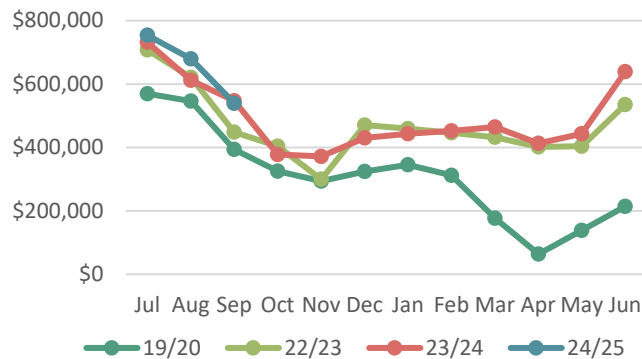


Q1 FY 24/25 QUARTERLY REPORT

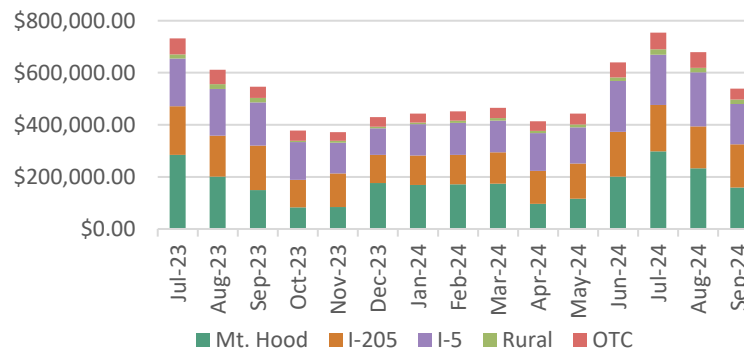
This quarterly report presents industry trends and highlights some of Mt. Hood Territory's key projects during Q1 of FY 24/25, July – September 2024. As shown in the data, TRT performance this quarter matched or exceeded that of Q1 FY 23/24, with July being our strongest month. This was likely due in part to a low impact fire/smoke season in the county. During Q1 we focused efforts on targeted campaigns and visitor experience investments, including targeted video ads in drive markets like the Tri-Cities and Spokane, and improving accessibility to our floral agritourism experiences with Enchroma glasses for colorblind visitors. Additionally, the Mt. Hood Territory team went through leadership transition this quarter, with the departure of our previous Executive Director Samara Phelps. A recruitment committee is currently at work finding her replacement, who will be announced by the end of Q2.

Clackamas County TRT Earnings



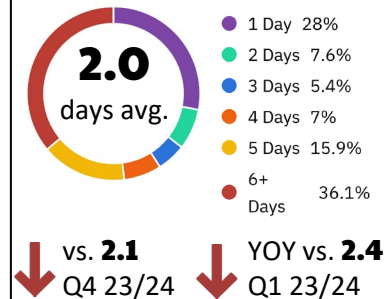
Data Source: Clackamas County Lodging Tax Collections

TRT By Region



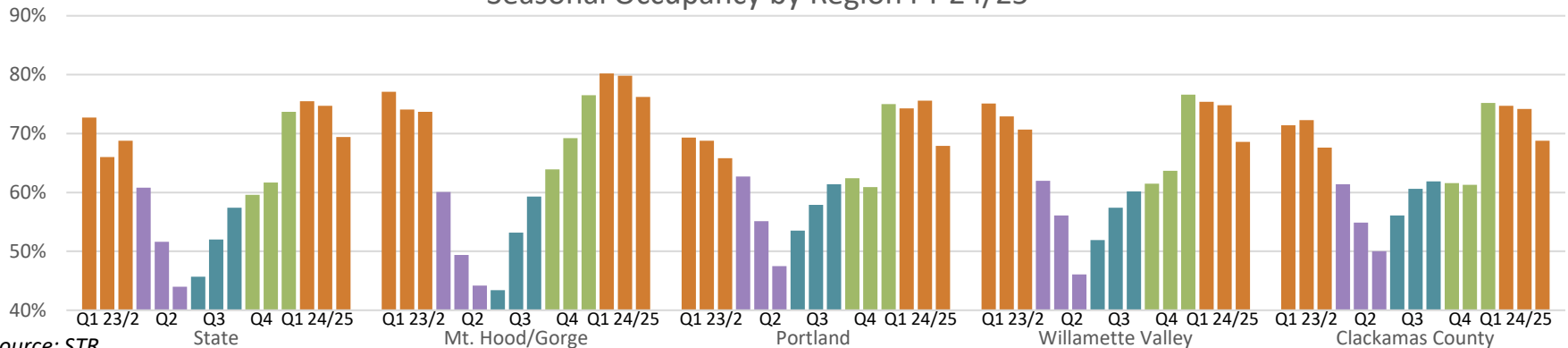
Data Source: Clackamas County Lodging Tax Collections

Length of Stay Q1 24/25



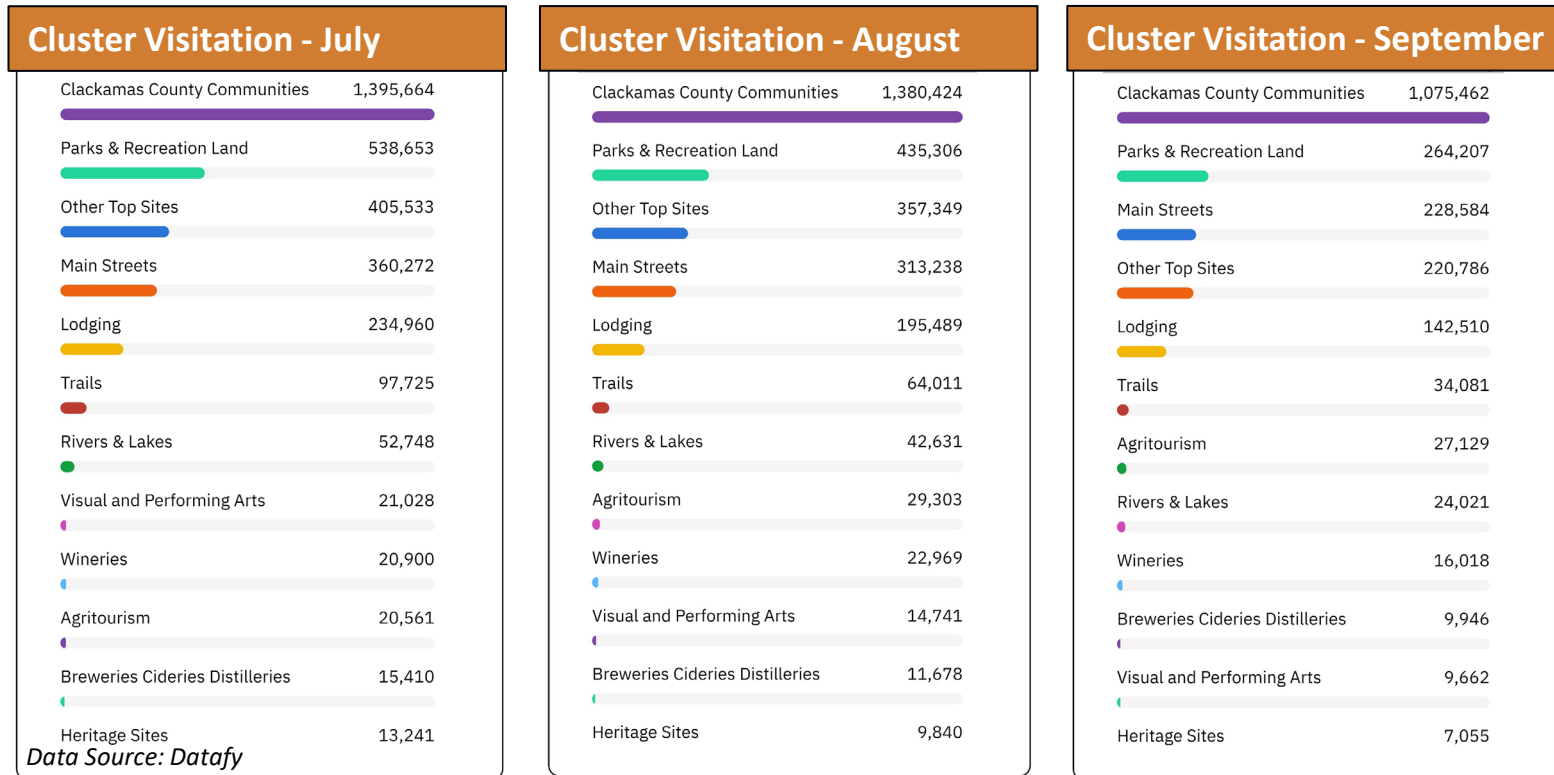
Data Source: Datafy

Seasonal Occupancy by Region FY 24/25



Data Source: STR

Q1 FY 24/25 – VISITOR TRENDS



“Other Top Sites” includes ski resorts, event venues, and tour operator businesses

KEY TAKEAWAYS

The above shows visitation to different types of attractions in Clackamas County throughout Q1, including both day trips and overnights from 50+ miles away. Visitation number estimates are represented by the Clackamas County Communities bar. Visitor days are an estimate based on Datafy's data and algorithms are more valuable to view as trends than exact person counts. Visitation peaks in July, with popular activities including parks and recreation land, other top sights, and main streets. In August, visitor numbers hold strong with popular activities trending mostly the same. In September, you can see the shift to fall visitor behaviors with more visits to main streets (indoor shopping and dining), a decrease in popularity of trails, as well as a significant rise in rank for agritourism as fall harvest season begins.

Q1 FY 24/25– PROJECT HIGHLIGHTS



MARKETING CAMPAIGN: TRI-CITIES & SPOKANE

The Spokane and Yakima/Tri-Cities area has been on Clackamas County Tourism's radar for several years because of the geographic market's enthusiasm for outdoor recreation and agritourism combined with past SKIFT research findings that travelers book drive market trips to enjoy their favorite activities in different settings. Datafy's advertising attribution across several campaigns boosted the marketing team's decision to test this market.

Marketing partnered with KOIN-TV to strategically run our new destination videos as commercials through over-the-top (OTT) advertising, reaching potential Spokane and Yakima/Tri-Cities visitors. OTT ads look like typical TV commercials, but because they run on a digital platform, they can be targeted to specific audiences, such as geographic markets. The marketing team also partnered with Datafy to attach a pixel to the ads to track physical visitor attribution, such as trips, visitor spending and lodging nights directly attributed to the ads. The Datafy pixel has tracked 122 trips resulting from the campaign that ran through Q1. The average length of stay and visitor spend are higher for visitors from these areas than the average, highlighting their enthusiasm for Mt. Hood Territory. The Datafy pixel will continue tracking campaign attribution for another six months, so the final numbers will continue to grow.

 **122**
Trips



2.1 days

Estimated Average
Length of Stay

Vs. **2.0**
destination
average



77

Estimated Room
Nights



\$95.26

Cohort Spend per Day
(amount of money spent by
target audiences in destination)

Vs. **\$60**
destination
average



Watch the videos at:
omht.us/playlist1



Q1 FY 24/25– PROJECT HIGHLIGHTS



COLORBLIND GLASSES PROGRAM LAUNCH AT SWAN ISLAND DAHLIA FESTIVAL

To increase accessibility for those experiencing red/green colorblindness, Mt. Hood Territory led a program with Swan Island Dahlias to provide colorblind sunglasses to enhance their experience at the Dahlia Festival during the month of September, which is national colorblind awareness month. We partnered with Enchroma, a colorblind glasses manufacturer, to provide free rental of colorblind sunglasses to visitors at the Dahlia Festival. The Enchroma partnership also provided visitors a discount if they were interested in purchasing their own glasses. This program received overwhelmingly positive feedback ranging from general appreciation to a 90-year-old who broke down in tears, having seen red for the first time in his life. This was part of a larger, inclusive strategy that will expand the free rental program to other festivals and events throughout the year.


158

People viewed the Dahlia Festival with glasses


3.7M

KPTV segment views


8,300

Facebook/Instagram views

78

Youtube video views



Q1 FY 24/25– PROJECT HIGHLIGHTS



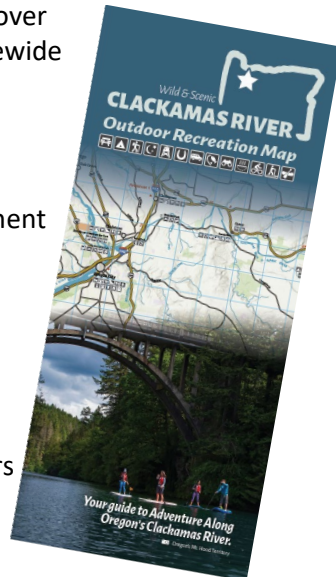
VISITOR RESOURCES: THINGS TO DO MAP BROCHURE & CLACKAMAS RIVER RECREATION MAP

Part of a larger, statewide program through Travel Oregon, the Clackamas River Outdoor Recreation Map became the second outdoor recreation map created in Clackamas County alongside the Wild & Scenic Molalla Corridor Map, making Mt. Hood Territory the only county in the state to be awarded two maps currently in this program. By bringing in multiple stakeholders (listed below) Mt. Hood Territory was able to create an outdoor recreation map that not only accurately displayed the many things to do on the river, but also highlighted the communities along the Clackamas, supporting businesses across the county. The recreation map is available in over 30 locations, including all statewide Oregon welcome centers.

Our “Things To Do Map” brochure has been identified as an invaluable in-destination resource by many local partners, including the PDX Welcome Center. This quarter we updated the brochure with a complete visual redesign. The print map and business listings continue to drive visitors to more locations within Clackamas County, with an updated illustrated map. The map design includes visual representation of all seasons and multiple experiences from farms to skiing, as well as highlighting alternative transportation options. The Things To Do Map is distributed at 106 locations through Certified Folder Display services as well as available to partner businesses.



- Travel Oregon
- US Forest Service
- Bureau of Land Management
- Clackamas County Parks
- Oregon State Parks
- Portland General Electric
- We Love Clean Rivers
- Clackamas River Basin Council
- Clackamas River Outfitters
- eNRG Kayaking
- Blue Sky Rafting



Q1 FY 24/25– 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 visitor conversions and retention through newsletter sign-ups and direct economic impact by highlighting locally-owned small businesses. Several messages also directly tied into Travel Oregon's and Mt. Hood Territory's product development work, from the Molalla Outdoor Recreation Map to alternative floats on the Clackamas River.

Message Highlights:

- Summer page
- Alternative Clackamas River Floats
- Otter Dos/Take Care Out There
- Lesser traveled trails
- Tour guides and outfitters
- Molalla Outdoor Recreation Map
- Tap Trail (locations of the month)
- Newsletter sign-ups



35,657,037

Impressions



3,771,760

Engagements



58,036

Partner Conversions

DATAFY MARKETING ATTRIBUTION

Datafy captures behaviors of visitors who were served our ads then traveled to the destination.



11,323

Room Nights



\$17,124,600

Visitor Spend



\$596.74 : \$1

ROAS (Return on Ad Spend)

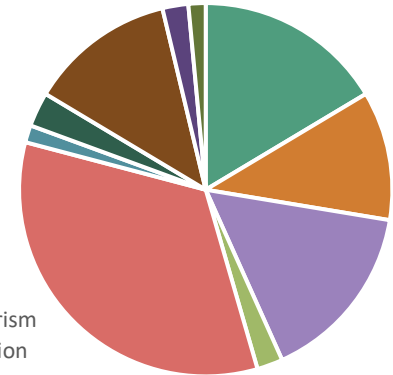
OPTIMIZATIONS & LEARNINGS

Mt. Hood Territory partnered with a local social media influencer in September with the goals of increasing brand awareness and promoting mountain lodging and guided experiences. The campaign yielded a 92% month-over-month increase in organic social traffic to our "Places to Stay" page.

Authenticity is more valuable than ever in today's social media landscape. By collaborating with influencers who genuinely share our passion for the region, we can create content that helps build trust, loyalty and a stronger brand reputation.

PARTNER ENGAGEMENT

Q1 outreach included marketing opportunities and our photo and video co-op program. We gathered information on EV charging stations and reached out to newly registered short-term rental properties. Category updates included Coffee & Sweets, Farmers Markets, U-Pick and Pumpkin Patches.



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

134

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

Oregon's Mt. Hood Territory Clackamas County Tourism



TOURISM DEVELOPMENT COUNCIL

Luke Spencer – Chair
Clackamas River Outfitters
Estacada

Holly Pfortmiller – Vice Chair
Best Western Plus Rivershore
Oregon City

Tessa Koch
TMK Creamery & Distillery
Canby

Katen Patel
K10 Hotels, Milwaukie Inn
Milwaukie

Brian Crow
Clackamas County Fair & Event Center
Canby

Mike Quinn
Mt. Hood Skibowl Winter & Summer Resort
Government Camp

Sarah Eckman – Interim Executive Director
Clackamas County Tourism

Lizzie Keenan – Interim Tourism Manager
Clackamas County Tourism

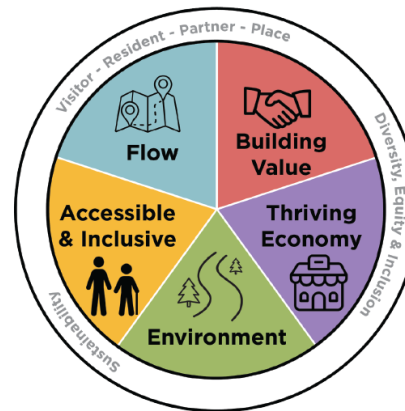
MISSION

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 24/25 STRATEGIC OUTCOMES



Build local tourism value through relevant tourism resources and awareness.

Enhance authentic experiences so businesses, communities and the economy thrive.

Encourage behaviors and practices that benefit the natural environment.

Improve the awareness and experience of Mt. Hood Territory as an inclusive and accessible destination.

Drive visitation that aligns with the specific needs of a place including regional and seasonal needs.