

EXPLORE WILSONVILLE

FY 2020-2021

Q4 REPORT (April- June)

July 19, 2021

JAYRAY A PLACE TO THINK
Branding | Advertising | Strategic Communications

**EXPLORE
WILSONVILLE** OR

A POCKET (OF FUN)



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DASHBOARD

- FY 2020-2021 is a baseline* year—we will continue to measure to see what is realistic to expect (at this budget level, during a pandemic). Due to Explore Wilsonville program budget reductions (caused by COVID-19 crisis) JayRay’s initial scope and services have changed and advertising has been put on hold.
- Public relations has just begun and will continue into the new fiscal year.

ANNUAL RESULTS TO DATE FY 2020-2021 | Q1-Q4 JULY-JUNE

GOALS	FY 20-21 RESULTS	TO GOAL
Earned media (number of articles)	1	n/a
New website users	8,969	benchmark
Social media reach (Facebook, Instagram and Pinterest)	116,775	benchmark
Social media followers (Facebook, Instagram)	15,717	benchmark
Avg. email open rate	n/a	n/a
Email list growth	n/a	n/a
Tourism packages (# developed)	7	n/a



Q4 RECAP

- Continued with content development for events
- Designed four itinerary website pages
- Designed central itinerary page to drive traffic to itineraries
- Updated homepage with seasonal banners and featured events
- Developed seasonal themes for PR
- Published summer blog
- Continued social media management
 - High Facebook reach due to paid promotions
 - Instagram page consistently performing well
 - Designed animated posts



A photograph of a playground with people wearing face masks. A green overlay on the left contains the text 'WEBSITE' and 'Updated July 14, 2021'.

WEBSITE

Updated July 14, 2021

WEBSITE

- Site hosting and maintenance
- Content management (events, listings)
- Alert management, monitoring Oregon COVID updates
- Photography refresh
- Itinerary and map development
- Centralized itinerary landing page
- Summer blog
- Hotel packages





TRIP ITINERARIES

Ten trips will keep you coming back to Wilsonville: [Arts & Culture](#), [Family Fun](#), [Farmlandia](#), [Foodie](#), [History & Heritage](#), [Rest & Relaxation](#), [Shopping](#), [Sports](#), [Wine Country](#). Share your adventure by tagging [#explorewilsonville](#)

10

675

108

ARTS & CULTURE



Whether it's in a gallery or on a stage, there is something in Wilsonville for every artist.

+

[PLAN YOUR ARTS & CULTURE TRIP](#)

FAMILY FUN



Plan the perfect trip for special occasions like birthdays or family vacations.

+

[PLAN YOUR FAMILY FUN TRIP](#)

FARMLANDIA



Take in the beauty and unlock the secrets of farm-to-table cooking and century-old farmhouses.

+

[PLAN YOUR FARMLANDIA TRIP](#)

FOODIE



The options are vast, and the flavors refined. Experience food from local to global.

+

[PLAN YOUR FOODIE TRIP](#)

HISTORY & HERITAGE



Push through the boundaries of time and discover the Wilsonville story.

+

[PLAN YOUR HISTORY & HERITAGE TRIP](#)

OUTDOORS



A fresh air excursion through forests, fields and wetlands.

+

[PLAN YOUR OUTDOORS TRIP](#)

REST & RELAXATION



Unwind with luxury retreats, boutique spas and views from the field and sky.

+

[PLAN YOUR REST & RELAXATION TRIP](#)

SHOPPING



High-end fashion or unexpected and old, there is something for every shopaholic.

+

[PLAN YOUR SHOPPING TRIP](#)

SPORTS



Great sunrise and take to the trails, courses and parks for a trip that is as scenic as it is athletic.

+

[PLAN YOUR SPORTS TRIP](#)

WINE COUNTRY



Wilsonville is surrounded on all sides by Oregon's wine country. Grab your pals and start sipping.

+

[PLAN YOUR WINE COUNTRY TRIP](#)



July 15 @
4:00 pm -
8:00 pm
Recurring
Event
(See all)

Sofia Park
28836
SW Costa
Cir W
Wilsonville,
OR 97070
United
States

Google
Map

The mission of the market is to provide an informal, social gathering place in an open-air setting. Stop by and discover a wide variety of fresh, local, in-season farm pr

[Find out more >](#)

Wilsonville
Farmers Market

Updated Events



July 15th 2021
Past Event
Share Aways!
#ExploreWilsonville
Facebook Instagram Twitter

Four Newly Reopened Activities Just in Time for Summer

Four Newly Reopened Activities Just in Time for Summer
With Oregon's Covid-19 restrictions coming down, summer activities in Wilsonville are opening up! Here are four ideas to inspire your getaway in the months ahead.

[Itinerary Page](#)



[Summer Blog](#)

EXPLORE WILSONVILLE

WEBSITE ANALYTICS

Takeaways:

- ✓ Users are accessing itineraries
- ✓ Significant increases between 20-21 and 19-20 fiscal years
- ✓ Social media promotions increasing site users/pageviews

FY 2020-2021					FY 2019-2020				Q4 YoY Change
Metric	April	May	June	Totals	April**	May	June	Totals	
New Users	1,151	959	1,006	3,116	416	563	984	1,963	+58.74%
Users	1,225	976	1,025	3,226	404	579	998	1,981	+62.85%
Page Views	2,855	2,350	2,259	7,464	896	1,323	2,076	4,295	+73.78%

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.

FY 20-21 Q3 MOST POPULAR PAGES

Page
1. /
2. /restaurants-wilsonville-oregon/
3. /pocket-trips/wandering-through-wilsonvilles-history/
4. /pocket-trips/tulip-and-flower-festivals/
5. /wineries/



FY 20-21 Q4 MOST POPULAR PAGES

Page
1. /
2. /restaurants-wilsonville-oregon/
3. /pocket-trips/a-day-on-the-willamette-river-in-wilsonville/
4. /pocket-trips/tulip-and-flower-festivals/
5. /itineraries/



WEBSITE ANALYTICS

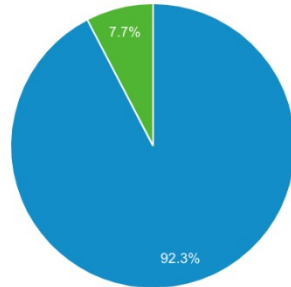
Takeaways:

- ✓ Users are returning more frequently to the website

FY 2020-21													Totals
METRIC	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	
New Users	802	854	689	566	377	419	380	394	1,372	1,151	959	1,006	8,969
Users	818	871	701	558	385	427	386	405	1,393	1,225	976	1,025	9,170
Page Views	2,025	1,868	1,413	1,213	841	940	905	1,208	3,254	2,855	2,350	2,259	21,131

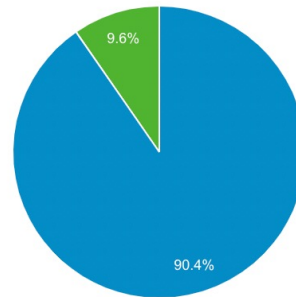
FY 20-21 Q3 AUDIENCE

■ New Visitor ■ Returning Visitor



FY 20-21 Q4 AUDIENCE

■ New Visitor ■ Returning Visitor



WEBSITE ITINERARIES

OVERVIEW:

- Five, 1- to 3-day itineraries
- Up to 10 stops each
- Compelling copy and local photography
- Referrals to local businesses
- Interactive Google MyMap

GOAL:

To inspire a trip to Wilsonville. A “road trip” style presentation gives potential visitors a visual and engaging experience that tells a compelling story that Wilsonville is in the heart of it all.



10

675

108

ARTS & CULTURE



Whether it's in a gallery or on a stage, there is something in Wilsonville for every artist.

+

PLAN YOUR ARTS & CULTURE TRIP

FAMILY FUN



Plan the perfect trip for special occasions like birthdays or family vacations.

+

FARMLANDIA



Take in the beauty and unlock the secrets of farm-to-table cooking and century-old farmhouses.

+

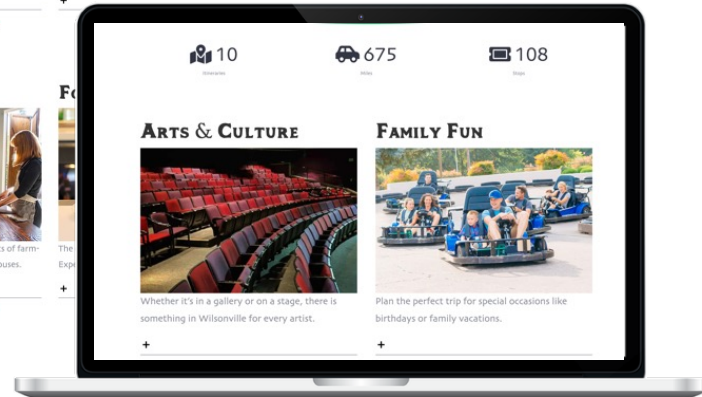
PLAN YOUR FARMLANDIA TRIP

FAMILY FUN



Plan the perfect trip for special occasions like birthdays or family vacations.

+



WEBSITE ITINERARIES

[Arts & Culture Trip](#)

[Family Fun Trip](#)

[Farmlandia Trip](#)

[Rest & Relaxation](#)

[Sports Trip](#)





SOCIAL MEDIA

Updated July 19, 2021

FACEBOOK ENGAGEMENT

FY 2020-2021 Q4					FY 2019-2020 Q4				Q4 YoY Change
Metric	April	May	June	Totals	April	May	June	Totals	
Engagement* (Engagement %)	7.83%	6.00%	5.67%	6.50% Average	11.90%	4.67%	8.19%	8.52% Average	-21%
Post Total Reach**	460	779	11,598	12,837 Total Reached	535	7,668	464	8,667 Total Reached	+48%

*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

TOP CONTENT

April 16, 2021	
1 Reactions, Comments and Shares	60 Reached
0 Likes on post and on shares	1 Post Clicks



REACH IS UP 48% FROM LAST YEAR. HOWEVER, FB ENGAGEMENT RATE IS DOWN DUE TO THE INVERSE RELATIONSHIP BETWEEN REACH & ENGAGEMENT (2020-21 TO-DATE TOTALS ON SLIDE 18)



INSTAGRAM ENGAGEMENT

FY 2020-2021 Q4					FY 2019-2020 Q4				Q4 YoY Change
Metric	April	May	June	Totals	April	May	June	Totals	
Engagement* (Engagement %)	4.16%	4.42%	3.04%	4.73% Average	5.80%	6.14%	6.68%	6.21% Average	-38%
Average number of likes	23.5	33.7	23.5	26.9 Average	19	22	25	22 Average	+22%
Post Total Reach**	3,358	4,604	4,091	9,703 Total Reach	877	1,213	1,595	3,685 Total Reach	+227%

*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 24, 2021	
39 Likes	306 Reached
4 Comments	6.8% Engagement Rate



REACH & AVERAGE LIKES
HAVE INCREASED. ENGAGEMENT
RATE SLIGHTLY DIPPED, DUE TO
INCREASE IN REACH
(2020-21 TO-DATE TOTALS ON SLIDE 18)



PAID SOCIAL MEDIA (MARKETING)

Explore Wilsonville
Sponsored · 🌐

Stay in the heart of it all: Wilsonville. Whether you have a few hours or a few days, you'll find itineraries packed with ideas to [...See More](#)

EMMA WAKEFIELD
HERB G HISTORY & HERITAGE TRIP

EXPLOREWILSONVILLE.COM
Plan Your Trip to Wilsonville [LEARN MORE](#)

- **Dates:** May 12-31, 2021
- **Channel:** Facebook
- **Objective:** Link Clicks
- **Audience:** Adults from Salem to Vancouver, WA + 25 miles
- **Spend:** \$150
- **Reach:** 7,456
- **Link Clicks:** 245

Explore Wilsonville
Sponsored · 🌐

Road-trip ready? Stay in the heart of it all—Wilsonville, Oregon. Just 16 miles south of Portland, explore local foodie spots, outdoor adventures, wine country and more.

PICK YOUR TRIP

EXPLOREWILSONVILLE.COM
Plan Your Trip [Learn More](#)

- **Dates:** June 8-30, 2021
- **Channel:** Facebook
- **Objective:** Link Clicks
- **Audience:** Adults in Seattle and San Francisco + 25 miles
- **Spend:** \$150
- **Reach:** 7,828
- **Link Clicks:** 204



IMPRESSIONS, SAVES & LINK
CLICKS CONTINUE TO GROW
(2020-21 TO-DATE TOTALS ON SLIDE 18)

PINTEREST ENGAGEMENT

FY 2020-2021 Q4					FY 2019-2020 Q4				Q3 YoY Change
Metric	April	May	June	Totals	April	May	June	Totals	
Engagement* (Engagement %)	3.90%	8.14%	3.36%	5.13% Average					
Post Total Reach**	666	1,155	1,190	3,011 Total Reach	Pinterest paused because of budget restrictions				

*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

FY 20-21 Q3 TOP BOARD

521


Impressions

1


Saves

5

Link Clicks



Wine & Dine in Wilson...
41 Pins



521
Impressions



FY 20-21 Q4 TOP BOARD

1,693


Impressions

34


Saves

51

Link Clicks



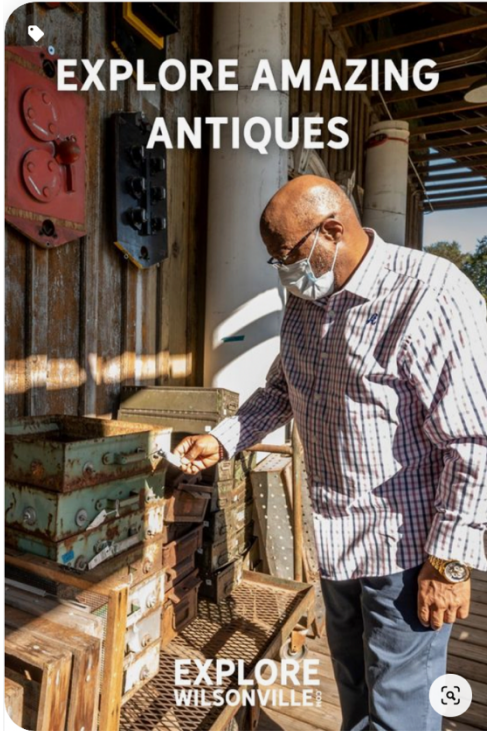
Explore Wilsonville, O...
205 Pins



1,693
Impressions



PINTEREST POSTS



... Explore Wi...

explorewilsonville.com

Go antiques in Aurora, Oregon.

See why it consistently ranks among the best antique towns in the country.



Explore Wilsonville Oregon
6 followers

Shop this look

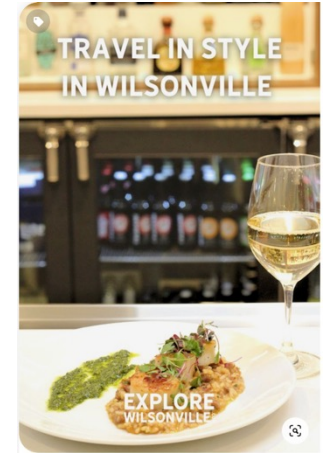
Tag products

Note to self

What do you want to remember about this Pin?

Photos Comments

Tried this Pin?
Add a photo to show how it went



FY 2020-2021 SOCIAL MEDIA ENGAGEMENT

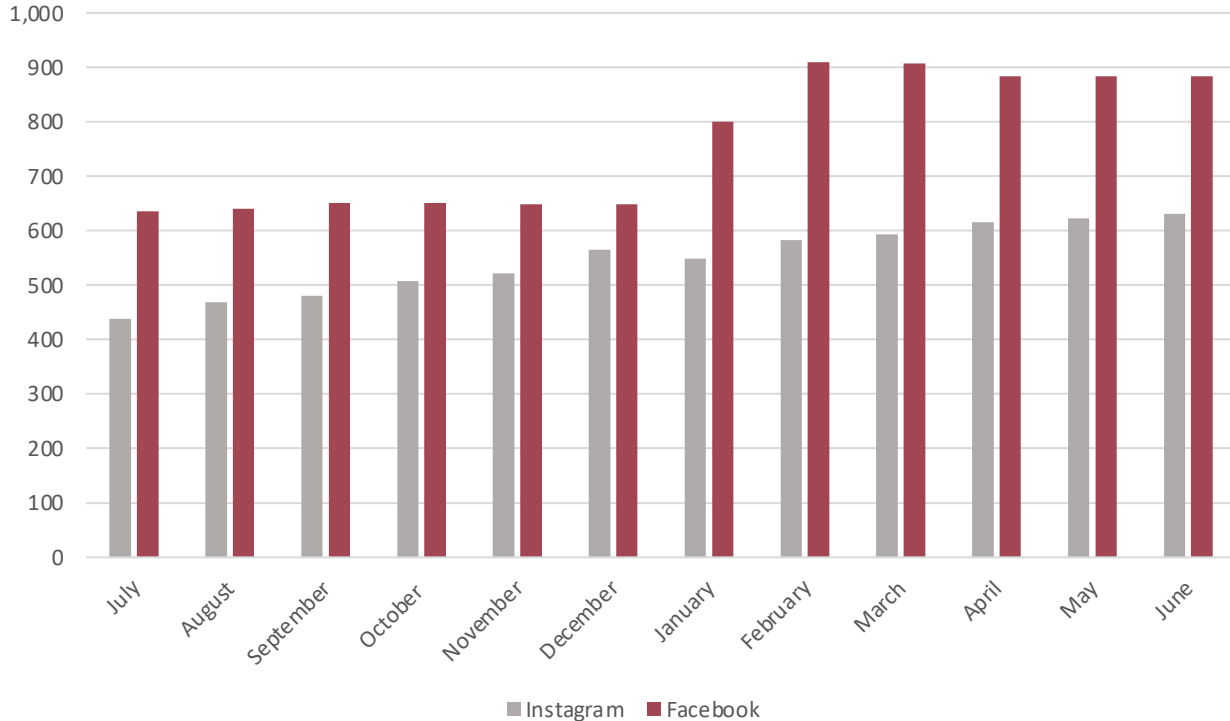
FACEBOOK													Total
Metric	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
Engagement* (%)	2.85%	7.36%	8.66%	13.33%	7.59%	7.30%	2.44%	2.94%	2.73%	7.83%	6.00%	5.67%	6.23% AVERAGE
Post Total Reach**	7,869	530	635	525	570	395	16,969	9,690	25,097	460	779	11,598	75,117 TOTAL

INSTAGRAM													Total
Metric	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
Engagement* (%)	5.90%	5.19%	4.91%	4.26%	4.45%	3.80%	4.56%	4.53%	5.11%	4.16%	4.42%	3.04%	4.53% AVERAGE
Average number of likes	23	21.5	22	21	21.4	18.5	23.3	23.6	28.14	23.5	33.7	23.5	23.6 AVERAGE
Post Total Reach**	1,990	1,630	1,738	2,035	2,521	2,344	3,076	3,054	3,573	3,358	4,604	4,091	34,014 TOTAL

PINTEREST													Total
Metric	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
Engagement* (%)	1.86%	3.07%	2.30%	6.36%	4.69%	2.03%	2.15%	1.90%	0.80%	3.90%	8.14%	3.36%	3.38% AVERAGE
Post Total Reach**	538	685	564	472	576	395	605	422	376	666	1,155	1,190	7,644 TOTAL



SOCIAL MEDIA FOLLOWERS



**TOTAL FOLLOWERS:
15,717**

INSTAGRAM GROWS FOLLOWERS FASTER THAN FACEBOOK, ADDING TO TOTAL SOCIAL AUDIENCE.

INSTAGRAM GROWTH IS STEADY, FACEBOOK ACCELERATED DUE TO PAID PROMOTIONS

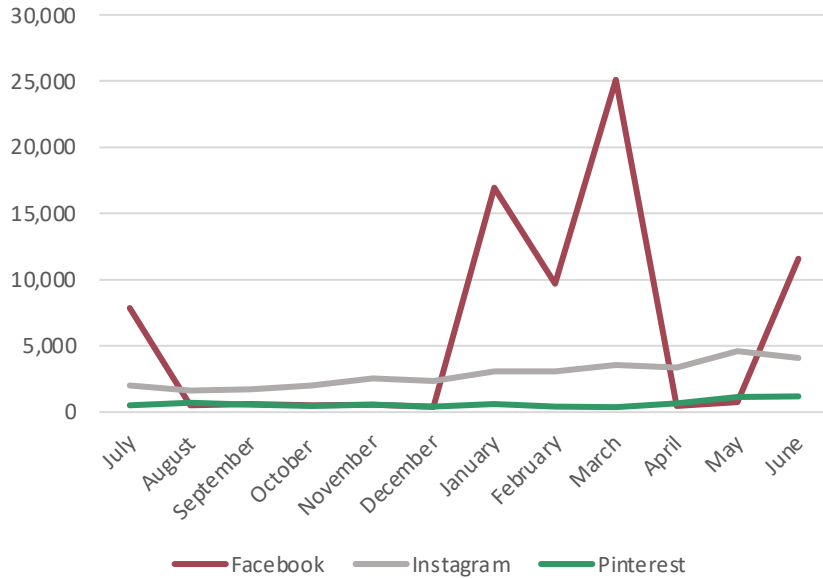
JAN-JUNE 2020
(PRIOR 6 MONTHS):
Total Followers: 944

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

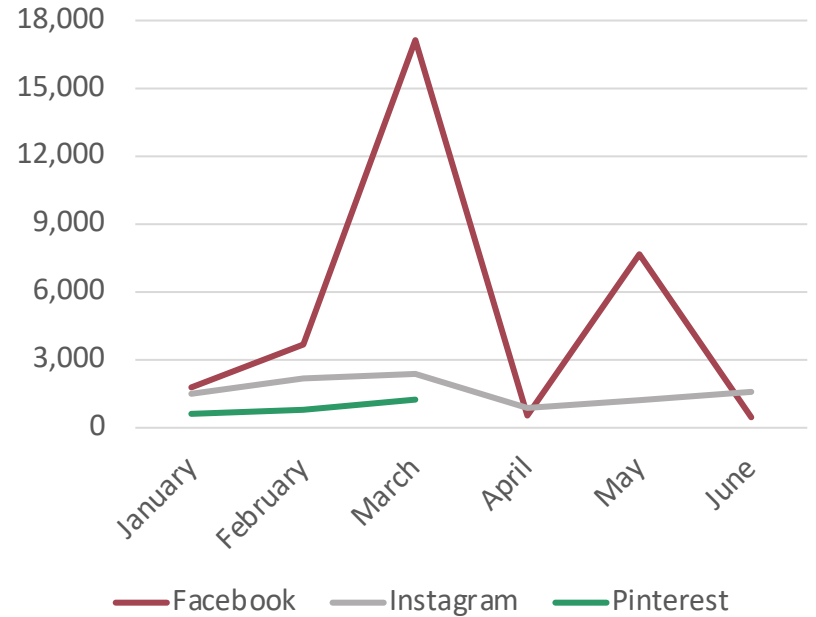


SOCIAL MEDIA REACH

FY20-21 Q1-Q4



FY19-20 Q3-Q4 (prior 6 months)



Pinterest was paused March - June due to COVID-19.



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 – A diversion from previous quarter measurements of 50/50.

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 (*climbed from #2 spot*)
2. Salem, OR (*climbed from #3*)
3. Vancouver ,WA (*down from #2*)
4. Beaverton, OR
5. Eugene, OR (*newly added into the top 5*)



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, compared to last quarter's report of 24-34.

GENDER

Approximately 68% of Explore Wilsonville's Instagram followers are women. 22% are men, 10% prefer not to say.

COUNTRY

A majority (97%) are from the United States, followed by Canada (.6%).

CITIES

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

1. Wilsonville, OR (43%)
2. Portland, OR (13%)
3. Canby, OR (3.2%)
4. Sherwood, OR (3.2%)
5. Oregon City, OR (2.9%)

No change in top cities

TOP CITY



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 24-44, with ages 25-34 leading at 34.9% followed by ages 35-44 at 20.2%

GENDER

Approximately 72.1% of Explore Wilsonville's Pinterest audience are women. 20% are men and approximately 7.6% are unspecified.

CITIES

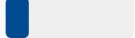

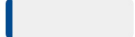
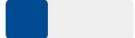

The top five metro areas for Explore Wilsonville's Pinterest audience are:

1. Portland, OR (6.9%)
2. Houston, TX (newly added to top 5)
3. Seattle - Tacoma (7%) (dropped 1 spots)
4. Dallas - Ft. Worth (5.1%) (climbed 1 spot)
5. San Francisco (5%) (climbed 1 spot)

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	4.26x	18.3%  >
vehicles	2.19x	37.9% 
children's fashion	2.08x	6.8% 
architecture	1.64x	33.1% 
electronics	1.61x	47.8% 



PUBLIC RELATIONS



PUBLIC RELATIONS

- Monitored media clips and mentions monthly in Cision
- Drafted editorial calendar by season/themes
- Media story development began in Q4: *“Newly reopened activities just in time for Summer”*
- Published summer blog
- Pitching begins in Q1: FY 21-22



July 12th 2021
Pocket Trips

Share Away!
#ExploreWilsonville

f in g+ t p

Four Newly Reopened Activities Just in Time for Summer

Four Newly Reopened Activities Just in Time for Summer

With Oregon's Covid-19 restrictions coming down, summer activities in Wilsonville are opening up! Here are four ideas to inspire your getaway in the months ahead.

[Summer Blog](#)



PUBLIC RELATIONS

EXPLORE WILSONVILLE PR COVERAGE FY 2020-2021

	Number of Articles	Circulation	Number Influenced
July	8	664,864	-
August	5	605,315	-
September	9	2,524,859	1
October	6	7,493,838	-
November	7	380,519	-
December	3	508,371	-
January	3	420,304	-
February	3	494,958	-
March	6	661,731	-
April	2	164,986	-
May	2	165,486	-
June	1	6809640	-
TOTAL	55	20,894,871	1

**Pitching did not begin in Q4.
Public Relations program
beginning Q1 FY: 21-22**



STR

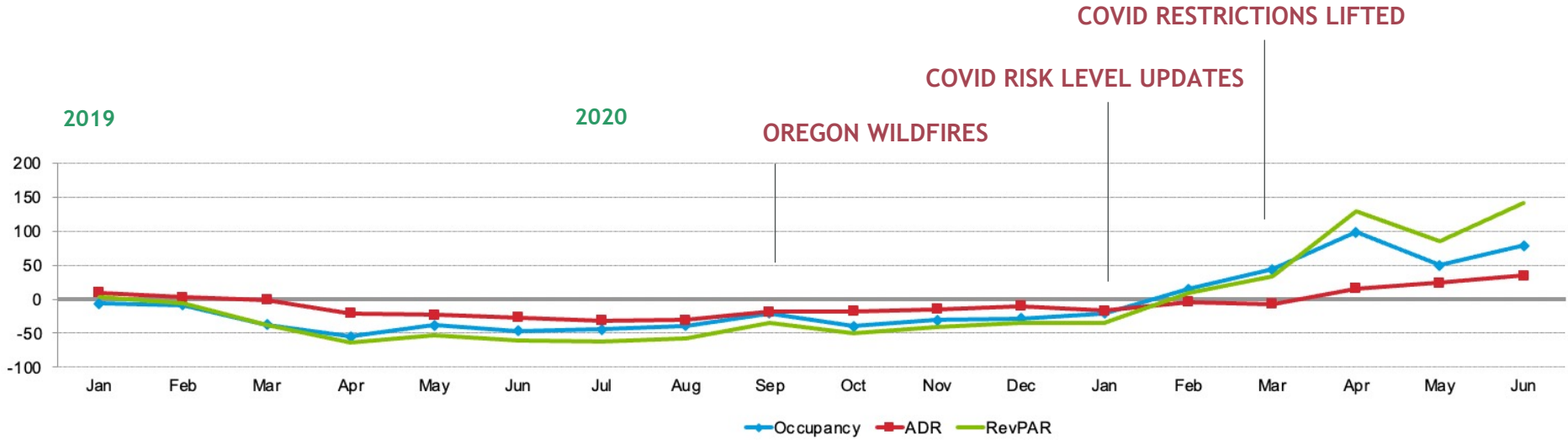


STR REPORT GLOSSARY

- **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



COVID-19



STR REPORT – WILSONVILLE Q4

APR-JUN 2021 - WILSONVILLE				APR-JUN 2020 - WILSONVILLE			
Occupancy % Average 68.32%		Demand Total 38,218		Occupancy % Average 39.38%		Demand Total 17,831	
RevPAR (revenue per available room): \$63.11		Revenue: \$3,529,040.98		RevPAR (revenue per available room): \$28.91		Revenue: \$1,308,547.88	

FY 20-21 - WILSONVILLE	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Occupancy %	44.60%	49.60%	60.20%	40.90%	39.90%	37.30%	42.43%	64.90%	59.93%	63.61%	65.47%	75.88%	53.73% Average
RevPAR	\$35.20	\$38.32	\$48.21	\$29.63	\$29.19	\$26.35	\$29.65	\$51.18	\$46.43	52.05	57.98	79.31	\$43.63 Average
Demand	6,871	7,639	8,979	7,790	7,360	7,105	8,089	11,176	11,425	11,736	12,482	14,000	114,652 Total
Revenue	\$542,362.00	\$590,417.00	\$718,761.00	\$564,854.00	\$538,496.00	\$502,374.00	\$565,209.54	\$881,369.89	\$885,226.43	960,357	1,105,386	1,463,298	\$9,318,111 Total



Total Properties: 7



Total Rooms: 615



OCCUPANCY AVERAGE UP 73% COMPARED TO 2020
DEMAND UP 114%
REVENUE UP \$2,220,493.10

Reports are delivered around the 19th of each month to JayRay.

COVID restrictions lifted in Q4



TOURISM DEVELOPMENT



TOURISM DEVELOPMENT

ADDED MORE HOTEL PACKAGES ON WEBSITE AND SOCIAL MEDIA

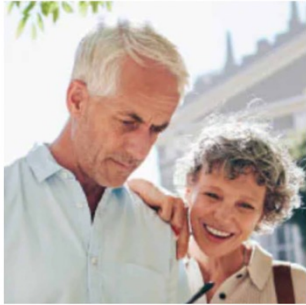
AAA MEMBERS DEAL AT BEST WESTERN



Best Western® Hotels & Resorts is pleased to offer a discount of up to 15% on room rates throughout the rugged coastlines of the Pacific Northwest.

[LEARN MORE](#)

AARP DEAL



Best Western® is pleased to offer AARP® members a discount of up to 15% on room rates. Explore and save at Wilsonville.

[LEARN MORE](#)

BOOK YOUR WEDDING AT HOLIDAY INN



Planning your out of town wedding guest accommodations IS easy with a 15% discount off our standard rate. No contracts, breakfast not included.

[LEARN MORE](#)

WE'RE ALWAYS LOOKING FOR TRAVEL PACKAGES!

An ideal package includes an overnight stay and an experience, such as:

- Overnight stay + tasting at Vanguard Brewing
- Overnight stay + nearby winery package
- Overnight stay + dinner or shopping credit

Includes promotion on social media and ExploreWilsonville.com.

If you're willing to collaborate in a package promotion, please email Bridget at bbaeth@jayray.com for details



Q1 PLANS

JULY- SEPT 2021

- Pitch media stories following PR editorial calendar for FY 21-22
- Develop blog content
- Bring an outdoor influencer to Wilsonville
- Curate more travel packages and deals for website
- Website seasonal updates, social media content, quarterly reports
- Social media promotions: Playing Outside






JAYRAY A PLACE TO THINK




Branding | Advertising | Strategic Communications

THANK YOU!

Contact us

-  535 Dock Street, Ste. 205 Tacoma, WA 98402
-  253.740.9064 (mobile)
-  bbaeth@jayray.com

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