

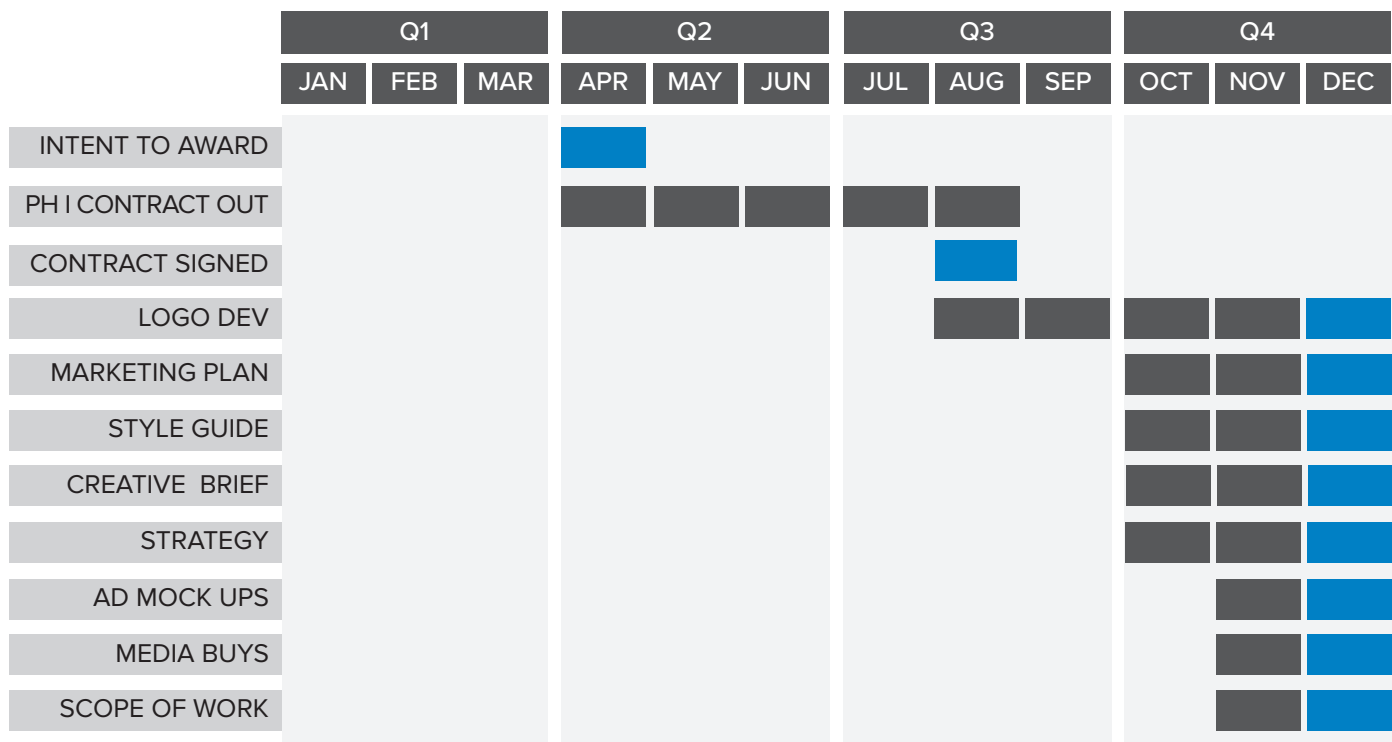
2018
Q3 REPORT
WILSONVILLE
TOURISM
ADVERTISING
AND
MARKETING
SERVICES



Vertigo
MARKETING

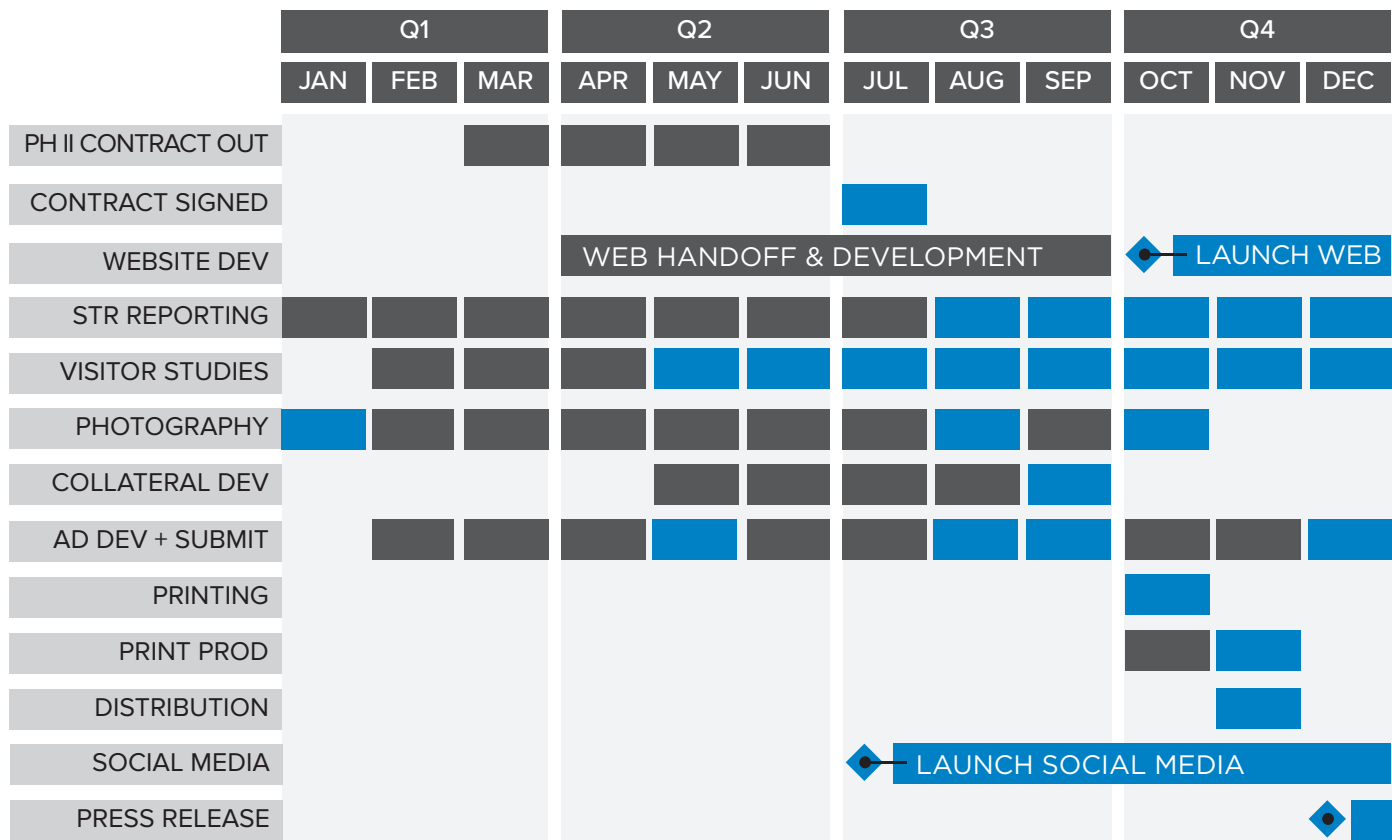
GANTT CHART - 2017

PHASE I: TOURISM DEVELOPMENT AND OPERATIONS CONSULTANT



GANTT CHART - 2018

PHASE II: TOURISM ADVERTISING AND MARKETING SERVICES



HIGHLIGHTS FROM RECENT TRAVEL REPORTS

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

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

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



HIGHLIGHTS: TRAVEL OREGON

LONGWOODS INT'L 2017 VISITOR RESEARCH REPORT PORTLAND REGION 2017

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



HIGHLIGHTS: TRAVEL OREGON

TRAVEL OREGON TRAVEL BAROMETERS JULY - SEPTEMBER 2018

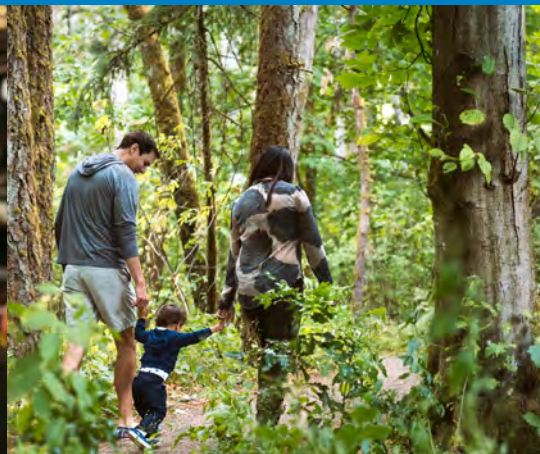
- **JULY:** OREGON'S STATEWIDE LODGING DEMAND (+2.4% YOY) AND REVENUE (+5.1% YOY) SHOWED GROWTH
- **WILLAMETTE VALLEY** WAS UP +5.6% IN LODGING DEMAND AND +6.2% IN LODGING REVENUE IN JULY
- **AUGUST:** OREGON'S STATEWIDE LODGING DEMAND (-.9% YOY) AND REVENUE (-4.0% YOY) SHOWED DECLINE AND LOWER THAN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



HIGHLIGHTS: DEAN RUNYAN

DEAN RUNYAN ASSOCIATES 2016 TRAVEL IMPACTS REPORT MAY 2017

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



OUR REACH



WEBSITE

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



DIGITAL & SOCIAL

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



PRINT MEDIA

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



390 IMPRESSIONS
17 ENGAGEMENTS



113 FOLLOWERS



NO TWITTER ACTIVITY



NO PINTEREST ACTIVITY

WEBSITE REPORT - 3RD QUARTER

Explore Wilsonville Website Report 3rd Quarter 2018

Jul 1, 2018 - Sep 30, 2018

Website Report

Data From Google Analytics

Sessions

2,752

↑ 87.8%

Users

2,400

↑ 102.0%

New Users

2,359

↑ 103.7%

Pageviews

17,751

↑ 57.5%

Avg. Session Duration

00:01:41

↓ -41.1%

Avg. Page Load Time (sec)

17.85

↑ 46.8%

Avg. Time on Page

00:00:18

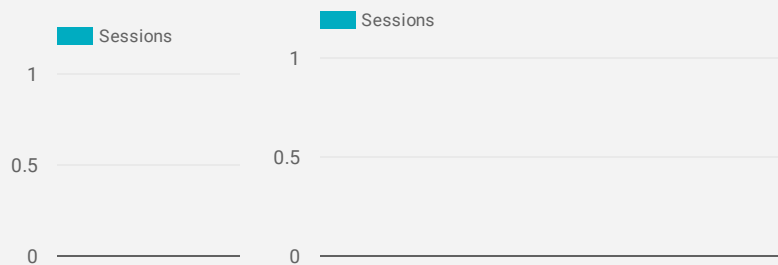
↓ -16.3%

Bounce Rate

13.6%

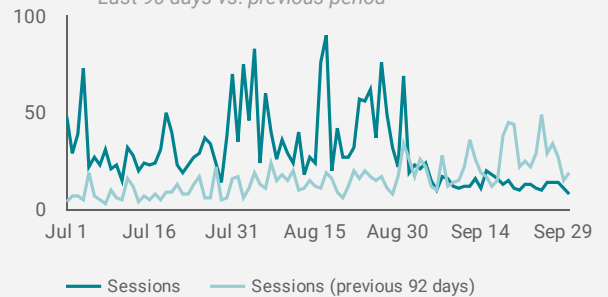
↑ 56.0%

Gender & Age



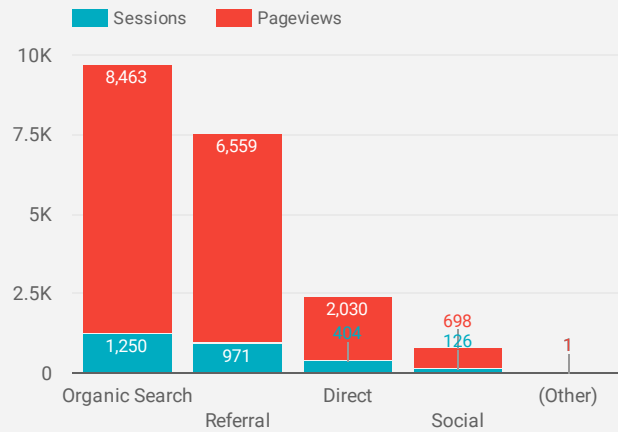
How are site sessions trending?

Last 90 days vs. previous period



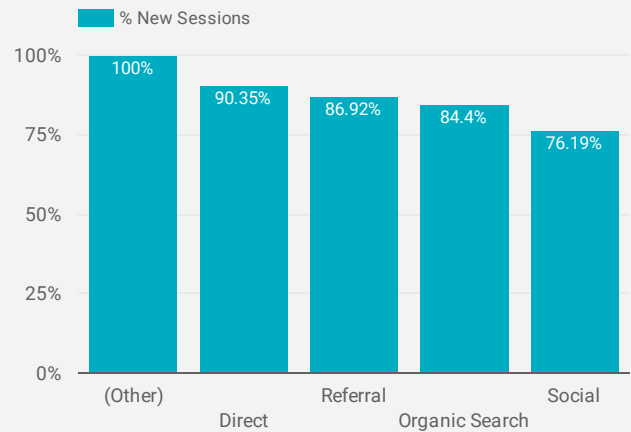
Which channels are driving engagement?

Goal: Engaged Users



New Users

First Time Users to Site



WEBSITE REPORT - 3RD QUARTER

Google Adwords Campaign Performance

Paid Search Report at a Glance

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

Cost

No data

No data

Impressions

No data

No data

Clicks

No data

No data

CTR

No data

No data

Cost per Conversion

No data

No data

Top 10 Landing Pages

The first page a visitor lands on

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

1 - 36 / 36 < >

Top 10 Pages

Most popular pages visited

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

1 - 44 / 44 < >



Group Report

Jul 01, 2018 - Sep 30, 2018

SOCIAL MEDIA REPORT - GROUP



Group Report | 1 of 5

Included in this Report

 Explore Wilsonville

 Explore Wilsonville

 Explore Wilsonville

SOCIAL MEDIA REPORT - GROUP



Group Report | 2 of 5

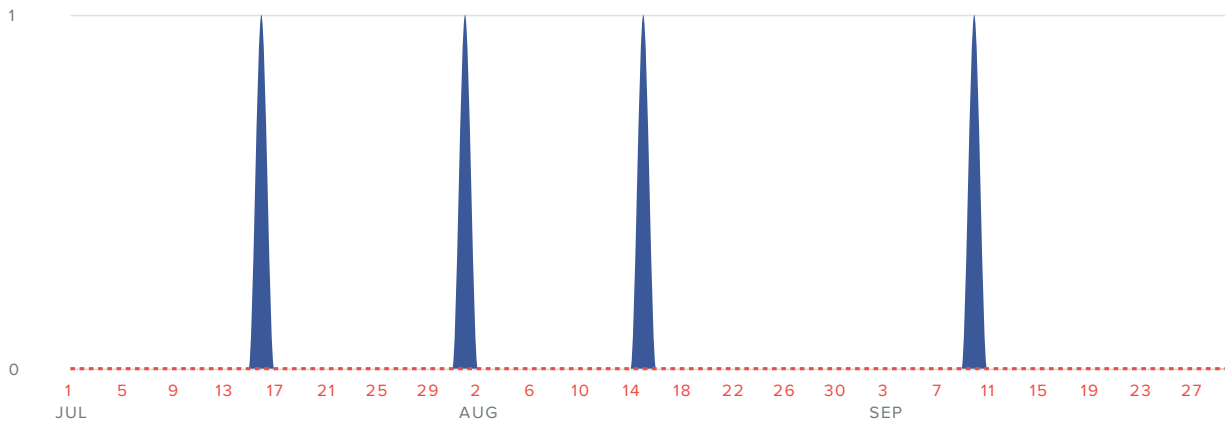
Group Activity Overview

390 Impressions	17 Engagements	4 Link Clicks
---------------------------	--------------------------	-------------------------

Group Audience Growth

AUDIENCE GROWTH, BY DAY

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



■ Twitter
 ■ Facebook
 ■ Instagram

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

Total followers increased by



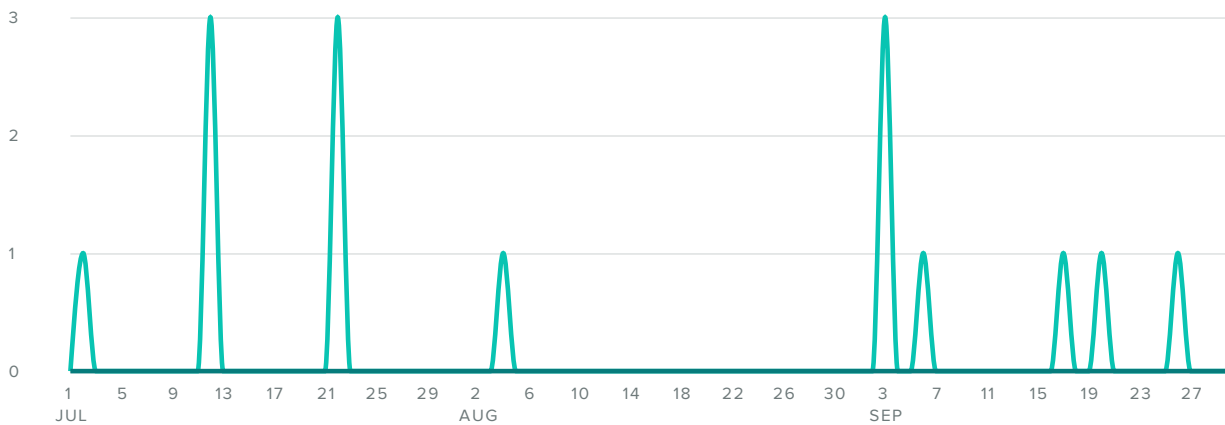
since previous date range

SOCIAL MEDIA REPORT - GROUP



Group Message Volumes

MESSAGES PER DAY



■ Sent Messages ■ Received Messages

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

Message volume increased by

▲ 150%

since previous date range

Received Messages Metrics	Totals	% Change
Twitter Messages Received	0	→ 0%
Facebook Messages Received	0	↘ 100%
Instagram Comments Received	0	→ 0%
Total Messages Received	0	↘ 100%

Message volume decreased by

▼ 100%

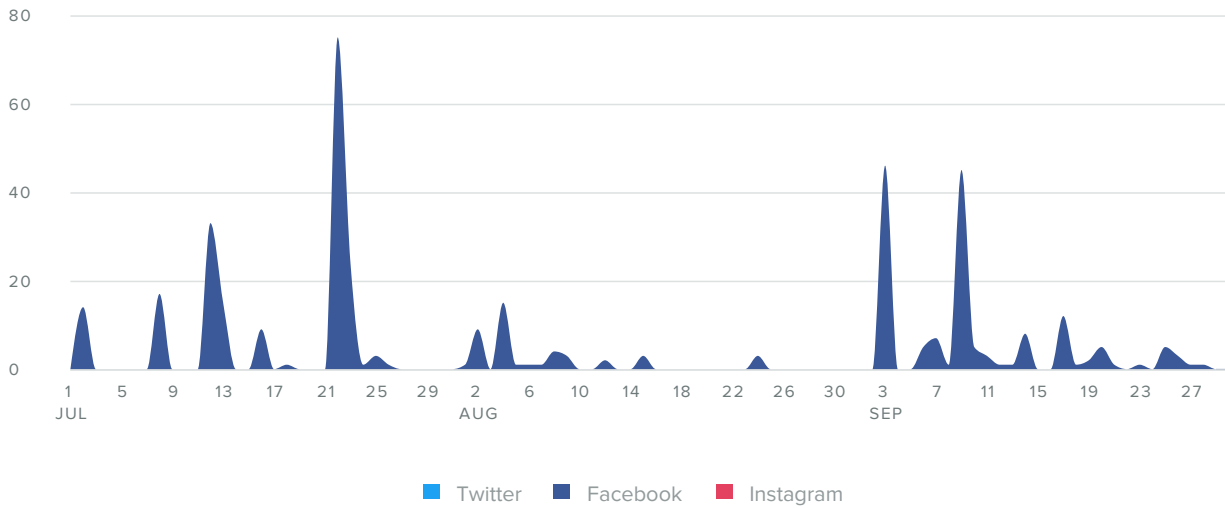
since previous date range

SOCIAL MEDIA REPORT - GROUP



Group Impressions

IMPRESSIONS PER DAY



Impressions Metrics	Totals	% Change
Twitter Impressions	0	→ 0%
Facebook Impressions	390	↗ 47.7%
Instagram Impressions	0	→ 0%
Total Impressions	390	↗ 47.7%

Total Impressions increased by

47.7%

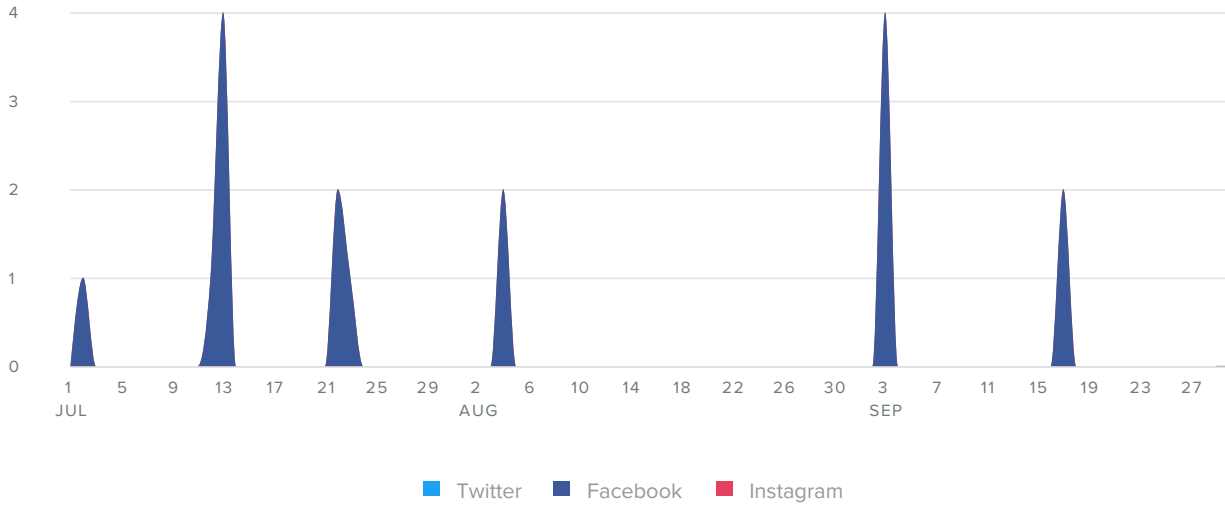
since previous date range

SOCIAL MEDIA REPORT - GROUP



Group Engagement

ENGAGEMENTS PER DAY



Engagement Metrics	Totals	% Change
Twitter Engagements	0	→ 0%
Facebook Engagements	17	↗ 142.9%
Instagram Engagements	0	→ 0%
Total Engagements	17	↗ 142.9%

The number of engagements increased by

142.9%

since previous date range

Group Stats by Profile/Page

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

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages for **Explore Wilsonville**

Jul 01, 2018 - Sep 30, 2018

SOCIAL MEDIA REPORT - FACEBOOK



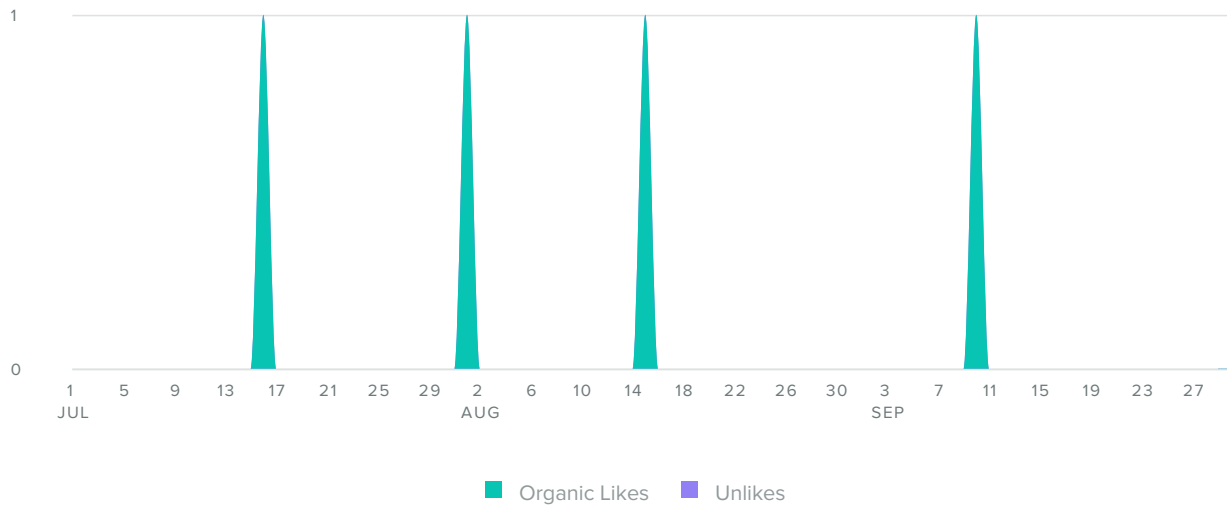
Facebook Pages | 1 of 7

Facebook Activity Overview

390 Impressions	17 Engagements	4 Clicks
---------------------------	--------------------------	--------------------

Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
Total Fans	0
Organic Likes	4
Unlikes	0
Net Likes	4

Total fans increased by

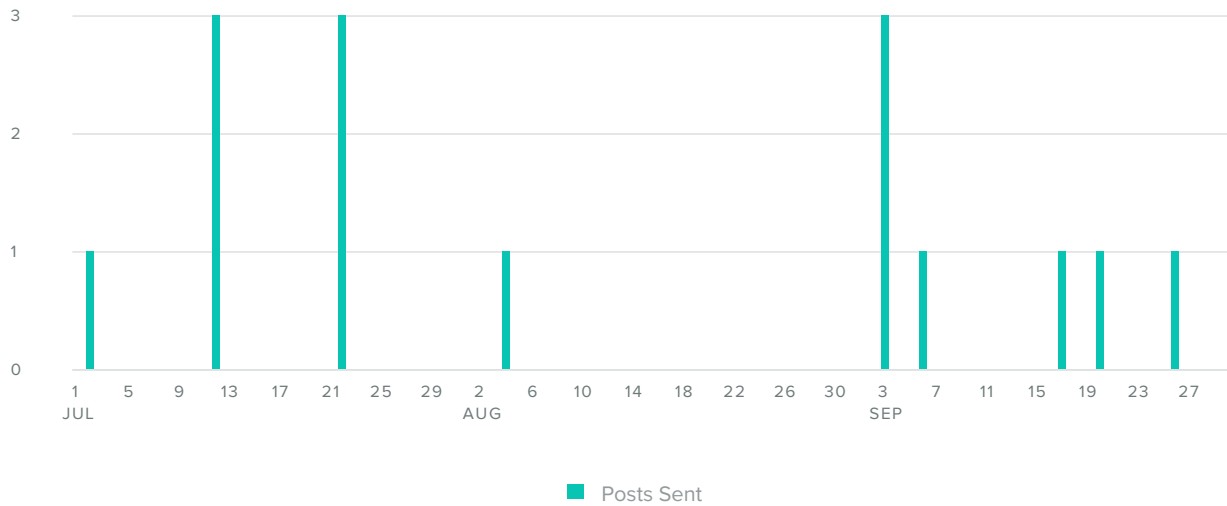
since previous date range

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Publishing Behavior

POSTS, BY DAY



Publishing Metrics	Totals
Photos	5
Videos	0
Posts	10
Notes	0
Total Posts	15

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









Facebook Top Posts, by Reactions

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

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Top Posts, by Reactions

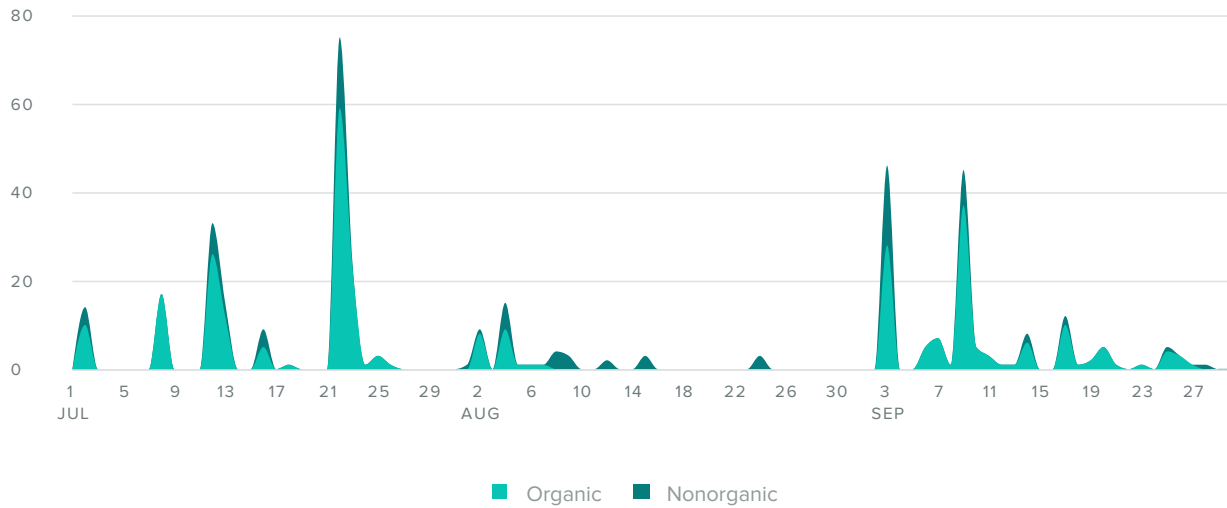
Post	Reactions ▼	Comments	Engagement	Reach
<p>Explore Wilsonville POCKET TRIP - FREE SUMMER CONCERTS WITH MUSIC AT MONTAGUE Come dance with us at these weekly summer concerts every Tuesday from July 24 - August 28 6p-8:30pm. Located in the Villaboia neighborhood in #WilsonvilleOregon, there's plenty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

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	300
Nonorganic Impressions	90
Total Impressions	390
Average Daily Users Reached	1.2

Total Impressions increased by

▲47.7%

since previous date range

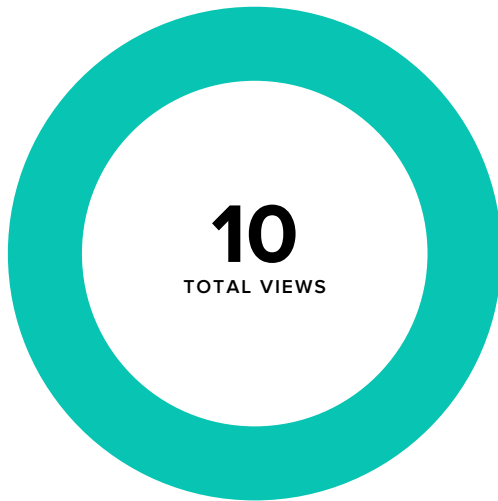
SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 5 of 7

Facebook Video Performance

VIEW METRICS



10
ORGANIC PARTIAL

VIEWING BREAKDOWN



100%
ORGANIC
VIEWS
0%
PAID
VIEWS



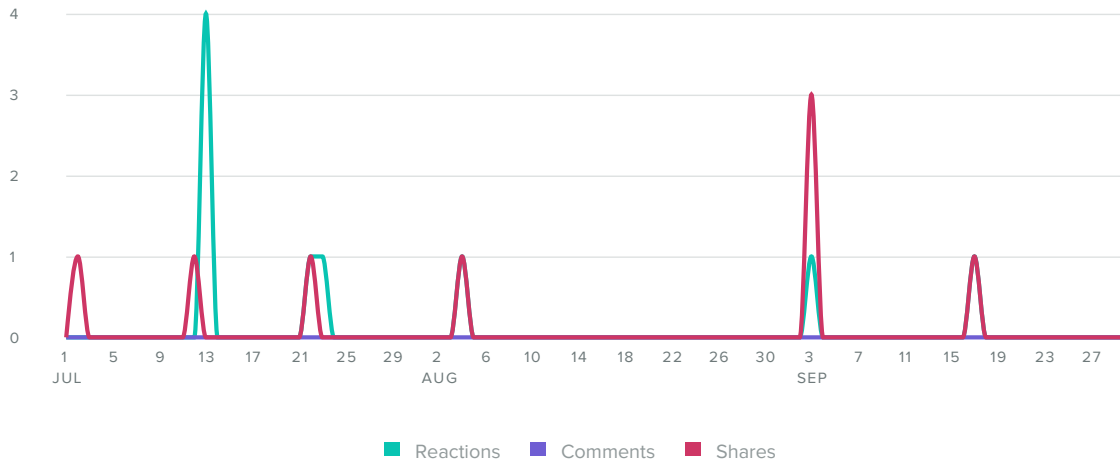
0%
CLICK
PLAYS
100%
AUTO
PLAYS

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	9
Comments	0
Shares	8
Total Engagements	17

Total Engagements increased by
142.9%
 since previous date range

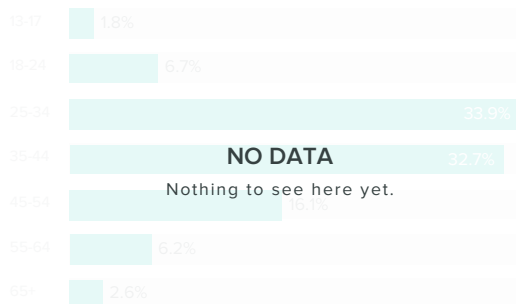
Facebook Audience Demographics

Page Fans

People Reached

People Engaged

BY AGE



BY GENDER



SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 7 of 7

Facebook Stats by Page

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

HIGHLIGHTS: STR REPORT

SMITH TRAVEL RESEARCH REPORT OCTOBER 2018

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



STR REPORT - OCTOBER

Date Created: Nov 16, 2018

Vertigo Marketing Oregon

For the Month of October 2018



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Trend Troutdale, OR+	4
Response Troutdale, OR+	5
Help	6

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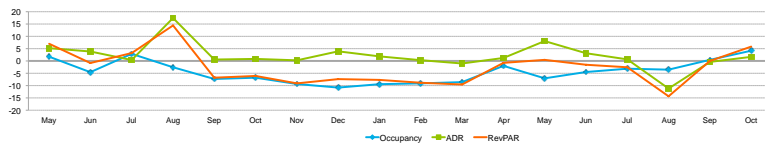
STR REPORT - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+

Vertigo Marketing Oregon
For the Month of October 2018

Currency USD - US Dollar

Monthly Percent Change



Overall Percent Change



	2017												2018											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
Occupancy (%)	75.5	81.4	81.0	84.6	73.3	66.0	65.1	54.2	52.1	55.1	64.8	72.7	70.2	77.8	78.4	81.6	73.5	68.8						
This Year	74.2	85.3	78.8	86.9	79.1	70.9	66.3	60.8	57.5	68.3	70.9	74.2	75.5	81.4	81.0	84.6	73.3	66.0						
Last Year	1.7	-4.5	2.8	-2.6	-7.3	-8.8	-9.3	-10.8	-9.4	-9.1	-8.6	-2.0	-7.1	-4.5	-3.2	-3.5	0.4	4.1						
ADR	90.85	107.75	111.96	121.60	98.70	89.93	82.90	77.84	79.75	81.84	82.24	89.44	98.16	111.50	112.67	107.98	98.28	91.40						
This Year	86.37	103.76	111.58	103.54	98.17	89.21	82.70	74.94	78.28	81.57	83.10	88.36	90.85	107.75	111.96	121.60	98.70	89.93						
Last Year	5.2	3.8	0.3	17.4	0.5	0.8	0.2	3.9	1.9	0.3	-1.0	1.2	8.1	3.1	0.6	-11.2	-0.4	1.6						
RevPAR	68.59	87.74	90.71	102.92	72.35	59.39	49.86	42.21	41.67	50.76	53.29	65.05	68.88	88.40	88.38	88.16	72.34	62.85						
This Year	64.10	88.51	87.90	89.97	77.84	63.23	54.87	45.56	45.05	55.70	58.93	65.56	68.59	87.74	90.71	102.92	72.35	59.39						
Last Year	7.0	-0.9	3.2	14.4	-6.8	-6.1	-9.1	-7.4	-7.7	-8.8	-9.6	-0.8	0.4	-1.5	-2.6	-14.3	0.0	5.8						
Supply	17,360	16,800	17,360	16,800	17,360	16,800	17,360	17,360	17,360	15,680	17,360	16,800	17,360	16,800	17,360	16,800	17,360	17,360						
This Year	17,298	16,740	17,298	17,360	16,800	17,360	16,800	17,360	17,360	15,680	17,360	16,800	17,360	16,800	17,360	16,800	17,360	17,360						
Last Year	6.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
Demand	13,107	13,680	14,065	14,684	12,314	11,464	10,105	9,414	9,049	9,730	11,250	12,218	12,182	13,066	13,818	14,173	12,365	11,937						
This Year	12,838	14,279	13,627	15,085	13,287	12,303	11,146	10,655	9,989	10,707	12,311	12,466	13,107	13,680	14,065	14,684	12,314	11,464						
Last Year	2.1	-4.2	3.2	-3.8	-7.3	-6.8	-9.3	-10.8	-9.4	-9.1	-8.6	-2.0	-7.1	-4.5	-3.2	-3.5	0.4	4.1						
Revenue	1,190,721	1,474,081	1,524,755	1,215,421	1,030,658	837,706	732,824	721,625	721,625	796,269	925,154	1,002,813	1,195,799	1,451,571	1,534,275	1,530,447	1,215,258	1,091,040						
This Year	1,108,824	1,481,593	1,520,477	1,561,863	1,304,335	1,097,595	921,771	790,984	781,982	873,350	1,023,075	1,101,456	1,190,721	1,474,081	1,574,755	1,786,739	1,215,421	1,030,658						
Last Year	7.4	-0.5	3.5	14.4	-8.8	-6.1	-9.1	-7.4	-7.7	-8.8	-9.6	-0.8	0.4	-1.5	-2.6	-14.3	0.0	5.8						
Census %	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7						
Census Props	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590						
Census Rooms	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6						
% Rooms Participants																								

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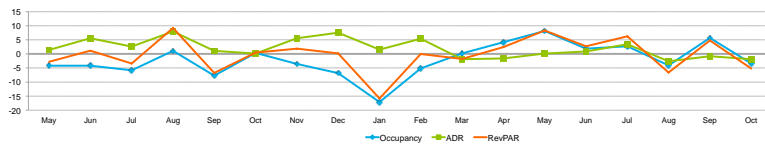
STR REPORT - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

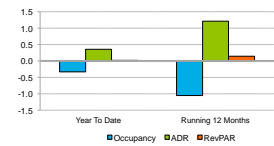
Vertigo Marketing Oregon
For the Month of October 2018

Currency USD - US Dollar

Monthly Percent Change



Overall Percent Change



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

ADR																		
2017												2018						
May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
This Year	88.53	110.12	118.56	123.17	106.19	93.17	88.82	89.68	80.31	85.57	83.60	87.28	88.66	111.05	123.87	119.91	105.29	91.42
Last Year	87.28	104.30	116.52	114.06	106.07	93.07	84.12	82.45	79.09	81.18	85.24	88.83	88.53	110.12	119.56	123.17	106.19	93.17
Percent Change	1.4	5.6	2.6	8.0	1.1	0.1	5.6	7.5	1.5	5.4	-1.9	-1.6	0.1	0.8	3.4	-2.6	-0.9	-1.9

RevPAR																		
2017												2018						
May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
This Year	68.19	96.68	104.95	110.80	79.96	68.94	66.16	55.04	41.32	54.03	51.26	67.10	73.85	90.30	111.49	101.46	83.77	65.35
Last Year	70.16	95.80	108.63	101.49	85.75	68.61	55.15	54.94	49.10	54.06	62.35	65.50	68.19	96.68	110.80	119.56	79.96	68.94
Percent Change	-2.8	1.1	-3.4	9.2	-6.7	0.5	1.8	0.2	-15.8	0.0	-1.8	2.4	8.3	2.7	6.2	-6.6	4.8	-5.2

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

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

Revenue																		
2017												2018						
May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
This Year	1,037,869	1,424,158	1,597,499	1,686,495	1,177,840	1,049,324	627,285	837,722	628,972	742,824	932,435	988,969	1,124,072	1,462,747	1,696,955	1,574,808	1,233,947	994,663
Last Year	1,067,883	1,408,194	1,653,398	1,544,730	1,263,027	1,044,371	812,378	836,255	747,311	743,152	949,096	964,836	1,027,869	1,424,158	1,597,499	1,686,495	1,177,840	1,049,324
Percent Change	-2.8	1.1	-3.4	9.2	-6.7	0.5	1.8	0.2	-15.8	0.0	-1.8	2.4	8.3	2.7	6.2	-6.6	4.8	-5.2

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

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STR - WASHINGTON & CLACKAMAS COUNTIES

Participation List

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

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

STR - WASHINGTON & CLACKAMAS COUNTIES

Participation List

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

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

TRANSIENT LODGING TAX COLLECTIONS

Transient Lodging Tax
110.000.31602.00000

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

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

Transient Lodging Tax

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

Transient Lodging Tax

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

Transient Lodging Tax

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

BROCHURE DISTRIBUTION - 11/27/2018

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

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

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

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

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

Portland Oregon Information Center
Pioneer Courthouse Square
Portland, Oregon

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

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

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

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

Wilsonville Visitor Center
29600 SW Park Place
Wilsonville, Oregon

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

AAA MAGAZINE LEADS - JULY/AUG & NOV/DEC

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



Vertigo

MARKETING

VERTIGO MARKETING

63372 FREEDOM PLACE BEND, OR 97701

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