

Q1 2019
Wilsonville
Tourism
Advertising
and
Marketing
Services
Report



Vertigo
MARKETING

HIGHLIGHTS FOR Q1 2019

Explore Wilsonville Campaign Highlights

Q1 2019

- January Lodging Occupancy: +9.6%
March Lodging Supply: -11.3%
March Lodging REVPAR: +5.4%
- Website sessions are up +102% and pageviews are up +37% compared to the previous quarter
- Organic website traffic is up 604% YOY
- Launched Facebook Co-op Campaign Promotion with Mt. Hood Territory (receiving \$250 grant)
- Facebook engagement is up over 300% and Instagram engagement is up over 1,200%
- Promoting Explore Wilsonville with animated banner ads on TravelOregon.com
- Placed a print ad in Travel Oregon's 2019 Visitor Guide featuring "Family Fun Days" Pocket Trip to Wilsonville
- Distributed press release on February 14 for the new campaign and website. Received over 82 news articles published, two stories in the Wilsonville Spokesman and an interview on Portland radio station KXL



TRAVEL BAROMETER - MARCH DEMAND

Travelstats.com - Profile

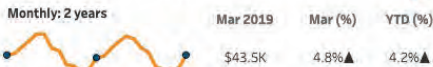
Favorite

OREGON MONTHLY BAROMETER | March 2019

LODGING TRENDS

Category: Demand

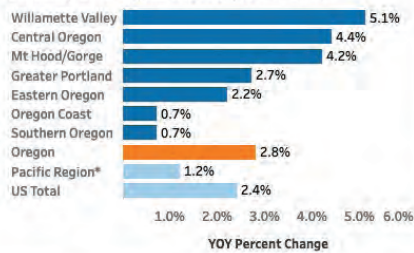
Mt Hood/Gorge Demand



Click on bar chart below to select a different region.

Period: Year-To-Date

Demand (YOY % Chg): March 2019 (Year-To-Date)



*The Pacific Region includes the states of Alaska, California, Hawaii, Oregon and Washington.

SOURCE: SMITH TRAVEL RESEARCH (STR, Inc)

The Travel Oregon has the agreement with STR to share only most current lodging data. If you have any questions regarding the usage right of STR data, please direct your inquiries to the Travel Oregon.

Dean Runyan Associates Tanya Mamchik, (503)226-2973
tanya.mamchik@deanrunyan.com

TRANSPORTATION

West Coast (except CA) Gas Prices (\$ per gallon)



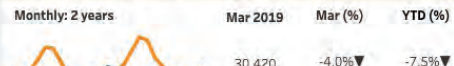
SOURCE: U.S. ENERGY INFORMATION ADMINISTRATION
Regular All Formulations Retail Gasoline Prices

Total Deplanned Passengers at PDX



SOURCE: PORT OF PORTLAND

International Deplanned Passengers at PDX



SOURCE: PORT OF PORTLAND

CONSUMER PRICE INDEX

West Urban CPI Food Away From Home



SOURCE: U.S. BUREAU OF LABOR STATISTICS

TRAVEL OREGON Ladan Ghahramani, (971)717-6205
Ladan@TravelOregon.com

EMPLOYMENT

Leisure & Hospitality Employment



SOURCE: OREGON EMPLOYMENT DEPARTMENT

Accommodation & Food Services Employment



SOURCE: OREGON EMPLOYMENT DEPARTMENT

NATIONAL AND STATE INDICATORS (March 2007=100)

Traveler Sentiment Index (TSI)-Base: Likely Oregon Visitors



SOURCE: MMGY GLOBAL. TSI is a quarterly metric of consumer attitudes toward leisure travel based on available time and finances, interest, affordability, safety of travel and quality of service.

OR Index of Leading Economic Indicators (OILI)



SOURCE: OREGON OFFICE OF ECONOMIC ANALYSIS.
**% Month Annualized Change

This dashboard does not imply Travel Oregon's participation in any increase or decrease in the various metrics offered.

+ a b | e a u

Navigation icons: back, forward, search, refresh, print, share

TRAVEL BAROMETER - MARCH OCCUPANCY

OREGON MONTHLY BAROMETER | March 2019

LODGING TRENDS

Category: Occupancy

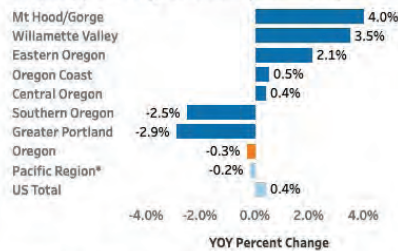
Mt Hood/Gorge Occupancy



Click on bar chart below to select a different region.

Period: Year-To-Date

Occupancy (YOY % Chg): March 2019 (Year-To-Date)



*The Pacific Region includes the states of Alaska, California, Hawaii, Oregon and Washington.

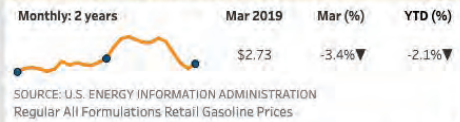
SOURCE: SMITH TRAVEL RESEARCH (STR, Inc)

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TRANSPORTATION

West Coast (except CA) Gas Prices (\$ per gallon)



Total Deplanned Passengers at PDX

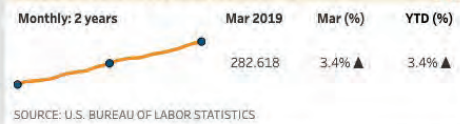


International Deplanned Passengers at PDX



CONSUMER PRICE INDEX

West Urban CPI Food Away From Home



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EMPLOYMENT

Leisure & Hospitality Employment

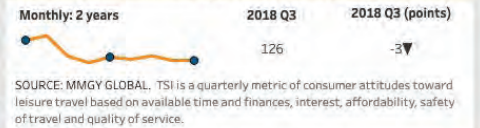


Accommodation & Food Services Employment



NATIONAL AND STATE INDICATORS (March 2007=100)

Traveler Sentiment Index (TSI)-Base: Likely Oregon Visitors



OR Index of Leading Economic Indicators (OILI)



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TRAVEL BAROMETER - MARCH REVENUE

Travelstats.com - Profile

Favorite

OREGON MONTHLY BAROMETER | March 2019

LODGING TRENDS

Category: Revenue

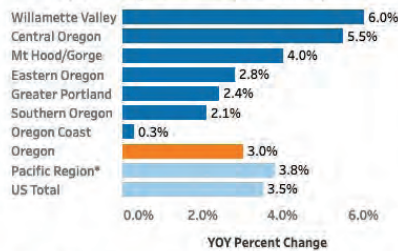
Mt Hood/Gorge Revenue



Click on bar chart below to select a different region.

Period: Year-To-Date

Revenue (YOY % Chg): March 2019 (Year-To-Date)



*The Pacific Region includes the states of Alaska, California, Hawaii, Oregon and Washington.

SOURCE: SMITH TRAVEL RESEARCH (STR, Inc)

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TRANSPORTATION

West Coast (except CA) Gas Prices (\$ per gallon)



SOURCE: U.S. ENERGY INFORMATION ADMINISTRATION Regular All Formulations Retail Gasoline Prices

Total Deplanned Passengers at PDX



SOURCE: PORT OF PORTLAND

International Deplanned Passengers at PDX



SOURCE: PORT OF PORTLAND

CONSUMER PRICE INDEX

West Urban CPI Food Away From Home



SOURCE: U.S. BUREAU OF LABOR STATISTICS

EMPLOYMENT

Leisure & Hospitality Employment



SOURCE: OREGON EMPLOYMENT DEPARTMENT

Accommodation & Food Services Employment



SOURCE: OREGON EMPLOYMENT DEPARTMENT

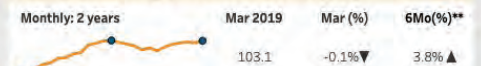
NATIONAL AND STATE INDICATORS (March 2007=100)

Traveler Sentiment Index (TSI)-Base: Likely Oregon Visitors



SOURCE: MMGY GLOBAL. TSI is a quarterly metric of consumer attitudes toward leisure travel based on available time and finances, interest, affordability, safety of travel and quality of service.

OR Index of Leading Economic Indicators (OILI)



SOURCE: OREGON OFFICE OF ECONOMIC ANALYSIS.

**6 Month Annualized Change

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Navigation icons: back, forward, search, refresh, print, share

TRAVEL BAROMETER - MARCH ROOM RATE

Travelstats.com - Profile

Favorite

OREGON MONTHLY BAROMETER | March 2019

LODGING TRENDS

Category: Room Rate

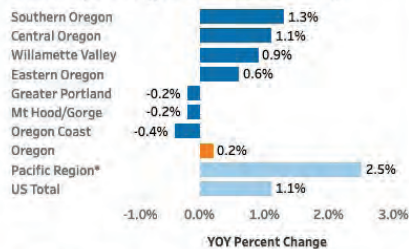
Mt Hood/Gorge Room Rate



Click on bar chart below to select a different region.

Period: Year-To-Date

Room Rate (YOY % Chg): March 2019 (Year-To-Date)



*The Pacific Region includes the states of Alaska, California, Hawaii, Oregon and Washington.

SOURCE: SMITH TRAVEL RESEARCH (STR, Inc)

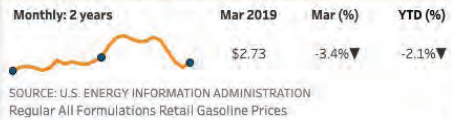
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TRANSPORTATION

West Coast (except CA) Gas Prices (\$ per gallon)



SOURCE: U.S. ENERGY INFORMATION ADMINISTRATION
Regular All Formulations Retail Gasoline Prices

Total Deplanned Passengers at PDX



SOURCE: PORT OF PORTLAND

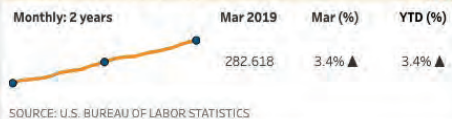
International Deplanned Passengers at PDX



SOURCE: PORT OF PORTLAND

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West Urban CPI Food Away From Home



SOURCE: U.S. BUREAU OF LABOR STATISTICS

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Leisure & Hospitality Employment



SOURCE: OREGON EMPLOYMENT DEPARTMENT

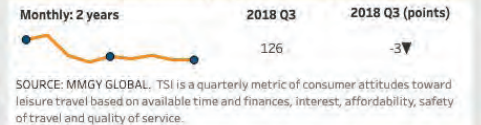
Accommodation & Food Services Employment



SOURCE: OREGON EMPLOYMENT DEPARTMENT

NATIONAL AND STATE INDICATORS (March 2007=100)

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SOURCE: OREGON OFFICE OF ECONOMIC ANALYSIS.

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+ a b l e a u

Navigation icons: back, forward, search, print, refresh

TRAVEL BAROMETER - MARCH SUPPLY

Travelstats.com - Profile

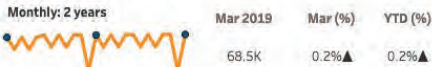
Favorite

OREGON MONTHLY BAROMETER | March 2019

LODGING TRENDS

Category: Supply

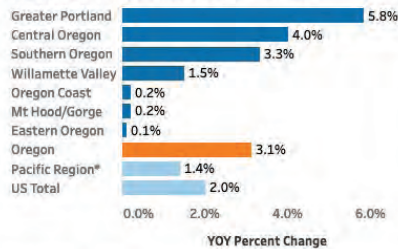
Mt Hood/Gorge Supply



Click on bar chart below to select a different region.

Period: Year-To-Date

Supply (YOY % Chg): March 2019 (Year-To-Date)



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TRANSPORTATION

West Coast (except CA) Gas Prices (\$ per gallon)



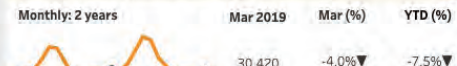
SOURCE: U.S. ENERGY INFORMATION ADMINISTRATION Regular All Formulations Retail Gasoline Prices

Total Deplanned Passengers at PDX



SOURCE: PORT OF PORTLAND

International Deplanned Passengers at PDX



SOURCE: PORT OF PORTLAND

CONSUMER PRICE INDEX

West Urban CPI Food Away From Home



SOURCE: U.S. BUREAU OF LABOR STATISTICS

EMPLOYMENT

Leisure & Hospitality Employment



SOURCE: OREGON EMPLOYMENT DEPARTMENT

Accommodation & Food Services Employment



SOURCE: OREGON EMPLOYMENT DEPARTMENT

NATIONAL AND STATE INDICATORS (March 2007=100)

Traveler Sentiment Index (TSI)-Base: Likely Oregon Visitors



SOURCE: MMGY GLOBAL. TSI is a quarterly metric of consumer attitudes toward leisure travel based on available time and finances, interest, affordability, safety of travel and quality of service.

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SOURCE: OREGON OFFICE OF ECONOMIC ANALYSIS.

**6 Month Annualized Change

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Tableau

Navigation icons: back, forward, search, refresh, print, share

OUR REACH IN Q1



Website

- Website sessions were up +800% (6,218 visits). Pageviews are up +97% (11,316)
- Pocket trips is the #1 most visited page on the site for first quarter
- Organic website traffic (a.k.a. free traffic) is up +604%



Digital & Social

- Paid social media co-op campaign with Mt. Hood Territory launched on Facebook and Instagram driving over 1,133 landing page views
- 103,225 total digital ad impressions from social media and paid Google Ad campaign
- Google Ad campaign resulted in above average click-thru rate performance (again!)



Print Media

- Our ad placement in Travel Oregon will get over one million impressions in 2019



59,527 Impressions
276 Engagements



5,242 Impressions
617 Engagements



10,286 Impressions
51 Engagements



735 Impressions

WEBSITE REPORT - Q1 2019

Explore Wilsonville Website Report
1st Quarter 2019 vs. 1st Quarter 2018

Jan 1, 2019 - Mar 31, 2019

Website Report

Data From Google Analytics

Sessions

6,218

↑ 788.3%

Users

5,531

↑ 861.9%

New Users

5,497

↑ 886.9%

Pageviews

11,316

↑ 96.8%

Avg. Session Duration

00:00:59

↓ -48.7%

Avg. Page Load Time (sec)

4.97

↓ -47.9%

Avg. Time on Page

00:01:12

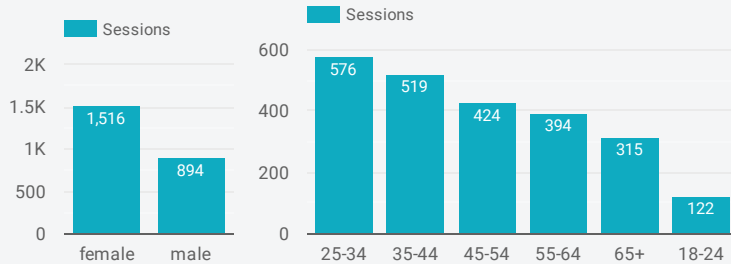
↑ 357.0%

Bounce Rate

72.0%

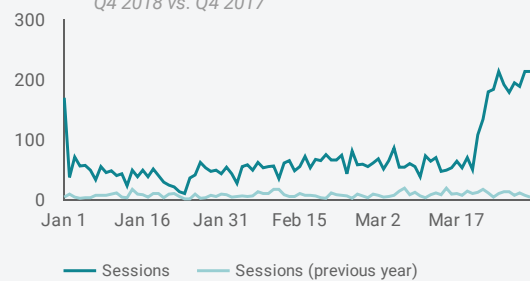
↑ 1,160.6%

Gender & Age



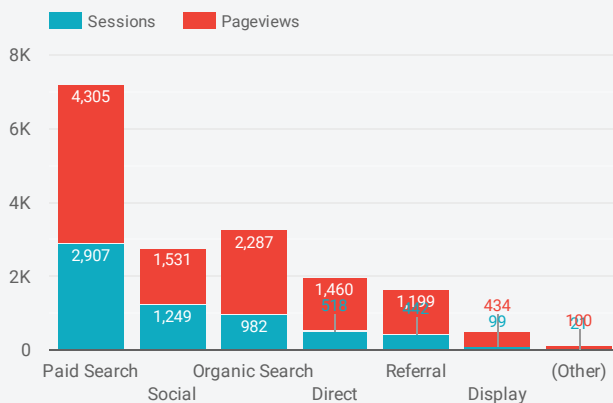
How are site sessions trending?

Q4 2018 vs. Q4 2017



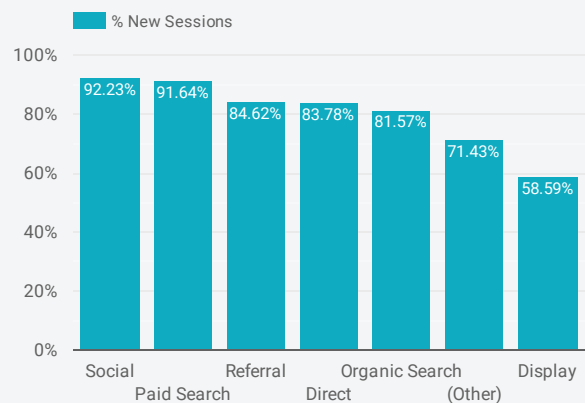
Which channels are driving engagement?

Goal: Engaged Users



New Users

First Time Users to Site & Where They are Coming From



Google Adwords Campaign Performance

Paid Search Report at a Glance

Cost

\$1,601.84

Impressions

28,170

Clicks

3,164

↑ 327.0%

CTR

11.23%

↑ 160.4%

CPC

\$0.51

↓ -13.6%

CPM

\$56.86

↑ 125.0%

WEBSITE REPORT - Q1 2019

Top Landing Pages

The first page a visitor lands on

	Landing Page	Pageviews --
1.	/pocket-trips/	4,467
2.	/	3,226
3.	/campaign/tulip-and-flower-festivals/	555
4.	/campaign/farmlandia-farm-loop/	395
5.	/events/	376
6.	/campaign/world-of-speed/	361
7.	/stay/	118
8.	/pocket-trips/shopping-in-wilsonville/	103
9.	/event/live-music-at-the-historic-butteville-store-2018-12-08/2018-12-15/	81
10.	/restaurants-wilsonville-oregon/	68
11.	/eat-drink/winery/quench-taproom/	66
12.	/visitor-guide-request/	63
13.	/meet/	52
14.	/event/live-music-at-the-historic-butteville-store-2018-11-03/	46
15.	/event/st-paul-rodeo/	43
16.	/event/live-music-at-butteville-store/2019-03-16/	40
17.	/event/wilsonville-farmers-market/2019-05-30/	37
18.	/event/wilsonville-festival-of-arts/	36
19.	/pocket-trips/frolicking-through-french-prairie-oregon/	36
20.	/get-here/	36
21.	/event/live-music-at-butteville-store/2019-03-02/	35
22.	/eat-drink/all-restaurants/page/4/	33
23.	/submit-business-listing/	33
24.	/hotels-motels/	32
25.	/pocket-trips/indoor-fun/	29
26.	/eat-drink/all-restaurants/new-hunan-kitchen/	29
27.	/event/wilsonville-brewfest/	29
28.	/pocket-trips/experience-art-in-wilsonville/	28
29.	/event/muddy-paws-fun-run-walk/	28
30.	/campgrounds-rv-resorts/	27
31.	/pocket-trips/farmlandia-fun-oregon/savoring-the-farm-life-in-wilsonville/	24
32.	/pocket-trips/eating-drinking/	23
33.	/event/the-ice-age-oregon-trail/	22
34.	/venue/historic-butteville-store/	19
35.	/event/woodburn-fiesta-mexicana/	16
36.	/eat-drink/lunch/family-fun-center-bullwinkles-restaurant/	16

WEBSITE REPORT - Q1 2019

Top Pages

Most popular pages visited

	Page	Pageviews ▾
1.	/pocket-trips/	3,764
2.	/	1,887
3.	/campaign/tulip-and-flower-festivals/	534
4.	/events/	464
5.	/campaign/farmlandia-farm-loop/	380
6.	/pocket-trips/family-time/	380
7.	/campaign/world-of-speed/	328
8.	/stay/	216
9.	/restaurants-wilsonville-oregon/	214
10.	/visitor-guide-request/	146
11.	/pocket-trips/outdoor-fun/	128
12.	/pocket-trips/shopping-in-wilsonville/	125
13.	/hotels-motels/	110
14.	/pocket-trips/indoor-fun/	107
15.	/pocket-trips/shopping/	107
16.	/pocket-trips/family-time/family-fun-day-in-wilsonville-oregon/	101
17.	/pocket-trips/eating-drinking/	97
18.	/pocket-trips/history-heritage/	65
19.	/pocket-trips/farmlandia-fun/	64
20.	/get-here/	62
21.	/meet/	57
22.	/pocket-trips/frolicking-through-french-prairie-oregon/	51
23.	/pocket-trips/riding-the-trails-in-wilsonville/	49
24.	/pocket-trips/the-luxe-life-in-wilsonville/	45
25.	/pocket-trips/farmlandia-fun-oregon/savoring-the-farm-life-in-wilsonville/	42
26.	/pocket-trips/art-music/	38
27.	/event/live-music-at-butteville-store/2019-03-16/	38
28.	/event/wilsonville-festival-of-arts/	35
29.	/event/st-paul-rodeo/	34
30.	/events/community/add/	34
31.	/pocket-trips/wineries-willamette-valley-oregon/	34
32.	/event/live-music-at-the-historic-butteville-store-2018-11-03/	34
33.	/wineries/	33
34.	/event/tulip-festival-at-wooden-shoe-tulip-farm/	33
35.	/pocket-trips/finer-things/	33
36.	/campgrounds-rv-resorts/	32

WEBSITE REPORT - Q1 2019

Top Referral Sources

Traffic from Referring Websites to ExploreWilsonville.com

	Source / Medium	Pageviews ▾
1.	google / cpc	4,305
2.	google / organic	2,058
3.	(direct) / (none)	1,460
4.	m.facebook.com / referral	1,351
5.	ci.wilsonville.or.us / referral	684
6.	TravelOregon / banner	433
7.	google.com / referral	125
8.	bing / organic	115
9.	wilsonvilleparksandrec.com / referral	110
10.	facebook.com / referral	110
11.	PR-NewCampaign / wire	100
12.	yahoo / organic	93
13.	googleads.g.doubleclick.net / referral	72
14.	search.google.com / referral	37
15.	tualatinvalley.org / referral	33
16.	wilsonvillelibrary.org / referral	26
17.	lm.facebook.com / referral	24
18.	duckduckgo / organic	21
19.	traveloregon.com / referral	19
20.	instagram.com / referral	14
21.	l.facebook.com / referral	14
22.	charbonneaulive.com / referral	12
23.	l.instagram.com / referral	11
24.	openurls.com.cn / referral	9
25.	en.m.wikipedia.org / referral	9
26.	en.wikipedia.org / referral	8
27.	pinterest.com / referral	6
28.	email12.secureserver.net / referral	6
29.	start.att.net / referral	6
30.	journalgraphicsdigitalpublications.com / referral	5
31.	oregondmo.com / referral	5
32.	boxofamazing.com / referral	5
33.	search.lilo.org / referral	4
34.	search.xfinity.com / referral	4
35.	visitcorvallis.com / referral	3
36.	greatblog.top / referral	2
37.	merryblog.top / referral	2

SOCIAL MEDIA REPORT - GROUP



Group Report

January 1, 2019 – March 31, 2019

SOCIAL MEDIA REPORT - GROUP




Group Report | 1 of 6

Included in this Report

 Explore Wilsonville

 Explore Wilsonville

 Explore Wilsonville

 Explore Wilsonville Oregon

SOCIAL MEDIA REPORT - GROUP



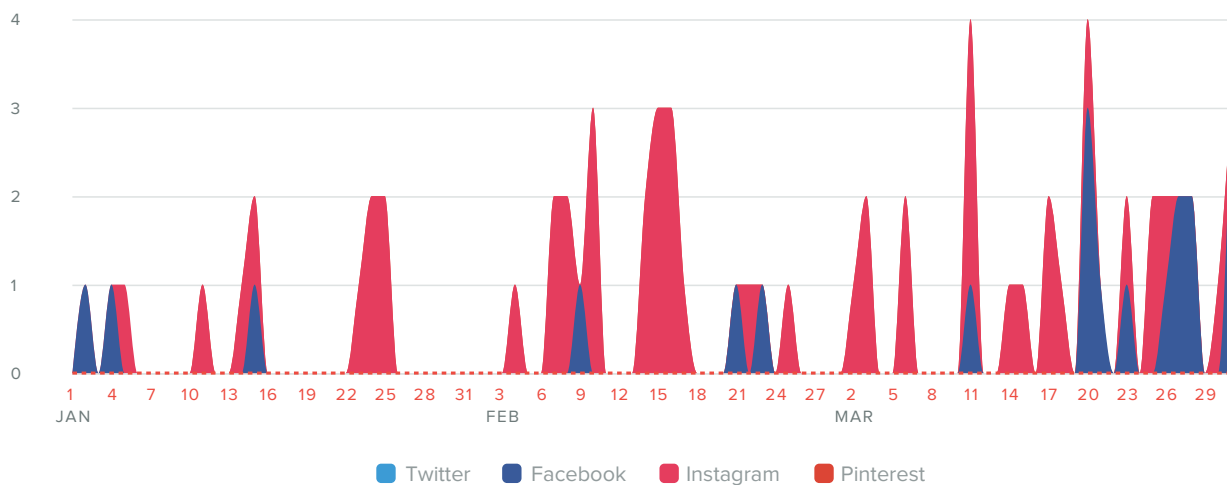
Group Activity Overview

Impressions 75.1k	Engagements 944	Link Clicks 1,558
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Group Audience Growth

AUDIENCE GROWTH, BY DAY

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



Audience Growth Metrics	Totals	Total Followers % Change
Total Followers	197	↗ 28.8%
New Twitter Followers	0	→ 0%
New Facebook Fans	19	↗ 47.5%
New Instagram Followers	25	↗ 22.1%
New Pinterest Followers	0	—
Total Followers Gained	44	↗ 28.8%

Total followers increased by

▲ 28.8%

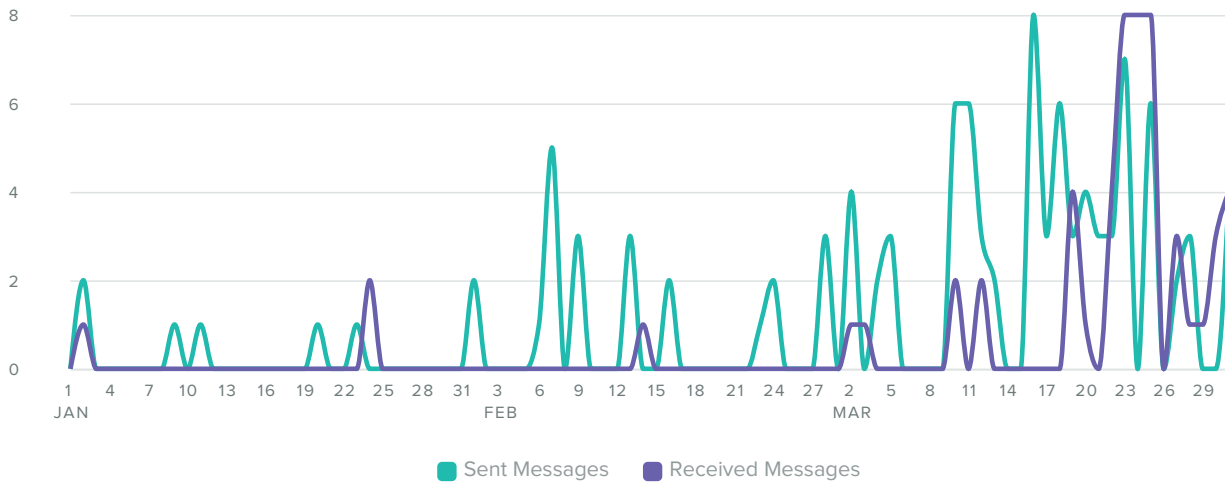
since previous date range

SOCIAL MEDIA REPORT - GROUP



Group Message Volumes

MESSAGES PER DAY



Sent Messages Metrics	Totals	% Change
Twitter Tweets and DMs Sent	34	↗ 1,600%
Facebook Posts Sent	35	↗ 337.5%
Instagram Messages Sent	37	↗ 311.1%
Pinterest Pins Sent	0	↘ 100%
Total Messages Sent	106	↗ 404.8%

Message volume increased by

404.8%

since previous date range

Received Messages Metrics	Totals	% Change
Twitter Messages Received	0	→ 0%
Facebook Messages Received	37	↗ 184.6%
Instagram Comments Received	18	↗ 500%
Total Messages Received	55	↗ 243.8%

Message volume increased by

243.8%

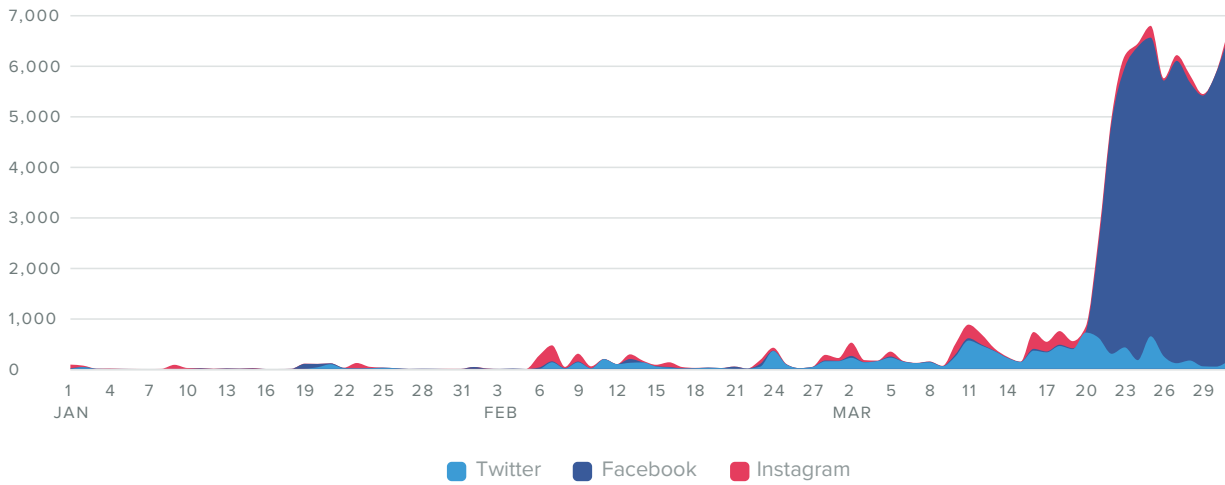
since previous date range

SOCIAL MEDIA REPORT - GROUP REPORT



Group Impressions

IMPRESSIONS PER DAY



Impressions Metrics	Totals	% Change
Twitter Impressions	10,286	↗ 937.9%
Facebook Impressions	59,527	↘ 1.5%
Instagram Impressions	5,242	↗ 432.2%
Total Impressions	75,055	↗ 20.3%

Total Impressions increased by

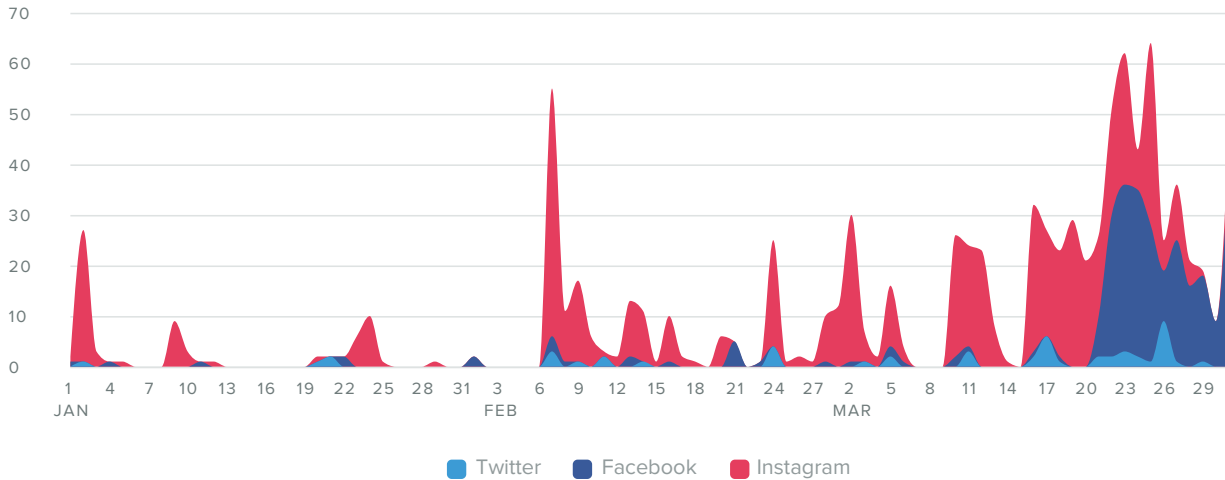
20.3%

since previous date range

SOCIAL MEDIA REPORT - GROUP

Group Engagement

ENGAGEMENTS PER DAY









Engagement Metrics	Totals	% Change
Twitter Engagements	51	↗ 100%
Facebook Engagements	276	↗ 288.7%
Instagram Engagements	617	↗ 1,241%
Total Engagements	944	↗ 706.8%

The number of engagements increased by

↗ 706.8%

since previous date range

Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages		Impressions		Engagements		Link Clicks
			Sent	Impressions	per Post	Engagements	per Post		
 Explore Wilsonville  @SeeWilsonville	0	0%	34	10,286	302.5	51	1.5	9	
 Explore Wilsonville  Business Page	59	47.5%	35	59,527	1,700.8	276	7.9	1,549	
 Explore Wilsonville (Business)  @explorewilsonville	138	22.12%	37	5,242	141.7	617	16.7	–	

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages for **Explore Wilsonville**

January 1, 2019 – March 31, 2019

SOCIAL MEDIA REPORT - FACEBOOK



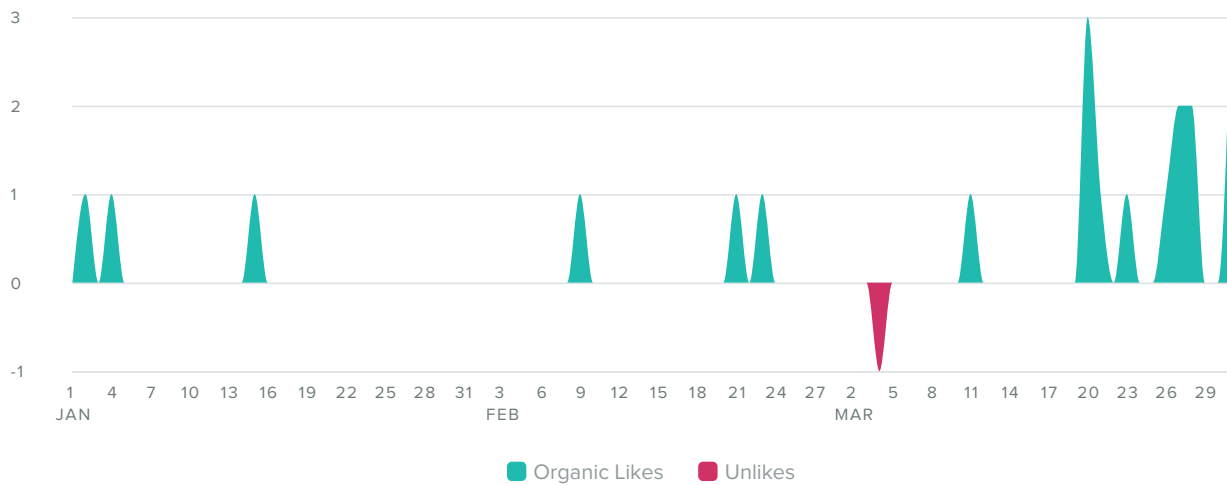
Facebook Pages | 1 of 12

Facebook Activity Overview

<p>Impressions</p> <p> 59.5k</p>	<p>Engagements</p> <p> 276</p>	<p>Clicks</p> <p> 1,549</p>
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Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics

Totals

Total Fans	59
Organic Likes	20
Unlikes	1
Net Likes	19

Total fans increased by

47.5%

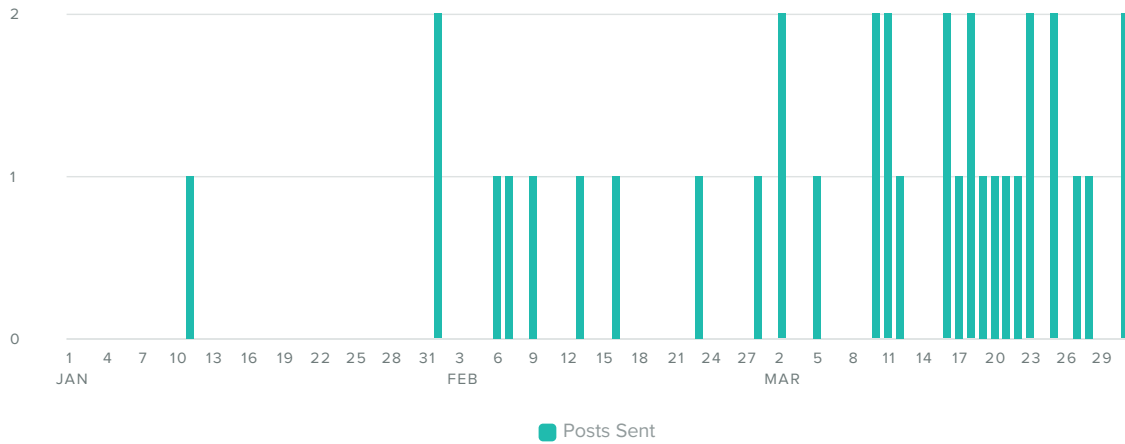
since previous date range

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Publishing Behavior

POSTS, BY DAY



Publishing Metrics	Totals
Photos	32
Videos	0
Posts	3
Notes	0
Total Posts	35

The number of posts you sent increased by




▲337.5%

since previous date range

SOCIAL MEDIA REPORT - FACEBOOK





Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	% Users Engaged	Reach
<p>Explore Wilsonville</p> <p>📍 Wooden Shoe Tulip Farm A Pocket Trip: Tulip Festival– A month long celebration starts today and runs through April 29, 2019 with an explosion of spring color. 🌷 Wooden Shoe Tulip Farm has dozens of exciting activities, from daily or weekend to special events. Take a tram or hay wagon ride or jump on the cow or field train through the tulip fields, grab food or bring your own, and then enjoy a glass of one of their estate grown wines or a glass of local beer and cider. Image by Leslie Mountfort. 🚗 Drive time: 17 miles from Wilsonville, OR #explorewilsonville . . . #WilsonvilleOregon #tulipfest2019 #woodenshoetulipfarm #traveloregon #PortlandOregon Wooden Shoe Tulip Festival</p>  <p>(Post) March 23, 2019 7:01 am</p>	11	2	14.4%	139
<p>Explore Wilsonville</p> <p>📍 Silver Falls State Park A Pocket Trip: Trail of Ten Falls 10 waterfalls in 7 miles! A favorite spot to hike any time of the year. 🚗 Drive time: 37 miles from Wilsonville #explorewilsonville</p>  <p>(Post) February 7, 2019 6:03 pm</p>	5	0	15.6%	32
<p>Explore Wilsonville</p> <p>📍 World of Speed Motorsports Museum A Pocket Trip: See the unveiling today of the new exhibit, Mario Andretti: Racing Royalty, honoring the most successful American race car driver of all time. 🎉 Celebrating the 50th anniversary of his Pike's Peak and Indy 500 race wins, as well as his success in 11 styles of racing covered in those 5 decades. 🎬 Come for the exhibit, then stay for the film with Mario and other legends of the racing scene. #explorewilsonville . . . #WilsonvilleOregon #worldofspeedUSA #marioandretti #racing #indy500official #traveloregon #PortlandOregon World of Speed USA</p>  <p>(Post) March 23, 2019 8:01 am</p>	3	0	3.9%	129

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Top Posts, by Reactions

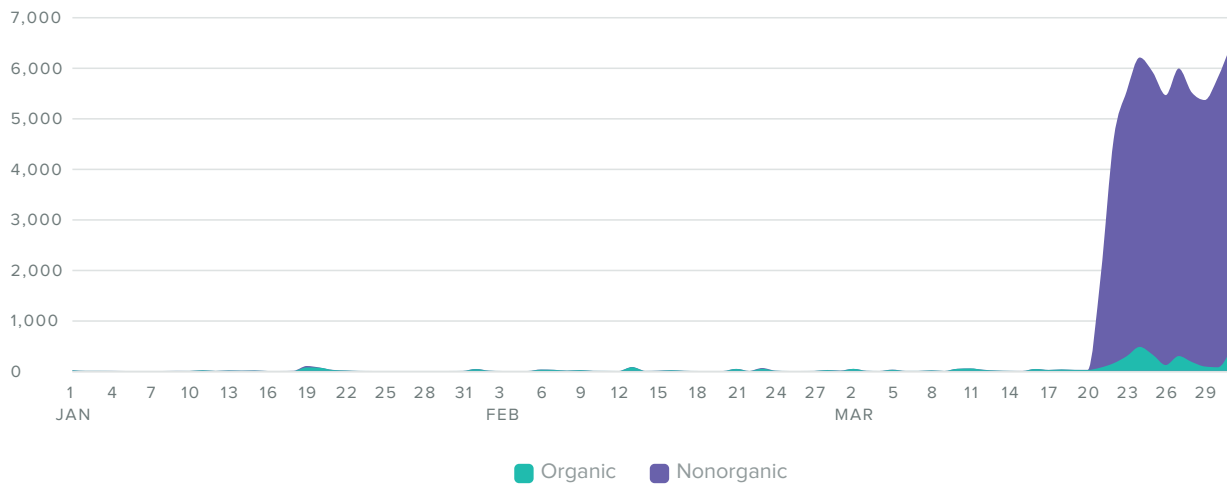
Post	Reactions ▼	Comments	% Users Engaged	Reach
<p>Explore Wilsonville Look for the new MARIO ANDRETTI: RACING ROYALTY exhibit opening on March 23, 2019 at World of Speed USA #ExploreWilsonville</p>  <p>(Post) January 11, 2019 9:28 am</p>	3	0	12%	25
<p>Explore Wilsonville 📍 The Block House Cafe A Pocket Trip: Benedicts, Bloody Mary's & An Oregon Wine Tasting Weekend 🍷 Top off a weekend of #willamettevalley wine tasting with brunch at The Block House Cafe where you can chow down at an old church in the historic town of Dayton, Oregon. 🚗 Drive time: 25 miles from Wilsonville #explorewilsonville . . . #portlandoregon #wilsonvilleoregon #pdxbrunch #oregonwinecountry #daytonoregon</p>  <p>(Post) March 27, 2019 2:00 pm</p>	2	2	7.1%	56

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	3,257
Nonorganic Impressions	56,270
Total Impressions	59,527
Average Daily Users Reached	642.6

Total Impressions decreased by

-1.5%

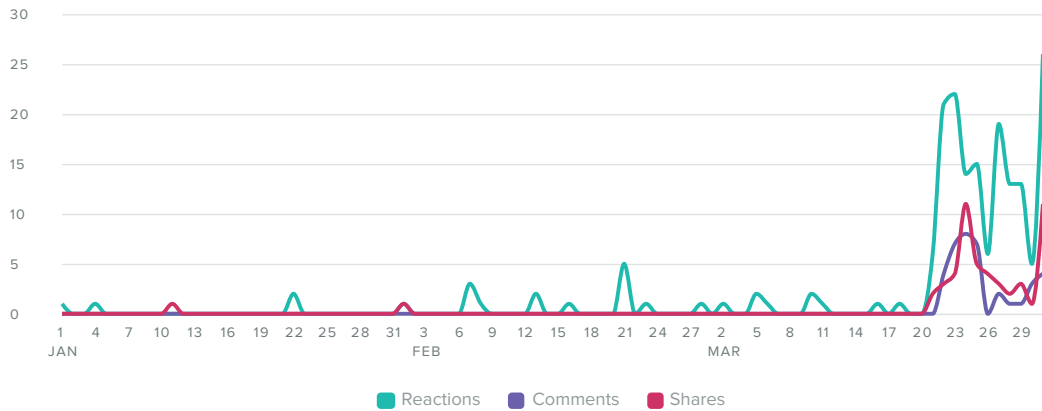
since previous date range

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	188
Comments	37
Shares	51
Total Engagements	276

Total Engagements increased by
▲288.7%
since previous date range

SOCIAL MEDIA REPORT - FACEBOOK



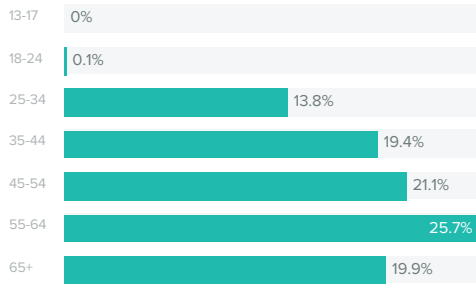
Facebook Audience Demographics

Page Fans

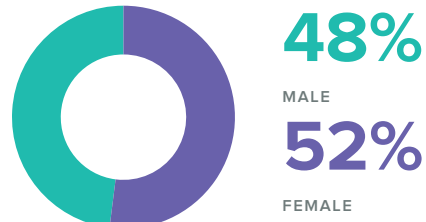
People Reached

People Engaged

BY AGE



BY GENDER



Women between the ages of **55-64** have a higher potential to see your content and visit your Page.

Top Countries

Daily Average

United States	470.88
Canada	145.27
Thailand	0.3
Guatemala	0.21
Vietnam	0.19
Mexico	0.13
Philippines	0.12
Egypt	0.08
Australia	0.07
Cambodia	0.07
Switzerland	0.06
United Kingdom	0.06

Top Cities

Daily Average

Los Angeles, CA	43.07
Vancouver, BC, Canada	36.21
San Jose, CA	17.78
Houston, TX	17.36
Surrey, BC, Canada	16.42
Nanaimo, BC, Canada	12.11
Portland, OR	11.33
Abbotsford, BC, Canada	10.84
Phoenix, AZ	10.07
San Antonio, TX	9.19
Dallas, TX	8.09
Langley, BC, Canada	7.32

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Audience Demographics

Page Fans	People Reached	People Engaged
Top Countries	Daily Average	Top Cities
		Daily Average
Japan	0.03	San Diego, CA
Nicaragua	0.03	San Francisco, CA
Austria	0.02	Riverside, CA
India	0.02	Maple Ridge, BC, Canada
Singapore	0.02	Long Beach, CA
Germany	0.01	Austin, TX
Dominican Republic	0.01	Fremont, CA
Ghana	0.01	El Paso, TX
Kuwait	0.01	Duncan, BC, Canada
Netherlands	0.01	Garden Grove, CA
New Zealand	0.01	Salem, OR
Taiwan	0.01	Anaheim, CA
Uganda	0.01	Chilliwack, BC, Canada
		Fort Worth, TX
		Tucson, AZ
		Santa Ana, CA
		Coquitlam, BC, Canada
		Seattle, WA
		Vancouver, WA
		North Vancouver, BC, Canada
		Mission, BC, Canada

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Audience Demographics

Page Fans	People Reached	People Engaged
Top Countries	Daily Average	Top Cities Daily Average
		Sunnyvale, CA 2.83
		Richmond, BC, Canada 2.8
		Irving, TX 2.68
		Plano, TX 2.51
		Burnaby, BC, Canada 2.44
		Corona, CA 2.27
		Delta, BC, Canada 2.2
		Westminster, CA 2.02
		Fontana, CA 1.91
		Irvine, CA 1.51
		Victoria, BC, Canada 1.51
		Brownsville, TX 1.47
		San Bernardino, CA 1.18
		Parksville, BC, Canada 1.13
		Port Coquitlam, BC, Canada 1.11
		Hillsboro, OR 1.02
		Ontario, CA 0.97
		Oakland, CA 0.81
		Mesa, AZ 0.74
		Laredo, TX 0.71
		Lancaster, CA 0.56

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Audience Demographics

Page Fans	People Reached	People Engaged	
Top Countries	Daily Average	Top Cities	Daily Average
		Santa Rosa, CA	0.54
		Squamish, BC, Canada	0.53
		Huntington Beach, CA	0.5
		Tacoma, WA	0.47
		Palmdale, CA	0.34
		Corpus Christi, TX	0.3
		Beaverton, OR	0.27
		Everett, WA	0.27
		El Monte, CA	0.26
		Oxnard, CA	0.26
		Spokane, WA	0.24
		Santa Clarita, CA	0.23
		Hayward, CA	0.21
		Rancho Cucamonga, CA	0.1
		Santa Clara, CA	0.1
		Antioch, CA	0.09
		Eugene, OR	0.09
		New Westminster, BC, Canada	0.09
		Concord, CA	0.08
		Moreno Valley, CA	0.08

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 12 of 12

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Explore Wilsonville	59	47.5%	35	59,527	1,700.8	276	7.9	1,549

SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Profiles for **Explore Wilsonville**

January 1, 2019 – March 31, 2019

Determine the impact of Instagram content by analyzing your activity



SOCIAL MEDIA REPORT - INSTAGRAM



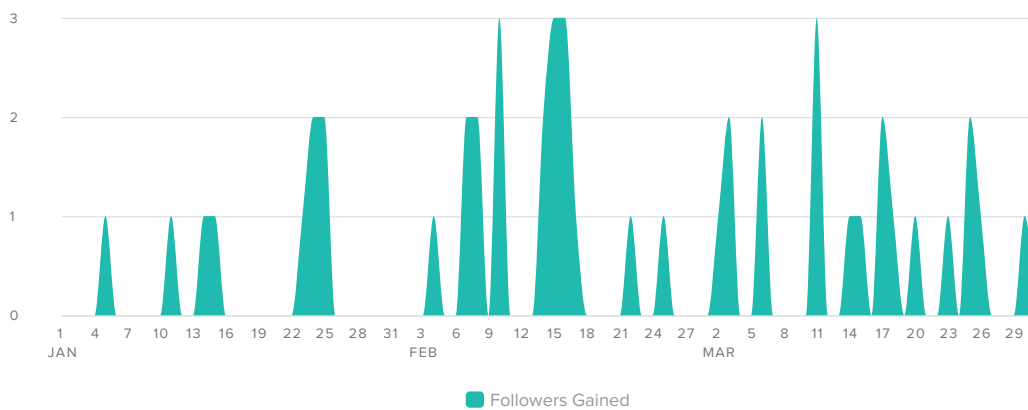
Instagram Profiles | 1 of 7

Instagram Activity Overview

Total Followers 138	Likes Received 599	Comments Received 18
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Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	138
Followers Gained	25
People that you Followed	13

Total followers increased by

▲22.1%

since previous date range

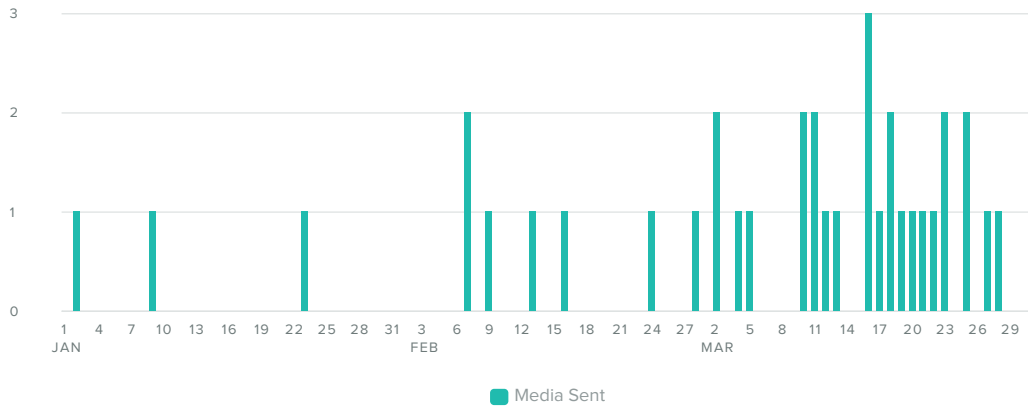
SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Profiles | 2 of 7

Instagram Publishing Behavior

MEDIA PER DAY



Publishing Metrics	Totals
Photos	36
Videos	1
Other	0
Total Media	37

The number of media you sent increased by **311.1%** since previous date range

Instagram Top Posts



@explorewilsonville
45 Engagements



@explorewilsonville
32 Engagements



@explorewilsonville
29 Engagements

SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Profiles | 3 of 7

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

#explorewilsonville	30
#wilsonvilleoregon	28
#portlandoregon	26
#traveloregon	8
#oregonhistory	4
#woodenshoetulipfarm	4
#fieldtofork	4
#eatlocal	4
#cookingclasses	4
#thekitchenatmiddlegroundfarms	4

MOST ENGAGED HASHTAGS

#explorewilsonville	529
#wilsonvilleoregon	465
#portlandoregon	441
#traveloregon	125
#thekitchenatmiddlegroundfarms	66
#eatlocal	63
#woodenshoetulipfarm	58
#fieldtofork	55
#cookingclasses	52
#mcmenamins	51

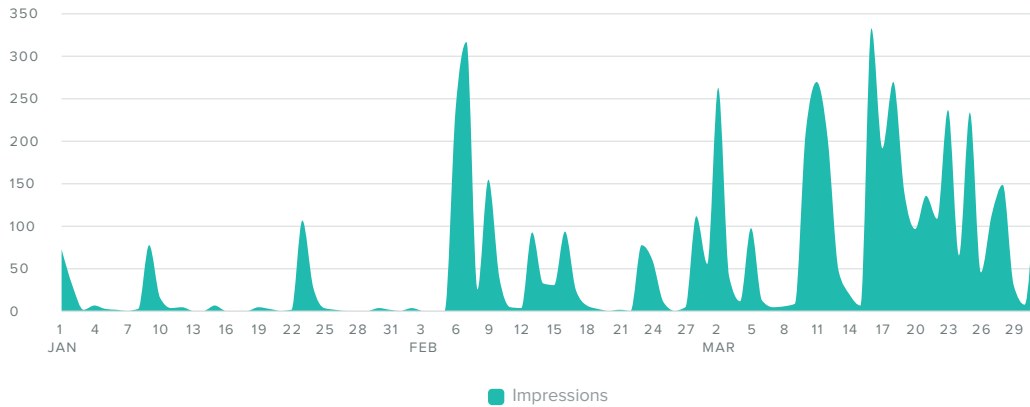
SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Profiles | 4 of 7

Instagram Impressions

IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Total Impressions	5,242
Average Impressions per Day	58.24
Average Daily Reach per Profile	34.64

Total Impressions increased by

▲432.2%

since previous date range

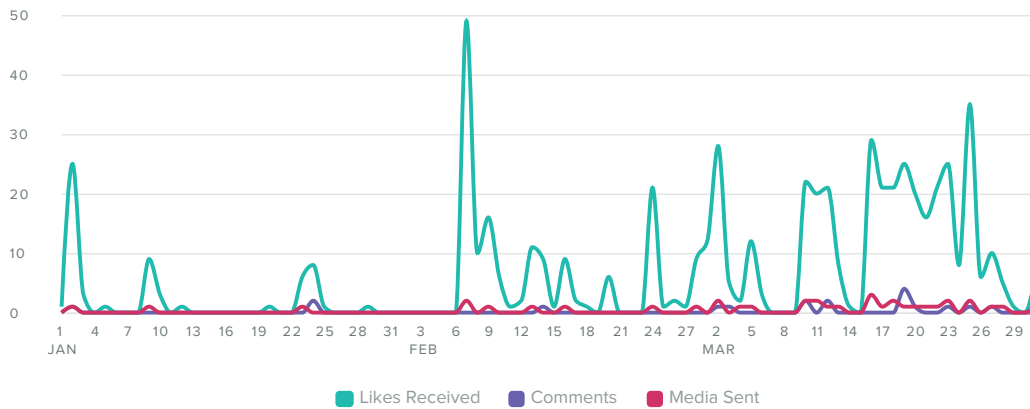
SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Profiles | 5 of 7

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	599
Comments Received	18
Total Engagements	617

Engagements per Follower	4.47
Engagements per Media	16.68

The number of engagements increased by

↑1,241%

since previous date range

The number of engagements per media increased by

↑226.3%

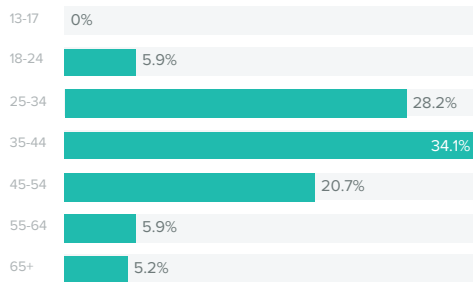
since previous date range

SOCIAL MEDIA REPORT - INSTAGRAM

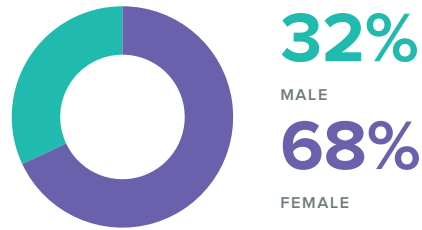


Instagram Audience Demographics

BY AGE



BY GENDER



Women between the ages of **35-44** appear to be the leading force among your fans.

Top Countries

United States	130
Albania	1
China	1
Colombia	1
South Korea	1
Thailand	1

Top Cities


Wilsonville, Oregon	56
Portland, Oregon	34
Canby, Oregon	4
Tulatin, Oregon	4
Beaverton, Oregon	3
Sherwood, Oregon	2
Woodburn, Oregon	2
Anaheim, California	1
Astoria, Oregon	1
Bangkok, Bangkok	1
Barlow, Oregon	1
Bend, Oregon	1
Camas, Washington	1
Clackamas, Oregon	1
Costa Mesa, California	1
Eugene, Oregon	1
Florence, Oregon	1

SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Profiles | 7 of 7

Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Impressions	Total Engagements	Engagements per Media	Engagements per Follower
 Explore Wilsonville (Business)	138	22.1%	25	37	8	5,242	617	16.7	4.47

SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles for **Explore Wilsonville**

January 1, 2019 – March 31, 2019

Track profile performance to determine the impact of Twitter content



SOCIAL MEDIA REPORT - TWITTER



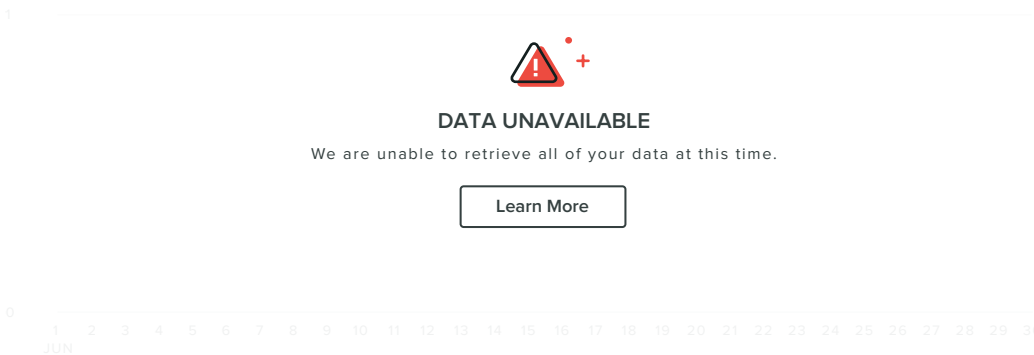
Twitter Profiles | 1 of 6

Twitter Activity Overview

Organic Impressions 10.3k	Total Engagements 51	Link Clicks 9
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Twitter Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	0
Net Followers gained	0
People that you followed	6

Total followers increased by

since previous date range

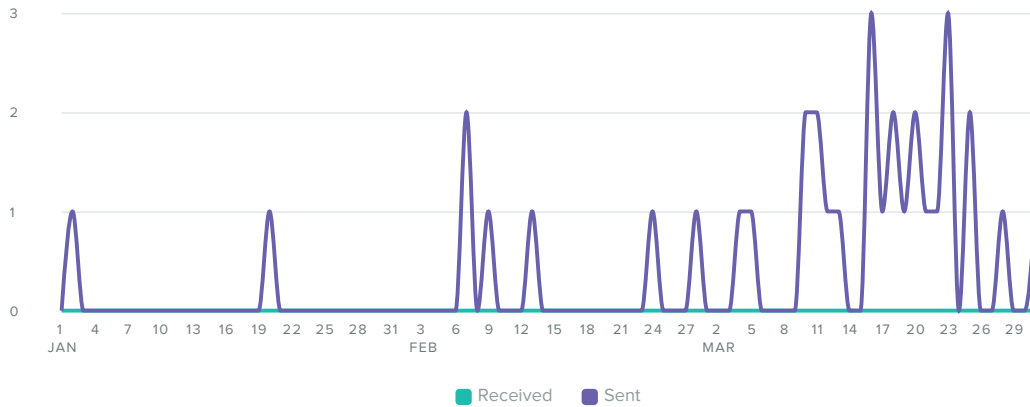
SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 2 of 6

Twitter Posts & Conversations

MESSAGES PER DAY



Sent/Received Metrics	Totals
Tweets sent	34
Direct Messages sent	0
Total Sent	34
Mentions received	0
Direct Messages received	0
Total Received	0

The number of messages you sent increased by

+1,600%
since previous date range

The number of messages you received increased by

—
since previous date range

Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses	Clicks	Retweets
<p>SeeWilsonville 📍 Anne Amie Vineyards No snow could scare us away from celebrating #bubblesfest2019 #anneamiewines 🚗 26 miles from Wilsonville #explorewilsonville 🐾 https://t.co/lWGTdqqqNY</p> <p>(Tweet) February 9, 2019 12:13 pm</p>	4,617	2	0	2

SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 3 of 6

Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses ▼	Clicks	Retweets
<p>SeeWilsonville</p> <p>📍 Historic Butteville Store A Pocket Trip: Only minutes from Wilsonville get a 3-course dinner, dessert, and hear live bluegrass music April 13 with Big Foot Mojo at 6:00 PM. Or just drop by at 7:00 for music and beverages. #explorewilsonville#WilsonvilleOregon #portlandoregon https://t.co/7toUmePJzX</p> <p>(Tweet) March 31, 2019 3:20 pm</p>	0	0	0	0
<p>SeeWilsonville</p> <p>📍 Newell Pioneer Village A Pocket Trip Itinerary: Hearth Sponge Cake Cooking 🍪 Explore the historic 1852 Newell House and celebrate Robert Newell's birthday with a slice of sponge cake... https://t.co/DZ4870b4DG</p> <p>(Tweet) March 28, 2019 2:08 pm</p>	0	0	0	0
<p>SeeWilsonville</p> <p>📍 McMenamins Wilsonville Old Church & Pub A Pocket Trip: Geeks Who Drink—a homegrown Pub Trivia Quiz tonight for prizes! 🏆🍷🍻 Free for those 21 and over. Image by Rich Bacon. #explorewilsonville #WilsonvilleOregon #portlandoregon #trivianight #geekswhodrink https://t.co/FmFcoxY73y</p> <p>(Tweet) March 25, 2019 8:02 am</p>	0	0	0	0
<p>SeeWilsonville</p> <p>📍 Middleground Farms A Pocket Trip: Learn how to turn a whole chicken in a manageable week's worth of meals at the March 29 cooking class Simple Seasonal Suppers: Spring Chicken. 📖 #explorewilsonville #WilsonvilleOregon #portlandoregon #thekitchenatmiddlegroundfarms https://t.co/z1ivB3PmCO</p> <p>(Tweet) March 25, 2019 7:02 am</p>	0	0	0	0

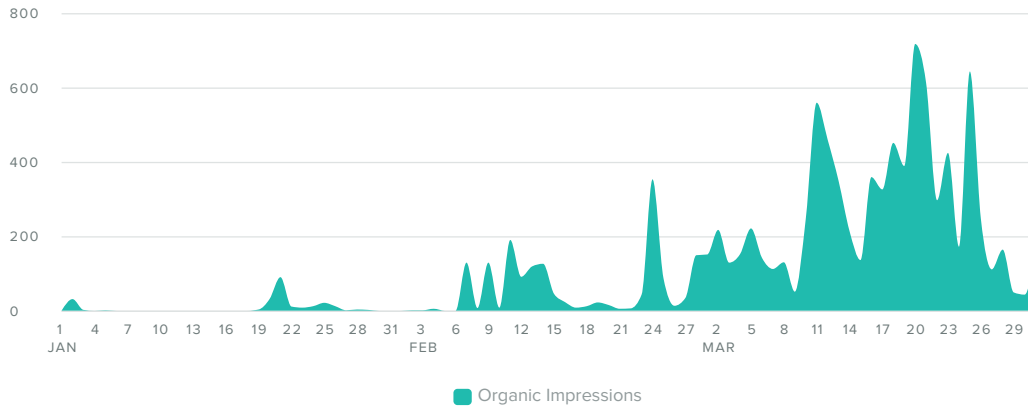
SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 4 of 6

Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY

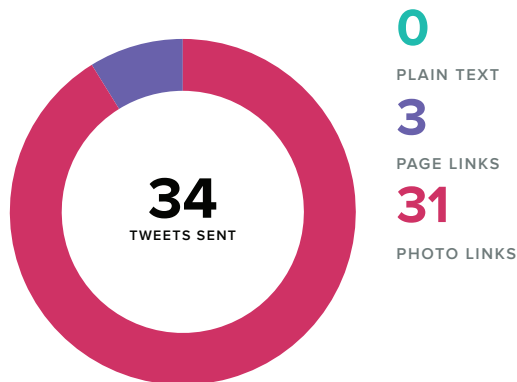


Impressions Metrics	Totals
Average Organic Impressions per Day	114.3
Total Organic Impressions	10,286

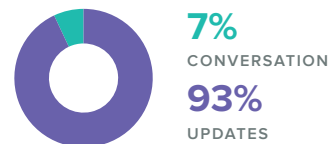
Organic Impressions increased by
by
▲937.9%
since previous date range

Twitter Publishing Behavior

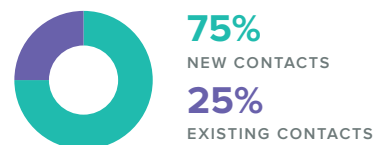
SENT MESSAGE CONTENT



CONVERSATION BEHAVIOR (LAST 100 TWEETS)



CONTACT BEHAVIOR (ALL TWEETS)



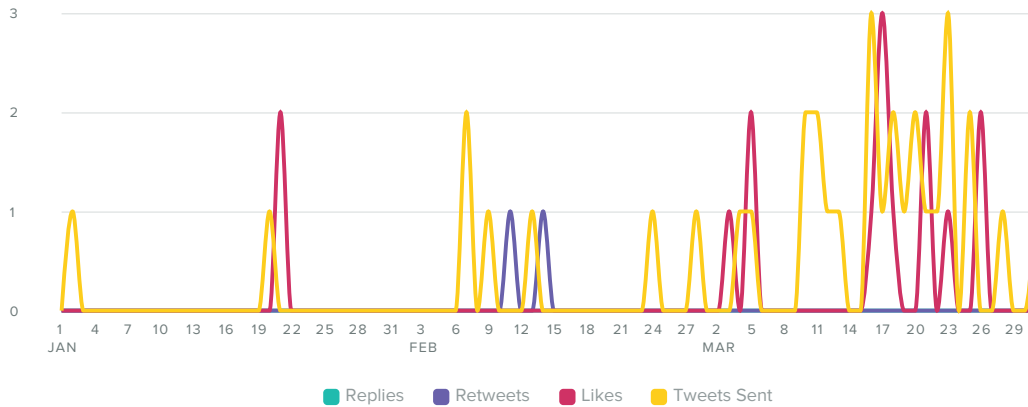
SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 5 of 6

Twitter Engagement

ENGAGEMENT COUNT



Engagement Metrics	Totals
Total Engagements	51
Replies	0
Retweets	2
Retweets with Comments	0
Likes	15
Engagements per Follower	0
Organic Impressions per Follower	0
Engagements per Tweet	1.5
Organic Impressions per Tweet	302.53
Engagements per Organic Impression	0.0050

The number of engagements increased by

▲100%

since previous date range

The number of organic impressions per Tweet decreased by

▼38.9%

since previous date range

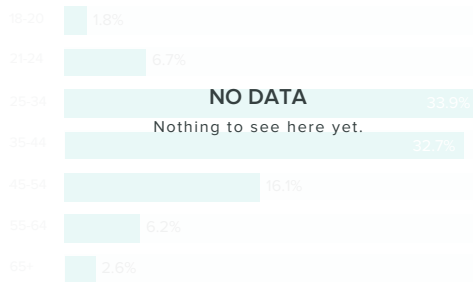
SOCIAL MEDIA REPORT - TWITTER



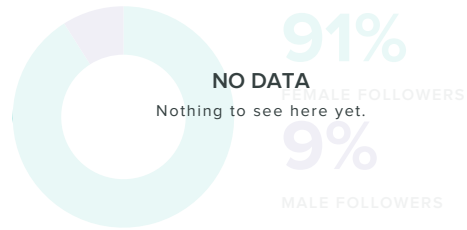
Twitter Profiles | 6 of 6

Twitter Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Organic Impressions	Organic Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
Explore Wilsonville	0	0%	34	10,286	0	51	0	2	9

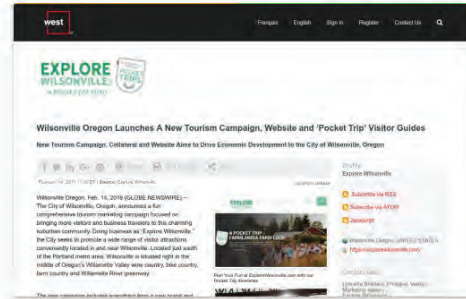
PRESS RELEASE REPORT - MELTWATER

VIEW REPORT: <https://impact.meltwater.com/reports/vQCjNM7AL7hH>

Wilsonville Oregon Launches A New Tourism Campaign, Website and 'Pocket Trip' Visitor Guides

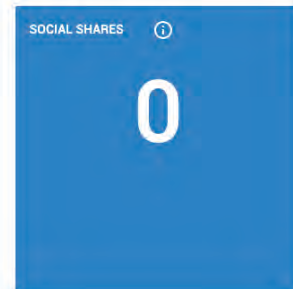
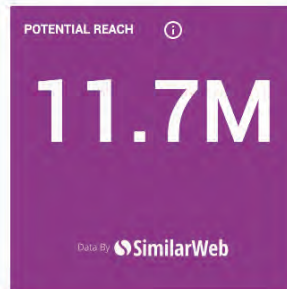
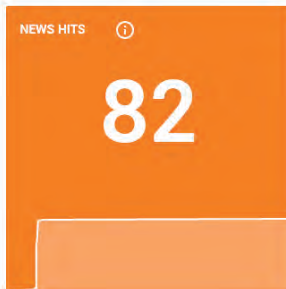
FEB 14, 2019 3:00 AM

This story has been picked up by 82 news outlets located in four countries and had associated social media interactions in the first 5 days after the original URL was published.



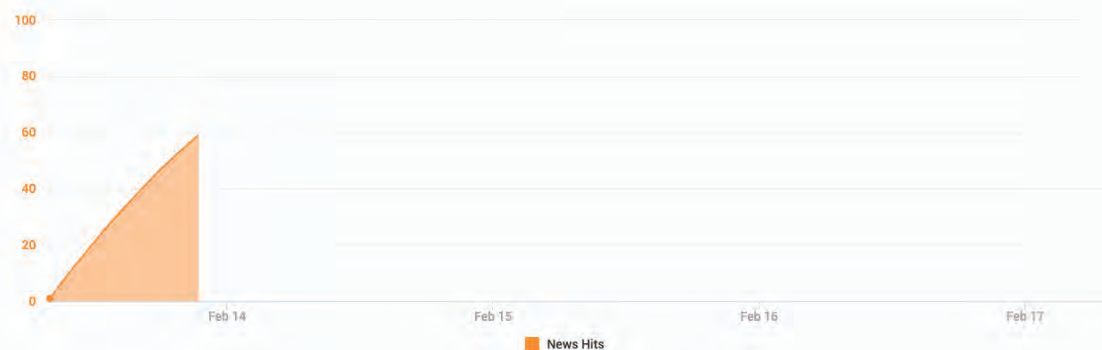
Summary

See the results of your impact at a glance



Impact Trend

Understand how both news and social coverage around this story fluctuated.



PRESS RELEASE REPORT - MELTWATER



GET MORE KEY PHRASES

Content

Access the full news and Twitter content that occurred as a result of your press release.



GlobeNewsWire News Room

Feb 14, 2019 • 00:00

Wilsonville Oregon Launches A New Tourism Campaign, Website and 'Pocket Trip' Visitor Guides

Similarity 100% Potential Reach 918k



EuroInvestor.es

ES | Feb 14, 2019 • 00:00

Wilsonville Oregon Launches A New Tourism Campaign, Website and 'Pocket Trip' Visitor Guides

Wilsonville Oregon, Feb. 14, 2019 (GLOBE NEWSWIRE) -- The City of Wilsonville, Oregon, announces a fun comprehensive tourism marketing cam...

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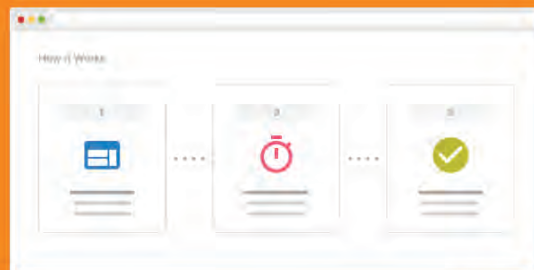
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NEWSWIRE ANALYTICS REPORT - MELTWATER

NewsWire Analytics Report



Wilsonville Oregon Launches A New Tourism Campaign, Website and 'Pocket Trip' Visitor Guides

Released **Thursday, February 14, 2019 11:00 AM EST** | NewsWire Analytics from **February 14, 2019**

View release on GlobeNewswire.com

Distribution

The Distribution reports provide a listing of the distribution circuits you selected for your release. This includes high-level details on a subset of the recipients of your release. Recipients are listed by circuit, trades, and your own email/fax lists as appropriate. The Top Placements area provides a list of many of the online sites that posted your release, including links to your release on those sites.

Full Text

Total Potential Reach: 149,662,412

Displaying : 64 Full Text Clips

OUTLET	POTENTIAL REACH
Yahoo Biz	140,860,237
markets.ask.com	4,965,626
Marketwatch	2,174,191
Arizona Republic	402,538
Star Tribune	350,339
markets.post-gazette.com	145,621
InvestorPlace	132,787
Boston Herald	125,288
News OK	110,699
markets.buffalonews.com	96,383
Benzinga	66,280
Daily Herald	60,308
marketscreener.com	59,228
thenumbers.marketplace.org	35,603
My Motherlode	13,095

NEWSWIRE ANALYTICS REPORT - MELTWATER

Daily Penny Alerts	3
CitComm	-
Franklin Credit Management Corporation	-
Great American Advisors	-
ibtimes	-
stocks	-
streetinsider	-
WRAL	-

Viewing 64 out of 64

Headlines

Total Potential Reach: 143,112,438

Displaying : 8 Headline Clips

HEADLINE	POTENTIAL REACH	SOURCE
Yahoo Finance - Business Finance, Stock Market, Quotes, News	140,860,237	Yahoo Biz
MarketWatch.com Search	2,174,191	Marketwatch
Press Releases Benzinga	66,280	Benzinga
Globe Newswire News Releases Canadian Insider	5,282	Canadian Insider
Euroinvestor - stocks, forex, financial news, investor tools and forum	3,187	euroinvestor.com
4-traders: Provider Page GlobeNewswire	2,082	4-traders.com
Overall Search EPICOS	1,010	Epicos
World News from SPi for Thursday 14th February 2019	169	sectorpublishingintelligence.co.uk

Viewing 8 out of 8

Circuit Distribution

Western US

Total Potential Reach - Western US : 43,386,937

TYPE	OUTLET	POTENTIAL REACH	TYPE	OUTLET	POTENTIAL REACH
Newspaper *	KXLN-DT [Univision 45]	2,190,000**	Newspaper	The Arlington Times	5,475
Newspaper *	KXLN-DT [Univision 45]	2,190,000**	Newspaper	Hood River News	5,439
Newspaper *	NBC News Online	1,392,019**	Newspaper	Hood River News	5,439
Newspaper *	NBC News Online	1,392,019**	Newspaper	Hood River News	5,439
Newspaper *	NBC News Online	1,392,019**	Newspaper	Hood River News	5,439

HIGHLIGHTS: STR REPORT

Smith Travel Research Report

Wilsonville • Troutdale

January - March 2019

- In January, Wilsonville **OCCUPANCY** was up **+9.6%** and **REVENUE** was up **+5.1%** over previous year
- In January, Troutdale **OCCUPANCY** was up **+9.5%** and **REVENUE** was up **+7.3%** over previous year
- In February, Wilsonville **OCCUPANCY** was down **-1.2%**. **REVENUE** was down **-2.6%** over previous year
- In February, Troutdale **OCCUPANCY** was down **-0.3%**. **REVENUE** was down **-7.4%** over previous year
- In March, Wilsonville **OCCUPANCY** was up **+3.1%** and **REVPAR** was up **+5.4%** over previous year
- In March, Troutdale **SUPPLY** was unchanged, **REVENUE** was down **-0.2%** and **REVPAR** (Revenue per Available Room) was down **-0.2%** over previous year



STR REPORT - JANUARY

Date Created: Feb 18, 2019

Vertigo Marketing Oregon

For the Month of January 2019



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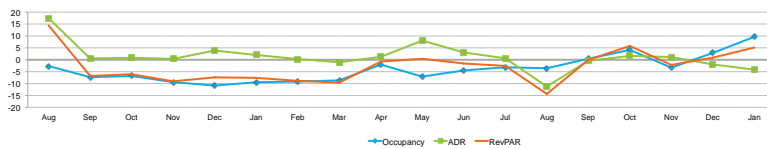
JANUARY - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+

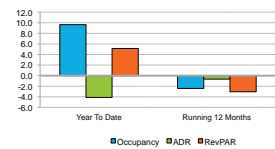
Vertigo Marketing Oregon
For the Month of January 2019

Currency USD - US Dollar

Monthly Percent Change



Overall Percent Change



	2017					2018												2019	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
Occupancy (%)	84.6	73.3	66.0	62.1	54.2	52.1	62.1	64.9	72.7	70.2	77.8	78.4	81.6	73.8	68.8	58.2	55.8	57.1	
This Year	84.6	73.3	66.0	62.1	54.2	52.1	62.1	64.9	72.7	70.2	77.8	78.4	81.6	73.8	68.8	58.2	55.8	57.1	
Last Year	88.9	79.1	70.9	66.3	60.8	57.5	68.3	70.9	74.2	75.5	81.4	81.0	84.6	73.3	66.0	60.1	54.2	52.1	
Percent Change	-2.6	-7.3	-6.8	-9.3	-10.8	-9.4	-9.1	-8.8	-2.0	-7.1	-4.5	-3.2	-3.5	0.4	4.1	-3.3	2.9	9.6	
ADR	121.60	98.70	89.03	83.00	77.84	78.85	81.84	82.24	89.44	98.16	111.50	112.67	107.88	88.28	91.40	83.88	76.35	78.56	
This Year	121.60	98.70	89.03	83.00	77.84	78.85	81.84	82.24	89.44	98.16	111.50	112.67	107.88	88.28	91.40	83.88	76.35	78.56	
Last Year	103.54	98.17	89.21	82.70	74.94	78.28	81.57	83.10	88.36	90.85	107.75	111.96	121.60	98.70	89.93	83.00	77.84	79.85	
Percent Change	17.4	0.5	0.8	0.4	3.9	2.0	0.3	-1.0	1.2	8.1	3.1	0.6	-11.2	-0.4	1.6	1.2	-1.9	-4.1	
RevPAR	102.92	72.35	59.39	49.92	42.21	41.62	50.78	53.29	65.05	68.88	88.40	88.38	88.16	72.94	62.85	48.85	42.58	43.75	
This Year	102.92	72.35	59.39	49.92	42.21	41.62	50.78	53.29	65.05	68.88	88.40	88.38	88.16	72.94	62.85	48.85	42.58	43.75	
Last Year	89.97	77.84	63.23	54.87	45.56	45.05	55.70	58.93	65.56	68.59	87.74	90.71	102.92	72.35	59.39	49.92	42.21	41.62	
Percent Change	14.4	-6.8	-6.1	-9.0	-7.4	-7.6	-8.8	-9.8	-0.8	0.4	-1.5	-2.8	-14.3	0.0	5.8	-2.2	0.9	5.1	
Supply	17,360	16,800	17,360	16,800	17,360	17,360	15,680	17,360	16,800	17,360	16,800	17,360	17,360	16,800	17,360	16,800	17,360	17,360	
This Year	17,360	16,800	17,360	16,800	17,360	17,360	15,680	17,360	16,800	17,360	16,800	17,360	17,360	16,800	17,360	16,800	17,360	17,360	
Last Year	17,360	16,800	17,360	16,800	17,360	17,360	15,680	17,360	16,800	17,360	16,800	17,360	17,360	16,800	17,360	16,800	17,360	17,360	
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Demand	14,684	12,314	11,464	10,104	9,414	9,048	9,730	11,250	12,218	12,162	13,006	13,618	14,173	12,365	11,937	9,771	9,414	9,048	
This Year	14,684	12,314	11,464	10,104	9,414	9,048	9,730	11,250	12,218	12,162	13,006	13,618	14,173	12,365	11,937	9,771	9,414	9,048	
Last Year	15,085	13,287	12,303	11,146	10,555	9,989	10,707	12,311	12,466	13,107	13,680	14,065	14,684	12,314	11,464	10,104	9,414	9,048	
Percent Change	-2.6	-3.3	-6.8	-9.3	-10.8	-9.4	-9.1	-8.8	-2.0	-7.1	-4.5	-3.2	-3.5	0.4	4.1	-3.3	2.9	9.6	
Revenue	1,786,739	1,215,421	1,030,058	838,870	732,824	722,466	796,269	925,154	1,002,813	1,196,799	1,451,571	1,534,275	1,530,447	1,215,258	1,009,040	820,597	739,255	759,435	
This Year	1,786,739	1,215,421	1,030,058	838,870	732,824	722,466	796,269	925,154	1,002,813	1,196,799	1,451,571	1,534,275	1,530,447	1,215,258	1,009,040	820,597	739,255	759,435	
Last Year	1,581,863	1,304,355	1,097,595	921,771	790,984	781,982	873,350	1,023,075	1,101,456	1,190,721	1,474,081	1,574,755	1,786,739	1,215,421	1,030,058	838,870	732,824	722,466	
Percent Change	14.4	-6.8	-6.1	-9.0	-7.4	-7.6	-8.8	-9.8	-0.8	0.4	-1.5	-2.8	-14.3	0.0	5.8	-2.2	0.9	5.1	
Census %	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	
This Year	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	
Last Year	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
% Rooms Participants	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	
This Year	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	
Last Year	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	

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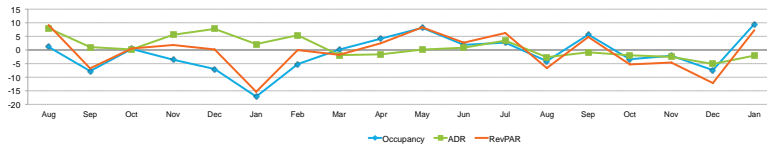
JANUARY - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

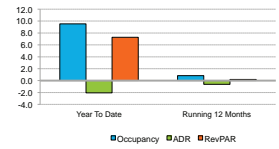
Vertigo Marketing Oregon
For the Month of January 2019

Currency USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)						2018												2019	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
This Year	90.0	75.3	74.0	82.2	69.0	81.4	83.1	79.3	76.8	85.3	89.4	90.2	86.3	79.8	71.5	61.9	67.4	66.3	
Last Year	89.0	81.6	73.7	65.6	66.6	62.1	66.6	73.2	73.7	77.0	87.8	87.8	90.0	75.3	74.0	63.2	62.0	51.4	
Percent Change	1.1	-7.7	0.4	-3.6	-7.0	-17.1	-5.2	0.2	4.1	8.2	1.8	2.7	-4.1	5.7	-3.4	-2.1	-7.4	9.5	

ADR						2018												2019	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
This Year	123.17	108.19	93.24	88.62	88.81	80.80	85.57	83.60	87.38	88.66	111.05	123.67	119.91	105.29	91.42	89.59	84.24	79.15	
Last Year	114.06	105.07	93.07	84.12	82.45	79.09	81.18	85.24	88.83	88.53	110.12	119.56	123.17	106.19	93.24	88.82	88.81	80.80	
Percent Change	8.0	1.1	0.2	5.6	7.7	2.2	5.4	-1.9	-1.6	0.1	0.8	3.4	-2.6	-0.9	-19.2	-2.5	-5.2	-2.0	

RevPAR						2018												2019	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
This Year	110.80	79.96	69.00	56.16	55.03	41.57	54.03	61.26	67.10	73.85	99.30	111.49	103.46	83.77	65.35	53.59	48.35	44.59	
Last Year	101.49	85.75	68.81	55.15	54.94	49.10	54.06	62.35	65.50	68.19	96.68	104.95	110.80	79.96	69.00	56.16	55.03	41.57	
Percent Change	9.2	-6.7	0.6	1.8	0.2	-15.3	0.0	-1.8	2.4	8.3	2.7	6.2	-6.6	4.8	-5.3	-4.6	-12.2	7.3	

Supply						2018												2019	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
This Year	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	
Last Year	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	

Demand						2018												2019	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
This Year	13,692	11,092	11,265	9,314	9,432	7,831	8,881	11,163	11,911	12,679	13,172	13,722	13,133	11,720	10,880	9,116	8,736	8,376	
Last Year	13,543	12,021	11,221	9,667	10,142	9,449	9,154	11,135	10,862	11,723	12,933	13,361	13,692	11,092	11,265	9,314	9,432	7,831	
Percent Change	1.1	-7.7	0.4	-3.8	-7.0	-17.1	-5.2	0.2	4.1	8.2	1.8	2.7	-4.1	5.7	-3.4	-2.1	-7.4	9.5	

Revenue						2018												2019	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
This Year	1,686,495	1,177,840	1,050,304	827,285	837,660	632,714	742,824	932,435	988,369	1,124,072	1,462,747	1,696,955	1,574,808	1,233,947	994,663	789,323	735,877	678,759	
Last Year	1,644,730	1,263,027	1,044,371	812,878	836,255	747,311	743,152	949,096	964,836	1,037,869	1,424,158	1,597,499	1,686,495	1,177,840	1,050,304	827,285	837,660	632,714	
Percent Change	9.2	-6.7	0.6	1.8	0.2	-15.3	0.0	-1.8	2.4	8.3	2.7	6.2	-6.6	4.8	-5.3	-4.6	-12.2	7.3	

Census %						2018												2019	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
Census Props	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	
Census Rooms	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	
% Rooms Participants	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

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STR REPORT - FEBRUARY

Date Created: Mar 18, 2019

Vertigo Marketing Oregon

For the Month of February 2019



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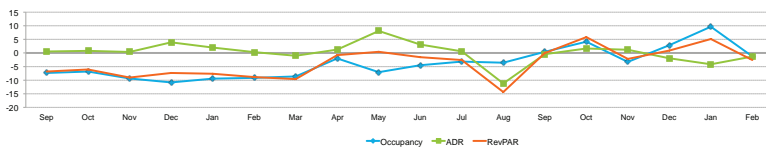
FEBRUARY - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+

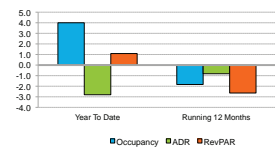
Vertigo Marketing Oregon
For the Month of February 2019

Currency USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)				2017												2018												2019			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb													
This Year	73.3	69.0	65.1	54.2	55.1	60.1	64.8	72.7	70.2	77.8	78.4	81.6	73.6	68.8	58.2	55.8	57.1	61.3													
Last Year	79.1	79.9	66.3	60.8	57.5	68.3	70.9	74.2	75.5	81.4	81.0	84.6	73.3	66.0	60.1	54.2	62.1	62.1													
Percent Change	-7.3	-6.8	-9.3	-10.8	-9.4	-6.1	-8.6	-2.0	-7.1	-4.5	-3.2	-3.5	0.4	4.1	-3.3	2.9	9.6	-1.2													

ADR				2017												2018												2019			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb													
This Year	98.70	89.93	83.00	77.84	79.85	81.84	82.24	89.44	98.56	113.10	112.87	107.68	98.28	91.40	83.98	76.25	76.56	80.74													
Last Year	98.17	89.21	82.70	74.94	78.28	81.57	83.10	88.36	90.85	107.75	111.96	121.40	98.70	89.93	83.00	77.84	79.85	81.84													
Percent Change	0.5	0.8	0.4	3.9	2.0	0.3	-1.0	1.2	8.1	3.1	0.6	-11.2	-0.4	1.6	1.2	-1.9	-4.1	-1.3													

RevPAR				2017												2018												2019			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb													
This Year	72.55	59.39	49.92	42.21	41.62	50.78	53.29	65.05	68.68	86.40	88.38	88.18	73.34	62.85	48.85	42.58	43.75	49.48													
Last Year	77.64	63.23	54.87	45.56	45.05	55.70	58.93	65.56	68.59	87.74	90.71	102.92	72.35	59.39	49.92	42.21	41.62	50.78													
Percent Change	-6.8	-6.1	-9.0	-7.4	-7.6	-8.8	-9.6	-0.8	0.4	-1.5	-2.6	-14.3	0.0	5.8	-2.2	0.9	5.1	-2.6													

Supply				2017												2018												2019			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb													
This Year	16,800	17,360	16,800	17,360	17,360	15,680	17,360	16,800	17,360	16,800	17,360	16,800	16,800	17,360	16,800	17,360	17,360	15,680													
Last Year	16,800	17,360	16,800	17,360	17,360	15,680	17,360	16,800	17,360	16,800	17,360	16,800	16,800	17,360	16,800	17,360	17,360	15,680													
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0													

Demand				2017												2018												2019			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb													
This Year	12,314	11,464	10,104	9,414	9,048	9,730	11,250	12,218	12,182	13,066	13,618	14,173	12,365	11,937	9,771	9,683	9,920	9,809													
Last Year	13,287	12,303	11,146	10,555	9,989	10,707	12,311	12,466	13,107	13,680	14,065	14,694	12,314	11,464	10,104	9,414	9,048	9,730													
Percent Change	-7.3	-6.8	-9.3	-10.8	-8.4	-8.1	-8.6	-2.0	-7.1	-4.5	-3.2	-3.5	0.4	4.1	-3.3	2.9	9.6	-1.2													

Revenue				2017												2018												2019			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb													
This Year	1,215,421	1,030,958	838,670	732,824	722,466	796,269	925,154	1,050,813	1,195,799	1,451,571	1,534,275	1,530,447	1,215,258	1,091,040	820,597	739,255	759,435	775,829													
Last Year	1,304,335	1,097,595	921,771	790,984	781,982	873,350	1,023,075	1,101,466	1,190,721	1,474,081	1,574,755	1,786,739	1,215,421	1,030,958	838,670	732,824	722,466	796,269													
Percent Change	-6.8	-6.1	-9.0	-7.4	-7.6	-8.6	-9.6	-0.8	0.4	-1.5	-2.6	-14.3	0.0	5.8	-2.2	0.9	5.1	-2.6													

Census %				2017												2018												2019			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb													
Census Props	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7													
Census Rooms	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590													
% Rooms Participants	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6													

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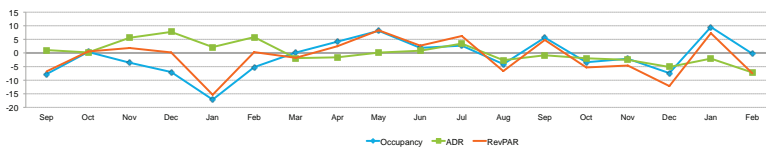
FEBRUARY - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

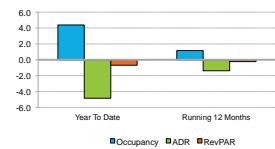
Vertigo Marketing Oregon
For the Month of February 2019

Currency USD - US Dollar

Monthly Percent Change



Overall Percent Change



	2017				2018				2019									
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Occupancy (%)	75.3	74.0	83.2	82.0	51.4	63.1	73.3	76.9	83.3	89.4	90.2	86.3	79.6	71.2	61.9	57.4	56.3	63.0
This Year	75.3	74.0	83.2	82.0	51.4	63.1	73.3	76.9	83.3	89.4	90.2	86.3	79.6	71.2	61.9	57.4	56.3	63.0
Last Year	81.6	73.7	65.6	66.6	62.1	66.6	73.2	73.7	77.0	87.8	87.8	90.0	75.3	74.0	63.2	62.0	51.4	63.1
Percent Change	-7.7	0.4	-3.6	-7.0	-17.1	-5.2	0.2	4.1	8.2	1.8	2.7	-4.1	5.7	-3.4	-2.1	-7.4	9.5	-6.3
ADR	106.19	93.24	88.82	88.81	80.80	85.89	83.60	87.28	88.66	111.05	123.67	119.91	105.29	91.42	86.59	84.24	79.15	79.71
This Year	106.19	93.24	88.82	88.81	80.80	85.89	83.60	87.28	88.66	111.05	123.67	119.91	105.29	91.42	86.59	84.24	79.15	79.71
Last Year	105.07	93.07	84.12	82.45	79.09	81.18	85.24	88.83	88.53	110.12	119.56	123.17	106.19	93.24	88.82	88.81	80.80	85.89
Percent Change	1.1	0.2	5.6	7.7	2.2	5.8	-1.9	-1.6	0.1	0.8	3.4	-2.6	-0.9	-1.9	-3.5	-5.2	-2.0	-7.2
RevPAR	79.96	69.00	56.16	55.03	41.57	54.23	61.26	67.10	73.85	99.30	111.49	103.46	83.77	65.35	63.59	48.35	44.59	50.30
This Year	79.96	69.00	56.16	55.03	41.57	54.23	61.26	67.10	73.85	99.30	111.49	103.46	83.77	65.35	63.59	48.35	44.59	50.30
Last Year	85.75	68.61	55.15	54.94	48.10	54.06	62.35	65.50	68.19	96.88	104.95	110.80	79.96	69.00	56.16	55.03	41.57	54.23
Percent Change	-6.7	0.6	1.6	0.2	-15.3	0.3	-1.8	2.4	8.3	2.7	6.2	-6.6	4.8	-5.3	-4.6	-12.2	7.3	-7.4
Supply	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748
This Year	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748
Last Year	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	11,092	11,265	9,314	9,432	7,831	8,681	11,153	11,311	12,679	13,172	13,722	13,133	11,720	10,880	9,116	8,736	7,831	8,658
This Year	11,092	11,265	9,314	9,432	7,831	8,681	11,153	11,311	12,679	13,172	13,722	13,133	11,720	10,880	9,116	8,736	7,831	8,658
Last Year	12,021	11,221	9,857	10,142	9,449	9,154	11,135	10,862	11,723	12,933	13,361	13,692	11,092	11,265	9,314	9,432	7,831	8,681
Percent Change	-7.7	0.4	-3.6	-7.0	-17.1	-5.2	0.2	4.1	8.2	1.8	2.7	-4.1	5.7	-3.4	-2.1	-7.4	9.5	-6.3
Revenue	1,177,840	1,050,304	827,285	837,660	632,714	745,582	932,435	988,359	1,124,072	1,482,747	1,696,955	1,574,608	1,233,947	994,683	789,323	736,877	678,759	690,123
This Year	1,177,840	1,050,304	827,285	837,660	632,714	745,582	932,435	988,359	1,124,072	1,482,747	1,696,955	1,574,608	1,233,947	994,683	789,323	736,877	678,759	690,123
Last Year	1,263,027	1,044,371	812,378	836,255	747,311	743,152	949,096	964,836	1,037,869	1,424,158	1,597,499	1,686,495	1,177,840	1,050,304	827,285	837,660	632,714	745,582
Percent Change	-6.7	0.6	1.6	0.2	-15.3	0.3	-1.8	2.4	8.3	2.7	6.2	-6.6	4.8	-5.3	-4.6	-12.2	7.3	-7.4
Census %	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
This Year	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
Last Year	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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STR REPORT - MARCH

Date Created: Apr 18, 2019

Vertigo Marketing Oregon

For the Month of March 2019



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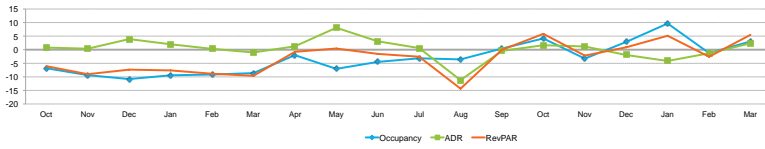
MARCH - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+

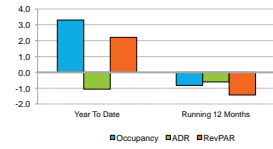
Verigo Marketing Oregon
For the Month of March 2019

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



	2017			2018												2019			
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Occupancy (%)																			
This Year	66.0	65.1	54.2	52.1	51.1	64.8	72.7	70.2	77.8	75.4	81.8	73.5	65.8	58.2	52.8	57.1	61.3	65.8	
Last Year	70.9	68.3	60.8	57.5	68.3	70.9	74.2	75.5	81.4	81.0	84.8	73.3	66.0	60.1	54.2	52.1	62.1	64.8	
Percent Change	-8.6	-9.3	-10.8	-9.4	-9.1	-8.6	-2.0	-7.1	-4.5	-3.2	-3.5	0.4	4.1	-3.3	2.9	9.8	-1.2	3.1	
ADR																			
This Year	89.83	83.00	77.84	79.85	81.84	82.24	89.44	95.16	111.10	112.87	107.88	98.28	91.40	83.98	76.35	75.58	80.74	84.16	
Last Year	89.21	82.70	74.94	78.28	81.57	83.10	88.36	90.85	107.75	111.96	121.60	98.70	89.93	83.00	77.84	79.85	81.84	82.24	
Percent Change	0.8	9.4	3.9	2.0	9.3	-1.0	1.2	8.1	0.6	-11.2	-9.4	1.6	1.2	-1.9	-4.1	-1.3	2.3	2.3	
RevPAR																			
This Year	59.39	49.92	42.21	41.82	50.78	53.29	65.05	68.88	88.40	88.38	88.16	72.34	62.85	48.85	42.58	43.75	49.43	56.19	
Last Year	63.23	54.87	45.58	45.05	55.70	58.93	65.58	68.59	87.74	90.71	102.92	72.35	59.39	49.92	42.21	41.82	50.78	53.29	
Percent Change	-6.1	-9.0	-7.4	-7.6	-8.8	-8.6	-0.8	0.4	-1.5	-2.6	-14.3	0.0	5.8	-2.2	0.9	5.1	-2.6	5.4	
Supply																			
This Year	17,360	16,800	17,360	17,360	15,680	17,360	16,800	17,360	16,800	17,360	17,360	16,800	17,360	16,800	17,360	17,360	15,680	15,407	
Last Year	17,360	16,800	17,360	17,360	15,680	17,360	16,800	17,360	16,800	17,360	17,360	16,800	17,360	16,800	17,360	17,360	15,680	17,360	
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-11.3	
Demand																			
This Year	11,484	10,104	9,414	9,048	9,730	11,249	12,218	12,182	13,066	13,818	14,173	12,385	11,937	9,771	9,683	9,920	9,609	10,288	
Last Year	12,303	11,146	10,555	9,989	10,707	12,311	12,466	13,107	13,680	14,065	14,694	12,314	11,464	10,104	9,414	9,048	9,730	11,249	
Percent Change	-6.8	-9.3	-10.8	-9.4	-9.1	-8.6	-2.0	-7.1	-4.5	-3.2	-3.5	0.4	-4.1	-3.3	2.9	9.8	-1.2	3.1	
Revenue																			
This Year	1,030,958	838,670	732,824	722,466	796,269	925,150	1,002,813	1,156,799	1,451,571	1,534,275	1,530,447	1,215,258	1,091,040	820,597	739,855	759,435	775,829	865,787	
Last Year	1,097,595	921,771	790,984	781,862	873,350	1,023,075	1,101,456	1,190,721	1,474,681	1,574,755	1,789,739	1,215,421	1,030,958	838,670	732,824	722,466	796,269	925,150	
Percent Change	-6.1	-9.0	-7.4	-7.6	-8.8	-8.6	-0.8	0.4	-1.5	-2.6	-14.3	0.0	5.8	-2.2	0.9	5.1	-2.6	5.4	
Census %																			
Census Props	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6
Census Rooms	580	580	580	580	580	580	580	580	580	580	580	580	580	580	580	580	580	580	497
% Rooms Participants	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	88.3

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	Year To Date			Running 12 Months		
	2017	2018	2019	2017	2018	2019
Occupancy (%)						
This Year	65.5	59.6	61.5	72.7	69.1	68.6
Last Year	63.1	65.5	59.6	71.9	72.7	69.1
Percent Change	3.8	-9.0	3.9	1.2	-4.9	-0.8
ADR						
This Year	81.15	81.39	80.33	90.81	94.74	94.16
Last Year	77.90	81.15	81.39	86.97	90.81	94.74
Percent Change	4.2	0.3	-1.1	4.2	4.5	-0.6
RevPAR						
This Year	53.14	48.49	49.56	65.92	65.51	64.57
Last Year	49.17	53.14	48.49	62.51	65.92	65.51
Percent Change	8.1	-8.6	2.2	5.5	-6.6	-1.4
Supply						
This Year	50,400	50,400	48,447	204,156	204,400	202,447
Last Year	50,130	50,400	50,400	203,305	204,156	204,400
Percent Change	0.5	0.0	-3.9	0.4	0.1	-1.0
Demand						
This Year	33,007	30,027	29,817	148,512	141,335	138,830
Last Year	31,639	33,007	30,027	146,125	148,512	141,335
Percent Change	4.3	-9.0	-0.7	1.6	-4.8	-1.8
Revenue						
This Year	2,678,407	2,443,885	2,401,051	13,457,414	13,389,510	13,072,106
Last Year	2,464,885	2,678,407	2,443,885	12,706,222	13,457,414	13,389,510
Percent Change	8.7	-8.8	-1.8	5.9	-0.5	-2.4

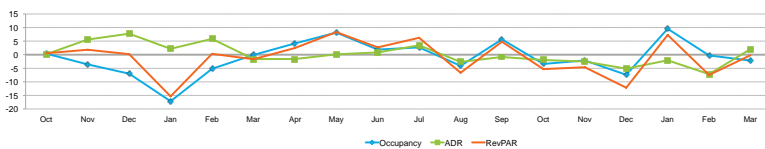
MARCH - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

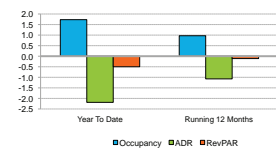
Vertigo Marketing Oregon
For the Month of March 2019

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



	2017			2018												2019		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Occupancy (%)																		
This Year	74.0	83.2	80.0	81.4	81.1	75.1	76.8	83.3	89.4	90.2	89.3	79.6	71.5	81.9	87.4	86.3	83.0	71.5
Last Year	73.7	65.6	66.6	62.1	66.6	73.2	73.7	77.0	87.6	87.8	90.0	75.3	74.0	63.2	62.0	51.4	63.1	73.1
Percent Change	0.4	-3.6	-7.6	-17.1	-5.2	-8.1	4.1	8.2	1.8	2.7	-4.1	5.7	-3.4	-2.1	-7.4	9.5	-0.3	-2.2
ADR																		
This Year	93.24	88.82	88.81	80.80	85.89	83.86	87.38	88.66	111.05	123.87	119.91	105.29	91.42	86.69	84.24	79.15	79.71	85.58
Last Year	93.07	84.12	82.45	79.09	81.18	85.24	88.83	88.53	110.12	119.56	123.17	106.19	93.24	88.82	88.81	80.80	85.89	83.88
Percent Change	0.2	5.6	7.7	2.2	5.8	-1.6	-1.6	5.1	0.8	3.4	-2.6	-0.9	-1.9	-2.5	-5.2	-3.0	-7.2	2.0
RevPAR																		
This Year	69.00	66.16	55.03	41.87	54.23	61.31	67.10	73.85	99.30	111.49	103.48	83.77	65.35	53.09	48.35	44.59	69.29	61.17
Last Year	68.61	55.15	54.94	49.10	54.06	62.35	65.50	68.19	96.68	104.95	110.80	79.96	69.00	56.16	55.03	41.57	54.23	61.31
Percent Change	0.6	1.8	0.2	-15.3	0.3	-7.7	2.4	8.3	2.7	6.2	-6.6	4.8	-5.3	-4.6	-12.2	7.3	-7.4	-0.2
Supply																		
This Year	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221
Last Year	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand																		
This Year	11,265	9,314	9,432	7,831	8,681	11,125	11,311	12,679	13,172	13,133	11,720	10,880	9,116	8,796	8,576	8,658	10,880	
Last Year	11,221	9,657	10,142	9,449	9,154	11,135	10,862	11,723	12,993	13,361	13,692	11,092	11,265	9,314	9,432	7,831	8,681	11,125
Percent Change	0.4	-3.6	-7.0	-17.1	-5.2	-0.1	4.1	8.2	1.8	2.7	-4.1	5.7	-3.4	-2.1	-7.4	9.5	-0.3	-2.2
Revenue																		
This Year	1,050,304	827,285	837,660	632,714	745,592	933,185	988,369	1,124,072	1,462,747	1,696,955	1,574,808	1,233,947	994,663	789,323	735,877	678,759	690,123	631,142
Last Year	1,044,371	812,378	836,255	747,311	743,152	949,096	984,836	1,037,869	1,424,158	1,597,499	1,686,495	1,177,840	1,050,304	827,285	837,660	632,714	745,592	833,185
Percent Change	0.6	1.8	0.2	-15.3	0.3	-7.7	2.4	8.3	2.7	6.2	-6.6	4.8	-5.3	-4.6	-12.2	7.3	-7.4	-0.2
Census %																		
Census Props	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
Census Rooms	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491
% Rooms Participating	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Year To Date			Running 12 Months		
	2017	2018	2019	2017	2018	2019
Occupancy (%)	67.3	62.5	63.6	76.5	73.3	74.5
	-2.3	-7.1	1.7	-0.5	-4.2	1.0
ADR	82.04	83.64	81.81	94.87	98.36	97.30
	2.3	2.0	-2.2	5.3	3.7	-1.1
RevPAR	55.21	62.31	62.05	72.59	72.07	71.98
	55.24	55.21	52.31	69.31	72.59	72.07
	-0.1	-0.2	-0.5	4.7	-0.7	-0.1
Supply	44,190	44,190	44,190	179,215	179,215	179,215
	44,190	44,190	44,190	179,215	179,215	179,215
	0.0	0.0	0.0	0.0	0.0	0.0
Demand	29,738	27,637	28,114	137,125	131,311	132,583
	30,440	29,738	27,637	137,841	131,125	131,311
	-3.3	-7.1	1.7	-0.5	-4.2	1.0
Revenue	2,439,559	2,311,491	2,300,024	12,009,230	12,015,437	12,000,785
	2,441,265	2,439,559	2,311,491	12,009,753	12,009,230	12,015,437
	-0.1	-0.2	-0.5	4.7	-0.7	-0.1

A blank low indicates insufficient data.

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STR - WASHINGTON & CLACKAMAS COUNTIES

Participation List

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

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

STR - WASHINGTON & CLACKAMAS COUNTIES

Participation List

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

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

Q1 PRINT MEDIA PLACEMENTS

2019 Travel Oregon (annual)



WILLAMETTE VALLEY

Enchanted Forest Theme Park
Where entertainment gets magical.

Suggested log ride for the weekend!

When you're not on the roller coaster, you can enjoy the beautiful views, the historic architecture, and the delicious food.

541-322-0911
710 2nd Ave SW
Albany, Oregon

See Albany Discover Oregon

Download the free Albany Explorer App for iPhone or Android and begin your journey.

Explore farm fresh cuisine, historic districts, unique shopping, and family fun.

541-322-0911
710 2nd Ave SW
Albany, Oregon

Explore Farm Fresh Cuisine

Historic districts, unique shopping, and family fun.

541-322-0911
710 2nd Ave SW
Albany, Oregon

FAMILY FUN DAYS

POCKET TRIP

Banish the "Are we there yet?" whines with **Wilsonville, Oregon** as your home base for adventure and fun! Explore one of our "Family Time" Pocket Trip itineraries for unforgettable family-friendly attractions.

EXPLORE WILSONVILLE
A POCKET (OF FUN)

PROVIDED BY
POCKET TRIPS

Holiday Inn
2001 Markon Dr. NE
503.270.0900
www.holidayinn.com

Knight Inn Salem Capital
2200 Plaza Dr.
503.582.2246
www.knightinn.com/salem-or

Moore & Adams Expo Center
2000 Portland Blvd NE
503.582.2000
www.mooreandadams.com

Flowers Inn Salem
4370 Commercial St. SE
503.582.0000
www.flowersinn.com

Residence Inn by Marriott
460 Hawthorne St. SE
503.582.5000
www.marriott.com

Super 8 Salem
2000 Hawthorne Ave. NE
503.582.8888
www.super8.com

Red & Breakfast
Country House of Salem Bed & Breakfast
202 27th St. SE
503.844.2082
www.countryhouseofsalem.com

RV Park
Salem Campground & RV's
2200 Higgins Grove Road SE
503.582.4700
www.salemrvpark.com

SCOTT'S MILLS

RV Park
Camp Dakota Campground
1800 Coastal Empire Road SE
503.623.7200
www.campdakota.com

SILVERTON

Oregon Garden Resort
400 W. Main St.
503.474.2800
www.oregongardenresort.com

Silverton Inn & Suites
220 W. Main St.
503.872.2200
www.silvertoninnandsuites.com

Red & Breakfast
Edward Adams House B & B
700 S. Water St.
503.872.8888
www.edwardadams.com

Q1 PRINT MEDIA PLACEMENT INFO

Travel Oregon (annual)

300,000 copies printed annually for year-round distribution and inquiry fulfillment

Total Annual Readership - 1,650,000

Oregon

- More than 200 visitor centers throughout Oregon including the Portland International Airport, the Travel Portland visitor center at Pioneer Square and all official Travel Oregon State Welcome Centers
- AAA travel offices in Oregon and Idaho
- Hotels and lodging properties
- Amtrak Cascades (Eugene to Vancouver B.C.)
- Les Schwab Tire Centers
- Made in Oregon stores
- Select attractions throughout Oregon

Washington

- Vancouver, WA visitor locations
- NW/W Washington – Tourist Systems
- Seattle Airport Program
- Washington State Ferries – Full System
- Seattle Cruise Terminal – Pier 66/30
- Boeing Tour Center

California

- California state Welcome Centers
- San Francisco Union Square
- San Jose/Santa Clara visitor centers

British Columbia

- Victoria / Vancouver Island visitor centers
- Vancouver, B.C. visitor centers
- British Columbia Ferry system – all routes

Available at newsstands and checkout counters at Barnes & Noble and other retail locations in Washington, California, Idaho and Vancouver, B.C.

Q1 PAID DIGITAL MEDIA PLACEMENT INFO

Google Ads

Ad Sets: 1) Things to Do (Portland) 2) Lodging

Media Spend: \$1,601.84

Impressions: 28,170

Clicks: 3,164 (+327%)

CTR: 11% (+160%)

CPC: \$0.51 (-13%)

CPM: \$57 (+125%)

Our campaign click-thru rate (CTR) is averaging 11% which is performing well above average (average CTR for travel and hospitality is 4.68%). The "Things to Do" ad group is performing better than average with a CTR of 12%. The Lodging ad group only has a CTR of 3.5%, which is expected since we are competing against hotel/motel websites and online booking portals. We will continue to optimize our campaigns to reduce costs while improving the CTR and cost-per-click (CPC). We lowered our CPC from the previous quarter by -13% and increased our CTR by 160%.

TravelOregon.com Animated Banner Ads

300px X 100px animated banner ad on 20 landing pages promoting Pocket Trips

During 1 QUARTER 2019, the campaign has generated 433 click-thrus to the website.



Paid Facebook & Instagram

Three Ad Sets Geo and psychographic targeted to ages 25-65+

1) Bulbs & Blooms (tulip and flower festivals)

2) Farmlandia Farm Loop

3) World of Speed Mario Andretti Exhibit

Reach: 44,880 | Landing Page Views: 1,133 | Link Clicks: 1,526 | Impressions: 56,154 | On average, each person saw our ad 1.25x times | Cost Per Landing Page View: \$0.38

Visitor Guide Requests

51 guides requested to date (8.9% conversion rate)

TERMS DEFINED

CTR (click thru rate)

CPC (cost per click)

CPM (cost per thousand)

Impressions: Number of people who viewed our ads

CPR (cost per result)

UP-TO-DATE BUDGET OVERVIEW

BASE BUDGET \$130,571			
ADDITIONAL BUDGET \$69,129			
TOTAL BUDGET \$199,700			
DELIVERABLE	FULL BUDGET	TOTAL SPENT	TOTAL REMAINING
Website Retainer Services	\$ 19,000.00	\$ 18,999.98	\$ 0.02
Current Website Services	\$ 6,000.00	\$ 1,704.00	\$ 4,296.00
Website Redesign	\$ 15,000.00	\$ 15,000.00	\$ -
Pocket Trips Visitor Guide	\$ 17,320.00	\$ 17,320.00	\$ -
Distribution	\$ 5,615.00	\$ 5,614.20	\$ 0.80
Print Media Buys	\$ 20,090.00	\$ 20,090.00	\$ -
Paid Digital Media Buys	\$ 13,500.00	\$ 7,184.83	\$ 6,315.17
Design Services	\$ 16,680.00	\$ 16,680.00	\$ -
Social Media Retainer Services	\$ 36,000.00	\$ 35,999.99	\$ 0.01
PR Retainer Services	\$ 15,000.00	\$ 14,999.99	\$ 0.01
Email Marketing Services	\$ 3,000.00	\$ 3,000.00	\$ -
Financial	\$ 9,995.00	\$ 9,995.00	\$ -
Photo & Video	\$ 15,000.00	\$ 12,049.95	\$ 2,950.05
Reserve/Contingency	\$ 7,500.00	\$ 14,709.79	\$ (7,209.79)
		\$ -	\$ -
		\$ -	\$ -
TOTAL	\$ 199,700.00	\$ 193,347.73	\$ 6,352.27
Visitor Profile Study - BUDGET \$60,000			
RRC	\$ 35,000.00	\$ 35,000.00	\$ -
Vertigo	\$ 25,000.00	\$ 19,179.47	\$ 5,820.53
TOTAL	\$ 60,000.00	\$ 54,179.47	\$ 5,820.53

Link to up-to-date budget spreadsheet can be viewed at:

https://docs.google.com/spreadsheets/d/1jRTxmd7s4UTCrMfgK_TWgJGLwByc-wbZ_Kt5T4H2ouU/edit?usp=sharing



Vertigo
M A R K E T I N G

VERTIGO MARKETING

63372 FREEDOM PLACE BEND, OR 97701

541.979.0094 | VERTIGOMARKETING.COM

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