

Willamette Valley Visitors Association

Menu of Investment
Opportunities 2024 - 2025

Willamette
Valley

A Guide to the Menu

Be a part of the collaborative tourism marketing effort in the Willamette Valley by advertising with the Willamette Valley Visitors Association in 2024-2025. Team up with us to draw visitors to this incredible region, and ensure your region or business gains continuous visibility among potential guests our unique offerings.

WVVA Contacts

Becca Barnhart

Email marketing@willamettevalley.org

for questions about public relations & marketing opportunities.

Dawnielle Tehama

Email dawnielle@willamettevalley.org

for questions about the Expedia Group partnership or B2B shows.

Jessy Fabrizio- Stover

Email jessy@willamettevalley.org

for questions about accessibility, partnerships, & global sales.

Partners Co-op

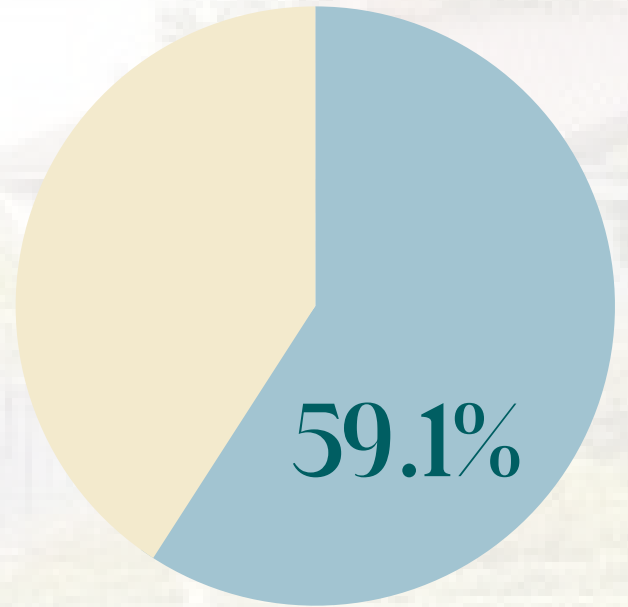


partner co-op required

Not every opportunity in the menu is going to be run by WVVA this year. Due to budget needs, some opportunities will only run with a partner, not as a WVVA-only promo. This symbol will be next to the name of opportunities that are partner-only.

Why Willamette Valley?

59.1% of our visitors are either unfamiliar or only partially familiar with the area. These visitors **need your suggestions on the region.**



How do Visitors Plan?

28.2% use a **destination website** to plan their trip

17.2% use **social media**

15.8% use an online **destination travel guide**

Visitors Love the Valley

Nine-in-ten Willamette Valley visitors feel "likely" or "extremely likely" to return to Oregon in the next 12 months.

The average visitor comes to the Willamette Valley 7.7 times in their life. **These repeat visitors can be your repeat customers.**

Our Audience

Who Visits the Willamette Valley?

The average Willamette Valley Visitor:

53 years old, with **44.8%** of visitors boomers or older and **29%** in Generation X

\$120k average **household income**

\$253 average **spend in the valley** per person per day

Visitor Activities

77% of travelers visit with their spouse or partner.



No data to display

77%

17% of travelers come to the Willamette Valley with friends, and **25%** come with their children (either under 18 or as adults).

The average visitor stays **2-4 days** in the Willamette Valley, with about **a third** of visitors staying in a hotel.

Half our visitors are here for vacation or leisure travel.

While here, **70%** will enjoy food and drink and **50%** will engage in outdoor recreation.

The Wine Tourist

The Average Wine Tourist

\$113k average annual household income. Wine tourists are **affluent** and seek a **high-end experience**.

51.5 **average age** of a wine tourist. Over half of all visitors are 55 or older.

3.2 average lifetime visits. Wine tourists are **repeat visitors**.

The typical wine tourist represents **\$264.35** in daily in-market spending to the Willamette Valley.

Visitor Activities

The primary motivations for visiting the Willamette Valley include the **quality/variety of wine available** in the Willamette Valley, its **scenic beauty**, and **wine tasting opportunities**.



Wine tourists typically participated in **2.4** different activities during their trip.

85.5% of visitors went wine tasting and **29.2%** did a winery tour.

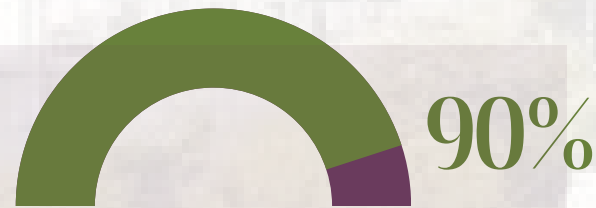
59% of visitors dined in restaurants, and **21.7%** went shopping.

The Eco Tourist

To improve the reach and messages in travel advertising we need to go beyond sustainably-minded tourists' social and environmental values and tap into their unique standout qualities.

Sustainable Options Matter to Visitors

90% of travelers want sustainable options from their trip.



63.7% of travelers said sustainable impact is **important or very important**.

65% of travelers seek environmentally friendly lodging and transportation.

Regenerative Behaviors in the Valley

75% Visitors deposited trash in appropriate receptacles.

41% Visitors managed the amount of waste they created.

18% Visited businesses committed to sustainability.

These rates are **higher than the statewide average**, meaning Willamette Valley visitors may be more invested in the sustainable practices of our region.

Marketing Opportunities

Digital Opportunities

Facebook

Click-to-Site Ads (maximum 2 opportunities)

\$2,500 straight media pass-through

Using the carousel style of advertisement, this will promote awareness in Washington and California markets. This would run for a full 2-month period, with no deadline to start.

Total clicks estimated at approximately 17,500

Remarketing Ads

\$9,000 straight pass-through

This would run nationally for 6 months, with no deadline to start & can tie in both brand awareness and help to move people closer to the conversion we wish them to make. These image ads will have dynamic creative. You provide the images and we'll write branded headlines that FB will monitor for best performers.

Seasonal Partner Campaign

\$500 per ad per month

Choose from a **Shoulder Season - Cellar or Truffle theme** Dec - March

OR

Regenerative/Outdoor/Ag theme:

March - June or Sept. - Nov.



Digital Opportunities

Google Video Distribution  partner co-op required

\$15,000 Winter 2023 - Early Spring 2024



With partner support, WVVA will run 15- or 30-second video ads on YouTube as pre-roll with shoulder season themes in culinary, wine, and agritourism. We would be able to include a small 'call to action' overlay on these to redirect.

Total video views estimated at 140,000

Print Opportunities

1859 & 1889 Magazine (PNW Combo)  partner co-op required

1859 NOV./DEC. "ROMANTIC GETAWAYS" THEMED ISSUE, OR THE
1889 OCT/NOV "BOUNTY & LIBATIONS" THEMED ISSUE

Full page - \$4800

 **16,000 Newsletter Subscribers**

Northwest Travel Magazine  partner co-op required

JAN/FEB 2025 - 52 GETAWAYS EDITORS PICK

Full Page \$5,500 (1-3x) \$4,850 (4-6x)

Reach **120,500 paid readers** - both subscribers and qualified hospitality by advertising with Northwest Travel.

Scenic Byways Guide

DETAILS AND DATES TBD

Full Page \$3,500

Travel Oregon Visitors Guide

This is the official state guide used by visitors and welcome center staff, with over 300,000 copies distributed.

SECURED BACK COVER: TOTAL COST OF \$13,488 - \$13,750*

*may be split between WVVA and partners

For more rates contact us at marketing@willamettevalley.org

WVVA Website

Curated Blogs & Itineraries

\$250-\$400

A WVVA-written story of 800+ words with maps and feature images included in the higher range.

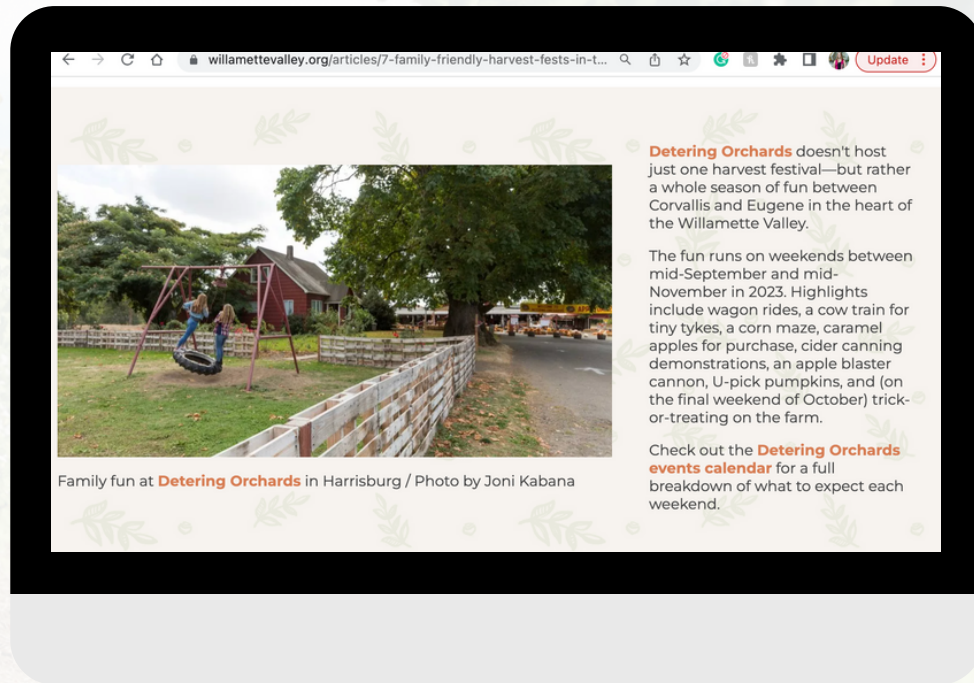
Featured Inclusion

Opportunities for inclusion on the WVVA website include:

- Click ads
- Tiles
- Itinerary/Map inclusion
- Feature Story inclusion

Includes direct link to your preferred URL. There is no due date for this opportunity.

- Feature block on Lodging or Things to Do page - \$300/300x250 block size, 3 month commitment
- Homepage map inclusion (specific city/towns with DMO) \$200
- Itinerary/Blog mention and link (example above) \$250
- Curated itinerary/blog \$250-\$400
- Featured Event \$100



700,000 annual page views

Public Relations

Domestic FAM Support

\$400 - \$2500

Maintain stories and impressions gained through coverage that leads to trip bookings. DMO to support agreed-upon FAMs based on Travel Oregon- and WVVA-led tours. This opportunity can be booked as available. WVVA will reach out for opportunities.

PR Projects

Tier 1:

\$2,500 = 11 hours/month

- One 30-minute kick-off meeting to identify goals and story angles (Months moving forward, stories will be provided to Lawrence PR via email)
- Coordinate 2-3 local, regional or national uplifting and on-message stories per month
- Provide regular updates
- Monthly recap with measurable impacts

Tier 2:

\$4,500 = 21 hours/month (subject to change)

- Monthly 30-minute meeting to identify goals and story angles
- Coordinate 4-6 local, regional or national uplifting and on-message stories per month
- Provide regular updates
- Monthly recap with measurable impacts

Travel Oregon

Travel Oregon Ad Network

4 million+ website visitors

Visitor Guide: \$1380 - \$11,000 per co-op

Website: \$435 - \$1600 per quarter



partner co-op required

Story on TravelOregon.com: \$3500



**TRAVEL
OREGON**

Travel Oregon's official channels provide consumers with details on outdoor recreation, food and drink, culture and heritage, family experiences, regional travel suggestions, and local picks. This opportunity is for partners to participate in shoulder season marketing for January-March 2025. Opportunity must be secured by October 2024.

Visitor Guide: 300,000 print copies & 13,000 digital views

Expedia Group Co-Op



partner co-op required

DMO buy-in: \$25K per co-op

Co-Op Campaigns from Expedia Group™ Media Solutions combines display advertising with custom landing pages to enable multiple advertisers to extend their marketing spend together, while still aligning with marketing budgets and business objectives. Powered by audience segmentation that can be highly customized, advertisers can reach the right consumer with the right message at the right time.

This opportunity is for three partners to participate in shoulder season marketing for January - March 2025. Opportunity must be secured by October 2024.

Partnership Program Opportunities

Ornament Hunt

Local Partnership Opportunity

Price TBD

Sept - Dec 2024

Create greater awareness of your local lodging, outfitter and culinary partners and businesses with the annual Ornament Hunt. In its 7th year, partners will be able to support this seasonal campaign and their local businesses. Open to Linn, Lane, and Marion counties. See [2023 Report](#) for analytics.

- Itinerary inclusion on WVVA website
- Promotional assistance
- Social shout outs
- Ornament donation or sales on-site



KATU Broadcast Opportunity

\$3000 - \$5000



partner co-op required

Create greater awareness of local partners and businesses with the annual Ornament Hunt.

- Mention in promotional reminders to air throughout KATU lifestyle program
- Live promotional mentions
- Social media mentions throughout campaign

Email by September 15th, 2024 for inclusion in this promotion. This is a first-come, first-served opportunity and will only run with a partner, not as a WVVA-only promo.

Data Access

Data Access partner co-op required

Data via contracted services on current key indicators and metrics: seasonal visitor volume, origin markets, length of stay, keyword search terms, length between planning and travel, content/social visits, etc. Two tiers are available. If interested, please contact Dawnielle Tehama. The deadline is July 1, 2024.

\$3,000

- Quarterly data pull delivery by WVVA for the designated region

\$10,000

- Access to data console for review and download for reporting
- Up to 20 points of interest (POIs) identified by you and polygon creation
- Upload CSV files to analyze other points of data for comparison and data analysis once per quarter

VisaVue

These fast, easy-to-use reports provide a wealth of performance information without the need for advanced database management experience. A secondary subscriber would receive up to 5 domestic reporting areas if they moved forward with either Domestic only or the Combined Subscription.

- **International Only: \$2,310**
- **Domestic Only: \$3,500**
- **Combined (domestic + international): \$5,060**

Data Access

Data Analysis

TBD on pricing and availability

Data provider via our contracted services on partners current key indicators and metrics: seasonal visitor volume, origin markets, length of stay, keyword search terms, length between planning and travel, content/social visits, etc.

Travefy Account Access

\$260 Annual Membership*

Subject to Travefy terms/timeline

Includes one logging for Travefy itinerary management and communication software.

WVVA Website Report

Custom reporting generated from the WVVA website. The report can include a varied amount of pages and links tracked to meet your pricing needs. The tiers offered are as follows:

Tier 1:

Includes custom analytics from 3 partner specific webpages/itineraries.

- **\$500 set up fee**

Tier 2:

Includes analytics from 10+ pages.

- **\$500 set up fee + monthly fee for delivery. Contact marketing@willamettevalley.org for custom pricing**

Regenerative Programs

**Expedia Group & Travel Foundation:
DMO Climate Action Plan Course**



partner co-op required

Course Cost: To Be Determined

WVVA believes that through travel and tourism, regenerative and sustainable practices can be learned and shared across the world. Together with its partners, WVVA is making strides to develop programs and resources to make regenerative and sustainable practices part of our culture so by working together, we can keep our natural resources abundant through our everyday practices.

“The Travel Foundation and Expedia Group are working together to launch a first-of-its-kind capacity-building program for destination marketing and management organizations (DMOs). The **online training program** will equip DMOs with the knowledge and skills to become a hub for climate action and tourism in their communities, create their own climate action plans and support industry partners do the same while applying a sustainability lens to planning and decision-making. The aim is to create ‘climate champions’ who can lead the way and facilitate stakeholder alignment and action within their destination. The program will also offer peer-to-peer learning opportunities for destinations to share knowledge and insights with one another.”

Interested in learning more? Contact Dawnielle Tehama at dawnielle@willamettevalley.org for more information.

Accessibility

BluePath Business Training & Listings

BluePath is an accessibility website for people with disabilities. It connects consumers with businesses who want to work together towards a more accessible world by providing the tools needed to identify barriers to accessing a business. There will be more information about this opportunity in the fall of 2024.

Tier 1: Bluepath Business Listings & Support (Cost to be determined)

- WVVA will identify sites in your community to be listed on Bluepath and provide continuous listing support.

Tier 2: BluePath Site Identification (Cost to be determined)

- We will host a Mapathon for your community, sending volunteers to a number of businesses to post them on Bluepath.

Visitable Internal Trainings

Certification Cost: \$50 per employee

Yearly Training Cost: \$300 per organization

Visitable is an online training platform for the certification of businesses and DMOs to understand the needs of various communities requiring accessibility accommodations. The training utilized "experts in accessibility and the ADA field. Now, we have the most authentic and up-to-date disability inclusion training available." Completion of training for 80% of your staff results in an Advocate Certification for your organization, including promotional material for your website, office, and social media to note your status. WVVA believes that this program will support our staff and our partners in understanding the experience of individuals with disabilities and their travel partners and how to best serve them. Improving access to the valley for all.

Global Sales Opportunities

Questions? Contact Global Sales at
jessy@willamettevalley.org

B2B Shows

NTA Contact

Sponsorship: \$1,500

Contact is a tour operator retreat dedicated to networking, education, and product development. Contact '25 is set in Mackinac Island, Michigan in May 2025. This opportunity is sponsorship of a session, including 3-5 minute in-person introduction by WVVA staff of that session or another way to introduce you, a table or booth if you wanted at the show and all collateral/materials at tables, logo placement.

Road Rally Sponsorship

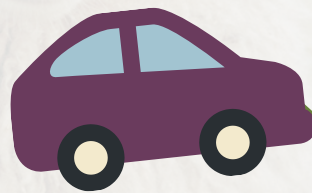
Contact Jessy and Dawnielle for further details.

More than 16 articles from six international publications were generated from the previous Oregon Road Rally, with an estimated value of \$756,470. These stories reached travelers in Australia, China, the United Kingdom (UK), France, New Zealand, and Germany.

GoWest + IPW

Contact Jessy and Dawnielle for further details -- Pay for the minimal cost of shipping and materials.

As the leading inbound travel trade show, past IPWs have generated more than \$5.5 billion in future travel by connecting U.S. travel exhibitors with travel buyers and media to promote their product. This partnership with WVVA would include giving away partner swag, the inclusion of digital collateral in our sales dropbox, or physical collateral at the GoWest show only.



B2C Shows

Exposure at consumer shows with your region's visitor guides included in addition to regional representation on print and digital assets.

Vancouver Outdoor Rec Show

16,100+ attended in 2023

Total Estimated Cost for 2025 split among all partners: \$5,100 with 10x20, backdrop development, and shipping of materials

The attendees of this show are keen multi-sport enthusiasts and are in the prime of their spending years. Whether novice or expert, this market spends substantially on travel.



Los Angeles Travel Show

17,300+ attended in 2024

Total Estimated Cost for 2025 split among all partners: \$12,000 with 10x20, backdrop development, and shipping of materials

Designed as a travel marketplace, this is the only outlet in the travel industry where your brand can meet face-to-face with pre-qualified travelers, in 9 top U.S. DMA's, all under one roof. If you are looking to influence travel decisions among an audience of educated, ready-to-book consumers and Travel Advisors in a low-risk, proven, reliable setting this is your show.

B2C Shows

Deskside Mission Spring 2025



partner co-op required

Tier 1: WVVA Representation, \$1000

- WVVA will set up deskside meetings with top markets to pitch your DMO for their stories.

Tier 2: Partner in Attendance \$2,250 (airfare and travel costs for DMO not included)

- WVVA will set up deskside meetings with you in attendance to top markets to pitch your DMO for their stories.

Potential 2024-25 Markets:

Seattle & San Francisco, Phoenix, Houston, Chicago

Consumer Show Attendance Support

Are you interested in attending a different B2B or B2C show, but are unable to support the full cost of attendance? Reach out to Global Sales to propose your show and potentially partner with WVVA.

This partnership would likely resemble a “WVVA Partner in Attendance”, where the DMO would be in attendance alongside WVVA. The partner would likely be responsible for their airfare and travel costs. WVVA would likely be able to split collateral and booth costs.

If you're interested in a potential partnership for a different show, please contact Global Sales: at jessy@willamettevalley.org by end of May 2024.

Print & Public Relations

2024 America Journal  partner co-op required

\$7,500 buy-in for DMOs (will increase in the next year)

Total group buy-in is 27,700 for spread & brochure. 2 DMOs cover \$7500 each and WVVA will cover \$12,700.

This includes a split itinerary and 3-4 sub itineraries. Will be published summer/fall 2024.

Print circulation: 35,500 copies per issue



International FAM Support  partner co-op required

Tier 1: Travel Oregon FAM Coordination - \$400

- WVVA would be the host and coordinator of Travel Oregon FAMs that come through the valley and assist in coordination and follow-up from these tours. WVVA would send FAMs to DMOs.

Tier 2: WVVA Media FAM Coordination - \$750-\$1,000

- WVVA would be the host and coordinator of FAMs that originated from WVVA's PR and media efforts who come through the valley and assist in coordination and follow-up from these tours. WVVA would send FAMs to DMOs.