

OREGON COAST OFFICIAL MARKETING PARTNER KIT

2021



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1. ABOUT OREGON COAST VISITOR ASSOCIATION





**We Inspire travel & strengthen
collaboration to create a
sustainable coastal economy.**

The Oregon Coast Visitors Association (OCVA) is the official Regional Destination Management Organization for the entire Oregon Coast as designated by the Oregon Tourism Commission (dba Travel Oregon).

OCVA has the honor of working with coastal communities to align partnerships, destination development projects, and destination marketing with the vision of creating 'a coastal utopia for all'.

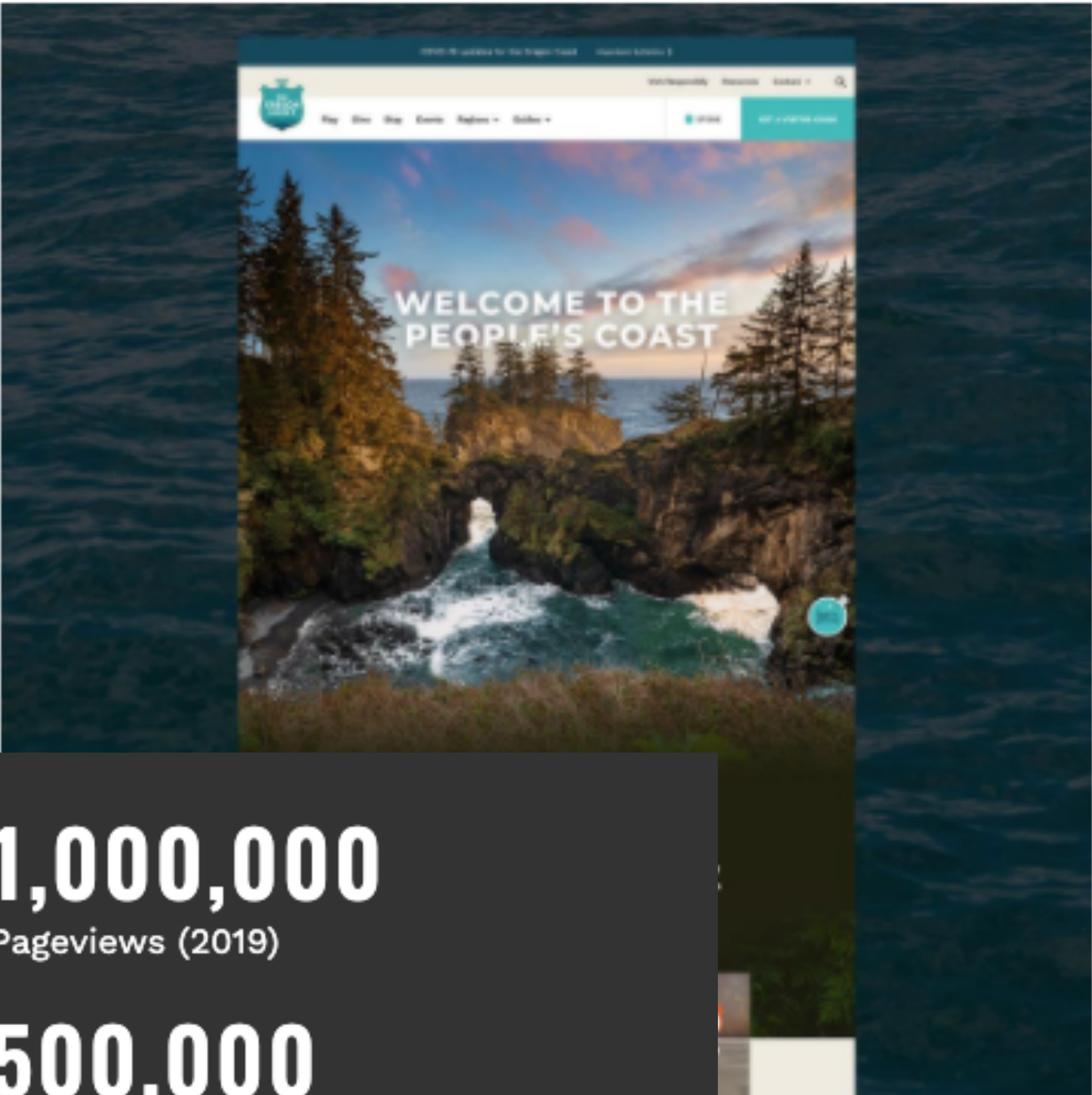


2. MARKETING CHANNELS



visittheoregoncoast.com

Social Media



1,000,000

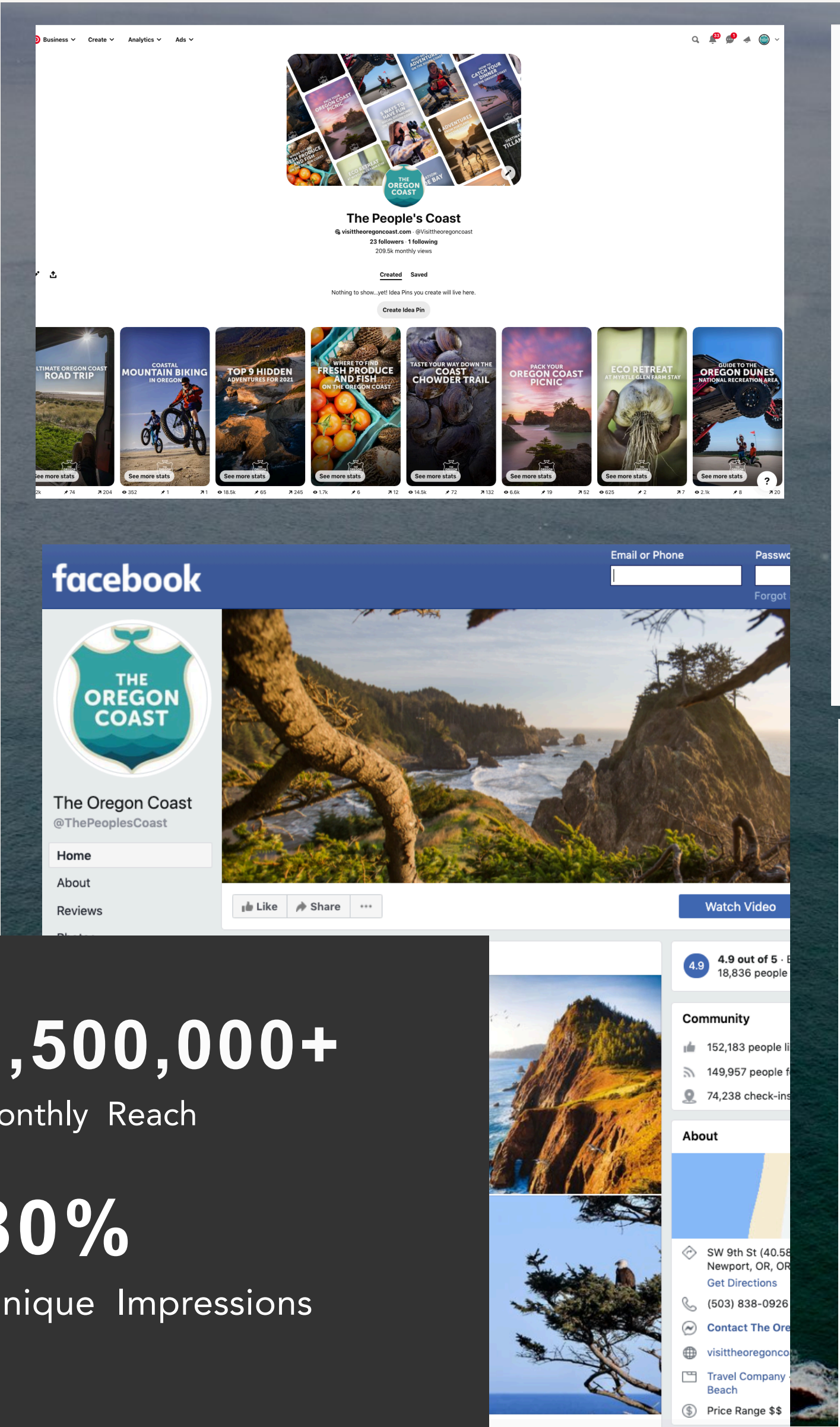
Pageviews (2019)

500,000

Unique Visitors (2019)

87%

New Visitors

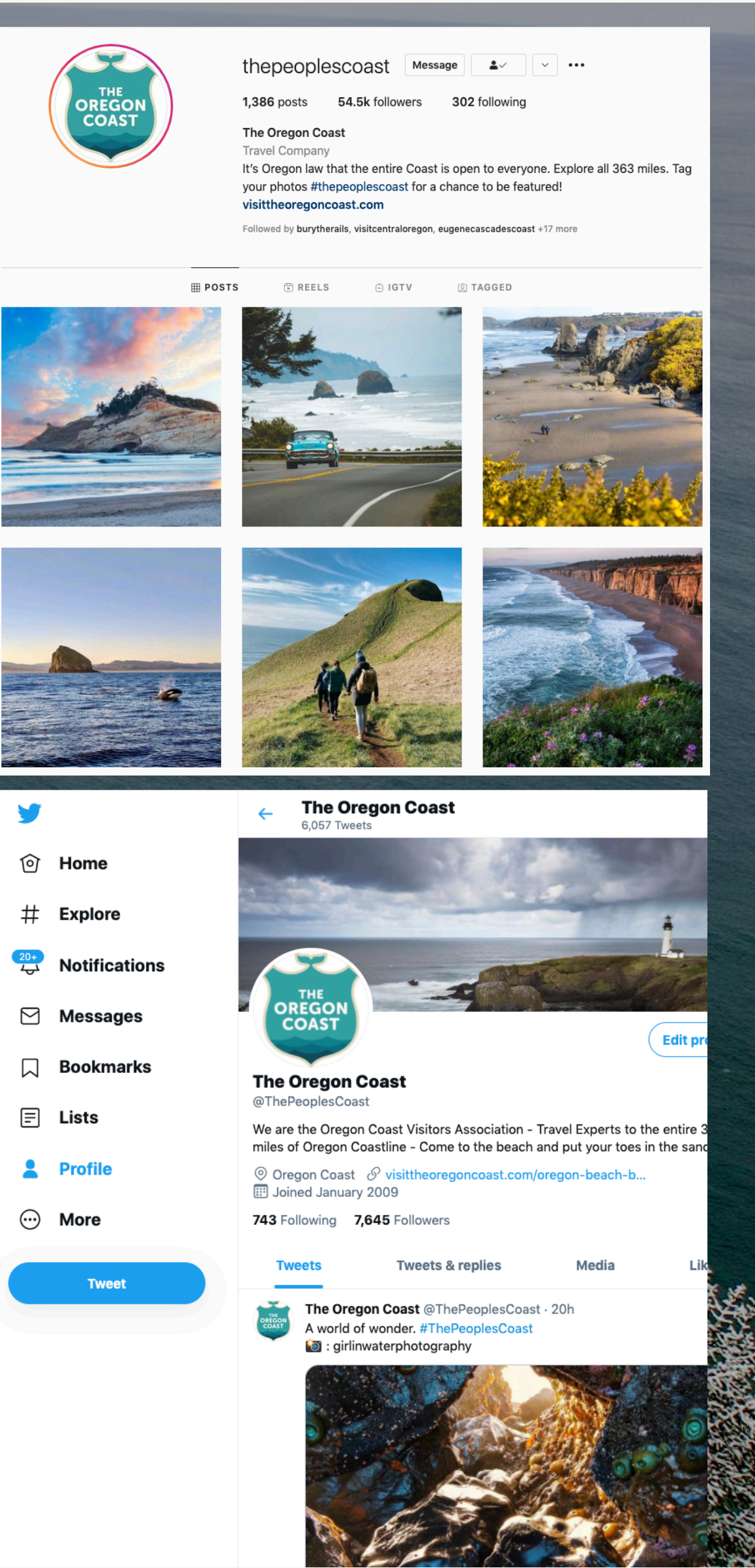


1,500,000+

Monthly Reach

80%

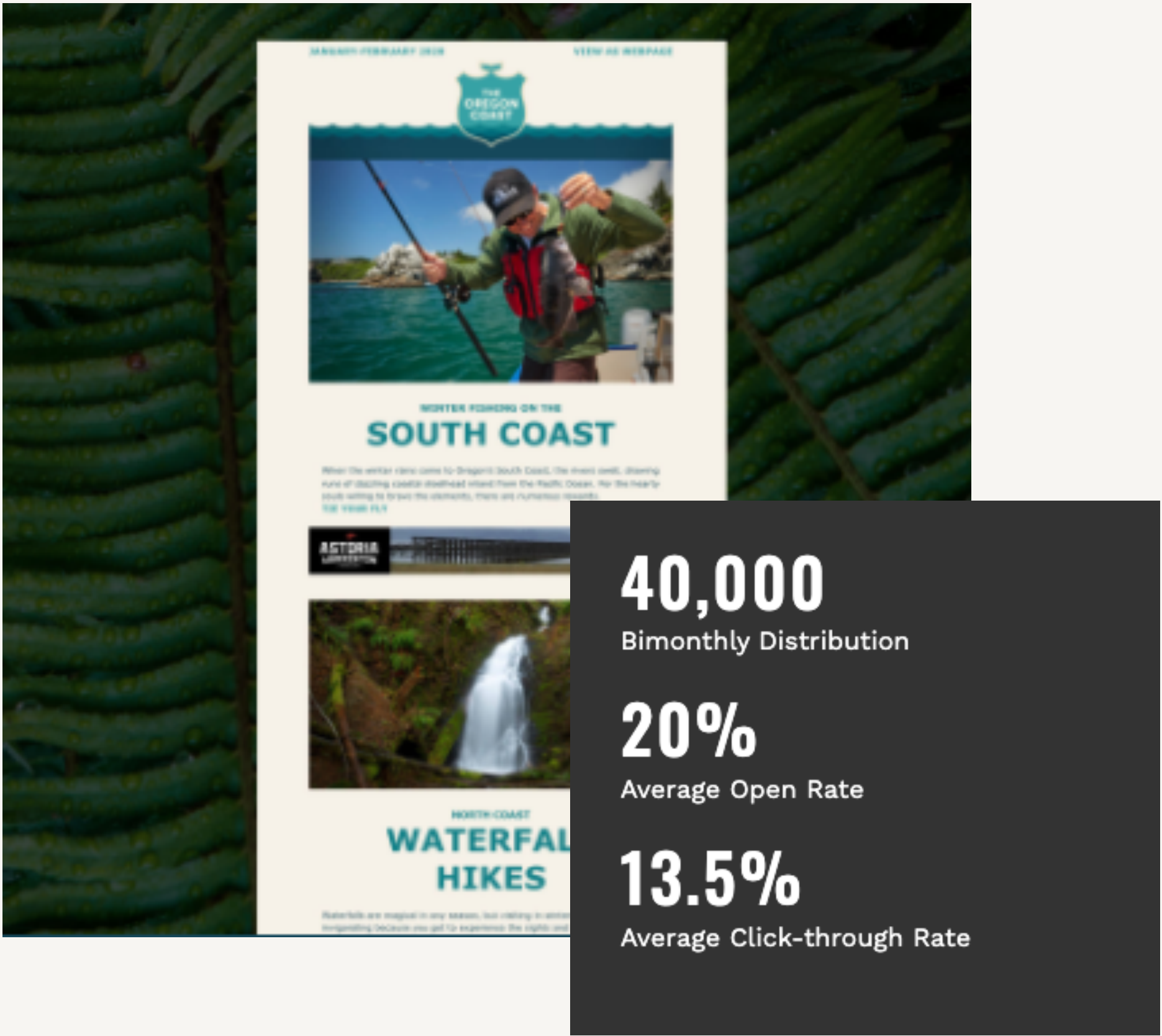
Unique Impressions



Facebook, Instagram, Pinterest, Twitter, Youtube



E-Newsletter



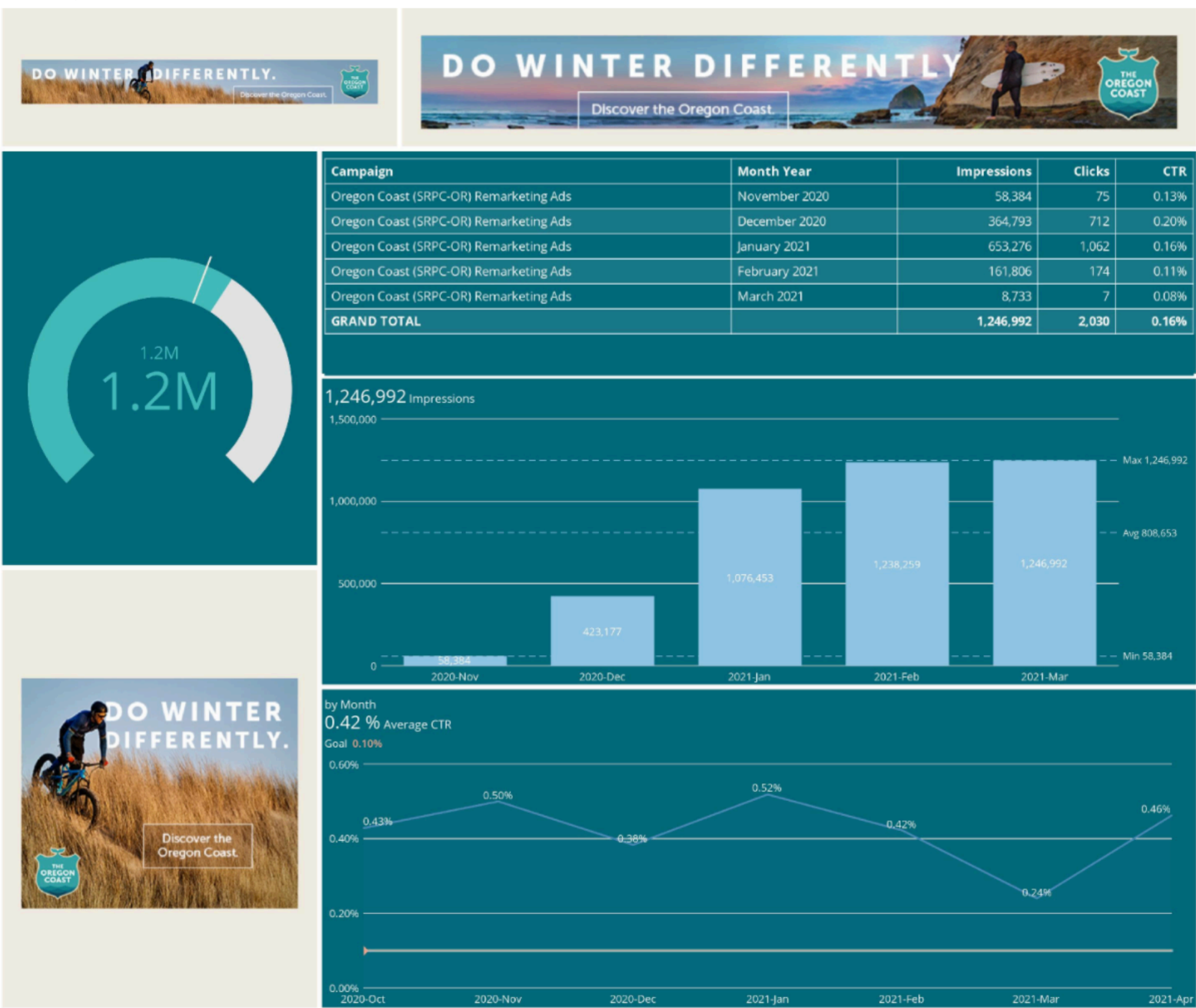
Annual Inspiration Guide



In addition to utilizing our owned channels for promotional purposes, we do strategic global advertising.



Display Ads



Advertisement

Ad

Give The Gift Of The Oregon Coast

There are a lot of unique and memorable experiences to be had. Allow us to lend a hand...





We deliver results.

2020 was one of the most challenging years the tourism industry has endured. OCVA swiftly adjusted marketing tactics and dollars to support safe visitation.

The trackable results from these unique campaigns garnered more than ***\$7,000,000*** for *coastal communities* and resulted in **40,000+** room nights, all the while educating visitors on how to keep the locals safe while visiting.



3. BECOME A MARKETING PARTNER



MARKETING PARTNER SUBSCRIPTION BENEFITS

1) WEBSITE LISTINGS:

- Subscribers receive an expanded listing on visittheoregoncoast.com with “featured” placement throughout the website - allowing active-planning browsers to easily find your offering.
- We will create and maintain a listing for you in Oregon Tourism Information System ([OTIS](#)), utilized by Travel Oregon and state-wide to feature tourism points of interest.
- Our website is a top resource for planning trips to the Oregon Coast. Your Google Analytics will show we are the top 2-3 referral behind TripAdvisor and Google.

2) 15% MARKETING DISCOUNT:

- You will receive a 15% discount when you advertise in our visitor guides or E-Newsletter, or purchase advertising space on our website.

3) VISITOR GUIDE LISTING:

- Enjoy a directory listing in our Official Oregon Coast Visitors Guide which has a 100,000 piece distribution and receives 91,221 page views on-line.

4) 23% ADMISSION DISCOUNT:

- The Annual People’s Coast Summit is an end-of-season industry celebration where guest speakers provide opportunities for big picture thinking about our unique industry. Workshops offer tangible marketing and business development skills.

5) PERSONALIZED REFERRALS:

- As a OCVA Marketing Partner you can rely on us to include you as a referral and featured business in our Media Tours (FAMTours), Trip Itineraries, Editorial mentions, Guest Blogs, Social Media, and when visitors call 1-888-OCVA101 for recommendations.



MARKETING PARTNER SUBSCRIPTION

- Flex-fees based on business size and need -

Businesses

\$250 - Small | 1-4 Employees + \$25 Extra listing

\$375 - Medium | 5-19 Employees + \$50 Extra listing

\$500 - Large | 20+ Employees + \$100 Extra listing

Government

\$500 - Visitor Bureaus/Resource Management Agencies (*city, county, port*)

\$1000 - Resource Management Agencies & Strategic Partners (*State, Federal*)

Non-Profit

\$200 - 501 C3

\$300 - 501 C6

\$400 - 501 C6 | *Multiple employees*

"Since joining the OCVA more than a year ago, it has grown to be the best marketing decision I've made, especially online. When it comes to direct referrals to my website, they consistently rank in the top 2, often with more than twice the number of referrals as the #3 referring site. It is really rare to find this kind of value for your marketing dollar."

- Jeff Hunter, Harbor view Inn & RV Park Harborviewfun.com



**Additional advertising opportunities



Marcus Hinz

Executive Director

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4. CONTACT US



**Download our partner application