



October 1, 2015

Board of County Commissioner  
Clackamas County

Members of the Board:

Presentation of the 2015 U.S. Travel Association's Destiny Achievement Awards  
Recognition to Oregon's Mt. Hood Territory

<b>Purpose/Outcomes</b>	Update the Board on the recognition by U.S. Travel Association for outstanding accomplishments in national destination marketing organization's tourism marketing.
<b>Duration</b>	Recipient of 2015 national industry achievement awards.
<b>Previous Board Action</b>	The Board has been very supportive of Tourism's marketing efforts as Oregon's Mt. Hood Territory.
<b>Contact Person</b>	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 two top honors from the U.S. Travel Association at the annual Educational Seminar for Tourism Organizations (ESTO) conference in Portland, August 25, 2015. The Destiny Award program recognizes U.S. Travel destination members for excellence and creative accomplishment in destination marketing and promotion at the local and regional level, and fosters the development of imaginative and innovative destination marketing promotion programs and activities.

Oregon's Mt. Hood Territory won two national Destiny Awards at the closing ceremony: one was for Best Visitor's Guide in 2015, and the second was for the Best Short Term Marketing Campaign for the Austin, TX marketing efforts. The campaign used both traditional and guerilla-style marketing elements to raise awareness of Mt. Hood Territory as a travel option for Austin residents looking to escape the summer heat. Promotions included radio ads, custom-designed billboards and digital advertising elements combined with branded Pedicabs designed to look like covered wagons, a Mt. Hood Territory themed scavenger hunt and an online sweepstakes. The advertising generated more than 10 million impressions from Austin residents while web traffic from Austin and other Texas communities soared during the campaign, increasing by more than 240%. Numerous lodging partners reported increased bookings from people hailing from that area.

Mt. Hood Territory's Travel Planner combines beautiful photography showcasing iconic experiences in The Territory with compelling writing to entice people to visit and explore everything it has to offer. It serves as the primary fulfillment piece for people looking for information about lodging, attractions and experiences in The Territory. The Travel Planner can be requested for mail or viewed online at MtHoodTerritory.com

While the awards are exciting, the real proof of success is in the numbers. Local Transient Room Tax (TRT) is up more than 10% the past year, reaching almost \$3.78 million, which is a record-breaking total. These awards prove that Mt. Hood Territory is a leader in the nation's destination marketing industry, and the record TRT revenues demonstrate to our tourism partners our success in promoting Mt. Hood Territory collectively. Without our partners, none of this would have been possible.

Respectfully submitted,

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