



FAQs

Contacts: Linea Gagliano
(503) 378-2084
linea@traveloregon.com

Michelle Godfrey
(503) 378-8861
michelle@traveloregon.com

“The Oregon 150 Challenge”

SUMMARY

Travel Oregon is conducting a travel promotion to address current economic conditions and build immediate demand for spring and summer travel in Oregon. The campaign, called “The Oregon 150 Challenge,” was originally designed as a signature tourism campaign for Oregon 150 (Oregon150.org), conceived as an in-state marketing campaign to leverage the year-long celebration of Oregon’s 150th birthday. However, in response to the economy and trends facing our industry, we have ramped up the effort significantly to increase demand and stimulate travel to and within Oregon in the near term.

The campaign begins on or about April 15 with launch of the “Take the Oregon 150 Challenge” website. The website will be up through fall 2009 and will be supported by a multi-media advertising campaign beginning early May targeting Seattle, Spokane, Sacramento and Oregon.

ABOUT THE CAMPAIGN

In the spirit of Oregonian-favorite rebel track star Steve Prefontaine and our favorite mother-turned-trail-guide Sacagawea, “The Oregon 150 Challenge” marketing campaign encourages folks to go the extra step and explore our state. The Challenge leverages Oregon’s sesquicentennial celebration and is designed to inspire Oregonians to rediscover the beauty, heritage and culture of our state through travel. Out-of-state messaging will focus on “Take the Oregon 150 Challenge” and encourage visitors within our drive market to take a trip here.

What is “The Oregon 150 Challenge”?

At its core, The Oregon 150 Challenge is simply a chance for anyone—local or import—to prove their love for Oregon. As the call to action for both the in-state and out-of state-campaigns, “Take the Oregon 150 Challenge” is a web-based contest designed to inspire you to visit every corner of the state. Travel Oregon has designed a robust website that allows you to plan and create trips across five categories (Events, Outdoors, Food/Drink, Attractions and You Pick).

Once travelers have completed The Oregon 150 Challenge, they will be entered to win one of seven Oregon grand tour prize packages. The Governor will send each a congratulatory email. And for those who have found The Challenge has put them in “a distinctly Oregon state of mind,” he will offer an “Official Certificate” announcing the participant’s “Certified Oregonian” status.



FAQs

The Challenge website will also feature “travel deals” from across the state with special packages and values at Oregon’s myriad lodging properties and attractions. What’s more, the new site has an opportunity to live as a valuable trip planning and travel journal application after the sesquicentennial.

Why are you doing this campaign?

Being an Oregonian means different things to different people. In the spirit of our sesquicentennial and to celebrate our state’s heritage, Travel Oregon is conducting “The Oregon 150 Challenge” campaign as a signature Oregon 150 event. We want to help people feel connected to Oregon, to build a sense of community and pride in our state, and ultimately encourage Oregonians and residents of nearby states to visit more of Oregon’s gems this year.

Why now?

Travelers are more budget-conscious, taking shorter trips and traveling closer to home. It’s a perfect time to promote Oregon as a destination to those who appreciate her best: Oregonians themselves, and visitors within our drive market. With this campaign, Travel Oregon invites you to take a road trip—by car, bicycle, or train—and experience all the unique and enriching vacation destinations that are available close to home.

How does this campaign relate to Oregon’s sesquicentennial celebration?

The campaign idea came out of a team conversation between Oregon 150 and Travel Oregon about what a signature sesquicentennial project, focused on travel, might look like. Brainstorming, we thought about Oregonians’ pride in their own state, how Oregonians cherish spots that are undiscovered, authentic, unique and sentimental to them. We thought the best way to celebrate our 150th birthday would be to evoke and celebrate this sentiment. We wanted to invite Oregonians to renew their love of the state by revisiting their cherished spots, discovering new ones, and creating new memories among some of Oregon’s time-honored destinations.

What is the Governor’s role in this campaign?

Governor Kulongoski will personally acknowledge travelers who complete the Oregon 150 Challenge. When you complete the challenge, he will send you a congratulatory email with resources for travel information to keep exploring. And, if you find your road trips have put you in a distinctly Oregon state of mind, he will offer you an “Official Certificate” declaring you a “Certified Oregonian.” which you can print, frame, and show off to your friends—with appropriately modest Oregonian pride, of course.

An avid Oregon traveler himself, Governor Kulongoski graciously supplied us with some of his favorite places to visit and things to do. These travel ideas will be featured on The Oregon 150 Challenge website.

Who else is involved?

Travel Oregon worked closely with the Oregon 150 team in developing and executing the campaign. Wieden+Kennedy developed the campaign concept and creative materials. Travel Oregon’s regional tourism partners provided package deals and discounts for the website to add incentive to travel.



FAQs

Where can I find out more about “The Oregon 150 Challenge?”

Visit TravelOregon.com/Challenge to learn about the campaign and take the Oregon 150 Challenge. For information about Oregon’s Sesquicentennial celebration, visit Oregon150.org. To get suggestions from Oregonians about their favorite destinations and travel suggestions, visit GoSeeOregon.com.

TAKE THE OREGON 150 CHALLENGE!

How do I take The Oregon 150 Challenge?

Visit The Oregon 150 Challenge website to get started: TravelOregon.com/Challenge

What will I find at the website?

The website is presented as a contest. “Seski” the Sasquatch serves as your host and guides you through points of completion along the way.

How does the web-based contest work?

On the website, you can create a profile and identify places in Oregon you would like to visit. After visiting those places, verify completion by uploading a photo of yourself on location, write a story about the experience and post it on the 150 challenge site, or simply check a box verifying you have completed the trip. (Yup, we’re using the honor system. Like you need an incentive to brag about your trip.). You will receive a “merit badge” for each experience completed. When you log in, your merit badges show up on your profile. You can also view your contest progress via a status bar on the home page.

How do I win the contest?

Ah! You see...traveling the four corners of Oregon is its own reward! But for you overachievers, go to the website and verify you have visited and completed five different Oregon experiences in the following categories:

- a. Food/Drink – restaurants, wineries, breweries
- b. Events /Activities – golfing, skiing, Rose Festival, etc.
- c. Landmarks – historical landmark, park, building
- d. Outdoors – hiking, biking trails, state parks, etc.
- e. You pick – a freebie! Make your own criteria.

These experiences must be completed in no less than two of Oregon’s seven tourism regions, which are listed on the site.

What do I win?

Once you complete the Challenge, you are automatically entered to win one of seven grand prizes. And you will receive a congratulatory email from Governor Kulongoski. And if you find your road trips have put you in a distinctly Oregon state of mind, you can ask the Governor to declare you an official Oregonian. Go on... make your mother proud.



FAQs

Seven grand prizes include:

Grand Tour 1 - Central Oregon – two nights at Sunriver resort with adventures for four at Mt. Bachelor, a Wanderlust Tour excursion, plus \$100 to shop the Old Mill District and \$50 at Deschutes Brewery.

Grand Tour 2 - Eastern Oregon – six nights in Baker City, Fossil and Pendleton with adventures in Hell's Canyon, a train excursion, a genuine old west experience at Wilson Ranches Retreat, and a Pendleton Underground Tour.

Grand Tour 3 - Greater Portland – two nights of luxury in the Rose City complete with spa package, kayaking, a Twilight film location tour, two exceptional dinners and two complimentary bottles of wine.

Grand Tour 4 - Southern Oregon – five nights in Klamath Falls, Medford and Grants Pass with golf at Running Y Ranch Resort and Medford's Centennial Golf Club, plus canoeing, bird watching, fly fishing, a brewery tour, wine tastings, and a tour of Harry and David.

Grand Tour 5 - The Coast – six nights in Gold Beach, Coos Bay/The Dunes, and Seaside with ATVs on the Oregon Dunes, boat excursion, crabbing, brandy tasting and golf for two at Salmon Run Golf Course, plus an Oregon Coast passport for a la carte fun all along the way.

Grand Tour 6 - Mt. Hood and Columbia River Gorge – two nights at Collins Lake Resort with two ski passes to Timberline Lodge and two rounds of golf at The Resort at The Mountain.

Grand Tour 7 - Willamette Valley – one night in Eugene and one at Eagle Rock Lodge on the McKenzie River, with a mountain bike tour, family passes to the Cascade Raptor Center and Jordan Schnitzer Museum of Art, plus a Pinot Clinic for the grown-ups at Pfeiffer Winery.

When can I complete “The Oregon 150 Challenge”?

You must enter and complete the Oregon 150 Challenge before September 30, 2009 to be eligible to win a grand prize.

Who can participate?

Anyone over 21 may participate. See contest rules on TravelOregon.com.

What else is there to do on the website?

So glad you asked! We'll be offering audio tracks for your road trips, including comedy sketches, “Sounds Like Oregon,” from Live Wire! Radio aired on OPB radio (LiveWireRadio.org).

And if you should possibly run short of inspiration, we'll have a few “trips we love” outlined on the site, to give you suggestions of things to see and do in every corner of Oregon that we know will make your trip unique and memorable. You can build your trip using a Google map interface, print a map of your itinerary, and share it with your family and friends.



FAQs

All right, I'm in! Now make me a deal.

Perhaps the best part of the Oregon 150 Challenge is that, during the campaign, tourism partners across the state are offering special deals, discounts and packages for travelers. We'll show you a host of travel deals—from lodging to activities to food and drink experiences—so you can take advantage of them as you plan your trip. Or go straight to the bargains by following the link on the home page. So far, we have 78 deals to offer, and adding more all the time. Check back often to see what's new.

CAMPAIGN MARKETING & ADVERTISING

What are the components of “The Oregon 150 Challenge” marketing campaign?

In-state: The primary advertising communication will be a television spot designed to tap into the pride Oregonians have in our state and inspire them to celebrate the sesquicentennial by traveling and exploring their own backyards. The spot will air within local news and “feel good” programming on broadcast and cable channels throughout the state. The TV campaign is scheduled to run early May through mid-June and will be supplemented by radio and online advertising. Wieden+Kennedy produced the ads.

Out-of-state: to help further stimulate travel, we are extending the in-state effort into key drive-markets outside the state (Sacramento, Seattle, and Spokane). Out-of-state advertising will run approximately May 1 – June 30. The media plan is based on an “interrupt and invite” strategy that is designed to reach consumers during highest-traffic booking days and times and in media closest to the point of travel planning and purchase. Media will include a targeted online banner buy on top travel and booking sites, as well as radio ads, which will air on local stations within our key drive markets.

Other advertising will include: online banners, keyword search, magazine print ads, and an Oregon DMV direct mail stuffer sent with vehicle registration notices April through September.

Campaign advertising call to action directs consumers to the “Oregon 150 Challenge” website.

What does the campaign look like?

Visit <http://traveloregon.mediaroom.com/> to view and download images of the campaign creative.

Tool Kit available for tourism businesses:

Travel Oregon offers a “tool kit” of resources to help local tourism partners participate in and promote the campaign, including:

- This fact sheet that can be shared via email with consumers and media
- Copy of the news release that announced the campaign
- A template e-newsletter article for local distribution
- Banner ads for partner websites
- A link to the “Take the Oregon 150 Challenge” TV spot on YouTube
- A link to the Oregon 150 Small Plate radio network show, April 9, about the campaign



FAQs

- Instructions for getting your travel deals and/or business listed on TravelOregon.com/Challenge
- A dedicated news room page at <http://traveloregon.mediaroom.com/> with all campaign materials and creative that can be shared with partners and the public

Campaign Timeline (dates are subject to change)

- April 27th –
 - Website launch
 - Travel Oregon news release announces campaign to media
 - News room page goes live
 - Tool kit for local marketing is distributed via Travel Oregon listserv
- April 24 – DMV direct mail piece begins distribution with monthly vehicle registration notices, through September.
- May 4 (target date) – Advertising and promotion begins in target markets: TV (Oregon only), radio, print, and online (retail and search). For details about the media plan, contact Michael Sturdevant at 503-378-8869 or michael@traveloregon.com.

*The Oregon Tourism Commission, dba **Travel Oregon**, works to enhance Oregonians' quality of life by strengthening economic impacts of the state's \$8.4 billion tourism industry. Visit www.TravelOregon.com for details.*