

WIN BIGFOOT'S DREAM DATE MT. HOOD TERRITORY SOCIAL MEDIA CAMPAIGN RECAP



**MT. HOOD TERRITORY HAS
MORE BIGFOOT
SIGHTINGS THAN
ANY OTHER COUNTY
IN OREGON**

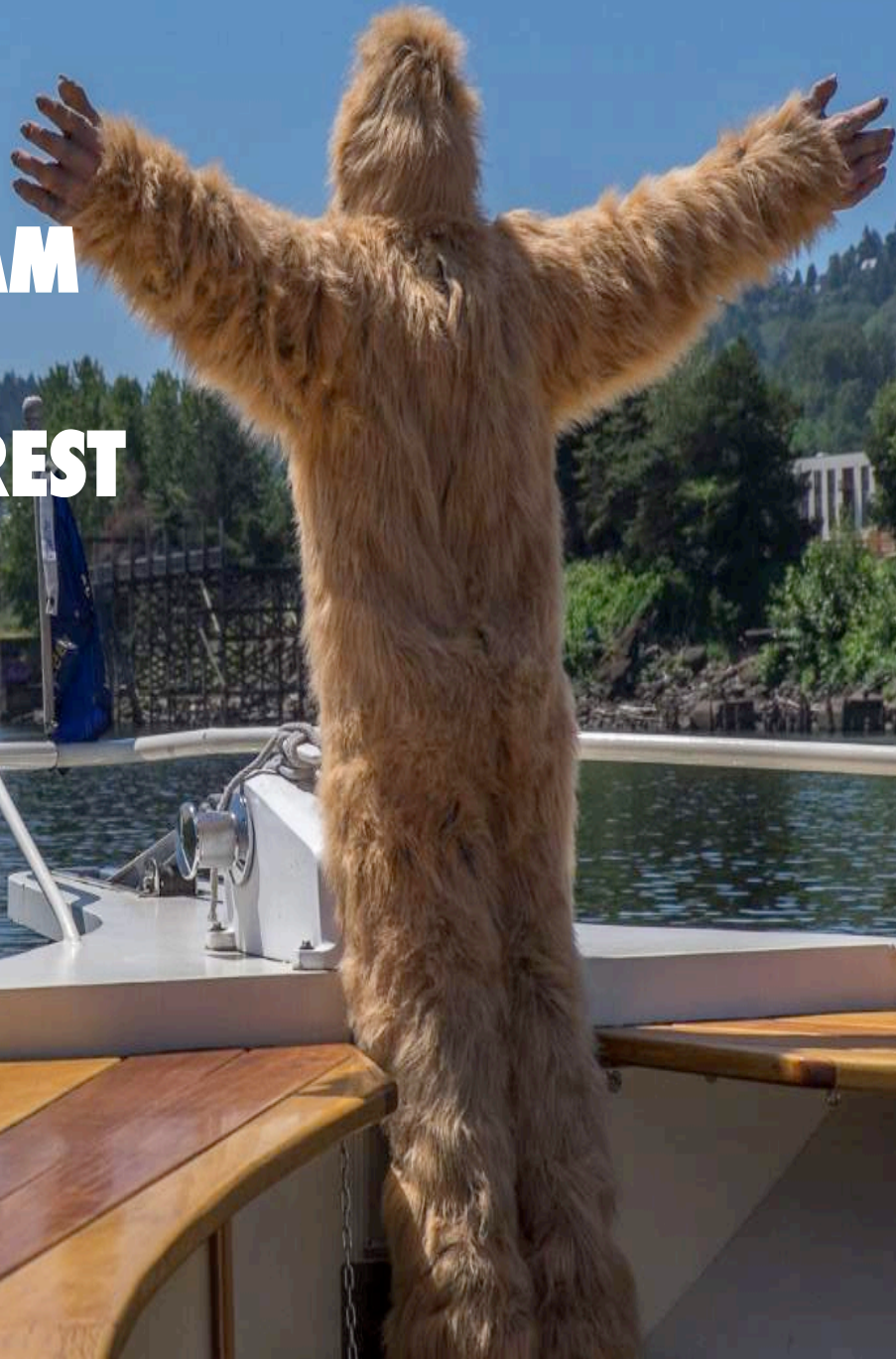


CAMPAIGN DATES:
TEST POST: APRIL 1, 2015
FULL CONTEST: MAY 1 – JUNE 30, 2015



CHANNELS:

**FACEBOOK, INSTAGRAM
TWITTER, GOOGLE+,
YOUTUBE AND PINTEREST**





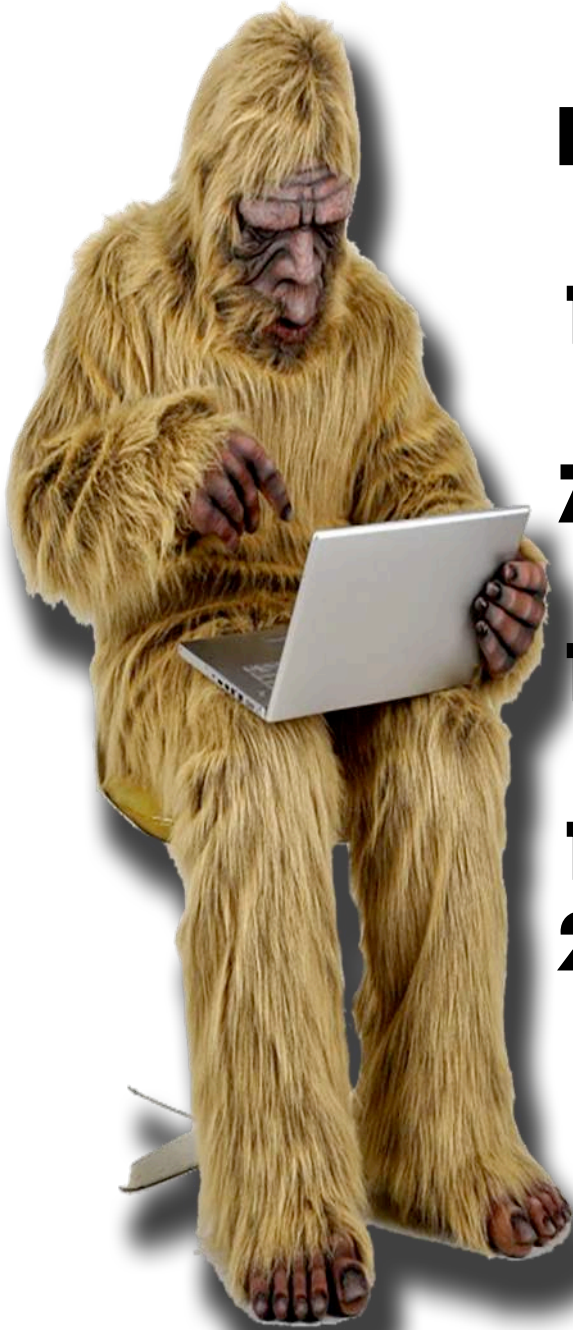
RESULTS:

**5,728 UNIQUE VISITORS TO BIGFOOT
CONTENT ON MTHOODTERRITORY.COM**

995 CONTEST ENTRIES

416 NEW EMAIL SUBSCRIBERS

23.3% CONVERSION RATE



RESULTS:

159,207 VIDEO VIEWS ON FACEBOOK

754,328 PEOPLE REACHED ON FACEBOOK

11,371 ENGAGEMENTS ON INSTAGRAM

114,958 IMPRESSIONS ON TWITTER

2,449 ENGAGEMENTS

COST ANALYSIS:

**BOOSTED POSTS:
\$1,446**

**COSTUME:
\$400**

**TOTAL SPEND:
\$1,846**





SUMMARY:

THE CAMPAIGN WAS ONE OF OUR MOST SUCCESSFUL EVER IN TERMS OF ENGAGEMENT AND CONVERSION.

ADDITIONAL BENEFITS INCLUDED PARTNERS APPROACHING US ASKING TO BE INVOLVED AND MAKING CONTACTS WITH NEW PHOTOGRAPHERS WANTING TO PHOTOGRAPH AND VIDEO BIGFOOT.

CACHE THE STASH CHALLENGE



ORANGE LINE OPENING







**PLEASE DON'T TELL
EVERYONE ABOUT**

**EASTERN
OREGON**

THANK YOU

Working with Influencers

December 6, 2015

Oregon Destination Marketing Organization

Case Study: Bicycle Tourism

1) Jonathan Maus - Bike Portland in cooperation with Cycle Oregon



2) Brice Shirbach – Mountain Bike influencer



Jonathan Maus - Bike Portland in cooperation with Cycle Oregon

How did it happen?

- Coordinated with Cycle Oregon
- Found a key influencer with followers that would be interested in the northeast Oregon bicycle story
- Cycle Oregon was the primary financial host
- Northeast Oregon businesses and attractions contributed comp product and shuttle
- While he was here, we added other intriguing story ideas/samples to lure him back again




What Did We Receive?

Most Visited Getting Started Customize Links Free Hotmail Suggested Sites Web Slice Gallery Windows Marketplac

YAHOO! tivo Search

mountain bike, rolled on an official State Scenic Bikeway, and met the people working to make this region a biking destination. All this week I'll share stories and photos from the road.



Like many small rural towns, the origin story of Halfway depends on who you ask. Boosters say its was "halfway to Heaven." Others say the truth is much more prosaic: It was simply halfway between the existing towns of Cornucopia and Pine.

Regardless of history, Halfway is a fine place to start a biking adventure. You can use it as a jumping-off point to a multi-day ride (like I did), or as a basecamp for day rides and larger overnight loops.

Windows taskbar icons: Windows, Internet Explorer, File Explorer, Microsoft Store, Outlook, Mail, Word, PowerPoint, Firefox, Chrome, Edge, and a search icon.

- A total of six blog articles
- Shared on Jonathan's ~ Bike Portland blog
- Shared on Cycle Oregon
- Shared on VisitEasternOregon blog and facebook



Photos Developed



Brice Shirbach – Mountain Bike influencer

How did it happen?

- EOVA was contacted by local mountain biking business (Range Tours & Shuttle) to introduce Brice
- Brice is a writer, photographer and videographer for both Pink Bike and Dirt Rag. These media outlets are known for their strong, relevant and creative mountain bike content.
- EOVA helped coordinate with local DMOs, Anthony Lakes Mtn. Resort, and Travel Oregon to develop a contract to sweeten the pot for luring Brice out to cover a specific mountain bike event



What Did We Receive?

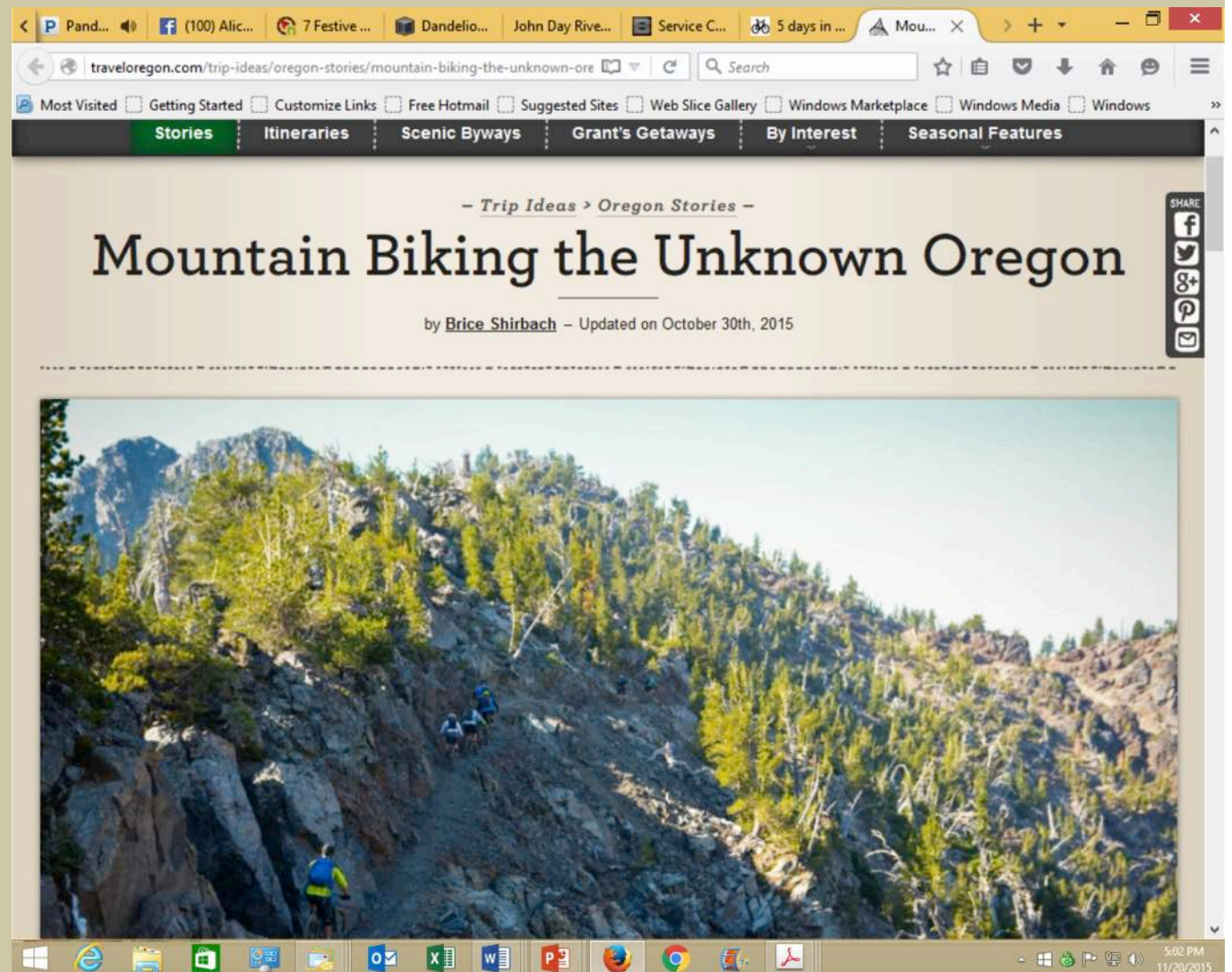


Social Media Assets:

- Create a photo journal that is chronicled via Instagram;
- Take over Eastern Oregon's (@easternoregon) instagram for the week August 26 – 31st while in EO for the Endura Fondo (the event)
- Also utilized #traveloregon and #rideoregonride in sharing Instagram content during his visit

What Did We Receive?

Created at least 4 editorial articles, that he is shopping to print and online outlets, allowing *EOVA* and *Travel Oregon* the rights for use in our social media/ newsletter/blog channels



What Did We Receive?

Photos – Create at least 8-10 iconic photos that depict mountain biking in Northeast Oregon, with exclusive rights for use given to *Travel Oregon, EOVA and DMO.*



What Did We Receive?

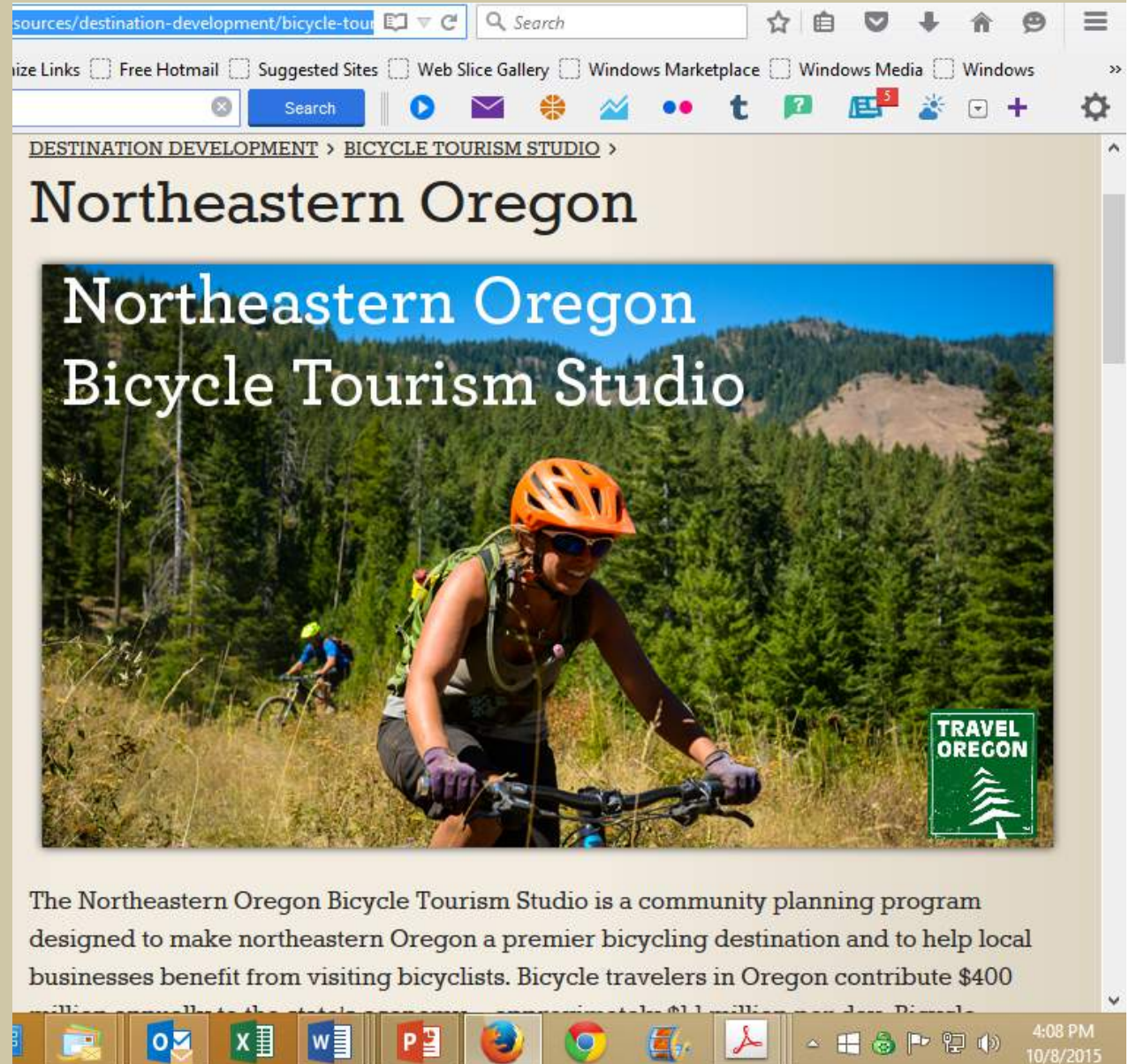
Cross pollination of media outlets where *EOVA* nor *Travel Oregon* nor the local *DMO* or business control the content, but where mt. bikers go to find out where to ride; (i.e. Trail Forks – operated by Pinkbike)



What Did We Receive?

Work with *Range Tours* to develop documentation/materials apropos for a thorough documentation of several key trails. This would be used for future printed and online maps, and ultimately create content that can be produced to serve an important role in helping future riders find trails and navigate them once they are on trail.

Note: Map development is a key goal for the NE Oregon Bicycle Tourism Partnership, which resulted from the Bicycle Tourism Studio



The screenshot shows a web browser window with the address bar displaying 'sources/destination-development/bicycle-tour'. The page content includes the following elements:

- Navigation links: [DESTINATION DEVELOPMENT](#) > [BICYCLE TOURISM STUDIO](#) >
- Section title:

Northeastern Oregon
- Image: A large photograph of a cyclist wearing an orange helmet and a backpack, riding on a dirt trail through a forest. The text 'Northeastern Oregon Bicycle Tourism Studio' is overlaid on the image.
- Logo: A green square logo with the text 'TRAVEL OREGON' and a stylized tree icon.
- Text:

The Northeastern Oregon Bicycle Tourism Studio is a community planning program designed to make northeastern Oregon a premier bicycling destination and to help local businesses benefit from visiting bicyclists. Bicycle travelers in Oregon contribute \$400 million annually to the state economy, approximately \$1.1 million per day. Bicycle

The browser's taskbar at the bottom shows various application icons (Outlook, Excel, Word, PowerPoint, Internet Explorer, Chrome, Firefox, Adobe Reader) and the system clock indicating 4:08 PM on 10/8/2015.



GREAT PERFORMANCES DAILY
Medford
AND THE ROGUE VALLEY

/ESCAPE

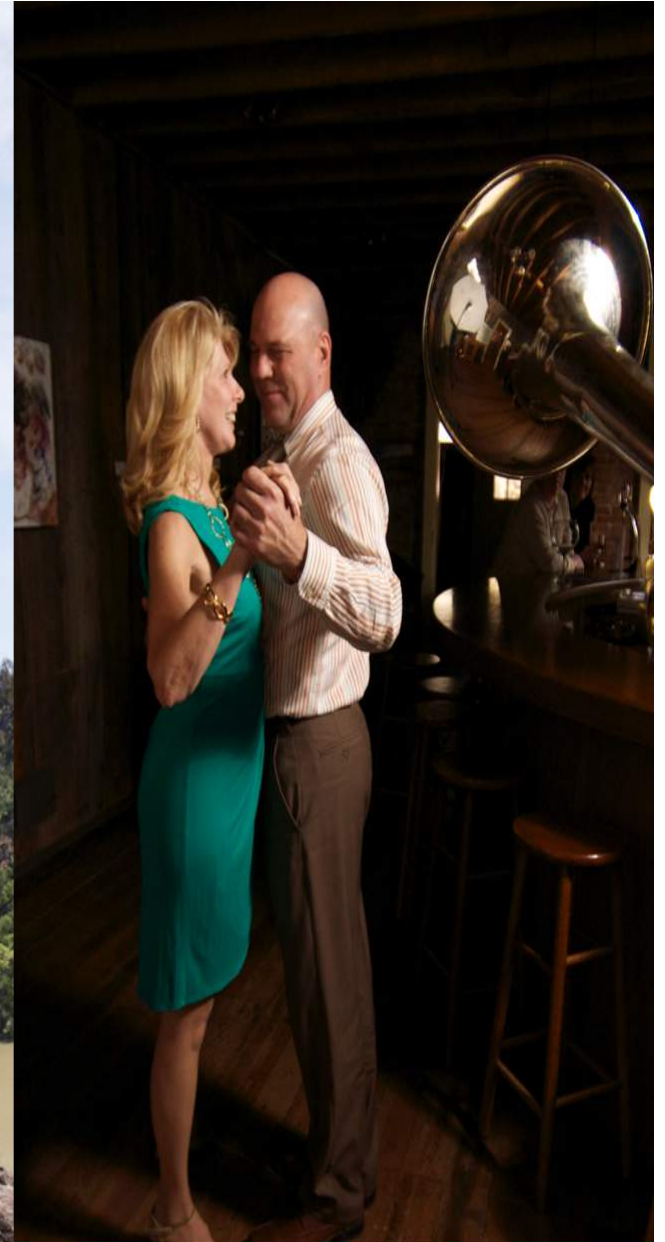
TRAVELMEDFORD.ORG/ESCAPE



/ESCAPE



/ADVENTURE



/EXPLORE



Campaign Goals

Contextual

Relatable

Shareable

Inspirational

Campaign Costs

Production: \$5,000

Website: \$825

Media Buy: \$15,000

TOTAL COST: \$20,825

GREAT PERFORMANCES DAILY

Medford

IN THE ROGUE VALLEY

NATIONAL PARK SERVICE

CRATER

LAKE

NATIONAL

PARK

WEST ENTRANCE

OF INTERIOR

TRAVELMEDFORD.ORG

/ESCAPE

/ESCAPE

DAY 1

DAY 2

DAY 3

ESCAPE. That's what we needed. Joe and I love to travel and had been searching for the perfect getaway. Above all else, it had to be beautiful. But it also had to have plenty of opportunities to explore and relax. We found the perfect place in Medford & The Rogue Valley. It's in Southern Oregon, just a few miles over the California border, about halfway between San Francisco and Portland. It was the hidden gem we'd been looking for. --*Emma*

DAY 1

THE SISKIYOU

Our journey to Medford began by crossing the beautiful [Siskiyou Mountain Range](#). We made it to the summit just as the sun rose and we knew if this was a sign of things to come, we were in luck.



See the whole thing at:
travelmedford.org/escape



CAMPAIGN RESULTS

Reach: 1,484,727

Web Clicks: 151,855

CTR: 10.23%

Trips Generated: 456¹

Direct Spending Per Trip: \$976.68²

¹Longwoods International 2013 Southern Oregon Regional Report

²Lindex/State of Digital Travel 360

TOTAL RETURN ON INVESTMENT **\$441,262.08**

A high-angle photograph of a man and a woman sitting in the front seats of a car. The man is on the left, wearing a blue shirt and a blue watch, with his hands on the steering wheel. The woman is on the right, wearing a teal shirt and glasses, with her hands clasped in front of her. A white heart icon is placed over their hands. The car's interior, including the dashboard and steering wheel, is visible.

Thanks!

jezk@travelmedford.org

TRAVEL PORTLAND CONTENT STRATEGY

Karen Martwick
Editor/Content Strategist

kmartwick@travelportland.com

WHAT IS CONTENT STRATEGY?

Planning for the creation, delivery and governance of useful, usable content.

– *Kristina Halvorson, CEO/founder of Brain Traffic, author of Content Strategy for the Web*

The mindset, culture and approach to delivering your customer's information needs in all the places they are searching for it, across each stage of the buying process. It is a strategic approach to managing content as an asset, with a quantifiable ROI.

– *Michael Brenner, head of strategy, Newscred*

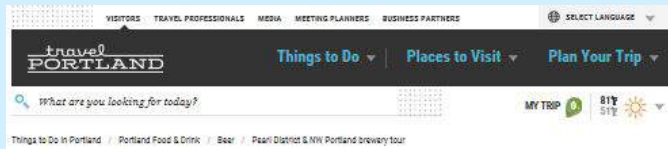
TravelPortland.com

Content strategy was at the heart of our 2013 website overhaul.

The content-driven site incorporates several means to cross-promote related content, encouraging visitors to explore and discover just as they will when they arrive in Portland.



A screenshot of the TravelPortland.com website. The header includes navigation links for VISITORS, TRAVEL PROFESSIONALS, MEDIA, MEETING PLANNERS, and BUSINESS PARTNERS, along with a language selection dropdown. The main navigation bar features "travel PORTLAND" and three primary menu items: "Things to Do", "Places to Visit", and "Plan Your Trip". A search bar prompts "What are you looking for today?". On the right, there's a "MY TRIP" section and a weather widget showing 90°F and 60°F. The main content area is divided into several sections: 1. "Portland is Happening Now" with a colorful graphic and text about the best time to visit. 2. "QUICK LINKS" with a link to "See What's Happening Now". 3. "TILKUM CROSSING" featuring a large image of the bridge and text about celebrating its opening. 4. "Happening This Week" listing events like MusicFestNW, MAX Orange Line Fireworks Spectacular, Second Annual Jade International Night Market, Wicked, and Forest for the Trees NW. 5. "SEASONAL FAVORITES" with three event categories: August events, September events, and October events. 6. "UPCOMING & ONGOING EVENTS" featuring "Labor Day weekend events" from Sept 4-7, 2015, with a "MORE INFO" link.



Pearl District & NW Portland brewery tour

Imbibe at Portland beer giants and flagship locations of renowned breweries from around Oregon.

Tags: [bars/pubs/taverns](#), [beer](#), [breweries/brewpubs](#), [breweries/distilleries](#)



Toast to world-class beer and spirits at Rogue Distillery and Public House.

Rick Chung

Filled with chic boutiques, galleries and dining destinations, the upscale Pearl District and charming Nob Hill (aka Northwest Portland) are just a quick streetcar hop from downtown Portland. Home of the historic Brewery Blocks, where Henry Weinhard launched Portland's brewing legacy in the 1860s, the area also claims stalwarts like BridgePort and a diverse mix of regional and local breweries, making it a favorite site for a Beervana pilgrimage. Here are our seven stops.

HOTEL DISTRICTS
 Airport hotels
 Downtown hotels
 Jenitzen Beach hotels
 Lloyd District hotels

1. Deschutes Brewery & Public House

Based in Bend, in Central Oregon, this brewery is famous for its chocolaty Black Butte P hoppy Mirror Pond Pale Ale and bold Inversion IPA. Expect all three on tap here, along with ever-changing list of experimental, made-in-Portland brews like Smoked Oyster Stout and Birdshot ISA. Healthy portions of locally inspired (and sourced) dishes like elk burgers, Dungeness crab rolls and mac and cheese prepared with the brewery's creamy stout also at Deschutes a popular dining destination.

MY TRIP 503.296.4906 WEBSITE

65 Travel Portland @traveportland · May 8

Feeling thirsty? Take a brewery tour through the Pearl District: bit.ly/1ALFbZo #PDX #PDXbeer

Explore the Pearl, Deschutes Brewery, Fat Head's Portland and 4 others



15 30

TRAVEL PORTLAND TRAVEL UPDATE

January 2015

Pub-crawl through the Pearl and Nob Hill



Toast to world-class beer and spirits at Rogue Distillery and Public House. Photo by Rick Chung.

Portland's chic Pearl District and adjoining Nob Hill are a microcosm of the state's celebrated beer scene. Local legends like BridgePort and McMenamins brew alongside flagship names from around the state, including Bend's Deschutes Brewery and Newport's Rogue Ales. A thriving mix of boutique shops, art galleries and acclaimed restaurants, not to mention easy access to public transit on the Portland Streetcar, makes it easy to pace yourself as you sample some of Beervana's tastiest creations.

Read more >>

CASCADIA BREWING BARREL HOUSE

ance, beer lovers can find bottle-conditioned ales, ed sours and farmhouse-style releases.

1. BRIDGEPORT BREW PUB

It's no exaggeration to say "Beervana" started here — locals have been sipping on BridgePort's hoppy IPAs since 1984. Set in a former rope factory, the renovated warehouse space is also known for its expansive gastropub-style menu that caters to all appetites (think house-smoked wild sockeye salmon melts and vegan chowderburgers).
 1912 NW Marshall St., 503.241.8612; bridgeportbrew.com

2. DESCHUTES BREWERY

This Bend-based brewery is famous for its chocolaty Black Butte Porter, hoppy Mirror Pond Pale Ale and bold Inversion IPA. Expect all three on tap here, along with an ever-changing list of experimental made-in-Portland brews like Smoked Oyster Stout and Birdshot ISA. Healthy portions of locally inspired (and sourced) dishes like Dungeness crab rolls and stout-infused mac and cheese also make Deschutes a popular dining destination.
 210 NW 11th Ave., 503.296.4906; deschutesbrewery.com

3. THE COMMONS BREWERY

Born in 2010 as a one-barrel nano-brewery in owner Mike Wright's garage, The Commons now produces small-batch craft beer out of a 15-barrel, brick-lined warehouse space. The brewery's Urban Farmhouse Ale and Truly Finnish Kola are both national award-winners and available year-round.
 630 S.E. Belmont St., 503.243.5500; commonsbrewery.com

4. HAIR OF THE DOG BREWING CO.

Hair of the Dog is one of the first breweries in the nation to specialize in bottle-conditioned, high-alcohol beers. The cult favorite Adam From The Wood brew, for instance, is aged in American oak barrels for at least three years and boasts an impressive 12% alcohol by volume (ABV).
 613 S.E. Yamhill St., 503.232.6586; hairinthedog.com

Learn more and map this crawl at TravelPortland.com/pe-beer.



CASCADIA BREWING BARREL HOUSE

PEARL & NW PORTLAND BREWERY CRAWL

Home of the historic Brewery Blocks, the area also claims a diverse mix of regional and local breweries, not to mention easy streetcar access.

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 210 NW 11th Ave., 503.296.4906; deschutesbrewery.com

3. LIMPCK TAVERN

Both the newest and oldest member of the Lompoc family, this local watering hole operated as the New Old Lompoc from 1993 to 2012, when it was razed, rebuilt and reopened as Lompoc Tavern. Whatever you call it, expect hoppy ales, scrumptious grub (like Piggy Pub Pies, anyone!) and friendly locals giving you a soccer game on the TV.
 1620 NW 13th Ave., 503.894.9274; lompocbrewing.com

A sense of adventure is required at Rogue's Distillery and Public House, where the beer list often includes irreverent creations like Stracha Hot Stout and Vesikko Doughtnut Lemon Citrus Cucumber Ale. In the mood for spirit? Rogue offers ales, scrumptious grub and tastings featuring homegrown flavors such as spruce gum and hazelnut spike rum.
 2509 N.W.landers St., 503.222.5916; rogue.com

Learn more and map this crawl at TravelPortland.com/pe-beer.

GUIDED TOURS

Get an expert take on Portland's booming beer scene.

(503.229.6804, experiencebeervana.com) or everyone, from the geeky — "highball" — to the unfussy imbibler — "Sunday Bonus." Your tour-moblie is a trick-out. For a more active option, choose PortlandBreweryCrawl.com. It puts your way between breweries-person like.

If exercise scares you, go with the Haunted Pub Tour from BeerGeekPDX.com which takes visitors barhopping in places like the historic Old Town Chinatown neighborhood with a checkered — and occasionally chilling — past. Local beers and spooky stories: the perfect pairing. (BeerQuest also offers ghost-free walking tours.)



BEERWALK PORTLAND

THE CONTENT TEAM

- Travel Portland:
 - Editor/content strategist & editorial assistant
 - Marketing coordinator
 - PR content manager
 - Partner services sales reps
- SagaCity Media – print & digital content
 - Senior editor
 - Content coordinator
- Edelman – social media

Travel Portland Content Calendar

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 4 days ago by Kate Loftness



fx	Article title			
	A	B	C	D
1	Article title	Pub date	URL	Author
2	Late spring visual arts guide	4/30/2015	http://www.travelportland.com/article/late-spring-visual-arts/	OAW
3	Late spring performing arts guide	4/30/2015	http://www.travelportland.com/article/late-spring-performing-arts/	OAW
4	Late spring classical music guide	4/30/2015	http://www.travelportland.com/article/late-spring-classical-music/	OAW
5	Make a splash in the Willamette River	4/29/2015	http://www.travelportland.com/article/willamette-river/	Benjamin Tepler
6	Tilikum Crossing	4/29/2015	http://www.travelportland.com/article/tilikum-crossing/	Julian Smith
7	Portland Mercado	4/24/2015	http://www.travelportland.com/article/portland-mercado/	MW
8	Portland's top 10 taquerias	4/24/2015	http://www.travelportland.com/article/portlands-top-10-taquerias/	****
9	Camping near Portland	4/24/2015	http://www.travelportland.com/article/camping-near-portland/	
10	Nine ways to celebrate Mom in Portland	4/24/2015	http://www.travelportland.com/article/nine-ways-to-celebrate-mom-in-portland/	
11	World of Speed	4/16/2015	http://www.travelportland.com/article/world-of-speed/	
12	Revolution Hall	4/24/2015	http://www.travelportland.com/article/revolution-hall/	
13	Brave new beers in Portland	4/24/2015	http://www.travelportland.com/article/brave-new-beers-in-portland/	
14	Luxe local leather	4/24/2015	http://www.travelportland.com/article/luxe-local-leather/	
15	Portland's best hotel bars	4/24/2015	http://www.travelportland.com/article/portlands-best-hotel-bars/	
16	Portland books and authors	4/24/2015	http://www.travelportland.com/article/portland-books-and-authors/	
17	Portland's flora and fauna	4/24/2015	http://www.travelportland.com/article/portlands-flora-and-fauna/	
18	Portland, as eaten on TV	4/23/2015	http://www.travelportland.com/article/portland-as-eaten-on-tv/	
19	Voodoo Doughnut	4/24/2015	http://www.travelportland.com/article/voodoo-doughnut/	
20	Restaurants with a view	4/24/2015	http://www.travelportland.com/article/restaurants-with-a-view/	
21	Where to celebrate Earth Day in Portland	3/24/2015	http://www.travelportland.com/article/where-to-celebrate-earth-day-in-portland/	
22	Live Wire Radio	3/24/2015	http://www.travelportland.com/article/live-wire-radio/	
23	Portland's greatest guided tours	3/24/2015	http://www.travelportland.com/article/portlands-greatest-guided-tours/	
24	Brunch around the world — in Portland	3/24/2015	http://www.travelportland.com/article/brunch-around-the-world-in-portland/	
25	Essential Portland bands	3/25/2015	http://www.travelportland.com/article/essential-portland-bands/	

TRAVEL PORTLAND CONTENT SNAPSHOT

Updated May 8, 2015

Home page

Week of	Carousel	Happening This Week					Upcoming & Ongoing Events								
5/4	Tours & Itineraries (new photo - Will. Valley)	Top sights (new photo - Lan Su)	Rose Festival (5/22-6/14)	Food & drink	Tax-free shopping	Cirque du Soleil Virest (5/6-10)	Taiwan Dance (5/7) Cheers to Belgian Beers (5/8-9) Living w/Glass (ends 5/16)	Whiskey-town USA (5/8-9) Sax & Symphony (5/9-11)	Circo de Mayo (5/5) St. Johns Bizarre (5/9) APA Heritage @ Lan Su (5/1-31)	NW Animation Festival (5/4-10)	Bridgetown Comedy Fest (5/7-10)	Portland Farmers Market	Portland street fairs	Late spring classical music guide	Saturday Market (12/28-12/24)
5/11	Tours & Itineraries	Top sights	Rose Festival (5/22-6/14)	Food & drink	Tax-free shopping	Rock 'n' Roll Half Marathon (5/17)	Mod Dress Party (5/16) APA Heritage @ Lan Su (5/1-31)	Kenton Street Fair (5/17)	Living w/Glass @ MoCC (ends 5/16)	American Night, Milagro (4/30-5/23)	Portland street fairs	Late spring perf. arts guide	Portland Farmers Market	Saturday Market (12/28-12/24)	Summer concert round-up
5/18	Tours & Itineraries	Top sights	Rose Festival (5/22-6/14)	Food & drink	Tax-free shopping	Rose Fest fireworks/CityFair (5/22)	Three Days of Rain (5/17-6/21)	Memorial Weekend in Wine Country (5/23-25)	Ripley's Believe It or Not @ OMSI (5/21-9/7)	Al WeiWei @ PAM (5/23-9/13)	Portland street fairs	Portland Farmers Market	Summer concert round-up	Late spring perf. arts guide	Saturday Market (12/28-12/24)
5/25	Tours & Itineraries	Top sights	Rose Festival (5/22-6/14)	Food & drink	Tax-free shopping	Startlight Parade (5/30)	Sogetsu Hobiana Rose Show, P.J.G (5/30)	Country-fest (5/31)	Festival of Flowers at Square (5/29-6/9)	APA Heritage Month @ Lan Su (5/1-31)	Oregon Zoo concerts	Portland Farmers Market	Edgefield concerts	Late spring visual arts guide	Saturday Market (12/28-12/24)
6/1	Tours & Itineraries	Top sights	Rose Festival (5/22-6/14)	Food & drink	Tax-free shopping	Grand Floral Parade (6/6)	Rose Fest Fleet Week (6/3-7)	Al WeiWei @ PAM (5/23-9/13)	Festival of Flowers at Square (5/29-6/9)	Negroni Week (6/1-7)	Oregon Zoo concerts	Portland Farmers Market	Edgefield concerts	Late spring visual arts guide	Saturday Market (12/28-12/24)
6/8	Tours & Itineraries	Top sights	Tax-free shopping	Food & drink	Beer	Portland Pride (6/13-14)	Gods and Heroes @ PAM (6/13-9/13)	Rose Cup Races (6/12-14)	STATE of Oregon Craft @ MoCC (6/5-8/15)	PDX Beer Week (6/11-21)	Portland Farmers Market	Summer concert round-up	Summer events round-up	Late spring classical music guide	Saturday Market (12/28-12/24)
6/15	Tours & Itineraries	Top sights	Tax-free shopping	Food & drink	Beer	Delta Park Powwow (6/19-21)	Make Music PDX (6/21)	Aboriginal art @ PICA (6/20-8/20)	PDX Beer Week (6/11-21)	Pedal-palooza (6/1-30)	Summer events round-up	Summer concert round-up	Portland Farmers Market	Late spring classical music guide	Pickathon (7/31-8/2)
6/22	Tours & Itineraries	Top sights	Tax-free shopping	Food & drink	Beer	Chamber Music NW (6/22-7/26)	Good in the Hood (6/26-27)	World Naked Bike Ride (6/27)	Recycled Arts Festival (6/27-28)	Art of War @ OHS (6/26-12/7)	Summer events round-up	Summer concert round-up	Portland Farmers Market	Pickathon (7/31-8/2)	Portland street fairs

Upcoming events

- | | | | |
|--|-----------------|---------------------------------------|------------------|
| Oregon Wine Month | May 1-31 | Rose Cup Races | June 12-14 |
| Asian-Pacific American Heritage Month @ Lan Su | May 1-31 | Gods and Heroes @ Portland Art Museum | June 13-Sept. 13 |
| Portland Farmers Market @ Shemanski Park | May 6-Nov. 25 | Portland Pride festival | June 13-14 |
| Caravan Campfire concerts | May 6-September | OMSI After Dark: Bourbon & Bacon | June 13 |

