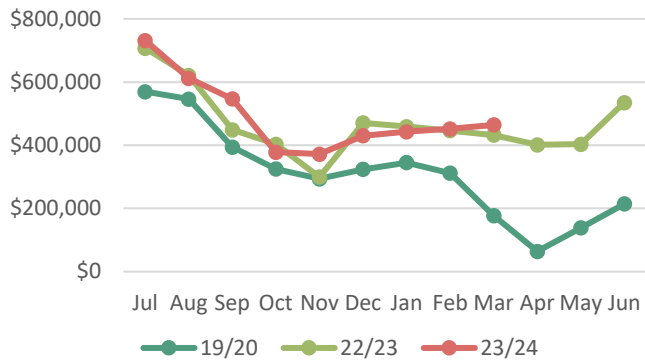


Q3 FY 23/24 QUARTERLY REPORT

This quarterly report presents industry trends and highlights some of Mt. Hood Territory's key projects during Q3 of FY 23/24, January – March 2024.

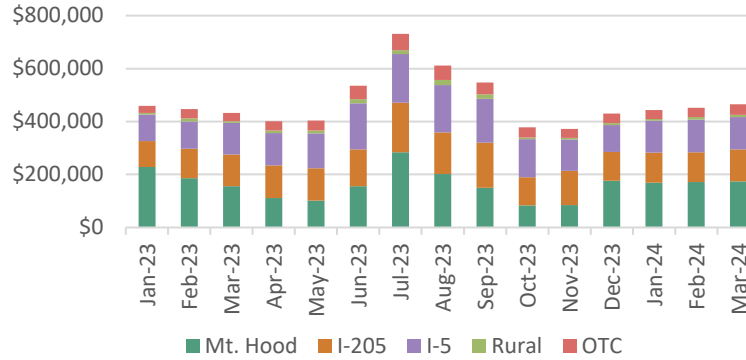
OF NOTE THIS QUARTER: Winter came late this year, with snow sports starting in earnest in January. In January an ice storm interrupted power and services in much of the northeast part of the county for several days which led to an extension of the Strategic Investment Program application window. The BCC & TDC held their annual joint meeting. The two boards discussed Tourism's updated 5-year strategic priorities, tourism highlights, and potential agritourism legislation. During Q3, staff focused on strategy and budget for FY 24/25 including new 5-year Strategic Priorities. We completed the final significant steps to fully relaunching the marketing program post-COVID including preparing visual materials for a new digital asset management system. We also created and managed RFPs for social media advertising, search engine optimization (SEO), research support and collateral design projects.

Clackamas County TRT Earnings



Data Source: Clackamas County Lodging Tax Collections

Clackamas County TRT Earnings by Region



Data Source: Clackamas County Lodging Tax Collections

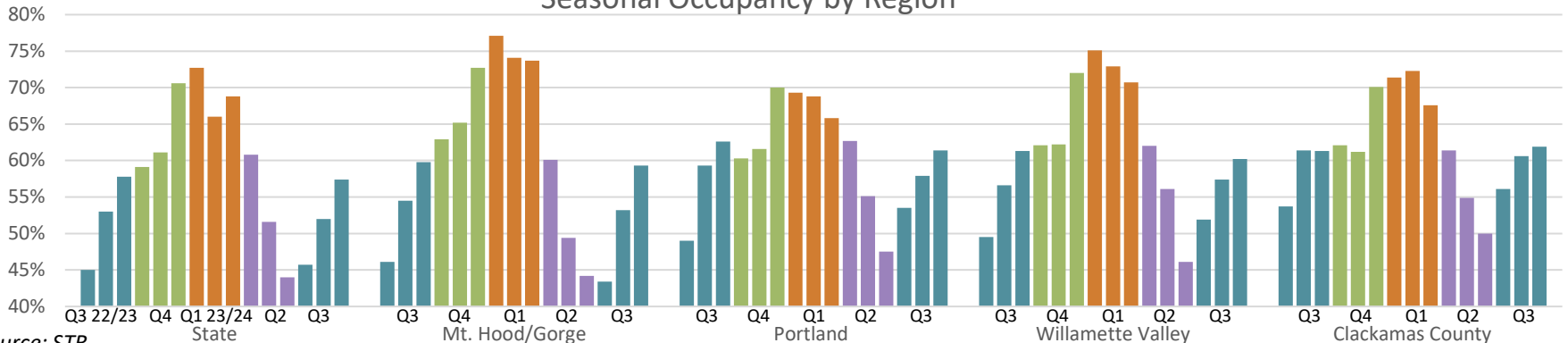
Length of stay Q3 23/24



↑ vs. **1.9** Q2 23/24 ↓ YOY vs. **2.5** Q3 22/23

Data Source: Datafy

Seasonal Occupancy by Region



Data Source: STR

Q3 FY 23/24 – VISITOR TRENDS

Overall Visitation – Q3 23/24

2024

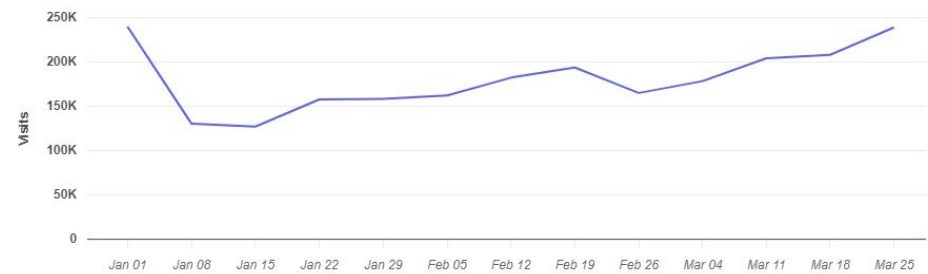
Visits	2.3M
Visitors	848.9K
Visit Frequency	2.97
Avg. Dwell Time	520 min

2023 (compare YOY)

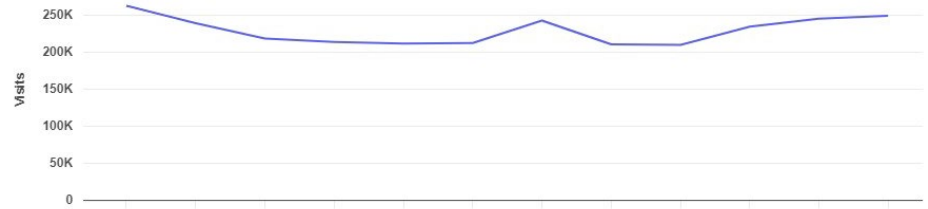
Visits	3M
Visitors	910K
Visit Frequency	3.27
Avg. Dwell Time	572 min

Weekly Visitation – Q3 23/24

2024



2023 (compare YOY)

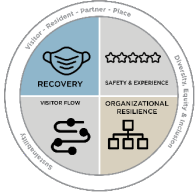


KEY TAKEAWAYS

The above show visitation numbers of those coming from 50+ miles away, and includes day trip visitors. In Q3 2024 visitation was slightly down compared to the previous year, with 61,000 fewer visitors and 700,000 fewer visits than the same period in 2023.

Early January 2024 visitation began slightly below 2023 levels. The second week of January, an ice storm hit Clackamas County and other parts of the Portland metro area, affecting transportation, power and services throughout the region. During the ice storm, visitation especially including day trips to and travel over Mt. Hood came to a halt, as seen the week of Jan 08 in the weekly visitation chart above. Though some disruptions to travel plans lingered after the ice storm, travel rebounded over the rest of the quarter, with a peak over President's Day weekend consistent with past years though overall visitors were lower. By the end of March, weekly visitation was slightly below but close to 2023 levels.

Q3 FY 23/24 – PROJECT HIGHLIGHTS



PARTNER TRAININGS AND CONFERENCE SPONSORSHIPS

This winter we focused on supporting our partners through educational opportunities. By supporting the development of skills and continued education in tourism for our partners, we build a stronger voice for tourism in our region, strengthen the workforce and improve our destination health in Mt. Hood Territory. Here are a few highlights from this quarter.

On March 19, Mt. Hood Territory held our 8th Annual Agritourism Summit at Our Table Cooperative. There were 21 attendees, 11 of which were first-timers who enjoyed a day filled with a participatory agenda around data tracking, social media, legislative advocacy and more. One of the clear highlights was the walking tour after lunch, lead by Narendra Varma, founder of Our Table Cooperative. The summit received a 4.75 out of 5 overall satisfaction rating.

Agritourism Summit



We also hosted a Familiarization (FAM) Tour with 21 attendees from visitor-facing businesses. The free FAM Tours give frontline tourism workers firsthand experiences of the things to do in Clackamas County so they can provide enthusiastic and informed recommendations to their visitors. Our winter 2024 FAM visited 6 partner businesses in the Oregon City, West Linn and Milwaukie area.

73

Partners reached

Mt. Hood Territory hosted a free Google Ad 101 training led by our Search Engine Marketing (SEM) agency, Deksia that was open to all partners. This entry-level training taught attendees the basic steps to creating and optimizing a Google Ad, as well as provided hands-on work time where partners could ask one-on-one questions with the Deksia experts. The training is part of our Marketing Support Co-op Program, and included a 50% rebate provided by Mt. Hood Territory for any partners who attended the training and ran their own ads afterwards. This was the second time we've offered this training in FY 23/24, and 10 partners attended this round.

Ten partners participated in Introduction to Accessibility trainings held by Experience Mt. Hood & the Gorge.

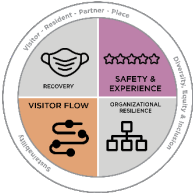


Travel & Tourism Industry Achievement Award Winners



Clackamas County Tourism provided registration cost sponsorship for 11 partners to attend the Governor's Conference on Tourism. In a post-conference survey, partners stated that the sponsorship influenced their ability to attend the conference and considered it a valuable experience. Additionally, partners Shatrine Krake from the Business Recovery Center for Lake Oswego + West Linn and Jeff Kohnstamm of Timberline Lodge were honored with industry awards at the event.

Q3 FY 23/24 - PROJECT HIGHLIGHTS



CONSUMER TRAVEL SHOWS



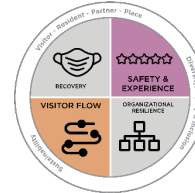
In early 2024, Mt. Hood Territory attended two Travel Adventure shows open to the public in Los Angeles and Vancouver B.C.

The LA Travel + Adventure Show was a collaboration between Mt. Hood Territory, Travel Southern Oregon, Willamette Valley Visitors Association (WVVA) and Eugene Cascades & Coast. The county and regional DMOs worked together in the months leading up to the show on a shared booth design, itineraries, prize giveaways, maps, a microsite and more. The booth saw well over 300 people each day. Overall sentiment around Oregon/Mt. Hood Territory was positive, with most visitors familiar with the area either via vacationing or visiting friends and relatives (VFR).



17,000	LA	118
Attendees		Newsletter Sign Ups
16,000	Vancouver	100

The Vancouver Outdoor Adventure Show was a collaboration between our regional partners at WVVA and Mt. Hood Territory. This was the third year for this collaboration and visitors from the B.C. area are almost overwhelmingly positive on Oregon and have visited at least once. The value in these shows are that visitors have already done the Oregon Coast and are now looking for other experiences in the state. Our booth saw over 250 people each day. Travel Oregon hosted a media night prior to the show where over 30 local media attended.



DESTINATION VIDEOS

To highlight Mt. Hood Territory's diverse offerings, Marketing collaborated with KOIN 6 to produce four destination videos, marking the first in over eight years. A 90-second overview introduces the destination, emphasizing year-round beauty and priority messages. Three 60-second regional spotlights delve deeper into experiences in the Willamette Valley, Mt. Hood, and Portland regions, representing a broader range of partners and showcasing the specific strengths of each area. These videos will bolster travel trade efforts, providing engaging content to promote specific areas to a broader audience. This project effectively addresses the needs of both potential visitors and industry professionals.



Watch the videos at:
omht.us/playlist1



Q3 FY 23/24 - METRIC HIGHLIGHTS

PRIORITY MESSAGES

Q3 covered Mt. Hood Territory's winter peak season, so priority messages focused on safety and visitor flow while encouraging economic impact by highlighting small businesses offering indoor activities. Clackamas County Tourism uplifted Oregon Wine Board's and Willamette Valley's Cellar Season messaging, promoting cozy and intimate tasting experiences. We also leveraged data supporting a travel planner push.

Message Highlights:

- Winter page
- Tap Trail (Oregon Craft Beer Month)
- Midweek ski and snow play
- Otter Dos/Take Care Out There
- Tour guides and outfitters/Why Guides
- Indoor family activities
- Art galleries
- Cellar Season
- Travel planner



69,214,035

Impressions



2,723,080

Engagements



37,898

Partner Conversions

DATAFY MARKETING ATTRIBUTION

Datafy captures behaviors of visitors who were served our ads then traveled to the destination. The below attribution numbers show results of our advertising during Q3.



13,068

Room Nights



\$31,843,514

Visitor Spend



\$896.38 : \$1

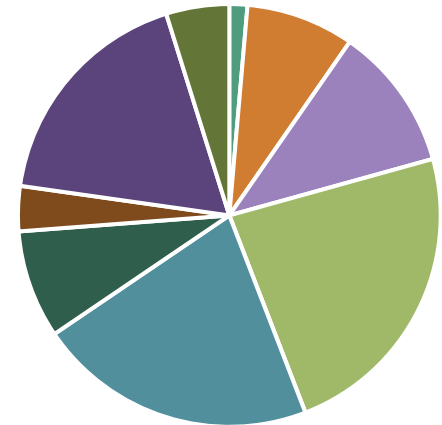
ROAS (Return on Ad Spend)

OPTIMIZATIONS & LEARNINGS

In January, staff began using Meta's Instant Form ads to drive leads for travel planner requests and e-newsletter sign-ups among Facebook and Instagram users. These fillable forms create a seamless user experience by enabling users to complete the form directly within the social media platform without interrupting their browsing — eliminating the need to navigate away from the page and minimizing drop-offs. The tool has significantly increased the number of weekly travel planner requests, with a 178% increase over Q2.

PARTNER ENGAGEMENT

Q3 included outreach around trainings and media and co-op opportunities, work with Tap Trail and winery partners, and updates to agritourism, heritage, snow play categories of the website.



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

145

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

Catherine 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

