

# Wilsonville Tourism Promotion Committee

## REVISED MEETING AGENDA

Thursday, April 16, 2020

1:00 – 3:00 pm

Virtual Online Meeting via Zoom

- 1. Welcome** **1:00**
  - a. Committee members and guests introductions
- 2. Committee Business and Updates** **1:10**
  - b. Approve Prior Meeting Minutes of February 18, 2020\* *page 2*
  - c. Positions with Terms Expiring 6/30/20 available for Reappointment with Three-Year Term Expiring 6/30/23:
    - #3: Held by Jeff Brown
    - #4: Held by Al Levit
  - d. Open Position for Appointment:
    - #6: Formerly held by David Stead; Term Expires 6/30/21
- 3. Tourism Promotion Program updates** **1:15**
  - e. Member Updates on COVID-19 Emergency Impacts
  - f. City and County Tourism Grant Programs
  - g. JAYRAY Report for FY19/20 Q3 January-March 2020\*
  - h. Tourism Promotion Program Changes Now and Next Fiscal Year
  - i. TLT Revenue-Funded COVID-19 Emergency Business Assistance Grant Program
- 4. FY 20-21 Business Plan Review and Discussion** **2:00**
- 5. Adjourn** **3:00**

\* *Materials in packet*

Due to physical distancing requirements the meeting is being held online via Zoom.

To submit public comments; please email comments to [monahan@ci.wilsonville.or.us](mailto:monahan@ci.wilsonville.or.us) by April 16 at 12:00pm.

Time frames for agenda items are not time certain (i.e. Agenda items may be considered earlier or later than indicated.) Assistive Listening Devices (ALD) are available for persons with impaired hearing and can be scheduled for this meeting if required at least 48 hours prior to the meeting. The city will also endeavor to provide the following services, without cost, if requested at least 48 hours prior to the meeting: Qualified sign language interpreters for persons with speech or hearing impairments. Qualified bilingual interpreters. To obtain services, please contact the City Recorder, (503) 570-1506 or [cityrecorder@ci.wilsonville.or.us](mailto:cityrecorder@ci.wilsonville.or.us).



**EXPLORE  
WILSONVILLE**

A POCKET (OF FUN)

### 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

**Beth Price**, Vice Chair  
Director of Sales &  
Marketing, Holiday Inn  
Portland South

**Brandon Roben**  
CEO, Oaks Park

**Rohit Sharma**  
Owner, RR Hotels  
Portland LLC

### 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)**  
Samara Phelps, Director

**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

Zoe Monahan,  
Assistant to the City  
Manager  
Mark Ottenad,  
Public/Government  
Affairs Director

### TOURISM PROMOTION AND DESTINATION MARKETING CONTRACTOR

JAYRAY, LLC  
Bridget Baeth, Principal  
Ryan Millard, Associate  
Advisor  
Genny Boots, Advisor

# DRAFT MEETING MINUTES

Tuesday, February 18, 2020 • 1 – 3 pm  
Willamette River Room, Wilsonville City Hall

## 1. Welcome

**a. Voting members attending:** Jeff Brown, Chair Darren Harmon, Al Levit, and Vice Chair Beth Price; **Excused:** Brandon Roben.

**Ex-officio members, staff, consultants and guests attending:** Mike McCarty, Zoe Monahan, Mark Ottenad, Samara Phelps and Kevin O'Malley, Sylke Neal-Finnegan, and Brian Stevenson

## 2. Committee Business and Updates

**b. Approve Prior Meeting Minutes of October 17, 2019 and November 13, 2019.** Committee members reviewed the meeting minutes. Jeff Brown moved and Al Levit seconded approval of the minutes as presented; motion passed unanimously.

**c. Open Positions for Appointment/Re-appointment:** Mark Ottenad reviewed open positions for appointment, including Position #1, formerly held by Dave Pearson with a term expiring 6/30/2022; and Position #6, formerly held by David Stead, term expires 6/30/2021. Committee members discussed potential participation by Rohit Sharma, owner of new Hilton Garden Inn hotel who has expressed interest in joining the committee.

**d. Positions expiring June 30, 2020:** Mark Ottenad reviewed the terms that will be expiring at the end of the fiscal year including Position #3 held by Jeff Brown and Position #4 held by Al Levit. Mr. Brown identified that he will not be seeking reappointment while Mr. Levit expressed interest in continuing to serve on the committee.

**e. Recruitment:** Mark Ottenad provided an update on current outreach for potential committee members to fill the open positions including outreach to Rohit Sharma and discussion with the World of Speed.

**f. Update on City RFP for Market Feasibility Study for Year-Round Sports/Event Facility with Possible Adjacent Hotel:** Brian Stevenson provided an update on the facility and asked for any input on questions to be sent to him. He is working to schedule the interviews. Appears that the applicants will be in person. The committee members are invited to attend but must commit to both days. 1-4pm on March 10 and 12. The study is expected to be complete by the end of the year.

Mr. Stevenson also provided an update on the Community Tourism Program (\$25,000) and Clackamas County Partnership program (\$15,000). There was conversation about the Fun and the Park. This may be the last year of the program. They need volunteer support.

The committee could make a recommendation to City Council to increase the award amount for the community tourism funding for future grant cycles.

**g. Update on Arts, Culture, and Heritage Strategy:** Mark Ottenad provided a brief update. This project will be moving forward and he has been in communication with a possible consultant to help finalize this project.

**h. Upcoming meeting dates:** Zoe Monahan provided a reminder to the committee about upcoming meeting dates. The next Tourism Promotion Committee Meeting will take place on March 19, 2020, to review the community tourism program grants and the Clackamas County Partnership Program grant. Committee members will receive a doodle poll to select the April and May meeting dates.

### **3. Jay Ray Report**

**i. Explore Wilsonville Tourism Promotion and Development and Destination Marketing Services Audit:** Bridget Baeth started off the discussion. She reminded the committee that they have a team of 12 to support the account. She asked that the committee “think big picture” during the discussion.

Goals – The goals were prepared based on the past RFP and conversations. They should be a broad level action

Goal - Visitors choose to stay in Wilsonville – basecamp to explore the greater area- 25 mile radius

Objectives – Increase destination awareness, differential from others, grow local love, grow shoulder season, influence destination development, extend stays and repeat visits

Visitor Profile Study Overview was presented:

- Visitors are 35- 54 (35%), Most travel with a companion (81%)
- People come back – 83%
- Most don't recall Explore Wilsonville – 98%
- Most people are not planning based on brochures and newspapers
- 84% day trip
- 43% from Oregon
- 24% Portland
- 15% Sea – Tac Washington
- Most stayed with friends/ Family (57%)
- 86% positive impressions
- People want to be reached by social media
- Sentiment is low from the resident's perspective –little to do, shopping not good, terrible traffic, need festivals that celebrate our history.
- Unsure of tourism assets, quality of restaurants, and lodging is fair

There was a discussion about the findings from the audit:

- Brand identity confusion – 10 brand propositions (need to narrow)
- Discussion about the the current logo?
- Ads focus on a specific audience, but not all pocket guides
- Discussion about visitor guide distribution
- Pocket trips need more information.
- Past funds have been spent on print advertising
- Advertising is not placed in Wash. Rest stops
- Provide a map with points of interest
- Suggesting spending more in social medial and less on hardcopy
- Will focus on four public relations techniques
- Micro influencer will be brought to the market to blend the conversation

- Main focus on the website is focused on the peak season. Destination are currently only provided from one season.
- Need to optimize the mobile experience.
- Pocket trips landing is the most viewed site.
- Redesign home page to make it more user friendly
- Doesn't answer the "Why Wilsonville?" – too generic
- Use user generated content – other people's pictures
- More communication between other groups in the area
  - Be respectful to the radius (promoting the Coast and Multnomah Falls are not the best options)
  - Focus on under tourism
  - Provide examples of half and full day opportunities.
  - Supporting the collaboration of the Oregon21.

**j. Progress Update:**

The next year and with the marketing plan there may be some more work being done. Can fit brand identity – expand (minor logo and color). More budget will be required for research (Brand promise, position and personality)

Making a social calendar and will have a strategic plan. Suggestion to reduce print and to use the funds for a rebrand. (\$9,000 certified, \$18,000 printing) suggestion is to move to digital advertising. Certified contract will be up in April – requested that they are not renewed.

Future needs and project would require a request as a part of the city budget.

**4. Adjourn**

The meeting adjourned at 3:09 pm. Next meeting is March 19, 6-8 pm.

Respectfully submitted by Zoe Monahan on March 10, 2020.

# EXPLORE WILSONVILLE

FY 2019-2020

Q3 (Jan-March) REPORT

APRIL 14, 2020

**EXPLORE  
WILSONVILLE**



A POCKET (OF FUN)

**JAYRAY** A PLACE TO THINK

Branding | Advertising | Strategic Communications

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# DASHBOARD

## ANNUAL RESULTS TO DATE \*FY 2019-2020: Q3 January-March 31, 2020

GOALS	JAN-JUNE 20 RESULTS	% CHANGE FROM JAN
Earned media (number of articles)	0	-
New website users	1,802	202.9%
Social media reach (Facebook, Instagram and Pinterest)	31,311	702.8%
Social media followers (Facebook, Instagram)	854	85%
Avg. email open rate	12.5%	-
Email list growth	867	-
Tourism packages (# developed)	0	-

\*FY 2019-2020 is a benchmark year. April-June 2020 numbers will likely decline due to COVID-19 and tourism program budget cuts





# COVID-19 RESPONSE

- **Canceled/Postponed:**
  - Spring shoulder season campaign (Getaway To Oregon Sweepstakes)
  - All social media ads
  - OMHT Facebook rebate
  - Travel & Words media show (May)
- **Added:**
  - Website alert to homepage
  - Linked post with resources and information
  - Removed events from calendar
- **Changed:**
  - Social media strategy. Now geared toward local audiences and supporting local businesses
- Attended STR Hotel Industry COVID-19 updates and other webinars



On March 23, the state of Oregon issued a Stay Home, Save Lives order to halt the spread of COVID-19. The order will be lifted at the Governor's discretion. [Read more here.](#)

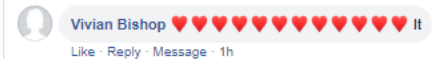
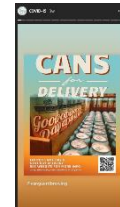
The safety of our visitors is our highest priority. As the state works to halt the spread of COVID-19, we request all travelers take protective measures and make informed decisions regarding upcoming travel. We hope you are inspired to visit Wilsonville and Oregon, when you are ready.

For local updates:

- Clatsop County Public Health Division
- City of Wilsonville
- Oregon Health Authority

For travel guidance:

- Travel Oregon
- U.S. Travel Association
- Centers for Disease Control and Prevention





**MARKETING**





# MARKETING

- Placed media buys in Travel Oregon Visitor Guide and Northwest Travel & Life Magazine (digital/print package with Travel & Words media show)
- Developed Spring campaign and sweepstakes packages
- Postponed:**
  - Getaway To Oregon social campaign
  - Brochure distribution



Northwest Travel & Life



Travel Oregon VG print ad



Travel Oregon digital ad



# MARKETING

## EXPLORE WILSONVILLE MEDIA BUYS \*FY 2019-2020: Q3 January-March 31, 2020

OUTLET	COST	RUN DATE	PRINT	DIGITAL	SIZE	CIRCULATION	IMPRESSIONS	REACH
Travel Oregon Visitor Guide	\$3,980	Spring 2020-Spring 2021	x		1/3 page ad	300,000	--	data not released yet
TravelOregon.com	\$1,600	4 Seasons Jan 20-Dec 20		x	300x100 horizontal	--	296,310	data not released yet
Facebook (canceled)	(\$2,000)	Canceled		x	FB ads feed	n/a	n/a	15M (6,000/day)
OMHT FB Rebate (canceled)	(\$250)							
NW Travel & Life (May/June issue)	--	Q4	x	x	Full page ad	n/a	n/a	n/a
*Social media boosted posts (April - June canceled)	\$181 (\$319)	Jan-March		x	Boosted posts	--	--	9,788
<b>Total Spent in Q3</b>	<b>\$5,761</b>							
<b>Ad Budget</b>	<b>\$8,000</b>							
<b>Remaining</b>	<b>\$2,239</b>	Canceled budget to \$0. No remaining funds for Q4 due to tourism program budget reductions						



\*Results from February and March boosted posts. April - June postponed due to tourism program budget reductions

# EMAIL NEWSLETTER

2020	Jan.	Feb.*	March	Average
Recipients	-	876	-	876
Open Rate	-	12.5%	-	12.5%
Click Rate	-	1.3%	-	1.3%

*\*Explore Wilsonville's email newsletter had been inactive for 6 months prior to February 2020. We attribute low performance to inactivity and a small email list.*

## Most Link Clicks

5

Upcoming Spring Events  
**Wooden Shoe Tulip Festival**  
 March 20 - May 2  
 Woodburn, Oregon



Walk with the bulbs, blossoms and tulip blooms March through May at the Wooden Shoe Tulip Festival. A true sign that spring has sprung in Oregon. Just a short drive from Wilsonville.

[SEE MORE >](#)

**EXPLORE WILSONVILLE**  
 A POCKET (OF FUN)



**SAVE ON LODGING.  
 SPEND MORE ON**

**Fill in the Blank!**

Stay in the heart of it all—Wilsonville, Oregon.  
 Planning your getaway is easy with our 5  
 Pocket Trip Itineraries.



**WEBSITE**





# WEBSITE

- Reinstalled and registered website plug-ins
- Transferred site host
- Updated and added dining and lodging listings and populated events calendar
- Designed new site mockups (in review)
- Recommended homepage banner change
- Started website content audit
- Developed spring campaign landing page and purchased GetawaytoOregon.com



Spring Campaign landing page (postponed)











# WEBSITE ANALYTICS

2020	Jan.	Feb.	March	Totals
New Users	595	648	559	1,802
Users	619	669	582	1,870
Page Views	1,803	1,943	2,058	5,804

*Page Views: Page views is the total number of pages viewed. Repeated views of a single page are counted.*

*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.*

## Q3 MOST POPULAR PAGES

Page		Pageviews	% Pageviews
1. /		1,107	 19.07%
2. /restaurants-wilsonville-oregon/		381	 6.56%
3. /events/		232	 4.00%
4. /pocket-trips/		201	 3.46%
5. /pocket-trips/shopping-in-wilsonville/		143	 2.46%

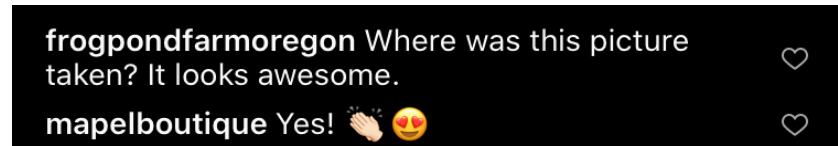
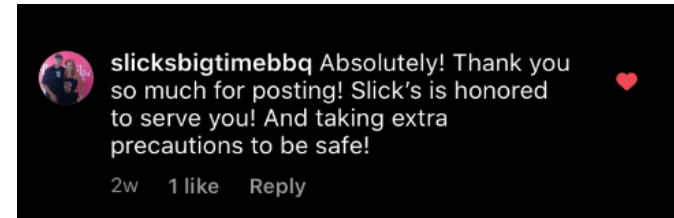


# SOCIAL MEDIA



## SOCIAL MEDIA

- Developed social media strategy and editorial calendar
- Posted 3-5 times per week (reducing to 1-2 per week due to budget reductions)
- Provided ongoing social media engagement as part of follower growth strategy
- Posted Instagram Stories and Highlight Reel to share COVID-19 related content



Engagement examples



# FACEBOOK ENGAGEMENT

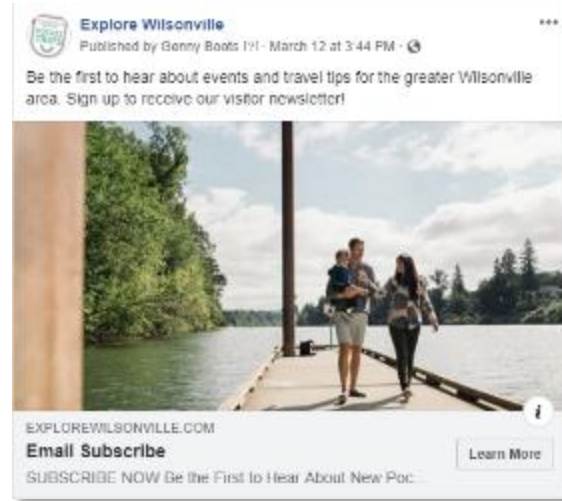
2020	Jan.	Feb.	March	
Engagement* (Engagement %)	4.60%	5.14%	2.8%	4.18% Average
Post Total Reach**	1,773	3,692	17,133	22,598 Total Reached

\*Engagement is post total reach divided by the number of people who clicked anywhere on Explore Wilsonville posts. Industry standard is .13%

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

## TOP CONTENT

March 12, 2020	
6 Reactions, Comments and Shares	2,601 Reached
4 Likes on post and on shares	43 Post Clicks



There is an inverse relationship between reach and engagement. The more people you reach the lower your engagement rate is.



# INSTAGRAM ENGAGEMENT

2020	Jan.	Feb.	March	
Engagement* (Likes + comments / followers)	7.10%	6.36%	5.82%	6.43% Average
Average number of likes	16	17	18	17 Average
Post Total Reach**	1,512	2,174	2,380	6,066 Total Reach

\*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

## TOP CONTENT

March 20, 2020

42 Likes	262 Reached
3 Comments	14% Engagement Rate



# PINTEREST ENGAGEMENT

2020	Jan.	Feb.	March	
Engagement*	2.70%	2.80%	2.17%	2.56% Average
Post Total Reach**	615	787	1,245	2,647 Total Reach

\*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

## TOP CONTENT

February 14, 2020

41

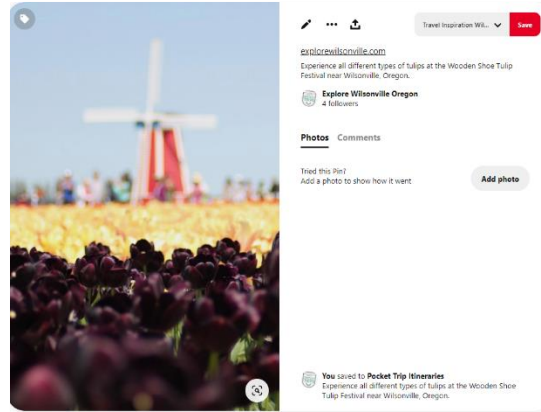
Impressions

0

Link clicks

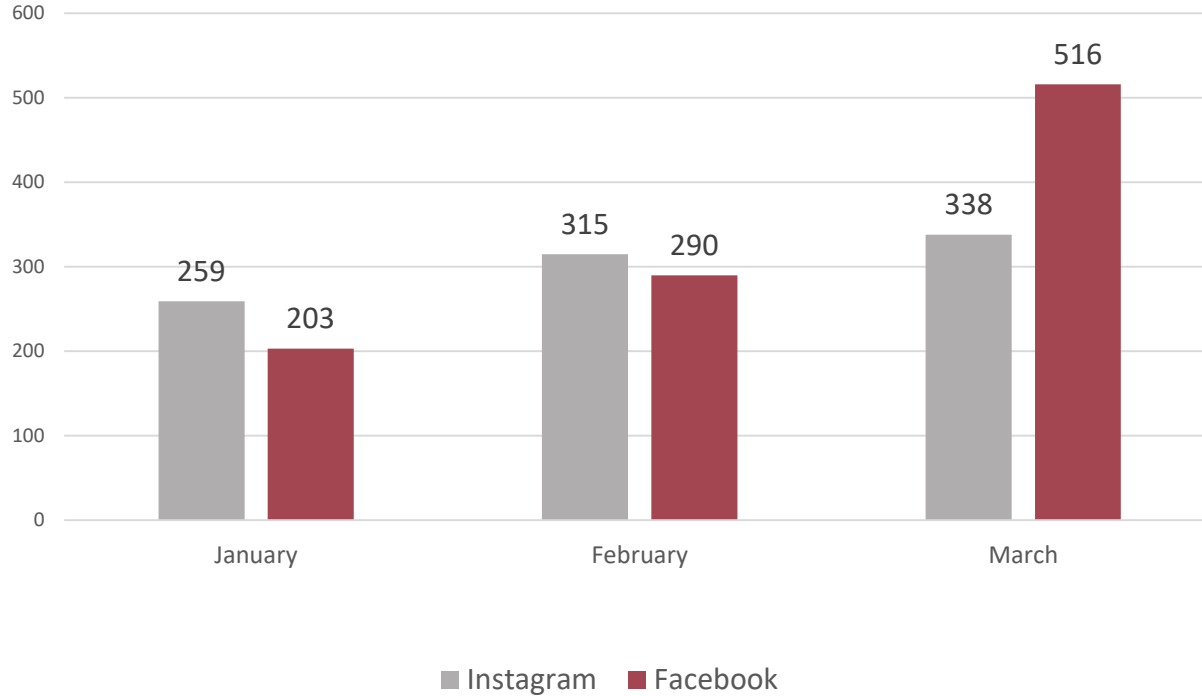
0

Saves





# FOLLOWERS



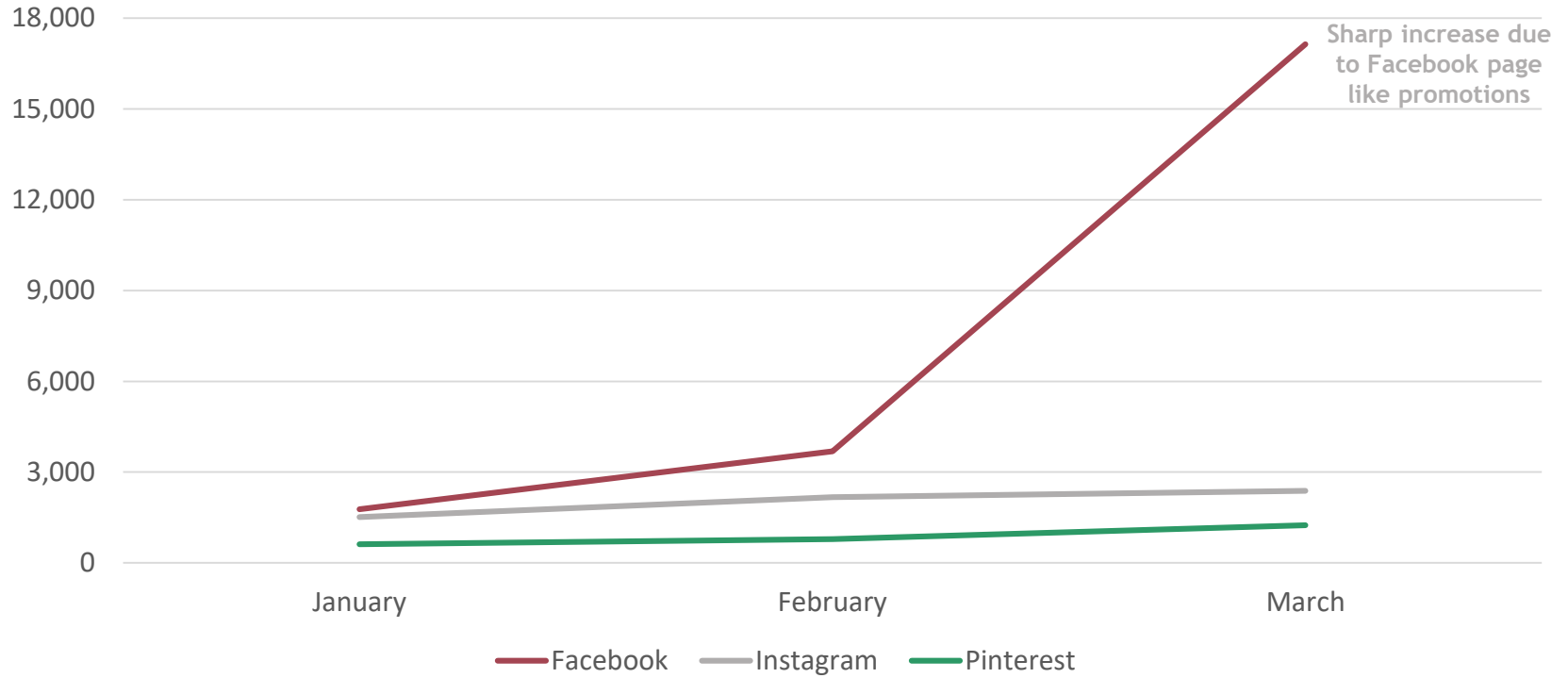
**TOTAL FOLLOWERS: 854**

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

**85% INCREASE  
IN FOLLOWERS  
SINCE JANUARY**



# REACH



# SOCIAL MEDIA DEMOGRAPHIC DATA



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# 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.

## GENDER

Approximately 51% of Explore Wilsonville's Facebook content reached women, and 49% reached men.

## COUNTRY

A majority are from the United States, followed by Canada and Mexico.

## CITIES

The top five cities for Explore Wilsonville Facebook content are:

1. Portland
2. Salem
3. Eugene
4. Vancouver, WA
5. Los Angeles



# FACEBOOK AD DEMOGRAPHICS

Data on the audiences we boosted posts and page like ads to.

## PAGE LIKE ADS

United States: Eugene (+25 mi), Portland (+25 mi), Salem (+25 mi), Wilsonville (+25 mi) Oregon

Ages:  
18 - 65+

People Who Match:  
Interests: Outdoors, Wine tasting, Oregon, Agritourism, Kids, Tourism, Family or Travel



## BOOSTED POST

United States: Oregon

Ages:  
25 - 65+

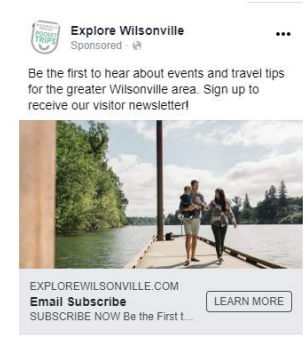
People Who Match;  
Interests: Family or Travel,  
Parents: Parents (All)



## BOOSTED POST

United States: Oregon

Ages:  
25 - 65+



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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 25-45.

## GENDER

Approximately 68% of Explore Wilsonville's Instagram followers are women. 32% are men.

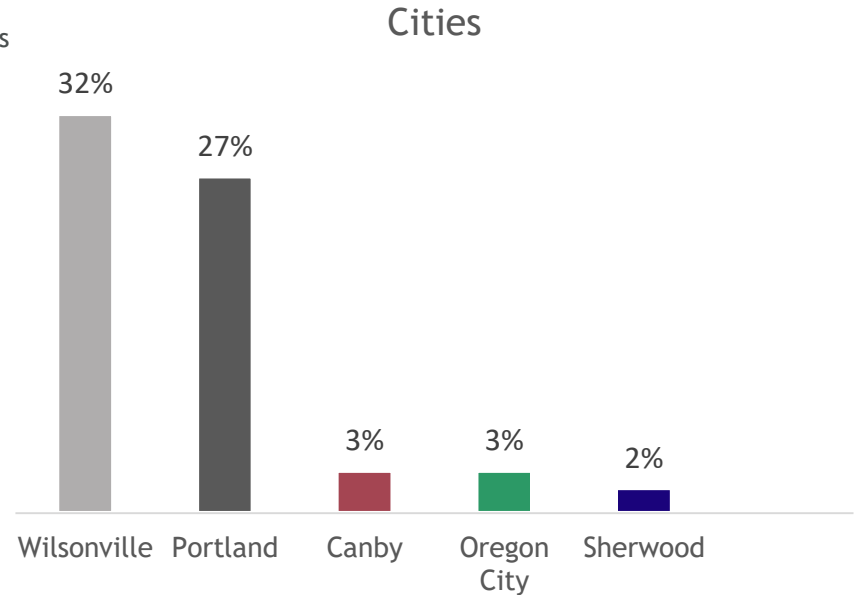
## COUNTRY

A majority (96%) are from the United States, followed by Canada (1.6%).

## CITIES

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

1. Wilsonville (32%)
2. Portland (27%)
3. Canby (3.4%)
4. Oregon City (3.4%)
5. Sherwood (1.9%)





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# 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 18-34.

## GENDER

Approximately 70% of Explore Wilsonville's Pinterest audience are women. 24% are men.

## CITIES

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

1. Los Angeles, CA (10.7%)
2. Portland, OR (7.4%)
3. San Francisco-Oakland-San Jose, CA (6.2%)
4. Sacramento-Stockton-Modesto, CA (3.8%)
5. Dallas-Ft. Worth, TX (3.8%)

## 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
Travel	1.91x	53%
Vehicles	1.53x	8.6%
Design	1.39x	29.9%
Gardening	1.37x	37.3%
Art	1.32x	78%



A photograph of a cyclist riding on a gravel path through a vineyard. The path is made of grey gravel and curves to the right. The cyclist is wearing a red and green jersey and a black helmet. The vineyard consists of rows of green grapevines on the left side of the path. In the foreground, there is a field of tall green grass with yellow wildflowers. The background shows more trees and a clear sky.

# PUBLIC RELATIONS

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## PUBLIC RELATIONS

- Developed PR plan (editorial calendar) to include four media themes/stories to promote shoulder-season travel (Tiny Trips, Discover New Flavors, Farm to Table experiences and Insiders Guide to Greater Wilsonville)
  - Tiny Trips pitch approved, but postponed due to budget reductions
- Subscribed to HARO (Help A Reporter Out) media opportunities
- Begun developing media contact lists for target audience and stories
- Secured attendance at Travel & Words (Northwest Travel & Lifestyle Writers Conference) to connect directly with travel writers and promote Wilsonville stories (postponed for Fall 2020)
- Created list of media coverage keywords and setup Cision media monitoring subscription



# PUBLIC RELATIONS

## EXPLORE WILSONVILLE PR COVERAGE 2020

	Number of Articles	Circulation	Number Influenced	JayRay Influenced*	Value Points
January	-	-		-	-
February	3	4,866,382		0	-
March	48	5,751,379	0	0	-
<b>Totals</b>	<b>51</b>	<b>10,617,761</b>	<b>0</b>	<b>0</b>	<b>-</b>

Pitching did not start in Q3

See Public Relations Coverage Spreadsheet for details





# NOTABLE COVERAGE

## Local Breweries Are Beginning to Offer Store-to-Door Delivery Service

Leikam, Little Beast and StormBreaker are among the first beer producers in Portland to bring their product to your home.



Little Beast Brewing offers home delivery.

By Josh Prewitt | Published March 17 - Updated April 4 at 3:00 PM

Seemingly every form of entertainment in Oregon and Washington shut down for the next four weeks, from bars and restaurants to movie theaters to museums. But nothing, it seems, can stop our beer industry entirely.

In the midst of the coronavirus pandemic, a growing number of breweries are turning to home delivery, with Leikam Brewing, Little Beast Brewing and StormBreaker Brewing among the first producers in Portland to begin offering to bring beer directly to your doorstep.

Willamette Week



## Breweries turn to Home Delivery in wake of COVID-19 Shutdown

Samuel Aron

Mar 17, 2020



Little Beast Brewing, Vanguard Brewing and Leikam Brewing are among the first Oregon breweries to offer beer delivery services direct-to-consumer. Gigantic Brewing, Coin Toss Brewing, Stormbreaker Brewing, and Lombard House have delivery programs in-the-works and soon to launch. Even more are on the way, but they will need our consumer support to make them viable.

The New School Beer

## Ferrari exhibit postponed at World of Speed

Jan Redman | Monday, March 16, 2020

The motorsports museum in Wilsonville is closed until at least March 31 because of the COVID-19 outbreak.

The World of Speed has postponed the opening of the Ferrari exhibit until at least March 31 to reduce the spread of the novel coronavirus.

The Ferrari exhibit has been scheduled to open on March 21 to replace the one on Ford Mustangs.

All activities and programs at the World of Speed will be postponed.

"The health and safety of our visitors, volunteers, staff and our community will always be our top priority," said Janice

Proppert, World of Speed Executive Museum Director. "We have a responsibility to follow the public health recommendations as announced by local, state and federal health officials and to follow the counsel of COVID-19 infection."



Portland Tribune (Pamplin Media Group)

A close-up photograph of several tall, slender spikes of pink lupine flowers. The flowers are small and densely packed along the stems. The background is a soft-focus garden with green foliage and other purple flowers. A solid green rectangular box is overlaid on the left side of the image, containing white text.

# COLLATERAL & SHIPPING/ DISTRIBUTION



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## COLLATERAL & SHIPPING/DISTRIBUTION SERVICES

- Distributed Visitor Guide brochure through Certified Folders (Jan-March)—currently postponed until "Stay at Home" order ends
- Negotiated new Certified Folder distribution plan, coordinating with Wilsonville Chamber of Commerce
- Fulfilled 60 visitor guide requests from AAA and Sunset Magazine media leads



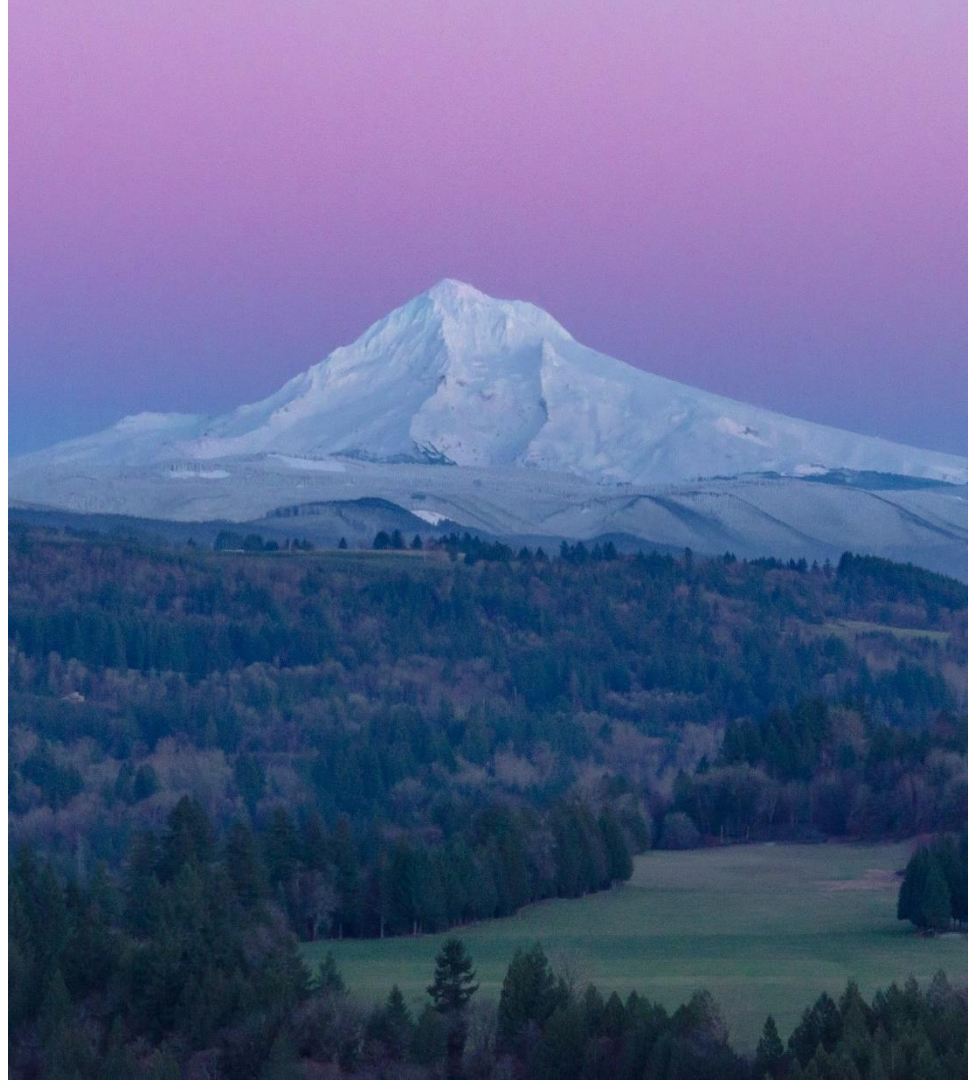


# TOURISM DEVELOPMENT

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# TOURISM DEVELOPMENT

- Reviewed regional opportunities and developed tourism grant spreadsheet
- Built tourism relationships
- Conducted interviews with tourism partners
  - Wilsonville Chamber of Commerce, Willamette Valley Visitors Association, Clackamas County Tourism & Cultural Affairs (dba Oregon's Mount Hood Territory) and Washington County Visitors Association (dba Visit Tualatin Valley)
- Attended Oregon Destination Association conference in January, 2020
- Promoted tourism packages on social media
  - Holiday Inn I-5 South Valentines package
- Attended OTIS training and updated listings





# 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.  
$$\text{ADR} = \text{Room Revenue} / \text{Rooms Sold}$$



## STR REPORT – WILSONVILLE

2020 - WILSONVILLE	Jan.	Feb.	March	
Occupancy %	53.7%	56.4%	-	54.9% Average
RevPAR (revenue per available room)	\$42.02	\$46.30	-	\$45.63 Average
Demand	8,267	7,845	-	16,112 Total
Revenue	\$693,578	\$644,299	-	\$1,337,877 Total



Total Properties: 9



Total Rooms: 615

Expect these numbers to drastically decline in March, April and May. Due to COVID-19 hotel occupancy, RevPAR, etc. is at a historic low. U.S. RevPAR is estimated to fall 50.6% in 2020.

*Reports are delivered around the 19<sup>th</sup> of each month to JayRay.*





## STR REPORT – TROUTDALE (FOR COMPARISON)

2020 - TROUTDALE	Jan.	Feb.	March		% Difference WV and TD
Occupancy %	56.8%	66.5%	-	61.4% Average	+6.5%
RevPAR (revenue per available room)	\$46.42	\$56.25	-	\$51.09 Average	+5.46%
Demand	8,643	9,139	-	17,782 Total	+1,670
Revenue	\$706,610	\$773,298	-	\$1,479,908 Total	+\$142,031



Total Properties: 8

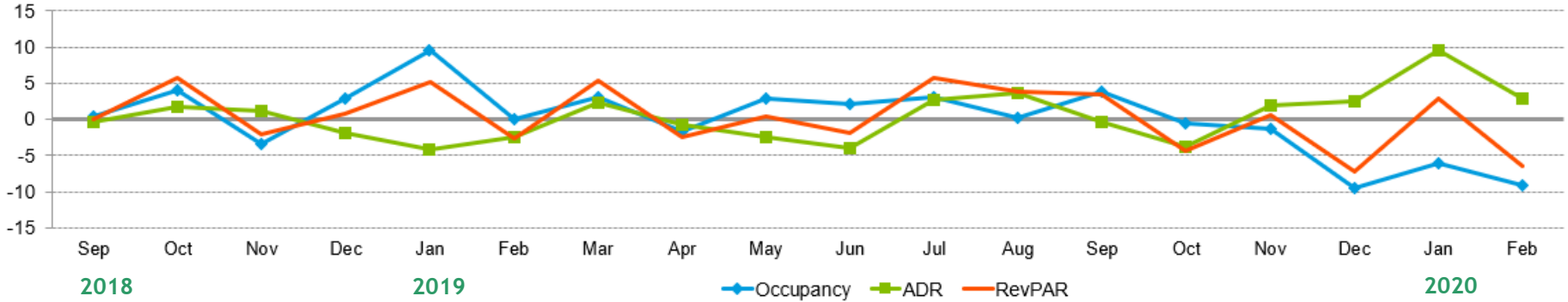


Total Rooms: 491



# STR REPORT – WILSONVILLE

## Monthly Percent Change



Occupancy			RevPAR			Demand			Revenue		
	Jan	Feb		Jan	Feb		Jan	Feb		Jan	Feb
2020	53.7%	56.4%	2020	\$45.02	\$46.30	2020	8,267	7,845	2020	\$693,578	\$644,299
2019	57.1%	62.0%	2019	\$43.75	\$49.48	2019	9,920	9,727	2019	\$759,435	\$775,923
% change	-6.1	-9.1	% change	2.9	-6.4	% change	-16.7	-19.3	% change	-8.7	-17.0






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