



April 16, 2015

Board of County Commissioner
Clackamas County

Members of the Board:

Presentation of the 2014 Travel Oregon Travel & Tourism Industry Achievement Awards
Recognition to Oregon's Mt. Hood Territory

Purpose/Outcomes	Update the Board on the recognition by Travel Oregon for outstanding accomplishments in statewide tourism marketing.
Duration	Recipient of 2014 industry achievement awards.
Previous Board Action	The Board has been very supportive of Tourism's marketing efforts as Oregon's Mt. Hood Territory.
Contact Person	Jeannine Breshears, Marketing & Programs Manager for Tourism & Cultural Affairs, 503 655-8419.

BACKGROUND:

Clackamas County Tourism & Cultural Affairs (CCTCA) branded as Oregon's Mt. Hood Territory received both the Outstanding Overall Oregon Marketing Program Award and the Outstanding Oregon Social Media Program Award from Travel Oregon at the annual Governor's Conference on Tourism April 12, 2015 in Eugene.

Oregon's Mt. Hood Territory received the Outstanding Overall Oregon Marketing Program Award for its Austin, TX campaign. Our strategy combined unique, "guerilla" style marketing tactics with more traditional elements to entice residents of the Texas city to visit Oregon's Mt. Hood Territory to escape the summer heat. The result was a dramatic increase in website traffic from Austin and the larger metropolitan area. Lodging partners in Clackamas County also reported a jump in visitors from Texas, particularly Austin.

Travel Oregon CEO Todd Davidson said when presenting the award: "In a fun and unique way, they were able to garner more than 10 million advertising impressions for this campaign. Their custom fleet of covered wagon-styled Pedicabs wrapped in images from Mt. Hood Territory, a city-wide scavenger hunt, custom-designed billboards, radio spots, and website banner ads all encouraged Austin residents to visit Oregon."

Tourism also won the Outstanding Oregon Social Media Program Award. In 2014, the Mt. Hood Territory website and social medial channels saw sharp increases in followers and engagement after increasing investment and a targeted focus on expanding its social media reach using new technology and also developing new techniques such as iPineraries. When giving this award at the event, Todd Davidson commented that Mt. Hood Territory's 2014 social media strategy increased Facebook followers by more than 20,000 with "soaring engagement." He also noted that all of our other social media platforms (Instagram, Pinterest, and Twitter) made tremendous strides in both telling and selling the Oregon story.

Both awards were new recognition categories offered by Travel Oregon this year. Being the first to receive awards in both of these categories is especially exciting and means we're helping to set the bar for future tourism marketing efforts within the industry. We are pleased to be recognized as a leader in Oregon destination marketing in this fast changing industry with ever evolving new technology mediums.

Respectfully submitted,

Danielle Cowan, Executive Director
CCTCA/Oregon's Mt. Hood Territory