

COZY SEASON
LODGING ACTIVATIONS
September 2024

1

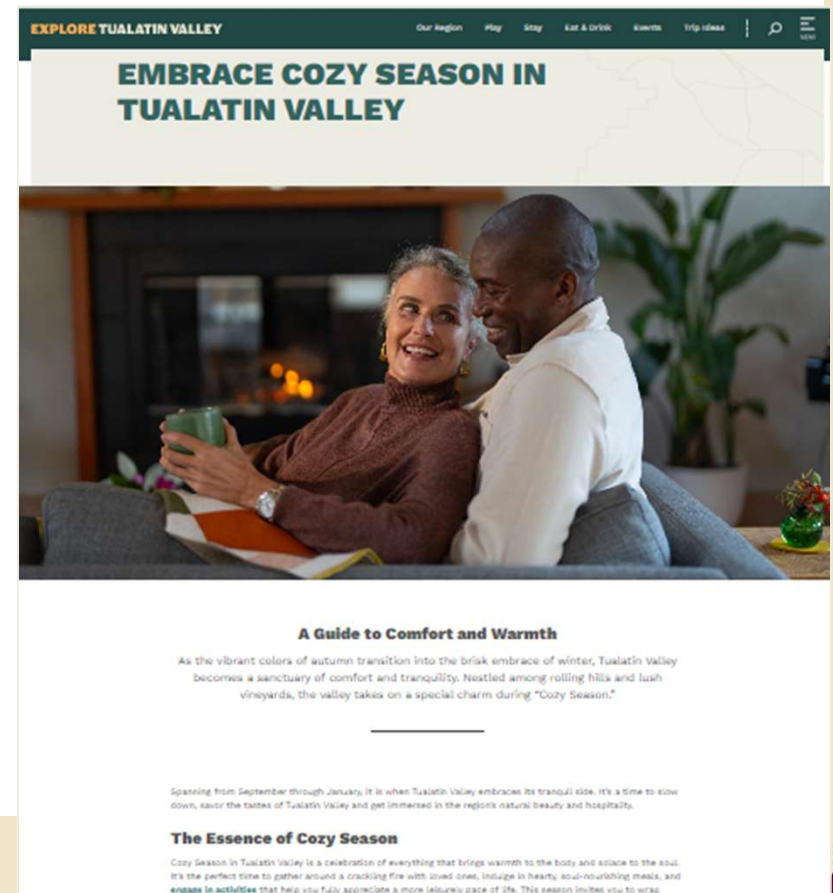
ABOUT COZY SEASON

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.

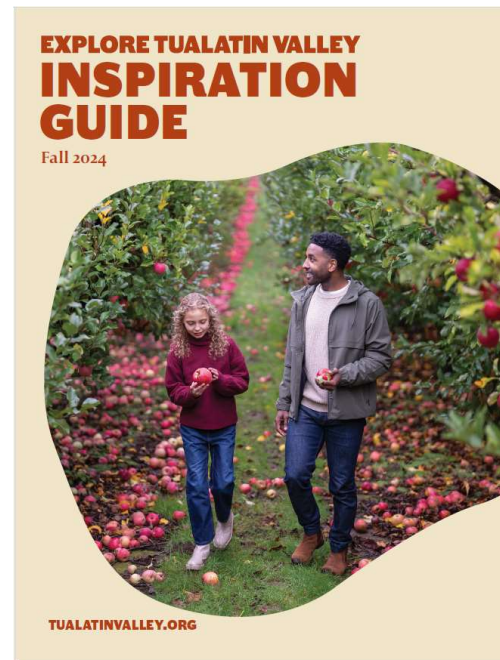
Cozy Season Landing Page



COZY SEASON CAMPAIGN PROMOTION

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

- 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)



Fall Inspiration Guide



Social Creative



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
A RIGHT AT PORTLAND.

EXPLORE
TUALATIN
VALLEY



COZY SEASON IS UNDERWAY JUST WEST OF PORTLAND.

EXPLORE
TUALATIN
VALLEY



EXPLORE TUALATIN VALLEY

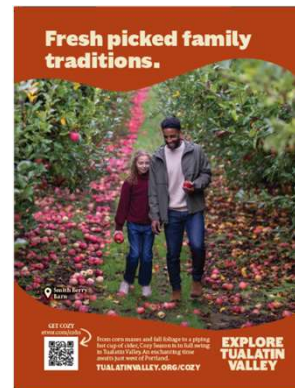
WASHINGTON COUNTY VISITORS ASSOCIATION

TUALATINVALLEY.ORG

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



**EMBASSY
SUITES**
by Hilton™

Embassy Suites by Hilton Portland Tigard



Hampton Inn Portland Tigard



Hampton Inn Portland Tigard

COURTYARD®
BY MARRIOTT

Courtyard by Marriott Portland-Hillsboro

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

Guests who purchase the lodging package receive a gift at check-in.

Examples: local honey with spool, local tea and Explore Tualatin Valley mug (or sub tea for coffee), local chocolates.

COZY SEASON COLLATERAL

- Lobby Display - 6' X-banner
- Freestanding signage for tables/displays at existing hotel-hosted happy hours
- Cozy Season coasters (with QR code to Cozy Season landing page)
- Social Tiles that Partners can utilize to promote their package (in addition, ETV will promote lodging packages on their social channels)

THANK YOU