

→ *SPECIAL UPDATE*

COZY SEASON MARKETING AND PR RECAP

SEPTEMBER 2024 - JANUARY 2025

EXPLORE
TUALATIN
VALLEY



WELCOME TO COZY SEASON IN TUALATIN VALLEY

Explore Tualatin Valley's Cozy Season campaign, launched in September 2024 seeking to position the region as "The Capital of Cozy Season."

The campaign, with an **overall investment exceeding \$378,000** (from September through January), aimed to inspire excitement for the arrival of cooler weather and holiday festivities, encouraging visitors to embrace cozy outdoor adventures, enjoy a glass of Pinot, or relax by the fire with a warm beverage from a local roaster. By focusing on iconic, heartwarming experiences that resonate deeply with the audience, **Tualatin Valley sought to become the go-to destination for fall and winter experiences.**

The campaign also sought to **drive overnight stays** and thus included a pilot Cozy Season Lodging Activation Program. Partnering with our hotels, Cozy Season lodging packages were offered to enhance the seasonal experience for visitors. The Cozy Season Social Giveaway, offering a two-night stay at Forest Grove's McMenamin's Grand Lodge to our Instagram followers who entered the contest, also drove attention to Tualatin Valley's lodging offerings.



PAID ADVERTISING

Explore Tualatin Valley supported Cozy Season with a robust advertising campaign that included print, digital, broadcast, social media and out-of-home advertising. Advertisements ran from September 1 through January 31.

PRINT ADVERTISING

Ad placements in key regional magazines and lifestyle publications effectively promoted Tualatin Valley's Cozy Season to an engaged audience interested in travel, local events, and seasonal experiences. These placements highlighted the region's cozy offerings, positioning Tualatin Valley as the perfect fall and winter destination for readers seeking unique, comfortable getaways.

- Northwest Travel + Life
- 425 Magazine
- Seattle Met
- Oregon Business
- Oregon Wine Press
- Portland Monthly
- Willamette Week Winter Guide
- 1889



GOOGLE SEARCH ADS

Paid search ads for Cozy Season effectively targeted users searching for fall and winter travel experiences, driving traffic to the landing page. These ads captured the attention of potential visitors actively seeking cozy getaways, helping to position the region as the ultimate seasonal destination.

3 Regional Ads

3 Seattle Targeted Ads

7,119 Clicks

1,779 Conversions

DIGITAL ADVERTISING

Digital display advertising on key channels played a significant role in driving targeted traffic to Explore Tualatin Valley's Cozy Season campaign, specifically reaching audiences in the Portland and Seattle areas. Collectively, digital display advertising helped attract a diverse and targeted audience, boosting engagement and driving traffic to Tualatin Valley's online platforms, where visitors could explore the campaign further and plan their cozy experiences.

- k103.com
- Portland Winterhawks
- Seattle Kraken
- Seattle Met
- Portland Monthly
- Expedia
- Northwest Travel + Life

BOOK A LOCAL SHOPPING ADVENTURE

Find "just the thing" for just about everyone — in Tualatin Valley



EXPLORE TUALATIN VALLEY

RAIN, RAIN, COME AND STAY



EXPLORE TUALATIN VALLEY

PAID ADVERTISING (CONT.)

OUT-OF-HOME ADVERTISING

9 Digital billboards in the Portland Metro Region
2 Digital billboards in the Seattle Metro Region

**DELIVERING OVER 37 MILLION
CAMPAIGN IMPRESSIONS!**



BROADCAST ADVERTISING

- K103 radio live reads (25 spots per week)
- KOIN 6 “Cozy Season” Broadcast Spot

**106 SPOTS AIRED ON KOIN BETWEEN NOVEMBER
AND JANUARY, GENERATING OVER 500 VISITS TO
THE COZY SEASON LANDING PAGE**

EMAIL MARKETING

Cozy Season leveraged Explore Tualatin Valley’s owned consumer newsletter and partner networks like MediaMax to engage a wide audience with targeted messages about seasonal experiences. These campaigns drove significant open and click-through rates, effectively promoting the region’s cozy offerings and encouraging visits.

PARTNER NEWSLETTER STATS

- Total Dist: 1,482,096
- Total Views: 299,019
- Total Clicks: 43,019

EXPLORE TUALATIN VALLEY NEWSLETTER STATS

- Total Distribution: 24,740
- Total Views: 9,142
- Total Clicks: 552

**COMBINED EMAIL
DISTRIBUTION
1,506,836 AND OVER
300,000 VIEWS!**

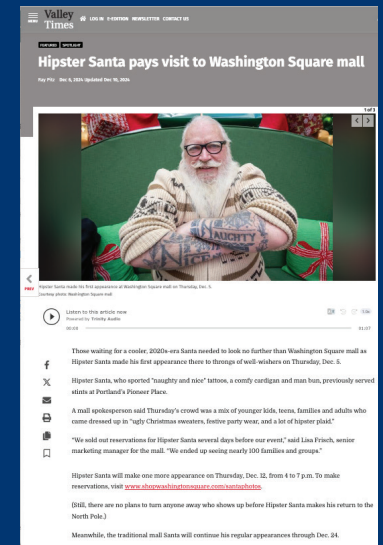
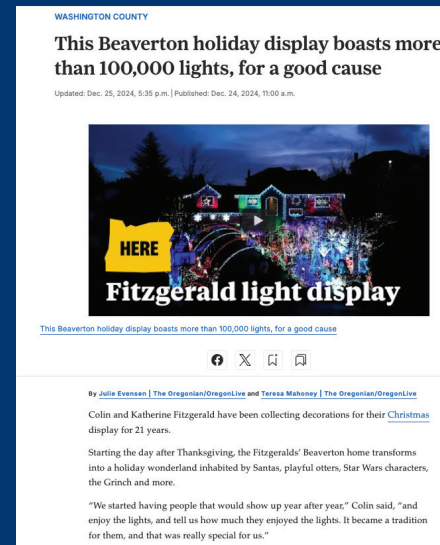
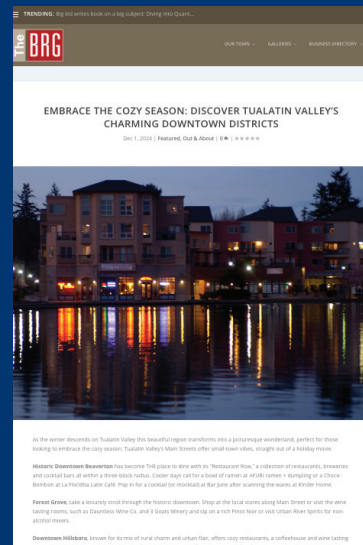


PUBLIC RELATIONS MEDIA RESULTS

Explore Tualatin Valley's public relations and media outreach efforts included pitching stories to local news and media outlets about Cozy Season and how to experience it in the Tualatin Valley.

As a result, **Cozy Season** earned **more than 23 media placements** including articles and mentions in the following outlets:

- Beaverton Resource Guide
- PDX Monthly
- KATU
- KGW
- KOIN
- OregonLive
- Hillsboro News Times



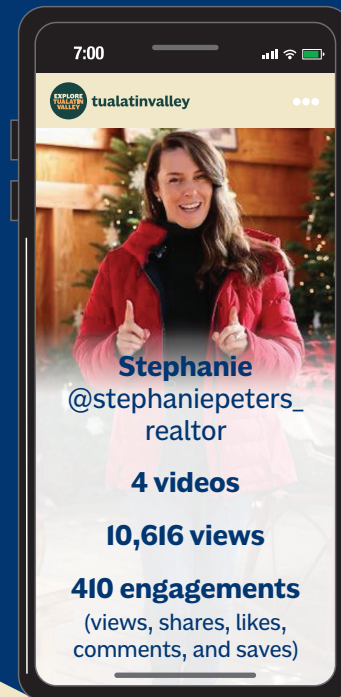
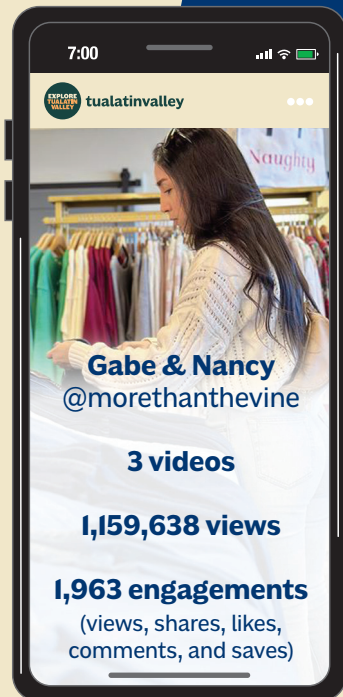
OWNED MEDIA: SOCIAL MEDIA

In addition to the paid and earned media efforts outlined, Explore Tualatin Valley also used its own channels (or “owned media”) — Facebook, Instagram, Pinterest and tualatinvalley.org — to promote Cozy Season.

SOCIAL MEDIA CONTENT CREATOR PARTNERSHIPS

Throughout Cozy Season, we partnered with five different content creators from the Portland Seattle areas with the goal to generate more content and assets around Tualatin Valley during this season, and also to reach an audience who may otherwise not be hearing our story.

Our suite of creator content garnered over 2.2 million views, and over 8,200 engagements!

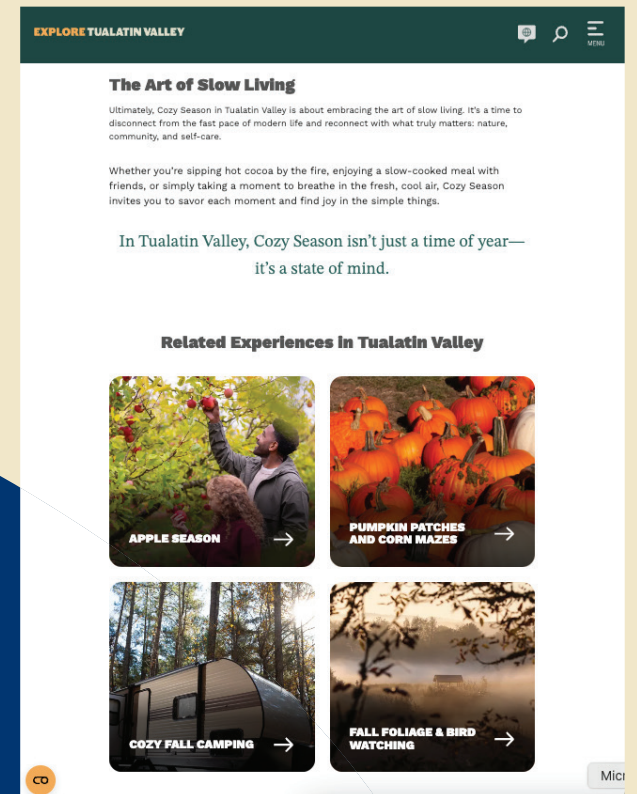
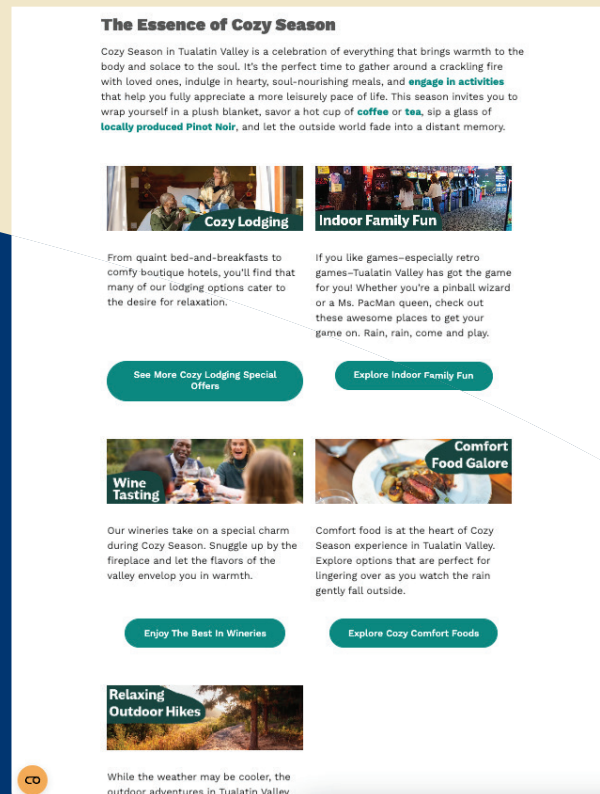
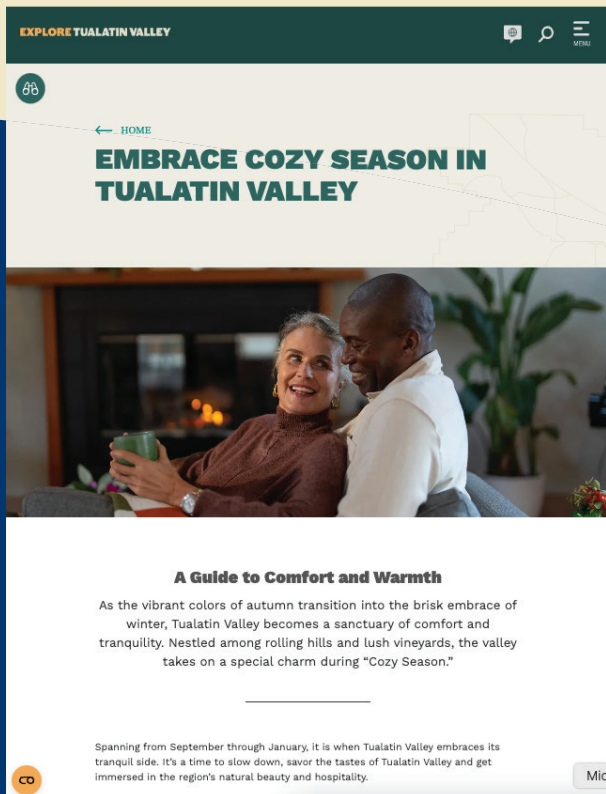


OWNED MEDIA: WEBSITE

Our campaign landing page served as a singular place to curate all of the iconic fall and winter places, experiences, and events visitors need to make the most of Cozy Season in Tualatin Valley. Content here evolved as the seasons moved from fall, to holiday, and then to winter and served as a gateway for visitors to explore the Cozy Lodging offers from our hotel partners.

COZY SEASON LANDING PAGE PERFORMANCE

47,743 Visitors
5,166 Conversions



LODGING PROMOTIONS

COZY SEASON SOCIAL GIVEAWAY

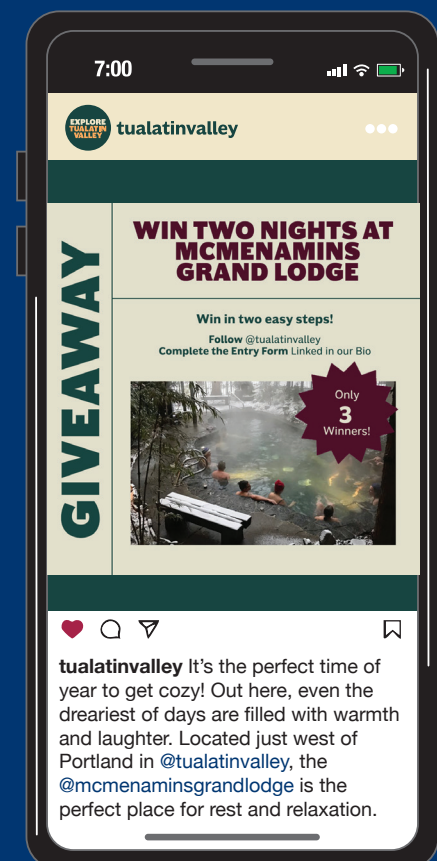
In partnership with the McMenamins Grand Lodge, Explore Tualatin Valley incorporated a Cozy Season Social Giveaway into the campaign, offering a chance to win one of three prize packages – each comprised of two 1-night vouchers at the hotel.



The Cozy Season Social Giveaway was promoted via **Explore Tualatin Valley's Instagram** account.

252 ENTRIES

536 NEW
FOLLOWERS



LODGING PROMOTIONS (CONT.)

COZY SEASON LODGING PROMOTION

In addition to the Cozy campaign promotion - we invited our lodging partners to bring Cozy Season to their properties.

The Cozy Season Lodging Promotion served as a pilot program aimed at testing and learning about the potential of offering hotel packages within Tualatin Valley. By partnering with our hotels, the initiative sought to assess the effectiveness of tailored seasonal packages and gather valuable insights to refine future lodging promotions.

The program was promoted across Explore Tualatin Valley's social media channels, through paid search ads, and in the organization's consumer newsletters to drive maximum visibility and engagement. The goal was to enhance the visitor experience, support local businesses, and determine the most effective strategies for offering cozy, seasonal stays in the region.

Nine of our hotels opted in for the promotion. Participating partners who offered a Cozy Season Lodging Package (which were featured on our Cozy Season Lodging landing page) had two engagement options to select from:

COZY SEASON CHECK-IN GIFT

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

COZY SEASON PROMOTIONAL MATERIALS

- 6' Lobby Display banner
- Freestanding signage for hotel-hosted happy hours
- Cozy Season coasters
- Social Tiles branded for each hotel
- Hosting a Cozy Season Happy Hour at their property, supported with a budget from Explore Tualatin Valley



COZY SEASON CHECK-IN GIFT



PARTNER SOCIAL TILE

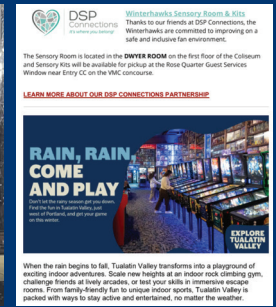


OTHER PARTNERSHIPS

By leveraging our partnerships, the Cozy Season message was extended to additional audiences around the Portland area. The collaboration with the Portland Winterhawks brought the campaign to sports fans through in-game announcements, giveaways, and targeted promotions, while the partnership with Washington Square mall expanded reach through in-mall advertising and eBlasts, effectively engaging shoppers and visitors in the region. These strategic partnerships helped amplify the campaign's visibility, ensuring the Cozy Season message reached diverse, highly engaged audiences.

PORTLAND WINTERHAWKS

- Tommy the Hawk @ Lee Farms & Smith Berry Barn
- Tommy the Hawk @ Next Level and Portland Rock Gym
- In-game announcements at every game
- Nine giveaways throughout the season
- Three eBlasts throughout the season
- Guides and posters at the Beaverton and Sherwood skating centers



YOUR COZY ESCAPE

Find your perfect retreat in Tualatin Valley with cozy accommodations with some amazing special offers. From boutique hotels to charming getaways, experience the warmth and comfort of a home-away-from-home. Perfect for family staycations or visiting loved ones, these stays are your gateway to Oregon's scenic beauty.

[BOOK YOUR COZY STAY TODAY](#)



WASHINGTON SQUARE

- In-mall advertising ran in December and January across three static kiosks throughout the mall, reaching holiday shoppers with our Cozy Lodging message
- One-off eBlast (with a distribution list of over 70,000) effectively reached a wide audience, promoting the Cozy Season campaign and encouraging visits to Tualatin Valley

EXPLORE TUALATIN VALLEY

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Explore Tualatin Valley



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