



# Southern Oregon Visitors Association

RCMP – Region 5

Jul 1, 2010 - Jun 30, 2011

*Draft 13 Apr 2010*



# Region Geography



## SOVA's Marketing Region

- Jackson
- Josephine
- Klamath
- Lake
- Douglas
- Coos
- Curry

## RCMP Region 5

- Jackson
- Josephine
- Klamath
- Lake
- Douglas (inland)

## RCMP Region 1

- Douglas (coast)
- Coos
- Curry



# Region & Visitor Characteristics



SOVA's mission has always featured an intra-regional approach, driven not by political necessity, but by the way people actually visit Southern Oregon.

SOVA research clearly shows how people explore the region and where they come from. SOVA's marketing focus has always reflected these marketing realities.

For the past 20 years the region has been defining "Southern Oregon" as a diverse destination that stretches from the Wild Rivers Coast to Oregon's Outback.

With the data we have collected, we can identify many characteristics of the Southern Oregon visitor: educational attainment, length of stay, average daily spending, activity interests, and dozens of other attributes.

Generally, Southern Oregon's tourism businesses continue targeting their marketing efforts to visitors traveling south to north, looping from the valley to the south coast to the high country.

Northern California is the "bull's eye" for marketing.



# Organization Description



Established 1984

Three chief characteristics

- A “Pay-to-Play” Funding Structure
- A Regional Vision
- A Commitment to Cooperative Marketing

Since its inception, SOVA has generated more than \$8.0 million dollars for Southern Oregon visitor marketing; all of these funds were raised directly from SOVA’s marketing partners through advertising and marketing fees.

We run lean & mean.

We concentrate on marketing that has a direct return on investment (ROI) to our partners: businesses, convention and visitor bureaus (CVBs), and destination marketing organizations (DMOs).



# Regional Plan Development



The RCMP (Regional Cooperative Marketing Program) allows SOVA to depart from a strict pay-to-play structure, and to invest in programs that could pay long-term benefits to tourism in the region, such as research, public relations, niche marketing and Internet marketing.

The 2010-2011 RCMP calls for continued funding of these and other programs.

The 2010-2011 RCMP continues to embrace marketing opportunities where RCMP funds can be leveraged by matching investments by local businesses, CVBs, trade associations, and other marketing partners.

The 2010-2011 RCMP explores print-Internet, radio, Web 2.0, new partnerships, and other methods that are extremely important in the success of tourism in Southern Oregon.



# Organization Information



## Staff

**Carolyn S. Hill, Chief Executive Officer**

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[Carolyn@sova.org](mailto:Carolyn@sova.org)

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Mailing address: PO Box 1645. Medford OR 97501

## Independent Contractors

***Marketing, Chief Marketing Officer***

**Mark Dennett**

Dennett Consulting Group

(541) 488-4925 / [Mark@sova.org](mailto:Mark@sova.org)

***Public Relations/Trade Shows/Training***

**Sue Price**

Southern OR Marketing Consultant

(541) 890-5472 / [Sue@sova.org](mailto:Sue@sova.org)

***Design & PR***

**Jeff Jones**

Jeffery Jones Marketing & Advertising

(541) 488-0178 / [jrjones@opendoor.com](mailto:jrjones@opendoor.com)

## Marketing/RCMP Committee

**Bob Hackett - Chair**

Oregon Shakespeare Festival

(541) 482-2111 / [bobh@osfashland.org](mailto:bobh@osfashland.org)

**Roberta Kress - Review Subcommittee**

Rogue Regency Inn & Suites of Medford

(541) 770-1234 / [roberta@rogueregency.com](mailto:roberta@rogueregency.com)

## Key Vendors/Contractors

Research: DCG Consulting (Eugene)

Internet: News-Register Digital Media (Salem)

Internet: Scarab Media (Ashland)

Internet: LVSys (McMinnville)

Fulfillment: Pronto Print (Medford)

Fulfillment: Co-Operations (Tualatin)

Design: Petretto Design (Jacksonville)

Design: Jeffery Jones Advertising & Mktng (Ashland)

Printing: Journal Graphics (Portland)



# Board of Directors



The SOVA Board of Directors is comprised of four representatives from each of the seven counties in the Southern Oregon marketing area. These 28 positions, plus one public lands representative, brings our total Board to 29.

## **Officers of the Board as of April 2010**

- President: Craig Ackerman, Crater Lake National Park
- Past-President: Amy Richard, Oregon Shakespeare Festival
- Treasurer: Bruce Hoevet, Rogue Regency Inn & Suites
- Secretary: Anne Jenkins, Medford VCB
- President-Elect: Katherine Hoppe, Coos Bay/North Bend VCB

In addition to private industry representatives, our Board of Directors includes the primary DMO contacts in each county. Each plays an integral role in developing marketing programs:

### **Valley**

Medford VCB – Anne Jenkins  
Roseburg VCB – Jean Kurtz  
Ashland VCB – Katharine Flanagan  
Grants Pass VCB – Kerrie Walters

### **High Country**

Klamath County (Discover Klamath) – TBA  
Lake County Chamber – Keith Barnhart (representing)

### **South Coast**

Gold Beach Promotions Committee – Jeff Ferguson  
Bandon Chamber – Julie Miller  
Brookings Chamber – Les Cohen  
Coos Bay/North Bend VCB – Katherine Hoppe  
North Bend Visitors Center – Barb Dunham



# Communications & Outreach



- **Industry newsletter**
- **Annual Marketing Symposium**
- **SOVA Annual Report**
- **Press Releases**
- **Intra-Regional Travel, Presentations, Advisory Committees, etc.**
- **Association Memberships, Conferences**
- **RCMP/Marketing Committee Email Updates**
- **SOVA Industry/Partner Website**
- **Meetings of the RCMP Task Force/Marketing Committee**
- **Advocacy on behalf of regional partners**



# SOVA RCMP Task Force/ Marketing Committee



*A Quick Look @ the businesses and groups represented on the SOVA RCMP Task Force/Marketing Committee ... this is just a partial list:*

*Chair: Bob Hackett, Oregon Shakespeare Festival*

Crater Lake Lodge/National Park  
Ashland Gallery Association  
Umpqua Valley Winegrowers Assoc  
Southern Oregon Winery Association  
Ashland Bed & Breakfast Network  
Oregon Shakespeare Festival  
Britt Festivals  
Jacksonville Chamber/Visitors Center  
ScienceWorks Hands-on Museum  
Ashland Chamber of Commerce  
Ashland Springs Hotel  
Troon Vineyard  
Medford VCB  
Grants Pass VCB

Gold Beach Promotions  
Roseburg VCB  
Roe Outfitters & Flyway Shop  
Discover Klamath  
Roseburg VCB  
Coos Bay/North Bend VCB  
Brookings Chamber of Commerce  
Rogue Wilderness Adventures  
Southern Oregon Winery Assoc  
Oregon Caves National Monument/NPS  
Seven Feathers Hotel & Casino Resort  
Ashland Bed & Breakfast Assoc

*About 30-40 participants in all; anyone can be involved. Meetings are announced via industry newsletter. Plans, budgets, reports, and collateral are all placed on SOVA's industry website, [www.southernoregon.org/partner](http://www.southernoregon.org/partner).*



# Strategies



- Five strategies are featured in the Region 5 RCMP for the period July 1, 2010 – June 30, 2011.
- Each is consistent with strategies identified in previous plans.
- Specific goals/tactics within each strategy are described on the following pages.
- The five strategies are:
  1. Training
  2. Research
  3. Internet Marketing
  4. Niche Consumer Advertising
  5. PR/Trade Shows/Outreach Marketing



# Strategy 1: Training



|                     |  |
|---------------------|--|
| <b>Program Name</b> | Customer Service Training  |
| <b>Discipline</b>   | Classroom Instruction  |
| <b>Program Desc</b> | <p>Via partnership with area DMOs, offering classes throughout the region. Program customizations like secret shopping, MUST SEE collateral, funding matrix by county to ensure equitable allocation, leverage of RCMP dollars by private and public partner investments. Partnership with Travel Oregon has allowed us to offer these services on the South Coast as well.</p> <p><b><u>Two Class Options</u></b></p> <p>In a continuing effort to encourage great customer service throughout Southern Oregon, SOVA continues to offer two 2010-2011 Customer Service Classes. The first 300 attendees are funded by RCMP dollars. The funds are allocated among Southern Oregon counties, based on the amount of lodging tax collected per region. <b>One class is designed for the front line staff, the other for management staff.</b> We extend the relevance of training by incorporating community-specific information, and by training to deficiencies observed during 'secret shopping' research done in advance of the class.</p> |



# Strategy 1: Training, cont.



|                                    |  |
|------------------------------------|--|
| <p><b>Program Desc</b></p>         | <p><u>Class One - Creating a Service Foundation</u><br/> <i>65% of customers do not return to your place of business because of one person. Do you provide your staff the tools to assure the customer will return and tell others? This is the best insurance that we can have to not only survive these tough economic times, but to grow your market.</i></p> <p><u>Class Two - How to be a Customer Service Coach</u><br/> <i>What is your Customer Service Culture? Is your business based on exceptional sales and service-oriented people who embrace their mission, build on it, and continually innovate while acting as "brand ambassadors? Service is not a department....it is an attitude. Bring personality to your organization by establishing service themes and standards.</i></p> |
| <p><b>Target Audience</b></p>      | <p>Frontline workers in hospitality industry (class one)<br/>           Managers/owners in hospitality industry (class two)</p>  |
| <p><b>Geographic Target</b></p>    | <p>Southern Oregon</p>   |
| <p><b>Key Partners/Regions</b></p> | <p>DMOs; major attractions; Travel Oregon; corporations (golf courses, retirement communities, Harry &amp; David, OSF, et al).<br/>           Region 5 + South Coast</p>   |



# Strategy 1: Training, cont.



|                              |  |
|------------------------------|--|
| <b>New Program or Repeat</b> | Repeat.  |
| <b>Measurement</b>           | Train at least 300 employees in this program year. |
| <b>Budget</b>                | \$8,000  |



# Strategy 2: Research



|                              |   |
|------------------------------|---|
| <b>Program Name</b>          | Research.   |
| <b>Discipline</b>            | Visitor research.   |
| <b>Program Desc</b>          | Longwoods Research.   |
| <b>Target Audience</b>       | Audience to be researched=consumer. Audience for whom research is conducted=industry. |
| <b>Geographic Target</b>     | Visitors to Oregon.   |
| <b>Key Partners/Regions</b>  | Travel Oregon.  |
| <b>New Program or Repeat</b> | Repeat.   |
| <b>Budget</b>                | \$5,000.  |
| <b>Measurement</b>           | Travel Oregon.  |



# Strategy 2: Research



|                              |  |
|------------------------------|--|
| <b>Program Name</b>          | Research.  |
| <b>Discipline</b>            | Visitor research.  |
| <b>Program Desc</b>          | Visitor panel research   |
| <b>Target Audience</b>       | Audience previous visitors to Southern Oregon. Several options are being considered, including: contacting known visitors to Southern Oregon or consumers living in key regions (Northern California, Oregon, Washington). |
| <b>Geographic Target</b>     | Visitors to Oregon.  |
| <b>Key Partners/Regions</b>  | Southern Oregon DMOs; Travel Oregon; research firm we have partnered with for previous projects, DCG Research, Dr. Nicholas Lougee.  |
| <b>New Program or Repeat</b> | New.   |
| <b>Budget</b>                | \$5,000.   |
| <b>Measurement</b>           | Measure rate of return on surveys and analyze data collected.  |



# Strategy 3: Internet Marketing



|                     |  |
|---------------------|--|
| <b>Program Name</b> | Internet Marketing   |
| <b>Discipline</b>   | Content development, search engine optimization, Web 2.0.  |
| <b>Program Desc</b> | <ul style="list-style-type: none"> <li>▪ Extends work in niche consumer advertising by designing websites tied to campaigns, allowing specific trackthrough and advertising accountability and measurement.</li> <li>▪ Content development is a constant challenge, and an enduring goal of this strategy. The integration of social media continues to be a priority: increase fans on Facebook, followers on Twitter, and significant advances on our Travel Southern Oregon blog.</li> <li>▪ Offer opportunities for consumers to create content. We scratched the surface of this strategy, but have numerous goals, including integrating trade shows, ad campaigns (print, radio, online), and user-created content – possibly all centered around the key shows/markets (Northern California).</li> <li>▪ Develop suggested drives/itineraries online as animated maps, for leisure travel market, both domestic and <b>International</b>.</li> <li>▪ Suggested itineraries for FIT and tour group market, both <b>International</b> and domestic, as animated maps.</li> <li>▪ Streaming video from <b>Travel Channel Europe</b> and Southern Oregon DVD project done in partnership with economic development.</li> </ul> |



## Strategy 3: Internet Marketing, cont.



|                              |  |
|------------------------------|--|
| <b>Program Desc cont.</b>    | <b><i>Oregon Uncovered:</i></b><br><b>Link to YouTube videos, Blogposts/social media postings, and streaming itineraries on Tour Operator Websites where applicable</b><br><b>Promote via consumer and industry enewsletters</b> |
| <b>Target Audience</b>       | Consumers; travel writers; PR professionals; meeting planners; tour and receptive operators, both domestic and <b><i>International.</i></b>  |
| <b>Geographic Target</b>     | Consumer , Tour and Group Planners, Travel Writers.<br>Mostly domestic, some <b><i>International.</i></b>  |
| <b>Key Partners/Regions</b>  | DMOs; major attractions; lodging properties; restaurants; any hospitality-related business or organization; economic development groups, vendors; Travel Oregon. Region 5 + South Coast.   |
| <b>New Program or Repeat</b> | Repeat.  |



## Strategy 3: Internet Marketing, cont.



|                    |   |
|--------------------|---|
| <b>Measurement</b> | Increased traffic, increased engagement and activity by visitors to the site, increase followers and fans (Twitter and Facebook, respectively), increase followers of our blog, and increase content contributions by consumers, partners, et al. |
| <b>Budget</b>      | \$10,000.   |



# Strategy 4: Niche Consumer Advertising



|                     |  |
|---------------------|--|
| <b>Program Name</b> | Niche Consumer Advertising.  |
| <b>Discipline</b>   | <p>Various advertising mediums (print, Internet, radio, et al) centered around the 2009-2011 brand and positioning developed by the Marketing/RCMP committee. We've made a subtle shift to develop messages around three types of travelers:</p> <ol style="list-style-type: none"> <li>1) Exploring adventures – active vacationers, golf, boating, jetboats, fishing, rafting, snowsports.</li> <li>2) Good life – wine, culinary, theater, festivals, museums &amp; galleries.</li> <li>3) Nature's best – unlimited outdoor opportunities, campgrounds, trails, wildlife viewing, hiking.</li> </ol> |
| <b>Program Desc</b> | <ul style="list-style-type: none"> <li>▪ Extends the work of previous years by focus on defined markets, and on the <b>International</b> market.</li> <li>▪ Continued effort aimed at creating a campaign that provides the opportunity for businesses to support with a retail message and to leverage RCMP funding.</li> <li>▪ Continue to support and leverage the Travel Oregon brand by integrating design elements into our materials.</li> </ul>  |



## Strategy 4: Niche Consumer Advertising, cont.



|                              |   |
|------------------------------|---|
| <b>Target Audience</b>       | Consumer.<br>Mostly domestic, some <i>International</i> .   |
| <b>Details</b>               | Media plan follows.   |
| <b>Geographic Target</b>     | Largely Northern California; also Western US and <i>Germany</i> .   |
| <b>Key Partners/Regions</b>  | DMOs; attractions; lodging properties; restaurants; any hospitality-related business or organization; Travel Oregon.<br>Region 5 + South Coast. |
| <b>New Program or Repeat</b> | Repeat.   |
| <b>Measurement</b>           | See media plan.   |
| <b>Budget</b>                | See media plan.   |



## Strategy 4: Niche Consumer Advertising, cont.



### Media Plan *(subject to change)*

Planning Period July 1, 2010 thru June 30, 2011

| Stats & Notes <sup>1</sup>  | Program                      | Date   | RCMP     | Partner  | Total    |
|---|------------------------------|--------|----------|----------|----------|
| 5,000,000 impressions<br>Three Week Campaign<br>SF Bay Area<br>Support/be supported by<br>Sunset Celebration<br>weekend, June 4-6, 2010 in Menlo Park<br>Online, Radio, TV<br>.01 CPI | <b>Totally San Francisco</b> | Jun-09 | \$10,000 | \$40,000 | \$50,000 |



Strategy 4: Niche Consumer Advertising, cont.



**Media Plan** *(subject to change)*, cont.

**Planning Period July 1, 2010 thru June 30, 2011**

| <b>Stats &amp; Notes <sup>1</sup></b>   | <b>Program</b>         | <b>Date</b> | <b>RCMP</b> | <b>Partner</b> | <b>Total</b> |
|---|------------------------|-------------|-------------|----------------|--------------|
| 700,000 impressions<br>½ page color ad<br>Travel Directory<br>Reader service in all Sunset editions (1.2 million circ)<br><b>.015 CPI</b>                       | <b>Sunset Magazine</b> | Aug-10      | \$0         | \$10,500       | \$10,500     |
| 600,000 impressions<br>California, Oregon,<br>Golf Magazine regional insert<br>Four-color insert in cooperation with COVA<br>One page insert<br><b>.036 CPI</b> | <b>Golf Digest</b>     | Jul-10      | \$5000      | \$17,000       | \$22,000     |



Strategy 4: Niche Consumer Advertising, cont.



**Media Plan (subject to change), cont.**

**Planning Period July 1, 2010 thru June 30, 2011**

| <b>Stats &amp; Notes <sup>1</sup></b>   | <b>Program</b>                | <b>Date</b>                     | <b>RCMP</b> | <b>Partner</b> | <b>Total</b> |
|---|-------------------------------|---------------------------------|-------------|----------------|--------------|
| 250,000 unique visitors/month<br>1,000,000 impressions<br>Banners, spotlight copy, websites, et al<br><b>.006 CPI</b>               | <b>WineCountry.com</b>        | May-Aug 10<br><i>(4 months)</i> | \$1000      | \$5000         | \$6,000      |
| 45,000 impressions<br>Full page color ad + bonus 1/6 ad<br>Online tour maps<br>Magazine celebrates historic roads<br><b>.08 CPI</b> | <b>American Road Magazine</b> | Summer 2010                     | \$0         | \$3700         | \$3700       |
| 450,000 impressions<br>½ page color ad and editorial<br><b>.02 CPI</b>  | <b>Los Angeles Magazine</b>   | Jun-10                          | \$0         | \$12,100       | \$12,100     |



Strategy 4: Niche Consumer Advertising, cont.



**Media Plan** *(subject to change)*, cont.

**Planning Period July 1, 2010 thru June 30, 2011**

| <b>Stats &amp; Notes <sup>1</sup></b>   | <b>Program</b>  | <b>Date</b> | <b>RCMP</b> | <b>Partner</b> | <b>Total</b> |
|---|---|-------------|-------------|----------------|--------------|
| 150,000 printed maps<br>450,000 impressions<br>8 ½ x 14 inch printed color map, folded to pocket size<br>Scenic byways and 'all roads to crater lake'<br><b>.02 CPI</b> | <b>Scenic Byways &amp; Roads to Crater Lake (aka 'summer pocket' map)</b> | Summer 10   | \$0         | \$10,000       | \$10,000     |
| 120,000 impressions<br>Four-color insert 'Active Adventures'<br>Advertorial feature<br><b>.05 CPI</b>   | <b>WEND Magazine</b>  | Jul-10      | \$0         | \$6000         | \$6000       |



## Strategy 4: Niche Consumer Advertising, cont.



### Media Plan *(subject to change)*, cont.

Planning Period July 1, 2010 thru June 30, 2011

| <b>Stats &amp; Notes <sup>1</sup></b>   | <b>Program</b>              | <b>Date</b> | <b>RCMP</b> | <b>Partner</b> | <b>Total</b> |
|---|-----------------------------|-------------|-------------|----------------|--------------|
| 130,000 impressions<br>Four-color insert highlighting food, wine, culinary adventures, etc.<br>.046 CPI | <b>NW Palate</b>            | Summer 2010 | \$0         | \$6000         | \$6000       |
| 425,000 impressions<br>16-page editorial with emphasis on small meeting venues<br>.09 CPI               | <b>Horizon Air Magazine</b> | Jul-10      | \$0         | \$40,000       | \$40,000     |
| 10,000,000 impressions<br>.002 CPI  | <b>Sacramento Online</b>    | Sep-10      | \$5000      | \$15,000       | \$20,000     |



Strategy 4: Niche Consumer Advertising, cont.



**Media Plan** *(subject to change)*, cont.

**Planning Period July 1, 2010 thru June 30, 2011**

| <b>Stats &amp; Notes <sup>1</sup></b>  | <b>Program</b>  | <b>Date</b> | <b>RCMP</b> | <b>Partner</b> | <b>Total</b> |
|--|---|-------------|-------------|----------------|--------------|
| 160,000 impressions<br>Free standing 4-pg insert<br><b>.075 CPI</b>  | <b>Oregon Bounty/Northern California Newspaper Insert</b> | Oct-10      | \$0         | \$12,000       | \$12,000     |
| 250,000 Impressions<br>Full-page color ad<br>Integrates to Bay Area online campaigns<br>Central Oregon Magazine (two editions)<br>Southern Oregon Magazine (Spring)<br>Eblasts, banners, etc.<br><b>.026 CPI</b> | <b>Golf Trail Promotion (Golfing Oregon Magazine)</b>     | Feb-11      | \$2000      | \$4500         | \$6500       |



Strategy 4: Niche Consumer Advertising, cont.



**Media Plan (subject to change) , cont.**

**Planning Period July 1, 2010 thru June 30, 2011**

| <b>Stats &amp; Notes <sup>1</sup></b>  | <b>Program</b>                             | <b>Date</b>                                      | <b>RCMP</b> | <b>Partner</b> | <b>Total</b> |
|--|--|--|-------------|----------------|--------------|
| 2<br>(see footnotes)   | <b>Oregon Trip Planner (Triple Threat)</b> | Apr-2011   | \$0         | \$10,000       | \$10,000     |
| 400,000 readers<br>Plus Internet campaign w/ possible print tie-in and/or editorial<br>.005 CPI                | <b>European Campaign (America Journal)</b> | <b>TBA</b><br>(leverage Travel Oregon media buy) | \$3,000     | \$0            | \$3,000      |
| 3.6 million impressions<br>Full pg color<br>Oregon-Washington tourbook<br>Adjacent to CRLA section<br>.004 CPI | <b>AAA Tourbook</b>                        | Mar-11   | \$0         | \$15,000       | \$15,000     |



## Strategy 4: Niche Consumer Advertising, cont.



### Media Plan *(subject to change)*, cont.

Planning Period July 1, 2010 thru June 30, 2011

| <b>Stats &amp; Notes <sup>1</sup></b>                   | <b>Program</b>                       | <b>Date</b>                             | <b>RCMP</b> | <b>Partner</b> | <b>Total</b> |
|---|--------------------------------------|---|-------------|----------------|--------------|
| Internet campaign<br>5 million impressions<br>.0014 CPI | <b>Totally Portland</b>              | May-11                                  | \$0         | \$7,000        | \$7,000      |
| 2.5 million readers<br>Full pg advertorial<br>.014 CPI  | <b>Madden Media Newspaper insert</b> | TBD<br>(only if Travel Oregon supports) | \$5,000     | \$30,000       | \$35,000     |
|   | <b>Opportunity Fund</b>              |   | \$10,000    | \$0            | \$10,000     |



Strategy 4: Niche Consumer Advertising, cont.

## Media Plan, cont. *(subject to change)*

Planning Period July 1, 2010 thru June 30, 2011



| TOTALS & FOOTNOTES |   | RCMP            | Partner          | Total            |
|--------------------|---|-----------------|------------------|------------------|
| <b>Totals:</b>     |   | <b>\$41,000</b> | <b>\$243,800</b> | <b>\$294,800</b> |
| <b>Footnotes:</b>  |   |                 |                  |                  |
| <b>1</b>           | <ul style="list-style-type: none"><li>·Additional details about each advertising program are available.</li><li>·All programs include Internet component (in some cases, the program is Internet-only without a print element).</li></ul> |                 |                  |                  |
| <b>2</b>           | Travel Oregon program. Metrics provided.  |                 |                  |                  |

# Strategy 4: Niche Consumer Advertising



## Past creative...

### WHERE CAN

### YOU FIND...


1 A place your family can ride an elephant and feed the bongos and hippos...



2 Classic Las Vegas style gaming and a full service resort with big city amenities surrounded by an historic community...




3 An inviting city with more than two dozen wineries and a Robert Trent Jones Jr. golf course that champions would love...



4 Free wireless high-speed internet and a hotel that offers all mini-suite rooms with a great restaurant and sports bar...



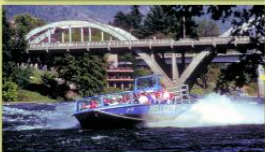
5 A free passport to 14 family owned wineries offering diverse, world-class wines of distinction...



6 The state's only Arnold Palmer championship golf course in the heart of a first class resort community overlooking the largest lake in the state...



7 A charming and historic town on the banks of a "Wild and Scenic" river that Zane Grey loved and Clark Gable fished in the 20s...



8 Crater Lake National Park Lodges' brand-new Annie Creek Restaurant and Gift Shop, powered 100% by renewable energy?



In Southern Oregon. Go online to discover more - [www.OregonDrives.com](http://www.OregonDrives.com)

**ANSWERS**

1 Wildlife Safari - South of...  
 2 Sweet Peppers Hotel & Casino Resort - Located on...  
 3 The Center of the Region...  
 4 Redfish Falls, Redfish River...  
 5 Regency Regency Inn - 50...  
 6 Umpqua Valley Wineries...  
 7 Running Y Ranch - Old Hwy...  
 8 Vista Canvas Pass -...  
 Crater Lake - The new...  
 Annie Creek Restaurant and Gift Shop...  
 Robert Trent Jones Jr. golf course...  
 14 family owned wineries...  
 Arnold Palmer championship golf course...  
 Wild and Scenic river...  
 Crater Lake National Park Lodges' brand-new Annie Creek Restaurant and Gift Shop, powered 100% by renewable energy?

# Strategy 4: Niche Consumer Advertising

## Past creative...



Weekend Ad - full page 8.5" x 10.375"

### WHERE CAN YOU FIND...

**Oregon's Premier Wine Country?**

**Unlimited River Adventures?**

**World-Class Theatre?**

**Championship Golf Courses?**

Find it all here: [www.SeeSouthernOregon.com](http://www.SeeSouthernOregon.com) or 800-448-4856 for a Southern Oregon Guide.

Although we are home to the deep blue beauty of Crater Lake National Park, we offer a lot more than breathtaking scenery. Take a relaxing drive through our vibrant valleys and you'll discover more than 30 fabulous wineries.

Want a river experience? The Rogue River, the Umpqua, the Klamath, our legendary rivers offer adventures like jetboat trips, whitewater rafting and fishing.

Want to play great golf? Bandon Dunes, Running Y Ranch, Eagle

Point, Golf Digest has recognized many of our courses as great places to play. Want to spend the weekend seeing a good play? Ashland's Tony award-

winning Oregon Shakespeare Festival is just one of numerous performing arts options in the region.

Best of all, we're a short drive from California and Washington, or you can fly direct to Southern Oregon from most major cities in the West.

So, what are you waiting for? Take a long weekend in Southern Oregon.

## WIN a trip for two to Southern Oregon and choose your own adventure!

Visit [weekendmag.com/weekendtogo](http://weekendmag.com/weekendtogo) to learn more!

From the high desert to green valleys to the coast, Southern Oregon offers you a diverse vacation experience. Pick the 3-day/2-night package best for you:

- 1) **THE MOUNTAINS**—Running Y Ranch is home of the only Arnold Palmer designed golf course in Oregon. Package include lodging and golf for two.
- 2) **THE VALLEY**—The Winchester Inn in Ashland, Oregon is an outstanding boutique hotel with theatre, golf and wineries nearby. Package includes lodging and dinner for two.
- 3) **THE BEACH**—The Best Western Beachfront features a spectacular ocean front setting in smokings, Oregon, the center of America's Wild Rivers Coast. Package includes lodging and dinner for two.

**special advertising section**

## weekend to go

Visit [weekendmag.com/weekendtogo](http://weekendmag.com/weekendtogo) to learn more!

1. **Alabama Golf Coast Convention & Winery Bureau**  
For couples and families, Alabama's Golf Coast: Thirty-two miles of the whitest sand, turquoise water and outstanding accommodations: [thebeachcalling.com](http://thebeachcalling.com), 866-640-3483
2. **Billmore Estate**  
Reclaim your sense of wonder at Billmore Estate in Asheville, NC. Explore our refuge from everyday routine at America's largest home, magnificent gardens, winery, restaurant, and shop. Enjoy your escape at our luxurious four-star inn. [Billmore.com](http://Billmore.com), 877-Billmore
3. **Charleston, SC and Resort Beaches CVB**  
Discover the Charleston area — America's most beautifully preserved historic and resort destination! Stately plantations, sun-drenched beaches, nationally acclaimed restaurants and world class golf offer something for everyone. Visit our web site to request a free vacation guide. [Charlestonathweekend.com](http://Charlestonathweekend.com), 800-734-0006
4. **Go RVing**  
Staying at just \$4000, a new RV can help you do just about anything. Just about anywhere. For a complimentary new DVD CD-ROM, visit [GoRVing.com](http://GoRVing.com) or call 888-GoRVing
5. **Golf Manzanita Nevada**  
Want championship golf, resort accommodations, fine dining and casino gaming? Visit [golftomanzanita.com](http://golftomanzanita.com) and design your perfect golf vacation today. \$66 per two!
6. **LaQuinta**  
LaQuinta Inn and LaQuinta Inn and Suites offer a haven of clean, comfortable rooms at affordable prices. LaQuinta. Spanish for "SABER" For reservations visit [LQ.com](http://LQ.com), 800-535-9900
7. **Missouri Tourism**  
FREE Missouri Vacation Planner! Have you visited MO lately? You can start by ordering your free planner. Visit [MO.com](http://MO.com), 800-539-1900 ext. 129
8. **SeeSouthernOregon.com**  
Ranging from Oregon's Outback to Crater Lake to the coast, Southern Oregon offers you a sunny and diverse world to explore. [SeesouthernOregon.com](http://SeesouthernOregon.com), 800-448-4856
9. **Shaw Industries Inc.**  
What do you want your floor to be? Visit our Web site for inspiration and style advice and to explore our assortment of carpet, area rugs, hardwood, ceramic, tile and laminate floors. Let your imagination soar at [shawfloors.com](http://shawfloors.com), 800-447-7439
10. **Sunlight Saunas**  
Horse far-infrared saunas therapy for weight loss, detox, pain management and relaxation. Assemblies in minutes and comes with lifetime warranty. [sunlightsaunas.com](http://sunlightsaunas.com), 877-930-0000
11. **Enter me in the Southern Oregon Sweepstakes**

### Bellota Ranch

Experience an Old West ranch weekend at Bellota Ranch — a historic ranch nestled in a secluded valley outside Tucson, Arizona. Combining spacious southwestern accommodations with iconic horseback riding over spectacular, rugged terrain, fun breakfast rides, team penning, and barrel and pole racing. It's an ideal spot for relaxing and reappreciating with your fellow guests, your wrangler and of course, the companionship of a good horse!

Come, experience the Magic! For more information or to book your weekend getaway, call toll free 800-334-7826 (833) or visit [bellotaranch.com](http://bellotaranch.com).

How to enter:  
Simply give [weekendmag.com/weekendtogo](http://weekendmag.com/weekendtogo) and check off the Southern Oregon Visitors Association box or fill in the response card.

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## Strategy 4: Niche Consumer Advertising



# Past creative...

Wine AD 06 -1/3 page ad

**WHERE CAN YOU FIND...**  
*a world of wine?*

You'll find it here:  
[www.SeeSouthernOregon.com](http://www.SeeSouthernOregon.com)

Half of Oregon's official wine regions are located in Southern Oregon. Explore our award-winning wineries.

**THE ROGUE VALLEY** - Wine growing here started more than 150 years ago with Jacksonville photographer Peter Britt. Today, it is still home of award-winning wineries.

**APPLIGATE VALLEY** - Named a distinct wine growing region (Appellation) in 2001, distinctive wines continue to flourish in this breathtaking setting.

**UMPQUA VALLEY** - The "Hundred Valleys of the Umpqua" is one of the ideal wine growing regions in the world. It shares the same latitude with some of Europe's greatest grape growing districts.

Southern Oregon Winery Association  
[www.sorwa.org](http://www.sorwa.org)

Umpqua Valley Wines  
[www.umpquawines.com](http://www.umpquawines.com)

**TRAVEL OREGON**  
For a complete guide to Southern Oregon wineries go online:  
[SeeSouthernOregon.com](http://SeeSouthernOregon.com)

Fly Fishing 06 Ad - 1/2 page hor. 7.125 x 4.75"

**WHERE CAN YOU FIND...**  
*Great Rivers?*  
*Great Fishing?*

You'll find it here: [www.SeeSouthernOregon.com](http://www.SeeSouthernOregon.com)

**Klamath Country** - Stay in Klamath Country and fish for steelhead, rainbow, brown, brook and cutthroat trout. Blue ribbon fly fishing is found on the Williamson River and the Wild and Scenic Klamath River. Great Basin Visitor Association

**Land of Umpqua** - Stay in Roseburg and explore fly fishing on the Umpqua River. The region's diverse streams, rivers and lakes support dozens of species of fish, such as steelhead, trout, smallmouth bass and shad. Roseburg Visitors Center

[www.greatbasinvisitor.info](http://www.greatbasinvisitor.info) • [www.visitroseburg.com](http://www.visitroseburg.com) • [www.roeoutfitters.com](http://www.roeoutfitters.com)


**TRAVEL OREGON**

## Strategy 4: Niche Consumer Advertising



# Past creative...

**NATURE OR NURTURE?**  
Wonders never cease in Southern Oregon.



[www.SouthernOregon.com](http://www.SouthernOregon.com)

It's the age-old question. What makes us who we are - Nature or nurture? The wonder of Southern Oregon is that you and your family can enjoy the best of both.

Whether nature lures you to marvel at the thousands of birds migrating through the Klamath Wildlife Refuge, or you'd prefer to nurture yourself with a spa treatment at one of the many specialty day spas. You find all that and more in Southern Oregon.


Visit dozens of waterfalls along the Umpqua River Highway on your way through the Land of Umpqua. Here, over millennia, pristine rivers flowing through lush forests have created a place where nature is the prime attraction. But, if you want a little more excitement, you'll have a chance to try your luck at a Las Vegas-style casino.

You've no doubt heard about the famed Rogue River. It runs through Southern Oregon much to the delight of rafters, fishermen and connoisseurs of fresh salmon and steelhead trout.


Want to nurture yourself with a tax-free shopping spree? The many shopping centers in the Rogue Valley can accommodate. This valley is also home to growers of fine grapes as well as pears, apples and the world's best bleu cheese.

And when you tire of all Southern Oregon has to offer, we invite you enjoy a relaxing stay in one of our quality lodging choices.

If all this sounds too good to be true, you need to come visit and see for yourself why we say, Wonders never cease in Southern Oregon.



- Grants Pass Visitor and Convention Bureau 1-888-1234
- Medford Visitor and Convention Bureau 1-888-1234
- Roseburg Visitor & Convention Bureau 1-888-1234
- Great Basin Visitor and Convention Bureau 1-888-1234
- Seven Feathers Hotel and Casino Resort 1-888-1234
- Rogue Regency Inn 1-888-1234





## **2010-2010 Positioning**

### **Positioning Statement**

Southern Oregon offers the ultimate road trip with a diversity of natural and authentic experiences, unmatched in Oregon, filled with value, spirited people, world-renowned attractions, and diverse landscapes.

### **Unique Selling Propositions**

- World-renowned attractions: Rogue River, Steens Mountains, Umpqua River fly fishing, beaches, Bandon Dunes, Crater Lake, Oregon Shakespeare Festival
- Passionate People: authenticity, rural pride, funky friendliness, connections
- A Rich History: Jacksonville, tribal history, Applegate Trail
- Quality and abundance of scenic byways
- Diversity of natural experiences: wild rivers, fishing, whitewater adventures, mountains, lakes, sunny weather, artisan foods/culinary, emerging wine region



# 2009-2011 Creative Approach

## Can we get away 2 southin Oregon sn?

### Can we get away to Southern Oregon soon?

A few years ago, connecting with others took on a new meaning. Today, these messages auto complete. In a world that is forcing you to take more and more short cuts to connecting with friends and family, we have a new message for you.

Disconnect. Why not connect with family and friends the old-fashioned way by taking the ultimate road trip to Southern Oregon.

You'll find an affordable land filled with real-world memories created by the people you meet, not just by the spectacular scenery you'll see. While no place can match our vacation choices, our biggest treasure won't be seen. You will feel it, as you step off life's treadmill and discover the natural rhythms of your family and friends. We can't think of a better reason to visit right now.

Wonders Never Cease™

#### DEEP BLUE BEAUTY

Nothing compares to seeing Crater Lake for yourself! Set to Discover Klamath (800-445-6728) you need to see more. Klamath Falls historic downtown has wonderful museums, plus the theater. Fly fishing, whitewater rafting, canoeing, sailing, hiking, and the best birding in the world can all be discovered here.

#### FANTASTIC TOWNS

Medford (800-469-8307) makes the idea come true. It offers the region's largest selection of lodging and a vibrant historic downtown. Then add world-class golf, wineries, and fun free shopping to tempt you.

#### GREAT PLACES TO STAY

Traveling off the beaten track doesn't mean settling for less. Medford's Rogue Regency Inn & Suites (800-532-5805) offers premier lodging including a continental breakfast, high-speed internet, fitness center with pool, sports bar, massage therapist, more than 100 rooms.

#### OREGON CAVES

Chateau 1934

#### OREGON CAVES

National Monument 1908

#### OLD TRADITIONS RE-DISCOVERED

We're no joke! Come along to the road trip business. In fact, one of our top attractions, Oregon Caves National Monument (877-345-9022), will be celebrating its 100th birthday this year. A night or so will be the 75 year old Oregon Caves of the 1930s. It's a nostalgic family experience. Take a time out and learn about geology, fossils, and fossils and more.

#### LET NATURE BE YOUR GUIDE

To connect with natural rhythms join a Stinky Family Institute (541-597-8520) outing. Their dinner & field classes follow the region's leading scientists and naturalists to share their passion with you.

#### HIGHWAY OF WATERFALLS

Roseburg (800-444-8584) is a natural world that is great for fishing and outdoor adventures. We call it the Land of Oregon. You will not get it wrong. You can enjoy waterfalls the size of a lake on Highway 138, a national scenic highway to Cascade Falls. Along the way you can visit dozens of wonderful spots to enjoy the outdoors in Oregon's beautiful state.

#### MUSIC UNDER THE STARS

The Northwest's premier outdoor music and performing arts festival, Britt Festivals (800-867-7488), features world-renowned acts in a beautiful scenic backdrop. Tickets found on [www.brittfest.com](http://www.brittfest.com).

#### BOXES OF CHOCOLATE

Just the way you like it. Harry & David (877-323-8888), a Rogue Valley specialty chocolate shop, is a great family adventure.

#### WILD RIVERS & JETS

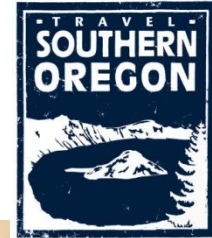
Take in the footsteps of Steve Gray and Clark Gable and spend time in Grants Pass (800-547-5927) a classic river town and gateway to the Grand Staircase-Escalante National Monument. Discover the Northwest's #1 river trip, Malheur Jetboat Excursions (800-545-4874) as you discover wild and geologic wonders on your journey through spectacular Malheur Canyon. Choose from five different trips designed for all ages.

## GREAT REASONS TO TAKE THE ULTIMATE ROAD TRIP!

Medford Visitors Center - 800-469-8307  
 Rogue Regency Inn & Suites - 800-532-5805  
 Britt Festivals - 800-867-7488  
 Malheur Jetboat Excursions - 800-545-4874  
 Grants Pass Visitors Center - 800-547-5927  
 Stinky Family Institute - 541-597-8520  
 Oregon Caves Chateau - 877-345-9022  
 Harry & David - 877-323-8888  
 Roseburg Visitors Center - 800-444-8584  
 Discover Klamath - 800-445-6728

Visit our Website: [www.SouthernOregon.org/roadtrip](http://www.SouthernOregon.org/roadtrip)

Strategy 4: Niche Consumer Advertising



# 2009-2011 Creative Approach

Can we get away to Southern Oregon soon?

Today connecting has a new meaning. **TWITTERING...** but there's still no better way to connect with friends and family than vacationing in Southern Oregon.

**2009 Britt Festivals**  
*Concerts Under the Stars*  
*in southern Oregon*

**BRITT**

FOR A FULL SEASON SCHEDULE  
[www.brittfest.org](http://www.brittfest.org)  
800.882.7488 • 541.773.6077

welcome.  
stay & enjoy.

**Medford, the sunny side of Oregon.**

- Award-winning wineries
- Visit Rogue Creamery & Lillie Belle Chocolates
- Oregon Shakespeare Festival
- Gateway to Crater Lake
- Championship golf courses
- Rogue River adventure/fishing

**MEDFORD**  
THE CENTER OF THE ROGUE VALLEY

Visitors and Convention Bureau  
**800.469.6307**

**ROGUE REGENCY INN & Suites**

- 203 Mini-Suites Including Full Luxury Suites
- Regency Grill
- Chadwicks Pub/Sports Bar
- Indoor Pool, Spa & Fitness Center

Phone: (541) 770-1234  
Toll Free: (800) 535-5805  
2300 Biddle Rd., Medford  
[www.roguregency.com](http://www.roguregency.com)

[www.SouthernOregon.org/vacations](http://www.SouthernOregon.org/vacations)

# The Best Places to Connect with Family and Friends are Right Here.

In a hectic world that is forcing you to take more and more electronic short cuts to connecting with friends and family, we have a new adventure for you.

Along with twizzing and tastings, why not connect the old-fashioned way with family and friends by sharing a road trip to Southern Oregon.

You'll find an affordable land filled with real-world memories created by the people you meet, not just by the spectacular scenery you'll see. While no place can match our vacation choices, our biggest treasure won't be seen. You will feel it, as you step off life's treadmill and discover the natural rhythms of your family and friends. We can't think of a better reason to visit right now.



The South Coast  
The Valley  
The High Country



Join a Travel Southern Oregon fan



[www.SouthernOregon.org/roadtrip](http://www.SouthernOregon.org/roadtrip)



Rogue River Jetboat Tours

Come to the beautiful South Coast, stay in sunny Gold Beach. This charming sea town features uncrowded beaches, pristine wide-open spaces, incredible hiking trails, vast forests and rugged mountains, plus more hours of sunshine than any other town on the coast. (800-525-2134)

**GOLD BEACH**  
...COME VISIT US!



Taste the good life

Medford is brimming with historical and cultural attractions. Home to fine dining and lodging establishments. Experience nature's best while fishing or rafting the Rogue River; hiking the Table Rock; exploring Crater Lake and the Oregon Caves or soaking up some sun while touring local wineries. Medford, the ideal place to vacation. (800-469-4307)



A Great Place to Stay

Enjoy the warm, casual elegance of Rogue Regency Inn & Suites Medford's finest with 203 rooms including two-room suites. The Inn offers wireless internet, microwave, mini-fridge and bar sink, an indoor pool, spa and fitness center, Regency Golf, Chautauick Park and Sports Bar, a hair/salon, and massage therapists. (800-525-5805)



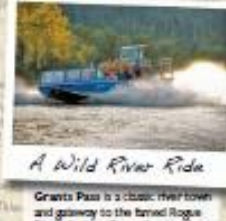
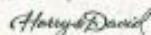
Odds are you'll love us!

Ranked among the top destination resorts in the Pacific Northwest, Seven Feathers Casino Resort offers something for everyone. Enjoy Nevada Style Gaming, top notch entertainment, a new and expanded hotel, spacious indoor pool, a full-service luxury spa & salon, five restaurants, and a top-rated RV resort. (800-545-8461)



Chocolate to die for!

Rivers of chocolate and the delicious aroma of Moose Munch are a few delights you'll experience when you tour Harry & David, America's foremost purveyor of gourmet food and fruit gifts. Tour begins and ends at Harry & David's Country Village, Exit 27 Medford. A Rogue Valley tradition since the 30's, a factory tour (with samples) is still a great family adventure. (877-322-0000)



A Wild River Ride

Grants Pass is a classic river town and gateway to the famed Rogue River. It also offers a thriving shopping, dining, antique and art scene in its historic downtown. Experience the Northwest's #1 River Trip, Hellgate Jetboat Excursions as you discover wildlife and geological wonders on your journey through spectacular Hellgate Canyon. Choose from five different trips designed for all ages.



Concerts Under the Stars

This summer experience the Pacific Northwest's premier outdoor performing arts festival, Britt Featherville. Located in historic Jacksonville, Britt presents world-class artists in classical music, jazz, blues, folk, pop, and country music in an intimate outdoor setting. Go online to see the current line up and buy tickets. (800-983-7488)



Family High Life

Travel to 8,000 feet, unbuckle your seatbelts, and learn about Crater Lake National Park. Then go ahead, play on the AJ American Road. Discover Klamath County's true beauty along the Volcanic Legacy Scenic Byway through authentic Southern Oregon. The family road trip and nature; it'll be your smartest connection. (800-445-6725)





# HOLIDAY BOUNTY IN SOUTHERN OREGON



## ASHLAND

The 17th Annual Festival of Light begins Friday, November 27 with Santa's Parade at 5pm and the Grand Illumination, when Santa and Mrs. Claus turn on more than a million lights. The festivities continue each weekend throughout December with strolling carolers, photos with Santa, wonderful cuisine and great shopping. Enjoy winter fun at the outdoor ice skating rink and skiing at Mt. Ashland. For getaway packages and details visit [www.ashlandbanther.com](http://www.ashlandbanther.com)

## GRANTS PASS

From the second week of November through New Year's Day, the downtown squares with lighted beautiful blue optic Magical Musical Christmas Markets. Each "market" a holiday scene, set to one-night holiday music. Stroll or drive through the historic downtown area and enjoy the ambience of the holiday season in this classic river town. Visit a "Star Room" for the Rogue Whitefish. November 21-December 4, and enjoy festive dinner, wine tastings, beautiful holiday trees, and more. [www.visitgrantspass.org](http://www.visitgrantspass.org)

## JACKSONVILLE

The festive season kicks off with the Annual Victorian Christmas Parade on Friday, December 4 at 5pm. Enjoy music, caroling, vintage autos, and a visit by Santa and the Town Crier as they make their way through the charming historic downtown. Thanks to being moon holiday fun with masked choruses, wagon rides, rotating lights, and beautiful downtowns gracing streets of historic landmark buildings. [www.jacksonvilleoregon.org](http://www.jacksonvilleoregon.org)

The Applegate Valley Vintage "Full Uncovered Harvest Year" on November 22 features three wineries featuring delicious appetizer pairings with wonderful wines. [www.applegatevintner.com](http://www.applegatevintner.com)

## ELMATHR FALLS

The Annual Snowflake Festival is a week-long celebration, which begins with a parade on December 10 through the delightful downtown. Santa Hatness Show (Miss America 2011) in this year's Grand Harvest. Enjoy high school marching bands as they serenade Santa and Mrs. Claus. Plenty of holiday festivities await, including vendors offering delicious goodies all along Main Street. Visit the Elmathr Art Gallery for the Annual Holiday Showcase for a wide variety of artisan holiday creations. [www.elmathr.org](http://www.elmathr.org) or [www.discoverelmathr.com](http://www.discoverelmathr.com)

## LAKE COUNTY

Traditional, small town holiday fun (and often a White Christmas!) are what you'll find in Oregon's Outback. Visit Lakeview, which offers a variety of holiday programs, including an annual Holiday Fair. Enjoy family-friendly, affordable skiing with no lift lines at Winter Canyon Ski area. To the north, visit Paisley and then, Christmas Valley, a town named for the season. Charming communities, wide-open spaces, and friendly people await in Oregon's Outback. [www.lake-countybanther.org](http://www.lake-countybanther.org) or [www.christmasvalley.org](http://www.christmasvalley.org)

## MEDFORD

Holiday Light Celebrations Enjoy an old-fashioned holiday celebration in Southern Oregon's largest city. The annual festival kicks off Friday, December 5 at Vogel Plaza in downtown's Old Town Dining and Entertainment District. Explore downtown merchants for holiday treats, vote for your favorite window displays, sing-a-long with cheer, enjoy live music, watch for a special surprise at the tree lighting, and visit with Santa and his elves. Great Family Fun!

Gettogether Jubilee Spike up your holidays by rediscovering the whimsical delight of gingerbread art. A tantalizing display of magical forest creations, November 21-25, at the Coasian Ginger Rogers Theater in Medford's OldTown.

Rogue Valley Railroad Show Thanksgiving weekend, visit the Medford Armory for the 31st Annual Railroad Show, featuring wonderful model railroads of all sizes, and free drawings, raffle prizes, demonstrations and more.

Providence Festival of Trees December 4-6, experience a holiday wonderland with dozens of amazing trees, entertainment, treats, and raffle items. One of Medford's loveliest holiday traditions, at the Medford Armory. For these holiday events it more. [www.providencefest.org](http://www.providencefest.org)

## ROSEBURG AND THE LAND OF UMPQUA

Festival of Lights in River Parks Park One of Oregon's prettiest holiday light shows begins in Roseburg on November 21 along the banks of the Umpqua River. A magical mile of over 300,000 twinkling lights and more than 100 animated displays, through New Year's Day.

Toyland Thunder Towns Light Parade On December 19 in downtown Seaside, enjoy a holiday festival with a unique twist and tons of small town holiday cheer.

Thunder Thunder's Light Parade Visit downtown Myrtle Creek on December 12 for this enchanting holiday festival, featuring fire truck rides, tree lighting, delicious goodies, and more. For these holiday events it more. [www.thundering.org](http://www.thundering.org)

## SOUTH COAST

All along Oregon's South Coast, the winter months are some of the very best for whale watching. From Brookings to Winchester Bay, watch the incredible 12,000-mile winter migration of gray whales. Look for Whale Watching Spoken Here ([www.whalewatchers.org](http://www.whalewatchers.org)) for the best tips and locations.

## BANDON

Holiday Festival On December 5, Santa arrives by charter bus at noon and decorates the tree in the port's picnic shelter with plenty of help from neighborhood children. Enjoy photos, gingerbread baking, holiday crafts, a parade through the downtown, and a special visit from a Christmas angel. [www.bandon.com](http://www.bandon.com)

## ADVENTURE COAST

Crescent Bay / North Bend / Charleston Holiday Lights at Silver Acres, one of the west coast's best known botanical gardens. Seven acres of gardens alive with over a quarter million lights. Trees, lighted sculptures, waterfalls, and a beautifully decorated Garden House. November 24-January 5. [www.oregonadventurecoast.com](http://www.oregonadventurecoast.com)

## BROOKINGS-HARDOR

Share in the beauty, wonder and joy of the annual stars' Coastal Holiday Light show and sculpture display at Astoria Park, throughout the month of December, where hundreds of thousands of lights transform the subtle shades of winter into a glowing nightcape. Lighted sculptures capture the essence of the Pacific Northwest. [www.brookingsharden.com](http://www.brookingsharden.com) or [www.brookingsharden.com](http://www.brookingsharden.com)

## GOLD BEACH

When the Rogue River meets the Pacific Ocean, you'll find a taste of the Pacific Northwest that you might have thought no longer existed. Visit the Cape Sebastian Scenic Corridor, one of the most scenic points on the Oregon coast, and a top viewing area for whales. Plus cuisine, galleries, boutiques, and miles of beach make this a wonderful holiday destination. [www.goldbeach.org](http://www.goldbeach.org)

## REDFORD TWINCREEK RIVER

48th Annual Holiday Parade at Gingerbread House Contest, December 4-5, features a vast array of hand-crafted wares, homemade holiday food treats, visits with Santa, and prizes. Scout for the whale migration at the Umpqua River Whale Watching Station adjacent to the Lighthouse. Viewing platforms and imaginative signs. [www.redfordtwin.com](http://www.redfordtwin.com)

# SOUTHERN OREGON HOLIDAY VACATION EXTRAVAGANZA



### What are you doing this fall?

As the leaves are turning, the grapes are gathered, the hops are hopping, and farmers' fields yield to harvest, it's time to discover Southern Oregon's bounty.



Family to get of Eleonora in Astoria



Grants Pass Light Show

## INSPIRATIONS FOR FALL & WINTER GETAWAYS



Back-unleashing in Elmathr Falls



INSIDE THE BOUNTY  
Page 2 to 3 - Right about time to find the Bounty in Southern Oregon.  
Page 4 - The Southern Oregon Bounty continues with Holiday Events you shouldn't miss.



# COME VISIT SOUTHERN OREGON'S BOUNTY



**1 ASHLAND'S 3RD ANNUAL FOOD & WINE CLASSIC** - The third classic will be held Friday through Sunday November 6th - 8th, 2009. We invite you to sip, savor and celebrate Southern Oregon's bounty in Ashland. With lodging packages available for travelers near and far, the weekend will be full of fun culinary and wine experiences for all the senses. The event kicks off with a wine reception at Ashland Springs Hotel from 5-7 pm on Friday. Saturday and Sunday will offer workshops from 9:45 to 11:30 am featuring a variety of topics. The Chef Showdown starts Saturday at Noon at the Historic Ashland Armory with local chefs competing until 4pm. Sunday at Noon, the finale begins with two chefs competing from 2:30-4:00 pm. For tickets, lodging packages and event information visit [www.ashlandchamber.com](http://www.ashlandchamber.com)



These guys can cook!

**2 ENJOY SOME HOLIDAY R&R AT THE RUNNING Y RANCH** - Replace the usual hustle and bustle of the holidays with some rest and relaxation at the Running Y. Relinquin your cares as you enjoy up by the fire in a suite at the Lodge. Fellows treat you with a massage or float at the Sundial Spa. Rejuvenate yourself with a walk or bike ride in the fresh mountain air. Relive childhood memories while ice skating at the community ice rink. Ring in the New Year with friends and family. Find your "Y" this holiday season at the Running Y Ranch, Kenneth Dale, OR 97789-2921, [www.RunningY.com](http://www.RunningY.com)



MASSAGE THERAPY



Take the Tax-free!

**3 MEDFORD'S OLDTOWN MAKES HOLIDAY SHOPPING FUN** - The holiday season wouldn't be complete without a tax-free shopping spree to Medford. When it's time for a shopping spree, relax and enjoy more than 50 great places to dine, wonderful holiday music and live theatre in Medford's historic OldTown Dining and Entertainment District ([www.OldTownMedford.com](http://www.OldTownMedford.com)). Don't forget to visit Medford's award winning wineries. You will find a perfect mix of shopping, dining, and plenty to see and do during Medford's Oregon Bounty celebration. Medford Visitor Center (Box 104, 548-767-3488, [www.VisitMedford.org](http://www.VisitMedford.org))

**4 MEDFORD'S ROGUE RESGENCY INN & SUITES - WHERE TO STAY WHILE EXPLORING THE BOUNTY OF SOUTHERN OREGON** - There is so much to do and see while exploring the scenic foods, wineries and sustainable industries of southern Oregon. You are welcome at the Rogue Resgency Inn and Suites for a hotel experience that cannot be matched. Centrally located, the Rogue Resgency Inn & Suites exceeds your expectations with the award winning Resgency Grill restaurant, the exceptional Chadwick's Pub & Sports Bar and rooms for any travel budget. Perhaps you'd wish a stop at Resgency Xpursions bar and grill since it's French Tradition message on site, just off I-5, Box 50 in Medford, 800-836-8808, [www.rogueresgency.com](http://www.rogueresgency.com)



A great place to stay



Such are the joys of the Pacific NW!

**5 TROON VINEYARD** - This internationally recognized, award winning, boutique winery office is team dedicated to the pursuit of "good times and fine wine." Located in the vineyard heart of the Applegate Valley, the winery and vineyard are set on a beautiful 65 acre property with breathtaking panoramic views.

Troon Vineyard is situated about half way between Grants Pass and Jacksonville (approximately 30 minutes from either location). We are open daily from 11am to 5pm. Visit our website at [www.troonvineyard.com](http://www.troonvineyard.com) for more details on our fantastic holiday events.



Treat a Holiday Gift Time & Fine Wine

**6 GRANTS PASS - A FESTIVAL OF ACTIVITIES** - Looking for a wonderful trip to entertain the kids or holidays guests? Visit downtown Grants Pass where a series of banquet-table-sized flow optic lighting trails create an old-fashioned Christmas with a technological twist. And what lights they are and blink as they snow fall and accumulate, bells ring! black and forth, (the color under the tree, and surreal bowtie shimmer in the night sky) They are designed on 9th and 7th and O and H streets, and will be in place from mid November through early January. For more information contact the Grants Pass Visitors Center, 1-8 Box 68, 800-847-8807, [www.visitgrantspass.org](http://www.visitgrantspass.org)



Grants Pass Light Show



Apples for sale at 4.99

**7 ROSEBURG - THE LAND OF UMPQUA** - You will find plenty of Oregon Bounty in the "Land of Umpqua." One of Oregon's most dramatic fall color scenes is along the highway of roseburg, Highway 139 to Collier Lake. This national scenic highway is especially beautiful in the fall. Make sure you take time to collect some Oregon wine for holiday gift giving. The Umpqua Valley offers more than a dozen family wineries to explore. Go online for maps or visit the Roseburg Visitor Center (Box 104, 1-6) 800-444-6884, [www.visitroseburg.com](http://www.visitroseburg.com)

**8 VISIT VERANDA PARK AND ENTER OUR HOLIDAY DRAWING** - If you're over 66 years old and are thinking of visiting to Oregon, now is a great time to simplify your life by exploring the beauty of Veranda Park Living. Medford's premier rental retirement community offers numerous ways to simplify your life with true restaurant-style dining and apartment homes and cottages with no buy-in fees. Add a golf academy, our exclusive Main Street town center, complimentary transportation, and an active social program, and you'll know why we are the best value in Southern Oregon. Give us a call and take a tour before December 31, 2009 and we'll enter you into our holiday drawing to win a high-definition, flat-screen TV. Call 800-800-8400 [www.verandaparkliving.com](http://www.verandaparkliving.com)



Fun the at Veranda Park



Go online or call for a free visitor guide:  
[www.SeeSouthernOregon.org](http://www.SeeSouthernOregon.org) • 800-448-4856



**APPLE, ALMOND & CHEESE QUESADILLAS**  
*Recipe provided by Harry & David, Medford, OR*

- 2 thinly sliced Granny Smith apples
- 4 - 8 inch tortillas
- 1/4 cup sliced oven browned almonds
- 3 Tbsp sliced onions
- 8 ounces Harry & David Cheddar or Jack Cheese, grated
- 1/4 cup olive oil

tortilla on top and gently lay the quesadilla in the pan. Brown evenly on each side, remove and let rest for two minutes. Cut into wedges, serve with Harry & David Mango Salsa. Repeat for second quesadilla.

**TOMATILLO SAUCE FOR YUCATAN SALMON**  
*The Mark Restaurant, Roseburg, OR*

- 1/2 lb fresh tomatillo
- 1/2 cup white onion
- 1/4 cup cilantro "fresh"
- 3 or diced Ortega chilies "mild"
- 3/4 Tbsp fresh lime juice
- 2 cloves of garlic
- 1 1/4 tsp raw sugar
- 1/2 pinch white pepper
- 1/2 tsp salt
- 1/2 tsp pepper
- 1/2 tsp garlic "granulated"

(The tomatillo should be completely soft.) Scrape the tomatillo/ blender or food processor, and let cool to room temperature. the chile, cilantro, onions, sugar, fresh lime juice and left of puree, add water if necessary to give the salsa an easily e.

**BAKED APPLES STUFFED W/**  
*Recipe provided by Flery Manc*

- 6 tart green apples
- 2 cups wild blackberries (wash and pat dry on paper towels)
- 1/2 cup brown sugar
- Grand Marnier Cream
- 1/2 cup soft cream cheese
- 1/2 cup marshmallow cr
- 2 Tbsp heavy cream

baking dish along with 1 oven at 375 degrees for move and cool a few Grand Marnier Cne/ warm apple just by the refrigerator.

**MARIONBERRY or BLACKBERRY GATSUP**  
*Recipe provide by the Roseburg Visitors and Convention Bureau*

- 4 cup Marionberries or Blackberries)
- 1/4 cup butter
- 1/2 cup minced ch
- 8-10 T. brown r
- 2 Tbsp balsar
- Pinch of gro

mixing w/ the vineg/ sugar to thicker dist/ cor c

Puree and strain the berries. You should end up with 2 to 2 1/2 cups of puree. (If you want a thicker puree, strain the berries with a wine strainer instead of a food mill. You can also use a non-stick skillet with a non-stick coating.)



Britt Festivals, Jacksonville



Cape Arago, Oregon Coast



Oregon Shakespeare Festival, Ashland



Pears, Wine and Cheese



Crater Lake National Park



The right ingredient!





# Strategy 5: PR/Trade Shows/Outreach Marketing



5.1: PR / 5.2: Trade Shows / 5.3: Outreach Marketing

|                          |   |
|--------------------------|---|
| <b>Program Name</b>      | Strategy 5.1: PR.   |
| <b>Discipline</b>        | Content development, relationship building, coordination, itinerary planning and implementation.  |
| <b>Program Desc</b>      | <ul style="list-style-type: none"><li>•Develop regular proactive press releases and travel writer newsletters; establish network of press contacts; attract small conferences and meetings of travel writer groups (e.g. IFWTWA – <b>International</b> Food &amp; Wine Travel Writers Association); develop high quality video and photography; respond to queries and communicate opportunities to partners.</li><li>•Create, coordinate, host, and otherwise engage fully in frequent travel writer trips, FAMs, NTA receptions, and other activities that surround this nucleus. The investment is leveraged by comps acquired from providers.</li></ul> |
| <b>Target Audience</b>   | Media representatives, writers and editors.   |
| <b>Geographic Target</b> | US (with concentration on NW and California); <b>International</b>  |



## Strategy 5: PR/Trade Shows/Outreach Marketing



### Strategy 5.1: PR, cont.

|                                  |   |
|----------------------------------|---|
| <b>Key Partners/<br/>Regions</b> | Media; Southern Oregon DMOs; Travel Oregon; Maxwell PR.   |
| <b>New Program<br/>or Repeat</b> | Repeat.   |
| <b>Measurement</b>               | Frequency & placement of stories, particularly on the web , quantifiable results via FAM requests in response to enewsletter, interest or requests for further information by writers from desirable publications, niche market publications, popular blogs or online travel sites; increasing ability to respond quickly to short turnaround opportunities for stories, events entries, photos, video, and more. |



## Strategy 5: PR/Trade Shows/Outreach Marketing



|                        |  |
|------------------------|--|
| <b>Program Name</b>    | Strategy 5.2: Trade Shows.   |
| <b>Discipline</b>      | Coordinate consumer and group/ <i>International</i> show opportunities. Identify the appropriate and useful level of participation by our regional reps to avoid duplications and ensure that the investment is worthwhile.  |
| <b>Program Desc</b>    | <ul style="list-style-type: none"><li>• Identify trade show opportunities that are the proper fit for our customer base, niche markets, geographic target, and budget.</li><li>• Coordinate regional brand presence at shows by developing buy-in opportunities with partners and creating a proven and effective cooperative approach.</li><li>• Focus on three-five consumer shows/yr in Northern California and LA; focus on two <i>International</i> shows/year (<i>Pow Wow</i> and <i>Go West</i>).</li><li>• Develop a strategy for increasing domestic tours through a regional participation model for NTA. Research on past tours to Southern Oregon (and possible future).</li></ul> |
| <b>Target Audience</b> | Consumers in target domestic markets; <i>International</i> visitors; group and FIT planners.   |



## Strategy 5: PR/Trade Shows/Outreach Marketing



### Strategy 5.2: Trade Shows, cont.

|                                  |  |
|----------------------------------|--|
| <b>Geographic Target</b>         | Northern California; <i>International</i> .  |
| <b>Key Partners/<br/>Regions</b> | Southern Oregon DMOs; attractions; lodging establishments; RDMOs (COVA, et al); other marketing associations; Travel Oregon. |
| <b>New Program<br/>or Repeat</b> | Repeat.  |



## Strategy 5: PR/Trade Shows/Outreach Marketing



### Strategy 5.2: Trade Shows, cont.

|                    |  |
|--------------------|--|
| <b>Measurement</b> | <ul style="list-style-type: none"><li>•Increasing interest and participation by partners.</li><li>•Year-on-year participation in certain shows allows us to measure increasing familiarity among consumers with the “Southern Oregon” brand.</li><li>•Increasing relationships with group tour and FIT and contacts developed; ongoing commitment to exceptional quality in producing favorable image of Southern Oregon.</li><li>•Quality and number of leads generated via shows; success in partnering with other RDMOs to create stronger, more singular Oregon experience, particularly at upscale, large consumer shows.</li><li>•Increased website visits to specific sites tied to the show.</li><li>•Bookings by participating partners.</li><li>•Increased website traffic and contacts to participating partners in the show.</li></ul> |
|--------------------|--|



## Strategy 5: PR/Trade Shows/Outreach Marketing



|                        |   |
|------------------------|---|
| <b>Program Name</b>    | Strategy 5.3: Outreach Marketing  |
| <b>Discipline</b>      | Create opportunities for partner involvement in research trips, FAMs, et al.  |
| <b>Program Desc</b>    | Develop relationships with regional contacts by coordinating travel writer FAMs, conducting research (e.g. visiting sites, developing itineraries), and overall seeking to ensure an equitable exposure for all areas throughout the region in the products we create for PR and Trade Show uses. |
| <b>Target Audience</b> | DMOs and marketing partners throughout region.  |



## Strategy 5: PR/Trade Shows/Outreach Marketing



### Strategy 5.3: Outreach Marketing, cont.

|   |   |
|---|---|
| <b>Geographic Target</b>                                  | Southern Oregon marketing partners, DMOs, attractions, Region 5 + South Coast.  |
| <b>Key Partners/Regions</b>                               | Southern Oregon DMOs; attractions; lodging establishments; RDMOs (COVA, et al); other marketing associations; Travel Oregon.  |
| <b>New Program or Repeat</b>                              | Repeat.   |
| <b>Measurement</b>  | .Maintaining strong relationships with DMOs throughout the region and beyond; ability to respond quickly to opportunities on behalf of all areas in this region and to pass along those opportunities, leads, and so on; ability to help fund projects which leverages the RCMP money even further. |
| <b>Budget</b><br><i>(strategy 5.1, 5.2, 5.3 combined)</i> | \$40,000  |



# Budget



|   | Strategy   | RCMP             | Partner/SOVA     | Total            |
|---|--|------------------|------------------|------------------|
| 1 | Training   | \$8,000          | \$5,500          | \$13,500         |
| 2 | Research ( <i>Longwoods</i> )  | \$10,000         | \$500            | \$10,500         |
| 3 | Internet   | \$10,000         | \$5,000          | \$20,000         |
| 4 | Niche Consumer Advertising   | \$41,000         | \$243,800        | \$294,800        |
| 5 | PR/Trade Shows/Outreach Marketing ( <i>includes Go West, Pow Wow, Canada TBA</i> ) | \$40,000         | \$30,000         | \$70,000         |
|   | Fulfillment  | \$20,000         |                  | \$20,000         |
|   | Admin  | \$10,000         |                  | \$10,000         |
|   |  | <b>\$139,000</b> | <b>\$284,800</b> | <b>\$438,300</b> |



## Contact Information

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