

→ SPECIAL UPDATE

UNCORKING SUCCESS: **EXPLORE TUALATIN VALLEY'S WINE MARKETING STRATEGIES**



**EXPLORE
TUALATIN
VALLEY**

YOU SPOKE. WE LISTENED.

Thank you for attending our winery listening sessions and for participating in our comprehensive survey in February and March of 2023.

We are pleased to share our initial efforts to support and promote Tualatin Valley's wineries and wine industry.



NEW GRAPE STOMPING GROUNDS

Explore Tualatin Valley (aka Washington County Visitors Association) launched its new brand and first campaign, which focuses on new grape stomping grounds in Tualatin Valley and its closeness to Portland, in September 2023.

With the headline, “Spend a Weekend Exploring Some New Grape Stomping Grounds,” full-page print ads, digital ads and billboards invite wine consumers to visit Tualatin Valley. A QR code on the billboards and print ads link to the TUALATINVALLEY.ORG website.



PUBLIC RELATIONS

Explore Tualatin Valley’s public relations efforts usually includes at least one winery visit on each itinerary.

A wine-focused culinary wine media familiarization tour is being planned for Spring 2024.

SALES EFFORTS

Our sales department also markets Tualatin Valley wine country to tour operators, meeting planners, sports planners and other travel planners. Wine messaging includes marketing pieces developed specifically for planners and operators, as well as via sales calls and at tradeshows. These tradeshows include **IPW** (the travel industry’s premier international marketplace), **Meeting Professionals International** (Oregon’s largest association of event planners), and **HelmsBriscoe** (one of the most prolific organizations of 3rd party event planners).

OUTDOOR AND OUT-OF-HOME WINE MESSAGING

The “New Grape Stomping Grounds” campaign launched with a series of billboards and advertisements placed throughout Portland and Washington County.

- Wallscape on a building located on SW Washington Street at the Morrison Bridge in downtown Portland
- Vinyl and digital billboards along Highway 217, Beaverton-Hillsdale Highway and Highway 8 (Canyon Road)
- Wall wrap and large wall-mounted displays at Portland International Airport
- Portland streetcar wrap
- Trimet bus tail displays on buses on routes throughout Washington County
- Rest areas throughout the state



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WINE AD PLACEMENTS - PRINT SCHEDULE (AUGUST-DECEMBER 2023):

PUBLICATION	ISSUE	PUBLICATION	ISSUE
1889 Magazine	<i>August/September, October/November</i>	1859 Magazine	<i>September/October, November/December</i>
AAA VIA (Oregon/Idaho)	<i>September/October, November/December</i>	Bon Appetit (No. California, Seattle, Oregon, Houston)	<i>November</i>
CondeNast Traveler (No. California, Seattle, Oregon, Houston)	<i>November/December</i>	Northwest Travel + Life	<i>September/October November/December</i>
Oregon Business	<i>November/December</i>	Oregon Wine Press	<i>September, October November, December</i>
Pamplin Media Fall Adventures Guide	<i>Fall, Winter</i>	Portland Monthly Magazine	<i>Fall, Winter</i>
Seattle Magazine	<i>September</i>	Seattle Met	<i>Fall, Winter</i>
Sip Northwest	<i>Fall, Winter</i>	Wine Enthusiast	<i>December</i>
Vanity Fair (No. California, Seattle, Oregon, Houston)	<i>November</i>		

In addition to the advertising placements listed above, Explore Tualatin Valley will also place ads with wine messaging in the following publications:

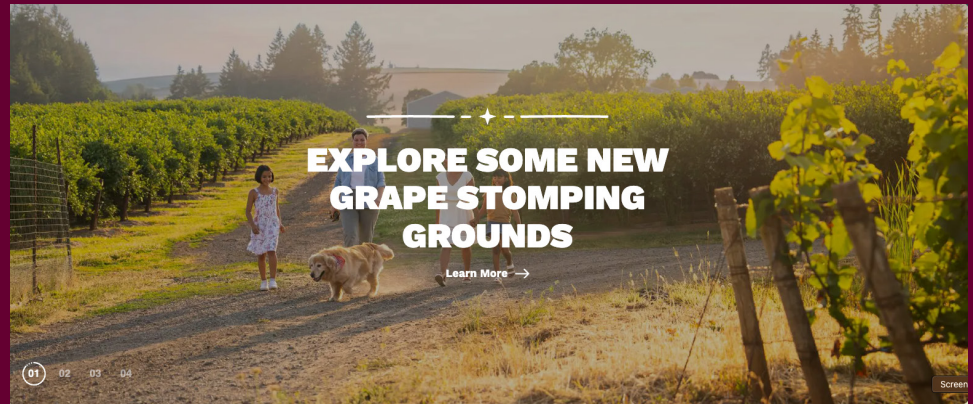
- 2024 TRAVEL PORTLAND MAGAZINE (VISITOR GUIDE)
- 2024 TRAVEL OREGON VISITOR GUIDE
- 2024 PORTLAND UNCOVERED (IN-ROOM GUIDE)



DIGITAL WINE MESSAGING

Explore Tualatin Valley's digital presence complements the digital buy with magazine partnerships to specifically target and reach wine consumers. In addition to wine-focused digital ads, Explore Tualatin Valley is also reaching specific wine audiences:

- A dedicated newsletter, sponsored by Explore Tualatin Valley, was sent to Condé Nast Traveler and Bon Appétit e-newsletter subscribers in Northern California, Oregon, Seattle and Houston who are "wine enthusiasts."
- Influencer content and digital Infographic about the destination's wine industry on Wine Enthusiast's website.
- Paid influencers, "The Browns" and Michele Venlee, included wine content in their Instagram stories.



TELEVISION & RADIO

As part of Explore Tualatin Valley's paid broadcast sponsorships, wine messages have been incorporated into the overall destination messages. Messaging includes enforcing that Tualatin Valley is the closest wine country to Portland/PDX.

• TELEVISION

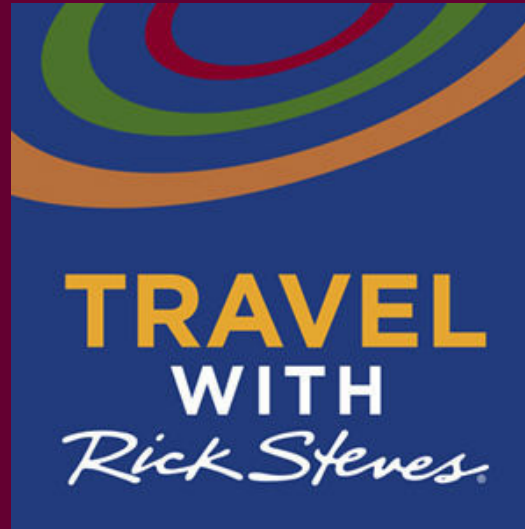
- A national feature on Discovery Network's "Adventure Cities" series (October 2023)
- Thanksgiving Wine Weekend taped segment on **AM Northwest** on KATU, channel 2 (November 2023)

(Earlier this calendar year, paid promotional appearances on **AM Northwest** and **Afternoon Live** on KATU were dedicated to the Valentines Day Wine Loop and Pink! Rosé Festival.)

• RADIO + PODCASTS

- Live reads on OPB Radio during the morning commute on weekdays and on weekends during "Wait, Wait, Don't Tell Me" and "Travel With Rick Steves" (ongoing)
- Live reads during the Hillsboro Hops baseball games aired during radio broadcasts (from June through September 2023)
- Live reads before the Wine Enthusiast Podcast during the month of September 2023

(Live reads are scripts provided by a sponsor that are read on the air, usually by the host)



RESULTS

Explore Tualatin Valley's wine messaging is not only for building awareness of our wine country, there is also a call to action to visit **TUALATINVALLEY.ORG** to order a **Tualatin Valley Wine Guide**.

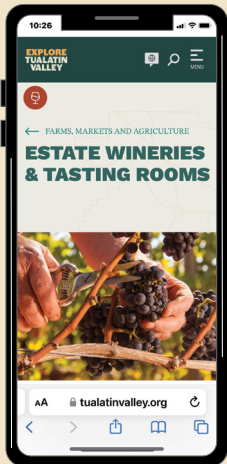
TOTAL PAGE VIEWS

This graphic illustrates the number of visits to the **WINERIES AND VINEYARDS PAGE** on **TUALATINVALLEY.ORG**.

From **July 1** through **October 19 2023**, there were

11,821
PAGE VIEWS

of the wineries and vineyards page on **TUALATINVALLEY.ORG**.



During the current "New Grape Stomping Grounds" messaging, traffic to the Wineries and Vineyards page is **up 137.51%** compared to the same time period last year (4,321 visitors during that time period in 2023, vs. 808 visitors in 2022).

On the whole, visitors to the winery pages spend an average of **2 minutes and 30 seconds** on the site, compared to the site average of **2 minutes and 1 second**.

WINE GUIDES DISTRIBUTED

The number of wine guides distributed reflects the amount distributed by both orders from the **TUALATINVALLEY.ORG** website and distribution by Certified Rack Display, which carries the guide in more than 225 locations in the Portland metropolitan area, including PDX airport. (**The number does not reflect bulk orders delivered to individual businesses.)



Since the wine guide was produced, more than

12,400
GUIDES

were distributed via Certified Rack Display and via the Explore Tualatin Valley office.

(This number does not include the number of guides distributed via wineries, businesses or at events.)

A new Tualatin Valley Wine Guide was produced in November 2023, and was delivered directly to wineries and will also be distributed via Certified Rack Display and Explore Tualatin Valley.

Explore Tualatin Valley included **trackable QR codes** on its maps, brochures and ads. As of mid-October 2023, nearly

1,400
CONSUMERS
CLICKED ON
THE CODES.

