COZY SEASON LODGING ACTIVATIONS

September 2024



TUALATINVALLEY.ORG

1

ABOUT COZY SEASON

OBJECTIVE The Cozy Season campaign will make our audience feel cozy all over in anticipation of the arrival of cooler seasons and holiday festivities. We'll get them excited to don their sweaters and enjoy a crisp day outdoors or stretch out by the fire with a glass of Pinot or a cup of coffee from a local roaster.

GOAL To position Tualatin Valley as "The Capital of Cozy Season," we're leaning hard into these iconic looks and experiences that are so dear to our audience's hearts.

HOW WE'LL GET THERE Proclaiming Tualatin Valley as "The Capital of Cozy Season" is a promise we want to deliver on. So, we'll use the 24/25 season to establish and build our reputation - working with lodging partners to bring that to life via our Cozy Season Lodging Activation Program.

Cozy Season Landing Page

EMBRACE COZY SEASON IN TUALATIN VALLEY

EXPLORE TUALATIN VALLEY



A Guide to Comfort and Warmth

As the vibrant colors of autumn transition into the brisk embrace of winter, Tualatin Vallay becomes a samctuary of comfort and transpulity. Neatied among rolling hills and lush vineyards, the vallay takes on a special charm during "Cory Season."

Spanning from September through January, it is when Tualatin Valley embraces its transfull side. It's a time to slow down, salor the tastes of Tualatin Valley and get immersed in the region's natural beauty and hospitality.

The Essence of Cozy Season

Cory Season in Tualatin Valley is a celebration of everything that brings warmth to the body and aclase to the soul. It's the particut time to pather around a cracking fire with lowed ones, lowers, soul-nouthing meaks, and engage is activities that help your buly approched an error incluming pace of 106. This ensance inclume you to wrap

EXPLORE TUALATIN VALLEY WASHINGTON COUNTY VISITORS ASSOCIATION

COZY SEASON CAMPAIGN PROMOTION

COZY SEASON will be promoted heavily through various Explore Tualatin Valley marketing efforts in the Portland area and beyond, including:

 \cdot A focus on Lodging offerings through **Expedia** (using Cozy Season messaging during this time)

• **Out-of-market promotion** (print, out-of-home, digital, influencers, and social media ad buys in Seattle)

 Lodging features on Cozy Season section of tualatinvalley.org and Explore Tualatin Valley social channels

• Deployment of a cozy-centric **Fall Inspiration Guide** (and an upcoming Winter update)



EXPLORE TUALATIN VALLEY WASHINGTON COUNTY VISITORS ASSOCIATION

COZY SEASON CAMPAIGN PROMOTION

OUT OF HOME -SEATTLE **PLACEMENTS:**

- 1. I-5, 200 ft N/O Birch ST WS
- 2. I-5, .3 mi E/O Port of Tacoma Rd NS

FRESHLY **PICKED FAMILY** TRADITIONS

HEAD SOUTH, THEN HANG





COZY SEASON CAMPAIGN PROMOTION

FULL PAGE AD INSERTIONS

(thus far):

- 1. Northwest Travel + Life
- 2. 425 Magazine
- 3. Seattle Met
- 4. Oregon Business
- 5. Oregon Wine Press
- 6. Portland Monthly
- 7. Willamette Week Winter Guide
- 8. 1889









CURRENT PARTICIPATING PARTNERS





Hampton Inn Portland Tigard



Hampton Inn Portland Tigard

Courtyard by Marriott Portland-Hillsboro

EXPLORE TUALATIN VALLEY WASHINGTON COUNTY VISITORS ASSOCIATION

ACTIVATION OPPORTUNITIES

Participating partners who offer a Cozy Season Lodging Package (which will be featured on a designated ETV's Cozy Season Lodging Package page) will also have the following **Cozy Season engagement options** that our lodging partners can select from include:

COZY SEASON CHECK-IN GIFT	COZY SEASON COLLATERAL
	 Lobby Display - 6' X-banner
Guests who purchase the lodging package receive a gift at check-in.	 Freestanding signage for tables/displays at existing hotel-hosted happy hours
Examples: local honey with spool, local tea and Explore	 Cozy Season coasters (with QR code to Cozy Season landing page)
Tualatin Valley mug (or sub tea for coffee), local chocolates.	 Social Tiles that Partners can utilize to promote their package (in addition, ETV will promote lodging packages on their social channels)



THANK YOU

TUALATINVALLEY.ORG

EXPLORE TUALATIN VALLEY WASHINGTON COUNTY VISITORS ASSOCIATION