

# Wilsonville Tourism Promotion Committee

## MEETING AGENDA

Thursday, October 17, 2019 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall



### VOTING MEMBERS

**Jeff Brown**, General Manager, Hotel Eastlund

**Darren Harmon**, Chair  
General Manager,  
Family Fun Center

**Al Levit**  
Former Commissioner,  
City of Wilsonville  
Planning Commission

**Beth Price**  
Director of Sales and  
Marketing, Holiday Inn  
Hotel & Convention  
Center Portland  
South/Wilsonville

**Brandon Roben**  
CEO, Oaks Park

Positions 1 and 6 vacant

### ADVISORY / EX-OFFICIO MEMBERS

**City of Wilsonville**  
City Councilor Charlotte  
Lehan, Council Liaison  
Michael McCarty, Parks &  
Recreation Director  
Brian Stevenson,  
Community Services  
Manager (designee)  
Erica Behler, Parks &  
Recreation Coordinator  
(designee)

**Clackamas County  
Tourism & Cultural  
Affairs (TCA) "Oregon's  
Mt Hood Territory"**  
Danielle Cowan, Director  
Samara Phelps,  
Development Lead  
(designee)

**Washington County  
Visitors Association  
(WCVA)**  
Carolyn McCormick,  
President/CEO  
Sylye Neal-Finnegan,  
VP/Marketing &  
Communications  
(designee)

**Wilsonville Area  
Chamber of Commerce**  
Kevin Ferrasci O'Malley,  
CEO

### STAFF

Zoe Monahan, Assistant  
to the City Manager  
Mark Ottenad,  
Public/Government  
Affairs Director

### OPERATIONS AND DEVELOPMENT COORDINATOR

Velocity Tourism, LLC  
Trev Naranche, Principal

- 1. Welcome** **1:00**
  - a. Committee members and guests introductions
  
- 2. Committee Business and Updates** **1:10**
  - b. Election of Committee Chair and Vice Chair  
*Required by committee charter at first meeting of new fiscal year*
  - c. Approve Prior Meeting Minutes of May 21, 2019 \* *page 3*
  - d. Open Positions for Appointment:
    - #1: formerly held by Dave Pearson, term expires 6/30/2022
    - #6: formerly held by David Stead; term expires 6/30/2021
  
- 3. Review and Evaluate Proposals Responding to 'Explore Wilsonville' RFP for Tourism Services** **1:20**
  - e. Written Proposal Evaluation Criteria and Scoring \* ■ *page 6*
  - f. Review of Initial Proposal Evaluation Criteria and Scoring \* ■ *page 10*
  - g. Discussion of 8 Proposals ■
  - h. Review of Secondary Proposal Evaluation Criteria and Scoring
  - i. Interview Dates and Format for Finalist(s) Interview(s):
    - **Only Tue, Nov. 12, 1-3 pm;** see next page for other potential dates
  
- 4. Tourism Promotion Updates** **2:45**
  - j. Q2 2019 Velocity Tourism Marketing Report \* *page 11*
  - k. Tri-fold brochure and French Prairie Rest Area Display
  - l. City RFP for Market Feasibility Study for Year-Round Sport/Event Facility with Possible Adjacent Hotel
  
- 5. Adjourn** **3:00**

\* materials in packet    ■ materials on cloud server

## Wilsonville Tourism Promotion Committee

### Interview Dates for Proposal Finalists

#### Results of Doodle Poll for November 2019 Tourism Com Meeting/Interview Dates

	Wed 6	Tue 12	Wed 13	Thu 14	Tue 26
	10:00 AM – 12:00 PM	1:00 PM – 3:00 PM	10:00 AM – 12:00 PM	10:00 AM – 12:00 PM	1:00 PM – 3:00 PM
<b>Voting Members</b>					
Al Levit		OK			
Jeff Brown	OK	OK			OK
Beth Price	OK	OK	OK	OK	
Brandon Roben	OK	OK	OK	OK	OK
Darren Harmon		OK	OK	OK	OK
<b>Count</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>Advisory Members</b>					
Sylke Neal-Finnegan	OK	OK		OK	
Zoe Monahan		(OK)	OK	OK	OK
Charlotte Lehan	OK		OK	OK	OK
Samara Phelps	OK	OK	OK		OK
Erica Behler	OK		OK	OK	OK

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

Tuesday, May 21, 2019 • 1 – 3 pm  
Willamette River Room, Wilsonville City Hall

### 1. Welcome

**a. Voting members attending:** Jeff Brown, Chair Darren Harmon, Al Levit, Vice Chair Dave Pearson, Beth Price and Brandon Roben.

**Ex-officio members, staff, consultants and guests attending:** City Councilor Charlotte Lehan, Lynnette Braillard, Trev Naranche, Kevin Ferrasci O'Malley, Mark Ottenad, and Brian Stevenson.

### 2. Committee Business and Updates

**b. Approve Prior Meeting Minutes of Feb. 21, and March 21, 2019.** Committee members reviewed the meeting minutes. Brandon Roben moved and Al Levit second approval of the minutes as presented; motion passed unanimously.

**c. Meeting Notes of April 11:** Mark Ottenad indicated that the April 11 meeting notes were not official due to lack of a quorum to conduct business. Kevin Ferrasci O'Malley requested that the phrase “formatted in a chamber of commerce/tourism bureau monthly cash-flow format” be struck from the sentence “Darren Harmon and Kevin Ferrasci O'Malley asked about obtaining financial reports formatted in a chamber of commerce/tourism bureau monthly cash-flow format.” Mark Ottenad said that phrase could be removed, although he noted that Chair Darren Harmon sent to him after the April 11 meeting the WCVA tourism-bureau cash-flow chart of accounts as an example of the kind of financial reporting format requested from City.

**d. Open Positions for Appointment/Re-appointment:** Mark Ottenad reviewed various positions open for appointment/re-appointment, including Position #1: Dave Pearson, term expires 6/30/2019, new term until 6/30/2022; Position #2: Brandon Roben, term expires 6/30/2019, new term until 6/30/2022; and Position #6, formerly held by David Stead, term expires 6/30/2021. Both Dave Pearson and Brandon Roben indicated that they applied for re-appointment.

**e. Real-time Expense Reporting Online by Vertigo Marketing:** In response to committee's request for what is understood to be real-time expense reporting, Vertigo Marketing set-up financial reports that include monthly spending and actual invoices visible anytime online without a password. Mark Ottenad indicated that he believed this real-time expense reporting to be an indication of City's desire for responsive transparency in communications. The link is: [https://docs.google.com/spreadsheets/d/1jRTxmd7s4UTCrMfgK\\_TWgJGLwByc-wbZ\\_Kt5T4H2ouU/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1jRTxmd7s4UTCrMfgK_TWgJGLwByc-wbZ_Kt5T4H2ouU/edit?usp=sharing)

**f. Q1 2019 Vertigo Marketing Report:** Lynnette Braillard and Trev Naranche presented the first quarter report for 2019 calendar year. Of particular note is the substantial increase of 600% year-over-year of organic website traffic that lands on ExploreWilsonville.com through a web-search without being directed by an online ad. Social media engagement is also up substantially. The February release on re-launch of Explore Wilsonville received over 80 earned-media articles, including two feature articles in the Portland Tribune / Wilsonville Spokesman.

**g. Draft Committee Memo to City Council, RE Request for Dedicated Staffing Resource for Tourism Program:** Committee members reviewed the draft letter requested at the last meeting that would be included in the June 17 City Council presentation for adoption of the

tourism business plan and tourism marketing plan. Mark Ottenad noted that the City Council had recently adopted Council Goals that include a new City position for support of coordination of tourism, and arts, culture and heritage efforts; however, the position is not currently budgeted in the FY19/20 budget. Mark Ottenad noted that the City Manager, upon hearing of the committee's request for dedicated staffing, wondered about the revenues to support such a position and if the committee was considering requesting an increase in the City's transient lodging tax that supports tourism programs. Committee members did note that several local area jurisdictions had increased their TLT over the past year.

Kevin Ferrasci O'Malley asked about using prior unexpended tourism funds from several years ago to fund the position; Mark Ottenad indicated that Council could do that, but that the committee's tourism business plan calls for using those funds to fund special projects, namely visitor profile study, year-round sports facility complex, etc. Dave Pearson moved and Al Levit seconded for the letter to be presented to Council as drafted; motion passed unanimously.

### **3. Review and Approve FY19-20 Tourism Business Plan**

**h. About Explore Wilsonville and Tourism Promotion Committee:** Mark Ottenad reviewed with the committee a two-page summary of FY18-19 activities accomplished by the Tourism Promotion Committee and would be included in the June 17 staff report to City Council.

**i. Review and Approve Draft FY19/20 1/5-Year Action/Implementation Plan:** Mark Ottenad reviewed the Draft-3 version, dated May 15, of the "FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy," aka the 1/5-Year Action/Implementation Plan. Mark Ottenad walked committee members through the primary components of the draft plan, including Tourism Promotion Committee Members, Committee Meetings; Advancing Tourism Development Priorities; Past Year's Accomplishments, FY 2018/19 Five-Year Action Plan for Tourism Development, FY 2019/18 – 2024/25; Annual One-Year Implementation Plan for July 2019 – June 2020; Components of FY19/20 Annual One-Year Implementation Plan of the Tourism; and Promotion Program in Relation to 2014 Tourism Development Strategy.

Committee members discussed that the committee should consider and discuss over the next year the concept of eventual Explore Wilsonville DMO formation. Mark Ottenad said that the plan could be modified to include discussion of "Tourism Development Strategy 1.1, Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville, now Explore Wilsonville." As part of this DMO discussion, committee members suggested having Travel Portland present; Beth Price noted that Travel Portland was undergoing considerable change from being destination marketing organization to a destination management organization. Mark Ottenad noted that this conversation could dovetail with RFQ process next year for tourism operations and marketing consultant services.

Committee members discussed item 3, Advance Study Effort for City to Enhance Tourism Development, of Section G. Annual One-Year Implementation Plan: FY19/20, July 2019 – June 2020. Members discussed next year's study for "feasibility assessment and accompanying proforma of a hybrid, indoor facility," and suggested adding "multi-use" after hybrid. Members agreed with Brian Stevenson suggestion that this study would not be Town Center hotel/conference center; however, the study should include a hotel option if relevant to profitable, successful operation of a year-round hybrid, multi-use indoor facility.

Committee members discussed under Section G, item 1. Tourism Promotion Committee Business, Staffing. Committee members requested that this item be amended to note Strategy

1.3, Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT)” to the tourism promotion program for consideration by City Council.

Jeff Brown moved to approve the 1/5-Year Action/Implementation Plan as amended; Brandon Roben seconded the motion. Motion adopted unanimously.

#### **4. Review and Approve FY19-20 Tourism Promotion Plan**

**j. Review and Approve Draft 2, May 21, FY19-20 Vertigo Marketing Tourism Promotion & Destination Marketing Services Plan:** Lynnette Braillard and Trev Naranche reviewed in detail with the committee the “tourism promotion plan.” They noted considerably more emphasis this year on social media outreach that is now supported by a quality ExploreWilsonville.com tourism website. Trev Naranche said that initial results from the Visitor Profile Survey were used to confirm target audiences of families and young couples for outreach, and larger travel trends of visitors from the north, Washington state and Canada, being an increasing market share.

Councilor Lehan suggested that the marketing plan include specifically the purchase of a display spot for Explore Wilsonville at the I-5 Northbound French Prairie Rest Area just south of Wilsonville, which committee members agreed with. Al Levit wondered if an ad in the AAA Directory that he has utilized in the past while traveling would be worth considering.

Al Levit moved to approved the FY19-20 Vertigo Marketing Tourism Promotion & Destination Marketing Services Plan as amended and Dave Pearson seconded the motion; motion adopted unanimously.

#### **5. Adjourn**

The meeting adjourned at 3:00 pm. Next meeting, like to be held in September, to be set via Doodle Poll of the committee members to occur this summer.

Respectfully submitted by Mark Ottenad on June 4, 2019.

# Written Proposal Evaluation Criteria and Scoring

## *RFP for 'Explore Wilsonville' Tourism Promotion and Development and Destination Marketing Services*

Following are the criteria by which to evaluate each proposal in relation to the RFP Appendix A for the Desired Scope of Work.

Criteria	Maximum Score
<p><b>Proposal Quality</b></p> <ul style="list-style-type: none"> <li>Quality and creativity of the Proposal and points addressed in the Scope of Work, and the likelihood of achieving program objectives</li> </ul>	25
<p><b>Proposer's Experience/Demonstrated Results</b></p> <ul style="list-style-type: none"> <li>Proposal team's experience and success with developing creative tourism-promotion and destination-marketing plans for other communities.</li> </ul>	25
<p><b>Qualifications of Personnel</b></p> <ul style="list-style-type: none"> <li>Prior professional experiences and work-products of consultant team members and how relevant to this Project.</li> </ul>	25
<p><b>Value of Services Provided for Cost</b></p> <ul style="list-style-type: none"> <li>The maximum services provided in relation to the fee charged and the value of the overall Project; the budget is reasonable and appropriate.</li> </ul>	25
<b>Total Maximum Score</b>	<b>100 Points</b>

### **RFP Appendix A – Tourism Promotion and Development and Destination Marketing Services Desired Scope of Work**

The City of Wilsonville seeks Proposals that address specifically and include the following services and deliverables and assigns an estimated/bid cost to complete each primary job task.

#### **A. Marketing Services**

**Media Buying:** Identify advertising opportunities with various publications, negotiate favorable ad rates, identify insertion dates based on editorial calendar, define ad specs, oversee ad design and production, and upload ads to publication.

Work with partner agencies (OMHT, WCVA, WVVA, TP, TO) on co-op ad-buys and other joint promotion efforts.

Identify and propose potential publications such as brochures and visitor guide/map and tourism promotional advertising opportunities could include, as recommended by Proposer, Travel Oregon Visitor Guide, Travel Portland Visitor Guide, Sunset magazine, AAA Journey magazine, and other paid digital media. Note that City staff are currently researching print/online map-tool options.

Research and oversee digital paid advertising (via Google Adwords); preference for certified Google Adwords Professional experience.

**Art and Creative Direction:** Develop creative that aligns and enhances current marketing efforts.

**Print Ad Design:** Creative design services for print advertising campaigns.

**Digital Ad Design:** Creative services for digital advertising campaigns.

**Copywriting:** Develop copy for marketing collateral, print, and digital advertising.

**Production:** Non-creative production services.

**Email Marketing Campaign:** Monthly Email Blast (12 times per year) includes email campaign development, list management, graphic design, and copywriting.

## **B. Website Services**

**Hosting, Maintenance, and Content Development** for ExploreWilsonville.com.

**Domain Name Renewals:** www ExploreWilsonville com.

**SSL Certificate Renewals:** www ExploreWilsonville com.

**Security/Hack Alert Scanning.**

**Paid Plug-in Applications Renewals** as needed.

**Ongoing Content Maintenance Updates** for Attractions, Lodging, and Calendar-of-Event Listings.

**Content/Website Development** that includes words, images, and maps.

**Monitoring** of website to maintain up-time and appropriate look-and-feel.

**Reporting** of website traffic and related statistics.

**Calendar of Events Listings** for all primary community and tourism events occurring 25 miles south, east, and west of Wilsonville and 5 to 15 miles north. Calendar should have ability to distinguish or segregate regular ongoing (weekly) events from special one-time or annual events.

**SEO** (Search Engine Optimization) Strategies and Tactics – Create detailed SEO strategy to include keyword research, focus, and documentation of performance. SEO should include additional and new content for the website. Also include SEO technical audit for proper indexation, and include quarterly monitoring results into Quarterly Reports.

## **C. Social Media Services**

**Promote off-season tourism** by promoting attractions and events available during shoulder season. Develop master editorial calendar for 2019, identify trending hashtags, and review and analyze past posts to improve the campaign communication with event producers for events and happenings. Social media proposal should be inclusive of organic posts, boosted organic posts, and paid social media advertising.

**Management and Implementation:** Strategy, design, and management of all paid social media. Manage all channels and post updates 3-5 time per week. Create events (or add existing events) to Facebook page; manage and direct the “day-to-day” social media subcontractor, copywriting, graphic design, art direction of photography, schedule posts, seek out missing photography, ongoing coordination; preference for Facebook Blueprint Certified Professional experience.

## **D. Public Relations Services**

**Monthly News Release Writing** to promote ‘Explore Wilsonville’ content or other feature: 12 times per year, or an average of one per month.

**Pitching Story Ideas** to magazine writers, tourism promotion operators.

**Responding** to Writers and Reporters with Content and Photos.

**Press Release Online Distribution** to AP Wire.

**Software Subscription** for most efficient and effective distribution tool.

**Manage Media Contacts** Data and Reporting in Meltwater Software.

## E. Photographic and Video Services

**Arrange for New Photography** and Videography of attractions and events as needed.

**Arrange for models** and releases as needed.

**Obtain full Usage** and Rights Renewals, if applicable.

## F. Management Services

**Management** of the overall tourism-promotion and destination-marketing program, in conjunction with staff and Committee.

**Accounting for itemized expenses** that are invoiced under the PSA for reimbursement.

**Developing and operating procedures/systems** in conjunction with City staff for public communications to respond timely to inquiries and fulfill requests for information via email, online, phone, US mail, or in-person.

**Memberships:** Arrange for City of Wilsonville/ExploreWilsonville Memberships to Travel Portland and Oregon Destination Association (formerly known as Oregon Destination Marketing Organization).

**Software and Database Subscriptions** that include STR (Smith Travel Research) and ISSUU (Digital Visitor Guide) or similar service.

**Reporting:** Quarterly key performance indicators (KPI) report, including website unique visitor counts, referral sources, page-views, occupancy and average daily room rate, etc. The City's STR comparable is Troutdale.

**Meetings:** Attendance at Tourism Promotion Committee meetings, 6 times per year, in Wilsonville. In-person attendance preferred; telephonic call-in attendance permissible occasionally with advance request and approval by Project Manager. Additional meetings, if needed, may be invoiced separately under Reserve/Contingency.

## G. Tourism Development Services

**DMO Partnerships and Leverage:** Work to create and strengthen partnerships and relationships with leading DMO agencies (including Clackamas County/Oregon's Mt Hood Territory (OMHT), Washington County Visitor Association (WCVA) Travel Portland, Willamette Valley Visitors Association (WVVA) and Travel Oregon) and other public- and private-sector organizations for the creation of tourism products and packages that help to build an effective marketing strategy.

**Networking:** Network with managers of local-area attractions, events and visitor/tourism services to produce or package new options that encourage overnight lodging in Wilsonville, especially during the slower "shoulder season months."

**Package/promotional development:** Promote and market new or improved tourism products and packages that result in increased lodging-property occupancy on a year-round basis.

## H. Collateral, Printing, and Shipping/Distribution Services

**"Wilsonville Visitor Guide and Map" bi-fold brochure design and printing for use in-town distributed primarily to partner agencies** like OMHT, WCVA, Chamber of Commerce, and WVVA: 11" x 17" folded in half or quarters (flat) brochure printed on high-quality gloss book, four-process colors plus flood gloss AQ on both sides of sheet (4+FAQ/4+FAQ), full bleed, trimmed, roll folded to finish size of 8.5" x 11" or 4.24" x 11". Boxed quantity of 5,000.



**Certified Folder brochure distribution** at all (8) State Welcome Centers (includes Portland International Airport); (6) Rest Stops: Multnomah Falls, French Prairie South Bound, French Prairie North Bound, Santiam, Oak Grove, Mt Hood; + (227) Portland Super Cities + poster-sized display at I-5 French Prairie North Bound per Oregon Travel Information Council (OTIC).

**Arrange for Wilsonville Chamber of Commerce brochure distribution** throughout local visitor-information kiosk locations to include Wilsonville lodging properties (Holiday Inn, Motel 6, LaQuinta, Quality Inn, SnoozInn, GuestHouse, and soon new Hilton Garden Inn), City Hall, Library, Police, Clackamas Community College, Bullwinkle's/Family Fun Center, Oregon Tech Portland Metro Campus, Pioneer Pacific College, Fir Point Farms, Pheasant Ridge RV Park, Butteville Store, and Aurora State Airport.

**Postage:** \$1,000 of stamps for Parks and Recreation staff Visitor Center fulfillment.

**Freight and shipping** to Certified folder and other distribution outlets as contracted with.

### **I. Reserve/Contingency**

Funds to cover an item that might go over budget or to allow the tourism promotion program to take advantage of an unforeseen or unplanned opportunity.

# Summary of Written Proposal Evaluation Criteria and Scoring

RFP for 'Explore Wilsonville' Tourism Promotion and Development and Destination Marketing Services

Company	Proposal Quality (25 pts max)	Proposer's Experience/ Demonstrated Results (25 pts max)	Qualifications of Personnel (25 pts max)	Value of Services Provided for Cost (25 pts max)	TOTAL SCORE (100 pts max)
DVA Advertising & Public Relations					
JAYRAY					
LuLish					
Madden Media					
New Era Concepts, LLC					
Relic Agency					
Stamats					
Velocity Tourism, LLC					

Q2 2019  
Wilsonville  
Tourism  
Advertising  
and  
Marketing  
Services  
Report



Produced by Velocity Tourism LLC  
October 2019

# HIGHLIGHTS FOR Q2 2019

## Explore Wilsonville Campaign Highlights

Q2 2019

- April, May, June Lodging Supply: -11.3%
- Promoting Explore Wilsonville's "Pick Your Pocket Trip" contest with animated banner ads on TravelOregon.com
- Placed a print ad in Seattle Magazines Travel Issue featuring "A Wine Crush Weekend" Pocket Trip to Wilsonville
- Our top Facebook post for Wilsonville's Festival of Arts reached an audience of 17,711
- Total Facebook impressions increased by 834.3% over last year



# OUR REACH IN Q2



## Website

- No data to report



## Digital & Social

- No paid social media or Google Ad campaign data to report



## Print Media

- Our ad placement in Seattle Magazine will get over 300,000 impressions in May



576,300 Impressions  
1,772 Engagements



10,962 Impressions  
1,044 Engagements



17,300 Impressions  
49 Engagements



## Group Report

April 1, 2019 – June 30, 2019

# SOCIAL MEDIA REPORT - GROUP




Group Report | 1 of 6

## Included in this Report

 Explore Wilsonville

 Explore Wilsonville

 Explore Wilsonville

 Explore Wilsonville Oregon



# SOCIAL MEDIA REPORT - GROUP



Group Report | 2 of 6

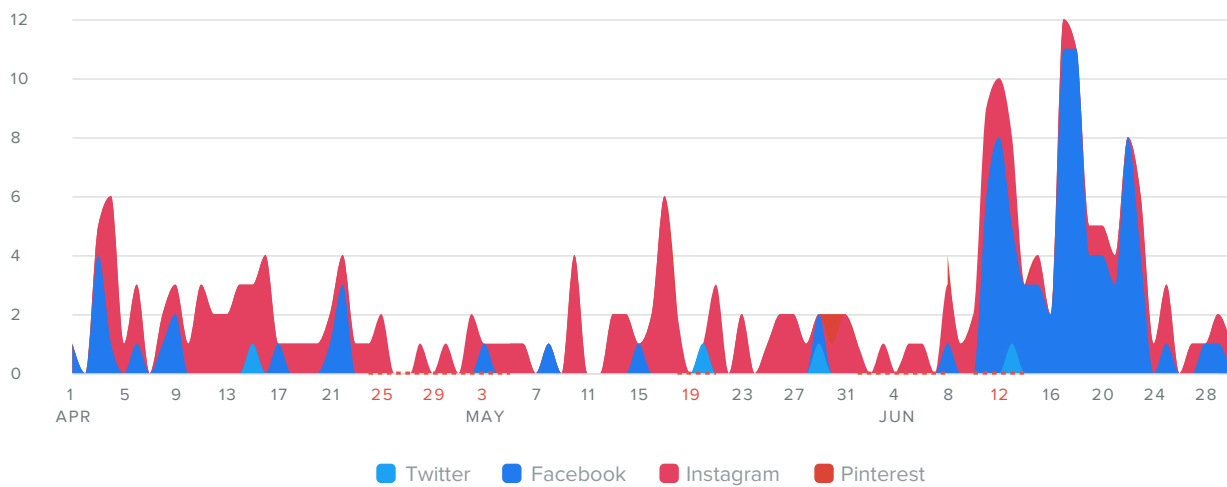
## Group Activity Overview

Impressions <b>604.6k</b>	Engagements <b>2,865</b>	Link Clicks <b>14.1k</b>
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## Group Audience Growth

FOLLOWERS GAINED, BY DAY

We are unable to retrieve all of your data at this time.



Audience Growth Metrics	Totals	Total Followers % Change
<b>Total Followers</b>	<b>346</b>	<b>↗ 101.2%</b>
<b>Total Net Follower Growth</b>	<b>142</b>	<b>↗ 101.2%</b>
Twitter Net Follower Growth	4	↗ 100%
Facebook Net Fan Growth	93	↗ 157.6%
Instagram Net Follower Growth	43	↗ 126.3%
Pinterest Net Follower Growth	2	↗ 100%

Total followers increased by

**101.2%**

since previous date range

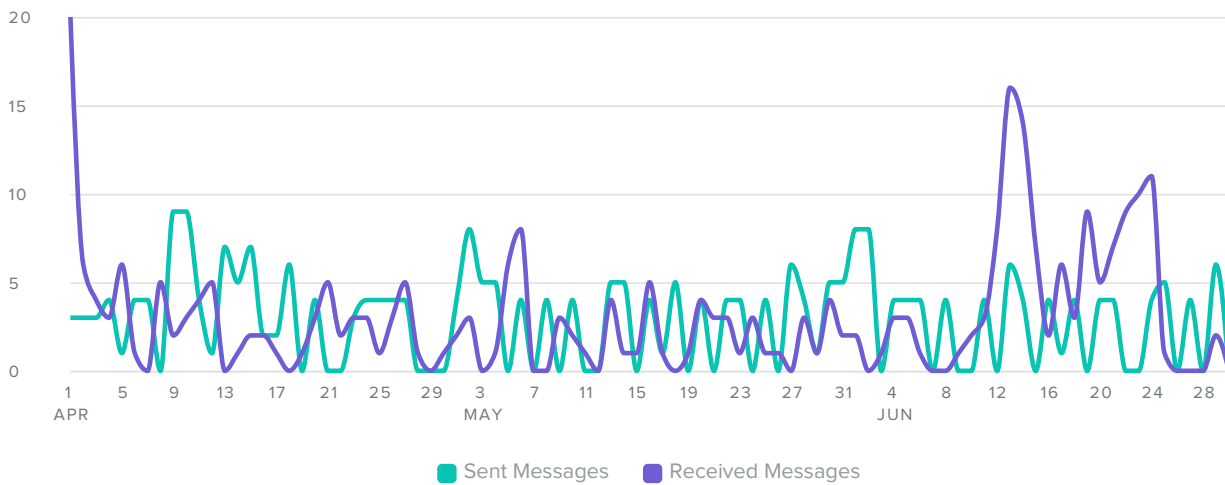


# SOCIAL MEDIA REPORT - GROUP



## Group Message Volumes

MESSAGES PER DAY



Sent Messages Metrics	Totals	% Change
Twitter Tweets and DMs Sent	64	↗ 88.2%
Facebook Posts Sent	65	↗ 85.7%
Instagram Messages Sent	73	↗ 711.1%
Pinterest Pins Sent	68	↗ 100%
<b>Total Messages Sent</b>	<b>270</b>	<b>↗ 246.2%</b>

Message volume increased by

**↗ 246.2%**

since previous date range

Received Messages Metrics	Totals	% Change
Twitter Messages Received	4	↗ 100%
Facebook Messages Received	239	↗ 545.9%
Instagram Comments Received	41	↗ 355.6%
<b>Total Messages Received</b>	<b>284</b>	<b>↗ 517.4%</b>

Message volume increased by

**↗ 517.4%**

since previous date range

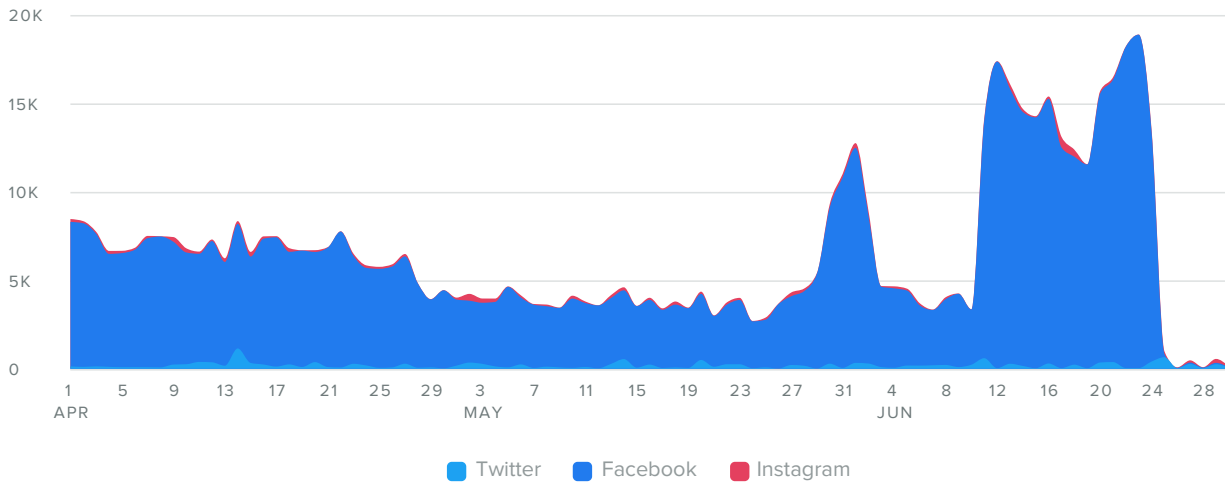
# SOCIAL MEDIA REPORT - GROUP REPORT



Group Report | 4 of 6

## Group Impressions

IMPRESSIONS PER DAY



Impressions Metrics	Totals	% Change
Twitter Impressions	17,317	↗ 68.4%
Facebook Impressions	576,292	↗ 834.3%
Instagram Impressions	10,962	↗ 1,013%
<b>Total Impressions</b>	<b>604,571</b>	<b>↗ 728.7%</b>

Total Impressions increased by

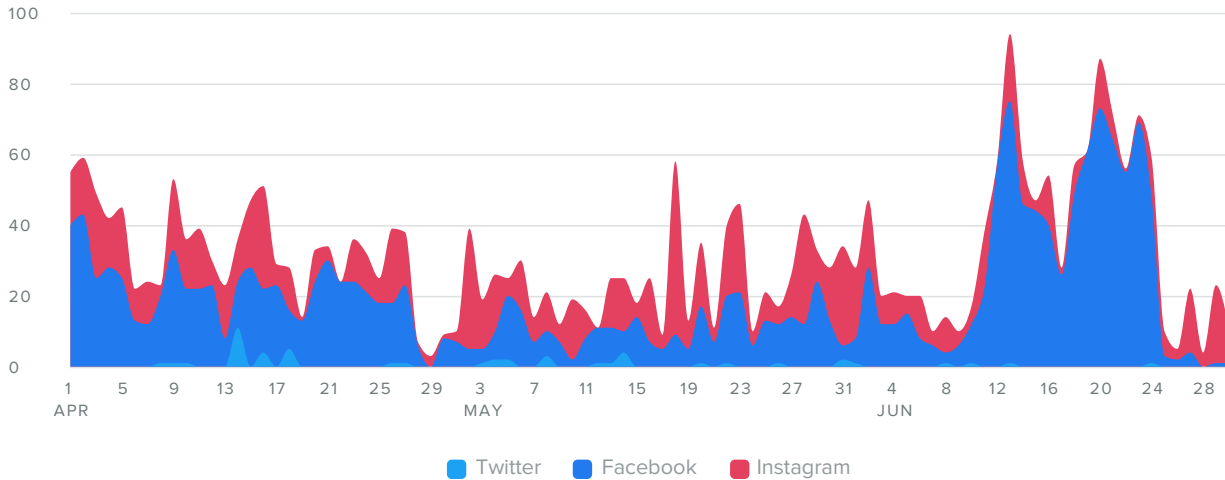
**728.7%**

since previous date range

# SOCIAL MEDIA REPORT - GROUP

## Group Engagement

ENGAGEMENTS PER DAY



Engagement Metrics	Totals	% Change
Twitter Engagements	49	↘ 2%
Facebook Engagements	1,772	↗ 539.7%
Instagram Engagements	1,044	↗ 489.8%
<b>Total Engagements</b>	<b>2,865</b>	<b>↗ 468.5%</b>

The number of engagements increased by

# 468.5%



since previous date range

## Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Message Sent	Engagements	Engagements per Message Sent	Link Clicks
Explore Wilsonville @SeeWilsonville	5	100%	64	17,317	270.6	49	0.8	3
Explore Wilsonville Business Page	152	157.63%	65	576,292	8,866	1,772	27.3	14,102
Explore Wilsonville (Business) @explorewilsonville	187	65.49%	73	10,962	150.2	1,044	14.3	–

# SOCIAL MEDIA REPORT - GROUP

## Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Message Sent	Engagements	Engagements per Message Sent	Link Clicks
 Explore Wilsonville Oregon  ExploreWilsonville	2	100%	68	–	–	–	–	–



Facebook Pages  
for **Explore Wilsonville**

April 1, 2019 – June 30, 2019

# SOCIAL MEDIA REPORT - FACEBOOK



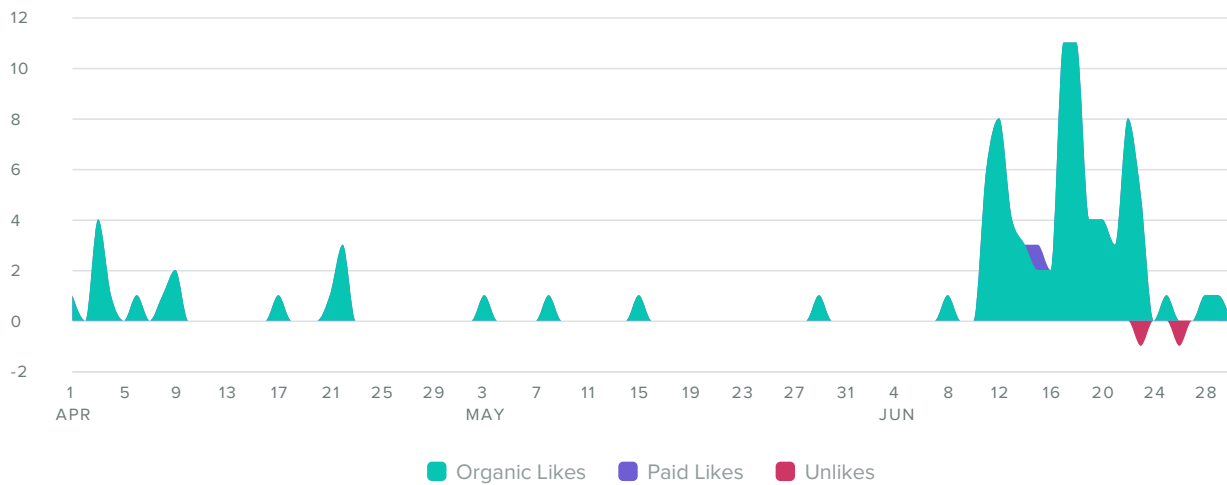
Facebook Pages | 1 of 8

## Facebook Activity Overview

Impressions <b>576.3k</b>	Engagements <b>1,772</b>	Clicks <b>14.1k</b>
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## Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
<b>Total Fans</b>	<b>152</b>
Paid Likes	1
Organic Likes	94
Unlikes	2
Net Likes	93

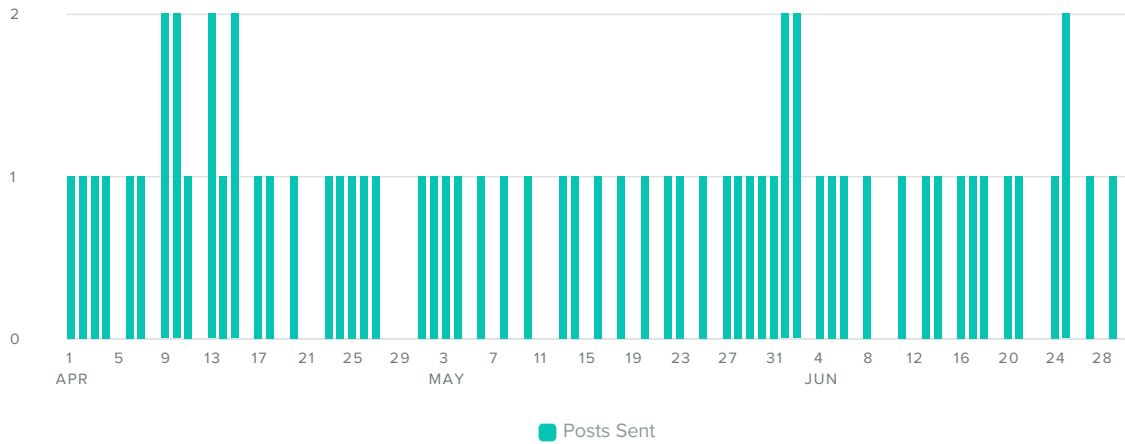
Total fans increased by  
**▲157.6%**  
 since previous date range

# SOCIAL MEDIA REPORT - FACEBOOK



## Facebook Publishing Behavior

POSTS, BY DAY



Publishing Metrics	Totals
Photos	65
Videos	0
Posts	0
Notes	0
<b>Total Posts</b>	<b>65</b>

The number of posts you sent increased by







**▲85.7%**

since previous date range

# SOCIAL MEDIA REPORT - FACEBOOK



## Facebook Top Posts, by Reactions

Post	Reactions	Comments	% Users Engaged	Reach
<p><b>Explore Wilsonville</b>   <b>Wilsonville Festival of Arts</b> A Pocket Trip: A Free-Fun-For-the-Whole-Family Arts Festival Happening June 1-2, 2019 Celebrate the spirit of imagination and creativity during the Wilsonville Festival of the Arts, held this weekend at Wilsonville's Town Center Park. From art installations and demos to world-renowned authors to a micro movie theater, the free festival highlights more than 100 visual, literary and performing artists. ---&gt; <a href="https://explorewilsonville.com/event/wilsonville-festival-of-arts/">https://explorewilsonville.com/event/wilsonville-festival-of-arts/</a></p>  <p>(Post) May 29, 2019 5:33 pm</p>	25	0	0.7%	17,711
<p><b>Explore Wilsonville</b>   <b>Wilsonville Farmers Market</b> A Pocket Trip: Celebrate summer in a healthy way while you support your community. Grab your shopping bags and head out to the market today for locally made goods and farm fresh produce, meat and eggs. 🥦🍅 Every Thursday from 4:00 - 8:00 pm through October 17. #explorewilsonville . . . . #WilsonvilleOregon #portlandoregon #wilsonvillefarmersmarket #farmfresh #shoplocal #traveloregon</p>  <p>(Post) June 27, 2019 7:02 am</p>	4	0	6.8%	59
<p><b>Explore Wilsonville</b>   <b>ENTER TO WIN A "PICK YOUR POCKET TRIP" WEEKEND IN OREGON!</b> Enter to win a weekend of non-stop fun in Wilsonville, near Portland, Oregon. You could win: Lodging + On Farm Cooking Class + Family Fun Passes to World of Speed &amp; Bullwinkle's. #ExploreWilsonville --&gt; ENTER NOW at <a href="https://explorewilsonville.com/pick-your-pocket-trip-contest/">https://explorewilsonville.com/pick-your-pocket-trip-contest/</a></p>  <p>(Post) June 17, 2019 8:17 pm</p>	4	1	6.8%	103





# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 4 of 8

## Facebook Top Posts, by Reactions

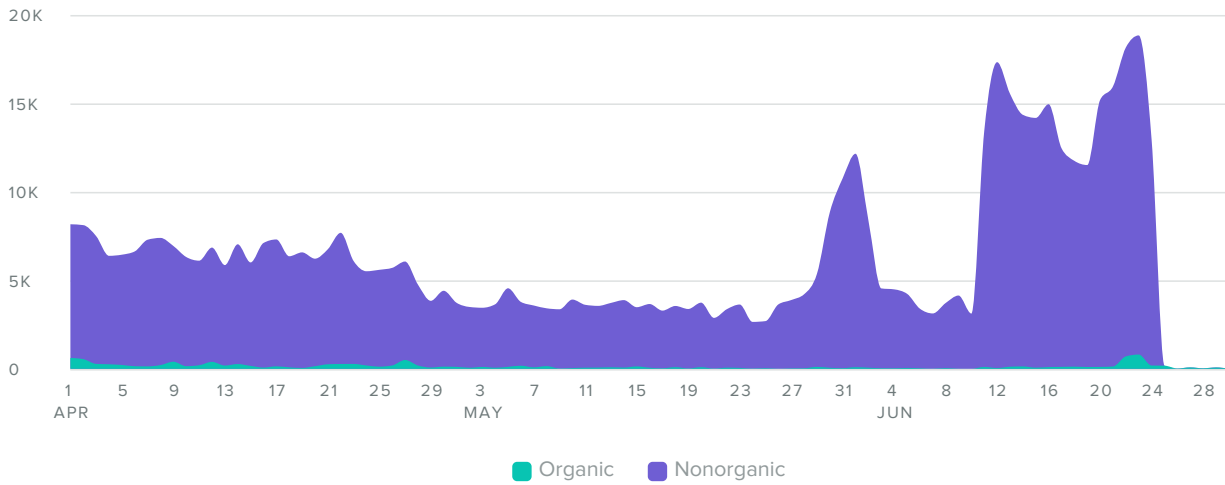
Post	Reactions	Comments	% Users Engaged	Reach
<p><b>Explore Wilsonville</b></p> <p>📍 Oaks Park A Pocket Trip: Grab the family and hang on tight. One of America's most cherished amusement parks, Oaks Park is nestled under famous oak trees where you'll find a rollerskating rink (with a live pipe organ!), 20 park rides, a miniature golf course and carnival games. 🚗📍 Drive time: 16 miles from Wilsonville, Oregon <a href="#">#explorewilsonville</a> . . . . <a href="#">#WilsonvilleOregon</a> <a href="#">#portlandoregon</a></p>  <p>(Post) June 8, 2019 7:01 am</p>	4	0	9.6%	52
<p><b>Explore Wilsonville</b></p> <p>📍 Aurora Colony Winery A Pocket Trip: Book today for this Thursday, June 20's fabulous Tony Starlight tribute to Neil Diamond along with an Italian Buffet with lasagna and salad bar. 🎵🍷 The second set will entertain requests from all genres. 1 day advanced booking is required, and the show will be performed outdoors on the patio, weather permitting. 🚗 Drive time: 6 miles from Wilsonville, Oregon. <a href="#">Image LuLish Design</a> <a href="#">#explorewilsonville</a> . . . . <a href="#">#WilsonvilleOregon</a> <a href="#">#portlandoregon</a> <a href="#">#aurorahillwinery</a> <a href="#">#traveloregon</a></p>  <p>(Post) June 18, 2019 7:01 am</p>	3	0	4.8%	62

# SOCIAL MEDIA REPORT - FACEBOOK



## Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	12,443
Nonorganic Impressions	563,849
<b>Total Impressions</b>	<b>576,292</b>
<b>Average Daily Users Reached</b>	<b>6,019.4</b>

Total Impressions increased by

**▲834.3%**

since previous date range

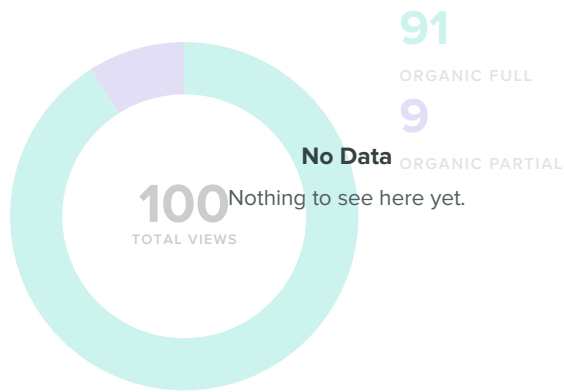
# SOCIAL MEDIA REPORT - FACEBOOK



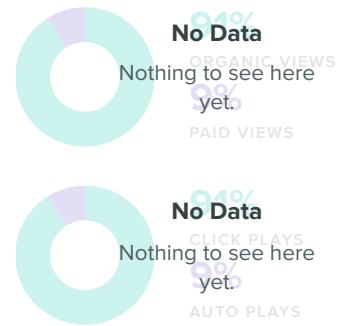
Facebook Pages | 6 of 8

## Facebook Video Performance

### VIEW METRICS



### VIEWING BREAKDOWN

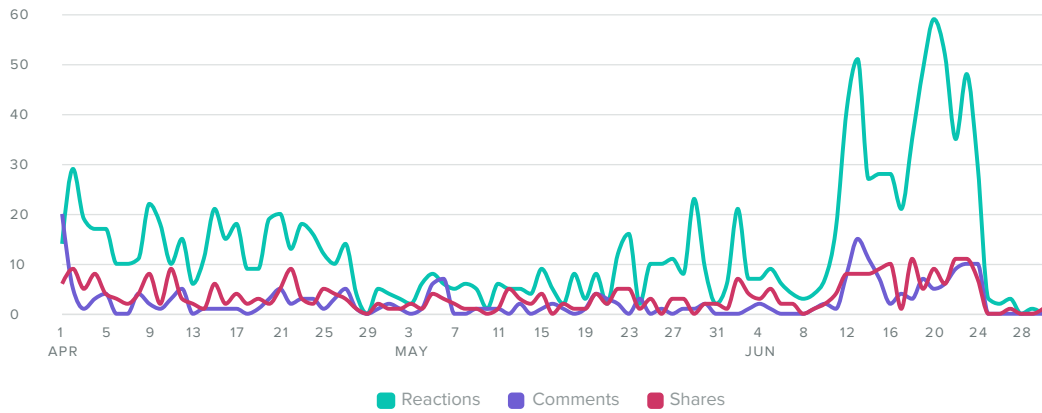


# SOCIAL MEDIA REPORT - FACEBOOK



## Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	1,222
Comments	229
Shares	321
<b>Total Engagements</b>	<b>1,772</b>

Total Engagements increased by  
**▲539.7%**  
 since previous date range

# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 8 of 8

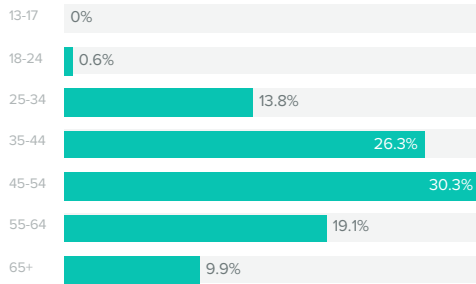
## Facebook Audience Demographics

Page Fans

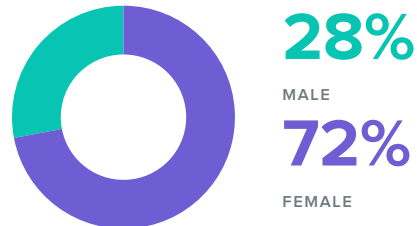
People Reached

People Engaged

### BY AGE



### BY GENDER



Women between the ages of **45-54** appear to be the leading force among your fans.

### Top Countries

United States	124
Canada	26
Egypt	1
India	1

### Top Cities

Wilsonville, OR	26
Portland, OR	9
Bend, OR	4
Victoria, BC, Canada	4
Abbotsford, BC, Canada	3

## Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
Explore Wilsonville	152	157.63%	65	576,292	8,866	1,772	27.3	14,102



## Instagram Business Profiles for **Explore Wilsonville**

April 1, 2019 – June 30, 2019

Determine the impact of Instagram content by analyzing your activity.



# SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Business Profiles | 1 of 8

## Instagram Performance Summary

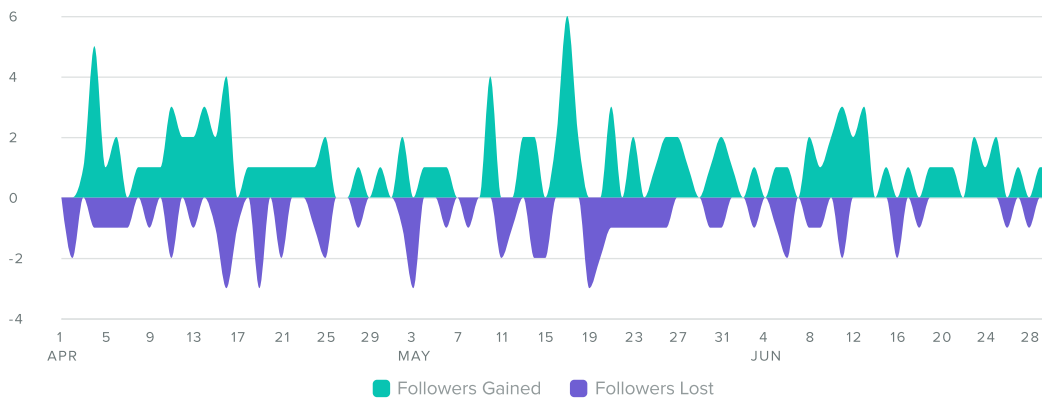
View your key profile performance metrics from the reporting period.

Impressions <b>10,962</b> ↗ 109%	Engagements <b>1,044</b> ↗ 56.3%	Profile Clicks <b>20</b> ↗ 1,900%
-------------------------------------	-------------------------------------	--------------------------------------

## Instagram Audience Growth

See how your audience grew during the reporting period.

### Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>187</b>	<b>↗ 31.7%</b>
<b>Net Follower Growth</b>	<b>43</b>	<b>↗ 48.3%</b>
Followers Gained	106	↗ 65.6%
Followers Lost	63	↗ 80%

# SOCIAL MEDIA REPORT - INSTAGRAM

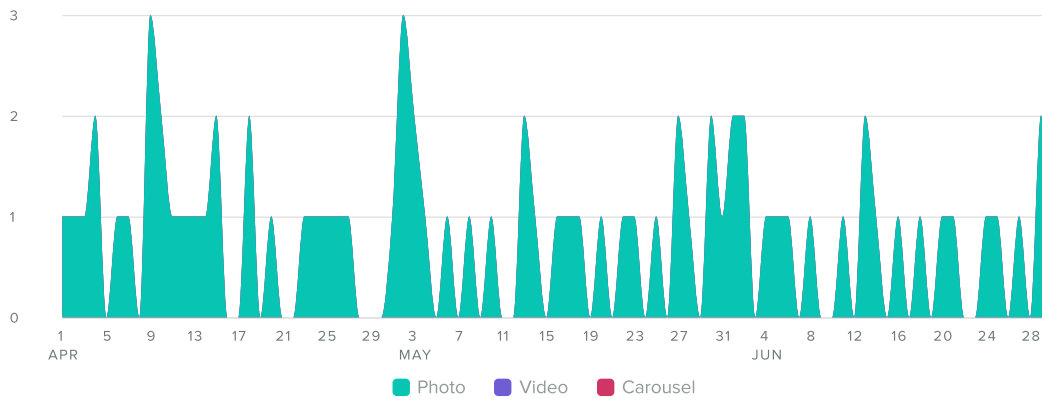


Instagram Business Profiles | 2 of 8

## Instagram Publishing Behavior

View the different types of messages you published during the selected time period.

### Messages Sent Content Breakdown, by Day



Publishing Behavior by Content Type	Lifetime Totals	% Change
<b>Total Messages Sent</b>	<b>73</b>	<b>↗ 97.3%</b>
Photo	73	↗ 102.8%
Video	0	↘ 100%
Carousel	0	→ 0%



# SOCIAL MEDIA REPORT - INSTAGRAM




Instagram Business Profiles | 3 of 8

## Instagram Top Messages

Review your top messages published during the selected time period, based on the message's lifetime performance.

### Top Messages By Lifetime Engagements

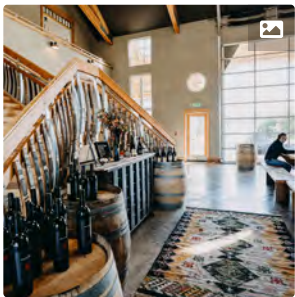
explorewilsonville  
 Fri 5/17/2019 8:13 pm PDT



Sign us up @thekitchenmgf 🍴 Check out all of their yum cooking classes happening in a farm kitchen in

Total Engagements	57
Likes	57
Comments	0
Saves	0

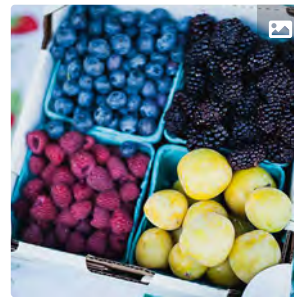
explorewilsonville  
 Wed 5/22/2019 7:02 am PDT



📍 Lady Hill Winery A Pocket Trip: Include a visit to Lady Hill Winery over Memorial Day weekend and plan to Rosé all day!

Total Engagements	28
Likes	26
Comments	2
Saves	0

explorewilsonville  
 Thu 5/16/2019 7:02 am PDT



📍 Sofia Park Mmm...get those taste buds ready for farm fresh produce, meat and eggs starting next Thursday, May 23 at

Total Engagements	26
Likes	23
Comments	3
Saves	0

# SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Business Profiles | 4 of 8

## Instagram Outbound Hashtag Performance

Review your hashtag usage during the reporting period and contrast them with hashtags that drew the most engagement.

### MOST USED HASHTAGS

#explorewilsonville	66
#portlandoregon	60
#WilsonvilleOregon	59
#traveloregon	37
#wilsonvillefarmersmarket	7
#ladyhillwinery	6
#mcmenaminsoldchurch	6
#wilsonvilleoregon	6
#auroracolonyvineyards	5
#oregonwine	5

### TOP HASHTAGS BY LIFETIME ENGAGEMENTS

#explorewilsonville	862
#portlandoregon	768
#WilsonvilleOregon	766
#traveloregon	531
#wilsonvilleoregon	142
#wilsonvillefarmersmarket	122
#ladyhillwinery	89
#mcmenaminsoldchurch	88
#pdx eats	70
#pdxfood	70

# SOCIAL MEDIA REPORT - INSTAGRAM

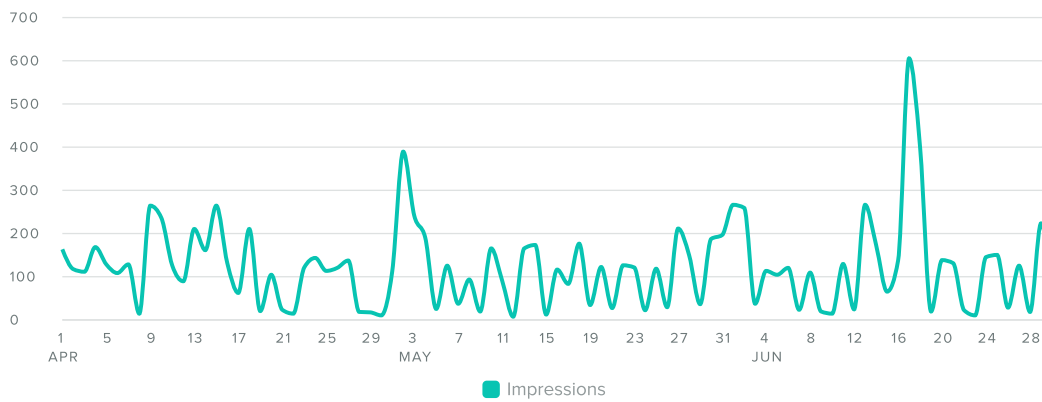


Instagram Business Profiles | 5 of 8

## Instagram Impressions

Review how your content was seen by the Instagram community during the reporting period.

### Impressions, by Day



Impression Metrics	Totals	% Change
<b>Impressions</b>	<b>10,962</b>	<b>↗ 109%</b>
Average Daily Impressions per Profile	120.46	↗ 109%
Average Daily Reach per Profile	75.41	↗ 120%

# SOCIAL MEDIA REPORT - INSTAGRAM

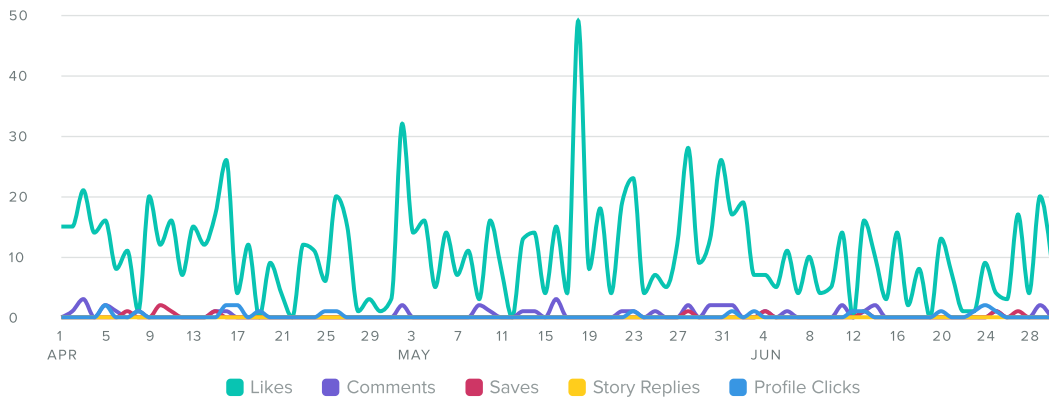


Instagram Business Profiles | 6 of 8

## Instagram Engagement

Visualize how people are engaging with the messages that you published during selected the time period

Engagements Comparison, by Day



Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>1,044</b>	<b>↗ 56.3%</b>
Likes	973	↗ 54.7%
Comments	41	↗ 46.4%
Saves	10	→ 0%
Story Replies	0	→ 0%
Profile Clicks	20	↗ 1,900%
<b>Engagement Rate (per Impression)</b>	<b>9.5%</b>	<b>↘ 25.2%</b>

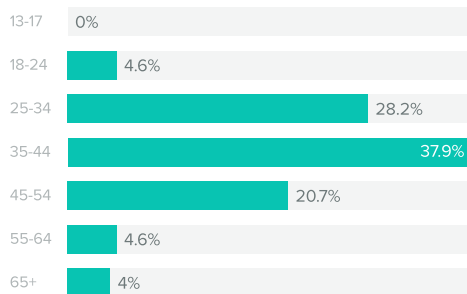
# SOCIAL MEDIA REPORT - INSTAGRAM



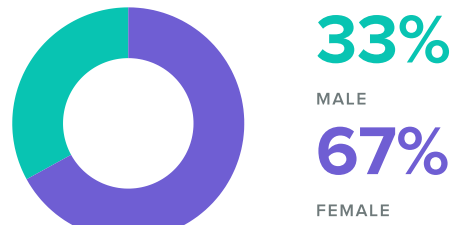
## Instagram Audience Demographics

Review your audience demographics as of the last day of the reporting period.

### AUDIENCE BY AGE



### AUDIENCE BY GENDER



Women between the ages of **35-44** appear to be the leading force among your fans.

### Audience Top Countries

United States	162
Canada	4
Colombia	2
Albania	1
China	1

### Audience Top Cities

Wilsonville, Oregon	54
Portland, Oregon	44
Tulatin, Oregon	5
Canby, Oregon	4
Beaverton, Oregon	3


# SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Business Profiles | 8 of 8

## Instagram Profiles

Review your aggregate profile metrics from the reporting period.

Profile ▲	Followers	Net Follower Growth	Messages Sent	Impressions	Engagements	Engagement Rate (per Impression)
<b>Reporting Period Activity</b>	<b>187</b>	<b>43</b>	<b>73</b>	<b>10,962</b>	<b>1,044</b>	<b>9.5%</b>
Apr 1, 2019 – Jun 30, 2019	↗ 31.7%	↗ 48.3%	↗ 97.3%	↗ 109%	↗ 56.3%	↘ 25.2%
<b>Compare to</b>	<b>142</b>	<b>29</b>	<b>37</b>	<b>5,244</b>	<b>668</b>	<b>12.7%</b>
Dec 31, 2018 – Mar 31, 2019						
 <b>Explore Wilsonville</b> @explorewilsonville	187	43	73	10,962	1,044	9.5%

# SOCIAL MEDIA REPORT - TWITTER



## Twitter Profiles for **Explore Wilsonville**

April 1, 2019 – June 30, 2019

Track profile performance to determine the impact of Twitter content



# SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 1 of 6

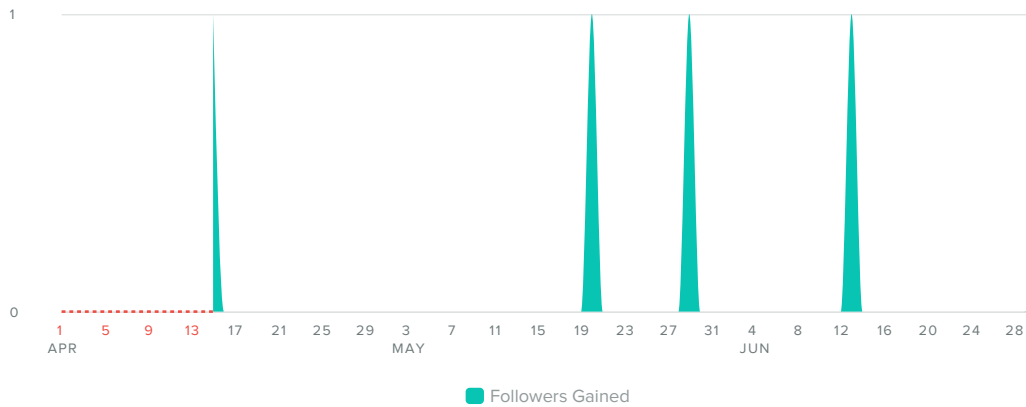
## Twitter Activity Overview

Organic Impressions <b>17.3k</b>	Total Engagements <b>49</b>	Link Clicks <b>3</b>
-------------------------------------	--------------------------------	-------------------------

## Twitter Audience Growth

FOLLOWERS GAINED, BY DAY

We are unable to retrieve all of your data at this time.



Follower Metrics	Totals
<b>Total Followers</b>	<b>5</b>
Net Follower Growth	4
People that you followed	0

Total followers increased by

**▲100%**

since previous date range



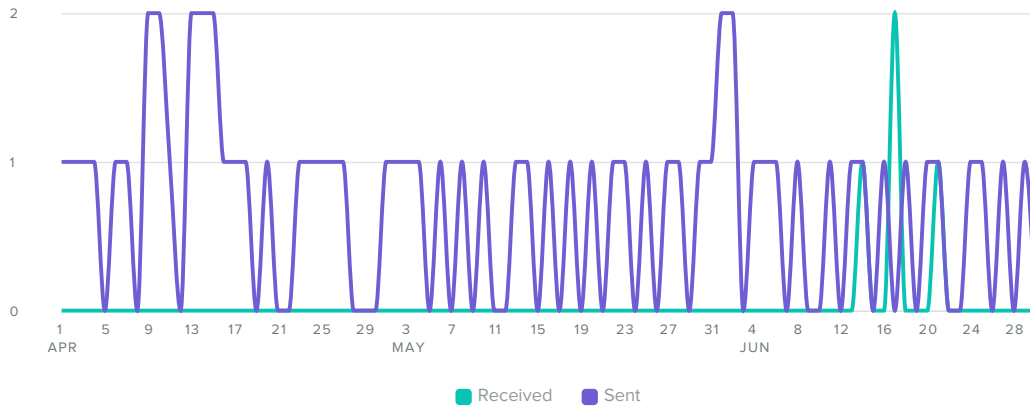
# SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 2 of 6

## Twitter Posts & Conversations

MESSAGES PER DAY




Sent/Received Metrics	Totals
Tweets sent	64
Direct Messages sent	0
<b>Total Sent</b>	<b>64</b>
Mentions received	4
Direct Messages received	0
<b>Total Received</b>	<b>4</b>

The number of messages you sent increased by **88.2%** since previous date range

The number of messages you received increased by **100%** since previous date range

## Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses	Clicks	Retweets
<p><b>SeeWilsonville</b>   Filberts Farmhouse Kitchen filbertsfarmhousekitchen A Pocket Trip: A NEW farmhouse-chic dining experience for lunch or dinner in Aurora, Oregon. Hand-crafted signature menu by several award-winning chefs, including Southpark's Chef Chris Robertson, Hudson's Chef Ray Delgado, an <a href="https://t.co/hJFHMfzV09">https://t.co/hJFHMfzV09</a></p> <p>(Tweet) April 14, 2019 9:41 am</p>	2,804	2	0	2

# SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 3 of 6

## Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses ▼	Clicks	Retweets
<p><b>SeeWilsonville</b></p> <p>📍 World of Speed A Pocket Trip: Discover the rise and triumphs of "Women in Racing," a featured exhibit at the World of Speed museum. 🏎️ Meet the women of open-wheel racing, who have been tackling ovals, road courses, and dirt tracks for decades. history.📖 #explorewilsonville <a href="https://t.co/n0sNxJvDmO">https://t.co/n0sNxJvDmO</a></p> <p>(Tweet) May 8, 2019 7:01 am</p>	2,284	1	0	1
<p><b>SeeWilsonville</b></p> <p>📍 Champoeg State Heritage Area A Pocket Trip: Celebrate Oregon's 176th anniversary of Founder's Day 2019 today with family-friendly activities and exhibits at at the Champoeg State Heritage Area (Pioneer Pavilion &amp; Monument). #explorewilsonville <a href="https://t.co/xfeFGuvzr4">https://t.co/xfeFGuvzr4</a></p> <p>(Tweet) May 4, 2019 7:01 am</p>	207	1	0	1
<p><b>SeeWilsonville</b></p> <p>📍 Vista Balloon Adventures A Pocket Trip: Expand your horizons with an exhilarating hot air balloon ride over the gorgeous Willamette Valley wine country. Your 3-hour adventure including a 1-hour hot air balloon flight and a gourmet brunch begins in Newberg. #explorewilsonville <a href="https://t.co/NJjnpU6B6">https://t.co/NJjnpU6B6</a></p> <p>(Tweet) June 29, 2019 7:01 am</p>	5	0	0	0
<p><b>SeeWilsonville</b></p> <p>📍 Wilsonville Farmers Market A Pocket Trip: Celebrate summer in a healthy way while you support your community. Head out to the market today for locally made goods and farm fresh produce, meat and eggs. 🥕Every Thursday from 4:00 - 8:00 pm through October 17. #explorewilsonville <a href="https://t.co/pAoD776AV0">https://t.co/pAoD776AV0</a></p> <p>(Tweet) June 27, 2019 7:02 am</p>	5	0	0	0

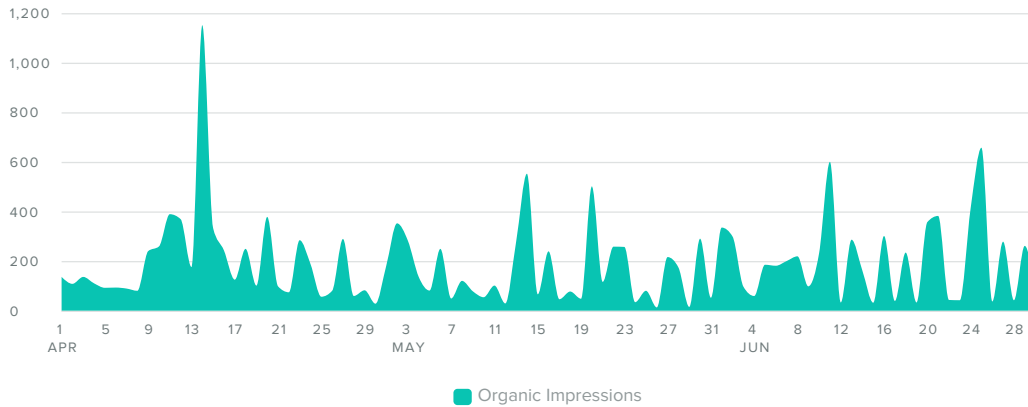
# SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 4 of 6

## Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY

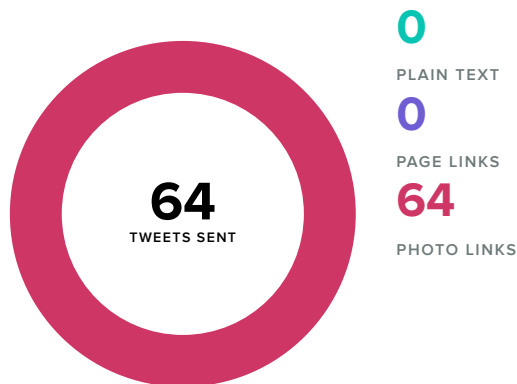


Impressions Metrics	Totals
Average Organic Impressions per Day	190.3
<b>Total Organic Impressions</b>	<b>17,317</b>

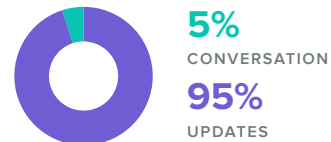
Organic Impressions increased by **68.4%** since previous date range

## Twitter Publishing Behavior

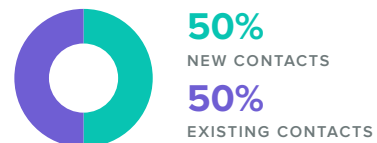
SENT MESSAGE CONTENT



CONVERSATION BEHAVIOR (LAST 100 TWEETS)



CONTACT BEHAVIOR (ALL TWEETS)



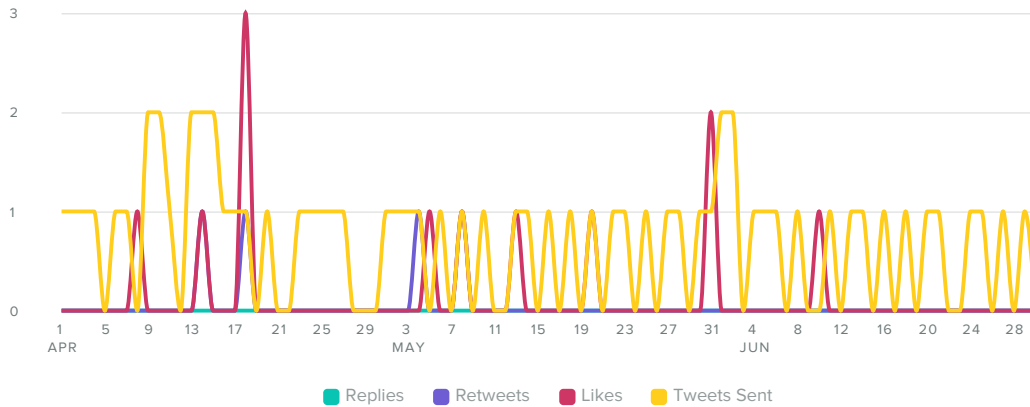
# SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 5 of 6

## Twitter Engagement

ENGAGEMENT COUNT



Engagement Metrics	Totals
<b>Total Engagements</b>	<b>49</b>
Replies	0
Retweets	4
Retweets with Comments	0
Likes	12
Engagements per Follower	9.8
Organic Impressions per Follower	3,463.4
Engagements per Tweet	0.77
Organic Impressions per Tweet	270.58
Engagements per Organic Impression	0.0028

The number of engagements decreased by

**-2%**

since previous date range

The number of organic impressions per Tweet decreased by

**-10.6%**

since previous date range

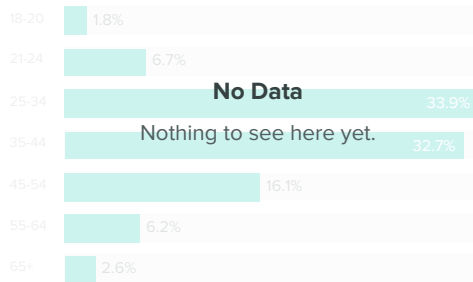
# SOCIAL MEDIA REPORT - TWITTER



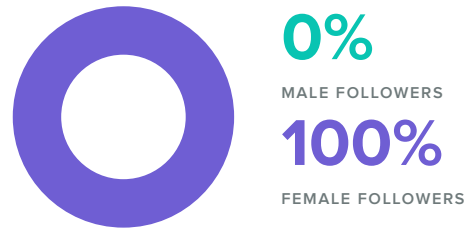
Twitter Profiles | 6 of 6

## Twitter Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



## Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Organic Impressions	Organic Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
Explore Wilsonville	5	100%	64	17,317	3,463.4	49	9.8	4	3

# HIGHLIGHTS: STR REPORT

## Smith Travel Research Report

Wilsonville • Troutdale

April - June 2019

- In April, May, June, Wilsonville's **SUPPLY** (the number of rooms times the number of days in the period) was down **-11.3%** with nearly 2,000 fewer rooms available
- In April, May, June, Troutdale's **SUPPLY** was unchanged
- In April, Wilsonville **OCCUPANCY** was down **-1.7%** and **REVENUE** was down **-13.5%** over previous year
- In April, Troutdale **OCCUPANCY** was down **-4.9%** and **REVENUE** was down **-4.8%** over previous year
- In May, Wilsonville **OCCUPANCY** was up **+2.9%** and **REVENUE** was down **-10.9%** over previous year
- In May, Troutdale **OCCUPANCY** was down **-10.9%** and **REVENUE** was down **-4.1%** over previous year
- In June, Wilsonville **OCCUPANCY** was up **+2.2%** and **REVENUE** was down **-12.9%** over previous year









# STR REPORT - APRIL

Date Created: May 16, 2019

## Vertigo Marketing Oregon

For the Month of April 2019



Table Of Contents	1
Trend Wilsonville, OR+	2
Response Wilsonville, OR+	3
Trend Troutdale, OR+	4
Response Troutdale, OR+	5
Help	6

735 East Main Street, Hendersonville, TN 37075 USA  
T : +1 615 824 8664  
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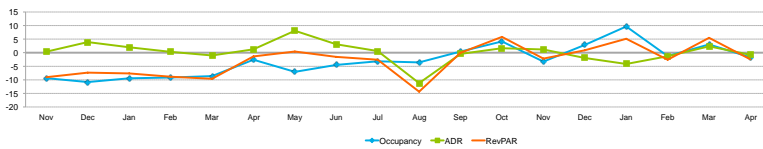
# APRIL - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+

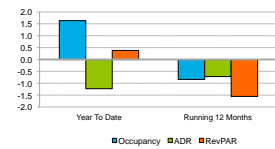
Vertigo Marketing Oregon  
For the Month of April 2019

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



	2017				2018				2019					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Occupancy (%)</b>	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3
This Year	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3
Last Year	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3	68.3
Percent Change	-9.3	-10.8	-9.4	-9.1	-8.6	-9.6	-7.1	-4.5	-3.2	-3.5	0.4	4.1	-3.3	2.9
<b>ADR</b>	83.00	77.84	79.85	81.84	82.24	89.46	98.16	111.10	112.67	107.96	99.28	91.40	83.96	76.56
This Year	83.00	77.84	79.85	81.84	82.24	89.46	98.16	111.10	112.67	107.96	99.28	91.40	83.96	76.56
Last Year	82.70	74.94	78.28	81.57	83.10	88.36	90.85	107.75	111.96	121.80	98.70	89.93	83.00	77.84
Percent Change	0.4	3.9	2.0	0.3	-1.0	1.2	8.1	3.1	0.6	-11.2	-0.4	1.6	1.2	-1.9
<b>RevPAR</b>	49.92	42.21	41.82	50.79	53.29	64.68	88.88	86.40	88.38	88.16	72.34	62.85	48.85	42.58
This Year	49.92	42.21	41.82	50.79	53.29	64.68	88.88	86.40	88.38	88.16	72.34	62.85	48.85	42.58
Last Year	54.87	45.56	45.05	55.70	58.93	65.56	88.59	87.74	90.71	102.92	72.35	59.39	49.92	42.21
Percent Change	-9.0	-3.4	-7.6	-8.9	-8.6	-1.3	0.4	-1.5	-2.6	-14.3	0.0	5.8	-2.2	0.9
<b>Supply</b>	16,800	17,360	17,360	15,880	17,360	16,800	16,800	16,800	17,360	16,800	17,360	16,800	17,360	16,800
This Year	16,800	17,360	17,360	15,880	17,360	16,800	16,800	16,800	17,360	16,800	17,360	16,800	17,360	16,800
Last Year	16,800	17,360	17,360	15,880	17,360	16,800	16,800	16,800	17,360	16,800	17,360	16,800	17,360	16,800
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-11.3
<b>Demand</b>	10,104	9,414	9,048	9,730	11,249	12,148	12,182	13,066	13,618	14,173	12,365	11,937	9,771	9,683
This Year	10,104	9,414	9,048	9,730	11,249	12,148	12,182	13,066	13,618	14,173	12,365	11,937	9,771	9,683
Last Year	11,146	10,555	9,989	10,707	12,311	12,466	13,107	13,680	14,066	14,894	12,314	11,464	10,104	9,414
Percent Change	-9.3	-10.8	-9.4	-9.1	-8.6	-2.6	-7.1	-4.5	-3.2	-3.5	0.4	4.1	-3.3	2.9
<b>Revenue</b>	838,670	732,824	722,466	796,269	925,150	1,086,595	1,195,739	1,451,571	1,534,275	1,530,447	1,215,258	1,091,040	820,597	739,255
This Year	838,670	732,824	722,466	796,269	925,150	1,086,595	1,195,739	1,451,571	1,534,275	1,530,447	1,215,258	1,091,040	820,597	739,255
Last Year	921,771	790,984	781,982	873,350	1,023,075	1,101,456	1,190,721	1,474,081	1,274,755	1,798,739	1,215,421	1,030,958	838,070	732,824
Percent Change	-9.0	-3.4	-7.6	-8.9	-8.6	-1.3	0.4	-1.5	-2.6	-14.3	0.0	5.8	-2.2	0.9
<b>Census %</b>	7	7	7	7	7	7	7	7	7	7	7	7	7	7
This Year	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Last Year	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

	Year To Date			Running 12 Months		
	2017	2018	2019	2017	2018	2019
<b>Occupancy (%)</b>	67.7	62.8	63.8	72.8	69.0	68.4
<b>ADR</b>	65.8	67.7	62.8	72.3	72.8	69.0
<b>RevPAR</b>	2.8	-7.3	1.6	0.7	-5.2	-0.8

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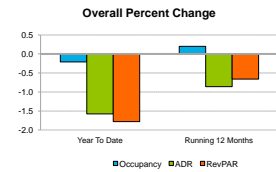
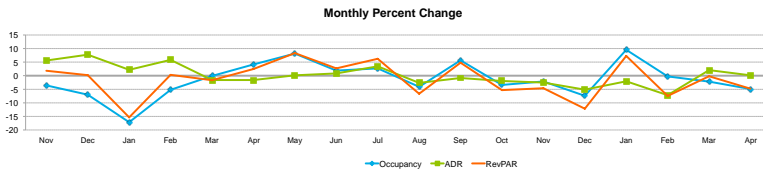
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# APRIL - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

Vertigo Marketing Oregon  
For the Month of April 2019

Currency: USD - US Dollar



Occupancy (%)				2018												2019			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	63.2	62.0	61.4	63.1	73.1	76.8	83.3	89.4	90.2	86.3	79.8	71.5	61.9	57.4	58.3	60.0	71.5	73.0	
Last Year	65.8	66.6	62.1	66.6	73.2	73.7	77.0	87.8	87.8	90.0	75.3	74.0	63.2	62.0	51.4	63.1	73.1	76.8	
Percent Change	-3.6	-7.9	-17.1	-5.2	-9.1	4.1	8.2	1.8	2.7	-4.1	5.7	-3.4	-2.1	-7.4	9.5	-9.3	-2.2	-4.9	

ADR				2018												2019			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	88.62	88.81	89.80	86.89	83.88	87.38	88.66	111.05	123.67	118.91	105.29	91.42	86.59	84.24	79.15	79.71	85.56	87.52	
Last Year	84.12	82.45	79.09	81.18	85.24	88.83	88.53	110.12	119.56	123.17	106.19	93.24	88.82	88.81	80.80	85.89	83.88	87.38	
Percent Change	5.6	7.7	2.2	5.8	-1.8	-1.6	0.1	0.8	3.4	-2.6	-0.9	-1.9	-5.5	-6.2	-2.0	-7.2	2.0	0.2	

RevPAR				2018												2019			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	56.16	55.03	41.87	54.23	61.31	67.15	73.85	90.30	111.49	103.46	83.77	65.35	53.59	48.35	44.59	50.20	61.17	63.89	
Last Year	55.15	54.94	49.10	54.06	62.35	65.50	68.19	96.88	104.95	110.80	79.96	69.00	56.16	55.03	41.57	54.23	61.31	67.15	
Percent Change	1.8	0.2	-15.3	0.3	-1.7	2.4	8.3	2.7	6.2	-6.6	4.8	-5.3	-4.6	-12.2	7.3	-7.4	-0.2	-4.8	

Supply				2018												2019			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	
Last Year	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	

Demand				2018												2019			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	9,314	9,432	7,831	6,681	11,125	11,311	12,679	13,172	13,722	13,133	11,720	10,880	9,116	8,738	8,576	8,658	10,880	10,753	
Last Year	9,657	10,142	9,449	9,154	11,135	10,862	11,723	12,933	13,361	13,692	11,092	11,265	9,314	9,432	7,831	8,681	11,125	11,311	
Percent Change	-3.6	-2.9	-17.1	-5.2	-9.1	4.1	8.2	1.8	2.7	-4.1	5.7	-3.4	-2.1	-7.4	9.5	-9.3	-2.2	-4.9	

Revenue				2018												2019			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	827,285	837,660	632,714	745,992	933,185	988,369	1,124,072	1,462,747	1,686,955	1,574,808	1,233,847	994,663	796,323	735,877	678,759	690,123	931,142	941,112	
Last Year	812,378	836,255	747,311	743,152	949,096	964,836	1,037,869	1,424,158	1,697,499	1,696,495	1,177,840	1,050,304	827,285	837,660	632,714	745,992	933,185	988,369	
Percent Change	1.8	0.2	-15.3	0.3	-1.7	2.4	8.3	2.7	6.2	-6.6	4.8	-5.3	-4.6	-12.2	7.3	-7.4	-0.2	-4.8	

Census %				2018												2019			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
Census Props	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	
Census Rooms	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	
% Rooms Participating	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

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# STR REPORT - MAY

Date Created: Jun 17, 2019

## Vertigo Marketing Oregon

For the Month of May 2019



Table Of Contents	1
Trend Wilsonville, OR+	2
Response Wilsonville, OR+	3
Trend Troutdale, OR+	4
Response Troutdale, OR+	5
Help	6

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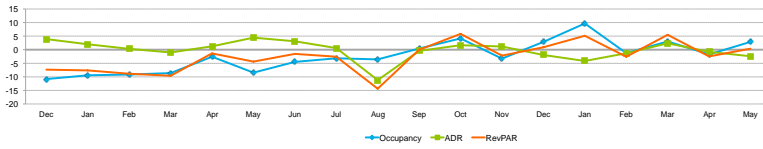
# MAY - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+

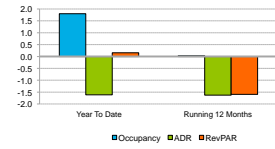
Vertigo Marketing Oregon  
For the Month of May 2019

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



	2017												2018												2019				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jan	Feb	Mar	Apr	May						
<b>Occupancy (%)</b>	54.2	55.1	55.1	54.9	52.3	50.1	47.8	49.4	51.5	53.5	55.8	58.2	55.8	57.1	51.3	50.8	51.0	51.1	57.1	62.1	64.8	72.3	69.1	67.8	69.3	64.1	61.1	2.9	
This Year	54.2	55.1	55.1	54.9	52.3	50.1	47.8	49.4	51.5	53.5	55.8	58.2	55.8	57.1	51.3	50.8	51.0	51.1	57.1	62.1	64.8	72.3	69.1	67.8	69.3	64.1	61.1	2.9	
Last Year	60.8	57.5	68.3	70.9	74.2	75.5	81.4	81.0	84.6	73.3	66.0	60.1	54.2	52.1	62.1	64.8	72.3	69.1	67.8	69.3	64.1	61.1	2.9						
Percent Change	-10.8	-9.4	-9.1	-8.6	-9.6	-8.4	-4.5	-3.2	-3.5	0.4	4.1	-3.3	-2.9	9.6	-1.2	3.1	-1.7	-2.9	9.6	-1.2	3.1	-1.7	-2.9	9.6	-1.2	3.1	-1.7	-2.9	

	Year To Date			Running 12 Months		
	2017	2018	2019	2017	2018	2019
<b>Occupancy (%)</b>	69.3	64.1	65.2	72.9	68.4	68.5
<b>ADR</b>	80.28	84.95	86.18	87.55	91.69	95.22
<b>RevPAR</b>	54.24	58.78	55.21	63.48	66.82	65.18

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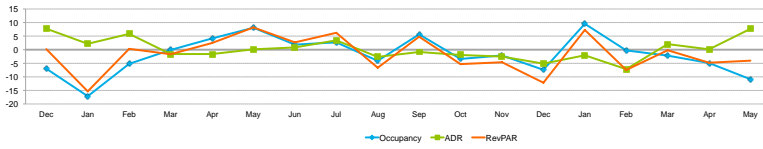
# MAY - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

Vertigo Marketing Oregon  
For the Month of May 2019

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)		2017												2018												2019				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May												
This Year	62.0	51.4	53.1	73.1	75.8	83.2	89.4	90.2	86.3	79.6	71.6	63.9	57.4	56.3	63.0	71.5	73.0	74.2												
Last Year	66.8	62.1	66.6	73.2	73.7	77.0	87.8	87.8	90.0	75.3	74.0	63.2	62.0	51.4	63.1	73.1	76.8	83.2												
Percent Change	-7.0	-17.1	-5.2	-0.1	4.1	8.1	1.8	2.7	-4.1	5.7	-3.4	-2.1	-7.4	9.5	-0.9	-2.2	-4.9	-10.9												

ADR		2017												2018												2019				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May												
This Year	88.81	80.80	85.99	83.88	87.38	88.65	111.05	123.87	119.81	105.20	91.42	86.59	84.24	79.15	79.71	85.58	87.52	95.46												
Last Year	82.45	79.09	81.18	85.24	88.83	88.53	110.12	119.56	123.17	106.19	93.24	88.82	88.81	80.80	85.89	83.88	87.38	88.65												
Percent Change	7.7	2.2	5.8	-1.8	-1.8	0.1	0.8	3.4	-2.6	-9.9	-1.9	-2.6	-5.2	-2.0	-2.0	0.2	7.7													

RevPAR		2017												2018												2019				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May												
This Year	55.03	41.57	54.23	61.31	67.10	73.79	99.30	111.49	103.46	83.77	65.35	63.59	48.35	44.69	60.20	61.17	63.89	70.80												
Last Year	54.94	49.10	54.08	62.35	65.50	68.19	96.88	104.95	110.80	79.96	69.00	56.16	55.03	41.57	54.23	61.31	67.10	73.79												
Percent Change	0.2	-15.3	0.3	-1.7	2.4	8.2	2.7	6.2	-6.6	4.8	-6.3	-4.6	-12.2	7.3	-7.4	-3.2	-4.8	-4.1												

Supply		2017												2018												2019				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May												
This Year	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221												
Last Year	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221												
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0												

Demand		2017												2018												2019				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May												
This Year	9,432	7,831	8,681	11,125	11,311	12,870	13,172	13,722	13,153	11,720	10,880	9,116	8,736	8,578	8,668	10,880	10,753	11,289												
Last Year	10,142	9,449	9,154	11,135	10,862	11,723	12,933	13,361	13,692	11,092	11,265	9,314	9,432	7,831	8,681	11,125	11,311	12,870												
Percent Change	-7.0	-17.1	-5.2	-0.1	4.1	8.1	1.8	2.7	-4.1	5.7	-3.4	-2.1	-7.4	9.5	-0.9	-2.2	-4.9	-10.9												

Revenue		2017												2018												2019				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May												
This Year	837,660	632,714	745,562	933,185	988,369	1,123,138	1,462,747	1,696,955	1,574,808	1,233,947	904,663	789,323	735,877	678,759	690,123	931,142	941,112	1,077,595												
Last Year	836,255	747,311	743,152	949,096	964,836	1,037,869	1,424,158	1,597,499	1,696,495	1,177,840	1,050,304	927,285	837,660	632,714	745,562	933,185	988,369	1,123,138												
Percent Change	0.2	-15.3	0.3	-1.7	2.4	8.2	2.7	6.2	-6.6	4.8	-6.3	-4.6	-12.2	7.3	-7.4	-3.2	-4.8	-4.1												

Census %		2017												2018												2019				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May												
Census Props	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6												
Census Rooms	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491												
% Rooms Participants	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0												

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# STR REPORT - JUNE

Date Created: Jul 17, 2019

## Vertigo Marketing Oregon

For the Month of June 2019



Table Of Contents	1
Trend Wilsonville, OR+	2
Response Wilsonville, OR+	3
Trend Troutdale, OR+	4
Response Troutdale, OR+	5
Help	6

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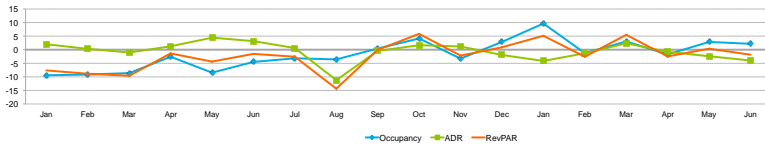
# JUNE - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+

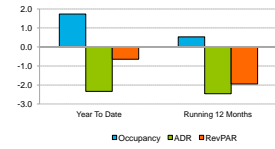
Vertigo Marketing Oregon  
For the Month of June 2019

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
<b>Occupancy (%)</b>	52.1	52.1	54.8	72.3	69.1	77.7	78.4	81.6	73.5	68.8	58.2	55.8	57.1	61.3	66.8	71.0	71.1	75.5
This Year	52.1	52.1	54.8	72.3	69.1	77.7	78.4	81.6	73.5	68.8	58.2	55.8	57.1	61.3	66.8	71.0	71.1	75.5
Last Year	57.5	68.3	70.9	74.2	75.5	81.4	81.0	84.6	73.3	66.0	60.1	54.2	52.1	62.1	64.8	72.3	69.1	77.7
Percent Change	-9.4	-8.1	-8.6	-2.6	-8.4	-4.5	-3.2	-3.5	0.4	4.1	-3.3	-2.9	9.6	-1.2	3.1	-1.7	2.9	2.2
<b>ADR</b>	79.85	81.84	82.24	89.46	94.85	111.14	112.67	107.98	98.28	91.40	89.08	76.35	78.56	80.74	84.16	89.77	92.54	106.74
This Year	79.85	81.84	82.24	89.46	94.85	111.14	112.67	107.98	98.28	91.40	89.08	76.35	78.56	80.74	84.16	89.77	92.54	106.74
Last Year	78.28	81.57	83.10	88.36	90.85	107.75	111.96	121.60	98.70	89.93	83.00	77.84	79.85	81.84	82.24	89.46	94.85	111.14
Percent Change	2.0	0.3	-1.0	1.2	4.4	3.1	0.6	-11.2	-0.4	1.6	1.2	-1.9	-4.1	-1.3	2.3	-0.8	-2.4	-4.0
<b>RevPAR</b>	41.62	50.78	53.29	64.68	65.56	86.40	88.38	89.16	72.34	62.85	48.80	42.58	43.75	49.48	56.19	63.07	65.63	84.81
This Year	41.62	50.78	53.29	64.68	65.56	86.40	88.38	89.16	72.34	62.85	48.80	42.58	43.75	49.48	56.19	63.07	65.63	84.81
Last Year	45.05	55.70	58.93	65.56	68.59	87.74	90.71	102.92	72.35	59.39	49.92	42.21	41.62	50.78	53.29	64.68	65.56	86.40
Percent Change	-7.6	-8.8	-8.6	-1.3	-4.4	-1.5	-2.6	-14.3	0.0	5.8	-2.2	0.9	5.1	-2.6	5.4	-2.5	0.4	-1.8
<b>Supply</b>	17,360	15,680	17,360	16,800	17,360	16,800	17,360	17,360	16,800	17,360	16,800	17,360	17,360	15,680	15,407	14,910	15,407	14,910
This Year	17,360	15,680	17,360	16,800	17,360	16,800	17,360	17,360	16,800	17,360	16,800	17,360	17,360	15,680	15,407	14,910	15,407	14,910
Last Year	17,360	15,680	17,360	16,800	17,360	16,800	17,360	17,360	16,800	17,360	16,800	17,360	17,360	15,680	17,360	16,800	17,360	16,800
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-11.3	-11.3	-11.3	-11.3	-11.3
<b>Demand</b>	9,048	9,730	11,249	12,146	12,002	13,061	13,618	14,173	12,365	11,937	9,771	9,683	9,048	9,730	11,249	12,146	12,002	13,061
This Year	9,048	9,730	11,249	12,146	12,002	13,061	13,618	14,173	12,365	11,937	9,771	9,683	9,048	9,730	11,249	12,146	12,002	13,061
Last Year	9,989	10,707	12,311	12,466	13,107	13,680	14,095	14,694	12,314	11,464	10,104	9,414	9,048	9,730	11,249	12,146	12,002	13,061
Percent Change	-9.4	-8.1	-8.6	-2.6	-8.4	-4.5	-3.2	-3.5	0.4	4.1	-3.3	-2.9	9.6	-1.2	3.1	-1.7	2.9	2.2
<b>Revenue</b>	722,466	796,269	925,150	1,086,695	1,138,392	1,451,581	1,534,275	1,530,447	1,215,258	1,091,040	820,597	739,255	759,435	775,829	865,787	940,311	1,014,176	1,264,487
This Year	722,466	796,269	925,150	1,086,695	1,138,392	1,451,581	1,534,275	1,530,447	1,215,258	1,091,040	820,597	739,255	759,435	775,829	865,787	940,311	1,014,176	1,264,487
Last Year	781,982	873,350	1,023,075	1,101,456	1,190,721	1,474,981	1,574,755	1,786,739	1,215,421	1,093,958	838,670	730,824	722,466	796,269	925,150	1,086,695	1,138,392	1,451,581
Percent Change	-7.6	-8.8	-9.6	-1.3	-4.4	-1.5	-2.6	-14.3	0.0	5.8	-2.2	0.9	5.1	-2.6	5.4	-2.5	0.4	-1.8
<b>Census %</b>	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	6	6	6
Census Props	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	6	6	6
Census Rooms	580	580	580	580	580	580	580	580	580	580	580	580	580	580	497	497	497	497
% Rooms Participants	89.6	89.6	78.2	78.2	78.2	89.6	78.2	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6

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	Year To Date			Running 12 Months		
	2017	2018	2019	2017	2018	2019
<b>Occupancy (%)</b>	71.3	66.3	67.5	72.8	68.1	68.5
This Year	71.3	66.3	67.5	72.8	68.1	68.5
Last Year	70.5	71.3	66.3	72.8	72.6	68.1
Percent Change	1.1	-7.0	1.7	-0.4	-6.1	0.5
<b>ADR</b>	89.19	91.03	88.90	92.01	92.48	93.13
This Year	89.19	91.03	88.90	92.01	92.48	93.13
Last Year	85.00	89.19	91.03	88.51	92.01	95.48
Percent Change	4.9	2.1	-2.3	4.0	3.8	-2.5
<b>RevPAR</b>	63.58	60.36	60.00	66.76	65.07	63.80
This Year	63.58	60.36	60.00	66.76	65.07	63.80
Last Year	59.92	63.58	60.36	64.47	66.76	65.07
Percent Change	6.1	-5.0	-0.6	3.8	-2.5	-1.9
<b>Supply</b>	101,360	101,360	93,674	204,338	204,400	196,714
This Year	101,360	101,360	93,674	204,338	204,400	196,714
Last Year	100,908	101,360	101,360	203,396	204,338	204,400
Percent Change	0.4	0.0	-7.6	0.5	0.0	-3.8
<b>Demand</b>	72,260	67,236	63,215	148,263	139,291	134,762
This Year	72,260	67,236	63,215	148,263	139,291	134,762
Last Year	71,141	72,360	67,236	148,163	146,263	139,291
Percent Change	1.6	-7.0	-6.0	0.1	-6.1	-3.3
<b>Revenue</b>	6,444,865	6,120,433	5,620,025	13,641,690	13,299,890	12,550,897
This Year	6,444,865	6,120,433	5,620,025	13,641,690	13,299,890	12,550,897
Last Year	6,046,867	6,444,665	6,120,433	13,115,172	13,641,690	13,299,890
Percent Change	6.6	-6.0	-8.2	4.0	-2.5	-6.6



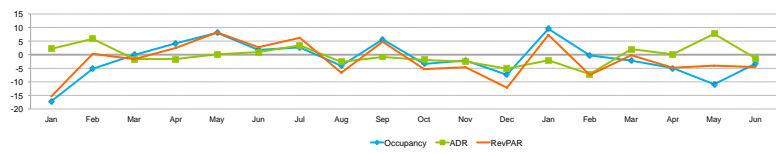
# JUNE - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

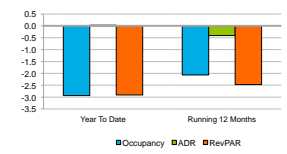
Vertigo Marketing Oregon  
For the Month of June 2019

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



2018													2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
<b>Occupancy (%)</b>	51.4	53.1	73.1	75.9	83.2	89.3	90.2	86.0	79.8	71.5	61.9	57.4	56.3	63.0	71.5	73.0	74.2	85.4
This Year	62.1	66.6	73.2	73.7	77.0	87.8	87.8	90.0	75.3	74.0	63.2	62.0	51.4	63.1	73.1	76.8	83.2	89.3
Last Year	-17.1	-5.2	-1.1	4.1	8.1	1.8	2.7	-4.1	5.7	-3.4	-2.1	-7.4	9.5	-0.9	-2.2	-4.9	-10.9	-3.3
Percent Change																		

2018													2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
<b>ADR</b>	80.80	85.89	83.88	87.38	88.95	111.15	123.87	119.91	105.29	91.42	89.09	84.24	79.15	79.71	85.58	87.52	85.46	100.71
This Year	79.09	81.18	85.24	88.83	88.53	110.12	119.56	123.17	106.19	93.24	88.82	88.81	80.80	85.89	83.88	87.38	88.65	111.15
Last Year	2.2	5.8	-1.6	-1.8	0.1	0.9	3.4	-2.6	-0.9	-1.9	-2.5	-5.2	-2.0	-7.2	2.0	0.2	7.7	-1.3
Percent Change																		

2018													2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
<b>RevPAR</b>	41.57	54.23	61.31	67.10	73.79	99.31	111.49	103.46	83.77	65.35	53.09	48.35	44.59	50.20	61.17	63.80	70.80	94.76
This Year	49.10	54.06	62.35	65.50	68.19	96.68	104.95	110.80	79.96	69.00	56.16	55.03	41.57	54.23	61.31	67.10	73.79	99.31
Last Year	-15.3	0.9	-1.7	2.4	6.2	2.7	6.2	-6.6	4.8	-5.9	-4.6	-12.2	7.3	-7.4	-0.2	-4.8	-4.1	-4.6
Percent Change																		

2018													2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
<b>Supply</b>	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730
This Year	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730
Last Year	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Percent Change																		

2018													2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
<b>Demand</b>	7,831	8,881	11,125	11,311	12,670	13,161	13,722	13,133	11,720	10,880	9,116	8,736	8,736	8,868	10,880	10,753	11,289	12,723
This Year	9,449	9,154	11,135	10,862	11,723	12,933	13,361	13,692	11,992	11,265	9,314	9,432	7,831	8,881	11,125	11,311	12,670	13,161
Last Year	-17.1	-5.2	-0.1	4.1	8.1	1.8	2.7	-4.1	5.7	-3.4	-2.1	-7.4	9.5	-0.9	-2.2	-4.9	-10.9	-3.3
Percent Change																		

2018													2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
<b>Revenue</b>	632,714	745,592	933,185	988,969	1,123,138	1,462,858	1,696,955	1,574,808	1,233,947	994,663	789,323	735,877	678,759	690,123	931,142	941,112	1,077,595	1,395,843
This Year	747,311	743,152	949,096	964,836	1,057,869	1,424,158	1,597,499	1,686,495	1,177,840	1,050,304	827,285	837,660	632,714	745,592	933,185	988,969	1,123,138	1,462,858
Last Year	-15.3	0.3	-1.7	2.4	6.2	2.7	6.2	-6.6	4.8	-5.3	-4.6	-12.2	7.3	-7.4	-0.2	-4.8	-4.1	-4.6
Percent Change																		

2018													2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
<b>Census %</b>	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
Census Props	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491
Census Rooms	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
% Rooms Participants																		

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# STR - WASHINGTON & CLACKAMAS COUNTIES

## Participation List

Washington and Clackamas County, OR  
 Job Number: 1041345\_PADIM Staff: RL Created: December 12, 2018

STR Code	Name of Establishment	City & State	Zip Code	Class	Rooms
22896	Quality Inn Aloha Beaverton	Aloha, OR	97003	Midscale Class	52
67415	TownePlace Suites Portland Beaverton	Beaverton, OR	97005	Upper Midscale Class	112
10276	Comfort Inn & Suites Beaverton Portland West	Beaverton, OR	97005	Upper Midscale Class	102
17603	Peppertree Inn	Beaverton, OR	97005	Economy Class	73
3353	Motel 6 Beaverton	Beaverton, OR	97005	Economy Class	58
22913	Beaverton Budget Inn	Beaverton, OR	97005	Economy Class	48
35284	DoubleTree by Hilton Hotel Beaverton	Beaverton, OR	97006	Upscale Class	98
36733	Homewood Suites by Hilton Hillsboro Beaverton	Beaverton, OR	97006	Upscale Class	123
37178	Extended Stay America Portland Beaverton Eider Court	Beaverton, OR	97006	Economy Class	122
35206	Extended Stay America Portland Beaverton	Beaverton, OR	97006	Economy Class	143
65099	aloft Hotel Hillsboro Beaverton	Hillsboro, OR	97006	Upscale Class	137
33271	Fairfield Inn & Suites Portland West Beaverton	Beaverton, OR	97006	Upper Midscale Class	106
38150	Hilton Garden Inn Portland Beaverton	Beaverton, OR	97006	Upscale Class	150
25749	Courtyard Portland Beaverton	Beaverton, OR	97008	Upscale Class	149
33051	Motel 6 Canby	Canby, OR	97013	Economy Class	35
22467	Clarion Inn & Suites Clackamas	Clackamas, OR	97015	Upper Midscale Class	110
25860	Hampton Inn Portland Clackamas	Clackamas, OR	97015	Upper Midscale Class	112
23115	Monarch Hotel & Conference Center	Clackamas, OR	97015	Midscale Class	192
31855	Clackamas Inn & Suites	Clackamas, OR	97015	Economy Class	44
38881	Comfort Suites Clackamas	Clackamas, OR	97015	Upper Midscale Class	50
35450	Courtyard Portland Southeast Southeast Clackamas	Clackamas, OR	97015	Upscale Class	136
60632	Sunnyside Inn & Suites	Clackamas, OR	97015	Midscale Class	115
22964	Red Fox Motel	Estacada, OR	97023	Economy Class	35
38962	Holiday Inn Express Portland Southeast Clackamas Area	Gladstone, OR	97027	Upper Midscale Class	101
47313	Budget Inn Oregon City Portland	Gladstone, OR	97027	Economy Class	34
17710	Timberline Lodge	Timberline, OR	97028	Upscale Class	70
13075	Best Western Mount Hood Inn	Government Camp, OR	97028	Midscale Class	57
43329	Lakeshore Inn	Lake Oswego, OR	97034	Midscale Class	33
39455	Hilton Garden Inn Portland Lake Oswego	Lake Oswego, OR	97035	Upscale Class	179
37253	Fairfield Inn & Suites Portland South Lake Oswego	Lake Oswego, OR	97035	Upper Midscale Class	124
29255	Phoenix Inn Suites Lake Oswego	Lake Oswego, OR	97035	Upper Midscale Class	62
26993	Crowne Plaza Portland Lake Oswego	Lake Oswego, OR	97035	Upscale Class	161
5303	Residence Inn Portland South Lake Oswego	Lake Oswego, OR	97035	Upscale Class	112
3376	Holiday Inn Express Portland South Lake Oswego	Lake Oswego, OR	97035	Upper Midscale Class	94
45627	Stagecoach Inn Motel	Molalla, OR	97038	Economy Class	32
17729	Best Western Plus Rivershore Hotel	Oregon City, OR	97045	Upper Midscale Class	114
33190	Best Western Sandy Inn	Sandy, OR	97055	Midscale Class	45
32848	Century Hotel	Tualatin, OR	97062	Midscale Class	70
39376	Comfort Inn & Suites Tualatin Portland South	Tualatin, OR	97062	Upper Midscale Class	59
23159	BW Premier Collection Mt Hood Oregon Resort	Welches, OR	97067	Upscale Class	157
8998	Snooz Inn	Wilsonville, OR	97070	Economy Class	58
19114	Quality Inn Wilsonville	Wilsonville, OR	97070	Midscale Class	63
13102	La Quinta Inns & Suites Wilsonville	Wilsonville, OR	97070	Midscale Class	78
434	Holiday Inn Portland I 5 South Wilsonville	Wilsonville, OR	97070	Upper Midscale Class	169
39054	Best Western Wilsonville Inn & Suites	Wilsonville, OR	97070	Midscale Class	56
23453	Motel 6 Wilsonville	Wilsonville, OR	97070	Economy Class	72
29025	GuestHouse Inn & Suites Wilsonville	Wilsonville, OR	97070	Midscale Class	64
36339	Best Western University Inn & Suites	Forest Grove, OR	97116	Midscale Class	54
30131	Americas Best Value Inn & Suites Forest Grove Hillsboro	Forest Grove, OR	97116	Economy Class	40
60986	The Grand Lodge	Forest Grove, OR	97116	Upper Midscale Class	90
27755	Forest Grove Inn	Forest Grove, OR	97116	Economy Class	20
45780	Hillsboro Budget Inn	Hillsboro, OR	97123	Economy Class	32
17662	Econo Lodge Inn & Suites Hillsboro Portland West	Hillsboro, OR	97123	Economy Class	60
17661	The Dunes Motel	Hillsboro, OR	97123	Economy Class	40
63210	Embassy Suites by Hilton Portland Hillsboro	Hillsboro, OR	97124	Upper Upscale Class	165
65235	Holiday Inn Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	110
22998	Comfort Inn Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	118
62322	The Orenco	Hillsboro, OR	97124	Upscale Class	10
67190	Staybridge Suites Hillsboro	Hillsboro, OR	97124	Upscale Class	80
63201	Hampton Inn Portland Hillsboro Evergreen Park	Hillsboro, OR	97124	Upper Midscale Class	106
64995	Residence Inn Portland Hillsboro Brookwood	Hillsboro, OR	97124	Upscale Class	146
68075	Home2 Suites by Hilton Portland Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	152
30166	Residence Inn Portland Hillsboro	Hillsboro, OR	97124	Upscale Class	122
37097	Extended Stay America Portland Hillsboro	Hillsboro, OR	97124	Economy Class	136
52137	Springhill Suites Portland Hillsboro	Hillsboro, OR	97124	Upscale Class	106
13241	Larkspur Landing Hillsboro	Hillsboro, OR	97124	Upscale Class	124
31730	Courtyard Portland Hillsboro	Hillsboro, OR	97124	Upscale Class	155
38767	TownePlace Suites Portland Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	136
38177	Holiday Inn Express Portland West Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	86
68092	Hampton Inn & Suites Tigard	Tigard, OR	97223	Upper Midscale Class	152
17748	Tigard Regency Inn	Tigard, OR	97223	Economy Class	50
31864	DoubleTree by Hilton Hotel Tigard	Tigard, OR	97223	Upscale Class	101
17749	Quality Inn Tigard Portland Southwest	Tigard, OR	97223	Midscale Class	115

# STR - WASHINGTON & CLACKAMAS COUNTIES

## Participation List

Washington and Clackamas County, OR  
 Job Number: 1041345\_PADIM Staff: RL Created: December 12, 2018

STR Code	Name of Establishment	City & State	Zip Code	Class	Rooms
35207	Extended Stay America Portland Tigard	Tigard, OR	97223	Economy Class	137
26183	Embassy Suites by Hilton Portland Washington Square	Tigard, OR	97223	Upper Upscale Class	356
11195	Washington Square Hotel	Tigard, OR	97223	Midscale Class	77
6529	Motel 6 Portland South Lake Oswego	Tigard, OR	97224	Economy Class	117
32586	Courtyard Portland Tigard	Tigard, OR	97224	Upscale Class	110
60443	The Grand Hotel @ Bridgeport	Tigard, OR	97224	Upper Midscale Class	124
36895	Best Western Plus Northwind Inn & Suites	Tigard, OR	97224	Upper Midscale Class	72
5947	Motel 6 Portland Tigard West	Portland, OR	97224	Economy Class	80
10275	Shilo Inn Hotel & Suites Portland Beaverton	Portland, OR	97225	Upper Midscale Class	142
17743	Rodeway Inn & Suites Portland	Portland, OR	97225	Economy Class	52
48512	Budget Lodge Milwaukie Inn	Milwaukie, OR	97267	Economy Class	39
23150	Econo Lodge Southeast Milwaukie	Milwaukie, OR	97267	Economy Class	27
Total Rooms: 8178					



# Q2 PRINT MEDIA PLACEMENTS

Seattle Magazine (May)



Escape to 300+ wineries in an award-winning wine region. Within 5-miles of [Wilsonville](#) you can simply sip or go grape stomping at a working winery. Settle in [Wilsonville](#) for the weekend and save a bundle on lodging.

**EXPLORE  
WILSONVILLE**.com

A POCKET (OF FUN)





# Q2 PRINT MEDIA PLACEMENT INFO

## **Seattle Magazine (May issue)**

- Reaches over 309,000 of the most affluent and influential readers in the Seattle/Tacoma and Eastside Metropolitan areas
- 52,188 total monthly circulation
- Seattle Magazine is distributed to more than 200 high-end bookstores, grocery stores and other outlets, including Barnes and Noble, Whole Foods and Metropolitan Market
- 1,400 copies are positioned to reach the lucrative travel market by providing in-room copies to the Fairmont Olympic, Four Seasons, Thompson Seattle and more of the City's best hotels

# Q2 KEYWORD RANKINGS REPORT

## Google Rankings

					Day	Wk	Mon	Start
explore wilsonville	explorewilsonville.com/	National en-us	<b>1</b>	--	--	--	--	--
explore wilsonville	explorewilsonville.com/	National en-us	<b>1</b>	--	--	--	--	--
bed and breakfast wilsonville oregon	/stay	National en-us	<b>7</b>	--	--	-1	--	--
wilsonville bed and breakfast	/stay	National en-us	<b>7</b>	-1	--	-1	-1	--
bed and breakfast wilsonville oregon	/stay	National en-us	<b>9</b>	--	--	-2	-2	--
wilsonville bed and breakfast wilsonville oregon	/stay	National en-us	<b>9</b>	--	--	-2	-1	--
wilsonville oregon	explorewilsonville.com/	National en-us	<b>10</b>	--	--	-5	-4	--
wilsonville oregon	explorewilsonville.com/	National en-us	<b>12</b>	--	--	-6	-4	--
portland oregon tulip festival	/campaign/tulip-and-flower-festivals	National en-us	<b>18</b>	--	--	-3	+4	--
wilsonville motels	/hotels-motels	National en-us	<b>18</b>	--	--	-1	+2	--
wilsonville motels	/hotels-motels	National en-us	<b>18</b>	--	--	--	+2	--
lodging in wilsonville oregon	/hotels-motels	National en-us	<b>22</b>	--	--	+1	-1	--
motels in wilsonville oregon	/hotels-motels	National en-us	<b>24</b>	-1	--	-7	-1	--
motels in wilsonville oregon	/hotels-motels	National en-us	<b>24</b>	-1	--	-5	-1	--
lodging in wilsonville oregon	/hotels-motels	National en-us	<b>26</b>	-2	--	-4	-1	--
wilsonville area hotel	/hotels-motels	National en-us	<b>27</b>	-1	--	-5	-7	--
wilsonville hotels	/hotels-motels	National en-us	<b>27</b>	--	--	+2	--	--
wilsonville area hotel	/hotels-motels	National en-us	<b>29</b>	-1	--	-7	+1	--
wilsonville hotels	/hotels-motels	National en-us	<b>29</b>	--	--	+1	+2	--
portland oregon tulip festival	/campaign/tulip-and-flower-festivals	National en-us	<b>36</b>	--	--	-13	-11	--
pet friendly hotels wilsonville oregon	/lodging/hotels-motels	National en-us	<b>38</b>	--	--	--	-4	--
hotels near wilsonville oregon	/stay	National en-us	<b>40</b>	+19	--	+25	-10	--
pet friendly hotels wilsonville oregon	/lodging/hotels-motels/motel-6-portland	National en-us	<b>40</b>	--	--	-2	-4	--
hotels near wilsonville oregon	/hotels-motels	National en-us	<b>50</b>	-6	--	-3	-2	--
fun things to do in portland		National en-us						
fun things to do in portland		National en-us						
nice places to visit in portland oregon		National en-us						
nice places to visit in portland oregon		National en-us						
portland		National en-us						
portland		National en-us						
portland activities		National en-us						
portland activities		National en-us						
portland attractions		National en-us						


# Q2 KEYWORD RANKINGS REPORT

				Day	Wk	Mon	Start
portland attractions	en-us						
portland hotels	National en-us						
portland hotels	National en-us						
portland oregon	National en-us						
portland oregon	National en-us						
portland oregon activities	National en-us						
portland oregon activities	National en-us						
portland oregon attractions	National en-us						
portland oregon attractions	National en-us						
portland oregon map	National en-us						
portland oregon map	National en-us						
portland oregon upcoming events	National en-us						
portland oregon upcoming events	National en-us						
portland travel	National en-us						
portland travel	National en-us						
things to do around portland	National en-us						
things to do around portland	National en-us						
things to do in downtown portland	National en-us						
things to do in downtown portland	National en-us						
things to do in portland	National en-us						
things to do in portland	National en-us						
things to do in portland or	National en-us						
things to do in portland or	National en-us						
things to do in portland today	National en-us						
things to do in portland today	National en-us						
things to see in portland oregon	National en-us						
things to see in portland oregon	National en-us						
what to do in portland	National en-us						
what to do in portland	National en-us						
what to do in portland oregon today	National en-us						
what to do in portland oregon today	National en-us						




# Q2 KEYWORD RANKINGS REPORT

## Yahoo Rankings

				Day	Wk	Mon	Start
bed and breakfast wilsonville oregon	/stay	National en-us					
bed and breakfast wilsonville oregon	/stay	National en-us					
explore wilsonville	explorewilsonville.com/	National en-us					
explore wilsonville	explorewilsonville.com/	National en-us					
fun things to do in portland		National en-us					
fun things to do in portland		National en-us					
hotels near wilsonville oregon	/hotels-motels	National en-us					
hotels near wilsonville oregon	/stay	National en-us					
lodging in wilsonville oregon	/hotels-motels	National en-us					
lodging in wilsonville oregon	/hotels-motels	National en-us					
motels in wilsonville oregon	/hotels-motels	National en-us					
motels in wilsonville oregon	/hotels-motels	National en-us					
nice places to visit in portland oregon		National en-us					
nice places to visit in portland oregon		National en-us					
pet friendly hotels wilsonville oregon	/lodging/hotels-motels	National en-us					
pet friendly hotels wilsonville oregon	/lodging/hotels-motels/motel-6-portland	National en-us					
portland		National en-us					
portland		National en-us					
portland activities		National en-us					
portland activities		National en-us					
portland attractions		National en-us					
portland attractions		National en-us					
portland hotels		National en-us					
portland hotels		National en-us					
portland oregon		National en-us					
portland oregon		National en-us					
portland oregon activities		National en-us					
portland oregon activities		National en-us					
portland oregon attractions		National en-us					
portland oregon attractions		National en-us					
portland oregon map		National en-us					
portland oregon map		National en-us					
portland oregon tulip festival	/campaign/tulip-and-flower-festivals	National en-us					

# Q2 KEYWORD RANKINGS REPORT

				Day	Wk	Mon	Start
portland oregon tulip festival	festivals	en-us					
portland oregon upcoming events	/campaign/tulip-and-flower-	National en-us					
portland oregon upcoming events		National en-us					
portland travel		National en-us					
portland travel		National en-us					
things to do around portland		National en-us					
things to do around portland		National en-us					
things to do in downtown portland		National en-us					
things to do in downtown portland		National en-us					
things to do in portland		National en-us					
things to do in portland		National en-us					
things to do in portland or		National en-us					
things to do in portland or		National en-us					
things to do in portland today		National en-us					
things to do in portland today		National en-us					
things to see in portland oregon		National en-us					
things to see in portland oregon		National en-us					
what to do in portland		National en-us					
what to do in portland		National en-us					
what to do in portland oregon today		National en-us					
what to do in portland oregon today		National en-us					
wilsonville area hotel	/hotels-motels	National en-us					
wilsonville area hotel	/hotels-motels	National en-us					
wilsonville bed and breakfast	/stay	National en-us					
wilsonville bed and breakfast	/stay	National en-us					
wilsonville hotels	/hotels-motels	National en-us					
wilsonville hotels	/hotels-motels	National en-us					
wilsonville motels	/hotels-motels	National en-us					
wilsonville motels	/hotels-motels	National en-us					
wilsonville oregon	explorewilsonville.com/	National en-us					
wilsonville oregon	explorewilsonville.com/	National en-us					

# UP-TO-DATE BUDGET OVERVIEW (CLOSE FY18/19)

<b>BASE BUDGET \$130,571</b>			
<b>ADDITIONAL BUDGET \$69,129</b>			
<b>TOTAL BUDGET \$199,700</b>			
<b>DELIVERABLE</b>	<b>FULL BUDGET</b>	<b>TOTAL SPENT</b>	<b>TOTAL REMAINING</b>
Website Retainer Services	\$ 19,000.00	\$ 18,999.98	\$ 0.02
Current Website Services	\$ 6,000.00	\$ 1,704.00	\$ 4,296.00
Website Redesign	\$ 15,000.00	\$ 15,000.00	\$ -
Pocket Trips Visitor Guide	\$ 17,320.00	\$ 17,320.00	\$ -
Distribution	\$ 5,615.00	\$ 5,614.20	\$ 0.80
Print Media Buys	\$ 20,090.00	\$ 27,240.00	\$ (7,150.00)
Paid Digital Media Buys	\$ 13,500.00	\$ 11,744.12	\$ 1,755.88
Design Services	\$ 16,680.00	\$ 16,680.00	\$ -
Social Media Retainer Services	\$ 36,000.00	\$ 35,999.99	\$ 0.01
PR Retainer Services	\$ 15,000.00	\$ 14,999.99	\$ 0.01
Email Marketing Services	\$ 3,000.00	\$ 3,000.00	\$ -
Financial	\$ 9,995.00	\$ 9,995.00	\$ -
Photo & Video	\$ 15,000.00	\$ 16,206.88	\$ (1,206.88)
Reserve/Contingency	\$ 7,500.00	\$ 5,173.83	\$ 2,326.17
		\$ -	\$ -
		\$ -	\$ -
<b>TOTAL</b>	<b>\$ 199,700.00</b>	<b>\$ 199,677.99</b>	<b>\$ 22.01</b>
<b>Visitor Profile Study - BUDGET \$60,000</b>			
RRC	\$ 35,000.00	\$ 35,000.00	\$ -
Vertigo	\$ 25,000.00	\$ 24,819.29	\$ 180.71
<b>TOTAL</b>	<b>\$ 60,000.00</b>	<b>\$ 59,819.29</b>	<b>\$ 180.71</b>

[https://docs.google.com/spreadsheets/d/1jRTxmd7s4UTCrMfgK\\_TWgJLwByc-wbZ\\_Kt5T4H2ouU/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1jRTxmd7s4UTCrMfgK_TWgJLwByc-wbZ_Kt5T4H2ouU/edit?usp=sharing)



**Vertigo**  
M A R K E T I N G

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