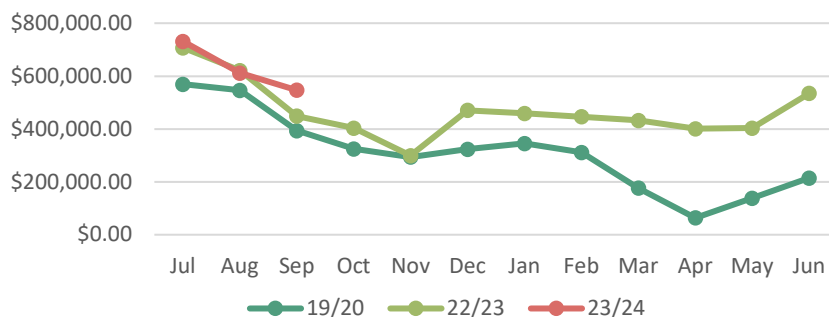


# Q1 FY 23/24 QUARTERLY REPORT

This quarterly report presents industry trends and highlights some of Mt. Hood Territory's key projects. Q1 of FY 23/24 saw industry recovery above baseline FY19/20 levels, trending strongly with FY 22/23. Good summer weather drove high interest in outdoor recreation, and much of Mt. Hood Territory's work focused on spreading visitor impact to lesser-utilized recreation assets and encouraging visitor engagement with local communities.

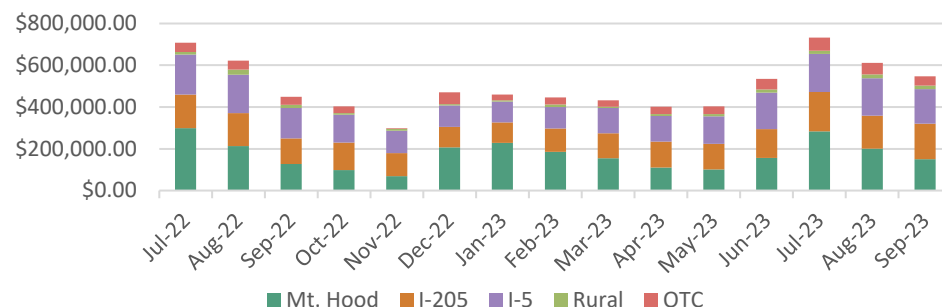
**OF NOTE THIS QUARTER:** The Camp Creek Fire started on August 25 producing visible smoke throughout the region. Emergency operations were active until September 20. The fire resulted in a lot of local awareness and concern but limited closures and evacuations. Sandy Ridge Trailhead was the closure most impactful to tourism. Alert banners were added to mthoodterritory.com and information resources were shared through industry B2B channels.

## Clackamas County TRT Earnings



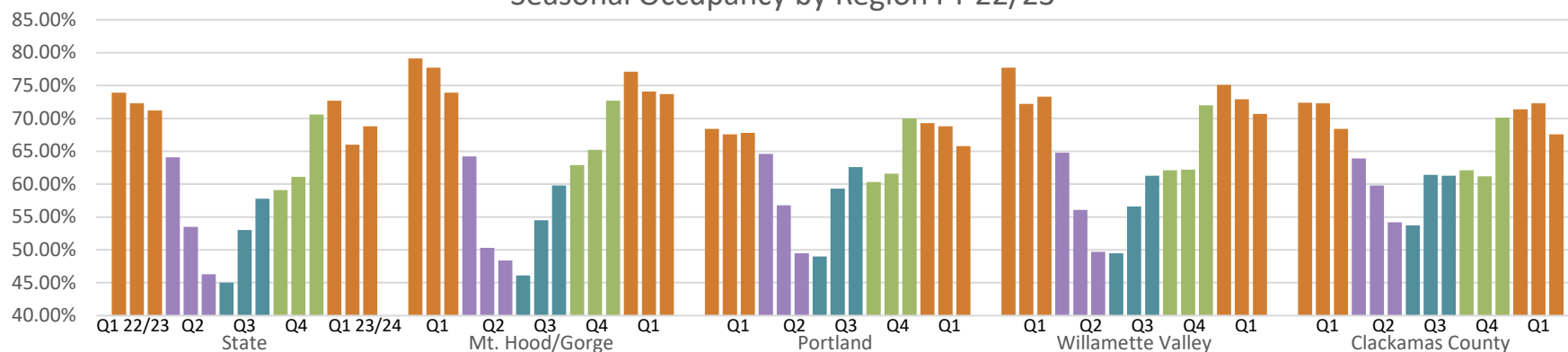
Data Source: Clackamas County Lodging Tax Collections

## Clackamas County TRT Earnings by Region



Data Source: Clackamas County Lodging Tax Collections

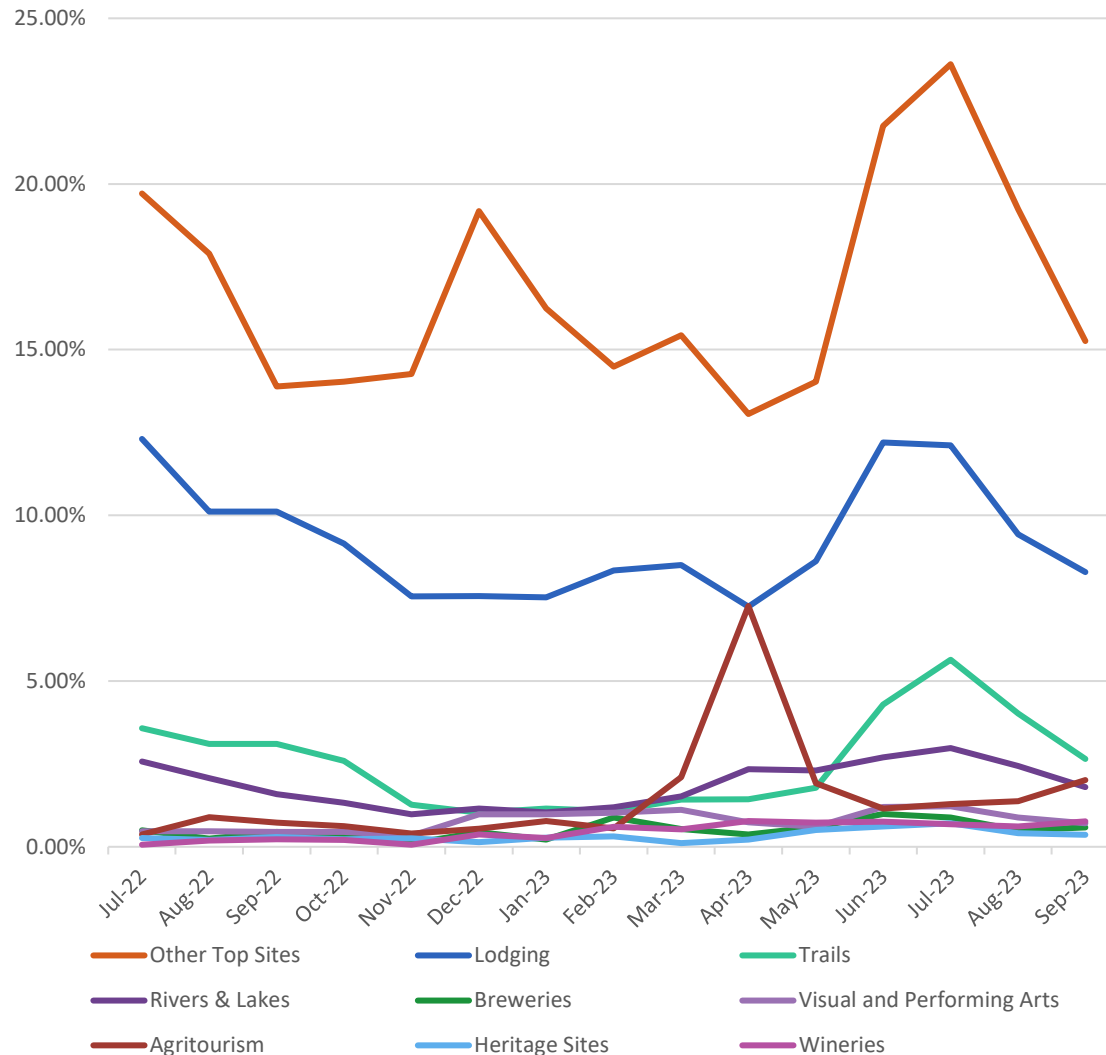
## Seasonal Occupancy by Region FY 22/23



Data Source: STR

# Q1 FY 23/24 - VISITOR TRENDS

Percentage of Visitors to Activity Type



Data Source: Datafy

\* From 50+ miles away

\*\* Other Top Sites includes ski resorts and attractions that don't fit other categories

## KEY TAKEAWAYS

- This data tracks the percentage of total visitors\* to Clackamas County who visited certain types of attractions and sites.
- Trails and water sites peak in summer months but visitation drops starting in September
- Agritourism and wineries both see increases starting in September/fall
- Breweries and Heritage sites benefit from July summer visitation

July 23	change YOY	Aug 23	change YOY	Sept 23	change YOY
Other Top Sites 23.61%	↑	Other Top Sites 19.24%	↑	Other Top Sites 15.26%	↑
Lodging 12.11%	↓	Lodging 9.43%	↓	Lodging 8.29%	↓
Trails 5.64%	↑	Trails 4.02%	↑	Trails 2.65%	↑
Rivers & Lakes 2.98%	↑	Rivers & Lakes 2.44%	↑	Agritourism 2.01%	↑
Agritourism 1.29%	↑	Agritourism 1.38%	↑	Rivers & Lakes 1.8%	↑
Visual and Performing Arts 1.22%	↑	Visual and Performing Arts 0.88%	↑	Wineries 0.77%	↑
Breweries Cideries Distilleries 0.88%	↑	Wineries 0.61%	↑	Visual and Performing Arts 0.71%	↑
Heritage Sites 0.71%	↑	Breweries Cideries Distilleries 0.5%	↑	Breweries Cideries Distilleries 0.58%	↑
Wineries 0.68%	↑	Heritage Sites 0.41%	↑	Heritage Sites 0.36%	↑

# Q1 FY 23/24 – PROJECT HIGHLIGHTS



## MOLALLA OUTDOOR RECREATION MAP

The Molalla Outdoor Recreation Map work began as part of Travel Oregon's Destination Ready grant program, where it was the highest scoring proposal. The project addressed development and economic impact in the greater Molalla area, addressing our strategic priority of encouraging visitation to lesser-used areas. The Molalla map pushed the boundaries of Travel Oregon's traditional outdoor recreation maps by incorporating a focus on downtown Molalla as well as agritourism partners. Steering committee groups were comprised of city leaders, small business owners and federal land management agencies. The resulting recreation map is now in circulation at over 50 locations throughout the state.



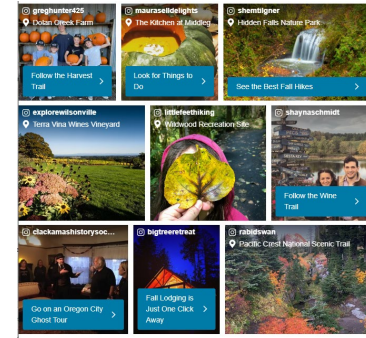
**Further Implications:**  
 The success of this program inspired similar work focusing on the mid-mountain area.

## PROJECT PARTNERS



## CROWDRIFF STRATEGY

Mt. Hood Territory is using Crowdriff, a visual marketing tool, to integrate user-generated content (UGC) into our website and content strategy. UGC galleries across our website feature images from Instagram users that inspire visitors and link back to Mt. Hood Territory's priority messages. We also have galleries of short-form videos that appear on our site and Google Search and Discover, helping increase organic traffic to our website and boost our search engine optimization (SEO) ranking. All of this content is repurposed and leveraged across our social media channels, including Facebook, Instagram and Youtube.



Incorporating selected crowd-sourced imagery and short-form video showcases Mt. Hood Territory in an authentic way, resonating with both visitors and locals alike. It also helps us bring in more diverse voices and representation throughout the area, addressing our strategic priority of enhancing the awareness of Mt. Hood as a safe and inclusive destination.

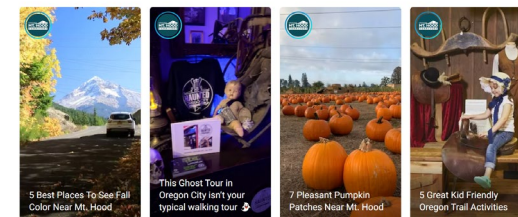
**50,000** 

Over 50,000 engagements with UGC image galleries.

**115,000**

Over 115,000 impressions on Google from short-form galleries

### Visual Stories



# Q1 FY 23/24 – PROJECT HIGHLIGHTS



## CLACKAMAS RIVER ALTERNATIVE FLOATS

The goal of the project was to mitigate the impacts of excessive visitation at Barton Park and alleviate traffic congestion on roadways leading to the park during summer floating season. The project team consisted of staff from Tourism and the Operations Management team at County Parks. Together Parks and Tourism crafted messaging used by Tourism to create signs, cards, QR codes, social media posts and informational pieces that directed people to the Alternative Floats webpage with information about how to avoid crowds and recreate safely on the Clackamas. Parks staff utilized the tools and messaging to improve the experience for park visitors and reduce impacts on the road from May – September 2023.



**8,139**

views

**2,440**

conversions



In person QR code scans

At Barton Park **660**

Bonnie Lure (alt) **18**

Dog Creek Trail (alt) **14**

Parks Department staff reported that they saw a **50%** reduction in traffic and wait times to get into Barton Park vs. prior year peak visitation days. Wait times had been sometimes 3-4 hours and were cut to 1-1.5 at worst.



## HOSPITALITY THANK YOU PROJECT



For the third annual year, the Experience Mt. Hood and the Gorge RDMO partnered with local DMOs in the region to disseminate thanks and appreciation for all the front line hospitality workers in the region. DMOs, including Mt. Hood Territory, went door to door at each tourism business passing out cookies for staff and a thank you card connecting their work to the millions of visitors that come to our region each year.

**2,440**

**COOKIES DISTRIBUTED**

**334**

**BUSINESSES REACHED**





# Q1 FY 23/24 - PROJECT HIGHLIGHTS



## DATAFY MARKETING PARTNERSHIP

Mt. Hood Territory harnesses the power of “big data” insights for the destination through Datafy. In Oct 2022, we started using Datafy’s digital advertising platform that builds high-quality target audiences based on previous visitation and visitor behavior then serve ads across vetted websites and apps. The platform also offers a variety of ad types, furthering our targeting capabilities, such as serving real-time Otter Do ads promoting Take Care Out There tips to visitors while they’re in the destination.

We’re now seeing results from this hyper-targeted approach. Datafy provides a previously unattainable level of measurement to evaluate return on investment by offering physical visitor attribution. We can see “on the ground” return on ad spend in our communities with attribution numbers for destination visits and lodging. Datafy determines campaign advertising attribution by comparing a target audience control group who did not see Datafy ads and an

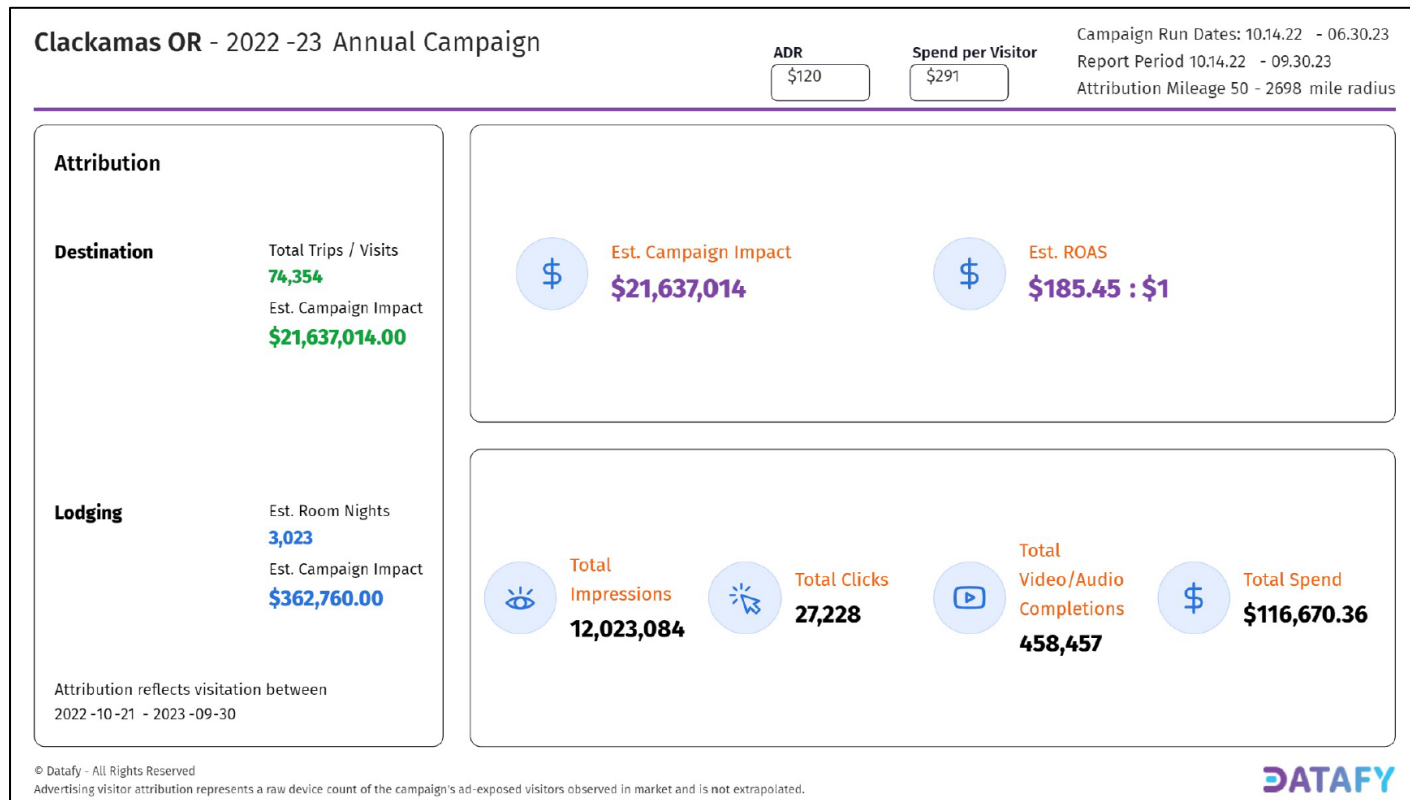
experimental group who did. Looking at the FY22-23 campaign three months out, every \$1 of advertising spent resulted in visitors from over 50 miles spending \$185 in Clackamas County communities.

**\$185.45 : \$1**

ROAS

### Further Implications:

Soon we will have access to this type of attribution information across other digital channels through Datafy’s tracking pixels, offering us the best of all worlds — a diversified media mix with real-world attribution numbers.



# Q1 FY 23/24 - METRIC HIGHLIGHTS

## PRIORITY MESSAGES

With much of Q1 falling in Mt. Hood Territory's summer peak season, priority messages focused on safety and visitor flow while encouraging economic impact by highlighting small businesses, events and Main Streets. Several messages also directly tied into Travel Oregon's and Mt. Hood Territory's product development and regenerative travel work.

### Message Highlights:

- Summer page
- Heritage Trail
- Wine Trail
- Willamette River to Main Streets
- Molalla (including new Molalla Outdoor Recreation Map)
- Clackamas River alternative floats
- Otter Dos/Take Care Out There
- Tour guides and outfitters/Why Guides



**25,381,385**  
Impressions



**3,209,106**  
Engagements



**70,842**  
Partner Conversions

## OPTIMIZATIONS & LEARNINGS

Through work with our SEM agency, Deksia, we've found that Google suppresses our alcohol-related ads since our website does not include an age gate requiring visitors to confirm they're 21+ before browsing. After attempting several modifications to Google Ads, we've refocused our Tap Trail and Wine Trail promotion to channels without these constraints, such as Datafy digital advertising and social media. We are continuously collaborating with destination partners promoting alcohol content without an age gate on their websites and will update strategies according to future learnings.



Twill Cellars, West Linn

## PARTNER ENGAGEMENT

Q1 included outreach for promotion on TravelZoo, finalizing and distributing the county Bike Map, and listing updates for lodging properties and summer/fall agritourism experiences, among others.



- Agritourism
- Recreation
- Food/Beverage
- Retail Shopping
- Lodging
- Heritage
- Art
- Community Organizations
- County Departments

**181**

*Partners actively engaged with via email, phone or in person.*

# Oregon's Mt. Hood Territory Clackamas County Tourism



## TOURISM DEVELOPMENT COUNCIL

### David Penilton – Chair

America's Hub World Tours  
Oregon City

### Luke Spencer – Vice Chair

Clackamas River Outfitters  
Estacada

### Caterine Connall Nyland

Best Western Agate Beach (remote)  
Sandy

### Tessa Koch

TMK Creamery & Distillery  
Canby

### Gail Yazzolino

End of the Oregon Trail Interpretive & Visitor Information Center  
Oregon City

### Holly Pfortmiller

Best Western Plus Rivershore  
Oregon City

### Katen Patel

K10 Hotels, Milwaukie Inn  
Milwaukie

### Samara Phelps - Executive Director

Clackamas County Tourism

## MISSION

Enhance the quality of life for residents by optimizing the economic impacts of the tourism industry derived from the County's Transient Room Tax.

## VISION

Serve as the leading force to grow and sustain tourism in Clackamas County through effective and efficient marketing and asset development strategies, and by building strong partnerships with businesses, organizations, other governmental entities and citizens.

## FY 23/24 STRATEGIC OUTCOMES

