



Cooperative Marketing Programs - Travel Southern Oregon

2013-2014 Partner Opportunities

Bring your marketing message to millions of potential visitors through partnering in cooperative marketing programs.

Cooperative marketing saves Travel Southern Oregon members thousands in media costs AND creates an effective, persuasive message to potential visitors.

Growing your “piece of the tourism pie” through regional marketing is the best use of your marketing dollars, because when we combine and leverage resources in cooperative efforts, we will achieve success in drawing more visitors to the region.

When the tourism pie grows, everyone’s piece gets bigger. So take a look at the opportunities on the following pages, and email Carolyn@southernoregon.org today.

Opportunities 2014

Consumer Trade Shows *(deadline December 15—these fill fast!)*

1. Bay Area Travel & Adventure Show
2. Sunset Celebration Weekend

Travel Trade Shows *(deadline December 15)*

1. Go West Summit
2. International Pow Wow
3. Canada Sales Mission

Consumer Campaigns

1. Travel Oregon Trip Planner—regional advertising section *(deadline December 15)*
2. Targeted Online Advertising (aka MOGO) *(deadline January 15, 2014)*
3. Spring “Wonders of Southern Oregon” campaign *(deadline January 15, 2014)*
(featuring Facebook, Instagram, Video)

- ◆ Travel Southern Oregon “buys down” the cost of every marketing opportunity, using resources from the Regional Cooperative Marketing Program (RCMP).
- ◆ The total cost of each campaign is leveraged (reduced) by a minimum of 1/3, which allows us to offer the programs to partners for an extremely reasonable cost.
- ◆ Better still, our members benefit by being part of a much larger campaign but at a fraction of the cost.

Cost of Bay Area Travel and Adventure Show	\$7,000
Travel Southern Oregon “leverage” via RCMP funds	- \$2,300
Balance for partners to divide—approx. \$500/ea	\$4,700

The more partners, the better the price for all. And you become part of a \$7,500+ campaign, able to benefit from the direct-to-consumer trade show sales opportunity, for a fraction of the cost. And it’s more effective, because when we market together, we give visitors a lot more reasons to come to Southern Oregon.

Consumer Marketing Opportunities—Trade Shows

Bay Area Travel Adventure Show

Santa Clara Convention Center - *January 25 & 26, 2014*

Deadline:
December 15, 2013

Email
Sue@southern
oregon.org

- ◆ Put your business front & center in the desirable Northern California market!
- ◆ Travel Southern Oregon has joined with partners to work the Bay Area Travel and Adventure Show for years, and partners who have participated with us have had enormous success in bringing their message (and the Southern Oregon message) to tens of thousands of potential visitors.
- ◆ Legendary travel writer and television celebrity, Rick Steves, is just one of the all-star speakers attracting travel enthusiasts to this year's show. Rock Climbing, cultural performances, special presentations and so on are done throughout this popular show.
- ◆ Admission fee is \$15 per person, so those who attend are definitely motivated travelers. Don't miss this opportunity to market your business to them.
- ◆ The show is limited to just 150 exhibitors, so the visibility is greater than most shows.

Additional marketing options at the booth for SOVA booth partners

- ◆ Vacation packages for a giveaway to be announced at the show and in show print pieces.
- ◆ Handouts, giveaways and edible pre-packaged treats (no wine service can be offered without permits and liability insurance).
- ◆ Itinerary suggestions, maps and giveaways are limited to show participants.

Cost

- ◆ **\$500** - To attend and share the Travel Southern Oregon booth. Limited to six participants.
- ◆ **\$150** - To be a brochure participant. Limited to 20 participants.
- ◆ Cost includes booth design and coordination and all associated costs, an onsite coordinator, discounted lodging options, inclusion in any marketing collateral produced (including map locator, itinerary, display), leads from the show, and digital platform support (a dedicated show website featuring partners, a mobile site, Facebook and Twitter posts).
- ◆ *Note—outside Region 5? Contact us for participation rates for this opportunity.*



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Programs subject to change—version November 11, 2013

Consumer Marketing Opportunities—Trade Shows

Sunset Celebration Weekend

Menlo Park, California - June 7 & 8, 2014

Deadline:
December 15, 2013

Email
Sue@southern
oregon.org

- ◆ Travel Southern Oregon joins with Travel Oregon and other partners to create an amazing footprint at this high-end outdoor show, held annually at Sunset Magazine's elegant headquarters in Menlo Park, California.
- ◆ A dynamic and fun show, featuring tourism exhibits, food & beverage purveyors, and the best in home, garden and travel ideas.
- ◆ A great opportunity to market to a high-end demographic. Travel Southern Oregon has been at this show for six years, and we've seen amazing traction and interest among consumers. In fact, attendees search out our booth to say hello and report on their vacation plans!
- ◆ Itinerary planning and booking on the spot is a common occurrence.
- ◆ Exhibitors must be Sunset advertisers, so this is an exclusive opportunity made possible via Travel Southern Oregon and Travel Oregon.

Additional marketing options at the booth for SOVA booth partners

- ◆ Vacation packages for a giveaway to be announced at the show and in show print pieces.
- ◆ Handouts, giveaways and edible pre-packaged treats (no wine service can be offered without permits and liability insurance).
- ◆ Itinerary suggestions, maps and giveaways are limited to show participants.

Cost

- ◆ **\$500** - To attend and share the Travel Southern Oregon booth. Limited to six participants.
- ◆ **\$150** - To be a brochure participant. Limited to 20 participants.
- ◆ **\$150** - In-kind (product) for food & beverage sponsors (*we love to offer a little taste of Southern Oregon!*)
- ◆ Cost includes booth design and coordination and all associated costs, an onsite coordinator, discounted lodging options, inclusion in any marketing collateral produced (including map locator, itinerary, display), leads from the show, and digital platform support (a dedicated show website featuring partners, a mobile site, Facebook and Twitter posts).
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Travel Oregon Trip Planner

Full-page print ad + digital edition, Southern Oregon Regional section

Deadline:
December 15,
2013

Email
Carolyn@southernoregon.org

- ◆ Regional advertising campaign in the award winning official state fulfillment piece for Oregon travel planning.
- ◆ Named the “Best print Visitor Guide in the Country” by the U.S. Travel Association, this indispensable guide is a trusted travel planning resource for discovering Oregon for the first time, over and over again.
- ◆ Covering the state’s seven regions, the official state publication is the leading planning tool for lodging, dining, attractions, shopping and adventure.
- ◆ Through a strategic alliance with the Oregon Restaurant and Lodging Association, the guide offers the most comprehensive lodging listings of any publication.
- ◆ Distribution = 300,000 copies printed annually for year-round distribution and inquiry fulfillment, supporting Travel Oregon’s \$5.2 million dollar integrated marketing campaign.

Distribution

- ◆ Available by request via TravelOregon.com and the consumer 800#
- ◆ Available to visitors and business travelers at Portland International and regional airports.
- ◆ Distributed at all nine official Oregon state welcome centers and more than 100 visitor centers statewide.
- ◆ Select lodging properties throughout Oregon, including hotels, resorts, bed & breakfasts and vacation rentals.
- ◆ AAA Travel Offices in Oregon and Idaho, Made in Oregon stores, Les Schwab Tire Centers in Oregon, Washington, Idaho and California, select attractions throughout Oregon, Amtrak Cascades (Eugene to Vancouver B.C.), tourism trade shows, media packets, and travel industry association events in domestic and International markets.

Campaign Opportunity

- ◆ Be featured in a full-page ad for Southern Oregon, with a highlight on campaign partners. Receive leads.
- ◆ Digital editions of the trip planner viewed 12,000+ times last year plus, new online enewstands and retail spots in Northern California have been added to ensure great exposure.
- ◆ Your message has more impact.

Cost

- ◆ **\$600** - Limited to six participants.
- ◆ Your investment is leveraged by RCMP resources of \$3,600 for this campaign.
- ◆ Partners get the marketing power of a full-page ad campaign plus digital support (\$10,000+ value) at a fraction of the cost.
- ◆ Cost includes design and media costs along with digital platform and social media support.
- ◆ *Note—outside Region 5? Contact us for participation rates for this opportunity.*



2013 ad.



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Spring Targeted Online Consumer Campaign (aka MOGO) April-June 2014 (eight weeks)

Deadline:
January 15, 2013

Email
Carolyn@southernoregon.org

- ◆ Building on the success of 2013's innovative online targeting campaign (aka MOGO campaign), Travel Southern Oregon will again offer the opportunity to partners to be part of this exciting, high-yield campaign.
- ◆ The spring 2013 online targeted campaign delivered enticing and beautiful creative to geo-targeted potential visitors.
- ◆ "Your Vacation Starts Here" delivered 3.3 million impressions and increased website traffic by 30% year-over-year.
- ◆ Campaign partners saw a very strong CTR (click-thru rate) 0.07%.
- ◆ Travel Southern Oregon gained thousands of new subscribers to the digital magazine.
- ◆ The campaign lifted the Southern Oregon Regional brand in targeted, markets to specific demographic matches.

2014 Campaign

- ◆ An eight week campaign (mid-April to mid-June), the yield is approx. 2.5 million impressions, with potential for much more (the 2013 campaign delivered 3.3 million).
- ◆ All traffic will go to a SOVA landing page featuring partners with direct links through to all partners AND the SOVA site in general.
- ◆ We will create three/four pieces of creative that each feature SOVA and a partner, and deliver that creative equally among partners
- ◆ We will create a dynamic landing page on SOVA site (like home page carousel) that features partners and direct links to their sites, as well as a portal into the SOVA site
- ◆ We will get a unique SOVA Pixel, which SOVA will use on the SOVA site, and embed on all SOVA emails. Partners will also embed pixels on their sites and emails as well to build "cookie pool" of potential SO travelers.
- ◆ We'll create animated ads using still images from partners.
- ◆ The concept is sometimes called "cookie-warehousing."
- ◆ Embedded pixels track consumer behavior. Contextual ads are then displayed for those consumers. All the data is indexed, cross-referenced, and builds very quickly.



Cost

- ◆ **\$2,500** - More partners = lower cost for all. Six participants needed to fund minimum.
- ◆ Your investment is leveraged by RCMP resources of \$7,500 for this campaign.
- ◆ There will be a creative limit for numbers of different ads, but space/exposure on the landing page can expand easily to feature more partners.
- ◆ *Note—outside Region 5? Contact us for participation rates for this opportunity.*



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Spring Campaign “Wonders of Southern Oregon”
Facebook, Instagram, Video - March/April 2014

Deadline:
January 15, 2013
Email
Carolyn@southernoregon.org

- ◆ Travel Southern Oregon will develop a major spring consumer marketing campaign featuring the “Wonders of Southern Oregon.”
- ◆ While details and creative are still being developed, the plan is to leverage the investments Travel Oregon will make in their major spring campaign.
- ◆ The goal is to drive consumer interest in Southern Oregon through the use of video, Facebook, and Instagram. As with the “Adventurecation” campaign in which Travel Southern Oregon has been a major partner in the past several years, the campaign will focus heavily on the acquisition of Facebook fans, and the continuing development of an enewsletter list.
- ◆ Links, beautiful photography, and suggested itineraries will all be used to invite consumers to explore more deeply into Southern Oregon.org and partner digital platforms.
- ◆ Repurposing the video that has been developed in recent months through the Discover America campaign (in which Travel Southern Oregon is a major partner), the spring campaign will convey the wonders of the region and capture the imaginative narrative that expresses the Southern Oregon travel experience.

Cost

- ◆ **\$750** - Minimum six participants to fund.
- ◆ Your investment is leveraged by RCMP resources of more than \$6,060 for this campaign PLUS Travel Oregon’s major spring campaign further leverages and supports your investment.
- ◆ Partners buy-in at a modest cost but gain the marketing power of a leveraged, well-funded, and effective marketing campaign.
- ◆ Cost includes design and media costs along with digital platform and social media support.
- ◆ *Note—outside Region 5? Contact us for participation rates for this opportunity.*



Travel Trade Marketing Opportunities

Go West Summit

Tacoma, Washington - February 24-27, 2014

Deadline:
December 15, 2013

Email
Sue@southern
oregon.org

- ◆ Travel Southern Oregon represents Destination Marketing Organizations (DMOs) at this appointment-format, travel trade show.
- ◆ The show focuses on group tour suppliers to operators who book business in the Western U.S. Some receptive and International operators are present.
- ◆ Pre-assigned appointments give our Travel Trade contractor the opportunity to present itineraries (which are centered around participating DMOs).
- ◆ Immediate bookings have resulted in recent years due to Travel Southern Oregon's sustained investment in Go West for the past eight years.
- ◆ Examples of recent successful itinerary placements include the AMTRAK BC to San Francisco; Western Wine Trail; and more.
- ◆ Itineraries are pushed to southernoregon.org/tours and elsewhere.

Additional marketing options for partners

- ◆ Vacation packages for a giveaway and promotion.
- ◆ FAM (familiarization) trip coordination and follow up for leads.
- ◆ Relationship management and consistent, sustained, year-round emphasis on developing this high-yield market.

Cost

- ◆ **\$850** - per DMO (Destination Marketing Organization)
- ◆ Your investment is leveraged by significant, sustained resources from Travel Southern Oregon of more than \$20,000/year (since 2004) for International consumer marketing and itinerary development.
- ◆ Cost includes design, coordination and all associated costs for regional participation in the show, including dedicated travel trade contractor, inclusion in any marketing collateral produced (including map locator, itinerary, display), leads from the show, and digital platform support (a dedicated show website featuring partners, a mobile site, Facebook and Twitter posts).
- ◆ *Note—outside Region 5? Contact us for participation rates for this opportunity.*



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Travel Trade Marketing Opportunities

International Pow Wow (IPW)

Chicago, Illinois - April 3-8, 2014

Deadline:
December 15, 2013

Email
Sue@southern
oregon.org

- ◆ Travel Southern Oregon represents Destination Marketing Organizations (DMOs) at this appointment-format, travel trade show.
- ◆ The show focuses on the International FIT (free independent traveler) and group tour business.
- ◆ Travel Southern Oregon, along with other regions, participates in a broad-scale effort with Travel Oregon.
- ◆ Pre-assigned appointments, approximately 300, give our Travel Trade contractor the opportunity to present itineraries (which are centered around participating DMOs).
- ◆ Immediate bookings have resulted due to Travel Southern Oregon's sustained investment in IPW for the past eight years. International business has been steadily increasing to Southern Oregon, especially UK, Germany and China.
- ◆ California-Oregon itineraries are especially well-received, and have been a steady emphasis of our efforts.
- ◆ Itineraries are pushed to southernoregon.org/tours and elsewhere.
- ◆ Relationship management and consistent, sustained, year-round emphasis on developing fast-growing International markets.

Additional marketing options for partners

- ◆ Vacation packages and/or products for giveaway and promotion
- ◆ FAM (familiarization) trip coordination and follow up for leads

Cost

- ◆ **\$900** - per DMO (Destination Marketing Organization)
- ◆ Your investment is leveraged by significant, sustained resources from Travel Southern Oregon of more than \$20,000/year (since 2004) for International consumer marketing and itinerary development.
- ◆ Cost includes design, coordination and all associated costs for regional participation in the show, including dedicated travel trade contractor, inclusion in any marketing collateral produced (including map locator, itinerary, display), leads from the show, and digital platform support (a dedicated show website featuring partners, a mobile site, Facebook and Twitter posts).
- ◆ *Note—outside Region 5? Contact us for participation rates for this opportunity.*



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Travel Trade Marketing Opportunities

Canada Sales Mission

British Columbia - March 2014 (specific dates TBA)

Deadline:
December 15, 2013

Email
Sue@southern
oregon.org

- ◆ Travel Southern Oregon represents Destination Marketing Organizations (DMOs) at this Travel Oregon-coordinated sales mission to British Columbia.
- ◆ The show focuses on appointments scheduled with tour operators and media. 2013 yielded 20+ office visits and meetings with more than 50 operators and media in a very effective format.
- ◆ Partners from Central Oregon, Eugene and Portland round out the sales mission team.
- ◆ Itineraries are pushed to southernoregon.org/tours and focus on the Canada-to-Southern Oregon routes and participating destinations.

Additional marketing options for partners:

- ◆ Vacation packages for a giveaway and promotion;
- ◆ FAM (familiarization) trip coordination and follow up for leads;
- ◆ Relationship management and consistent, sustained, year-round emphasis on developing this high-yield market.

Cost

- ◆ **\$750** - per DMO (Destination Marketing Organization)
- ◆ Your investment is leveraged by significant, sustained resources from Travel Southern Oregon of more than \$20,000/year (since 2004) for International consumer marketing and itinerary development.
- ◆ Cost includes design, coordination and all associated costs for regional participation in the show, including dedicated travel trade contractor, inclusion in any marketing collateral produced (including map locator, itinerary, display), leads from the show, and digital platform support (a dedicated show website featuring partners, a mobile site, Facebook and Twitter posts).
- ◆ *Note—2014 may include the Vancouver Adventure Trade Show! Costs may increase for the Canada sales mission.*
- ◆ *Note—outside Region 5? Contact us for participation rates for this opportunity.*



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