

Willamette  
Valley

# Annual Report

2024 - 2025

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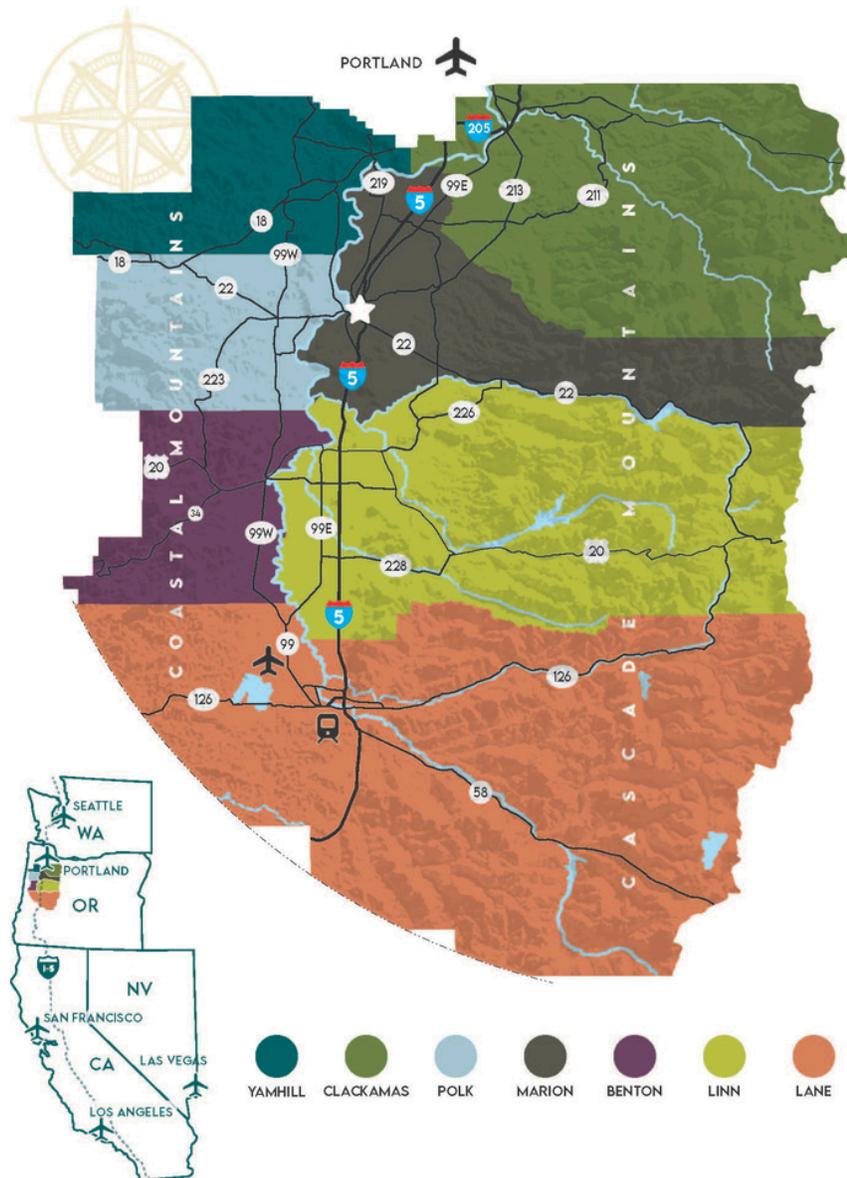
LOOKING AHEAD

# Introduction

The Willamette Valley Visitors Association (WVVA) is a 501c6 that serves as the Regional Destination Marketing/Management Organization (RDMO) for all of Yamhill, Polk, Marion, Linn, and Benton Counties, and portions of Lane and Clackamas Counties. WVVA works to drive overnight visitation to the region to support a thriving tourism economy in partnership with our local DMO partners.

We inspire travel to the region through integrated marketing campaigns celebrating our unique culture, people, and landscapes. WVVA also works to support the development of tourism assets and community-based tourism programs. As the RDMO appointed by the Oregon Tourism Commission, WVVA manages the Regional Cooperative Tourism Program (RCTP), its main funding source.

This 2024-2025 annual report summarizes organizational imperatives, goals and achievements during our fiscal year July 1, 2024 to June 30, 2025.



# Letter from the Executive Director

Fiscal Year 2024–2025 was one of transition and growth for the Willamette Valley Visitors Association. Following the leadership change from our founding Executive Director, WVVA entered a new chapter while continuing to deliver on the goals outlined in our contract with Travel Oregon. At the same time, staff and leadership began evaluating internal processes and setting priorities for the future.

WVVA's marketing and public relations strategy evolved this year to become more seasonal and responsive to regional needs. Campaigns highlighted sub-regions with opportunities for occupancy growth: winter focused on truffles and local foods; the summer campaign focused on soft recreation and historic downtown main streets. Content development across our website, e-newsletter, and organic social media remained valley-wide, supported by ongoing national PR outreach.

Our destination development work continued with a strong community-led approach. This included collaboration with the BLM on potential new mountain bike trails at Gooseneck in Polk County, advancing the Yamhill River Access project with support from the NPS-RTCA program, and expanding accessibility assessments and volunteer training across the region.

WVVA also represented the Willamette Valley internationally at Go West Summit, NTA, the Vancouver Outdoor Adventure Show, and IPW—ensuring our region remains visible in the global travel marketplace, which requires consistent, long-term investment.

Collaboration with our RDMO partners was a key focus this year. Together, we developed statewide itineraries to broaden the economic benefits of travel and launched joint initiatives, including a feature in America Journal, a German-language travel magazine. WVVA also shared booths with other RDMO and DMO partners at the LA Travel and Adventure Show.

The year was defined by both honoring existing commitments and laying the groundwork for WVVA's future. We look forward to building on this momentum to strengthen the Willamette Valley's position as a welcoming, resilient, and globally competitive destination.



*Tori Middelstaett*

EXECUTIVE DIRECTOR

*Stephen Hoshaw*

WVVA BOARD PRESIDENT

# Board of Directors

The Willamette Valley region's Board of Directors oversee and guide WVVA's strategic mission and financial management. Board membership is represented by local Destination Marketing Organizations (DMOs), with each board member seat representing and supporting their entire county within the valley. These counties include:

- Southwest Clackamas County (Clackamas County Office of Tourism)
- Yamhill County (Taste Newberg)
- Marion and Polk Counties (Travel Salem)
- Linn County (Albany Visitors Association)
- Benton County (Visit Corvallis)
- East Lane County (Eugene, Cascades & Coast)



**Stephen Hoshaw**  
**President**  
Eugene, Cascades & Coast  
*Lane County*



**Irene Bernards**  
**Vice President & Secretary**  
Travel Salem  
*Marion & Polk Counties*



**Leigh Jensen**  
**Treasurer**  
Taste Newberg  
*Yamhill County*



**Christina Rehlau**  
Visit Corvallis  
*Benton County*



**Rebecca Bond**  
Albany Visitors  
Association  
*Linn County*



**Jim Austin**  
Clackamas County Office  
of Tourism  
*Clackamas County*

# Mission

The Willamette Valley Visitors Association (WVVA) is a Regional Destination Marketing/Management Organization focusing on promotion of responsible tourism and regional economic well-being that benefits residents and visitors alike. Our mission is to enhance the region's vitality by cultivating authentic experiences to support local communities, ensuring the Willamette Valley's long-term resilience and economic growth. We are dedicated to fostering the prosperity of the Willamette Valley as a welcoming and inclusive year-round destination.

# Vision

A vibrant, year-round visitor economy that fuels local businesses, enriches our community and creates experiences that visitors love and residents are proud of.

# Values

- Community-Centric
- Partnership & Collaboration
- Integrity
- Stewardship of Place and Resource
- Inclusivity

# Equity

The Willamette Valley Visitors Association (WVVA) acknowledges that not all communities have felt welcome, safe, or represented in our region. We accept this responsibility with humility and commit to policies and practices that ensure accountability and greater accessibility for all. WVVA is dedicated to building an organization that mirrors and honors the diversity within the Willamette Valley, by inviting, supporting, and sustaining a diverse workforce and partner base.

*See full Equity Statement at [willamettevalley.org/about-us](https://willamettevalley.org/about-us)*



# Strategic Plan Imperatives 2024-2025

Imperatives	Description	Strategies
 <b>Strengthen Collaborations and Partnerships</b>	The first imperative is focused on the most important regional audience: Willamette Valley-based partners. WVVA needs to continue to foster relationships and use effective communication strategies to successfully work with regional and local tourism industry partners, businesses, governmental agencies and land management agencies, tribal nations, etc.	<ul style="list-style-type: none"><li>• Meet communities where they are, matching staff capacity to need</li><li>• Identify and implement opportunities for new strategic collaborations and partnerships</li><li>• Identify and implement opportunities to share more resources with our DMO partners</li><li>• Prioritize development of visitor-focused assets tied to our regional pillars</li><li>• Increase outreach to stakeholders across multiple channels</li></ul>
 <b>Equitably Drive Visitation Throughout the Willamette Valley</b>	This imperative speaks to the brand awareness that attracts visitors to the region and how we can support and supply partners' unique offerings. WVVA will work to keep the Willamette Valley brand and voice strong while also uplifting and building upon efforts to support sub-regional partner priorities and local pinch points around gaps and seasonal fluctuation.	<ul style="list-style-type: none"><li>• Clarify and document WVVA's role in the marketing funnel</li><li>• Identify and execute on opportunities to become a more inclusive brand and voice</li><li>• Create PR and marketing that speaks to our identified audiences, balanced across the diversity of our destinations</li></ul>
 <b>Build Organizational Strength and Capacity</b>	This imperative speaks to the internal work WVVA and its Board of Directors can do to keep WVVA a successful regional tourism management organization. A strong organization is required to lead the visitor industry to make and the Willamette Valley a top of mind, premier year-round destination.	<ul style="list-style-type: none"><li>• Update our internal policies and procedures</li><li>• Identify and implement opportunities to bolster advocacy efforts with our DMO partners</li><li>• Implement policies and processes that enable the diversification our team, vendors, and Board to match the demographics of our communities</li></ul>

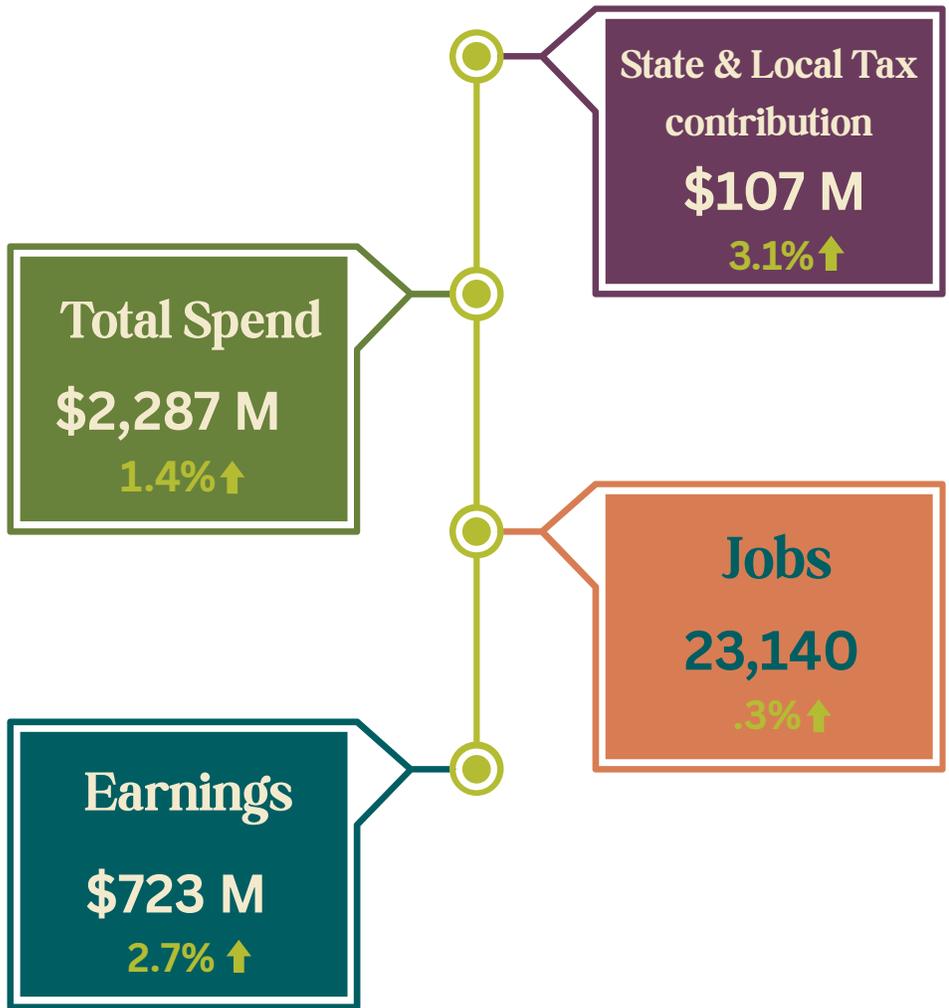


# 2024-2025 Budget

**FY24-25 total funds: \$1,057,430**

Tactic	Total	Strategy
<b>Destination Development</b>	<b>\$241,676.00</b>	WVVA's approach is to leverage regional resources in two main ways: by adding capacity to get projects done, or by providing funding for planning and implementation. This year's investments focused on trail accessibility assessments, mountain bike trail development, and river access improvements. As part of our funding agreement with Travel Oregon, 10% of WVVA's annual budget is dedicated to a regional grant or strategic investment program. In FY24-25, WVVA launched its Strategic Investment Fund, which you can read more about later in this report.
<b>Brand Stewardship</b>	<b>\$488,431.60</b>	Brand stewardship is the active practice of marketing and public relations to inspire visitation to the Willamette Valley. WVVA's efforts include traditional marketing such as advertisements, digital and social media campaigns, and media familiarization tours. We also engage in international travel trade conferences to ensure Willamette Valley experiences are available in the global marketplace, and participate in consumer-facing travel and adventure shows.
<b>Insights &amp; Impacts</b>	<b>\$3,000.00</b>	Insights and impacts keep WVVA connected to the broader industry. This includes participation in key memberships, conferences, and professional networks that provide valuable data, trends, and collaboration opportunities.
<b>Staffing &amp; Administration</b>	<b>\$324,322.40</b>	These are the essential costs of running the organization—staff compensation, office space, technology, bookkeeping, and other operational needs that allow WVVA to deliver on its mission effectively.
<b>Total:</b>	<b>\$1,057,430.00</b>	

# Economic Impact



All percentage increases are based on Year over Year comparisons 2023 vs. 2024 calendar year.

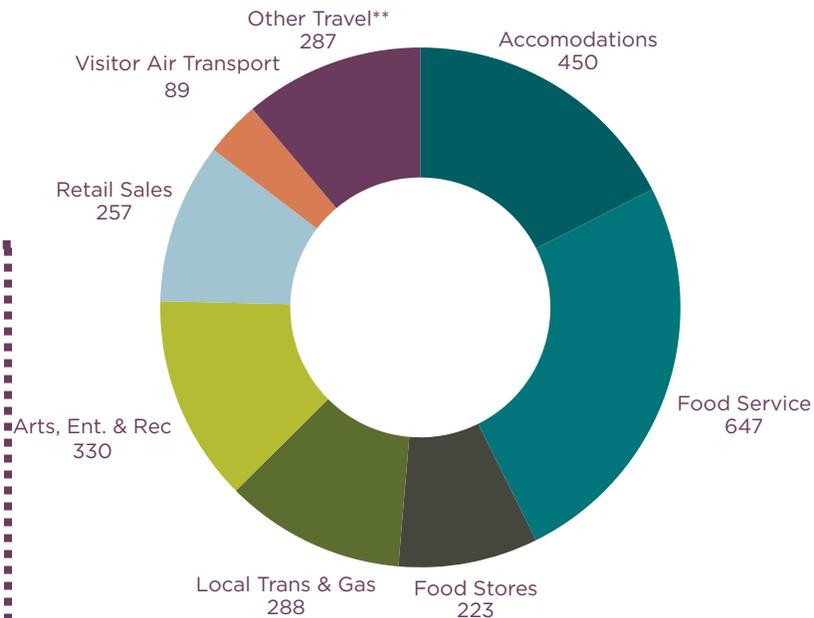
## Travel Spending in the Willamette Valley

The travel industry represents an important component of local, regional and state economies.

Spending associated with travel in the Willamette Valley generates earnings, employment and taxes throughout the region and benefits everyone.

In 2024 Willamette Valley visitors staying in hotel, motel or short-term rentals account for 58% of overnight-visitor spending for the region. Private home (visit friend/family) account for 37%. The remaining overnights (camping/second home) account for 5%.

Spend by commodity  
Rep in Millions



## 2024 Average Expenditure for Overnight Visitors

Overnight visitor volume for Willamette Valley region is based on cross-referencing visitor surveys, visitor air travel and lodging data.

	Person		Party	
	Day	Trip	Day	Trip
Hotel, Motel, STVR	\$181	\$386	\$429	\$925
Private Home	\$45	\$154	\$113	\$389
Other Overnight	\$46	\$172	\$155	\$582
All Overnight	\$78	\$231	\$196	\$585

The Economic Impact of Travel in Oregon / 2024p /  
Prepared by Dean Runyan Associates

\*\*\*Other Travel\*\* spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations

# Lodging Data

## 2024 Occupancy in the Willamette Valley

Market	Hotel Lodging* Source: CoStar	Short Term Vacation Rental* Source: AirDNA
Willamette Valley Region	62.60%	52.40%
SW Clackamas County	65.80%	N/A
Yamhill County	59.40%	49.30%
Marion County	65.60%	55.20%
Polk County	Not enough properties reporting	51.30%
Linn County	60.30%	51.10%
Benton County	52.80%	59.50%
Lane County, WV Region	43.90%	N/A

\*2024 Occupancy Rate

All lodging and short term rental data provided in partnership with Travel Oregon.



# Destination Development



## Imperative 1: Strengthen Collaborations and Partnerships

### Trail Assessment Pilot Project

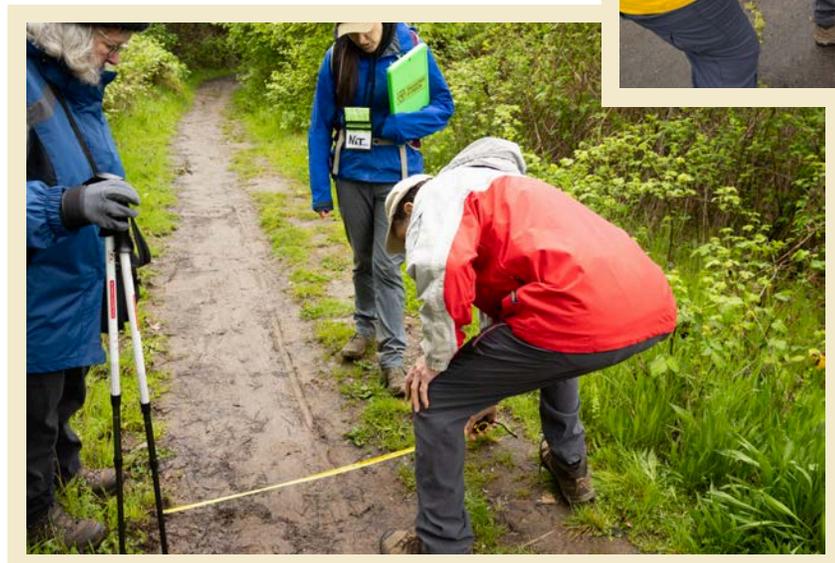
In coordination with the **Trailkeepers of Oregon**, WVVA piloted a volunteer-powered model for profiling inclusive trails and presented at the Oregon Outdoor Recreation Summit in December 2024.

#### Goals

- Showcase the principle that everyone benefits from access to basic trail information and amenities
- Recruit and train volunteers to collect accessibility data on trails around the region and showcase how a pilot project in the Willamette Valley offers a model for increasing the availability of accessibility information in outdoor spaces
- Highlight and benefit from partnerships with Access Recreation and others including those with lived experiences of disability
- Gather information and data to support why the survey model is a good fit for this type of work and how we can best harness and steward volunteer excitement and capacity
- Show how the results of this project can be replicated and expanded upon throughout Oregon and beyond

#### Key Successes

- **21 volunteers** were recruited and trained
- **25 trails were profiled** with information uploaded to **OregonHikers.org**



# Destination Development



## Imperative 2: Equitably Drive Visitation Throughout the Willamette Valley

### Wheel the World

WVVA and Travel Oregon partnered with **Wheel the World** (WTW) to assess six communities across the Willamette Valley to improve accessibility visibility for our state and region's lodging, restaurants, and attractions.

#### Goals

- Assessments for communities that include an analysis of how each business might be experienced by those with disabilities, focusing on various accessibility needs, including mobility, visual, deaf, hard of hearing, and sensory-friendliness
- Promotion and listing of accessibility assessments via WTW, Travel Oregon, and WVVA websites; including individual business promotion to connect and meet the demand of travelers with disabilities worldwide
- Highlight each communities relevant accessibility information in its listings, and creating a feature page listing all participants in the program to assist travelers in finding relevant resources and information
- Ongoing Support: Continuous engagement with Wheel the World's Partners Care team, ensuring accessibility efforts remain up-to-date and impactful

#### Key Successes

- Six Willamette Valley communities were assessed with a total of **70 businesses** **"Accessibility Verified"** by Wheel the World
  - Newberg
  - McMinnville
  - Salem
  - Albany
  - Corvallis
  - Eugene
- Provided each community, the region and the state more resources and amplification to support visitors who need accessible options



# Destination Development



**Imperative 1: Strengthen Collaborations and Partnerships**

## Tourism Cares Meaningful Travel Summit

In September/October 2024, WVVA, in partnership with Travel Lane County, sponsored and hosted the **Tourism Cares North American Meaningful Travel Summit** in Eugene. This annual signature program connects travel industry professionals with local changemakers in destinations around the world.

More than 150 professionals gathered at The Graduate Eugene to explore how meaningful travel can create positive community impact and enrich the visitor experience. Programming highlighted inclusion and accessibility in travel, agritourism, and community-based tourism. Attendees engaged with local leaders through educational sessions, tours, and facilitated networking opportunities.



# Destination Development



## Imperative 1: Strengthen Collaborations and Partnerships

### Tourism Cares Meaningful Travel Summit Cont.

#### Goals

- Share the unique story of the Willamette Valley region with a particular emphasis on sustainability practices, challenges, and opportunities; and showcase WVVA's commitment to community-led, sustainable tourism development
- Foster connections to local businesses and organizations, creating new opportunities and leading to product development
- Facilitate cross-sector networking opportunities to build partnerships
- Provide actionable best practices in destination stewardship and community tourism

#### Key Successes

- First sold-out Tourism Cares Summit in several years, with **150+ attendees spending 2+ nights in Eugene** and receiving welcomes from hosts WVVA and TLC
- **Local speakers from the Willamette Valley and Oregon** shared their experiences in sharing and creating sustainable travel experiences for visitors, including focuses on agritourism, Indigenous Tourism, and global sales
- WVVA hosted the **opening night reception** welcoming attendees to the Valley and Oregon. **Four of our RDMO partners** were collaborators and helped sponsor drinks, entertainment, and a David's Chair presentation for the event, presenting a cohesive Oregon experience
- **Five dynamic Experience Day tours** enabled attendees to explore the Willamette Valley and engage with local changemakers: Downtown Eugene Mural Tour, Camas Country Mill Tour and Bakery Tour Lunch and Learn, Connecting with the Indigenous Communities of Oregon and the Willamette Valley, Biodynamic and Sustainable Winery Tour, and Walking Tour Exploring the History and Impact of Local BIPOC Oregonians
- **Launch of the Willamette Valley Meaningful Travel Map**, an interactive tool part of Tourism Cares' Meaningful Travel Program. The map features over 20 local organizations from across the region, showcasing sustainable, community-led enterprises, products, services, accommodations, and tours



# Destination Development



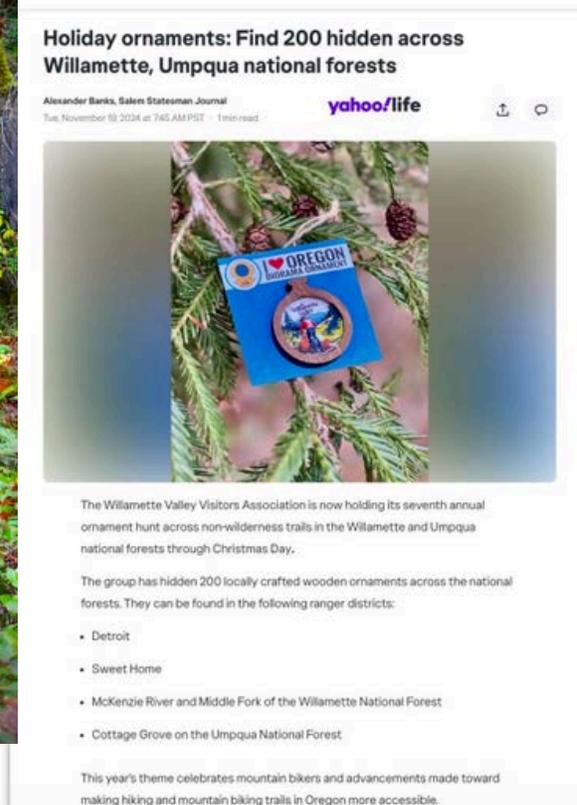
## Imperative 2: Equitably Drive Visitation Throughout the Willamette Valley

### Annual Ornament Hunt

The Willamette Valley Visitors Association launched its seventh annual ornament hunt on non-wilderness trails of the **Willamette National Forest** and in the **Umpqua National Forest** on November 15, 2024. The goal of the Ornament Hunt was to encourage locals and travelers to connect with public lands and increase outdoor recreation activities during the fall and winter season.

The Ornament Hunt was sponsored by the Willamette Valley Visitors Association; partners include the USDA Forest Service and **Cascade Volunteers**.

The 2024 wooden ornament celebrated the various mountain biking opportunities you can have across the forests in the Willamette Valley. The two hundred ornaments were spread across Willamette National Forest and Umpqua National Forest trails and included instructions on how to register to win an adventure and overnight stay in the Willamette Valley.



# Destination Development

## Imperative 2: Equitably Drive Visitation Throughout the Willamette Valley

### Annual Ornament Hunt Cont.

#### Goals

- Promote hiking throughout the Willamette National Forest and Umpqua National Forest in the winter season
- Highlight this annual, hyper-seasonal, family-friendly activity and promote hiking for all abilities throughout the forests
- Support foot traffic and sales in our local visitor centers throughout the Willamette Valley
- Promote, highlight and donate proceeds of sales to the volunteer efforts of the Cascade Volunteers, a non-profit organization that supports trail maintenance throughout the Willamette National Forest
- Continue successful and beneficial partnerships with Cascade Volunteers and the USDA Forest Service

#### Key Successes

- Promoted winter recreation safety messaging along with the principles of “Take Care Out There”
- Accessible trails were identified and noted to provide opportunities for those with varied abilities
- **120 ornaments found**
- **110 ornament prize entries**
- **26 ornaments purchased**
- **18,000+ website page visits**
- **30,017 impressions** on social media
- **30 placements** (stories, broadcast, and radio) from PR efforts





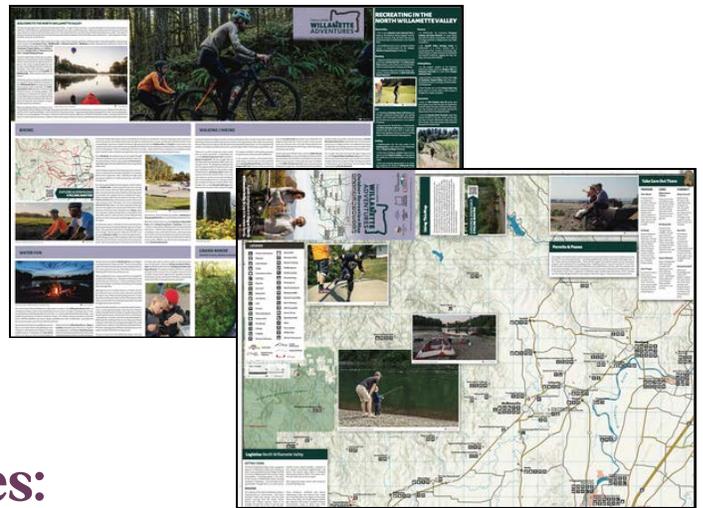
# Strategic Investment Fund

In 2024, WVVA launched the Willamette Valley Strategic Investment Fund, a new program designed to support organizations that enhance the visitor experience across the region. For Fiscal Year 2024-2025 (July 1, 2024-June 30, 2025), a total of \$85,743 was available for investment.

Eligible projects were able to request between \$5,000 and \$50,000, while sponsorships for multi-day sports and events were available in amounts ranging from \$1,000 to \$3,000. Funds were awarded on a rolling basis until all allocations were distributed.



Queer Wine Fest



Nature Unfolds:  
Outdoor Recreation Map

## Strategic Investment Awardees:

- **Albany Pickleball Club (\$25,000)** for accessibility improvements to its 12-court facility.
- **Aurora Visitors Association (\$6,000)** for brand recognition marketing with influencer FAM trips and photographer-videographer services.
- **Carlton Winemakers Studio (\$7,000)** for staff media training, videography, and targeted social advertising.
- **McKenzie Trail Volunteers (\$17,915)** for tools and equipment to support critical maintenance and expansion of recreation sites within the Willamette National Forest.
- **Remy Wines (\$3,000)** for photography and videography for Queer Wine Fest.
- **Visit Newberg (\$15,000)** for Nature Unfolds: Willamette Adventures, the latest outdoor recreation map in Travel Oregon's series.
- **Oregon Senior Games (\$3,000)** for sponsorship of the 2025 multi-day sporting event in Corvallis and Albany.
- **Special Olympics Oregon (\$3,000)** for sponsorship of the 2025 Summer State Games at Oregon State University.
- **USA Ultimate (\$1,500)** for sponsorship of the Pro-Elite Challenge-West at Crystal Lake Park in Corvallis.
- **Visit Corvallis (\$5,000)** for bidding on the 2026 Ultimate Frisbee High School National Invite.



# Marketing

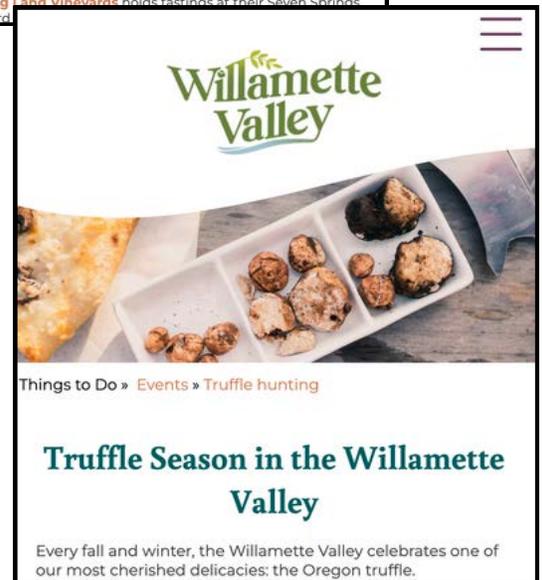


**Imperative 2: Equitably Drive Visitation Throughout the Willamette Valley**

## Winter & Summer Paid Social Campaigns

### Goals

- Drive awareness and increase visitation during the winter and summer months based on specific communities' highest need
- Encourage website traffic through link clicks to seasonal landing pages and to DMO partner websites
- Expand WVVA's brand awareness and build visual and video asset library for use in ongoing campaigns
- Promote partners and their priorities including:
  - Winter Wine: Cellar Season campaigns and wine related events during shoulder season
  - Winter Culinary: Promote Oregon truffle experiences, events and guided tours
  - Winter Outdoors: Promote winter outdoor activities and truffle foraging experiences with guided tours
  - Summer Events: Promote local events and longer lodging stays
  - Summer Outdoor: Hiking, cycling and connections to the coast
  - Summer Main street: General awareness, shopping, culinary
  - Summer Agritourism: Farmers markets, u-picks, farm stays
  - Regenerative/sustainable: Car free travel, walkable downtowns



### Key Successes

Results			
	Reach	Clicks	Impressions
<b>Paid Ad Campaign Performance</b>	<b>3.3M</b>	<b>303,018</b>	<b>6.6M</b>
<b>Boosted Social Post Performance</b>	<b>1.66M</b>	<b>201,741</b>	<b>5.9M</b>
<b>Website Performance</b>	<b>42,159 Sessions</b>		



# Marketing



## Imperative 2: Equitably Drive Visitation Throughout the Willamette Valley

### Winter Campaign

December 18, 2024 - March 31, 2025



#### Boosted Social Posts

- Total Social Spend: \$8,500
- Social Reach: 1,665,587
- Gained Followers: 1,340
- Impressions: 5,911,420

#### Paid Advertising Campaign

- Total Spend: \$25,293
- Clicks: 101,277
- Impressions: 4,998,602
- Reach: 1,659,251
- CPC: \$0.25

#### Website, Content and PR

- Total Sessions on feature pages: 4,026
- Top page: Where to Find Winter Adventure
- Total Placements: 12 with total circulation of 4,376,542

### Forbes

#### These Truffle-Hunting Experiences Are Winners—By A Nose

Debbi Kickham Contributor  
Former editor of Robb Report, Debbi has written about histories from Azevedo to Zeno



If you've never gone truffle-hunting, you are missing out on one of life's greatest experiences.

Even Kim Kardashian would tell you that — well, sort of. Kardashian (who co-founded a private equity firm called Sky Partners with business partner Jay Sammons) said last November that Sky had reached an agreement to acquire a "significant

### Summer Campaign

June 3, 2025 - July 27, 2025

#### Paid Ad Campaign Performance

- Link Clicks: 201,741
- Reach: 1,711,315
- Impressions: 1,697,906

#### Top Performing Content Themes

- Delicious Detour - Culinary Themes and Food Trail highlights
- Outdoor Adventure - Cycling, hiking and water recreation
- Ride the Tide - Corvallis-to-the-Sea Trail





# Marketing



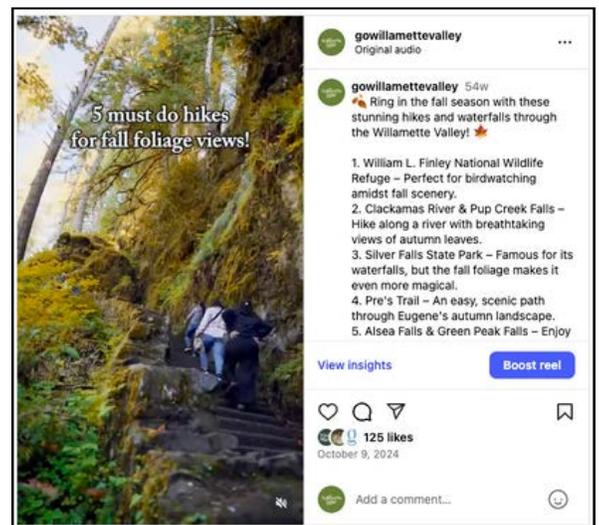
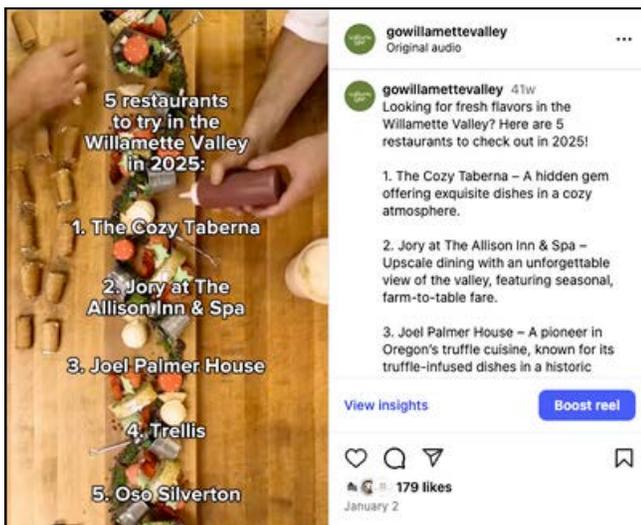
Imperative 2: Equitably Drive Visitation Throughout the Willamette Valley

## Organic Social Media

We began the fiscal year with a new agency to help increase engagement on Facebook and Instagram and to jump start content on TikTok with fresh video content to expose younger generations to our region’s content. The renewed focus on organic social media channels combined with successful paid social media campaigns (detailed on previous page) resulted in significant growth in clicks, engagement and impressions.

### Key Successes

Results July 1, 2024 - June 30, 2025								
	Followers	YoY Change	Clicks	YoY Change	Engagements	YoY Change	Impressions	YoY Change
Facebook	48,500	0.9%	16,072	72%	21,527	71%	3.3M	307%
Instagram	12,198	14%	n/a		14,408	54%	791,682	27%
TikTok	1,262		n/a		n/a		n/a	





# Public Relations



## Imperative 2: Equitably Drive Visitation Throughout the Willamette Valley

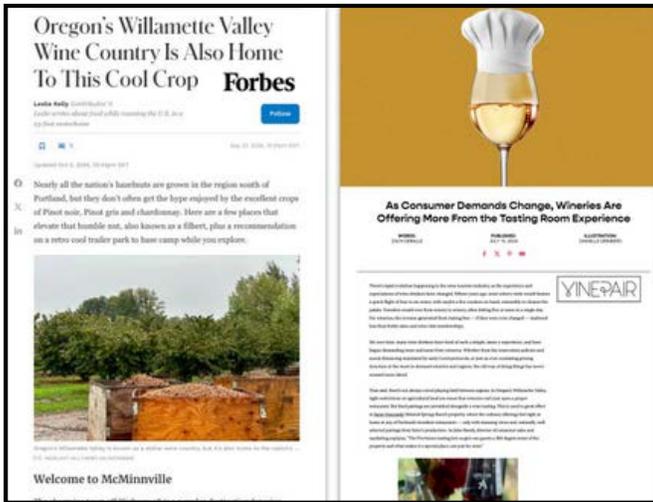
### Strategy

We continued our strong relationship with Lawrence Public Relations (LPR) and promoted the region as a top destination when visiting Oregon by highlighting priority initiatives like the annual Ornament Hunt and Truffle/Cellar Season, as well as culinary, wine and outdoor recreational travel. In partnership with WVVA staff, LPR conducted media outreach by not only pitching the overall region, but also by inviting media to experience the area for themselves.

### General Results

- Outreach resulted in multiple local and national features
- Secured **120 placements**
- **1.6B+ impressions** with CPM\* of 0.02
- Notable publications: Forbes, The New York Times, Sunset Magazine, Travel + Leisure, USA Today, Vogue, Lonely Planet, Yahoo
- Specific coverage for seasonal campaigns includes:
  - **Ornament Hunt: 30 placements** with a circulation of 624,081,955 and CPM of \$0.01
  - **Winter Campaign: 12 placements** with a circulation of 4,376,542 and CPM of \$0.27

\*CPM (Cost Per Mille) measures the cost of every 1000 ad or media impressions.



### Top 10 Story Results for 2024-25

Date	Publication	Headline	Circ
1/5/2024	<a href="https://www.forbes.com">forbes.com</a>	50 Best Places To Travel In 2024	73,844,154
2/6/2024	<a href="https://www.forbes.com">forbes.com</a>	These Truffle-Hunting Experiences Are A Winner – By A Nose	73,844,154
2/13/2024	<a href="https://www.yahoo.com">yahoo.com</a>	Watch: Truffle Dog Hunting	423,927,409
2/29/2024	<a href="https://www.forbes.com">forbes.com</a>	Save The Dates For These Spectacular 2024 Oregon Flower Festivals	81,472,794
4/3/2024	<a href="https://www.usatoday.com">usatoday.com</a>	Eat Lunch with Llamas: 10 Outdoor Culinary Adventures for Every Foodie	71,467,006
6/10/2024	<a href="https://www.usatoday.com">usatoday.com</a>	Namaste, Wine Lovers: Destinations Where Yoga and Wine Pair Perfectly	80,347,851
9/17/2024	<a href="https://www.nytimes.com">nytimes.com</a>	7 Beautiful Places for Fall Foliage That Aren't in New England	158,000,000
9/27/2024	<a href="https://www.forbes.com">forbes.com</a>	Oregon's Willamette Valley Wine Country Is Also Home To This Cool Crop	99,600,000
11/19/2024	<a href="https://www.yahoo.com">yahoo.com</a>	Holiday Ornaments: Find 200 Hidden Across Willamette, Umpqua National Forests	432,976,146
11/21/2024	<a href="https://www.msn.com">msn.com</a>	Tis The Season to Hunt Holiday Ornaments in the Willamette Valley	148,979,623

# Industry Relations



## Imperative 1: Strengthen Collaborations and Partnerships



## Oregon Media Marketplace

Oregon Media Marketplace (OMM) in March 2025, brought together regional tourism partners with local, national, and international media for an immersive exploration of Oregon's wellness offerings and unique visitor experiences followed by a series of press trips around the state for hosted national and international media.

Our media guests enjoyed the inclusive and grounded experiences and personal time with producers.

WVVA invited Revino, a sustainable wine bottle company that is working with regional wineries to implement reusable wine bottles. In addition, three local Revino winery partners poured of behalf of Willamette Valley wine.

**60 media members** were invited to the event, and WVVA got to meet journalists who participated in our familiarization (FAM) trip.

### Coverage (statewide)

- **Total Stories: 63**
- **Total Circulation: 171,084,430**

## International Trails Conference

WVVA Destination Development Coordinator Augusta Stockman spoke on a panel in April 2025 at the International Trails Summit in Madison, Wisconsin.

The panel, entitled "Enhancing Trail Accessibility Through Effective Signage", covered the intersection of quality signage and the best practices in providing accessible and inclusive information to trail users.

Augusta illustrated how WVVA's strategy of information is implemented and relevant through a volunteer-powered pilot project that offers a model for increasing the availability of accessibility information in outdoor spaces.

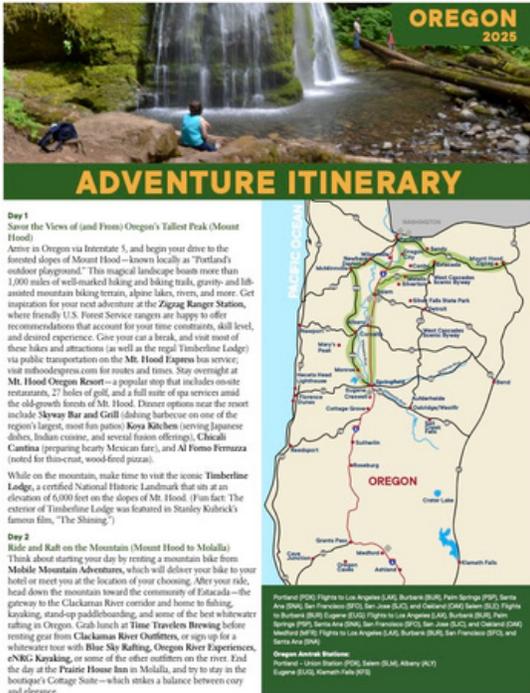
**Summit Details:** The 2025 International Trails Summit in Madison, WI — a global celebration of learning, connection, and trail-centered inspiration — brought together more than **850 attendees from 17 countries**.



# Global Sales



## Imperative 2: Equitably Drive Visitation Throughout the Willamette Valley



## America Journal

- In collaboration with Southern Oregon and Central Oregon, WVVA created a print itinerary in the June 2025 edition of German publication America Journal
- A digital itinerary campaign with Untraveled pivoted from international to domestic due to recommendations from Travel Oregon staff

## Vancouver Outdoor Adventure Show

- Jessy attended the Vancouver Outdoor Adventure Show in partnership with Oregon's Mt. Hood Territory
- Due to Canada's current country-wide #BuyLocal and travel domestic campaigns, there was reduced engagement at this show compared to previous years and conversations focused on sentiment and listening due to national economic policy tensions
- Visitors who still stopped at the booth mentioned they love Oregon, but won't be visiting in the next couple of years.
- Attendance averaged **16,300+ attendees**

## L.A. Adventure Show

- Jessy attended the LA Travel and Adventure Show with Southern Oregon as a regional partner and our local partners, Oregon's Mt. Hood Territory and Eugene, Cascades, and Coast
- The show was successful and WVVA received over **185 prize entries**
- **Total attendance (20,123)** was down this year compared to last due to wildfires in the areas; however, attendance by travel trade and travel advisors was up

## Go West Summit & IPW

Both of these business-to-business shows provide a platform to build relationships and get the Valley's bookable product into international travel sales books.

- **31 meetings** attended at Go West Summit by WVVA staff
- **190 meetings** attended at IPW by the Oregon delegation





# Looking Ahead



## Imperative 3: Build Organizational Staff & Capacity

The groundwork laid in Fiscal Year 2024–2025 has set WVVA’s course for the next six years. To continue to be a strong regional leader, WVVA has embraced building and improving our organization’s capacity so we may be equipped to succeed with our region’s long-term strategic plan. You can read more about our **long-term strategic plan** on our industry resources webpage.

As fiscal year 2025–2026 marks the start of a new biennial plan with Travel Oregon, WVVA is expanding its capacity with a team of four full-time staff:

- **Executive Director**
- **Destination Development Manager**
- **Marketing Manager**
- **Marketing & Social Media Coordinator**

Destination development will continue to follow a community-led model, with the Willamette Valley Strategic Investment Fund serving as a catalyst for local projects. Early assessments are underway for the Gooseneck Mountain Bike Trail system, while the NPS-RTCA program continues to provide technical support for river access initiatives in Willamina, Sheridan, and surrounding communities.

On the marketing side, the addition of a full-time Marketing Manager will strengthen collaboration among sub-regional partners. Digital marketing will remain a priority, offering flexibility as consumer trends evolve, particularly important as industries across the country face tighter competition for discretionary spending.

Entering the year ahead with clear direction and renewed capacity, WVVA is committed to advancing the Willamette Valley’s brand, reputation, and visitor economy.

