



# VISIT BEND

WINTER/SPRING 2018-19 MEDIA RECAP



DVA ADVERTISING & PUBLIC RELATIONS

# OVERVIEW

## Goals:

- Increase TRT by generating overnight stays
- Increase repeat visitor web traffic through landing page visits

## Target markets:

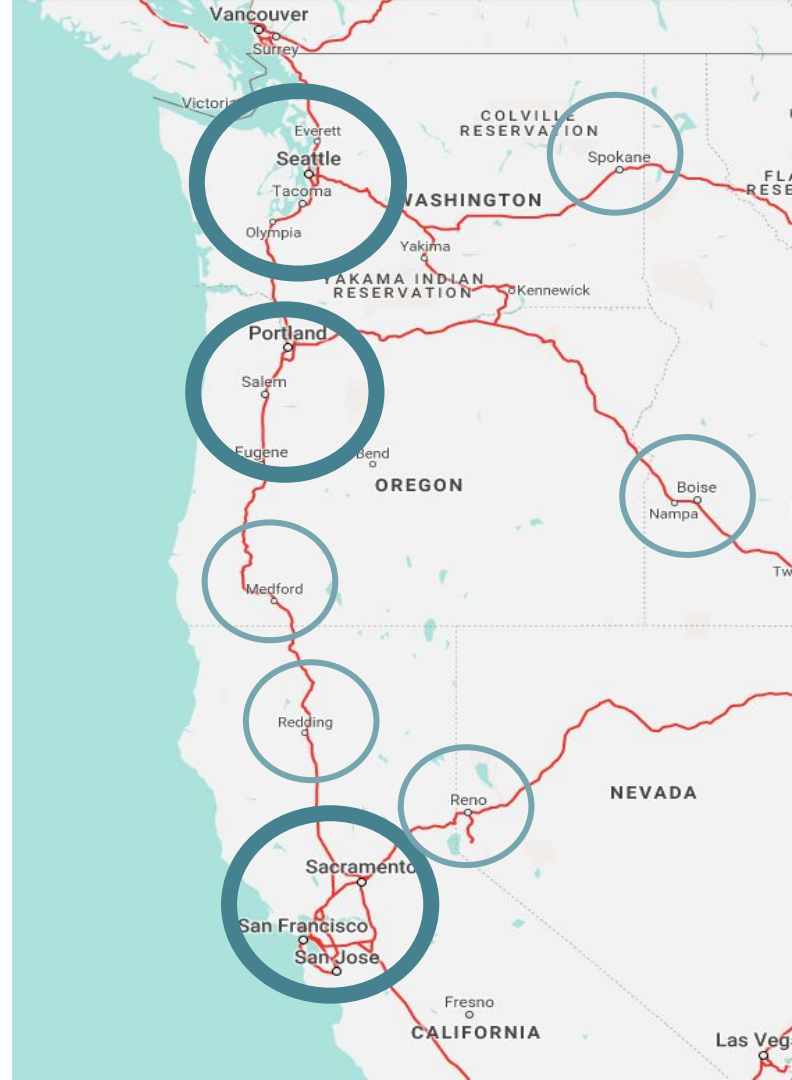
- Primary: SEA, PDX, SF/SJ
- Secondary: other 8-hour drives from Bend

## Audiences:

- Families – married women, 25-44, HH \$100k+, 1 or more child at home
- Friends – single 25-44, Male/Female, \$50k individual

## Timeframe: Oct through April

- Ale Trail: Oct-Nov
- Winter: Nov-Feb
- Spring: Mar-Apr

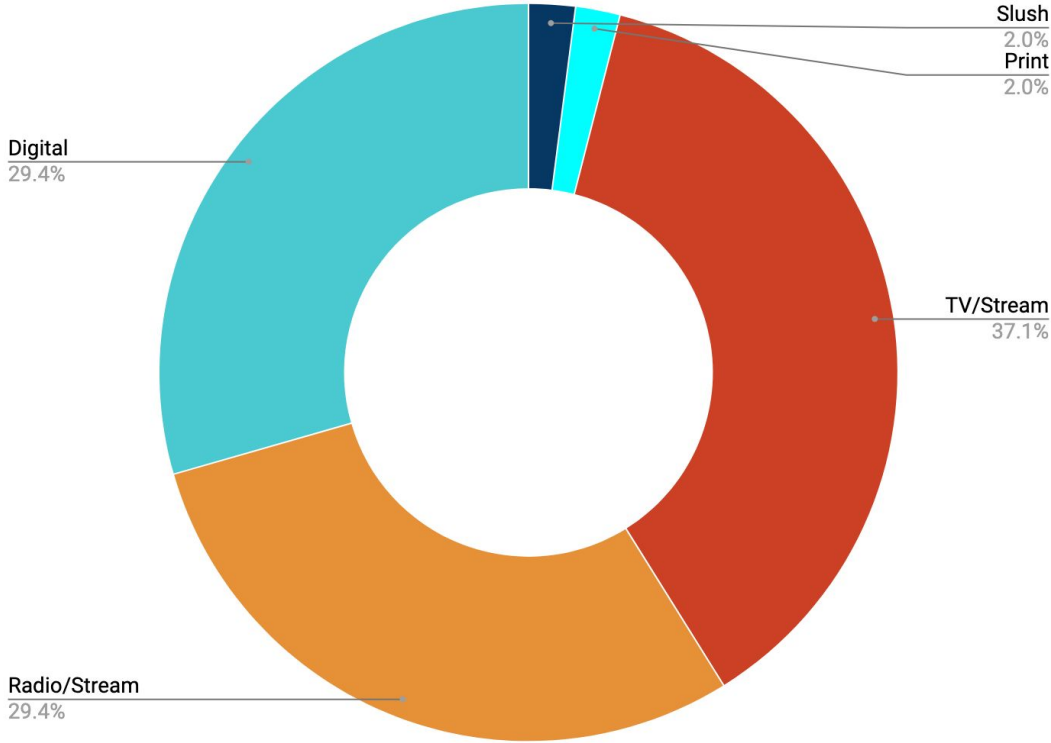


# MEDIA STRATEGY



- Deliver high awareness and drive traffic to Visit Bend website and trip planning tool
- Reinforce the Bend brand leading into key winter travel months
- Avoid redundancy with Mt. Bachelor's media plan
- Target based on real people, not cookies, as much as possible
- Avoid competitive noise - allow Bend to stand alone to tell it's story
- Attach to lowest funnel KPIs
  - Flight and Hotel confirmed bookings through Sojern Fusion program

# BUDGET BREAKDOWN



15.5%  
Oct 10 - Nov 18



77.3%  
Nov 1 - Mar 24



7.2%  
Mar 25 - Apr 30

# GOAL #1 PERFORMANCE

Increase YOY TRT by generating overnight stays (Oct '18 - Mar '19)

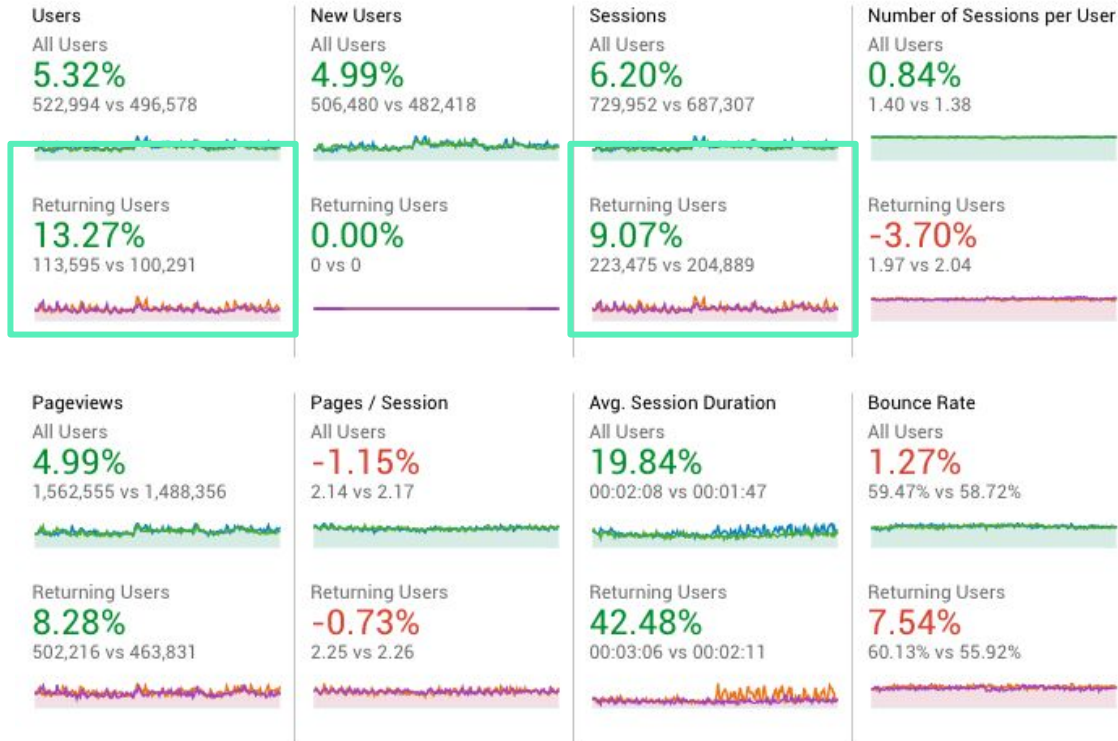
	FY17/18	CHANGE	FY18/19	CHANGE
<b>JUL</b>	\$ 1,415,547	13.0%	\$ 1,392,390	-1.6%
<b>AUG</b>	\$ 1,347,492	21.4%	\$ 1,343,926	-0.3%
<b>SEP</b>	\$ 820,801	-2.2%	\$ 908,895	10.7%
<b>OCT</b>	\$ 650,738	-2.1%	\$ 706,094	8.5%
<b>NOV</b>	\$ 426,303	-7.1%	\$ 478,255	12.2%
<b>DEC</b>	\$ 506,919	-6.4%	\$ 553,420	9.2%
<b>JAN</b>	\$ 475,959	1.8%	\$ 542,248	13.9%
<b>FEB</b>	\$ 499,784	5.1%	\$ 533,898	6.8%
<b>MAR</b>	\$ 673,381	-1.9%	\$ 755,096	12.1%
<b>APR</b>	\$ 690,587	8.6%		-100.0%
<b>MAY</b>	\$ 793,600	3.5%		-100.0%
<b>JUN</b>	\$ 1,041,741	2.0%		-100.0%
<b>\$ -</b>	\$ 6,816,924	4.9%	\$ 7,214,222	5.8%
<b>FY End</b>	\$ 9,342,852	4.7%	\$ 7,214,222	-22.8%

Average 10.5%



# GOAL #2 PERFORMANCE

Increase repeat visitor web traffic through landing page visits (Oct '18 - Apr '19)

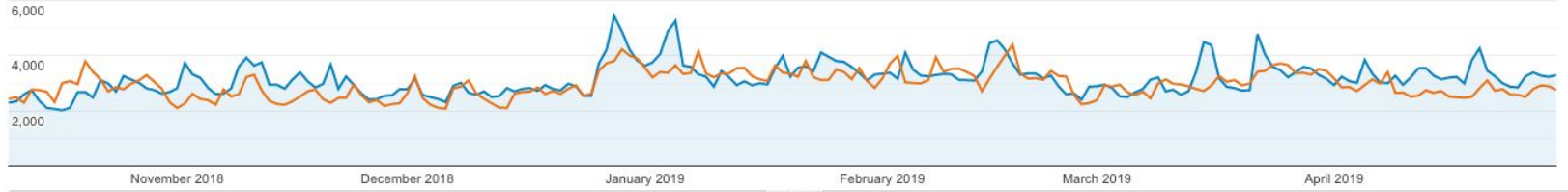


# WEB TRAFFIC - YOY

Performance dates: Oct 10 - Apr 30  
 compared to same period 2017-18

Oct 10, 2018 - Apr 30, 2019: ● Users

Oct 10, 2017 - Apr 30, 2018: ● Users



Users

**6.46%**

513,930 vs 482,732



New Users

**6.10%**

491,529 vs 463,267



Sessions

**7.20%**

704,897 vs 657,536



Number of Sessions per User

**0.70%**

1.37 vs 1.36



Pageviews

**3.95%**

1,488,461 vs 1,431,939



Pages / Session

**-3.04%**

2.11 vs 2.18



Avg. Session Duration

**8.00%**

00:01:57 vs 00:01:49



Bounce Rate

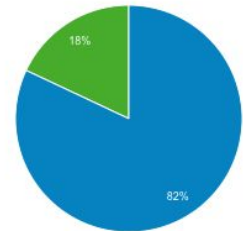
**1.86%**

59.75% vs 58.66%

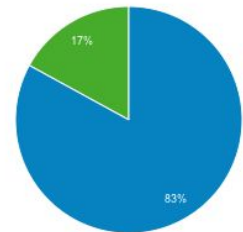


■ New Visitor ■ Returning Visitor

Oct 10, 2018 - Apr 30, 2019



Oct 10, 2017 - Apr 30, 2018



Organic Users



## Traffic Source

60% Organic  
 19% Direct  
 10% Paid Facebook  
 4% Social  
 3% Referral  
 2% Display

## Top Pages Visited

1. /things-to-do/activities/winter-fun/ - 8%
2. /things-to-do/events/ - 6%
3. Homepage - 6%
4. /things-to-do/ - 6%
5. /bend-ale-trail - 3%

# WEB TRAFFIC - AUDIENCE LOCATION

Performance dates: Oct 10 - Apr 30 compared to same period 2017-18

<b>1. Portland OR</b>		<b>6. Eugene OR</b>		<b>11. Denver CO</b>		<b>16. Boise ID</b>	
Oct 10, 2018 - Apr 30, 2019	130,706 (25.24%)	Oct 10, 2018 - Apr 30, 2019	13,021 (2.51%)	Oct 10, 2018 - Apr 30, 2019	5,788 (1.12%)	Oct 10, 2018 - Apr 30, 2019	4,070 (0.79%)
Oct 10, 2017 - Apr 30, 2018	116,773 (24.40%)	Oct 10, 2017 - Apr 30, 2018	12,452 (2.60%)	Oct 10, 2017 - Apr 30, 2018	3,922 (0.82%)	Oct 10, 2017 - Apr 30, 2018	5,213 (1.09%)
<b>% Change</b>	<b>11.93%</b>	<b>% Change</b>	<b>4.57%</b>	<b>% Change</b>	<b>47.58%</b>	<b>% Change</b>	<b>-21.93%</b>
<b>2. Bend OR</b>		<b>7. Sacramento-Stockton-Modesto CA</b>		<b>12. Chicago IL</b>		<b>17. Salt Lake City UT</b>	
Oct 10, 2018 - Apr 30, 2019	90,868 (17.55%)	Oct 10, 2018 - Apr 30, 2019	8,993 (1.74%)	Oct 10, 2018 - Apr 30, 2019	4,493 (0.87%)	Oct 10, 2018 - Apr 30, 2019	3,799 (0.73%)
Oct 10, 2017 - Apr 30, 2018	79,065 (16.52%)	Oct 10, 2017 - Apr 30, 2018	8,194 (1.71%)	Oct 10, 2017 - Apr 30, 2018	3,600 (0.75%)	Oct 10, 2017 - Apr 30, 2018	3,365 (0.70%)
<b>% Change</b>	<b>14.93%</b>	<b>% Change</b>	<b>9.75%</b>	<b>% Change</b>	<b>24.81%</b>	<b>% Change</b>	<b>12.90%</b>
<b>3. Seattle-Tacoma WA</b>		<b>8. New York NY</b>		<b>13. Phoenix AZ</b>		<b>18. Dallas-Ft. Worth TX</b>	
Oct 10, 2018 - Apr 30, 2019	68,088 (13.15%)	Oct 10, 2018 - Apr 30, 2019	7,148 (1.38%)	Oct 10, 2018 - Apr 30, 2019	4,492 (0.87%)	Oct 10, 2018 - Apr 30, 2019	3,179 (0.61%)
Oct 10, 2017 - Apr 30, 2018	73,325 (15.32%)	Oct 10, 2017 - Apr 30, 2018	5,751 (1.20%)	Oct 10, 2017 - Apr 30, 2018	3,888 (0.81%)	Oct 10, 2017 - Apr 30, 2018	2,881 (0.60%)
<b>% Change</b>	<b>-7.14%</b>	<b>% Change</b>	<b>24.29%</b>	<b>% Change</b>	<b>15.53%</b>	<b>% Change</b>	<b>10.34%</b>
<b>4. San Francisco-Oakland-San Jose CA</b>		<b>9. Medford-Klamath Falls OR</b>		<b>14. San Diego CA</b>		<b>19. Yakima-Pasco-Richland-Kennewick WA</b>	
Oct 10, 2018 - Apr 30, 2019	59,957 (11.58%)	Oct 10, 2018 - Apr 30, 2019	7,004 (1.35%)	Oct 10, 2018 - Apr 30, 2019	4,208 (0.81%)	Oct 10, 2018 - Apr 30, 2019	2,861 (0.55%)
Oct 10, 2017 - Apr 30, 2018	35,624 (7.44%)	Oct 10, 2017 - Apr 30, 2018	5,467 (1.14%)	Oct 10, 2017 - Apr 30, 2018	4,527 (0.95%)	Oct 10, 2017 - Apr 30, 2018	2,815 (0.59%)
<b>% Change</b>	<b>68.31%</b>	<b>% Change</b>	<b>28.11%</b>	<b>% Change</b>	<b>-7.05%</b>	<b>% Change</b>	<b>1.63%</b>
<b>5. Los Angeles CA</b>		<b>10. (not set)</b>		<b>15. Washington DC (Hagerstown MD)</b>		<b>20. Spokane WA</b>	
Oct 10, 2018 - Apr 30, 2019	15,570 (3.01%)	Oct 10, 2018 - Apr 30, 2019	6,941 (1.34%)	Oct 10, 2018 - Apr 30, 2019	4,109 (0.79%)	Oct 10, 2018 - Apr 30, 2019	2,676 (0.52%)
Oct 10, 2017 - Apr 30, 2018	15,447 (3.23%)	Oct 10, 2017 - Apr 30, 2018	16,607 (3.47%)	Oct 10, 2017 - Apr 30, 2018	4,519 (0.94%)	Oct 10, 2017 - Apr 30, 2018	2,780 (0.58%)
<b>% Change</b>	<b>0.80%</b>	<b>% Change</b>	<b>-58.20%</b>	<b>% Change</b>	<b>-9.07%</b>	<b>% Change</b>	<b>-3.74%</b>



# SOJERN

Partnered with Sojern's Fusion program to track marketing efforts back to hotel searches, bookings at hotels, flight searches, and flight bookings

- 9.7M impressions in total

## How did the campaign perform in terms of engaging travelers for Visit Bend?

Sojern analyzed travel events for the destination and airport



**26,364**

flight searches to destination



**2,162**

total confirmed travelers



**2,493**

flight confirms to destination



**\$329**

per person expenditure



**7,935**

hotel room night searches



**\$711,298**

total est. traveler spend



**609**

hotel room night confirmations



**\$20.32 : \$1**

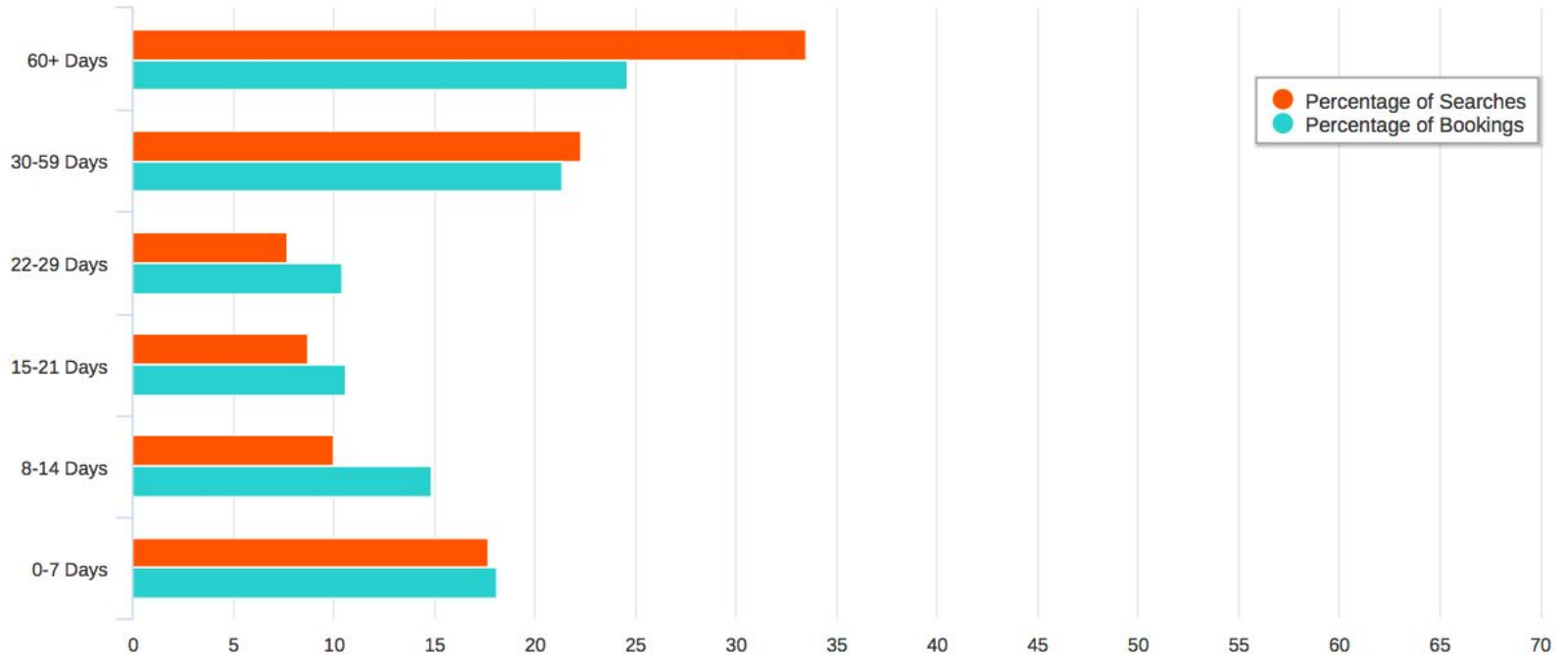
return on ad spend

# TRIP PLANNING



## How far ahead did travelers search and book?

This chart shows how many days ahead of their travel date impressed travelers searched or booked.

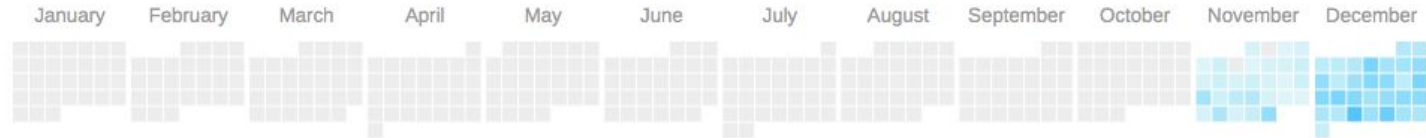


# BOOKED DEPARTURE DATES

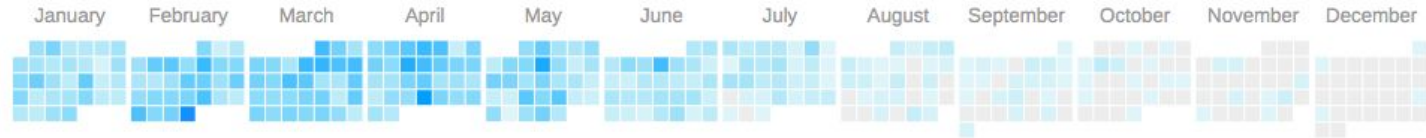
## What travel dates were most popular among travelers who booked trips to Bend?

These calendars show the more booked travel dates by travelers reached with our messaging. The colors range from blue to white, with the deepest blues indicating the highest values.

2018



2019



## Top Ten Most Booked Dates

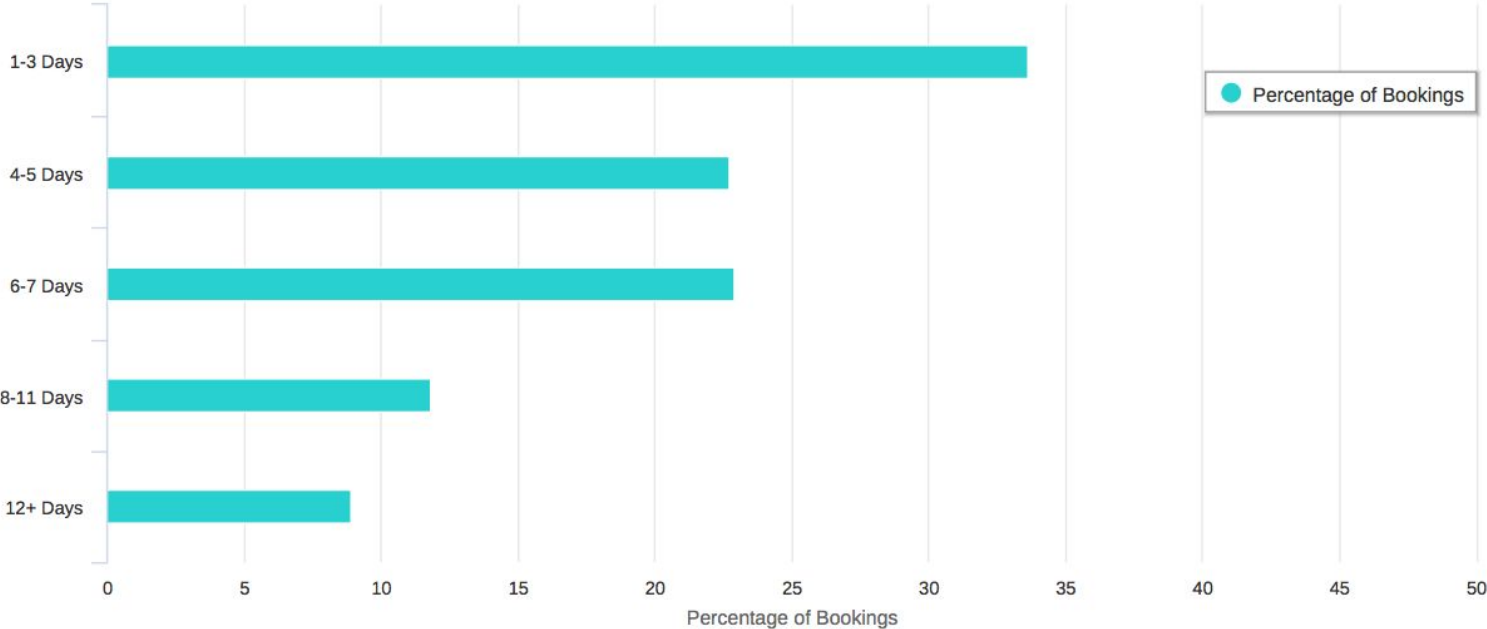
Date	Confirm Rank
Thu, Feb. 28	1
Thu, Apr. 25	2
Thu, May. 09	3
Wed, Apr. 10	4
Fri, Mar. 08	5
Thu, Mar. 07	6
Fri, Feb. 08	6
Thu, Apr. 04	6
Thu, Apr. 11	7
Sun, Mar. 10	7

# LENGTH OF STAY



## How long are travelers staying in Bend?

This chart shows how many days impressed travelers are staying in Bend. This data is based on flight departure and return dates and hotel/car check-in and check-out dates.



# FACEBOOK PERFORMANCE

Full campaign performance with representative ads shown below.

**Impressions:** 11,516,702  
**Clicks:** 42,627  
**CTR:** 0.37%  
**CPC:** \$2.29



**Visit Bend Oregon**  
Sponsored

Trek the Bend Ale Trail this November to celebrate Bend Ale Trail Month.

VISITBEND.COM  
**Drink beer, win a trophy.**  
Plan your Bend beer adventure.

Learn More

323 35 Comments 27 Shares



**Visit Bend Oregon**  
Sponsored

For those who crave adventure.

VISITBEND.COM  
**This is Bend, Oregon.**  
Plan your trip.

Learn More

929 25 Comments 66 Shares




**Visit Bend Oregon**  
Sponsored

Bend, Oregon's month-long celebration of women in arts and the outdoors.

VISITBEND.COM  
**Bend Women's March**  
Learn More

691 10 Comments 60 Shares



**Visit Bend Oregon**  
Sponsored

Your adventure begins this spring.

VISITBEND.COM  
**This is Bend, Oregon.**  
Plan your trip.

Learn More

176 13 Comments 11 Shares

This spring campaign provided the lowest CPC of \$1.64



# GOOGLE DISPLAY PERFORMANCE

Full campaign performance with representative ads shown below.

**Impressions:** 23,860,897  
**Clicks:** 44,155  
**CTR:** 0.19%  
**CPC:** \$1.26



This campaign performed the best with an average CPC of \$1.16 and CTR of 0.20%

# SEATTLE REFINED

[WATCH VIDEO HERE](#)


seattlerefined

ADVERT

EAT & DRINK LIFESTYLE THE HOME FASHION & BEAUTY TRAVEL SHOW

f t i Q

SPECIAL ADVERTISING CONTENT




*Bend, Oregon is known as "The Outdoor Playground of the West" for good reason! (Nate Wyeth/Visit Bend)<p></p>*

## Kids big and small love to play in Bend, Oregon


JANUARY 17, 2019  
by SEATTLE REFINED

VIEW GALLERY



ADVERTISEMENT

You see  
autism  
instead of  
Brandon



There are a million ways to play in Bend, Oregon (they don't call it "The Outdoor Playground of the West" for nothing!).

Whether you're seeking out world-class [river activities](#), [hiking](#), [biking](#), or [trail running on Bend's cutting-edge Urban Trail System](#), a living history trip to the High Desert Museum, or just enjoying the vibrant energy of a hip city, people from around the world visit this mountain town to connect with their loved ones in the great outdoors.

# CALIFORNIA LIVE


[WATCH VIDEO HERE](#)

**NBC** BAY AREA Home News Weather Investigative Unit Sports ... LIVE TV 60° Connect

## Visit Bend!

Published Feb 15, 2019 at 2:28 PM

f t e m



**CA LIVE**

You can get away from it all by visiting Bend, Oregon.  
(Published Friday, Feb. 15, 2019)

**Now Playing** Visit Bend

**Up Next** California Live Previews the Golden Globes

Scents of an Angel

Our Way Forward with Shannon Miller

### EARTHQUAKE RESOURCES

SURVIVE AND RECOVER FROM AN EARTHQUAKE

[CLICK HERE TO GET PREPARED NOW](#)

### TRENDING STORIES

- VIDEO** Fire Prompts \$1 Million Dispute With Airbnb
- VIDEO** Police: Pregnant Woman's Baby Cut From Womb After Her Murder
- VIDEO** Stanford Grad Murder Suspect Connected to Another 70s Case
- VIDEO** Video Shows Gas Pump Charging Money But Not Fueling

**SPONSORED**

# iHEART INFLUENCERS w/ JEEP

[LISTEN TO AUDIO HERE](#)

ON DEMAND DIRTY LITTLE SECRET WHAT'S TRENDING LET 'EM KNOW OR LET IT GO SHALLOW BOWL OF DEEP QUESTIONS

MY DAY FRIDAY


THE CARLA MARIE & ANTHONY SHOW

## Carla Marie and Anthony's Trip to Bend


posted by Carla Marie - Feb 11, 2019

It's no surprise that we love traveling and exploring new places. Bend, Oregon has been a place we wanted to visit from the moment we moved to Seattle so when we found out we'd be partnering with Visit Bend we were PUMPED. We spent a snowy weekend in Bend and can't wait to go back.


When we arrived on Friday we got dinner and beers at [Crux Fermentation Project](#)! We highly recommend everything we ate (which was a lot) chicken pot pie, the pretzel, and the Project Board (a bunch of meats and cheeses!)



Trending Songs: Pop



Week of May 13th



Dirty Litt...  
September 26  
- 3 min

The ORIGINAL...

carlamarieandant...  
Wanderlust Tours

View Profile



View More on Instagram

447 likes  
carlamarieandanthony

Our trip to Bend, Oregon was so much fun! We did a snowshoe and bonfire tour on @mtbachelor with @wanderlusttours and had a blast. If you listened to this past MyDayFriday you know @worstanthony was a bit hesitant about snowshoeing BUT he had the best time! Partially because our tour guide, James, was so unbelievably knowledgeable! He taught us so many things about nature...we even ate pine needles from a tree that were full of Vitamin C! We also jumped off of snow banks and had hot cocoa with Hazelnut Espresso Vodka! This is a MUST-DO.

our new friends who work for Intel!

#bend #visitbend #inbend #bendoregon #wanderlust #wanderlusttours #snowshoeing #snowshoe #mountbachelor #nature #nature #tours #snowshoetour #snow #carlamarieandanthony #worstanthony #thecarlamarie

view all comments

Add a comment...

# TV & RADIO SPOTS



		<b>Friends</b>	<b>Family</b>
<b>TELEVISION</b>	Comcast SEA	204	334
	KOMO ABC SEA	54	68
	KATU PDX	34	47
	KGW PDX	95	128
	KOIN PDX		27
	KPTV PDX	128	72
	Comcast SF	315	471
	KNTV NBC SF	284	274
<b>RADIO</b>	KEXP Radio SEA	188	
	KUOW Radio SEA		104
	iHeart SEA	96	
	OPB Radio		84
	KMHD PDX		75
	Entercom Radio PDX	239	360
	KQED Radio SF	52	
	<b>TOTAL</b>	<b>1689</b>	<b>2044</b>



THANK

YOU



DVA ADVERTISING & PUBLIC RELATIONS