

# EXPLORE WILSONVILLE

FY 2019-2020

Q4 (April-June) REPORT

JULY 23, 2020



**EXPLORE  
WILSONVILLE**  
MOJO

A POCKET (OF FUN)



**JAYRAY** A PLACE TO THINK  
Branding | Advertising | Strategic Communications

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# DASHBOARD

## ANNUAL RESULTS TO DATE \*FY 2019-2020: Q3+Q4 January-June 30, 2020

GOALS	JAN-JUNE 20 RESULTS	% CHANGE FROM JAN
Earned media (number of articles)	1	100%
New website users	3,765	532.8%
Social media reach (Facebook, Instagram and Pinterest)	43,663	1,019.6%
Social media followers (Facebook, Instagram)	944	104%
Avg. email open rate	12.5%	-
Email list growth	867	-
Tourism packages (# developed)	0 (in progress)	-

### NOTES:

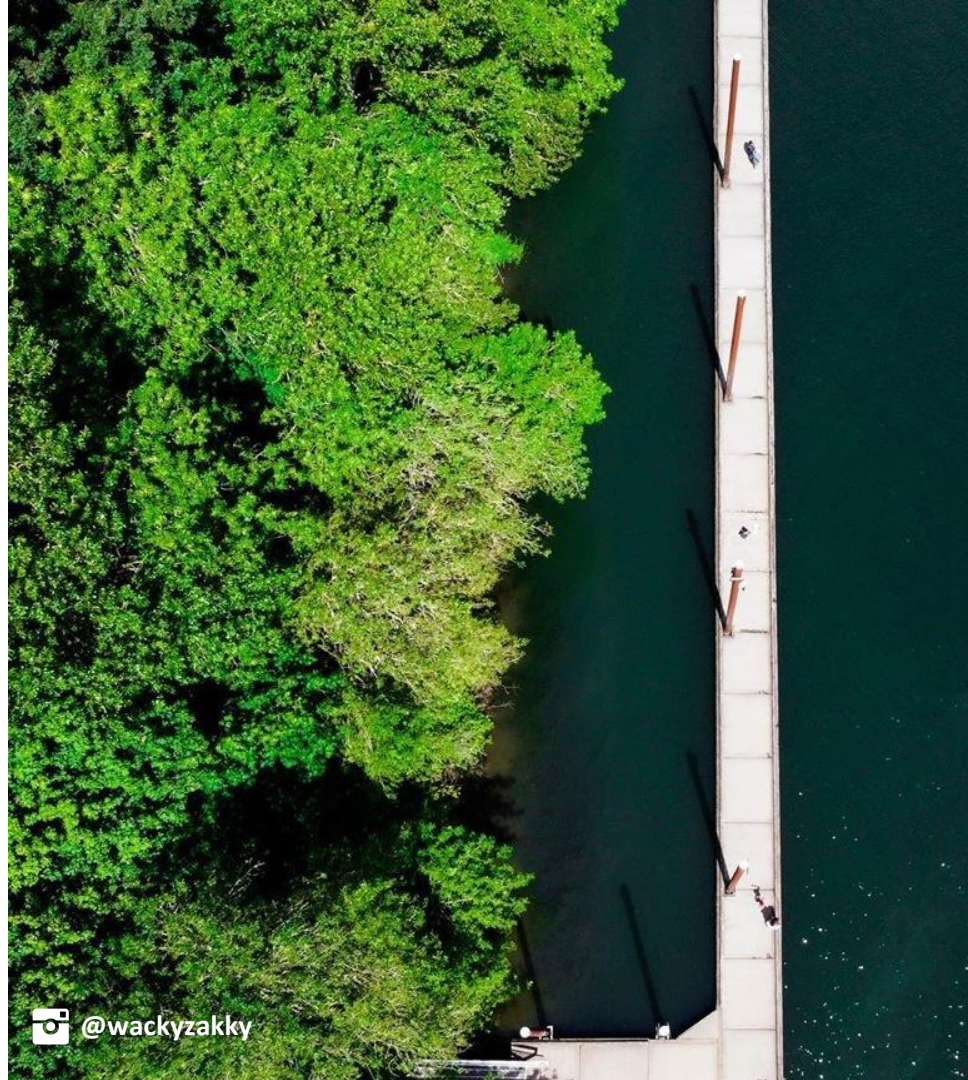
- FY 2019-2020 is a benchmark year. Due to tourism promotion committee budget reductions (caused by COVID-19 crisis) JayRay's initial scope and services have changed
- A 100% increase means we have doubled from the starting amount
- Email marketing and tourism packages were paused due to budget reductions



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## Q3+Q4 RECAP

- **Website:**
  - Users up 533% from January
  - Refreshed website with important changes and additions to keep visitors engaged
- **Social Media:**
  - Doubled followers in first 6 months
  - Reached nearly 44,000 people
  - Developed and adapted strategy to meet the moment
- **STR:**
  - April was lowest occupancy (32%); May 44%; June 43%
  - RevPAR, Demand and Revenue are all rebounding from April lows



@wackyzakky

# MARKETING

A photograph of a water park bumper boat ride. Several colorful bumper boats are in the water, with people sitting in them. A green overlay on the left contains the word 'MARKETING' in white capital letters. The bumper boats are in various colors including blue, yellow, green, red, and pink. Some have numbers like '10' and '6' on them. In the background, there is a chain-link fence and some people standing on the shore. The water is a clear, light blue color.

# MARKETING

- Updated digital ads for Travel Oregon to reflect future planning language
- Fall Northwest Travel & Life Magazine (digital/print package with Travel & Words media show)



Wine country. Family fun. Wide-open spaces.  
STAY IN THE HEART OF IT ALL. JUST 16 MILES SOUTH OF PORTLAND.



Plan a future trip:  
[GetawaytoOregon.com](http://GetawaytoOregon.com)



**EXPLORE**  
WILSONVILLE  
COM



STAY IN THE HEART OF  
IT ALL. JUST 16 MILES  
SOUTH OF PORTLAND.

**EXPLORE**  
WILSONVILLE  
Plan a future getaway to Oregon.

Northwest Travel & Life updated digital and print ads

SAVE ON LODGING,  
SPEND MORE ON

Family Fun



**EXPLORE**  
WILSONVILLE  
Plan a future getaway to Oregon.

Travel Oregon digital ad



# MARKETING

## EXPLORE WILSONVILLE MEDIA BUYS \*FY 2019-2020: Q3+Q4 January-June 30, 2020

OUTLET	COST	RUN DATE	PRINT	DIGITAL	SIZE	CIRCULATION	IMPRESSIONS	REACH
Travel Oregon Visitor Guide	\$3,980	Spring 2020-Spring 2021	x		1/3 page ad	315,000	--	475,000
TravelOregon.com	\$1,600	4 Seasons Jan 20-Dec 20		x	300x100 horizontal	--	296,310	Requested update
Facebook (canceled)	(\$2,000)	Canceled		x	FB ads feed	n/a	n/a	15M (6,000/day)
OMHT FB Rebate (canceled)	(\$250)							
NW Travel & Life (May/June issue)	--	May-June	x	x	Full page ad	300,000	n/a	450,000
*Social media boosted posts (April-June canceled)	\$181 (\$319)	Jan-March		x	Boosted posts	--	--	9,788
<b>Total Spent in Q3</b>	<b>\$5,761</b>							
<b>Ad Budget</b>	<b>\$8,000</b>							
<b>Remaining</b>	<b>\$2,239</b>	Canceled budget to \$0. No remaining funds for Q4 due to tourism program budget reductions						



\*Results from February and March boosted posts. April-June canceled due to tourism program budget reductions

## EMAIL NEWSLETTER

2020	Jan.	Feb.*	March	April	May	June	Average
Recipients	-	876	-				876
Open Rate	-	12.5%	-	No email newsletters were sent in Q4 due to budget reductions			12.5%
Click Rate	-	1.3%	-				1.3%

*\*Explore Wilsonville's email newsletter had been inactive for 6 months prior to February 2020. We attribute low performance to inactivity and a small email list.*



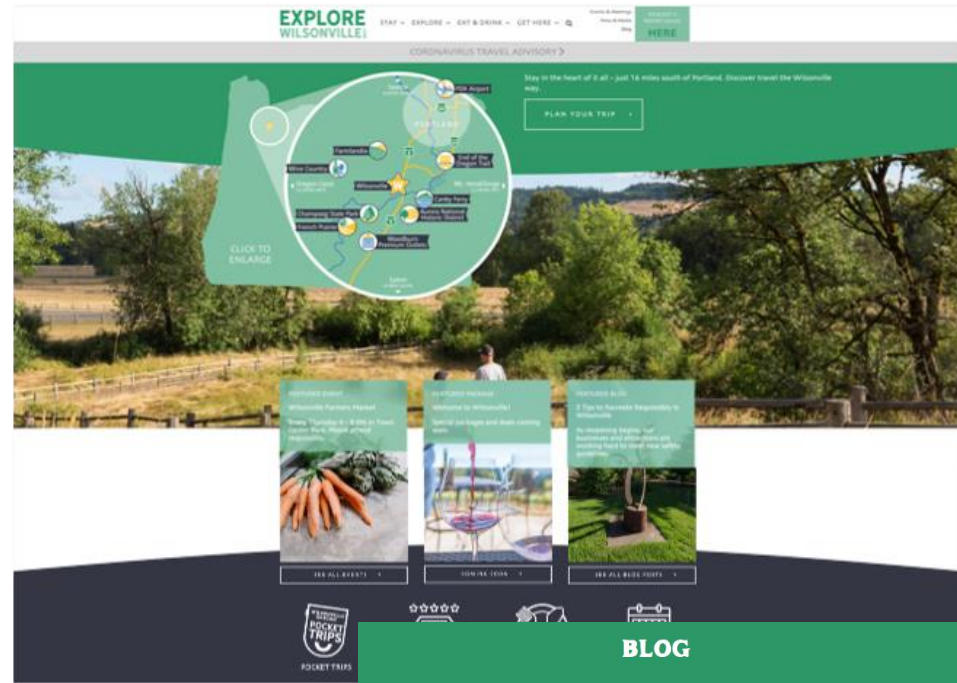




# WEBSITE

# WEBSITE

- Content management (events, listings, media room links)
- Support basecamp strategy with custom illustrated locator map showing Wilsonville in “the heart of it all”
- Redesigned homepage to engage visitors
  - Improve mobile experience
  - Promote year-round activity with added featured event, package and blog sections
  - Homepage hero image changes on subsequent visits
- Developed new pages for:
  - Blog
  - Press & Media
  - Industry Resources
  - Packages



Updated homepage



New blog page



# WEBSITE ANALYTICS

2020	Jan.	Feb.	March	April	May	June	Totals
New Users	595	648	559	416	563	984	3,765
Users	619	669	582	404	579	998	3,851
Page Views	1,803	1,943	2,058	896	1,323	2,076	10,099

*Page Views:* Page views is the total number of pages viewed. Repeated views of a single page are counted.

*Users/New Users:* A user is a person who has come to your website. A new user is a first-time visitor to the website during the selected date range.

## Q4 MOST POPULAR PAGES

Page	Pageviews	% Pageviews
1. /	1,529	35.60%
2. /restaurants-wilsonville-oregon/	257	5.98%
3. /pocket-trips/	214	4.98%
4. /pocket-trips/a-day-on-the-willamette-river-in-wilsonville/	177	4.12%
5. /pocket-trips/frolicking-through-french-prairie-oregon/	112	2.61%

Increase in June due to social strategy returning to promotion of Wilsonville site, and work on the website refresh



A photograph of a field of purple lupine flowers. The flowers are in various stages of bloom, with some showing vibrant purple and others appearing as green buds. The background is a clear blue sky with some light clouds. A green rectangular overlay covers the left side of the image, containing the text 'SOCIAL MEDIA' in white, bold, sans-serif font.

# SOCIAL MEDIA

## SOCIAL MEDIA

- Doubled social media followers in first 6 months
- Reach nearly 44,000 people on social media in first 6 months
- Posted 1-2 per week due to budget reductions
- Provided ongoing social media engagement as part of follower growth strategy
- Leveraged local business stories for content, highlighting Wilsonville area establishments and a stay local, shop local message



Sample Q4 posts



# FACEBOOK ENGAGEMENT

2020	Jan.	Feb.	March	April	May	June	
Engagement* (Engagement %)	4.60%	5.14%	2.8%	11.90%	4.67%	8.19%	6.22% Average
Post Total Reach**	1,773	3,692	17,133	535	7,668	464	31,265 Total Reached

\*Engagement is post total reach divided by the number of people who clicked anywhere on Explore Wilsonville posts. Industry standard is .13%

\*\*Reach is the total number of people the page's posts were served to

## TOP CONTENT

June 11, 2020	
4 Reactions, Comments and Shares	132 Reached
4 Likes on post and on shares	4 Post Clicks



Wilsonville social media was paused for one week in April. Following budget cuts, social media work reduced, impacting engagement and reach.

Note: Engagement and reach typically have an inverse relationship. The higher the reach, the lower the engagement.



# INSTAGRAM ENGAGEMENT

2020	Jan.	Feb.	March	April	May	June	
Engagement* (Likes + comments / followers)	7.10%	6.36%	5.82%	5.80%	6.14%	6.68%	6.32% Average
Average number of likes	16	17	18	19	25	22	19.5 Average
Post Total Reach**	1,512	2,174	2,380	877	1,213	1,595	9,751 Total Reach

\*Engagement rate is based on the likes and comments received divided by the number of followers. Industry standard is 3.31%

\*\*Reach is the total number of people the page's posts were served to

## TOP CONTENT

June 30, 2020	
40 Likes	244 Reached
1 Comments	10% Engagement Rate



# PINTEREST ENGAGEMENT

2020	Jan.	Feb.	March	April	May	June	
Engagement*	2.70%	2.80%	2.17%	--	--	--	2.56% Average
Post Total Reach**	615	787	1,245	--	--	--	2,647 Total Reach

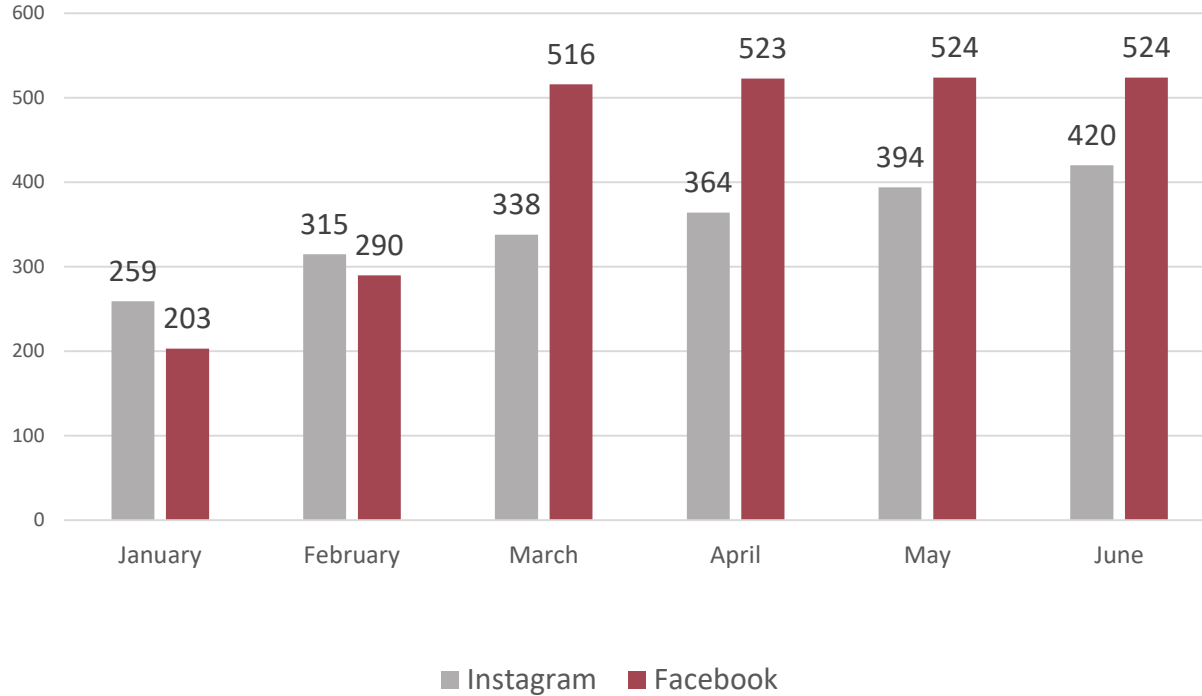
Pinterest was paused during Q4 due to budget reductions.

\*Engagement is the percentage of your pins with at least one repin  
\*\*Reach is the total number of people the page's posts were served to





# FOLLOWERS



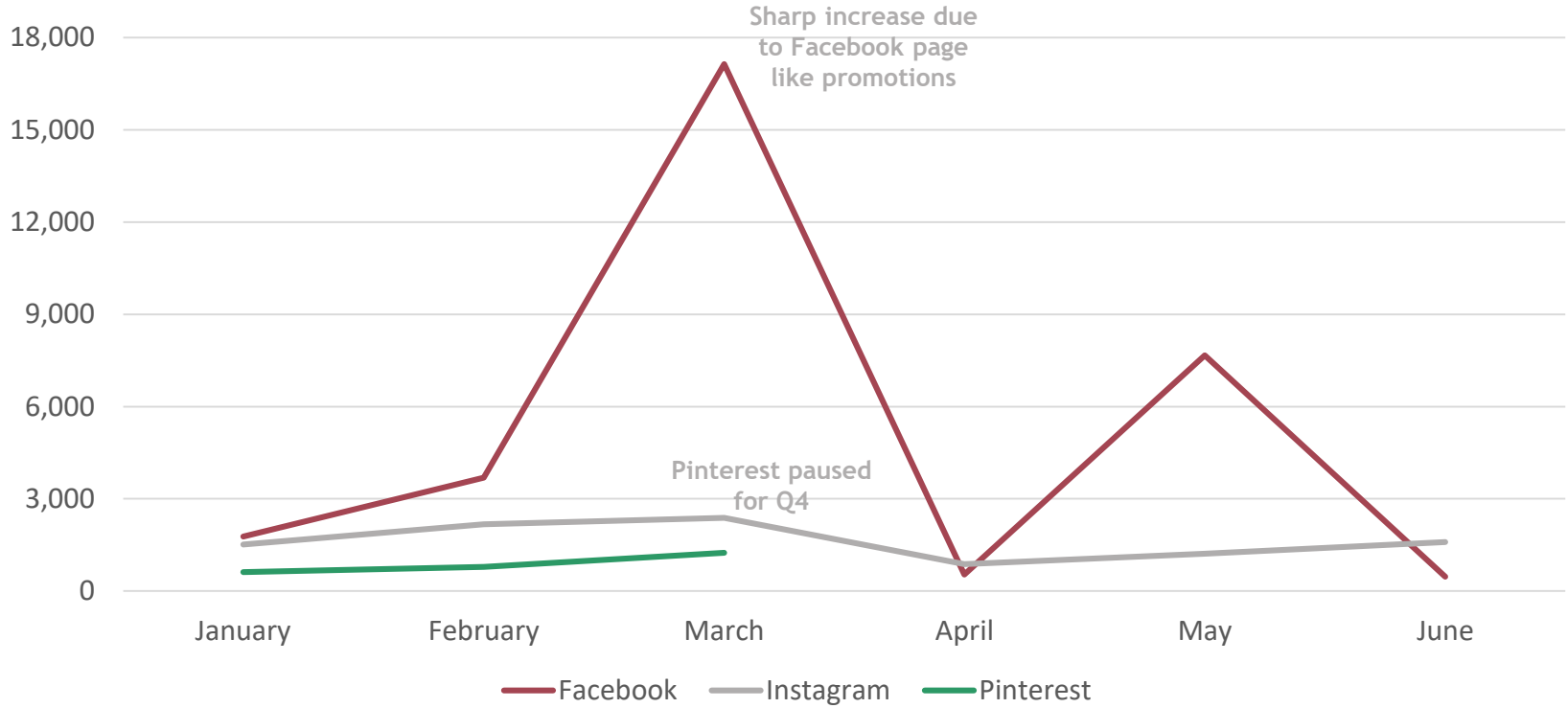
**TOTAL FOLLOWERS: 944**

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

**104% INCREASE  
IN FOLLOWERS  
SINCE JANUARY**



# REACH





# SOCIAL MEDIA DEMOGRAPHIC DATA

*Updated every 6 months*

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# FACEBOOK DEMOGRAPHICS

Data on people reached. This is the number of people who had any content from Explore Wilsonville or about Explore Wilsonville enter their screen, grouped by age and gender. These numbers are an estimate.

## AGE RANGE

Most of Explore Wilsonville's Facebook content reaches people who are above the age of 35.

## GENDER

Approximately 51% of Explore Wilsonville's Facebook content reached women, and 49% reached men.

## COUNTRY

A majority are from the United States, followed by Canada and Mexico.

## CITIES

The top five cities for Explore Wilsonville Facebook content are:

1. Portland
2. Salem
3. Eugene
4. Vancouver, WA
5. Los Angeles



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# INSTAGRAM DEMOGRAPHICS

This is the number of people who currently follow Explore Wilsonville on Instagram. These numbers are an estimate.

## AGE RANGE

Most of Explore Wilsonville's Instagram followers are between the ages of 25-45.

## GENDER

Approximately 68% of Explore Wilsonville's Instagram followers are women. 32% are men.

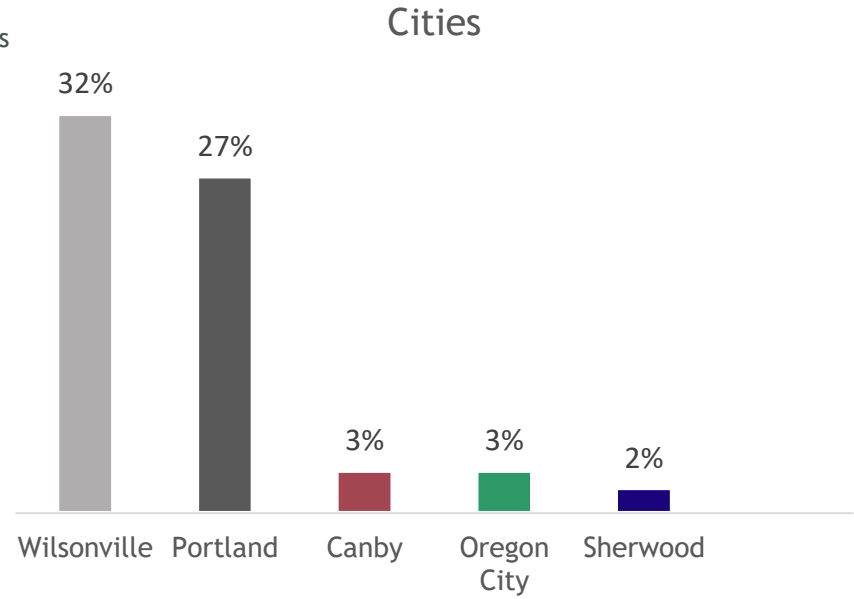
## COUNTRY

A majority (96%) are from the United States, followed by Canada (1.6%).

## CITIES

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

1. Wilsonville (32%)
2. Portland (27%)
3. Canby (3.4%)
4. Oregon City (3.4%)
5. Sherwood (1.9%)



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# PINTEREST DEMOGRAPHICS

Data on Explore Wilsonville's total Pinterest audience. This includes all users who have seen or engaged with Explore Wilsonville pins. These numbers are an estimate.

## AGE RANGE

Most of Explore Wilsonville's Pinterest audience are between the ages of 18-34.

## GENDER

Approximately 70% of Explore Wilsonville's Pinterest audience are women. 24% are men.

## CITIES

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

1. Los Angeles, CA (10.7%)
2. Portland, OR (7.4%)
3. San Francisco-Oakland-San Jose, CA (6.2%)
4. Sacramento-Stockton-Modesto, CA (3.8%)
5. Dallas-Ft. Worth, TX (3.8%)

## CATEGORIES AND INTERESTS

The most popular categories for this audience.

*\*Affinity indicates how this audience is interested in a particular category compared to the general Pinterest audience*

Category	Affinity*	% of audience
Travel	1.91x	53%
Vehicles	1.53x	8.6%
Design	1.39x	29.9%
Gardening	1.37x	37.3%
Art	1.32x	78%





# PUBLIC RELATIONS

## PUBLIC RELATIONS

- Monitored media clips and mentions monthly
- Responded to Wilsonville Spokesman tourism industry article request and quote
  - Counted as May's influenced article
- Coordinated with Travel & Words for rescheduled conference. Conference tentatively planned November 2020 in Tacoma
- Pitching was paused in Q4 due to Tourism Promotion Committee budget reductions

## Wilsonville officials grapple with tourism impacts of pandemic

Corey Buchanan Thursday, May 21, 2020

World of Speed and Wilsonville Lanes have closed permanently while a future entertainment complex has been put on hold during the COVID-19 crisis



PMG FILE PHOTO - Local officials say World of Speed's recent closure will impact tourism in Wilsonville longterm.

Entertainment options and regional draws in Wilsonville appear to be dwindling.

First there was the closure of Wilsonville Lanes, the city's lone bowling alley for many years

*Wilsonville Spokesman (influenced)*





# PUBLIC RELATIONS

## EXPLORE WILSONVILLE PR COVERAGE 2020

	Number of Articles	Circulation	Number Influenced	JayRay Influenced	Value Points
January	-	-	-	-	-
February	3	4,866,382	0	0	-
March	48	5,751,379	0	0	-
April	32	4,043,471	0	0	-
May	31	9,017,943	1	1	-
June	6	337,345	0	0	-
<b>Totals</b>	<b>120</b>	<b>24,016,520</b>	<b>1</b>	<b>1</b>	<b>-</b>

See Public Relations Coverage Spreadsheet for details

Pitching did not start in Q4.  
May's influenced article quotes TPC members and JayRay



# NOTABLE COVERAGE

## Local Wilsonville Brewery Offering Free Soup

Vanguard Brewing Company is giving free soup meals for those in-need during COVID-19

**WILSONVILLE, Ore. - May 16, 2020 - PRLog --** Vanguard Brewing Company will be serving in-need neighbors and friends with one FREE pint or quart of soup per day to anyone in need - no questions asked.

"With unemployment now around 20% in Oregon and so many of our fellow service, restaurant, and retail industries being affected, we want to give back to the community that supports us. We also hope this program (Soup On Us) grows enough to bring back some of our staff furloughed due to the government-mandated closures," said Don Anderson, co-owner.

PRLog

## Frog Pond Farm to host Safari Farm Tour

Corey Buchanan Tuesday, May 19, 2020

Drive-thru event will allow attendees to visit animals at the Wilsonville farm while remaining in their cars



Frog Pond Farm, which has been closed for months due to restrictions to prevent the spread of the novel coronavirus, is hosting a drive-thru Memorial Day event.



Wilsonville Spokesman

## Wilsonville Farmers Market returning Thursday

Corey Buchanan Monday, June 15, 2020

The market will take place in Town Center Park rather than Sofia Park this year



The Wilsonville Farmers Market is returning this week, but due to the COVID-19 pandemic the location and feel will be a bit different.

Wilsonville Spokesman

# COLLATERAL & SHIPPING/ DISTRIBUTION



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## COLLATERAL & SHIPPING/DISTRIBUTION SERVICES

- Fulfilled 60 visitor guide requests from AAA and Sunset Magazine media leads (Jan-March)
- Distributed visitor guides through Certified Folders (Jan-June)  
–*Note: not renewing contract due budget reductions*
- Poster on view at French Prairie Rest Stop (Jan-June)  
–*Note: updating poster to remove World of Speed*



An aerial photograph of a vineyard in autumn. The rows of grapevines are in various stages of ripening, showing shades of green, yellow, and orange. In the center, a small white building with a red roof sits on a grassy patch. The background features rolling hills with dense forests of trees in vibrant autumn colors. A green rectangular box is overlaid on the left side of the image, containing the text 'TOURISM DEVELOPMENT' in white, bold, sans-serif capital letters.

# TOURISM DEVELOPMENT

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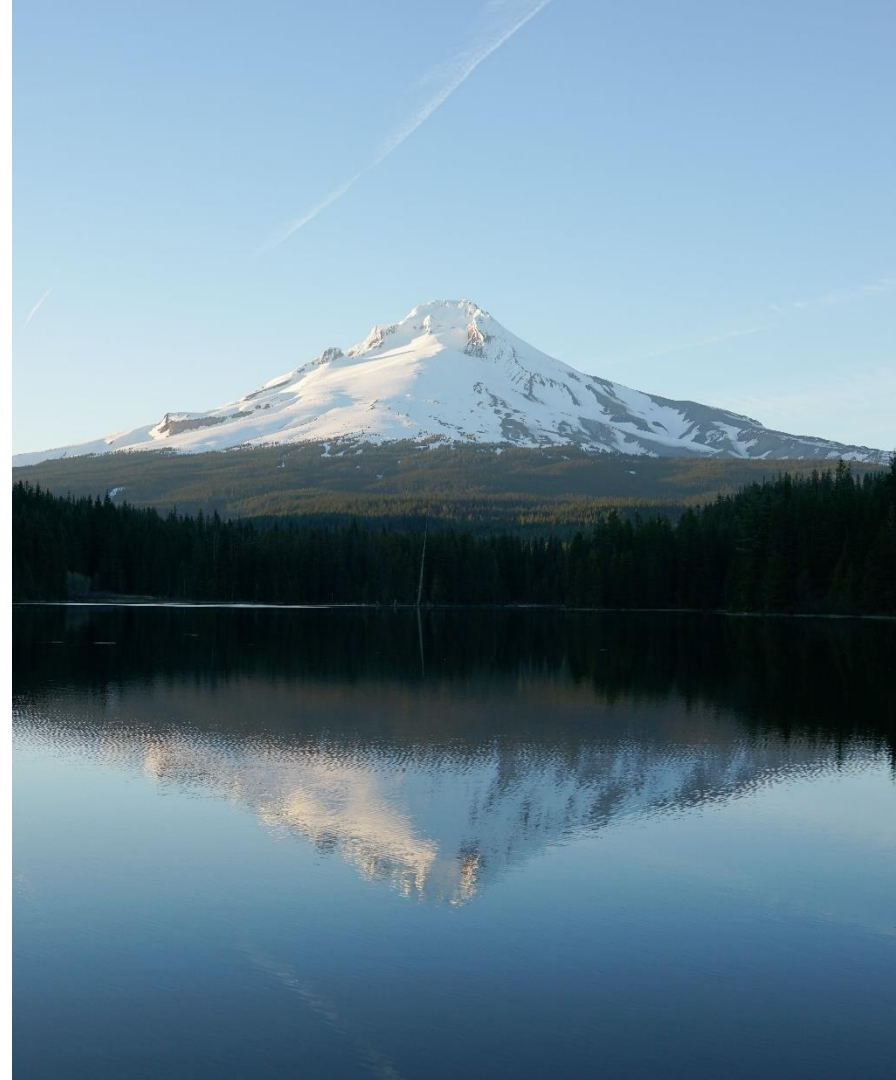
# TOURISM DEVELOPMENT

- Dream Staycation Package
  - To be featured on updated homepage/new section that allows us to feature and promote packages and deals
  - Package includes overnight stay and drinks at Holiday Inn, \$40 credit to Bullwinkle's.

We're looking for packages!  
If you're willing to collaborate in a package promotion,  
please email Bridget at [bbaeth@jayray.com](mailto:bbaeth@jayray.com) for details.

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

- Overnight stay + tasting at Vanguard Brewing
- Overnight stay + nearby winery package
- Overnight stay + pass/credit to Bullwinkle's
- Overnight stay + dinner



# STR REPORT



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## STR REPORT GLOSSARY

- **Occupancy:**
  - Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available.  
$$\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$$
- **Revenue per available room (RevPAR):**
  - Total room revenue divided by the total number of available rooms. See Room Revenue, Rooms Available.  
$$\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$$
- **Demand:**
  - The number of rooms sold in a specified time period (excludes complimentary rooms).
- **Revenue:**
  - Total room revenue generated from the guestroom rentals or sales.
- **Average daily room rate (ADR):**
  - A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold.  
$$\text{ADR} = \text{Room Revenue} / \text{Rooms Sold}$$





# STR REPORT – WILSONVILLE

COVID-19

2020 - WILSONVILLE	Jan.	Feb.	March	April	May	June	
Occupancy %	53.7%	56.4%	43.30	32.10	43.80	42.40	45.2% Average
RevPAR (revenue per available room)	\$42.02	\$46.30	\$35.58	\$22.63	\$32.20	\$32.92	\$35.52 Average
Demand	\$8,267	\$7,845	\$6,673	\$4,779	\$6,746	\$6,317	\$40,627 Total
Revenue	\$693,578	\$644,299	\$548,233	\$337,485	\$480,688	\$490,812	\$3,195,075 Total



Total Properties: 9



Total Rooms: 615

Reports are delivered around the 19<sup>th</sup> of each month to JayRay.



# STR REPORT – TROUTDALE (FOR COMPARISON)

— COVID-19 —

2020 - TROUTDALE	Jan.	Feb.	March	April	May	June		Difference WV and TD
Occupancy %	56.8%	66.5%	41.30	30.30	26.10	32.50	43.8% Average	-1.4%
RevPAR (revenue per available room)	\$46.42	\$56.25	\$32.23	\$20.20	\$19.73	\$26.44	\$35.14 Average	-\$0.38
Demand	8,643	9,139	\$6,282	\$2,310	\$2,975	\$4,785	\$34,134 Total	+6,493
Revenue	\$706,610	\$773,298	\$490,566	\$153,891	\$225,105	\$389,471	\$2,738,941 Total	+\$456,134



Total Properties: 8

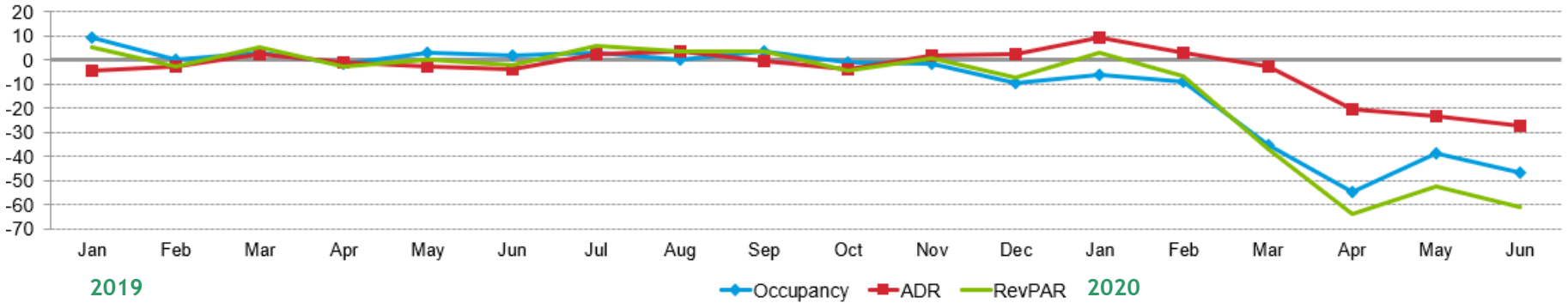


Total Rooms: 491



# STR REPORT – WILSONVILLE

## Monthly Percent Change



# STR REPORT – WILSONVILLE

COVID-19

## Occupancy

	Jan	Feb	March	April	May	June
2020	53.7%	56.4%	43.3	32.1	43.8	42.4
2019	57.1%	62.0%	66.7	71.0	71.1	79.4
% change	-6.1	-9.1	-35.1	-54.9	-38.4	-46.7

## RevPAR

	Jan	Feb	March	April	May	June
2020	\$45.02	\$46.30	35.58	22.63	31.20	32.92
2019	\$43.75	\$49.48	56.19	63.06	65.82	84.81
% change	2.9	-6.4	-36.7	-64.1	-52.6	-61.2

## Demand

	Jan	Feb	March	April	May	June
2020	8,267	7,845	6,673	4,779	6,746	6,317
2019	9,920	9,727	10,283	10,591	10,958	11,843
% change	-16.7	-19.3	-35.1	-54.9	-38.4	-46.7

## Revenue

	Jan	Feb	March	April	May	June
2020	\$693,578	\$644,299	548,233	337,485	480,668	490,812
2019	\$759,435	\$775,923	865,767	940,291	1,014,158	1,264,487
% change	-8.7	-17.0	-36.7	-64.1	-52.6	-61.2






# JAYRAY A PLACE TO THINK




Branding | Advertising | Strategic Communications

# THANK YOU!

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