

Wilsonville Tourism Promotion Committee



MEETING AGENDA

Tuesday, Dec. 12, 2017 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall

VOTING MEMBERS

Jeff Brown, Chair
General Manager,
Holiday Inn Wilsonville

Darren Harmon,
Vice Chair
General Manager,
Family Fun Center

Brandon Roben
Executive Director,
Evergreen Aviation &
Space Museum

Al Levit
Commissioner, Wilsonville
Planning Commission

David Stead
General Manager,
Langdon Farms Golf
Club

ADVISORY / EX-OFFICIO MEMBERS

City of Wilsonville
City Councilor Charlotte
Lehan, Council Liaison
Michael McCarty, Parks &
Recreation Director
Brian Stevenson, Parks &
Recreation Program
Manager (designee)

**Clackamas County
Tourism & Cultural
Affairs (TCA)**
Danielle Cowan, Director
Jim Austin, Community
Relations Lead
(designee)
Casey Knopik,
Development Specialist
(designee)
Samara Phelps,
Development Lead
(designee)

**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

Mark Ottenad,
Public/Government
Affairs Director

OPERATIONS AND DEVELOPMENT COORDINATOR

Vertigo Marketing,
Lynette Brailard
and Trev Naranche,
Principals

- 1. Welcome 1:00**
 - Committee members and guests self-introductions
 - Dec. 4 Mayor's Appointment to Position No. 2, term ending 6/30/2019: Brandon Roben, Executive Director, Evergreen Aviation & Space Museum, McMinnville
 - Application by Dave Pearson, Executive Director, World of Speed Motorsports Museum, Wilsonville
- 2. Committee Business and Updates 1:10**
 - Approve Prior Meeting Minutes of Nov. 7, 2017 *
 - Open positions for recruitment:
 - Position 7, term ending 6/30/2018 (can re-appoint to 3-year term)
 - 2018 Committee Meeting Schedule
- 3. Tourism Promotion Draft Marketing Plan - Vertigo Marketing 1:20**
 - Scope of Work, Draft 1: 2018/2019 Advertising & Marketing Services, as component of contract (PSA) with Vertigo Marketing *
 - Proposed Add-on: Visitor Profile Study proposals by Destination Analysts, Inc., and RRC Associates *
 - Pocket Trip Ideas, Draft 1: Proposed 12 Thematic Day Trips
 - Proposed Creative Designs and Formats ■
 - Proposed timeline:
 - Feb. 5 City Council approval of PSA Addendum for plan
 - March 2018 plan commences
 - 'VisitWilsonville' or 'ExploreWilsonville'?
- 4. Adjourn 3:00**
 - Date of next meeting TBD

* materials in packet ■ materials at meeting

Wilsonville Tourism Promotion Committee

UPCOMING EVENTS OF NOTE

2018 IITA Summit, Portland, Ore.

February 4 - 7, 2018

Travel Portland is the official host of the 2018 IITA Summit. ITTA is a one-on-one appointment marketplace for inbound tour operators and U.S. Suppliers to plan travel for international visitors. The Summit also provides a variety of educational sessions on topics that impact the industry that will help shape your strategy for the coming year.

For more information or to register, visit: <https://iita.travtrade.com/Register>.

If you are interested in sponsorship opportunities, contact: ashley@travelportland.com.

2018 Oregon Governor's Conference on Tourism, Bend, Ore.

April 29 - May 1, 2018

The Oregon Governor's Conference on Tourism is the state's premier gathering for tourism professionals.

Each spring, Oregon's travel and tourism industry comes together at the Oregon Governor's Conference on Tourism. We gather to educate, share and develop new ways to create the best Oregon experience possible for our visitors and the industry itself. The 2018 conference will be held at the Riverhouse on the Deschutes in Bend. Registration for the event will open in January 2018.

Info: www.OregonTourismConference.com.

Vertigo Marketing Contact Info - www.VertigoMarketing.com

Lynnette Braillard, Principal

Lynnette@vertigomarketing.com

Office 458-202-7303

Mobile 541-350-0594

Trev Naranche, Principal

trev@vertigomarketing.com

541-979-0094

Wilsonville Tourism Promotion Committee

MEETING MINUTES

Tuesday, Nov. 7, 2017 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall

DRAFT

1. Call to Order; Welcome & Introductions

Voting members attending: Jeff Brown, Chair; Darren Harmon, Vice Chair; Al Levit; David Stead; and Emily Bryant Utz.

Ex-officio members, staff, consultants and guests attending: Danny Abrego; Lynnette Braillard; Jerry Greenfield; Kevin Ferrasci O'Malley; Trev Naranche; Sylke Neal-Finnegan; Mark Ottenad; Brandon Roben; and Brian Stevenson.

Chair Brown welcomed Brandon Roben, Executive Director of the Evergreen Aviation and Space Museum in McMinnville and a Wilsonville resident considering joining the committee.

2. Committee Business and Updates

Approve Meeting Minutes of Prior Meeting: Committee members reviewed the draft meeting minutes of Sept. 19, 2017. Darren Harmon moved and Emily Bryant Utz seconded the motion to adopt the meeting minutes as presented. Motion approving minutes passed unanimously.

Recruitment for vacant positions on committee: Mark Ottenad said that the committee has two vacant positions, position 2 with a term ending 6/30/2019 and position 7 with a term ending 6/30/2018.

New executive director at World of Speed Motorsports Museum: Emily Bryant Utz reported that Dave Pearson, Deputy Director of the Columbia River Maritime Museum in Astoria, had just started as executive director of World of Speed. Mark Ottenad asked if committee members were interested in hosting a welcoming reception; members declined, noting that doing so could set a precedent that could be time-consuming and costly over time.

3. Travel Oregon Regional Stakeholder Plans

Mark Ottenad presented information on the Portland Metro and Willamette Valley Travel Oregon Regional Plans 2017-19. He reported attending the Willamette Valley Visitor Assn. (WVVA) regional plans meeting held the week prior.

Mark Ottenad noted that Travel Oregon regional designation for Wilsonville is an issue that arises periodically, in that Wilsonville's current designation is the North Willamette Valley, rather than Portland Metro. He noted that research showed that seeking redesignation requires agreement with all of the regional DMOs, which would be time-consuming effort. A basic question might be if Wilsonville is better off being a bigger fish in a small pond, a smaller fish in a larger pond? Sylke Neal-Finnegan agreed that redesignation would be a major effort; she noted that Wilsonville receives Portland-area promotion via WCVA and CCTCA.

4. Tourism Promotion Draft Marketing Plan - Vertigo Marketing

Lynnette Braillard and Trev Naranche, principals of City tourism development and operations coordinator consultant Vertigo Marketing, presented on specific details of the Draft Marketing Plan.

Wilsonville Tourism Promotion Committee

Proposed Marketing Promotion Activities, 18 months, Jan. 1, 2018 – June 30, 2019	Budget
Website Retainer Services (Hosting with CDN, Paid Plugins, Hack Alerts/Security, Maintenance, SSL certificate renewal, Content Creation/SEO work/SEO software/Campaign Landing Page, Design, Photos/Videos, Reporting, etc.)	\$ 19,000
Pocket Trips Visitor Guide — 25,000 pieces (Creative Services, Printing, Digital Version); Copywriting (website, pocket trips, ad creative, etc.)	24,000
PR Retainer Services (pitching, responding to requests, list building, monitoring, reporting, 4 releases with wire distribution, research/interviews)	10,000
Social Media Retainer Services (establish new channels @VisitWilsonville/Customize channels/Post 2x week/Strategic Social Media/Paid Social Media Ads with deep targeting and lead generation/reporting)	36,000
Website Redesign (custom development for plugins: enhanced event calendar, new directory listings), graphics/design enhancements to match the new brand)	15,000
Design Services (digital ad design & development, print ad design & copywriting)	10,000
Current Website Maintenance, Hosting, Adding Event Calendar Listings -- MediaPhysics (contract through June 30, 2018)	6,000
Professional Photo & Video Production Services (4 shoots, photo purchases, travel, models, scouting and creative direction) & (Pocket Trips)	15,000
Email Marketing (design/development/content creation + list management) FY18/19	3,000
Financial (Memberships (ODMO (annual contract), Subscriptions: STR (annual contract), Meltwater (annual contract)	14,360
Media Buys – design, production, ad-placement; tracking	40,050
• Travel Oregon	\$ 3,900
• Travel Portland	4,500
• Sunset (April Travel Planner Issue 2018)	2,250
• Portland Monthly (April 2018)	2,000
• AAA (May/June 2018)	3,900
• Northwest Travel (May/June 2018)	1,750
• Oregon Wine Press (July 2018)	1,750
• Portland Monthly (August 2018)	2,000
• Sunset (August Travel Planner Issue 2018)	2,250
• Paid Digital Media (Paid social, Google Adwords, Travel Portland digital, Travel Oregon digital, sponsored article content)	13,500
• Co-ops with regional partners	2,250
SUBTOTAL	\$ 40,050
Reserve/Contingency	7,500
TOTAL	\$199,910

In regards to the Pocket Trips Visitor Guide component of the plan, Mark Ottenad sought clarification if the budget amount included postage and mailing cost; Lynnette Brillard indicated

that the budget cost did not include fulfillment or postage fees. Committee members agreed that the marketing plan should include all anticipated costs, including postage and mailing costs of printed promotional collateral. She suggested that the budget could be modified to move \$5,000 from Financial to Pocket Trips Visitor Guide for mailing fulfillment and postage costs.

Lynnette Braillard noted a number of specific components of the draft plan:

- Under Website Redesign, she said that the marketing plan proposed the website purchase an online directory listing module or website function rather than link to Yelp reviews; she noted that the budget amount was inclusive of periodic directory updates.
- Professional Photo & Video Production Services includes the use of professional models for shots, and would seek to produce video and photographic content simultaneously.
- Email Marketing services would start in FY 2018 after the tourism program had an opportunity to build an email list of subscribers who would opt in.
- Website Redesign includes use of advertising and marketing promotions on social media, including Facebook, Instagram, YouTube videos and Snapchat.
- Digital services includes designing and producing animated banners and online ads.

Regarding Media Buys, Lynnette Braillard noted that both the Travel Oregon and Travel Portland ad-buys were due in January. She also stated that the exact ads to be purchased and for what issues would be determined by the various publications 2019 editorial calendars that have not yet been published. Mark Ottenad noted that the Marketing Plan budget and contract/addendum with Vertigo might not be approved by then, and that the existing tourism program budget had some reserve cushion that could be tapped if need be.

Emily Bryant Utz wondered about group-travel promotions aimed at this segment, which often make additional purchases at nearby visitor attractions as well as overnight lodging. Committee members noted that Canadian group travel had been quite extensive, but over the past two years has decreased as the value of the US dollar increased.

An issue was raised if City-purchased advertising could be augmented by funds contributed from tourism businesses, as well as match funds from DMO partners. Mark Ottenad summed up that the question appeared to be could tourism businesses jointly purchase ad space in conjunction with City that would promote or highlight those tourism businesses; he indicated that he would seek legal advice on this question.

Lynnette Braillard and Trev Naranche suggested that the *Visit Wilsonville* name be used for marketing promotions and website as indicated by the Tourism Development Strategy and that is more common in the travel and tourism industry. Mark Ottenad noted that *Explore Wilsonville* had been suggested by the Marketing Subcommittee and Chamber of Commerce as a name that would be more inviting to community members to use and find benefit with; Kevin Ferrasci O'Malley indicated that *Explore* would be a name that resonates better with the community than *Visit*, which would be interpreted as a site more visitors than for residents.

Lynnette Braillard and Trev Naranche presented additional tourism promotion expenditures that implement the Visitor Profile Study called in the FY17-18 One-/Five-Year Action/Implementation Plan. Lynnette Braillard indicated that an initial total estimated budget amount of \$60,000, composed of Visitor Profile Study Fee from RRC consultancy at \$35,000 plus incentive items/prize and Vertigo Marketing time for survey question input, oversight of the survey project and coordinating locations for intercept surveys). She expressed some concern over undertaking the study right away in early 2018 based on Vertigo's capacity given launch of the Marketing Plan. Mark Ottenad noted that the committee was positioned to request the use of prior unexpended funds from the tourism program via

the City's normal budgeting process that starts in March 2018 and concludes in June 2018. Therefore, the budget funds for the Visitor Profile Study would become available on July 1, 2018, and the study could be undertaken during the FY18-19 budget year. Committee members discussed that both summer and winter/off-season visitor surveys should be conducted to as to gain a better, more specific understanding of who is visiting the Wilsonville area when and why.

Lynnette Braillard pointed out that to be most effective that these kinds of visitor profile study surveys conduct a follow-up email/web survey, and that prizes composed of items donated by area tourism businesses help to increase the response rate. Members discussed that for both this project and to build an email list that tourism businesses could send an email to their lists that invites recipients to sign-up for more Wilsonville-area tourism information and enter for a chance to win tourism-related prizes, such as overnight stays and admission to attractions.

Lynnette Braillard and Trev Naranche presented on the Draft 2017 Marketing Playbook that provided additional written details on the goals and objectives of the overall marketing plan. During the discussion of the SWOT analysis, several committee members observed that a large new supply of overnight lodging rooms is coming onto the market over the next year-plus, and that this will tend to drive down both occupancy levels and overnight room rates, thereby leading to a potential decline in transient lodging tax being generated.

In discussing the campaign tagline for Pocket Trips, Sylke Neal-Finnegan noted that there could be some concern with the "Wilsonville... _____'s Back Pocket," in that WCVA has been using the phrase "Portland's backyard" for Tualatin Valley tourism marketing. Members discussed and thought that 'back pocket' and 'backyard' were distinguishable and not confusing.

Mark Ottenad summed up that he understood that the complete draft marketing plan would be relayed to the committee a week in advance of the Dec 12 meeting for review prior to the meeting. The primary focus for the Dec 12 meeting would be consideration and discussion of the final draft marketing plan that could result in adjustments. If the committee was able to endorse a recommendation of the plan to City Council, then City staff would seek to present to the City Council in January or February 2018 adoption of the Professional Services Agreement or addendum to the Vertigo Marketing contract that implements the marketing plan.

5. Adjourn

The meeting ended at 3:10 pm; Chair Brown noted that the next meeting of the Tourism Promotion Committee is scheduled for Tuesday, Dec. 12, 1-3 pm, at City Hall.

Attachments — Nov. 7, 2017, Meeting Materials Presented:

- Proposed Tourism Promo Budget FY17-18 - FY18-19, DRAFT-1, Nov. 7, 2017
- Wilsonville 2017 Marketing Playbook DRAFT 1

Respectfully submitted by Mark Ottenad on Nov. 14, 2017.

TOTAL BUDGET \$200,000 (18 Months - Through June 30, 2019)

DELIVERABLE	ORIGINAL BUDGET
Website Retainer Services	\$ 19,000.00
Pocket Trips Visitor Guide (Creative Services, Printing, Digital Version)	\$ 24,000.00
PR Retainer Services	\$ 10,000.00
Social Media Retainer Services	\$ 36,000.00
Website Redesign	\$ 15,000.00
Design Services	\$ 10,000.00
Current Website Maintenance, Hosting, Adding Event Calendar Listings -- MediaPhysics (contract through June 30, 2018)	\$ 6,000.00
Photo & Video (4 shoots, photo purchases, travel, models, scouting and creative direction)	\$ 15,000.00
Email Marketing Services	\$ 3,000.00
Financial (Memberships (ODMO (annual contract), Subscriptions: STR (annual contract), Meltwater (annual contract)	\$ 14,360.00
Reserve/Contingency	\$ 7,500.00
Media Buys (See Additional Sheet for Detail)	\$ 40,050.00
TOTAL	\$ 199,910.00

Addendum Items (ADD descriptions to each)

Website Retainer Services (Hosting with CDN, Paid Plugins, Hack Alerts/Security, Maintenance, SSL certificate renewal, Content Creation/SEO work/SEO software/Campaign Landing Page, Design, Photos/Videos, Reporting, etc.)	
Website Redesign (custom development for plugins: enhanced event calendar, directory listings), graphics/design enhancements to match the new brand)	
Social Media Retainer Services (establish new channels @VisitWilsonville/Customize channels/Post 2x week/Strategic Social Media/Paid Social Media Ads with deep targeting and lead generation/reporting)	
PR Retainer Services (pitching, responding to requests, list building, monitoring, reporting, 4 releases with wire distribution, research/interviews)	
Professional Photo & Video Production Services (Pocket Trips)	
Email Marketing (design/development/content creation + list management) FY18/19	
Copywriting (website, pocket trips, ad creative, etc.)	
Design Services (digital ad design & development, print ad design & copywriting)	
Social Media Contest (drive lead generation and awareness)	Prize Fees
Visitor Profile Study Fee from RRC + Incentive items/prize + our time (survey question input, oversight of the survey project, coordinating locations for intercept surveys)	60,000
Postage for visitor guide fulfillment + postage	

MEDIA BUYS**ORIGINAL BUDGET**

Travel Oregon	\$3,900.00
Travel Portland	\$4,500.00
Sunset (April Travel Planner Issue 2018)	\$2,250.00
Portland Monthly (April 2018)	\$2,000.00
AAA (May/June 2018)	\$3,900.00
Northwest Travel (May/June 2018)	\$1,750.00
Oregon Wine Press (July 2018)	\$1,750.00
Portland Monthly (August 2018)	\$2,000.00
Sunset (August Travel Planner Issue 2018)	\$2,250.00
Paid Digital Media (Paid social, Google Adwords, Travel Portland digital, Travel Oregon digital, sponsored article content)	\$13,500.00
Co-ops with regional partners	\$2,250.00
SUBTOTAL	\$40,050.00

TOURISM DEV AND OPS CONSULTANT CONTRACT**ORIGINAL BUDGET**

Organizational Infrastructure Dev and Ops	\$5,000.00
Business Plan Dev and Implementation	\$5,000.00
Marketing Plan Dev and Implementation	\$18,750.00
Committee Administration of Tourism Promotion Committee	\$7,500.00
Tourism Assets Program Dev and Ops	\$9,375.00
Market Development	\$5,000.00
Contingency	\$7,500.00
SUBTOTAL	\$58,125.00

ISSUE	IMPRESSIONS	Ad Size	Ad Spec	Cost	Impressions	Materials Due	Notes
May/June: includes Small-Ship Discoveries	2,321,000	1_3SQ		3850	2,321,000	3/9/2017	PD 3/1/17
Sept/Oct: includes Elwha River	2,321,000	1_3SQ		3850	2,321,000	7/12/2017	
April: National Parks	2,693,000	1_3SQ		3220	2,693,000	2/23/2017	\$2737 PD 2/1/17
June: Spotlight on WA	2,693,000	1_3SQ		3220	2,693,000	4/22/2017	
August: National Parks	279,000	1_2		3259	279,000	6/16/2017	\$3132 for 1/2 pg + 50K digital (\$127 under budget)
Annual	937,500	1_3		6715	937,500	1/7/2017	PD 2/2/17
Annual	330,000	1_3		2895	330,000	12/9/2016	PD 2/2/17
Summer/Fall	990,000	1_3		4168	990,000	4/22/2017	
April: Pacific Northwest Travel Planner (Smart Travel)	884,450	4"		2240	884,450	2/9/2017	PD 3/1/17
Sept: Travel Planner (Coastal Getaways)	884,450	4"		2240	884,450	7/7/2017	
Annual	280,000	1_3SQ		2632.5	280,000	3/31/2017	PD 2/1/17
ferry, 2 terminals, Victoria airport	12,157,500			5592	12,157,500	repeat	Victoria Airport: 6.37M, MV Coho: 3.3M, Coho Terminal: 487,500, Victoria Vis Ctr: 2M PD 3/1/17
55' bus wrap				10000			PD 2/1/17
30'x15' balloon banner				incl			PD 2/1/17
Broadcast + Social Media				incl			PD 2/1/17
5.5'x10' outfield sign AND video on Jumbotron	62,000			3750	62,000		PD 2/1/17
	937,500			1460	937,500	1/7/2017	WAVG PD 3/1/17
Sent March 15, 2017	6,006				6,006		
				640			Scenic ByWay, etc \$640 remaining budget
Feb/March: premier issue (Romance)	143,499	full		1000	143,499	1/3/2017	\$1000 for back cover to all 1859 subscribers PD 3/1/17
Outdoors NW Spring Event Guide	164,000	1_4		300	164,000	3/20/2017	deduct from OPTC Co-op budget PD 4/14/17
Splash! Guide	3,600,000	3 col		175	3,600,000	4/28/2017	deduct from Reserve, 1.3M print + 2.3M digital - HAVE NOT REC'D INVOICE
WA State Ferries - full system	23,000,000			1956.15	23,000,000	5/26/2017	deduct from Reserve, 23M annual passengers, 15K roll-folds
June/July	143,499	full		0	143,499	repeat	freebie!
	32,680			5750			PD 2/08/17
Custom Dedicated Email Blast - February 22, 2017 Wink at a Wintry Sky	6,006						http://enews.experiencewa.com.pluto.milesmedia.com/index.php?get_segment
Custom Dedicated Email Blast - September 27, 2017 - Fall Leaf Peeping is Poppin'	Asked for Report			1975			http://enews.experiencewa.com.pluto.milesmedia.com/index.php?get_segment
Custom Dedicated Email Blast - October 18, 2017 - Wine down and swirl							http://enews.experiencewa.com.pluto.milesmedia.com/index.php?get_segment
Wink at a Wintry Sky	533						
Rise & Shine with Seals	840						
Fall Leaves and Crabfest							
Harvest Wine Tour & Holiday							
				2000			
Facebook, Instagram	325,668			13500			current total spend \$4530.95 (6/7/17)
FB, Insta, Twitter	924,458						
	1,220,000						
	176,082						
	Asked for Report						
				1950			PD 3/1/17
Visitor centers, welcome centers, bulk requests	60,000						
Verbatim Postings	7,731,026						
Headlines	47,181,393						
TOTAL IMPRESSIONS TO DATE	112,486,090						

ad has been paid
ad has been submitted
ad submission coming up soon
needs attention or updating



CITY OF WILSONVILLE
2017 MARKETING PLAYBOOK
DRAFT 1



WHO IS VERTIGO?



VERTIGO MARKETING is a full-service innovative marketing agency dedicated to enhancing Wilsonville's economy by attracting as many visitors as possible to the City, and once they're here, ensuring those visitors spend as much money as possible with local businesses.

1

TABLE OF CONTENTS

Who is Vertigo?	1
Table of Contents	2
Tourism by the Numbers	3
Vertigo's Compass	5
Marketing Model	6
Promoting Wilsonville.	7
Goals & Objectives	8
SWOT Analysis	10
How We Measure Success	11
FY17/18 & 18/19 Marketing Plan	12-13
Creative Brief	14-16
Campaign Strategy	17-18
Geography	19
Appendix A - Mood Board	21
Appendix B - Ad Campaign & Media Buys	22-23
Appendix C - Branding & Style Guide	24-25

76 PERCENT

VISITORS FROM OUT-OF-STATE ACCOUNT FOR 76% OF OVERNIGHT SPENDING WITH 64% OUT-OF-STATE AND 12% INTERNATIONAL

\$10.8 BILLION

SPENT BY VISITORS IN THE STATE OF OREGON LAST YEAR

10-15

NUMBER OF TIMES BEFORE SOMEONE NOTICES YOUR MESSAGE AND FOLLOWS YOUR CALL TO ACTION

28.4 MILLION

DEAN RUNYAN ESTIMATE OF ESTIMATED OVERNIGHT VISITORS LAST YEAR

31:1

ROI FOR DESTINATIONS THAT INVEST IN DESTINATION MARKETING AND PROMOTION

\$11.3 BILLION

AMOUNT TRAVELERS INJECTED INTO THE STATES ECONOMY LAST YEAR

\$507 MILLION

AMOUNT THE TRAVEL INDUSTRY GENERATED IN STATE AND LOCAL TAX REVENUE LAST YEAR

109,000

JOBS CREATED IN THE STATE OF OREGON FROM TOURISM LAST YEAR

\$1 INTO \$237

LONGWOODS AD ACCOUNTABILITY STUDY SHOWS THAT OREGON'S ADVERTISING GENERATES \$237 IN VISITOR SPENDING FOR EVERY \$1 INVESTED



MISSION

Vertigo Marketing's mission is to enhance the economic vitality of the community by promoting Wilsonville as a year-round visitor and event destination by maximizing collaborative partnerships, efficiently activating lodging tax revenue into effective marketing programs, and cultivating an exceptional visitor experience.

VISION

The vision is to provide the best delivery of tourism promotion services and information to Wilsonville visitors, to be the tourism marketing resource of choice for businesses in Wilsonville, and to establish sound financial management practices for public tourism tax dollars.

PURPOSE

Visit Wilsonville is an economic development organization whose function is to create an effective mix of marketing programs which are designed to produce a positive economic impact of visitor spending and lodging occupancy in Wilsonville. Developing and implementing these programs results in enhancing the City's livability by providing year-round employment and attracting new business growth and relocation. Visit Wilsonville promotes the entire City and works in partnership with all sectors of Washington and Clackamas Counties, and Travel Oregon.

VALUES

- Stewardship of Public Funds
- Optimum Trust and Relationship with the Citizens of Wilsonville, the City Staff, the Tourism Promotion Committee, and Wilsonville City Council
 - Innovation, Creativity and Excellence in All That We Do
 - Collaboration with Key Partners
 - Highest Level of Ethical Standards
- Reflect the Family-Friendly, Inclusive, and Welcoming Nature of the Community

THE MARKETING MODEL (aka The Community Tourism Funnel)

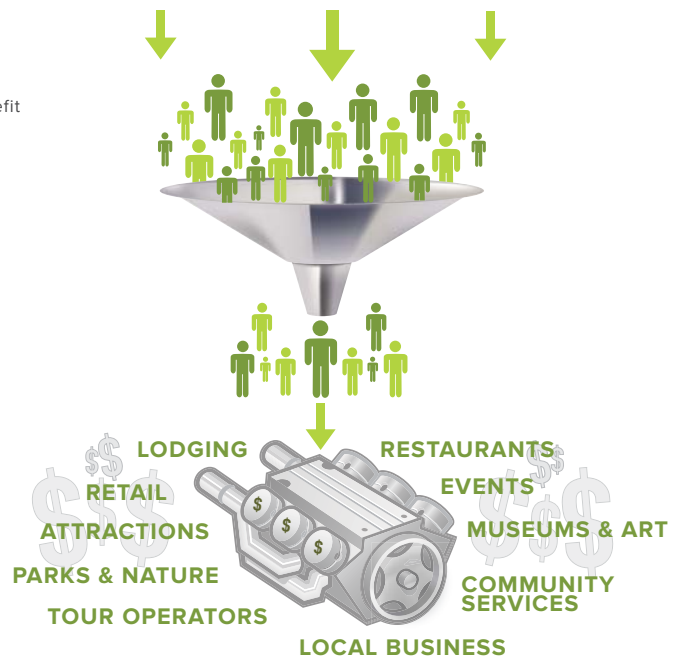
Virtually everything Vertigo Marketing does is designed to drive traffic to Wilsonville and VISITWILSONVILLE.COM. Vertigo's marketing model is founded on the fundamental strategy of generating customers through a comprehensive mix of **MARKETING** and **PUBLIC RELATIONS** programs, then driving those customers to VISITWILSONVILLE.COM where they are connected to Wilsonville's tourism stakeholders.

As a non-membership, City funded tourism website, Visit Wilsonville offers **free listings** on VISITWILSONVILLE.COM to tourism stakeholders to ensure transient room tax dollars benefit the entire tourism industry.

The premise is, we attract visitors to Wilsonville and provide opportunities for local businesses to convert those visitors to customers.

VISITWILSONVILLE.COM is the engine that converts marketing efforts to revenue for local businesses.

RESPONSIVE WEBSITE • PRINT ADS • SOCIAL MEDIA • DIGITAL MARKETING • VISITOR GUIDE • PR • PHOTO/VIDEO



**PRINT
COLLATERAL**
ADS | VISITOR GUIDE

WEBSITE
VISITWILSONVILLE.COM

REPORTING
OCCUPANCY
ONLINE | SOCIAL | PR
ACCOUNTING

IMAGERY
PHOTOGRAPHY | VIDEO

**MARKETING
STRATEGY**
OFF-SEASON
PROMOTIONS

DISTRIBUTION
VISITOR GUIDE FULFILLMENT

ADVERTISING
PRINT | DIGITAL | SOCIAL | SEO

**SOCIAL
MEDIA**
ENGAGEMENT & CHANNEL
GROWTH

**EVENT
PROMOTION**
FESTIVALS | SPORTS
CULTURAL | CONCERTS

**LEAD
GENERATION**
LIST BUILDING

CREATIVE
COLLATERAL | BRANDING
MARKETING

FY17/18 & 18/19 GOALS & OBJECTIVES

- Achieve growth in lodging tax revenue.
- Launch Visit Wilsonville's tourism advertising campaign.
- Develop a comprehensive media schedule to advertise the City and its events to potential visitors.
- Rebrand current site to enhance the visitor website experience and align with destination branding. Recommend using the URL VisitWilsonville.com.
- Position the City as a compelling tourist destination in the Willamette Valley.
- Work with community partners to increase visitor traffic during key events throughout the year.
- Increase visitor count during the shoulder and winter seasons.
- Work with City staff and the City's Tourism Promotion Committee to maximize exposure to visitors at a reasonable cost.
- Grow meeting and convention business, and bleisure travel.
- Improve communication and collaboration with Clackamas County Tourism & Cultural Affairs, Washington County Visitors Association, and Travel Oregon.





SWOT ANALYSIS

Wilsonville's **STRENGTHS, WEAKNESSES, OPPORTUNITIES,** and **THREATS.**

STRENGTHS

- A nexus for outdoor activity, attractions and lifestyle
- Nature & outdoor recreation, history, heritage, art and culture
- Premier shopping nearby (Outlets, Bridgeport)
- Easy access and central location to Oregon's two largest cities: Portland and Salem
- Affordable lodging and hotels
- Agri-tourism opportunities (wineries, farms)
- Genuinely friendly community, safe, clean, modern
- Parks, trails, open spaces, urban amenities, rivers, close proximity to the Pacific Ocean and Mt. Hood
- Commercial attractions (World of Speed, Family Fun Center & Bullwinkle's) and regional events (equestrian, sports)
- Hilton Garden Inn opening (first 4-star hotel in Wilsonville)

WEAKNESSES

- Low tourism volume during shoulder season (October - May)
- Not recognized as a tourist destination
- Lack of: a) multi-purpose facility for recreational and entertainment activities, b) large meeting space, c) a downtown core d) businesses with local flavor
- Lack of lodging inventory and luxury/resort style lodging options
- Difficulty converting business travelers into repeat leisure travelers
- I-5 / I-205 traffic congestion
- Unrecognizable I-5 strip city
- No visitor center or central kiosk for visitor information

OPPORTUNITIES

- Increase tourism during shoulder season and winter months
- Enhance recreational amenities (facilities, trails, parks, agri-tourism)
- Town Center redevelopment, Pedestrian Bridge project
- Proximity: agri-tourism, wine country, I-5 and light rail access, Portland and Portland International Airport (PDX), Salem, Willamette River, the Pacific Ocean, Mt. Hood, etc.

THREATS

- Downturn in national economy and consumer confidence
- Increase in regional marketing from competitive destinations

HOW WE MEASURE SUCCESS

Vertigo Marketing uses several metrics to gauge the ebbs and flows of Wilsonville's tourism industry and to evaluate the effectiveness of the City's marketing efforts. When viewed cumulatively these metrics provide a reliable approximation of the health of the industry and the effectiveness of Vertigo's programs and services. **Listed below are the primary TOURISM METRICS Vertigo Marketing uses with a brief description of each.**

TRANSIENT LODGING TAX (TLT) TLT collections serve as the primary metric Wilsonville uses to measure the ebbs and flows of the its tourism industry. Due to the demand driven nature of lodging pricing (the higher the demand, the higher the lodging rates), TLT collections provide a **BLENDED METRIC** of rate and occupancy that effectively approximates the overall demand for a destination's lodging inventory.

CITYWIDE LODGING OCCUPANCY Citywide lodging occupancy is the percentage of available lodging units occupied for a defined period of time. Smith Travel Research (STR) occupancy data is the industry standard used by most lodging companies, including Vertigo Marketing. Along with TLT data, citywide occupancy data helps Vertigo gauge the ebbs and flows of the City's tourism industry.

WEBSITE TRAFFIC TO VISITWILSONVILLE.COM Vertigo's marketing model is designed to drive potential visitors and leads to VisitWilsonville.com where they are converted to customers for local businesses. As a result, the volume of visitors to the Visit Wilsonville website is a key metric used to evaluate interest in our destination and the effectiveness of our marketing.

REFERRAL TRAFFIC FROM VISITWILSONVILLE.COM TO STAKEHOLDER WEBSITES VisitWilsonville.com is designed to convert Vertigo's marketing efforts to revenue for local businesses. Therefore, the volume of website referrals sent from VisitWilsonville.com to the websites of tourism stakeholders is a primary metric used to evaluate the effectiveness of Vertigo's marketing.

LEAD GENERATION & LIST GROWTH Direct marketing is key to driving awareness and visits to a destination. Vertigo is proposing several initiatives to start collecting "opt-in" email addresses, mobile phone numbers and mailing addresses for future marketing.

SOCIAL MEDIA ENGAGEMENT Vertigo will rebrand and launch social media channels for Visit Wilsonville in order to build awareness of the tourism assets found within and outside of the city. Multiple social media channels allow us to monitor what is being said about Wilsonville—good or bad—and engage with not only potential visitors, but writers, bloggers and media for public relations opportunities.

SURVEY COLLECTION Survey information can be collected via the website and questions/quizzes posted on Facebook.

11

FY17/18 & FY18/19 PLAN

Vertigo Marketing is firmly focused on achieving the goals and objectives reflected on page 8. The following **9 KEY STRATEGIES** provide a summary of Vertigo's primary efforts that will be employed to achieve those objectives. Each of these strategies and tactics will be initiated in 2017 and will continue to be executed and enhanced through the conclusion of fiscal year 2018/2019.

1: DESTINATION BRAND MARKETING

Establish a compelling tourism strategy and brand for Wilsonville. Advertising the Wilsonville tourism experience through mass media represents Vertigo's largest expenditure & a primary driver of traffic to VisitWilsonville.com.

2: CITYWIDE EVENTS, CONVENTIONS, AND CONFERENCES

Courting citywide events and groups is important to improve non-summer tourism & introduce new visitors to the destination. Increasing the length of stay with the business traveler is a priority.

3: DIRECT MARKETING

Design a unique and engaging Visitor Guide for Wilsonville to fulfill website requests and distribute at various events and establishments. Create marketing messaging to specifically grow our opt-in database (lead generation), which will cultivate long-term customer relationships, awareness, and positive word-of-mouth. FY17-18 will focus on lead generation and list development. Consistent email marketing communications will begin in FY18/19.

4: PUBLIC RELATIONS

Working with our regional DMO partners to host journalists is an effective way to market Wilsonville. Visit Wilsonville will also launch it's own PR strategy and initiative which includes strategy, research, pitching, press release writing, and wire distribution.

5: WEBSITE AND DIGITAL MARKETING

The VisitWilsonville.com website is the most important part of Vertigo's marketing mix. Ensuring Wilsonville tourism is supported by a robust and informative tourism website is Vertigo's most important job. Wilsonville's social media strategy, engagement, and search engine optimization (SEO), and search engine marketing (SEM) efforts extend and reinforce the Wilsonville campaign and brand.

6: COMMUNITY PARTNERSHIPS

Establish marketing relationships with community partners and tourism stakeholders that will extend Wilsonville's marketing reach & validates the destination.

12



7: TOURISM LEADERSHIP

Allocating time & resources to make the City an active participant in the community, region, and state enables Wilsonville to be a broader value to the community, and ensures Wilsonville's tourism industry is represented in important regional tourism conversations and planning.

8: RESEARCH

IAI ocaAi rArpco gremoA &rocrs ogai unarkortl oguAnæomuh h tah oAæur&on rk a G&gl oAnuj Atl duAyv kktatuA rp,ræorgco grætrch kon l tr &ronææorb&rtW æAumucaWauñ cctcañ tær&bctAoccn romuAuh trnk ol orudh oAæoffugæyn

7: TOURISM LEADERSHIP

s ogai urtcrfumbcoknuAn metol tAi roxrörroArortAæg Ac d goAaftA Ant rih A i oh oAan rcaø' gk cetdnurdb&rtmf bAkcyñTetrcñcñ AruAi utAi n n bA' l ogAi rdgugæpærfugæorCtæpufWtrcuAl trron crl orm crs ogai u'crd gAogæyn

CREATIVE BRIEF

CLIENT: WILSONVILLE / CATEGORY: DESTINATION/TRAVEL

BRAND ESSENCE

Wilsonville is...

CoAæg rñ
N æg rñ
PgcaAoyñ
S foy

UNIQUE SELLING PROPOSITION (USP) BENEFIT UNIQUE TO THE BRAND

- rv ffugæ &ro
- rF h trp&goAkrip
- rW rk &ron r&tko &ro
- rF gñ rFgæce
- rN ægpn rCbræb&gæme

- rMtAbæærfguh rku' Aau' ArPugæ Ak
- rMtAbæærfguh rñ tAomubAæg
- rMtAbæærfguh rA æg,retcaugm rñ Akh gk,rd gkcn n r&gl og
- rMtAbæærfguh rdgph togæuddtAi
- rMtAbæærfguh rñ h trp&goAkrip æg rætuAc

tone of voice

FbAGul tAi ,røArti eæAtAi ,n Akrox&b&og Aa

IMAGERY AND VISUALS

UAAtqbo,rdr pfbri g detnrcñ Akrdæuæi g dep
Eh de cñl omæAæg rñm æuAræGmuh h bAtm æorl eogprWtrcuAl trroncñ Akæu' n mæcct&rorl on gpn
Exnb>uAcrl tæstAææorCtæpn Aknubæ(gpfogæurGoui g depñ dnuArPvGEr19)

WHAT DO WE WANT PEOPLE TO THINK OR FEEL AFTER EXPERIENCING THE ADVERTISING?

Curious / Informed / Captivated

TARGET AUDIENCE & PERSONALITY

Adapt to the travel desires and emerging trends of millennials, young families, dynamic empty-nesters and urban singles. The audience is “experience-hungry travelers”; they are active explorers seeking authentic experiences and one-of-a-kind memories for themselves and their families.

They want to spend more time in nature and green spaces whether splashing in a river, hiking along a trail, or golfing on a green. They want to bike through wine and farm country tasting fresh food and sipping wine along the way. They want to hunt for bargains at the Woodburn Outlets or stroll by some of Oregon's best stores at Bridgeport Village. Summers will inspire family time with putt-putt golf, a ride on a zipline, picnics in a park, outdoor movies, live music, and hot days spent running through a sprayground. Fall and winter days are best spent inside exploring a museum built for speed, battling it out in an interactive 3D movie experience, or opting for an old school game of Pac-Man at the Family Fun Center.

For them, travel is an act of curiosity and inspiration, time to reconnect and disconnect all at the same time, commune with nature and delight in the explorer’s mindset.

MEDIA & EXECUTIONAL CONSIDERATIONS

Website, Print, Paid and Organic Social Media, Digital Marketing, Search engine optimization (SEO)/Search engine marketing (SEM), Email Marketing, and Visitor Guide

GEOTARGET MARKETS

Oregon I-5 Corridor
Bend
Seattle/Tacoma

COMPETITION

Greater Portland Metro Area
Willamette Valley wine country communities
Oregon Coast

CREATIVE BRIEF/CAMPAIGN STRATEGY

WILSONVILLE ASSETS

Family Fun Center
World of Speed Museum
Golf
Cycling
Wineries
Breweries
Farmlandia Farm Loop
Farmers Market
Willamette River (boat, kayak, canoe)
Shopping (Outlets & Bridgeport)
Public Art Tour (bike or walk)
Parks & Nature Trails
Equestrian Events & Trails
Sports Tournaments
Water Features (splash park)
Light Rail Access into Portland
Champoeg State Park
Walt Morey Park
McMenamins Old Church & Pub
Korean War Memorial
International Dining
Ice Age Tonquin Trail
Off-Leash Dog Park
Skate Park

Pioneer Cemeteries
SMART Trolley Tours
Aurora
Antique Powerland Museum
Swan Island Dahlias
Wilsonville Festival of the Arts
Wilsonville Brewfest
Fun in the Park
St. Paul Rodeo
Aurora Colony Day
Movies in the Park
The Country Classic
Wilsonville Rotary Concerts
Clackamas County Fair & Rodeo
Woodburn Tulip Festival
Mud, Sweat & Beers Brewfest & Run (Woodburn)
Tulip Trail Run (Woodburn)
Dinners in the Field
Friench Prairie Farm Fest
Strawberry Social
Kiwanis Kids Fun Run
Thanksgiving in Wine Country Festival

THE CHALLENGE

How do you distinguish Wilsonville from the other Portland Metro suburb cities like Tigard or Tualatin?

To most, Wilsonville is one of those unrecognizable I-5 freeway strip cities that sits between Portland and Salem.

CAMPAIGN CONCEPT

Pocket Trips

CAMPAIGN TAGLINE

Wilsonville ... _____'s Back Pocket

Examples:

"Wilsonville ... Portland's Back Pocket"

"Wilsonville ... Willamette Valley Wine Country's Back Pocket"

AD COPY SAMPLE

WILSONVILLE, PORTLAND'S BACK POCKET

In 19-miles you could be ... feasting.

Every March, gastronomers flock to feast during Portland's Dining Month where three-course meals are a mere \$29. Settle in our pocket city for the weekend and save a bundle on lodging compared to Portland hotels.

ExploreWilsonville.com. Where visiting is easy & parking is free.

POCKET TRIP SAMPLES

MID-CENTURY MEETINGS

ALT HEADLINE: SPEED MEETINGS

Book a different kind of meeting space in Wilsonville. A mid-century mod lounge and bar area is a refreshing surprise just upstairs from a world-class museum surrounded by things that go VROOM!

FARMLANDIA FARM LOOP

Take a self-guided tour of 18 farms between Wilsonville & Portland. Catch a cooking class at Middleground Farms or sign up for an upcoming Dinners in the Field where you nosh on fresh seasonal food & Oregon wine.

17

CAMPAIGN STRATEGY

WHY THIS WORKS

Wilsonville has plenty of unique stories to tell - this is what the experience hungry traveler wants.

Not your ordinary visuals and a "pocket visitor guide" highlights why Wilsonville will be a preferred destination for eco-travelers, families, sports teams, meetings & business travel.

We will leverage highly searched vacation locales (like Portland or Willamette Valley) to gain exposure for Wilsonville on the web with our pocket trip articles.

APPENDIX A – MOOD BOARD



APPENDIX B – AD CAMPAIGN & MEDIA BUY CONSIDERATIONS

For Placement Only

Sample Print Ad

For Placement Only

Animated digital + video ads

APPENDIX B – AD CAMPAIGN & MEDIA BUY CONSIDERATIONS

PUBLICATION	ISSUE/TIMING	2017/2018	SIZE	APPROX. COST
1859	monthly	●		
Alaska Airlines Magazine	monthly	●		
Clackamas County (Mt. Hood Territory)	annual - no advertising	●		
Via (AAA Magazine)	bi-monthly	●	1/3	\$3,900 ea.
Northwest Travel	bi-monthly	●	1/4	\$1,750 ea.
OnTrak (Amtrak Magazine)	quarterly	●		
Oregon Quarterly (U of O Alumni Magazine)	quarterly	●		
Oregon Wine County (Willamette Valley)	annual - no advertising	●		
Oregon Wine Press	monthly	●	1/4	\$1,750 ea.
Oregon Wine (Touring Guide)	annual - due mid Dec.	●	1/3	\$2,000 ea.
Oregonian	daily	●		
Portland Monthly	monthly	●	1/3	\$2,000 ea.
Sip Northwest	quarterly	●	1/3	\$1,250 ea.
Sunset Magazine	monthly	●	1/6	\$2,250 ea.
The Pearl	quarterly	●		
Travel Oregon	annual - due end Jan.	●	1/3	\$3,900 ea.
Travel Portland	annual - due mid March	●	1/3	\$4,500 ea.
TripAdvisor	digital	●		
Willamette Week	digital	●		
TravelOregon.com	digital	●		
TravelPortland.com	digital	●		
Google Adwords & Ad Network	digital	●		
Paid Social Media	digital	●		
<small>(Facebook, Instagram, Twitter, Pinterest, etc.)</small>				

- Recommend placing ad with publication
- NOT recommending placing ad with publication at this time
- Recommend placing ad with publication IF budget allows
- Digital Media Buy - can be placed at anytime

APPENDIX C – CAMPAIGN BRANDING & STYLE GUIDE COMING SOON



VERTIGO MARKETING

63372 FREEDOM PLACE BEND, OR 97701

541.979.0094 | VERTIGOMARKETING.COM

All rights reserved; reproduction in whole or in part is prohibited without written permission from Vertigo Marketing LLC. Copyright 2017-2018.

These materials contain unlicensed images and are meant for internal reference only. Vertigo Marketing has not obtained any rights from photographers or models depicted herein.



**SCOPE OF WORK: DRAFT 1
CITY OF WILSONVILLE 2018/2019 ADVERTISING &
MARKETING SERVICES
THROUGH JUNE 30, 2019**

Final costs are based on approved client budget and treated as “do not exceed”. Per contract, line items for the following goods and services can be reallocated to cover unanticipated needs upon mutual agreement between Vertigo Marketing and the City of Wilsonville.

A. WEBSITE RETAINER SERVICES: \$19,000

A. To include the following services and deliverables:

- **Hosting & Maintenance:** hosting with CDN (content delivery network)
- **SSL Certificate Renewal**
- **Security/Hackalert Scanning**
- **Paid Plug-ins**
- **Content Creation**
- **Campaign Landing Page Development**
- **Ongoing Updates for Listings**
- **Event Calendar Updates**
- **Design & Development**
- **SEO + Ranking Software Subscription**
- **Adding Graphics/Photos/Videos**
- **Reporting:** Quarterly KPI report

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: Throughout 2018/19

B. CURRENT WEBSITE SERVICES: \$6,000

A. To include the following services and deliverables:

- **Hosting & Maintenance:** services provided by MediaPhysics
- **Event Calendar**

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: Contract through June 30, 2018

C. WEBSITE REDESIGN: \$15,000

A. To include the following services and deliverables:

- **Custom Development for Plugins**
- **Enhanced Event Calendar**
- **Directory Listings**
- **Graphics/Design enhancements to match the new brand**

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: Spring 2018

D. POCKET TRIPS VISITOR GUIDE: \$24,000

A. To include the following services and deliverables:

- **Pocket Adventures - Folio / Rack Card:** 23.5” x 9” (flat) sheet printed on 65# Cougar Opaque Smooth Cover. Printed in four (process) colors on both sides of sheet (4/4), full bleed. Die

cut per-diagram – contains, 4 (four) 3.25” slits with relief holes. 4 (four) glue strips to create two pockets on far left and right panels. 6 (six) scores with a .25” capacity score in center. Folded to create 2 pockets and packaged as a flat piece.

Quantity: 15,000

- **Pocket Cards:** 12 (twelve) different 3” x 4” cards printed on 111# Dull Cover. Printed in four (process) colors on both sides of sheet (4/4), full bleed. Trimmed and boxed.

Quantity: 15,000 (180,000 cards)

- **Assembly:** Collate 12 cards into 4 sets of 3. Hand insert each set into slit on pocket folder. Hand fold folio shut to finish size of 4” x 9”. Box.
- **Design:** Creative services for design of folio / rack card
- **Distribution & Fulfillment:** Distribute finished boxes to the City of Wilsonville and various Visitor Centers, Chambers of Commerce, kiosks, etc. throughout the region.
- **Postage:** Reserve 1,000 finished pieces to be made available per request for mailing. Current 3 ounce rate is \$0.91 per piece via First Class stamp. Mailing services (stuffing, addressing and stamping envelope) to be provided by City Staff.
- **#10 Envelopes:** 1,000 #10 Regular 24 lb. bright white envelopes with logo and/or return address printed on front.

B. Team Members assigned to this Task:

- Trev

C. Completion date: Spring 2018

E. PR RETAINER SERVICES:

\$15,000

A. To include the following services and deliverables:

- **Press Release Writing:** (4 releases with regional wire AP distribution)
- **Meltwater Software Subscription:**
 - Full Monitoring Suite
 - Premium Social Coverage (Facebook, Twitter, Instagram, YouTube, 23 million blogs)
 - Analytics & Dashboards
 - Full Media Contact Database with unlimited press distribution
 - **NOTE:** Meltwater is the global leader in online media intelligence. Their product suite allows us to monitor, distribute, publicize and analyze business critical information posted online, in both mainstream media and social media, as well as build media contact lists to assist with press outreach
- **Pitching Story Ideas**
- **Responding to Writers with Content & Photos**
- **Set Up and Manage Meltwater Software**
- **List Building**
- **Monitoring**
- **Reporting:** Quarterly KPI report
- **Research/Interviews**

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: Throughout 2018/19

F. SOCIAL MEDIA RETAINER SERVICES:

\$36,000

A. To include the following services and deliverables:

- **Social Media Strategy:** Create master editorial calendar, develop and align SEO-cial social strategies to assist with SEO efforts for the website, identify trending hashtags, review and analyze to improve the campaign performance.
- **Management & Implementation:** Manage day-to-day social media posting and community management, copywriting, graphic design, art direction of photography, schedule posts, seek out missing photography, ongoing coordination and communication with event producers and businesses for events and happenings
- **Monitoring**
- **Reporting:** Quarterly KPI report
- **Establish Channels:** FB @VisitWilsonville TW @SeeWilsonville IG VisitWilsonville YT VisitWilsonville
- **Customize Channels**
- **Post 2x per week**
- **Paid Social Media ads with deep targeting**
- **Social media contest promotion for lead generation**

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: Throughout 2018/19

G. PHOTO & VIDEO:

\$15,000

A. May include the following services and deliverables:

- New photography and videography rights for print and digital usage
- Custom photo/video shoots at various “pocket trip” locations throughout the seasons
- Event photography
- Scouting
- Creative Direction
- Shotlist
- Storyboard
- Models/Talent/Props
- Filming
- Editing
- Travel
- Production

B. Team Members assigned to this Task:

- Lynnette, Trev, various sub-contractors

C. Completion date: Throughout 2018/19

H. DESIGN SERVICES:

\$10,000

A. To include the following services and deliverables:

- Print Ad Design
- Digital Ad Design & Development
- Copywriting

B. Team Members assigned to this Task:

- Lynnette, Trev

C. Completion date: Throughout 2018/19

I. EMAIL MARKETING SERVICES FY18/19: \$3,000

A. To include the following services and deliverables:

- Email Blasts (6)
- Template Design & Development
- Content Creation/Copywriting
- List Management
- Production
- Reporting: Quarterly KPI report

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: FY2018/2019

I. FINANCIAL: \$9,360

A. To include the following services and deliverables:

- Accounting
- Quarterly Reports
- Memberships: ODMO, ISSUU
- Software subscriptions: STR

B. Team Members assigned to this Task:

- Lynnette, Trev

C. Completion date: Throughout 2018/19

J. RESERVE/CONTINGENCY: \$7,500

K. MEDIA BUYS*: \$39,840

1. Travel Oregon	2,100,000 impressions	\$3,900
2. Travel Portland	1,155,000 impressions	\$4,500
3. Sunset - April Travel Planner issue	991,200 impressions	\$2,250
4. Portland Monthly - April	492,075 impressions	\$2,000
5. AAA (VIA) - July/Aug: Willamette River	1,058,000 impressions	\$3,720
6. AAA (VIA) - Nov/Dec: Insiders Guide to Portland	1,058,000 impressions	\$3,720
7. Oregon Wine Press - July	175,000 impressions	\$1,750
8. Sunset - August Travel Planner issue	991,200 impressions	\$2,250
9. Paid Digital Media (Facebook/Instagram, Google, etc.)	impressions TBD	\$13,500
10. Co-ops with regional partners	impressions TBD	\$2,250

**Impression data comes from media kits provided by each publication or other documents*

TOTAL FY18/19: \$199,700

Proposed Add-on's and Optional Services (à la carte)

1. **Visitor Profile Study:** Third party research and data analysis to get a current pulse on the Wilsonville visitor and tourism trends. The Visitor Profile Study will include the following:

- A minimum of 600 Intercept Surveys collected
- Summer intercept survey FY18/19
- Winter intercept survey FY18/19
- Email Survey (online survey link sent to visitor lists via local hotel & activity providers)
- Website survey on ExploreWilsonville.com

Based on industry expertise, value, and quality of work, Vertigo Marketing recommends hiring RRC Associates for visitor profile study services. Formal proposals included below.

Additional services include study question development, project oversight & coordination, coordinating locations for intercept surveys, incentive items, website development, back-up staffing, prizing, travel\$60,000

Proposals from Destination Analysts and RRC Associates to follow this page.

Lynnette Braillard, Principal
Vertigo Marketing

Trev Naranche, Principal
Vertigo Marketing

Destination Analysts, Inc.
December 4, 2017

RESEARCH PROPOSAL

VERTIGO MARKETING

WILSONVILLE, OREGON VISITOR PROFILE STUDY

OVERVIEW & OBJECTIVES

This research proposal outlines Destination Analysts' recommended methodology and overall approach to conduct a Visitor Profile Study on behalf of Vertigo Marketing and Wilsonville, Oregon in order to develop a comprehensive understanding of visitors and potential visitors to the City of Wilsonville, as well as garner insights about the Wilsonville brand and ultimately generate incremental visitation—and thus positive economic impact—to the city.

As the destination has an opportunity to continue growing tourism through effective marketing, research can provide critical insights into the most efficient means of achieving this. Understanding Wilsonville, its visitors, and traveler sentiment about the destination is key to effective communication and, in the end, moving the needle. This proposal illustrates our approach to conducting research on behalf of Wilsonville that will serve as a guide to Vertigo Marketing and the City of Wilsonville's overall tourism marketing strategy.

Destination Analysts recommends conducting the following primary research projects:

- Visitor Intercept Survey
- Online Survey of Visitors
- Website User Survey

The overall approach, methodologies, timeline, deliverables and costs for these research projects are detailed following.

VISITOR INTERCEPT SURVEY

OVERVIEW & METHODOLOGY

Destination Analysts recommends conducting a Visitor Intercept Survey at locations throughout Wilsonville. This survey will target visitors who live outside Wilsonville, including hotel guests, home rental visitors (those who stay overnight in home rentals or peer-to-peer lodging booked through AirBnB, VRBO, etc.), visiting friends and relatives (VFRs) who stay in private residences, and day-trip visitors. Working closely with Vertigo Marketing and the City of Wilsonville, Destination Analysts will develop the survey questionnaire, which will address topics such as:

- Visitor point of origin
- Travel party composition
- Length of stay
- Activities and attractions visited in-market
- Detailed in-market spending
- Inspiration/motivations for visiting Wilsonville
- Visitor perceptions of Wilsonville
- Satisfaction with the visitor experience

- Likelihood to return
- Visitor attitudes, behaviors and interests
- Visitor psychographic
- Visitor demographics
- Trip planning resources utilized
- Other topics of interest to Vertigo Marketing and the City of Wilsonville

Destination Analysts will aid Vertigo Marketing and the City of Wilsonville in securing permission for Destination Analysts staff to survey at visitor attractions, hotels, places and events—both public and private. Destination Analysts, Vertigo Marketing and the City of Wilsonville will work closely together to determine the survey locations as well as the best dates and times to survey at these visitor attractions.

Destination Analysts staff will manage a team of surveyors to conduct these in-person surveys at mutually agreed upon scheduled times. Surveyors will wear a Wilsonville branded shirt and identification badge. They will approach visitors at random and ask them if they would be willing to help the City of Wilsonville by answering some questions about their visit. Survey responses will be input into an iPad by the surveyor (although the visitor will input their own responses to the demographic questions).



A Destination Analysts field researcher surveying a visitor to West Hollywood, California.

To account for seasonality, we recommend collecting at least 200 surveys during two research waves: 200 surveys in Winter FY18/19 and 200 surveys in Summer FY18/19, for a minimum total sample size of 400 surveys.

We recommend Vertigo Marketing and the City of Wilsonville provide a small branded item (or similar) as an incentive to visitors to take the survey.

PROJECT DELIVERABLES

Vertigo Marketing and the City of Wilsonville will receive the following deliverables for the Visitor Intercept Study:

- Interim report of findings after Wave 1 (Winter FY18/19)
- Comprehensive final Wilsonville Visitor Profile report, including graphical representations, written analysis, an Infographic Summary and an Executive Summary
- Online presentation of final findings via web conference

PROJECT TIMELINE

The project can typically be launched within four weeks of commencement, depending on how much time is needed by Vertigo Marketing and the City of Wilsonville to provide feedback on the survey questionnaire and/or permission for survey staff to be on-site.

The interim report after Wave 1 will be delivered 4-6 weeks after data collection is completed.

The final report of findings will be delivered 4-6 weeks after the Wave 2 data collection is completed.

The online presentation of findings will be scheduled at Vertigo Marketing and the City of Wilsonville's convenience.

ONLINE SURVEY OF VISITORS

RECOMMENDED APPROACH & METHODOLOGY

Destination Analysts can conduct an Online Survey of Visitors as a separate project from the Visitor Intercept Survey; however the data from which will be used to add to and supplement the overall visitor data set provided by the intercept survey. The survey questionnaire will be nearly identical to that of the Visitor Intercept Survey, yet adapted for online administration. Vertigo Marketing and the City of Wilsonville will speak with local hotels, inns & B&Bs, local businesses, attractions and organizations to obtain their consumer email lists. Destination Analysts will then send an email invitation on behalf of (and branded by) the City of Wilsonville requesting participation in a brief yet important survey. In order to send the email invitation, Destination Analysts will need a hi-res logo, hi-res destination image and official email address (e.g., research@wilsonvillechamber.com) that automatically forwards to research@destinationanalysts.com.



Greetings,

On behalf of San Francisco Travel thank you for visiting our website, SanFrancisco.Travel.

To ensure that our website is best serving travelers like you, we'd like to ask for your help with a [brief travel questionnaire](#). When you recently came to our website you indicated that you would be willing to participate in this effort.

Above: Screenshot of a survey email invitation for San Francisco Travel.

PROJECT DELIVERABLES

Vertigo Marketing and the City of Wilsonville will receive the following deliverables for the Online Visitor Survey:

- Comprehensive report of findings, including graphical representations, written analysis, an Infographic Summary and an Executive Summary
- Profiles of Wilsonville Visitors and Potential Visitors
- Online presentation of final findings via web conference

PROJECT TIMELINE

The Online Visitor Survey can be completed in approximately 8-12 weeks from start to finish. The final report of findings will be delivered 4-6 weeks after data collection has closed.

WEBSITE USER SURVEY

RECOMMENDED APPROACH & METHODOLOGY

Destination Analysts can also conduct a Website User Survey as a separate project from the Visitor Intercept Survey; however the data from which will be used to add to and supplement the overall visitor data set provided by the intercept survey. A brief online survey can be placed on the Wilsonville website (e.g., WilsonvilleChamber.com) which will ask website users the following key pieces of information:

- Anticipated month of arrival in Wilsonville
- Opt-in for a follow-up survey after their intended month of arrival in Wilsonville

An email inviting these users to take a survey will be sent after their anticipated month of visit to Wilsonville. The survey will identify whether the website user did indeed visit Wilsonville. If they did, visitors will be asked questions similar to those in the Visitor Intercept Survey and Online Survey of Visitors. If website users did not visit Wilsonville, the survey will probe for reasons why.

Like the Online Survey of Visitors, the email invitation to the follow-up survey will be on behalf of (and branded by) the City of Wilsonville.

PROJECT DELIVERABLES

Vertigo Marketing and the City of Wilsonville will receive the following deliverables for the Website User Survey:

- Comprehensive report of findings, including graphical representations, written analysis, an Infographic Summary and an Executive Summary
- Profiles of Wilsonville Visitors and Potential Visitors
- Online presentation of final findings via web conference

PROJECT TIMELINE

To account for seasonality, Destination Analysts recommends conducting this survey across 12 months, with the email invitation sent monthly. The final report of findings will be delivered 4-6 weeks after data collection has closed.

PROJECT COSTS

Destination Analysts estimates the following costs to conduct a Wilsonville Visitor Profile Study. These costs are based on the recommended methodologies and sampling plans described earlier. The projects are priced individually in the event that Vertigo Marketing and the City of Wilsonville wishes to conduct only one or two of these research studies.

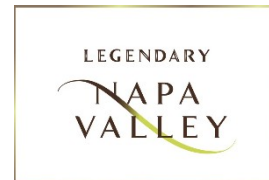
PROJECT	COST
Visitor Intercept Survey (200 per research wave, N=400 completed surveys)	\$56,800
Visitor Intercept Survey (300 per research wave, N=600 completed surveys)	\$66,100
Online Visitor Survey (local business consumer lists/outreach)	\$18,500
Website User Survey	\$21,200

The Visitor Intercept Survey will be billed in equal payments per research wave. To cover initial survey development work, Destination Analysts would invoice Vertigo Marketing and the City of Wilsonville for half of the Online Visitor Survey and Website User Survey project cost at the commencement of the project, and the remainder upon delivery of the report.

CASE STUDIES

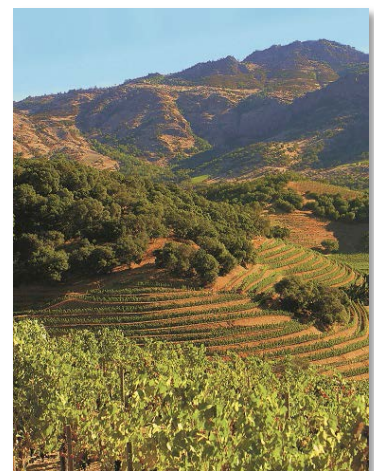
The following are case studies which demonstrate Destination Analysts' capabilities in conducting visitor research on behalf of travel and tourism industry clients. These research studies are similar in scope to the Visitor Profile Study proposed for Vertigo Marketing and the City of Woodinville and used a visitor intercept survey methodology to collect data.

VISIT NAPA VALLEY VISITOR PROFILE & TOURISM ECONOMIC IMPACT STUDY



Situation: The Napa Valley is a destination known for exquisite wine and beautiful scenery. Because of this reputation, in past years Napa Valley enjoyed the benefit of steady tourism rates, but had not conducted comprehensive visitor research to better focus its marketing efforts and understand how much visitation had actually grown and the economic impact of that growth on the county. As Visit Napa Valley had conducted little research into the destination's visitors, they did not have actionable intelligence to work with in developing their advertising and marketing strategies. Their first step was hiring Destination Analysts to gain a better picture of who current visitors are and why they visit— information that was then used to develop and empower these strategies and assist stakeholders. Destination Analysts conducted a major study of Napa Valley visitors and developed a comprehensive research-based visitor profile. As part of this process, Destination Analysts also assessed the economic impact of tourism on the county as a whole.

Solution: Destination Analysts implemented a research plan for this project which included four components. First, a self-administered survey of lodging guests was conducted at numerous lodging properties to determine the types of visitors that came to Napa Valley and stayed in paid lodging accommodations. Second, a visitor intercept survey was conducted on a random sample of visitors at several Napa Valley locations and attractions to understand more about visitors who did not stay in paid lodging, such as visiting friends and relatives (VFR's) or day-trippers. Third, a supplemental telephone survey of Napa Valley homes was administered to quantify the number of VFR's who stayed overnight in a private home. Fourth, surveys of meeting planners and local area hoteliers were conducted to develop estimates of expenditures



made to plan events in the area.

Results: Destination Analysts developed a comprehensive visitor profile, reflective of all visitors to the Napa Valley area that Visit Napa Valley has used to better understand their visitors and thus gain more strategic marketing insights. Utilizing our Destination Economic Impact Model, Visit Napa Valley has been able to estimate visitor spending and volume in detail. With these two assets, Visit Napa Valley can more effectively position itself to travelers and communicate the value of tourism to the local community.

One of the primary takeaways of this research was that the largest visitor segment to Napa Valley is day-trip visitors, which helped inform Visit Napa Valley's marketing strategy to regional residents as well as tourists in nearby cities, such as San Francisco. Visit Napa Valley also gained insight regarding opinions on advanced reservations at wineries, as well as the likelihood to purchase wine or join a club. These findings were provided to Napa Valley's winery partners to provide them with intelligence for their sales and marketing techniques.

Report: Links to Visit Napa Valley's 2012, 2014 and 2016 Visitor Profile, Economic Impact and Quick Facts reports can be downloaded online here:

<https://www.visitnapavalley.com/about-us/research/>

VISIT SANTA BARBARA VISITOR PROFILE & TOURISM ECONOMIC IMPACT STUDY



Situation: Santa Barbara is a destination rich with resources and scenic beauty that attracts travelers of all types, from leisure to business meetings. Nevertheless, Santa Barbara's tourism industry faces fierce competition from other California destinations. Visit Santa Barbara's previous research partners provided county-wide visitor profiles and economic impact estimates to Visit Santa Barbara. With the creation of a new business improvement district, however, Visit Santa Barbara needed a more developed research approach that could evaluate tourism activity and more effectively measure visitor growth and impact. Visit Santa Barbara retained Destination Analysts to conduct a study of Santa Barbara's visitors and develop an effective research-based visitor profile which could be used to position the destination most effectively. Other key objectives Visit Santa Barbara sought Destination Analysts to address included: tracking visitor sentiment about the Santa Barbara visitor experience and the Santa Barbara destination brand; and estimating the economic impact of tourism to the Santa Barbara Coast area.

Solution: Destination Analysts implemented a research plan for this project which included four components. First, a survey of hotel guests was conducted at numerous lodging properties to get a basic picture of the types of visitors that come to Santa Barbara and stay in paid lodging.

Second, a series of in-person interviews were conducted on a random sample of visitors at multiple Santa Barbara locations to supplement the sample as well as understand more about visitors who did not stay in paid lodging, such as visiting friends and

relatives (VFR's) or day-trippers. Third, a supplemental survey of Santa Barbara homes was administered to quantify the number of VFR's who stayed overnight in a private home. Fourth, surveys of meeting planners and local area hoteliers were conducted to develop estimates of expenditures made to plan events in the city.



Results: Visit Santa Barbara now has a clear picture of the demographic, psychographic and tripographic profiles of its valued visitors. This comprehensive visitor profile was reflective of all visitors to the Santa Barbara area, and was used to determine who visitors are and why they travel to Santa Barbara. The organization also has a detailed economic impact study useful for benchmarking and illustrating the industry's performance. These economic insights helped the organization continue to generate community and political support in the region.

Report: The Final Report of Findings, as well as Key findings from Visit Santa Barbara's 2012-2013 Santa Barbara South Coast Visitor Profile and Tourism Economic Impact Study can be downloaded online via these links:

<http://santabarbaraca.com/content/uploads/2016/02/Visit-Santa-Barbara-Visitor-Profile-Research-Final-Report.pdf>

<http://santabarbaraca.com/content/uploads/2016/02/2014-Travel-Outlook-DA-Presentation-David-Bratton.pdf>

Situation: As the organization in charge of marketing San Francisco as a global destination for leisure, business, groups and conventions, the San Francisco Travel Association has the responsibility of maintaining the city's foothold as a top destination market. The city remains in an ever increasingly competitive environment and works to maintain its position as one of the top destinations in the U.S., while also strengthening its appeal on a global scale. The city constantly faces major competition among other leading U.S. destinations, but knows the importance of expanding and evolving the San Francisco brand through the continual use of marketing intelligence. San Francisco Travel Association wished to gather detailed information on visitor spending, trip characteristics, use of travel planning resources, activities and attractions visited, evaluation of San Francisco brand attributes, visitor expectations and satisfaction and visitor psychographic and demographic profiling. Furthermore, the organization wanted to quantify visitor volume to the city, taxes generated by the tourism industry for the city San Francisco, and jobs supported by the tourism industry.

Solution: Destination Analysts implemented a research plan for this project which included three major components. First, a self-administered survey of hotel guests was conducted at numerous properties to gain an understanding of visitors who stay in paid accommodations. Second, a visitor intercept survey was conducted on a random sample of visitors at various San Francisco attractions to gather data from three types of visitors: those who stay in paid lodging, visiting friends and relatives who stay in private homes (VFRs) and day-trippers. Third, a self-administered computer-based survey of guests to San Francisco Travel Association's Visitor Information Center. These three components contributed to the most comprehensive visitor profile research conducted in San Francisco Travel Association's history.



Results: The San Francisco Travel Association utilized this vital market research to redevelop the San Francisco brand and the organization's marketing strategies, assist community stakeholders and educate the political establishment. Findings from this research confirmed that San Francisco remains a strong leisure and convention travel destination, drawing visitors from as near-by as the Bay Area and as far away as Europe, Asia, South America and Africa. This data allowed the organization to focus its efforts in the markets of highest value. Furthermore, the research helped with local membership building efforts. While most San Francisco's visitors travel to the traditionally visited areas of Union Square and Fisherman's Wharf, they also venture heavily into other neighborhoods, such as SOMA, the Marina and the Castro. This insight was critical in developing community outreach strategies and in working with the city's political establishment.

Report: A link to visitor statistics from San Francisco Travel Association's Visitor Profile & Tourism Economic Impact Study can be accessed online here:
<http://www.sftravel.com/san-francisco-visitor-industry-statistics-1>

Infographic Summary: The images below present an infographic summary of findings produced and designed by the San Francisco Travel Association using data from research conducted by Destination Analysts. The data presented in the infographic summary is from the San Francisco Resident Study and the San Francisco Visitor Profile & Tourism Economic Impact Study conducted by Destination Analysts.



CLIENT REFERENCES

The following references are travel and tourism industry clients for whom Destination Analysts has provided services similar in scope to the Visitor Profile Study. Vertigo Marketing and the City of Wilsonville is welcome to contact these references.

Organization: **Visit Napa Valley**

Contact Name: Clay Gregory

Contact Title: President & CEO

Address: 1001 Second Street, Suite 330
Napa, CA 94559

Phone: (707) 260-0111

Email Address: clay@visitnapavalley.com

Project: Napa Valley Visitor Profile & Tourism Economic Impact Study

Organization: **Visit Santa Barbara**

Contact Name: Kathy Janega-Dykes

Contact Title: President & CEO

Address: 500 E. Montecito Street
Santa Barbara, CA 93103

Phone: (805) 966-9222

Email Address: kathy@santabarbaraca.com

Project: Santa Barbara Visitor Profile & Tourism Economic Impact Study

Organization: **San Francisco Travel Association**

Contact Name: Howard Pickett

Contact Title: Executive Vice President & Chief Marketing Officer

Address: One Front St., Suite 2900
San Francisco, CA 94111

Phone: (415) 227-2680

Email Address: howard@sftravel.com

Project: San Francisco Visitor Profile & Tourism Economic Impact Study

ABOUT DESTINATION ANALYSTS

Destination Analysts is a full-service marketing research firm specializing in the travel and tourism industry. Founded in 2003, our company provides destination marketing organizations with exceptional marketing intelligence so that they may ever evolve the effectiveness of their tourism marketing and advertising strategies. Destination Analysts has 13 years of experience performing services similar to those described within this proposal.

We feel we are an ideal fit to conduct a Visitor Profile Study for Vertigo Marketing and the City of Wilsonville for the following reasons:



- **We Speak the Language of DMOs:** We have an understanding of external and internal political forces that DMOs grapple with on a daily basis. Destination Analysts’ team is comprised of former destination marketers. This gives us a uniquely valuable understanding of the informational needs of destination marketing organizations, as well as an unrivaled expertise in the design and execution of research strategies to meet those needs. In addition to offering clear marketing direction, our research product will be carefully planned to address the media and political challenges faced by organizations like the City of Wilsonville. We pride ourselves on taking the most conservative approach in our estimations and ensuring that our clients can be fully confident in their results.

- **Visitor Research Expertise:** Our experience in conducting visitor research is unequalled. Our team has worked with numerous destinations in understanding its visitor base, and in ultimately helping them track and improve all aspects of their marketing strategy.
- **Tourism Industry Specialization:** Our team has worked with destinations around the world on all types of research required to effectively manage and grow a destination's tourism brand. As highly sought destination industry consultants and thought leaders, our extensive knowledge of the destination marketing industry puts us in a unique position to provide significant added-value to Vertigo Marketing and the City of Wilsonville in the course of this project.
- **Past Experience:** Destination Analysts has experience in developing and managing research programs for destination marketing organizations. As a full-service yet boutique research firm, we offer a complete spectrum of research methodologies while providing clients like Vertigo Marketing and the City of Wilsonville the focus, personal attention and service its projects deserve. Our skill set includes both quantitative and qualitative marketing research, with expertise in branding, visitor profile development, ROI, advertising effectiveness tracking, segmentation, and website design evaluation and usability assessment. We also have extensive experience in all aspects of survey research—from large scale national consumer surveys to market focused consumer research.
- **Culture of Client Dedication:** Destination Analysts is truly committed to prioritizing the needs of its clients. As seasoned tourism professionals, our understanding of the unique challenges faced by our industry colleagues ensures that clients are given a sound interpretation of their research results, and thus the architecture of an effective strategy based on that research.

We strongly believe that these capacities will allow us to smoothly and effectively fulfill the ultimate scope of services for this project.

PROJECT TEAM

This research will be designed by Destination Analysts' President, Erin Francis-Cummings. Erin will also oversee the overall management, analysis and reporting, along with Destination Analysts' Managing Director, Dave Bratton.



Erin Francis-Cummings
President | CEO



Dave Bratton
Managing Director | Founder

Field work, data preparation and analysis, and report development will be managed by these Destination Analysts staff:



Kimberly Vince-Cruz
Senior Director of Research



David Reichbach, Esq.
Director of Data Analytics



Myha Vo
Director of Field Research



December 1, 2017

Ms. Lynnette Braillard
Creative Director and Co-Founder
Vertigo Marketing

Via email: lynnette@vertigomarketing.com

Dear Lynnette:

Thank you for the opportunity to submit this proposal to Vertigo Marketing to provide a visitor profile study for Wilsonville, OR. We believe RRC Associates is uniquely qualified to provide the kind of information and insight you are looking for in establishing a visitor profile in Wilsonville. Please keep in mind, we are flexible in terms of project scope and budget. We take pride in customizing our work to accommodate your needs and budget. We look forward to working with you on this important program.

Please don't hesitate to contact me with any questions or concerns you might have about the proposal.

Sincerely,

A handwritten signature in black ink that reads 'David R. Belin'. The signature is fluid and cursive, with a large initial 'D'.

Dave Belin
Director of Consulting Services
RRC Associates

Proposal for:

Visitor Profile Study

Vertigo Marketing – Wilsonville, OR



Prepared for:

*Vertigo Marketing
Wilsonville, OR*

Prepared by:

RRC Associates

Primary Contact:

Mike Simone

RRC Associates

4770 Baseline Road, Ste. 360

Boulder, CO 80303

Direct: 303-396-6558 x2117

mike@rrcassociates.com

Introduction and General Qualifications

RRC Associates is a consulting and research firm founded in 1983 and based in Boulder, Colorado. We specialize in providing services to the tourism and hospitality industry. Our firm has 14 persons on staff, representing a variety of disciplines and advanced degrees. The group has been blended to allow us to provide competent and cost effective consulting and information gathering services to a wide range of clients. For each client, we leverage the most appropriate research methodology, including surveys (Internet, mail, telephone, and intercept), focus groups, one-on-one interviews, panel research, and other research strategies. The extent of our involvement with clients frequently extends into the analysis and interpretation phases, and sometimes beyond.

Customization of work to meet the client's needs is an important part of our company's philosophy. RRC Associates is flexible in terms of project scope and budget and takes pride in customizing work to accommodate client requests. We work closely with our customers to create research programs that fit their needs, and our history of long-term involvement with clients speaks to our ability to satisfy needs over time. RRC Associates has conducted visitor research for numerous DMOs/CVBs across North America for the past 34 years.

Goals of the Research

The primary objective of the visitor profile study research would be to provide information about visitors for Wilsonville's strategic marketing and planning efforts. Ultimately, the research would strive to measure and evaluate the characteristics and dynamics of tourism in Wilsonville.

The visitor profile study will rely on primary market research. Specifically, some of the topics that the research program would document include some or all of the following:

- Demographic information
- Market segmentation
- Prior visits to the area
- Purpose of the visit to Wilsonville
- Awareness and influence of advertising
- Trip planning information and resources
- Timeline of trip planning
- Activities participated in on the trip
- Length of trip
- Travel party composition and number
- Type of lodging, including rent-by-owner units
- Spending types and amounts/categories
- Travel mode to Wilsonville
- Other vacation areas considered instead of Wilsonville
- Geographic origin
- Other vacation areas visited in conjunction with the trip to Wilsonville
- Greatest strength and weakness of the area
- Other issues

We would work closely with you to design the survey questionnaire, such that the questions asked on the survey would provide the visitor information you need.

The results of the research would be presented with various breakouts and segmentations, such as visitor type, purpose of trip, type of accommodations, gender, family status, or any other variable on the survey. In this way, the results would provide greater value by profiling certain segments of interest, in addition to the overall total response.

Recommended Approach

All market research/survey projects and methodologies have tradeoffs, including budget, sample size, staffing, timing, accuracy, and other considerations.

Our recommended approach includes a blend of three components:

1. Intercept survey with web survey follow up
2. Email survey
3. Website survey

This section outlines some details of the proposed methodology.

1. Intercept survey with web survey follow-up. One of the highest quality methodologies, and one that captures the broadest spectrum of visitors, is the traditional intercept survey. We propose an intercept survey methodology that employs an abbreviated questionnaire, asking only a few key questions, which would provide a brief snapshot of a representative sampling of Wilsonville visitors. The survey would be designed to capture the most critical demographic and visitation pattern responses, along with an email address to invite the visitor to participate in a follow-up survey online. This brief intercept survey is critical to gain a baseline of visitor data, given that approximately 70 percent of respondents will NOT complete the online follow-up survey (which leads to non-response bias). A few days after the data collection, RRC Associates would send the email invitation to complete the second part of the survey online.

We would work with you to identify the best locations for the intercept survey. RRC Associates would recruit, train, manage and employ the staff from the Wilsonville area or local students to conduct the intercept survey work. The interviewers would use preloaded electronic Nexus tablets provided by RRC Associates. The intercept survey would seek to capture visitors in various areas of the city.

The intercept survey would target a total of 600 completed surveys in summer 2018 and 600 completed surveys in winter 2018/19.

2. Email Survey. An important component of the research program would be to augment the intercept survey research with an email survey to groups of known visitors to Wilsonville. For example, an email survey could be sent to a database of individuals who have requested information about Wilsonville. Some of your partners (hotels and attractions) might have additional lists and databases that could prove useful to this component of the proposed research program. This proposal includes access to a link to an online survey for your partners to send out to their email lists.

3. Website Survey. A link to the online survey could be made available on the Wilsonville website, further serving to boost response from visitors, as well as those interested in visiting Wilsonville. Similarly, traffic to the online survey could be driven from available social media channels (e.g., Facebook, Twitter, Instagram). Using unique URLs for each location where the survey is posted would allow us to track where the respondent was directed from, thus providing additional insight into the effectiveness of promotions on Wilsonville's various online channels.

Timing and Deliverables

The timeframe for the Visitor Profile Study research would be two four-month periods: summer 2018 and winter 2018/19. The research project would therefore provide insight into the similarities and differences in the visitor profile throughout these two key seasons of the year.

The project would result in two deliverables: one report for the summer research and one for the winter research; the winter report would have comparisons to summer results.

Most of our reports are in PowerPoint format, with some narrative summary of highlights plus clear, graphically rich images and charts. Additional statistical cross tabulations and verbatim comments would be provided as appendices to supplement the Power Point report.

Incentive

For this project, a compelling incentive would be necessary to motivate participation in the research program. We would suggest something like a sweepstakes for airline tickets, an iPad, Wilsonville gift baskets, or other compelling incentives.

Cost for Services

The total cost for the market study is presented below, using the approach outlined above. Note that we are flexible in terms of modifying the approach and budget in terms of frequency of reporting, depth of analysis, and other factors.

	Anticipated Budget
Wilsonville Visitor Profile Study, 2018-19 Includes: <ul style="list-style-type: none">• Intercept survey for eight months – four months in summer and four months in winter• Email survey to visitor database• Online survey promoted on website and social media channels; unique URL tracking• Two Power Point reports – one for summer and one for winter (with comparisons to summer)• Cross-tabulation of results• Presentation of open-ended comments• \$500 worth of incentives for respondents	\$35,000

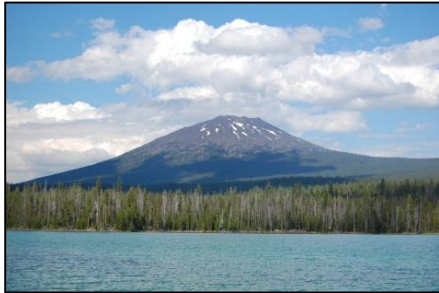
Qualifications of Key Personnel

This section presents some brief information about the key personnel who would be involved with this project.

Mike Simone – Lead Researcher. Mike has been involved in a variety of research projects to the ski, gaming and travel industries, providing timely information to policy-makers on various important issues. Mike has worked closely with Visit Bend on numerous visitor studies and recently completed a Parks & Recreation study for Wilsonville. Examples of reports and projects include those documenting priorities for capital improvement decisions, pricing strategies, market-specific targeting, and other information relating to visitor opinions, satisfaction tracking and perceptions of product experience. Mike has also been engaged in a series of economic impact analyses measuring the effect of different special events in attracting visitors to resort vacation destinations. In addition, Mike has developed a niche in implementing parks, recreation, and open space needs assessment studies for towns and communities, the results of which typically become incorporated into the long-range goal of developing master plans. Mike has B.S. and M.S. degrees in Geography from Oklahoma State University.

Sarah Esralew Hutson – Project Manager. Sarah is based in Bend, Oregon, where she spearheads RRC's new Oregon office and is enthusiastic about expanding RRC's presence in the west. With nearly a decade of experience in survey research, Sarah is passionate about using customer insights to inform decision-making among both public and private sector clients across a wide variety of industries. Sarah works closely with RRC's parks and recreation, snowsports, marketing, and tourism clients. Previously, Sarah has conducted energy and political research. She is well-versed in applying both quantitative and qualitative research approaches to support a wide variety of projects including needs assessments, strategic planning, customer satisfaction, economic impact, benchmarking, market segmentation, and special events research. Sarah has a strong social science background, holding an MA in Communication from The Ohio State University and a BA in Communication from the University of Delaware. In her free time, Sarah loves to travel, hike, ski, and camp.

Similar Projects and References



Bend Summer Visitor and Special Events Research

RRC Associates has implemented a summer research program for Visit Bend during the summers of 2008, 2009, 2012, and 2013, and conducted research for the winter of 2015/16 as well as this summer for 2016. The intercept survey measures a variety of visitor and trip characteristics, and has provided the opportunity for Bend to track and understand visitors over time. In addition to general visitor research, RRC conducted intercept surveys during and immediately following the USA Cycling Masters Road National Championships in September 2012, and utilized survey data to measure the economic impact of the event. In addition to measuring economic impact, findings helped profile special events visitors and generated insights into how to improve the event. RRC oversaw a similar research effort in summer 2010, with a focus on Bend's summer concert series.

Wilsonville Parks & Recreation Study

In June 2017, RRC Associates conducted a community-wide survey in the City of Wilsonville to support the update of the Parks & Recreation Master Plan to reflect resident interests. A varied methodology allowed a variety of resident to provide feedback on parks and recreation facilities, services, and programs. The results of the research program highlighted that residents have strong engagement with parks and recreation offerings in the community, with over 90% of invitation respondents indicating they had visited a park at least once in the past year. Results also highlighted community interest in enhanced trail/pathway connectivity, Willamette River access, open space preservation/land acquisition, and community events.



Not only are parks and recreation amenities resident assets, but visitor assets as well. RRC Associates' familiarity with the wide array of parks and recreation facilities and amenities in Wilsonville would assist in the interpretation of visitor activity participation and locations visited throughout Wilsonville. Furthermore, the understanding of residents gained from the research would additionally be a strength, given that residents play a strong role in attracting visitors (i.e., family and friends) to the area.

Visit McMinnville Visitor Research

RRC conducted visitor research for Visit McMinnville during the summer/fall of 2016 using intercept-based survey methods. Conducted in a variety of locations throughout the city, the program was the first of its kind in McMinnville and provides a reliable baseline of data for future evaluations of visitor demographics and experience. The research identified key geographic markets, share of overnight vs. day visitation, the demographic profile of visitors, purpose of the visit, and ratings of the experience, among other key visitor metrics.



Boulder CVB Market Research

RRC has conducted year-long visitor research for the Boulder Convention & Visitors Bureau for many years. The survey research is designed to probe a wide range of visitor and trip characteristics. Surveying takes place at strategically selected points around town, including the Pearl Street Mall, CU campus during athletic events, and Chautauqua Park. The program is tailored to obtain the most representative sample of visitors, and utilizes intercept, stationary Kiosks, and online survey methods.

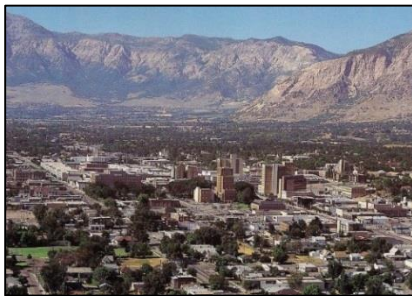


Downtown Durango Market Assessment

RRC Associates used a combination of mailback surveys, shopper surveys, and secondary economic research to conduct a comprehensive downtown market assessment for Durango. One of the goals of the research was to assess the degree of “leakage” to other shopping areas in Durango as well as neighboring communities, the Internet, and so on, as well as to identify opportunities to enhance the competitiveness of the downtown retail, office, and residential markets. The survey research was designed to provide a detailed picture of the downtown in the broader community and regional context, as both patrons and non-patrons of downtown comprised the sample population. In addition to the sales leakage analysis, trends and perceptions of downtown (comparing patrons to non-patrons), barriers to increased visitation to downtown, and possible incentives/amenities for increasing patronage were analyzed.

Telluride Summer Market Research

The research consisted of collecting and analyzing visitor feedback on a variety of topics, including prior summer and winter visitation, activities participated on during the trip, other areas/destinations visited, length of stay, amount spent, and satisfaction with various attributes of the Telluride area. The results provide a very complete profile of the visitor to the area, and are intended to provide useful information about the Telluride summer visitor to local tourism leaders, including insight for tailoring marketing messages and branding strategies, making improvements, addressing areas of weakness, and celebrating successes for the community as a whole.



Ogden Visitor Research

As part of an effort to grow visitation and improve visitor experience, Visit Ogden commissioned winter and summer visitor studies with RRC Associates in 2014 and 2015. The results of these studies provided a better understanding of travel and visitation patterns to the area, including demographic characteristics of visitors, purpose of visit, activity participation and places visited, overnight visitor characteristics, transportation issues, trip expenditure levels, experiential ratings, and more. With this visitor profile, Visit Ogden is able to create a plan to improve off these benchmark metrics and towards their goals. RRC also conducts special events focused research for Visit Ogden on a regular basis.

Breckenridge Resort Chamber

RRC Associates has worked with the Breckenridge Tourism Office (formerly the Resort Chamber) to measure and evaluate customer satisfaction, including NPS and other satisfaction metrics over a period of years. In summer 2014, we incorporated additional measures to the summer research to better understand visitor motivations and experience. A special element in the program included video-taping of some “prototypical” visitors to document verbatim comments and to connect the statistical results to actual visitor experiences in order to gain more in-depth understanding and to develop programs and strategies that are responsive to visitor desires. These efforts included ratings of local information sources including the Welcome (visitors) Center. Together, the different elements of the study generated extensive visitor profile and behavioral and satisfaction information, helping to measure the overall experience and to inform future decisions. Additionally, they are typical of RRC’s research program, constantly evolving and highly customized to the unique needs of a particular community.





Steamboat Springs Resort Chamber Association

The Steamboat Springs Chamber Resort Association has worked with RRC Associates since 1991 in tracking the summer visitor profile over time, understanding the summer experience from the visitor's point of view, and ultimately improving the competitive position of Steamboat Springs. This multi-year effort has been designed to complement research conducted by the ski resort operator and to provide a complete picture of year-round visitation to the Steamboat area. The research has been based on a combination of intercept surveys (with an email follow-up) and kiosk surveys. Important pieces of data gathered in the survey research included reason for the visit, visitor spending, the role of special events, areas of strength, and areas for improvement. The information is shared with the community and the local government to get buy-in on the importance of summer tourism in Steamboat Springs.

References

References

- Valerie Warren, VP Operations & Policy, Visit Bend, (541) 382-8048
- Kara Stoller, Executive Director, Steamboat Springs Resort Chamber Association, (970) 875-7007
- Lucy Kay, President, Breckenridge Tourism Office, (970) 453-5052
- Mary Ann Mahoney, Executive Director, Boulder Convention & Visitors Bureau (303) 442-2911
- Sean Maher, Executive Director, Downtown Boulder Inc., Boulder, CO, (303) 449-3774
- Michael Berry, President, National Ski Areas Association, (303) 987-1111

Additional Firm Information

Company Contact Information

RRC Associates
4770 Baseline Rd, Suite 360
Boulder, CO 80303
(303) 449-6558
www.rrcassociates.com

Email contacts

Mike Simone: mike@rrcassociates.com
Sarah Hutson: sarah@rrcassociates.com

Conclusion

Thank you again for contacting us regarding this project. We believe that the outlined scope of work will prove helpful to Wilsonville and we would be excited to have the opportunity to be of assistance. Please keep in mind that we are open to refining any part of the proposed scope of work and budget to best meet your needs. We look forward to hearing from you and the opportunity to further discuss our proposal.

Sincerely,

A handwritten signature in black ink that reads "David R. Belin". The signature is written in a cursive, flowing style.

Dave Belin
Director of Consulting Services
RRC Associates

POCKET TRIP IDEAS

12/5/2017

DRAFT 1

Establish 12 primary pocket trips to promote in our 17/18 and 18/19 marketing plan (social media, website, digital ads, print, and visitor guide). While there's no limit to the number of Wilsonville pocket trips we can create, these Pocket Trips are centered around the following criteria and are only the beginning:

1. Attractions within Wilsonville proper and a 25-mile radius that will encourage overnight visits.
2. Attractions that fit the Oregon visitor profile and national travel trends based on current research and resources from Travel Oregon, WVCA, Travel Portland, Mt. Hood Territory, MMGY Global, U.S. Travel Association, etc.
3. Proposed Wilsonville Visitor Guide "Pocket Trip" capacity is 12 trips.
4. Riding Portland's & Willamette Valley's coattails: We will leverage highly searched regional attractions and branded vacation locales like Portland and Willamette Valley to gain exposure for Wilsonville. We will communicate how close we are to their attractions and Wilsonville's lodging and free parking value.
5. Attractions, events and meetings that will drive visitation during the off-season (October - April).

Please review and provide feedback, edits and additions by the December 12, 2017 committee meeting. Once approved, we'll proceed with copywriting, photography & design elements for each trip.

Our first Pocket Trip will be promoted in the Travel Oregon and Travel Portland annual guides (due January). Recommended trip idea is a Portland focused message since Portland is the most popular destination in Oregon and the primary gateway city in Oregon.

1. DRINK

Beer & Cider

A) Portland Holiday Ale Fest (December) + PDX Ale Trail

B) Mt. Hood Territory Tap Trail + Vanguard Brewing

The Mt. Hood Territory Tap Trail is a passport program connecting our region's breweries, cideries and distillery along a "Trail". It's a free to download app to your mobile device that offers discounts at each location which are redeemed via redemption codes at each location. There are 13 participating businesses in this year's passport and if you redeem at 10 or more locations within a year, you earn our Mt. Hood Territory Tap Trail Stainless Pint glass!

C) Oregon Brewers Fest (Portland June 25-29, 2018) + Portland Craft Beer Fest (Portland July 6-8) + Oregon Trail Brew Fest (Oregon City July 2018) + Portland International Beerfest (June 22-24, 2018 ?)

D) Wilsonville Brewfest (August)

E) Portland Cider Week (June)

WINE

A) Thanksgiving in Wine Country

In Oregon, Thanksgiving is about so much more than just turkey. Locals show their gratitude for the region's bounty during Wine Country Thanksgiving, an annual tasting (and wine-cellar-stocking) event hosted by more than 150 nearby wineries. Sip on a huge array of award-winning pours from wineries throughout the Willamette Valley — including many not usually open to the public.

B) Wine Crush Season in Willamette Valley + Wilsonville Area Winery

C) McMinnville's Wine Walk + Newberg Wineries

D) Oregon Wine Month (May) + Oregon Wine Flies Free + Wilsonville Area Wineries

E) Oregon wine country on horseback

2. EAT

A) Portland Feast (every September) + Wilsonville restaurant highlight

B) Portland Dining Month (every March) + Low Price Lodging Message

Gastronomers flock to feast during Portland's Dining Month every March where three-course meals are a mere \$29. Settle in our pocket city of Wilsonville for

the weekend and save a bundle on lodging compared with Portland hotels.

- a. GENERAL PORTLAND: "Not So Weird" with general messaging "less for lodging"

A) SHOPPING: Tax-free shopping for the holidays and year-round (Woodburn Outlets + Bridgeport Village + Washington Square Mall + Downtown Portland & smaller shopping districts like the Pearl, Northwest, Hawthorne, Mississippi, etc.)

A 1) Vintage & Antique Shopping (Hawthorne + Aurora Antique Stores)

A 2) Made in Portland (and Oregon) Shopping + Wilsonville Farmers Market + Portland Saturday Market + Makers Tours (The Makery, Spooltown, Grovemade)

B) Family Fun (World of Speed + Family Fun Center + Evergreen Aviation & Space Museum)

C) Intimate and unique meeting & events: Non-traditional meetings, corporate retreats, and events (World of Speed + McMenamins Old Church + Langdon Farms Golf Club's Red Shed + Family Fun Center + Stein-Boozier Barn + Holiday Inn)

Mid-Century Meetings

Book a different kind of meeting space in Wilsonville. A mid-century mod lounge and bar area is a refreshing surprise just upstairs from a world-class museum surrounded by things that go VROOM!

D) Holiday (light displays + hipster Santa)

E) Sports (Portland Timbers + Trailblazers + Portland Pickles & Sea Dogs (minor league baseball))

- 3. FAMILY FUN *this list can go on forever

A) Amused (Family Fun Center + Oaks Park)

B) Speed & Space (World of Speed + Evergreen Aviation & Space Museum)

C) Wilsonville Parks + Children's Museum + Portland Zoo + Washington Park

4. AGRITOURISM

- A) Wooden Shoe Tulip Festival (March 23-April 29, 2018)
- B) Dahlia Festival (September)
- C) Rose Garden + Japanese Gardens + Chinese Garden

Notes:

Dahlia Fest: The elusive dahlia takes center stage at the free Swan Island Dahlia festival, which allows visitors to stroll through 30 acres of dahlias at the peak of their bloom and peruse more than 400 floral arrangements.

- B) Farmlandia Loop + Farmside dining events

Farmlandia Farm Loop

Take a self-guided tour of 18 farms between Wilsonville & Portland. Catch a cooking class at Middleground Farms or sign up for an upcoming Dinners in the Field where you nosh on fresh seasonal local food & Oregon wine.

5. ARTS & HERITAGE

- A) Wilsonville Festival of the Arts + Art Tour + Murase Plaza +

- B) South of the Border Flavor (downtown Woodburn's over 2 dozen authentic mexican restaurants & shops + Woodburn Fiesta Mexicana event)

- C) History Hunter (McMenamins' Old Church + Canby Ferry + Champoeg State Park + Butteville Store + Korean War Memorial + The Painted Lady restaurant (Newberg))

- D) Film (POWfest: Portland Oregon's Film Festival + Movie Madness Museum + Wilsonville's Theater and Movies in the Park (summer))

- E) Quirky Museums: Puppet Museum + The Freakybuttrue Peculiarium + The Hat Museum + Stark's Vacuum Museum

- F) Kids Museums: World of Speed + OMSI + Childrens Museum + Portland Puppet Museum + Kidd's Toy Museum + Oregon Museum of Science & Industry

- G) Makers & Crafters: Museum of Contemporary Craft + Crafty Wonderland

(December) + Oregon Mini Maker Faire (sept) at Oregon Museum of Science & Industry

Notes:

The Oregon Korean War Memorial: Dedicated in Town Center Park on September 30, 2000. The memorial centerpiece is a 94 foot long Wall of Honor containing the names of 287 Oregon service men and women killed in the Korean War.

Butteville Store: The only surviving commercial building of the town of Butteville from the 1860s. The Butteville Store, as it came to be known, would be a central hub of both commerce and social activity. It remains that type of fixture today, with great handmade food, beverages, and good people.

6. OUTDOOR

A) Cycling/Biking (Scenic Cycling Routes + Bike By Train)

B) Bike the Farmlandia Loop

B) Golf: 6 Courses within 6 Miles (Langdon Farms Golf Club + Charbonneau Golf Club + Other Area Course)

C) Willamette River access (Boones Ferry Marina for boating + put in for Kayaking/Canoeing/SUP)

D) Wildlife Viewing (Coffee Lake Wetlands (Ice Age Tonquin Geological area) + Graham Oaks Nature Park + Swift Watch in Portland (September) + Purringtons Cat Lounge

E) Animal Lovers (Portland Zoo + Purringtons Cat Lounge + Graham Oaks Nature Park)

E) Mt. Hood (winter activities)

F) Mt. Hood (summer activities)

Notes:

Graham Oaks: Three miles of trails let you choose your adventure. Watch for native wildlife such as white-breasted nuthatches, Western bluebirds, orange-crowned warblers and Western gray squirrels. Five plazas make ideal spots to rest, reflect and learn about Graham Oaks' history, from Kalapuyan tribes who gathered food to the family that farmed the land. Explore beyond

the park on the regional Ice Age Tonquin Trail.

7. INDOOR:

- A) Catch Air: G6 Airpark + Sky High Sports (indoor trampoline)
- B) Museums (see arts section)
- C) Amused (Family Fun Center + Oaks Park Roller Skating + Ice Skating)

8. EQUESTRIAN

- A) Trail Riding Areas + Wilsonville Horse Shows

- B) Rodeo + Riding Stables

- C) Oregon wine country on horseback

9. LUXURY TRAVELER

The Archive at World of Speed/Luxe Car Collections + Alison Spa + Bubbles Fest (February) + Wine tasting at area vineyards + Helicopter Tour over wine country (Newberg) + Oregon wine country on horseback

10. MUSIC

- A) McMenamins Old Church & Pub Amphitheater + Portland Live Music + Portland Jazz Festival + Other Portland Area Music Festivals

11. GENERAL WILSONVILLE

“Winter” Pocket Weekend in Wilsonville
Misc Wilsonville things to do in winter

A “Summer” Pocket Weekend in Wilsonville
Misc Wilsonville things to do in summer

A “Fall” Pocket Weekend in Wilsonville
Misc Wilsonville things to do in fall

A “Spring” Pocket Weekend in Wilsonville
Misc Wilsonville things to do in spring

Additional Pocket Trips Ideas for Website

1. Skating

Roller Skating - Oaks Amusement Park

Ice Skating - Sherwood Ice Arena, Lloyd Center, Winterhawks Skating Center

Skateboard Parks - Wilsonville, Burnside, Commonwealth (indoor)

2. National Women's Month

World of Speed Women in Racing Collection

Women-owned restaurants

French Prairie Gardens & Family Farms Ladies Only Spring Plant Show & Tell (every 4th Thursday in March)

3. Dog-Friendly

Wilsonville off-leash dog parks

Dog-friendly hotels in Wilsonville

On-leash trails (Graham Oaks Nature Park)

UFO Festival's pet costume parade

Old Church & Pub (patio only)

4. The Motorhead

World of Speed Museum

Buy a car

Tourism DMO Name/Website: “Visit” or “Explore” Updated 12/5/2017

Quick finds on InterNIC

“visit”: 31

1. ctvisit.com
2. uscapitolvisitorcenter.gov
3. visitcalifornia.com
4. visitdelaware.com
5. *visitfanwood.com/borough*
6. visitflorida.com
7. visitgenevany.com/current-residents
8. visitguam.org
9. visitidaho.org
10. visitlongbranch.com
11. visitmaine.com
12. visitmaryland.org
13. visitmcleancounty.com
14. visitmississippi.org
15. visitmo.com
16. visitmonmouth.com
17. visitmorton.com
18. visitmt.com
19. visitnc.com
20. visitnebraska.com
21. visitnewalbany.com
22. visitpa.com
23. visitpalouse.com
24. visitrhodeisland.com
25. visitrudolph.org
26. visitsaltsburg.com
27. visitsiren.com
28. visitthecapital.gov
29. visitthecapitol.gov
30. visitusvi.com
31. visitutah.com

“explore”: 23

1. exploreargyll.co.uk
2. exploreasheville.com/
3. explorebk.com
4. explorebranson.com
5. explorecarbondale.com
6. explorecarlinnv.com
7. exploreedmonton.com/
8. explorefairbanks.com
9. exploregaylord.org
10. exploregeorgia.com
11. explorehockinghills.com
12. explorehutchinson.com/
13. explorekawarthalakes.com
14. explorelacrosse.com
15. exploreminnesota.com/
16. explorerabun.com
17. exploresquamish.com
18. explorestlouis.com/
19. exploretryon.com/gov/
20. exploretsp.gov

21. explorewaterlooregion.com
22. explorewhitefish.com
23. keepexploring.canada.travel

Top-20 Tourism websites

<https://skift.com/2013/12/20/the-20-best-designed-tourism-websites-in-the-world/#1>

Visit Finland
Visit Greenland
Tourism Ireland
Travel Belize
Massachusetts Tourism
Discover Los Angeles
Visit Stockholm
Visit Brasil
LoveWall section of VisitBritain.com
Visit Florida
Visit Skane
Visit Norway
Travel Oregon
Tourism Malaysia
Philippines Tourism
Tourism New Zealand
Tennessee Vacation
VisitCopenhagen
GoToHungary
Visit DC

Tourism Office Directory | International Travel News

<https://www.intltravelnews.com/tourismdirectory>

Explore: 0
Discover: 3
Travel: 33
Visit: 51

State tourism office websites, addresses, phone numbers - LA Times

www.latimes.com/travel/la-tr-state-tourism-offices-20150419-story.html

Discover: 2
Explore: 2
Travel: 20
Visit: 25

Note: “travel” may appear in website name (TravelPortland.com) or in domain name (.travel)