# SPECIAL UPDATE COZY SEASON MARKETING AND PR RECAP SEPTEMBER 2024 - JANUARY 2025



## 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

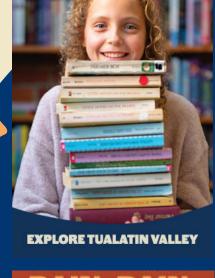
## **DIGITAL ADVERTISING**

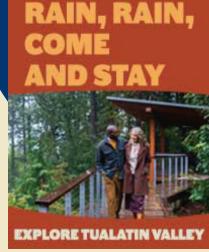
Digital display advertising on key channels played a significant role in driving targeted traffic to Explore Tualatin Valley's Cozy Season campaign, specifically reaching audiences in the Portland and Seattle areas. Collectively, digital display advertising helped attract a diverse and targeted audience, 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





## 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!



## **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!

## **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** 



## 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





Beaverton Winter Lights DEC 1-JAN 3 Heaverton's downtown comes to life each holiday season with free winter displays and festivities, starting with a tree-lighting ceremony from 6-App Pride: December 6. The overif feature live music: crit activities. and we



This Beaverton holiday display boasts more than 100,000 lights, for a good cause uptanet Dec. 25, 2024, 535 p.m. [Pointenet Dec. 24, 2024, 1106 a.m.



This Beaverton holiday display boasts more than 100,000 lights, for a good c

By Julie Evensen | The Oregonian/Oreg

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Colin and Katherine Fitzgerald have been collecting decorations for their Christmas display for 21 years.

Starting the day after Thanksgiving, the Fitzgeralds' Beaverton home transforms into a holiday wonderland inhabited by Santas, playful otters, Star Wars characters, the Grinch and more.

"We started having people that would show up year after year," Colin said, "and enjoy the lights, and tell us how much they enjoyed the lights. It became a tradition for them, and that was really special for us."



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  - marketing manager for the mall. "We ended up seeing nearly 100 families and groups."

Hipster Santa will make one more appearance on Thursday, Dec. 12, from 4 to 7 p.m. To make reservations, visit <u>www.shopwashinutonsquare.com/santaphotos</u>. (Still, there are no plans to turn anyone away who shows up before Hipster Santa makes his re

[SHI, there are no plans to hurn arryone away who shows up before Hipster Santa makes his return to Neeth Pole.] Magnetic the realizing a well Posts will explain the membrane his emphasizement of the second post of the

## OWNED MEDIA: SOCIAL MEDIA

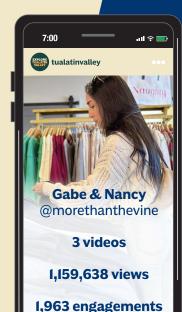
In addition to the paid and earned media efforts outlined, Explore Tualatin Valley also used its own channels (or "owned media") — Facebook, Instagram, Pinterest and tualatinvalley.org — to promote Cozy Season.

## 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!





(views, shares, likes, comments, and saves)



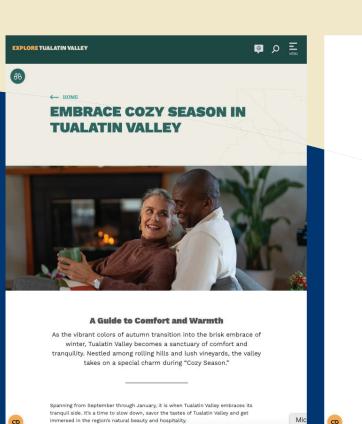




## **OWNED MEDIA:** WEBSITE

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**



**The Essence of Cozy Season** 

Cozy Season in Tualatin Valley is a celebration of everything that brings warmth to the body and solace to the soul. It's the perfect time to gather around a crackling fire with loved ones, indulge in hearty, soul-nourishing meals, and engage in activitie that help you fully appreciate a more leisurely pace of life. This season invites you to wrap yourself in a plush blanket, savor a hot cup of coffee or tea, sip a glass of locally produced Pinot Noir, and let the outside world fade into a distant memory



From quaint bed-and-breakfasts to comfy boutique hotels, you'll find that many of our lodging options cater to the desire for relaxation

If you like games-especially retro games-Tualatin Valley has got the game for you! Whether you're a pinball wizard or a Ms. PacMan queen, check out these awesome places to get your game on, Rain, rain, come and play











Our wineries take on a special charm during Cozy Season. Snuggle up by the fireplace and let the flavors of the valley envelop you in warmth

Comfort food is at the heart of Cozy Season experience in Tualatin Valley Explore options that are perfect for lingering over as you watch the rain ently fall outside

Explore Cozy Comfort Food

#### ov The Best In Wir



While the weather may be cooler, the outdoor adventures in Tualatin Valle

EXPLORE TUALATIN VALLEY

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#### **The Art of Slow Living**

Ultimately, Cozy Season in Tualatin Valley is about embracing the art of slow living. It's a time to nnect from the fast pace of modern life and reconnect with what truly matters: community, and self-care.

Whether you're sipping hot cocoa by the fire, enjoying a slow-cooked meal with friends, or simply taking a moment to breathe in the fresh, cool air, Cozy Season invites you to savor each moment and find joy in the simple things.

In Tualatin Valley, Cozy Season isn't just a time of yearit's a state of mind

#### **Related Experiences in Tualatin Valley**





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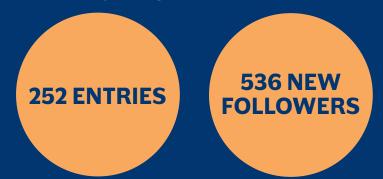
## LODGING PROMOTIONS

### 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.







## 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.

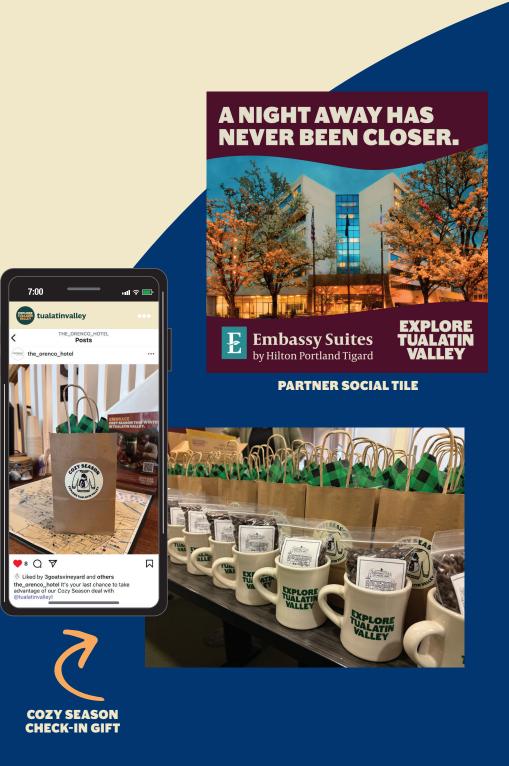
Nine of our hotels opted in for the promotion. Participating partners who offered a Cozy Season Lodging Package (which were featured on our Cozy Season Lodging landing page) had two engagement options to select from:

## **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



# **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**

WASHINGTON COUNTY VISITORS ASSOCIATION

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