

Q2 2019
Wilsonville
Tourism
Advertising
and
Marketing
Services
Report

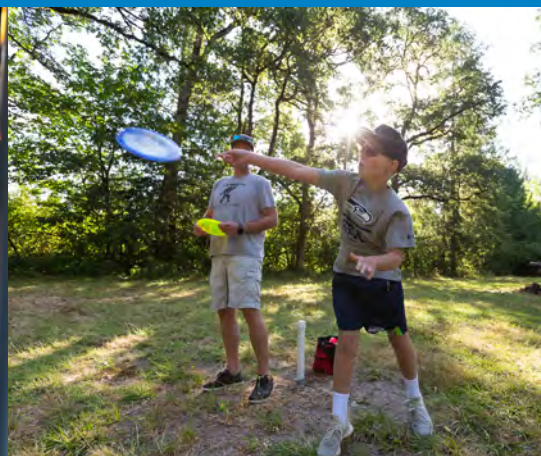


HIGHLIGHTS FOR Q2 2019

Explore Wilsonville Campaign Highlights

Q2 2019

- April, May, June Lodging Supply: -11.3%
- Promoting Explore Wilsonville's "Pick Your Pocket Trip" contest with animated banner ads on TravelOregon.com
- Placed a print ad in Seattle Magazines Travel Issue featuring "A Wine Crush Weekend" Pocket Trip to Wilsonville
- Our top Facebook post for Wilsonville's Festival of Arts reached an audience of 17,711
- Total Facebook impressions increased by 834.3% over last year



OUR REACH IN Q2



Website

- No data to report



Digital & Social

- No paid social media or Google Ad campaign data to report



Print Media

- Our ad placement in Seattle Magazine will get over 300,000 impressions in May



576,300 Impressions
1,772 Engagements



10,962 Impressions
1,044 Engagements



17,300 Impressions
49 Engagements

SOCIAL MEDIA REPORT - GROUP



Group Report

April 1, 2019 – June 30, 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



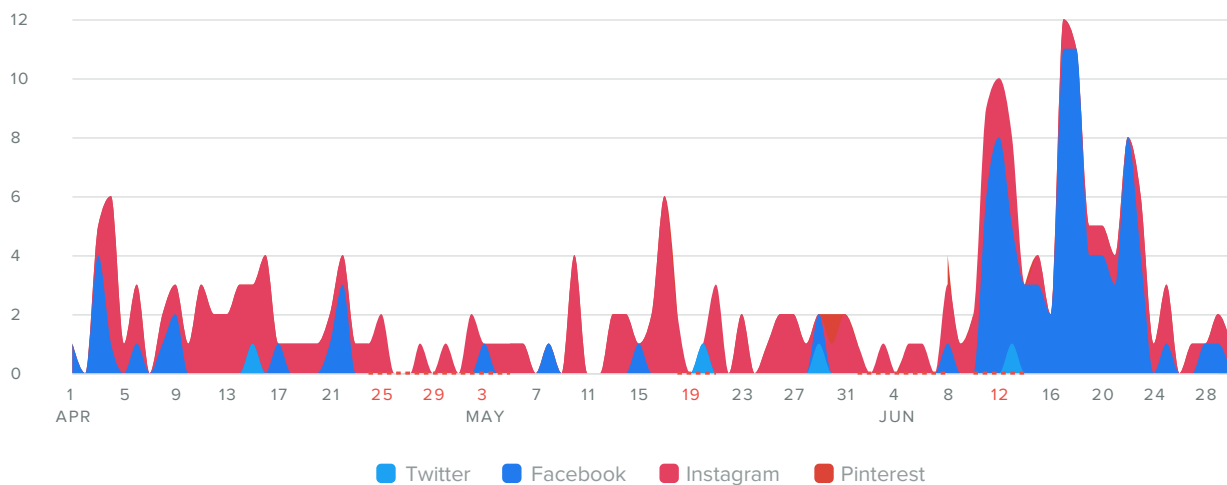
Group Activity Overview

| | | |
|------------------------------|-----------------------------|-----------------------------|
| Impressions 604.6k | Engagements 2,865 | Link Clicks 14.1k |
|------------------------------|-----------------------------|-----------------------------|

Group Audience Growth

FOLLOWERS GAINED, BY DAY

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



| Audience Growth Metrics | Totals | Total Followers % Change |
|----------------------------------|------------|--------------------------|
| Total Followers | 346 | ↗ 101.2% |
| Total Net Follower Growth | 142 | ↗ 101.2% |
| Twitter Net Follower Growth | 4 | ↗ 100% |
| Facebook Net Fan Growth | 93 | ↗ 157.6% |
| Instagram Net Follower Growth | 43 | ↗ 126.3% |
| Pinterest Net Follower Growth | 2 | ↗ 100% |

Total followers increased by

↗ 101.2%

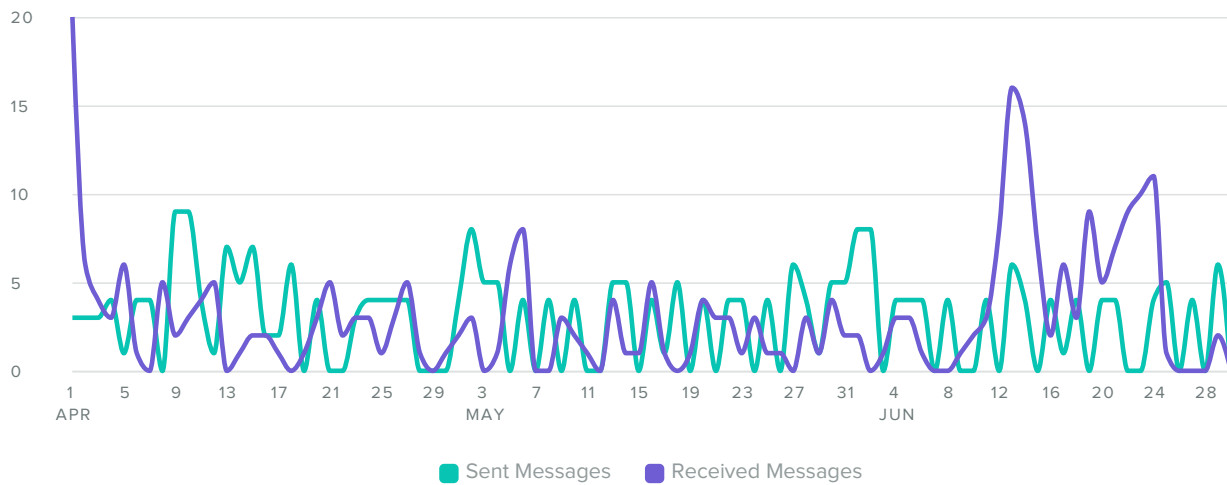
since previous date range

SOCIAL MEDIA REPORT - GROUP



Group Message Volumes

MESSAGES PER DAY



| Sent Messages Metrics | Totals | % Change |
|-----------------------------|------------|-----------------|
| Twitter Tweets and DMs Sent | 64 | ↗ 88.2% |
| Facebook Posts Sent | 65 | ↗ 85.7% |
| Instagram Messages Sent | 73 | ↗ 711.1% |
| Pinterest Pins Sent | 68 | ↗ 100% |
| Total Messages Sent | 270 | ↗ 246.2% |

Message volume increased by

↗ 246.2%

since previous date range

| Received Messages Metrics | Totals | % Change |
|--------------------------------|------------|-----------------|
| Twitter Messages Received | 4 | ↗ 100% |
| Facebook Messages Received | 239 | ↗ 545.9% |
| Instagram Comments Received | 41 | ↗ 355.6% |
| Total Messages Received | 284 | ↗ 517.4% |

Message volume increased by

↗ 517.4%

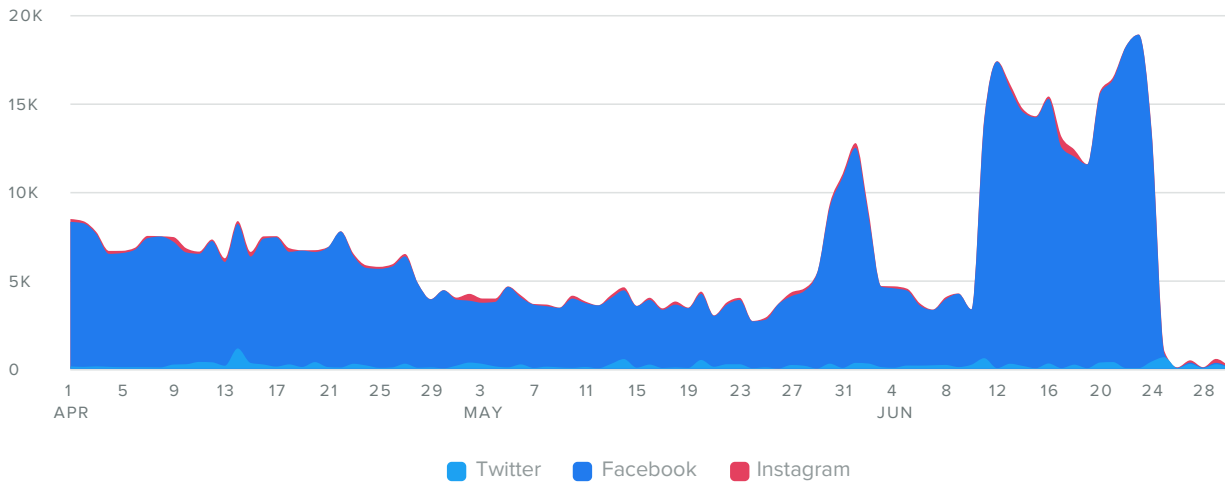
since previous date range

SOCIAL MEDIA REPORT - GROUP REPORT



Group Impressions

IMPRESSIONS PER DAY



| Impressions Metrics | Totals | % Change |
|--------------------------|----------------|-----------------|
| Twitter Impressions | 17,317 | ↗ 68.4% |
| Facebook Impressions | 576,292 | ↗ 834.3% |
| Instagram Impressions | 10,962 | ↗ 1,013% |
| Total Impressions | 604,571 | ↗ 728.7% |

Total Impressions increased by

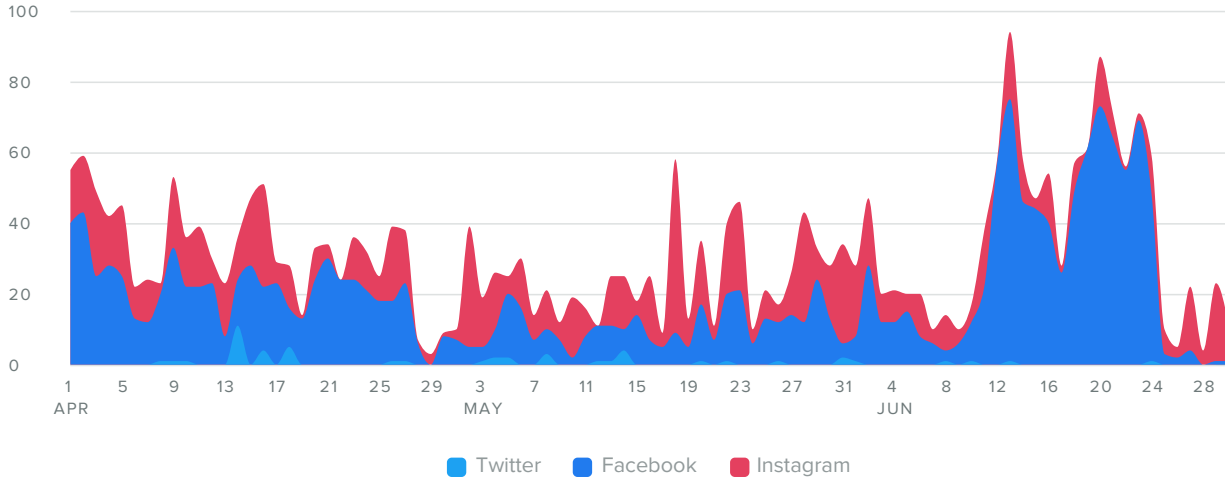
728.7%

since previous date range

SOCIAL MEDIA REPORT - GROUP

Group Engagement

ENGAGEMENTS PER DAY






| Engagement Metrics | Totals | % Change |
|--------------------------|--------------|-----------------|
| Twitter Engagements | 49 | ↘ 2% |
| Facebook Engagements | 1,772 | ↗ 539.7% |
| Instagram Engagements | 1,044 | ↗ 489.8% |
| Total Engagements | 2,865 | ↗ 468.5% |

The number of engagements increased by

468.5%



since previous date range

Group Stats by Profile/Page

| Profile/Page | Total Fans / Followers | Fan / Follower Increase | Messages Sent | Impressions | Impressions per Message Sent | Engagements | Engagements per Message Sent | Link Clicks |
|--|------------------------|-------------------------|---------------|-------------|------------------------------|-------------|------------------------------|-------------|
|  Explore Wilsonville @SeeWilsonville | 5 | 100% | 64 | 17,317 | 270.6 | 49 | 0.8 | 3 |
|  Explore Wilsonville Business Page | 152 | 157.63% | 65 | 576,292 | 8,866 | 1,772 | 27.3 | 14,102 |
|  Explore Wilsonville (Business) @explorewilsonville | 187 | 65.49% | 73 | 10,962 | 150.2 | 1,044 | 14.3 | – |

SOCIAL MEDIA REPORT - GROUP

Group Stats by Profile/Page

| Profile/Page | Total Fans / Followers | Fan / Follower Increase | Messages Sent | Impressions | Impressions per Message Sent | Engagements | Engagements per Message Sent | Link Clicks |
|--|------------------------|-------------------------|---------------|-------------|------------------------------|-------------|------------------------------|-------------|
|  Explore Wilsonville Oregon  ExploreWilsonville | 2 | 100% | 68 | - | - | - | - | - |

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages for **Explore Wilsonville**

April 1, 2019 – June 30, 2019

SOCIAL MEDIA REPORT - FACEBOOK



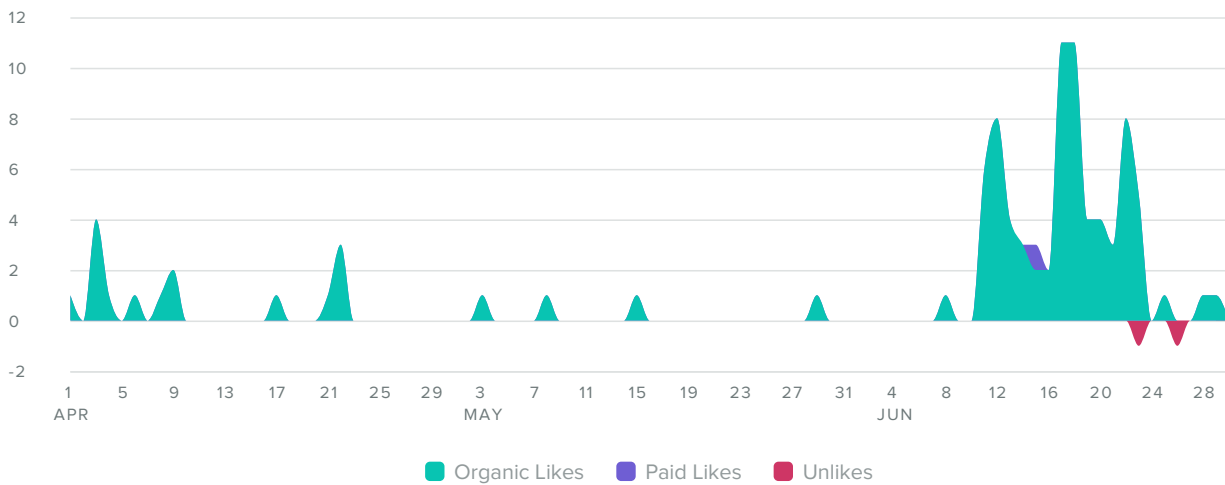
Facebook Pages | 1 of 8

Facebook Activity Overview

| | | |
|--|---|------------------------------------|
| <p>Impressions</p> <p> 576.3k</p> | <p>Engagements</p> <p> 1,772</p> | <p>Clicks</p> <p> 14.1k</p> |
|--|---|------------------------------------|

Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



| Audience Growth Metrics | Totals |
|-------------------------|------------|
| Total Fans | 152 |
| Paid Likes | 1 |
| Organic Likes | 94 |
| Unlikes | 2 |
| Net Likes | 93 |

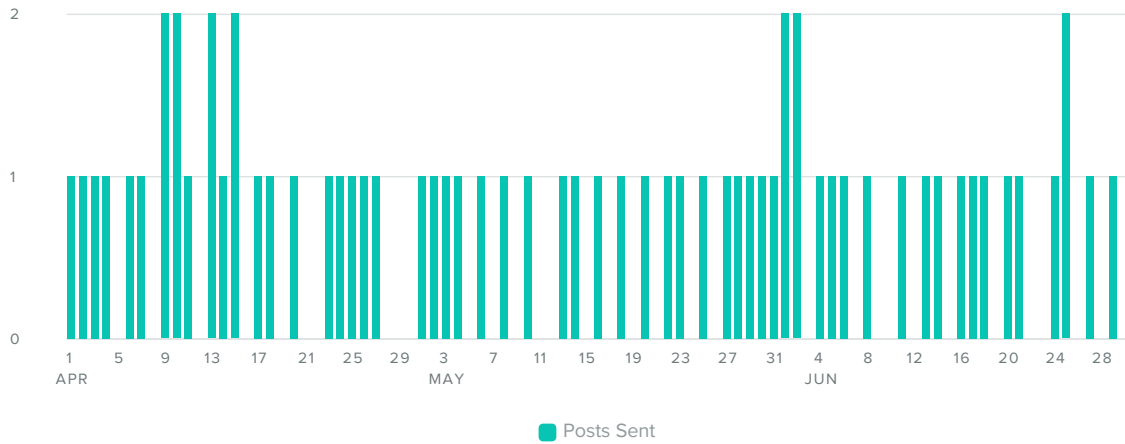
Total fans increased by
▲157.6%
 since previous date range

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Publishing Behavior

POSTS, BY DAY



| Publishing Metrics | Totals |
|--------------------|-----------|
| Photos | 65 |
| Videos | 0 |
| Posts | 0 |
| Notes | 0 |
| Total Posts | 65 |

The number of posts you sent increased by




▲85.7%

since previous date range

SOCIAL MEDIA REPORT - FACEBOOK





Facebook Top Posts, by Reactions

| Post | Reactions | Comments | % Users Engaged | Reach |
|---|-----------|----------|-----------------|--------|
| <p>Explore Wilsonville 📍 Wilsonville Festival of Arts A Pocket Trip: A Free-Fun-For-the-Whole-Family Arts Festival Happening June 1-2, 2019 Celebrate the spirit of imagination and creativity during the Wilsonville Festival of the Arts, held this weekend at Wilsonville's Town Center Park. From art installations and demos to world-renowned authors to a micro movie theater, the free festival highlights more than 100 visual, literary and performing artists. ---> https://explorewilsonville.com/event/wilsonville-festival-of-arts/</p>  <p>(Post) May 29, 2019 5:33 pm</p> | 25 | 0 | 0.7% | 17,711 |
| <p>Explore Wilsonville 📍 Wilsonville Farmers Market A Pocket Trip: Celebrate summer in a healthy way while you support your community. Grab your shopping bags and head out to the market today for locally made goods and farm fresh produce, meat and eggs. 🥦🍅 Every Thursday from 4:00 - 8:00 pm through October 17. #explorewilsonville #WilsonvilleOregon #portlandoregon #wilsonvillefarmersmarket #farmfresh #shoplocal #traveloregon</p>  <p>(Post) June 27, 2019 7:02 am</p> | 4 | 0 | 6.8% | 59 |
| <p>Explore Wilsonville ENTER TO WIN A "PICK YOUR POCKET TRIP" WEEKEND IN OREGON! Enter to win a weekend of non-stop fun in Wilsonville, near Portland, Oregon. You could win: Lodging + On Farm Cooking Class + Family Fun Passes to World of Speed & Bullwinkle's. #ExploreWilsonville --> ENTER NOW at https://explorewilsonville.com/pick-your-pocket-trip-contest/</p>  <p>(Post) June 17, 2019 8:17 pm</p> | 4 | 1 | 6.8% | 103 |

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Top Posts, by Reactions

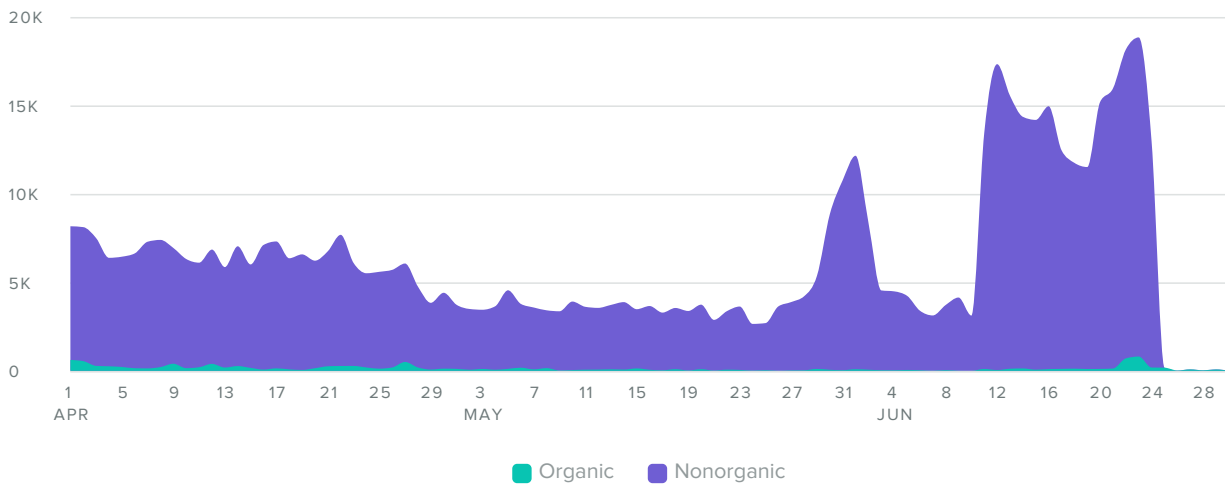
| Post | Reactions | Comments | % Users Engaged | Reach |
|---|-----------|----------|-----------------|-------|
| <p>Explore Wilsonville</p> <p>📍 Oaks Park A Pocket Trip: Grab the family and hang on tight. One of America's most cherished amusement parks, Oaks Park is nestled under famous oak trees where you'll find a rollerskating rink (with a live pipe organ!), 20 park rides, a miniature golf course and carnival games. 🚗📍 Drive time: 16 miles from Wilsonville, Oregon #explorewilsonville #WilsonvilleOregon #portlandoregon</p>  <p>(Post) June 8, 2019 7:01 am</p> | 4 | 0 | 9.6% | 52 |
| <p>Explore Wilsonville</p> <p>📍 Aurora Colony Winery A Pocket Trip: Book today for this Thursday, June 20's fabulous Tony Starlight tribute to Neil Diamond along with an Italian Buffet with lasagna and salad bar. 🎵🍷 The second set will entertain requests from all genres. 1 day advanced booking is required, and the show will be performed outdoors on the patio, weather permitting. 🚗 Drive time: 6 miles from Wilsonville, Oregon. Image LuLish Design #explorewilsonville #WilsonvilleOregon #portlandoregon #aurorahillwinery #traveloregon</p>  <p>(Post) June 18, 2019 7:01 am</p> | 3 | 0 | 4.8% | 62 |

SOCIAL MEDIA REPORT - FACEBOOK



Facebook Impressions

PAGE IMPRESSIONS, BY DAY



| Impressions Metrics | Totals |
|------------------------------------|----------------|
| Organic Impressions | 12,443 |
| Nonorganic Impressions | 563,849 |
| Total Impressions | 576,292 |
| Average Daily Users Reached | 6,019.4 |

Total Impressions increased by

▲834.3%

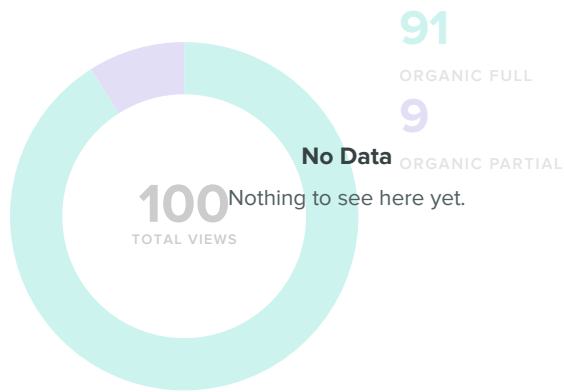
since previous date range

SOCIAL MEDIA REPORT - FACEBOOK

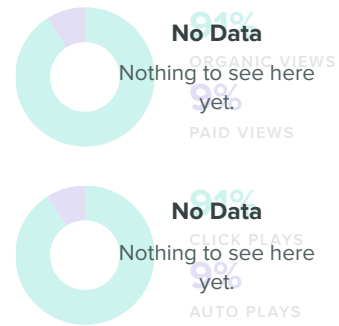


Facebook Video Performance

VIEW METRICS



VIEWING BREAKDOWN

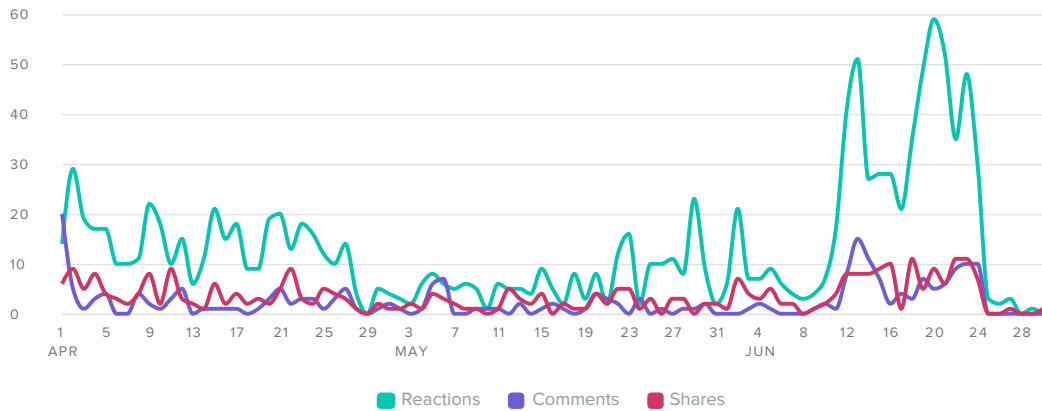


SOCIAL MEDIA REPORT - FACEBOOK



Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



| Action Metrics | Totals |
|--------------------------|--------------|
| Reactions | 1,222 |
| Comments | 229 |
| Shares | 321 |
| Total Engagements | 1,772 |

Total Engagements increased by
▲539.7%
since previous date range

SOCIAL MEDIA REPORT - FACEBOOK



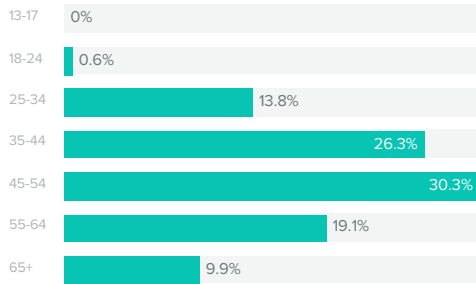
Facebook Audience Demographics

Page Fans

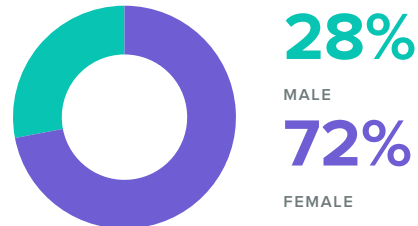
People Reached

People Engaged

BY AGE



BY GENDER



Women between the ages of **45-54** appear to be the leading force among your fans.

Top Countries

| | |
|---------------|-----|
| United States | 124 |
| Canada | 26 |
| Egypt | 1 |
| India | 1 |

Top Cities

| | |
|------------------------|----|
| Wilsonville, OR | 26 |
| Portland, OR | 9 |
| Bend, OR | 4 |
| Victoria, BC, Canada | 4 |
| Abbotsford, BC, Canada | 3 |

Facebook Stats by Page

| Facebook Page | Total Fans | Fan Increase | Posts Sent | Impressions | Impressions per Post | Engagements | Engagements per Post | Link Clicks |
|---------------------|------------|--------------|------------|-------------|----------------------|-------------|----------------------|-------------|
| Explore Wilsonville | 152 | 157.63% | 65 | 576,292 | 8,866 | 1,772 | 27.3 | 14,102 |

SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Business Profiles for **Explore Wilsonville**

April 1, 2019 – June 30, 2019

Determine the impact of Instagram content by analyzing your activity.



SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Performance Summary

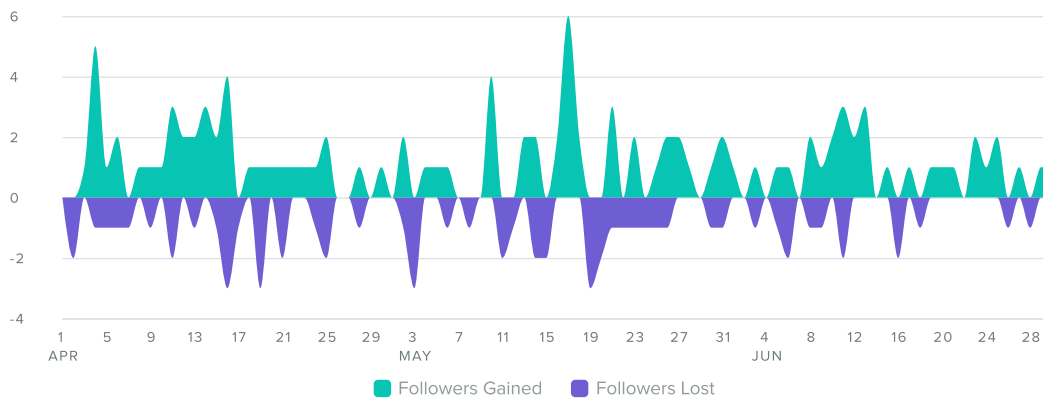
View your key profile performance metrics from the reporting period.

| | | |
|-------------------------------------|-------------------------------------|--------------------------------------|
| Impressions 10,962 ↗ 109% | Engagements 1,044 ↗ 56.3% | Profile Clicks 20 ↗ 1,900% |
|-------------------------------------|-------------------------------------|--------------------------------------|

Instagram Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day



| Audience Metrics | Totals | % Change |
|----------------------------|------------|----------------|
| Followers | 187 | ↗ 31.7% |
| Net Follower Growth | 43 | ↗ 48.3% |
| Followers Gained | 106 | ↗ 65.6% |
| Followers Lost | 63 | ↗ 80% |

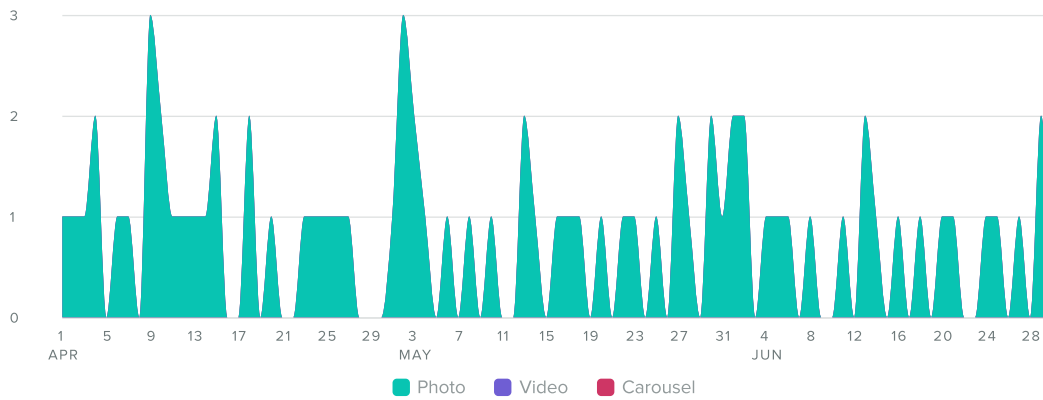
SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Publishing Behavior

View the different types of messages you published during the selected time period.

Messages Sent Content Breakdown, by Day



| Publishing Behavior by Content Type | Lifetime Totals | % Change |
|-------------------------------------|-----------------|----------------|
| Total Messages Sent | 73 | ↗ 97.3% |
| Photo | 73 | ↗ 102.8% |
| Video | 0 | ↘ 100% |
| Carousel | 0 | → 0% |

SOCIAL MEDIA REPORT - INSTAGRAM





Instagram Business Profiles | 3 of 8

Instagram Top Messages

Review your top messages published during the selected time period, based on the message's lifetime performance.


Top Messages By Lifetime Engagements


 explorewilsonville
Fri 5/17/2019 8:13 pm PDT



Sign us up @thekitchenmgf 🍴 Check out all of their yum cooking classes happening in a farm kitchen in


| | |
|--------------------------|-----------|
| Total Engagements | 57 |
| Likes | 57 |
| Comments | 0 |
| Saves | 0 |

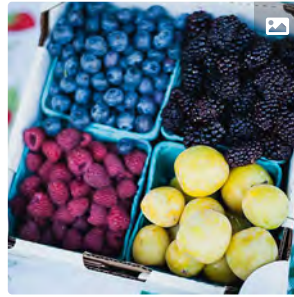
 explorewilsonville
Wed 5/22/2019 7:02 am PDT



📍 Lady Hill Winery A Pocket Trip: Include a visit to Lady Hill Winery over Memorial Day weekend and plan to Rosé all day!

| | |
|--------------------------|-----------|
| Total Engagements | 28 |
| Likes | 26 |
| Comments | 2 |
| Saves | 0 |

 explorewilsonville
Thu 5/16/2019 7:02 am PDT



📍 Sofia Park Mmm...get those taste buds ready for farm fresh produce, meat and eggs starting next Thursday, May 23 at

| | |
|--------------------------|-----------|
| Total Engagements | 26 |
| Likes | 23 |
| Comments | 3 |
| Saves | 0 |

SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Outbound Hashtag Performance

Review your hashtag usage during the reporting period and contrast them with hashtags that drew the most engagement.

MOST USED HASHTAGS

| | |
|---------------------------|----|
| #explorewilsonville | 66 |
| #portlandoregon | 60 |
| #WilsonvilleOregon | 59 |
| #traveloregon | 37 |
| #wilsonvillefarmersmarket | 7 |
| #ladyhillwinery | 6 |
| #mcmenaminsoldchurch | 6 |
| #wilsonvilleoregon | 6 |
| #auroracolonyvineyards | 5 |
| #oregonwine | 5 |

TOP HASHTAGS BY LIFETIME ENGAGEMENTS

| | |
|---------------------------|-----|
| #explorewilsonville | 862 |
| #portlandoregon | 768 |
| #WilsonvilleOregon | 766 |
| #traveloregon | 531 |
| #wilsonvilleoregon | 142 |
| #wilsonvillefarmersmarket | 122 |
| #ladyhillwinery | 89 |
| #mcmenaminsoldchurch | 88 |
| #pdx eats | 70 |
| #pdxfood | 70 |

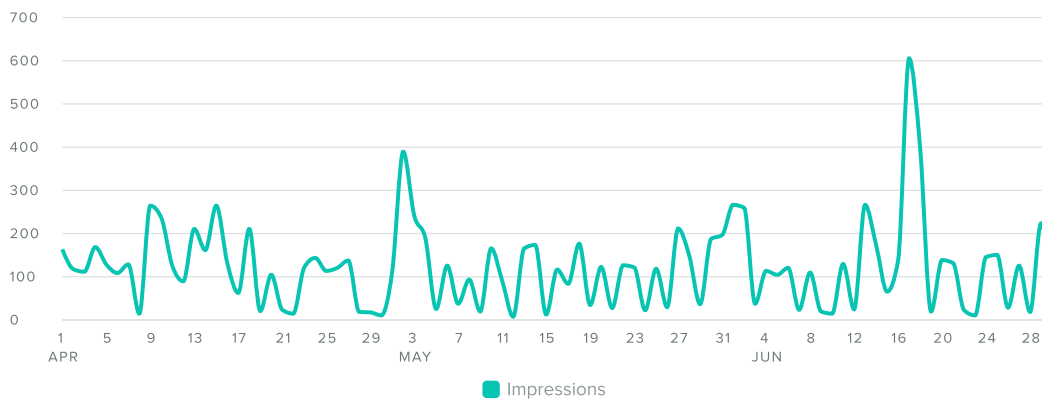
SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Impressions

Review how your content was seen by the Instagram community during the reporting period.

Impressions, by Day



| Impression Metrics | Totals | % Change |
|---------------------------------------|---------------|---------------|
| Impressions | 10,962 | ↗ 109% |
| Average Daily Impressions per Profile | 120.46 | ↗ 109% |
| Average Daily Reach per Profile | 75.41 | ↗ 120% |

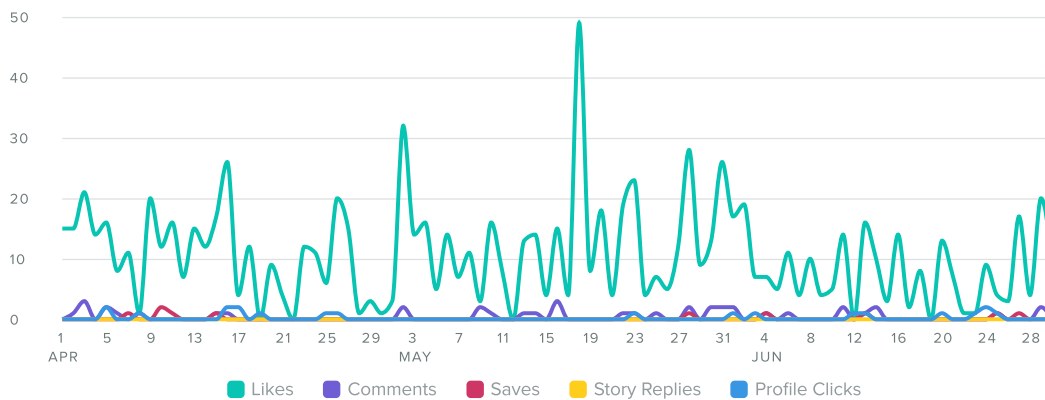
SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Engagement

Visualize how people are engaging with the messages that you published during selected the time period

Engagements Comparison, by Day



| Engagement Metrics | Totals | % Change |
|---|--------------|----------------|
| Total Engagements | 1,044 | ↗ 56.3% |
| Likes | 973 | ↗ 54.7% |
| Comments | 41 | ↗ 46.4% |
| Saves | 10 | → 0% |
| Story Replies | 0 | → 0% |
| Profile Clicks | 20 | ↗ 1,900% |
| Engagement Rate (per Impression) | 9.5% | ↘ 25.2% |

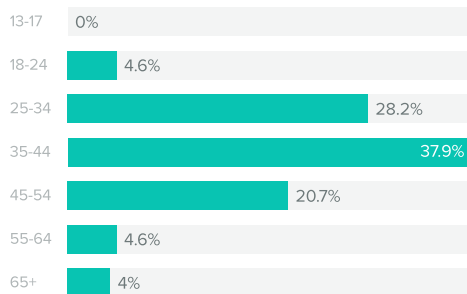
SOCIAL MEDIA REPORT - INSTAGRAM



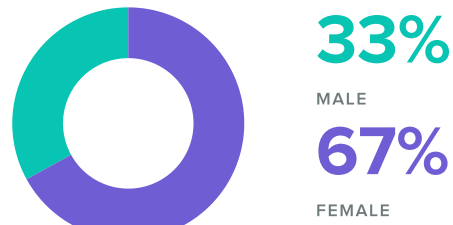
Instagram Audience Demographics

Review your audience demographics as of the last day of the reporting period.

AUDIENCE BY AGE



AUDIENCE BY GENDER



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

Audience Top Countries

| | |
|---------------|-----|
| United States | 162 |
| Canada | 4 |
| Colombia | 2 |
| Albania | 1 |
| China | 1 |

Audience Top Cities

| | |
|---------------------|----|
| Wilsonville, Oregon | 54 |
| Portland, Oregon | 44 |
| Tulatin, Oregon | 5 |
| Canby, Oregon | 4 |
| Beaverton, Oregon | 3 |


SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Business Profiles | 8 of 8

Instagram Profiles

Review your aggregate profile metrics from the reporting period.

| Profile ▲ | Followers | Net Follower Growth | Messages Sent | Impressions | Engagements | Engagement Rate (per Impression) |
|---|------------|---------------------|---------------|---------------|--------------|----------------------------------|
| Reporting Period Activity | 187 | 43 | 73 | 10,962 | 1,044 | 9.5% |
| Apr 1, 2019 – Jun 30, 2019 | ↗ 31.7% | ↗ 48.3% | ↗ 97.3% | ↗ 109% | ↗ 56.3% | ↘ 25.2% |
| Compare to | 142 | 29 | 37 | 5,244 | 668 | 12.7% |
| Dec 31, 2018 – Mar 31, 2019 | | | | | | |
|  Explore Wilsonville @explorewilsonville | 187 | 43 | 73 | 10,962 | 1,044 | 9.5% |

SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles for **Explore Wilsonville**

April 1, 2019 – June 30, 2019

Track profile performance to determine the impact of Twitter content



SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 1 of 6

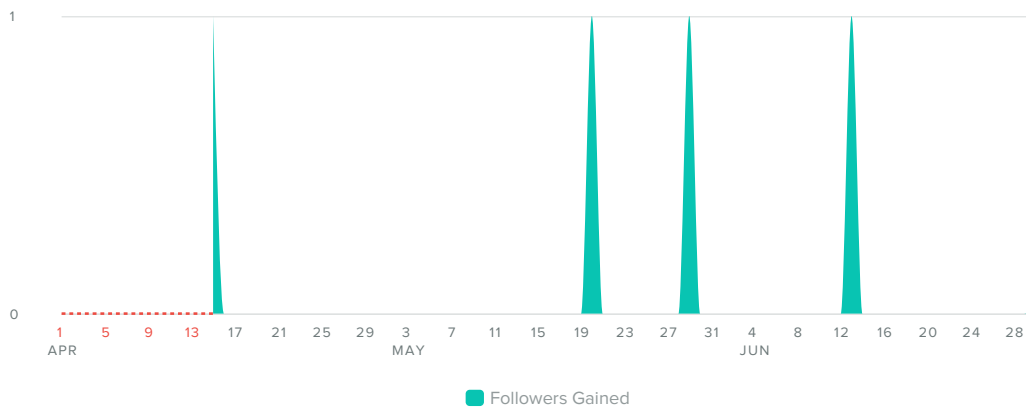
Twitter Activity Overview

| | | |
|-------------------------------------|--------------------------------|-------------------------|
| Organic Impressions 17.3k | Total Engagements 49 | Link Clicks 3 |
|-------------------------------------|--------------------------------|-------------------------|

Twitter Audience Growth

FOLLOWERS GAINED, BY DAY

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



| Follower Metrics | Totals |
|--------------------------|----------|
| Total Followers | 5 |
| Net Follower Growth | 4 |
| People that you followed | 0 |

Total followers increased by

▲100%

since previous date range

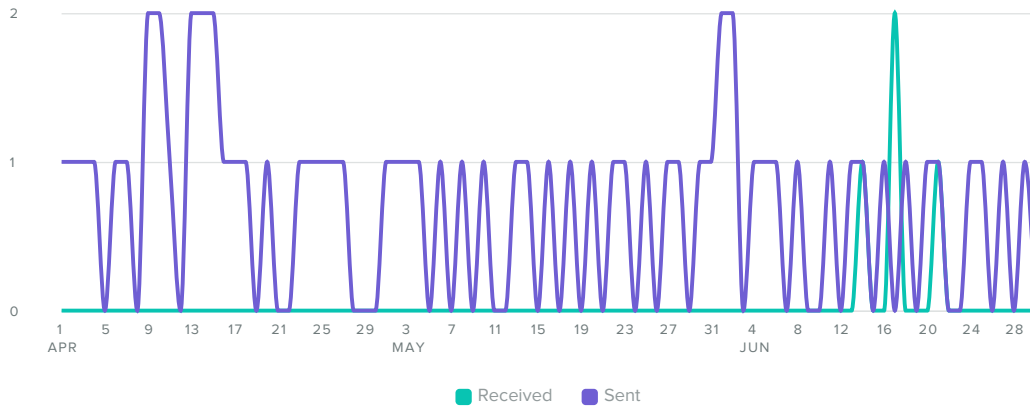
SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 2 of 6

Twitter Posts & Conversations

MESSAGES PER DAY




| Sent/Received Metrics | Totals |
|--------------------------|-----------|
| Tweets sent | 64 |
| Direct Messages sent | 0 |
| Total Sent | 64 |
| Mentions received | 4 |
| Direct Messages received | 0 |
| Total Received | 4 |

The number of messages you sent increased by **88.2%** since previous date range

The number of messages you received increased by **100%** since previous date range

Twitter Top Posts, by Responses

| Tweet | Potential Reach | Responses | Clicks | Retweets |
|--|-----------------|-----------|--------|----------|
|  <p>SeeWilsonville Filberts Farmhouse Kitchen filbertsfarmhousekitchen A Pocket Trip: A NEW farmhouse-chic dining experience for lunch or dinner in Aurora, Oregon. Hand-crafted signature menu by several award-winning chefs, including Southpark's Chef Chris Robertson, Hudson's Chef Ray Delgado, an https://t.co/hJFHMfzV09</p> <p>(Tweet) April 14, 2019 9:41 am</p> | 2,804 | 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>📍 World of Speed A Pocket Trip: Discover the rise and triumphs of "Women in Racing," a featured exhibit at the World of Speed museum. 🏎️ Meet the women of open-wheel racing, who have been tackling ovals, road courses, and dirt tracks for decades. history. 📖 #explorewilsonville https://t.co/n0sNxJvDmO</p> <p>(Tweet) May 8, 2019 7:01 am</p> | 2,284 | 1 | 0 | 1 |
| <p>SeeWilsonville</p> <p>📍 Champoeg State Heritage Area A Pocket Trip: Celebrate Oregon's 176th anniversary of Founder's Day 2019 today with family-friendly activities and exhibits at at the Champoeg State Heritage Area (Pioneer Pavilion & Monument). #explorewilsonville https://t.co/xfeFGuvzr4</p> <p>(Tweet) May 4, 2019 7:01 am</p> | 207 | 1 | 0 | 1 |
| <p>SeeWilsonville</p> <p>📍 Vista Balloon Adventures A Pocket Trip: Expand your horizons with an exhilarating hot air balloon ride over the gorgeous Willamette Valley wine country. Your 3-hour adventure including a 1-hour hot air balloon flight and a gourmet brunch begins in Newberg. #explorewilsonville https://t.co/NJjnpU6B6</p> <p>(Tweet) June 29, 2019 7:01 am</p> | 5 | 0 | 0 | 0 |
| <p>SeeWilsonville</p> <p>📍 Wilsonville Farmers Market A Pocket Trip: Celebrate summer in a healthy way while you support your community. Head out to the market today for locally made goods and farm fresh produce, meat and eggs. 🥕 Every Thursday from 4:00 - 8:00 pm through October 17. #explorewilsonville https://t.co/pAoD776AV0</p> <p>(Tweet) June 27, 2019 7:02 am</p> | 5 | 0 | 0 | 0 |

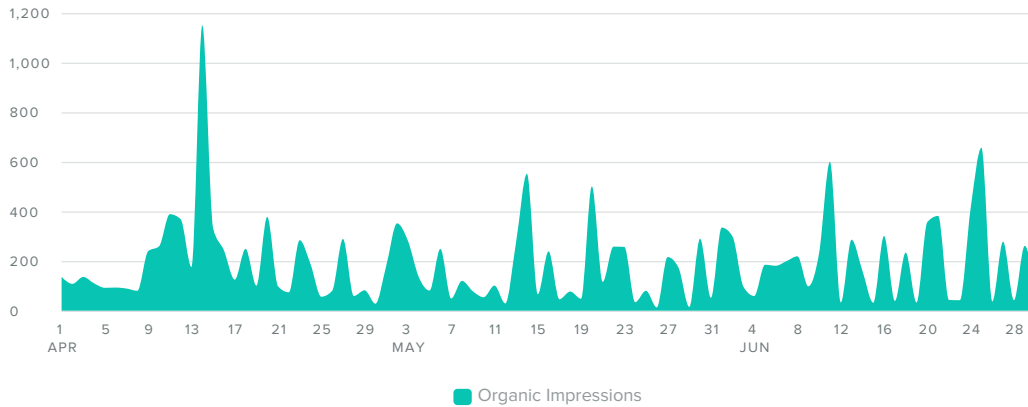
SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 4 of 6

Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY

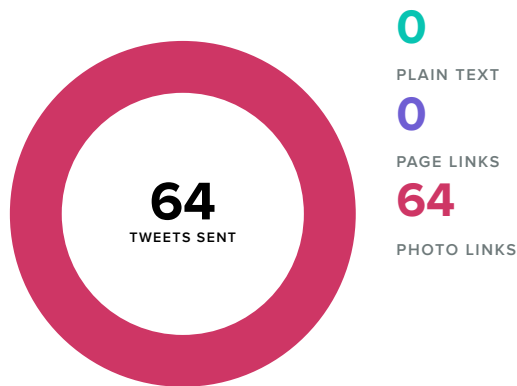


| Impressions Metrics | Totals |
|-------------------------------------|---------------|
| Average Organic Impressions per Day | 190.3 |
| Total Organic Impressions | 17,317 |

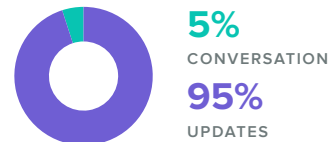
Organic Impressions increased by **68.4%** since previous date range

Twitter Publishing Behavior

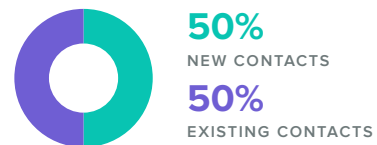
SENT MESSAGE CONTENT



CONVERSATION BEHAVIOR (LAST 100 TWEETS)



CONTACT BEHAVIOR (ALL TWEETS)



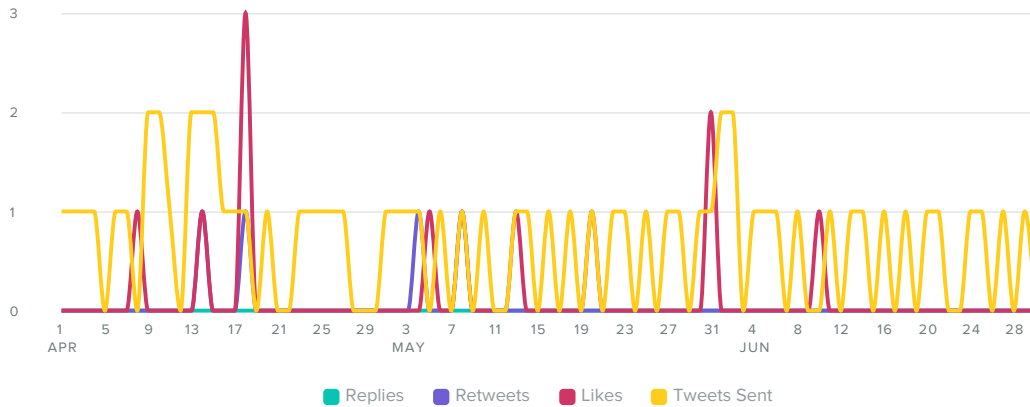
SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 5 of 6

Twitter Engagement

ENGAGEMENT COUNT



| Engagement Metrics | Totals |
|------------------------------------|-----------|
| Total Engagements | 49 |
| Replies | 0 |
| Retweets | 4 |
| Retweets with Comments | 0 |
| Likes | 12 |
| <hr/> | |
| Engagements per Follower | 9.8 |
| Organic Impressions per Follower | 3,463.4 |
| Engagements per Tweet | 0.77 |
| Organic Impressions per Tweet | 270.58 |
| Engagements per Organic Impression | 0.0028 |

The number of engagements decreased by

-2%

since previous date range

The number of organic impressions per Tweet decreased by

-10.6%

since previous date range

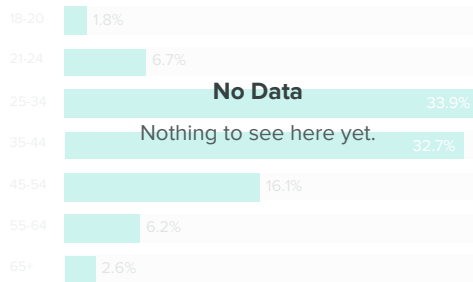
SOCIAL MEDIA REPORT - TWITTER



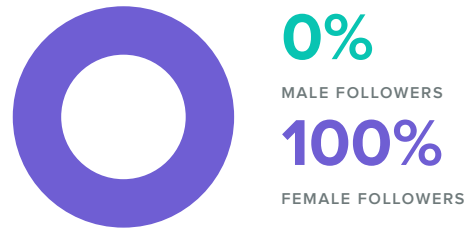
Twitter Profiles | 6 of 6

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 | 5 | 100% | 64 | 17,317 | 3,463.4 | 49 | 9.8 | 4 | 3 |

HIGHLIGHTS: STR REPORT

Smith Travel Research Report

Wilsonville • Troutdale

April - June 2019

- In April, May, June, Wilsonville's **SUPPLY** (the number of rooms times the number of days in the period) was down **-11.3%** with nearly 2,000 fewer rooms available
- In April, May, June, Troutdale's **SUPPLY** was unchanged
- In April, Wilsonville **OCCUPANCY** was down **-1.7%** and **REVENUE** was down **-13.5%** over previous year
- In April, Troutdale **OCCUPANCY** was down **-4.9%** and **REVENUE** was down **-4.8%** over previous year
- In May, Wilsonville **OCCUPANCY** was up **+2.9%** and **REVENUE** was down **-10.9%** over previous year
- In May, Troutdale **OCCUPANCY** was down **-10.9%** and **REVENUE** was down **-4.1%** over previous year
- In June, Wilsonville **OCCUPANCY** was up **+2.2%** and **REVENUE** was down **-12.9%** over previous year



STR REPORT - APRIL

Date Created: May 16, 2019

Vertigo Marketing Oregon

For the Month of April 2019



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| Help | 6 |

735 East Main Street, Hendersonville, TN 37075 USA
T : +1 615 824 8664
destininfo@str.com www.str.com

Blue Fin Building, 110 Southwark Street, London SE1 0TA
T : +44 (0)20 7922 1930
industryinfo@str.com www.str.com

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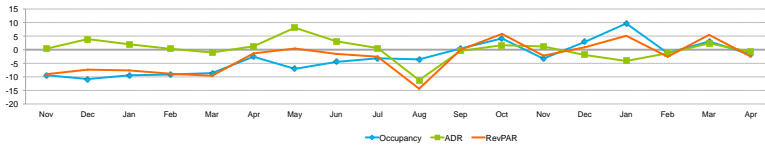
APRIL - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+

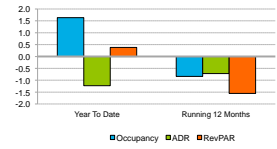
Vertigo Marketing Oregon
For the Month of April 2019

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



| | 2017 | | | | 2018 | | | | 2019 | | | | | | | | | |
|-----------------------|---------|---------|---------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|---------|---------|---------|---------|-----------|
| | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr |
| Occupancy (%) | | | | | | | | | | | | | | | | | | |
| This Year | 63.1 | 54.2 | 52.1 | 52.1 | 54.8 | 72.3 | 75.2 | 77.8 | 79.4 | 81.6 | 79.8 | 68.8 | 58.2 | 55.8 | 57.1 | 61.3 | 66.8 | 71.0 |
| Last Year | 68.3 | 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 | 62.1 | 64.8 | 72.3 |
| Percent Change | -9.3 | -10.8 | -8.4 | -9.1 | -8.6 | -2.6 | -7.1 | -4.5 | -3.2 | -3.5 | 0.4 | 4.1 | -3.3 | 2.9 | 9.6 | -1.2 | 3.1 | -1.7 |
| ADR | | | | | | | | | | | | | | | | | | |
| This Year | 83.00 | 77.84 | 79.85 | 81.84 | 82.24 | 89.46 | 98.16 | 111.10 | 112.67 | 107.96 | 99.28 | 91.40 | 83.96 | 78.56 | 76.56 | 80.74 | 84.16 | 88.77 |
| Last Year | 82.70 | 74.94 | 78.28 | 81.57 | 83.10 | 88.36 | 90.85 | 107.75 | 111.96 | 121.80 | 98.70 | 89.93 | 83.00 | 77.84 | 79.85 | 81.84 | 82.24 | 89.46 |
| Percent Change | 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 | 2.3 | -0.8 |
| RevPAR | | | | | | | | | | | | | | | | | | |
| This Year | 49.92 | 42.21 | 41.82 | 50.79 | 53.29 | 64.68 | 88.88 | 86.40 | 88.38 | 88.16 | 72.34 | 62.85 | 48.85 | 42.58 | 43.75 | 49.48 | 56.19 | 63.07 |
| Last Year | 54.87 | 45.56 | 45.95 | 55.70 | 58.93 | 65.56 | 88.59 | 87.74 | 90.71 | 102.92 | 72.35 | 59.39 | 49.92 | 42.21 | 41.82 | 50.78 | 53.29 | 64.68 |
| Percent Change | -9.0 | -3.4 | -7.6 | -8.9 | -8.6 | -1.3 | 0.4 | -1.5 | -2.6 | -14.3 | 0.0 | 5.8 | -2.2 | 0.9 | 5.1 | -2.6 | 5.4 | -2.5 |
| Supply | | | | | | | | | | | | | | | | | | |
| This Year | 16,800 | 17,360 | 17,360 | 15,880 | 17,360 | 16,800 | 16,800 | 16,800 | 17,360 | 16,800 | 17,360 | 16,800 | 17,360 | 16,800 | 17,360 | 15,880 | 15,407 | 14,910 |
| Last Year | 16,800 | 17,360 | 17,360 | 15,880 | 17,360 | 16,800 | 16,800 | 16,800 | 17,360 | 16,800 | 17,360 | 16,800 | 17,360 | 16,800 | 17,360 | 15,880 | 17,360 | 16,800 |
| 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 | -11.3 | -11.3 | -11.3 |
| Demand | | | | | | | | | | | | | | | | | | |
| This Year | 10,104 | 9,414 | 9,048 | 9,790 | 11,249 | 12,148 | 12,182 | 13,066 | 13,618 | 14,173 | 12,365 | 11,937 | 9,771 | 9,683 | 9,609 | 9,288 | 10,288 | 10,693 |
| Last Year | 11,146 | 10,555 | 9,989 | 10,707 | 12,311 | 12,466 | 13,107 | 13,680 | 14,066 | 14,894 | 12,314 | 11,464 | 10,104 | 9,414 | 9,048 | 9,790 | 11,249 | 12,148 |
| Percent Change | -9.3 | -10.8 | -9.4 | -9.1 | -8.6 | -2.6 | -7.1 | -4.5 | -3.2 | -3.5 | 0.4 | 4.1 | -3.3 | 2.9 | 9.6 | -1.2 | 3.1 | -1.7 |
| Revenue | | | | | | | | | | | | | | | | | | |
| This Year | 838,670 | 732,824 | 722,466 | 796,269 | 925,150 | 1,086,595 | 1,195,739 | 1,451,571 | 1,534,275 | 1,530,447 | 1,215,258 | 1,091,040 | 820,597 | 739,255 | 759,435 | 775,829 | 865,787 | 940,311 |
| Last Year | 921,771 | 790,984 | 781,982 | 873,350 | 1,023,075 | 1,101,456 | 1,190,721 | 1,474,081 | 1,274,755 | 1,798,739 | 1,215,421 | 1,030,958 | 838,070 | 732,824 | 722,466 | 796,269 | 925,150 | 1,086,595 |
| Percent Change | -9.0 | -3.4 | -7.6 | -8.9 | -8.6 | -1.3 | 0.4 | -1.5 | -2.6 | -14.3 | 0.0 | 5.8 | -2.2 | 0.9 | 5.1 | -2.6 | 5.4 | -2.5 |
| Census % | | | | | | | | | | | | | | | | | | |
| Census Props | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 |
| Census Rooms | 580 | 580 | 580 | 580 | 580 | 580 | 580 | 580 | 580 | 580 | 580 | 580 | 580 | 580 | 580 | 580 | 497 | 497 |
| % Rooms Participating | 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 | 78.4 | 88.3 |

A blank row indicates insufficient data.

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| | Year To Date | | | Running 12 Months | | |
|----------------------|--------------|-----------|-----------|-------------------|------------|------------|
| | 2017 | 2018 | 2019 | 2017 | 2018 | 2019 |
| Occupancy (%) | | | | | | |
| This Year | 67.7 | 62.8 | 63.8 | 72.8 | 69.0 | 68.4 |
| Last Year | 65.8 | 67.7 | 62.8 | 72.3 | 72.8 | 69.0 |
| Percent Change | 2.8 | -7.3 | 1.6 | 0.7 | -5.2 | -0.8 |
| ADR | | | | | | |
| This Year | 83.12 | 83.71 | 82.89 | 91.31 | 94.85 | 94.16 |
| Last Year | 78.51 | 83.12 | 83.71 | 87.06 | 91.31 | 94.85 |
| Percent Change | 5.9 | 0.7 | -1.2 | 4.9 | 3.9 | -0.7 |
| RevPAR | | | | | | |
| This Year | 56.25 | 52.54 | 52.74 | 66.44 | 65.43 | 64.42 |
| Last Year | 51.89 | 56.25 | 52.54 | 62.91 | 66.44 | 65.43 |
| Percent Change | 8.8 | -6.6 | 0.4 | 5.6 | -1.5 | -1.6 |
| Supply | | | | | | |
| This Year | 67,200 | 67,200 | 63,357 | 204,216 | 204,400 | 200,557 |
| Last Year | 66,870 | 67,200 | 67,200 | 203,335 | 204,216 | 204,400 |
| Percent Change | 0.5 | 0.0 | -6.7 | 0.4 | 0.1 | -1.9 |
| Demand | | | | | | |
| This Year | 46,473 | 42,173 | 40,410 | 148,593 | 141,015 | 137,205 |
| Last Year | 44,024 | 45,473 | 42,173 | 146,933 | 148,993 | 141,915 |
| Percent Change | 3.3 | -7.3 | -4.2 | 1.1 | -5.1 | -2.7 |
| Revenue | | | | | | |
| This Year | 3,779,863 | 3,530,480 | 3,341,362 | 13,597,305 | 13,374,649 | 12,919,804 |
| Last Year | 3,456,250 | 3,779,863 | 3,530,480 | 12,791,502 | 13,597,305 | 13,374,649 |
| Percent Change | 9.4 | -6.6 | -5.4 | 6.1 | -1.4 | -3.4 |

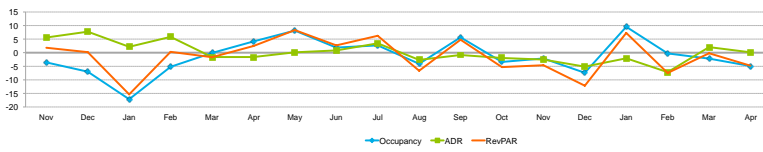
APRIL - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

Vertigo Marketing Oregon
For the Month of April 2019

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



| | 2017 | | | | 2018 | | | | | | | | | | | | 2019 | | | |
|-----------------------|---------|---------|---------|---------|---------|---------|-----------|-----------|-----------|-----------|-----------|-----------|---------|---------|---------|---------|---------|---------|--|--|
| | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | | |
| Occupancy (%) | | | | | | | | | | | | | | | | | | | | |
| This Year | 63.2 | 62.0 | 51.4 | 53.1 | 73.1 | 76.8 | 83.3 | 89.4 | 90.2 | 86.3 | 79.8 | 71.5 | 61.9 | 57.4 | 56.3 | 60.0 | 71.5 | 73.0 | | |
| Last Year | 65.8 | 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 | 73.1 | 76.8 | | |
| Percent Change | -3.6 | -7.0 | -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 | -8.3 | -2.2 | -4.9 | | |
| ADR | | | | | | | | | | | | | | | | | | | | |
| This Year | 88.82 | 88.81 | 89.80 | 86.89 | 83.88 | 87.38 | 88.66 | 110.05 | 123.67 | 118.91 | 105.29 | 91.42 | 86.59 | 84.24 | 79.15 | 79.71 | 85.56 | 87.52 | | |
| Last Year | 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 | 87.38 | | |
| Percent Change | 5.6 | 7.7 | 2.2 | 5.8 | -1.8 | -1.6 | 0.1 | 0.8 | 3.4 | -2.6 | -0.9 | -1.9 | -5.5 | -6.2 | -2.0 | -7.2 | 2.0 | 0.2 | | |
| RevPAR | | | | | | | | | | | | | | | | | | | | |
| This Year | 56.16 | 55.03 | 41.87 | 54.23 | 61.31 | 67.15 | 73.85 | 90.30 | 111.49 | 105.46 | 83.77 | 65.35 | 53.59 | 48.35 | 44.59 | 50.20 | 61.17 | 63.89 | | |
| Last Year | 55.15 | 54.94 | 49.10 | 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 | 61.31 | 67.10 | | |
| Percent Change | 1.8 | 0.2 | -15.3 | 0.3 | -1.7 | 2.4 | 8.3 | 2.7 | 6.2 | -6.6 | 4.8 | -5.3 | -4.6 | -12.2 | 7.3 | -7.4 | -0.2 | -4.8 | | |
| Supply | | | | | | | | | | | | | | | | | | | | |
| This Year | 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 | 14,730 | | |
| Last Year | 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 | 14,730 | | |
| 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 | 9,314 | 9,432 | 7,831 | 6,681 | 11,125 | 11,311 | 12,679 | 13,172 | 13,722 | 13,133 | 11,720 | 10,880 | 9,116 | 8,738 | 8,576 | 8,658 | 10,880 | 10,753 | | |
| Last Year | 9,657 | 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 | 11,125 | 11,311 | | |
| Percent Change | -3.6 | -2.0 | -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 | -8.3 | -2.2 | -4.9 | | |
| Revenue | | | | | | | | | | | | | | | | | | | | |
| This Year | 827,285 | 837,660 | 632,714 | 745,992 | 933,185 | 988,369 | 1,124,072 | 1,462,747 | 1,696,955 | 1,574,808 | 1,233,847 | 994,663 | 786,323 | 735,877 | 678,759 | 690,123 | 931,142 | 941,112 | | |
| Last Year | 812,378 | 836,225 | 747,311 | 743,152 | 949,096 | 964,836 | 1,037,869 | 1,424,158 | 1,297,499 | 1,696,495 | 1,177,840 | 1,050,304 | 827,285 | 837,660 | 632,714 | 745,992 | 933,185 | 988,369 | | |
| Percent Change | 1.8 | 0.2 | -15.3 | 0.3 | -1.7 | 2.4 | 8.3 | 2.7 | 6.2 | -6.6 | 4.8 | -5.3 | -4.6 | -12.2 | 7.3 | -7.4 | -0.2 | -4.8 | | |
| 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 (%) | | | | | | |
| This Year | 68.9 | 66.1 | 66.0 | 76.5 | 73.5 | 73.1 |
| Last Year | 70.1 | 68.9 | 66.1 | 76.7 | 76.5 | 73.5 |
| Percent Change | -1.7 | -4.1 | -0.2 | -0.2 | -3.9 | 0.2 |
| ADR | | | | | | |
| This Year | 83.85 | 84.72 | 83.39 | 95.07 | 98.20 | 97.38 |
| Last Year | 81.82 | 83.65 | 84.72 | 90.85 | 95.07 | 98.20 |
| Percent Change | 2.5 | 1.0 | -1.6 | 4.6 | 3.3 | -0.9 |
| RevPAR | | | | | | |
| This Year | 57.78 | 66.01 | 55.01 | 72.73 | 72.20 | 71.72 |
| Last Year | 57.38 | 57.78 | 56.01 | 69.85 | 72.73 | 72.20 |
| Percent Change | 0.7 | -3.1 | -1.8 | 4.4 | -0.7 | -0.7 |
| Supply | | | | | | |
| This Year | 58,920 | 58,920 | 58,920 | 179,215 | 179,215 | 179,215 |
| Last Year | 58,920 | 58,920 | 58,920 | 179,215 | 179,215 | 179,215 |
| Percent Change | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Demand | | | | | | |
| This Year | 40,600 | 38,948 | 38,687 | 137,110 | 131,760 | 132,025 |
| Last Year | 41,317 | 40,600 | 38,948 | 137,405 | 137,110 | 131,760 |
| Percent Change | -1.7 | -4.1 | -0.2 | -2.3 | 3.9 | 0.2 |
| Revenue | | | | | | |
| This Year | 3,404,395 | 3,299,860 | 3,241,136 | 13,034,631 | 12,838,970 | 12,853,528 |
| Last Year | 3,380,700 | 3,404,395 | 3,299,860 | 12,483,022 | 13,034,631 | 12,838,970 |
| Percent Change | 0.7 | -3.1 | -1.8 | 4.4 | -0.7 | -0.7 |

A blank row indicates insignificant data.

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STR REPORT - MAY

Date Created: Jun 17, 2019

Vertigo Marketing Oregon

For the Month of May 2019



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735 East Main Street, Hendersonville, TN 37075 USA
T : +1 615 824 8664
destininfo@str.com www.str.com

Blue Fin Building, 110 Southwark Street, London SE1 0TA
T : +44 (0)20 7922 1930
industryinfo@str.com www.str.com

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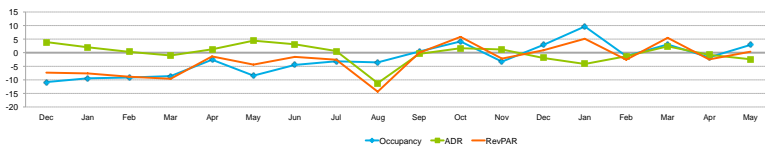
MAY - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+

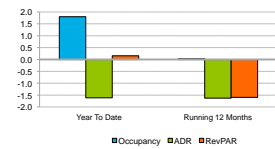
Verigo Marketing Oregon
For the Month of May 2019

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



| | 2017 | | | | | | | | | | | | 2018 | | | | | | | | | | | | 2019 | | | | |
|----------------------|-------|-------|-------|-------|-------|-------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--|------|--|--|--|--|
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jan | Feb | Mar | Apr | May | | | | | | |
| Occupancy (%) | 54.2 | 55.1 | 55.1 | 54.9 | 72.3 | 69.1 | 77.9 | 79.4 | 81.6 | 73.6 | 69.8 | 58.2 | 55.8 | 57.1 | 61.3 | 69.8 | 71.0 | 71.1 | 67.8 | 69.3 | 64.1 | 64.1 | 69.1 | | | | | | |
| This Year | 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 | 88.24 | 89.48 | 94.85 | 84.86 | 86.18 | 84.79 | 87.55 | 91.69 | | | | | | |
| Last Year | 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 | 62.1 | 64.8 | 72.3 | 69.1 | 67.8 | 69.3 | 64.1 | 72.5 | 72.9 | | | | | | |
| Percent Change | -10.8 | -9.4 | -9.1 | -8.6 | -2.6 | -8.4 | -4.5 | -3.2 | -3.5 | 0.4 | 4.1 | -3.3 | -2.9 | 9.6 | -1.2 | 3.1 | -1.7 | 2.9 | 2.5 | -7.5 | 1.8 | 0.5 | -6.1 | | | | | | |

| | Year To Date | | | Running 12 Months | | |
|----------------------|--------------|-------|-------|-------------------|-------|------|
| | 2017 | 2018 | 2019 | 2017 | 2018 | 2019 |
| Occupancy (%) | 67.8 | 69.3 | 64.1 | 72.5 | 72.9 | 68.4 |
| This Year | 84.86 | 86.18 | 84.79 | 87.55 | 91.69 | 88.5 |
| Last Year | 80.28 | 84.95 | 86.18 | 87.55 | 91.69 | 86.4 |
| Percent Change | 5.7 | 1.6 | -1.6 | 4.7 | 3.9 | -1.6 |

A blank low indicates insufficient data.

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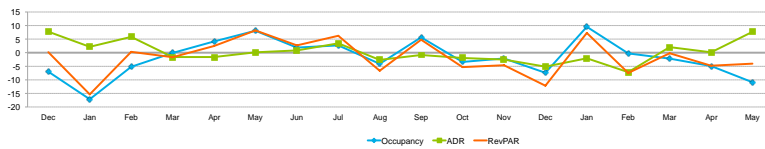
MAY - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

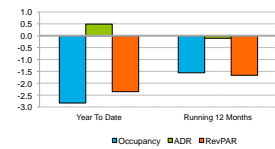
Vertigo Marketing Oregon
For the Month of May 2019

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



| Occupancy (%) | | 2017 | | | | | | | | | | | | 2018 | | | | | | | | | | | | 2019 | | | | |
|----------------|------|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|--|--|--|--|--|--|--|------|--|--|--|--|
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | | | | | | | | | | | | |
| This Year | 62.0 | 51.4 | 53.1 | 73.1 | 75.8 | 83.2 | 89.4 | 90.2 | 86.3 | 75.6 | 71.6 | 63.9 | 57.4 | 56.3 | 63.0 | 71.5 | 73.0 | 74.2 | | | | | | | | | | | | |
| Last Year | 66.8 | 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 | 73.1 | 76.8 | 83.2 | | | | | | | | | | | | |
| Percent Change | -7.0 | -17.1 | -5.2 | -0.1 | 4.1 | 8.1 | 1.8 | 2.7 | -4.1 | 5.7 | -3.4 | -2.1 | -7.4 | 9.5 | -0.3 | -2.2 | -4.9 | -10.9 | | | | | | | | | | | | |

| ADR | | 2017 | | | | | | | | | | | | 2018 | | | | | | | | | | | | 2019 | | | | |
|----------------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|--|--|--|--|--|--|--|------|--|--|--|--|
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | | | | | | | | | | | | |
| This Year | 88.81 | 80.80 | 85.99 | 83.88 | 87.38 | 88.65 | 111.05 | 123.87 | 119.81 | 105.20 | 91.42 | 86.59 | 84.24 | 79.15 | 79.71 | 85.58 | 87.52 | 95.46 | | | | | | | | | | | | |
| Last Year | 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 | 87.38 | 88.65 | | | | | | | | | | | | |
| Percent Change | 7.7 | 2.2 | 5.8 | -1.8 | -1.8 | 0.1 | 0.8 | 3.4 | -2.6 | -5.9 | -1.9 | -2.5 | -5.2 | -2.0 | -2.0 | 0.2 | 0.2 | 7.7 | | | | | | | | | | | | |

| RevPAR | | 2017 | | | | | | | | | | | | 2018 | | | | | | | | | | | | 2019 | | | | |
|----------------|-------|-------|-------|-------|-------|-------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--|--|--|--|--|--|--|------|--|--|--|--|
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | | | | | | | | | | | | |
| This Year | 55.03 | 41.57 | 54.23 | 61.31 | 67.10 | 73.79 | 99.30 | 111.49 | 103.46 | 83.77 | 65.35 | 63.59 | 48.35 | 44.69 | 60.20 | 61.17 | 63.89 | 70.80 | | | | | | | | | | | | |
| Last Year | 54.94 | 49.10 | 54.08 | 62.35 | 65.50 | 68.19 | 96.88 | 104.95 | 110.80 | 79.96 | 69.00 | 56.16 | 55.03 | 41.57 | 54.23 | 61.31 | 67.10 | 73.79 | | | | | | | | | | | | |
| Percent Change | 0.2 | -15.3 | 0.3 | -1.7 | 2.4 | 8.2 | 2.7 | 6.2 | -6.6 | 4.8 | -6.3 | -4.6 | -12.2 | 7.3 | -7.4 | -3.2 | -4.8 | -4.1 | | | | | | | | | | | | |

| Supply | | 2017 | | | | | | | | | | | | 2018 | | | | | | | | | | | | 2019 | | | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--|--|--|--|--|--|--|------|--|--|--|--|
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | | | | | | | | | | | | |
| This Year | 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 | 14,730 | 15,221 | | | | | | | | | | | | |
| Last Year | 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 | 14,730 | 15,221 | | | | | | | | | | | | |
| Percent Change | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | | | | | | | | | | |

| Demand | | 2017 | | | | | | | | | | | | 2018 | | | | | | | | | | | | 2019 | | | | |
|----------------|--------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|-------|-------|--------|--------|--------|--|--|--|--|--|--|--|------|--|--|--|--|
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | | | | | | | | | | | | |
| This Year | 9,432 | 7,831 | 8,681 | 11,125 | 11,311 | 12,870 | 13,172 | 13,722 | 13,153 | 11,720 | 10,880 | 9,116 | 8,736 | 8,578 | 9,818 | 10,880 | 10,753 | 11,289 | | | | | | | | | | | | |
| Last Year | 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 | 11,125 | 11,311 | 12,870 | | | | | | | | | | | | |
| Percent Change | -7.0 | -17.1 | -5.2 | -0.1 | 4.1 | 8.1 | 1.8 | 2.7 | -4.1 | 5.7 | -3.4 | -2.1 | -7.4 | 9.5 | -0.3 | -2.2 | -4.9 | -10.9 | | | | | | | | | | | | |

| Revenue | | 2017 | | | | | | | | | | | | 2018 | | | | | | | | | | | | 2019 | | | | |
|----------------|---------|---------|---------|---------|---------|-----------|-----------|-----------|-----------|-----------|-----------|---------|---------|---------|---------|---------|---------|-----------|--|--|--|--|--|--|--|------|--|--|--|--|
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | | | | | | | | | | | | |
| This Year | 837,660 | 632,714 | 745,562 | 933,185 | 988,369 | 1,123,138 | 1,462,747 | 1,696,955 | 1,574,808 | 1,233,947 | 994,663 | 789,323 | 735,877 | 678,759 | 690,123 | 931,142 | 941,112 | 1,077,595 | | | | | | | | | | | | |
| Last Year | 836,255 | 747,311 | 743,152 | 949,096 | 964,836 | 1,037,869 | 1,424,158 | 1,597,499 | 1,696,495 | 1,177,840 | 1,050,304 | 927,285 | 837,660 | 632,714 | 745,562 | 933,185 | 988,369 | 1,123,138 | | | | | | | | | | | | |
| Percent Change | 0.2 | -15.3 | 0.3 | -1.7 | 2.4 | 8.2 | 2.7 | 6.2 | -6.6 | 4.8 | -6.3 | -4.6 | -12.2 | 7.3 | -7.4 | -3.2 | -4.8 | -4.1 | | | | | | | | | | | | |

| Census % | | 2017 | | | | | | | | | | | | 2018 | | | | | | | | | | | | 2019 | | | | |
|----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--|--|--|--|--|--|--|------|--|--|--|--|
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | | | | | | | | | | | | |
| 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 - JUNE

Date Created: Jul 17, 2019

Vertigo Marketing Oregon

For the Month of June 2019



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735 East Main Street, Hendersonville, TN 37075 USA
T : +1 615 824 8664
destininfo@str.com www.str.com

Blue Fin Building, 110 Southwark Street, London SE1 0TA
T : +44 (0)20 7922 1930
industryinfo@str.com www.str.com

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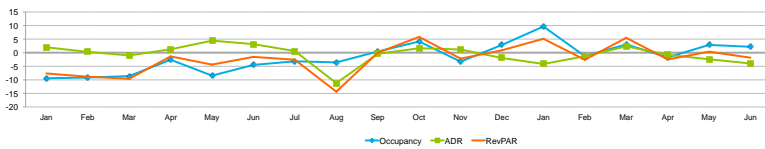
JUNE - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+

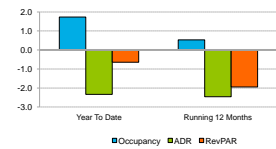
Vertigo Marketing Oregon
For the Month of June 2019

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



| 2018 | | | | | | | | | | | | | 2019 | | | | | |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| Occupancy (%) | 52.1 | 52.1 | 54.8 | 72.3 | 69.1 | 77.7 | 78.4 | 81.6 | 73.5 | 68.8 | 58.2 | 55.6 | 57.1 | 51.3 | 56.8 | 71.0 | 71.1 | 75.5 |
| This Year | 52.1 | 52.1 | 54.8 | 72.3 | 69.1 | 77.7 | 78.4 | 81.6 | 73.5 | 68.8 | 58.2 | 55.6 | 57.1 | 51.3 | 56.8 | 71.0 | 71.1 | 75.5 |
| Last Year | 57.5 | 68.3 | 70.9 | 74.2 | 75.5 | 81.4 | 81.0 | 84.6 | 73.3 | 66.0 | 60.1 | 64.2 | 52.1 | 62.1 | 64.8 | 72.3 | 69.1 | 77.7 |
| Percent Change | -9.4 | -9.1 | -8.6 | -2.6 | -8.4 | -4.5 | -3.2 | -3.5 | 0.4 | 4.1 | -3.3 | 2.9 | 9.6 | -1.2 | 3.1 | -1.7 | 2.9 | 2.2 |

| 2018 | | | | | | | | | | | | | 2019 | | | | | |
|----------------|-------|-------|-------|-------|-------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| ADR | 79.85 | 81.84 | 82.24 | 89.48 | 94.85 | 111.14 | 112.87 | 107.99 | 98.23 | 91.40 | 83.98 | 76.35 | 78.56 | 80.74 | 84.18 | 89.77 | 92.64 | 108.74 |
| This Year | 79.85 | 81.84 | 82.24 | 89.48 | 94.85 | 111.14 | 112.87 | 107.99 | 98.23 | 91.40 | 83.98 | 76.35 | 78.56 | 80.74 | 84.18 | 89.77 | 92.64 | 108.74 |
| Last Year | 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 | 89.46 | 84.85 | 111.14 |
| Percent Change | 2.0 | 0.3 | -1.0 | 1.2 | 4.4 | 3.1 | 0.8 | -11.2 | -0.4 | 1.6 | 1.2 | -1.9 | -4.1 | -1.3 | 2.3 | -3.8 | -2.4 | -4.0 |

| 2018 | | | | | | | | | | | | | 2019 | | | | | |
|----------------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| RevPAR | 41.62 | 50.78 | 53.29 | 64.68 | 65.58 | 86.40 | 88.38 | 89.18 | 72.54 | 62.85 | 48.80 | 42.58 | 43.75 | 49.48 | 56.19 | 63.07 | 65.63 | 84.81 |
| This Year | 41.62 | 50.78 | 53.29 | 64.68 | 65.58 | 86.40 | 88.38 | 89.18 | 72.54 | 62.85 | 48.80 | 42.58 | 43.75 | 49.48 | 56.19 | 63.07 | 65.63 | 84.81 |
| Last Year | 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 | 53.29 | 64.88 | 65.58 | 86.40 |
| Percent Change | -7.6 | -8.8 | -8.6 | -1.3 | -4.4 | -1.5 | -2.6 | -14.3 | 0.0 | 5.8 | -2.2 | 0.8 | 5.1 | -2.6 | 5.4 | -2.5 | 0.4 | -1.8 |

| 2018 | | | | | | | | | | | | | 2019 | | | | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| Supply | 17,360 | 15,880 | 17,360 | 16,800 | 17,360 | 16,800 | 17,360 | 17,360 | 16,800 | 17,360 | 16,800 | 17,360 | 17,360 | 15,880 | 15,407 | 14,910 | 15,407 | 14,910 |
| This Year | 17,360 | 15,880 | 17,360 | 16,800 | 17,360 | 16,800 | 17,360 | 17,360 | 16,800 | 17,360 | 16,800 | 17,360 | 17,360 | 15,880 | 15,407 | 14,910 | 15,407 | 14,910 |
| Last Year | 17,360 | 15,880 | 17,360 | 16,800 | 17,360 | 16,800 | 17,360 | 17,360 | 16,800 | 17,360 | 16,800 | 17,360 | 17,360 | 15,880 | 17,360 | 16,800 | 17,360 | 16,800 |
| 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 | -11.3 | -11.3 | -11.3 | -11.3 | -11.3 |

| 2018 | | | | | | | | | | | | | 2019 | | | | | |
|----------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|-------|--------|--------|--------|--------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| Demand | 9,048 | 9,730 | 11,249 | 12,146 | 12,002 | 13,061 | 13,618 | 14,173 | 12,365 | 11,937 | 9,771 | 9,683 | 9,048 | 8,609 | 10,288 | 10,593 | 10,569 | 11,846 |
| This Year | 9,048 | 9,730 | 11,249 | 12,146 | 12,002 | 13,061 | 13,618 | 14,173 | 12,365 | 11,937 | 9,771 | 9,683 | 9,048 | 8,609 | 10,288 | 10,593 | 10,569 | 11,846 |
| Last Year | 9,989 | 10,707 | 12,311 | 12,466 | 13,107 | 13,680 | 14,095 | 14,694 | 12,314 | 11,464 | 10,104 | 9,414 | 9,048 | 9,730 | 11,249 | 12,146 | 12,002 | 13,061 |
| Percent Change | -9.4 | -9.1 | -8.6 | -2.8 | -8.4 | -4.5 | -3.2 | -3.5 | 0.4 | 4.1 | -3.3 | 2.9 | 9.6 | -1.2 | 3.1 | -1.7 | 2.9 | 2.2 |

| 2018 | | | | | | | | | | | | | 2019 | | | | | |
|----------------|---------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|---------|---------|---------|---------|-----------|-----------|-----------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| Revenue | 722,468 | 796,269 | 925,150 | 1,086,695 | 1,138,392 | 1,451,581 | 1,534,275 | 1,530,447 | 1,215,258 | 1,091,040 | 820,597 | 739,255 | 759,435 | 775,829 | 865,787 | 940,311 | 1,014,176 | 1,264,487 |
| This Year | 722,468 | 796,269 | 925,150 | 1,086,695 | 1,138,392 | 1,451,581 | 1,534,275 | 1,530,447 | 1,215,258 | 1,091,040 | 820,597 | 739,255 | 759,435 | 775,829 | 865,787 | 940,311 | 1,014,176 | 1,264,487 |
| Last Year | 781,862 | 873,360 | 1,023,075 | 1,101,458 | 1,190,721 | 1,474,981 | 1,574,755 | 1,786,739 | 1,215,421 | 1,090,958 | 838,870 | 730,824 | 722,468 | 796,269 | 925,150 | 1,086,695 | 1,138,392 | 1,451,581 |
| Percent Change | -7.6 | -8.8 | -9.6 | -1.3 | -4.4 | -1.5 | -2.6 | -14.3 | 0.0 | 5.8 | -2.2 | 0.8 | 5.1 | -2.6 | 5.4 | -2.5 | 0.4 | -1.8 |

| 2018 | | | | | | | | | | | | | 2019 | | | | | |
|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| Census % | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 8 | 8 | 8 | 6 |
| This Year | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 8 | 8 | 8 | 6 |
| Last Year | 86 | 86 | 86 | 86 | 86 | 86 | 86 | 86 | 86 | 86 | 86 | 86 | 86 | 86 | 86 | 86 | 86 | 86 |
| Percent Change | -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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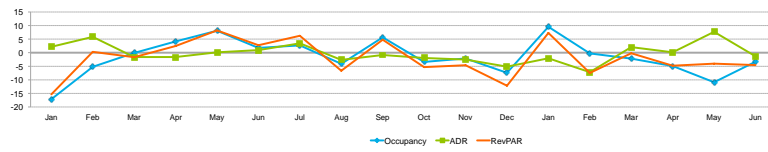
JUNE - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

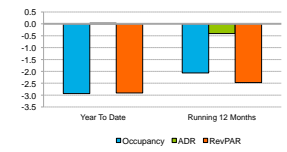
Vertigo Marketing Oregon
For the Month of June 2019

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



| Occupancy (%) | | | | | | | | | | | | | | | | | | |
|----------------|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|------|
| | 2018 | | | | | | | | | | | | 2019 | | | | | |
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| This Year | 51.4 | 53.1 | 73.1 | 75.9 | 83.2 | 89.3 | 90.2 | 86.9 | 79.8 | 71.5 | 61.9 | 57.4 | 56.3 | 63.0 | 71.5 | 73.0 | 74.2 | 85.4 |
| Last Year | 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 | 73.1 | 76.8 | 83.2 | 89.3 |
| Percent Change | -17.1 | -5.2 | -1.1 | 4.1 | 8.1 | 1.8 | 2.7 | -4.1 | 5.7 | -3.4 | -2.1 | -7.4 | 9.5 | -9.3 | -2.2 | -4.9 | -10.9 | -3.3 |

| ADR | | | | | | | | | | | | | | | | | | |
|----------------|-------|-------|-------|-------|-------|--------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| | 2018 | | | | | | | | | | | | 2019 | | | | | |
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| This Year | 80.80 | 85.89 | 83.88 | 87.38 | 88.95 | 111.15 | 123.87 | 119.91 | 105.29 | 91.42 | 88.09 | 84.24 | 78.15 | 79.71 | 85.58 | 87.52 | 85.46 | 100.71 |
| Last Year | 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 | 87.38 | 88.65 | 111.15 |
| Percent Change | 2.2 | 5.8 | -1.6 | -1.8 | 0.1 | 0.9 | 3.4 | -2.6 | -0.9 | -1.9 | -2.5 | -5.2 | -2.0 | -7.2 | 2.0 | 0.2 | 7.7 | -1.3 |

| RevPAR | | | | | | | | | | | | | | | | | | |
|----------------|-------|-------|-------|-------|-------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | 2018 | | | | | | | | | | | | 2019 | | | | | |
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| This Year | 41.57 | 54.23 | 61.31 | 67.10 | 73.79 | 99.31 | 111.49 | 103.46 | 83.77 | 65.35 | 53.09 | 48.35 | 44.59 | 50.20 | 61.17 | 63.80 | 70.80 | 94.76 |
| Last Year | 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 | 67.10 | 73.79 | 99.31 |
| Percent Change | -15.3 | 0.3 | -1.7 | 2.4 | 6.2 | 2.7 | 6.2 | -6.6 | 4.8 | -5.3 | -4.6 | -12.2 | 7.3 | -7.4 | -0.2 | -4.8 | -4.1 | -4.6 |

| Supply | | | | | | | | | | | | | | | | | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | 2018 | | | | | | | | | | | | 2019 | | | | | |
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| This Year | 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 | 14,730 | 15,221 | 14,730 |
| Last Year | 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 | 14,730 | 15,221 | 14,730 |
| 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 | | | | | |
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| This Year | 7,831 | 8,881 | 11,125 | 11,311 | 12,670 | 13,161 | 13,722 | 13,133 | 11,720 | 10,880 | 9,116 | 8,736 | 8,876 | 8,658 | 10,880 | 10,753 | 11,289 | 12,723 |
| Last Year | 9,449 | 9,154 | 11,135 | 10,862 | 11,723 | 12,933 | 13,361 | 13,692 | 11,992 | 11,265 | 9,314 | 9,432 | 7,831 | 8,881 | 11,125 | 11,311 | 12,670 | 13,161 |
| Percent Change | -17.1 | -2.2 | -0.1 | 4.1 | 8.1 | 1.8 | 2.7 | -4.1 | 5.7 | -3.4 | -2.1 | -7.4 | 9.5 | -9.3 | -2.2 | -4.9 | -10.9 | -3.3 |

| Revenue | | | | | | | | | | | | | | | | | | |
|----------------|---------|---------|---------|---------|-----------|-----------|-----------|-----------|-----------|-----------|---------|---------|---------|---------|---------|---------|-----------|-----------|
| | 2018 | | | | | | | | | | | | 2019 | | | | | |
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| This Year | 632,714 | 745,592 | 933,185 | 988,969 | 1,123,138 | 1,462,858 | 1,696,955 | 1,574,808 | 1,233,947 | 994,663 | 789,323 | 735,877 | 678,759 | 690,123 | 931,142 | 941,112 | 1,077,595 | 1,395,843 |
| Last Year | 747,311 | 743,152 | 949,096 | 964,836 | 1,037,869 | 1,424,158 | 1,597,499 | 1,686,495 | 1,177,840 | 1,059,304 | 827,285 | 837,660 | 632,714 | 745,592 | 933,185 | 988,369 | 1,123,138 | 1,462,858 |
| Percent Change | -15.3 | 0.3 | -1.7 | 2.4 | 6.2 | 2.7 | 6.2 | -6.6 | 4.8 | -5.3 | -4.6 | -12.2 | 7.3 | -7.4 | -0.2 | -4.8 | -4.1 | -4.6 |

| Census % | | | | | | | | | | | | | | | | | | |
|-----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | 2018 | | | | | | | | | | | | 2019 | | | | | |
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| 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 |

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 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 | | | | | |

Q2 PRINT MEDIA PLACEMENTS

Seattle Magazine (May)



Escape to 300+ wineries in an award-winning wine region. Within 5-miles of [Wilsonville](#) you can simply sip or go grape stomping at a working winery. Settle in [Wilsonville](#) for the weekend and save a bundle on lodging.

EXPLORE
WILSONVILLE.COM

A POCKET (OF FUN)





Q2 PRINT MEDIA PLACEMENT INFO

Seattle Magazine (May issue)



- Reaches over 309,000 of the most affluent and influential readers in the Seattle/Tacoma and Eastside Metropolitan areas
- 52,188 total monthly circulation
- Seattle Magazine is distributed to more than 200 high-end bookstores, grocery stores and other outlets, including Barnes and Noble, Whole Foods and Metropolitan Market
- 1,400 copies are positioned to reach the lucrative travel market by providing in-room copies to the Fairmont Olympic, Four Seasons, Thompson Seattle and more of the City's best hotels

Q2 KEYWORD RANKINGS REPORT

Google Rankings


| | | |  |  | Day | Wk | Mon | Start |
|--|---|----------------|--|---|-----|-----|-----|-------|
| explore wilsonville | explorewilsonville.com/ | National en-us | 1 | -- | -- | -- | -- | -- |
| explore wilsonville | explorewilsonville.com/ | National en-us | 1 | -- | -- | -- | -- | -- |
| bed and breakfast wilsonville oregon | /stay | National en-us | 7 | -- | -- | -1 | -- | -- |
| wilsonville bed and breakfast | /stay | National en-us | 7 | -1 | -- | -1 | -1 | -- |
| bed and breakfast wilsonville oregon | /stay | National en-us | 9 | -- | -- | -2 | -2 | -- |
| wilsonville bed and breakfast wilsonville oregon | /stay | National en-us | 9 | -- | -- | -2 | -1 | -- |
| wilsonville oregon | explorewilsonville.com/ | National en-us | 10 | -- | -- | -5 | -4 | -- |
| wilsonville oregon | explorewilsonville.com/ | National en-us | 12 | -- | -- | -6 | -4 | -- |
| portland oregon tulip festival | /campaign/tulip-and-flower-festivals | National en-us | 18 | -- | -- | -3 | +4 | -- |
| wilsonville motels | /hotels-motels | National en-us | 18 | -- | -- | -1 | +2 | -- |
| wilsonville motels | /hotels-motels | National en-us | 18 | -- | -- | -- | +2 | -- |
| lodging in wilsonville oregon | /hotels-motels | National en-us | 22 | -- | -- | +1 | -1 | -- |
| motels in wilsonville oregon | /hotels-motels | National en-us | 24 | -1 | -- | -7 | -1 | -- |
| motels in wilsonville oregon | /hotels-motels | National en-us | 24 | -1 | -- | -5 | -1 | -- |
| lodging in wilsonville oregon | /hotels-motels | National en-us | 26 | -2 | -- | -4 | -1 | -- |
| wilsonville area hotel | /hotels-motels | National en-us | 27 | -1 | -- | -5 | -7 | -- |
| wilsonville hotels | /hotels-motels | National en-us | 27 | -- | -- | +2 | -- | -- |
| wilsonville area hotel | /hotels-motels | National en-us | 29 | -1 | -- | -7 | +1 | -- |
| wilsonville hotels | /hotels-motels | National en-us | 29 | -- | -- | +1 | +2 | -- |
| portland oregon tulip festival | /campaign/tulip-and-flower-festivals | National en-us | 36 | -- | -- | -13 | -11 | -- |
| pet friendly hotels wilsonville oregon | /lodging/hotels-motels | National en-us | 38 | -- | -- | -- | -4 | -- |
| hotels near wilsonville oregon | /stay | National en-us | 40 | +19 | -- | +25 | -10 | -- |
| pet friendly hotels wilsonville oregon | /lodging/hotels-motels/motel-6-portland | National en-us | 40 | -- | -- | -2 | -4 | -- |
| hotels near wilsonville oregon | /hotels-motels | National en-us | 50 | -6 | -- | -3 | -2 | -- |
| fun things to do in portland | | National en-us | | | | | | |
| fun things to do in portland | | National en-us | | | | | | |
| nice places to visit in portland oregon | | National en-us | | | | | | |
| nice places to visit in portland oregon | | National en-us | | | | | | |
| portland | | National en-us | | | | | | |
| portland | | National en-us | | | | | | |
| portland activities | | National en-us | | | | | | |
| portland activities | | National en-us | | | | | | |
| portland attractions | | National en-us | | | | | | |

Q2 KEYWORD RANKINGS REPORT


| | |  |  | Day | Wk | Mon | Start |
|-------------------------------------|----------------|--|---|-----|----|-----|-------|
| portland attractions | en-us | | | | | | |
| portland hotels | National en-us | | | | | | |
| portland hotels | National en-us | | | | | | |
| portland oregon | National en-us | | | | | | |
| portland oregon | National en-us | | | | | | |
| portland oregon activities | National en-us | | | | | | |
| portland oregon activities | National en-us | | | | | | |
| portland oregon attractions | National en-us | | | | | | |
| portland oregon attractions | National en-us | | | | | | |
| portland oregon map | National en-us | | | | | | |
| portland oregon map | National en-us | | | | | | |
| portland oregon upcoming events | National en-us | | | | | | |
| portland oregon upcoming events | National en-us | | | | | | |
| portland travel | National en-us | | | | | | |
| portland travel | National en-us | | | | | | |
| things to do around portland | National en-us | | | | | | |
| things to do around portland | National en-us | | | | | | |
| things to do in downtown portland | National en-us | | | | | | |
| things to do in downtown portland | National en-us | | | | | | |
| things to do in portland | National en-us | | | | | | |
| things to do in portland | National en-us | | | | | | |
| things to do in portland or | National en-us | | | | | | |
| things to do in portland or | National en-us | | | | | | |
| things to do in portland today | National en-us | | | | | | |
| things to do in portland today | National en-us | | | | | | |
| things to see in portland oregon | National en-us | | | | | | |
| things to see in portland oregon | National en-us | | | | | | |
| what to do in portland | National en-us | | | | | | |
| what to do in portland | National en-us | | | | | | |
| what to do in portland oregon today | National en-us | | | | | | |
| what to do in portland oregon today | National en-us | | | | | | |

Q2 KEYWORD RANKINGS REPORT

Yahoo Rankings

| | | |  | Day | Wk | Mon | Start |
|---|---|----------------|--|-----|----|-----|-------|
| bed and breakfast wilsonville oregon | /stay | National en-us | | | | | |
| bed and breakfast wilsonville oregon | /stay | National en-us | | | | | |
| explore wilsonville | explorewilsonville.com/ | National en-us | | | | | |
| explore wilsonville | explorewilsonville.com/ | National en-us | | | | | |
| fun things to do in portland | | National en-us | | | | | |
| fun things to do in portland | | National en-us | | | | | |
| hotels near wilsonville oregon | /hotels-motels | National en-us | | | | | |
| hotels near wilsonville oregon | /stay | National en-us | | | | | |
| lodging in wilsonville oregon | /hotels-motels | National en-us | | | | | |
| lodging in wilsonville oregon | /hotels-motels | National en-us | | | | | |
| motels in wilsonville oregon | /hotels-motels | National en-us | | | | | |
| motels in wilsonville oregon | /hotels-motels | National en-us | | | | | |
| nice places to visit in portland oregon | | National en-us | | | | | |
| nice places to visit in portland oregon | | National en-us | | | | | |
| pet friendly hotels wilsonville oregon | /lodging/hotels-motels | National en-us | | | | | |
| pet friendly hotels wilsonville oregon | /lodging/hotels-motels/motel-6-portland | National en-us | | | | | |
| portland | | National en-us | | | | | |
| portland | | National en-us | | | | | |
| portland activities | | National en-us | | | | | |
| portland activities | | National en-us | | | | | |
| portland attractions | | National en-us | | | | | |
| portland attractions | | National en-us | | | | | |
| portland hotels | | National en-us | | | | | |
| portland hotels | | National en-us | | | | | |
| portland oregon | | National en-us | | | | | |
| portland oregon | | National en-us | | | | | |
| portland oregon activities | | National en-us | | | | | |
| portland oregon activities | | National en-us | | | | | |
| portland oregon attractions | | National en-us | | | | | |
| portland oregon attractions | | National en-us | | | | | |
| portland oregon map | | National en-us | | | | | |
| portland oregon map | | National en-us | | | | | |
| portland oregon tulip festival | /campaign/tulip-and-flower-festivals | National en-us | | | | | |

Q2 KEYWORD RANKINGS REPORT

| | | |  | Day | Wk | Mon | Start |
|-------------------------------------|-----------------------------|----------------|--|-----|----|-----|-------|
| portland oregon tulip festival | festivals | en-us | | | | | |
| portland oregon upcoming events | /campaign/tulip-and-flower- | National en-us | | | | | |
| portland oregon upcoming events | | National en-us | | | | | |
| portland travel | | National en-us | | | | | |
| portland travel | | National en-us | | | | | |
| things to do around portland | | National en-us | | | | | |
| things to do around portland | | National en-us | | | | | |
| things to do in downtown portland | | National en-us | | | | | |
| things to do in downtown portland | | National en-us | | | | | |
| things to do in portland | | National en-us | | | | | |
| things to do in portland | | National en-us | | | | | |
| things to do in portland or | | National en-us | | | | | |
| things to do in portland or | | National en-us | | | | | |
| things to do in portland today | | National en-us | | | | | |
| things to do in portland today | | National en-us | | | | | |
| things to see in portland oregon | | National en-us | | | | | |
| things to see in portland oregon | | National en-us | | | | | |
| what to do in portland | | National en-us | | | | | |
| what to do in portland | | National en-us | | | | | |
| what to do in portland oregon today | | National en-us | | | | | |
| what to do in portland oregon today | | National en-us | | | | | |
| wilsonville area hotel | /hotels-motels | National en-us | | | | | |
| wilsonville area hotel | /hotels-motels | National en-us | | | | | |
| wilsonville bed and breakfast | /stay | National en-us | | | | | |
| wilsonville bed and breakfast | /stay | National en-us | | | | | |
| wilsonville hotels | /hotels-motels | National en-us | | | | | |
| wilsonville hotels | /hotels-motels | National en-us | | | | | |
| wilsonville motels | /hotels-motels | National en-us | | | | | |
| wilsonville motels | /hotels-motels | National en-us | | | | | |
| wilsonville oregon | explorewilsonville.com/ | National en-us | | | | | |
| wilsonville oregon | explorewilsonville.com/ | National en-us | | | | | |

UP-TO-DATE BUDGET OVERVIEW (CLOSE FY18/19)

| 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 | \$ 27,240.00 | \$ (7,150.00) |
| Paid Digital Media Buys | \$ 13,500.00 | \$ 11,744.12 | \$ 1,755.88 |
| 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 | \$ 16,206.88 | \$ (1,206.88) |
| Reserve/Contingency | \$ 7,500.00 | \$ 5,173.83 | \$ 2,326.17 |
| | | \$ - | \$ - |
| | | \$ - | \$ - |
| TOTAL | \$ 199,700.00 | \$ 199,677.99 | \$ 22.01 |
| Visitor Profile Study - BUDGET \$60,000 | | | |
| RRC | \$ 35,000.00 | \$ 35,000.00 | \$ - |
| Vertigo | \$ 25,000.00 | \$ 24,819.29 | \$ 180.71 |
| TOTAL | \$ 60,000.00 | \$ 59,819.29 | \$ 180.71 |

https://docs.google.com/spreadsheets/d/1jRTxmd7s4UTCrMfgK_TWgJLwByc-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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