

**RESOLUTION NO. 3047**

**A RESOLUTION OF THE CITY OF WILSONVILLE ADOPTING THE FY 2023/24 FIVE-YEAR ACTION PLAN AND ANNUAL ONE-YEAR IMPLEMENTATION PLAN FOR THE WILSONVILLE TOURISM DEVELOPMENT STRATEGY.**

WHEREAS, the City Council adopted on May 5, 2014, Resolution No. 2468 approving the *Wilsonville Tourism Development Strategy* (“Strategy”), which set forth a blueprint for implementing a tourism strategy for the greater Wilsonville community, including forming a Destination Marketing Organization (DMO) or committee to develop and promote tourism; and

WHEREAS, the City Council adopted on June 15, 2015, Resolution No. 2541 to establish the Tourism Promotion Committee that, among other duties, is to oversee the implementation of the Strategy and develop an annual business plan; and

WHEREAS, the City Council adopted on April 4, 2016, the first annual *FY 2016/17 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* (“Plan”), a business plan for the tourism promotion program; and

WHEREAS, the City Council adopted on June 19, 2017, the second annual rolling *FY 2017/18 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* (“Plan”), a business plan for the tourism promotion program; and

WHEREAS, the City Council adopted on Feb. 22, 2018, Resolution No. 2669, which approved the *FY 2017/18 & 18/19 Tourism Promotion Marketing Plan* composed of the “FY 2017/18 & 18/19 Marketing Playbook” Plan, dated February 2018, and supporting “Scope of Work 2018/2019 Advertising & Marketing Services,” dated January 19, 2018, to implement the *Wilsonville Tourism Development Strategy*; and;

WHEREAS, the City Council adopted on July 16, 2018, Resolution No. 2699 the third annual rolling *FY 2018/19 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* (“Plan”), a business plan for the tourism promotion program; and

WHEREAS, the City Council adopted on July 15, 2019, Resolution No. 2758 the fourth annual rolling *FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* (“Plan”), a business plan for the tourism promotion program; and

WHEREAS, The City Council adopted on June 15, 2020, Resolution No. 2825 fifth annual rolling *FY 2020/21 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy*, a business plan for the tourism promotion program; and

WHEREAS, The City Council adopted on May 17, 2021, Resolution No. 2898 sixth annual rolling *FY 2021/22 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy*, a business plan for the tourism promotion program; and

WHEREAS, The City Council adopted on May 16, 2022, Resolution No. 2964 seventh annual rolling *FY 2022/23 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy*, a business plan for the tourism promotion program; and

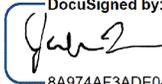
WHEREAS, the Tourism Promotion Committee has fulfilled during FY 2022/23 all of the requirements set forth in the founding charter of the Tourism Promotion Committee as described in Resolution No. 2964; and

WHEREAS, the Tourism Promotion Committee worked to produce and voted unanimously on April 5, 2023, to recommend to the City Council adoption of the updated, eighth annual rolling *FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy*, a business plan for the tourism promotion program;

NOW, THEREFORE, THE CITY OF WILSONVILLE RESOLVES AS FOLLOWS:

1. The City Council adopts *FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy*, attached hereto as Exhibit 1.
2. This resolution becomes effective upon adoption.

ADOPTED by the Wilsonville City Council at a regular meeting thereof this 15<sup>th</sup> day of May, 2023, and filed with the Wilsonville City Recorder this date.

DocuSigned by:  
  
8A974AF3ADE042E...  
Julie Fitzgerald, Mayor

ATTEST:

DocuSigned by:  
  
E781DE10276B498...  
Kimberly Veliz, City Recorder

SUMMARY OF VOTES:

Mayor Fitzgerald	Yes
Council President Akervall	Yes
Councilor Linville	Excused
Councilor Berry	Yes
Councilor Dunwell	Yes

EXHIBIT:

1. FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy, April 5, 2023, with attachment



**FY 2023/24 Five-Year Action Plan and  
Annual One-Year Implementation Plan for  
the Wilsonville Tourism Development Strategy**

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**Tourism Promotion Committee**

**April 5, 2023**

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**Attachment:**

- 1. Explore Wilsonville 2022 Annual Report by JayRay**



## A. Introduction

The Wilsonville Tourism Promotion Committee met on April 5, 2023, and recommended for adoption to the City Council the eighth rolling Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”) for FY 2023/24. Each year, the committee updates the plan to account for work accomplished during the prior year and to plan for the following year-plus time period.

Members of the committee have worked diligently to advance the objectives of the City Council as outlined in the past year’s FY 2022/23 Five-Year Action Plan and Annual One-Year Implementation Plan as provided for under the authority of Resolution No. 2541 (2015), which created the City’s Tourism Promotion Program; and the *Wilsonville Tourism Development Strategy* adopted by Council in May 2014.

## B. Tourism Promotion Committee Members

Supported by the City Manager’s Office, the Wilsonville Tourism Promotion Committee is composed of 12 members total, with seven voting positions and five ex-officio advisory positions, as established by Resolution No. 2541, sorted descending alphabetically by last name.

### The seven (7) voting members of the committee include:

1. **Lin Anderson:** Owner of Vanguard Brewing. Appointed in May 2022 to fill Brian Everest’s unexpired term in Position No. 6 ending 6/30/24 following his resignation.
2. **Jennifer Gage:** General Manager of Abella Italian Kitchen; appointed to Position No. 5 in July 2021 to full three-year term ending 6/30/24.
3. **Al Levit:** Retired resident, former bike club coordinator and former City of Wilsonville Planning Commissioner; reappointed to Position No. 4 in on July 1, 2020 to full three-year term ending 6/30/23. Al is now termed out, having served the maximum of three consecutive three-year terms.
4. **Elaine Owen:** Owner of Lady Hill Winery was appointed to Position No. 3 in July 2021 to a partial term ending 6/30/23. Elaine is eligible for reappointment to a regular three-year term, July 1, 2023 – June 30, 2026.
5. **Beth Price, Vice Chair:** Director of Sales and Marketing for Holiday Inn Hotel & Convention Center Portland South/Wilsonville; reappointed mid-term in July 2021 to Position No. 7 with term ending 6/30/2024. Beth Price resigned in December 2022 due to a change in employer; the position is still vacant.
6. **Brandon Roben, Chair:** CEO of Oaks Amusement Park, Portland; reappointed mid-term in July 2019 to Position No. 2 with term ending 6/30/22.
7. **Rohit Sharma:** Owner, RR Hotels Portland, LLC; appointed mid-term in March 2020 to Position No.1 with term ending 6/30/22.

### The committee includes five (5) non-voting, ex-officio advisory members composed of:

1. **Clackamas County Tourism and Cultural Affairs, dba Oregon’s Mt Hood Territory:** Samara Phelps, Executive Director, or designee Jim Austin, Development & Community Relations Lead.

2. **Washington County Visitors Association (WCVA):** Dave Parulo, President/CEO, or designee Sylke Neal-Finnegan, Vice President of Marketing & Communications.
3. **Wilsonville Area Chamber of Commerce:** Kevin Ferrasci O'Malley, CEO.
4. **City of Wilsonville Parks and Recreation Department:** Kris Ammerman, Director, or designee Brian Stevenson, Recreation Manager.
5. **City of Wilsonville City Council:** City Councilor Caroline Berry was appointed January 2023, replacing prior City Council liaison Charlotte Lehan, who serves as the City Council liaison to the committee since 2014.

### C. Committee Meetings

The committee met on four occasions in FY 2022/23, meeting the minimum required four meetings per fiscal year pursuant to Resolution No. 2541. Meeting of the committee were held on September 14 and November 9, 2022, and January 25 and April 5, 2023.

### D. Advancing Tourism Development Priorities

The committee continued to work on the Top-16 priorities, as determined by the committee during the first year of work during FY15/16, of 50 total potential 'actions for success' outlined in the *Tourism Development Strategy* adopted by Council in May 2014.

#### **Tourism Development Strategy: Top Priorities and "Themed Issues" for Additional Work**

Strategy No.	Strategy Title / Description
1.1	Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville, now Explore Wilsonville. <i>[Create the organizational framework]</i>
1.3	Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT).
1.7	Initiate ongoing partnership and relationship-building programs.
2.1	Develop a destination branding strategy for Wilsonville.
5.4	Develop database and email marketing programs.
5.5	Optimize the online use of video.
5.6	Optimize linking strategies.
5.11	Develop and maintain a library of high-quality images and videos.
5.12	Optimize the use of website and social media analytics.
5.13	Develop an active content management and co-op marketing program.
5.14	Increase public awareness of the benefits of tourism.
5.16	Conduct ongoing visitor-satisfaction research.

## **E. Past Year's Accomplishments, FY 2021/22**

The Tourism Promotion Committee has had a successful year, advancing key objectives as set-out in the prior fiscal year's plan, the FY 2022/22 Five-Year Action Plan and Annual One-Year Implementation Plan adopted by the City Council through Resolution No. 2964 on May 16, 2022.

Following is an accounting of accomplishments achieved towards meeting FY 22/23 objectives.

- **Recruit to fill all voting positions for the Tourism Promotion Committee.**

In May 2022, Mayor Fitzgerald appointed with Council consent Lin Anderson to Position No. 6. In July 2022, Mayor Fitzgerald reappointed with Council consent Rohit Sharma to Position No. 1 and Brandon Roben to Position No. 2.

- **Elect chair/vice-chair leadership positions.**

Brandon Roben, was elected Chair and Beth Price, was elected Vice Chair a during the first meeting of the new fiscal year in September 2022. Following Beth Price's resignation from the committee, Rohit Sharma was elected to serve as Vice Chair at the January 2023 meeting.

- **Committee transferred the tourism grant program.**

Due to the creation of the new Arts, Culture and Heritage Committee (ACHC), the grant program will be transferred to the ACHC per Resolution No. 2941 (2021). The Tourism Promotion Committee revised to their bylaws to reflect this modification of committee duties and did not oversee the tourism grant program in 2023.

- **Tourism Promotion and Destination Marketing Consultant contractor advances components of the Tourism Promotion Marketing Plan.**

JayRay, the City's Tourism Promotion and Destination Marketing Consultant, provided social media posts three times weekly to encourage people to stay in "the heart of it all" The posts have promoted the updated itineraries, Parks and Recreation programming, local businesses and area attractions. The intent is to continue to engage and grow social media followers. The social media posts encourage potential travelers to plan their stay in Wilsonville. Additionally, JayRay collaborated with three Pacific Northwest Influencers to visit Wilsonville, follow a specific itinerary and share their experience on their social media and blog posts.

- **Geolocation Data.**

The Tourism Promotion and Destination Marketing Consultant has continued to work with geolocation sub-consultant Datafy to focus on key areas including liquid tourism and shopping since these activities seem to be popular among overnight visitors. The data has been used to target marketing efforts. The data will continue to be evaluated and used to continue to improve our marketing efforts in FY 23/24.

- **The committee monitors implementation of the Tourism Promotion Marketing Plan, including features and operation of the tourism website.**

Staff worked with the Tourism Promotion and Destination Marketing Consultants to continue to enhance ExploreWilsonville.com. Specifically, the event calendar was regularly updated and maintained as needed, graphic images were modified quarterly, itineraries and promotional packages were added as well. Seasonal blog posts and itineraries were also added to the website.

- **Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection.**

The itineraries continue to be promoted on the ExploreWilsonville.com website. JayRay has created new seasonal itineraries to help visitors plan their visit in advance. JayRay has continued to focus on increasing the social media posts and growing the number of social media followers. Reels were used as a way to increase social media engagement.

Three Influencers visited Wilsonville in FY 22/23 and an increase in website traffic was directly linked to the visits. The Influencers were selected based on the number of followers, content they post on social media, ability to connect with our target audience. JayRay developed itineraries that would introduce the Influencer's followers to Wilsonville and the benefits of making it their travel location for family fun, outdoor adventures and foodies alike.

- **Visual Identity Update**

The Tourism Promotion and Destination Marketing Consultant gathered input to determine how Wilsonville was viewed as a tourism destination. Based on the data, four draft visual identities were developed and shared with staff. Staff narrowed the visual identity options to two before the Tourism Promotion Committee selected the preferred visual identity in January 2023. After the visual identity was selected, the Tourism Promotion and Destination Marketing Consultant developed branding guidelines, updated our brochures, updated the website and developed a new map.

- **Continue tourism promotional programs are implemented with key partners.**

The Tourism Promotion and Destination Marketing Consultant is working with regional/state tourism partners for marketing promotion efforts, including Travel Oregon, Travel Portland, Travel Oregon, Willamette Valley Visitors Association, Clackamas County Tourism and Cultural Affairs (dba Oregon's Mt. Hood Territory) and Washington County Visitors Association. These joint efforts include purchase of print and online advertising and sharing of travel research.

The Tourism Promotion and Destination Marketing Consultant continued the advertisement at the Interstate 5 French Prairie northbound rest area, and researched additional brochure-placement programs

- **Committee develops and recommends to City Council for adoption the update to the FY 23/24 Five-Year Action Plan and Annual One-Year Implementation Plan.**

The committee developed and recommended on April 5, 2023, to City Council adoption of the FY23/24 update to the tourism business plan formally named the FY22/23 Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the "1/5-Year Action/Implementation Plan").

## F. Five-Year Action Plan for Tourism Development: FY2023/24 – FY2027/28

The longer-range five-year plan recommended by the committee focuses on developing the organizational infrastructure, advancing the marketing/promotion program for Explore Wilsonville tourism-development efforts, and researching larger study-efforts to advance tourism.

This eighth, rolling annual one-year implementation action plan follows directly from the committee’s review of the most-pressing, “Top Priorities.” While the committee recognizes that adjustments are to be made to the longer-range plan via annual ‘course corrections’—especially given the COVID-19 pandemic—the five-year plan is outlined below in fiscal years, July 1 of one year to June 30 of the following year.

<b>Year 1</b> <b>FY 2023/24</b>	<ul style="list-style-type: none"> <li>● <b>Conduct Tourism Promotion Committee Business</b></li> <li>● <b>Leadership, Meetings:</b> Continue recruitment efforts to fill all voting positions for the Tourism Promotion Committee. Elect committee chair/vice-chair leadership positions.</li> <li>● <b>Business and Marketing Plans:</b> Tourism Promotion and Destination Marketing Consultant contractor advances components of the Tourism Promotion and Destination Marketing Plan that the committee monitors implementation. The Committee develops and recommends to City Council for adoption the update this business plan as the new FY23/24 Five-Year Action Plan and Annual One-Year Implementation Plan.</li> <li>● <b>Implement the FY23/24 Tourism Promotion Program:</b> Committee will implement the new visual identity and continue to enhance marketing efforts based on visitor data.</li> <li>● <b>Advance New Study Effort for City to Update the Tourism Development Strategy</b> originally adopted in May 2014 based on 2013 data research. <ul style="list-style-type: none"> <li>○ Substantial changes in the tourism and hospitality industry over the past decade due to Covid-19 and a 10-year-old plan provide impetus to reevaluate tourism promotional strategy.</li> </ul> </li> </ul>
<b>Year 2</b> <b>FY 2024/25</b>	<ul style="list-style-type: none"> <li>● Continue updating the Tourism Development Strategy</li> <li>● Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.</li> <li>● New tourism promotional programs are implemented with key partners</li> </ul>
<b>Year 3</b> <b>FY 2025/26</b>	<ul style="list-style-type: none"> <li>● Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.</li> <li>● Commence the destination marketing strategy plan (item G.3.3)</li> <li>● Feasibility study for a year-round, multi-purpose facility (item G 3.2)</li> </ul>

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**Year 4  
2026/27**

- Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
- New tourism promotional programs are implemented with key partners.
- Committee recommends to Council to advance formation of nonprofit DMO.

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**Year 5  
2027/28**

- Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
  - Committee obtains legal assistance; reviews federal and state requirements for forming 501(c)(6) nonprofit DMO called “Explore Wilsonville”; creates bylaws.
-

## G. Annual One-Year Implementation Plan: FY23/24, July 2023 – June 2024

The eighth, rolling one-year implementation plan seeks to advance the top priorities of the larger five-year action plan. Next fiscal year's work plan is segmented into three main sections:

- 1. Conduct Tourism Promotion Committee Business:** The committee executes all Council-mandated activities, including:
  - **Leadership:** Elect a chair and vice chair at the first meeting of the new fiscal year.
  - **Meetings:** Hold at least four meetings with quorum attendance during the fiscal year.
  - **Business and Marketing Plans:** Work with staff and consultant to draft for City Council adoption an updated version of the Five-Year Action Plan and Annual One-Year Implementation Plan and the Tourism Promotion and Destination Marketing Plan for FY23/24. The full, complete FY23/24 marketing plan is to be developed by JayRay, the Tourism Promotion and Destination Marketing Consultant,
- 2. Implement the FY23/24 Tourism Promotion Program:** The committee works with staff of the City Manager's Office and Tourism Promotion and Destination Marketing Consultant to advance both the larger FY23/24 Five-Year Action Plan and Annual One-Year Implementation Plan and the more specific FY23/24 Tourism Promotion and Destination Marketing Plan.

Specific components of the FY23/24 Tourism Promotion Program that staff members of JayRay, the City's Tourism Promotion and Destination Marketing Consultant, include:

- **Target Marketing Refinement:** Refining as needed the marketing promotional elements and online/Internet website products and processes. Create a new marketing content strategy and encourage signups on social media. Package offerings and promotions will continue, when feasible, to increase social followers and hotel bookings. Geolocation data will continue to be used to develop more specific, targeted marketing to potential visitors. Influencers will also continue to be used to show the excellent activities in and around Wilsonville while highlighting why the visitors should stay in Wilsonville as their basecamp.
- **Focused One – Two Day Trips:** Focusing sets of themed itineraries, with clear information about their proximity to Wilsonville and map routes. Itineraries are to achieve stronger brand positioning and a focus on being in "the heart of it all." Influencers will also continue to be used to show the excellent activities in and around Wilsonville while highlighting why the visitors should stay in Wilsonville as their basecamp.
- **Performance Metrics:** Continue to track valuation criteria to gauge effectiveness of tourism marketing efforts.
- **Public Awareness:** Cultivating increased local residents' knowledge and interest in learning more about local attractions and the value of tourism to the economy and community-development efforts. Promote Wilsonville's brand position as "in the heart of it all" with locals and build brand ambassadors. The new visual identity, developed in Spring 2022, will be used to build awareness of the program as well.

**3. Commence Update of the ‘Explore Wilsonville’ Tourism Development Strategy:**

The Tourism Development Strategy that guides the work of the Tourism Promotion Committee is now 10 years old, having been researched and developed during 2013 and adopted by City Council in May 2014. Considerable changes in both the tourism market over time and vast improvement in the City’s destination-marketing efforts require that the City update the Strategy.

The City proposes to split the cost of the updating the Strategy over two fiscal years at \$50,000 per year, for a total budget amount of \$100,000. Staff will work with the Tourism Promotion Committee to develop a Request for Proposals (RFP) and advertise the RFP during the first half of 2023-24 fiscal year (July – December 2023).

Then, during the second half of FY 2023-24 (January – June 2023) the Committee conducts interviews and recommends selection of a vendor for the RFP. The City arranges the contract with selected vendor, which commences work.

The Tourism Development Strategy work continues into the following fiscal year, FY 2024-25, with a final product approved for recommendation by the Committee to the City Council for adoption.

- **The proposed Tourism Promotion budget for FY23/24:**

Tourism Promotion and Destination Marketing Contract .....\$ 200,000

Expenses are estimated based on the following itemization

- Marketing: \$96,000
  - Geolocation data and marketing campaigns
  - Poster display at French Prairie Rest Area
  - Travel Oregon advertising
  - OMHT and other co-ops
  - Leisure travel digital ads (publications TBD)
  - Brochure printing and distribution with Certified Folders
  - Special project (tear-off maps, photo shoot, window clings/giveaways)
- Public Relations: \$32,000
  - Editorial calendar
  - Media pitching and follow up (quarterly)
  - Cision® media database subscription
  - Influencer marketing (host two per year)
  - Media hosting allowance (host 3-5 writers per year)
  - Attend PRSA Travel & Words or International Media Marketplace
- Management: \$26,000
  - Manage program
  - STR® subscription
  - Memberships (Travel Oregon, Oregon Destination Association, Travel Portland)
  - Monthly dashboard of KPIs
  - Quarterly reports (fiscal year)
  - Annual report (calendar year)
  - Tourism Promotion Committee meetings (quarterly, virtual)
  - Conference attendance at ODA or Oregon Governor’s Conference on Tourism

- Social Media: \$26,000
  - Manage Facebook, Instagram and Pinterest
  - Write copy and curate content for 3-5 posts per week
  - Community engagement
  - Boosted posts
  - Instagram reels (quarterly) to promote blog
- Website: \$20,000
  - Manage and host website
  - Plug-in/software subscriptions
  - Refresh content, events, hero images
  - Develop campaign landing pages for marketing campaigns
  - Quarterly blog
- Tourism Development Strategy Update (Year 1 of 2).....\$ 50,000

TOTAL Tourism Promotion Budget FY2023-24 .....\$ 250,000

The committee continues to see an increase in transient lodging tax collections, as well as tourism-related and hospitality businesses in 2023. There has been a noticeable rebound in both business and leisure travel as we move increasingly to a post-pandemic world.

The FY 23/24 budget includes funds to continue increased social media, influencer campaigns among other marketing efforts and a continued investment in geolocation data to target advertising.

## **H. Components of FY23/24 Annual One-Year Implementation Plan of the Tourism Promotion Program in Relation to the 2014 Tourism Development Strategy**

Following are more details on the top priorities summarized above for FY23/23 Tourism Promotion Program in relation to the *2014 Tourism Development Strategy's* Top Priorities and “Themed Issues” for Additional Work listed on page 3.

### **1. Tourism Promotion Committee Business**

**1.1 Staffing/Contractor Resource:** In order to advance components of the Explore Wilsonville tourism development strategy and the Plan, the committee continues advancing work with staff of the City Manager’s Office to collaborate with the Tourism Promotion and Destination Marketing Consultant contractor to advance the tourism promotion program. The committee may seek to discuss how a City-staffed program could evolve into an independent Destination Marketing Organization.

*Authority for recommendation: Wilsonville Tourism Development Strategy, May 2014, Action Item 1.1: Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville, now known as Explore Wilsonville. [Create the organizational framework]*

**1.2 Budget Allocation:** The City reduced the funding for tourism promotion considerably during to the Covid- 19 pandemic. The City was able to increase the budget during FY 22/23. The budget was \$22500,000 for FY 22/23 for the Tourism Promotion Marketing Plan, the Community Tourism Grant Program and the Visual Identity update. The budget is increased to

\$250,000 for FY23-24 to accommodate a mayor project – updating of the Tourism Development Strategy.

*Authority for recommendation: Wilsonville Tourism Development Strategy, May 2014, Action Item 1.3: Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT).*

**1.3 Tourism Grants Programs:** The new Arts, Culture and Heritage Committee assumed responsibility for this program in FY 22/23.

*Authority for recommendation: Wilsonville Tourism Development Strategy, May 2014, Action Item 1.5: Review Wilsonville Tourism Grants Program.*

## **2. Implement the FY 23/24 Tourism Promotion Program**

**2.1 Tourism Branding Strategy:** The Tourism Promotion and Destination Marketing Consultant contractor has developed an updated Explore Wilsonville tourism branding strategy. The over-arching tourism branding strategy that control key messages, marketing content and design and the look and feel of other promotional advertising products for print or online media were updated in FY 22/23 and it will be implemented in FY 23/24.

**3.2 Destination marketing strategy plan:** The committee recommends that a focused tourism and visitor destination-marketing strategy is developed that complements the City's larger branding strategy in order to maximize branding integration and marketing expenditures. The committee recommends advancing this study during FY23/24 if funds become available.

*Authority for recommendation: Wilsonville Tourism Development Strategy, May 2014, Action Item 1.1: Develop a destination branding strategy for Wilsonville.*

# EXPLORE WILSONVILLE 2022 ANNUAL REPORT

MARCH 13, 2023

EXPLORE  
WILSONVILLE  
CO.



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# DASHBOARD

## 2022 ANNUAL RESULTS

GOALS	2022 RESULTS	2021 RESULTS	YOY % Change
<b>Earned media</b> (number of articles)	<b>4</b>	2	<b>+100%</b>
<b>New website users</b>	<b>18,243</b>	10,544	<b>+73%</b>
<b>Social media reach</b> (Facebook, Instagram, Pinterest)	<b>160,466</b>	71,320	<b>+125%</b>
<b>Social media followers</b> (Facebook, Instagram)	<b>2,485</b>	1,777	<b>+40%</b>



# 2022 ACTIVITY SUMMARY

## ONGOING

- Website maintenance and social media (homepage banners, events and listings, 3 social accounts posting 3x a week)

### JANUARY-MARCH

- Geolocation data began in January
- Hosted content partner, Kirstie Chan
- Developed blogs and media pitches:
  - Wilsonville History
  - Picture-Perfect Spots for Spring

### APRIL-JUNE

- Hosted content partner: Rachel Teodoro
- Developed blogs and media pitches:
  - Four Kid-Approved Outdoor Getaways for Summer Fun
  - Dog-Friendly Destinations
  - Wineries and Farms You Can't Miss
- Increased IG Reels

### JULY-SEPTEMBER

- Fall and Winter itineraries
- NW Travel & Life Advertorial
- Willamette Living Feature
- Wine & Shopping geolocation marketing campaign
- Developed blog and media pitch: Fall in Love with Wilsonville

### OCTOBER-DECEMBER

- Attended Travel & Words Conference
- Hosted content partner: Kara Patajo
- Cozy season geolocation marketing campaign
- Developed blog and media pitch: Winter Wonder in Wilsonville blog and media pitch
- Redesigned logo



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# WEBSITE REPORT



# WEBSITE OVERVIEW

- Ongoing event management
- Ongoing listings management
- Media page management
- Developed itinerary landing page
- Seasonal itinerary landing pages (4)
- Seasonal itinerary development (19)
- Quarterly Homepage Refresh (4)
- Updated featured blogs (8)
- 73% increase in new users
- Top pages correlate to geolocation ads

[explorewilsonville.com/itineraries](https://explorewilsonville.com/itineraries)



## SEASONAL ITINERARIES

Four sets of seasonal itineraries: [Winter](#), [Spring](#), [Summer](#) and [Fall](#). Find your favorite itineraries for your favorite time of year!  
Share your adventure by tagging [#explorewilsonville](#)

19 Itineraries

110 Itineraries

### WINTER WONDER IN WILSONVILLE

Whether you celebrate the tradition of gift giving 'tis the season to shop your heart out. Wilsonville, Shoppers Delights

READ MORE >

### FALL IN LOVE WITH WILSONVILLE

There's a cold crisp in the air. Green leaves are tall made their presence known. Boots and sweaters h Eat & Drink | Family Time | Outside Fun | Willamette Va

READ MORE >

### Dog-Friendly Destinations in Wilsonville

If you're looking to get away with your furry friend Wilsonville just as much as you will, so why not to Eat & Drink | Family Time | Outside Fun

READ MORE >

### An Outdoor Getaway to Wilsonville

Wilsonville is an ideal destination for families look applauding a recent grad or celebrating Father's Day, these four laid-back Pocket Trips

READ MORE >

## WINTER

Find your favorite cold-weather comforts in Wilsonville with any of these itineraries. You can't go wrong visiting Wilsonville this winter!

+

PLAN YOUR WINTER TRIP

## SPRING

Springtime in Wilsonville means it's time for flowers and farmer's markets. Spring into action with any of these unforgettable itineraries.

+

PLAN YOUR SPRING TRIP

SIGNIFICANT INCREASED WEBSITE USERS AND VIEWS. POPULAR PAGES REFLECT GEOLOCATION ADS AND NEWLY DEVELOPED LANDING PAGES

# WEBSITE ANALYTICS: SUMMARY

2022													2022 TOTAL
Metric	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	
New Users	492	570	1,620	1,713	1,999	2,203	2,709	1300	1,096	1,123	1,739	1,679	18,243 TOTAL
Users	506	587	1,635	1,745	2,264	2,596	2,609	1,400	1,109	1,144	1,773	1,703	19,071 TOTAL
Page Views	1,299	1,405	3,799	4,737	5,285	6,443	5,435	3,685	3,486	3,400	3,783	3,729	46,486 TOTAL

Users/New Users: A user is a person who has come to your website. A new user is a first-time visitor to the website during the selected date range.  
 Page Views: Page views is the total number of pages viewed. Repeated views of a single page are counted.

## 2022 MOST POPULAR PAGES

1. /	6. /pocket-trips/taking-a-step-forward-and-looking-back-in-wilsonville/
2. /cozy-season/	7. /shopping-trip/
3. /restaurants-wilsonville-oregon/	8. /itineraries/
4. /events/	9. /contact-us/
5. /wine-country-trip/	10. /pocket-trips/tulip-and-flower-festivals/

METRIC	2021	2022 % CHANGE
New Users	10,544	+73%
Users	11,640	+64%
Page Views	26,078	+78%



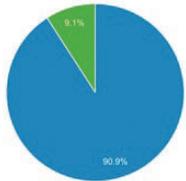
# WEBSITE ANALYTICS: VISITORS

INCREASED RETURNING VISITORS BY ~7%  
INCREASED SOCIAL TRAFFIC ~4%  
INCREASED REFERRAL TRAFFIC ~3%  
*Referral traffic: users who arrive to the website via a link from another site*

2021

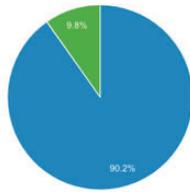
2022

VISITOR TYPE 2021



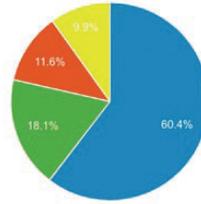
■ New Visitor 90.9%  
■ Returning Visitor 9.1%

VISITOR TYPE 2022



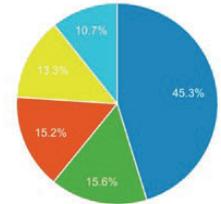
■ New Visitor 90.2%  
■ Returning Visitor 9.8%

TOP SOURCES 2021



■ Organic Search 60.4%  
■ Direct 18.1%  
■ Social 11.6%  
■ Referral 9.9%  
■ (Other) nominal  
■ Display nominal

TOP SOURCES 2022



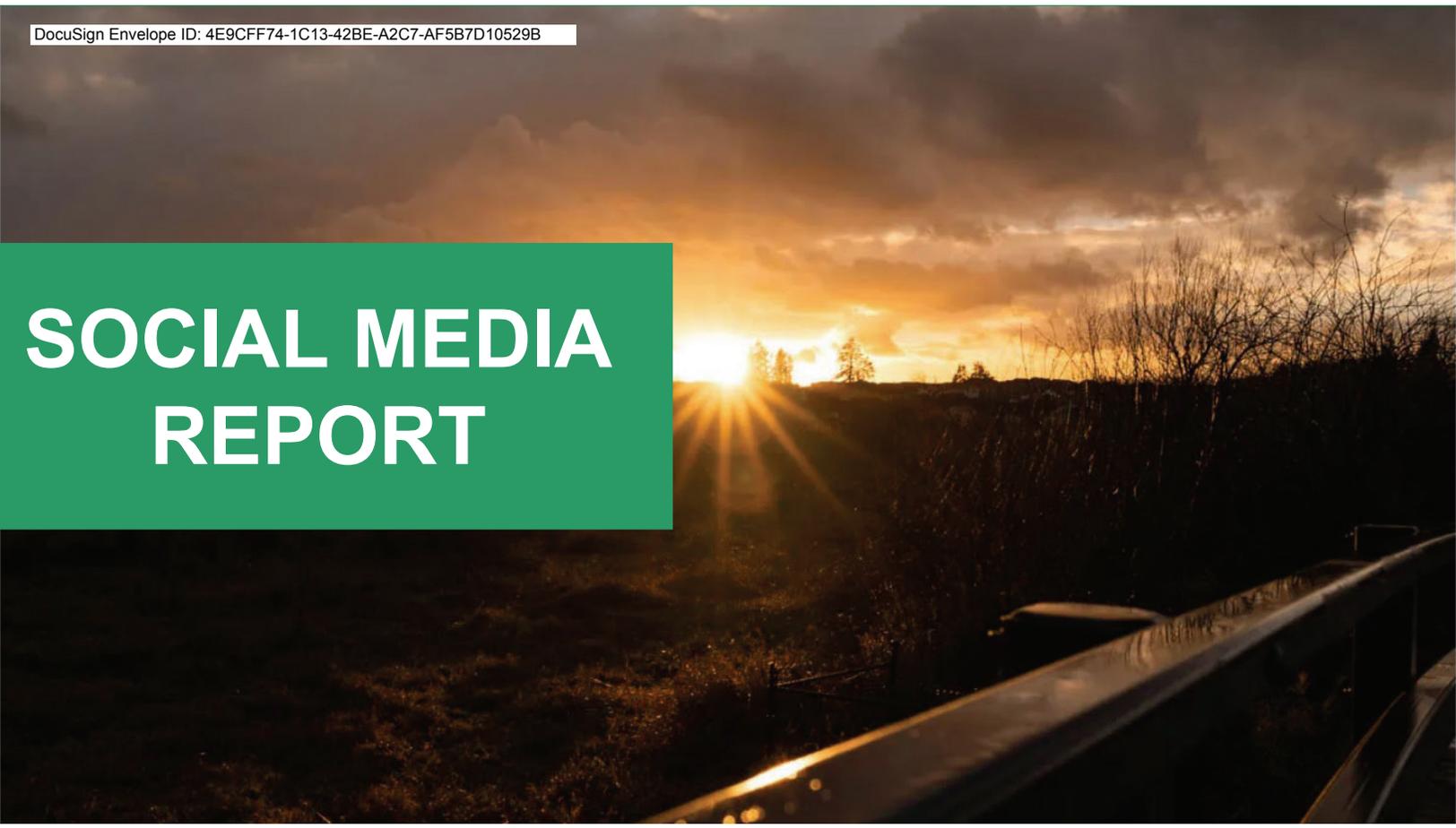
■ Organic Search 45.3%  
■ Social 15.6%  
■ Direct 15.2%  
■ Referral 13.3%  
■ (Other) 10.7%

*\*other indicates traffic sources that do not fall into other categories.  
\*\*color code reflects traffic rank (ex. green is second place), not coded by channel.*



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# SOCIAL MEDIA REPORT



## SOCIAL MEDIA OVERVIEW

- Posted 3-4 posts per week on Facebook, Pinterest and Instagram
- Provided ongoing social media engagement as part of follower growth strategy
- Developed consistent social media ads to increase reach and engagement
- Earned high Facebook reach due to paid promotions
- Instagram page consistently performed in both follower growth and engagement
- Updated social media strategy
- Total social reach increased by 125%
- Total social following increased by 40%



# FACEBOOK ENGAGEMENT

Facebook Engagement* (Engagement %)													
Metric	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	RESULTS
2022	6.00%	6.48%	5.00%	3.54%	7.90%	3.55%	4.04%	3.99%	10.92%	3.46%	2.17%	1.21%	4.86% TOTAL
2021	2.44%	2.94%	2.73%	7.83%	6.00%	5.67%	8.88%	3.83%	4.44%	8.05%	3.30%	4.81%	5.08% TOTAL

Facebook Post Total Reach**													
Metric	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	RESULTS
2022	564	4,349	5,821	8,803	12,808	6,512	8,012	6,712	1,419	14,729	16,166	16,088	101,983 TOTAL
2021	16,969	9,690	25,097	460	779	11,598	890	32,857	1,937	882	10,761	1,415	113,334 TOTAL

\*Engagement is post total reach divided by the number of people who clicked anywhere on Explore Wilsonville posts. Industry standard is .13% (above 1% is good).  
 \*\*Reach is the total number of people the page's posts were served to

## TAKEAWAYS

### January 1 - December 31, 2022:

- Significant growth every month compared to 2021
- 495 new followers

### Change in yearly total:

- Consistent monthly increases in engagement by ~4%
- Consistent monthly increases in reach anywhere between ~6,000 and ~15,000

Total Followers 2022	
Jan	Dec
1,078 Followers	1,573 Followers

\*total social follower growth on page 16

METRIC	2022	2021	YOY CHANGE
Engagement* (Engagement %)	4.86% AVG	5.08% AVG	Monthly increases roughly 4%
Post Total Reach**	101,983 TOTAL	113,334 TOTAL	Monthly increases between 6,000 and 15,000



# INSTAGRAM ENGAGEMENT

Instagram													
Metric	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	RESULTS
Engagement* (Engagement %)	2.88%	2.23%	2.09%	1.96%	1.97%	1.7%	1.60%	1.60%	1.54%	1.46%	1.93%	1.75%	1.89% AVG
Average number of likes	18.9	14.7	14.6	22.62	13.92	11.7	11.71	12.3	10.67	11.3	15.5	14.2	14.3 AVG
Post Total Reach**	2,733	2,643	7,823	7,054	3,941	2,086	2,960	2,908	2,822	3,453	4,149	4,832	47,404 TOTAL

\*Engagement rate is based on the likes and comments received divided by the number of followers. Industry standard is 3.31%

\*\*Reach is the total number of people the page's posts were served to

## TAKEAWAYS

### January 1 - December 31, 2022:

- Instagram followers increased by 202

### Change in yearly total:

- Engagement slightly decreased due to the adverse relationship between engagement and reach
- Post total reach increased 109%
- Began measuring engagements for an additional point of analysis of Instagram performance

METRIC	2022	2021	YOY CHANGE	2022 % CHANGE
Engagement* (Engagement %)	1.74% AVG	3.54% AVG	-1.80%	-51%
Average number of likes	13.8 AVG	19.5 AVG	-5.7	-29%
Post Total Reach**	81,609 TOTAL	39,114 TOTAL	+ 42,495	+109%



# PINTEREST ENGAGEMENT

Pinterest													
Metric	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	RESULTS
Engagement* (Engagement %)	1.71%	3.27%	1.58%	2.31%	1.78%	1.63%	4.12%	2.45%	3.39%	2.65%	1.20%	1.98%	<b>2.34% AVG</b>
Post Total Reach**	992	1,019	1,327	1,342	1,294	857	1,141	941	531	414	923	326	<b>11,107 TOTAL</b>

\*Engagement is the percentage of your pins with at least one repin  
 \*\*Reach is the total number of people the page's posts were served to

## TAKEAWAYS

### January 1 - December 31, 2022:

- Significant increase in Pinterest reach after a year of consistent presence
- Engagement slightly decreased due to the adverse relationship between engagement and reach
- Began measuring engagements for an additional point of analysis of Pinterest performance

METRIC	2022	2021	YOY CHANGE	2022 % CHANGE
Engagement* (Engagement %)	2.34% AVG	3.34% AVG	-1%	-29.9%
Post Total Reach**	11,107 TOTAL	9,634 TOTAL	<b>+1,473</b>	<b>+15%</b>



# SOCIAL MEDIA TOP CONTENT 2022

## JANUARY-MARCH

### PINTEREST



*Blog posts and content partners*

### FACEBOOK



*Valentine's Day*

### INSTAGRAM



*Tulip festival*

## APRIL-JUNE

### PINTEREST



*Itineraries*

### FACEBOOK



*Oregon Wine Month*

### INSTAGRAM



*Lavender festival*

## JULY-SEPTEMBER

### PINTEREST



*Wine Country*

### FACEBOOK



*Lee Farms*

### INSTAGRAM



*Dinner in the Field*

## OCTOBER-DECEMBER

### PINTEREST



*Winter in Wilsonville*

### FACEBOOK



*Holiday shopping*

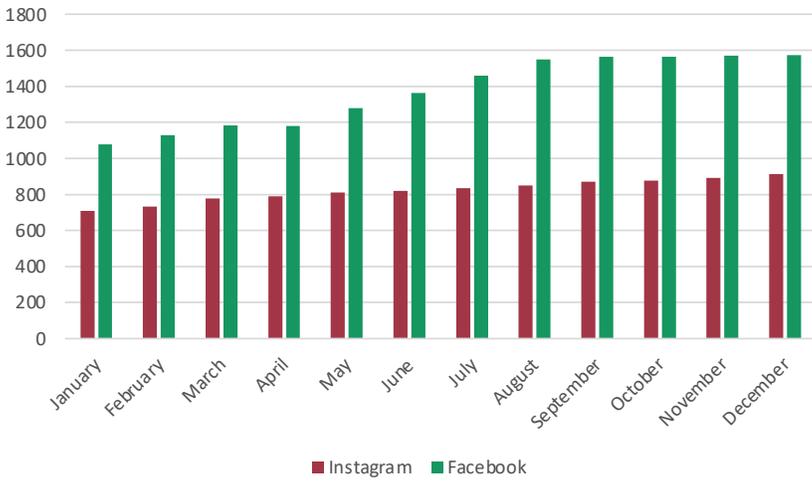
### INSTAGRAM



*Holiday shopping*



# SOCIAL MEDIA FOLLOWERS 2022



**TOTAL FOLLOWERS: 2,485**

*\*as of December 31, 2022*

**INCREASE BETWEEN JAN - DEC**

**Instagram: +28%**

**Facebook: +46%**



METRIC	January 2022	December 2022	YOY CHANGE	2022 % CHANGE
Social Media Followers	1,788	2,485	<b>+697</b>	<b>+39%</b>

*\*Pinterest followers are not tracked or measured. Due to the nature of the platform, it is not an accurate reflection of efforts*



# PAID SOCIAL MEDIA (MARKETING)

## JANUARY-MARCH

Explore Wilsonville Sponsored · 4h  
Spend the winter wine tasting. Wilsonville is conveniently located near the Willamette Valley and Cascade Foothills. Save on lodging and spend more on wine.

Explore Wilsonville Sponsored · 4h  
From Pioneers to Pre-history discover Wilsonville's historic sites. Follow along for trip ideas from the Tualatin Ice Age Trail to the Old Astoria Colony and much more discover history's mysteries. In historic Wilsonville.

UNCOVER HISTORY'S MYSTERIES

Explore Wilsonville Sponsored · 4h  
Explore Wilsonville  
1,182 people like this

## APRIL-JUNE

Explore Wilsonville Sponsored · 4h  
Air up your tires, pack a helmet and BYOB (bring your own bike) to Wilsonville, Oregon. Whether you're an avid cyclist or carefree cruiser, start planning your scenic bike trip!

Explore Wilsonville with Oregon's Mt Hood Territory Sponsored · 4h  
Celebrate the tastes of the Willamette Valley during Oregon Wine Month. Stay in the heart of it all--Wilsonville--to experience intimate wine tastings, concerts and excellently paired meals in Wine Country. In partnership with Oregon's Mt Hood Territory.

Explore Wilsonville Sponsored · 4h  
Getaway to Oregon--the Wilsonville way. Follow along for tips on exploring wine country, farmilandia, tax-free shopping and more.

BYOB (Bring Your Own Bike)

Scenic Bikers Near Portland... Learn more

Leisure Cruises Near Pt... Learn more

Taste the Willamette Learn more

Explore blends

Explore Wilsonville Sponsored · 4h  
Getaway to Oregon--the Wilsonville way. Follow along for tips on exploring wine country, farmilandia, tax-free shopping and more.

Explore Wilsonville Make Wilsonville, Oregon your base... Like

## JULY-SEPTEMBER

EXPLORE Explore Wilsonville Sponsored · 4h  
Getaway to Oregon--the Wilsonville way. Follow along for tips on exploring wine country, farmilandia, tax-free shopping and more.

Explore Wilsonville Make Wilsonville, Oregon your base... Like

## OCTOBER-DECEMBER

EXPLORE Explore Wilsonville Sponsored · 4h  
What's not to love about fall in Wilsonville? Throw on that chunky sweater, kick on your boots and grab your favorite...See more

FALL IN LOVE WITH WILSONVILLE

Celebrate autumn Learn more Farm to dinina

TOTAL SPEND: \$1,048.98  
TOTAL REACH: 80,240  
TOTAL IMPRESSIONS: 160,159  
TOTAL PAGE ENGAGEMENTS: 3,639  
TOTAL PAGE LIKES: 461  
TOTAL CLICKS: 2,974



---

## FACEBOOK DEMOGRAPHICS

Data on people reached. This is the number of people who had any content from Explore Wilsonville or about Explore Wilsonville enter their screen, grouped by age and gender. These numbers are an estimate.

### AGE RANGE

Most of Explore Wilsonville's Facebook content reaches people who are above the age of 35, and between ages 45-54.

### GENDER

Approximately 74% of Explore Wilsonville's Facebook content reached women, and 26% reached men.

### COUNTRY

A majority are from the United States, followed by Canada

### CITIES

The top five cities outside of Wilsonville for Explore Wilsonville Facebook content are:

1. Portland, OR
2. Wilsonville, OR
3. Salem, OR
4. Eugene, OR
5. Vancouver, WA

*Updated February 1, 2023*



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# INSTAGRAM DEMOGRAPHICS

This is the number of people who currently follow Explore Wilsonville on Instagram. These numbers are an estimate.

## AGE RANGE

Most of Explore Wilsonville's Instagram followers are between the ages of 35-44. Consistent with last quarter's report.

## GENDER

Approximately 75% of Explore Wilsonville's Instagram followers identify as women. 25% identify as men. Consistent with last quarter's report.

## COUNTRY

A majority (97%) are from the United States, followed by Canada (.4%).

## CITIES

The top five cities for Explore Wilsonville's Instagram are:

1. Wilsonville, OR (32.6%)
2. Portland, OR (7.8%)
3. Canby, OR (5.3%)
4. Oregon City, OR (2.8%)
5. Tigard, OR (2.6%) *newly added*

Updated January 11, 2023



# PINTEREST DEMOGRAPHICS

Data on Explore Wilsonville's total Pinterest audience. This includes all users who have seen or engaged with Explore Wilsonville pins. These numbers are an estimate.

## AGE RANGE

Most of Explore Wilsonville's Pinterest audience are between the ages of 25-44, with ages 25-34 leading at 40% followed by ages 35-44 at 20.2%.

## GENDER

Approximately 68.3% of Explore Wilsonville's Pinterest audience identify as female. 20.4% identify as male and approximately 11.3% are unspecified & custom.

## CITIES

The top five metro areas for Explore Wilsonville's Pinterest audience are:

1. Portland, OR (18.4%)
2. San Francisco- Oak-San Jose, CA (7.7%)
3. Los Angeles, CA (6.2%)
4. Seattle-Tacoma, WA (3.5%) *newly added*
5. New York, NY (3.5%)

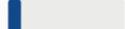
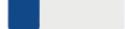
Updated January 11, 2023



## CATEGORIES AND INTERESTS

The most popular categories for this audience.

*\*Affinity indicates how this audience is interested in a particular category compared to the general Pinterest audience*

Category	Affinity ↓ ⓘ	% of audience
finance	3.37x	11.6% 
vehicles	2.14x	27.2% 
gardening	2.08x	60.1% 
travel	1.82x	77.6% 
animals	1.71x	60.1% 
architecture	1.65x	49.3% 
sport	1.57x	77.3% 

# PR REPORT



## PR OVERVIEW

- Monitored media clips and mentions monthly in Cision Media software
- Hosted travel content partner Kirstie Chan
- Hosted travel content partner Rachel Teodoro
- Hosted travel content partner Kara Patajo
- Increased frequency of blogs
- Placed advertorial in NW Travel & Life Magazine
- Willamette Living Feature published
- PDX Parent: neighborhood guide
- Updated media fact sheet
- Attended Travel & Words Travel Writer's Conference



# PUBLIC RELATIONS

	Number of Articles	Circulation	Earned Media
January	3	330,910	-
February	6	4,529,415	-
March	4	174,324	1
April	14	8,995,116	-
May	9	4,630,393	-
June	9	6,860,108	1
July	22	6,839,552	-
August	4	5,627,705	-
September	19	7,076,372	1
October	14	2,550,354	-
November	13	4,694,322	1
December	13	4,493,820	-
<b>TOTAL</b>	<b>130</b>	<b>56,802,391</b>	<b>4</b>



---

## CONTENT PARTNER: ABOUT KIRSTIE CHAN



She is born and raised in Seattle, WA and loves celebrating her Chinese culture and heritage. She is a huge foodie at heart and has an exceptional sweet tooth and loves to travel, explore and try new things. She is also a millennial and forever a kid at heart and loves all the cute and nostalgic things!

### OVERVIEW:

- 2-day itinerary: April 1-3

### GOAL:

To inspire a trip to Wilsonville. Seeing Wilsonville through the eyes of a trusted authority delivers an authentic message and establishes Wilsonville as a destination among the content partner's followers.



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## CONTENT SAMPLES FROM TRIP



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## CONTENT PARTNER: RACHEL TEODORO



Explore Wilsonville contracted Rachel Teodoro as a content partner to visit Wilsonville with her family under a content partner agreement that allowed her to follow a pre-determined itinerary in exchange for an authentic review of the different points of interest in and around Wilsonville. Rachel Teodoro is a travel blogger who focuses on frugal travel with families.

### OVERVIEW:

- 2-day itinerary: June 24-26

### GOAL:

To inspire a trip to Wilsonville. Seeing Wilsonville through the eyes of a trusted authority delivers an authentic message and establishes Wilsonville as a destination among the content partner's followers.



---

## CONTENT SAMPLES FROM TRIP



**FAMILY FUN WITH  
TEENS IN  
WILSONVILLE,  
OREGON**



**TOP 5 THINGS TO DO  
IN WITH TEENS IN**  
*wilsonville, Oregon*



**FAMILY FUN  
WITH TEENS  
IN  
WILSONVILLE,  
OREGON**



**WHERE  
TO EAT**



**WILSONVILLE,  
OREGON**



---

## CONTENT PARTNER: KARA PATAJO



Explore Wilsonville contracted Kara Patajo as a content partner to visit Wilsonville with her family under a content partner agreement that allowed her to follow a pre-determined itinerary in exchange for an authentic review of the different points of interest in and around Wilsonville. Kara Patajo is a travel blogger focused on the Pacific Northwest, outdoor recreation and café dining.

### OVERVIEW:

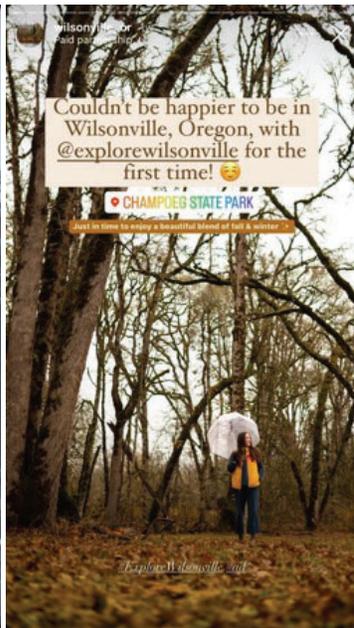
- 2-day itinerary: Nov. 29-Dec. 1

### GOAL:

To inspire a trip to Wilsonville. Seeing Wilsonville through the eyes of a trusted authority delivers an authentic message and establishes Wilsonville as a destination among the content partner's followers.

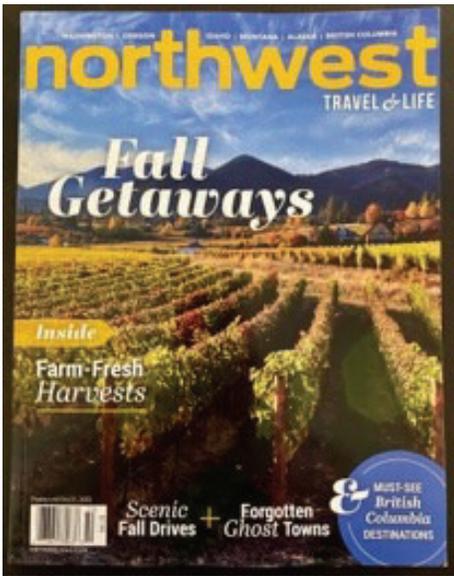


# CONTENT SAMPLES FROM TRIP



# NW TRAVEL & LIFE

- TWO-PAGE SPREAD IN [AUG/SEPT/OCT ISSUE](#)
- REGIONAL DISTRIBUTION: WA, OR, ID, MT, AK, NORTH CA
- MONTHLY IMPRESSIONS: 435,000



# WILLAMETTE LIVING FEATURE

- FOUR-PAGE SPREAD IN SEPT/OCT ISSUE
- 20 POINTS OF INTEREST FOR DAY-TRIPS IN WILSONVILLE

**Out 'n About**

## DAY TRIPPER Wilsonville!

By Debra Bee

**Hilton Garden Inn**  
3260 SW Parkway, Wilsonville  
http://shorturl.at/1MNOV

Plan a weekend stay at Hilton Garden Inn and enjoy a relaxing stay in a beautiful setting. Hilton Garden Inn Wilsonville is a 100-room hotel with a full-service restaurant, bar, and fitness center. The hotel is located in a beautiful setting with a view of the Willamette Valley. The hotel is a great choice for a weekend stay or a business trip. The hotel is a great choice for a weekend stay or a business trip.

**Historic Butteville Store**  
10741 Buena St. N.E., Aurora  
Historic Butteville Store is a historic store in Aurora, Oregon. The store is a great place to buy local products and gifts. The store is a great place to buy local products and gifts.

**Ice Age Tetonqui Trail**  
To hike, the miles of a paved trail lead from the historic town of Tetonqui to the Ice Age Tetonqui Trail. The trail is a great place to hike and enjoy the beautiful scenery. The trail is a great place to hike and enjoy the beautiful scenery.

**Butteville's and Portland Family Fun Center**  
2001 South Center Lodge Rd., Wilsonville  
The region's largest family entertainment center, Butteville's and Portland Family Fun Center is a great place to have fun with the family. The center is a great place to have fun with the family.

**Korean War Memorial**  
2300 SW Parkway, Wilsonville  
The Korean War Memorial is a great place to learn about the Korean War. The memorial is a great place to learn about the Korean War.

**Champoeg State Heritage Area**  
6320 Champoeg Rd. N.E., St. Paul  
The Champoeg State Heritage Area is a great place to enjoy the outdoors. The area is a great place to enjoy the outdoors.

**The Dreaming's Inn**  
7310 N. Eastwood Rd., Newberg  
The Dreaming's Inn is a great place to stay in Newberg, Oregon. The inn is a great place to stay in Newberg, Oregon.

**Al's Garden & Home**  
2750 SW Parkway, Wilsonville  
Al's Garden & Home is a great place to buy plants and flowers. The store is a great place to buy plants and flowers.

**Out 'n About**

**Out 'n About**

## Places to Shop

**Graham & Toole Farm Store**  
2795 SW Graham Ferry Rd., Sherman  
Graham & Toole Farm Store is a great place to buy local products and gifts. The store is a great place to buy local products and gifts.

**Corner Coffee Shoppe**  
8020 SW Wilsonville Rd. N., Wilsonville  
Corner Coffee Shoppe is a great place to buy coffee and pastries. The shoppe is a great place to buy coffee and pastries.

**Crater Cabana**  
8034 SW Main St. #200, Wilsonville  
Crater Cabana is a great place to buy clothing and accessories. The cabana is a great place to buy clothing and accessories.

**Lux Soiree**  
2810 SW Champoeg Road, St. Paul  
Lux Soiree is a great place to buy clothing and accessories. The soiree is a great place to buy clothing and accessories.

**Al's Garden & Home**  
2750 SW Parkway, Wilsonville  
Al's Garden & Home is a great place to buy plants and flowers. The store is a great place to buy plants and flowers.

**Out 'n About**

## Places to Eat

**Dar Excalibur**  
23681 Park Pl., Wilsonville  
Dar Excalibur is a great place to eat. The restaurant is a great place to eat.

**Wagon's Corner Saloon & Cafe**  
8499 Main St., Wilsonville  
Wagon's Corner Saloon & Cafe is a great place to eat. The saloon and cafe is a great place to eat.

**Vanguard Brewing**  
2720 SW 95th Ave. #141, Wilsonville  
Vanguard Brewing is a great place to buy beer. The brewery is a great place to buy beer.

**McMenamin Wilsonville Old Church & Pub**  
2040 Old Church Rd., Wilsonville  
McMenamin Wilsonville Old Church & Pub is a great place to eat. The church and pub is a great place to eat.

**Kidz Ramen**  
3022 SW Boomer Ferry Rd., Suite 72, Wilsonville  
Kidz Ramen is a great place to eat. The ramen restaurant is a great place to eat.

**HomeTown Favorites:**

- Beaver's Pub & Grill**  
2000 SW Boomer Ferry Rd., Wilsonville
- Beaver's Pub & Grill**  
2000 SW Boomer Ferry Rd., Wilsonville
- Beaver's Pub & Grill**  
2000 SW Boomer Ferry Rd., Wilsonville

**Out 'n About**

- [Day Tripper: Wilsonville \(Sept/Oct Issue\)](#)



# NW TRAVEL & LIFE



QUICK PICKS **DISCOVER** LONG WEEKEND **TASTE** **POUR** **OFF THE GRID**

## WINTER IN WILSONVILLE, OREGON

BY ADAM SAWYER

Winter in the Willamette Valley is wondrous. Even without aliteration, the slower pace of the "off-season" allows visitors to enjoy its sought-after offerings at a more purposeful and luxurious pace. Whether that's a forested stroll, wine tasting or shopping, who doesn't enjoy those things with fewer crowds and at a more leisurely pace?

As Willamette Valley destinations go, the town of Wilsonville is underrated and flanked by the undiscovered. With some of the best and most eclectic shopping options in the valley, you might want to have it on your radar come the holiday season. Add to that, some delightful close-in hiking options and a sneaky-good food and drink scene, and you've got yourself a pretty solid option for a winter retreat. Here are some ideas.

Consider the Hilton Garden Inn for home base. It's a stone's throw from the Willamette River and steps away from the multitude of outdoor recreation options of Memorial Park. On top of that, the onsite restaurant, the Parkway Grille is a splendid option for breakfast, dinner or a nightcap.

Now, let's talk shopping. The neighboring township of Aurora is a contender for one of the best spots to go antiquing in Oregon. Check out Main Street Mercantile Antiques, Mill Creek Antique and Vintage and Aurora Antiques, among others. Meanwhile, just a few minutes south, the Woodburn Premium Outlets features 110 stores just waiting to deck out anyone in the family from head to toe.

With regard to food and drink, start off with a tasting of the chardonnays and pinot noirs at the Tumwater Vineyard & Barrel House Tasting Room, or enjoy an approachable tasting experience at Oles Vineyards. If you're more of a craft-beer fan, check out the Ordinance Brewing Taproom or Vanguard Brewing Company for extensive beer and food options.

For dinner prep, the world is quite literally your oyster with enticing ethnic offerings from, Dar Ensalam Moroccan Cuisine, Abella Italian Kitchen, Kirin Ramen or the New Hunan Restaurant.

In addition to Memorial Park, walkers and hikers can find a proper leg stretch at the Graham Oaks Nature Park, the Boeckman Creek Crossing Trail, or the combination of nature, history and recreation found at the Champoug State Heritage Area.

And if you're in the mood for family fun, Bullwinkle's Wilsonville offers bowling, mini golf, go-karts, an arcade, laser tag, the Kiddoade Playland and more.

Wilsonville is less than 20 miles from Portland, making it an easy spot for a day's diversion or an overnight getaway. Learn more about Wilsonville at [explorewilsonville.com](http://explorewilsonville.com).

Memorial Park, Wilsonville

24 | Nov/Dec 2022 | [nwtvomag.com](http://nwtvomag.com)

- WINTER FEATURE BY ADAM SAWYER
- [NOV/DEC 2022 ISSUE](#)
- REGIONAL DISTRIBUTION: WA, OR, ID, MT, AK, NORTH CA
- MONTHLY IMPRESSIONS: 435,000
- MAGAZINE CIRCULATION: 205,000
- NEWSLETTER: 52,000



# WILSONVILLE MEDIA FACT SHEET: UPDATED



**DISCOVER TRAVEL**  
**THE WILSONVILLE WAY**



Graham Oaks Nature park  
Lady Hill Winery

**EXPLORE WILSONVILLE**

**ROAD TRIP READY**

- ↑ 20 minutes from Portland
- ↑ 30 minutes from Salem
- ↑ 2 hours from Seattle
- ↑ 2 hours from Eugene
- ↑ 10 hours from San Francisco

**WHY WILSONVILLE**

- 🏠 Comfortable and convenient lodging from budget-friendly to upper-class
- 📍 16 miles south of downtown Portland (about a 20-minute drive)
- 🍷 Easy access to 700+ wineries in the Willamette Valley, including two tasting rooms in Wilsonville
- 🛍️ 10 minutes to Woodburn Premium Outlets and Bridgeport Village—Oregon's most-visited destinations
- 🏛️ Home of the Oregon Korean War Memorial
- 🏭 Hub of industry: Coca-Cola, TE Medical and Siemens/Mentor Graphics all have a home-base in Wilsonville
- 🌲 15 parks and trails, including dog parks, sports fields, public water features and the historic Stein Boozler Barn

**STAY IN THE HEART OF IT ALL, JUST 16 MILES SOUTH OF PORTLAND**

Enjoy tax-free shopping, family fun, affordable accommodations and the gateway to Oregon's wine country.

**ITINERARIES FOR EVERYONE**

**OUTDOORSY TRIP**  
Soak up wide open space in Wilsonville's great outdoors. Explore nearby state parks, a 500-acre family farm, the Willamette River and hundreds of miles of bike-friendly trails.

**FOODIE TRIP**  
Feast on Oregon's bounty. Try farm-fresh food, family-style Italian—or even take a cooking class for your next date night! Wash it all down with handcrafted beer, wine and spirits.

**SHOPPING TRIP**  
Skip the sales tax. Wilsonville is just to minutes from Oregon's biggest shopping centers: Woodburn Premium Outlets and Bridgeport Village. Hunt for quirky gifts in Aurora, named one of the "Best Antique Towns."

**WINE COUNTRY TRIP**  
Get centered in wine country, with over 700 wineries in the Willamette Valley. Expand your tasting palate and become a Pinot noir aficionado.

**HISTORY & HERITAGE TRIP**  
Push through the boundaries of time and study Oregon history from the Ice Age to present. Explore settlements at Champoug State Heritage Area, ride the Canby Ferry and challenge your nerves at historic cemeteries.

➔ Find more itineraries at [EXPLOREWILSONVILLE.COM](http://EXPLOREWILSONVILLE.COM) ➔

**NEW SEASONAL ITINERARIES**



Planning a trip to Wilsonville just got easier with new seasonal itineraries that will keep you coming back for more. Each seasonal itinerary includes a map that will save you time as you can easily navigate your way around Wilsonville. From fall festivals to summer jams, we have curated seasonal adventures for all types of travelers.

**3 STORIES TO GET YOU STARTED**

**1. BEST OF FALL**

**Fun in Farmlandia**  
The Farmlandia Farm Loop offers a fun fall day trip for all. Choose from 18 local farm stands, pick your own crops, sip local wines and sample farm-to-table cuisine. Wear your sturdiest rain boots to splash in puddles, pick pumpkins and explore rows of crops.

**McMenamins**  
Plan for a hearty lunch at McMenamins after a morning of exploring Wilsonville's beautiful countryside. Grab a drink brewed on site to counter a warm plate of fall comfort food. For a cool autumn day, we recommend the Brewmaster's Sausage Plate with an Edgfield Hard Cider.

**Lux Sucre Desserts**  
Lux Sucre is a casually chic bakery and cafe nestled in Wilsonville's charming Charbonneau neighborhood. You'll have a hard time choosing from scratch made pastries and delicate desserts, fresh made tartines, sandwiches and soups as well as perfect beverages ranging from lattes, loose leaf gourmet teas, local craft beers, wines and mimosas. Find any place more Instagramable than this—we dare you.

**Lady Hill Winery**  
Life at Lady Hill is all about great wine, live music and family. This highly lauded winery is run by fifth-generation farmers. On weekends they host local musicians and a special happy hour tasting. Enjoy the crackling fire, estate views and good conversation minutes. Regardless of the season, the beautiful view from Lady Hill is always stunning.

**NEW & UPDATED HOTEL ACCOMMODATIONS**

**HILTON GARDEN INN WILSONVILLE**

- Wilsonville's newest hotel, opened October 2020
- 118 guest rooms
- 1,600 square feet of event space
- Indoor pool, on-site restaurant and bar

**HOLIDAY INN I-5 SOUTH**

- Renovated summer 2020
- 169 guest rooms
- Full-service hotel and convention center housing over 14,000 square feet of flexible meeting space
- Indoor pool, on-site restaurant and bar
- Pet friendly, and kids stay and eat free!



Lux Sucre Desserts  
The Hilton Garden Inn

**2. SEEKING SOLITUDE**

**Bring Your Own Bike**  
The Willamette Valley Scenic Bikeway is a great option for skilled cyclists. For the first stretch of the ride, you'll pedal your way along vineyards, hop fields and Champoug State Heritage Area. Head over to Graham Oaks Nature Park, boasting over 200 acres of oak forests and grassy plains and biking trails. You'll see why Oregon is ranked best on the West Coast for bike-friendly trails.

**3. WINTER WONDER**

**Bundle Up & Get Outdoors**  
Winter's slower pace lends itself perfectly to relaxed strolls through some of the forested areas. So bundle up and buckle up, and then start off at one of Wilsonville's 15 public parks. We recommend Coffee Lake Wetlands' fish and wildlife habitat and the Graham Oaks Nature Park's three miles of trails, and five natural resting points to watch native birds and squirrels.

➔ **MEDIA CONTACT** ➔

We love sharing stories about Wilsonville. Curious? Need more information, photos or contact details? Let's chat at [jwillmy@pyray.com](mailto:jwillmy@pyray.com)

➔ [EXPLOREWILSONVILLE.COM/PRESS-MEDIA](http://EXPLOREWILSONVILLE.COM/PRESS-MEDIA) ➔

**EXPLORE WILSONVILLE**

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## NOTABLE PR COVERAGE

10 Wonderful Things to do in Wilsonville that You'll Cherish Forever December 13, 2022

Two New Donut Shops Coming to Wilsonville December 1, 2022

Wilsonville's Burgeoning Housing, Business Plans November 14, 2022

Why Oregon is a Great Place for Residents and Visitors November 2022

Northwest Travel & Life's Discover: Winter in Wilsonville (p. 24) November/December 2022

More Treats Than Tricks at Wilsonville's Fall Harvest Festival October 24, 2022

Frog Pond Farm's annual Spooky Farm Walk kicks off this weekend September 30, 2022

Willamette Living's Day Tripper in Wilsonville September 1, 2022

This Barn And Farm-Themed Playground In Oregon Is The Stuff Of Childhood Dreams August 31, 2022

This Rural Road Trip Will Lead You To Some Of The Best Countryside Hidden Gems In Oregon July 29, 2022

Wilsonville Named One of 23 'Walk Friendly' Cities in United States July 21, 2022

You'll Be Endlessly Delighted at This Oregon Farm That's Home to Camels, Emus, and Guinea Pigs July 19, 2022

Part Amusement Park And Part Adventure Park, Bullwinkle's Wilsonville Is The Ultimate Summer Day Trip In Oregon June 27, 2022

Wilsonville Killer Burger Opens, Offers Unique Burger Combinations June 14, 2022

Wilsonville Sets Second Annual Juneteenth Celebration for June 18 May 2, 2022

Wilsonville-Based Sole Sisters to Host Race for Women April 20, 2022

Killer Burger Sets Its Sights On Wilsonville With Early Summer Opening April 13, 2022

Top 15 Places To Go Fruit Picking in or Near Portland April 13, 2022

Lady Hill Winery 2019 Pinot Noir, Willamette Valley Receives 'Outstanding' Rating March 25, 2022

Spring Break Activities to Keep Kids Busy Indoors March 23, 2022

Top 12 Best Cooking Classes in Portland February 25, 2022

[SEE UPDATED MEDIA ROOM](#)

EXPLORE WILSONVILLE 33



# GEOLOCATION MARKETING REPORT



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## WINE & SHOPPING CAMPAIGN OVERVIEW

- **Campaign Dates**
  - May 20 – July 31, 2022
- **Areas of Focus**
  - Liquid Tourism
  - Shopping
- **Objectives:**
  - Generate lift in leisure travel
  - Encourage visitors to base themselves in Wilsonville for travel & vacations
- **Strategies:**
  - Past visitor re-engagement
  - Look-a-likes
  - Geo-Conquest (target past visitors and invite them to return; market to look-alike audiences)
- **Measurements of Success:**
  - Destination Attribution: Wilsonville, OR POI, Liquid Tourism cluster, Shopping cluster
  - Hotel Attribution: Hotel cluster
  - Advertising Engagement: Traditional Engagement metrics including Impressions, Click Through Rate and Web Traffic will be monitored to ensure traction in targeted audiences
- **Audience and Targeting:**
  - Liquid Tourism Audience
    - Re-engage past visitors to Willamette Valley and Umpqua Valley Wineries from past 4 years who live 50+ miles away from Wilsonville.
    - Look-a-likes of above wine audience who live 50+ miles away and live in key markets
  - Shopping Audience
    - Re-engage past visitors to Woodburn Premium Outlets from the past 4 years who live 50+ miles from Wilsonville
    - Look-a-likes of above shopping audience who live in key markets

**Budget:** \$15,000 ad buy (+\$5,000 credit)

**Assets/Creative:**

- HTML5 Prospecting and Retargeting ad



## RESULTS

May 20 – July 31, 2022

- We reached 227,045 people in our key markets, resulting in 361 booked room nights.
- The **return on ad spend for this campaign: \$14.13 for every \$1**. (Cost per visitor day = \$2.43)
- Ads ranked above the benchmark average for people who saw the ad and clicked the link for more information with 3,020 clicks and a click-through rate of .15%.

<b>Campaign Impact</b>	<b>2,865</b>		<b>\$100</b>		<b>\$286,500</b>
	Total trips	x	Avg. spend per visitor	=	Destination impact
	<b>361</b>		<b>\$100</b>	=	<b>\$36,082</b>
	Room nights booked	x	Avg. daily rate (estimated)	=	Hotel impact



# WINE & SHOPPING CAMPAIGN





## SHOPPING TRIP

Stay in the heart of it all: Wilsonville. Whether you're visiting for a few hours or a few days, you'll find Shopping Trip itineraries here packed with ideas to help you plan your trip.



### HIGHLIGHTS:

- Farmers Markets
- Tax-Free Shopping
- Open-Air Outdoor Malls
- One of the "Best Antique Towns"

📅 2  
1-2 Days

🚗 55  
Miles

📍 9  
Stops

[explorewilsonville.com/shopping-trip](http://explorewilsonville.com/shopping-trip)



## WINE COUNTRY TRIP

Stay in the heart of it all: Wilsonville. Whether you're visiting for a few hours or a few days, you'll find Wine Country Trip itineraries here packed with ideas to help you plan your trip.



### HIGHLIGHTS:

- Boutique Wineries
- Vineyard Views
- New & Old-World Techniques
- Chehalem Mountains
- Pete's Mountain

📅 0  
0-1 Days

🚗 12  
Miles

📍 2  
Stops

[explorewilsonville.com/wine-country-trip](http://explorewilsonville.com/wine-country-trip)

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# COZY SEASON CAMPAIGN OVERVIEW

- **Campaign Dates**
  - Nov. 10, 2022 – Feb. 28, 2023
- **Areas of Focus**
  - Pairing cozy adventures and tastings that feature:
    - Liquid Tourism
    - Outdoors
    - General Wilsonville/Travel interest/Relaxation
- **Objectives:**
  - Generate lift in leisure travel
  - Encourage visitors to base themselves in Wilsonville for travel & vacations
- **Strategies:**
  - Past visitor re-engagement
  - Look-a-likes
  - Geo-Conquest (target those who have visited WA's wine country but not Oregon's, AND match Wilsonville audience demographics)
- **Measurements of Success:**
  - Destination Attribution: Wilsonville, OR POI, Liquid Tourism cluster, Outdoor cluster
  - Hotel Attribution: Hotel cluster
  - Advertising Engagement: Traditional Engagement metrics including Click Through Rate will be monitored to ensure traction in targeted audiences
- **Audience and Targeting:**
  - Re-engage past visitors to Willamette Valley Wine Country; Geoconquest Washington's Wine Country (Walla Walla, Tri-Cities wineries) from past 4 years who live 50+ miles away and have not been Willamette Valley
  - Outdoor Recreation Audience; Wine audience
  - Look-a-Likes of past visitors who live in Key Markets
  - Target visitors to Salem, Tualatin, Oregon City and Newberg who have not stayed in Wilsonville the past 4 years

**Budget:** \$16,000 over four months

**Assets/Creative:**

- HTML5 Prospecting and Retargeting ad



## RESULTS

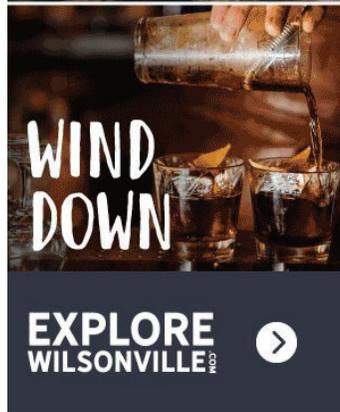
November 10, 2022 – February 18, 2023 (\*results through Feb. 28 not avail yet)

- We reached 96,612 people in our key markets, resulting in 132 booked room nights.
- The **return on ad spend for this campaign: \$8.21 for every \$1**. (Cost per visitor day = \$3.11)
- Ads met the benchmark average for people who saw the ad and clicked the link for more information with 3,325 clicks and a click-through rate of .16%.

<b>Campaign Impact</b>	<b>1,465</b>		<b>\$100</b>		<b>\$146,500</b>
	Total trips	x	Avg. spend per visitor	=	Destination impact
	<b>132</b>		<b>\$100</b>		<b>\$13,249</b>
	Room nights booked	x	Avg. daily rate (estimated)	=	Hotel impact



# COZY SEASON CAMPAIGN





### WIND DOWN TO WINTER IN WILSONVILLE

Pairings aren't just for wine and cheese. Sunny days and chilly nights make for magical winter getaways in the heart of it all - Wilsonville, OR. Put on your cozy season attire and get ready for toasty times! We've paired the best winter activities with decadent food and drinks so you can spend less time planning and more time experiencing the Willamette Valley.

#### Bundle up for adventure.



Wilsonville Memorial Park. The 126-acre park features playgrounds, an off-leash dog area and an extensive trail system with a half mile of Willamette River views.

Grab your winter gear and prepare for outdoor excursions. With moderate winter weather Wilsonville is the perfect spot to take a stroll. Get a taste of pioneer life with a visit to Champoege State Heritage Area. If you're feeling extra adventurous book a stay in a yurt to enjoy winter glamping at the site where Oregon's first provisional government was formed. Don't stop there! Live like a local with a visit to

#### Cozy up with cold weather comforts.

Find hygge in the little things. Bring a book and warm up in Wilsonville with a visit to one of the many cozy coffee shops in town. Delight in a morning cup o' Joe from the Corner Coffee Shoppe. Pro-tip: stop by Wild Grains Bakery next door and surprise the gluten-free friend in your life with delicious baked goods. Sweet tooth? For food as good as their photo-ops stop visit every Instagrammer's favorite bakery, Lux Sucre Desserts and snap a pic in their pink phone booth.

Pair your cozy morning with a toasty evening around a firepit on Mt. Hood Territory's Tap Trail.

Try some of Oregon's famous craft beer at local favorites Ordinance Brewing and Vanguard Brewing. Slip on Vanguard's popular Good Day IPA and if you're feeling nostalgic for summer nights order a creamside, fruit sour.



#### Curl up with a spa day.



& Spa. Soak in luxury with a mimosa massage and divine wine facial.

Whether you're seeking solitude or spending quality time with loved ones, indulge in rest and relaxation this winter with a spa day in Wilsonville. Release the weight of the world with a salt float at Soak Box Spa or treat your body to a fire and ice treatment to reap the benefits of both sauna and cold therapy. Feeling fancy? Pamper yourself at Oregon's premiere resort and spa, The Allison Inn

Pair your spa day with wine tasting in the Willamette Valley. Within just a few minutes' drive you'll be sampling Lady Hill Winery's Rhône-style blends, savoring Terra Vina Wines' zesty and fruity Carménère at their winery in Wilsonville or from their tasting room in McMinnville, and toasting Tumwater vineyards sparkling rose brut. With more than 300 wineries to choose from, you can't go wrong.

#### Cozy season is calling. Plan your trip.

Trip-tips: Before booking your trip browse local packages & deals. Once you've warmed up take advantage of budget friendly tax-free shopping. Start with local farm stores like Graham + Tooze, plan time for the Woodburn Premium Outlets and don't miss out on antiquing in Aurora.

Be sure to tag #ExploreWilsonville in your vacation photos for a chance to be featured on our page.

[explorewilsonville.com/cozy-season](https://www.explorewilsonville.com/cozy-season)

PACKAGES & DEALS

# STR REPORT



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## STR REPORT GLOSSARY

- **Occupancy:**
  - Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available.  
$$\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$$
- **Revenue per available room (RevPAR):**
  - Total room revenue divided by the total number of available rooms. See Room Revenue, Rooms Available.  
$$\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$$
- **Demand:**
  - The number of rooms sold in a specified time period (excludes complimentary rooms).
- **Revenue:**
  - Total room revenue generated from the guestroom rentals or sales.
- **Average daily room rate (ADR):**
  - A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold.  
$$\text{ADR} = \text{Room Revenue} / \text{Rooms Sold}$$



[Source: https://str.com/data-insights/resources/glossary/](https://str.com/data-insights/resources/glossary/)

# STR REPORT – WILSONVILLE

 Total Properties: 9

 Total Rooms: 615

JAN - DEC 2022		JAN - DEC 2021	
Occupancy %: 71.9% Avg	Demand: 161,355 Total	Occupancy %: 64.5% Avg	Demand: 144,781 Total
RevPAR (revenue per available room): \$79.09 Avg	Revenue: \$17,773,274 Total	RevPAR (revenue per available room): \$61.61 Avg	Revenue: \$13,839,485 Total

## TAKEAWAYS

- Insights on STR report show growth when benchmarked against the second pandemic year, 2021

METRIC	2022	2021	YOY CHANGE	% CHANGE
Occupancy % Average	71.9%	64.5%	71.2%	110%
RevPAR Average	\$79.09	\$61.61	\$27.01	28%
Demand Total	161,335	144,781	58,410	11%
Revenue Total	\$17,773,274	\$13,839,485	\$7,187,145	28%

\*detailed monthly breakdown can be found on page 39



## STR REPORT – WILSONVILLE

Occupancy%												
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2022	61.9%	65.8%	72.1%	74.0%	71.2%	81.1%	78.9%	80.2%	77.7%	74.3%	64.6%	60.4%
2021	42.4%	64.9%	59.9%	63.6%	65.5%	75.9%	77.6%	73.3%	68.9%	64.1%	61.2%	57.0%
% change	46.0%	1.4%	20.4%	16.3%	8.8%	6.9%	1.6%	9.5%	12.8%	15.8%	5.5%	6.0%

RevPAR												
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2022	\$55.52	\$60.93	\$68.74	\$75.27	\$73.77	\$103.64	\$109.75	\$103.21	\$93.51	\$79.13	\$66.24	\$59.37
2021	\$29.65	\$51.18	\$46.42	\$51.94	\$57.83	\$79.31	\$91.33	\$85.55	\$74.57	\$63.51	\$57.54	\$50.30
% change	87.3%	19.0%	48.1%	44.9%	27.6%	30.7%	20.2%	20.6%	25.4%	24.6%	15.1%	18.0%

Demand												
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2022	11,806	11,336	13,749	13,645	13,577	14,965	15,035	15,294	14,342	14,162	11,916	11,508
2021	8,085	11,176	11,420	11,733	12,479	14,000	14,791	13,973	12,712	12,225	11,298	10,859
% change	46.0%	1.4%	20.4%	16.3%	8.8%	6.9%	1.6%	9.5%	12.8%	15.8%	5.5%	6.0%

Revenue												
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2022	\$1,058,415	\$1,049,132	\$1,310,456	\$1,388,709	\$1,406,472	\$1,912,140	\$2,092,395	\$1,967,775	\$1,725,258	\$1,508,545	\$1,222,059	\$1,131,918
2021	\$565,203	\$881,370	\$885,041	\$958,270	\$1,102,567	\$1,463,298	\$1,741,263	\$1,631,032	\$1,375,859	\$1,210,822	\$1,061,555	\$958,933
% change	87.3%	19.0%	48.1%	44.9%	27.6%	30.7%	20.2%	20.6%	25.4%	24.6%	15.1%	18.0%



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Branding | Advertising | Strategic Communications

# THANK YOU!



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