

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Tuesday, November 20, 2018 • 1–3 pm
Willamette River Room, Wilsonville City Hall



**EXPLORE
WILSONVILLE!**
A POCKET (OF FUN)

VOTING MEMBERS

Jeff Brown, General Manager, Hotel Eastlund

Darren Harmon, Chair
General Manager,
Family Fun Center

Al Levit
Former Commissioner,
City of Wilsonville
Planning Commission

Dave Pearson,
Vice Chair
Executive Director,
World of Speed
Motorsports Museum

Brandon Roben
CEO, Oaks Park

David Stead
General Manager,
Langdon Farms Golf
Club

ADVISORY / EX-OFFICIO MEMBERS

City of Wilsonville
City Councilor Charlotte
Lehan, Council Liaison
Michael McCarty, Parks &
Recreation Director
Brian Stevenson,
Community Services
Manager (designee)
Erica Behler, Parks &
Recreation Coordinator
(designee)

**Clackamas County
Tourism & Cultural
Affairs (TCA)**
Danielle Cowan, Director
Samara Phelps,
Development Lead
(designee)

**Washington County
Visitors Association
(WCVA)**
Carolyn McCormick,
President/CEO
Sylke Neal-Finnegan,
VP/Marketing &
Communications
(designee)

**Wilsonville Area
Chamber of Commerce**
Kevin Ferrasci O'Malley,
CEO

STAFF

Mark Ottenad,
Public/Government
Affairs Director

OPERATIONS AND DEVELOPMENT COORDINATOR

Vertigo Marketing, LLC
Lynette Brailard
and Trev Naranche,
Principals

- 1. Welcome 1:00**
 - a. Committee members and guests introductions
- 2. Committee Business and Updates 1:10**
 - b. Approve Prior Meeting Minutes of Sept 27, 2018 * *p. 3*
 - c. Reports:
 - Clackamas County Water Tourism Findings: Wilsonville * *p. 5*
 - Arts, Heritage and Culture Strategy Community Meeting
 - Wilsonville Proposal for RFP to Host 2020 Oregon Mayors Assn (OMA) Statewide Conference for Holiday Inn * *p. 10*
 - d. City's Community Tourism Grant Program: Clarify event criteria to events occurring primarily within the City of Wilsonville
- 3. Vertigo Marketing Report 10:40**
 - e. RRC Assoc. Summer Visitor Profile Survey Report * *p. 34*
 - f. RRC Assoc. Winter Visitor Profile Survey Questionnaire * *p. 65*
 - g. Pocket Trips marketing collateral
 - h. Print and online promotions
 - i. ExploreWilsonville.com tourism website re-design
 - j. STR lodging trends report: Sept 2018 YTD * *p. 73*
 - k. Proposed comprehensive benchmarking lodging report
- 4. Adjourn 3:00**
 - Next Tourism Promotion Committee Meeting:
Thur, Dec. 20, 10 am – 12 pm, at Parks & Recreation Mt Hood Conference Room, Town Center Park, 29600 SW Park Place

* materials in packet or online ■ materials at meeting

Wilsonville Tourism Promotion Committee

Upcoming Events of Note

Oregon Tourism Commission Meeting

December 3-4

The McMinnville Grand Ballroom

325 NE 3rd Street, McMinnville

<http://industry.traveloregon.com/events/upcoming/oregon-tourism-commission-meeting-15/>

Travel Oregon 101

December 3, 9-11:30 am

The McMinnville Grand Ballroom

325 NE 3rd Street, McMinnville

<http://industry.traveloregon.com/events/upcoming/travel-oregon-101-27/>

Oregon Destination Marketing Organizations (ODMO)

2019 Annual Conference

January 22-24, 2019

Tetherow Resort, Bend, OR

<http://oregondmo.com/conferences/>

Wilsonville Tourism Promotion Committee

MEETING MINUTES

Thursday, Sept. 27, 2018 • 10 am – 12 pm

Willamette River Room, Wilsonville City Hall

1. Welcome

a. Voting members attending: Jeff Brown; Darren Harmon, Chair; Al Levit; Dave Pearson, Vice Chair; and Brandon Roben. David Stead excused.

Ex-officio members, staff, consultants and guests attending: City Councilor Charlotte Lehan; Letwina Fushai; Trev Naranche; Sylke Neal-Finnegan; Kevin Ferrasci O'Malley; Samara Phelps; Mark Ottenad; and Brian Stevenson.

b. Summer updates:

Brandon Roben reported that revenue at Oak's Park was up this summer.

Sylke Neal-Finnegan reported that new Washington County events center in Hillsboro has broken ground; Washington County was number-2 tourism destination in Oregon in 2017.

Dave Pearson reported that ESPN filmed a show on site.

Jeff Brown reported that Hotel Eastlund to add a wine cellar and that new Metro Convention Center 600-room hotel has started work.

Darren Harmon reported that business at Family Fun Center is up 20% this summer. Facility to undergo some remodel to remove batting cages and add bowling. Fun Center to be renamed and rebranded, maybe as Bullwinkle's Entertainment.

Brian Stevenson reported on Parks & Recreation Master Plan update that includes tourism strategy items such as Willamette River access, indoor sports facility assessment and 10 acres of new sports fields by new Meridian Creek Middle School, providing a total of 10-13 sports fields scattered around Wilsonville.

Mark Ottenad reported on progress by the Planning Division's Signage and Wayfinding project.

2. Committee Business and Updates

c. Election of Committee Chair and Vice Chair: Mark Ottenad noted that election of Committee Chair and Vice Chair is required by committee charter at first meeting of new fiscal year, and that prior Chair Jeff Brown sought to pass the baton to another member.

Jeff Brown moved for Darren Harmon as Chair and Dave Pearson as Vice Chair; motioned seconded by Brandon Roben. Motion approved unanimously.

d. Approve Meeting Minutes of Prior Meetings: Committee members reviewed the draft meeting minutes of May 31, 2018. Dave Pearson moved and Al Levit seconded the motion to adopt the meetings minutes as presented. Motion approving minutes passed unanimously.

e. Committee Positions: Mark Ottenad reported that Mayor Knapp re-appointed with Council confirmation Darren Harmon to Position #5 and David Stead to Position #6, both with term expiring 6/30/2021. Position #7 with term expiring 6/30/2021 remains vacant.

Samara Phelps reported that Best Western Wilsonville hotel has a new GM who also serves as vice chair of the Clackamas County Tourism Development Board that guides the work of OMHT.

f. Upcoming meetings — scheduling issues: Mark Ottenad noted that October was a busy month with several tourism related meetings occurring, including Town Center Plan Economic Summit Panel on Oct. 11; Clackamas County Water Tourism Findings meeting on Oct. 12; and Arts, Heritage and Culture Strategy Community Meeting on Oct. 29. Members decided to skip holding a separate committee meeting in October and to seek a good date in November.

3. Vertigo Marketing Report

g. Pocket Trips marketing collateral final-draft review: Trev Naranche reviewed draft final copy for print production of the 12 themed pocket trips. Al Levit noted that Disc Golf should be included for Memorial Park (as well as Champoeg State Heritage Area), and he suggested that pickle ball be added as an activity. Members were invited to review materials and send in comments by the following Wednesday.

h. Print and online promotions: Trev Naranche reviewed various print and online advertisements that have run or are planned to be run.

Committee members suggested that news releases should be issued when the Pocket Trips materials and website is re-launched. They also suggested that the website contain a disclaimer about not sharing subscriber's personal data with other vendors.

Suggestion that Explore Wilsonville order form contain a check box to request information from other local area tourism DMOs, including Travel Oregon, Travel Portland, OMHT and WCVA.

i. ExploreWilsonville.com tourism website re-design preview: Trev Naranche presented previewed pages from the ExploreWilsonville.com tourism website re-design project. He noted that populating custom, local directories was taking considerable time.

Each pocket trip is linked to a separate page with more extensive information on the suggested destinations. Members suggested that ExploreWilsonville.com site allow readers to suggest a destination that matches the Pocket Trip theme or to suggest a whole new Pocket Trip.

A question arose if site should list criteria for being listed on the site; or if ExploreWilsonville.com should develop criteria for being listed and/or for pocket trips. [Subsequently, Samara Phelps reported that OMHT "does not have written listing policy" and instead has "defined working policies."]

j. Visitor Profile Study: Trev Naranche reported that the RRC Associates report from the summer months would be delayed and not be ready until the holidays. Trev Naranche also presented about the winter questionnaire, and if the committee had any changes. Committee members indicated that they preferred to see the report on the summer survey results prior to making suggestions for changes to the questionnaire — did the current questionnaire produce the kinds of answers and results desired?

k. STR lodging trends report: Mark Ottenad presented the August 2018 YTD lodging occupancy and rates report that showed a downward trend of occupancy and room rate over past year for Wilsonville, and less of decline for Troutdale, Wilsonville's comparable.

Committee members wondered how to track data for VRBO and AirBnB lodging. Trev Naranche noted that STR reports show data only for participating properties.

Samara Phelps noted that the Demand and Tax Collections metrics are the most important ones. She also noted that unusual events, such as Eclipse or summer wildfire smoke, can impact STR reports.

Members suggested that Explore Wilsonville should emphasize the convenience of Wilsonville lodging—proximity to metro area and wine/bike country, free parking—rather than the room rate.

Members wondered about developing a comprehensive benchmarking lodging report with metrics that includes all lodging tax activity, including transient lodging tax collections.

4. Adjourn

The meeting ended at 12:00 pm

Respectfully submitted by Mark Ottenad on October 9, 2018.

Study says city fails to maximize river

Corey Buchanan, Wilsonville Spokesman

Wednesday, October 31, 2018

<https://pamplinmedia.com/wsp/134-news/410776-310223-study-says-city-fails-to-maximize-river>

Plenty of untapped economic potential in Willamette River, mostly in recreation



SPOKESMAN FILE PHOTO - A Clackamas County study says that Wilsonville could do a better job of leveraging the Willamette River to spark economic activity.

According to a recent study, Wilsonville — as well as Clackamas County as a whole — is not maximizing the economic potential of the Willamette River.

Oregon's Mt. Hood Territory, a Clackamas County agency that focuses on tourism, recently released a study that shows that while Clackamas County boasts above average water bodies in comparison to the rest of Oregon, visitation is lacking and just two percent of the revenue generated across the state from water-related tourism trickled into the county in 2016.

According to the study, which included three months of site visits and a survey, Clackamas County waters attract 1.5 million visitors annually, which results in 240,000 overnight stays, and water-based revenue generates \$12 million annually in Oregon and about \$240,000 in Clackamas County.

"Despite above average water assets, the County is attracting below average visitation to these waters due to a combination of physical access, water-recreation management, lack of awareness, and niche product development," the study said.

The study also provided specific advice for Wilsonville, which Clackamas County tourism development specialist Samara Phelps said could do better to draw tourism to the Willamette River.

"The community has not fully embraced the river and turned their attention toward its opportunities," Phelps said. "Wilsonville has a beautiful section of the Willamette that the residents or visitors don't have much awareness of."

To bolster river activity, the County suggested Wilsonville improve access to the river at Memorial Park, develop better access to the 15-acre Willamette Meridian Landing site that is owned by Oregon State Parks and is only accessible via the river, increase promotion of river activities and develop an official paddling trail from Wilsonville to Milwaukie, among other recommendations.



SPOKESMAN FILE PHOTO - The Clackamas County study suggests Wilsonville develop a paddling trail from Wilsonville to Milwaukie.

Phelps said the City has been receptive to these ideas and increasing river access is already a part of Wilsonville's plans for improvements to both Memorial Park and Boones Ferry Park. Wilsonville is also planning to add river access to the the Willamette River Water Treatment Plant Park, which would accompany the seismic upgrades and construction that is intertwined with a project to build a water pipeline from Wilsonville to Hillsboro.

We can make the dock at Wilsonville Memorial Park easier to access, locate and be able to use. With the Boones Ferry Park Master Plan, we're looking at increasing river access, including a non-motorized rivercraft dock," Wilsonville Public Affairs Director Mark Ottenad said.

"I'm excited about the discussion in the parks about areas where people without a boat can access the boat dock," Phelps said. "That really adds to the attractiveness of the community."

Phelps listed Milwaukie, Keizer and Independence City as cities that better utilize the river. She said Keizer and Independence City feature boat locks and maps that draw boaters into town and Milwaukie tweaked infrastructure to provide a better view of the river from the highway and is developing accessible walkways from a local park to the river.

"How someone is coming into your community from the river and how they experience your community is often overlooked," Phelps said. "How do they know there's a landing where you can stop and get out of your boat? Does it look inviting and feel safe?"

Clackamas County highlighted the paddling trail as an attractive spot for boaters camping in local sites. During the 13-mile stretch from Milwaukie to Wilsonville, there are 13 camping spots along the river trail and the study posited that a designated marked trail would be attractive to campers.

"It's probably an underutilized resource that is an incredible experience for people who like to do paddling," Phelps said.

Ottenad said designating and promoting routes to

Champoeg and the Molalla

River State Park in Canby through Wilsonville could be options.

"Anecdotally I've heard someone say 'Wouldn't it be neat if you could canoe from Champoeg to Wilsonville, catch lunch in Wilsonville and ride back to Champoeg?'" he said.

As for marketing, Clackamas County recommended that Wilsonville develop packages with differing prices and catered to different ability levels for excursions and activities along the river. Ottenad said the City could provide more interactive displays and handouts for park and river users to highlight attractions.

In Wilsonville, some Willamette River waterfront owners have said water-related activity along the river in Wilsonville is already excessive, particularly from motorboats. Phelps brought up the idea of developing a countywide management plan, where river-goers and homeowners would have a say in strategies moving forward.

"Part of that is educating water recreationists and encouraging appropriate behavior and respect for private property," Ottenad said.

Ottenad agreed with the assessment that Wilsonville could do better to highlight its relationship with the river.

"It just shows that there's a lot of work to be done to develop infrastructure that accesses waterways but also the infrastructure for promoting these attractions and working with the local community to take advantage of these water resources for economic benefit," Ottenad said.

However, he said, due to the current limited access to the river, water-related activities are not a central component of the City's tourism promotion strategy, which instead focuses on attractions such as World of Speed, the Family Fun Center, biking and golfing.

"Our tourism strategy focuses on primarily family-oriented activities; that includes outdoor and indoor recreation," Ottenad said. "We don't focus on the river at this point because we only have limited river access we can offer. Our focus tends to focus on those assets we already have."

Clackamas County Water Tourism Study

Wilsonville and
Willamette River

Purpose:

In spring of 2017 Clackamas County Tourism initiated a comprehensive study to determine if its water recreation assets are being used to their greatest economic potential.

Method:

The study included over 3 months of site visits to the County's water bodies and surveyed 1700 statewide respondents. The results represent the interests of 1.6 million water recreation enthusiasts and a detailed inventory of the County's recreational assets.

Overall Key Findings:

- Oregon's recreational waters are visited 80 million times annually by people looking to recreate.
- Clackamas County's recreational waters attract 1.5 million visitors annually, which result in 240,000 overnight stays.
- Clackamas County's water bodies are equally good or better than the State average for recreational value.
- The public's concern for water quality, habitat quality, public access, information, safety, user conflicts, and crowds are not significantly different in the County than the rest of the state.
- Water-based recreation generated about 12 million dollars in lodging reservations in Oregon in 2016, but Clackamas County captured only about 2% of this amount. Despite above average water assets, the County is attracting below average visitation to these waters due to a combination of physical access, water-recreation management, lack of awareness, and niche product development.

Upper Willamette River Corridor

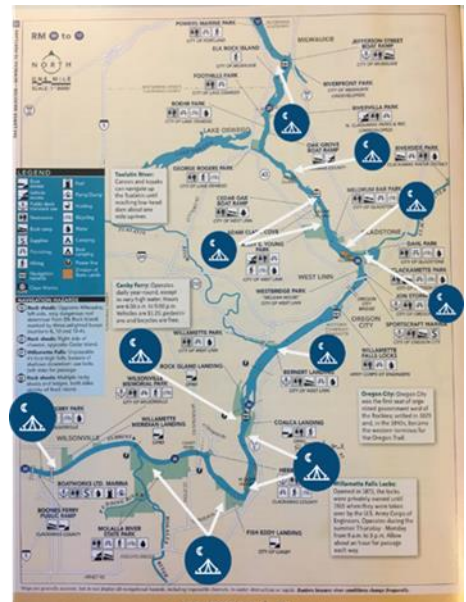


Location:

The Willamette River offers diverse water tourism opportunities in Clackamas County and consequently the greatest potential for total visitation. The Willamette River flows from the Boones Ferry Boat Launch in the southern end of the county to the Milwaukie/Portland line on the north. These 22 river miles afford the recreationist the greatest diversity of water-based entertainment in the county. From motor boating and water skiing, to fishing and primitive camping on secluded islands the river provides abundant natural and cultural history. The location provides a unique opportunity to connect the river experience with the amenities like restaurant, lodging, and public transport.

Recommendations:

1. Improvements in Infrastructure
 - a. Wilsonville Memorial Park: Improve Day Use Area & Access - River access, picnic areas, and a range of public facilities should be considered here to increase river-based tourism.
 - b. Improvements at Meridian Landing – Access is difficult and site is underutilized.
2. Coordination of Community
 - a. Foster and promote the connection between the city of Wilsonville and the Willamette River through infrastructure, policy, programs, and events.
3. Improve the Experience
 - a. Expand Tour Products - Offer packages including a variety of price points and abilities increasing the accessibility of water-based recreation. Examples include fishing gear rental, family friendly tours, and increased soft adventure offerings.
 - b. Focus on the Experience - Promote time spent bonding and creating memories while engaging in water recreation.
 - c. Develop a Primitive Camping Paddling Trail on Willamette River from Wilsonville to Milwaukie - This 20 river mile stretch has 13 potential locations that could offer excellent camping opportunities accessible only by boat.



Next Steps:

View the full 156-page report from Crane and Associates

<https://www.dropbox.com/s/122hp73833fpsog/Clackamas%20County%20Water%20Tourism%20Report%20F.pdf?dl=0>

To discuss the Water Tourism Strategic Plan, Development Grants, or relevant projects contact Samara Phelps 503-742-5910 or email samara@mthoodterritory.com.



November 1, 2018

Mayor John Cook, President
Mayor Brian Dalton, President-Elect
Board of Directors
Oregon Mayors Association
1201 Court St. NE #200
Salem, OR 97301

RE: Proposal to Host 2020 Oregon Mayors Association Conference

Dear Mayors Cook and Dalton and members of the Board,

The City of Wilsonville is pleased to offer a proposal to host the 2020 Oregon Mayors Association Conference in response to OMA's RFP. This proposal is crafted in conjunction with Holiday Inn Hotel & Convention Center Portland South/Wilsonville, the third largest full-service hotel/conference facility in Washington County, and with members of our Tourism Promotion Committee, dba *Explore Wilsonville*.

Located just off of I-5 at the southern edge of the Portland metro region, Wilsonville is ideally situated for the OMA Conference — easily accessible along the West Coast's primary arterial and just close enough to the Portland area to enjoy cultural benefits while far enough away to avoid heavy traffic congestion.

This packet includes a proposal by Holiday Inn for a package of lodging/meals/meeting facilities, along with three suggestions for extracurricular activities and a Wilsonville tour. The tour could be customizable to your preferences and held in conjunction with a visit to one or more activities. Depending on timing/situation in 2020, the City may be able to offer bus transportation for the Wilsonville tour by our municipal transit agency, South Metro Area Regional Transit (SMART).

Additional visitor information on attractions, events and things to do around Wilsonville maybe found at our tourism website, www.ExploreWilsonville.com.

Thank you for your time and consideration.

Sincerely,

Tim Knapp, Mayor





2020 OMA Summer Conference Host City Application Form

Please submit your completed Host City Application Form by November 30, 2018 to:

*Jenni Kistler, Program Manager
League of Oregon Cities
1201 Court St. NE, Suite 200
Salem, OR 97301
E-mail: jkistler@orcities.org
Phone: 503-588-6550*

Yes, our city would love to host the 2020 OMA Summer Conference!

Mayor: [Tim Knapp](#)

City: [Wilsonville, OR 97070](#)

Phone: [503-896-0048](tel:503-896-0048)

E-mail: mayor@ci.wilsonville.or.us

Please complete the following conference information about your city.

Lodging Accommodations

Hotel Name: [Holiday Inn Wilsonville](#) # of Guestrooms: [169](#)

Address: [25425 SW 95th Ave., Wilsonville, OR 97070](#)

Phone: [503-682-2211](tel:503-682-2211)

Web Site: www.hiportlandsouth.com

Contact Person: [Jimmy Vach, Group Sales Manager](#)

Phone: [503-682-5595](tel:503-682-5595)

E-mail: jvach@hiportlandsouth.com

Conference Meeting Space

(X) Same as above

of Meeting Rooms: [Seven \(7\); various sizes and configurations available](#)

Meals, Tours & Events (Copy this page if you have additional locations to be considered)

1. Location: [World of Speed Motorsports Museum](#)

Address: [27490 SW 95th Ave., Wilsonville, OR 97070](#)

Phone: [503-563-6444](tel:503-563-6444)

Web Site: <http://www.worldofspeed.org/>

Contact Person: [Dave Pearson, Executive Director](#)

Phone: 503-563-6444, ext. 208

E-mail: info@worldofspeed.org

Brief description of location or tour idea: From drag racing and land-speed records to hydroplanes and NASCAR, visitors love it all! The educational museum features historic race cars, boats, and motorcycles that tell the story of motorsports culture. Through interactive exhibits and hands-on activities, the museum offers visitors a behind-the-scenes view of the racing world. If you love motorsports as much as they do, you must stop by and check out the special exhibits like the Daytona Banking Wall, the Wall of Sound, Women in Racing, and the History of Northwest Drag Racing. While you're there, take a spin (or two) in one of the three simulators to feel like you're really behind the wheel of an iconic Formula, Indy, or NASCAR race car!

World of Speed Motorsports Museum is just 0.8 mile from the Hotel so very much walkable for those who don't mind a little July sunshine! Hotel van-shuttle service also available.

Transportation Required? Yes No City/Hotel to Provide? Yes No

2. Location: Langdon Farms Golf Club

Address: 24377 NE Airport Road, Aurora, OR 97002

Phone: 503-678-4653

Web Site: www.langdonfarms.com

Contact Person: David Stead, General Manager

Phone: 503-678-4722

E-mail: dstead@langdonfarms.com

Brief description of location or tour idea: Langdon Farms is a premiere golf course and event venue located just 4 miles south of Wilsonville's Holiday Inn. Langdon Farms is consistently rated highly among the best-rated golf courses. In fact, OregonLive.com called Langdon Farms one of the top golf courses in the area. Local, regional and national golf writers have all recognized us as a 'truly unique golf experience' as a result. Langdon Farms invested in year-round dry conditions well before it was the 'cool' thing to do. Hotel van-shuttle service available; City may be able to arrange transportation.

Transportation Required? Yes No City/Hotel to Provide? Yes No

3. Location: McMenamins Wilsonville Old Church & Pub

Address: 30340 SW Boones Ferry Rd, Wilsonville, OR 97070

Phone: 503-427-2500

Web Site: www.mcmenamins.com/wilsonville-old-church-pub

Contact Person: Group Sales Coordinator

Phone: 503-427-2506; 503-427-2500

E-mail: sabinac@mcmenamins.com

Brief description of location or tour idea: The beautifully restored Old Church, originally built in 1911, retains its charm with warm wood floors, high ceilings and stained glass complete with round prisms casting rainbows from sunlight. This versatile space can accommodate a range of 20 to 120 guests, is conveniently located just off I-5, and comes complete with state-of-the-art audio/visual equipment to enhance your meeting or presentation. Adjacent to the Old Church is the tiered Amphitheater. Complete with lush grass and verdant gardens, perfect for team building activities, the space is just outside the Brewery Bar offering our signature handcrafted ales, wines, cider and spirits to cap off your meeting or event in style. In the summer time, McMenamins hosts free outdoor music at the Amphitheater. If you'd prefer a smaller, more casual space inside the pub, there are two intimate meeting rooms available.. Hotel van-shuttle service available; City may be able to arrange transportation.

Transportation Required? Yes No **City/Hotel to Provide?** Yes No

4. Location: **Wilsonville City Tour**

Address: **Wilsonville, Oregon**

Phone: **503-570-1505**

Web Site: www.ci.wilsonville.or.us

Contact Person: **Mark Ottenad, Public/Government Affairs Director**

Phone: **503-570-1505**

E-mail: ottenad@ci.wilsonville.or.us

Brief description of location or tour idea: Customizable tour for OMA Conference attendees that can include visits to Willamette River water treatment plant, wastewater treatment facility, public library, SMART/TriMet Wilsonville transit center, Oregon Tech Wilsonville campus, Villebois urban-village neighborhood, Old Town Square shopping center, town center, high-tech campus employment area, industrial employment zone, etc. City may be able to arrange transportation.

Transportation Required? Yes No **City to Provide?** Yes No

Suggested Host City Contributions

Welcome Gift Bags for Mayors Yes, we can provide these. No, we're unable to provide.

Thursday Welcome Reception Yes, we can sponsor. No, we can't sponsor this event.

Other Suggestions (briefly describe): **Welcome reception would be at the Hotels discretion for length of time and items served.**



Greetings Oregon Mayors Association Board,

Thank you for this opportunity to earn your business. We are excited to present the Holiday Inn Wilsonville as the host site for your July 2020 conference.

Based on your needs I am pleased to offer the following for your event.

OREGON MAYORS ASSOCIATION 2020 SUMMER CONFERENCE

July 23-25, 2020, OR July 30-August 1, 2020

Guestroom Block:

Thursday - 80 rooms
Friday - 80 rooms
Saturday - 80 rooms
Sunday - Checkout

Guestroom Rate:

PREVAILING GOV PER DIEM

Meeting Space Rental:

Thursday - Ballroom @ \$3200 p/day
Thursday – Terrace @ Complimentary
Friday - Ballroom @ \$3200 p/day
Friday - Terrace @ Complimentary
Saturday – Ballroom @ \$3200 p/day
Saturday – Terrace @ Complimentary

Food & Beverage:

With \$19,500 in total food & beverage minimum the hotel will reduce the meeting room rental from \$9600 down to a daily set-up fee of \$500 p/day

Additional Concessions:

- 1.) Complimentary Suite over official event dates
- 2.) Complimentary welcome reception for 45 minutes at the hotels discretion
- 3.) Two (2) complimentary upgrades at the group rate to suites over event dates
- 4.) Complimentary parking for all attendees
- 5.) Complimentary use of all fitness, pool & Jacuzzi
- 6.) Complimentary use of hotel Terrace space
- 7.) Complimentary USA Today & local paper
- 8.) Complimentary gift bags for Mayors
- 9.) Prevailing GOV Per Diem room rates for July 2020



In closing, we would like the OMA Board to also know that we will have just completed an \$8 million dollar total hotel renovation by October 2019. This will allow us to showcase our brand new hotel while offering the Mayors of Oregon the finest experience and latest amenities our hospitable hotel has to offer! We hope this offer demonstrates the desire of the Holiday Inn Wilsonville and the City of Wilsonville to play host for the upcoming 2020 Oregon Mayors Association Summer Conference! Please feel free to contact me with any questions surrounding our offer.

Cheers,

Jimmy Vach | INTL & Assoc Group Sales Manager

Holiday Inn Hotel & Convention Center Portland South/Wilsonville

25425 SW 95th Ave, Wilsonville, OR 97070

D: 503-682-5595 | Main: 503.682.2211 | F: 503.218.2024

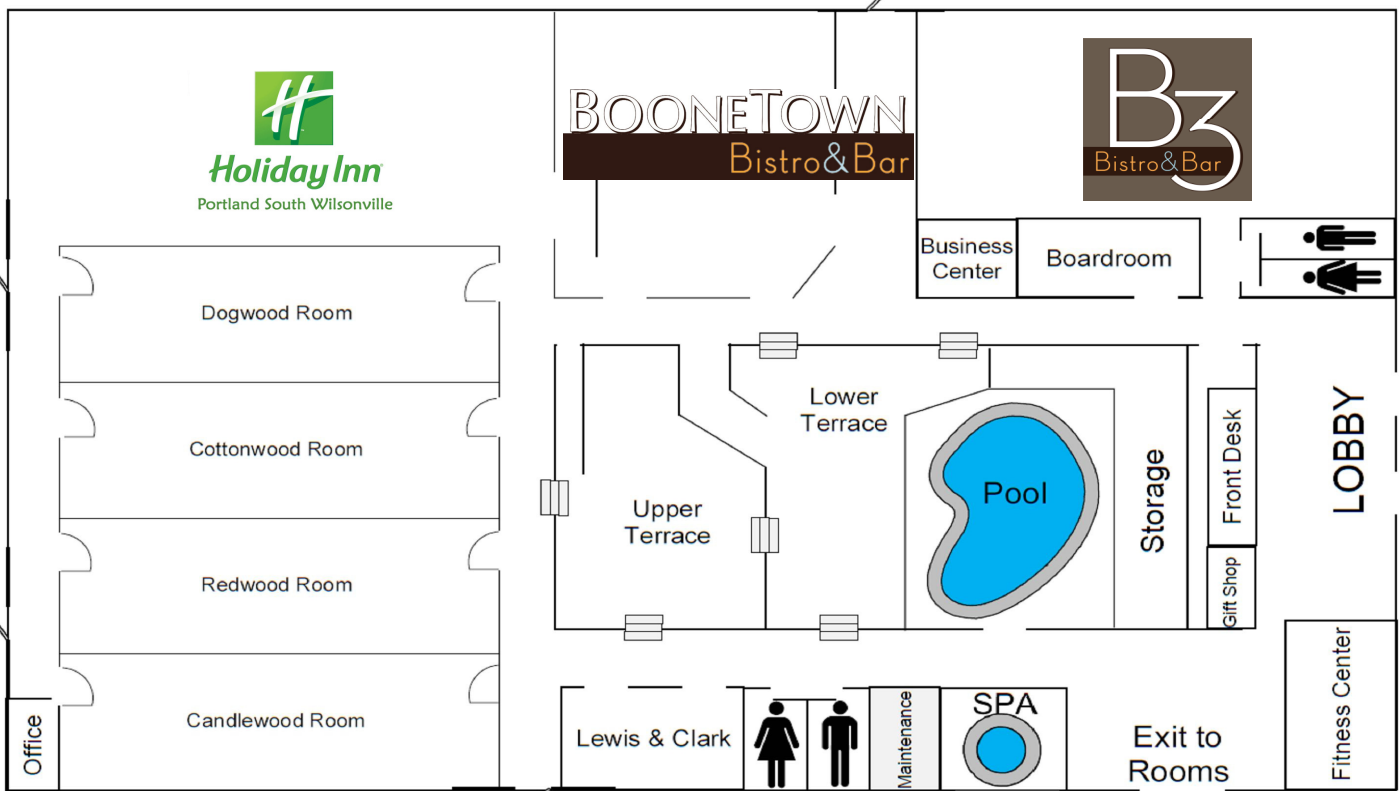
Email jvach@hiportlandsouth.com

Hotel Website www.hiportlandsouth.com

Hotel 360° Viewing <http://visiting360.com/profile/holiday-inn-portland-south>

Restaurant/Lounge website <http://www.boonetownbistroandbar.com/>

Simplify your meeting.
Amplify your results.



Room Name	Sq. Ft.	Dimensions	Ceiling	Theatre	Classroom	Reception	Banquet	Exhibits
Ballroom	6,720	112'x60'	11'	800	360	700	500	84
Dogwood	1,680	28'x60'	11'	150	90	150	110	27
Cottonwood	1,680	28'x60'	11'	150	90	150	110	27
Redwood	1,680	28'x60'	11'	150	90	150	110	27
Candlewood	1,680	28'x60'	11'	150	90	150	110	27
Indoor Terrace	3,430	~	30'	250	~	350	250	30
Indoor Upper Terrace	1,650	~	30'	100	~	150	110	15
Indoor Lower Terrace	1,780	~	30'	150	~	200	140	15
Lewis & Clark	500	20'x25'	8'	30	21	20	30	10
Executive Boardroom	180	15'x12'	10'	~	~	~	8	~





2018

Catering Menus





Holiday Inn Continental

Sliced Assorted Fresh Fruit
 Assorted Petite Pastries, Bagels w/Cream Cheese, Muffins and Classic Breakfast Breads
 Assorted Chobani and Yoplait Yogurts with Granola and Dried Fruits
 Assorted Chilled Juices
 European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners
19.00

The Inn's Early Bird Morning Start

Scrambled Eggs with Tillamook Cheddar Cheese & Fresh Chives
 O'Brien Breakfast Potatoes with Onions & Peppers
 Thick Sliced Smoked Pepper Bacon
 Grilled Sausage Links
 Sliced Assorted Fresh Fruit
 Assorted Chobani and Yoplait Yogurts with Granola and Dried Fruit
 Breakfast Pastries, Muffins and Bagels with Cream Cheese
 Chilled Fruit Juices & Milk
 European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners
23.00

Signature Breakfast Buffet

Scrambled Eggs with Tillamook Cheese, Minced Tomato, and Fresh Herbs
 Cheese Stuffed Blintzes with Warm Berry Sauce and Toasted Almonds
 Turkey Sausage and Baby Spinach Breakfast Casserole
 Garlic Roasted New Potatoes with Sautéed Onions
 Thick Sliced Smoked Pepper Bacon
 Grilled Sausage Links
 Sliced Assorted Fresh Fruit
 Breakfast Pastries, Muffins and Bagels with Cream Cheese
 Assorted Cereals with Milk
 Chilled Fruit Juices
 European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners
27.00

Action Stations

These items can be added to your buffet selection from above.

Smoked Salmon Lox 6.00

Thinly Sliced Cured Salmon with Classic Garnish or Minced Red Onion, Capers, Cream Cheese, Bagels, and Fresh Tomatoes.

Omelet Station 7.00

Made to Order Omelet Station with Ham, Bacon, Sausage, Mushrooms, Tillamook Cheese, Baby Spinach, and Fresh Tomatoes.

Carving Station 7.00

*Roasted Pit Ham with Whole Grain Mustard and Orange Marmalade Glaze.
Served with Fresh Butter Milk Biscuits.*

Plated Breakfast Options Available Upon Request.

Minimum of 50 guests required or an additional \$3 per person will be charged.



Holiday Inn Brunch

Standard Accompaniments

Scrambled Eggs with Tillamook Cheddar Cheese & Fresh Chives
O'Brien Breakfast Potatoes with Onions & Peppers
Thick Sliced Smoked Pepper Bacon or Grilled Sausage Links
Sliced Assorted Fresh Fruit
Breakfast Pastries, Muffins and Bagels with Cream Cheese
European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners

Salads (Choose Two)

Baby Green Salad with Creamy Ranch and Lo-Cal Vinaigrette
Caesar Salad
Cold Asian Noodle Salad
California Pasta Salad
Cucumber Dill Salad

Entrées (Choose Two)

London Broil with a Portobello Demi-Glace
Atlantic Salmon in a Dill Buerre Blanc Sauce
Chicken Marsala
Tuscan Grilled Chicken
Roasted Balsamic Pork Loin with Fresh Herbs
Vegetable Ravioli with Mushroom Sauce
Cheese Tortellini tossed in Marinara Sauce

Side Dishes (Choose Two)

Fresh Seasonal Vegetables
Wild Rice Pilaf
Yukon Mashed Potatoes with Chives
Quinoa with Roasted Vegetable and Vegetable Broth
Pesto Crusted Yukon Gold Potatoes

Two Entrée Selections 44.00

Brunch Additions

These items can be added to your buffet selection from above.

Smoked Salmon Lox 6.00

*Thinly Sliced Cured Salmon with Classic Garnish
or Minced Red Onion, Capers, Cream Cheese,
Bagels, and Fresh Tomatoes.*

Omelet Station \$\$\$

*Made to Order Omelet Station with Ham, Bacon,
Sausage, Mushrooms, Tillamook Cheese, Baby
Spinach, and Fresh Tomatoes.*

Prime Rib Carving Station 11.00

Served with Pan Au Jus, Horseradish Cream Sauce.

Minimum of 50 guests required or an additional \$3 per person will be charged.



Break Options

Mix & Match

Bagels and Cream Cheese, Jams and Jellies	36.00 per dozen
Assorted Muffins, Pastries, and Breakfast Breads	36.00 per dozen
Fudge Brownies	36.00 per dozen
Assorted Freshly-baked Cookies	36.00 per dozen
Assorted Granola Bars	38.00 per dozen
Assorted Jumbo Candy Bars	3.00 each
Fancy Mixed Nuts (<i>Serves 30-40 People</i>)	45.00 per pound
Tortilla Chips and Salsa	4.00 per person
Hummus & Pita with Crisp Vegetables	4.00 per person
Potato Chips and Dip	4.00 per person
Pretzels and Cajun Snack Mix	4.00 per person

Refreshments

European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners	42.00 per gallon
Assorted Milks	4.00 each
Chilled Fruit Juices (<i>orange, apple, cranberry</i>)	22.00 per pitcher
Fresh Brewed Assorted Iced teas	36.00 per gallon
Lemonades (<i>Regular and Strawberry</i>)	36.00 per gallon
Fruit Punch	36.00 per gallon
Assorted Soft Drinks or Bottled Water	4.00 each
Pellegrino Water (<i>16oz</i>)	5.00 each
Red Bull	5.00 each

Platters and Displays

Artisan Cheeseboard

Baked Brie with Marionberry Preserves Smoked Gouda, Rogue Valley Blue Cheese, Sliced Tart Apples, Dried Cranberries, Local Seasoned Hazelnuts, with French Baguette and Assorted Butter Crackers,
15.00

Charcuterie Platter

Soppressata Dry Salami, Sliced Chorizo and Sweet Coppa Salami with Willamette Valley Whole Grain Mustard, Cornichons Pickles, Marinated Assorted Olives, Pickled Onions, and French Baguette.
17.00

Antipasto Display

Seasonal Roasted and House Pickled Vegetables, Assorted Salamis, Smoked Tillamook Cheddar and Feta Cheeses, Assorted Olives and Crackers & Breadsticks.
16.00

Themed Breaks

Afternoon Matinée

Candy Bars, Red Licorice, Popcorn, Chips, Pretzels, and Assorted Soft Drinks.
12.00

Build Your Own Trail Mix

Pretzels, Peanuts, Almonds, Dried Cranberries, M&M's, Raisins, Dried Fruit, and Bottled Water.
12.00



Lunch Buffets

All Lunch Buffets served with Iced Tea or European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners.

Artisan Deli Buffet

(Vegetarian items available upon advanced request)

Deli Meats, Cheeses and Proteins

Shaved Smoked Turkey Breast, Shaved Pit Ham, Roasted Beef, Hummus, Pepper Jack Cheese, Tillamook Cheddar Cheese, and Natural Swiss Cheese.

Portland French Bakery Assorted Breads

Rustic Wheat, Potato Bread, and Marble Rye.

(Gluten-Free Bread Available. Must be Pre-Ordered before the Day of Event.)

Salads

Tossed Baby Green Salad with Creamy Ranch and Lo-Cal Vinaigrette
Northwest Style Red Potato Salad

Accompaniments and Spreads

Green Leaf Lettuce, Sliced Tomato, Sliced Red Onions, Dill Pickle Spears, Hummus, Mayonnaise, Dijon Mustard and American Mustard.
Cookies and Brownies

29.00

Soup and Salad Bar

Choice of ONE Soup:

Cream of Broccoli & Tillamook Cheddar, Fresh Vegetable, Minestrone,
Roasted Chicken & Vegetable with Egg Noodles, or
Egg Drop Soup with Pork and Fried Wontons.

Build Your Own Green Salad

Mixed Greens and Baby Spinach, Garlic Croutons, Garbanzo Beans, Broccoli & Cauliflower Florets, Chopped Red Onion, Bleu Cheese Crumbles, Cherry Tomatoes, Sliced Cucumber, Diced Egg, and Chopped Pepper Bacon.

Choice of TWO salads

Almond-Grape Chicken Salad
Classic Egg Salad
Traditional Tuna Salad
Fresh Pasta Salad
Northwest Style Potato Salad

Accompaniments

Creamy Ranch and Lo-Cal Vinaigrette
Assorted Portland French Bakery Rolls and Real Butter
Chef's Choice of Assorted Desserts

28.00

Minimum of 50 guests required or an additional \$3 per person will be charged.



Lunch Buffets Cont.

All Lunch Buffets served with Iced Tea or European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners .

Signature Lunch Buffet

Salads (Choose Two)

- Baby Green Salad with Creamy Ranch and Lo-Cal Vinaigrette
- Caesar Salad with Pancetta Bacon
- Cold Asian Noodle Salad
- California Pasta Salad
- Cucumber Dill Salad

Entrees (Choose One or Two)

- London Broil with a Portobello Demi-Glace
- Atlantic Salmon in a Dill Buerre Blanc Sauce
- Chicken Marsala
- Tuscan Grilled Chicken
- Roasted Balsamic Pork Loin with Fresh Herbs
- Hazelnut Chicken in a Demi-Glace
- Vegetable Ravioli with Mushroom Sauce
- Cheese Tortellini tossed in Marinara Sauce

Side Dishes (Choose One)

- Yukon Mashed Potatoes with Chives
- Wild Rice Pilaf
- Quinoa with Roasted Vegetable
- Pesto Crusted Yukon Gold Potatoes

Accompaniments and Dessert

- Warm Seasonal Vegetables
- Assorted Rolls and Butter
- Chef's Choice of Assorted Desserts

Two Entrées 36.00

Italian Buffet

- Artichoke Caesar Salad with Garlic Croutons
- Orzo Pasta Salad
- Basil Pesto Bruschetta
- Pancetta Roasted Pork Loin
- Chicken Parmesan Marinara
- Chef Choice of Buttered Pasta
- Wild Rice Pilaf
- Warm Zucchini and Squash Casserole
- Oven Toasted Garlic Bread
- Tiramisu

32.00

Southwest Buffet

Salads, Proteins and Side Dishes

- Jicama Salad with Oranges and Tossed with Cilantro Lime Vinaigrette
- Watermelon Salad with Coconut Honey Syrup
- Braised Pulled Brisket
- Shredded Southwestern Chicken Fajitas
- Roasted Bell Peppers and Onions
- Spanish Rice and Refried Beans
- Soft Flour Tortillas
- Jalapeno-Cheddar Corn Bread with Butter

Accompaniments and Dessert

- Diced Tomatoes, Shredded Lettuce, Sliced Olives, Shredded Cheese, Guacamole, Sour Cream and Salsa Fresca.
- Chef's Choice of Assorted Desserts

32.00

Asian Fusion Buffet

- Pork Potstickers
- Bok Choy Salad
- Cold Asian Noodle Salad
- Grilled Korean Beef
- Honey Chicken
- Vegetable Fried Rice
- Stir-Fried Vegetables
- Chow Mein Clusters

32.00

BackYard BBQ

- Texas Ranch Dill Potato Salad
- Deviled Eggs
- Mesquite Smoked BBQ Brisket
- Boiled Beer Brats with all the Fixin's
- Baked Beans with Pepper Bacon
- Mac & Cheese Gratin
- Jalapeno and Cheddar
- Corn Bread with Butter
- Bowls of Chips with Ranch Dip
- Chef's Choice of Assorted Desserts

32.00

Minimum of 50 guests required or an additional \$3 per person will be charged.



Boxed Lunch

All boxed lunches include bag of potato chips, pasta or potato salad, house-made cookie, soft drink or bottled water and appropriate condiments and disposables.

Classic Tuna Croissant

Albacore Tuna tossed with Sweet Relish, Red Onion, Celery, Dijon Mustard, and Mayonnaise With Tillamook Cheddar on a Soft Buttery Croissant.

28.00

Northwest Deli Sub

Smoked Turkey or Ham with Swiss or Cheddar Cheese, Tomato, and Lettuce, on a Hoagie Roll or Croissant.

28.00

Veggie Bar

Grilled Seasonal Vegetables and Sweet Herb Hummus with Pepper Jack Cheese on Focaccia Bread.

28.00

Chicken Caesar Wrap

Fresh Romaine Lettuce tossed with Chicken, Caesar Dressing, and Parmesan Cheese. Served in a Spinach Wrap.

28.00

Please choose the same meat, cheese, and bread selection for all boxed lunch orders.



Meeting Packages

Mt. Hood Package

Holiday Inn Continental

Sliced Assorted Fresh Fruit

Assorted Pastries, Bagels & Cream Cheese, Muffins and Breakfast Breads

Assorted Yogurts with Granola and Dried Fruit

Assorted Chilled Juices, European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners

Mid Morning Refreshment Break

European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners, Assorted Soft Drinks and Iced Tea

Afternoon Break

Fruit and Cheese Display with an Assortment of Crackers

OR

Fudge Brownies and Freshly Baked Cookies, European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners, Assorted Soft Drinks and Iced Tea

29.00

Mt. Jefferson Package

Inn's Early Bird Morning Start

Scrambled Eggs with Tillamook Cheddar Cheese & Fresh Chives

O'Brien Breakfast Potatoes with Onions & Peppers
Thick Sliced Smoked Pepper Bacon
Grilled Sausage Links

Sliced Assorted Fresh Fruit

Assorted Yogurts with Granola and Dried Fruit
Pastries, Muffins and Bagels with Cream Cheese
Chilled Fruit Juices & Milk, European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners

Mid Morning Refreshment Break

European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners, Assorted Soft Drinks and Iced Tea

Afternoon Break

Fruit and Cheese Display with an Assortment of Crackers

OR

Fudge Brownies and Freshly Baked Cookies, European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners, Assorted Soft Drinks and Iced Tea

34.00

Mt. Washington Package

Mid Morning Refreshment Break

European Blend Coffee, Hot Bigelow Teas, Creamers, Sweeteners, Soft Drinks and Iced Tea

Lunch Buffet (Choose ONE)

Build Your Own Signature Buffet, Artisan Deli Buffet, Italian Buffet, Southwest Buffet, or BackYard BBQ

Afternoon Break

Fruit and Cheese Display with Crackers

OR

Fudge Brownies and Freshly Baked Cookies, European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners, Assorted Soft Drinks and Iced Tea

39.00

Mt. Mazama Package

Inn's Early Bird Morning Start

Scrambled Eggs with Tillamook Cheddar Cheese & Fresh Chives

O'Brien Breakfast Potatoes with Onions & Peppers
Thick Sliced Smoked Pepper Bacon
Grilled Sausage Links

Sliced Assorted Fresh Fruit

Assorted Yogurts with Granola and Dried Fruit
Pastries, Muffins and Bagels with Cream Cheese
Chilled Fruit Juices & Milk, European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners

Mid Morning Refreshment Break

European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners, Assorted Soft Drinks and Iced Tea

Lunch Buffet (Choose ONE)

Build Your Own Signature Buffet, Artisan Deli Buffet, Italian Buffet, Southwest Buffet, or BackYard BBQ

Afternoon Break

Fruit and Cheese Display with an Assortment of Crackers

OR

Fudge Brownies and Freshly Baked Cookies, European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners, Assorted Soft Drinks and Iced Tea

57.00



Plated Lunch

Plated Lunches are served with Iced Tea - OR - Lemonade.

Holiday Inn Plated Lunch

Salads (Choose ONE)

Baby Green Salad - Baby Greens, Cucumber, Carrot, Tomatoes, and Chef's House Dressing.

Caesar Salad - Romaine Hearts, Parmesan Cheese, Garlic Croutons and Caesar Dressing.

Cucumber Dill Salad - Creamy Cucumber Salad with a Tomato Wedge Garnish.

****Salad entrées do not receive a side salad option or a warm vegetable accompaniment..*

Entrées (Choose TWO)

Same accompaniments must apply for all selections.

The higher priced entrée charge will apply to all selections.

Teriyaki Chicken

*Char-broiled chicken breast Served with Rice
And Seasonal Fresh Vegetable.*

21.00

Salmon Oscar

*Fresh Atlantic Salmon topped with Béarnaise sauce
and Dungeness Crab. Served with
Wild Pilaf and Seasonal Fresh Vegetable.*

24.00

Ginger Glazed Mahi Mahi

*Grilled Mahi Mahi topped in a Spicy Sweet Ginger
Glaze. Served With Rice and Seasonal Vegetable.*

Market Price

Grilled Marinated Shrimp Skewer

*Broiled Shrimp topped with Garlic Butter and Fresh
Herbs. Served with Fresh Seasonal Vegetables.*

21.00

Top Sirloin Steak Diane

*Pan Fried Top Sirloin with Mustard, Worcestershire, and
cream. Served with Roasted Garlic
Mashed Potatoes.*

23.00

Herb Crusted Pork Loin

*Roasted Pork Loin served with
Roasted Shallot-Rosemary Demi Glace*

21.00

Chicken Caesar Salad

*Crisp Hearts of Romaine, Garlic Croutons, and
Shredded Parmesan Tossed with Creamy
Caesar Dressing. Topped with our
House Smoked Chicken Breast.*

Choice of cup of fruit or Potato Salad

20.00

Seared Salmon Salad

*Pan Seared Salmon Filet on Mixed Spring Greens with
Wine Poached Pears, and Pepper
Crusted Bacon. Served with Sherry
Vinaigrette, Candied Walnuts,
and Rolls and Butter.*

22.00

B.L.T.T.

*Peppered Bacon, Lettuce, Sliced Tomato and Smoked
Turkey with Monterey Jack Cheese
on Sourdough Toast Accompanied by
either Pasta or Potato Salad.*

17.00

Tofu Tacos

*Tofu grilled in Coconut Oil with Purple Onion, Green &
Red Bell Pepper. Seasoned with Pepper, Cumin, Chili,
Smokey Paprika & Fine Sea Salt. Wrapped in Corn
Tortillas and topped with Red & Purple Cabbage,
Cilantro, Lime & Tomatoes. Served with Tortilla Chips,
Salsa and Avocado.*

18.00

Dessert

See Dinner Dessert Menu

4.00

The Working Lunch Table

(For Groups of 30 People or Less)

Pre-Made Assorted Sandwiches including Ham, Smoked Turkey, Roast Beef, and Vegetarian.

Served with a Tossed Green Salad with Creamy Ranch and Lo-Cal Vinaigrette,

Potato Salad. Potato Chips, and Chef's Choice of Dessert.

21.00



Holiday Inn Reception Package

Carving Stations (Choose ONE)

Boneless Roasted Breast of Turkey

Herb Crusted Turkey Breast served with Cranberry Relish and Dijon Aioli.

Citrus Glazed Ham

Served with Dijon Aioli, Apple-Craisin Demi Glace,

Roasted Pork Loin

Seasoned with Fresh herbs and Garlic. Slow Roasted and Topped with Fresh Apple Demi Glace.

Displays (Choose Two)

Sliced fresh seasonal fruit display

Imported & Domestic Cheese & Cracker Display

Fresh Vegetable Crudité Display with Garlic-Basil Aioli

Antipasto Platter - Aged Meats, Cheese, and Assorted Grilled Vegetables

Salad (Choose Two)

Baby Green Salad and Chef's House Dressing

Caesar Salad

California Pasta Salad

Cucumber Dill Salad

Watermelon Salad with Coconut Honey Syrup

Cold Asian Noodle Salad

Sides (Choose Two)

Seasonal Fresh Vegetables Greek Yogurt Dip

Yukon Mashed Potatoes with Chives

Pesto Crusted Yukon Gold Potatoes

Baked Macaroni & Cheese

Wild Rice Pilaf

Quinoa with Roasted Vegetable and Vegetable Broth

Appetizers (Choose Two)

(\$4 additional charge will apply)

Basil Pesto Bruschetta

Meatballs with Choice of Barbeque, Sweet-n-Sour or Swedish Sauce

Spanakopita

Chicken Satay with Peanut Sauce

Pork and Vegetable Eggrolls

Standard Accompaniments and Dessert

Sliced Dollar Rolls and Condiments.

Chef's Selection of Assorted Desserts

European Blend Coffee, Hot Bigelow Teas, Creamers, and Sweeteners,

Iced Tea

39.00

Minimum of 20 guests required or an additional \$6 per person.



*All dinner buffets include European Blend Coffee,
Hot Bigelow Teas, Creamers, Sweeteners, and Iced Tea*

Holiday Inn Dinner Buffets

Salads (Choose Three)

Baby Green Salad with Creamy Ranch and Lo-Cal Vinaigrette
Caesar Salad with Pancetta Bacon
Shrimp Salad with Cucumber
Cold Asian Noodle Salad
California Pasta Salad
Italian Antipasto Salad
Cucumber Dill Salad
Traditional Chef's Salad

Entrées

London Broil with a Portobello Demi-Glace
Atlantic Salmon in a Dill Beurre Blanc Sauce
Spice Rubbed Tri-Tip with Mushrooms and Peppers
Chicken Marsala
Pecan Crusted Salmon
Tuscan Grilled Chicken
Red Snapper a'la Livorese
Hazelnut Chicken in a Demi-Glace
Roasted Balsamic Pork Loin with Fresh Herbs
Vegetable Ravioli with Mushroom Sauce
Salmon Florentine
Cheese Tortellini Tossed in Marinara Sauce

Pasta, Grains & Potatoes (Choose Two)

Yukon Mashed Potatoes with Chives
Roasted Red Potatoes with Garlic Butter
Pesto Crusted Yukon Gold Potatoes
Baked Macaroni & Cheese
Wild Rice Pilaf
Quinoa with Roasted Vegetable and Vegetable Broth

Standard Accompaniments and Dessert

Warm Seasonal Vegetables
Assorted Rolls and Butter
Chef's Selection of Assorted Desserts

Two Entree Selections 46.00

Three Entree Selections 52.00

Minimum of 50 guests required or an additional \$6 per person.



Plated Dinner

All Dinner Selections Include Chef's Choice of Seasonal Vegetables, a Choice of Salad, Dessert, Rolls, European Blend Coffee, Hot Bigelow Teas, Creamers, Sweeteners, and Iced Tea .

Holiday Inn Plated Dinners

Appetizers (Choose One)

(additional charges will apply)

- Seared Rare Ahi Tuna** - Won Ton Crisps, Wasabi Cream, and Mini Baby Green Salad. **10**
- Smoked Salmon Crostini** - Toasted Bread, Soft Cheese, Smoked Salmon, Dill and Capers. **7**
- Mozzarella Skewers** - Baby Mozzarella Cheese, Tomatoes, Basil and Balsamic Glaze. **6**

Salad

- Baby Green Salad** - Baby Greens, Cucumber, Carrot, Tomatoes, and Chef's House Dressing.
- Caesar Salad** - Romaine Hearts, Parmesan Cheese, Garlic Croutons and Caesar Dressing.
- Wedge Salad** - Mini Wedge of Iceberg, Blue Cheese, Bacon, Tomato, Onion and Dressing.

Dessert (Choose One)

- Chocolate Ganache
 - Bailey's Cake
 - Tiramisu
 - Carrot Cake
 - White Champagne Cake
- 4.00**

Entrées (Choose Two)

Chicken Marsala

Marinated with Fresh Mushrooms, Onions and Dry Marsala Wine. Served with Wild Rice Pilaf and Fresh Vegetables.

25.00

London Broil

Broiled Flank Steak with a Balsamic Bacon Glaze. Served with Garlic Roasted Mashed Potatoes and Fresh Vegetables.

31.00

Stuffed Chicken

Prosciutto and Smoked Mozzarella Chicken Breast. Served with Wild Rice Pilaf, Fresh Vegetables, and Roasted Red Pepper Sauce.

29.00

Rainbow Trout

Grilled Skin-on Rainbow Trout served with a Red Pepper Beurre Blanc Sauce. Served with Wild Rice Pilaf and Fresh Vegetables.

30.00

Grilled Kalbi Flat Iron Steak

Served with a Crimini Mushroom Sauce, Rice, Kalbi Glaze, and Fresh Seasonal Vegetables.

33.00

Stuffed Salmon

Dungeness Crab and Brie Stuffed Atlantic Salmon topped with an Orange Beurre Blanc Sauce. Served with Wild Rice and Fresh Asparagus.

34.00

Garlic Roasted Prime Rib

Slow Roasted Prime Rib Served with Roasted Garlic Mashed Potatoes and Chef's Fresh Vegetable.

35.00

Filet Mignon

Center Cut Choice Filet Wrapped with Pepper Bacon. Served with Roasted Garlic Mashed Potatoes, Bordelaise Sauce, and Fresh Asparagus.

42.00



Carving Stations

All Carving Stations Include Baby Green Salad with Creamy Ranch and Lo-Cal Vinaigrette, Sliced Dollar Rolls and Condiments.

Boneless Roasted Breast of Turkey

*Herb Crusted Turkey Breast Served with Cranberry Relish and Dijon Aioli.
Served with Baby Green Salad with Creamy Ranch and Lo-Cal Vinaigrette, and
Sliced Dollar Rolls.*

275.00 (Serves 40)

Pink and Green Peppercorn Crusted Prime Rib

*Served with Pan Au Jus, Horseradish Cream Sauce, Baby Green Salad with Creamy
Ranch and Lo-Cal Vinaigrette, and Sliced Dollar Rolls.*

425.00 (Serves 50)

Citrus Glazed Ham

*Served with Dijon Aioli, Apple-Craisin Demi Glacé, Baby Green Salad with Creamy
Ranch and Lo-Cal Vinaigrette, Sliced Dollar Rolls.*

300.00 (Serves 50)

Roasted Pork Loin

*Seasoned with Fresh Herbs and Garlic. Slow Roasted and Topped with Fresh
Apple Demi Glacé. Served with Baby Green Salad with Creamy Ranch and Lo-Cal Vinaigrette,
Sliced Dollar Rolls and Condiments.*

275.00 (Serves 40)

Beef Tenderloin with Madeira Demi Glacé

*Fresh Herb Crusted Tenderloin, Whole Roasted and Carved to Order and Served with Madeira
Wine Sauce, Baby Green Salad with Creamy Ranch and Lo-Cal Vinaigrette, Sliced
Dollar Rolls and Condiments.*

425.00 (Serves 25)

A \$50 carver fee will apply to all carving stations.



Hot Selections

Meatballs with Choice of Barbeque, Sweet-n-Sour or Swedish Sauce	28 / dozen
Mini Vegetable Spring Rolls with Sweet-Chili Sauce	30 / dozen
Pork Potstickers	28 / dozen
Bacon Balsamic Deviled Eggs	30 / dozen
Spanakopita	30 / dozen
BBQ Pork Sliders	34 / dozen
Beef Sliders	35 / dozen
Red Hot Buffalo Wings	37 / dozen
Crab Stuffed Mushrooms	42 / dozen
Sausage Stuffed Mushrooms	38 / dozen
Beef Satay with Teriyaki Glaze	40 / dozen
Chicken Satay with Peanut Sauce	42 / dozen
Bacon Wrapped Scallops	53 / dozen
Coconut Shrimp	45 / dozen
Pork and Vegetable Eggrolls	27 / dozen
Northwest Crab Cakes	40 / dozen
Calamari Kabobs with Chipotle Remoulade	37 / dozen

Cold Selections

Smoked Ham & Dill Cream Cheese Pinwheels	28 / dozen
Salami and Boursin Coronet	26 / dozen
Hummus Bites with Chives	29 / dozen
Bruschetta Al Pomodoro	29 / dozen
Asparagus Wrapped in Prosciutto	31 / dozen
Deviled Eggs	29 / dozen
Asian Lettuce Wraps	35 / dozen
Chilled Prawns with Cocktail Sauce & Lemon	44 / dozen

Composed Appetizers

Tomato and Mozzarella Salad with Fresh Basil	37 / dozen
Smoked Salmon Crostini with a Mini Green Salad	42 / dozen
Mini Shrimp Cocktails... Composed on Spoons	36 / dozen
Spicy Orange Jicama Salad	26 / dozen
Quinoa Salad with Olive Oil, Herbs, Basil Pesto, Bruschetta Salsa, and Basil.	28 / dozen

Displays (Serves 50 People)

Baked Brie stuffed with Crab, Served with Toasted Baguette & Crackers	200
Cold Poached Salmon Served with Cucumber Dill Sauce and Toast Points	300
Sliced Fresh Seasonal Fruit Display with Greek Yogurt Dip	200
Imported & Domestic Cheese & Cracker Display	225
Fresh Vegetable Crudit� Display with House-made Dips	170
Deli Meat and Cheese Tray with Dollar Rolls Served with Assorted Condiments	300

Prices per dozen, require a (2) dozen minimum order Per Item



Hosted/Cash Bar

\$6.00

\$9.00

\$11.00

Wine

- ◆ Canyon Road Wines *
- ◆ William Hill, Cabernet *
- ◆ Chateau St. Jean, Chardonnay *
- ◆ Erath Pinot Gris *
- ◆ Columbia Crest Merlot *

Bottled Beer

- ◆ Assorted Domestics *
- ◆ Assorted Specialties *

Liquor

- ◆ Well Scotch, Bourbon, Rum
Vodka, Gin, Tequila *
- ◆ Absolute Vodka *
- ◆ Absolute Peach Vodka *
- ◆ Absolute Citron Vodka *
- ◆ Absolute Vanilla Vodka *
- ◆ Grey Goose Vodka *
- ◆ Glenfiddich 12yr Scotch *
- ◆ Jack Daniels Bourbon *
- ◆ Honey Jack Daniels Bourbon *
- ◆ Knob Creek 9yr *
- ◆ Makers Mark Bourbon *
- ◆ Seagrams 7 Canadian Whiskey *
- ◆ Pendleton Canadian Whiskey *
- ◆ Crown Royal Canadian Whiskey *
- ◆ Bacardi Silver Rum *
- ◆ Captain Morgan Rum *
- ◆ Malibu Rum *
- ◆ Bombay Dry Gin *
- ◆ Bombay Sapphire Gin *
- ◆ Jose Cuervo Tequila *
- ◆ Patron Silver Tequila *

House Hosted Bar Tickets = \$6.00 Purchases

Call Hosted Bar Tickets = All \$6.00 and \$9.00 Purchases

Premium Hosted Bar Tickets = All Selections from \$6.00 - \$11.00

A \$50 bar set-up fee will apply. **Bar service must end 30-mins prior to event end time.**

Additional wines available, please ask your Catering Manager for suggestions.

An \$18.00 per 750ml bottle corkage fee will be assessed for any wine not provided by the hotel.



Bottled Selections

Kegged Beer

Domestic Pony Keg 275 each

Domestic Full Keg 425 each

Microbrew & Imports Full Keg 575 each

House Wines

Canyon Road Vineyards, CA **Bottle** 24

Chardonnay, Pinot Gris, Cabernet, Merlot

From the wine maker Rafael Jacinto Jofre.

Rose , OR TBD

White Wines

Kendal-Jackson, Chardonnay, CA **Bottle** 33

Beautifully integrated tropical flavors such as pineapple, mango, and papaya with citrus notes. A hint of toasted oak and butter lingers on the finish.

Erath Pinot Gris, OR 29

Enticingly fragranced with honeydew melon, rose petals and bread dough.

Chateau St. Michelle Riesling, WA 27

Crisp apple aromas and flavors with subtle mineral notes. This is our "everyday Riesling".

Willakenzie Pinot Gris, OR 46

Aromas of citrus, Granny Smith apples, and jasmine, accompanied by mineral tones. Crisp and refreshing.

Sparkling Wines

Lunetta, Prosecco, Italy **Bottle** (Split Bottle) 9

Dry and refreshing.

Villa Sandi, Brut, Prosecco, Italy 32

Aroma is fruity and flowery with hints of ripe golden apple and small mountain flowers.

Michelle, Brut WA 32

Bright acidity and effervescence.

Red Wines

William Hill Winery, Cabernet, CA **Bottle** 29

Sonoma and Napa fruit gives ripe blackberry and black cherry flavors, while the grapes from Lake and Mendocino bring tremendous structure.

Columbia Crest, Merlot, CA 29

Rich aromas of dark cherries and chocolate. Complex flavors of fruit, mocha and caramel are complemented by a smooth, velvety finish.

Massimo Malbec, Argentina 29

Big chewy red showing black fruits and fine tannin.

Lange Pinot Noir, OR 42

Dark cherry, huckleberry, cigar box spice, black pepper and a round, velvety palate.

Genesis Cabernet, WA 34

Silky richness and great depth with blackberry, blueberry, and strawberry flavors, along with a trace of warm vanilla.

St. Michelle-Indian Wells Merlot, WA 40

Ripe berry fruit aromas and jammy flavors, typical of Wahluke Slope reds.



Visual Aids

Flipchart with Post-it Pad and Markers	60
White Board (2'x3') with markers	25
White Board (4'x6') with markers	45
Easel	15
10' x 10' Screen	125
Extension Cords (First 4 complimentary)	7
Laser Pointer	30
LCD Projector with 8'x8' Screen	250

Dance Floors and Staging

Dance Floor 15'x15'	200
Dance Floor 21'x21'	360
Staging 32 sq. ft. up to 320 sq. ft. (Stairs Included)	50 per section

Microphones and Sound

4 Channel Microphone Mixer	50
Wireless Lapel Microphone	125
Wireless Handheld Microphone	100
Corded Table/Podium or Floor Stand Microphone	40
Speaker Phone	25
Speakerphone Polycom	50

Complimentary Services: Based on Availability

- High-Speed Wireless Internet Access. 10mb up & down. (HD Streaming)
- Hard Wired Connections Available. (Same Streaming Speed as Wireless)
- Table-Top Podium
- Standing Podium

*Audiovisual prices are subject to change based on the costs the hotel incurs to rent from our vendors.
Please check your Banquet Event Order for exact prices.
Changes made within 3 days of the event are subject to an additional fee. Prices per day rental.*

From: Lynnette Brillard <Lynnette@vertigomarketing.com>

Sent: Monday, November 5, 2018 10:29 AM

Subject: Visitor Profile Summer Survey Summary and Winter Surveys

Per the committee's feedback at the last meeting, it was recommended they see a preliminary summer survey summary.

We'd like to start winter survey interviews ASAP so we may need the committee to weigh in prior to the next board meeting. Ideally, I'd like to get this started before I leave town on 11/14/18.

Winter Survey Updates/Changes -

It's important we don't change the survey questions too much so we can align with the summer survey. You can see all the recommended changes in the comment boxes on the PDF.

Please Review:

- Summer Survey Preliminary Report *attached
- WINTER Locals Survey *attached (see comments in PDF that will be incorporated into the winter survey)
- WINTER Visitor Survey *attached (see comments in PDF that will be incorporated into the winter survey)

Highlights from Summer Survey & Updates

For the final summer survey report (I'm expecting to have the final summer survey by the December board meeting), we'll plan to look at results of the overnight visitor segment. We also plan to look at the Wilsonville locals response in comparison to visitors -- the locals survey had some differing response patterns, such as lower NPS (net promoter score) and satisfaction ratings.

One of the highlights of the summer survey is seeing that Wilsonville's NPS is very high considering it is NOT a developed tourism destination (48 NPS from Visitors). For example, a developed destination like Bend, Oregon gets NPS scores in the high 70s/low 80s (although the first summer RRC did survey work with Bend in 2008 it received an NPS of 58, which highlights how the NPS score can grow over time as a destination becomes more tourist-oriented). McMinnville, Oregon which is still an emerging destination (and quite a bit farther along than Wilsonville) earned an NPS of 50. So Wilsonville isn't too far off when you look at the NPS of visitors only (48). Only 3-4% of respondents provided a rating of 4 or below (meaning very few people were actually dissatisfied with their experience in Wilsonville).

Wilsonville Visitor Profile Study: Summer 2018

Preliminary Key Findings & Final Results



October 2018

Prepared by:

RRC Associates, LLC

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303/449-6558

www.rrcassociates.com



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INTRODUCTION / METHODOLOGY

This document summarizes the final results of the visitor intercept survey conducted for Explore Wilsonville by RRC Associates during the summer of 2018. The summer visitor intercept survey was conducted at a variety of locations throughout Wilsonville and is based on a total of 629 interviews. Survey results generated from the 2018 summer sample of respondents interviewed have a margin of error of approximately +/- 3.9 percentage points calculated for questions at 50 percent response¹.

In order to gain a comprehensive understanding of the visitor experience in an emergent tourism location, both visitors and Wilsonville locals were surveyed using two different survey versions. The visitor survey probed visitor demographics, overnight visitation characteristics, reason for visiting, previous visitation, activity participation, and spending patterns, among other related questions. The local resident survey contained a number of identical questions, although the locals survey was shorter and asked respondents to answer with their out-of-town visitors to the area in mind. Both survey forms are appended to this summary report. A total of 454 surveys were completed by visitors to the area and an additional 175 surveys were completed by Wilsonville locals. An additional 32 responses were received to an online post-trip survey (identical to the visitor survey intercept survey, but respondents were invited to participate via email). Given that all of these post-visit responses were gathered from the email list of one local organization, these responses have not been incorporated into the overall results at this time, as to not skew the results.

This summer visitor research was the first of its kind conducted in Wilsonville and will serve to provide a reliable baseline of data available for tracking of the visitor profile year after year and between seasons. Results to the summer survey will ultimately be compared to those from the upcoming 2018/19 winter survey, to provide a cross-seasonal snapshot of visitation. Results from the summer research may be used to inform the winter survey questionnaire, although questions will mostly stay the same to permit comparisons across seasons.

We direct the reader to a copy of the survey form and tables showing overall results to the survey.

¹ For the total sample size of 629, margin of error is +/- 3.9 percent calculated for questions at 50 percent response (if the response for a particular question is "50 percent"—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50 percent). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

PRELIMINARY KEY FINDINGS

- **Wilsonville has a strong day visitor draw.** Of all visitors surveyed, 79 percent were day visitors to the area and 21 percent were overnight visitors.
- **A notable share of overnight visitors stayed with friends/family in the area and for less than a week, on average.** Overnight visitors were most likely to be staying with friends/family in a private residence (58 percent), with paid commercial lodging being the next most common type of lodging (22 percent). Of the overnight visitors surveyed in Wilsonville, more than half were staying overnight in Wilsonville (58 percent), followed by about one-quarter staying in the Portland Metro Area (23 percent). Overnight visitors stayed an average of 4.5 nights in the area.
- **Visitors were most likely to be traveling in groups of two or three.** Visitors were most likely to be traveling with children (54 percent), a spouse/partner (37 percent), other family (26 percent), or friends (14 percent). One in ten visitors were traveling alone (10 percent), and progressively smaller shares of visitors were traveling with business associates, pets, sports teams, or tour groups (2 percent or less each). The average party size was 3.3.
- **Visitors were most likely to rely on personal experiences or others to inform their trip planning.** The top three most commonly used information sources for trip planning cited by visitors include word of mouth (29 percent), experience of a prior visit (28 percent), or websites other than Explore Wilsonville’s website or (23 percent).
- **Recall for Wilsonville advertising is quite low.** Two percent of visitors recalled effective messages, slogans, or anything else from Wilsonville information sources. Additionally, just five percent of visitors used the Explore Wilsonville website. It is not surprising that awareness is low at this time. We would expect that awareness, recall, and use of the website will continue to grow and exposure broadens with the new website and digital marketing campaign kicking off in Fall 2018.
- **Special events and leisure/sightseeing attract visitors to the area.** Nearly one-third of visitors indicated that the main purpose of their trip was a special event (31 percent), making it the most-cited reason for visiting. Worth noting, however, is that about half of the intercept surveys were conducted at various special events throughout the City, potentially inflating the role of special events in the decision to visit. The second most common reason for visiting was leisure and sightseeing (24 percent), followed by outdoor recreation (15 percent), and visiting friends/relatives (13 percent).

- **Visitors to the area were highly likely to have visited previously in summer.** Eighty-five percent of respondents have been to Wilsonville in summer previously, of which 38 percent have been 21 or more times before. In contrast, 15 percent were on their first trip to the area. Previous winter visitation, although still strong, was comparatively less common—71 percent had been to Wilsonville in winter previously and 29 percent have never been.
- **Dining out, park visits (city or state), and shopping are top summer visitor activities.** Visitors were asked to indicate activities participated in while in the area, while locals were asked to identify the activities they like to participate in with out-of-town visitors. Looking at the aggregated results, dining out was the most frequently cited (57 percent), followed by park visits (54 percent), and shopping (32 percent). Worth noting is that about 13 percent of all surveys were conducted in parks, which might have slightly inflated park visitation as an activity.
- **Wilsonville is a jumping off point for a variety of locations and respondents identified several locations that they visited or intended to visit (5.2 on average).** Visitors cited the locations they visited or planned to visit, while locals cited places they have visited or would visit with out-of-town guests. The following locations were mentioned by at least one-quarter of all respondents: Memorial Park (45 percent), Family Fun Center (35 percent), restaurants and tasting rooms (32 percent), Wilsonville Town Center (30 percent), Farmer’s Market (30 percent), Pacific coast (29 percent), and Bridgeport Village (28 percent).
- **Wilsonville earned a Net Promoter Score of 38 percent.** RRC has been asking the following question at destinations nationally for many years in the effort to better measure destination success and customer satisfaction: “How likely would you be to recommend this destination (Wilsonville) to a friend, family member, or colleague?” The answer scale to this question is based on an 11-point scale where 0=not at all likely, 5=neutral, and 10=extremely likely. The results are intended to quantify word of mouth and measure how well a destination is regarded among its customer base; this question is asked in many other industries and is considered an important benchmark of performance and potential future growth.

Respondents who give rating scores of 9 or 10 (55 percent in Wilsonville this summer) tend to be “promoters” of the destination being rated—they speak highly of it when asked—the destination’s most loyal and strongest “promoters.” Respondents who give scores of 7 or 8 (28 percent) tend to be more impartial or passively satisfied, not necessarily a strong promoter but neither a detractor as well. These guests probably wouldn’t say anything bad about the destination, but they aren’t raving fans either.

Respondents who give ratings of 6 or below (17 percent) are “detractors”—if asked, likely to be less than enthusiastic or are more likely to not have good things to say about the destination. As such, Wilsonville’s “net promoter score” (percentage of promoters minus percentage of detractors) is 38 percent this summer. Worth noting is that visitors provided a higher net promoter score (48 percent) than locals (13 percent). Net promoter score will be explored more in-depth in the full summer report.

- **Most respondents indicated that the amenities in Wilsonville are good or excellent. However, there may be room for improvement with regard to the variety and quality of both restaurant and lodging choices in Wilsonville.** Respondents rated the quality of five different aspects of the visitor experience, where 1 means “poor” and 5 means “excellent”. The highest rated was the overall quality of the experience (67 percent said it was “excellent” with an average rating of 4.6), followed by information/maps/directions (53 percent excellent, 4.3 average rating), variety and quality of activities/things to do (41 percent excellent, 4.1 average rating), variety and quality of restaurant choices (31 percent excellent, 3.8 average rating), and variety and quality of lodging choices (28 percent excellent, 3.6 average rating).
- **Respondents are highly likely to visit Wilsonville in the next year.** Over half will “definitely” visit (57%) and another quarter will “probably” visit (24 percent). Just four percent said they were not at all likely to visit.
- **Travel parties spent an average of \$167 in Wilsonville.** For the trip, average expenditures were nearly identical for food and drink (\$55), shopping/retail (\$54), and lodging (\$53). Per capita daily expenditures averaged out to \$44.
- **Visitors represent a broad range of ages and income.** Roughly one-quarter of all respondents are under age 35 (25 percent), another quarter are between ages 35 and 44, and the remainder are aged 45 or older. The average age of visitors is 47.2. Reported incomes also varied, with over half of visitors earning below \$100,000 annually (56 percent), 29 percent earning between \$100,000 and \$199,999, and 15 percent earning at least \$200,000 annually. The average income of visitors is about \$126,000.
- **Visitation in Wilsonville is largely regional.** A majority of visitors are from Oregon (80 percent of visitors to the area), distantly followed by those from Washington (8 percent) or California (4 percent). Smaller shares were observed for Arizona, Nevada, and Idaho (1 percent each), with other states and countries each accounting for less than one percent of visitation.

Explore Wilsonville, the tourism promotion program of the City of Wilsonville, is conducting a survey with visitors to assist us in planning for future programs and to enhance visitor experiences to Wilsonville. We would appreciate a few minutes of your time to answer the following questions. We are not selling anything – we are conducting survey research. Your personal survey responses are confidential and are aggregated with other surveys. In appreciation of your time, you may be entered (if you wish) into a drawing for one of five \$50 Visa Gift Cards.

1. Are you a:
- Permanent, year-round local resident of the Wilsonville area
(Thank respondent & terminate interview)
 - Seasonal resident / Second homeowner in the area **(continue)**
 - Day visitor from a nearby area, not staying overnight in the area **(answer Q.2 and go to Q.6)**
 - Overnight visitor staying in the Wilsonville area **(continue)**
2. What is the ZIP Code of your primary residence (or country of residence if not in U.S., province if Canadian)?
- _____

**OVERNIGHT & SEASONAL VISITORS CONTINUE WITH Q3.
(DAY VISITORS SKIP TO Q.6)**

3. _____ How many nights will you stay in the Wilsonville area this trip?
4. Which best describes your lodging accommodations?
- I own / timeshare my accommodations
 - Staying with friends / family in a private residence
 - Using a friend's / family member's place but not with them
 - Paid commercial lodging (hotel, condo rental, bed & breakfast, etc.)
 - Paid rent-by-owner lodging (VRBO, Airbnb, etc.)
 - Tent / camping / RV
 - Other: _____
5. Where are your lodging accommodations located?
- Wilsonville Salem
 - Portland McMinnville
 - Portland metro area Other: _____

ALL RESPONDENTS CONTINUE HERE

6. Which of the following sources of information were most effective in planning your visit? **(MARK ALL THAT APPLY)**
- Explore Wilsonville website
 - Other website: Which one(s)? _____
 - Social networking sites: Which one(s)? _____
 - Smart phone app: Which one(s)? _____
 - Email alert
 - Brochure
 - Newspaper/magazine article: Which one(s)? _____
 - Travel agent
 - Experience of prior visit
 - Word of mouth / talked to friends or family
 - Other: _____
 - None of the above

7. _____ How many people are in your travel party, including yourself? **(ENTER 1 IF ALONE)**

8. With whom are you traveling today? **(MARK ALL THAT APPLY)**
- No one, traveling alone Business associates
 - Spouse / partner Tour group
 - Child(ren) Sports team
 - Other family Pet(s)
 - Friend(s) Other: _____

9. In total, how many previous summer visits have you made to Wilsonville? And how many winter visits to the area?

SUMMER (MAY-OCT)	WINTER (NOV-APR)	
<input type="checkbox"/>	<input type="checkbox"/>	None (or first visit)
<input type="checkbox"/>	<input type="checkbox"/>	One
<input type="checkbox"/>	<input type="checkbox"/>	2 to 4
<input type="checkbox"/>	<input type="checkbox"/>	5 to 7
<input type="checkbox"/>	<input type="checkbox"/>	8 to 10
<input type="checkbox"/>	<input type="checkbox"/>	11 to 20
<input type="checkbox"/>	<input type="checkbox"/>	21 or more

10. What is the MAIN purpose of your visit to the Wilsonville area this trip? **(SELECT ONE ONLY)**
- Outdoor recreation (biking, hiking, etc.)
 - Leisure & sightseeing
 - Business / professional / convention / conference / trade show
 - Winery tourism
 - Visit friends / relatives / social
 - Combine business / pleasure
 - Relocation
 - Special event: (which/what event? _____)
 - Arts / culture
 - Other: _____

11. What kind of activities did you or will you do while on this trip? **(MARK ALL THAT APPLY)**

<input type="checkbox"/> Arts / cultural	<input type="checkbox"/> Horseback riding
<input type="checkbox"/> Biking (road/mountain)	<input type="checkbox"/> Museums
<input type="checkbox"/> Camping	<input type="checkbox"/> Music / nightlife
<input type="checkbox"/> Dining out	<input type="checkbox"/> Park visits (city or state)
<input type="checkbox"/> Family event (wedding, reunion, etc.)	<input type="checkbox"/> Scenic drive
<input type="checkbox"/> Farmers market	<input type="checkbox"/> Shopping
<input type="checkbox"/> Fishing	<input type="checkbox"/> Special events (athletic, art, music, etc.) specify: _____
<input type="checkbox"/> Golf	<input type="checkbox"/> Watersports / floating / paddle sports
<input type="checkbox"/> Guided tours	<input type="checkbox"/> Winery / vineyard visits
<input type="checkbox"/> Hiking / trail running	<input type="checkbox"/> Other: _____

12. Which of the following, if any, have you visited or do you plan to visit during this trip? (MARK ALL THAT APPLY)

<input type="checkbox"/> Aurora	<input type="checkbox"/> North Wilsonville (Argyle Square area)
<input type="checkbox"/> Breweries	<input type="checkbox"/> Pacific coast
<input type="checkbox"/> Bridgeport Village	<input type="checkbox"/> Portland
<input type="checkbox"/> Champeog State Park	<input type="checkbox"/> Restaurants & tasting rooms
<input type="checkbox"/> Evergreen Aviation Museum	<input type="checkbox"/> Salem
<input type="checkbox"/> Family Fun Center	<input type="checkbox"/> Tualatin
<input type="checkbox"/> Farmers Market	<input type="checkbox"/> Willamette River
<input type="checkbox"/> Golf courses	<input type="checkbox"/> Wilsonville Town Center
<input type="checkbox"/> Graham Oaks Nature Park	<input type="checkbox"/> Wineries
<input type="checkbox"/> Historic Canby Ferry	<input type="checkbox"/> Wings & Waves Waterpark
<input type="checkbox"/> McMinnville	<input type="checkbox"/> Woodburn Premium Outlets
<input type="checkbox"/> Memorial Park	<input type="checkbox"/> World of Speed
<input type="checkbox"/> Molalla River State Park	<input type="checkbox"/> Other: _____

13. Do you remember any messages, slogans or anything else from Wilsonville information sources or advertising that was particularly effective?

- Yes (specify): _____
- No _____

14. Please estimate how much money you and your immediate travel party (the group with whom you're sharing expenses) will spend in total during your visit to Wilsonville.

- Exclude all spending made outside of Wilsonville
- Enter 0 if none for any category
- Exclude your transportation costs to get here

Lodging	\$	_____	.00
Food & drinks (restaurants, bars, etc.)	\$	_____	.00
Shopping/retail (souvenirs, gifts, wine by the bottle, etc.)	\$	_____	.00
Recreation / entertainment / activities (movies, concerts, events, sightseeing, other recreational activities, etc.)	\$	_____	.00
Other items (gas, parking, etc.)	\$	_____	.00
GRAND TOTAL FOR TRIP	\$	_____	.00

15. _____ Including yourself, how many people are included in the above spending? (ENTER 1 IF ALONE)

16. How likely are you to recommend Wilsonville to a friend, family member or colleague? (Use a scale from 0 to 10, where 0= Not at all likely, 5 = Neutral, 10= Extremely likely)

NOT AT ALL LIKELY					NEUTRAL						EXTREMELY LIKELY
0	1	2	3	4	5	6	7	8	9	10	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. How likely are you to return to Wilsonville during the next 12 months?

NOT AT ALL	UNLIKELY	MAYBE	PROBABLY	DEFINITELY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. On a scale of 1 to 5 where 1 is "Poor" and 5 is "Excellent," how would you rate Wilsonville in terms of: (NA/DK = not applicable/don't know)

	POOR			EXCELLENT	NA/DK
Overall quality of experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of restaurant choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of lodging choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of activities/things to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information, maps and directions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Do you have any comments or suggestions regarding Wilsonville?

The following questions are for classification purposes only. Remember that this survey is completely confidential.

20. What year were you born? _____

21. Your gender Male Female Other

22. Which of the following categories best describes the annual income of your household (before taxes)?

- | | |
|---|--|
| <input type="checkbox"/> \$0 to \$24,999 | <input type="checkbox"/> \$100,000 to \$199,999 |
| <input type="checkbox"/> \$25,000 to \$49,999 | <input type="checkbox"/> \$200,000 to \$249,999 |
| <input type="checkbox"/> \$50,000 to \$74,999 | <input type="checkbox"/> \$250,000 to \$499,999 |
| <input type="checkbox"/> \$75,000 to \$99,999 | <input type="checkbox"/> \$500,000 or more |
| | <input type="checkbox"/> Don't know/prefer not to answer |

Explore Wilsonville thanks you for your participation in our research program. Your input is very valuable to future planning efforts.

Would you like to (Please mark all that apply):

- Be entered in the prize drawing
- Receive emails with special offers from Explore Wilsonville

So that we may contact you if you are the winner of the prize drawing, please provide your name and either your email address or phone number. This information will be used only for the purposes you indicate.

Name _____

Phone number _____

Email address _____

Interviewer Name: _____

Interview Location:

- Special event (specify): _____
- Wilsonville park (specify): _____
- McMenamins
- Wilsonville Farmer's Market
- Family Fun Center
- World of Speed Museum
- Langdon Farms Golf Club
- Other: _____

Explore Wilsonville, the tourism promotion program of the City of Wilsonville, is conducting a survey with visitors and local residents to assist us in planning for future programs and to enhance visitor experiences to Wilsonville. We would appreciate a few minutes of your time to answer the following questions. We are not selling anything – we are conducting survey research. Your personal survey responses are confidential and are aggregated with other surveys. In appreciation of your time, you may be entered (if you wish) into a drawing for one of five \$50 Visa Gift Cards.

1. Are you a:
- Permanent, year-round resident of the City of Wilsonville (continue)
 - Seasonal resident / Second homeowner in the area (Ask for Visitor Survey)
 - Day visitor from a nearby area, not staying overnight in the area (Ask for Visitor Survey)
 - Overnight visitor staying in the Wilsonville area (Ask for Visitor Survey)
2. What is the ZIP Code of your primary residence (or country of residence if not in U.S., province if Canadian)?
- _____

3. Thinking about the last time you hosted out-of-town guests, where did they stay?
- Own / timeshare their accommodations
 - Stayed with us in our private residence
 - Used our place but we were not there
 - Paid commercial lodging (hotel, condo rental, bed & breakfast, etc.)
 - Paid rent-by-owner lodging (VRBO, Airbnb, etc.)
 - Tent / camping / RV
 - Other: _____
- OR They didn't stay overnight

Now we would like to know what kinds of things you typically do with out-of-town visitors to the area.

4. What kind of activities do you like to participate in with out-of-town visitors? (MARK ALL THAT APPLY)
- | | |
|--|---|
| <input type="checkbox"/> Arts / cultural | <input type="checkbox"/> Horseback riding |
| <input type="checkbox"/> Biking (road/mountain) | <input type="checkbox"/> Museums |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Music / nightlife |
| <input type="checkbox"/> Dining out | <input type="checkbox"/> Park visits (city or state) |
| <input type="checkbox"/> Family event (wedding, reunion, etc.) | <input type="checkbox"/> Scenic drive |
| <input type="checkbox"/> Farmers market | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Special events (athletic, art, music, etc.) specify: _____ |
| <input type="checkbox"/> Golf | <input type="checkbox"/> Watersports / floating / paddle sports |
| <input type="checkbox"/> Guided tours | <input type="checkbox"/> Winery / vineyard visits |
| <input type="checkbox"/> Hiking / trail running | <input type="checkbox"/> Other: _____ |

5. Which of the following, if any, have you visited or would you plan to visit with out-of-town guests? (MARK ALL THAT APPLY)
- | | |
|--|---|
| <input type="checkbox"/> Aurora | <input type="checkbox"/> North Wilsonville (Argyle Square area) |
| <input type="checkbox"/> Breweries | <input type="checkbox"/> Pacific coast |
| <input type="checkbox"/> Bridgeport Village | <input type="checkbox"/> Portland |
| <input type="checkbox"/> Champeog State Park | <input type="checkbox"/> Restaurants & tasting rooms |
| <input type="checkbox"/> Evergreen Aviation Museum | <input type="checkbox"/> Salem |
| <input type="checkbox"/> Family Fun Center | <input type="checkbox"/> Tualatin |
| <input type="checkbox"/> Farmers Market | <input type="checkbox"/> Willamette River |
| <input type="checkbox"/> Golf courses | <input type="checkbox"/> Wilsonville Town Center |
| <input type="checkbox"/> Graham Oaks Nature Park | <input type="checkbox"/> Wineries |
| <input type="checkbox"/> Historic Canby Ferry | <input type="checkbox"/> Wings & Waves Waterpark |
| <input type="checkbox"/> McMinnville | <input type="checkbox"/> Woodburn Premium Outlets |
| <input type="checkbox"/> Memorial Park | <input type="checkbox"/> World of Speed |
| <input type="checkbox"/> Molalla River State Park | <input type="checkbox"/> Other: _____ |

6. How likely are you to recommend Wilsonville to a friend, family member or colleague as a place to visit? (Use a scale from 0 to 10, where 0= Not at all likely, 5 = Neutral, 10= Extremely likely)
- | | | | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| NOT AT ALL | | | NEUTRAL | | | | EXTREMELY | | | |
| LIKELY | | | | | | | LIKELY | | | |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

7. From a visitor perspective, on a scale of 1 to 5 where 1 is "Poor" and 5 is "Excellent," how would you rate Wilsonville in terms of: (NA/DK = not applicable/don't know)
- | | | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | POOR | | | | EXCELLENT | NA/DK |
| Overall quality of experience | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Variety and quality of restaurant choices | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Variety and quality of lodging choices | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Variety and quality of activities/things to do | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Information, maps and directions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

8. Do you have any comments or suggestions regarding visitor impressions or experiences in Wilsonville?
- _____
- _____

The following questions are for classification purposes only. Remember that this survey is completely confidential.

9. What year were you born? _____
10. Your gender Male Female Other

Explore Wilsonville thanks you for your participation in our research program. Your input is very valuable to future planning efforts.

Would you like to (Please mark all that apply):

- Be entered in the prize drawing
- Receive emails with special offers from Explore Wilsonville

So that we may contact you if you are the winner of the prize drawing, please provide your name and either your email address or phone number. This information will be used only for the purposes you indicate.

Name _____

Phone number _____

Email address _____

INTERVIEWER COMPLETE:

Interviewer Name: _____

Interview Location:

- Special event (specify): _____
- Wilsonville park (specify): _____
- McMenamins
- Wilsonville Farmer's Market
- Family Fun Center
- World of Speed Museum
- Langdon Farms Golf Club
- Other: _____

Wilsonville 2018 Tourism Survey

Trip Characteristics		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
Which best describes your lodging accommodations? (if local resident: Thinking about the last time you hosted out-of-town guests, where did they stay)	Stayed with friends/family in private residence	58%	30%	74%
	Paid commercial lodging (hotel, condo rental, bed & breakfast, etc.)	22%	32%	17%
	Tent / camping / RV	11%	28%	2%
	OR - They didn't stay overnight (locals survey only)	5%		7%
	Other	3%		5%
	Paid rent-by-owner lodging (VRBO, Airbnb, etc.)	2%	5%	1%
	Own / timeshare accommodations	2%	4%	1%
	Used a friend's/family's place but not with them	1%	2%	
TOTAL		103%	100%	105%
	n =	266	98	168
Where are your lodging accommodations located?	Wilsonville	58%	58%	
	Portland	3%	3%	
	Portland metro area	23%	23%	
	Salem	3%	3%	
	Other	13%	13%	
TOTAL		100%	100%	
	n =	97	97	
How many nights did you stay in the area on this trip? (cap 21 nights)	1	10%	10%	
	2	26%	26%	
	3 - 5	40%	40%	
	6 - 8	16%	16%	
	9 - 14	4%	4%	
	15 or more	4%	4%	
TOTAL		100%	100%	
Average		4.5	4.5	.
	n =	96	96	0

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Trip Characteristics</i>		OVERALL	Survey Type
			Visitors Survey
With whom are you traveling today?	Child(ren)	54%	54%
	Spouse / partner	37%	37%
	Other family	26%	26%
	Friend(s)	14%	14%
	No one, traveling alone	10%	10%
	Business associates	2%	2%
	Pet(s)	2%	2%
	Other	1%	1%
	Sports team	0%	0%
	Tour group	0%	0%
TOTAL		147%	147%
	n =	438	438
How many people are in your travel party, including yourself? (ENTER 1 IF ALONE)	1	11%	11%
	2	33%	33%
	3	23%	23%
	4	15%	15%
	5	9%	9%
	6	4%	4%
	7	3%	3%
	8	1%	1%
	9	0%	0%
	10 or more	2%	2%
TOTAL		100%	100%
Average		3.3	3.3
n =		439	439

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

Trip Characteristics		OVERALL	Survey Type
			Visitors Survey
Which of the following sources of information were most effective in planning your visit?	Word of mouth / talked to friends or family	29%	29%
	Experience of prior visit	28%	28%
	Other website	23%	23%
	None of the above	13%	13%
	Social networking sites	10%	10%
	Other	7%	7%
	Explore Wilsonville website	5%	5%
	Smart phone app	1%	1%
	Brochure	1%	1%
	Newspaper/magazine article	1%	1%
	Email alert	1%	1%
	Travel agent	0%	0%
	TOTAL		119%
	n =	450	450
Do you remember any messages, slogans or anything else from Wilsonville information sources or advertising that was particularly effective?	Yes (specify)	2%	2%
	No	98%	98%
TOTAL		100%	100%
	n =	441	441

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Trip Characteristics</i>		OVERALL	Survey Type
			Visitors Survey
What is the MAIN purpose of your visit to the Wilsonville area this trip? (SELECT ONE ONLY)	Outdoor recreation (biking, hiking, etc.)	15%	15%
	Leisure & sightseeing	24%	24%
	Business / professional / convention / conference / trade sh	5%	5%
	Winery tourism	0%	0%
	Visit friends / relatives / social	13%	13%
	Combine business / pleasure	2%	2%
	Special event: (which/what event?)	31%	31%
	Arts / culture	4%	4%
	Other	5%	5%
TOTAL		100%	100%
	n =	453	453

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>In total, how many previous summer visits have you made to Wilsonville? And how many winter visits to the areas?</i>		OVERALL	Survey Type
			Visitors Survey
Summer (May-Oct)	None (or first visit)	15%	15%
	One	8%	8%
	2 to 4	14%	14%
	5 to 7	10%	10%
	8 to 10	9%	9%
	11 to 20	6%	6%
	21 or more	38%	38%
TOTAL		100%	100%
	n =	444	444
Winter (Nov-Apr)	None (or first visit)	29%	29%
	One	5%	5%
	2 to 4	11%	11%
	5 to 7	7%	7%
	8 to 10	6%	6%
	11 to 20	5%	5%
	21 or more	38%	38%
TOTAL		100%	100%
	n =	410	410

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Activities on trip</i>		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
Activities participated in while on trip (if local resident: What kind of activities do you like to participate in with out-of-town visitors?)	Dining out	57%	49%	76%
	Park visits (city or state)	54%	55%	53%
	Shopping	32%	26%	46%
	Arts / cultural	19%	20%	16%
	Farmers market	17%	6%	44%
	Hiking / trail running	17%	8%	40%
	Special events (athletic, art, music, etc.)	16%	15%	20%
	Music / nightlife	15%	12%	23%
	Scenic drive	14%	5%	35%
	Museums	12%	8%	20%
	Winery / vineyard visits	12%	2%	35%
	Family event (wedding, reunion, etc.)	11%	6%	25%
	Biking (road/mountain)	9%	6%	16%
	Other	8%	8%	9%
	Camping	8%	6%	12%
	Watersports / floating / paddle sports	7%	3%	17%
	Golf	6%	1%	16%
	Horseback riding	4%	5%	2%
Fishing	1%	0%	4%	
Guided tours	1%	1%	4%	
TOTAL		323%	240%	515%
	n =	556	389	167

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Activities on trip</i>		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
Which of the following, if any, have you or do you plan to visit this trip? (if local resident: Which of the following, if any, have you visited or would you plan to visit with out-of-town guests)	Memorial Park	45%	37%	62%
	Family Fun Center	35%	27%	51%
	Restaurants & tasting rooms	32%	9%	79%
	Wilsonville Town Center	30%	18%	56%
	Farmers Market	30%	8%	75%
	Pacific coast	29%	6%	77%
	Portland	29%	9%	71%
	Bridgeport Village	28%	8%	68%
	Champoeg State Park	22%	11%	47%
	Breweries	21%	6%	53%
	Woodburn Premium Outlets	21%	8%	50%
	Tualatin	20%	6%	51%
	Wineries	19%	4%	50%
	Graham Oaks Nature Park	19%	2%	55%
	North Wilsonville (Argyle Square area)	18%	6%	44%
	Willamette River	17%	3%	46%
	Evergreen Aviation Museum	17%	4%	43%
	Salem	16%	4%	41%
	World of Speed	16%	8%	34%
	Aurora	13%	5%	31%
	Historic Canby Ferry	13%	3%	34%
McMinnville	13%	3%	35%	
Golf courses	9%	2%	26%	
Wings & Waves Waterpark	8%	1%	22%	
Other	7%	9%	4%	
Molalla River State Park	6%	1%	17%	
TOTAL		531%	208%	1219%
	n =	523	356	167

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>How likely are you to recommend Wilsonville to a friend, family member or colleague as a place to visit?</i>		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
<i>How likely are you to recommend Wilsonville to a friend, family member or colleague as a place to visit?</i>	0=Not at all likely	2%	1%	3%
	1	0%		1%
	2	1%	1%	1%
	3	0%	0%	1%
	4	0%	0%	
	5=Neutral	9%	9%	10%
	6	4%	2%	10%
	7	10%	8%	16%
	8	18%	17%	20%
	9	9%	10%	7%
	10=Extremely likely	46%	52%	32%
TOTAL		100%	100%	100%
Average		8.3	8.6	7.6
n =		601	434	167
Net Promoter Category	Promoter (% responding 9 & 10)	55%	62%	38%
	Passive (% responding 7 & 8)	28%	25%	36%
	Detractor (% responding 0-6)	17%	14%	26%
TOTAL		100%	100%	100%
Net Promoter Score		38.1%	47.9%	12.6%
n =		601	434	167

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>From a visitor perspective, on a scale of 1 to 5 where 1 is poor and 5 is excellent, how would you rate Wilsonville in terms of:</i>		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
Overall quality of experience	1 - Poor	0%		1%
	2	1%	1%	2%
	3	7%	7%	8%
	4	24%	22%	29%
	5 - Excellent	67%	71%	61%
TOTAL		100%	100%	100%
Average		4.6	4.6	4.5
n =		428	268	160
Variety and quality of restaurant choices	1 - Poor	3%	1%	6%
	2	7%	4%	12%
	3	25%	18%	35%
	4	34%	35%	33%
	5 - Excellent	31%	41%	14%
TOTAL		100%	100%	100%
Average		3.8	4.1	3.4
n =		430	269	161
Variety and quality of lodging choices	1 - Poor	5%	3%	7%
	2	11%	5%	17%
	3	30%	23%	36%
	4	26%	25%	28%
	5 - Excellent	28%	43%	12%
TOTAL		100%	100%	100%
Average		3.6	4.0	3.2
n =		193	99	94

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>From a visitor perspective, on a scale of 1 to 5 where 1 is poor and 5 is excellent, how would you rate Wilsonville in terms of:</i>		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
Variety and quality of activities/things to do	1 - Poor	1%	1%	1%
	2	4%	3%	6%
	3	18%	11%	28%
	4	35%	34%	39%
	5 - Excellent	41%	51%	26%
TOTAL		100%	100%	100%
Average		4.1	4.3	3.8
n =		420	262	158
Information, maps and directions	1 - Poor	2%	3%	1%
	2	4%	4%	4%
	3	12%	11%	14%
	4	28%	27%	30%
	5 - Excellent	53%	55%	50%
TOTAL		100%	100%	100%
Average		4.3	4.3	4.2
n =		281	169	112

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Likelihood to return to Wilsonville</i>		OVERALL	Survey Type
			Visitors Survey
How likely are you to return to Wilsonville during the next 12 months?	1 - Not at all	4%	4%
	2 - Unlikely	6%	6%
	3 - Maybe	9%	9%
	4 - Probably	24%	24%
	5 - Definitely	57%	57%
TOTAL		100%	100%
Average		4.3	4.3
n =		432	432

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Please estimate how much money you and your immediate travel party (the group with whom you are sharing expenses) will spend in total during your visit to Wilsonville.</i>		Survey Type	
		OVERALL	Visitors Survey
Lodging	None	84%	84%
	\$1 - \$24	0%	0%
	\$50 - \$74	1%	1%
	\$75 - \$99	1%	1%
	\$100 - \$124	1%	1%
	\$150 - \$174	1%	1%
	\$175 - \$199	1%	1%
	\$200 - \$299	2%	2%
	\$300 - \$499	4%	4%
	\$500 - \$999	2%	2%
	\$1,000+	1%	1%
	TOTAL		100%
Average		\$53	\$53
n =		268	268
Food & Drink	None	28%	28%
	\$1 - \$24	28%	28%
	\$25 - \$49	14%	14%
	\$50 - \$74	11%	11%
	\$75 - \$99	1%	1%
	\$100 - \$124	6%	6%
	\$125 - \$149	0%	0%
	\$150 - \$174	1%	1%
	\$200 - \$299	6%	6%
	\$300 - \$499	4%	4%
	\$500 - \$999	2%	2%
TOTAL		100%	100%
Average		\$55	\$55
n =		313	313

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Please estimate how much money you and your immediate travel party (the group with whom you are sharing expenses) will spend in total during your visit to Wilsonville.</i>		Survey Type	
		OVERALL	Visitors Survey
Shopping / Retail	None	71%	71%
	\$1 - \$24	5%	5%
	\$25 - \$49	6%	6%
	\$50 - \$74	5%	5%
	\$100 - \$124	6%	6%
	\$150 - \$174	2%	2%
	\$200 - \$299	3%	3%
	\$300 - \$499	1%	1%
	\$500 - \$999	0%	0%
	\$1,000+	1%	1%
TOTAL		100%	100%
Average		\$54	\$54
n =		273	273
Recreation / Entertainment	None	60%	60%
	\$1 - \$24	5%	5%
	\$25 - \$49	6%	6%
	\$50 - \$74	11%	11%
	\$75 - \$99	4%	4%
	\$100 - \$124	7%	7%
	\$125 - \$149	3%	3%
	\$150 - \$174	2%	2%
	\$175 - \$199	0%	0%
	\$200 - \$299	2%	2%
\$300 - \$499	0%	0%	
TOTAL		100%	100%
Average		\$30	\$30
n =		255	255

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Please estimate how much money you and your immediate travel party (the group with whom you are sharing expenses) will spend in total during your visit to Wilsonville.</i>		Survey Type	
		OVERALL	Visitors Survey
Other	None	85%	85%
	\$1 - \$24	5%	5%
	\$25 - \$49	3%	3%
	\$50 - \$74	3%	3%
	\$75 - \$99	1%	1%
	\$100 - \$124	1%	1%
	\$150 - \$174	1%	1%
	\$200 - \$299	1%	1%
	\$300 - \$499	0%	0%
	\$500 - \$999	0%	0%
TOTAL		100%	100%
Average		\$11	\$11
n =		266	266
Total Spending	\$1 - \$24	21%	21%
	\$25 - \$49	18%	18%
	\$50 - \$74	16%	16%
	\$75 - \$99	5%	5%
	\$100 - \$124	11%	11%
	\$125 - \$149	4%	4%
	\$150 - \$174	5%	5%
	\$175 - \$199	3%	3%
	\$200 - \$299	6%	6%
	\$300 - \$499	4%	4%
	\$500 - \$999	4%	4%
\$1,000+	3%	3%	
TOTAL		100%	100%
Average		\$167	\$167
n =		236	236

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

		OVERALL	Survey Type
			Visitors Survey
Including yourself, how many people are included in the above spending? (ENTER 1 IF ALONE)	1	16%	16%
	2	35%	35%
	3	21%	21%
	4	12%	12%
	5	8%	8%
	6	4%	4%
	7	2%	2%
	8	0%	0%
	10 or more	1%	1%
TOTAL		100%	100%
Average		3.0	3.0
n =		404	404

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Average expenditures</i>		OVERALL	Survey Type
			Visitors Survey
Estimate of expenditures per person per day	Average	\$44	\$44
	n =	236	236
Total expenditures per person for the trip	Average	\$63	\$63
	n =	236	236
Total travel party expenditures for the trip	Average	\$167	\$167
	n =	236	236

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

Respondent Demographics		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
Age of respondent	Under 18	1%	1%	
	18 - 24	5%	5%	5%
	25 - 34	19%	17%	24%
	35 - 44	25%	26%	22%
	45 - 54	15%	15%	14%
	55 - 64	17%	17%	17%
	65 - 74	16%	17%	15%
	75 or older	2%	2%	2%
TOTAL		100%	100%	100%
Average		47.2	47.6	46.3
n =		608	440	168
Your gender	Male	35%	34%	36%
	Female	65%	66%	64%
TOTAL		100%	100%	100%
n =		622	452	170
Which of the following categories best describes the annual income of your household (before taxes)?	\$0 to \$24,999	7%	7%	
	\$25,000 to \$49,999	14%	14%	
	\$50,000 to \$74,999	20%	20%	
	\$75,000 to \$99,999	15%	15%	
	\$100,000 to \$199,999	29%	29%	
	\$200,000 to \$249,999	7%	7%	
	\$250,000 to \$499,999	5%	5%	
	\$500,000 or more	3%	3%	
TOTAL		100%	100%	
Average		\$125,958	\$125,958	.
n =		261	261	0

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Designated Market Area</i>		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
DESIGNATED MARKET AREA	Portland -- OR, WA	85%	79%	100%
	Seattle - Tacoma -- WA	3%	4%	
	Eugene -- OR	2%	3%	
	San Diego -- CA	1%	1%	
	Phoenix -- AZ	1%	1%	
	San Francisco - Oakland - San Jose -- CA	1%	1%	
	Bend -- OR	1%	1%	
	Las Vegas -- NV	1%	1%	
	Medford - Klamath Falls -- CA, OR	0%	1%	
	Sacramento - Stockton - Modesto -- CA	0%	1%	
	Honolulu -- HI	0%	0%	
	Boise -- ID, OR	0%	0%	
	Salt Lake City -- ID, NV, UT, WY	0%	0%	
	Los Angeles -- CA	0%	0%	
	Boston (Manchester) -- MA, NH, VT	0%	0%	
	Pittsburgh -- MD, PA, WV	0%	0%	
	Baltimore -- MD	0%	0%	
	Providence - New Bedford -- MA, RI	0%	0%	
	Indianapolis -- IN	0%	0%	
	Hartford & New Haven -- CT	0%	0%	
	Columbus -- OH	0%	0%	
	Toledo -- MI, OH	0%	0%	
	Raleigh - Durham (Fayetteville) -- NC, VA	0%	0%	
	Lafayette -- IN	0%	0%	
	Dallas - Fort Worth -- TX	0%	0%	
	Austin -- TX	0%	0%	
	Nashville -- KY, TN	0%	0%	
	Fairbanks -- AK	0%	0%	
Butte - Bozeman -- MT	0%	0%		
Idaho Falls - Pocatello -- ID, WY	0%	0%		
Tucson (Sierra Vista) -- AZ	0%	0%		

(cont.)

Wilsonville 2018 Tourism Survey

(cont.)

Designated Market Area		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
	Albuquerque - Santa Fe -- CO, NM	0%	0%	
	Yakima - Pasco - Richland - Kennewick -- OR, WA	0%	0%	
	Reno -- CA, NV	0%	0%	
	Monterey - Salinas -- CA	0%	0%	
	Chico - Redding -- CA	0%	0%	
	Spokane -- ID, MT, OR, WA	0%	0%	
	International	0%	0%	
TOTAL		100%	100%	100%
	n =	603	435	168

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

State		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
	Oregon	85%	80%	100%
	Washington	6%	8%	
	California	3%	4%	
	Arizona	1%	1%	
	Nevada	1%	1%	
	Idaho	0%	1%	
	Hawaii	0%	0%	
	Indiana	0%	0%	
	Ohio	0%	0%	
	Texas	0%	0%	
	Utah	0%	0%	
	Alaska	0%	0%	
STATE / COUNTRY				

(cont.)

Wilsonville 2018 Tourism Survey

(cont.)

State		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
	Connecticut	0%	0%	
	Maryland	0%	0%	
	Massachusetts	0%	0%	
	Montana	0%	0%	
	New Mexico	0%	0%	
	North Carolina	0%	0%	
	Pennsylvania	0%	0%	
	Rhode Island	0%	0%	
	Tennessee	0%	0%	
	United Kingdom	0%	0%	
TOTAL		100%	100%	100%
	n =	603	435	168

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

Oregon County		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
COUNTY	Clackamas	45%	21%	94%
	Washington	21%	29%	4%
	Marion	12%	17%	2%
	Multnomah	10%	14%	
	Yamhill	3%	5%	
	Polk	3%	3%	1%
	Lane	2%	2%	
	Deschutes	1%	1%	
	Linn	1%	1%	
	Clatsop	1%	1%	
	Columbia	1%	1%	
	Benton	0%	1%	
	Josephine	0%	1%	
	Coos	0%	0%	
	Douglas	0%	0%	
	Harney	0%	0%	
	Jackson	0%	0%	
	Jefferson	0%	0%	
	Lincoln	0%	0%	
	Umatilla	0%	0%	
Wallowa	0%	0%		
TOTAL		100%	100%	100%
	n =	515	347	168

19 Oct 18
Source: RRC Associates

Wilsonville 2018 Tourism Survey

Survey info		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
Interview Location:	Special event (specify):	54%	52%	58%
	Wilsonville park (specify):	13%	16%	4%
	McMenamins	1%	1%	
	Wilsonville Farmer's Market	11%	3%	32%
	Family Fun Center	11%	15%	2%
	World of Speed Museum	4%	5%	
	Other	7%	8%	4%
TOTAL		100%	100%	100%
	n =	623	453	170

19 Oct 18
Source: RRC Associates

Mark-up Edits to LOCAL RESIDENTS Summer Survey for Winter Use

WILSONVILLE LOCALS SURVEY—SUMMER 2019

Explore Wilsonville, the tourism promotion program of the City of Wilsonville, is conducting a survey with visitors and local residents to assist us in planning for future programs and to enhance visitor experiences to Wilsonville. We would appreciate a few minutes of your time to answer the following questions. We are not selling anything – we are conducting survey research. Your personal survey responses are confidential and are aggregated with other surveys. In appreciation of your time, you may be entered (if you wish) into a drawing for one of five \$50 Visa Gift Cards.

1. What is the ZIP Code of your primary residence (or country of residence if not in U.S., province if Canadian)?

2. Thinking about the last time you hosted out-of-town guests, where did they stay?

- Own / timeshare their accommodations
- Stayed with us in our private residence
- Used our place but we were not there
- Paid commercial lodging (hotel, condo rental, bed & breakfast, etc.)
- Paid rent-by-owner lodging (VRBO, Airbnb, etc.)
- Tent / camping / RV
- Other: _____

OR They didn't stay overnight

Now we would like to know what kinds of things you typically do with out-of-town visitors to the area.

3. What kind of activities do you like to participate in with out-of-town visitors? (MARK ALL THAT APPLY)

<input type="checkbox"/> Arts / cultural	<input type="checkbox"/> Horseback riding
<input type="checkbox"/> Biking (road/mountain)	<input type="checkbox"/> Museums
<input type="checkbox"/> Camping	<input type="checkbox"/> Music / nightlife
<input type="checkbox"/> Dining out	<input type="checkbox"/> Park visits (city or state)
<input type="checkbox"/> Family event (wedding, reunion, etc.)	<input type="checkbox"/> Scenic drive
<input type="checkbox"/> Farmers market	<input type="checkbox"/> Shopping
<input type="checkbox"/> Fishing	<input type="checkbox"/> Special events (athletic, art, music, etc.) specify: _____
<input type="checkbox"/> Golf	<input type="checkbox"/> Watersports / floating / paddle sports
<input type="checkbox"/> Guided tours	<input type="checkbox"/> Winery / vineyard visits
<input type="checkbox"/> Hiking / trail running	<input type="checkbox"/> Other: _____

4. Which of the following, if any, have you visited or would you plan to visit with out-of-town guests? (MARK ALL THAT APPLY)

<input type="checkbox"/> Aurora	<input type="checkbox"/> North Wilsonville (Argyle Square area)
<input type="checkbox"/> Breweries	<input type="checkbox"/> Pacific coast
<input type="checkbox"/> Bridgeport Village	<input type="checkbox"/> Portland
<input type="checkbox"/> Chamboeg State Park	<input type="checkbox"/> Restaurants & tasting rooms
<input type="checkbox"/> Evergreen Aviation Museum	<input type="checkbox"/> Salem
<input type="checkbox"/> Family Fun Center	<input type="checkbox"/> Tualatin
<input type="checkbox"/> Farmers Market	<input type="checkbox"/> Willamette River
<input type="checkbox"/> Golf courses	<input type="checkbox"/> Wilsonville Town Center
<input type="checkbox"/> Graham Oaks Nature Park	<input type="checkbox"/> Wineries
<input type="checkbox"/> Historic Canby Ferry	<input type="checkbox"/> Wings & Waves Waterpark
<input type="checkbox"/> McMinnville	<input type="checkbox"/> Woodburn Premium Outlets
<input type="checkbox"/> Memorial Park	<input type="checkbox"/> World of Speed
<input type="checkbox"/> Molalla River State Park	<input type="checkbox"/> Other: _____

5. How likely are you to recommend Wilsonville to a friend, family member or colleague as a place to visit? (Use a scale from 0 to 10, where 0= Not at all likely, 5 = Neutral, 10= Extremely likely)

NOT AT ALL LIKELY	NEUTRAL	EXTREMELY LIKELY
0	1 2 3 4 5 6 7 8 9 10	
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>

6. From a visitor perspective, on a scale of 1 to 5 where 1 is "Poor" and 5 is "Excellent," how would you rate Wilsonville in terms of: (NA/DK = not applicable/don't know)

	POOR	1	2	3	4	5	EXCELLENT	NA/DK
Overall quality of experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of restaurant choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of lodging choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of activities/things to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information, maps and directions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Do you have any comments or suggestions regarding visitor impressions or experiences in Wilsonville?

The following questions are for classification purposes only. Remember that this survey is completely confidential.

8. What year were you born? _____

9. Your gender Male Female Other _____

Explore Wilsonville thanks you for your participation in our research program. Your input is very valuable to future planning efforts.

Would you like to (Please mark all that apply):
 Be entered in the prize drawing
 Receive emails with special offers from Explore Wilsonville

So that we may contact you if you are the winner of the prize drawing, please provide your name and either your email address or phone number. This information will be used only for the purposes you indicate.

Name _____
 Phone number _____
 Email address _____

Summary of Comments on Microsoft Word - WILSONVILLE LOCALS SURVEY - DRAFT.docx


Page: 1

- Author: Lynnette Brailard Subject: Sticky Note Date: 11/5/2018 10:18:44 AM
CHANGE TO "WINTER 2019"
- Author: Lynnette Brailard Subject: Sticky Note Date: 11/5/2018 10:19:22 AM
SEE WINTER VISITOR SURVEY CHANGES TO OPTIONS AND APPLY HERE
- Author: Lynnette Brailard Subject: Sticky Note Date: 11/5/2018 10:19:50 AM
SEE WINTER VISITOR SURVEY CHANGES TO OPTIONS AND APPLY HERE
- Author: Lynnette Brailard Subject: Sticky Note Date: 11/5/2018 10:20:38 AM
PLEASE PROVIDE YOUR EMAIL AND PHONE NUMBER.

Mark-up Edits to LOCAL RESIDENTS Summer Survey for Winter Use

Interviewer Name: _____

Interview Location:

- Special event (specify): _____
- Wilsonville park (specify): _____
- McMenamins
- Wilsonville Farmer's Market
- Family Fun Center
- World of Speed Museum
- Langdon Farms Golf Club 
- Other: _____

Explore Wilsonville, the tourism promotion program of the City of Wilsonville, is conducting a survey with visitors and local residents to assist us in planning for future programs and to enhance visitor experiences to Wilsonville. We would appreciate a few minutes of your time to answer the following questions. We are not selling anything – we are conducting survey research. Your personal survey responses are confidential and are aggregated with other surveys. In appreciation of your time, you may be entered (if you wish) into a drawing for one of five \$50 Visa Gift Cards.

- Are you a:
 - Permanent, year-round resident of the City of Wilsonville (continue)
 - Seasonal resident / Second homeowner in the area (Ask for Visitor Survey)
 - Day visitor from a nearby area, not staying overnight in the area (Ask for Visitor Survey)
 - Overnight visitor staying in the Wilsonville area (Ask for Visitor Survey)
- What is the ZIP Code of your primary residence (or country of residence if not in U.S., province if Canadian)?

- Thinking about the last time you hosted out-of-town guests, where did they stay?
 - Own / timeshare their accommodations
 - Stayed with us in our private residence
 - Used our place but we were not there
 - Paid commercial lodging (hotel, condo rental, bed & breakfast, etc.)
 - Paid rent-by-owner lodging (VRBO, Airbnb, etc.)
 - Tent / camping / RV
 - Other: _____

OR They didn't stay overnight

Now we would like to know what kinds of things you typically do with out-of-town visitors to the area.

- What kind of activities do you like to participate in with out-of-town visitors? (MARK ALL THAT APPLY)

<input type="checkbox"/> Arts / cultural	<input type="checkbox"/> Horseback riding
<input type="checkbox"/> Biking (road/mountain)	<input type="checkbox"/> Museums
<input type="checkbox"/> Camping	<input type="checkbox"/> Music / nightlife
<input type="checkbox"/> Dining out in Wilsonville	<input type="checkbox"/> Park visits (city or state)
<input type="checkbox"/> Dining out outside of Wilsonville	<input type="checkbox"/> Scenic drive
<input type="checkbox"/> Family event (wedding, reunion, etc.)	<input type="checkbox"/> Shopping
<input type="checkbox"/> Farmers market	<input type="checkbox"/> Snowsports (ski, snowboard, tube, snowshoe, etc.) where: _____
<input type="checkbox"/> Fishing	<input type="checkbox"/> Special events (athletic, art, music, etc.) specify: _____
<input type="checkbox"/> Golf	<input type="checkbox"/> Watersports / floating / paddle sports
<input type="checkbox"/> Guided tours	<input type="checkbox"/> Winery / vineyard visits
<input type="checkbox"/> Hiking / trail running	<input type="checkbox"/> Other: _____

- Which of the following, if any, have you visited or would you plan to visit with out-of-town guests? (MARK ALL THAT APPLY)

<input type="checkbox"/> Aurora	<input type="checkbox"/> Pacific coast
<input type="checkbox"/> Breweries	<input type="checkbox"/> Portland
<input type="checkbox"/> Bridgeport Village	<input type="checkbox"/> Restaurants & tasting rooms
<input type="checkbox"/> Champoeg State Park	<input type="checkbox"/> Salem
<input type="checkbox"/> Evergreen Aviation Museum	<input type="checkbox"/> Tualatin
<input type="checkbox"/> Family Fun Center	<input type="checkbox"/> Willamette River
<input type="checkbox"/> Farmers Market	<input type="checkbox"/> Wilsonville restaurants
<input type="checkbox"/> Golf courses	<input type="checkbox"/> Wilsonville Town Center
<input type="checkbox"/> Graham Oaks Nature Park	<input type="checkbox"/> Wineries
<input type="checkbox"/> Historic Canby Ferry	<input type="checkbox"/> Wings & Waves Waterpark
<input type="checkbox"/> McMinnville	<input type="checkbox"/> Woodburn Premium Outlets
<input type="checkbox"/> Memorial Park	<input type="checkbox"/> World of Speed
<input type="checkbox"/> Molalla River State Park	<input type="checkbox"/> Other: _____
<input type="checkbox"/> North Wilsonville (Argyle Square area)	

- How likely are you to recommend Wilsonville to a friend, family member or colleague as a place to visit? (Use a scale from 0 to 10, where 0= Not at all likely, 5 = Neutral, 10= Extremely likely)

NOT AT ALL		NEUTRAL						EXTREMELY		
LIKELY								LIKELY		
0	1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- From a visitor perspective, on a scale of 1 to 5 where 1 is "Poor" and 5 is "Excellent," how would you rate Wilsonville in terms of: (NA/DK = not applicable/don't know)

	POOR	EXCELLENT			NA/DK
Overall quality of experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of restaurant choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of lodging choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of activities/things to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information, maps and directions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Do you have any comments or suggestions regarding visitor impressions or experiences in Wilsonville?

The following questions are for classification purposes only.
Remember that this survey is completely confidential.

9. What year were you born? _____

10. Your gender Male Female Other

Explore Wilsonville thanks you for your participation in our research program. Your input is very valuable to future planning efforts.

Would you like to (Please mark all that apply):

- Be entered in the prize drawing
- Receive emails with special offers from Explore Wilsonville

So that we may contact you if you are the winner of the prize drawing, please provide your email and phone number. This information will be used only for the purposes you indicate.

Name _____

Phone number _____

Email address _____

INTERVIEWER COMPLETE:

Interviewer Name: _____
Interview Location:
<input type="checkbox"/> Special event (specify): _____
<input type="checkbox"/> Wilsonville park (specify): _____
<input type="checkbox"/> McMenamins
<input type="checkbox"/> Wilsonville Farmer's Market
<input type="checkbox"/> Family Fun Center
<input type="checkbox"/> World of Speed Museum
<input type="checkbox"/> Other:

Mark-up Edits to Summer VISITORS Survey for Winter Use

WILSONVILLE VISITOR SURVEY—SUMMER 2018

Today's Date _____

Explore Wilsonville, the tourism promotion program of the City of Wilsonville, is conducting a survey with visitors to assist us in planning for future programs and to enhance visitor experiences to Wilsonville. We would appreciate a few minutes of your time to answer the following questions. We are not selling anything – we are conducting survey research. Your personal survey responses are confidential and are aggregated with other surveys. In appreciation of your time, you may be entered (if you wish) into a drawing for one of five \$50 Visa Gift Cards.

1. Are you a:
- Permanent, year-round local resident of the Wilsonville area
(Thank respondent & terminate interview)
 - Seasonal resident / Second homeowner in the area (continue)
 - Day visitor from a nearby area, not staying overnight in the area (answer Q.2 and go to Q.6)
 - Overnight visitor staying in the Wilsonville area (continue)

2. What is the ZIP Code of your primary residence (or country of residence if not in U.S., province if Canadian)?
- _____

OVERNIGHT & SEASONAL VISITORS CONTINUE WITH Q3. (DAY VISITORS SKIP TO Q.6)

3. _____ How many nights will you stay in the Wilsonville area this trip?

4. Which best describes your lodging accommodations?
- I own / timeshare my accommodations
 - Staying with friends / family in a private residence
 - Using a friend's / family member's place but not with them
 - Paid commercial lodging (hotel, condo rental, bed & breakfast, etc.)
 - Paid rent-by-owner lodging (VRBO, Airbnb, etc.)
 - Tent / camping / RV
 - Other: _____

5. Where are your lodging accommodations located?
- Wilsonville Salem
 - Portland McMinnville
 - Portland metro area Other: _____

ALL RESPONDENTS CONTINUE HERE

6. Which of the following sources of information were most effective in planning your visit? (MARK ALL THAT APPLY)
- Explore Wilsonville website
 - Other website: Which one(s)? _____
 - Social networking sites: Which one(s)? _____
 - Smart phone app: Which one(s)? _____
 - Email alert
 - Brochure
 - Newspaper/magazine article: Which one(s)? _____
 - Travel agent
 - Experience of prior visit
 - Word of mouth / talked to friends or family
 - Other: _____
 - None of the above

7. _____ How many people are in your travel party, including yourself? (ENTER 1 IF ALONE)

8. With whom are you traveling today? (MARK ALL THAT APPLY)
- No one, traveling alone Business associates
 - Spouse / partner Tour group
 - Child(ren) Sports team
 - Other family Pet(s)
 - Friend(s) Other: _____

9. In total, how many previous summer visits have you made to Wilsonville? And how many winter visits to the area?

SUMMER (MAY-OCT)	WINTER (NOV-APR)	
<input type="checkbox"/>	<input type="checkbox"/>	None (or first visit)
<input type="checkbox"/>	<input type="checkbox"/>	One
<input type="checkbox"/>	<input type="checkbox"/>	2 to 4
<input type="checkbox"/>	<input type="checkbox"/>	5 to 7
<input type="checkbox"/>	<input type="checkbox"/>	8 to 10
<input type="checkbox"/>	<input type="checkbox"/>	11 to 20
<input type="checkbox"/>	<input type="checkbox"/>	21 or more

10. What is the MAIN purpose of your visit to the Wilsonville area this trip? (SELECT ONE ONLY)

- Outdoor recreation (biking, hiking, etc.)
- Leisure & sightseeing
- Business / professional / convention / conference / trade show
- Winery tourism
- Visit friends / relatives / social
- Combine business / pleasure
- Relocation
- Special event: (which/what event? _____)
- Arts / culture
- Other: _____

11. What kind of activities did you or will you do while on this trip? (MARK ALL THAT APPLY)

<input type="checkbox"/> Arts / cultural	<input checked="" type="checkbox"/> Horseback riding
<input type="checkbox"/> Biking (road/mountain)	<input type="checkbox"/> Museums
<input type="checkbox"/> Camping	<input type="checkbox"/> Music / nightlife
<input type="checkbox"/> Dining out	<input type="checkbox"/> Park visits (city or state)
<input type="checkbox"/> Family event (wedding, reunion, etc.)	<input type="checkbox"/> Scenic drive
<input type="checkbox"/> Farmers market	<input type="checkbox"/> Shopping
<input type="checkbox"/> Fishing	<input type="checkbox"/> Special events (athletic, art, music, etc.) specify: _____
<input type="checkbox"/> Golf	<input type="checkbox"/> Watersports / floating / paddle sports
<input type="checkbox"/> Guided tours	<input type="checkbox"/> Winery / vineyard visits
<input type="checkbox"/> Hiking / trail running	<input type="checkbox"/> Other: _____

Summary of Comments on Microsoft Word - WILSONVILLE VISITOR SURVEY - FINAL.docx

Page: 1

Author: Lynnette Brailard Subject: Sticky Note Date: 11/4/2018 9:49:14 PM
Winter 2019

Author: Lynnette Brailard Subject: Sticky Note Date: 11/5/2018 10:24:42 AM
ADD/CHANGE TO "WINTER SNOW SPORTS, HIKING, BIKING, ETC."

Author: Lynnette Brailard Subject: Sticky Note Date: 11/5/2018 10:09:11 AM
Change "Dining Out" option to "Dining Out (outside of Wilsonville)".

Add additional options 1) "Dining Out in Wilsonville" 2) Snow sports (ski, snowboard, tube, snowshoe, etc.) at Mt. Hood Ski Area 3) Winter snow sports at Santiam Pass 4) Winter snow sports at Willamette Pass

Mark-up Edits to Summer VISITORS Survey for Winter Use

Page: 2

- Author: Lynnette Brailard Subject: Sticky Note Date: 11/5/2018 10:09:38 AM
Add option "Wilsonville Restaurants"
- Author: Lynnette Brailard Subject: Sticky Note Date: 11/5/2018 10:26:21 AM
CHANGE TO "PLEASE PROVIDE YOUR EMAIL AND PHONE NUMBER"
- Author: Lynnette Brailard Subject: Sticky Note Date: 11/5/2018 7:36:19 AM
Remove. We are not interviewing here.

12. Which of the following, if any, have you visited or do you plan to visit during this trip? (MARK ALL THAT APPLY)

<input type="checkbox"/> Aurora	<input type="checkbox"/> North Wilsonville (Wegley Square area)
<input type="checkbox"/> Breweries	<input type="checkbox"/> Pacific coast
<input type="checkbox"/> Bridgeport Village	<input type="checkbox"/> Portland
<input type="checkbox"/> Champoeg State Park	<input type="checkbox"/> Restaurants & tasting rooms
<input type="checkbox"/> Evergreen Aviation Museum	<input type="checkbox"/> Salem
<input type="checkbox"/> Family Fun Center	<input type="checkbox"/> Tualatin
<input type="checkbox"/> Farmers Market	<input type="checkbox"/> Willamette River
<input type="checkbox"/> Golf courses	<input type="checkbox"/> Wilsonville Town Center
<input type="checkbox"/> Graham Oaks Nature Park	<input type="checkbox"/> Wineries
<input type="checkbox"/> Historic Canby Ferry	<input type="checkbox"/> Wings & Waves Waterpark
<input type="checkbox"/> McMinnville	<input type="checkbox"/> Woodburn Premium Outlets
<input type="checkbox"/> Memorial Park	<input type="checkbox"/> World of Speed
<input type="checkbox"/> Molalla River State Park	<input type="checkbox"/> Other: _____

13. Do you remember any messages, slogans or anything else from Wilsonville information sources or advertising that was particularly effective?

Yes (specify): _____

No

14. Please estimate how much money you and your immediate travel party (the group with whom you're sharing expenses) will spend in total during your visit to Wilsonville.

- Exclude all spending made outside of Wilsonville
- Enter 0 if none for any category
- Exclude your transportation costs to get here

Lodging	\$ _____	.00
Food & drinks (restaurants, bars, etc.)	\$ _____	.00
Shopping/retail (souvenirs, gifts, wine by the bottle, etc.)	\$ _____	.00
Recreation / entertainment / activities (movies, concerts, events, sightseeing, other recreational activities, etc.)	\$ _____	.00
Other items (gas, parking, etc.)	\$ _____	.00
GRAND TOTAL FOR TRIP	\$ _____	.00

15. Including yourself, how many people are included in the above spending? (ENTER 1 IF ALONE)

16. How likely are you to recommend Wilsonville to a friend, family member or colleague? (Use a scale from 0 to 10, where 0= Not at all likely, 5 = Neutral, 10= Extremely likely)

NOT AT ALL LIKELY	NEUTRAL	EXTREMELY LIKELY
0	1 2 3 4 5 6 7 8 9	10
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>

17. How likely are you to return to Wilsonville during the next 12 months?

NOT AT ALL	UNLIKELY	MAYBE	PROBABLY	DEFINITELY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. On a scale of 1 to 5 where 1 is "Poor" and 5 is "Excellent," how would you rate Wilsonville in terms of: (NA/DK = not applicable/don't know)

	POOR				EXCELLENT	NA/DK
Overall quality of experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of restaurant choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of lodging choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of activities/things to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information, maps and directions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Do you have any comments or suggestions regarding Wilsonville?

The following questions are for classification purposes only. Remember that this survey is completely confidential.

20. What year were you born? _____

21. Your gender Male Female Other

22. Which of the following categories best describes the annual income of your household (before taxes)?

<input type="checkbox"/> \$0 to \$24,999	<input type="checkbox"/> \$100,000 to \$199,999
<input type="checkbox"/> \$25,000 to \$49,999	<input type="checkbox"/> \$200,000 to \$249,999
<input type="checkbox"/> \$50,000 to \$74,999	<input type="checkbox"/> \$250,000 to \$499,999
<input type="checkbox"/> \$75,000 to \$99,999	<input type="checkbox"/> \$500,000 or more
<input type="checkbox"/> Don't know/prefer not to answer	

Explore Wilsonville thanks you for your participation in our research program. Your input is very valuable to future planning efforts.

Would you like to (Please mark all that apply):

Be entered in the prize drawing

Receive emails with special offers from Explore Wilsonville

So that we may contact you if you are the winner of the prize drawing, please provide your name and either your email address or phone number. This information will be used only for the purposes indicated.

Name _____

Phone number _____

Email address _____

Interviewer Name: _____

Interview Location:

Special event (specify): _____

Wilsonville park (specify): _____

McMennamins

Wilsonville Farmer's Market

Family Fun Center

World of Speed Museum

Langdon Farms Golf Club

Other: _____

Explore Wilsonville, the tourism promotion program of the City of Wilsonville, is conducting a survey with visitors to assist us in planning for future programs and to enhance visitor experiences to Wilsonville. We would appreciate a few minutes of your time to answer the following questions. We are not selling anything – we are conducting survey research. Your personal survey responses are confidential and are aggregated with other surveys. In appreciation of your time, you may be entered (if you wish) into a drawing for one of five \$50 Visa Gift Cards.

1. Are you a:
- Permanent, year-round local resident of the Wilsonville area
(Thank respondent & terminate interview)
 - Seasonal resident / Second homeowner in the area (continue)
 - Day visitor from a nearby area, not staying overnight in the area (answer Q.2 and go to Q.6)
 - Overnight visitor staying in the Wilsonville area (continue)
2. What is the ZIP Code of your primary residence (or country of residence if not in U.S., province if Canadian)?
- _____

8. With whom are you traveling today? (MARK ALL THAT APPLY)
- No one, traveling alone
 - Spouse / partner
 - Child(ren)
 - Other family
 - Friend(s)
 - Business associates
 - Tour group
 - Sports team
 - Pet(s)
 - Other: _____

9. In total, how many previous summer visits have you made to Wilsonville? And how many winter visits to the area?

SUMMER (MAY-OCT)	WINTER (NOV-APR)	
<input type="checkbox"/>	<input type="checkbox"/>	None (or first visit)
<input type="checkbox"/>	<input type="checkbox"/>	One
<input type="checkbox"/>	<input type="checkbox"/>	2 to 4
<input type="checkbox"/>	<input type="checkbox"/>	5 to 7
<input type="checkbox"/>	<input type="checkbox"/>	8 to 10
<input type="checkbox"/>	<input type="checkbox"/>	11 to 20
<input type="checkbox"/>	<input type="checkbox"/>	21 or more

**OVERNIGHT & SEASONAL VISITORS CONTINUE WITH Q3.
(DAY VISITORS SKIP TO Q.6)**

3. _____ How many nights will you stay in the Wilsonville area this trip?
4. Which best describes your lodging accommodations?
- I own / timeshare my accommodations
 - Staying with friends / family in a private residence
 - Using a friend's / family member's place but not with them
 - Paid commercial lodging (hotel, condo rental, bed & breakfast, etc.)
 - Paid rent-by-owner lodging (VRBO, Airbnb, etc.)
 - Tent / camping / RV
 - Other: _____
5. Where are your lodging accommodations located?
- Wilsonville
 - Salem
 - Portland
 - McMinnville
 - Portland metro area
 - Other: _____

10. What is the MAIN purpose of your visit to the Wilsonville area this trip? (SELECT ONE ONLY)
- Outdoor recreation (winter snowsports, biking, hiking, etc.)
 - Leisure & sightseeing
 - Business / professional / convention / conference / trade show
 - Winery tourism
 - Visit friends / relatives / social
 - Combine business / pleasure
 - Relocation
 - Special event: (which/what event? _____)
 - Arts / culture
 - Other: _____

ALL RESPONDENTS CONTINUE HERE

6. Which of the following sources of information were most effective in planning your visit? (MARK ALL THAT APPLY)
- Explore Wilsonville website
 - Other website: Which one(s)? _____
 - Social networking sites: Which one(s)? _____
 - Smart phone app: Which one(s)? _____
 - Email alert
 - Brochure
 - Newspaper/magazine article: Which one(s)? _____
 - Travel agent
 - Experience of prior visit
 - Word of mouth / talked to friends or family
 - Other: _____
 - None of the above

7. _____ How many people are in your travel party, including yourself? (ENTER 1 IF ALONE)

11. What kind of activities did you or will you do while on this trip? (MARK ALL THAT APPLY)

<input type="checkbox"/> Arts / cultural	<input type="checkbox"/> Horseback riding
<input type="checkbox"/> Biking (road/mountain)	<input type="checkbox"/> Museums
<input type="checkbox"/> Camping	<input type="checkbox"/> Music / nightlife
<input type="checkbox"/> Dining out in Wilsonville	<input type="checkbox"/> Park visits (city or state)
<input type="checkbox"/> Dining out outside of Wilsonville	<input type="checkbox"/> Scenic drive
<input type="checkbox"/> Family event (wedding, reunion, etc.)	<input type="checkbox"/> Shopping
<input type="checkbox"/> Farmers market	<input type="checkbox"/> Snowsports (ski, snowboard, tube, snowshoe, etc.) where: _____
<input type="checkbox"/> Fishing	<input type="checkbox"/> Special events (athletic, art, music, etc.) specify: _____
<input type="checkbox"/> Golf	<input type="checkbox"/> Watersports / floating / paddle sports
<input type="checkbox"/> Guided tours	<input type="checkbox"/> Winery / vineyard visits
<input type="checkbox"/> Hiking / trail running	<input type="checkbox"/> Other: _____

12. Which of the following, if any, have you visited or do you plan to visit during this trip? (MARK ALL THAT APPLY)

<input type="checkbox"/> Aurora	<input type="checkbox"/> Pacific coast
<input type="checkbox"/> Breweries	<input type="checkbox"/> Portland
<input type="checkbox"/> Bridgeport Village	<input type="checkbox"/> Restaurants & tasting rooms
<input type="checkbox"/> Champoeg State Park	<input type="checkbox"/> Salem
<input type="checkbox"/> Evergreen Aviation Museum	<input type="checkbox"/> Tualatin
<input type="checkbox"/> Family Fun Center	<input type="checkbox"/> Willamette River
<input type="checkbox"/> Farmers Market	<input type="checkbox"/> Wilsonville Town Center
<input type="checkbox"/> Golf courses	<input type="checkbox"/> Wilsonville restaurants
<input type="checkbox"/> Graham Oaks Nature Park	<input type="checkbox"/> Wineries
<input type="checkbox"/> Historic Canby Ferry	<input type="checkbox"/> Wings & Waves Waterpark
<input type="checkbox"/> McMinnville	<input type="checkbox"/> Woodburn Premium Outlets
<input type="checkbox"/> Memorial Park	<input type="checkbox"/> World of Speed
<input type="checkbox"/> Molalla River State Park	<input type="checkbox"/> Other:
<input type="checkbox"/> North Wilsonville (Argyle Square area)	_____

13. Do you remember any messages, slogans or anything else from Wilsonville information sources or advertising that was particularly effective?

- Yes (specify): _____
- No _____

14. Please estimate how much money you and your immediate travel party (the group with whom you're sharing expenses) will spend in total during your visit to Wilsonville.

- Exclude all spending made outside of Wilsonville
- Enter 0 if none for any category
- Exclude your transportation costs to get here

Lodging	\$ _____	.00
Food & drinks (restaurants, bars, etc.)	\$ _____	.00
Shopping/retail (souvenirs, gifts, wine by the bottle, etc.)	\$ _____	.00
Recreation / entertainment / activities (movies, concerts, events, sightseeing, other recreational activities, etc.)	\$ _____	.00
Other items (gas, parking, etc.)	\$ _____	.00
GRAND TOTAL FOR TRIP	\$ _____	.00

15. _____ Including yourself, how many people are included in the above spending? (ENTER 1 IF ALONE)

16. How likely are you to recommend Wilsonville to a friend, family member or colleague? (Use a scale from 0 to 10, where 0= Not at all likely, 5 = Neutral, 10= Extremely likely)

NOT AT ALL LIKELY	0	1	2	3	4	5	6	7	8	9	10	EXTREMELY LIKELY
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

17. How likely are you to return to Wilsonville during the next 12 months?

NOT AT ALL	UNLIKELY	MAYBE	PROBABLY	DEFINITELY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. On a scale of 1 to 5 where 1 is "Poor" and 5 is "Excellent," how would you rate Wilsonville in terms of: (NA/DK = not applicable/don't know)

	POOR		EXCELLENT	NA/DK
Overall quality of experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of restaurant choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of lodging choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of activities/things to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information, maps and directions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Do you have any comments or suggestions regarding Wilsonville?

The following questions are for classification purposes only. Remember that this survey is completely confidential.

20. What year were you born? _____

21. Your gender Male Female Other

22. Which of the following categories best describes the annual income of your household (before taxes)?

- | | |
|---|--|
| <input type="checkbox"/> \$0 to \$24,999 | <input type="checkbox"/> \$100,000 to \$199,999 |
| <input type="checkbox"/> \$25,000 to \$49,999 | <input type="checkbox"/> \$200,000 to \$249,999 |
| <input type="checkbox"/> \$50,000 to \$74,999 | <input type="checkbox"/> \$250,000 to \$499,999 |
| <input type="checkbox"/> \$75,000 to \$99,999 | <input type="checkbox"/> \$500,000 or more |
| | <input type="checkbox"/> Don't know/prefer not to answer |

Explore Wilsonville thanks you for your participation in our research program. Your input is very valuable to future planning efforts.

Would you like to (Please mark all that apply):

- Be entered in the prize drawing
- Receive emails with special offers from Explore Wilsonville

So that we may contact you if you are the winner of the prize drawing, please provide your email and phone number. This information will be used only for the purposes you indicate.

Name _____

Phone number _____

Email address _____

Interviewer Name: _____

Interview Location:

- Special event (specify): _____
- Wilsonville park (specify): _____
- McMenamins
- Wilsonville Farmer's Market
- Family Fun Center
- World of Speed Museum
- Other: _____

Date Created: Oct 17, 2018

Vertigo Marketing Oregon

For the Month of September 2018



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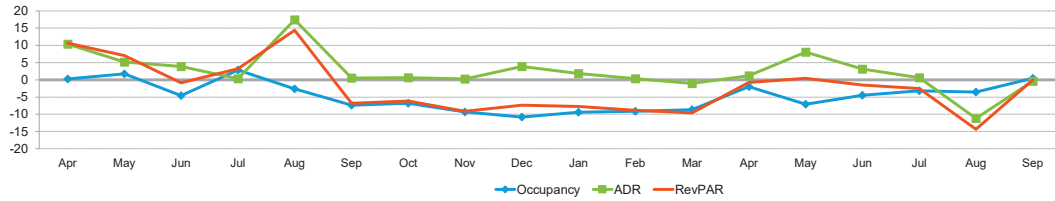
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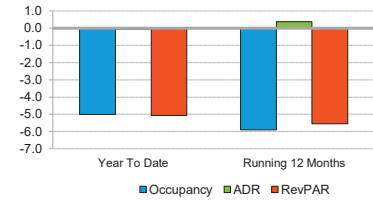
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Vertigo Marketing Oregon
For the Month of September 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	74.2	75.5	81.4	81.0	84.6	73.3	66.1	60.1	54.2	52.1	62.1	64.8	72.7	70.2	77.8	78.4	81.6	73.6
Last Year	74.0	74.2	85.3	78.8	86.9	79.1	70.9	66.3	60.8	57.5	68.3	70.9	74.2	75.5	81.4	81.0	84.6	73.3
Percent Change	0.3	1.7	-4.5	2.8	-2.6	-7.3	-8.8	-9.3	-10.8	-9.4	-9.1	-8.6	-2.0	-7.1	-4.5	-3.2	-3.5	0.4

ADR	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	89.36	90.85	107.75	111.98	121.60	98.70	89.78	82.90	77.84	79.75	81.84	82.24	89.44	98.16	111.10	112.67	107.98	98.28
Last Year	80.06	86.37	103.76	111.58	103.54	98.17	89.21	82.70	74.94	78.28	81.57	83.10	88.36	90.85	107.75	111.96	121.60	98.70
Percent Change	10.4	5.2	3.8	0.3	17.4	0.5	0.6	0.2	3.9	1.9	0.3	-1.0	1.2	8.1	3.1	0.6	-11.2	-0.4

RevPAR	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	65.56	68.59	87.74	90.71	102.92	72.35	59.31	49.86	42.21	41.57	50.78	53.29	65.05	68.88	86.40	88.38	88.16	72.34
Last Year	59.23	64.10	88.51	87.90	89.97	77.64	63.23	54.87	45.56	45.05	55.70	58.93	65.56	68.59	87.74	90.71	102.92	72.35
Percent Change	10.7	7.0	-0.9	3.2	14.4	-8.8	-6.2	-9.1	-7.4	-7.7	-8.8	-9.6	-0.8	0.4	-1.5	-2.6	-14.3	0.0

Supply	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	16,800	17,360	16,800	17,360	17,360	16,800	17,360	16,800	17,360	17,360	15,680	17,360	16,800	17,360	16,800	17,360	17,360	16,800
Last Year	16,740	17,298	16,740	17,298	17,360	16,800	17,360	16,800	17,360	17,360	15,680	17,360	16,800	17,360	16,800	17,360	17,360	16,800
Percent Change	0.4	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Demand	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	12,466	13,107	13,680	14,065	14,694	12,314	11,468	10,105	9,414	9,049	9,730	11,250	12,218	12,182	13,066	13,618	14,173	12,365
Last Year	12,385	12,838	14,279	13,627	15,085	13,287	12,303	11,146	10,555	9,989	10,707	12,311	12,466	13,107	13,680	14,065	14,694	12,314
Percent Change	0.7	2.1	-4.2	3.2	-2.6	-7.3	-8.8	-9.3	-10.8	-9.4	-9.1	-8.6	-2.0	-7.1	-4.5	-3.2	-3.5	0.4

Revenue	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	1,101,456	1,190,721	1,474,081	1,574,755	1,786,739	1,215,421	1,029,596	837,706	732,824	721,625	796,269	925,154	1,092,813	1,195,799	1,451,571	1,534,275	1,530,447	1,215,258
Last Year	991,565	1,108,824	1,481,593	1,520,477	1,561,863	1,304,335	1,097,595	921,771	790,984	781,982	873,350	1,023,075	1,101,456	1,190,721	1,474,081	1,574,755	1,786,739	1,215,421
Percent Change	11.1	7.4	-0.5	3.6	14.4	-6.8	-6.2	-9.1	-7.4	-7.7	-8.8	-9.6	-0.8	0.4	-1.5	-2.6	-14.3	0.0

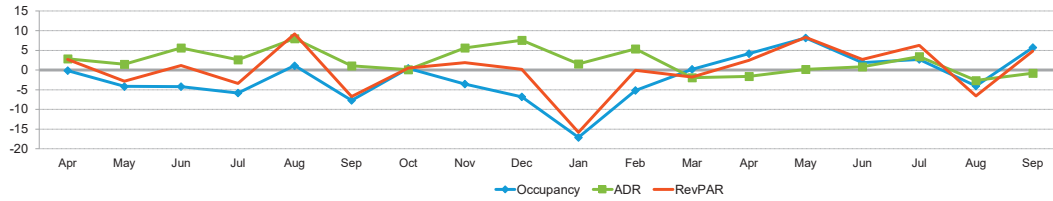
Census %	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Census Props	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Census Rooms	560	560	560	560	560	560	560	560	560	560	560	560	560	560	560	560	560	560
% Rooms Participants	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	89.6	78.2	78.2	78.2	89.6	78.2	89.6	89.6

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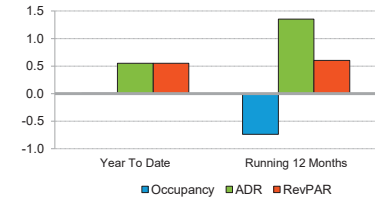
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Vertigo Marketing Oregon
For the Month of September 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	73.7	77.0	87.8	87.8	90.0	75.3	74.0	63.2	62.1	51.5	63.1	73.3	76.8	83.3	89.4	90.2	86.3	79.6
Last Year	73.8	80.4	91.7	93.2	89.0	81.6	73.7	65.6	66.6	62.1	66.6	73.2	73.7	77.0	87.8	87.8	90.0	75.3
Percent Change	-0.1	-4.2	-4.2	-5.8	1.1	-7.7	0.4	-3.6	-6.9	-17.1	-5.2	0.2	4.1	8.2	1.8	2.7	-4.1	5.7

ADR	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	88.83	88.53	110.12	119.56	123.17	106.19	93.17	88.82	88.68	80.31	85.57	83.60	87.38	88.96	111.05	123.67	119.91	105.29
Last Year	86.37	87.28	104.30	116.52	114.06	105.07	93.07	84.12	82.45	79.09	81.18	85.24	88.83	88.53	110.12	119.56	123.17	106.19
Percent Change	2.8	1.4	5.6	2.6	8.0	1.1	0.1	5.6	7.5	1.5	5.4	-1.9	-1.6	0.1	0.8	3.4	-2.6	-0.9

RevPAR	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	65.50	68.19	96.68	104.95	110.80	79.96	68.94	56.16	55.04	41.32	54.03	61.26	67.10	73.85	99.30	111.49	103.46	83.77
Last Year	63.78	70.16	95.60	108.63	101.49	85.75	68.61	55.15	54.94	49.10	54.06	62.35	65.50	68.19	96.68	104.95	110.80	79.96
Percent Change	2.7	-2.8	1.1	-3.4	9.2	-6.7	0.5	1.8	0.2	-15.8	0.0	-1.8	2.4	8.3	2.7	6.2	-6.6	4.8

Supply	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730
Last Year	14,730	15,221	14,730	15,221	15,221	14,730	15,221	14,730	15,221	15,221	13,748	15,221	14,730	15,221	14,730	15,221	15,221	14,730
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Demand	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	10,862	11,723	12,933	13,361	13,692	11,092	11,263	9,314	9,447	7,832	8,681	11,153	11,311	12,679	13,172	13,722	13,133	11,720
Last Year	10,877	12,235	13,901	14,190	13,543	12,021	11,221	9,657	10,142	9,449	9,154	11,135	10,862	11,723	12,933	13,361	13,692	11,092
Percent Change	-0.1	-4.2	-4.2	-5.8	1.1	-7.7	0.4	-3.6	-6.9	-17.1	-5.2	0.2	4.1	8.2	1.8	2.7	-4.1	5.7

Revenue	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	964,836	1,037,869	1,424,158	1,597,499	1,686,495	1,177,840	1,049,324	827,285	837,722	626,072	742,824	932,435	988,369	1,124,072	1,462,747	1,696,955	1,574,808	1,233,947
Last Year	939,435	1,067,883	1,408,194	1,653,398	1,544,730	1,263,027	1,044,371	812,378	836,255	747,311	743,152	949,096	964,836	1,037,869	1,424,158	1,597,499	1,686,495	1,177,840
Percent Change	2.7	-2.8	1.1	-3.4	9.2	-6.7	0.5	1.8	0.2	-15.8	0.0	-1.8	2.4	8.3	2.7	6.2	-6.6	4.8

Census %	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Census Props	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
Census Rooms	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491	491
% Rooms Participants	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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