

EXPLORE WILSONVILLE

FY 2020-2021

Q1 (July-September) REPORT

OCTOBER 8, 2020

**EXPLORE
WILSONVILLE** COM

A POCKET (OF FUN)



JAYRAY A PLACE TO THINK

Branding | Advertising | Strategic Communications

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DASHBOARD

- FY 2020-2021 is a baseline* year—we will continue to measure to see what is realistic to expect (at this budget level, during a pandemic). Due to Explore Wilsonville budget reductions (caused by COVID-19 crisis) JayRay’s initial scope and services have changed and advertising has been put on hold.
- Public relations, email marketing and tourism packages are paused due to a reduced scope of work.

ANNUAL RESULTS TO DATE FY 2020-2021 | Q1, JULY-SEPTEMBER

GOALS	JULY-SEPT RESULTS	BASELINE YEAR*
Earned media (number of articles)	-	
New website users	2,345	
Social media reach (Facebook, Instagram and Pinterest)	16,179	
Social media followers (Facebook, Instagram)	1,131	
Avg. email open rate	-	
Email list growth	-	
Tourism packages (# developed)	1	



Q1 RECAP

- Wilsonville continues to be in Phase 1 of Oregon's COVID-19 reopening plan

Some good news:

- Hotel occupancy gradually increased—August up 5% from July
- #MaskUp, #RecreateResponsibly, #WeAreWilsonville
- Promotions focused on a future getaway
- Website updated to include packages/deals and area locator map
- Instagram performed well; added +187 new followers to social channels
- Regional audience grew on social media, good news for drive-market
- Story on Wilsonville sent to 2,000 NW Travel and Life Magazine e-newsletter subscribers
- Planned 3-day fall photo shoot: Oct. 14-16!



PHOTO SHOOT

OVERVIEW:

- 3-day photo shoot, masked up!
- Andrea Johnson Photography
 - Previous experience with Explore Wilsonville
 - Second photographer included
- 24 locations around Wilsonville area
- 15+ volunteer models from Wilsonville area

GOAL:

To increase the Explore Wilsonville photo library with more variety of locations, models and activities. Photos will help us more effectively tell the story of Wilsonville on- and off-line.

SCHEDULE:

	Wednesday, October 14	Thursday, October 15	Friday, October 16
8 a.m.	Town Center	Memorial Park (along water)	Boones Ferry Park/Marina
	Corner Coffee Shoppe	Tollen Farm & Garden Shop	Champoeg State Park
	Oregon Korean War Memorial	Kitchen at Middleground Farms	Aurora Colony Museum
	Dar Essalam	Abella Italian Kitchen	Pacific Hazelnut Farms & Candy Factory
	Holiday Inn I-5 South	Ordnance Brewing Taproom	Aurora Antique District
	Hilton Garden Inn	Charbonneau Golf Club	Aurora Colony Vineyards & Winery
	Terra Vina Wines Vineyard	Old Town Square	French Prairie Gardens
6 p.m.	Graham Oaks Nature Park	McMenamins Wilsonville Old Church & Pub	Lady Hill Winery



MARKETING

- Continued ads (print/digital) in Travel Oregon Visitor Guide*
- Wrote article for Northwest Travel & Life e-newsletter*
- Half-page ad in Sept/Oct* Northwest Travel Magazine (print & digital)
- Updated poster at French Prairie Rest Stop (Sept 2020-Aug 2021)

*Pre-paid in February 2020



Poster at French Prairie

From the Trail to the Tasting Room in Wilsonville, Oregon

By Veronika Patrashko - 09/23/2020



Champoeg State Park

Unwind this fall, the Wilsonville way. Soak up autumn colors from a local trail, hit some golf balls or sip at many hand-crafted wineries. Find uncrowded outdoor space and affordable lodging for a stress-free getaway. Stay in the heart of it all, just 16 miles south of Portland. When you're ready to travel again, Explore Wilsonville!

Northwest Travel & Life sponsored e-newsletter



Northwest Travel & Life Magazine



Travel Oregon digital ad



MARKETING

Q1 ADVERTISING SCHEDULE: July-September

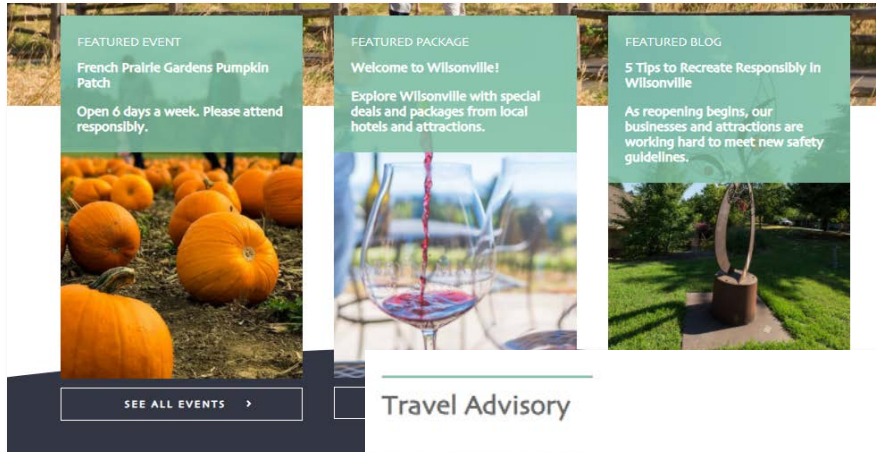
OUTLET	AUDIENCE	RUN DATE	PRINT	DIGITAL	SIZE	CIRCULATION	IMPRESSIONS	REACH
Travel Oregon Visitor Guide*	National	Spring 2020-Spring 2021	x		1/3 page	315,000	--	475,000
TravelOregon.com*	National	4 Seasons Jan '20-Dec '20		x	300x100 horizontal	--	296,310	--
NW Travel & Life (Sept/Oct issue)*	AK, ID, MT, OR, WA, BC	Sept-Oct	x	x	Half-page	300,000	--	450,000
NW Travel & Life sponsored e-newsletter*	AK, ID, MT, OR, WA, BC	September		x		2,000	--	--
French Prairie Rest Stop	In-market, I-5 traffic	Sept '20-Aug '21	x		Large Poster Display	--	--	--

*Pre-paid in February 2020—Advertising in NW Travel & Life Magazine part of Travel & Words Conference registration



WEBSITE

- Content management (events, listings, media room links)
- Alert management, monitoring Oregon wildfires



Updated homepage

Travel Advisory

WILDFIRE CONDITIONS

Extreme winds and high heat have caused major wildfires across Oregon, including Clackamas County. Please avoid travel and give space to responding personnel and evacuations. Please stay safe!

For the latest updates:

- Oregon Wildfire Resources
- Clackamas County Evacuation Map
- City of Wilsonville Wildfire Resources

Travel advisory

DREAM STAYCATION FROM HOLIDAY INN



GET AWAY AND STAY SAFE. Forget the Honey-Do list. We have your spot for your dream STAYCATION, Drink + YOU! Enjoy something fun too with a \$40 Bullwinkle's credit.

[LEARN MORE](#)

Hotel packages



WEBSITE ANALYTICS

FY 2020-2021					FY 2019-2020				Q1 YoY Change
Metric	July	Aug	Sept	Totals	July	Aug	Sept	Totals	
New Users	802	854	689	2,345	1,946	2,253	1,793	5,992	-60.86%
Users	818	871	701	2,390	2,020	2,339	1,828	6,187	-61.44%
Page Views	2,025	1,868	1,413	5,306	4,480	5,200	3,697	13,337	-60.33%

Page Views: Page views is the total number of pages viewed. Repeated views of a single page are counted.

Users/New Users: A user is a person who has come to your website. A new user is a first-time visitor to the website during the selected date range.

Q1 MOST POPULAR PAGES

Page	Pageviews	% Pageviews
1. / 	1,143	 21.54%
2. /pocket-trips/a-day-on-the-willamette-river-in-wilsonville/ 	519	 9.78%
3. /restaurants-wilsonville-oregon/ 	439	 8.27%
4. /pocket-trips/ 	210	 3.96%
5. /events/ 	132	 2.49%

NUMBERS ARE DOWN, 60% FROM LAST YEAR, DUE TO PANDEMIC

HOWEVER, WEBSITE VISITS UP 50% IN SUMMER, COMPARED TO SPRING

JAN-JUNE 2020 (6 MONTHS):

New Users: 3,765 | Users: 3,851

Page Views: 10,099

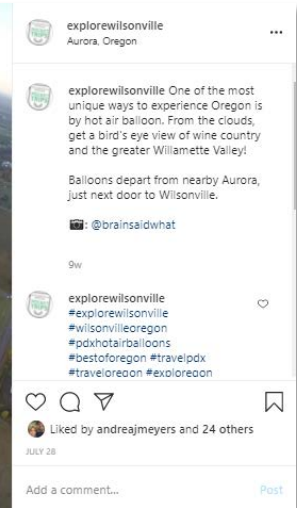


SOCIAL MEDIA

- Posted 2-3 posts per week due to budget reductions
- Provided ongoing social media engagement as part of follower growth strategy
- Instagram best performing social channel
- Leveraged local business stories for content, highlighting Wilsonville area establishments and a 'stay local, shop local' message
 - Wildfire advisory messaging
- Demographic data:
 - Audience growing regionally. Good for 'stay local, shop local' message and recovering drive-market

Explore Wilsonville
Pushed by Genny Boots · September 1 · 4w

When the food tastes as good as it looks! Grab a bite at Dar Essalam Moroccan Restaurant a Moroccan eatery ranked #1 in Wilsonville by TripAdvisor. Try authentic Moroccan mint tea, hummus, kebabs, tajines and more. Order to-go or mask-up and eat inside!
@chashmaheats on Instagram



FACEBOOK ENGAGEMENT

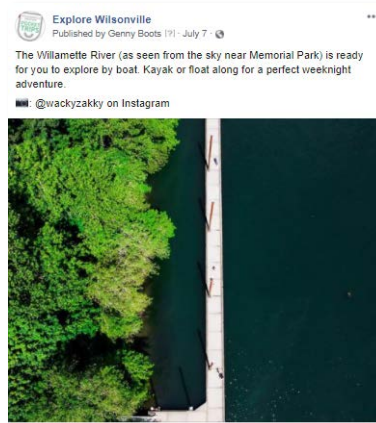
FY 2020-2021					FY 2019-2020				Q1 YoY Change
Metric	July	Aug	Sept	Totals	July	Aug	Sept	Totals	
Engagement* (Engagement %)	2.85%	7.36%	8.66%	6.29% Average	11%	1.6%	.55%	4.4% Average	+43%
Post Total Reach**	7,869	530	635	9,034 Total Reached	45	57,983	103,217	161,245 Total	-94.9%

*Engagement is post total reach divided by the number of people who clicked anywhere on Explore Wilsonville posts. Industry standard is .13%

**Reach is the total number of people the page's posts were served to

TOP CONTENT

July 7, 2020	
4 Reactions, Comments and Shares	143 Reached
2 Likes on post and on shares	2 Post Clicks



REACH IS DOWN, 95% FROM LAST YEAR, DUE TO LACK OF PAID SOCIAL CAMPAIGNS. 2020-2021 CAMPAIGNS PAUSED DUE TO COVID-19 CRISIS.

HOWEVER, FB ENGAGEMENT RATE UP 43% COMPARED TO LAST YEAR

JAN-JUNE 2020 (6 MONTHS):
Ave. Engagement: 6.22%
Post Total Reach: 31,265



INSTAGRAM ENGAGEMENT

FY 2020-2021					FY 2019-2020				Q1 YoY Change
Metric	July	Aug	Sept	Totals	July	Aug	Sept	Totals	
Engagement* (Engagement %)	5.90%	5.19%	4.91%	5.33% Average					
Average number of likes	23	21.5	22	19.5 Average	Due to our reporting software, we are unable to access Q1 FY2019-2020 data.				
Post Total Reach**	1,990	1,630	1,738	5,358 Total Reach					

*Engagement rate is based on the likes and comments received divided by the number of followers. Industry standard is 3.31%

**Reach is the total number of people the page's posts were served to

TOP CONTENT

July 16, 2020	
60 Likes	238 Reached
10 Comments	16.6% Engagement Rate



SINCE SPRING 2020 REACH AND AVERAGE LIKES HAVE INCREASED. ENGAGEMENT RATE SLIGHTLY DIPPED, DUE TO INCREASE IN REACH

JAN-JUNE 2020 (6 MONTHS):
Ave. Engagement: 6.32%
Ave. # of Likes: 19.5
Post Total Reach: 9,751



PINTEREST ENGAGEMENT

FY 2020-2021					FY 2019-2020				Q1 YoY Change
Metric	July	Aug	Sept	Totals	July	Aug	Sept	Totals	
Engagement* (Engagement %)	1.86%	3.07%	2.30%	2.41% Average	.93%	2.94%	1.40%	1.75% Average	+37.7%
Post Total Reach**	538	685	564	1,787 Total Reach	1,180	340	285	1,805 Total	-.99%

*Engagement is the percentage of your pins with at least one repin

**Reach is the total number of people the page's posts were served to

TOP BOARD

July 28, 2020

746

Impressions

5

Saves

2

Link Clicks



Travel Inspiration Wils...

746

101 Pins

Impressions

ENGAGEMENT RATE IS UP 37% FROM LAST YEAR.

HOWEVER, REACH IS DOWN 1% FROM LAST YEAR.

PINTEREST MORE EFFECTIVE THAN LAST YEAR, DESPITE MARGINALLY LOWER REACH, ENGAGEMENT IS MUCH HIGHER

JAN-JUNE 2020 (6 MONTHS*):


Ave. Engagement: 2.56%

Post Total Reach: 2,647

*Pinterest was paused during Q4 due to budget reductions



PINTEREST POSTS



Travel Inspiration Wil... Save

[explorewilsonville.com](https://www.explorewilsonville.com)

Get your fill of state parks near Portland Oregon. Please recreate responsibly.

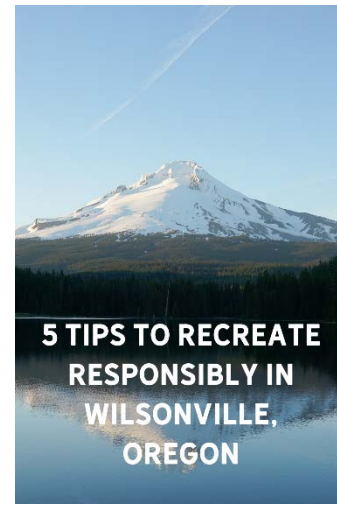
Explore Wilsonville Oregon
4 followers

Photos Comments

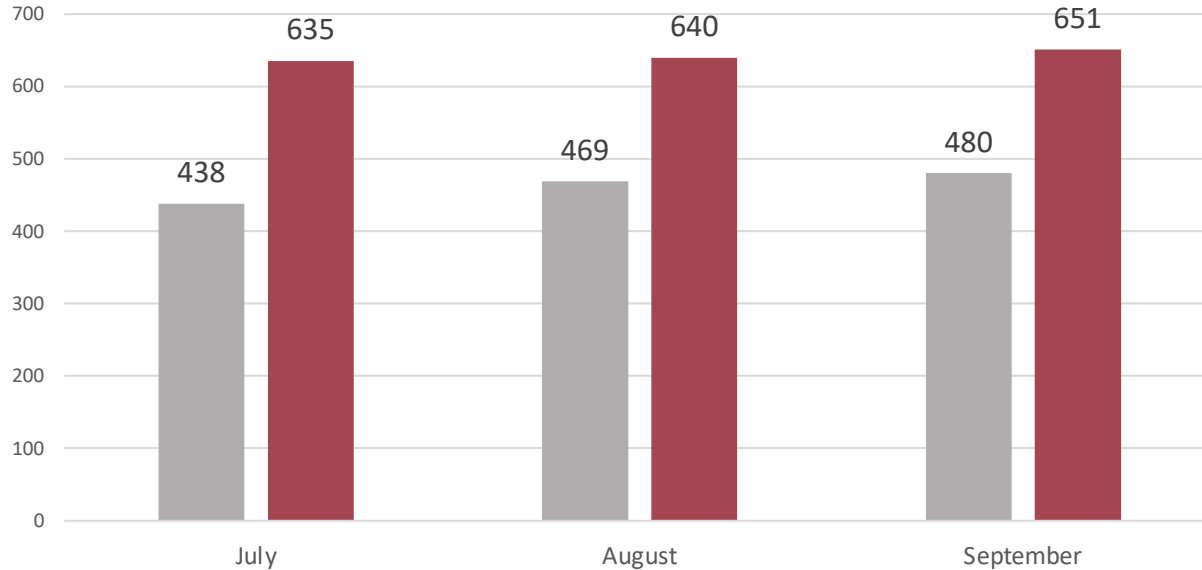
Tried this Pin?
Add a photo to show how it went

Add photo

You saved to Explore Wilsonville, Oregon



SOCIAL MEDIA FOLLOWERS



■ Instagram ■ Facebook

TOTAL FOLLOWERS: 1,131

FOLLOWER GROWTH HAS INCREASED 18% COMPARED TO PRIOR SIX MONTHS (Q3-Q4 OF FY 2019-2020)

INSTAGRAM GROWS FOLLOWERS FASTER THAN FACEBOOK, ADDING TO TOTAL SOCIAL AUDIENCE

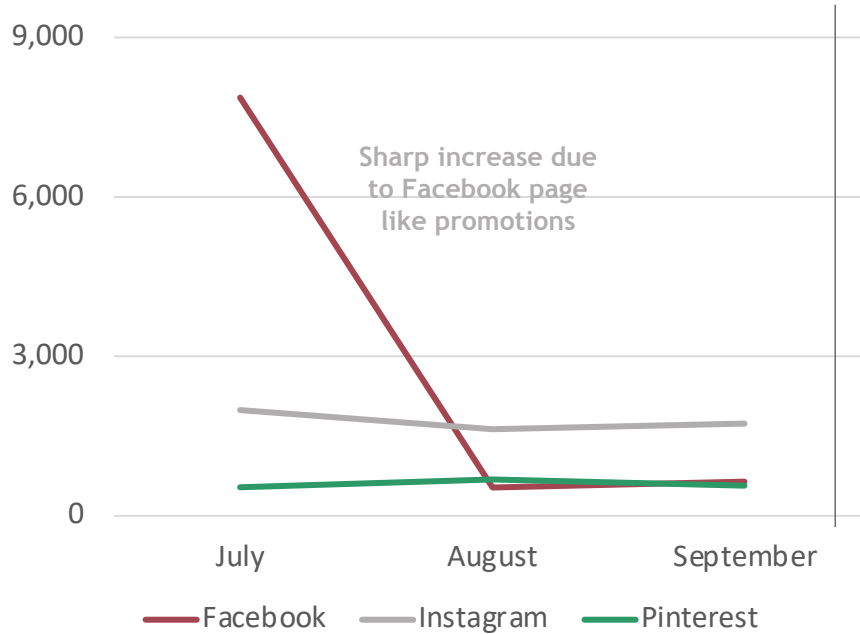
**JAN-JUNE 2020 (6 MONTHS):
Total Followers: 944**

**Pinterest followers are not tracked or measured. Due to the nature of the platform, it is not an accurate reflection of efforts*

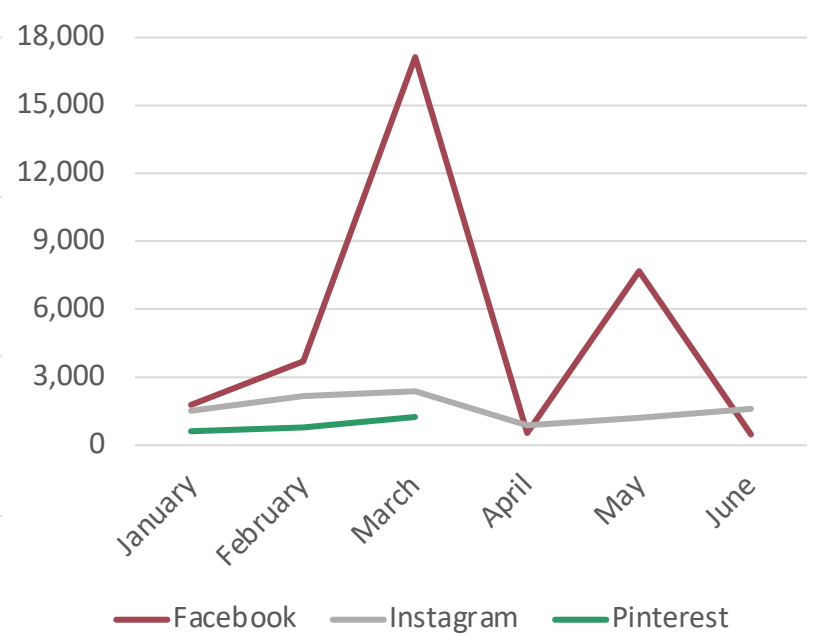


SOCIAL MEDIA REACH

FY20-21 Q1



FY19-20 Q3-Q4





SOCIAL MEDIA DEMOGRAPHIC DATA

Updated October 1, 2020

FACEBOOK DEMOGRAPHICS

Data on people reached. This is the number of people who had any content from Explore Wilsonville or about Explore Wilsonville enter their screen, grouped by age and gender. These numbers are an estimate.

AGE RANGE

Most of Explore Wilsonville's Facebook content reaches people who are above the age of 35.

GENDER

Approximately 72% of Explore Wilsonville's Facebook content reached women, and 28% reached men.

COUNTRY

A majority are from the United States, followed by Morocco and Canada

CITIES

The top five cities for Explore Wilsonville Facebook content are:

1. Wilsonville, OR (*newly added into the top 5*)
2. Portland, OR
3. Canby, OR (*newly added into the top 5*)
4. Beaverton, OR (*newly added into the top 5*)
5. Eugene, OR



INSTAGRAM DEMOGRAPHICS

This is the number of people who currently follow Explore Wilsonville on Instagram. These numbers are an estimate.

AGE RANGE

Most of Explore Wilsonville's Instagram followers are between the ages of 25-45.

GENDER

Approximately 69% of Explore Wilsonville's Instagram followers are women. 31% are men.

COUNTRY

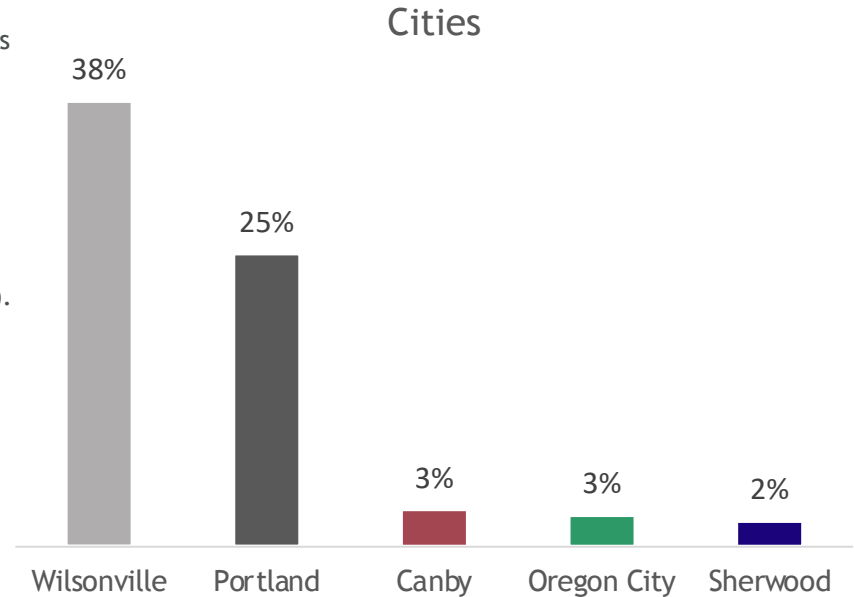
A majority (96%) are from the United States, followed by Canada (.7%).

CITIES

The top five cities for Explore Wilsonville's Instagram are:

1. Wilsonville, OR (38%)
2. Portland, OR (25%)
3. Canby, OR (3.2%)
4. Oregon City, OR (2.7%)
5. Sherwood, OR (2.2%)

No change in top cities



PINTEREST DEMOGRAPHICS

Data on Explore Wilsonville's total Pinterest audience. This includes all users who have seen or engaged with Explore Wilsonville pins. These numbers are an estimate.

AGE RANGE

Most of Explore Wilsonville's Pinterest audience are between the ages of 18-44.

GENDER

Approximately 71% of Explore Wilsonville's Pinterest audience are women. 24% are men.

CITIES

The top five metro areas for Explore Wilsonville's Pinterest audience are:

1. Portland, OR (15.2%)
2. Los Angeles, CA (7.3%)
3. Portland, OR (6.1%)
4. Seattle-Tacoma, WA (5.6%)
5. San Francisco-Oakland-San Jose, CA (3.5%)

CATEGORIES AND INTERESTS

The most popular categories for this audience.

**Affinity indicates how this audience is interested in a particular category compared to the general Pinterest audience*

Category	Affinity*	% of audience
Architecture	2.17x	22.5%
Travel	1.64X	43.1%
Design	1.62x	35.4%
Gardening	1.46x	44.5%
Vehicle	1.36%	9.6%



PUBLIC RELATIONS

- Monitored media clips and mentions monthly
- Coordinated with Travel & Words for rescheduled conference. Conference tentatively planned December 2020 in Washington state
- Pitching did not start in Q1 due to reduction in services/budget

BUSINESS NEWS UPDATE: Wilsonville's Hilton Garden Inn

👤 Brought to you by Wilsonville's Hilton Garden Inn 📅 August 26 2020 ⚙️

Recommended reading brought to you by the Hilton Garden Inn - Wilsonville welcomes its newest hotel

The Hilton Garden Inn welcomes you and your guests to their beautiful new property located just off I-5 near the Willamette River off of Parkway Avenue.

Wilsonville's newest hotel offers a modern, open and inviting environment with all of Hilton's "Cleanstay" standards in place. From the first day they open, all guests will feel comfortable and safe.

Hilton's tastefully designed Parkway Grille Bar and Restaurant is perfect for hotel guests and locals to experience Chef Dolan's tasty bites and distinguished cuisine. Guests will appreciate the lobby "Shop", offering healthy snacks and beverages; indoor pool, whirlpool and fitness center.

Planning a meeting or event? The Hilton Garden Inn's beautifully designed, 1620 square feet of meeting space provides groups and businesses flexibility for intimate meetings or larger catered gatherings.



At the end of the day, guests can retreat and sink into comfortable crisp, cool sheets, and wake up to fresh, fragrant coffee from your own personal coffee maker. Guestrooms feature convenient amenities such as a mini refrigerator, microwave, motion sensor lights, and SMART phone technology for temperature and TV channel controls. These thoughtfully designed rooms will provide a



Wilsonville Spokesman (sponsored coverage by Hilton Garden Inn)



PUBLIC RELATIONS

EXPLORE WILSONVILLE PR COVERAGE FY 2020-2021

	Number of Articles	Circulation	Number Influenced
July	8	664,864	-
August	5	605,315	-
September	9	2,524,859	-
TOTAL	22	3,795,038	-
<i>FY19-20 Q3-Q4 Totals*</i>	<i>120</i>	<i>24,016,520</i>	<i>1</i>

Pitching did not start in Q1
See Public Relations Coverage Spreadsheet for details

**Pitching was paused during Q4 due to budget reductions*



NOTABLE MEDIA COVERAGE

Wilsonville parks and recreation department reinvents the Harvest Festival

Corey Buchanan September 28 2020

The event will include virtual programming, drive-throughs and other interactive activities

For months, Wilsonville Parks and Recreation Coordinator Erica Behler could not perform her favorite aspect of her job — planning events for the community.



But with regulations related to the COVID-19 pandemic fairly steady and the holiday season coming up, Behler and the rest of the department got their heads together to figure out how they could provide entertainment and connection once more.

"We finally feel comfortable wrapping our heads around what we can or can't do safely," Behler said.

Wilsonville Spokesman

COIN TOSS BREWING COLLABORATES WITH VANGUARD BREWING ON PINK PARADISE

DJ. | August 31, 2020 | Beer releases, Oregon beer | No Comments

Tweet



Coin Toss Brewing and Vanguard Brewing collaborate on Pink Paradise. (photo credit: Laurie Tarter)

Two breweries from Clackamas county come together on a new collaboration beer just in time for the upcoming Labor Day weekend. **Coin Toss Brewing** and **Vanguard Brewing** partnered on an end of summer collaboration beer called **Pink Paradise** that'll be released on Friday, September 4th at both breweries' taprooms.

Pink Paradise is a gose-style ale that features a combination of wheat and pilsner malts, a hint of Himalayan pink salt, notes of coriander, and pink guava juice. Tartness from a patient kettle sour is notable and balanced with subtle noble hops. *Pink Paradise* finishes at 4.9% ABV and a perfect summer quencher.

BrewPublic

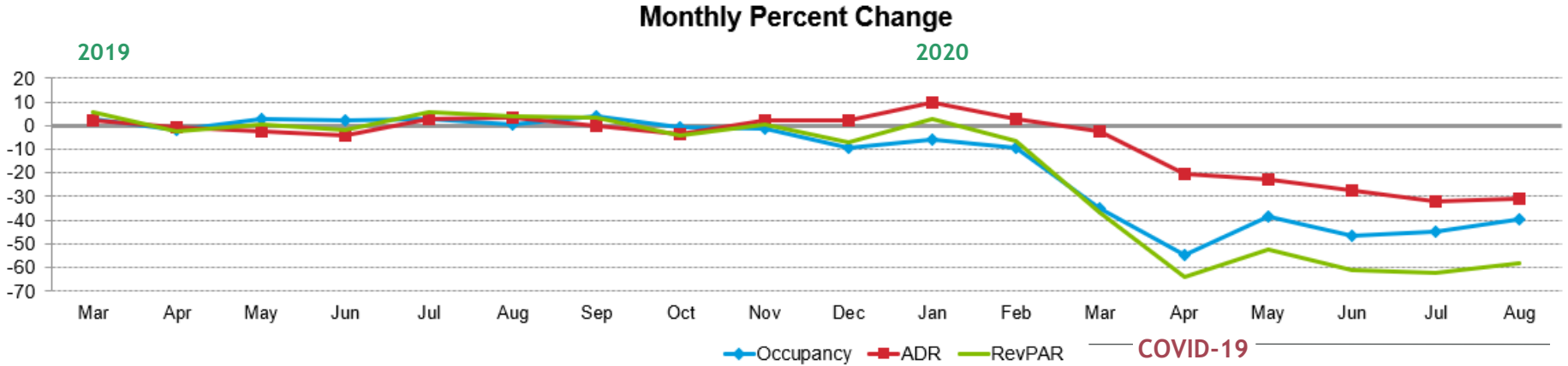


STR REPORT GLOSSARY

- **Occupancy:**
 - Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available.
$$\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$$
- **Revenue per available room (RevPAR):**
 - Total room revenue divided by the total number of available rooms. See Room Revenue, Rooms Available.
$$\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$$
- **Demand:**
 - The number of rooms sold in a specified time period (excludes complimentary rooms).
- **Revenue:**
 - Total room revenue generated from the guestroom rentals or sales.
- **Average daily room rate (ADR):**
 - A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold.
$$\text{ADR} = \text{Room Revenue} / \text{Rooms Sold}$$



STR REPORT – WILSONVILLE



STR REPORT – WILSONVILLE

COVID-19

Occupancy

	Jan	Feb	March	April	May	June	July	Aug.	Sept.
2020	53.7%	56.4%	43.3%	32.1%	43.8%	42.4%	44.6%	49.6%	
2019	57.1%	62.0%	66.7%	71.0%	71.1%	79.4%	80.7%	81.8%	
% change	-6.1	-9.1	-35.1	-54.9	-38.4	-46.7	-44.8	-39.4	

RevPAR

	Jan	Feb	March	April	May	June	July	Aug.	Sept.
2020	\$45.02	\$46.30	\$35.58	\$22.63	\$31.20	\$32.92	\$35.20	\$38.32	
2019	\$43.75	\$49.48	\$56.19	\$63.06	\$65.82	\$84.81	\$93.44	\$91.56	
% change	2.9	-6.4	-36.7	-64.1	-52.6	-61.2	-62.3	-58.1	

Demand

	Jan	Feb	March	April	May	June	July	Aug.	Sept.
2020	8,267	7,845	6,673	4,779	6,746	6,317	6,871	7,639	
2019	9,920	9,727	10,283	10,591	10,958	11,843	12,437	12,603	
% change	-16.7	-19.3	-35.1	-54.9	-38.4	-46.7	-44.8	-39.4	

Revenue

	Jan	Feb	March	April	May	June	July	Aug.	Sept.
2020	\$693,578	\$644,299	\$548,233	\$337,485	\$480,668	\$490,812	\$542,362	\$590,417	
2019	\$759,435	\$775,923	\$865,767	\$940,291	\$1,014,158	\$1,264,487	\$1,439,682	\$1,410,604	
% change	-8.7	-17.0	-36.7	-64.1	-52.6	-61.2	-62.3	-58.1	



STR REPORT – WILSONVILLE

JAN-AUG 2020 - WILSONVILLE		JAN-AUG 2019 - WILSONVILLE	
Occupancy %: 45.2% Average	Demand: \$40,627 Total	Occupancy %: 71.0% Average	Demand: \$88,362 Total
RevPAR (revenue per available room): \$35.52 Average	Revenue: \$3,195,075 Total	RevPAR (revenue per available room): \$68.04 Average	Revenue: \$8,470,348 Total

FY 20-21 - WILSONVILLE	July	Aug	Sept	Oct	Nov	Dec	
Occupancy %	44.60%	49.6%					47.1% Average
RevPAR (revenue per available room)	\$35.20	\$38					\$36.36 Average
Demand	\$6,871	\$7,639					\$14,510 Total
Revenue	\$542,362	\$590,417					\$1,132,778 Total



Total Properties: 9



Total Rooms: 615

OCCUPANCY DOWN 40% COMPARED TO 2019

Reports are delivered around the 19th of each month to JayRay.

ALL TRACKED METRICS ARE DOWN COMPARED TO 2019, DUE TO COVID-19 PANDEMIC



STR REPORT – TROUTDALE (FOR COMPARISON)

JAN-AUG 2020 - TROUTDALE		JAN-AUG 2019 - TROUTDALE	
Occupancy %: 46.9% Average	Demand: \$50,781 Total	Occupancy %: 74% Average	Demand: \$88,646 Total
RevPAR (revenue per available room): \$38.03 Average	Revenue: \$4,122,415 Total	RevPAR (revenue per available room): \$73.65 Average	Revenue: \$8,787,021 Total

FY 20-21 - TROUTDALE	July	Aug	Sept	Oct	Nov	Dec		Difference WV and TD
Occupancy %	50.80%	58.5%					54.7% Average	-19.02%
RevPAR (revenue per avail room)	\$43.09	\$48					\$45.45 Average	-22%
Demand	\$7,736	\$8,911					\$16,647 Total	-13.5%
Revenue	\$655,915	\$727,559					\$1,383,474 Total	-20%



Total Properties: 8



Total Rooms: 491

TROUTDALE IS PERFORMING 13-20% HIGHER THAN WILSONVILLE



TOURISM DEVELOPMENT

FEATURED PACKAGE

Welcome to Wilsonville!

Explore Wilsonville with special deals and packages from local hotels and attractions.



SEE ALL PACKAGES >

WE'RE LOOKING FOR TRAVEL PACKAGES!

An ideal package includes an overnight stay and an experience, such as:

- Overnight stay + tasting at Vanguard Brewing
- Overnight stay + nearby winery package
- Overnight stay + dinner or shopping credit

Includes promotion on social media and ExploreWilsonville.com.

If you're willing to collaborate in a package promotion, please email Bridget at bbaeth@jayray.com for details

DREAM STAYCATION FROM HOLIDAY INN



GET AWAY AND STAY SAFE. Forget the Honey-Do list. We have your spot for your dream STAY-CATION, Drink + YOU! Enjoy something fun too with a \$40 Bullwinkle's credit.

[LEARN MORE](#)



Q2 (OCTOBER-DECEMBER 2020)

Continuation of reduced scope of work, plus photo shoot!

Marketing

- Boost posts on social media (\$300)

Social Media:

- Facebook, Instagram, Pinterest
- Content creation and channel management

Website:

- Monthly hosting, plug-ins
- Ongoing content updates

Public Relations

- Monitor coverage through Cision
- Attend Travel & Words to pitch writers (pre-paid)

Photography:

- Fall photo shoot

Account management:

- Monthly and quarterly reporting
- STR report
- Monthly calls
- TPC meetings






JAYRAY A PLACE TO THINK




Branding | Advertising | Strategic Communications

THANK YOU!

Contact us

-  535 Dock Street, Ste. 205 Tacoma, WA 98402
-  253.627.9128
-  bbaeth@jayray.com

Follow us on

-  facebook.com/jayrayadspr
-  [@jayrayadspr](https://twitter.com/jayrayadspr)
-  [@jayrayadspr](https://www.instagram.com/jayrayadspr)

