

# Wilsonville Tourism Development Strategy

Task Force Meeting #2  
November 12

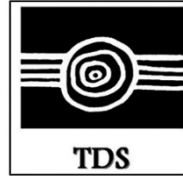




Total Destination Marketing

Bill Baker

Total Destination Marketing



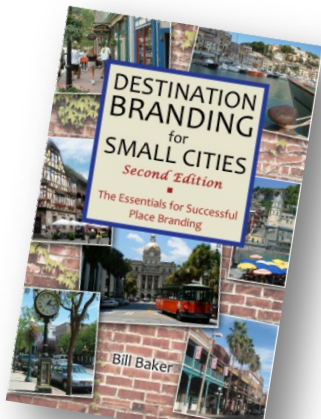
Bruce Dickson

Tourism Development  
Solutions



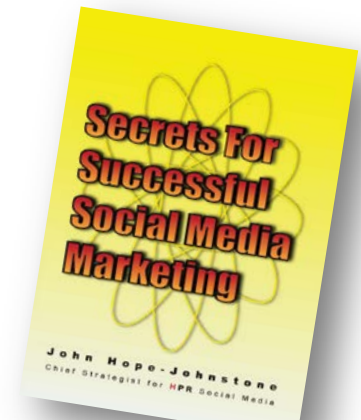
John Hope-Johnstone

HPR Internet Marketing



amazon.com

- Oregon-based
- Specialists in tourism planning, destination branding and marketing
- Clients - Small communities to nations



amazon.com



**Please Introduce Yourself**

# What We'll Cover Today

- Recap the Planning Process
- Task Force Meetings
- The future role of information in Wilsonville
- Digital Marketing Overview - what's happening
- Wilsonville Internet Analysis
- Future Considerations

# Wilsonville Tourism Task Force

- Act as a “sounding board”
- Observe our work, help navigate and provide advice
- Provide input to aid strategic directions and future implementation
- Endorse Final Strategy for Council approval

# Wilsonville Tourism Development Plan

## Process



## Guiding Principles

- Best practice
- Future-focused solutions
- Holistic approach to tourism
- Experiential
- Tourism vs. Recreation
- Prioritization
- Leverage resources and partnerships
- Keep it simple!

# What is a Tourist?

State statutes and local tourism ordinances define a tourist as .....

*A person who has traveled more than 50 miles from their community of residence or stay overnight in the community they are visiting.*



## Eight Program Areas

1. Positioning
2. Attractors and Experiences
3. Infrastructure
4. Visitor Services and Amenities
5. Marketing and Digital
6. Product Development
7. Partnerships
8. Leadership and Management

# Wilsonville Tourism Development Plan

<b>1. Consultation and Research</b>	Desk research, interviews (internal/external), workshops, online survey, reconnaissance, destination audit, marketing audit, internet/social study, target review, experience assessment
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<b>4. Draft Report</b>	Prepare draft strategy for public comment
<b>5. Final Report</b>	Finalize strategy after public comments and ready for Council endorsement.

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October 24

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<b>Task Force #4</b> Mid February	Review and refine the draft of the final strategy. Discuss issues related to generating public comment.
<b>Task Force #5</b> Mid March	Finalization of the strategy, including the integration of responses from the public as appropriate. Discussions related to successful implementation of the strategy and outreach programs.



## Questions

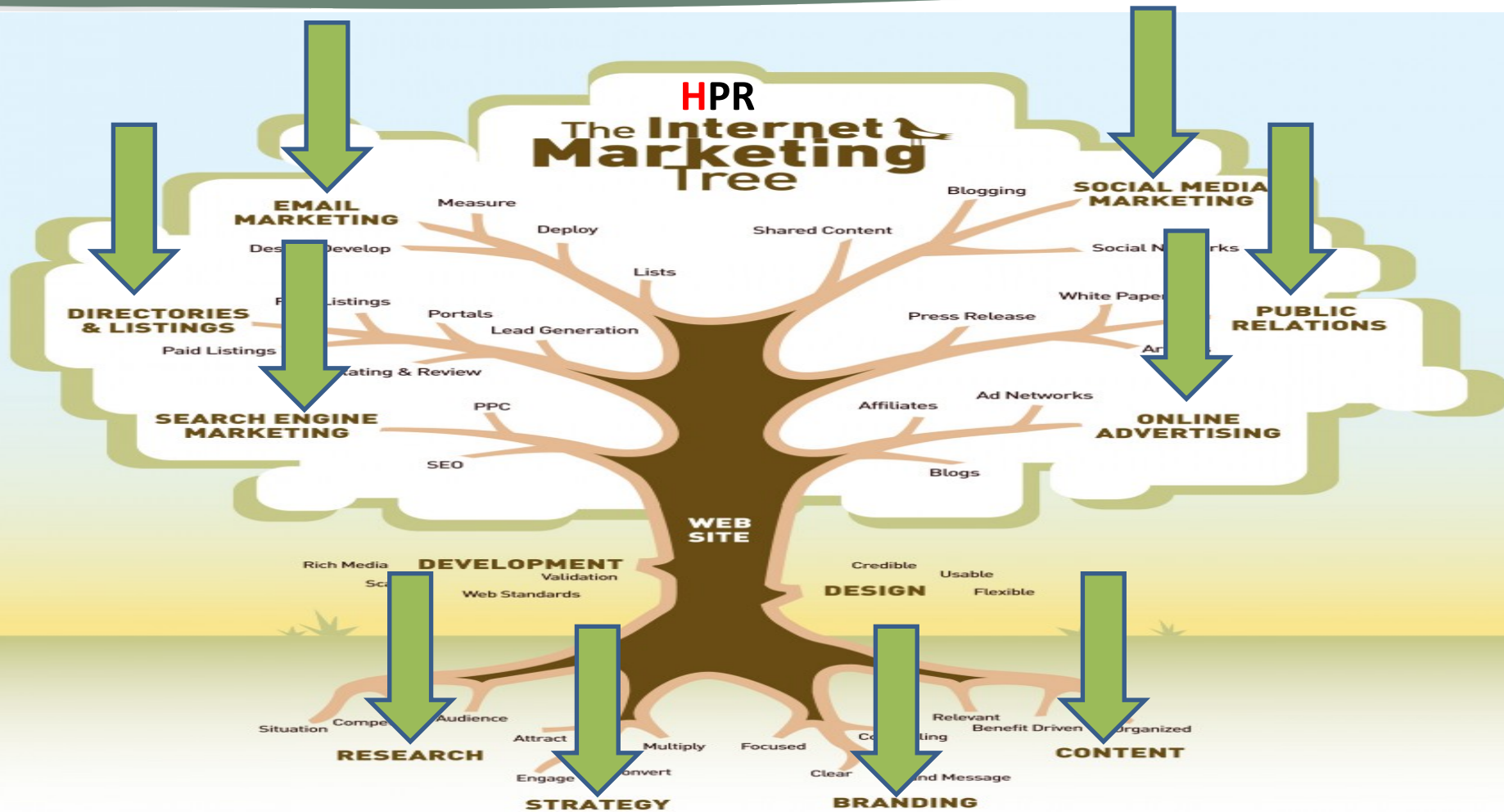
# Digital Marketing Overview

John Hope-Johnstone



## What is Online Marketing?

# What is Internet (Online) Marketing?





# How Does It Work For You?

SEO: *Your Found!*

But only if  
Your on 1<sup>st</sup>  
SRP

E-Mail  
Creates  
ongoing  
influence

Re-Marketing  
for the  
Indecisive

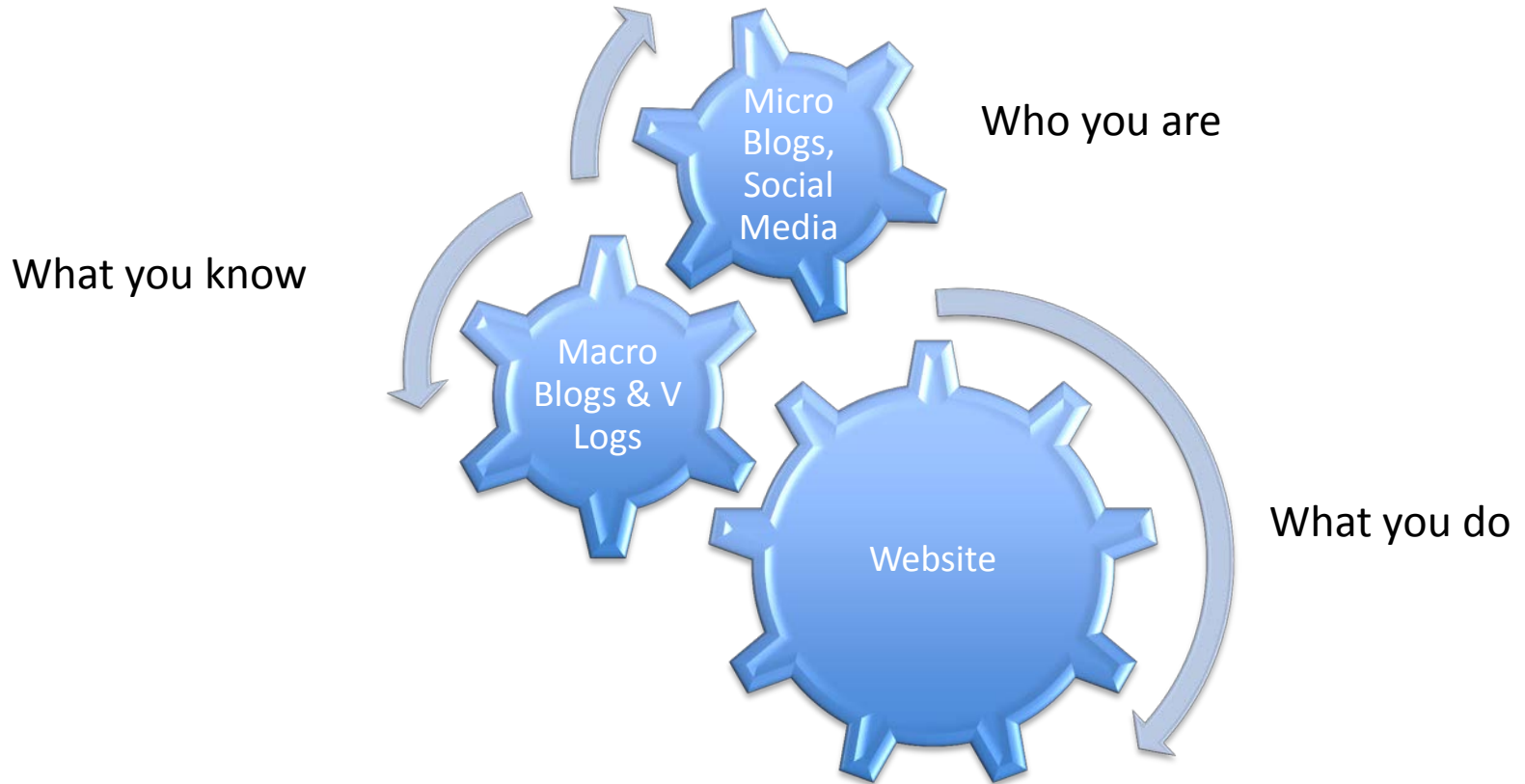
Social Media  
Creates  
Engagement  
and Loyalty

SEM If Your  
Past 1<sup>st</sup> SRP  
Page

Analytics:  
Knowing  
Where You're  
Going



# The Fundamentals of Social Media



# Wilsonville Internet Analysis

John Hope-Johnstone



# Reports

## Online Marketing Analysis:

Two reports:

1. Internet Inventory, (where is Wilsonville today?)
2. Wilsonville's future online needs, (what do we need in our toolkit to keep moving forward?) Feb 2014.

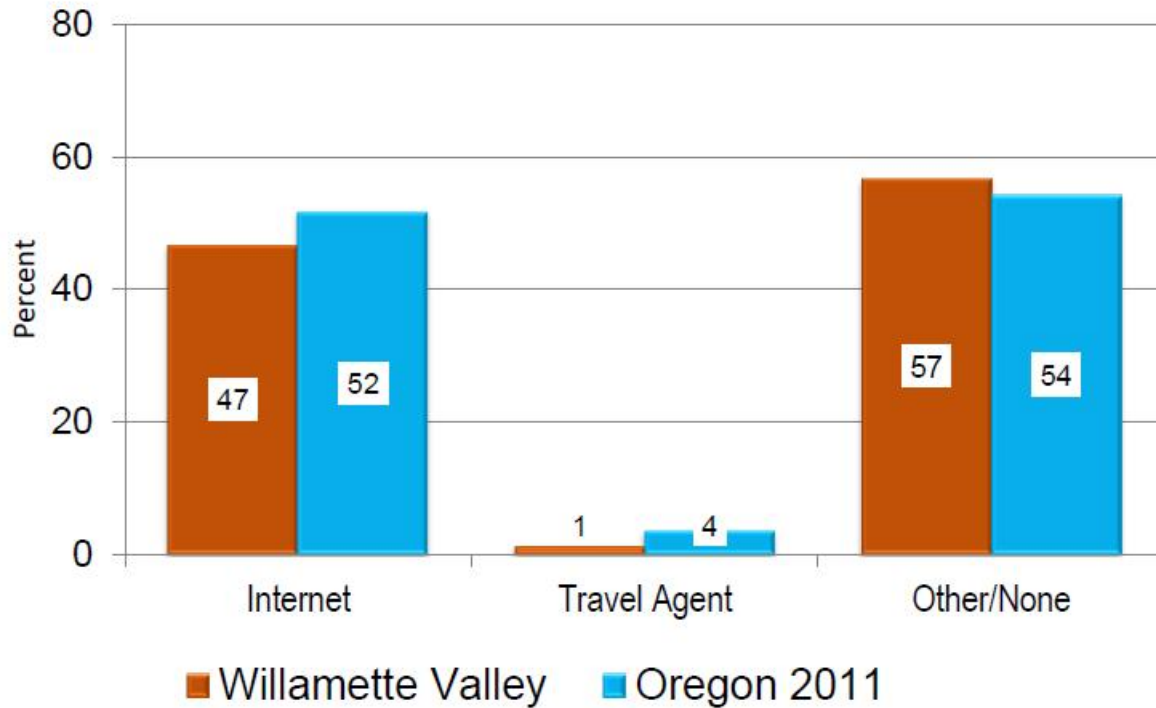
# Who Comes to the Willamette Valley?

The Willamette Valley (outside of Portland) has over five million overnight visitors per year. (Longwoods 2011.)

They spend over \$529 million dollars in the Willamette Valley annually (overnight).

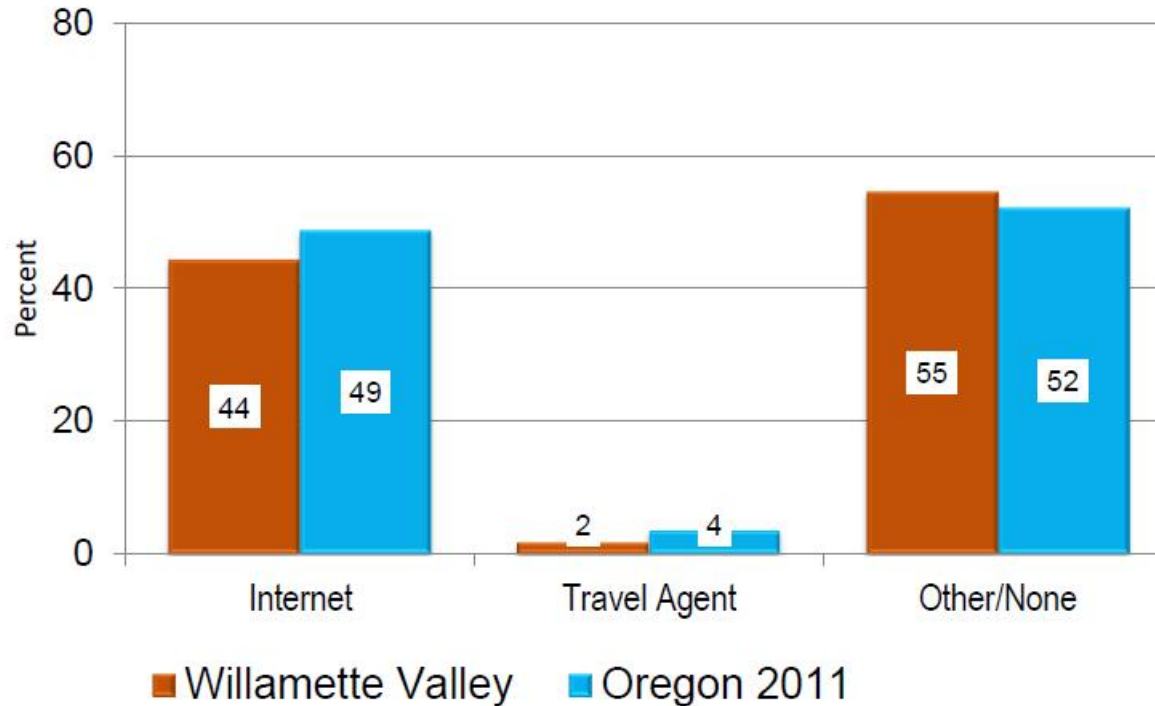
# Willamette Valley Online Visitor Planning:

Base: Overnight Marketable Trips



# Willamette Valley Online Visitor Booking:

Base: Overnight Marketable Trips



# Wilsonville's Online Market Penetration

Taking the fiscal year July 1, 2012 to June 30<sup>th</sup>, 2013, Wilsonville's Internet presence captured only 5.42% of the potential search market of 211,680 searches.



# Review of Wilsonville's Online Marketing Presence

## Where do We Stand Today?

Wilsonville's present official tourism online presence today. (No ranking):

	<u>Unique Visitors</u>
<a href="http://www.wilsonvillechamber.com">www.wilsonvillechamber.com</a>	1,600
<a href="http://www.ci.wilsonville.or.us/">http://www.ci.wilsonville.or.us/</a>	NA
<a href="http://www.oregonhorsecountry.com">www.oregonhorsecountry.com</a>	8,575
<a href="http://www.mthoodterritory.com/">http://www.mthoodterritory.com/</a> (Combined)	
<a href="http://www.oregonswashingtoncounty.com">http://www.oregonswashingtoncounty.com</a>	758 (Combined)
<a href="http://www.oregonwinecountry.org/">http://www.oregonwinecountry.org/</a>	143
<a href="http://www.traveloregon.com/">http://www.traveloregon.com/</a>	<u>400</u>
<b>Total:</b>	<b>11,476</b>

## Wilsonville Social Media:

<https://www.facebook.com/pages/WilsonvilleOregon/389223771144050>

<https://www.facebook.com/CityofWilsonville?ref=mf>

<https://www.facebook.com/oregonhorsecountry>

<http://www.youtube.com/user/CityofWilsonville/videos>

<https://twitter.com/ORHorseCountry>

<https://twitter.com/wilsonvilleor>

<http://www.flickr.com/photos/wilsonville1> (City)

[www.pinterest.com/HorseCountry](http://www.pinterest.com/HorseCountry)

E-Newsletters: Yes

# The Need for One Authoritative Presence

Although Wilsonville has many excellent partnership arrangements, there is no one “authoritative” website dedicated to tourism promotion and visitor information.

Google 2013: *“Google is doing a better job of detecting when someone is an authority. It could be medical, it could be travel. And trying to make sure that those rank more highly.”*

# Ranked Pages by Interest (Chamber)

1. Where to Stay
2. Where to Eat
3. What to Do
4. Visitors
5. Shopping & Entertainment
6. Great Outdoors
7. Bicycling
8. History & Heritage
9. Farm Fresh

# Ranked Pages by Interest (Affiliates Combined)

1. Wilsonville
2. Horse Back Riding
3. Wineries/Farms
4. Festival of the Arts
5. About the Area
6. Pheasant Ridge RV Resorts
7. Family Fun Center
8. Lodging/Campgrounds
9. Floatin' On Air Balloon Adventures
10. Wilsonville Parks and Recreation
11. Activities Outdoors
12. Hotels/Lodging
13. Boones Ferry Park

# Who Presently Represents Wilsonville in Search?

## Ranked:

1. Groupon
2. Brad Hanson (Facebook)
3. Wilsonville Chamber
4. USA Today
5. Oregon Live
6. Oregon Live
7. Trip Advisor
8. Hotel Planner
9. Virtual Tourist
10. Family Days Out

# Geographical Comparisons

## Where to Stay?

1. Portland
2. Port Angeles
3. Seattle
4. Eugene
5. Temecula
6. Bend
7. Salem
8. Elma
9. Sequim
10. West Hollywood

## Where to Eat?

1. Portland
2. Wilsonville
3. Seattle
4. Salem
5. Tualatin
6. Oregon City
7. Honolulu
8. Eugene
9. Semmes
10. Los Angeles

## What to Do?

1. Portland
2. Wilsonville
3. Seattle
4. Beaverton
5. Tualatin
6. Canby
7. Lake Oswego
8. Salem
9. Vancouver
10. New York

## History & Heritage:

1. Portland
2. Beaverton
3. Wilsonville
4. Laguna Niguel
5. Lake Oswego
6. Robert Bird Cemetery
7. Sherwood
8. West Linn
9. Woodburn
10. Sacramento

Note: Because of low sample numbers the error margin for these geo-originators is high.

Note: Ranking of cities of origin for various Internet searches for "Where to Stay in Wilsonville," etc,

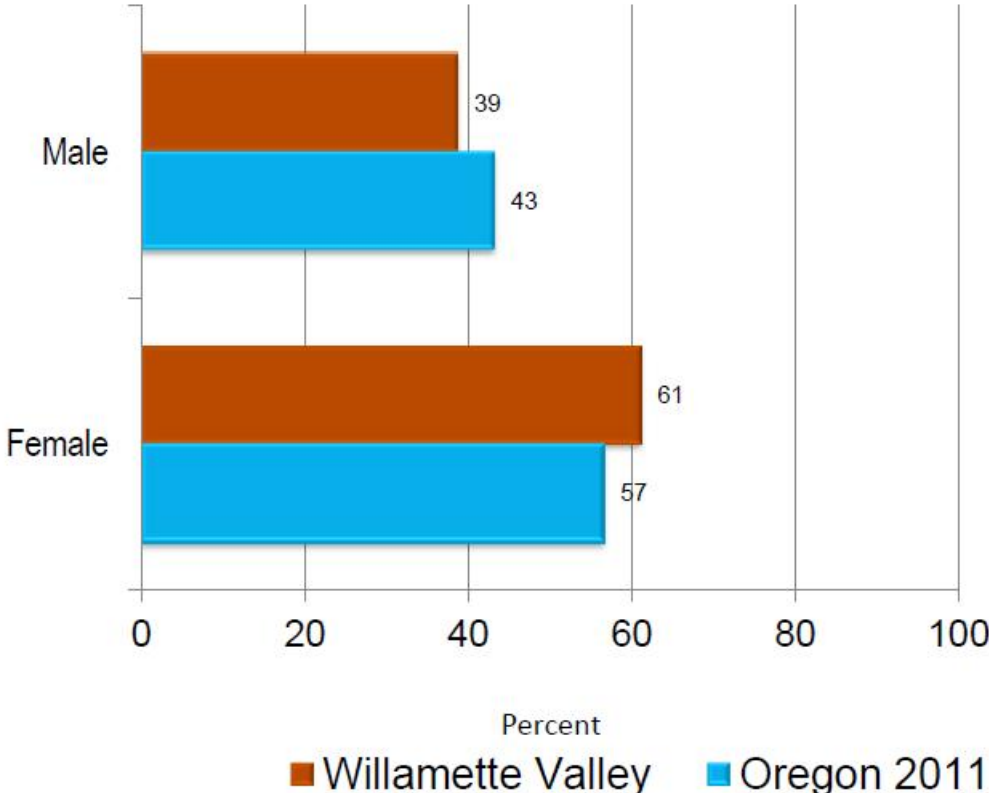
## Social Media:

- Chamber Facebook: 871 likes
- Oregon Horse Country Facebook: 2,329 likes
- Oregon Horse Country Twitter: 26 followers



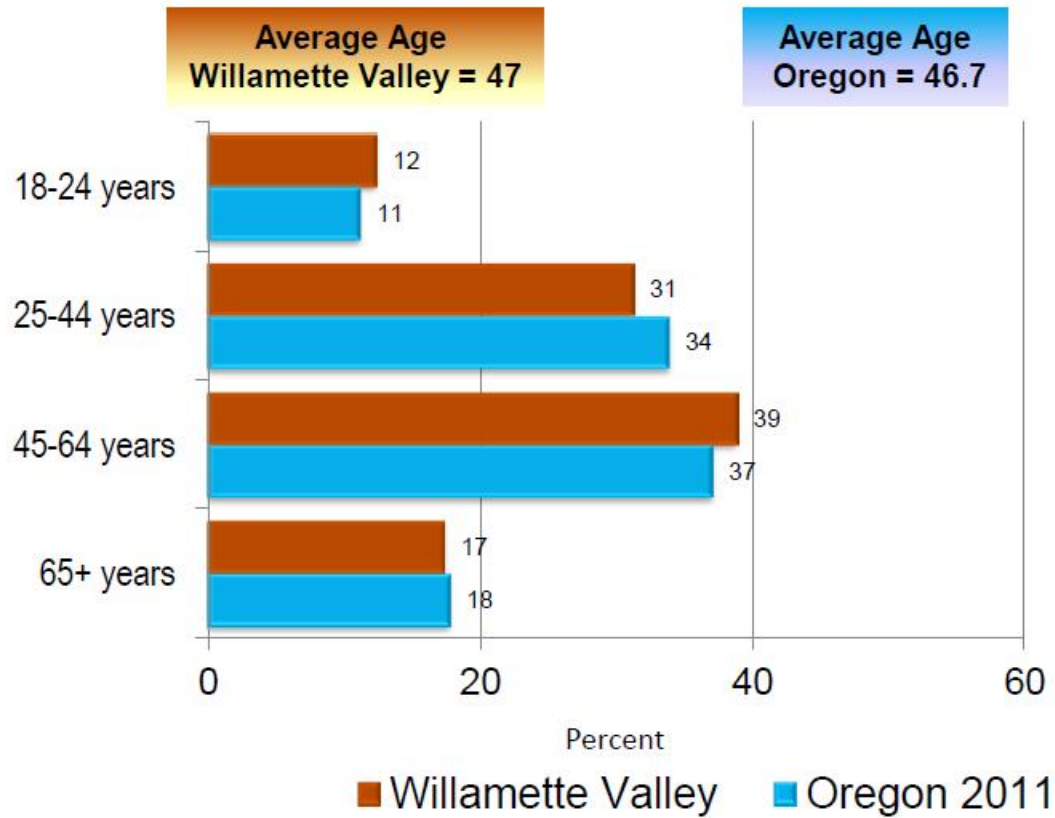
# Gender (Longwoods)

Base: Overnight Marketable Trips



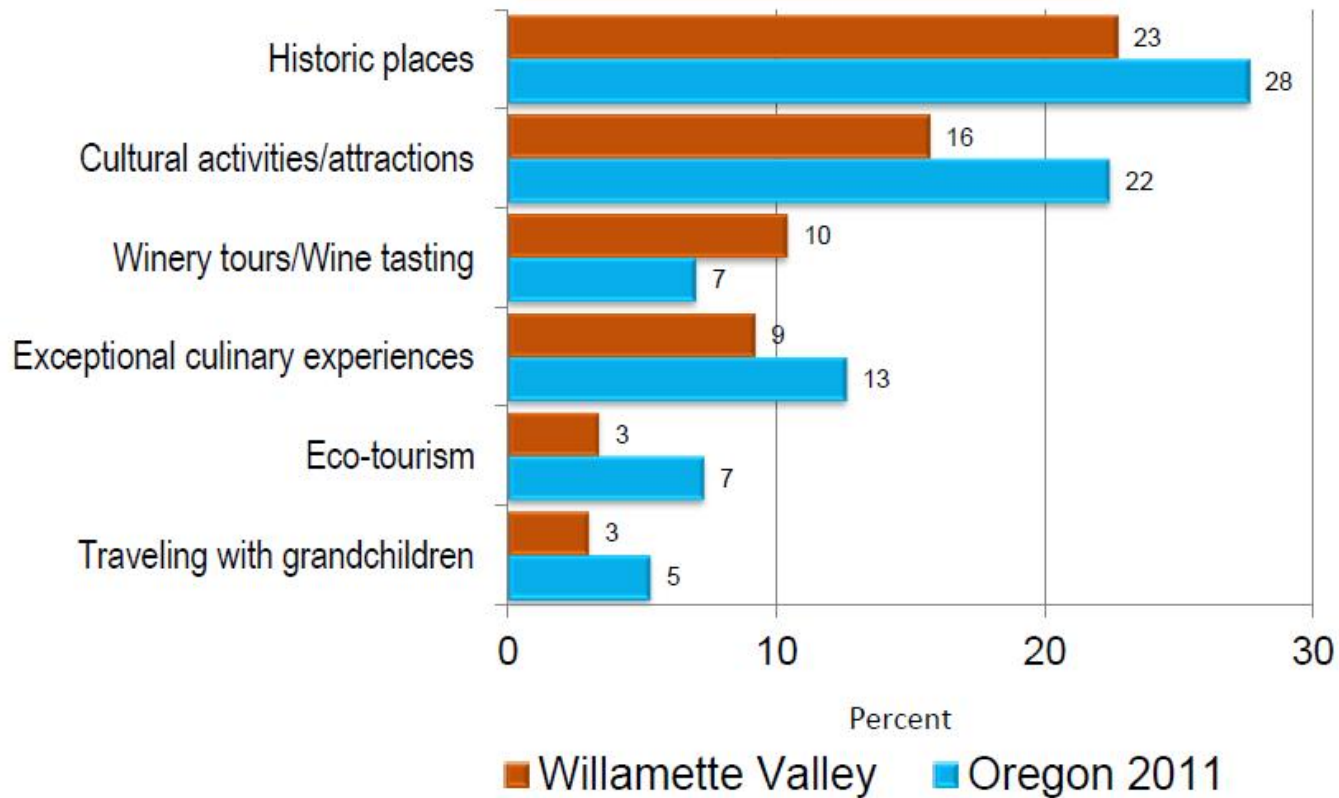
# Average Age (Longwoods)

Base: Overnight Marketable Trips



# What Are They Looking to Do (Longwoods)

Base: Overnight Marketable Trips





## Questions

# Wilsonville Information Distribution

Considerations

John Hope-Johnstone



# Task Force Discussion Points



**What role do you think the following should play in future online information distribution? Which is relevant?**

1. A dedicated visitor website?
2. A robust mobile site? (16-20%)
3. Increased Social Media presence?
4. Better communications with partners?
5. Digital kiosks?
6. [Geo-Fencing?](#)
7. The human element?
8. Staffing?



What role do you think the following should play in future physical information distribution? Which is relevant?

9. Brochures
10. Brochure distribution- where, how?
11. Maps
12. Physical visitor information center
13. Phone service
14. Wayfinding signage



## Questions



**Additional Comments?  
Public Comments or Questions?**

# Next Steps



# Timeline

	Oct	Nov	Dec	Jan	Feb	Mar	April
<b>Consultation and Research</b>	*						
<b>Assessment and Analysis</b>		*	**				
<b>Strategy Development</b>				*			
<b>Draft Report</b>					*		
<b>Final Report</b>						*	***

# Next Steps

## Community Survey

[www.DestinationBranding.com/wilsonvillesurvey](http://www.DestinationBranding.com/wilsonvillesurvey)

Thank You





Total Destination Marketing