

Board Report

Q3

Willamette Valley Visitors Association
April 22, 2026





Agenda

Executive Update

Wine Country License Plate Region 2

Development Update

Global Sales Update

Marketing Update

Social Media Update

Public Relations Update

Industry Services





Executive Report

- FY23-25 Agreed Upon Procedures
 - WVVA's engagement is complete. The report is in final quality control stages before going to Travel Oregon.
- FY2026-2027 Allocation
 - \$1,131,350 up \$28,590
 - Budget planning to occur April & May 2026 with plans due to Travel Oregon June 1, 2026.



Wine Country License Plate

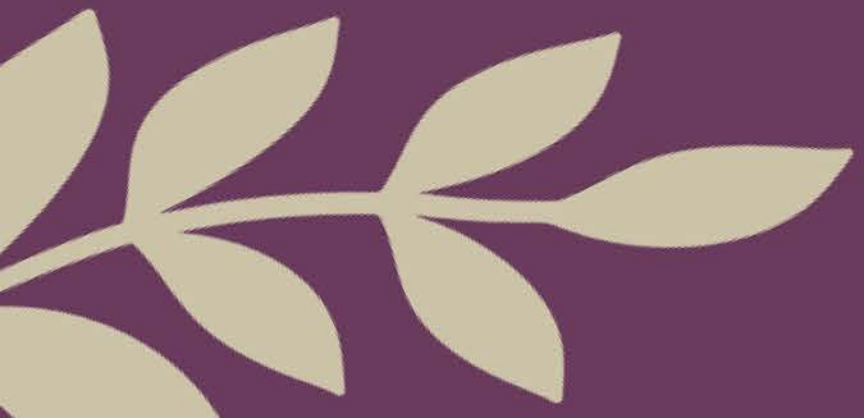
Region 2: Clackamas, Linn, Lane & Benton Counties

- **Influencer Hosting**

- First FAM in Lane County: @nomnomnori
- One influencer per county, all to be in region by end June 30, 2026

- **Goals:**

- Live in destination natural social media content
- Dedicated promotional post on influencer channel
- Purchase of digital assets for future promotions
 - These assets to be used in promotion efforts in fiscal 26-27. Usage includes local DMO's use.





Development Update

Yamhill Rivers Access:

- Karen is coordinating/facilitating follow up meetings from the site visits.

Gooseneck Mountain Bike Project (Polk County):

- Progress has slowed with BLM due to staff and timber priorities. Waiting for approval to move cultural resource survey ahead.

Strategic Investment Fund:

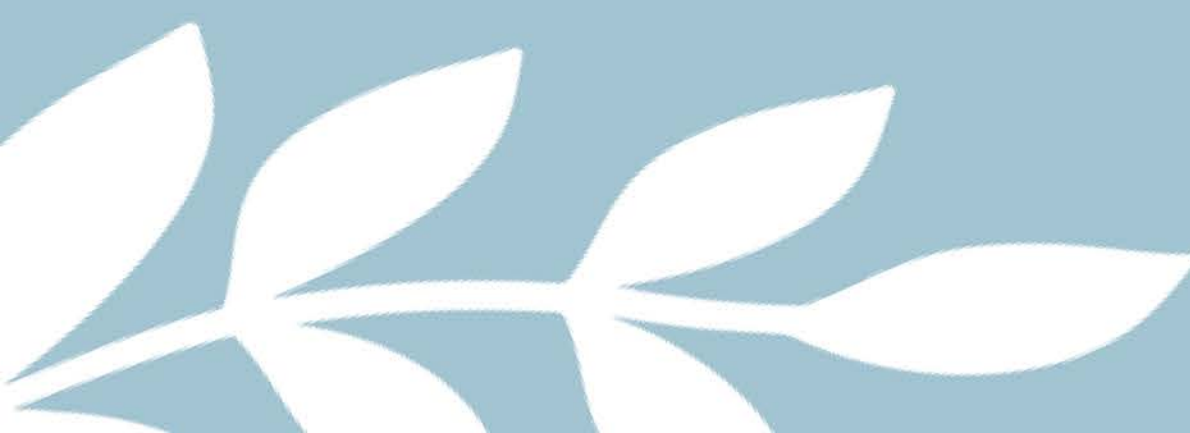
- All 2024-2025 projects are complete and have submitted final reports.
- All 2025-2026 initial project payments are out the door and projects are underway.



Global Sales

Consumer Shows

- **Vancouver Outdoor Adventure Show**
 - February 28-29, 2026
 - Participated in Travel Oregon's booth
 - 15,900 show attendees
- **LA Travel and Adventure Show**
 - March 6-8, 2026
 - Long Beach Convention Center
 - Booth costs shared with Travel Southern Oregon, OMHT & Travel Lane County
 - 17,107 show attendees



Marketing Update

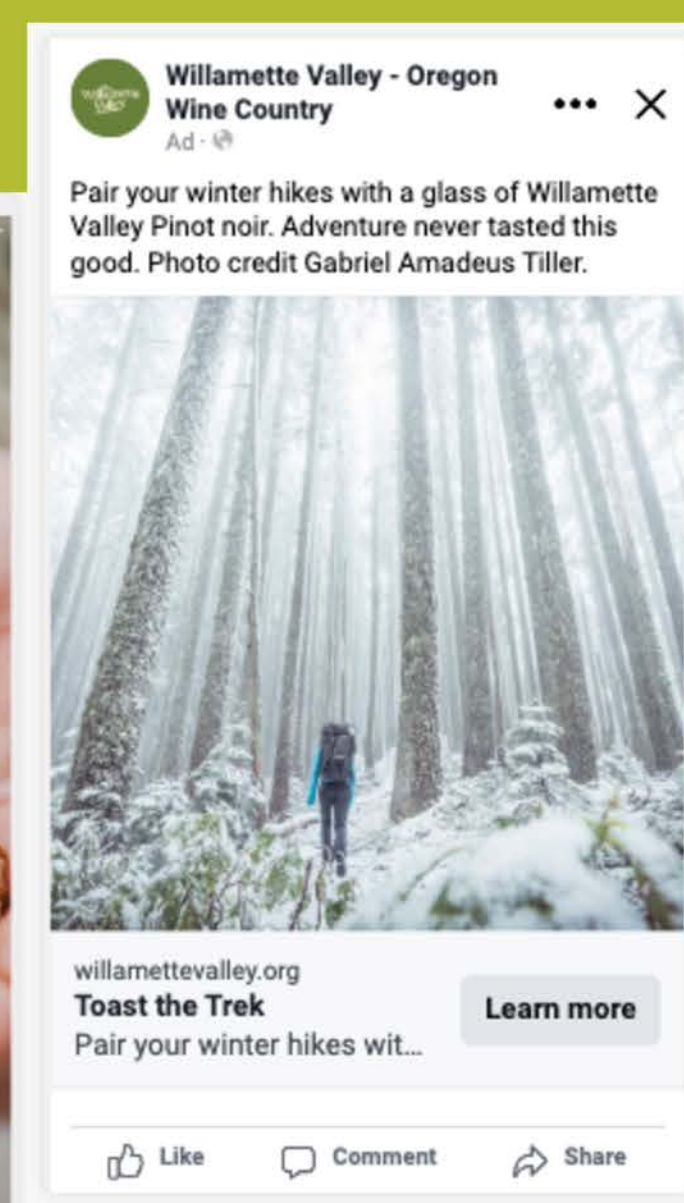
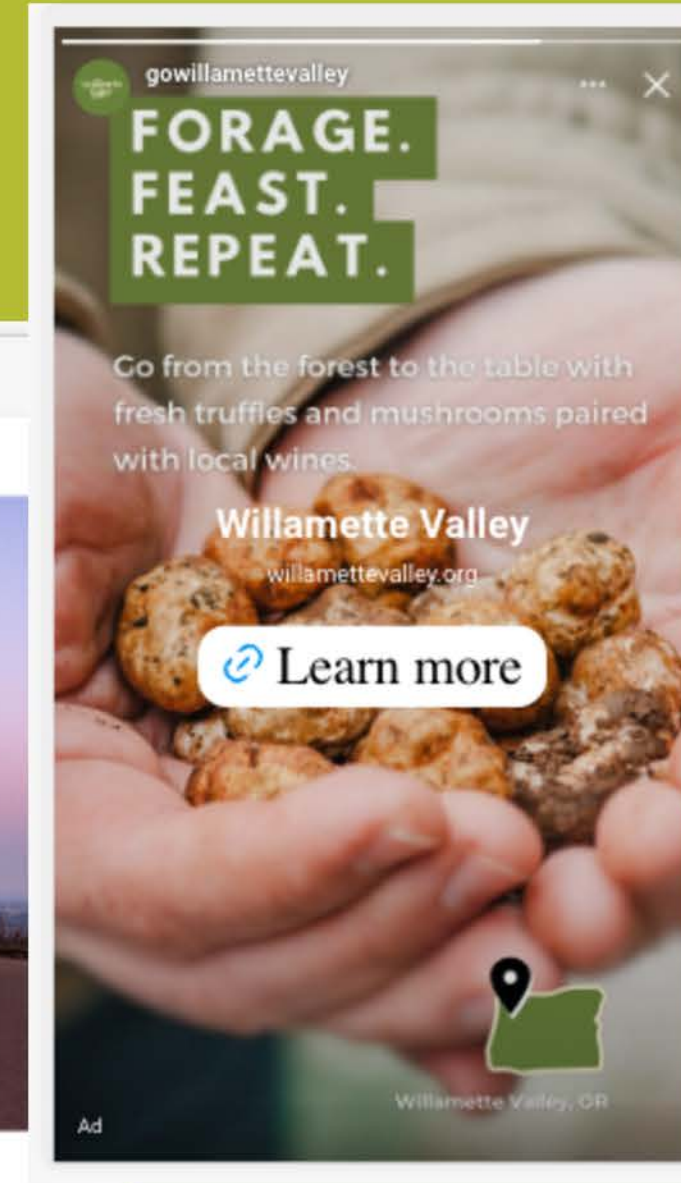
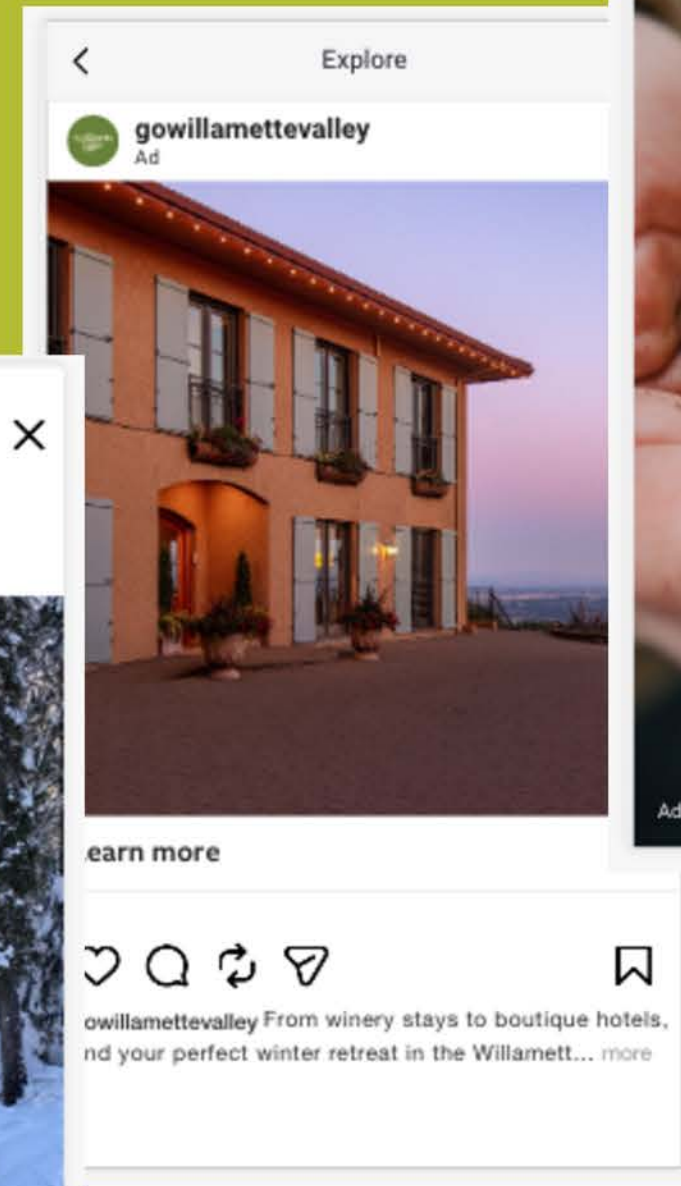
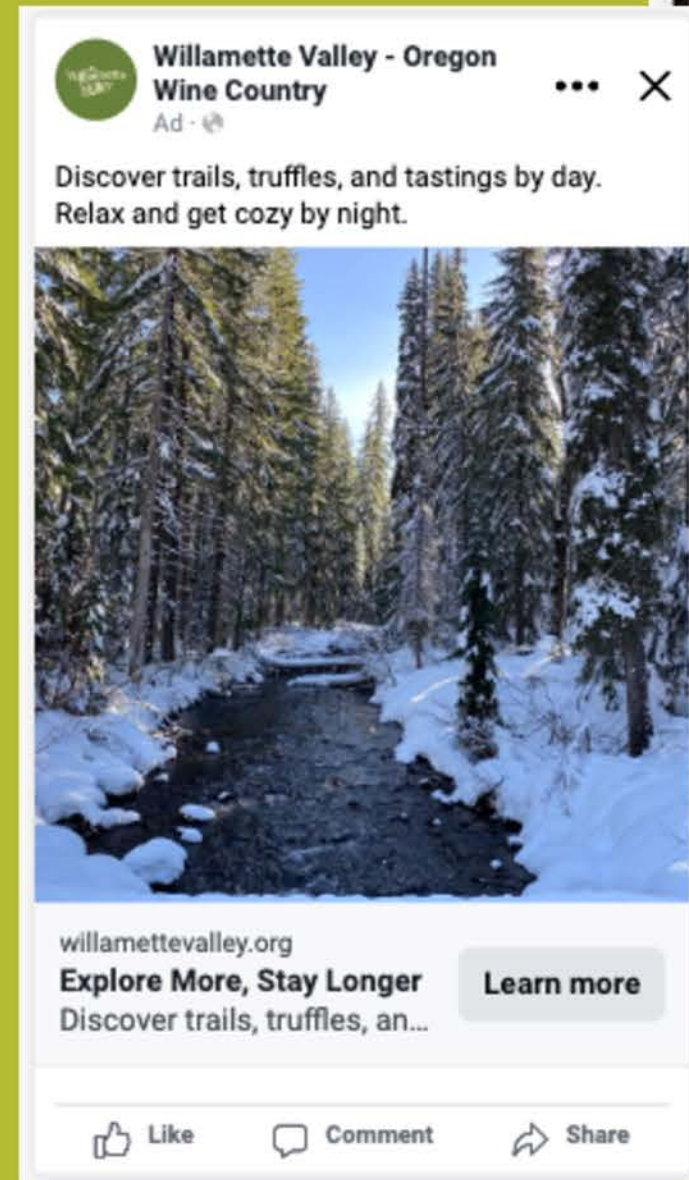
Winter Campaign

Paid Social Media Strategy:

- **Creative Ad Sets:** Cellar Season, Truffle Foraging, Outdoor Rec & Unique Lodging
- **Objective:** Awareness
- **Budget:** \$6,000
- **Timeline:** Jan 15 - Feb 28, 2026
- **Audience:** 21-65

Results:

- **Impressions:** 7.1M
- **Reach:** 5.79M
- **Clicks:** 11,075



Organic Social Media

The winter awareness campaign also ran on owned channels, no budget spent.

- **Impressions:** 17,569
- **Reach:** 7,555
- **Engagements:** 430

Organic Social Media

Overall Q3 Channel Analytics

Organic social focused on promoting cellar season, cozy stays and truffle hunts. As well as the start to bloom season in the Willamette Valley.

Published Posts

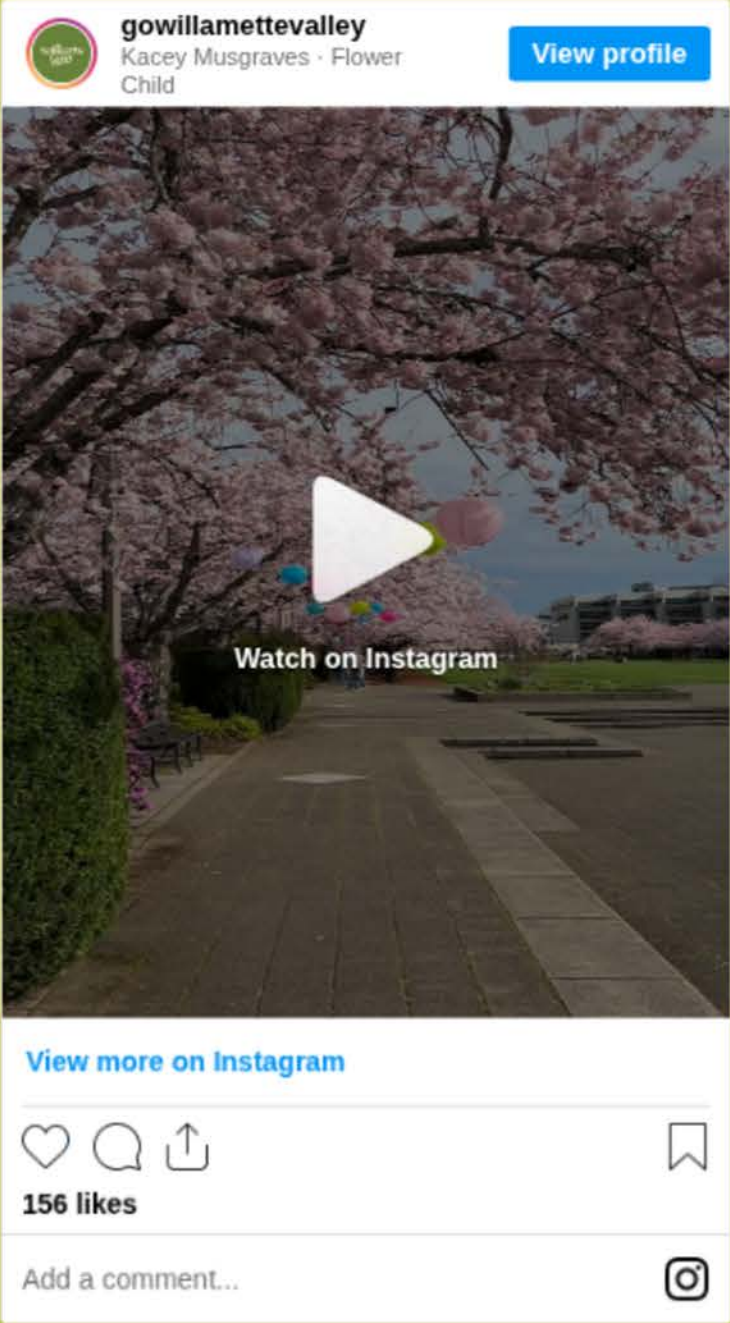
IG: 38
FB: 35
Tiktok: 11

Net Audience Growth

IG: 493
FB: 71
Tiktok: 86

Impressions (all channels)

190,434



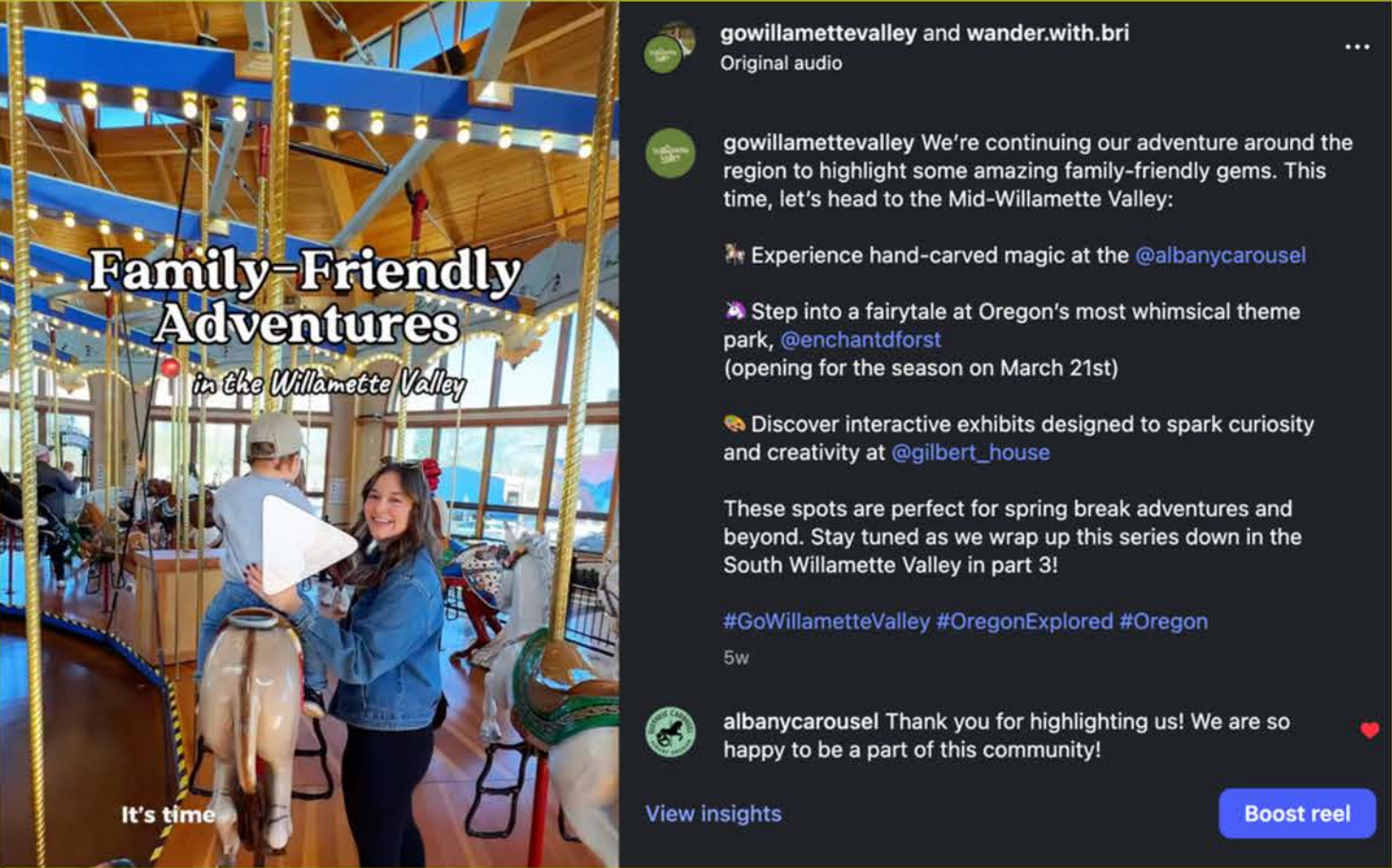
Top performing post of Q3

User Generated Content Partnership

For the first time, WVVA partnered with a Willamette Valley-based influencer (@wander.with.bri) for a Spring Break Family Travel series. The three-part UGC series featured North, Mid and South Valley itineraries.

Series Results

Engagements: 1,201 (IG+FB)
Views: 25,987 (IG,FB,Tiktok)



Marketing Update

Website & Consumer Newsletter



New website content:

- [Outdoor Recreation Classes & Experiences](#)
- [Romantic Vineyard & Farm Stays](#)
- [Colorful Gardens and Flower Farms in the Willamette Valley](#)
- [Learn Something New with Hands-On Food and Wine Classes](#)

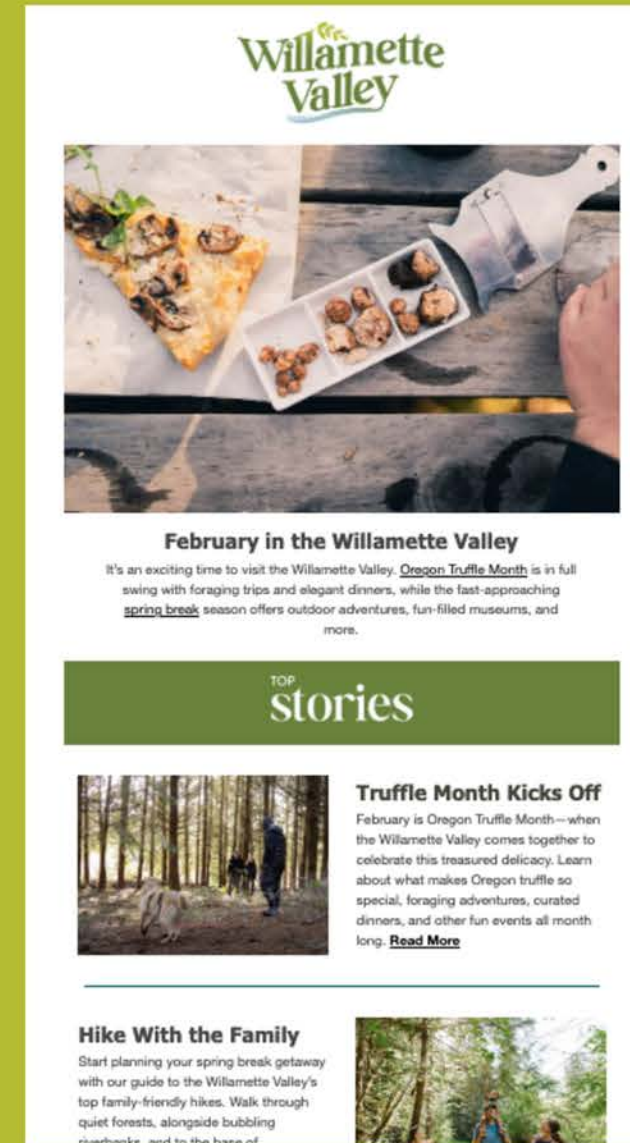
Newsletter Redesign

A new look & feel for the consumer newsletter was launched in January with branded sections featuring top stories, plan your trip and community spotlights.



Foraging Adventures and Curated Dinners

Subscribers 14,733
Open Rate 12.2%
Click Rate: 1.7%



Weekend Getaways in Oregon Wine Country

Subscribers 15,447
Open Rate 12.5%
Click Rate: 1.7%

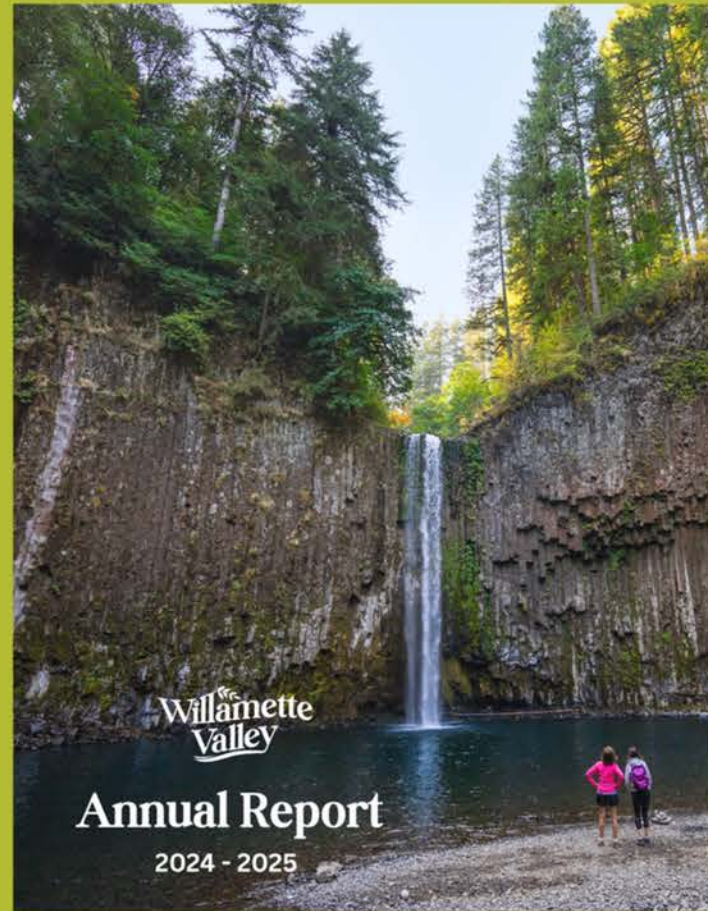


Spring Blooms in the Willamette Valley

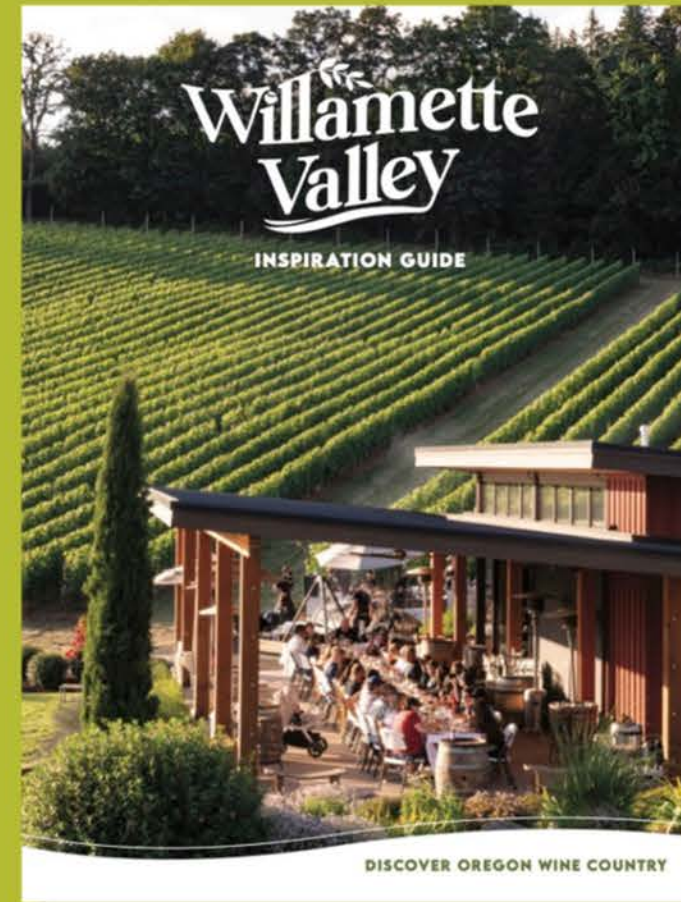
Subscribers 15,478
Open Rate 10.9%
Click Rate: 2.2%

Marketing Update

Publications



WVVA's first published annual report, released digitally in January, summarizes organizational imperatives, goals and achievements during the 2024-2025 fiscal year.



A new visitor guide, released in January, was updated in collaboration with local DMO's and partners.

- **Printed:** 95,000 copies (planned two-year run)
- **Distributed by:** Online (Garten), Certified Folder, Source Logistics (TORP), OPAL, trade shows & events
- **Supplied to DMO's/Partners:** 5,700 copies (to date)



TRAVEL INSPIRATION • ROAD TRIPS By Terry Ward • February 28, 2026

Where to Go for Spring Break: 5 Great U.S. Road Trips for Every Family

Spring break is one of the best times for families to hit the road, with cooler regions thawing and warmer regions not yet at their peak heat. Across the U.S., these road trips offer something for everyone, from outdoor adventure to history and beaches.



Drive to the Oregon Coast after time in Portland and Willamette wine country. Photo by iStock.com/stevegranger

Some of my most vivid travel memories from my '80s and '90s childhood are of watching my dad Terris together the luggage in the back of our family station wagon while my mom loaded the Playmate cooler with cream cheese and jelly sandwiches as my siblings and I demarcated our backseat territory with pillows to get ready to ride.

Whether we were southbound from our home in Northern Virginia for our annual Outer Banks beach trip in North Carolina or headed cross-country on a summertime national parks spree, the promise of a road trip was always loaded with a sense of wonder at how far we could drive from our own backyard.

And the great American road trip never goes out of style. These days, my own kids have continued the tradition of braving long hours in the back seat of our minivan for countless drives throughout the U.S. East and the South.

Portland, Willamette Valley, and the Oregon coast



Mark Your Calendar: These Are The Best Food Festivals To Attend In 2026

The only itinerary that matters: eat, sip, repeat.

By Amanda Maize Published: JAN 15, 2026

SAVE ARTICLE



Michael Loccasano / Getty Images

Trying new foods is one of the best reasons to travel. Sure, some people might go to see the sights and take in the culture, but food is a big part of culture. It's one of the best ways to get to know the place you're visiting, and for many, it's the entire point of the trip.

I know plenty of people who come to NYC just for its iconic pizza slices, and people who fly to Miami just for its yearly wine and food festival. And hell, I don't blame them. There are bites around the country worth hopping on a plane for. But if you want the most bang for your buck, it can help to plan around a food festival, so you can try a little bit of everything the city has to offer at once.

February



Oregon Truffle Festival

Oregon Truffle Festival

The 20th annual [Oregon Truffle Festival](#), held in the Willamette Valley, is a celebration of one of North America's leading truffle destinations. Expect elevated culinary events featuring hands-on education, foraging, and cooking classes—you can even sign up for truffle-dog training!

February 14-16, 28, 2026

Hilton Head Island Seafood Festival

POLO LIFESTYLES

HOME CURRENT ISSUE PREVIOUS ISSUES SHOPPING

Search...

Luxuriating in the Willamette Valley

If you are headed to the Willamette Valley, you have many choices on where to stay - from luxury hotel resorts to small boutique properties to vineyard stays. After a recent visit to Oregon wine country, we've compiled a list of quintessential Pacific Northwest properties for your consideration, and all within proximity of the region's incredible winery offerings.

Story by William Smith/Polo Lifestyles Wine Contributor

Atticus Hotel

[atticushotel.com](#)



The beautifully appointed, independently owned boutique property is located right in downtown McMinnville - both a perfect launching point for daily excursions into the Willamette Valley and within walking distance to many restaurants and shops for other desired excursions. Thirty-six luxury rooms and suites spread across four floors, all with gas fireplaces, create a haven for slumber and relaxation. Quaint touches like loaner bicycles parked out in front of the hotel, local artist's work on display, and Pendleton robes create that perfect warm Pacific Northwest embrace. The hotel's own Cypress Restaurant and Bar is intimate, and the Mediterranean-inspired fare flawlessly executed. The same owners of Atticus also operate nearby Third Street Flats for those seeking an apartment-like experience. Rates from \$371.

Stoneycrest Cottage at Durant Vineyards

[durantoregion.com](#)

There is something truly memorable about waking up and enjoying your ritualistic cup of coffee among verdant vines, with only the sounds of nature to accentuate the morning. Durant at Red Ridge Farms offers its Stoneycrest Cottage for just such an experience. Set into their Stoneycrest Vineyard block and just a short drive from their tasting room in pastoral Dayton, the well-appointed two-bedroom, two-bath cottage - and especially its wide porch overlooking the vineyard and with views of Mt. Hood - is dreamy and pure escapism. Outdoor seating and a gas firepit beckon for gathering and sharing the perfect bottle from the day's explorations. Guests also enjoy complimentary tastings at Durant's tasting room - try the Pinot Gris! Inquire for rates.



The Allison Inn & Spa

[theallison.com](#)



Just 18 miles from downtown Portland, the expansive Allison Inn & Spa in Newberg bills itself as the Willamette Valley's "sole full-service resort and spa" and offers 77 deluxe guest rooms and eight suites. Impeccable design choices bring the outside into every room - expansive windows, judicious use of wood and

Public Relations Top Hits

AFAR: Where to Go for Spring Break: 5 Great U.S. Road Trips for Every Family.

Delish: Mark Your Calendar: These Are The Best Food Festivals To Attend in 2026

Polo Lifestyle: Luxuriating in the Willamette Valley

Q3 Stories Placed: 14

Q3 Circulation: 58,643,414

Fiscal YTD Circulation: 2.4M





FAM Collaboration

Oregon Chardonnay Celebration

- \$5,000 Invest to support Yamhill County wide PR activate tied to Oregon Chardonnay Celebration
 - Capacity and planning provided by Taste Newberg
 - Full project budget \$32,000
- Other supporting partners: Yamhill County tourism partners, Oregon Wine Board and Travel Oregon
- Hosted 11 media Feb. 19-22, 2026
 - Outlets: Freelance writers in food and wine industry for publications like AFAR, Food and Travel, Conde Naste, Travel + Leisure, Wine Enthusiast
- Initial PR hits:
 - Wine Enthusiast
 - Briana Cohen's Best Oregon Chardonnay





Industry Services

- Provided 12 letters of support for the Wine Country License Plate Grant Program. Applications were due 2/19/26.
- Q3 monthly industry e-news:
 - Open rate 38.5% / up 5%
 - 1293 opens / up 129.3%
 - Click rate 6.9% / down 15.3%
 - 233 clicked / up 84.9%
 - 441 subscribers / up 7.3%
- Provided legislative advocacy updates and gave legislative testimony during the short session.



Industry Services

Upcoming Events

WVVA has two upcoming training opportunities, registration coming soon:

- **Accessible Tourism Ambassador Training for Wineries and Wine Businesses:**
 - Friday, May 1, 2026
 - Chehalem Cultural Center
- **Grantsmithing 101 with Travel Oregon:**
 - Wednesday, Jun. 3, 2026
 - Albany Historic Carousel & Museum





Looking Ahead

- Hwy 99 Media Production
 - Granite & Light (dba. Journal of Lost Time), will be in region for photo and video production April 25-20, 2026 and May 18-22, 2026.
- Second Wine Country License Plate influencer in Clackamas County April 10 & 11, 2026.
- Roots & Rhythm Influencer collaboration FAM April 21-25, 2026.
- WVVA will present fiscal plan 26-27 to the Oregon Tourism commission to receive the official designation remainder of the region contract at the June Travel Oregon Commission meeting in the Dalles.

