

communicate
collaborate
connect
community

porter



BEND OREGON

IT'S WHERE YOU GO TO PLAY!

Goals & Objectives



Increase travel to Bend, OR during shoulder season

Increase overall TRT collection by **12%**

Increase overall citywide lodging occupancy by **3.5%**



Develop new feeder market(s) in Northern California

Achieve Reach & Frequency against A3564 of **70% and 3.5x**



www.VisitBend.com

Drive website traffic from targeted Northern CA market(s)

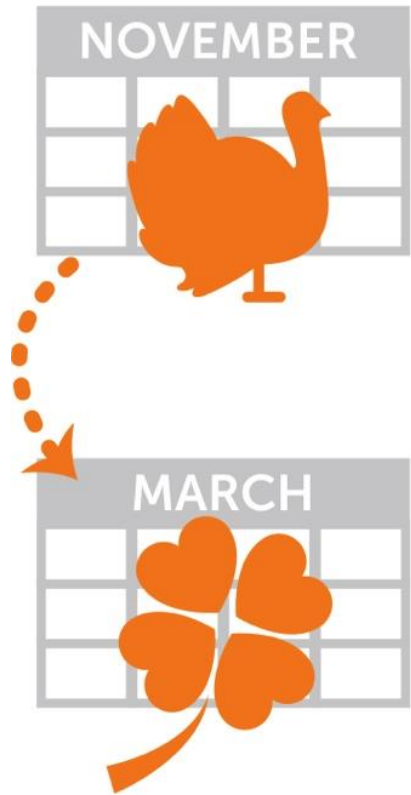
Grow site traffic from targeted market in shoulder season by **30%**

Exceed 1.5M overall sessions @ VisitBend.com

Parameters



Timing:



Shoulder Season

Fall 2015 – Winter, 2016

Geography:



Consumer Targets:

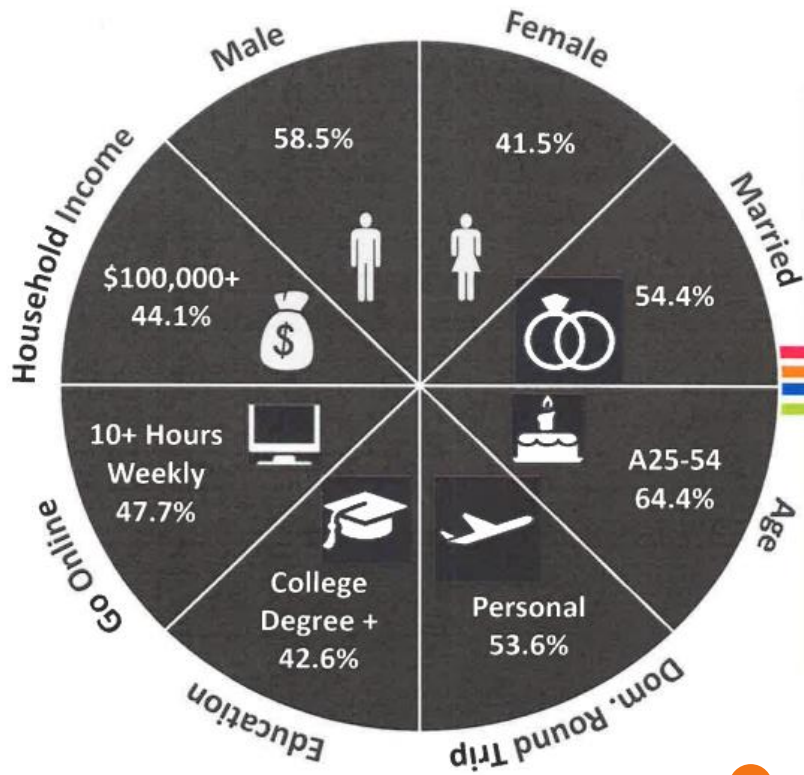
Leisure travelers

Outdoor enthusiasts

Primary – Families / Affluent

Secondary – Friends / Prosperous

Research



- Consumer Profile
- Lifestyle Groups
- Media habits
- Media Landscape
- Competitive Environment
- Barriers & Opportunities
- Travel purchase path



Strategy: Multi-Screening



Campaigns



Bend Ale Trail

Dates

3 weeks
Nov 2 – 22

Target

Men 25-49

Investment

\$58,742.57



Winter Family

Dates

13 weeks
Nov 30 – Feb 28

Target:

Women 35-54

Investment

\$184,663.51



Winter Friends

Dates

13 weeks
Nov. 30 – Feb 28

Target:

Adults 25-59

Investment:

\$112,289.54

Total Investment:

\$355,695.62



Media Valuation



Combined Campaign Value

Total Media Investment:	\$ 355,695
Added Value & Over Performance	\$ 771,361
Total Media Value:	\$1,107,056

Over Delivery Value: 311%

Measured Digital Impressions

Digital Impressions:	1,924,036,482
Clicks to visitbend.com:	70,456

Success Metrics

October 1, 2015 – March 30, 2016



Google Analytics

SF Bay Area

VisitBend.com Visits
Year to Year Increase:

Goal

43,187
+30%

Achieved

53,221
+88.5%



Custom Content

Multi Screen Video

SFGATE NEWS SPORTS BUSINESS ENTERTAINMENT FOOD LIVING TRAVEL REAL ESTATE CARS JOBS FINDSAYE CHRONICLE

PRESENTED BY:

A Grown-Up Getaway

By StoryStudio on January 4, 2016 4:40 PM

SFGATE NEWS SPORTS BUSINESS ENTERTAINMENT FOOD LIVING TRAVEL REAL ESTATE CARS JOBS FINDSAYE CHRONICLE

PRESENTED BY:

Want endless powder, blue skies, and no lift lines where kids ski free? Try Bend, Oregon!

By StoryStudio on November 18, 2015 5:47 PM

SFGATE NEWS SPORTS BUSINESS ENTERTAINMENT FOOD LIVING TRAVEL REAL ESTATE CARS JOBS FINDSAYE CHRONICLE

PRESENTED BY:

Find your beer bliss along the Bend Ale Trail

By StoryStudio on October 18, 2015 4:07 PM

SFGATE NEWS SPORTS BUSINESS ENTERTAINMENT FOOD LIVING TRAVEL REAL ESTATE CARS JOBS FINDSAYE CHRONICLE

PRESENTED BY:

The perfect winter trip for the entire family

By StoryStudio on January 27, 2016 1:02 PM

IMAGE 1 OF 4 | VISIT BEND

Travel features that include entertaining in an area of Bend, we're not here to judge. We're here to let you in on a little secret. Okay, you may not be able to swim in the sand, but the beach in Bend, Oregon, is so abundant and diverse that even kids who wouldn't get the sand will love it.

The mountain views in the center of Oregon's scenic high desert has been found in the small town capital of America, with its beautiful Bend. While you can play a Bend "Summer" golf, don't miss a round of golf in the area. Bend is a great place to live, work, and play. Bend is a great place to live, work, and play. Bend is a great place to live, work, and play.

Bend Ale Trail Lager Taps TV Commercial

GOOD LIFE

Visit Bend Oregon

Check Bend's new resort announcement from the Las Vegas Convention Center. What are you waiting for? Visit Bend Oregon today!

Roll Over To Play Video

Carrier 12:48 AM

Michael Bublé Radio

BEND, OREGON

REMEMBER HOW MUCH FUN A WINTER VACATION CAN BE AT VISITBEND.COM

Mack The Knife

Michael Bublé

0:02 - 3:17

BEND, OREGON

REMEMBER HOW MUCH FUN A WINTER VACATION CAN BE AT VISITBEND.COM

ROLL OVER TO PLAY VIDEO

FOX 10:00 NEWS COMPLETE BAY AREA NEWS COVERAGE

Anxious to slow Trump, both Rubio and Cruz go after him

Advertisement. Your video will resume in 2 seconds.

VISITBEND.COM

Bravling from the get-go, a fiery Marco Rubio went hard after Donald Trump in Thursday night's Republican presidential debate, lacerating the front-runner's position on immigration, his privileged background, his speaking style and more.

SPEND \$100, GET A \$25 TARGET GIFT CARD!™ ON PARTICIPATING PRODUCTS

Buy Now >>

LIMITED TIME OFFER

\$300 Visa Gift Card with select triple plays

Time Warner Cable Shop Offers

Now Playing:

Lyrics: I wanted 'til I saw the sun, I don't know why I didn't come, I left you by the house of fun, I don't know why I didn't come, show more >

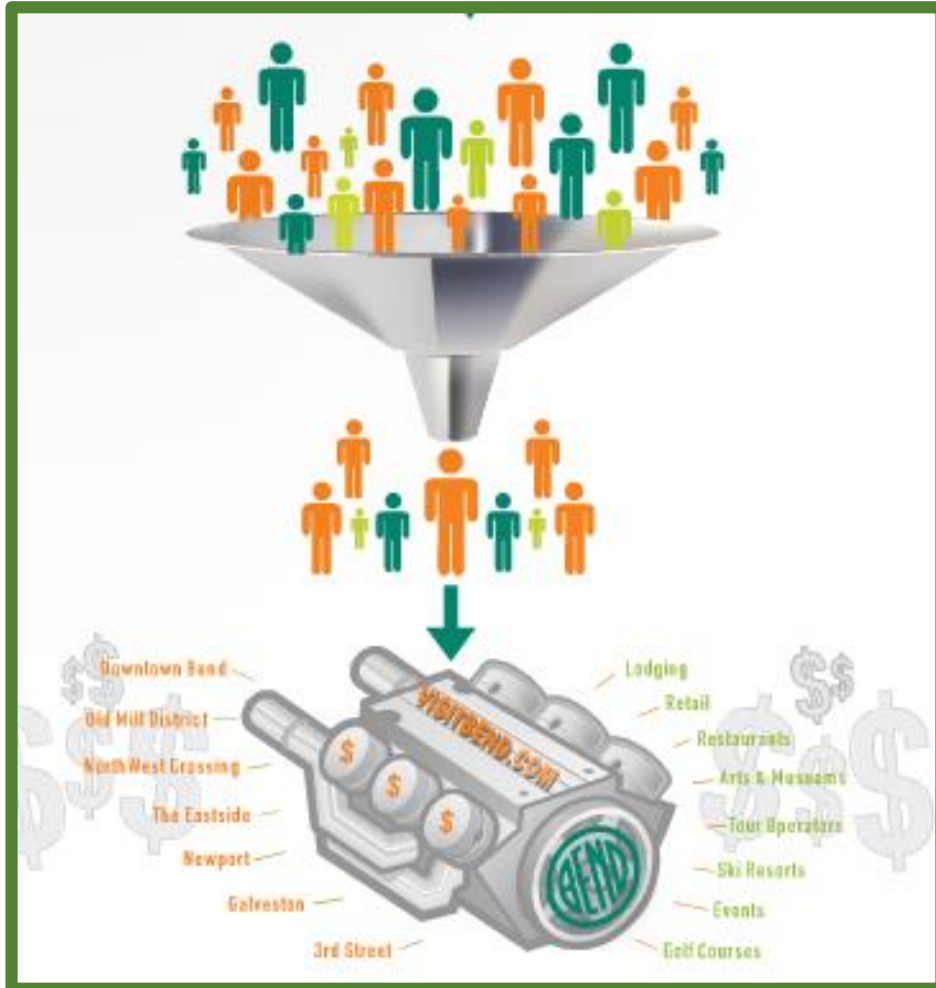
About Norah Jones: You and pianist Noah Jones developed a unique blend of jazz and traditional vocal pop, with hints of bluesy country and contemporary folk, due in large part to her unique upbringing. The daughter of Russ Shunka,



Shoulder Season 2016 - 2017



Support Marketing Model



VISIT BEND'S website is the engine that converts Visit Bend's marketing efforts to revenue for local businesses.

NUMBER 1
VISIT BEND IS A LEADING REFERRER OF WEBSITE TRAFFIC TO MOST BEND TOURISM BUSINESSES (CHECK YOUR ANALYTICS!)

Parameters



Geography:

Portland

Seattle
Tacoma

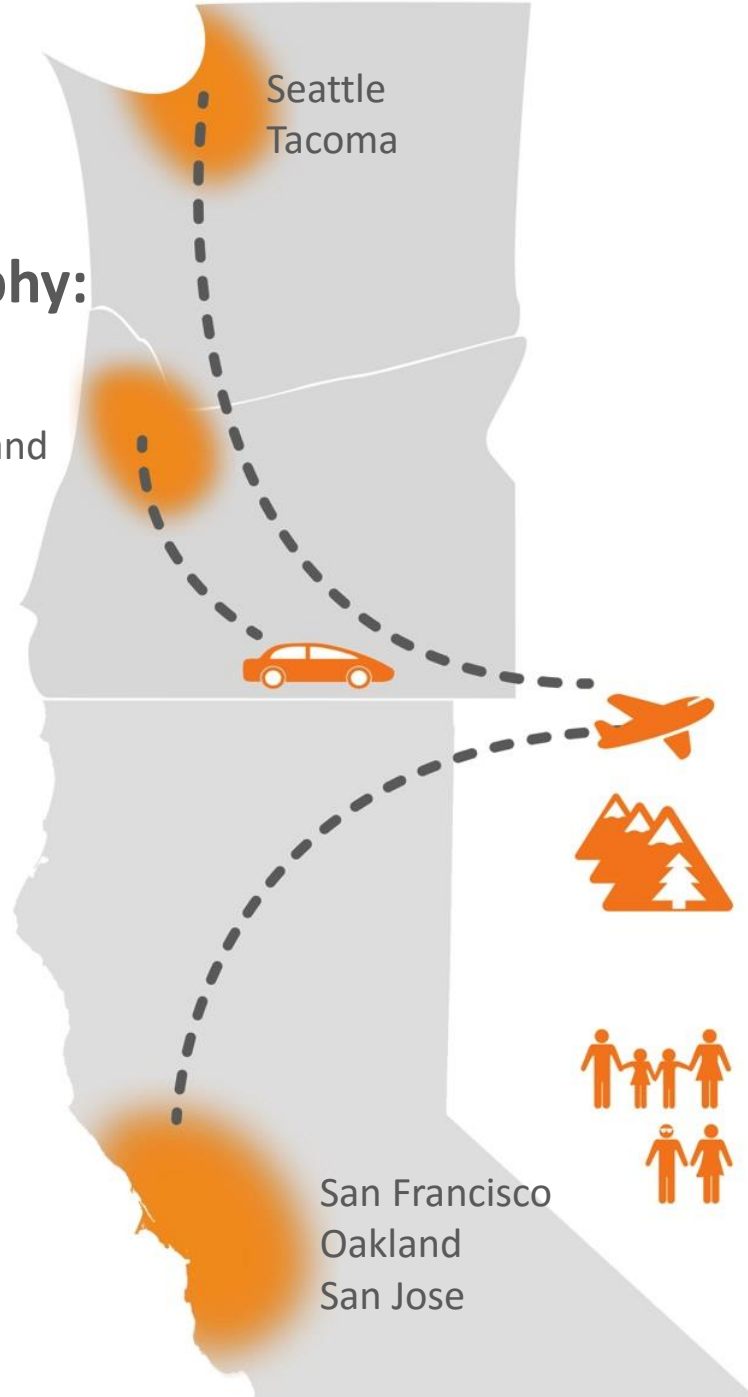
San Francisco
Oakland
San Jose

Timing:

Shoulder Season

Fall 2016

– Winter, 2017



Target:

Leisure travelers

Outdoor enthusiasts

Demos:

Primary – Families / Affluent

Secondary – Friends / Prosperous



Media Market Size
VisitBend.com Rank

SF

#6

#4

Seattle

#14

#3

Portland

#24

#1

Market Profile

Market Focus:

New

Awareness

Repeat visitation

Emerging

Growth

Awareness

Mature

Retention /

Awareness

Barriers:

- Competitive Options
- Fragmented Media
- Set Tech / Media Trends

- Perception based
- Hard to get there
- Canada's easy

- In state competition
- New residents unaware



Opportunities:

- Hungry Market
- Desire for new
- Experience meets Expectations
- Affordability
- Kids Ski Free

- Direct flights
- Border crossing time
- Ease of travel
- Affluent & Active
- Young Family Market

- Remind & engage the base
- Introduce to new residents
- Position food / beer culture
- Present the **NEW**

All Markets: Influenced by Trendsetters, Tastemakers, Tribes



OBJECTIVE

- Grow Occupancy Rate between 3-5%
- Drive website referral traffic to stakeholder sites
- Achieve 750,000 sessions on VisitBend.com
- Increase website traffic from
 - San Francisco
 - Seattle
 - Portland

STRATEGY

- Reach Affluent Adults and Families
- Deploy Integrated Multi-Screen campaign
- Focus on micro-moments of travel research
- Engage with relevant content
- Power of Influence
- Content & Video at scale
- Three areas of focus:
 - Awareness
 - Retention
 - Growth

All Markets

- Scaled media distribution
- Relevant content & story telling
- Video at all touchpoints
- Encourage Social Sharing
- Influencer Voices
- Leverage budgets



At Scale

- Native - Branded Content
- Branded Station
- Cable – premium & niche networks




Native Advertising




- **Branded Content written by or in collaboration with Visit Bend**
 - Oct/Nov Bend Ale Trail
 - December Family Vacations and Kids Ski Free
 - Jan/Feb Wintertime destination for families, friends, couples
- **Stories appear on Top 1 or 2 local websites in each market.**
 - San Francisco SFGate.com
 - Portland OregonLive.com
 - Seattle SeattleTimes.com & Seattlepi.com (#6 site in market)
- **Extensive Promotion with Native Ad Drivers, Display, Print**
 - Digital Ads within website & across premium partner sites (i.e., Travel & Leisure, Sunset)
 - Print (S.F only) full page ads in Sunday Travel Section of SF Chronicle
- **Guaranteed Engagements in SF & Seattle**



SFGATE Native Ads

PRESENTED BY: 



Drink beer in Bend Oregon, win a trophy


Dubbed the "outdoor playground of the West" for a thousand good reasons...


PRESENTED BY: 



Rediscover the joy of snow days in Bend, Ore.


Kid-friendly ski slopes, nonexistent lift lines, budget-friendly hotels and...


PRESENTED BY: 



The perfect adult getaway, only a drive away!

If your family's winter vacation fantasies feature pristine, kid-friendly...

PRESENTED BY: 



Make your family spring break epic in Bend

If you love impossibly long lift lines, crowded sledding hills, and...

+ Create Station

0:15 -3:39

Ads for Feelings
from Michael Zapruder
on Dragon Chinese Cocktail...

Now Playing Music Feed My Profile

- Antonin Dvorák Radio
- Chill Out Radio
- The Rat Pack Radio
- Burt Bacharach Radio
- John Williams (Comp...
- Dean Martin Radio
- Wolfgang Amadeus ...
- Richard Wagner Radio
- French Cafe Radio
- Georg Philipp Telem...
- Black Sabbath Radio
- Midlake Radio
- Stepkids Radio
- The Ocean Blue Radio
- Philip Glass Radio
- Madi Diaz Radio
- Jason Becker Radio
- Spooky Symphonies ...
- The Sounds of Bend...
- add variety options ▾
- Metallesque
- Sam Cooke Radio

Genre Stations learn more >

Pandora for your

LEARN MORE

Ads For Feelings
by Michael Zapruder
on Dragon Chinese Cocktail Horoscope

Publish ▾ Share... Buy ▾

Lyrics not available

About Michael Zapruder
San Francisco-based singer/songwriter and guitarist Michael Zapruder first gained attention as a member of Patty Spiglanin's band the Naked Barbies, which self-released three albums (Dancing with Vacuums [1994], full bio

Similar Artists

- Belle & Sebastian
- Alexi Murdoch
- Aqualung
- Mason Jennings

NOW PLAYING...

The
Sounds
of
Bend
Radio

LEARN MORE

BEND OREGON

IT'S WHERE YOU GO TO PLAY!

PANDORA®



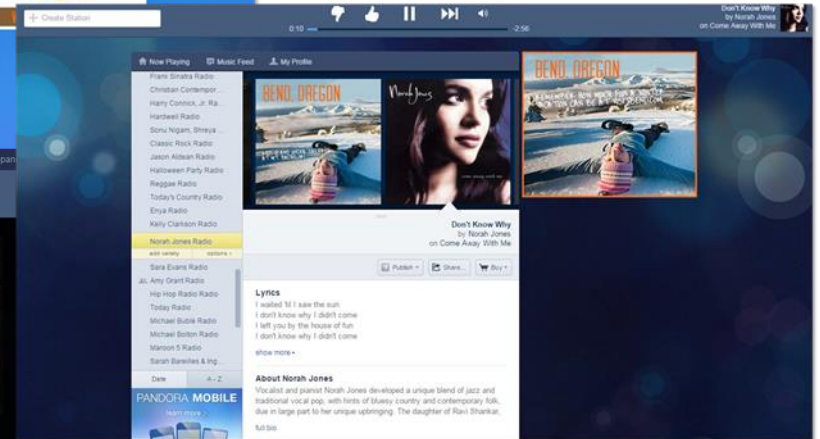
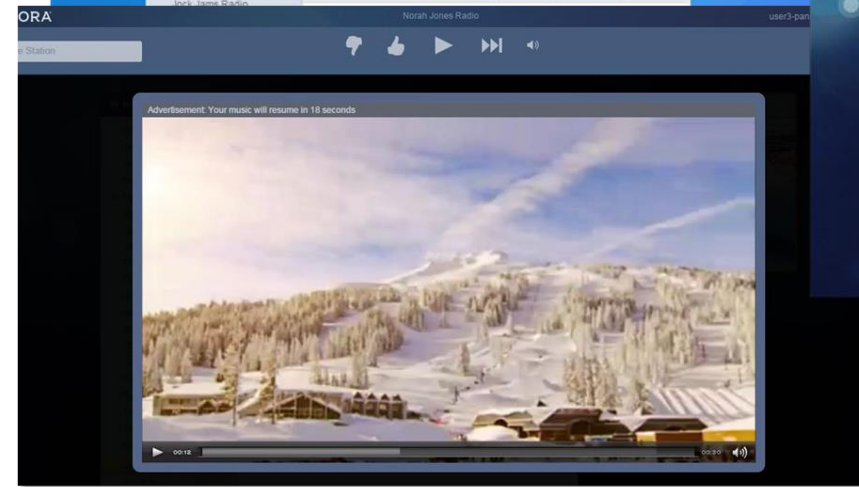
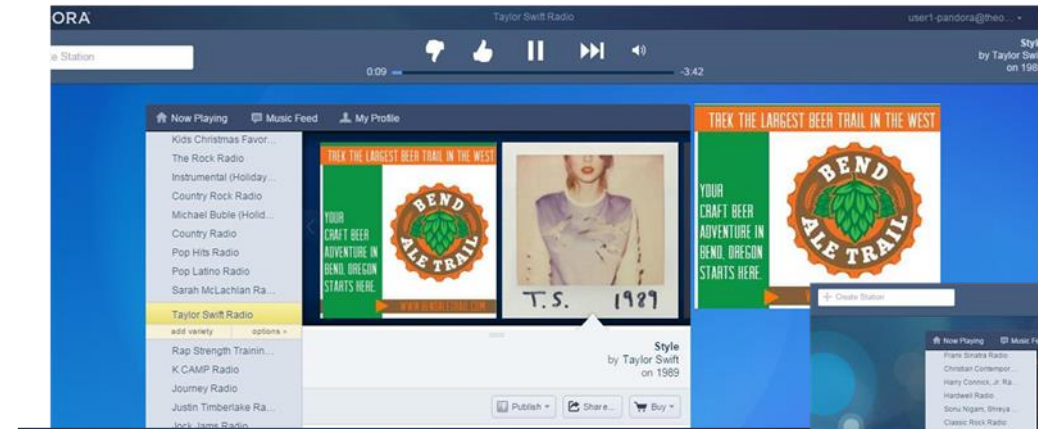
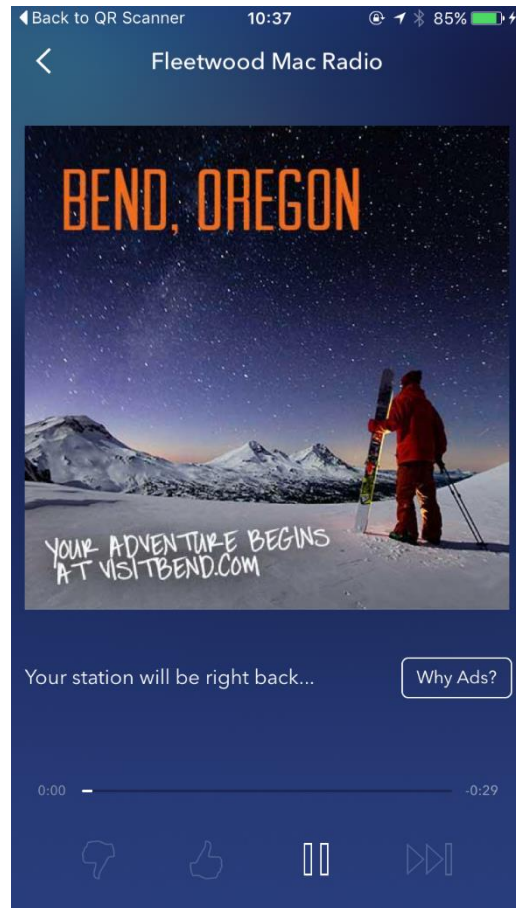
- Branded Station
- Live for all Pandora Users – across the globe
- Promoted in three target markets
- One Million audio/visual Impressions driving to station
- Play Lists to be created by season & target consumer
- Social sharing to be encouraged
- Visit Bend owns all real estate – visual & audio on station

Audio and Video Everywhere



Cross Platform

:30 audio spots, videos & digital banner ads



Cable – Multiscreen



:30 & :60 sec commercials
Streaming video, Co-Branded Promos
Digital ads on xfinity.com & partner sites



- Targeted on-air and on-line schedules utilizing networks most efficient in reaching each campaign's targets.
- Meet potential traveler on screen of choice – TV, computer, mobile/tablet – during entertainment and information gathering.
- Market-wide reach (80% of households) in all 3 markets.
- Dish, Direct TV and U-verse households reached on-air only.



San Francisco – Media Partners



The logo for 'via', written in a bold, blue, lowercase sans-serif font.

PRINT: AAA's "Discover Winter"

- Full page advertorial/ad combo
- dropped to 500,000 SF Bay Area Households



DIGITAL: Weekend Sherpa

- California's leading online travel and adventure resource
- Custom Branded Stories; Editorial Content; 125K Email list



TELEVISION: KTVU & KNTV

- Leading broadcast stations – dominant reach
- Local news, talk shows, sponsorships, digital



Voice of the Influencer

A screenshot of the Weekend Sherpa website. The background is a forest scene with three hikers in the foreground. The page layout includes a top navigation bar, a main headline, a sub-headline, a 'My Weekend Sherpa' section, and a footer with a sign-up prompt.

WEEKEND SHERPA
SF/Northern CA >

Recent Issues Regions My Weekend Sherpa 🔍
Hike Bikes Relax Overnights Water Winter Dog Friendly

THE ORIGINAL MOUNTAIN TOWN

Thinking of trying something new for a summer vacation? Ever been to Sun Valley? It's the Original Mountain...

My Weekend Sherpa:

- Want to do it
- Did it

Sponsored Story:
[Visit Sun Valley](#)

3/4 Stories Remaining. To continue [Sign up for Free](#) or [Log In](#) Have an account with our old site?

Portland - Media Partners



Oregon Public Broadcast (state-wide coverage)-

- :10sec underwriting spots and digital ads on opb.org

Commercial Radio

- Three stations (Sports, Country, Alternative Music Formats) targeting Portlanders
- On-air spots, endorsements, contesting and digital components will drive travelers to Visit Bend.com with strong calls to action to start their planning.
- Influencer Campaign built around radio talent

Portland – Media Partners



Television

- Fox & NBC Networks
- Premium placement in local newsprogramming
- “Visit Bend Ski Report” Sponsorships in
Fox - Top Rated Good Day Portland
KGW – All Local News Casts
- Outfitters Guide Sponsorship – content alignment w/ outdoor driven presentation
- Premium placement on the weather page of the websites.



Seattle - Media Partners



Seattle Public Radio

- :20-sec on-air spots targeting women with families

Commercial Radio

- Three stations (Rock, Alternative, Adult Contemporary Formats)
- On-air spots, endorsements, contesting and digital components will drive travelers to Visit Bend.com with strong calls to action to start their planning.
- Influencer Campaign built around radio talent



Seattle - Media Partners



**Q13
FOX**

Television

- Fox & NBC Networks
- Premium placement in #1 morning News
- 2 live appearances on Seattle's most viewed local program, "New Day". Five Minute Segments



Thank you!