**

since previous date range

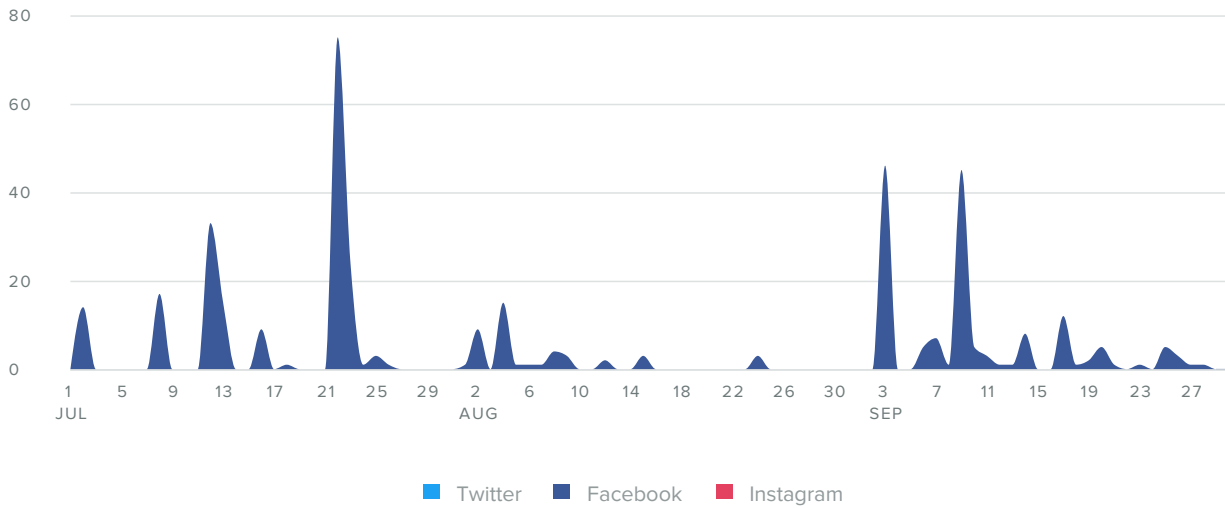
# SOCIAL MEDIA REPORT - GROUP



Group Report | 4 of 5

## Group Impressions

IMPRESSIONS PER DAY



Impressions Metrics	Totals	% Change
Twitter Impressions	0	→ 0%
Facebook Impressions	390	↗ 47.7%
Instagram Impressions	0	→ 0%
<b>Total Impressions</b>	<b>390</b>	<b>↗ 47.7%</b>

Total Impressions increased by

**47.7%**

since previous date range

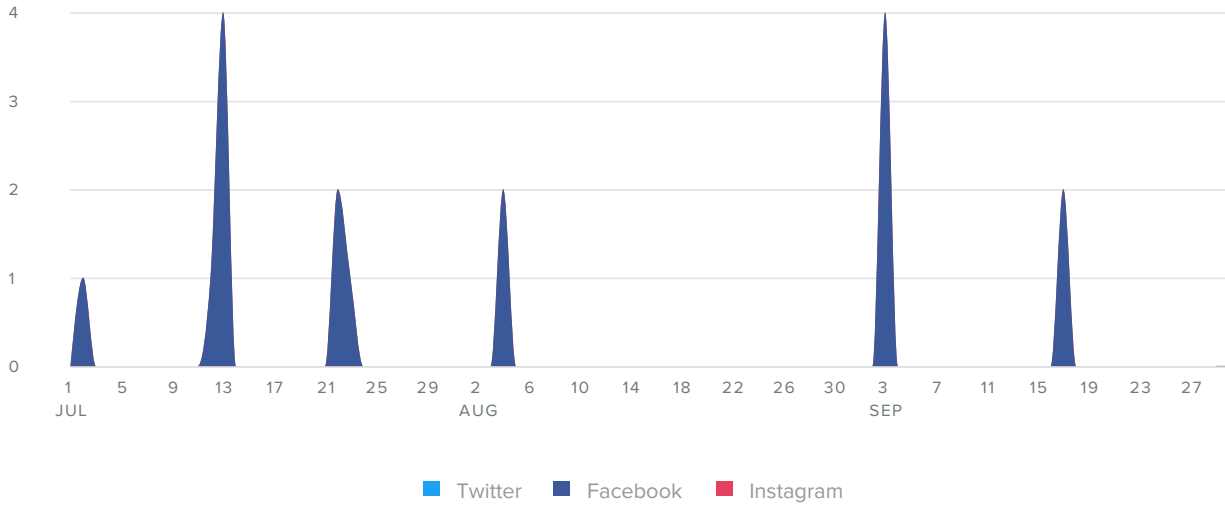
# SOCIAL MEDIA REPORT - GROUP



Group Report | 5 of 5

## Group Engagement

ENGAGEMENTS PER DAY



Engagement Metrics	Totals	% Change
Twitter Engagements	0	→ 0%
Facebook Engagements	17	↗ 142.9%
Instagram Engagements	0	→ 0%
<b>Total Engagements</b>	<b>17</b>	<b>↗ 142.9%</b>

The number of engagements increased by

# 142.9%

since previous date range

## Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages		Impressions		Engagements per Post	Engagements per Post	Link Clicks
			Sent	Impressions	per Post	Engagements			
Explore Wilsonville @SeeWilsonville	0	0%	0	0	-	0	-	0	
Explore Wilsonville Business Page	0	0%	15	390	26	17	1.1	4	
Explore Wilsonville @explorewilsonville	0	0%	0	0	-	0	0	-	



Facebook Pages  
for **Explore Wilsonville**

Jul 01, 2018 - Sep 30, 2018



# SOCIAL MEDIA REPORT - FACEBOOK



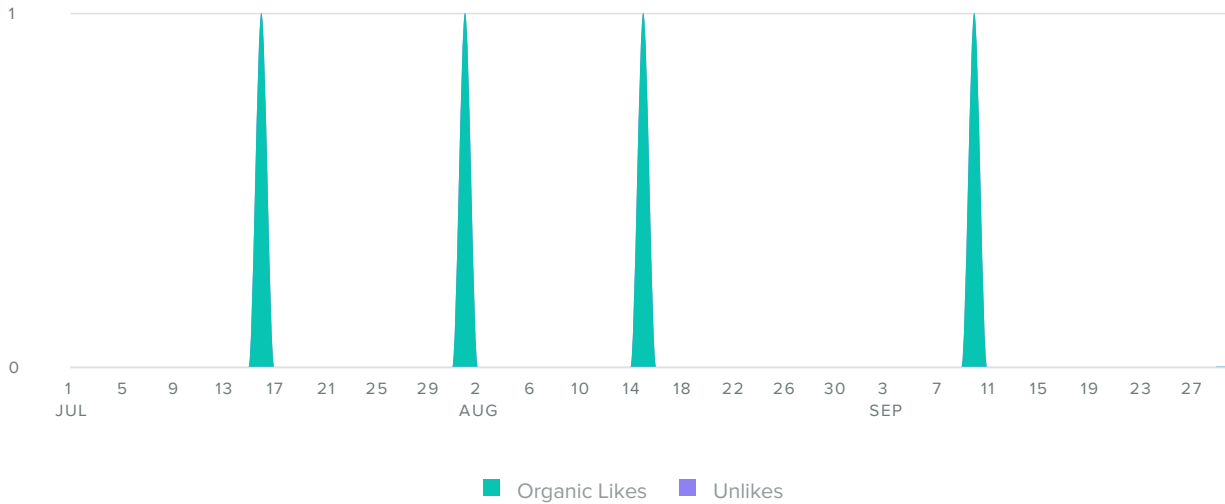
Facebook Pages | 1 of 7

## Facebook Activity Overview

<b>390</b> Impressions	<b>17</b> Engagements	<b>4</b> Clicks
---------------------------	--------------------------	--------------------

## Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
<b>Total Fans</b>	<b>0</b>
Organic Likes	4
Unlikes	0
Net Likes	4

Total fans increased by



since previous date range

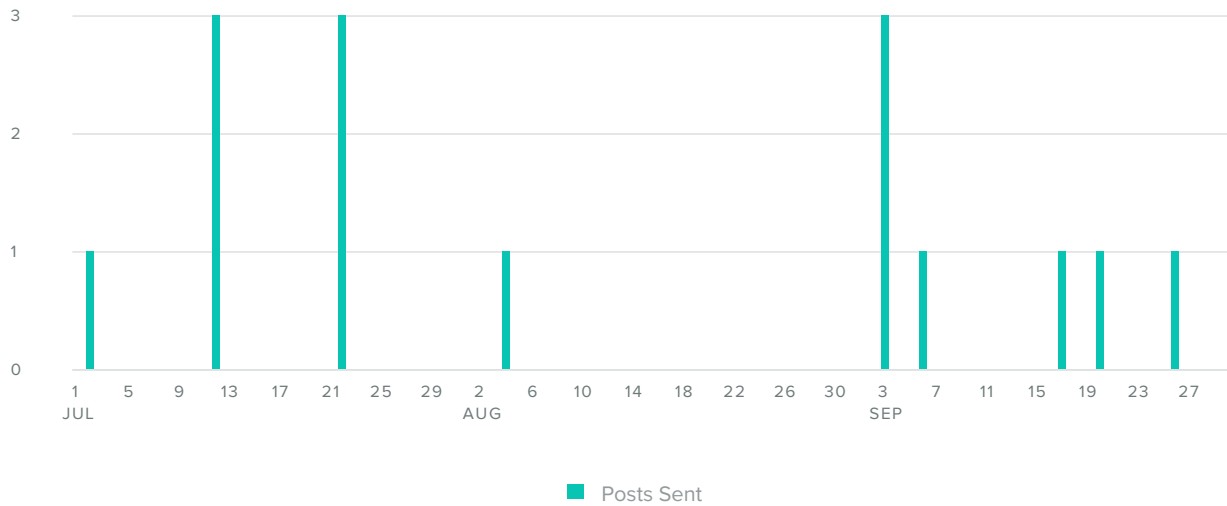
# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 2 of 7

## Facebook Publishing Behavior

POSTS, BY DAY



Publishing Metrics	Totals
Photos	5
Videos	0
Posts	10
Notes	0
<b>Total Posts</b>	<b>15</b>

The number of posts you sent increased by **150%** since previous date range

## Facebook Top Posts, by Reactions









Post	Reactions	Comments	Engagement	Reach
<p>Explore Wilsonville POCKET TRIP - French Prairie summer wine dinners on a 5th generation farm at Lady Hill Winery.</p> <p>Lady Hill Winery (Post) July 12, 2018 1:08 pm</p>	3	0	57.1%	7

# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 3 of 7

## Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p><b>Explore Wilsonville</b>                      POCKET TRIP - FREE SUMMER CONCERTS WITH MUSIC AT MONTAGUE                      Come dance with us at these weekly summer concerts every Tuesday from July 24 - August 28 6p-8:30pm. Located in the Villabois neighborhood in #WilsonvilleOregon, there's plenty of fun things for the kids to do, too! Bring a blanket or a chair and sprawl out on the grass to make a night of it -- dinner, snacks and craft beer are available for purchase. Check out the schedule here: <a href="http://www.musicatmontague.com/calendar.html">http://www.musicatmontague.com/calendar.html</a></p>   <p>(Post) July 22, 2018 8:00 pm</p>	2	0	18.2%	11
<p><b>Explore Wilsonville</b>                      POCKET TRIP - HOLY BEER This Oktoberfest head to the St. Michael Taproom at <b>Benedictine Brewery</b> and try the flagship beer, Black Habit, which is an artisanal beer brewed by the monks of Mount Angel Abbey. This ancient 1,500-year-old brewing tradition is rare. In fact, this is one of only three breweries in the U.S. owned and operated by monks. They pride themselves on using locally-sourced ingredients including hops grown on Abbey land and water from the monks' well.  <a href="https://www.mountangelabbey.org/benedictine-brewery/">https://www.mountangelabbey.org/benedictine-brewery/</a></p>   <p>(Post) September 17, 2018 5:20 pm</p>	1	0	11.1%	9
<p><b>Explore Wilsonville</b>                      Cheers to beers! Will we see you at <b>Wilsonville Brewfest</b> or what?!</p>   <p>(Post) August 04, 2018 6:22 pm</p>	1	0	16.7%	6
<p><b>Explore Wilsonville</b>                      Ride On! Pedal the Salmon Cycling Classic in Wilsonville, Oregon (near Portland) on Saturday, July 21. Participate in this 80K, 60K and 50K cycling extravaganza during its inaugural event, which starts and ends at Memorial Park. Register Now --&gt; <a href="https://salmoncyclingclassic.com/">https://salmoncyclingclassic.com/</a></p>   <p>(Post) July 12, 2018 12:24 pm</p>	1	0	22.2%	9

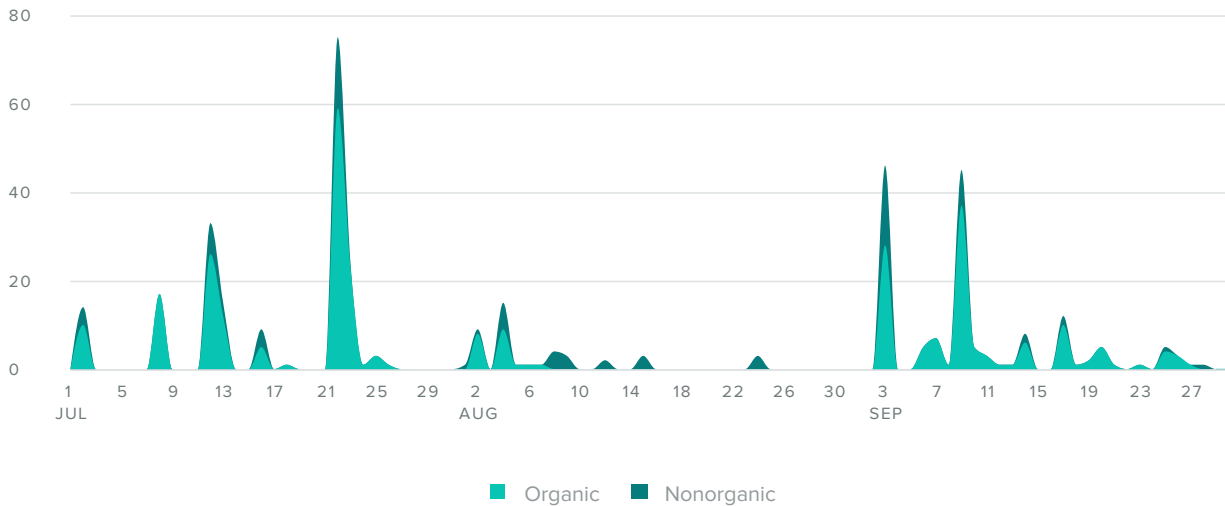
# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 4 of 7

## Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	300
Nonorganic Impressions	90
<b>Total Impressions</b>	<b>390</b>
<b>Average Daily Users Reached</b>	<b>1.2</b>

Total Impressions increased by

**▲47.7%**

since previous date range

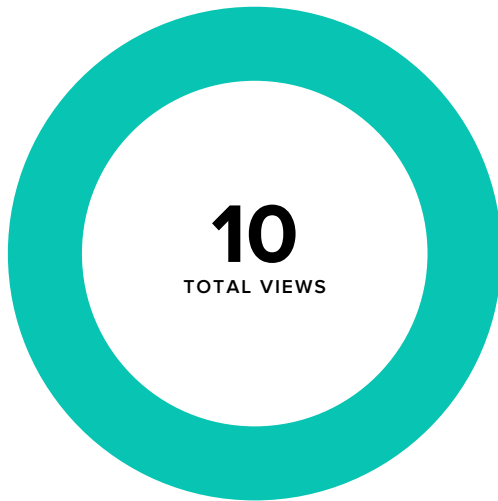
# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 5 of 7

## Facebook Video Performance

### VIEW METRICS



**10**  
ORGANIC PARTIAL

### VIEWING BREAKDOWN



**100%**  
ORGANIC  
VIEWS  
**0%**  
PAID  
VIEWS



**0%**  
CLICK  
PLAYS  
**100%**  
AUTO  
PLAYS

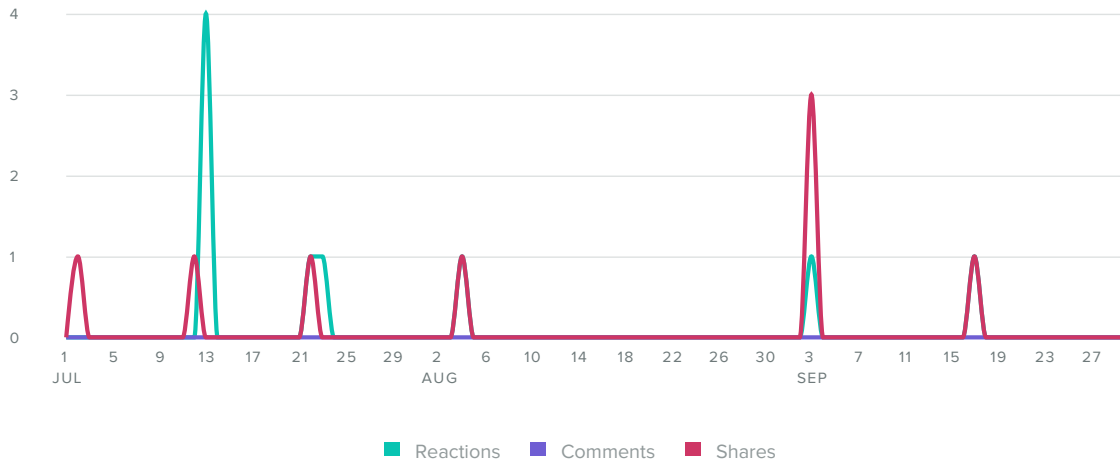
# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 6 of 7

## Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	9
Comments	0
Shares	8
<b>Total Engagements</b>	<b>17</b>

Total Engagements increased by  
**142.9%**  
 since previous date range

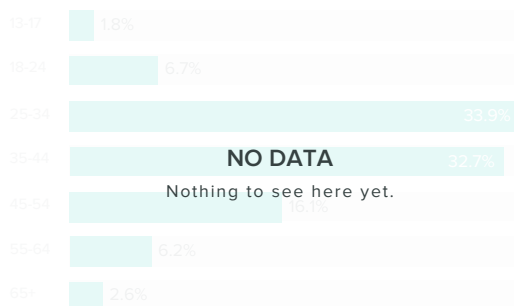
## Facebook Audience Demographics

Page Fans

People Reached

People Engaged

BY AGE



BY GENDER




# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 7 of 7

## Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Explore Wilsonville	0	0%	15	390	26	17	1.1	4

# HIGHLIGHTS: STR REPORT

## SMITH TRAVEL RESEARCH REPORT OCTOBER 2018

- WILSONVILLE **OCCUPANCY INCREASED +4.1%**  
OVER PREVIOUS MONTH (SUPPLY UNCHANGED)
- WILSONVILLE **AVERAGE DAILY RATE INCREASED +1.6%**
- WILSONVILLE **REVPAR INCREASED +5.8%**
- WILSONVILLE **DEMAND INCREASED +4.1%**
- WILSONVILLE **REVENUE INCREASED +5.8%**
- TROUTDALE **OCCUPANCY DECREASED -3.4%**  
OVER PREVIOUS MONTH (SUPPLY UNCHANGED)
- TROUTDALE **AVERAGE DAILY RATE DECREASED -1.9%**
- TROUTDALE **REVPAR DECREASED -5.2%**
- TROUTDALE **DEMAND DECREASED -3.4%**
- TROUTDALE **REVENUE DECREASED -5.2%**





# STR REPORT - OCTOBER

Date Created: Nov 16, 2018

## Vertigo Marketing Oregon

For the Month of October 2018



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Help	6

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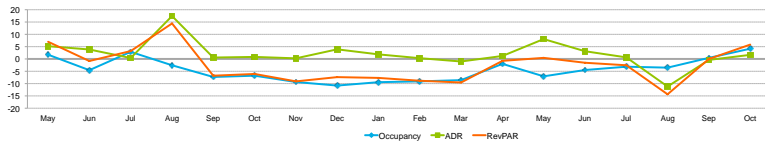
# STR REPORT - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+

Vertigo Marketing Group  
For the Month of October 2018

Currency USD - US Dollar

Monthly Percent Change



Overall Percent Change



	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
<b>Occupancy (%)</b>																								
This Year	75.5	81.4	81.0	84.6	73.3	66.0	65.1	54.2	52.1	55.1	64.8	72.7	70.2	77.8	78.4	81.6	73.6	68.8						
Last Year	74.2	85.3	78.8	86.9	79.1	70.9	66.3	60.8	57.5	68.3	70.9	74.2	75.5	81.4	81.0	84.6	73.3	66.0						
Percent Change	1.7	-4.5	2.8	-2.6	-7.3	-8.8	-9.3	-10.8	-9.4	-9.1	-8.6	-2.0	-7.1	-4.5	-3.2	-3.5	0.4	4.1						
<b>ADR</b>																								
This Year	90.85	107.75	111.96	121.60	98.70	89.93	82.90	77.84	79.75	81.84	82.24	89.44	98.16	111.50	112.67	107.98	98.28	91.40						
Last Year	86.37	103.76	111.58	103.54	98.17	89.21	82.70	74.94	78.28	81.57	83.10	88.36	90.85	107.75	111.96	121.60	98.70	89.93						
Percent Change	5.2	3.8	0.3	14.4	0.5	0.8	0.2	3.9	1.9	0.3	-1.0	1.2	8.1	3.1	0.6	-11.2	-0.4	1.6						
<b>RevPAR</b>																								
This Year	68.59	87.74	90.71	102.92	72.35	59.39	49.86	42.21	41.67	50.78	53.29	65.05	68.88	88.40	88.38	81.16	72.34	62.85						
Last Year	64.10	88.51	87.90	89.97	77.84	63.23	54.87	45.56	45.05	55.70	58.93	65.56	68.59	87.74	90.71	102.92	72.35	59.39						
Percent Change	7.0	-0.9	3.2	14.4	-6.8	-6.1	-9.1	-7.4	-7.7	-8.8	-9.6	-0.8	0.4	-1.5	-2.6	-14.3	0.0	5.8						
<b>Supply</b>																								
This Year	17,360	16,800	17,360	17,360	16,800	17,360	16,800	17,360	17,360	15,680	17,360	16,800	17,360	16,800	17,360	16,800	17,360	17,360						
Last Year	17,298	16,740	17,298	17,360	16,800	17,360	16,800	17,360	17,360	15,680	17,360	16,800	17,360	16,800	17,360	17,360	16,800	17,360						
Percent Change	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
<b>Demand</b>																								
This Year	13,107	13,680	14,065	14,684	12,314	11,464	10,105	9,414	9,049	9,730	11,250	12,218	12,182	13,066	13,818	14,173	12,365	11,937						
Last Year	12,838	14,279	13,627	15,085	13,287	12,303	11,146	10,655	9,989	10,707	12,311	12,466	13,107	13,680	14,065	14,684	12,314	11,464						
Percent Change	2.1	-4.2	3.2	-3.8	-7.3	-6.8	-9.3	-10.8	-9.4	-9.1	-8.6	-2.0	-7.1	-4.5	-3.2	-3.5	0.4	4.1						
<b>Revenue</b>																								
This Year	1,190,721	1,474,081	1,524,755	1,215,421	1,030,658	837,706	732,824	721,625	796,269	925,154	1,002,813	1,195,799	1,451,571	1,534,275	1,530,447	1,215,258	1,091,040							
Last Year	1,108,824	1,481,593	1,520,477	1,561,863	1,304,335	1,097,595	921,771	791,982	873,350	1,023,075	1,101,456	1,190,721	1,474,081	1,574,755	1,786,739	1,215,421	1,030,658							
Percent Change	7.4	-0.5	3.5	-14.4	-8.8	-6.1	-9.1	-7.4	-7.7	-8.8	-9.6	-0.8	0.4	-1.5	-2.6	-14.3	0.0	5.8						
<b>Census %</b>																								
Census Props	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7						
Census Rooms	560	560	560	560	560	560	560	560	560	560	560	560	560	560	560	560	560	560						
% Rooms Participants	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6						

A blank cell indicates insufficient data.

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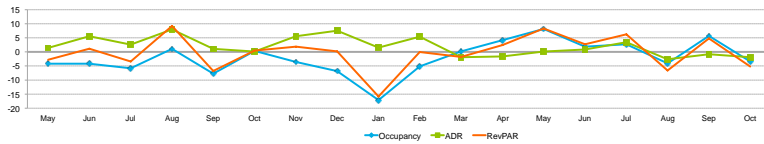
# STR REPORT - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

Vertigo Marketing Oregon  
For the Month of October 2018

Currency USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)																								
	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	77.0	87.8	87.8	90.0	75.3	74.0	63.2	65.1	51.5	53.1	73.3	75.8	83.3	88.4	90.2	88.9	79.5	71.5						
Last Year	80.4	91.7	93.2	89.0	81.6	73.7	65.6	66.6	62.1	66.6	73.2	73.7	77.0	87.8	87.8	90.0	75.3	74.0						
Percent Change	-4.2	-4.2	-5.8	1.1	-7.7	0.4	-3.6	-6.9	-17.1	-5.2	0.2	4.1	8.2	1.8	2.7	-4.1	5.7	-3.4						

ADR																								
	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	88.53	110.12	118.56	123.17	106.19	93.17	88.82	88.68	80.31	85.57	83.60	87.28	88.66	111.05	123.87	119.91	105.29	91.42						
Last Year	87.28	104.30	116.52	114.06	106.07	93.07	84.12	82.45	79.09	81.18	85.24	88.83	88.53	110.12	119.56	123.17	106.19	93.17						
Percent Change	1.4	5.6	2.6	8.0	1.1	0.1	5.6	7.5	1.5	5.4	-1.9	-1.6	0.1	0.8	3.4	-2.6	-0.9	-1.9						

RevPAR																								
	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	68.19	96.68	104.95	110.80	79.96	68.94	66.16	55.04	41.32	54.03	61.26	67.10	73.85	90.30	111.49	101.46	83.77	65.35						
Last Year	70.16	95.80	108.63	101.49	85.75	68.61	55.15	54.94	49.10	54.06	62.35	65.50	68.19	96.68	104.95	110.80	79.96	68.94						
Percent Change	-2.8	1.1	-3.4	9.2	-6.7	0.5	1.8	0.2	-15.8	0.0	-1.8	2.4	8.3	2.7	6.2	-6.6	4.8	-5.2						

Supply																								
	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221						
Last Year	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221						
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						

Demand																								
	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	11,723	12,933	13,361	13,692	11,092	11,263	9,314	9,447	7,832	8,881	11,153	11,311	12,679	13,172	13,133	11,720	10,880							
Last Year	12,235	13,501	14,190	13,543	12,021	11,221	9,667	10,142	9,449	9,154	11,136	10,862	11,723	12,933	13,361	13,692	11,092	11,263						
Percent Change	-4.2	-4.2	-5.8	1.1	-7.7	0.4	-3.6	-6.9	-17.1	-5.2	0.2	4.1	8.2	1.8	2.7	-4.1	5.7	-3.4						

Revenue																								
	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	1,037,869	1,424,158	1,597,499	1,686,495	1,177,840	1,049,324	827,285	837,722	628,972	742,824	932,435	988,969	1,124,072	1,462,747	1,696,955	1,574,808	1,233,947	994,663						
Last Year	1,067,883	1,408,194	1,653,398	1,544,730	1,263,027	1,044,371	812,378	836,255	747,311	743,152	949,096	964,836	1,037,869	1,424,158	1,597,499	1,686,495	1,177,840	1,049,324						
Percent Change	-2.8	1.1	-3.4	9.2	-6.7	0.5	1.8	0.2	-15.8	0.0	-1.8	2.4	8.3	2.7	6.2	-6.6	4.8	-5.2						

Census %																								
	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
Census Props	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6						
Census Rooms	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491						
% Rooms Participants	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						

A blank cell indicates insufficient data.

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# STR - WASHINGTON & CLACKAMAS COUNTIES

## Participation List

Washington and Clackamas County, OR  
 Job Number: 1041345\_PADIM Staff: RL Created: December 12, 2018

STR Code	Name of Establishment	City & State	Zip Code	Class	Rooms
22896	Quality Inn Aloha Beaverton	Aloha, OR	97003	Midscale Class	52
67415	TownePlace Suites Portland Beaverton	Beaverton, OR	97005	Upper Midscale Class	112
10276	Comfort Inn & Suites Beaverton Portland West	Beaverton, OR	97005	Upper Midscale Class	102
17603	Peppertree Inn	Beaverton, OR	97005	Economy Class	73
3353	Motel 6 Beaverton	Beaverton, OR	97005	Economy Class	58
22913	Beaverton Budget Inn	Beaverton, OR	97005	Economy Class	48
35284	DoubleTree by Hilton Hotel Beaverton	Beaverton, OR	97006	Upscale Class	98
36733	Homewood Suites by Hilton Hillsboro Beaverton	Beaverton, OR	97006	Upscale Class	123
37178	Extended Stay America Portland Beaverton Eider Court	Beaverton, OR	97006	Economy Class	122
35206	Extended Stay America Portland Beaverton	Beaverton, OR	97006	Economy Class	143
65099	aloft Hotel Hillsboro Beaverton	Hillsboro, OR	97006	Upscale Class	137
33271	Fairfield Inn & Suites Portland West Beaverton	Beaverton, OR	97006	Upper Midscale Class	106
38150	Hilton Garden Inn Portland Beaverton	Beaverton, OR	97006	Upscale Class	150
25749	Courtyard Portland Beaverton	Beaverton, OR	97008	Upscale Class	149
33051	Motel 6 Canby	Canby, OR	97013	Economy Class	35
22467	Clarion Inn & Suites Clackamas	Clackamas, OR	97015	Upper Midscale Class	110
25860	Hampton Inn Portland Clackamas	Clackamas, OR	97015	Upper Midscale Class	112
23115	Monarch Hotel & Conference Center	Clackamas, OR	97015	Midscale Class	192
31855	Clackamas Inn & Suites	Clackamas, OR	97015	Economy Class	44
38881	Comfort Suites Clackamas	Clackamas, OR	97015	Upper Midscale Class	50
35450	Courtyard Portland Southeast Southeast Clackamas	Clackamas, OR	97015	Upscale Class	136
60632	Sunnyside Inn & Suites	Clackamas, OR	97015	Midscale Class	115
22964	Red Fox Motel	Estacada, OR	97023	Economy Class	35
38962	Holiday Inn Express Portland Southeast Clackamas Area	Gladstone, OR	97027	Upper Midscale Class	101
47313	Budget Inn Oregon City Portland	Gladstone, OR	97027	Economy Class	34
17710	Timberline Lodge	Timberline, OR	97028	Upscale Class	70
13075	Best Western Mount Hood Inn	Government Camp, OR	97028	Midscale Class	57
43329	Lakeshore Inn	Lake Oswego, OR	97034	Midscale Class	33
39455	Hilton Garden Inn Portland Lake Oswego	Lake Oswego, OR	97035	Upscale Class	179
37253	Fairfield Inn & Suites Portland South Lake Oswego	Lake Oswego, OR	97035	Upper Midscale Class	124
29255	Phoenix Inn Suites Lake Oswego	Lake Oswego, OR	97035	Upper Midscale Class	62
26993	Crowne Plaza Portland Lake Oswego	Lake Oswego, OR	97035	Upscale Class	161
5303	Residence Inn Portland South Lake Oswego	Lake Oswego, OR	97035	Upscale Class	112
3376	Holiday Inn Express Portland South Lake Oswego	Lake Oswego, OR	97035	Upper Midscale Class	94
45627	Stagecoach Inn Motel	Molalla, OR	97038	Economy Class	32
17729	Best Western Plus Rivershore Hotel	Oregon City, OR	97045	Upper Midscale Class	114
33190	Best Western Sandy Inn	Sandy, OR	97055	Midscale Class	45
32848	Century Hotel	Tualatin, OR	97062	Midscale Class	70
39376	Comfort Inn & Suites Tualatin Portland South	Tualatin, OR	97062	Upper Midscale Class	59
23159	BW Premier Collection Mt Hood Oregon Resort	Welches, OR	97067	Upscale Class	157
8998	Snooz Inn	Wilsonville, OR	97070	Economy Class	58
19114	Quality Inn Wilsonville	Wilsonville, OR	97070	Midscale Class	63
13102	La Quinta Inns & Suites Wilsonville	Wilsonville, OR	97070	Midscale Class	78
434	Holiday Inn Portland I 5 South Wilsonville	Wilsonville, OR	97070	Upper Midscale Class	169
39054	Best Western Wilsonville Inn & Suites	Wilsonville, OR	97070	Midscale Class	56
23453	Motel 6 Wilsonville	Wilsonville, OR	97070	Economy Class	72
29025	GuestHouse Inn & Suites Wilsonville	Wilsonville, OR	97070	Midscale Class	64
36339	Best Western University Inn & Suites	Forest Grove, OR	97116	Midscale Class	54
30131	Americas Best Value Inn & Suites Forest Grove Hillsboro	Forest Grove, OR	97116	Economy Class	40
60986	The Grand Lodge	Forest Grove, OR	97116	Upper Midscale Class	90
27755	Forest Grove Inn	Forest Grove, OR	97116	Economy Class	20
45780	Hillsboro Budget Inn	Hillsboro, OR	97123	Economy Class	32
17662	Econo Lodge Inn & Suites Hillsboro Portland West	Hillsboro, OR	97123	Economy Class	60
17661	The Dunes Motel	Hillsboro, OR	97123	Economy Class	40
63210	Embassy Suites by Hilton Portland Hillsboro	Hillsboro, OR	97124	Upper Upscale Class	165
65235	Holiday Inn Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	110
22998	Comfort Inn Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	118
62322	The Orenco	Hillsboro, OR	97124	Upscale Class	10
67190	Staybridge Suites Hillsboro	Hillsboro, OR	97124	Upscale Class	80
63201	Hampton Inn Portland Hillsboro Evergreen Park	Hillsboro, OR	97124	Upper Midscale Class	106
64995	Residence Inn Portland Hillsboro Brookwood	Hillsboro, OR	97124	Upscale Class	146
68075	Home2 Suites by Hilton Portland Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	152
30166	Residence Inn Portland Hillsboro	Hillsboro, OR	97124	Upscale Class	122
37097	Extended Stay America Portland Hillsboro	Hillsboro, OR	97124	Economy Class	136
52137	Springhill Suites Portland Hillsboro	Hillsboro, OR	97124	Upscale Class	106
13241	Larkspur Landing Hillsboro	Hillsboro, OR	97124	Upscale Class	124
31730	Courtyard Portland Hillsboro	Hillsboro, OR	97124	Upscale Class	155
38767	TownePlace Suites Portland Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	136
38177	Holiday Inn Express Portland West Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	86
68092	Hampton Inn & Suites Tigard	Tigard, OR	97223	Upper Midscale Class	152
17748	Tigard Regency Inn	Tigard, OR	97223	Economy Class	50
31864	DoubleTree by Hilton Hotel Tigard	Tigard, OR	97223	Upscale Class	101
17749	Quality Inn Tigard Portland Southwest	Tigard, OR	97223	Midscale Class	115

# STR - WASHINGTON & CLACKAMAS COUNTIES

## Participation List

Washington and Clackamas County, OR  
 Job Number: 1041345\_PADIM Staff: RL Created: December 12, 2018

STR Code	Name of Establishment	City & State	Zip Code	Class	Rooms
35207	Extended Stay America Portland Tigard	Tigard, OR	97223	Economy Class	137
26183	Embassy Suites by Hilton Portland Washington Square	Tigard, OR	97223	Upper Upscale Class	356
11195	Washington Square Hotel	Tigard, OR	97223	Midscale Class	77
6529	Motel 6 Portland South Lake Oswego	Tigard, OR	97224	Economy Class	117
32586	Courtyard Portland Tigard	Tigard, OR	97224	Upscale Class	110
60443	The Grand Hotel @ Bridgeport	Tigard, OR	97224	Upper Midscale Class	124
36895	Best Western Plus Northwind Inn & Suites	Tigard, OR	97224	Upper Midscale Class	72
5947	Motel 6 Portland Tigard West	Portland, OR	97224	Economy Class	80
10275	Shilo Inn Hotel & Suites Portland Beaverton	Portland, OR	97225	Upper Midscale Class	142
17743	Rodeway Inn & Suites Portland	Portland, OR	97225	Economy Class	52
48512	Budget Lodge Milwaukie Inn	Milwaukie, OR	97267	Economy Class	39
23150	Econo Lodge Southeast Milwaukie	Milwaukie, OR	97267	Economy Class	27
Total Rooms: 8178					

# TRANSIENT LODGING TAX COLLECTIONS

Transient Lodging Tax  
110.000.31602.00000

	2018-2019		2017-2018		2016-2017		2015-2016		2014-2015	
	Budget	Actual*	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual
July	\$ 410,000	\$ (42,144)	\$ 400,000	\$ 20,604	\$ 262,500	\$ -	\$ 250,000	\$ -	\$ 250,000	\$ -
August	452,144	62,222	379,396	1,406	262,500	-	250,000	49,443	250,000	-
September	389,921	22,162	377,990	23,030	262,500	-	200,557	(1,051)	250,000	15,030
October	367,759	30,626	354,960	79,855	262,500	41,852	201,608	47,350	234,970	22,836
November	337,134	22,714	275,104	45,725	220,648	114,037	154,258	100,732	212,134	64,457
December	314,420	-	229,379	12,171	106,611	49,771	53,526	-	147,678	4,146
January	314,420	-	217,208	51,846	56,840	41,199	53,526	13,422	143,532	4,469
February	314,420	-	165,362	21,108	15,641	31,200	40,104	77,516	139,063	47,551
March	314,420	-	144,253	11,667	(15,559)	14,830	(37,412)	-	91,513	4,793
April	314,420	-	132,586	23,397	(30,389)	38,372	(37,412)	19,988	86,720	9,561
May	314,420	-	109,189	53,853	(68,762)	39,259	(57,400)	43,564	77,158	52,357
June	314,420	-	55,336	105,748	(108,021)	106,166	(100,965)	119,007	24,801	33,176
<b>Y-T-D Total</b>	<b>\$ 314,420</b>	<b>\$ 95,580</b>	<b>\$ (50,412)</b>	<b>\$ 450,412</b>	<b>\$ (214,187)</b>	<b>\$ 476,687</b>	<b>\$ (219,972)</b>	<b>\$ 469,972</b>	<b>\$ (8,374)</b>	<b>\$ 258,374</b>

\*Note: Negative amounts in July are from the accrual of revenue back to the previous fiscal year, as revenues collected by the City in July would be related to transient lodging transactions occurring in the month of June or prior. This accrual is not reversed until the end of the fiscal year, at the same time the new accrual is recorded.

## Transient Lodging Tax

	Budget	FY 2017-18				
		2018	Q1	Q2	Q3	Q4
<b>Revenue</b>	<b>400,000</b>	45,040	137,751	72,955		255,747
<b>Expense</b>						
Tourism Contribution	200,000	500	27,703	13,325		41,527
Misc & incidentals						
Toursim Grant	25,000	0	0	25,000		25,000
<b>Total Expense</b>	<b>225,000</b>	500	27,703	38,325	0	66,527

## Transient Lodging Tax

	Budget	FY 2016-17				
		2017	Q1	Q2	Q3	Q4
<b>Revenue</b>	<b>262,500</b>	0	205,660	87,230	183,797	476,687
<b>Expense</b>						
Tourism Contribution	237,000	0	1,000	0	14,858	15,858
Misc & incidentals						
Toursim Grant	25,000	0	0	0	25,000	25,000
<b>Total Expense</b>	<b>262,000</b>	0	1,000	0	39,858	40,858

## Transient Lodging Tax

	Budget	FY 2015-16				
		2016	Q1	Q2	Q3	Q4
<b>Revenue</b>	<b>250,000</b>	48,392	148,082	90,938	182,560	469,972
<b>Expense</b>						
Tourism Contribution	125,000	0	0	0	50	50
Misc & incidentals						
Toursim Grant	20,000	0	0	19,750	5,250	25,000
<b>Total Expense</b>	<b>145,000</b>	0	0	19,750	5,300	25,050



# BROCHURE DISTRIBUTION - 11/27/2018

Willamette Valley Visitors Association  
388 State St., Ste. 100  
Salem, Oregon

Travel Salem  
388 State St., Ste. 100  
Salem, Oregon

Certified Folder - Portland Corporate (10)  
12314 NE Whitaker  
Portland, Oregon

Portland International Airport State Welcome Center  
7000 NE Airport Way  
Portland, OR

Travel Portland  
100 SW Main St., Ste. 1100  
Portland, Oregon

Portland Oregon Information Center  
Pioneer Courthouse Square  
Portland, Oregon

Oregon Convention Center  
777 NE Martin Luther King Jr. Blvd.  
Portland, OR

Oregon City Regional Visitor Information Center  
1726 Washington St.  
Oregon City, Oregon

Oregons Mt Hood Territory/Clackamas County Tourism Development Council  
150 Beavercreek, Ste. 245  
Oregon City, Oregon

Washington County Visitors Association  
11000 S.W. Stratus St., Ste 170  
Beaverton, Oregon

Wilsonville Visitor Center  
29600 SW Park Place  
Wilsonville, Oregon

Wilsonville Area Chamber of Commerce  
8565 SW Salish Ln., Ste. 150  
Wilsonville, OR



# AAA MAGAZINE LEADS - JULY/AUG & NOV/DEC

ND18	177ND18	884	20181115	3 TERRY	NYDIGGER ST 87919	HUSTON	VENETA	OR	97487	5416075717
ND18	177ND18	884	20181115	3 MIKE	STEELY	1117 LA LOMA ST	MEDFORD	OR	97501	5417732836
ND18	177ND18	884	20181115	3 TED	KREMPA	2856 TONIA CIR	MEDFORD	OR	97504	
ND18	177ND18	884	20181115	3 SAAD	IBRAHIM	30 7TH ST	ASHLAND	OR	97520	
ND18	177ND18	884	20181115	3 LEWIS	SOWLES	203 MAIN ST #401	KLAMATH FAOR		97601	3104304631 WILLIAMSOWLES@AOL.COM
ND18	177ND18	884	20181115	3 LEE	OSBORN	5028 GLENWOOD DR	KLAMATH FAOR		97603	
ND18	177ND18	884	20181115	3 JUDY	MCCLEAN	19325 ALIANNA LOOP	BEND	OR	97702	
ND18	177ND18	884	20181115	3 JEAN	KNAPP	6137 NE 41ST ST	REDMOND	OR	97756	5419239857
ND18	177ND18	884	20181122	3 LINDA	GRECO	1401 WINDSOR CT	DENVILLE	NJ	7834	
ND18	177ND18	884	20181122	3 MARIA	GRAY	2393 WATTS LN	PAYETTE	ID	83661	2086424139
ND18	177ND18	884	20181122	3 SHERRYL	WINSLOW	3596 S CREEKWOOD WAY	BOISE	ID	83709	
ND18	177ND18	884	20181122	3 R	SCHNIBBE	10915 NE SCHUYLER ST	PORTLAND	OR	97220	
ND18	177ND18	884	20181122	3 RICK	CHRISTMAN	5990 SE 92ND AVE #417	PORTLAND	OR	97266	
ND18	177ND18	884	20181122	3 DENISE	BANTON	17007 GOLDEN STONE DR	SISTERS	OR	97759	5413832282
ND18	177ND18	884	20181129	3 MARTGO	SHAY	7510 N 71 ST	SPRINGFIELD	OR	97478	5417267269
ND18	177ND18	884	20181206	3 JOLENE	WHITE	677 TOWNE STREET	GRANTS PAS	OR	97527	5419551073 JOJOCASPER70@YAHOO.COM
ND18	177ND18	884	20181213	3 MIKE	MARQUEZ	PO BOX 190	LEBANON	OR	97355	



# Vertigo

MARKETING

**VERTIGO MARKETING**

63372 FREEDOM PLACE BEND, OR 97701

541.979.0094 | [VERTIGOMARKETING.COM](http://VERTIGOMARKETING.COM)

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Q4 2018  
WILSONVILLE  
TOURISM  
ADVERTISING  
AND  
MARKETING  
SERVICES  
REPORT



**Vertigo**  
MARKETING

# HIGHLIGHTS FOR 4TH QUARTER

## EXPLORE WILSONVILLE CAMPAIGN HIGHLIGHTS

Q4 2018

- **Launched the new website in October.** We are seeing big increases in traffic and useability
- Launched paid social media campaign
- Launched paid Google Ads campaign and resulted in an above average click-thru rate (CTR) of over 6% compared to the travel industry average of 4.68%
- Ran a print ad in Portland Monthly magazine featuring "A Wine Crush Weekend" Pocket Trip to Wilsonville
- Ran a print ad in AAA Via magazine featuring "A Wine Crush Weekend" Pocket Trip to Wilsonville
- December Lodging Occupancy: +2.9%  
December Lodging Revenue: +.9%
- Organic search traffic is up 1,667% compared to Q4 2017 which means our SEO efforts are successful



# OREGON TRAVEL TRENDS & STATISTICS

## TRAVEL OREGON TRAVEL BAROMETERS

OCT - NOV 2018

- **OCTOBER:** Oregon's statewide lodging demand (+3.7% YOY) and revenue (+4.2% YOY) showed growth
- Year-Over-Year growth in Oregon's lodging demand in October was slightly higher than that of the national averages
- The West Coast (except California) average gasoline prices in October 2018 were 18.6% higher than a year before
- **WILLAMETTE VALLEY** was up +2.0% in lodging demand and down -2.2% in lodging revenue in October
- **GREATER PORTLAND REGION** was up +5.0% in lodging demand and +6.1% in revenue in October
- **NOVEMBER:** The number of international deplaned passengers at PDX increased +41.8% YOY in November 2019 vs 2017
- **WILLAMETTE VALLEY** was up +5.9% in lodging demand and +8.1% in lodging revenue in November
- **GREATER PORTLAND REGION** was up +3.7% in lodging demand and +3.6% in revenue in November



## OUR REACH IN Q4



### WEBSITE

- New website launched in October
- Website sessions were up +254% (3,065 visits)
- Pocket trips was the #1 page visited outside of the home page
- Organic search traffic is up 1,667% compared to Q4 2017



### DIGITAL & SOCIAL

- Paid social media campaign launched on Facebook and Instagram
- Organic website traffic (a.k.a. free traffic) is up +1,667% (1,502 visits)
- 79,671 total digital ad impressions from social media and paid Google Ad campaign
- Google Ad campaign resulted in above average click-thru rate performance



### PRINT MEDIA

- Our print advertisements have captured 5,585,867 audience impressions in Q4
- AAA has provided 118 Leads thus far



60,443 IMPRESSIONS  
71 ENGAGEMENTS



1,058 IMPRESSIONS



991 IMPRESSIONS



44 IMPRESSIONS



# WEBSITE REPORT - 4TH QUARTER

## Explore Wilsonville Website Report 4th Quarter 2018 vs. 4th Quarter 2017

Oct 1, 2018 - Dec 31, 2018

Website Report

Data From Google Analytics

Sessions

**3,065**

↑ 254.7%

Users

**2,745**

↑ 296.7%

New Users

**2,718**

↑ 307.5%

Pageviews

**8,241**

↓ -15.4%

Avg. Session Duration

**00:01:42**

↓ -64.0%

Avg. Page Load Time (sec)

**5.33**

↓ -63.0%

Avg. Time on Page

**00:00:59**

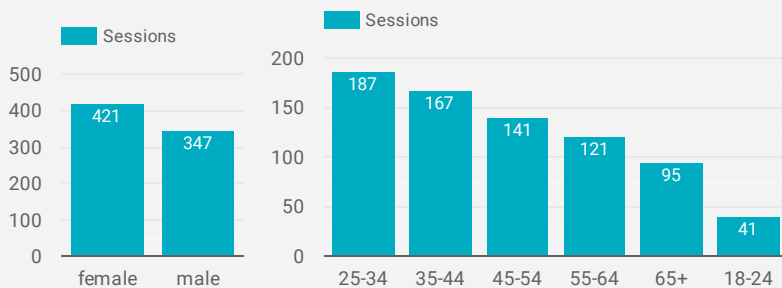
↑ 118.2%

Bounce Rate

**58.5%**

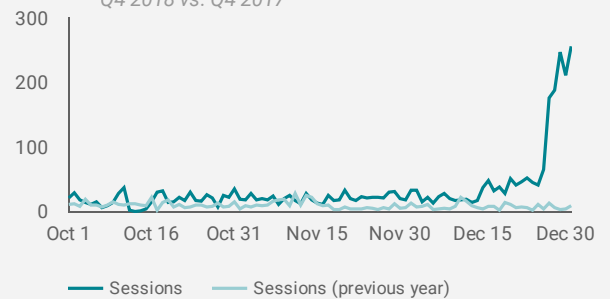
↑ 890.5%

### Gender & Age



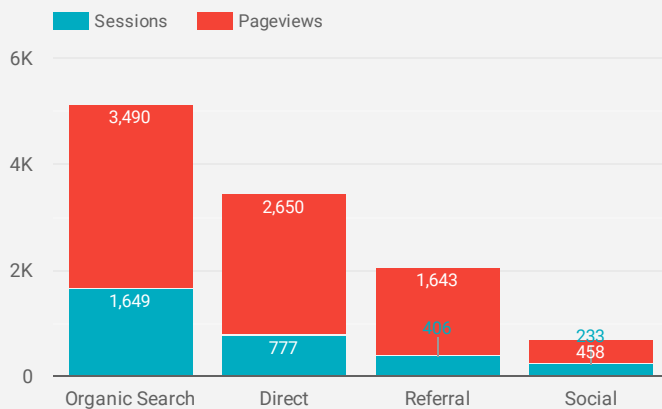
### How are site sessions trending?

Q4 2018 vs. Q4 2017



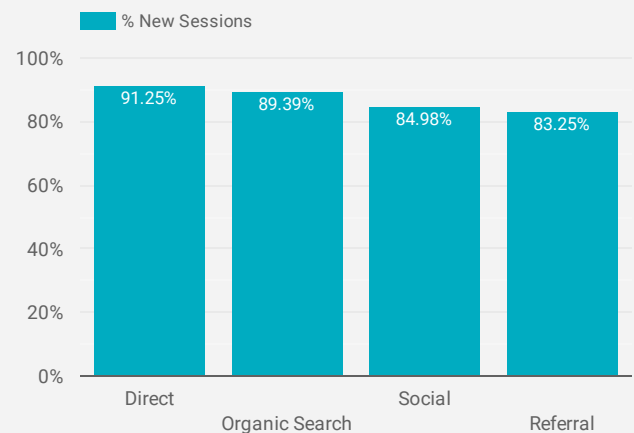
### Which channels are driving engagement?

Goal: Engaged Users



### New Users

First Time Users to Site & Where They are Coming From



# WEBSITE REPORT - 4TH QUARTER

## Top Landing Pages

The first page a visitor lands on

	Landing Page	Pageviews
1.	/	4,271
2.	/pocket-trips/	922
3.	/event/2019-new-years-eve-celebration-at-mcmenamins-old-church-pub/	396
4.	/events/	305
5.	/calendar/	217
6.	/campaign/world-of-speed/	200
7.	/about/	152
8.	/event/new-years-eve-glow-party/	146
9.	/restaurants-wilsonville-oregon/	131
10.	/stay/	119
11.	/pocket-trips/shopping-in-wilsonville/	87
12.	/event/halloween-dance-party-at-mcmenamins-old-church-pub/	80
13.	/maps-guides/	65
14.	/wineries/	58
15.	/event/eclectic-christmas/	52
16.	/event/live-music-at-the-historic-butteville-store-2018-11-03/	48
17.	/eat-drink/all-restaurants/	47
18.	/event/tree-lighting-in-wilsonville/	44
19.	/getting-around-town/	40
20.	/event/the-ice-age-oregon-trail/	39
21.	/testing/	39
22.	/weather-year-round/	38
23.	/event/portland-christmas-light-show/	38
24.	/bed-breakfast/	36
25.	/get-here/	35
26.	/breweries/	33
27.	/eat-drink/winery/terra-vina-wines-vineyard/	31
28.	/pocket-trips/history-heritage/	30
29.	/recreation/attractions/	26
30.	/popular-outlets/	24
31.	/event/live-music-at-the-historic-butteville-store-2018-12-08/2018-12-08/	23
32.	/submit-business-listing/	23
33.	/event/live-music-at-the-historic-butteville-store-2018-12-08/2018-12-15/	23
34.	/?post_type=tribe_events&p=2614&preview=true	21
35.	/campgrounds-rv-resorts/	21
36.	/shop/	20

1 - 100 / 152 < >

# WEBSITE REPORT - 4TH QUARTER

## Top 10 Pages

Most popular pages visited

	Page	Pageviews ▾
1.	/	2,970
2.	/pocket-trips/	887
3.	/event/2019-new-years-eve-celebration-at-mcmenamins-old-church-pub/	349
4.	/events/	341
5.	/calendar/	210
6.	/campaign/world-of-speed/	181
7.	/restaurants-wilsonville-oregon/	170
8.	/event/new-years-eve-glow-party/	170
9.	/stay/	135
10.	/get-here/	104
11.	/event/porsche-911-55-years-of-driving-greatness/	99
12.	/pocket-trips/shopping-in-wilsonville/	96
13.	/about/	85
14.	/visitor-guide-request/	77
15.	/pocket-trips/family-time/	77
16.	/pocket-trips/history-heritage/	69
17.	/pocket-trips/eating-drinking/	59
18.	/pocket-trips/shopping/	56
19.	/event/halloween-dance-party-at-mcmenamins-old-church-pub/	54
20.	/campgrounds-rv-resorts/	54
21.	/maps-guides/	53
22.	/recreation/attractions/	49
23.	/pocket-trips/outdoor-fun/	49
24.	/hotels-motels/	48
25.	/wineries/	46
26.	/event/portland-christmas-light-show/	46
27.	/event/tree-lighting-in-wilsonville/	45
28.	/breweries/	45
29.	/pocket-trips/indoor-fun/	42
30.	/event/eclectic-christmas/	40
31.	/event/live-music-at-the-historic-butteville-store-2018-11-03/	38
32.	/meet/	36
33.	/bed-breakfast/	36
34.	/world-class-parks/	32
35.	/pocket-trips/family-time/family-fun-day-in-wilsonville-oregon/	31
36.	/pocket-trips/savoring-the-oregon-farm-life-in-wilsonville/	31

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# WEBSITE REPORT - 4TH QUARTER

## Google Adwords Campaign Performance

Paid Search Report at a Glance

Cost	Impressions	Clicks	CTR	CPC	CPM
\$434.20	17,179	741	4.31%	\$0.59	\$25.28
		No data	No data	No data	No data

### Our Google Ads Campaign Started in 4th Quarter

We had two ad groups for "Lodging" and "Things to Do" running in 4th Quarter. Our campaign click-thru rate (CTR) is 4.31% which is performing well. The average CTR for travel and hospitality is 4.68%. Our "Things to Do" ad group is performing better than average with a CTR of 6.13%. The Lodging ad group only has a CTR of 1.23%, which is expected since we are competing against hotel/motel websites and online booking portals.

We will continue to optimize our campaigns to reduce the cost while improving the CTR and cost-per-click (CPC).

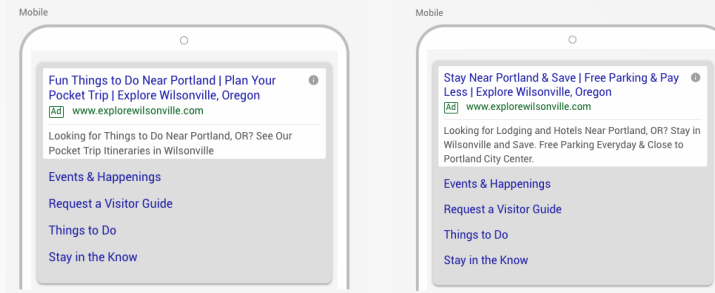
#### TERMS DEFINED

CTR (click thru rate)

CPC (cost per click)

CPM (cost per thousand)

Impressions: Number of people who viewed our ads





## Group Report



Oct 01, 2018 - Dec 31, 2018

# SOCIAL MEDIA REPORT - GROUP



Group Report | 1 of 5

## Included in this Report

 Explore Wilsonville  
 Explore Wilsonville

 Explore Wilsonville

# SOCIAL MEDIA REPORT - GROUP



Group Report | 2 of 5

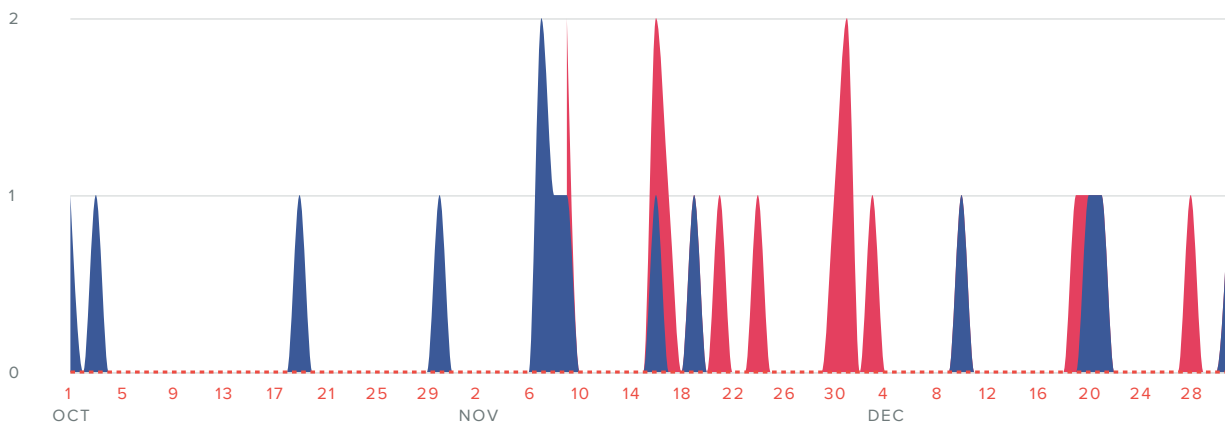
## Group Activity Overview

<b>62.5k</b> Impressions	<b>117</b> Engagements	<b>313</b> Link Clicks
-----------------------------	---------------------------	---------------------------

## Group Audience Growth

AUDIENCE GROWTH, BY DAY

We are unable to retrieve all of your data at this time.



■ Twitter 
 ■ Facebook 
 ■ Instagram

Audience Growth Metrics	Totals	Total Followers % Change
<b>Total Followers</b>	<b>153</b>	<b>↗ 100%</b>
New Twitter Followers	0	→ 0%
New Facebook Fans	12	↗ 100%
New Instagram Followers	4	↗ 100%
Total Followers Gained	16	↗ 100%

Total followers increased by

**▲ 100%**

since previous date range

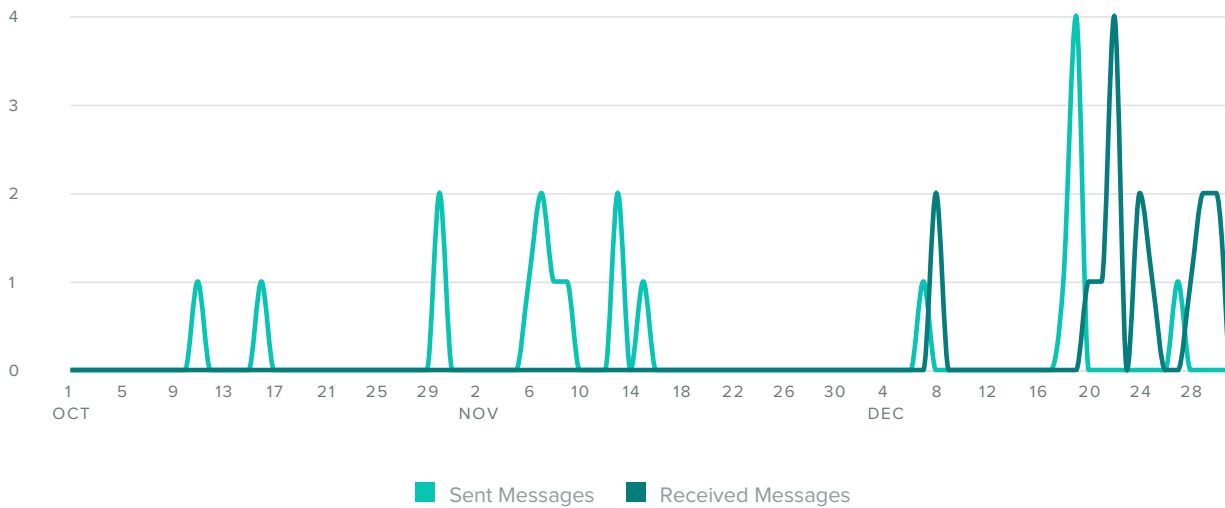
# SOCIAL MEDIA REPORT - GROUP



Group Report | 3 of 5

## Group Message Volumes

MESSAGES PER DAY



Sent Messages Metrics	Totals	% Change
Twitter Tweets and DMs Sent	2	↗ 100%
Facebook Posts Sent	8	↔ 46.7%
Instagram Media Sent	9	↗ 100%
<b>Total Messages Sent</b>	<b>19</b>	<b>↗ 26.7%</b>

Message volume increased by

**▲ 26.7%**

since previous date range

Received Messages Metrics	Totals	% Change
Twitter Messages Received	0	→ 0%
Facebook Messages Received	13	↗ 100%
Instagram Comments Received	3	↗ 100%
<b>Total Messages Received</b>	<b>16</b>	<b>↗ 100%</b>

Message volume increased by

**▲ 100%**

since previous date range



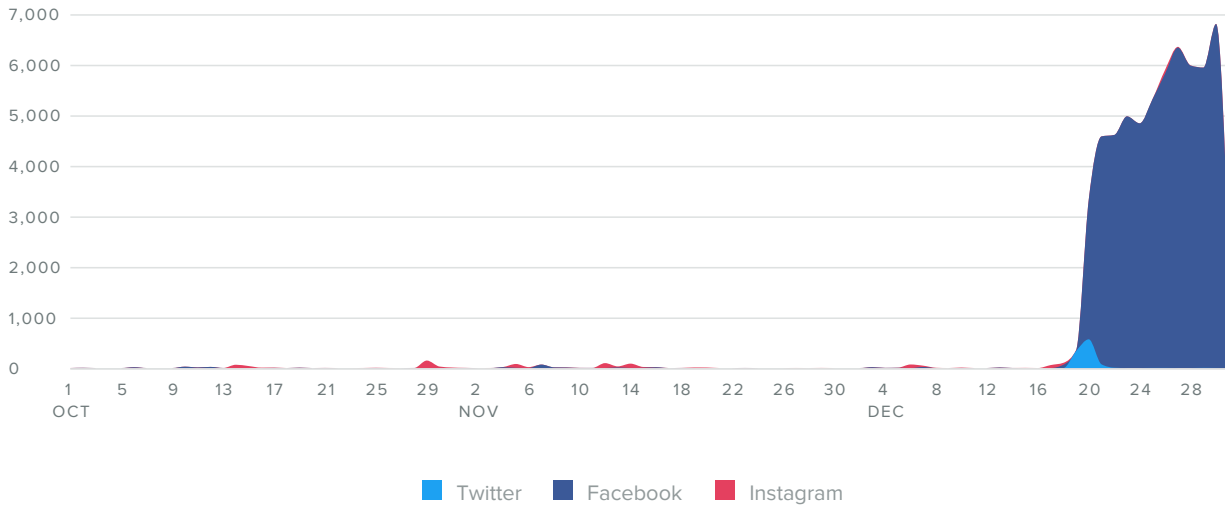
# SOCIAL MEDIA REPORT - GROUP



Group Report | 4 of 5

## Group Impressions

IMPRESSIONS PER DAY



Impressions Metrics	Totals	% Change
Twitter Impressions	991	↗ 100%
Facebook Impressions	60,443	↗ 15,398%
Instagram Impressions	1,058	↗ 52.4%
<b>Total Impressions</b>	<b>62,492</b>	<b>↗ 5,665%</b>

Total Impressions increased by

**▲ 5,665%**

since previous date range

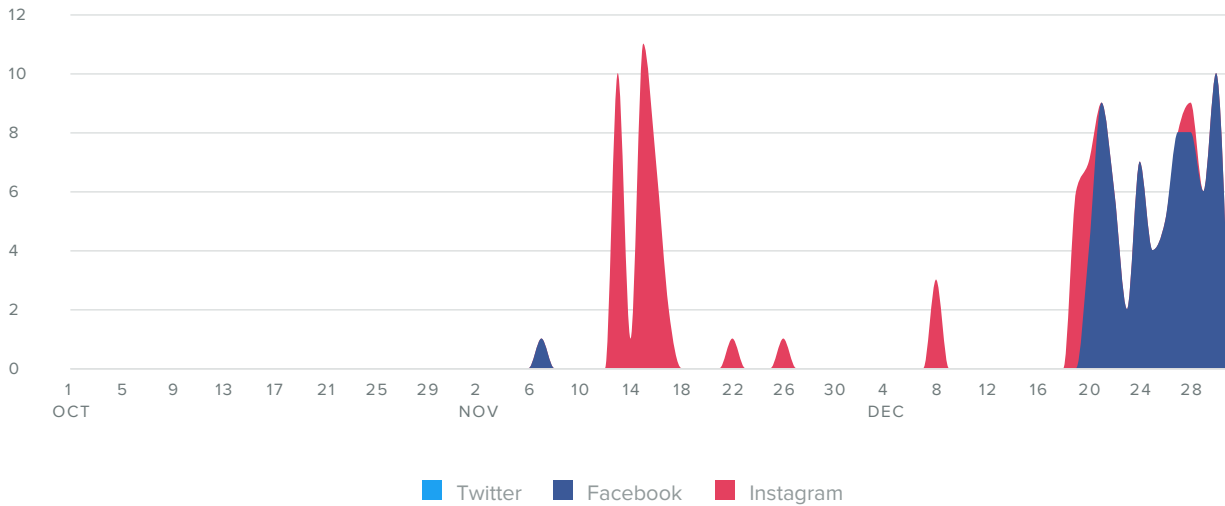
# SOCIAL MEDIA REPORT - GROUP



Group Report | 5 of 5

## Group Engagement

ENGAGEMENTS PER DAY



Engagement Metrics	Totals	% Change
Twitter Engagements	0	→ 0%
Facebook Engagements	71	↗ 317.6%
Instagram Engagements	46	↗ 100%
<b>Total Engagements</b>	<b>117</b>	<b>↗ 588.2%</b>

The number of engagements increased by

# ▲ 588.2%

since previous date range

## Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
Explore Wilsonville @SeeWilsonville	0	0%	2	991	495.5	0	0	0
Explore Wilsonville Business Page	40	100%	8	60,443	7,555.4	71	8.9	313
Explore Wilsonville (Business) @explorewilsonville	113	100%	9	1,058	117.6	46	5.1	–

# WEBSITE REPORT - 4TH QUARTER

## Top Landing Pages

The first page a visitor lands on

	Landing Page	Pageviews
1.	/	4,271
2.	/pocket-trips/	922
3.	/event/2019-new-years-eve-celebration-at-mcmenamins-old-church-pub/	396
4.	/events/	305
5.	/calendar/	217
6.	/campaign/world-of-speed/	200
7.	/about/	152
8.	/event/new-years-eve-glow-party/	146
9.	/restaurants-wilsonville-oregon/	131
10.	/stay/	119
11.	/pocket-trips/shopping-in-wilsonville/	87
12.	/event/halloween-dance-party-at-mcmenamins-old-church-pub/	80
13.	/maps-guides/	65
14.	/wineries/	58
15.	/event/eclectic-christmas/	52
16.	/event/live-music-at-the-historic-butteville-store-2018-11-03/	48
17.	/eat-drink/all-restaurants/	47
18.	/event/tree-lighting-in-wilsonville/	44
19.	/getting-around-town/	40
20.	/event/the-ice-age-oregon-trail/	39
21.	/testing/	39
22.	/weather-year-round/	38
23.	/event/portland-christmas-light-show/	38
24.	/bed-breakfast/	36
25.	/get-here/	35
26.	/breweries/	33
27.	/eat-drink/winery/terra-vina-wines-vineyard/	31
28.	/pocket-trips/history-heritage/	30
29.	/recreation/attractions/	26
30.	/popular-outlets/	24
31.	/event/live-music-at-the-historic-butteville-store-2018-12-08/2018-12-08/	23
32.	/submit-business-listing/	23
33.	/event/live-music-at-the-historic-butteville-store-2018-12-08/2018-12-15/	23
34.	/?post_type=tribe_events&p=2614&preview=true	21
35.	/campgrounds-rv-resorts/	21
36.	/shop/	20

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Facebook Pages  
for **Explore Wilsonville**

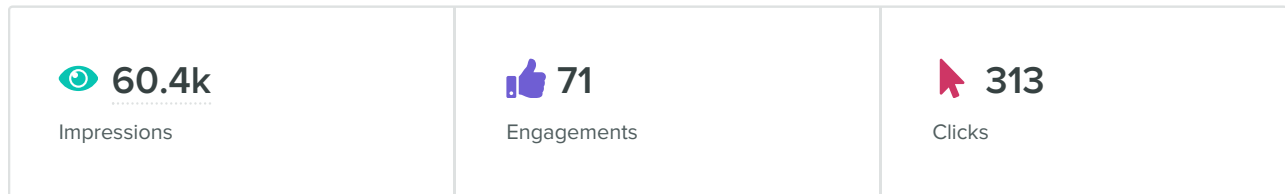
Oct 01, 2018 - Dec 31, 2018

# SOCIAL MEDIA REPORT - FACEBOOK



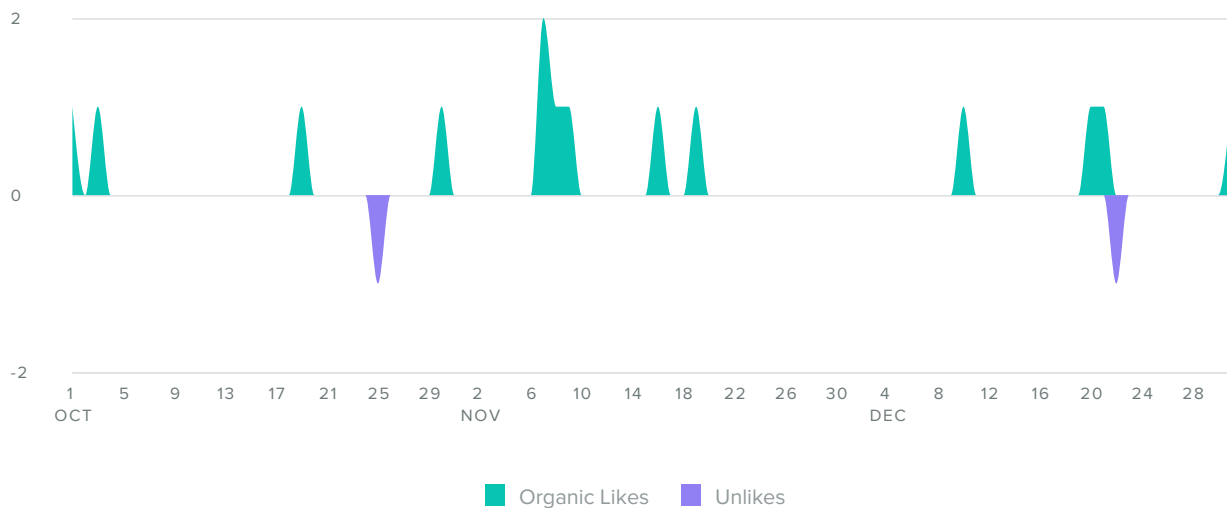
Facebook Pages | 1 of 7

## Facebook Activity Overview



## Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
<b>Total Fans</b>	<b>40</b>
Organic Likes	14
Unlikes	2
Net Likes	12

Total fans increased by  
**▲100%**  
 since previous date range

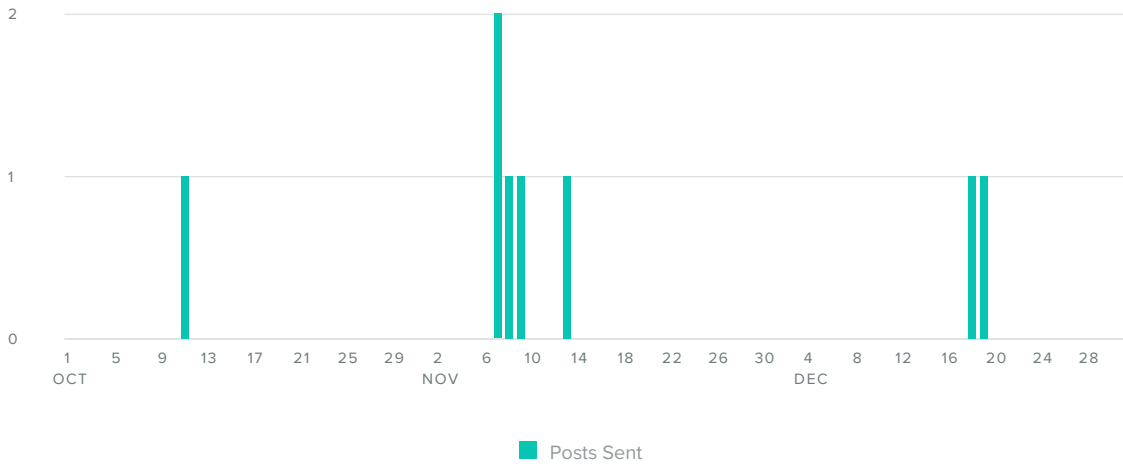
# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 2 of 7

## Facebook Publishing Behavior

POSTS, BY DAY



Publishing Metrics	Totals
Photos	8
Videos	0
Posts	0
Notes	0
<b>Total Posts</b>	<b>8</b>

The number of posts you sent decreased by

**-46.7%**


since previous date range

## Facebook Top Posts, by Reactions

Post Reactions ▼ Comments Engagement Reach

---

**Explore Wilsonville**  
 A POCKET TRIP | ZOOM! TO SEE THE PORSCHE 911 EXHIBIT BEFORE IT'S GONE Holiday Hint: It's a great gift for the gearhead on your list 🎁 Head to the **World of Speed USA** motorsports museum in Wilsonville, Oregon — one of Oregon's newest and coolest experience for all ages! Cruise through an impressive car, boat and motorcycle collection, including the special limited-time-only Porsche 911 exhibit that ends on December 31, 2018.  
**#ExploreWilsonville** Learn more --> <http://bit.ly/2SRAJb4>



(Post) December 19, 2018 11:33 am

1

0

18.8%




16

# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 3 of 7

## Facebook Top Posts, by Reactions


Post	Reactions	Comments	Engagement	Reach
<p><b>Explore Wilsonville</b>                      A POCKET TRIP JUST FOR VETERANS   Admission is FREE at <b>World of Speed USA</b> for veterans and their families on Sunday, Nov. 11 and Monday, Nov. 12</p>  <p>(Post) November 07, 2018 9:04 am</p>	1	0	9.5%	21
<p><b>Explore Wilsonville</b>                      A POCKET TRIP   A TRIFECTA OF HOLIDAY SHOPPING Festive holiday (and tax-free!) shopping opportunities abound near Wilsonville, Oregon. Make a weekend of it! <b>#ExploreWilsonville</b> Stretch your dollars at <b>Woodburn Premium Outlets</b> sprawling mall. Shop the outdoor shopping center at <b>Bridgeport Village</b> (head to the warming hut if you need a winter warm-up). For a small town shopping experience, head to the charming town of Aurora, Oregon (<b>Aurora Colony Visitors Association</b>) voted one of the 50 Best Antique Towns in the country. Learn more --&gt; <a href="http://bit.ly/2S9FdtV">http://bit.ly/2S9FdtV</a> Photo by <b>LuLish Design</b></p>  <p>(Post) December 18, 2018 2:56 pm</p>	0	0	12%	25
<p><b>Explore Wilsonville</b>                      Take a trip to Salem (10a-noon) or Oregon City (5p-6:30p) TODAY to catch the <b>U.S. Capitol Christmas Tree</b> tour as the Oregon tree from the Willamette National Forest makes its way across the U.S. to Washington, D.C. --&gt; view the full schedule here: <a href="http://bit.ly/2B4KtZz">http://bit.ly/2B4KtZz</a></p>  <p>(Post) November 13, 2018 10:02 am</p>	0	0	5.6%	18

# SOCIAL MEDIA REPORT - FACEBOOK



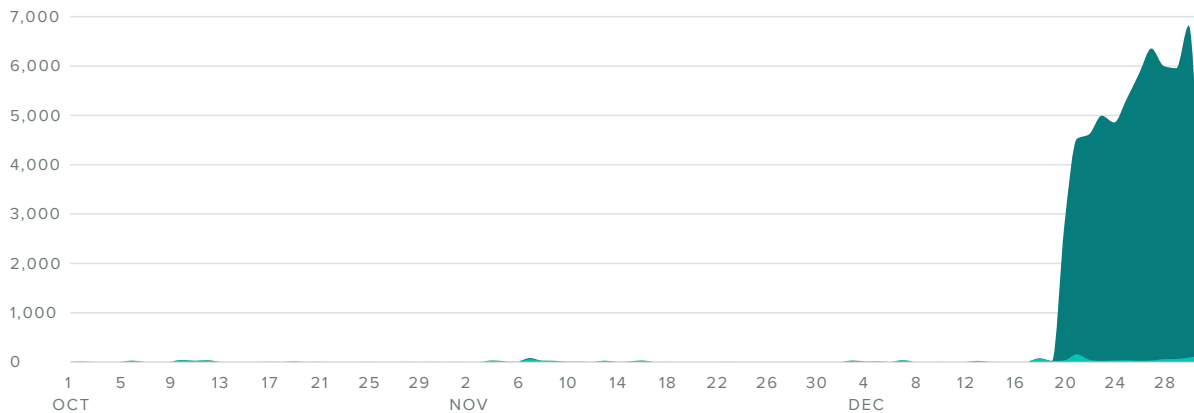
Facebook Pages | 4 of 7

## Facebook Top Posts, by Reactions

Post	Reactions	Comments	Engagement	Reach
<p>Explore Wilsonville                      A POCKET TRIP   WILLAMETTE VALLEY WINE TASTING 🍷 Calendar Terra Vina Vineyard's Pre-Thanksgiving and Thanksgiving Wine Tasting soirée --&gt; <a href="http://bit.ly/2Fiusn8">http://bit.ly/2Fiusn8</a></p>  <p>(Post) November 09, 2018 7:26 pm</p>	0	0	15.4%	13

## Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	862
Nonorganic Impressions	59,581
<b>Total Impressions</b>	<b>60,443</b>
<b>Average Daily Users Reached</b>	<b>457.4</b>

Total Impressions increased by

**▲15,398%**

since previous date range



# SOCIAL MEDIA REPORT - FACEBOOK



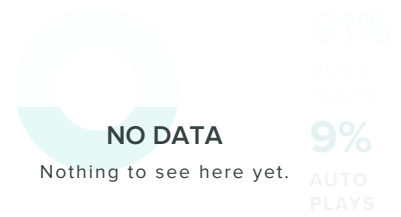
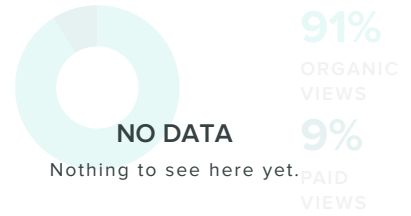
Facebook Pages | 5 of 7

## Facebook Video Performance

### VIEW METRICS



### VIEWING BREAKDOWN



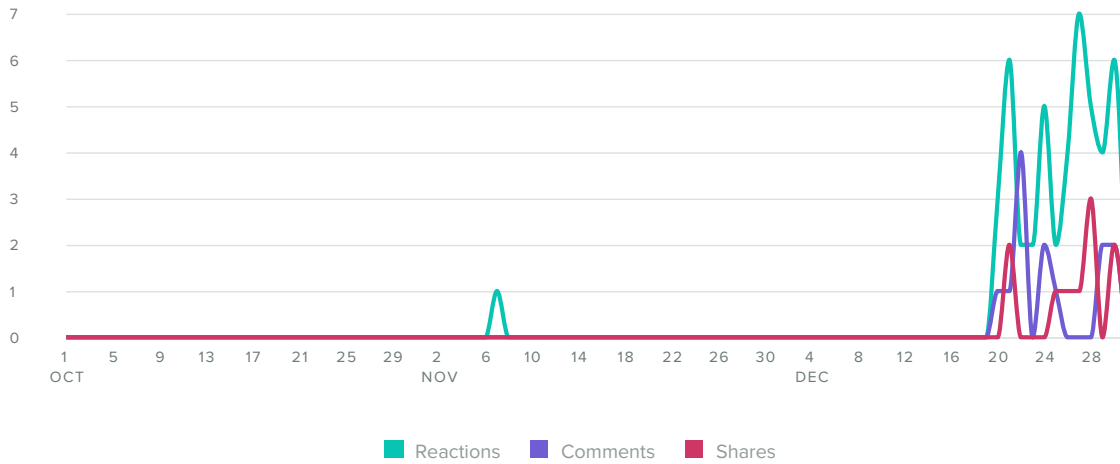
# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 6 of 7

## Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	48
Comments	13
Shares	10
<b>Total Engagements</b>	<b>71</b>

Total Engagements increased by  
**317.6%**  
 since previous date range

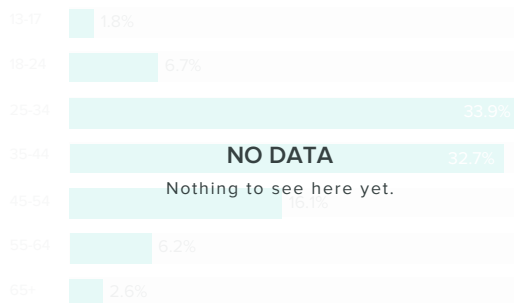
## Facebook Audience Demographics

Page Fans

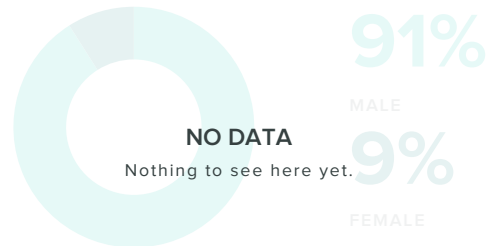
People Reached

People Engaged

BY AGE



BY GENDER



# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 7 of 7

## Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Explore Wilsonville	40	100%	8	60,443	7,555.4	71	8.9	313

# HIGHLIGHTS: STR REPORT

## SMITH TRAVEL RESEARCH REPORT

Wilsonville • Troutdale

Oct - Dec 2018

- At year end, Wilsonville **OCCUPANCY, REVPAR** (Revenue Per Available Room), **DEMAND** and **REVENUE** all **DECREASED -3.7%** over previous year
- **Q4 Wilsonville**  
October Occupancy: -4.2%  
October Revenue: -4.1%  
November Occupancy: -3.3%  
November Revenue: -2.2%  
December Occupancy: +2.9%  
December Revenue: +.9%
- At year end, Troutdale **OCCUPANCY, REVPAR** (Revenue per Available Room), **DEMAND** and **REVENUE** all **DECREASED** between **-1.0% to -1.1%** over previous year
- **Q4 Troutdale**  
October Occupancy: -3.4%  
October Revenue: -5.2%  
November Occupancy: -2.1%  
November Revenue: -4.6%  
December Occupancy: -7.4%  
December Revenue: -12.2%







# STR REPORT - OCTOBER

Date Created: Nov 16, 2018

## Vertigo Marketing Oregon

For the Month of October 2018



Table Of Contents	1
Trend Wilsonville, OR+	2
Response Wilsonville, OR+	3
Trend Troutdale, OR+	4
Response Troutdale, OR+	5
Help	6

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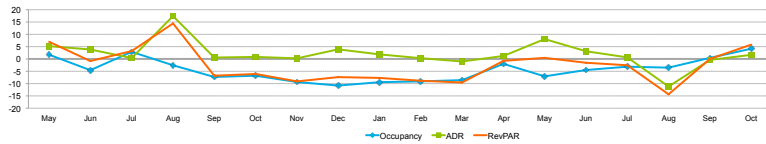
# OCTOBER - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+

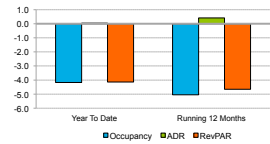
Vertigo Marketing Oregon  
For the Month of October 2018

Currency USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	75.5	81.4	81.0	84.6	73.3	66.0	65.1	55.2	52.1	55.1	64.8	72.7	70.2	77.8	78.4	81.6	73.5	68.8						
Last Year	74.2	85.3	78.8	86.9	79.1	70.9	66.3	60.8	57.5	68.3	70.9	74.2	75.5	81.4	81.0	84.6	73.3	66.0						
Percent Change	1.7	-4.5	2.8	-2.6	-7.3	-8.8	-9.3	-10.8	-9.4	-9.1	-8.6	-2.0	-7.1	-4.5	-3.2	-3.5	0.4	4.1						

ADR	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	90.85	107.75	111.96	121.60	98.70	89.93	82.90	77.84	79.75	81.84	82.24	89.44	98.16	111.50	112.67	107.98	98.28	91.40						
Last Year	86.37	103.76	111.58	103.54	98.17	89.21	82.70	74.94	78.28	81.57	83.10	88.36	90.85	107.75	111.96	121.60	98.70	89.93						
Percent Change	5.2	3.8	0.3	17.4	0.5	0.8	0.2	3.9	1.9	0.3	-1.0	1.2	8.1	3.1	0.6	-11.2	-9.4	1.6						

RevPAR	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	68.59	87.74	90.71	102.92	72.35	59.39	49.86	42.21	41.67	50.78	53.29	65.05	68.88	88.40	88.38	81.16	72.34	62.85						
Last Year	64.10	88.51	87.90	89.97	77.84	63.23	54.87	45.59	45.05	55.70	58.93	65.56	68.59	87.74	90.71	102.92	72.35	59.39						
Percent Change	7.0	-0.9	3.2	14.4	-8.8	-6.1	-9.1	-7.4	-7.7	-8.8	-9.6	-0.8	0.4	-1.5	-2.6	-14.3	0.0	5.8						

Supply	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	17,360	16,800	17,360	17,360	16,800	17,360	16,800	17,360	17,360	15,880	17,360	16,800	17,360	16,800	17,360	16,800	16,800	17,360						
Last Year	17,298	16,740	17,298	17,360	16,800	17,360	16,800	17,360	17,360	15,880	17,360	16,800	17,360	16,800	17,360	16,800	16,800	17,360						
Percent Change	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						

Demand	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	13,107	13,680	14,065	14,064	12,314	11,464	10,105	9,414	9,049	9,730	11,250	12,218	12,182	13,066	13,818	14,173	12,365	11,937						
Last Year	12,838	14,279	13,627	15,085	13,287	12,303	11,146	10,655	9,989	10,707	12,311	12,466	13,107	13,680	14,065	14,804	12,314	11,464						
Percent Change	2.1	-4.2	3.2	-2.8	-7.3	-8.8	-9.3	-10.8	-9.4	-9.1	-8.6	-2.0	-7.1	-4.5	-3.2	-3.5	0.4	4.1						

Revenue	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	1,190,721	1,474,081	1,574,755	1,788,739	1,215,421	1,030,658	837,708	732,824	721,625	796,269	925,154	1,002,813	1,195,709	1,451,571	1,534,275	1,530,447	1,215,258	1,091,040						
Last Year	1,109,824	1,481,593	1,520,477	1,561,863	1,306,335	1,097,595	921,771	790,984	781,982	873,350	1,023,075	1,101,456	1,190,721	1,474,081	1,574,755	1,788,739	1,215,421	1,030,658						
Percent Change	7.4	-0.5	3.5	14.4	-8.8	-6.1	-9.1	-7.4	-7.7	-8.8	-9.6	-0.8	0.4	-1.5	-2.6	-14.3	0.0	5.8						

Census %	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
Census Props	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7						
Census Rooms	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0						
% Rooms Participants	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0	89.0						

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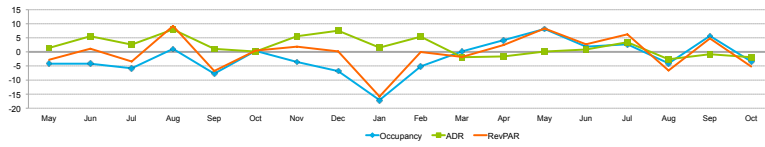
# OCTOBER - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

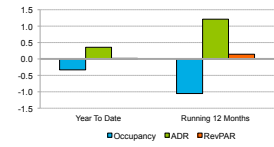
Vertigo Marketing Oregon  
For the Month of October 2018

Currency USD - US Dollar

Monthly Percent Change



Overall Percent Change



	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
<b>Occupancy (%)</b>	77.0	87.8	87.8	90.0	75.3	74.0	63.2	65.1	81.5	83.1	73.3	75.8	83.3	88.4	90.2	88.9	79.5	71.5						
This Year	80.4	91.7	93.2	89.0	81.6	73.7	65.6	66.6	62.1	68.9	73.2	73.7	77.0	87.8	90.0	75.3	74.0							
Last Year	-4.2	-4.2	-5.8	1.1	-7.7	0.4	-3.6	-8.9	-17.1	-5.2	0.2	4.1	8.2	1.8	2.7	-4.1	5.7	-3.4						
Percent Change																								
<b>ADR</b>	88.53	110.12	118.56	123.17	106.19	93.17	88.82	88.68	80.31	85.57	83.65	87.28	88.66	111.05	123.87	119.91	105.29	91.42						
This Year	87.28	104.30	116.52	114.06	105.07	93.07	84.12	82.45	79.09	81.18	85.24	88.83	88.53	110.12	119.56	123.17	106.19	93.17						
Last Year	70.16	95.60	108.63	101.49	85.75	68.61	55.15	54.94	49.10	54.06	62.35	65.50	68.19	96.68	110.80	79.96	79.96	68.94						
Percent Change	2.6	1.1	3.4	9.2	-6.7	0.5	1.8	0.2	-15.8	0.0	-1.8	2.4	8.3	2.7	6.2	-6.6	4.8	-5.2						
<b>RevPAR</b>	68.19	96.68	104.95	110.80	79.96	68.94	66.16	55.04	41.32	54.03	61.26	67.10	73.85	90.30	111.49	101.46	83.77	65.35						
This Year	70.16	95.60	108.63	101.49	85.75	68.61	55.15	54.94	49.10	54.06	62.35	65.50	68.19	96.68	110.80	79.96	79.96	68.94						
Last Year	2.8	1.1	3.4	9.2	-6.7	0.5	1.8	0.2	-15.8	0.0	-1.8	2.4	8.3	2.7	6.2	-6.6	4.8	-5.2						
Percent Change																								
<b>Supply</b>	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221						
This Year	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221						
Last Year	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
Percent Change																								
<b>Demand</b>	11,723	12,933	13,361	13,692	11,092	11,263	9,314	9,447	7,832	8,881	11,153	11,311	12,679	13,172	13,133	11,720	10,880	10,880						
This Year	12,235	13,501	14,190	13,543	12,021	11,221	9,667	10,142	9,449	9,154	11,136	10,862	11,723	12,933	13,361	13,692	11,092	11,263						
Last Year	-4.2	-4.2	-5.8	1.1	-7.7	0.4	-3.6	-8.9	-17.1	-5.2	0.2	4.1	8.2	1.8	2.7	-4.1	5.7	-3.4						
Percent Change																								
<b>Revenue</b>	1,037,869	1,424,158	1,597,499	1,686,495	1,177,840	1,049,324	827,285	837,722	628,972	742,824	932,435	988,969	1,124,072	1,462,747	1,696,955	1,574,808	1,233,947	994,663						
This Year	1,067,883	1,408,194	1,653,398	1,544,730	1,203,027	1,044,371	812,378	836,255	747,311	743,152	949,096	964,836	1,037,869	1,424,158	1,597,499	1,686,495	1,177,840	1,049,324						
Last Year	-2.8	1.1	3.4	9.2	-6.7	0.5	1.8	0.2	-15.8	0.0	-1.8	2.4	8.3	2.7	6.2	-6.6	4.8	-5.2						
Percent Change																								
<b>Census %</b>	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6						
This Year	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491						
Last Year	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						
Percent Change																								

	Year To Date			Running 12 Months		
	2016	2017	2018	2016	2017	2018
<b>Occupancy (%)</b>	77.7	79.1	76.8	73.9	76.6	75.0
This Year	1.8	-2.9	-9.3	3.6	-2.0	-1.1
Last Year						
Percent Change						
<b>ADR</b>	90.10	99.23	99.58	88.26	94.43	96.88
This Year	6.8	3.1	0.4	7.0	2.6	1.2
Last Year						
Percent Change						
<b>RevPAR</b>	70.01	76.12	76.22	65.24	72.30	72.68
This Year	6.7	0.1	0.0	10.8	0.5	0.1
Last Year						
Percent Change						
<b>Supply</b>	149,284	149,284	149,284	179,215	179,215	179,215
This Year	0.0	0.0	0.0	0.0	0.0	0.0
Last Year						
Percent Change						
<b>Demand</b>	116,028	114,664	114,664	132,466	134,463	134,463
This Year	1.8	-2.9	-0.3	3.8	-2.0	-1.1
Last Year						
Percent Change						
<b>Revenue</b>	10,402,276	11,367,580	11,377,580	11,891,977	12,067,185	13,026,213
This Year	6.7	0.1	0.0	10.8	0.5	0.1
Last Year						
Percent Change						

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# STR REPORT - NOVEMBER

Date Created: Dec 17, 2018

## Vertigo Marketing Oregon

For the Month of November 2018



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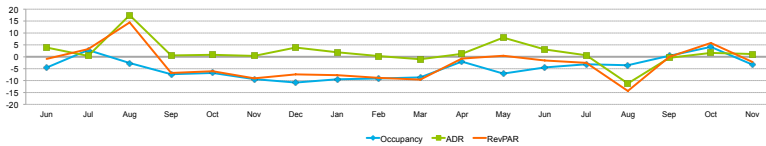
# NOVEMBER - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+

Vertigo Marketing Group  
For the Month of November 2018

Currency USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017												2018											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	81.4	81.0	84.8	73.3	66.0	66.1	54.2	55.1	62.1	64.8	72.7	70.2	77.8	78.4	81.8	79.8	68.8	58.2						
Last Year	85.3	78.8	86.9	79.1	70.9	66.3	60.8	57.5	68.3	70.9	74.2	75.5	81.4	81.0	84.6	73.3	66.0	60.1						
Percent Change	-4.5	2.8	-2.6	-7.3	-8.8	-9.3	-10.8	-9.4	-9.1	-8.6	-2.0	-7.1	-4.5	-3.2	-3.5	0.4	4.1	-3.3						

ADR	2017												2018											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	107.75	111.98	121.60	98.70	89.03	83.00	77.84	79.75	81.84	82.24	89.44	98.16	111.10	112.87	107.98	98.28	91.40	83.98						
Last Year	103.76	111.58	103.54	98.17	89.21	82.70	74.94	78.28	81.57	83.10	88.38	90.85	107.75	111.56	121.60	98.70	89.53	83.00						
Percent Change	3.8	0.3	17.4	0.6	0.8	0.4	3.9	1.9	0.3	-1.0	1.2	8.1	3.1	0.6	-11.2	-0.4	1.6	1.2						

RevPAR	2017												2018											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	87.74	90.71	102.82	72.35	59.39	49.92	42.21	41.07	50.78	53.29	65.05	68.88	88.40	88.38	88.16	72.34	62.85	48.85						
Last Year	88.51	87.90	89.97	77.84	63.23	54.87	45.56	45.05	55.70	58.93	65.59	68.59	87.74	90.71	102.92	72.35	59.39	49.92						
Percent Change	-0.9	3.2	14.4	-6.8	-6.1	-9.0	-7.4	-7.7	-8.8	-9.6	-0.6	0.4	-1.5	-2.6	-14.3	0.0	5.8	-2.2						

Supply	2017												2018											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	16,800	17,360	17,360	16,800	17,360	16,800	17,360	17,360	15,840	17,360	16,800	17,360	16,800	17,360	17,360	16,800	17,360	16,800						
Last Year	16,740	17,298	17,360	16,800	17,360	16,800	17,360	17,360	15,840	17,360	16,800	17,360	16,800	17,360	17,360	16,800	17,360	16,800						
Percent Change	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						

Demand	2017												2018											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	13,680	14,065	14,894	12,314	11,464	10,554	9,414	9,040	9,730	11,250	12,218	12,182	13,066	13,618	14,173	12,365	11,937	9,771						
Last Year	14,279	13,827	15,095	13,287	12,303	11,146	10,855	9,989	10,707	12,311	12,466	13,107	13,680	14,065	14,694	12,314	11,464	10,104						
Percent Change	-4.2	3.2	-2.6	-7.3	-8.8	-9.3	-10.8	-9.4	-9.1	-8.6	-2.0	-7.1	-4.5	-3.2	-3.5	0.4	4.1	-3.3						

Revenue	2017												2018											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	1,474,081	1,574,755	1,786,739	1,215,421	1,030,958	838,670	732,824	721,625	796,269	926,154	1,002,813	1,195,709	1,451,571	1,534,275	1,530,447	1,215,238	1,091,040	820,597						
Last Year	1,481,593	1,520,477	1,561,863	1,304,335	1,097,595	921,771	790,984	781,982	873,350	1,023,075	1,101,456	1,190,721	1,474,081	1,574,755	1,786,739	1,215,421	1,030,958	838,670						
Percent Change	-0.5	3.6	14.4	-6.8	-6.1	-9.0	-7.4	-7.7	-8.8	-9.6	-0.6	0.4	-1.5	-2.6	-14.3	0.0	5.8	-2.2						

Census %	2017												2018											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
Census Props	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7						
Census Rooms	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6						
% Rooms Participants	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6						

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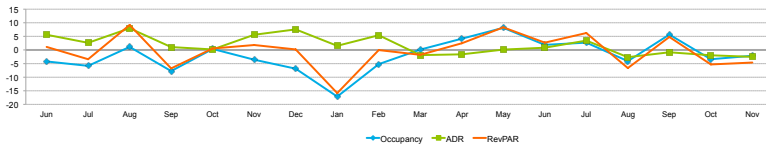
# NOVEMBER - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

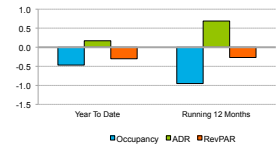
Vertigo Marketing Group  
For the Month of November 2018

Currency USD - US Dollar

Monthly Percent Change



Overall Percent Change



Metric	2017												2018											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	
<b>Occupancy (%)</b>	91.7	93.2	89.0	81.6	73.7	65.6	66.6	62.1	66.6	73.2	73.7	77.0	87.8	87.8	90.0	75.3	74.0	63.2						
<b>ADR</b>	104.30	116.52	114.06	105.07	93.07	84.12	82.45	79.09	81.18	85.24	88.83	88.53	110.12	119.56	123.17	106.19	93.24	88.82						
<b>RevPAR</b>	96.68	104.95	101.49	85.75	68.81	55.15	54.94	49.10	54.06	62.35	65.50	68.19	96.88	104.95	110.80	70.96	69.00	56.16						
<b>Supply</b>	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	14,730	15,221	14,730	15,221	14,730					
<b>Demand</b>	12,933	13,361	13,652	11,092	11,265	9,314	9,447	7,832	8,681	11,153	11,311	12,679	13,172	13,722	13,133	11,720	10,880	9,116						
<b>Revenue</b>	1,424,158	1,597,499	1,686,495	1,177,840	1,050,304	827,285	837,722	628,972	742,824	932,435	968,369	1,124,072	1,462,747	1,696,955	1,574,808	1,233,947	994,663	799,323						
<b>Census %</b>	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491						

Metric	2016	2017	2018
<b>Occupancy (%)</b>	77.0	75.8	75.2
<b>ADR</b>	76.7	77.9	75.6
<b>RevPAR</b>	68.66	74.24	74.43
<b>Supply</b>	163,994	163,994	163,994
<b>Demand</b>	127,685	127,685	123,980
<b>Revenue</b>	12,174,681	12,205,845	12,150,115
<b>Census %</b>	11,851,996	12,960,308	13,046,837

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# STR REPORT - DECEMBER

Date Created: Jan 16, 2019

## Vertigo Marketing Oregon

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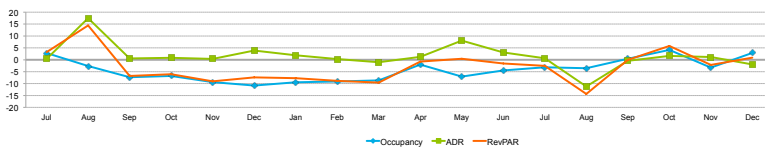
# DECEMBER - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+

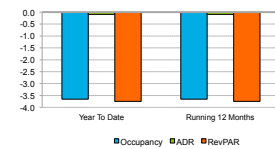
Vertigo Marketing Oregon  
For the Month of December 2018

Currency USD - US Dollar

Monthly Percent Change



Overall Percent Change



Metric	2017												2018																							
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec																		
<b>Occupancy (%)</b>	81.0	84.6	73.3	66.0	60.1	54.2	52.1	65.1	64.6	72.7	70.2	77.8	78.4	81.6	73.6	68.8	68.2	55.8	78.8	86.9	79.1	70.9	66.3	60.8	57.5	68.3	70.9	74.2	75.5	81.4	81.0	84.6	73.3	66.0	60.1	54.2
Percent Change	2.8	-2.6	-7.3	-8.8	-9.3	-10.6	-9.4	-9.1	-8.6	-2.0	-7.1	-4.5	-3.2	-3.5	0.4	4.1	-3.3	2.9	2.8	-2.6	-7.3	-8.8	-9.3	-10.6	-9.4	-9.1	-8.6	-2.0	-7.1	-4.5	-3.2	-3.5	0.4	4.1	-3.3	2.9
<b>ADR</b>	111.56	121.60	99.70	89.93	83.00	77.84	79.75	81.84	82.24	89.44	96.16	111.10	119.87	107.98	98.28	91.40	83.98	78.35	111.58	103.54	96.17	89.21	82.70	74.54	78.28	81.57	83.10	88.36	90.85	107.75	111.96	121.60	98.70	89.93	83.00	77.84
Percent Change	0.3	17.4	0.5	0.8	0.4	3.9	1.9	0.3	-1.0	1.2	8.1	3.1	0.8	-11.2	-9.4	1.6	1.2	-1.9	0.3	-7.4	-6.8	-8.1	-9.0	-7.4	-7.7	-8.8	-9.6	-9.8	0.4	-1.5	-2.6	-14.3	0.0	5.8	-2.2	0.9
<b>RevPAR</b>	90.71	102.92	72.35	69.39	49.92	42.21	41.57	59.78	53.29	65.05	88.88	86.40	88.38	88.16	72.34	62.85	48.85	42.58	87.90	89.97	77.64	63.23	54.87	45.56	45.05	55.70	58.93	65.56	88.59	87.74	90.71	102.92	72.35	59.39	49.92	42.21
Percent Change	3.2	14.4	-6.8	-6.1	-9.0	-7.4	-7.7	-8.8	-9.6	-9.8	0.4	-1.5	-2.6	-14.3	0.0	5.8	-2.2	0.9	3.2	-2.2	-6.8	-8.1	-9.0	-7.4	-7.7	-8.8	-9.6	-9.8	0.4	-1.5	-2.6	-14.3	0.0	5.8	-2.2	0.9
<b>Supply</b>	17,360	17,360	16,800	17,360	16,800	17,360	17,360	15,880	17,360	16,800	17,360	16,800	17,360	16,800	17,360	16,800	17,360	17,360	17,298	17,360	16,800	17,360	16,800	17,360	17,360	15,880	17,360	16,800	17,360	16,800	17,360	16,800	17,360	16,800	17,360	17,360
Percent Change	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Demand</b>	14,065	14,694	12,314	11,464	10,104	9,414	9,049	9,730	11,250	12,218	12,162	13,056	13,618	14,173	12,365	11,037	9,771	9,883	13,627	15,085	13,287	12,303	11,148	10,555	9,989	10,707	12,311	12,466	13,107	13,680	14,065	14,694	12,314	11,464	10,104	9,414
Percent Change	3.2	-3.6	-7.3	-6.8	-9.3	-10.8	-9.4	-9.1	-8.6	-3.9	-7.1	-4.5	-3.2	-3.5	0.4	-4.1	-3.3	2.9	3.2	-3.6	-7.3	-6.8	-9.3	-10.8	-9.4	-9.1	-8.6	-3.9	-7.1	-4.5	-3.2	-3.5	0.4	-4.1	-3.3	2.9
<b>Revenue</b>	1,574,755	1,788,739	1,215,421	1,030,958	838,070	732,824	721,625	798,269	925,154	1,002,813	1,195,799	1,451,571	1,534,275	1,630,447	1,215,258	1,091,040	820,597	739,255	1,520,477	1,561,863	1,304,335	1,097,595	921,771	790,984	781,982	873,350	1,023,075	1,191,456	1,190,721	1,474,081	1,574,755	1,788,739	1,215,421	1,030,958	838,070	732,824
Percent Change	3.6	14.4	-6.8	-6.1	-9.0	-7.4	-7.7	-8.8	-9.6	-9.8	0.4	-1.5	-2.6	-14.3	0.0	5.8	-2.2	0.9	3.6	-2.2	-6.8	-8.1	-9.0	-7.4	-7.7	-8.8	-9.6	-9.8	0.4	-1.5	-2.6	-14.3	0.0	5.8	-2.2	0.9
<b>Census %</b>	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Census Props	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	
% Rooms Participants	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	

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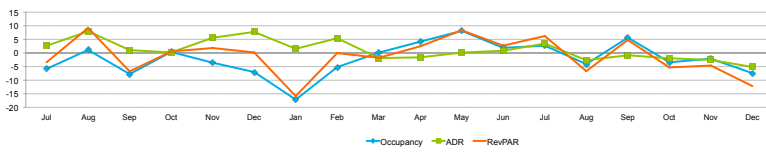
# DECEMBER - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

Vertigo Marketing Group  
For the Month of December 2018

Currency USD - US Dollar

Monthly Percent Change



Overall Percent Change



	2017						2018											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Occupancy (%)</b>	93.2	89.0	81.6	73.7	66.6	66.6	62.1	66.6	73.2	73.7	77.0	87.8	87.8	90.0	75.3	74.0	63.2	62.0
This Year	97.6	90.0	75.3	74.0	69.2	66.2	61.5	65.1	73.3	75.8	83.3	89.4	90.2	86.3	79.6	71.6	61.9	57.4
Last Year	93.2	89.0	81.6	73.7	66.6	66.6	62.1	66.6	73.2	73.7	77.0	87.8	87.8	90.0	75.3	74.0	63.2	62.0
Percent Change	-5.6	1.1	-7.7	0.4	-3.6	-7.0	-17.1	-5.2	0.2	4.1	8.2	1.8	2.7	-4.1	5.7	-3.4	-2.1	-7.4
<b>ADR</b>	119.56	123.17	105.19	93.24	89.82	88.81	82.31	85.07	83.60	87.38	88.68	111.05	123.87	119.91	105.20	91.42	86.59	84.24
This Year	116.52	114.06	105.07	93.07	84.12	82.45	79.09	81.18	85.24	88.83	88.53	110.12	119.56	123.17	106.19	93.24	88.82	88.81
Last Year	104.95	119.80	79.96	69.00	56.16	55.03	41.32	54.03	61.26	67.10	73.85	90.30	111.49	103.46	83.77	65.35	63.59	48.35
Percent Change	2.6	8.0	1.1	0.2	5.6	7.7	1.5	5.4	-1.9	-1.6	0.1	0.8	3.4	-2.6	-0.9	-1.9	-2.5	-5.2
<b>RevPAR</b>	104.95	119.80	79.96	69.00	56.16	55.03	41.32	54.03	61.26	67.10	73.85	90.30	111.49	103.46	83.77	65.35	63.59	48.35
This Year	108.83	101.49	85.73	68.81	55.15	54.94	49.10	54.06	62.35	65.50	68.19	96.98	104.95	110.80	79.96	69.00	56.16	55.03
Last Year	104.95	119.80	79.96	69.00	56.16	55.03	41.32	54.03	61.26	67.10	73.85	90.30	111.49	103.46	83.77	65.35	63.59	48.35
Percent Change	-3.4	9.2	-6.7	0.6	1.8	0.2	-15.8	0.0	-1.8	2.4	8.3	2.7	6.2	-6.6	4.8	-5.3	-4.6	-12.2
<b>Supply</b>	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221
This Year	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221
Last Year	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Demand</b>	13,361	13,692	11,052	11,265	9,314	9,432	7,832	8,881	11,163	11,311	12,670	13,172	13,722	13,133	11,720	10,880	9,116	8,736
This Year	14,190	13,543	12,021	11,221	9,667	10,142	9,449	9,154	11,135	10,862	11,723	12,903	13,361	13,692	11,092	11,265	9,314	9,432
Last Year	13,361	13,692	11,052	11,265	9,314	9,432	7,832	8,881	11,163	11,311	12,670	13,172	13,722	13,133	11,720	10,880	9,116	8,736
Percent Change	-5.8	-1.1	-7.7	0.4	-3.6	-7.0	-17.1	-5.2	0.2	4.1	8.2	1.8	2.7	-4.1	5.7	-3.4	-2.1	-7.4
<b>Revenue</b>	1,597,499	1,688,495	1,177,840	1,050,304	827,265	837,680	628,972	742,824	932,435	988,369	1,124,072	1,462,747	1,666,955	1,674,608	1,233,947	994,663	789,323	735,877
This Year	1,693,298	1,544,730	1,293,027	1,044,371	812,378	836,255	747,311	743,152	949,096	984,838	1,037,869	1,424,158	1,587,499	1,696,495	1,177,840	1,050,304	827,265	837,680
Last Year	1,597,499	1,688,495	1,177,840	1,050,304	827,265	837,680	628,972	742,824	932,435	988,369	1,124,072	1,462,747	1,666,955	1,674,608	1,233,947	994,663	789,323	735,877
Percent Change	-3.4	9.2	-6.7	0.6	1.8	0.2	-15.8	0.0	-1.8	2.4	8.3	2.7	6.2	-6.6	4.8	-5.3	-4.6	-12.2
<b>Census %</b>	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
This Year	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491
Last Year	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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# STR - WASHINGTON & CLACKAMAS COUNTIES

## Participation List

Washington and Clackamas County, OR  
 Job Number: 1041345\_PADIM Staff: RL Created: December 12, 2018

STR Code	Name of Establishment	City & State	Zip Code	Class	Rooms
22896	Quality Inn Aloha Beaverton	Aloha, OR	97003	Midscale Class	52
67415	TownePlace Suites Portland Beaverton	Beaverton, OR	97005	Upper Midscale Class	112
10276	Comfort Inn & Suites Beaverton Portland West	Beaverton, OR	97005	Upper Midscale Class	102
17603	Peppertree Inn	Beaverton, OR	97005	Economy Class	73
3353	Motel 6 Beaverton	Beaverton, OR	97005	Economy Class	58
22913	Beaverton Budget Inn	Beaverton, OR	97005	Economy Class	48
35284	DoubleTree by Hilton Hotel Beaverton	Beaverton, OR	97006	Upscale Class	98
36733	Homewood Suites by Hilton Hillsboro Beaverton	Beaverton, OR	97006	Upscale Class	123
37178	Extended Stay America Portland Beaverton Eider Court	Beaverton, OR	97006	Economy Class	122
35206	Extended Stay America Portland Beaverton	Beaverton, OR	97006	Economy Class	143
65099	aloft Hotel Hillsboro Beaverton	Hillsboro, OR	97006	Upscale Class	137
33271	Fairfield Inn & Suites Portland West Beaverton	Beaverton, OR	97006	Upper Midscale Class	106
38150	Hilton Garden Inn Portland Beaverton	Beaverton, OR	97006	Upscale Class	150
25749	Courtyard Portland Beaverton	Beaverton, OR	97008	Upscale Class	149
33051	Motel 6 Canby	Canby, OR	97013	Economy Class	35
22467	Clarion Inn & Suites Clackamas	Clackamas, OR	97015	Upper Midscale Class	110
25860	Hampton Inn Portland Clackamas	Clackamas, OR	97015	Upper Midscale Class	112
23115	Monarch Hotel & Conference Center	Clackamas, OR	97015	Midscale Class	192
31855	Clackamas Inn & Suites	Clackamas, OR	97015	Economy Class	44
38881	Comfort Suites Clackamas	Clackamas, OR	97015	Upper Midscale Class	50
35450	Courtyard Portland Southeast Southeast Clackamas	Clackamas, OR	97015	Upscale Class	136
60632	Sunnyside Inn & Suites	Clackamas, OR	97015	Midscale Class	115
22964	Red Fox Motel	Estacada, OR	97023	Economy Class	35
38962	Holiday Inn Express Portland Southeast Clackamas Area	Gladstone, OR	97027	Upper Midscale Class	101
47313	Budget Inn Oregon City Portland	Gladstone, OR	97027	Economy Class	34
17710	Timberline Lodge	Timberline, OR	97028	Upscale Class	70
13075	Best Western Mount Hood Inn	Government Camp, OR	97028	Midscale Class	57
43329	Lakeshore Inn	Lake Oswego, OR	97034	Midscale Class	33
39455	Hilton Garden Inn Portland Lake Oswego	Lake Oswego, OR	97035	Upscale Class	179
37253	Fairfield Inn & Suites Portland South Lake Oswego	Lake Oswego, OR	97035	Upper Midscale Class	124
29255	Phoenix Inn Suites Lake Oswego	Lake Oswego, OR	97035	Upper Midscale Class	62
26993	Crowne Plaza Portland Lake Oswego	Lake Oswego, OR	97035	Upscale Class	161
5303	Residence Inn Portland South Lake Oswego	Lake Oswego, OR	97035	Upscale Class	112
3376	Holiday Inn Express Portland South Lake Oswego	Lake Oswego, OR	97035	Upper Midscale Class	94
45627	Stagecoach Inn Motel	Molalla, OR	97038	Economy Class	32
17729	Best Western Plus Rivershore Hotel	Oregon City, OR	97045	Upper Midscale Class	114
33190	Best Western Sandy Inn	Sandy, OR	97055	Midscale Class	45
32848	Century Hotel	Tualatin, OR	97062	Midscale Class	70
39376	Comfort Inn & Suites Tualatin Portland South	Tualatin, OR	97062	Upper Midscale Class	59
23159	BW Premier Collection Mt Hood Oregon Resort	Welches, OR	97067	Upscale Class	157
8998	Snooz Inn	Wilsonville, OR	97070	Economy Class	58
19114	Quality Inn Wilsonville	Wilsonville, OR	97070	Midscale Class	63
13102	La Quinta Inns & Suites Wilsonville	Wilsonville, OR	97070	Midscale Class	78
434	Holiday Inn Portland I 5 South Wilsonville	Wilsonville, OR	97070	Upper Midscale Class	169
39054	Best Western Wilsonville Inn & Suites	Wilsonville, OR	97070	Midscale Class	56
23453	Motel 6 Wilsonville	Wilsonville, OR	97070	Economy Class	72
29025	GuestHouse Inn & Suites Wilsonville	Wilsonville, OR	97070	Midscale Class	64
36339	Best Western University Inn & Suites	Forest Grove, OR	97116	Midscale Class	54
30131	Americas Best Value Inn & Suites Forest Grove Hillsboro	Forest Grove, OR	97116	Economy Class	40
60986	The Grand Lodge	Forest Grove, OR	97116	Upper Midscale Class	90
27755	Forest Grove Inn	Forest Grove, OR	97116	Economy Class	20
45780	Hillsboro Budget Inn	Hillsboro, OR	97123	Economy Class	32
17662	Econo Lodge Inn & Suites Hillsboro Portland West	Hillsboro, OR	97123	Economy Class	60
17661	The Dunes Motel	Hillsboro, OR	97123	Economy Class	40
63210	Embassy Suites by Hilton Portland Hillsboro	Hillsboro, OR	97124	Upper Upscale Class	165
65235	Holiday Inn Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	110
22998	Comfort Inn Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	118
62322	The Orenco	Hillsboro, OR	97124	Upscale Class	10
67190	Staybridge Suites Hillsboro	Hillsboro, OR	97124	Upscale Class	80
63201	Hampton Inn Portland Hillsboro Evergreen Park	Hillsboro, OR	97124	Upper Midscale Class	106
64995	Residence Inn Portland Hillsboro Brookwood	Hillsboro, OR	97124	Upscale Class	146
68075	Home2 Suites by Hilton Portland Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	152
30166	Residence Inn Portland Hillsboro	Hillsboro, OR	97124	Upscale Class	122
37097	Extended Stay America Portland Hillsboro	Hillsboro, OR	97124	Economy Class	136
52137	Springhill Suites Portland Hillsboro	Hillsboro, OR	97124	Upscale Class	106
13241	Larkspur Landing Hillsboro	Hillsboro, OR	97124	Upscale Class	124
31730	Courtyard Portland Hillsboro	Hillsboro, OR	97124	Upscale Class	155
38767	TownePlace Suites Portland Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	136
38177	Holiday Inn Express Portland West Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	86
68092	Hampton Inn & Suites Tigard	Tigard, OR	97223	Upper Midscale Class	152
17748	Tigard Regency Inn	Tigard, OR	97223	Economy Class	50
31864	DoubleTree by Hilton Hotel Tigard	Tigard, OR	97223	Upscale Class	101
17749	Quality Inn Tigard Portland Southwest	Tigard, OR	97223	Midscale Class	115



# STR - WASHINGTON & CLACKAMAS COUNTIES

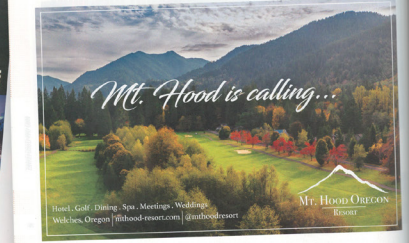
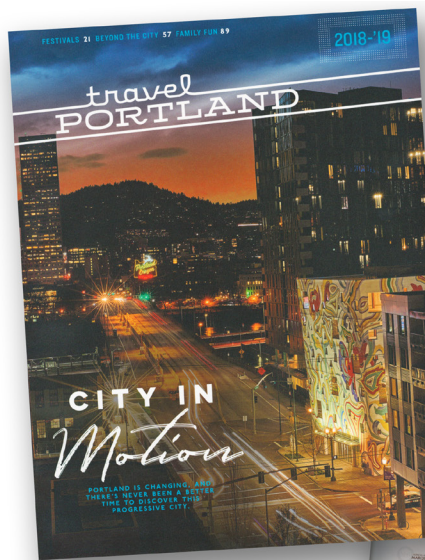
## Participation List

Washington and Clackamas County, OR  
 Job Number: 1041345\_PADIM Staff: RL Created: December 12, 2018

STR Code	Name of Establishment	City & State	Zip Code	Class	Rooms
35207	Extended Stay America Portland Tigard	Tigard, OR	97223	Economy Class	137
26183	Embassy Suites by Hilton Portland Washington Square	Tigard, OR	97223	Upper Upscale Class	356
11195	Washington Square Hotel	Tigard, OR	97223	Midscale Class	77
6529	Motel 6 Portland South Lake Oswego	Tigard, OR	97224	Economy Class	117
32586	Courtyard Portland Tigard	Tigard, OR	97224	Upscale Class	110
60443	The Grand Hotel @ Bridgeport	Tigard, OR	97224	Upper Midscale Class	124
36895	Best Western Plus Northwind Inn & Suites	Tigard, OR	97224	Upper Midscale Class	72
5947	Motel 6 Portland Tigard West	Portland, OR	97224	Economy Class	80
10275	Shilo Inn Hotel & Suites Portland Beaverton	Portland, OR	97225	Upper Midscale Class	142
17743	Rodeway Inn & Suites Portland	Portland, OR	97225	Economy Class	52
48512	Budget Lodge Milwaukie Inn	Milwaukie, OR	97267	Economy Class	39
23150	Econo Lodge Southeast Milwaukie	Milwaukie, OR	97267	Economy Class	27
Total Rooms: 8178					

# Q4 MEDIA PLACEMENTS

TRAVEL OREGON (ANNUAL) & TRAVEL PORTLAND (ANNUAL)



# Q4 MEDIA PLACEMENTS

AAA - VIA ( NOVEMBER/DECEMBER ) & PORTLAND MONTHLY (OCTOBER)



# Q4 MEDIA PLACEMENT INFO

## **TRAVEL OREGON (Annual)**

300,000 copies printed annually for year-round distribution and inquiry fulfillment

Total Annual Readership - 1,650,000

### OREGON

- More than 200 visitor centers throughout Oregon including the Portland International Airport, the Travel Portland visitor center at Pioneer Square and all official Travel Oregon State Welcome Centers
- AAA travel offices in Oregon and Idaho
- Hotels and lodging properties
- Amtrak Cascades (Eugene to Vancouver B.C.)
- Les Schwab Tire Centers
- Made in Oregon stores
- Select attractions throughout Oregon

### WASHINGTON

- Vancouver, WA visitor locations
- NW/W Washington – Tourist Systems
- Seattle Airport Program
- Washington State Ferries – Full System
- Seattle Cruise Terminal – Pier 66/30
- Boeing Tour Center

### CALIFORNIA

- California state Welcome Centers
- San Francisco Union Square
- San Jose/Santa Clara visitor centers

### BRITISH COLUMBIA

- Victoria / Vancouver Island visitor centers
- Vancouver, B.C. visitor centers
- British Columbia Ferry system – all routes

Available at newsstands and checkout counters at Barnes & Noble and other retail locations in Washington, California, Idaho and Vancouver, B.C.

## **TRAVEL PORTLAND (Annual)**

165,000 copies printed annually for year-round distribution

Total Annual Readership - 907,500

## **AAA - Via (Nov/Dec issue)**

461,144 copies printed bi-monthly

Total Bi-Monthly Readership - 2,536,292

Greater Portland - 198,674

Willamette Valley - 85,941

Southern Oregon - 50,967

Central Oregon - 30,430

Oregon Coast - 26,546

Eastern Oregon - 8,233

Southern Idaho - 60,353

## **Portland Monthly (Oct issue)**

Total Monthly Readership - 492,075

# BROCHURE DISTRIBUTION

Willamette Valley Visitors Association  
388 State St., Ste. 100  
Salem, Oregon

Travel Salem  
388 State St., Ste. 100  
Salem, Oregon

Certified Folder - Portland Corporate (10)  
12314 NE Whitaker  
Portland, Oregon

Portland International Airport State Welcome Center  
7000 NE Airport Way  
Portland, OR

Travel Portland  
100 SW Main St., Ste. 1100  
Portland, Oregon

Portland Oregon Information Center  
Pioneer Courthouse Square  
Portland, Oregon

Oregon Convention Center  
777 NE Martin Luther King Jr. Blvd.  
Portland, OR

Oregon City Regional Visitor Information Center  
1726 Washington St.  
Oregon City, Oregon

Oregons Mt Hood Territory/Clackamas County  
Tourism Development Council  
150 Beavercreek, Ste. 245  
Oregon City, Oregon

Washington County Visitors Association  
11000 S.W. Stratus St., Ste 170  
Beaverton, Oregon

Wilsonville Visitor Center  
29600 SW Park Place  
Wilsonville, Oregon

Wilsonville Area Chamber of Commerce  
8565 SW Salish Ln., Ste. 150  
Wilsonville, OR



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# Wilsonville Visitor Profile Study Summer Survey Research 2018

## Highlights & Marketing Takeaways



- 1. Wilsonville's overall NPS\* (net promoter score) was 45%:** This is good for an undeveloped tourism destination. 43% of overnight visitors are likely to recommend Wilsonville to a friend, family member, or colleague as a place to visit.

To compare, a developed destination like Bend, Oregon receives an NPS in the high 70s/low 80s today. In 2008, Bend received an NPS of 58. McMinnville, Oregon which is still an emerging destination (and quite a bit farther along than Wilsonville) earned an NPS of 50.

It is interesting to note that our NPS was lowest with local residents (13%). They don't seem to think Wilsonville is that awesome.

OPPORTUNITY: Raise the NPS percentage points from our local residents. A targeted campaign to local residents to inform them of things to do, new restaurants and lodging, attractions, and events would be beneficial since they could potentially be Wilsonville's most compelling evangelists when it comes to word of mouth marketing and referrals. Media recommendations to reach them would be City newsletters and website, the local paper, local guides, direct mail, City and Parks and Rec Dept. social media efforts.

*\* NPS means how likely those surveyed are to recommend your destination (share of promoters minus the detractors).*

- 2. Wilsonville's NPS from overnight visitors (35%) directly correlates with our lackluster lodging options.** 29% of our overnight visitors have annual incomes within \$100,000-\$199,000 (overall Oregon visitor average is \$66,410), which means we do not currently have lodging options that appeal to this higher income crowd.

OPPORTUNITY: New 4-star hotel coming to Wilsonville is a great start. Consider sharing data with hotel operators/owners to encourage property updates and new upscale lodging development. Encourage more upscale Airbnb and for rent by owner lodging within City limits.

- 3. Camping is very popular in Wilsonville.** Because the Portland Metro lacks camping options, we can appeal to the Sprinter Van and #VanLife demographic to stay in Wilsonville to experience both city and outdoor fun in one camping trip.

OPPORTUNITY: Is there potential to develop more camping space or new parks with camping facilities?

- 4. 54% of visitors are coming here with child(ren) and 37% with a spouse/partner.**

OPPORTUNITY: Continue promoting our activities for families with children.

- 5. Length of stay average in Wilsonville is 4.4%.** We have a slightly longer stay than the Portland metro area at 4.1%, according to the Longwoods International Oregon 2017 Regional Visitor Report.

**6. Turn summer visitors into winter visitors by promoting things to do.**

OPPORTUNITY: Capturing remarketing data from the ExploreWilsonville.com site to target these visitors during the non-summer season.

**7. 79% are Day Visitors to Wilsonville.** They are most likely traveling with child(ren) and friends.

OPPORTUNITY: Turn day visitors into overnight visitors. 88% said they would probably or definitely return again. Provide them with things to do (enough for at least a weekend) and engage them while they are in Portland, Wilsonville, Salem, etc. with geotargeted digital marketing efforts.

**8. Wilsonville was rated 76% on the overall quality of experience from overnight visitors.** However, there is room for improvement when it comes to providing maps/information/directions as well as activities/things to do.

OPPORTUNITY: Provide maps/information/directions and activities/things to do. We are on track with the concept behind the new campaign and website, but we could do more.

- a. Consider creating a visitor map
- b. Consider installing visitor kiosks that will also inform both locals and visitors about events and activities happening in Wilsonville.
- c. Consider installing local event promotions/banners in parks and public gathering spaces, or billboards/signage at freeway bottlenecks through Wilsonville.

**9. Target Audience Insights from Survey:**

Target Audience Age range: 35-64

- 35-44 year olds comprised the largest share of overnight visitors. And they were considered higher-income travelers.
- Target DMA in Oregon: 1) Portland Metro 2) Eugene 3) Bend

OPPORTUNITY: Target DMA: I-5 corridor of Oregon, Washington and California

**10. Business Opportunities:**

- a. 1) ice cream truck at parks and points of interest throughout the warmer months.
- b. 2) Food truck pod to solve the “lack of independent restaurants” complaint.

OPPORTUNITY: Explore Wilsonville will promote indie restaurants more frequently.

Visitor Profile Study conducted by: RRC Associates, LLC 4770 Baseline Rd., Ste 360 Boulder, CO 80303 303/449-6558 www.rrcassociates.com	Visitor Profile Study managed by: Vertigo Marketing 63372 Freedom Place Bend, OR 97701 541.979.0094 Vertigomarketing.com
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# CITY OF WILSONVILLE VISITOR PROFILE STUDY

*SUMMER SURVEY FINAL RESULTS*

*DECEMBER 2018*



# TABLE OF CONTENTS

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# INTRODUCTION

The purpose of this study was to gain a comprehensive understanding of the visitor experience in Wilsonville, OR. Both locals and visitors were surveyed using two different but comparable questionnaires.

This summer research was the first of its kind conducted in Wilsonville and will serve to provide a reliable baseline of data available for tracking the visitor profile between seasons and year after year. Summer 2018 results will be compared to Winter 2018/19 in Spring 2019.



# METHODOLOGY

The summer visitor intercept survey was conducted at a variety of locations throughout Wilsonville and is based on a total of 629 interviews. Survey results generated from the 2018 summer sample of respondents have a margin of error of approximately +/-3.9 percentage points calculated for questions at 50 percent response.

The visitor survey probed visitor demographics, overnight visitation characteristics, reason for visiting, previous visitation, activity participation, and spending patterns, among other related questions. The local resident survey contained a number of identical questions, although the locals survey was shorter and asked respondents to answer with their out-of-town visitors to the area in mind. A total of 454 surveys were completed by visitors to the area and an additional 175 surveys were completed by Wilsonville locals.

For the overall sample size of 629, margin of error is +/- 3.9 percent calculated for questions at 50% response (if the response for a particular question is “50%”—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

# METHODOLOGY

This report focuses on responses from visitors to the Wilsonville area, with overnight and day visitor results shown separately and compared throughout the report to help identify the profiles, interests, and perceptions of these two visitor segments. Just 1 percent of visitors were second homeowners to the area. These respondents are included in the “overall” visitor responses, but not grouped into either the overnight or day visitor categories.

Throughout this report, responses from full-time Wilsonville residents, or locals, are also explored, often in contrast to the visitor data. Locals offered unique insights into the visitor experience given their in-depth knowledge of the area and role as hosts for out-of-town guests.

Furthermore, results were segmented and analyzed by age and previous visitation. Age was grouped into the following cohorts to correspond to generational segments: 37 or younger (Millennials), 38 to 54 (Generation X), 55 and older (Baby Boomers and older). Crosstab results are presented in cases where meaningful differences were observed.



# TOP 10 FINDINGS

- 1. Wilsonville has a strong day visitor draw.** Of all visitors surveyed, 79 percent were day visitors to the area and 21 percent were overnight visitors.
- 2. Overnight visitors are about equally as likely to stay with friends/family, in paid commercial lodging, or tent/camp/RV in the summer.** More than half stayed in Wilsonville proper (58 percent) and they spent an average of 4.4 nights in the area. Results suggest that camping/RVing might represent a niche market that Wilsonville can pursue or target.
- 3. Visitors were most likely to rely on personal experiences or others to inform their trip planning.** However, a notable share of visitors also utilized websites of the places they planned to visit (e.g., Family Fun Center, Reserve America – the latter related to the relatively large share of campers in the sample, as noted above).
- 4. Recall for Wilsonville advertising is quite low currently but expected to grow.** Two percent of visitors recalled effective messages or slogans and just five percent used the Explore Wilsonville website. It is expected that awareness, recall, and website use will grow as exposure broadens with the Fall 2018 digital marketing campaign kickoff.



# TOP 10 FINDINGS

- 5. Special events and leisure/sightseeing attract visitors to the area, with these two items most cited among visitors as reasons for visiting.** When assessed by age, results show that leisure & sightseeing and outdoor recreation are more of a driver for younger visitors, while special events and visiting family/friends are more likely to attract older age cohorts to the area.
- 6. Wilsonville has a strong repeat visitor base.** Eighty-five percent of respondents have been to Wilsonville in summer previously, of which 38 percent have been 21 or more times before. Previous winter visitation, although still strong overall, was comparatively less common—71 percent had been to Wilsonville in winter previously. Overnight visitors were more likely to be on their first visit to the area and to have never visited in winter.
- 7. Visitation in Wilsonville is largely regional.** A majority of visitors are from Oregon (80 percent of all visitors). Day visitors to Wilsonville came mostly from Washington (31 percent), Clackamas (22 percent), Marion (18 percent), and Multnomah (15 percent) Counties – together comprising 87 percent of all day visitors. Overnight visitors to the area were mostly from Oregon (38 percent), followed by California (17 percent) and Washington (16 percent). A second tier of potential target markets include Nevada (4 percent), Arizona (3 percent), and Idaho (3 percent).



# TOP 10 FINDINGS

- 8. Top activities and attractions include dining out, visiting city and state parks, shopping, trail running, and Memorial Park.** For the most part, overnight visitors participated in and visited many of the places locals like to take their out-of-town guests. **However, there may be opportunity to promote other activities/attractions to visitors that are highly regarded by locals** including the Farmers Market, scenic drives, winery/vineyard visits, restaurants and tasting rooms, and Bridgeport Village.
- 9. Wilsonville earned an overall Net Promoter Score of 45 percent among visitors and intent to return is very high.** Day visitors provided a higher Net Promoter Score (51 percent) than both overnight visitors (35 percent) and locals (13 percent). Wilsonville’s NPS of 45 percent among visitors is in line with McMinnville, OR (50 percent) as well as with Bend, OR before it was a more established tourist destination (58 percent in summer 2008).\*

Additionally, visitors are highly likely to visit Wilsonville in the next year, with over half of all visitors saying they would “definitely” visit (57 percent) and another quarter saying they would “probably” visit (24 percent).

\*This information can be found in the publicly available visitor research reports prepared for Visit McMinnville and Visit Bend:

<https://visitmcminnville.com/wp-content/uploads/2018/01/McMinnville-Summer-2016-Final-Report.pdf>

<https://www.visitbend.com/wp-content/uploads/2018/03/Visit-Bend-Summer-2017-Final-Report.pdf>





# TOP 10 FINDINGS

**10. Most respondents indicated that amenities in Wilsonville are very good or excellent (ratings averaged 4.0 to 4.6 on a 1-5 scale).** However, there may be room for improvement with regard to the variety and quality of both restaurants and lodging choices in Wilsonville, given lower average ratings provided for those attributes. Additionally, overnight visitors provided lower average ratings for information/maps/directions than day visitors or locals.

Open-ended comments and suggestions have been provided under separate cover and should be read in full, however several themes emerged from the comments. On the positive side, many people remarked that Wilsonville is a clean and beautiful place, with many admiring the parks system. Suggestions for improvement included desire for more activities/things to do, lack of information/signage, interest in having more independent restaurant and retail choices, and the negative impact of traffic on the visitor experience.

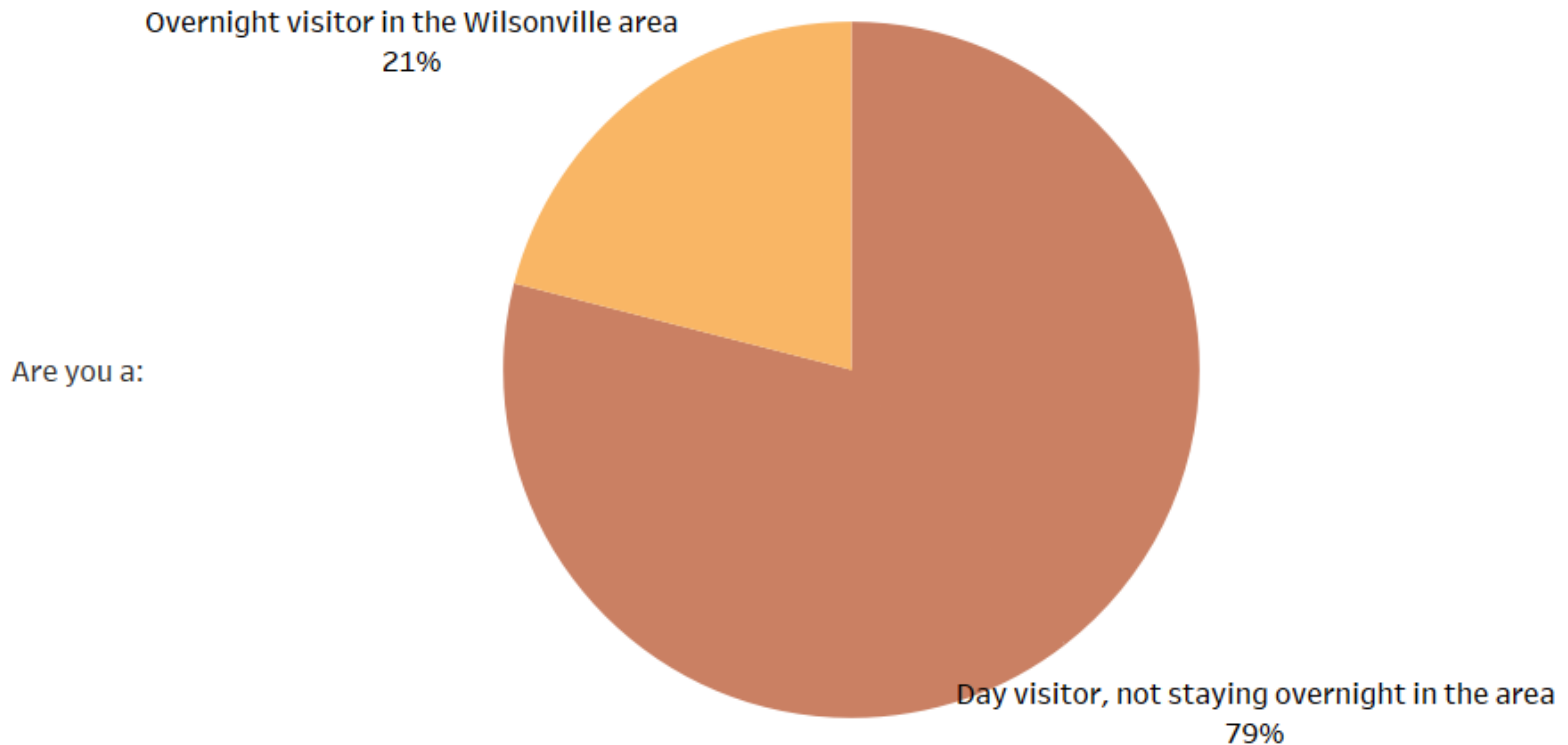


# DEMOGRAPHICS

# VISITOR TYPE

Nearly three-quarters of all survey respondents were visitors to the area (72 percent), while just over one-quarter are year-round residents of Wilsonville (28 percent). It should be noted that the locals survey was introduced in August (a couple of months into the survey program); therefore, locals would likely be much more represented in the overall visitor mix if surveyed throughout the entirety of the summer research program. Regardless, results highlight that day visitors were much more common than overnight visitors. Of all visitors to the area, 21 percent were overnight and 79 percent were day visitors.

## Wilsonville Tourism Survey | Summer 2018





# DEMOGRAPHIC PROFILE

Respondents represented a broad range of ages and incomes. The average age of all respondents was 47.2. Overnight visitors (average age 52.2) skewed older than day visitors (46.2) or full-time residents (46.3). The largest share of visitors reported annual household incomes in the \$100-\$199,999 range (29 percent overall).

## Wilsonville Tourism Survey | Summer 2018

		Overall	Overnight visitor	Day visitor	Full-Time Resident
Age of respondent	Under 18	1%		1%	
	18 - 24	5%	1%	6%	5%
	25 - 34	19%	8%	19%	24%
	35 - 44	25%	29%	26%	22%
	45 - 54	15%	19%	14%	14%
	55 - 64	17%	18%	17%	17%
	65 - 74	16%	23%	14%	15%
	75 or older	2%	2%	2%	2%
	Age of respondent: Average	47.2	52.2	46.2	46.3
Annual household income (before taxes)	\$0 to \$24,999	7%	6%	8%	Full-time residents not asked to report income
	\$25,000 to \$49,999	14%	15%	14%	
	\$50,000 to \$74,999	20%	13%	21%	
	\$75,000 to \$99,999	15%	19%	14%	
	\$100,000 to \$199,999	29%	29%	28%	
	\$200,000 to \$249,999	7%	8%	6%	
	\$250,000 to \$499,999	5%	6%	5%	
	\$500,000 or more	3%	4%	3%	

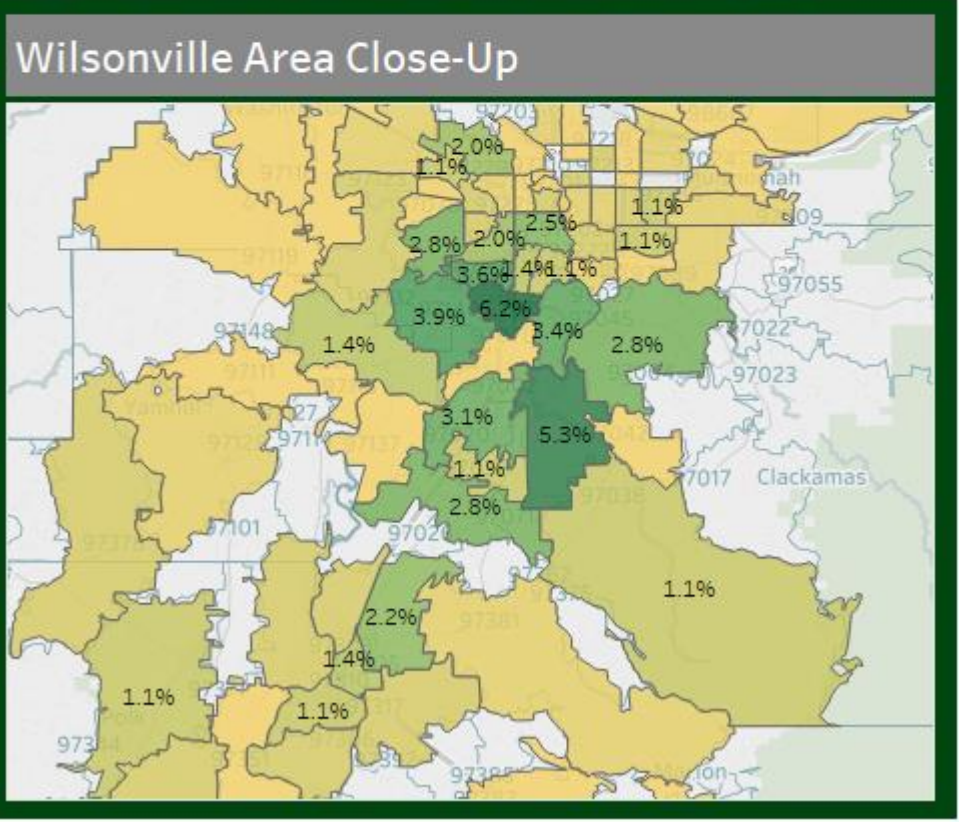
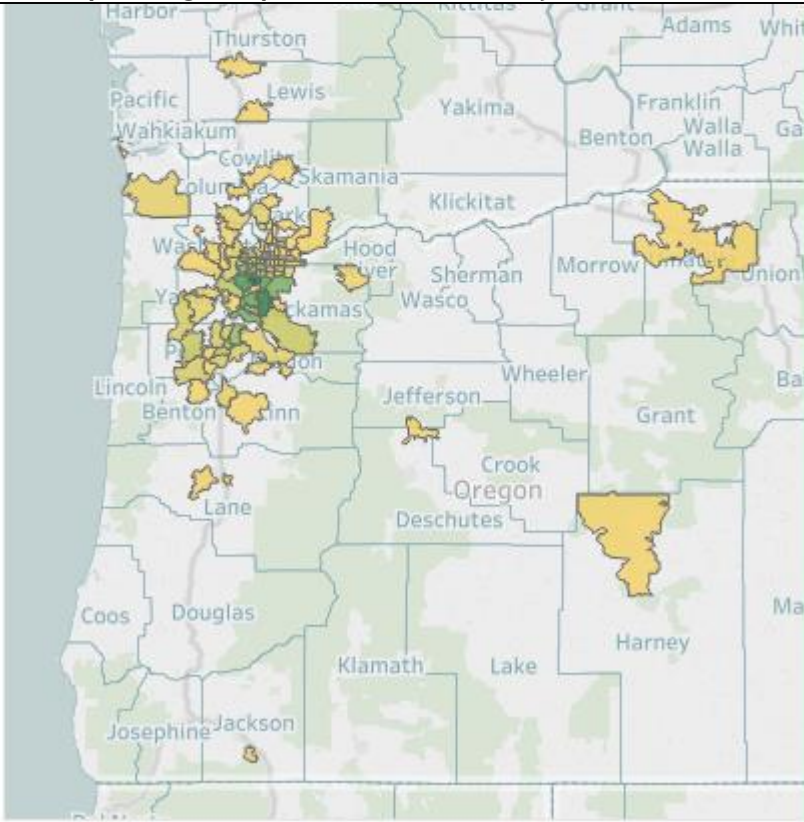


# GEOGRAPHIC PROFILE

Wilsonville Tourism Survey | Summer 2018

*ZIP Code of Residence: Day Visitors*

Day visitors to Wilsonville came mostly from Washington (31 percent), Clackamas (22 percent), Marion (18 percent), and Multnomah (15 percent) Counties - together comprising 87 percent of all day visitors.

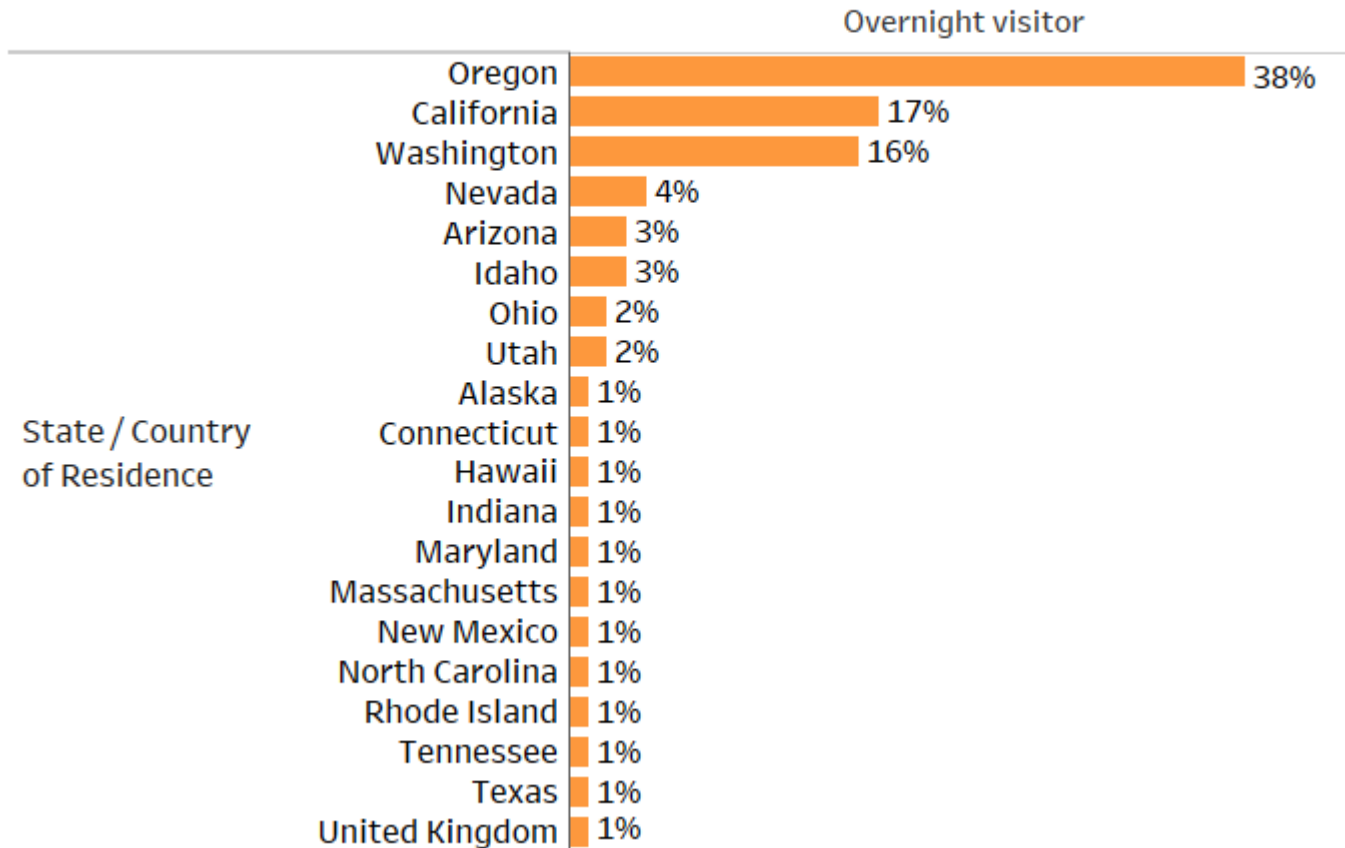




# GEOGRAPHIC PROFILE

Overnight visitors were also largely from the local area, with 38 percent residing in Oregon. California (17 percent) and Washington (16 percent) residents are the next most common visitor origins, highlighting that Wilsonville has a very regional draw. This is similar to other Oregon destinations we have studied. Nevada, Arizona, and Idaho might represent potential secondary target growth markets.

## Wilsonville Tourism Survey | Summer 2018

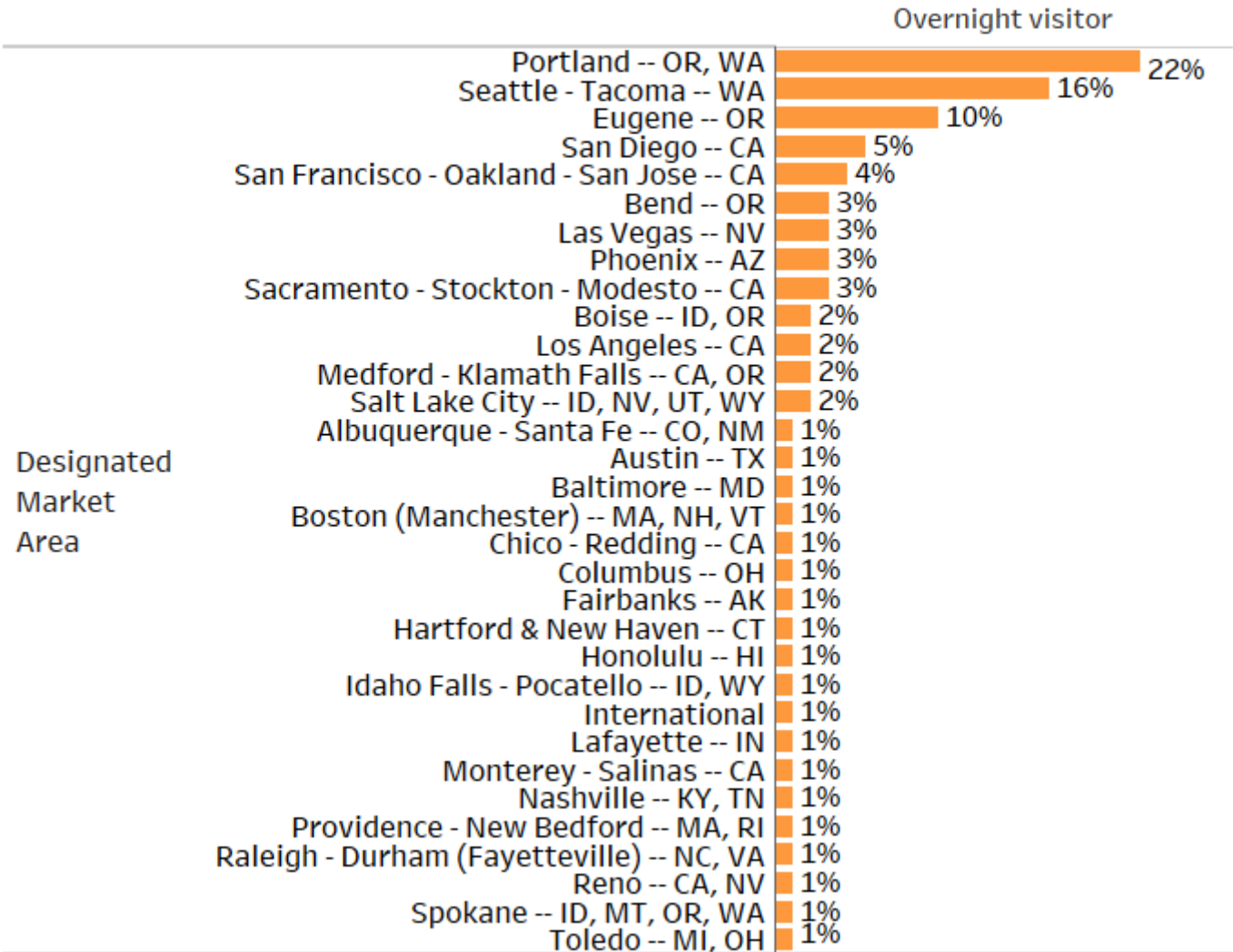




# GEOGRAPHIC PROFILE

It's helpful to know the top Designated Market Areas (DMAs) of visitors for media planning strategy. The Portland market was the biggest contributor to overnight visitors to Wilsonville this summer (22 percent). Seattle-Tacoma (16 percent) and Eugene (10 percent) rounded out the top 3, and San Diego (5 percent) and San Francisco-Oakland-San Jose (4 percent) the top 5. Bend, Las Vegas, and Phoenix represent a second tier of target markets.

## Wilsonville Tourism Survey | Summer 2018





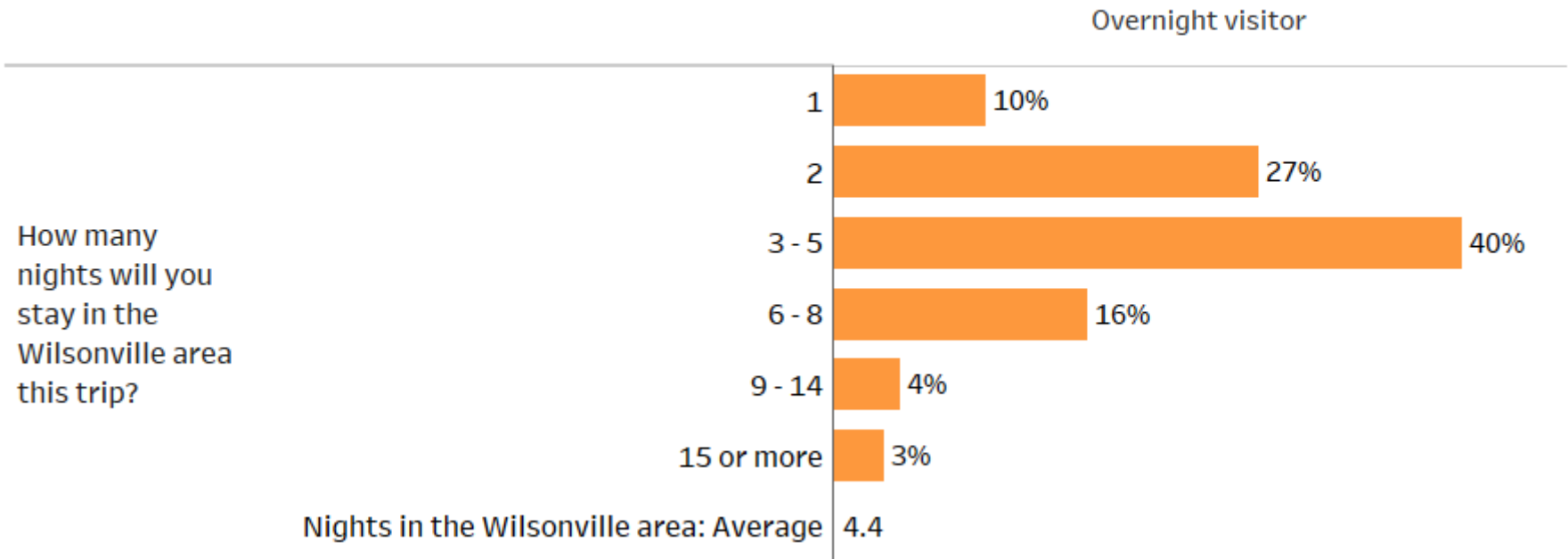
# OVERNIGHT VISITOR PROFILE



# NIGHTS STAYED

Overnight visitors stayed an average of 4.4 nights in the Wilsonville area. About three in four overnight respondents stayed 5 or fewer nights in the area (77 percent). One in ten stayed just one night.

## Wilsonville Tourism Survey | Summer 2018

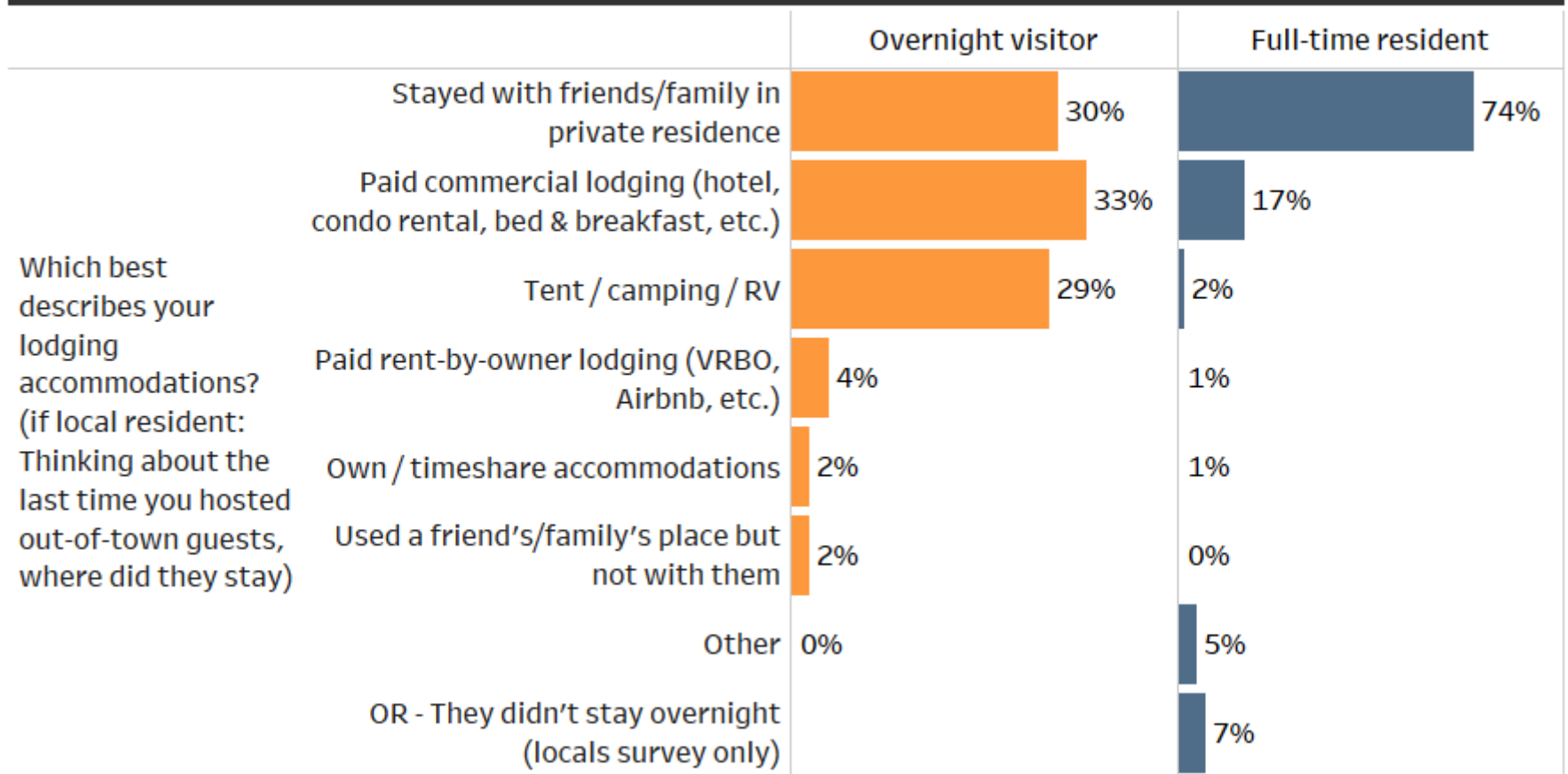




# TYPE OF ACCOMMODATIONS

Near equal shares of overnight visitors stayed in paid commercial lodging (33 percent), with friends or family in a private residence (30 percent), or camped (29 percent). When full-time residents were asked where their most recent out-of-town guests stayed, the majority indicated their guests stayed with them (74 percent).

## Wilsonville Tourism Survey | Summer 2018

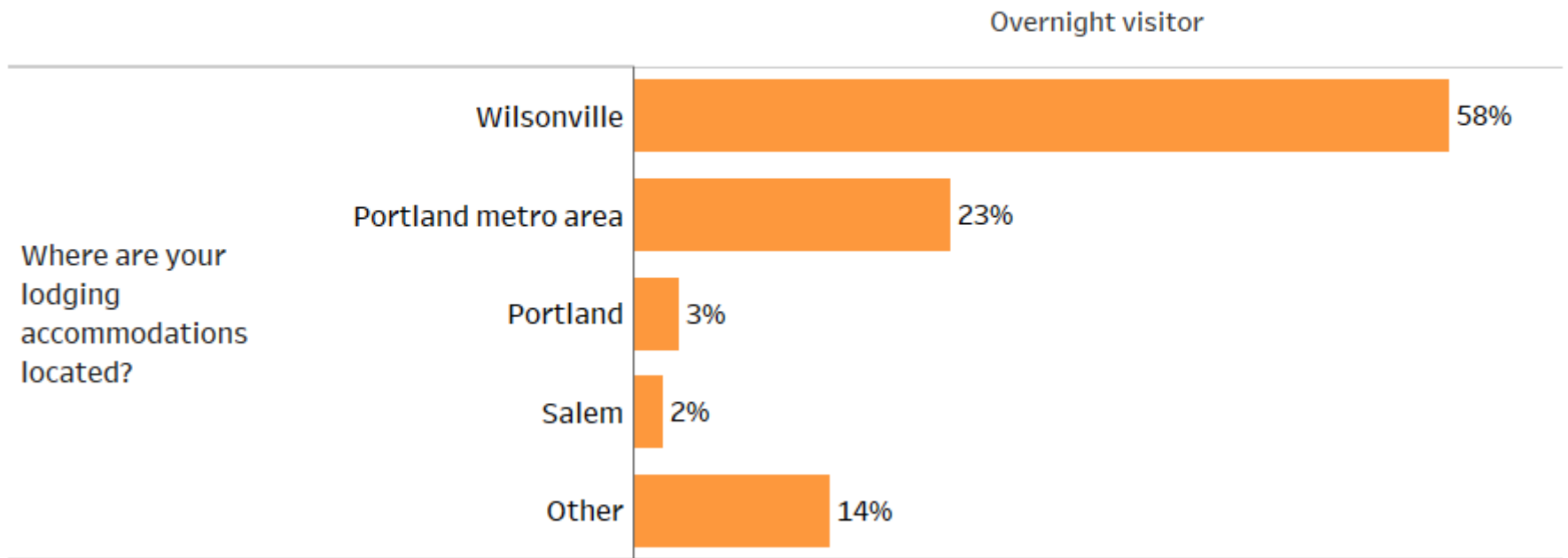




# LOCATION OF ACCOMMODATIONS

More than half of overnight respondents were staying in Wilsonville (58 percent), distantly followed by 23 percent who stayed in the Portland metro area. Very few stayed in either Portland proper (3 percent) or Salem (2). Fourteen percent of respondents stayed overnight in other areas not listed. Write-in locations included Canby, Champoeg Park, West Linn, and Woodburn.

## Wilsonville Tourism Survey | Summer 2018





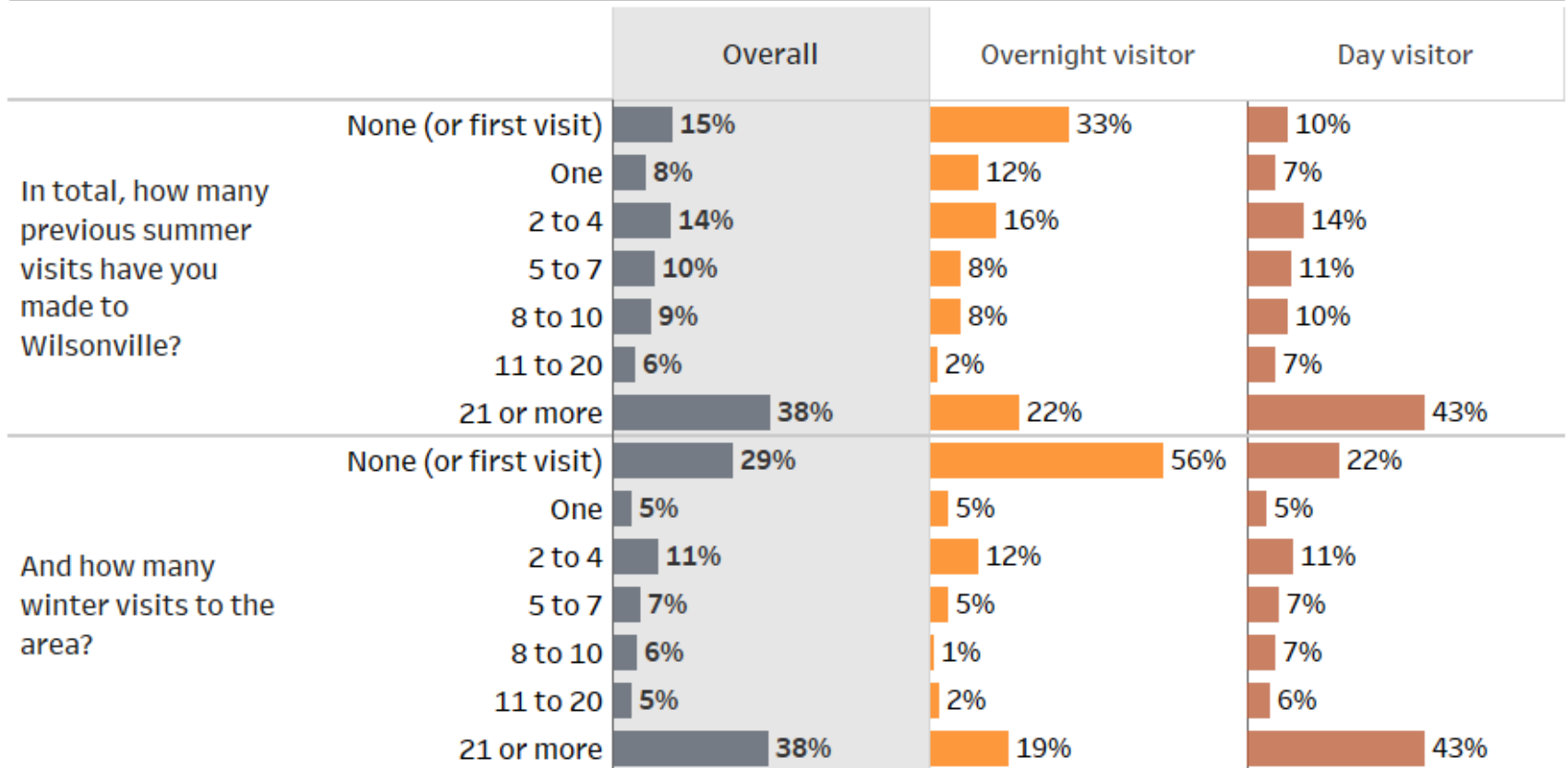
# TRIP CHARACTERISTICS



# PREVIOUS VISITATION

Overall, 15 percent of visitors were on their first summer visit to Wilsonville. In contrast, 85 percent have been to Wilsonville in summer previously, of which 38 percent have been 21 or more times. Overnight visitors were more likely to be on their first visit than day visitors (33 percent vs. 10 percent). Meanwhile, previous winter visitation was comparatively less common. Fifty-six percent of overnight visitors and 22 percent of day visitors have not been to Wilsonville in winter.

## Wilsonville Tourism Survey | Summer 2018

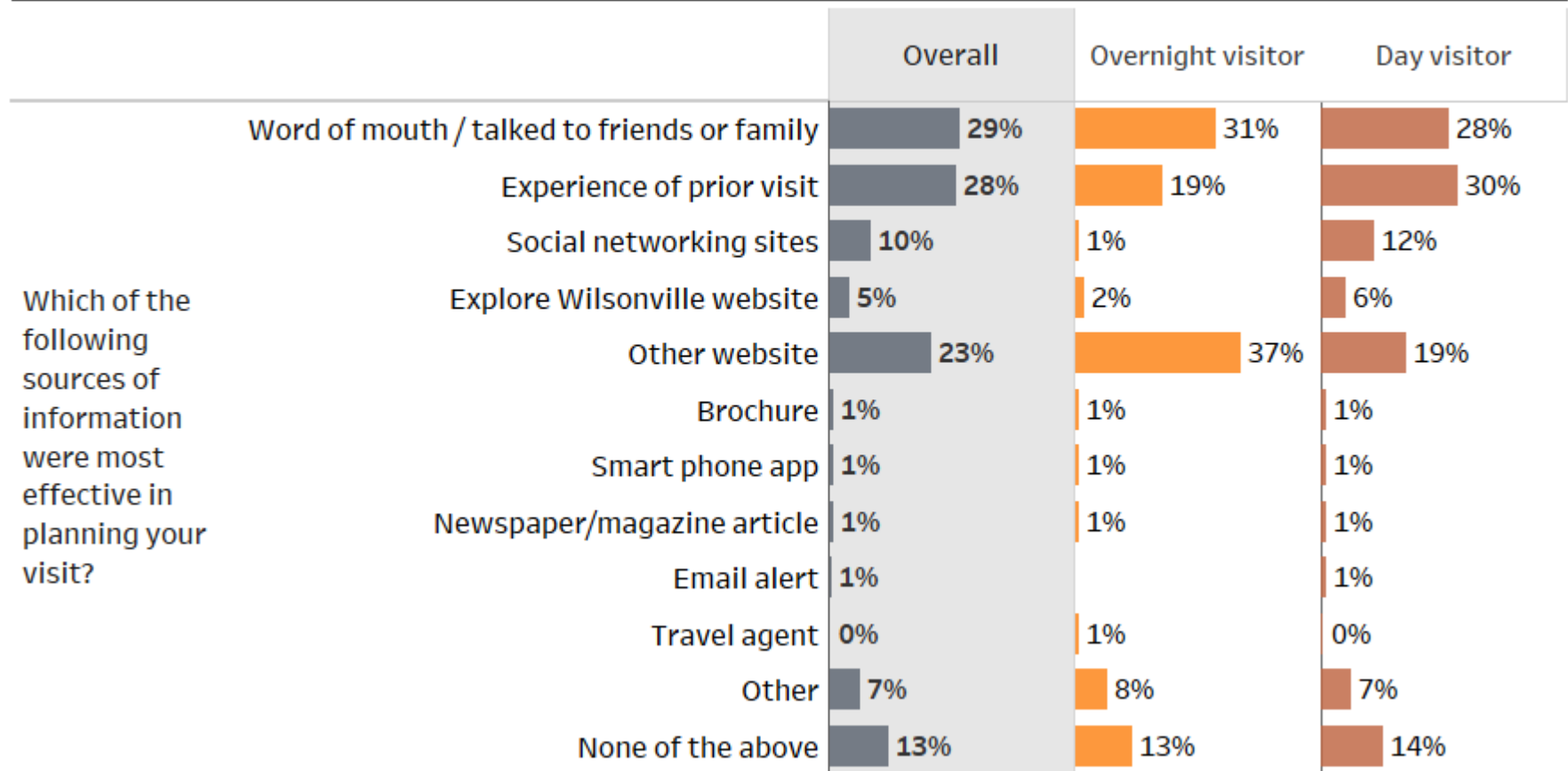




# TRIP PLANNING INFORMATION SOURCES

Visitors relied mostly on tips from friends or family (29 percent) or of their own prior visits (28 percent) as sources of trip planning information. “Other websites” were also strongly utilized (23 percent). Overnight visitors were more likely than day visitors to use other websites (37 percent vs. 19 percent), with the Family Fun Center website, Google, and Reserve America cited most frequently in the write-in comments.

## Wilsonville Tourism Survey | Summer 2018

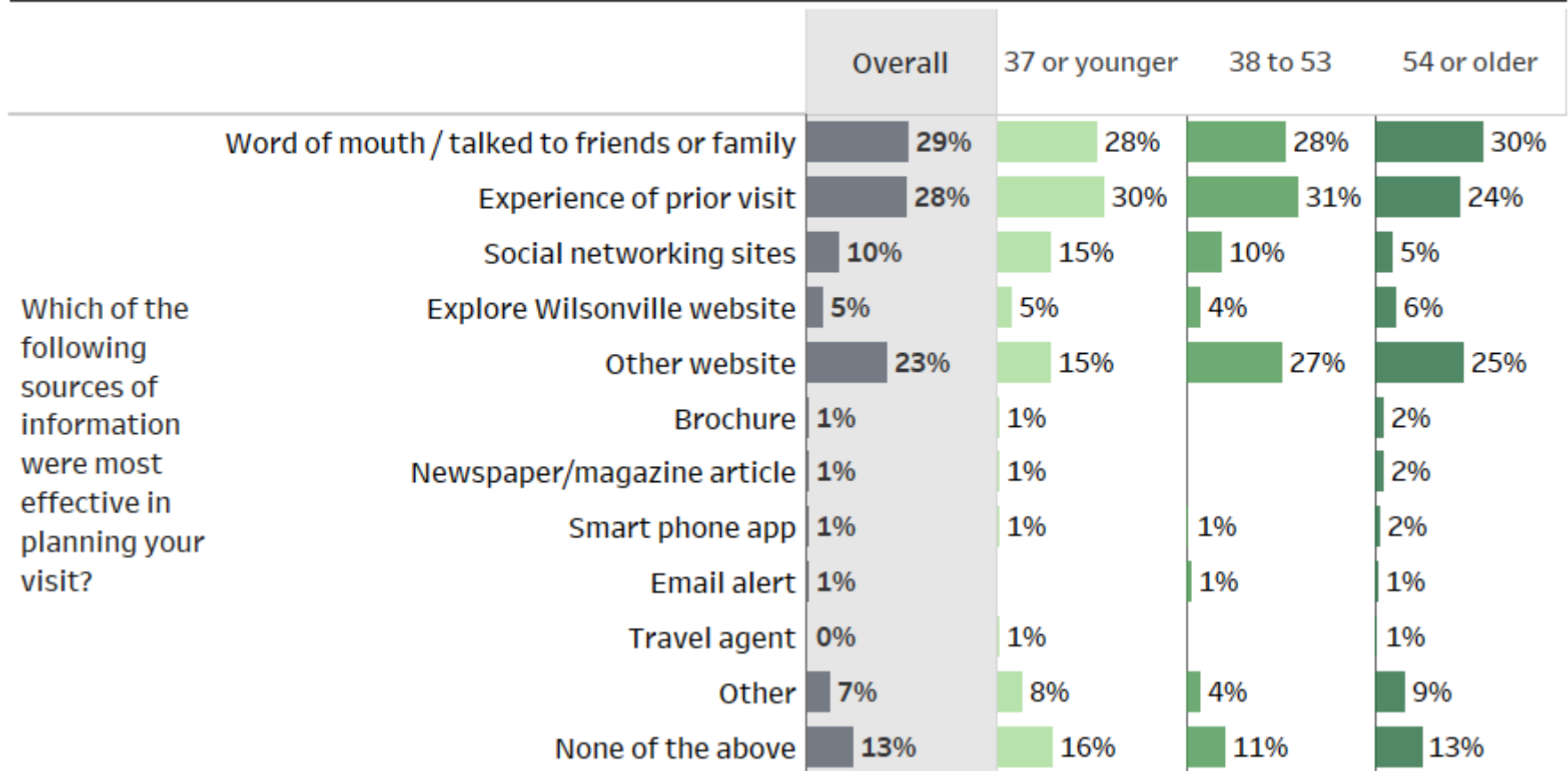




# TRIP PLANNING INFORMATION SOURCES

When evaluated by age, results highlight that social networking sites were used more by those 37 or younger than those 38 or older. Conversely, older age cohorts were more likely to have used other websites. Comments suggest that, by far, Facebook was the most utilized social networking site regardless of age.

## Wilsonville Tourism Survey | Summer 2018

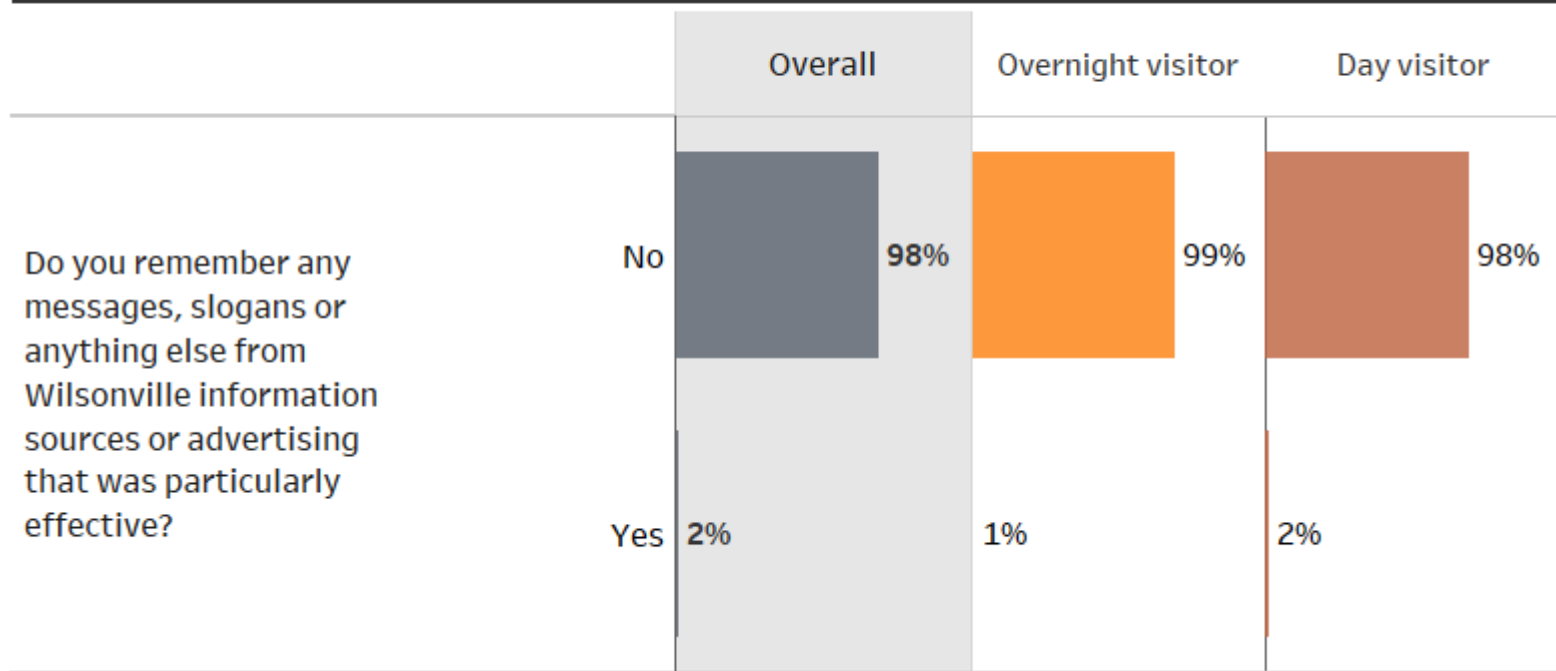




# ADVERTISING RECALL

Two percent of visitors recalled effective messages, slogans, or anything else from Wilsonville information sources. Recall was marginally higher among day visitors than overnight visitors.

## Wilsonville Tourism Survey | Summer 2018



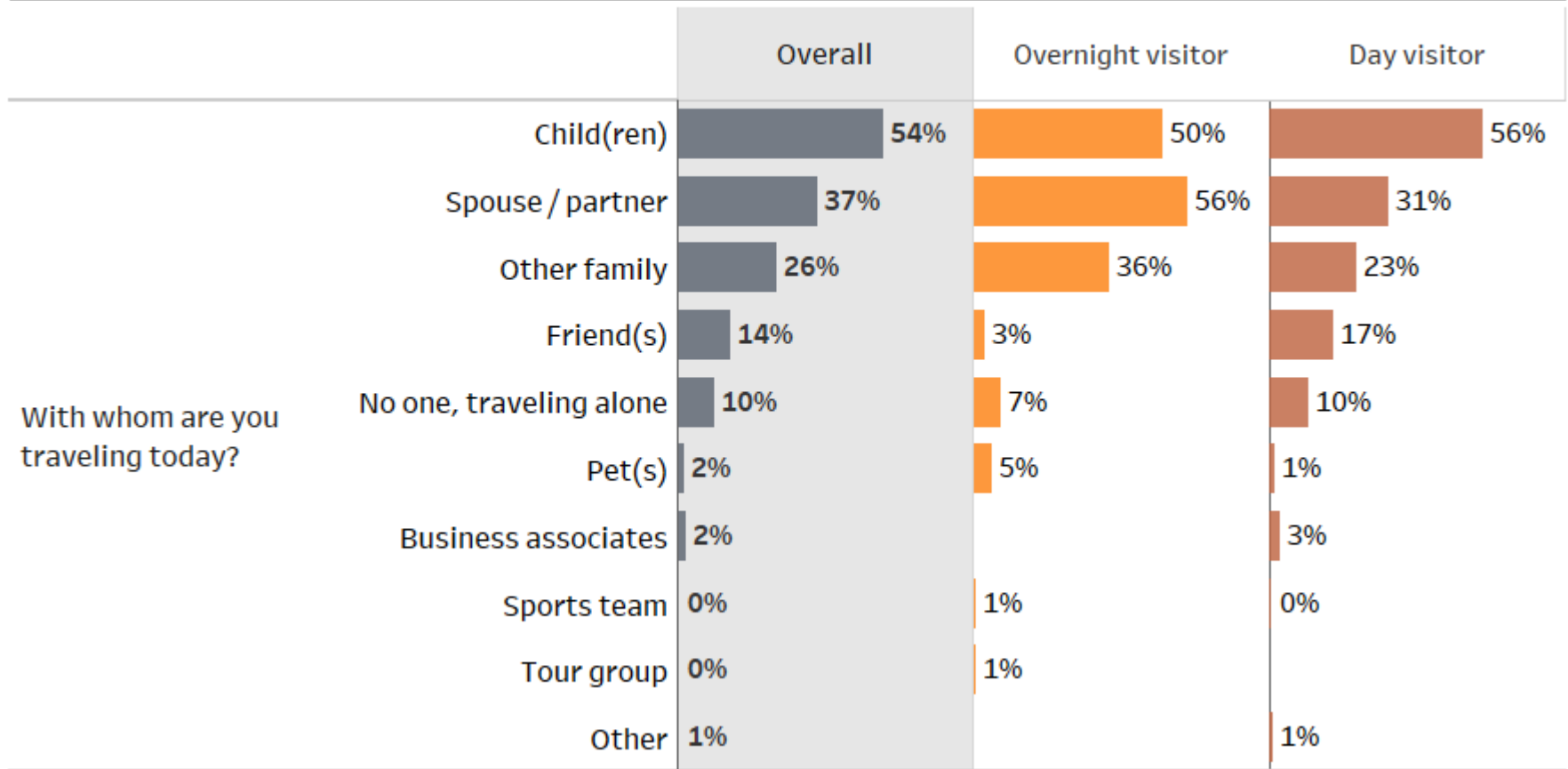




# TRAVEL PARTY COMPOSITION

Visitors were most likely to be traveling with child(ren) (54 percent), a spouse/partner (37 percent), other family (26 percent), or friends (14 percent). One in ten visitors were traveling alone (10 percent). Overnight visitors were more likely to be traveling with a spouse/partner, other family, and pets than day visitors. Day visitors were more likely to be traveling with children and friends, and slightly more likely to be traveling alone.

## Wilsonville Tourism Survey | Summer 2018

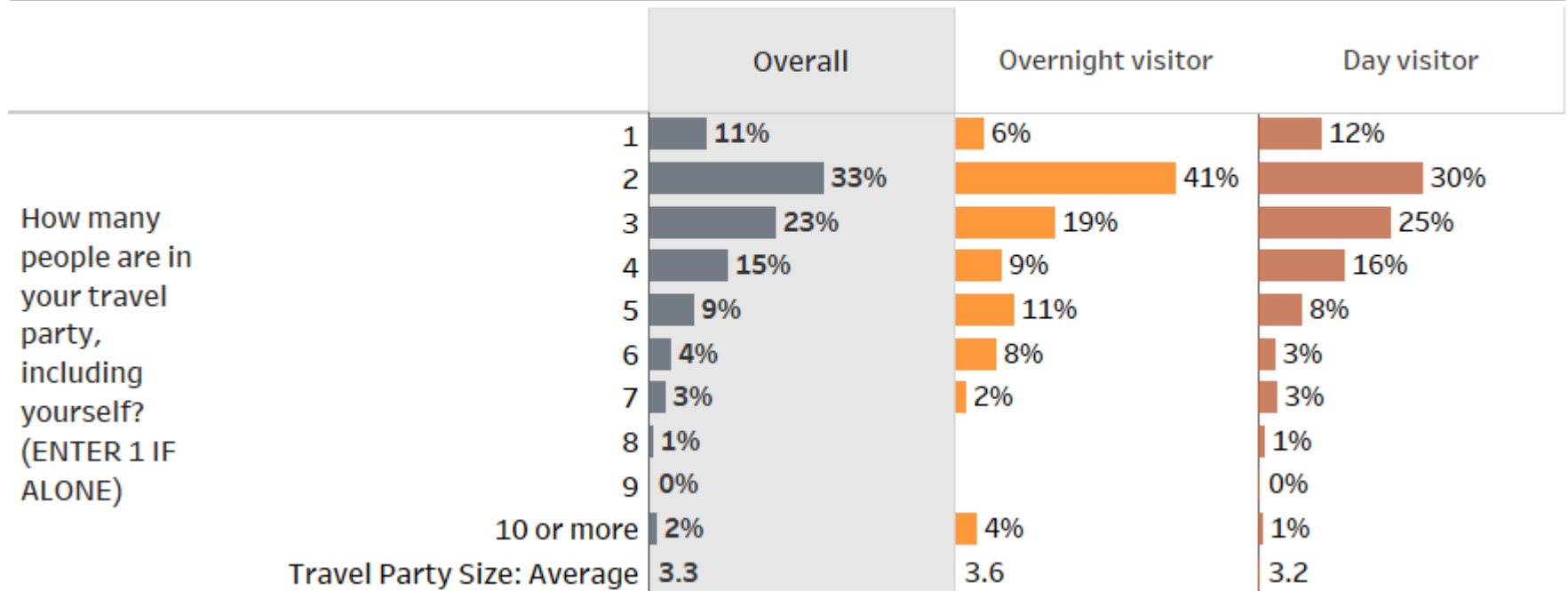




# SIZE OF TRAVEL PARTY

Visitors were most likely to be traveling in groups of two (33 percent) or three (23 percent). The average party size was 3.3. Overnight visitors traveled in larger party sizes than day visitors, on average (3.6 vs. 3.2).

## Wilsonville Tourism Survey | Summer 2018

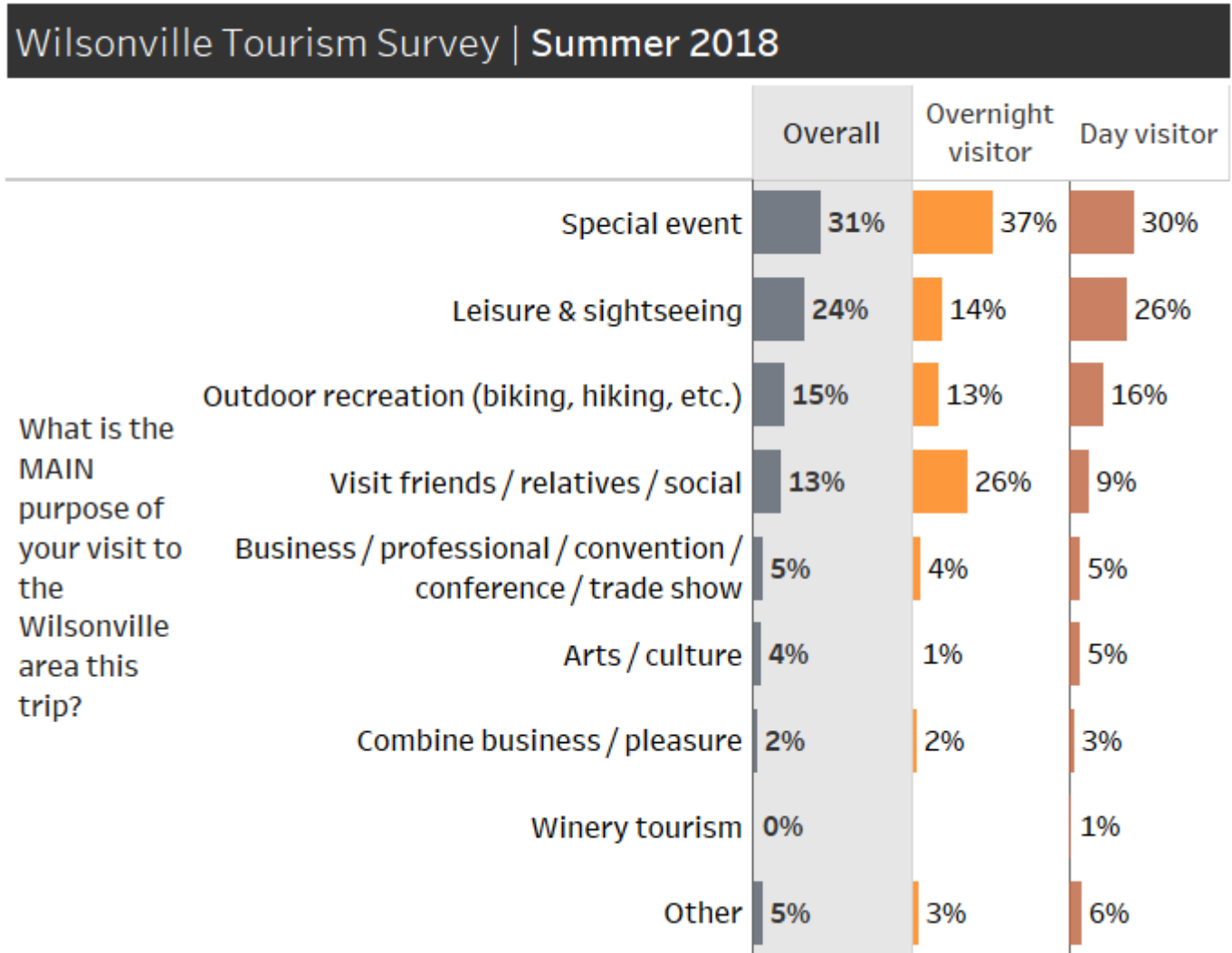


How many people are in your travel party, including yourself?  
(ENTER 1 IF ALONE)



# PURPOSE OF TRIP

Special events were the most cited reason for visiting (31 percent). Worth noting is that about half of the intercept surveys were conducted at special events, potentially inflating the role of events in the decision to visit. Leisure and sightseeing was the second most common reason for visiting (24 percent). Overnight visitors were more likely to cite special events and visiting friends/relatives as reasons for visiting. Day visitors were more likely to be visiting for leisure/sightseeing.

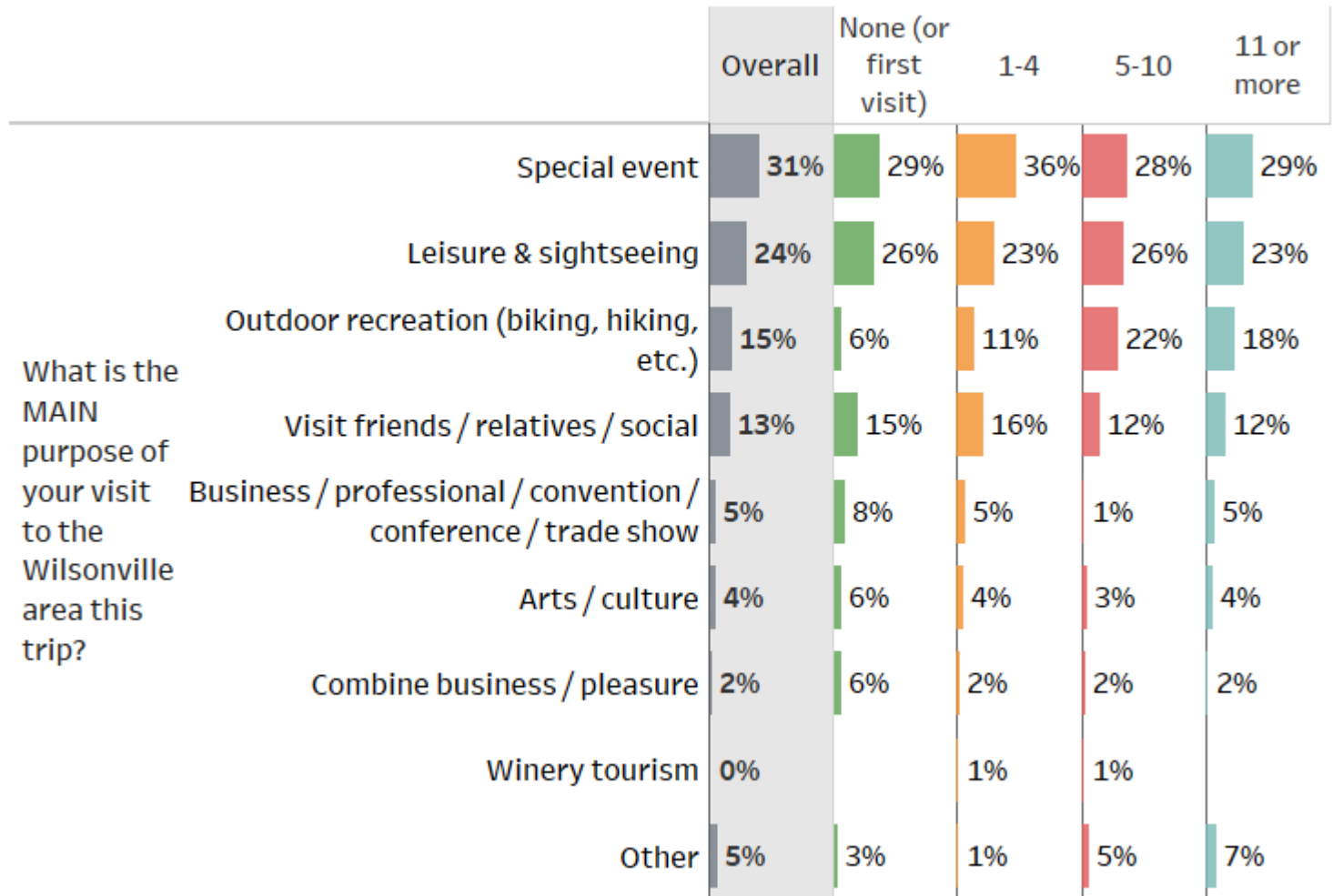




# PURPOSE OF TRIP

Respondents on their first summer trip to Wilsonville were more likely to be on a business-related trip than those who have been to Wilsonville previously. Meanwhile, those who had been to Wilsonville at least once before were more likely to visit for outdoor recreation purposes.

## Wilsonville Tourism Survey | Summer 2018

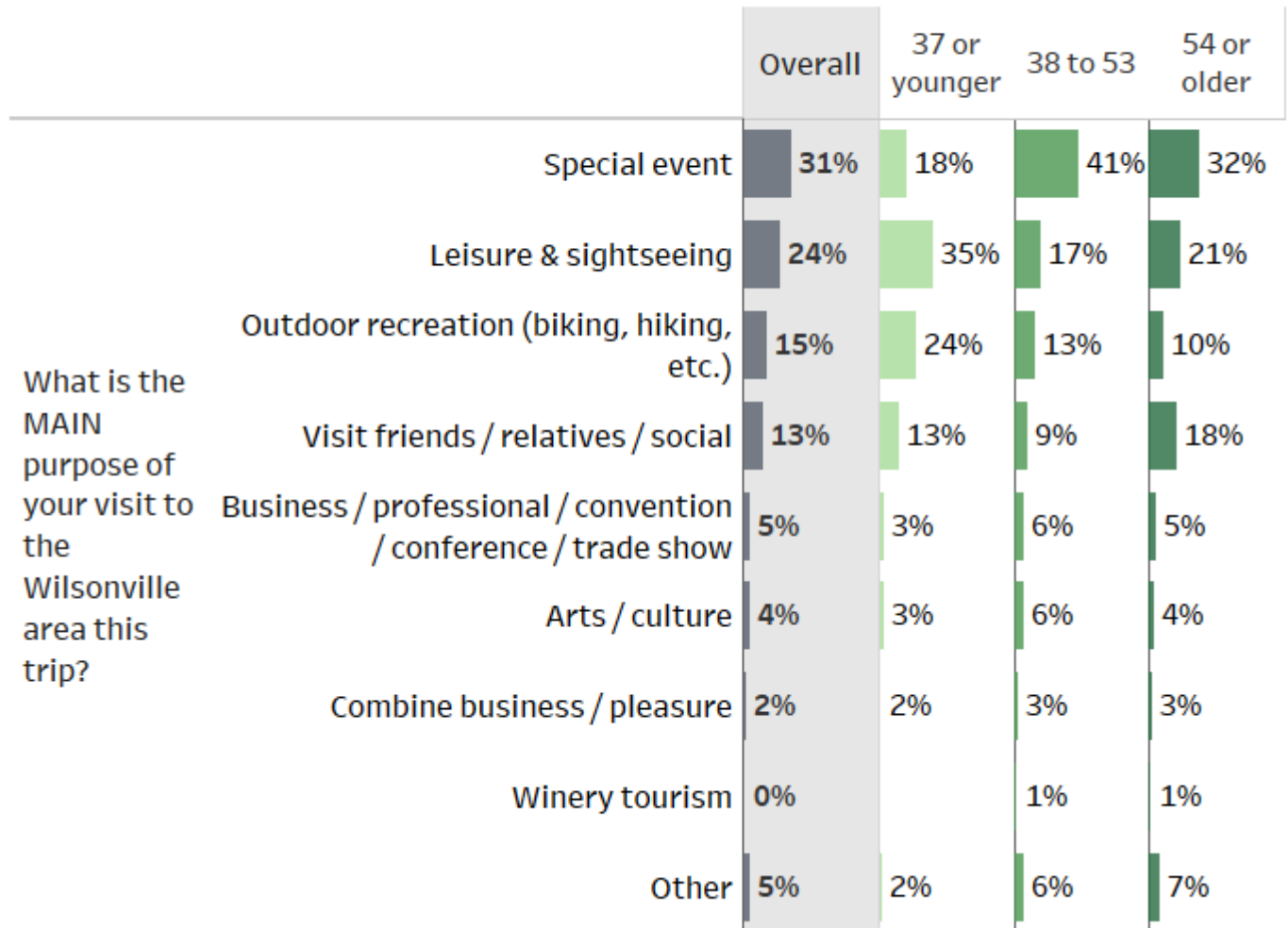




# PURPOSE OF TRIP

Trip purposes differed somewhat by age. Those age 37 or younger were most likely to be visiting for leisure & sightseeing, followed by outdoor recreation, and more likely to be visiting for those purposes than older visitors. Those in the 38 to 53 cohort were most likely to be visiting for a special event and more so than the other age cohorts. Those age 54 or older, while also most likely to be visiting for a special event, were also more likely to be in Wilsonville to visit friends/relatives/for social reasons.

## Wilsonville Tourism Survey | Summer 2018





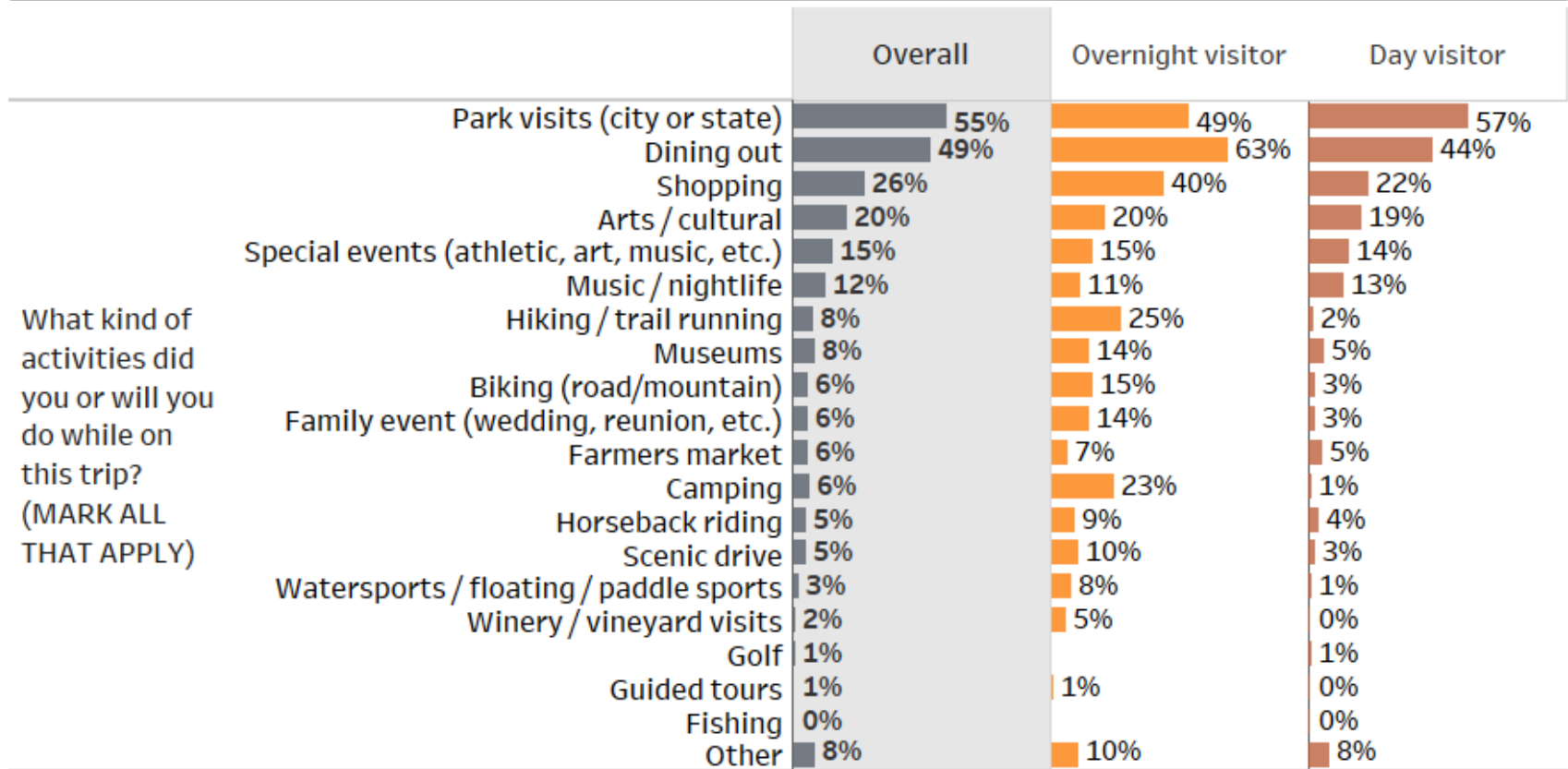
# ACTIVITIES & LOCATIONS VISITED



# ACTIVITY PARTICIPATION

Overall, top trip activities included city or state park visits (55 percent), dining out (49 percent), shopping (26 percent), arts/cultural activities (20 percent), special events (15 percent), and music/nightlife (12 percent). Overall, visitors participated in an average of 2.4 activities. Overnight visitors participated in more activities than day visitors, on average (3.4 vs. 2.1). They were much more likely to dine out, shop, hike/trail run, and camp. Day visitors were more likely to visit a city or state park.

## Wilsonville Tourism Survey | Summer 2018

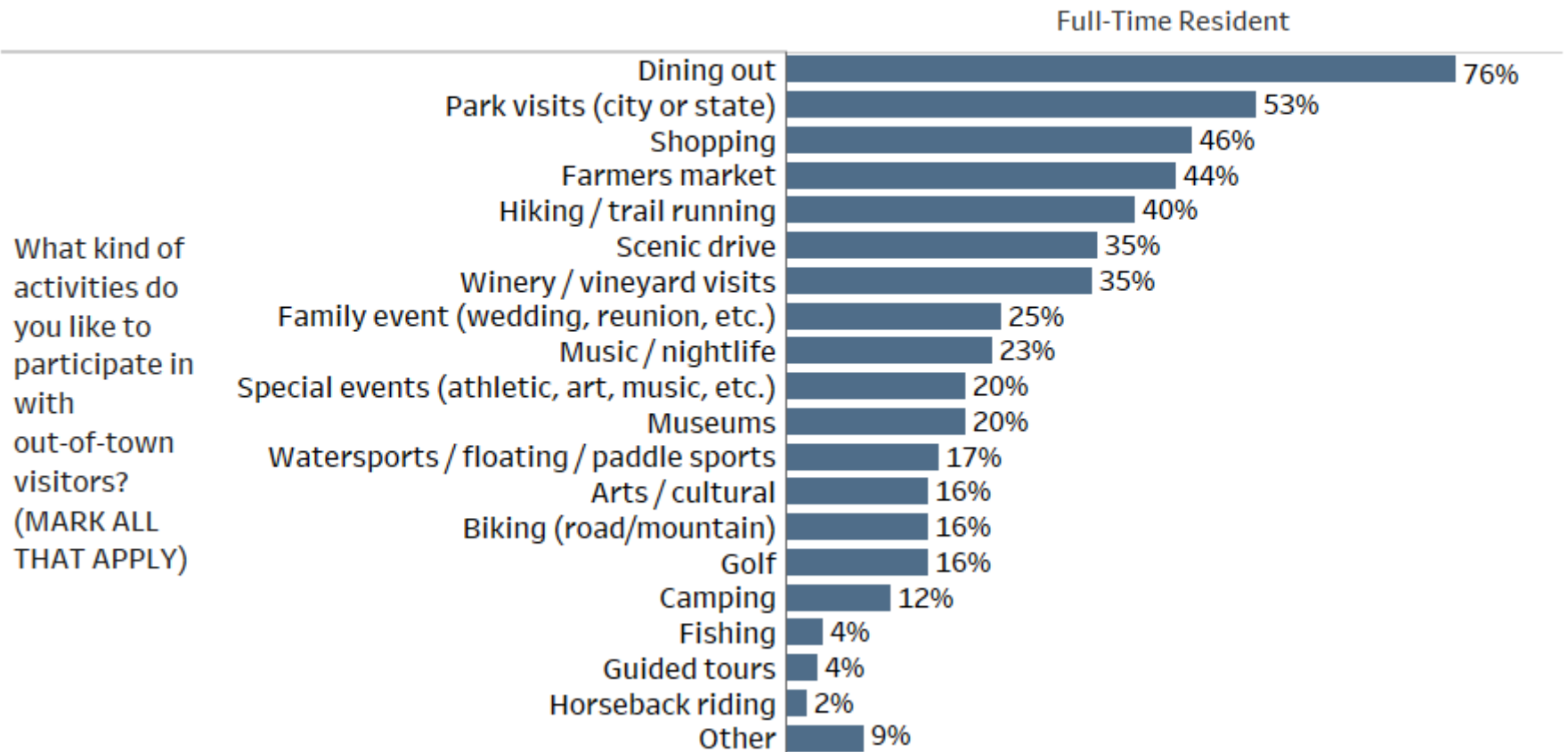




# ACTIVITY PARTICIPATION

Wilsonville locals were asked a variation of the activity question, which probed the activities they like to participate in with out-of-town visitors. They mentioned 5.2 activities on average, with dining out most commonly cited (76 percent). Park visits, shopping, farmers market, hiking/trail running, scenic drives, and winery/vineyard visits were also mentioned by at least one-third of locals.

## Wilsonville Tourism Survey | Summer 2018



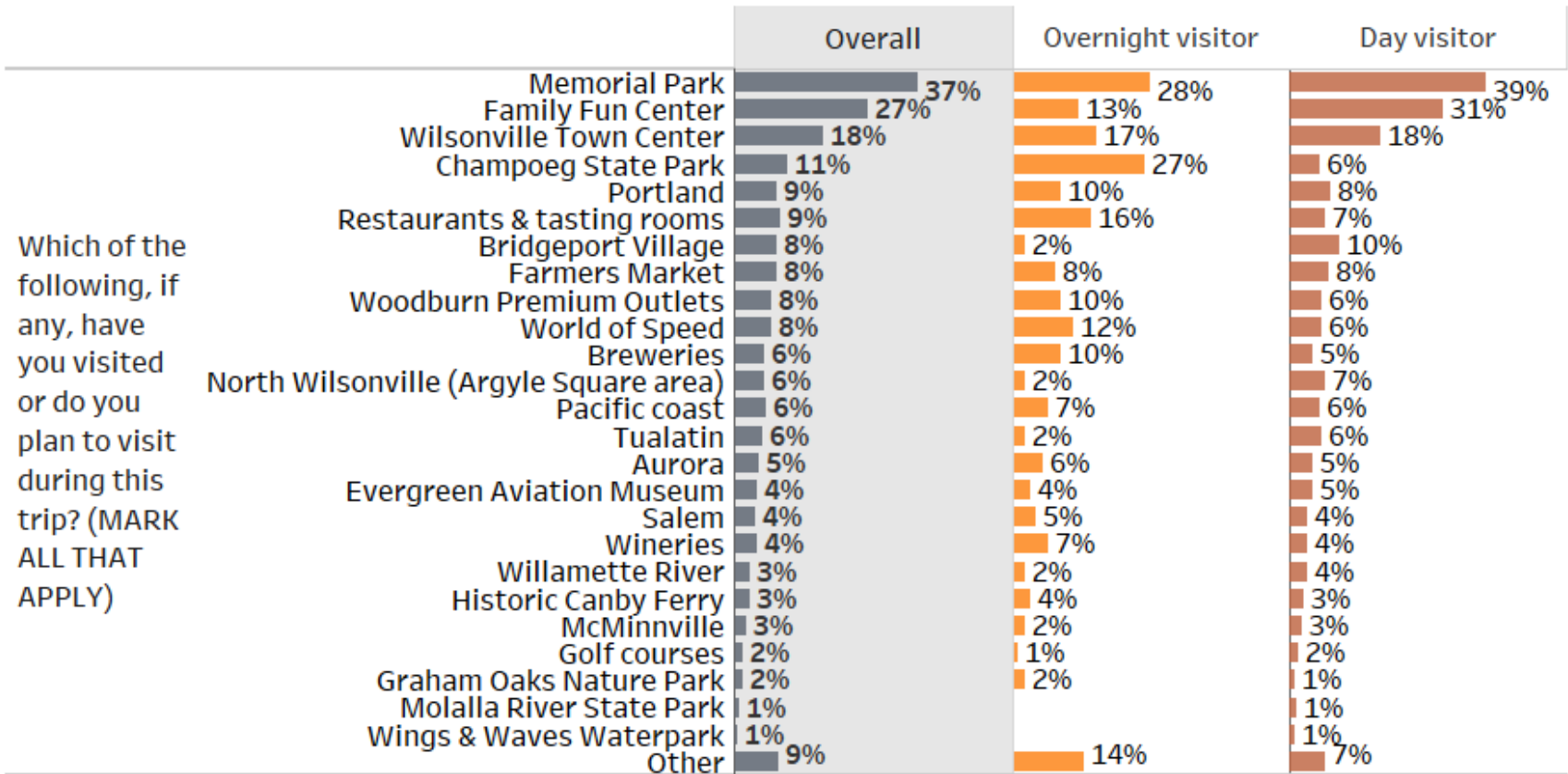




# LOCATIONS VISITED

Overall, visitors were most likely to visit Memorial Park (37 percent), followed by the Family Fun Center (27 percent), Wilsonville Town Center (18 percent), and Champoeg State Park (11 percent). Respondents visited an average of 2.1 locations, with not much difference noted between overnight and day visitors overall. Overnight visitors were notably more likely to visit Champoeg State Park and day visitors were much more likely to visit Memorial Park and Family Fun Center.

## Wilsonville Tourism Survey | Summer 2018



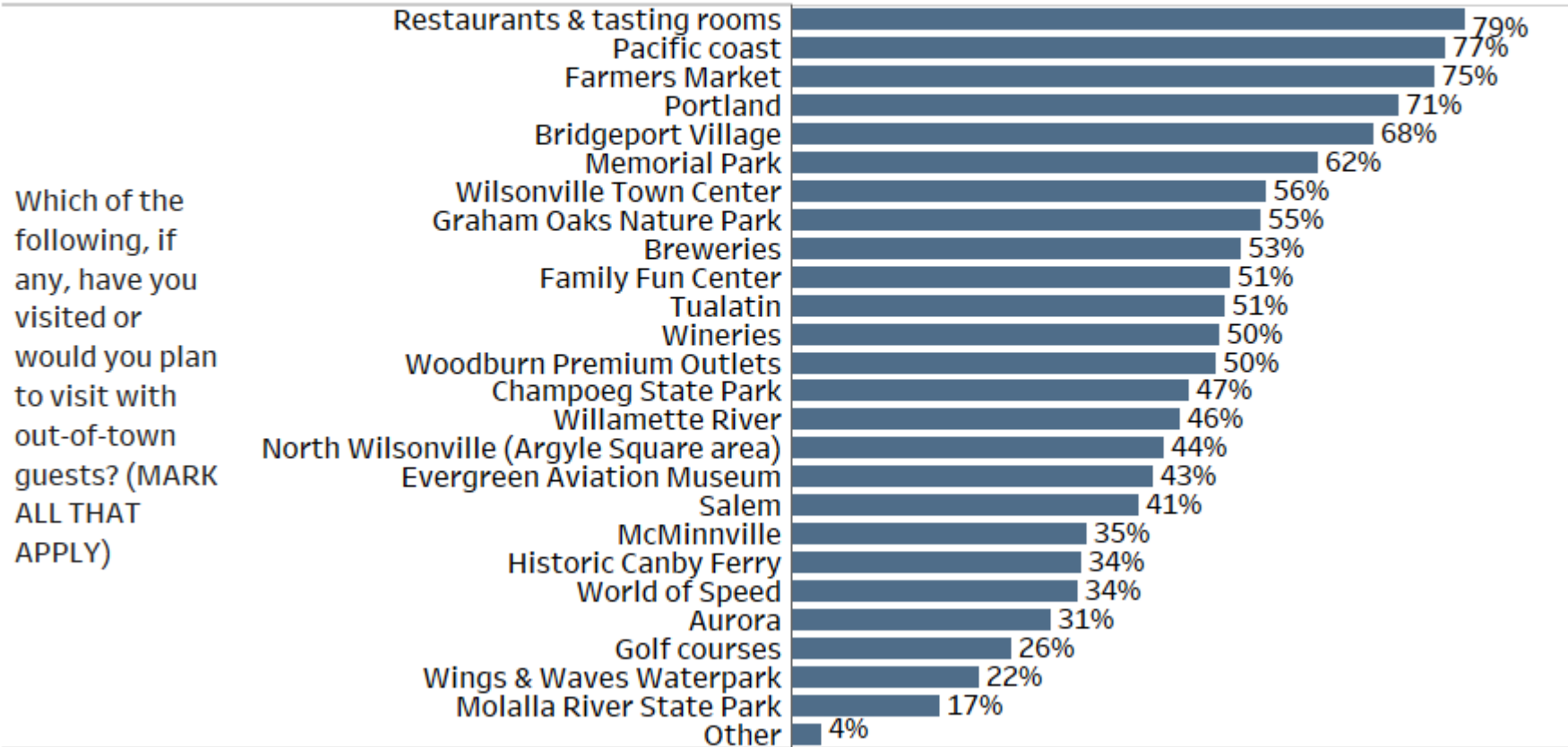


# LOCATIONS VISITED

Locals visit a number of locations with their out-of-town guests—12.2 on average. Top among them are restaurants and tasting rooms (79 percent), the Pacific coast (77 percent), Farmers Market (75 percent), Portland (71 percent), Bridgeport Village (68 percent), and Memorial Park (62 percent).

## Wilsonville Tourism Survey | Summer 2018

Full-Time Resident





# EXPENDITURES



# AVERAGE PARTY SPEND DURING TRIP

Visitors estimated how much money they and their immediate travel party spent in total during their time in Wilsonville. Overnight parties spent a notable \$457 during their trip on average, vs. \$88 among day visitors. Lodging comprised a notable share of overnight visitor expenses (\$198 average), and overnight visitors also spent more on food & drink and shopping than day visitors.

Expenditure Category	Overall	Overnight Visitors	Day Visitors
Lodging	\$38	\$198	--
Food & Drink	\$55	\$148	\$26
Shopping / Retail	\$54	\$118	\$32
Recreation / Entertainment	\$30	\$33	\$30
Other	\$11	\$16	\$10
<b>TOTAL PARTY SPEND FOR THE TRIP</b>	<b>\$168</b>	<b>\$457</b>	<b>\$88</b>



# OVERALL EXPENDITURES

Even when calculated per person per day, overnight visitors spent about twice as much per day on average than day visitors (\$70 vs. \$37). Results highlight the economic contribution of overnight visitors to the area.

Expenditure Category	Overall	Overnight Visitors	Day Visitors
Total per capita spend per day	\$44	\$70	\$37
Total per capita spend for the trip	\$63	\$157	\$37
Total party spend for the trip	\$168	\$457	\$88



# SATISFACTION RATINGS



# LIKELIHOOD TO RECOMMEND

Among *visitors*, Wilsonville’s overall Net Promoter Score (NPS), or the share of promoters minus the share of detractors, is 45 percent. Day visitors provided the highest NPS, at 51 percent, followed by overnight visitors at 35 percent, and locals at 13 percent. Worth noting is that the day visitor experience is very positive, with 63 percent of those respondents providing a rating of 9 or 10 in their likelihood to recommend Wilsonville.

## Wilsonville Tourism Survey | Summer 2018

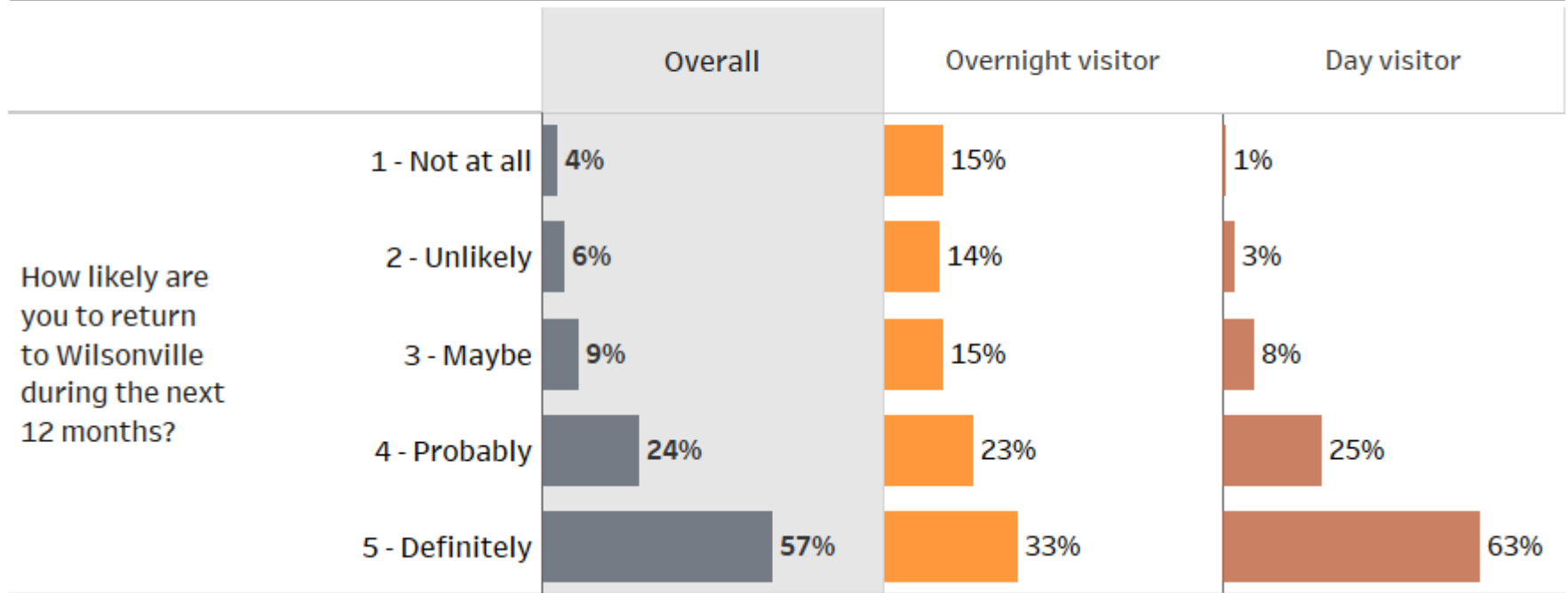
		Overnight visitor	Day visitor	Full-Time Resident
How likely are you to recommend Wilsonville to a friend, family member or colleague as a place to visit?	10=Extremely likely	43%	54%	32%
	9	13%	9%	7%
	8	14%	18%	20%
	7	11%	7%	16%
	6	2%	2%	10%
	5=Neutral	13%	8%	10%
	4	1%	0%	
	3		0%	1%
	2	2%	0%	1%
	1			1%
		0=Not at all likely	2%	1%
Net Promoter Category	Promoter (% responding 9 & 10)	55%	63%	38%
	Passive (% responding 7 & 8)	24%	25%	36%
	Detractor (% responding 0-6)	20%	12%	26%
<b>Net Promotor Score</b>		<b>35%</b>	<b>51%</b>	<b>13%</b>



# LIKELIHOOD OF RETURN

Visitors are highly likely to visit Wilsonville in the next year, with over half of all visitors saying they would “definitely” visit (57 percent) and another quarter saying they would “probably” visit (24 percent). Just 4 percent said they were not at all likely to visit. Day visitors are more likely to visit again in the next year (88 percent responded “definitely” or “probably” vs. 56 percent of overnight visitors).

## Wilsonville Tourism Survey | Summer 2018





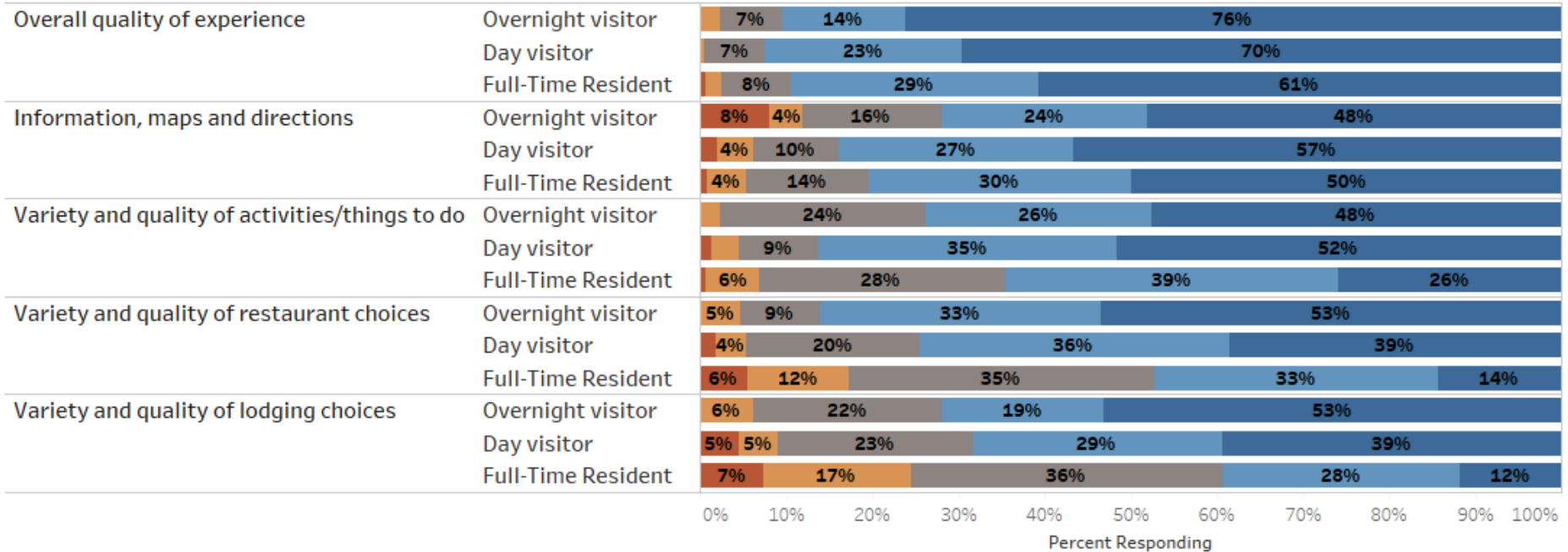


# RATINGS OF THE VISITOR EXPERIENCE

All respondents rated various aspects of the visitor experience using a 5-point scale, where 1 means “poor” and 5 means “excellent”. Highest rated was the overall quality of the experience (67 percent of all respondents said it was “excellent”). In contrast, variety and quality of lodging choices received the lowest rating (28 percent overall said it was “excellent”). A greater share of overnight visitors said information, maps and directions were “poor” (8 percent), and full-time residents provided a higher share of “poor” ratings for variety and quality of restaurant choices (6 percent) and lodging choices (7 percent) than the other visitor segments.

## Wilsonville Tourism Survey | Summer 2018

On a scale of 1 to 5 where 1 is “Poor” and 5 is “Excellent,” how would you rate Wilsonville in terms of:



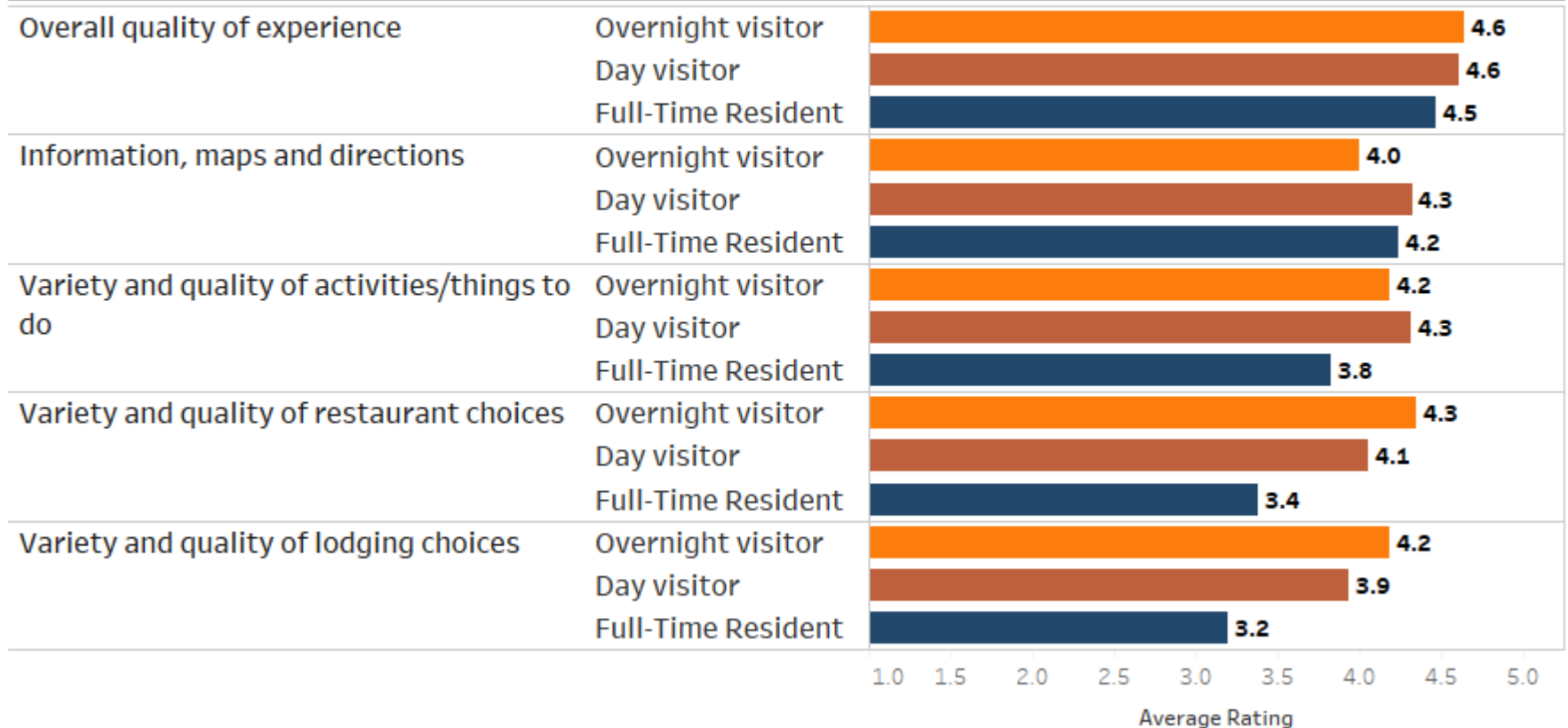


# RATINGS OF THE VISITOR EXPERIENCE

Worth noting is the lower average ratings for information, maps and directions provided by overnight visitors. Meanwhile, full-time residents provided low average ratings for variety and quality of activities/things to do (3.8), restaurant choices (3.4), and lodging choices (3.2).

## Wilsonville Tourism Survey | Summer 2018

*On a scale of 1 to 5 where 1 is "Poor" and 5 is "Excellent," how would you rate Wilsonville in terms of:*



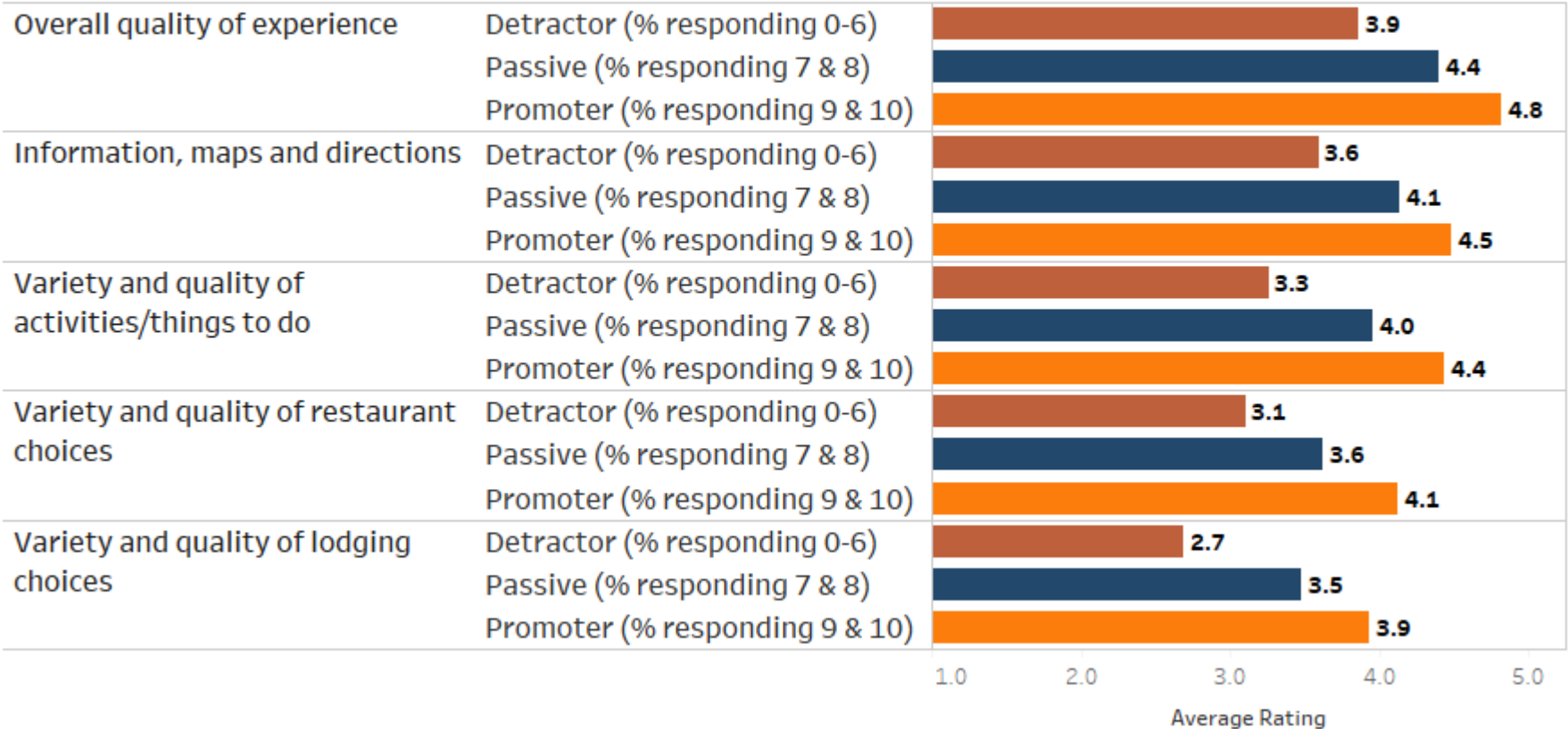


# RATINGS OF THE VISITOR EXPERIENCE

Below, average ratings among Wilsonville detractors, passives, and promoters are shown below. As might be expected, those unlikely to recommend Wilsonville (aka detractors) provided lower average ratings for each aspect of the visitor experience probed, particularly variety and quality of lodging choices (2.7).

## Wilsonville Tourism Survey | Summer 2018

*On a scale of 1 to 5 where 1 is "Poor" and 5 is "Excellent," how would you rate Wilsonville in terms of:*





# COMMENTS / SUGGESTIONS



# VISITOR COMMENTS/SUGGESTIONS

At the end of the survey, respondents were given the opportunity to provide any additional comments or suggestions for Wilsonville. Positive feedback included cleanliness of the City, enjoyment of parks and events, and family-friendly vibe. Suggestions for improvement centered around traffic, desire for more activities and restaurants (especially independently owned), and signage. A selection of verbatim responses from visitors is shown below. The full listing of responses is provided in the appendix.

*More independently operated/owned restaurants*

*Very beautiful, not far from Portland*

*More family friendly restaurants, ice cream shop in walking distance from Murase Plaza*

*More coffee shops to sit around and talk with friends*

*We live in Salem and we like to meet our family and friends from Portland here because it's a convenient halfway point. We like to meet at restaurants like Oswego Grille and Rams, meet at the park, or go shopping together. The parks are nice.*

*I haven't visited Wilsonville for a vacation, but I do find it to be a very nice community from my limited experience. Lovely area and convenient shopping and restaurants.*

*Need more local businesses/restaurants, less/fewer chains*

*Traffic bottle neck at bridge*

*Put signage around town for events like Wilsonville Festival of Arts*

*Like to see more activities, very clean*

*Find room for parks near business areas. You have a great bus link from Salem that allows me to work in Wilsonville and not drive.*



# RESIDENT COMMENTS/SUGGESTIONS

At the end of the survey, respondents were given the opportunity to provide any additional comments or suggestions for Wilsonville. A selection of verbatim responses among local residents is shown below. Locals provided very positive comments overall, but many suggestions centered around their desire for more retail and restaurant options. The full listing of responses is provided in the appendix.

*We love Wilsonville and hope the events held here continue for many year to come*

*Allow food carts*

*Better restaurants*

*More healthy food places*

*Bus schedule could be easier to figure out- hard to read, changes frequently, not known that its free*

*It's great in Summer, but other times of year it's a stopping point to go elsewhere*

*Not too many Friday/ weekend things to do. Usually need to go out of Wilsonville to have nightlife.*

*Fun place to live; very safe; can't see the median on town center parkway at night; more family owned restaurants*

*Needs to have more mom and pop shops; more diversity in retail shopping like Bridgeport; expand growth boundary*

**CITY OF WILSONVILLE  
VISITOR PROFILE STUDY**  
*SUMMER SURVEY FINAL RESULTS*  
*DECEMBER 2018*

Appendix: Open-Ended Comments

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**WILSONVILLE SUMMER SURVEYS 2018**

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**Q.5: Where are your lodging accommodations located? (other)**

<b>Lodging Accommodations (other)</b>
Aurora
Canby
Canby
Canby
Champoeg Park
Champoeg Park
chanpeog
eugene
Fairview
Newberg
Oregon City
sherwood
Tualasa
West Linn
West Linn
woodburn
Woodburn
Woodburn

**Q.6: Which of the following sources of information were most effective in planning your visit?**

<b>Information Source (other website)</b>
Airbnb, google
Art
beer festivals
bing
booking.com
booking.com
brewfest
Bullwinkle
Bullwinkle
Chambry
craft news
crater lake visitor site
Eric Hermen
expedia
expedia
experia.com
facebook

<b>Information Source (other website)</b>
Facebook
family fun
family fun
family fun center
family fun center
familyfun fin center
farmers market
Frys.com
fun center
fun center
fun center
fun center
fun center
fun-center.com
go horse show .com
google
google
Google
Google
Google
Google
Google
Google
Google
Google
Google
Google
Google
Google
Google and Google maps
Google m aps
Google maps
Google maps
Google maps
Google maps
Google maps
Google maps
Google maps, family fun center
Google, waze
gps
Groupon
Groupon
Groupon
holiday inn
horse show
horse show website
Horseshowtime.com teamnwequestriansports.com

<b>Information Source (other website)</b>
hotel
hotwire
instagram
Library
Library
library website
LOSC
LOSC .org
maps
mt hood soccer
myperks
orbitz
Portland events
reserve america
reserve america
reserve america
reserve america
reserve america
reserve America
reserve America
reserve America
reserve America
reserve America
reserve America
reserve American
reserveamarica
Rotery
salmon classic
salmon classic and obra
southwest airlines
State of OR Parks
team nw
team nw
teamnwequestriansports.com
Tualatin community event page
vrbo, family fun center, hotels.com
waterstone realty
waze
waze
Wilsonville
Wilsonville Art Festival
Wilsonville Festival of Arts



<b>Information Source (social networking sites)</b>
fb
FB
FB
Fb insta
FB- Montague concert
Festival of Arts
instagram
Instagram, facebook
Snapchat and facebook

<b>Information Source (smartphone app)</b>
Google maps
MAP

<b>Information Source (newspaper/magazine article)</b>
oregonian

<b>Information Source (other)</b>
65th Ave sign
afte pretty for another event
Came with family
Concert
discover culture pass from library
Drive by
Driving
driving by
drove by
Events board at workplace
Family reunion
friend
Google maps
Google search Wilsonville Water Park""
Grew up in valley
Headquarters found this event
Hunter Creek Horse Show
I used to live here
I work here
Library
Local resident
McMenamins
Music concert

<b>Information Source (other)</b>
Near Frys elctronics
Newsletter
Our horse trainer
Posted sign
Saw the tents
state parks website
Vendor
Water Stone Realty Group
Work assignment

**Q.8: With whom are you traveling today? (other)**

<b>Traveling With (other)</b>
babysitting children

**Q.10: What is the main purpose of your visit to the Wilsonville area this trip?**

<b>Main Purpose of Visit (special event)</b>
Art Fair
Art Festival
Art Festival
Art Festival
Art Festival
Arts
Arts
Cloverdale
Concert
Concert
Concert
Concert
Concert
Concert in park
Concerts
equestrian
Festival of Arts
Festival of Arts
Hit Machine
horse show
horse show
Horse show
Horse show
Horse show

<b>Main Purpose of Visit (special event)</b>
Horse show
horse shows
horse shows
Hunter creek horse show
Hunter creek horse show
Hunter Creek horse show
Johnny Limbo
Johnny LJ
July 4th
Library class
Lugnuts
McMenamins live music event
Movie night
Music
Music
Music at Montague
Music in the park
Music in the park
Nate Botsford music
NW Horse shows
omsi @ library
omsi @ library
Park movie
Reptile Man
Rotary Sponsered Music Concert
Rotary summer concert
Rotary Summer Concert
Rotary Summer Concert
See Eric Hermen
Summer concert
Summer concert
Summer concerts
Summer music concert
Team N.W. Horse Show
Team Northwest Equestrian Sports Horse Shows
Team NW Equestrian Horse Show
Team NW horse shows and swan training stable
Wilsonville Festival of Arts

<b>Main Purpose of Visit (other)</b>
arts
arts
beer fest
beer fest
birthday party
brewfest
brewfest
brewfest
brewfest
buy a horse
Care for grandchildren
caregiving
Community Block Party at Town Center Park
Concert Park
dentist appointment
doctor appointment
Equestrian
family reunion
family reunion
farmers market
Frys
Frys
get car fixed
girl scout day camp
girl scout day camp
haircut
half marathon
Horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek horse show
hunter creek horse show
hunter creek horse show



<b>Main Purpose of Visit (other)</b>
hunter creek NW spectacular horse show
hunter creek NW spectacular horse show
hunter creek NW spectacular horse show
hunter creek NW spectacular horse show
hunter creek NW spectacular horse show
hunter creek NW spectacular horse show
hunter creek NW spectacular horse show
hunter jumper horse show
Library
Library
library show
Listen to music
LOSC soccer tournament
LOSC soccer tournament
McMenamins concert
Movie in park and Costco
Movie in the Park
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
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mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
music at Montague
Music at Montague
Music at Montague
Music at Montague
Music in the park

<b>Main Purpose of Visit (other)</b>
Playing at the park
salmon classic
salmon classic
salmon classic
salmon cycling
shopping at frys and costco
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
Summer concerts
To eat/shop/Costco, etc.
Visit library and splash pad
Watch grandchildren
wedding
Work in the area
world of speed museum
World of Speed museum

**Q.11: What kind of activities did you or will you do while on this trip?**

<b>Activities This Trip (special event)</b>
anniversary party
art fairs, theater
Art Festival
Arts
Arts
Arts Festival
athletic
athletics
beer fest
beer fest
Beer Fest
beer festival
Beer gest
brew fest
brewfest
brewfest
brewfest
brewfest
brewfest
brewfest
brewfeste2
Camp mtg at church
children's show
concert
concert
concert
concert
Concert
Concert
Concert
Concert
concerts
concerts
concerts
Festival of Arts
Horse show
Horse show
Horse show at Hunter Creek
Horse Shows by Team NW Equestrian
Library event at park
Live music at McMenamins

<b>Activities This Trip (special event)</b>
Movie
music
Music
Music
Music
Music
Music at Montague
Music in the Park
music kids events
rodeo
Rotary concert
Rotary Concerts
school shows
Science class
Science lab
theater
timber festival in estacada
Wellness Fair
Wilsonville Art Festival

<b>Activities This Trip (other)</b>
Working

**Q.12: Which of the following, if any, have you visited or do you plan to visit during this trip? (other)**

<b>Visit or Plan to Visit This Trip (other)</b>
astoria
beer fest
beer fest
bend
butteville store
butteville store
Canby
chamber of commerce
Costco
FRYS
Frys and movie theater
Hunta Creek Farm
Hunter Creek
hunter creek equestrian center

<b>Visit or Plan to Visit This Trip (other)</b>
Hunter Creek Equestrian Park
hunter creek farm
hunter creek horse farm
Hunter Creek horse farm
Hunter Creek horse show
Japanese garden
lake Oswego grill
lee farms
Library
Library
Library
Library
Library
Library
Library
Library
Library
Multnomah Falls
Newberg, Wilco
Park
parks
rockaway beach
The horse show
Train in Portland
Wilsonville lanes
Wilsonville Library
zoo
zoo

**Q.13: Do you remember any messages, slogans, or anything else from Wilsonville information sources or advertising that was particularly effective?**

<b>Effective Ad/Information Message</b>
car ads
trumpet planning train in wilsonville
villebois

**Q. 19: Do you have any comments or suggestions regarding Wilsonville?**

Type	Reason for Visit	Net Promoter	Additional Comments
Day visitor	Arts/culture	Detractor	traffic on 5
Day visitor	Arts/culture	Promoter	keep progressive don't change
Day visitor	Arts/culture	Promoter	More coffee shops to sit around and talk with friends
Day visitor	Business/conference		conflict with rotary concerts- pick a different night put up more signs about farmers market - get the word out about the market inform the chamber about the market get more volunteers- Alexis is doing a great job but needs help market manager is
Day visitor	Business/conference		I work here; home (Oregon) office is here
Day visitor	Business/conference	Detractor	Put signage around town for events like Wilsonville Festival of Arts
Day visitor	Business/conference	Passive	Nice town
Day visitor	Business/conference	Promoter	find room for parks near business areas you have a great bus link from Salem that allows me to work in wilsonville and not drive
Day visitor	Business/conference	Promoter	Snooze Inn is disgusting
Day visitor	Business/conference	Promoter	We love the kids area
Day visitor	Combine business/pleasure	Promoter	freeway traffic issue
Day visitor	Combine business/pleasure	Promoter	More signage to events like the Arts Festival would be helpful
Day visitor	Leisure & sightseeing	Detractor	continue to increase size of roads
Day visitor	Leisure & sightseeing	Detractor	more restaurants and bars
Day visitor	Leisure & sightseeing	Detractor	More signs
Day visitor	Leisure & sightseeing	Detractor	put the rock wall back up at family fun center
Day visitor	Leisure & sightseeing	Passive	bad cell service for Verizon traffic is terrible
Day visitor	Leisure & sightseeing	Passive	bad traffic
Day visitor	Leisure & sightseeing	Passive	good job
Day visitor	Leisure & sightseeing	Passive	hard to find this park - no signs clean better organized than beaverton
Day visitor	Leisure & sightseeing	Passive	have more family places like family fun center
Day visitor	Leisure & sightseeing	Passive	love memorial park
Day visitor	Leisure & sightseeing	Passive	more bars, stay open later
Day visitor	Leisure & sightseeing	Promoter	beautiful rivers, more dog friendly parks day park has rocks making it hard to clean

Type	Reason for Visit	Net Promoter	Additional Comments
			up after them more dog friendly restaurants
Day visitor	Leisure & sightseeing	Promoter	better signage for events
Day visitor	Leisure & sightseeing	Promoter	don't like congestion on freeway at wilsonville bridge
Day visitor	Leisure & sightseeing	Promoter	excellent planning in villebois, nicely preserved trees
Day visitor	Leisure & sightseeing	Promoter	great city, would like to see trader Joe's in area, would love public pool in the city
Day visitor	Leisure & sightseeing	Promoter	like go see more activities, very clean
Day visitor	Leisure & sightseeing	Promoter	miss the rock wall at family fun center
Day visitor	Leisure & sightseeing	Promoter	pretty clean, confusing area by sonic
Day visitor	Leisure & sightseeing	Promoter	really nice and clean
Day visitor	Leisure & sightseeing	Promoter	such a neat and clean place
Day visitor	Leisure & sightseeing	Promoter	thank you for the hospitality
Day visitor	Leisure & sightseeing	Promoter	traffic bottle neck at bridge
Day visitor	Leisure & sightseeing	Promoter	traffic improvements,
Day visitor	Leisure & sightseeing	Promoter	very beautiful, not far from Portland
Day visitor	Leisure & sightseeing	Promoter	Very nice place
Day visitor	Leisure & sightseeing	Promoter	would like better restaurants near the parks
Day visitor	Other	Detractor	fix the traffic
Day visitor	Other	Detractor	More independently operated/owned restaurants
Day visitor	Other	Passive	traffic is bad
Day visitor	Other	Promoter	Long overdue for a swim center- surveys like this have been asking for this since 1979!!!
Day visitor	Other	Promoter	Love the community programs, wish Canby has the same.
Day visitor	Other	Promoter	thank you
Day visitor	Outdoor recreation	Detractor	To many people!!!
Day visitor	Outdoor recreation	Passive	bad traffic I don't come here because of traffic bad bees at the park
Day visitor	Outdoor recreation	Passive	certainly family friendly
Day visitor	Outdoor recreation	Passive	more gun shops
Day visitor	Outdoor recreation	Passive	very 'white' McMinnville is way more interesting Wilsonville is just a cheaper place to live with less diversity nothing to set it apart get a ufo festival or a winery culture

Wilsonville Summer Surveys 2018

Type	Reason for Visit	Net Promoter	Additional Comments
Day visitor	Outdoor recreation	Passive	We come for the fountain and park!
Day visitor	Outdoor recreation	Promoter	A beautiful city
Day visitor	Outdoor recreation	Promoter	Bad traffic
Day visitor	Outdoor recreation	Promoter	food trucks at the water park
Day visitor	Outdoor recreation	Promoter	Get better cell service. Wilsonville is a black hole for cell phones.
Day visitor	Outdoor recreation	Promoter	great job on chlorine at water park
Day visitor	Outdoor recreation	Promoter	its clean
Day visitor	Outdoor recreation	Promoter	love the water park
Day visitor	Outdoor recreation	Promoter	more bike trails, more running dirttrails
Day visitor	Outdoor recreation	Promoter	more family friendly restaurants ice cream shop in walking distance from murase plaza
Day visitor	Outdoor recreation	Promoter	nice city
Day visitor	Outdoor recreation	Promoter	parking closer to murase plaza
Day visitor	Outdoor recreation	Promoter	please put up wasp traps at water park
Day visitor	Outdoor recreation	Promoter	pleasure to be here clean and beautiful
Day visitor	Outdoor recreation	Promoter	really like grant park
Day visitor	Outdoor recreation	Promoter	thank you
Day visitor	Outdoor recreation	Promoter	The Town Center is a great area
Day visitor	Outdoor recreation	Promoter	turn on splash pads earlier in the year on weekends, clean bathrooms
Day visitor	Outdoor recreation	Promoter	we live in Salem and we like to meet our family and friends from Portland here because it's a convenient halfway point. we like to meet at restaurants like Oswego grille and rams, meet at the park, or go shopping together. the parks are nice
Day visitor	Outdoor recreation	Promoter	we visit wilsonville every day, we like to go to the library too
Day visitor	Special event	Detractor	loved the art walk, and the water parks, please fix the traffic
Day visitor	Special event	Detractor	Traffic can be so so bad! Work on light timings would help.
Day visitor	Special event	Detractor	Would be wonderful if the Hunter Creek show management were allowed to have more vendors at the shows. That would enhance the horse show which will draw more people to the area.
Day visitor	Special event	Passive	bad freeway
Day visitor	Special event	Passive	brewfest and car buying
Day visitor	Special event	Passive	clean nice well kept



Type	Reason for Visit	Net Promoter	Additional Comments
Day visitor	Special event	Passive	I haven't visited Wilsonville for a vacation, but I do find it to be a very nice community from my limited experience. Lovely area and convenient shopping and restaurants.
Day visitor	Special event	Passive	Need more local businesses/restaurants, less/fewer chains
Day visitor	Special event	Passive	need signs to the soccer field
Day visitor	Special event	Passive	nice bathrooms clean smell good
Day visitor	Special event	Passive	nice facility, appreciate toilets with running water
Day visitor	Special event	Passive	nice parks
Day visitor	Special event	Passive	nice town, more activities would be nice
Day visitor	Special event	Passive	no public pool
Day visitor	Special event	Passive	really nice beautiful
Day visitor	Special event	Passive	traffic is bad, great restaurants, we can always find what we need here
Day visitor	Special event	Passive	Traffic is horrible on Fridays on Wilsonville Road - very difficult to get to business on that road or get on the freeway.
Day visitor	Special event	Passive	traffic sucks
Day visitor	Special event	Passive	you have a very good Mercedes dealership
Day visitor	Special event	Promoter	Accessibility of info about events
Day visitor	Special event	Promoter	bad traffic, need overpass or no trains or smarter drivers
Day visitor	Special event	Promoter	Clean community
Day visitor	Special event	Promoter	good waterpark
Day visitor	Special event	Promoter	I don't know about any other activities here
Day visitor	Special event	Promoter	I like the family fun center, good place for the team
Day visitor	Special event	Promoter	It look a little too much like a strip mall
Day visitor	Special event	Promoter	like the disc golf
Day visitor	Special event	Promoter	Love it here, rent is too high
Day visitor	Special event	Promoter	lovely park, Wilsonville drive is pretty with median
Day visitor	Special event	Promoter	My grandpa has nothing but good things to say
Day visitor	Special event	Promoter	please do something about traffic
Day visitor	Special event	Promoter	Readable signs from fifty feet
Day visitor	Special event	Promoter	signs for soccer fields when you enter park where to enter park for fields
Day visitor	Special event	Promoter	solve congestion

Type	Reason for Visit	Net Promoter	Additional Comments
Day visitor	Special event	Promoter	thanks for supporting salmon classic
Day visitor	Special event	Promoter	The traffic is horrendous and keeps me from coming unless completely necessary.
Day visitor	Special event	Promoter	traffic no-one bridge needs dedicated lane for aurora canby
Day visitor	Special event	Promoter	very nice pleasant
Day visitor	Special event	Promoter	We go to Hunter Creek a number of times a year In my opinion this an untapped market for your city
Day visitor	Special event	Promoter	We love the park, water feature is great
Day visitor	Visit friends/relatives	Detractor	Better restaurants
Day visitor	Visit friends/relatives	Detractor	Great library
Day visitor	Visit friends/relatives	Passive	Great parks
Day visitor	Visit friends/relatives	Passive	improve online presence
Day visitor	Visit friends/relatives	Passive	More non-chain restaurants
Day visitor	Visit friends/relatives	Passive	Need to update resource statuses and status of facilities
Day visitor	Visit friends/relatives	Passive	Traffic over the bridge on I-5 has become insane
Day visitor	Visit friends/relatives	Passive	you need better cell coverage for Verizon
Day visitor	Visit friends/relatives	Promoter	coffee place in villebois, less chain restaurants
Day visitor	Visit friends/relatives	Promoter	Great place
Day visitor	Visit friends/relatives	Promoter	keep up the good work
Day visitor	Visit friends/relatives	Promoter	less traffic
Day visitor	Visit friends/relatives	Promoter	nicely built, friendly
Day visitor	Winery tourism	Promoter	Beautiful park!
Full-Time Resident			I wish that there were more bike paths and WES service was extended! (weekends, all day weekdays)
Full-Time Resident			Well done; friendly city
Full-Time Resident		Detractor	a neat city
Full-Time Resident		Detractor	crosswalk from grahams ferry / barber, increase police patrol in villebois, better visibility/sight lines at corners- cut back vegetation, HOA crews not doing best job
Full-Time Resident		Detractor	fix the 5 freeway, more baseball fields and open activity fields
Full-Time Resident		Detractor	great place to live
Full-Time Resident		Detractor	I don't want any more visitors here
Full-Time Resident		Detractor	more events in town center didn't know about farmers market more transportation to villebois area and

Type	Reason for Visit	Net Promoter	Additional Comments
			store access bus with stroller access without folding up
Full-Time Resident		Detractor	more mom and pop restaurants in and bars, pretty safe
Full-Time Resident		Detractor	more parks
Full-Time Resident		Detractor	more waterfront a place to go, parks are nice
Full-Time Resident		Detractor	needs to have more mom and pop shops, more diversity in retail shopping like Bridgeport, expand growth boundary
Full-Time Resident		Detractor	not enough family owned businesses or restaurants, very difficult for mom and pop shops, you seem to only attract big box stuff, no indoor play place for kids, gearing town towards apartment dwellers not people who have bought homes here
Full-Time Resident		Detractor	Not too many Friday/weekend things to do. Usually need to go out of Wilsonville to have nightlife
Full-Time Resident		Detractor	only been here a year
Full-Time Resident		Detractor	public swimming pool
Full-Time Resident		Detractor	Simple, minimal
Full-Time Resident		Detractor	Sorry but this survey really does not apply to me much
Full-Time Resident		Detractor	swimming pool, fix freeway traffic congestion, continue to add technology jobs, love the library
Full-Time Resident		Detractor	too much congestion, against dogs, too loose building laws
Full-Time Resident		Detractor	too much traffic- need police to direct or get cameras that monitor back up and lengthen or shorten stoplight cycles the 5 cuts in half-make it more cohesive no cute little downtown a suburb for cars- doesn't feel walkable not enough diversity
Full-Time Resident		Detractor	we love living here
Full-Time Resident		Passive	a natural market- like whole foods book stores, toy stores
Full-Time Resident		Passive	allow food carts
Full-Time Resident		Passive	beautiful nice parks, library is pretty good
Full-Time Resident		Passive	better restaurants

Type	Reason for Visit	Net Promoter	Additional Comments
Full-Time Resident		Passive	didn't receive response to letter about proposed apt building, keep it less industrial, very happy here
Full-Time Resident		Passive	fun place to live, very safe, can't see the median on town center parkway at night, more family owned restaurants
Full-Time Resident		Passive	good walkability, love the smart buses
Full-Time Resident		Passive	keep the community garden, the wasps are bad
Full-Time Resident		Passive	Love Wilsonville! Wish there were more restaurants/bars.
Full-Time Resident		Passive	more 1 story houses in new development
Full-Time Resident		Passive	More outdoor concerts
Full-Time Resident		Passive	more restaurants, another dog park in villebois
Full-Time Resident		Passive	more unique shops and restaurants
Full-Time Resident		Passive	need bikes park and a pool
Full-Time Resident		Passive	need street sign at villebois and costa circle
Full-Time Resident		Passive	no Willamette river access in town- should be crowning jewel of the town!
Full-Time Resident		Passive	northern Wilsonville seems separated from southern, more a place to live than visit, we need a Tillamook here
Full-Time Resident		Passive	please preserve old trees in Calais 3 of villebois-- polygon says up to the city
Full-Time Resident		Passive	put restaurants in villebois
Full-Time Resident		Passive	Stay off I-5!!! Another bridge!!!
Full-Time Resident		Passive	Traffic improvement
Full-Time Resident		Passive	Traffic is a concern, but the city is really beautiful
Full-Time Resident		Passive	very clean, friendly
Full-Time Resident		Passive	very liveable, prevent bottlenecks with so many new residents, especially bridge
Full-Time Resident		Passive	we moved here a month ago and we really like it
Full-Time Resident		Passive	Wilsonville is our favorite so far
Full-Time Resident		Promoter	Better restaurants
Full-Time Resident		Promoter	bus schedule could be easier to figure out- hard to read, changes frequently, not known that its free
Full-Time Resident		Promoter	Decrease water bill LOL
Full-Time Resident		Promoter	edge family fitness is the place to be

Type	Reason for Visit	Net Promoter	Additional Comments
Full-Time Resident		Promoter	Feels like a small town and everyone is super friendly. We know almost everyone on our wonderful
Full-Time Resident		Promoter	get the town center finished
Full-Time Resident		Promoter	great place to live, like that things are in walking distance
Full-Time Resident		Promoter	hate traffic
Full-Time Resident		Promoter	I like Wilsonville, library is amazing, friendly people, clean, lots of activities for families with young children
Full-Time Resident		Promoter	I miss the small town feel
Full-Time Resident		Promoter	improve the traffic
Full-Time Resident		Promoter	increase police patrols in villebois, crosswalk needed at moffitt and barber
Full-Time Resident		Promoter	It's great in Summer, but other times of year it's a stopping point to go elsewhere
Full-Time Resident		Promoter	keep up the good work, clean and safe
Full-Time Resident		Promoter	Love Wilsonville
Full-Time Resident		Promoter	make the smart bus times correlate with the trimet drop off times
Full-Time Resident		Promoter	mass transit on the weekends
Full-Time Resident		Promoter	More healthy food places
Full-Time Resident		Promoter	more pickleball
Full-Time Resident		Promoter	Nature center is loved, love the old trees that you have preserved
Full-Time Resident		Promoter	people drive too fast, reconsider high speed limits
Full-Time Resident		Promoter	poor cell coverage, more restaurants- and close later
Full-Time Resident		Promoter	really good place
Full-Time Resident		Promoter	rotary concerts conflict with farmers market-- please move the concerts
Full-Time Resident		Promoter	too crowded traffic sucks change smart bus signs from free to paid for by local businesses- support Wilsonville
Full-Time Resident		Promoter	too expensive to buy house here
Full-Time Resident		Promoter	traffic light at elligsen and canyon creek is old style and needs to be updated
Full-Time Resident		Promoter	very clean, thank you for keeping things nicely
Full-Time Resident		Promoter	very friendly, warm
Full-Time Resident		Promoter	very neat
Full-Time Resident		Promoter	very nice community to live in

Type	Reason for Visit	Net Promoter	Additional Comments
Full-Time Resident		Promoter	We love Wilsonville and hope the events held here continue for many year to come
Full-Time Resident		Promoter	Wilsonville is great
Overnight visitor	Business/conference	Detractor	No but you guys should have the Mothersday Classic at the mt. Hood equestrian center since new owners bought it
Overnight visitor	Business/conference	Detractor	Too sanitized, too corporate, no character, blah
Overnight visitor	Business/conference	Passive	The art show needs more advertising, local residents didn't even know about it
Overnight visitor	Combine business/pleasure	Promoter	Need better signage to the Korean Memorial
Overnight visitor	Leisure & sightseeing	Detractor	more campsites more bike trails rent bicycles directions on were shopping is
Overnight visitor	Leisure & sightseeing	Detractor	no sales tax nice people here
Overnight visitor	Leisure & sightseeing	Detractor	Not too big of a city. Perfect size
Overnight visitor	Leisure & sightseeing	Promoter	Have a sign for the Fred Meyers Gas (arrow signs)
Overnight visitor	Leisure & sightseeing	Promoter	keep up the good work
Overnight visitor	Leisure & sightseeing	Promoter	the volunteers at museum were great we've already sent 3 texts telling people how much we loved it
Overnight visitor	Other	Passive	make things cheaper
Overnight visitor	Other	Passive	Park should be mowed and watered
Overnight visitor	Other	Promoter	beautiful area, clean with clean air, not polluted
Overnight visitor	Outdoor recreation	Detractor	great area
Overnight visitor	Outdoor recreation	Promoter	great job
Overnight visitor	Outdoor recreation	Promoter	make sure water drains campground park
Overnight visitor	Outdoor recreation	Promoter	take down dead trees at the campground
Overnight visitor	Special event	Detractor	I come to work at Team NW Equestrian Sports horse shows so my visits are limited in scope. However, we've been coming to WVille for the last 8-9 years. It's close to great restaurants but has only two that are good. The area is gorgeous.
Overnight visitor	Special event	Detractor	Only in Champoeg Park 12+ time per year
Overnight visitor	Special event	Passive	bad traffic
Overnight visitor	Special event	Passive	bad traffic, clean and nice and well kept
Overnight visitor	Special event	Passive	Beautiful place!
Overnight visitor	Special event	Passive	less traffic
Overnight visitor	Special event	Passive	very clean

Type	Reason for Visit	Net Promoter	Additional Comments
Overnight visitor	Special event	Promoter	bad traffic
Overnight visitor	Special event	Promoter	beautiful
Overnight visitor	Special event	Promoter	beautiful park, should sell drinks and food at tournament
Overnight visitor	Special event	Promoter	cute park
Overnight visitor	Special event	Promoter	get a bike store
Overnight visitor	Special event	Promoter	its delightful
Overnight visitor	Special event	Promoter	nice city, well maintained
Overnight visitor	Special event	Promoter	traffic
Overnight visitor	Visit friends/relatives	Detractor	I used to live here 20 years ago. Now I don't even recognize it
Overnight visitor	Visit friends/relatives	Passive	gluten free restaurants, more police patrol
Overnight visitor	Visit friends/relatives	Passive	More breweries
Overnight visitor	Visit friends/relatives	Passive	Need to keep park up better
Overnight visitor	Visit friends/relatives	Passive	price of property is too high taxes too high
Overnight visitor	Visit friends/relatives	Promoter	Don't built in the wetlands in Villebois. Love Wilsonville though!
Overnight visitor	Visit friends/relatives	Promoter	I can't wait to return
Overnight visitor	Visit friends/relatives	Promoter	I love the weather
Overnight visitor	Visit friends/relatives	Promoter	miss chilis
Overnight visitor	Visit friends/relatives	Promoter	Trader Joes would be nice
Overnight visitor	Visit friends/relatives	Promoter	Very family friendly
Part-time Resident	Visit friends/relatives	Promoter	Afterschool/summer activities/camps for working families; community pool/water park
Part-time Resident	Visit friends/relatives	Promoter	looking forward to light rail coming in
	Special event	Passive	Please stop thinking bigger is better!



## **Wilsonville Oregon Launches A New Tourism Campaign, Website and 'Pocket Trip' Visitor Guides**

**New Tourism Campaign, Collateral and Website Aims to Drive Economic  
Development to the City of Wilsonville, Oregon**

February \_\_, 2019

*FOR IMMEDIATE RELEASE*

### CONTACT

Lynnette Braillard, Principal, Vertigo Marketing agency

541-350-0594, [hello@explorewilsonville.com](mailto:hello@explorewilsonville.com)

WILSONVILLE, ORE — The City of Wilsonville, Oregon, announces a fun comprehensive tourism marketing campaign focused on bringing more visitors and business travelers to this charming suburban community. Doing business as “Explore Wilsonville,” the City seeks to promote a wide range of visitor attractions conveniently located in and near Wilsonville. Located just south of the Portland metro area, Wilsonville is situated right in the middle of Oregon’s Willamette Valley wine country, bike country, farm country and Willamette River greenway.

The new campaign includes everything from a new brand and tagline “A Pocket (of Fun)” to an extensive website, [www.ExploreWilsonville.com](http://www.ExploreWilsonville.com), and Pocket Trip visitor guide promoting a variety of themed Pocket Trips.

Twelve “Pocket Trip” categories include detailed stories with suggested itineraries featuring things to do in and around the Wilsonville area, ranging from “Plan a Family Fun Day in Wilsonville” to “Frolicking Through French Prairie” to “A Day on the Willamette River.” The 12 main pocket trips themes are:

1. Eat & Drink
2. Family Time
3. Shopper’s Delight
4. Farmlandia Fun
5. History & Heritage
6. Inside Fun
7. Outside Fun
8. Art & Music



9. A Lil' Bit of Country
10. Finer Things
11. Unique Meeting Spots
12. Build-Your-Own Pocket Trip

“We are excited to offer visitors – and our local residents – a resource for things to do, events and attractions happening in the Wilsonville area,” said Mark Ottenad, Public/Government Affairs Director and tourism committee staff for the City of Wilsonville. “Our tourism committee, composed of 12 representatives from various sectors of the hospitality and tourism community, has been working with Vertigo Marketing, LLC, on a comprehensive branding and marketing campaign, including the new website and visitor guide. The Pocket Trips brand and campaign was a clever way to promote Wilsonville as the place to stay that offers easy, convenient access to some of Oregon’s most compelling destinations: Salem, Portland and Willamette Valley wine country. We knew we had a lot to do and see around here. And now everyone else will know.”

The Explore Wilsonville marketing plan includes a thorough strategy for increasing overnight visitors to the City of Wilsonville, with an eye towards growing the non-summer ‘shoulder season.’ The marketing plan includes a mix of marketing objectives and promotions, including digital, print, public relations, photography/videography, a visitor profile study and more.

The new website can be accessed by visiting [ExploreWilsonville.com](http://ExploreWilsonville.com). Local tourism-based businesses and event producers can submit free business and event listings via the website.

The new Pocket Trip Visitor Guide can be ordered from the website at [ExploreWilsonville.com/visitor-guide-request/](http://ExploreWilsonville.com/visitor-guide-request/). For bulk guide requests, contact the Wilsonville Parks and Recreation office at 503-783-7529 or via email at [hello@explorewilsonville.com](mailto:hello@explorewilsonville.com).

## **About Explore Wilsonville**

Explore Wilsonville is the official tourism marketing division for the Parks & Recreation Department of the City of Wilsonville, Oregon. Explore Wilsonville is a non-membership economic development extension of the City funded by lodging tax collections from overnight visitors. The mission of Explore Wilsonville is to enhance the economy of the City of Wilsonville through tourism marketing that increases business revenues, meeting and event revenues, lodging tax revenues and creates jobs. To explore our pocket trip itineraries or to order the latest Pocket Trip visitor guide, go to [www.ExploreWilsonville.com](http://www.ExploreWilsonville.com) and follow the hashtag #ExploreWilsonville.

###

# PDX Visitor Information Welcome Center



Explore Wilsonville  
“Pocket Trips” brochure

# CERTIFIED FOLDER DISTRIBUTION SERVICES

<b>LOCATION</b>	<b>ANNUAL COST</b>	<b>PIECES</b>
Oregon City Welcome Center (PAID)	\$300	1,000
Portland International Airport (PAID)	\$600	5,000
Portland Corporate Program (10 sites)	\$313.20	1,000
French Prairie Rest Stop	\$300	2,500
State Welcome Centers (all 8 sites)	\$1,080	5,000
* already paid for Oregon City + PDX so only an additional \$180 to add all sites		
Portland Supercities (235 sites)	\$5,400	35,000
Salem (59 sites)	\$,359	9,000
Vancouver/SW (75 sites)	\$1,780	9,000
Tacoma/Olympia (161 sites)	\$3,580	18,500
SeaTac	\$960	5,000
Seattle/Southside (108 sites)	\$3,669	13,000
Seattle/Eastside (258 sites)	\$6,904	30,000
Seattle Supersites (3)	\$1,560	7,500

## NOTES:

Travel Portland Membership \$585/yr includes Pioneer Courthouse Square + Oregon Convention Center

Printing quote for 75,000 16x9 Brochures

Print Cost: \$4,447

Freight Cost: \$1,195

Total Cost: \$5,642

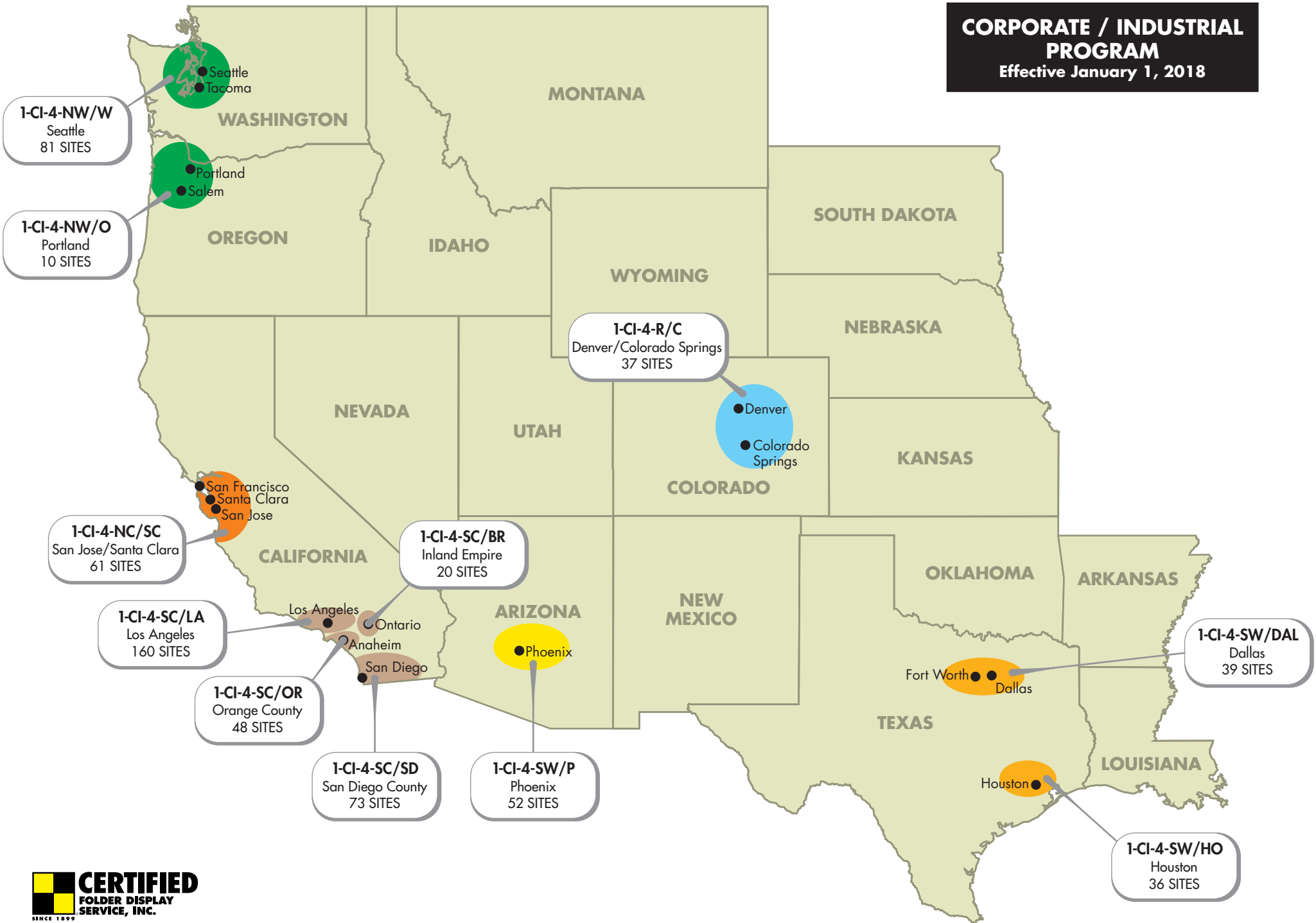
Printing quote for 75,000 12x9 Brochures:

Print Cost: \$2,792

Freight Cost: \$1,009

Total Cost: \$3,801

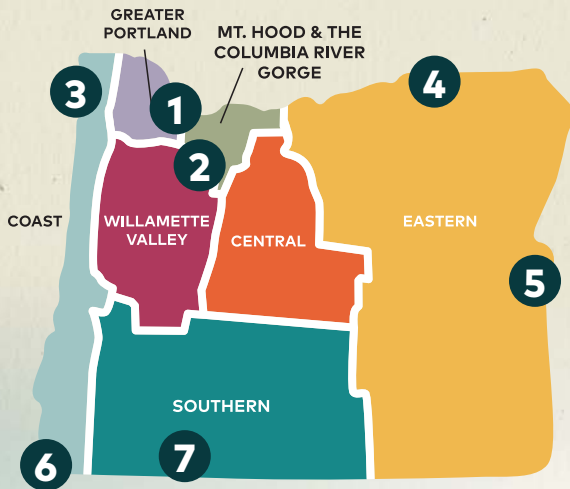
**CORPORATE / INDUSTRIAL  
PROGRAM**  
Effective January 1, 2018





Did you know that Oregon's Welcome Centers assisted approximately 200,000 visitors in 2017? Display your brochure or visitor guide at one or more of the seven OREGON WELCOME CENTERS at high-traffic gateways to the state!

- 1 Portland Intl. Airport
- 2 Oregon City
- 3 Seaside
- 4 Boardman
- 5 Ontario
- 6 Brookings
- 7 Klamath Falls



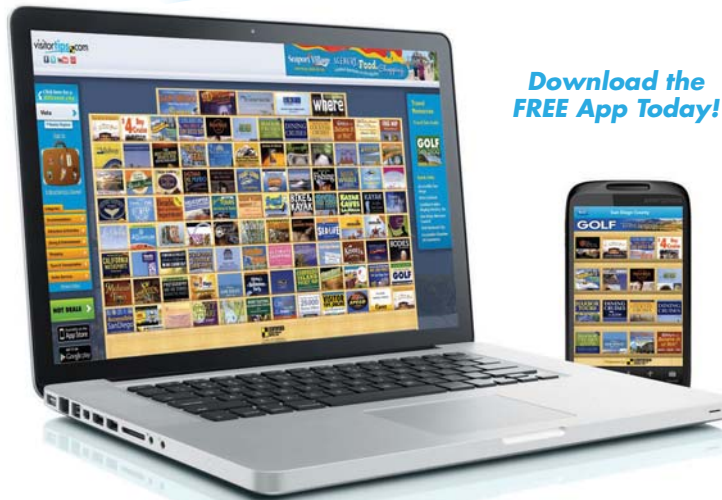
TRAVEL  OREGON

ONLINE

# TRAVEL INFO



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Participation is **FREE** for all **Oregon Welcome Center Marketing clients!**

**Free Postings Include:**

- Brochure Image • Company Description • Location Map
- Address and Contact Information
- Direct Links to Web and Social Media Sites

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visitor**tips**.com



DISTRIBUTION PROGRAMS

# OREGON WELCOME CENTERS

TRAVEL  OREGON

Portland Intl. Airport

Oregon City

Seaside

Boardman

Ontario

Brookings

Klamath Falls



OREGON DISTRICT SALES OFFICE  
12314 NE Whitaker • Portland, Oregon 97230 • 503-252-2570  
EFFECTIVE JANUARY 1, 2018

## Portland Intl. Airport

### Open Year-Round

Located on Arrivals  
Level in Baggage Claim  
**19 Million Passengers Annually**  
**81,000 Visitors Annually**

**BROCHURE** - 42-BR-11-OWC01  
4" wide x 9" tall  
**MAGAZINE** - 42-MG-11-OWC01  
8.5" wide x 11" tall



12 MONTHS	6 MONTHS
<b>\$50</b> /MONTH	<b>\$75</b> /MONTH
<b>\$100</b> /MONTH	<b>\$150</b> /MONTH

## Portland Intl. Airport

Consolidated Car Rental Facility

### Open Year-Round

Unstaffed Visitor Info Displays Located  
on Arrivals Level/Parking Garage  
**1.4 Million Renting Cars Annually**

**BROCHURE** - 42-BR-11-OWC09  
4" wide x 9" tall  
**MAGAZINE** - 42-MG-11-OWC09  
8.5" wide x 11" tall



12 MONTHS	6 MONTHS
<b>\$25</b> /MONTH	<b>\$50</b> /MONTH
<b>\$50</b> /MONTH	<b>\$75</b> /MONTH

## Oregon City

### Open Year-Round

Located at the End of the  
Oregon Trail Interpretive Center  
(1726 Washington St.)

**27,400 Visitors Annually**

**BROCHURE** - 42-BR-11-OWC02  
4" wide x 9" tall  
**MAGAZINE** - 42-MG-11-OWC02  
8.5" wide x 11" tall



12 MONTHS	6 MONTHS
<b>\$25</b> /MONTH	<b>\$35</b> /MONTH
<b>\$50</b> /MONTH	<b>\$75</b> /MONTH

## Seaside

### Open Year-Round

Located at the  
City of Seaside Visitors Bureau  
(Hwy. 101 & Broadway)

**14,200 Visitors Annually**

**BROCHURE** - 42-BR-11-OWC03  
4" wide x 9" tall  
**MAGAZINE** - 42-MG-11-OWC03  
8.5" wide x 11" tall



12 MONTHS	6 MONTHS
<b>\$25</b> /MONTH	<b>\$35</b> /MONTH
<b>\$50</b> /MONTH	<b>\$75</b> /MONTH

## Boardman

### Open Year-Round

Located at the SAGE Center on I-84

**16,200 Visitors Annually**

**BROCHURE** - 42-BR-11-OWC04  
4" wide x 9" tall  
**MAGAZINE** - 42-MG-11-OWC04  
8.5" wide x 11" tall



12 MONTHS	6 MONTHS
<b>\$25</b> /MONTH	<b>\$35</b> /MONTH
<b>\$50</b> /MONTH	<b>\$75</b> /MONTH

## Ontario

### Open May - October

Located at the Ontario Rest Area I-84

**29,100 Visitors Annually**

**BROCHURE** - 42-BR-11-OWC05  
4" wide x 9" tall  
**MAGAZINE** - 42-MG-11-OWC05  
8.5" wide x 11" tall



12 MONTHS	6 MONTHS
<b>\$25</b> /MONTH	<b>\$35</b> /MONTH
<b>\$50</b> /MONTH	<b>\$75</b> /MONTH

## Brookings

### Open Year-Round

Located at Crissey Field  
State Recreation Site Hwy. 101

**27,200 Visitors Annually**

**BROCHURE** - 42-BR-11-OWC06  
4" wide x 9" tall  
**MAGAZINE** - 42-MG-11-OWC06  
8.5" wide x 11" tall



12 MONTHS	6 MONTHS
<b>\$25</b> /MONTH	<b>\$35</b> /MONTH
<b>\$50</b> /MONTH	<b>\$75</b> /MONTH

## Klamath Falls

### Open May - October

Located at Midland  
Rest Area Hwy. 97

**11,700 Visitors Annually**

**BROCHURE** - 42-BR-11-OWC07  
4" wide x 9" tall  
**MAGAZINE** - 42-MG-11-OWC07  
8.5" wide x 11" tall



12 MONTHS	6 MONTHS
<b>\$25</b> /MONTH	<b>\$35</b> /MONTH
<b>\$50</b> /MONTH	<b>\$75</b> /MONTH

# SPECIAL SAVINGS

FOR OREGON BASED ADVERTISERS  
(12 MONTH ONLY)

**BROCHURE** - 42-BR-11-OWC

All Oregon Welcome Centers.....**\$90/MONTH**

## SPECIAL SAVINGS

**\$90 x 12 Less 8% Prepay Discount**  
**= \$993.60 / YEAR**

**MAGAZINE** - 42-MG-11-OWC

All Oregon Welcome Centers.....**\$180/MONTH**

## SPECIAL SAVINGS

**\$180 x 12 Less 8% Prepay Discount**  
**= \$1,987.20 / YEAR**

## AVAILABLE DISCOUNTS OREGON BASED ADVERTISER\*

Buy All = SEE SPECIAL SAVINGS ABOVE

Buy 4 + = 20%

Prepay = 8%

\*Limited space may be available for other advertisers. Please call for more information regarding availability and rates. Travel Oregon will make the final decision on an applicant's brochure eligibility for distribution in the Welcome Centers. Guides and brochures will be accepted dependent on space available in the selected Welcome Centers and in accordance to program guidelines.

### Program Highlights

- NEW: Ship all material for distribution at any Oregon Welcome Center to just **one** location. We'll do the rest!
- FREE online listing via VisitorTips.com See back cover for details
- Participation options of 6 and 12 months

## SHIPPING INSTRUCTIONS

Ship All Material for Distribution at any Oregon Welcome Center to:



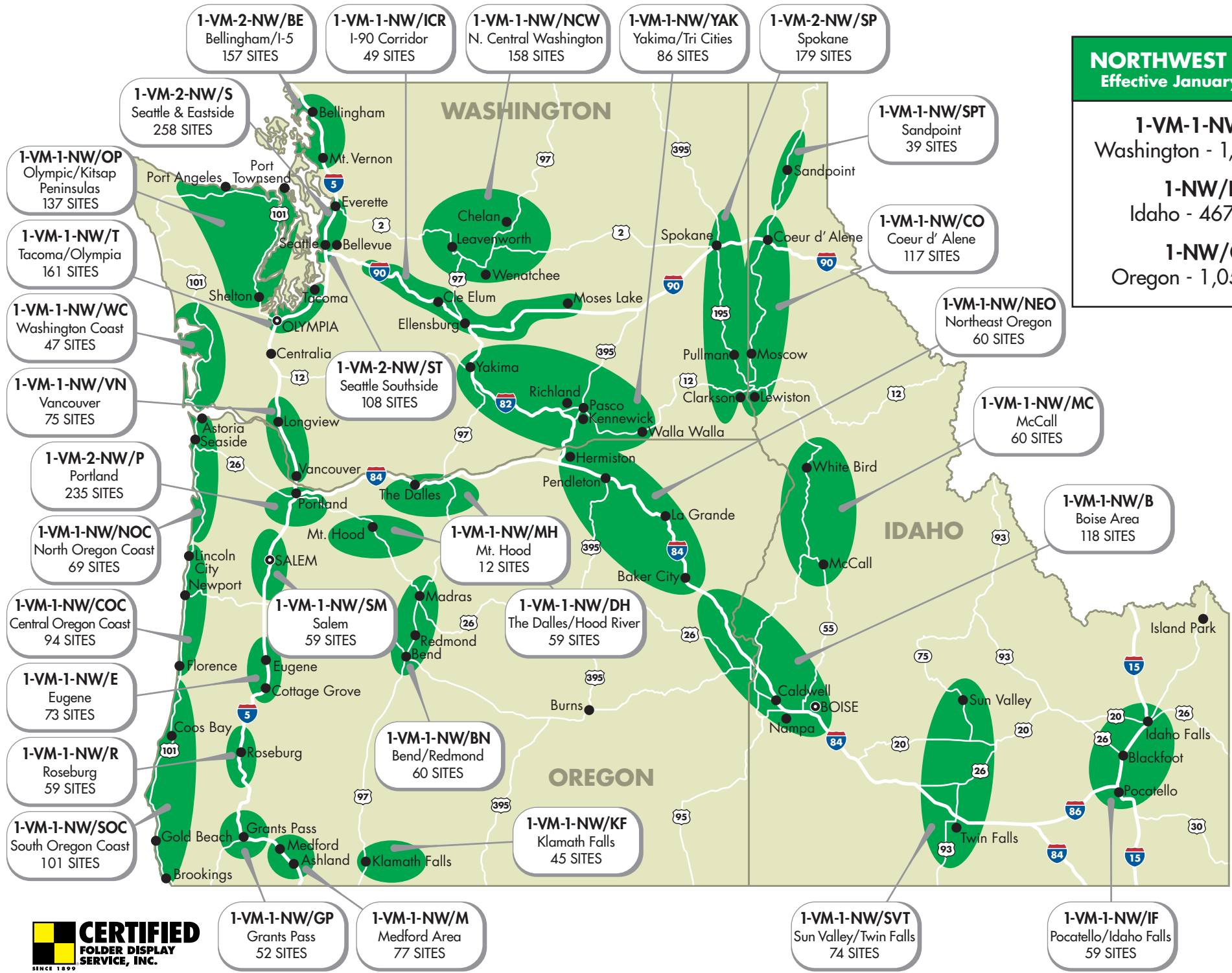
12314 NE Whitaker  
Portland, Oregon 97230 • 503-252-2570

**NORTHWEST REGION**  
Effective January 1, 2018

**1-VM-1-NW/W**  
Washington - 1,415 Sites

**1-NW/ID**  
Idaho - 467 Sites

**1-NW/O**  
Oregon - 1,055 Sites



# SEATTLE SPECIAL ADVERTISING PROGRAMS



## SEATTLE TACOMA INTERNATIONAL AIRPORT

Year-round distribution of brochures and magazines at 8 locations throughout the baggage claim level and the new consolidated car rental facility. All displays serviced 5-6 times per week to insure continuous display of material.

- Over 45 Million Passengers Annually
- 9th Busiest Airport in U.S.

<b>BROCHURE DISTRIBUTION</b>	19-BR-11-AP/S	<i>Seattle Airport Program</i>	12 Month <b>\$80</b>	6 Month <b>\$95</b>
<b>MAGAZINE DISTRIBUTION</b>	19-MG-11-AP/S	<i>Seattle Airport Program</i>	12 Month <b>\$220</b>	6 Month <b>\$250</b>

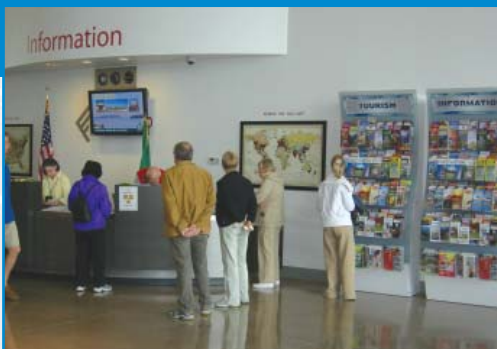


## SEATTLE CRUISE SHIP TERMINALS

Year-round distribution of brochures and magazines at Pier 66, and seasonally at Pier 91, reaching thousands of cruise ship passengers and visitors to Seattle's historic waterfront and the Odyssey Maritime Museum.

- Over 1.1 Million Annual Cruise Ship Passengers
- Staffed Visitor Information Desk
- Over 200 Cruise Ship Arrivals and Departures
- Open Year-round for Museum and Conventions

<b>BROCHURE DISTRIBUTION</b>	3-BR-11-SCT	<i>Seattle Cruise Terminals</i>	12 Month <b>\$25</b>	6 Month <b>\$35</b>
<b>MAGAZINE DISTRIBUTION</b>	3-MG-11-SCT	<i>Seattle Cruise Terminals</i>	12 Month <b>\$50</b>	6 Month <b>\$65</b>



## FUTURE OF FLIGHT AVIATION CENTER AND BOEING TOUR

One of Seattle's most-loved, premier attractions. Located just 25 miles north of Seattle, the Boeing Tour is a one-of-a-kind opportunity to view 747, 777, and 787 Dreamliners being assembled on the Everett production line before they take to the sky.

- Open Daily to Over 200,000 Visitors Annually
- Conference and Group Meeting Facilities

<b>BROCHURE DISTRIBUTION</b>	3-BR-11-FFA	<i>Boeing Tour Center</i>	12 Month <b>\$25</b>	6 Month <b>\$35</b>
<b>MAGAZINE DISTRIBUTION</b>	3-MG-11-FFA	<i>Boeing Tour Center</i>	12 Month <b>\$50</b>	6 Month <b>\$65</b>

**Limited Space – Call Today! 206-870-2470**

CertifiedFolder.com



# Reach California's Important Visitor Market



California Welcome Center Oxnard

Advertising Rates	12 months (rates per month per Welcome Center)	6 months
<b>Distribution Programs</b>		
(BR) Brochure	\$25	\$35
(MG) Magazine	\$100	\$150
<b>Digital Media Advertising</b>		
9 second featured ad	\$25	\$35
10-15 second spot	\$100 - \$175	\$125 - \$200
30 second spot	\$125 - \$200	\$150 - \$225
60 second spot	\$175 - \$250	\$200 - \$275



California Welcome Center Oxnard Staff

## What CWC visitors had to say...

**"Most wonderful travel info stop - thank you!"**

— The Hanlons, San Pedro, California (CWC Merced)

**"Good information, very nice people"**

— E. Draaier, Amsterdam, Netherlands (CWC Santa Rosa)

**"The people at this help center were fantastic!"**

— B. Whately, Toronto, Canada (CWC Merced)

**"Thanks for all the help and useful information"**

— B. Kikendall, Katy, Texas (CWC Oceanside)

**"Thank you for the super facility"**

— B. Gregory, Cave Creek, Arizona (CWC Anderson)

**"Thank you for all the information"**

— J. Ryser, Biel, Switzerland (CWC Anderson)

# ONLINE TRAVEL INFO

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Participation is **FREE** for all Visitor Marketing Program clients!

### Free Postings Include:

- Brochure Image • Company Description • Location Map
- Address and Contact Information
- Direct Links to Web and Social Media Sites

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## ADVERTISING PROGRAMS

# CALIFORNIA WELCOME CENTER

EFFECTIVE JANUARY 1, 2018

**ANDERSON**  
Shasta Cascade

**ONTARIO**  
Inland Empire

**AUBURN**  
Gold Country

**OXNARD**  
Ventura County

**BARSTOW**  
Deserts

**PISMO BEACH**  
Central Coast

**BUENA PARK**  
Orange County

**SALINAS**  
Central Coast

**EL DORADO HILLS**  
Gold Country

**SAN FRANCISCO**  
San Francisco Bay Area

**MAMMOTH LAKES**  
High Sierra

**SANTA ROSA**  
North Coast

**MERCED**  
Central Valley

**TRUCKEE**  
High Sierra

**OCEANSIDE**  
San Diego County

**YUCCA VALLEY**  
Deserts



CORPORATE OFFICE  
1120 Joshua Way | Vista, CA 92081 | 800-799-7373

certifiedfolder.com



**ANDERSON** (Shasta Cascade)  
California Welcome Center Anderson  
I-5 at Highway 273 • Anderson, CA  
**Program Codes:**  
3-BR-11-CWC02 3-MG-11-CWC02  
3-FA-10-CWC02 3-PS-10/30/60-CWC02



**MAMMOTH LAKES** (High Sierra)  
California Welcome Center Mammoth Lakes  
2510 Main Street / Highway 203  
Mammoth Lakes, CA  
**Program Codes:**  
3-BR-11-CWC18 3-MG-11-CWC18  
3-FA-10-CWC18 3-PS-10/30/60-CWC18



**PISMO BEACH** (Central Coast)  
California Welcome Center Pismo Beach  
333 Five Cities Drive • Pismo Beach, CA  
**Program Codes:**  
3-BR-11-CWC13 3-MG-11-CWC13  
3-FA-10-CWC13 3-PS-10/30/60-CWC13



**YUCCA VALLEY** (Deserts)  
California Welcome Center Yucca Valley  
56711 29 Palms Hwy.  
Yucca Valley, CA  
**Program Codes:**  
3-BR-11-CWC11 3-MG-11-CWC11  
3-FA-10-CWC11 3-PS-10/30/60-CWC11



**AUBURN** (Gold Country)  
California Welcome Center Auburn  
13411 Lincoln Way • Auburn, CA  
**Program Codes:**  
3-BR-11-CWC12 3-MG-11-CWC12  
3-FA-10-CWC12 3-PS-10/30/60-CWC12



**MERCED** (Central Valley)  
California Welcome Center Merced  
690 West 16th Street • Merced, CA  
**Program Codes:**  
3-BR-11-CWC08 3-MG-11-CWC08  
3-FA-10-CWC08 3-PS-10/30/60-CWC08



**SALINAS** (Central Coast)  
California Welcome Center Salinas  
1213 North Davis Road • Salinas, CA  
**Program Codes:**  
3-BR-11-CWC23 3-MG-11-CWC23



**BARSTOW** (Deserts)  
California Welcome Center Barstow  
I-15 at Lenwood Road • Barstow, CA  
**Program Codes:**  
3-BR-11-CWC04 3-MG-11-CWC04  
3-FA-10-CWC04 3-PS-10/30/60-CWC04



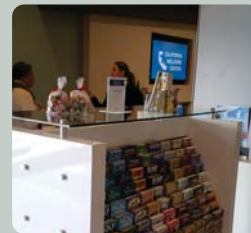
**OCEANSIDE** (San Diego County)  
California Welcome Center Oceanside  
I-5 at Coast Highway • Oceanside, CA  
**Program Codes:**  
3-BR-11-CWC09 3-MG-11-CWC09  
3-FA-10-CWC09 3-PS-10/30/60-CWC09



**SAN FRANCISCO** (San Francisco Bay Area)  
California Welcome Center San Francisco  
Fisherman's Wharf, Pier 39 • San Francisco, CA  
**Program Codes:**  
3-BR-11-CWC01 3-MG-11-CWC01 3-BL-11-CWC01  
3-FA-10-CWC01 3-PS-10/30/60-CWC01



**BUENA PARK** (Orange County)  
California Welcome Center Buena Park  
6601 Beach Boulevard • Buena Park, CA  
**Program Codes:**  
3-BR-11-CWC22 3-MG-11-CWC22  
3-FA-10-CWC22 3-PS-10/30/60-CWC22



**ONTARIO** (Inland Empire)  
California Welcome Center Ontario  
Ontario Mills Mall  
One Mills Circle, Suite 1054 • Ontario, CA  
**Program Codes:**  
3-BR-11-CWC25 3-MG-11-CWC25



**SANTA ROSA** (North Coast)  
California Welcome Center Santa Rosa  
9 Fourth Street • Santa Rosa, CA  
**Program Codes:**  
3-BR-11-CWC05 3-MG-11-CWC05  
3-FA-10-CWC05 3-PS-10/30/60-CWC05



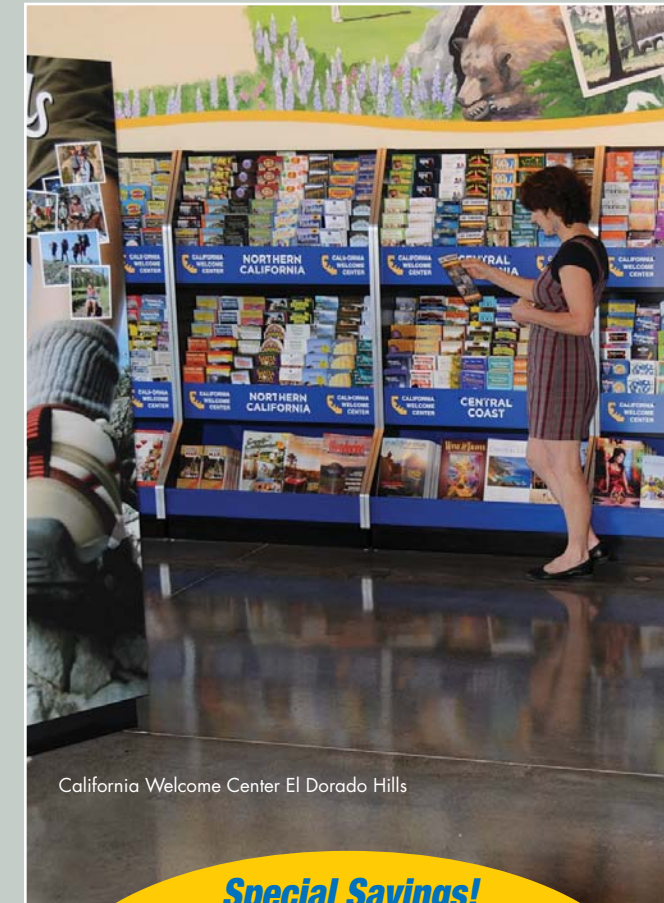
**EL DORADO HILLS** (Gold Country)  
California Welcome Center El Dorado Hills  
2085 Vine Street, Suite 105  
El Dorado Hills, CA  
**Program Codes:**  
3-BR-11-CWC19 3-MG-11-CWC19  
3-FA-10-CWC19 3-PS-10/30/60-CWC19



**OXNARD** (Ventura County)  
California Welcome Center Oxnard  
2786 Seaglass Way • Oxnard, CA  
**Program Codes:**  
3-BR-11-CWC14 3-MG-11-CWC14  
3-FA-10-CWC14 3-PS-10/30/60-CWC14



**TRUCKEE** (High Sierra)  
California Welcome Center Truckee  
10065 Donner Pass Road  
Truckee, CA  
**Program Codes:**  
3-BR-11-CWC16 3-MG-11-CWC16  
3-FA-10-CWC16 3-PS-10/30/60-CWC16



California Welcome Center El Dorado Hills

**Special Savings!**  
Buy 2 CWC locations & **save 10%**  
Buy 3 CWC locations & **save 15%**  
Buy 4 CWC locations & **save 20%**  
Buy 5 CWC locations & **save 25%**  
**Buy all CWC locations & save 35%!**

## Reach Millions of Residents and Visitors Who Ride Washington State's #1 Attraction Each Year

Since 1992, Certified Folder Display Service, Inc. has provided display advertising opportunities in terminals and onboard Washington State Ferries.

The rack displays combine digital media with brochure and magazine distribution! All displays will include 42"-46" LCD HDTV screens allowing advertisers to showcase their message and encourage prospects to pick-up a brochure or magazine!

Washington State Ferries advertising provides a tremendous opportunity for any business or organization interested in reaching the nearly 23 million residents and visitors who ride Washington State Ferries each year!



### GENERAL STATISTICS

- Over 24 million riders in 2016
- 40% of all riders are commuters
- 60% of all riders are pleasure travelers
- 70% of all riders are from Washington

### COMMUTER & VISITOR STATISTICS

- 70% of commuters are in the 25-54 age group
- 64% of pleasure travelers are in the 25-54 age group
- 50% have a household income in excess of \$40,000
- Average number of persons per household is 2.7
- 70% of all riders are from Washington

For more information, call:  
**(206) 870-2470**

**REGIONAL SALES OFFICE:**  
2407 South 200th Street, SeaTac, WA 98198



# Washington State Ferries

## 2018 ADVERTISING OPPORTUNITIES

Effective January 1, 2018 (US Rates)



Brochure and Magazine Distribution > Digital Media Advertising  
Over 24 Million Passengers Annually



# 2018 US RATES

## BROCHURE DISTRIBUTION

Distribution Area (Red type indicates Terminal locations)	Terminals Included	2016 Annual Passengers	MONTHLY FEE		
			12 Month	6 Month	3-5 Month
5-BR-11-WF/FS <b>Full System</b> (includes all runs/excludes Seattle Terminal)	5	24,204,895	\$412.50	\$533.50	\$649.00
5-BR-11-WF/NS <b>North Sound</b>	3	11,016,665	\$264.00	\$330.00	\$385.00
5-BR-11-WF/EK <b>Edmonds / Kingston</b>	1	4,114,181	\$121.00	\$148.50	\$176.00
5-BR-11-WF/MCP <b>Mukilteo / Clinton &amp; Pt. Townsend / Coupeville</b>	1	4,893,046	\$121.00	\$148.50	\$176.00
5-BR-11-WF/ASJ <b>Anacortes / San Juan Islands</b>	1	2,009,438	\$121.00	\$165.00	\$203.50
5-BR-11-WF/SS <b>South Sound</b>	2	12,229,366	\$264.00	\$352.00	\$412.50
5-BR-11-WF/SB <b>Seattle / Bremerton</b>	1	2,739,926	\$104.50	\$137.50	\$165.00
5-BR-11-WF/SW <b>Seattle / Bainbridge Island</b>	1	6,429,853	\$148.50	\$209.00	\$264.00
5-BR-11-WF/FV <b>Fauntleroy / Vashon / Southworth</b>	1	3,059,587	\$71.50	\$104.50	\$137.50
5-BR-11-WF/BCT <b>Sidney Terminal / WA bound</b>	1	146,078	n/a	\$27.50	\$38.50

## MAGAZINE DISTRIBUTION

Distribution Area (Red type indicates Terminal locations)	Terminals Included	2016 Annual Passengers	MONTHLY FEE		
			12 Month	6 Month	3-5 Month
5-MG-11-WF/FS <b>Full System</b> (includes all runs/excludes Seattle Terminal)	5	24,204,895	\$1,028.50 high \$786.50 low	\$1,270.50 high \$1,028.50 low	\$1,512.50 high \$1,270.50 low
5-MG-11-WF/NS <b>North Sound</b>	3	11,016,665	\$490.60 high \$404.80 low	\$548.90 high \$462.00 low	\$635.80 high \$520.30 low
5-MG-11-WF/EK <b>Edmonds / Kingston</b>	1	4,114,181	\$259.60 high \$202.40 low	\$289.30 high \$231.00 low	\$317.90 high \$259.60 low
5-MG-11-WF/MCP <b>Mukilteo / Clinton &amp; Pt. Townsend / Coupeville</b>	1	4,893,046	\$259.60 high \$213.40 low	\$289.30 high \$243.10 low	\$317.90 high \$289.30 low
5-MG-11-WF/ASJ <b>Anacortes / San Juan Islands</b>	1	2,009,438	\$259.60 high \$213.40 low	\$289.30 high \$243.10 low	\$317.90 high \$289.30 low
5-MG-11-WF/SS <b>South Sound</b>	2	12,229,366	\$669.90 high \$490.60 low	\$785.40 high \$606.10 low	\$982.30 high \$751.30 low
5-MG-11-WF/SB <b>Seattle / Bremerton</b>	1	2,739,926	\$202.40 high \$173.80 low	\$259.60 high \$231.00 low	\$317.90 high \$289.30 low
5-MG-11-WF/SW <b>Seattle / Bainbridge Island</b>	1	6,429,853	\$375.10 high \$288.20 low	\$462.00 high \$375.10 low	\$548.90 high \$462.00 low
5-MG-11-WF/FV <b>Fauntleroy / Vashon / Southworth</b>	1	3,059,587	\$202.40 high \$144.10 low	\$259.60 high \$231.00 low	\$317.90 high \$289.30 low
5-MG-11-WF/BCT <b>Sidney Terminal / WA bound</b>	1	146,078	n/a n/a	\$55.00 high \$44.00 low	\$71.50 high \$60.50 low

## DIGITAL MEDIA ADVERTISING

Routes	Terminals				
	Vessels	Digital Ad 15 sec.	Digital Ad 30 sec.	Digital Ad 60 sec.	Featured Ad 9 sec.
Seattle / Bremerton	2	\$100	\$175	\$300	\$25
Seattle / Bainbridge Island	2	\$200	\$350	\$500	\$25
Fauntleroy / Vashon / Southworth	3	\$100	\$175	\$300	\$25
Edmonds / Kingston	2	\$100	\$175	\$300	\$25
Mukilteo / Clinton & Pt. Townsend / Coupeville	3	\$175	\$325	\$450	\$25
Anacortes / San Juan Islands	4-5	\$150	\$250	\$425	\$25

Terminals	Routes				
	Vessels	Digital Ad 15 sec.	Digital Ad 30 sec.	Digital Ad 60 sec.	Featured Ad 9 sec.
Bremerton	1	\$100	\$175	\$300	\$25
Bainbridge	1	\$100	\$175	\$300	\$25
Edmonds	1	\$100	\$175	\$300	\$25
Clinton	1	\$100	\$175	\$300	\$25
Anacortes	1	\$100	\$175	\$300	\$25

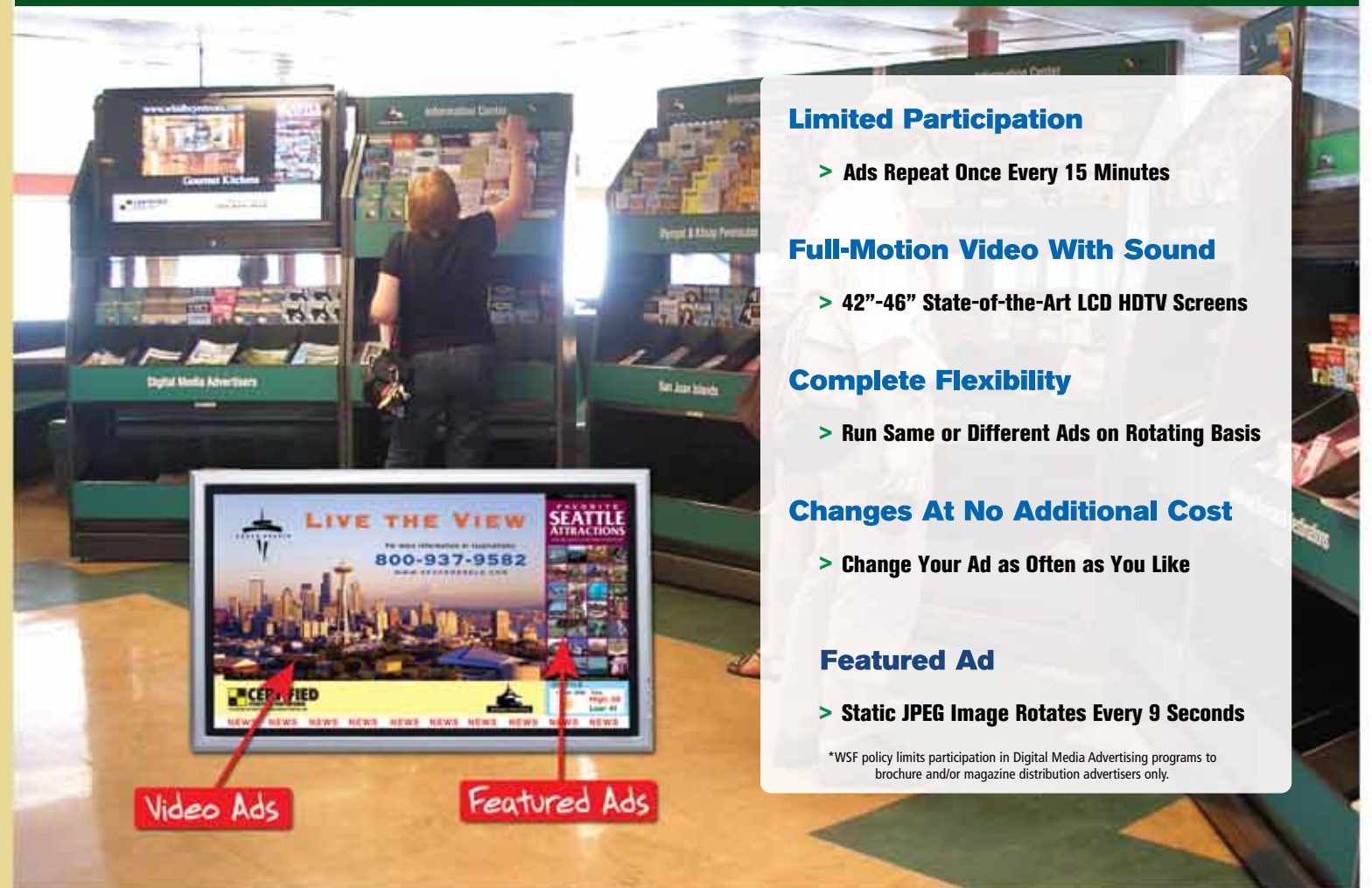
  

DISCOUNTS
> 2 Routes / Terminals.....5%
> 3 Routes / Terminals.....10%
> 4 Routes / Terminals.....15%
> 5 Routes / Terminals.....20%
> ALL Routes / Terminals.....25%

Rates for both Routes and Terminals quoted are gross per month based on 12 month buy. Less than 12 months, add \$100 per month to all routes and ad lengths.

# EXCITING NEW OPPORTUNITY!

# DIGITAL MEDIA ADVERTISING



### Limited Participation

- > Ads Repeat Once Every 15 Minutes

### Full-Motion Video With Sound

- > 42"-46" State-of-the-Art LCD HDTV Screens

### Complete Flexibility

- > Run Same or Different Ads on Rotating Basis

### Changes At No Additional Cost

- > Change Your Ad as Often as You Like

### Featured Ad

- > Static JPEG Image Rotates Every 9 Seconds

\*WSF policy limits participation in Digital Media Advertising programs to brochure and/or magazine distribution advertisers only.

## DIGITAL MEDIA AD SPECS

### Video Ads

**Acceptable Media Formats:** MPG2, MPG4 • Quicktime Move (.mov)

**Preferred Formats:** MPG4 or Quicktime Movie (.mov) – MPG2 or MPG4 files do not require any conversion. Quicktime Movie (.mov) files have to be exported to the MPG2 or MPG4 format.

**Pixel Size:** 800 (w) x 600(h) Resolution / 29.97 fps (Frames Per Second)

**Video Compression:** DIVX (preferred) or XVID

### Featured Ads

**Requirements:** 224 (w) x 552 (h) pixel resolution at 72 ppi/dpi (pixels per inch/dots per inch). Saved in RGB.

- We can accept images in .jpg, .ai, .eps, or .psd format.

Certified Design Services can handle all of your ad production needs  
Video Ads from \$250 - \$500 depending on length • Featured Ads from \$35 - \$100

**Call Certified Folder Display Service, Inc. today!**  
**(206) 870-2470**

## Reach Millions of Travellers Who Ride the BC Ferries System Each Year!

Certified Folder Display Service, Inc. offers several advertising opportunities to reach the millions of visitors and local residents who travel on BC Ferries routes each year. All programs have been designed to allow you, our advertiser, to target your market. Our program includes brochure distribution and display service through high profile display racks onboard 22 of BC Ferries ships. Select individual routes, or from specially designed packages which combine several routes at a substantial cost savings. Both 12 and 6 month distribution programs are available. Certified offers you a cost effective marketing opportunity to reach your target market!



### FAST FACTS

**GENERAL STATISTICS**  
19.7 Million riders in 2014  
84% of riders are from Vancouver Island or Metro Vancouver

**TRIP PURPOSE**  
16% are business commuters  
37% are visiting friends/family  
26% are on vacation/recreation  
11% are shopping/other

**RESIDENCE**  
34% from Vancouver Island  
41% from Metro Vancouver  
11% from other BC and Canada  
7% from USA • 7% - other

**OCCUPATION**  
White Collar - 47%  
Blue Collar - 8%

**HOUSEHOLD INCOME**  
\$39,999 or less - 16%  
\$40,000 to \$59,999 - 16%  
\$60,000 to \$99,999 - 27%  
\$100,000 or more - 27%

**AGE**  
18 to 34 years - 16%  
35 to 54 years - 31%  
55 plus - 49%

**EMPLOYMENT STATUS**  
Full-time work - 57%  
Retired - 35%

**PARTY SIZE**  
1 - 44%  
2-3 - 42%  
Adult with Child - 12%

**GENDER**  
Male - 44%  
Female - 56%

Advertising on the BC Ferries' System allows you to target your best prospects while they are headed your way and have the time to spend with your advertising message.

Call Certified Folder Display Service, Inc. today!

When in US call: Toll Free 800-799-7373

certifiedfolder.com

# BC Ferries

## 2018 ADVERTISING OPPORTUNITIES



## FREQUENT SAILS... INCREASE SALES

- Brochure Distribution
- Magazine Distribution
- Digital Media Advertising

Effective January 1, 2018

**CERTIFIED**  
FOLDER DISPLAY  
SERVICE, INC.  
SINCE 1899

certifiedfolder.com

## 2018 US RATES

### ONBOARD DISTRIBUTION

Route	Destination	BROCHURE		MAGAZINE		2016 Passenger Count
		12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)	12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)	
1	Victoria to Vancouver (Swartz Bay to Tsawwassen)	\$63.88	\$84.74	\$255.04	\$338.71	6,065,602
2	Nanaimo to Vancouver (Departure Bay to Horseshoe Bay)	\$50.24	\$66.58	\$200.49	\$265.81	3,381,076
3	Sunshine Coast to Vancouver (Langdale to Horseshoe Bay)	\$30.62	\$40.79	\$122.26	\$162.12	2,636,308
4	Victoria to Salt Spring Island	\$20.58	\$27.37	\$82.06	\$108.69	651,111
5/5a	Victoria to Gulf Islands (Swartz Bay to Pender, Saturna, Mayne & Galiano Island)	\$25.12	\$33.42	\$100.25	\$132.90	484,266
7	Earls Cove to Saltery Bay	\$22.97	\$30.53	\$91.15	\$121.06	343,217
8	Bowen Island to Horseshoe Bay	\$16.27	\$22.37	\$63.88	\$84.74	1,165,891
9/9a	Vancouver to Gulf Islands (Tsawwassen to Galiano, Mayne, Pender & Salt Spring Island)	\$32.06	\$42.37	\$127.76	\$169.22	472,655
10	Northern Inside Passage (Port Hardy/Prince Rupert)	\$34.21	\$45.27	\$136.61	\$181.33	42,555
10s	Discovery Coast Connector	\$24.88	\$27.37	\$98.81	\$108.69	n/a
11	Prince Rupert to Skidegate	(seasonal-n/a)	\$21.32	(seasonal-n/a)	\$84.74	43,749
17	Vancouver Island to Sunshine Coast (Comox/Powell River)	\$20.58	\$27.37	\$82.06	\$108.69	361,397
30	Nanaimo to Tsawwassen (Duke Point to Tsawwassen)	\$48.09	\$63.69	\$191.16	\$253.44	1,587,196

### SAVE MONEY - CHECK THESE PACKAGES!

Package	Destination	BROCHURE		MAGAZINE		2016 Passenger Count
		12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)	12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)	
A	Best Value Package Routes 1-2-3-9-10-17-30	\$248.58	\$329.23	\$879.72	\$1,060.12	14,546,789
B	Best Value Package Routes 1-2-3-9-30	\$180.87	\$240.02	\$723.01	\$871.35	14,142,837
C	Mainland Connector Routes 1-2-10-17-30	\$207.91	\$275.54	\$735.45	\$886.42	11,437,826
D	Major Routes Package Routes 1-2-30	\$143.55	\$190.28	\$573.72	\$691.43	11,033,874
E	Main Routes Package Routes 1-2	\$107.18	\$142.11	\$428.02	\$515.82	9,446,678
F	Mid-Island Special Routes 2-30	\$91.15	\$121.06	\$364.38	\$439.26	4,968,272
G	Gulf Island Package Routes 4-5/5a-9	\$59.33	\$78.95	\$236.86	\$285.43	1,608,032
H	Sunshine Coast Package Routes 3-7-17	\$62.21	\$82.37	\$247.86	\$298.58	3,340,922
I	Northern Package Routes 10-11	\$45.70	\$60.79	\$182.07	\$219.63	86,304
X	All Inclusive Routes 1-2-30-3-4-5/5a-7-8-9-10-10s-11-17	\$273.08	\$362.13	\$1,092.89	\$1,316.83	17,235,023

### TERMINAL DISTRIBUTION

Route	Destination	BROCHURE		MAGAZINE	
		12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)	12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)
1	Tsawwassen	\$27.51	\$36.58	\$109.10	\$131.35
1	Swartz Bay	\$27.51	\$36.58	\$109.10	\$131.35
2	Horseshoe Bay	\$18.42	\$24.48	\$80.87	\$97.61
2	Departure Bay	\$18.42	\$24.48	\$80.87	\$97.61
30	Duke Point	\$18.42	\$24.48	\$80.87	\$97.61

### DIGITAL MEDIA ADVERTISING

Route	Destination	Screens	DIGITAL AD			FEATURED AD
			15 second	30 second	60 second	
1	Victoria to Vancouver	3-4	\$239.25	\$334.95	\$430.65	\$28.71
2	Nanaimo to Vancouver	2-3	\$143.55	\$215.33	\$287.10	\$28.71
3	Sunshine Coast to Vancouver	1-2	\$119.63	\$191.40	\$263.18	\$28.71
30	Nanaimo to Tsawwassen	1-2	\$95.70	\$143.55	\$191.40	\$28.71

**BUY MULTIPLE DIGITAL MEDIA ROUTES & SAVE - 2 Routes > Save 10% • 3 Routes > Save 15% • 4 Routes > Save 20%**

Rates are quoted in US funds, and are subject to change without notice. GST is applicable to the above rates. Rates effective 1/1/18.

EXCITING NEW OPPORTUNITY! On Selected Routes

## DIGITAL MEDIA ADVERTISING

### Limited Participation

> Ads Repeat, at Least Once Every 15 Minutes

### Full-Motion Video With Sound

> 37" State-of-the-Art LCD HDTV Screens

### Complete Flexibility

> Run Same or Different Ads on Rotating Basis

### Changes At No Additional Cost

> Change Your Ad as Often as You Like

### Featured Ad

> Static JPEG Image Rotates Every 9 Seconds



### DIGITAL MEDIA AD SPECS

#### Video Ads

**Acceptable Media Formats:** MPG2, MPG4 • Quicktime Move (.mov)

**Preferred Formats:** MPG4 or Quicktime Movie (.mov) – MPG2 or MPG4 files do not require any conversion. Quicktime Movie (.mov) files have to be exported to the MPG2 or MPG4 format.

**Pixel Size:** 800 (w) x 600(h) Resolution / 29.97 fps (Frames Per Second)

**Video Compression:** DIVX (preferred) or XVID

#### Featured Ads

**Requirements:** 224 (w) x 552 (h) pixel resolution at 72 ppi/dpi (pixels per inch/dots per inch). Saved in RGB.

• We can accept images in .jpg, .ai, .eps, or .psd format.

Certified Design Services can handle all of your ad production needs

Video Ads from \$250 - \$500 depending on length • Featured Ads from \$35 - \$100

**Call Certified Folder Display Service, Inc. today!**

When in US call: Toll Free **800-799-7373**