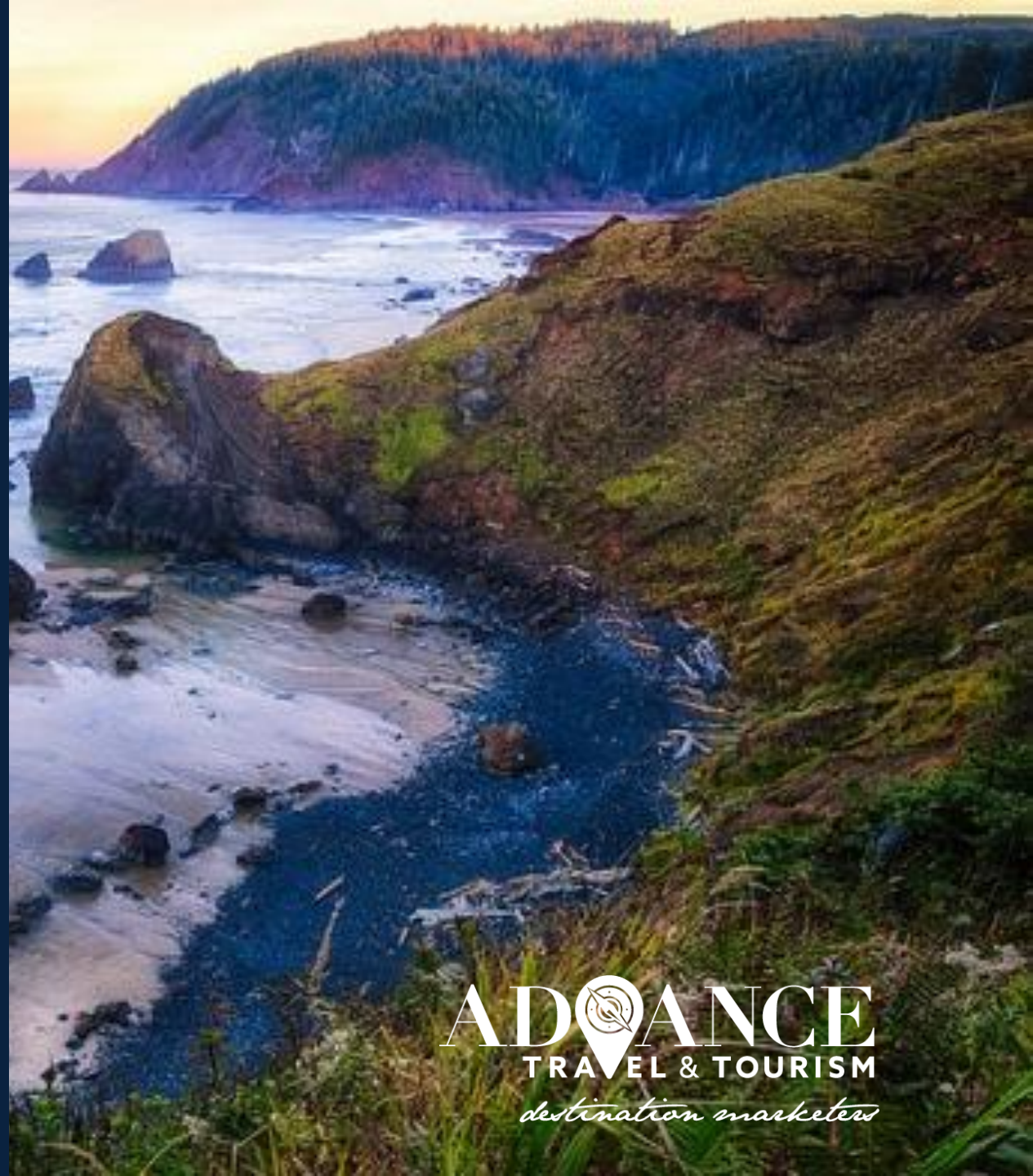
OREGON COAST VISITORS ASSOCIATION

2026-2027 Lodging Co-op Advertising Program

THE OREGON COAST



Prepared by Missy Hoppe

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Agency Overview

WHO WE ARE

Our Experience & Capabilities

A national media, marketing and creative agency built exclusively for travel and tourism, with a full toolbox working together for the Oregon Coast Visitors Association.

2014
Founded as a division of Advance Local

30+
Specialists dedicated to tourism

100+
Tourism clients served nationwide

OREGON COAST

OUR TOOLBOX

Display
Behavioral, contextual, geofencing, re-messaging, dynamic

Video
OTT/CTV, YouTube, pre-roll, bumper, native video

Streaming Audio
Spotify, Pandora, Audio Network, iHeart Media

Social Media
Meta, TikTok, Pinterest, LinkedIn, Snapchat, YouTube, X

SEM
Keyword strategy, seasonal keywords, site links

SEO
Content writing, backlinks, site audits

Content Marketing
Sponsored articles, blog posts, quizzes, contests

Email Marketing
New audiences, targeted audiences and markets

Digital Out of Home
Billboards, screens, out-of-home placements

Traditional Media
TV, radio, OOH planning and media buying

Creative Services
Digital, social and print ad design, photo and video

Market Research
Sentiment, surveys, CRM append, personas, visitation data

Our Approach

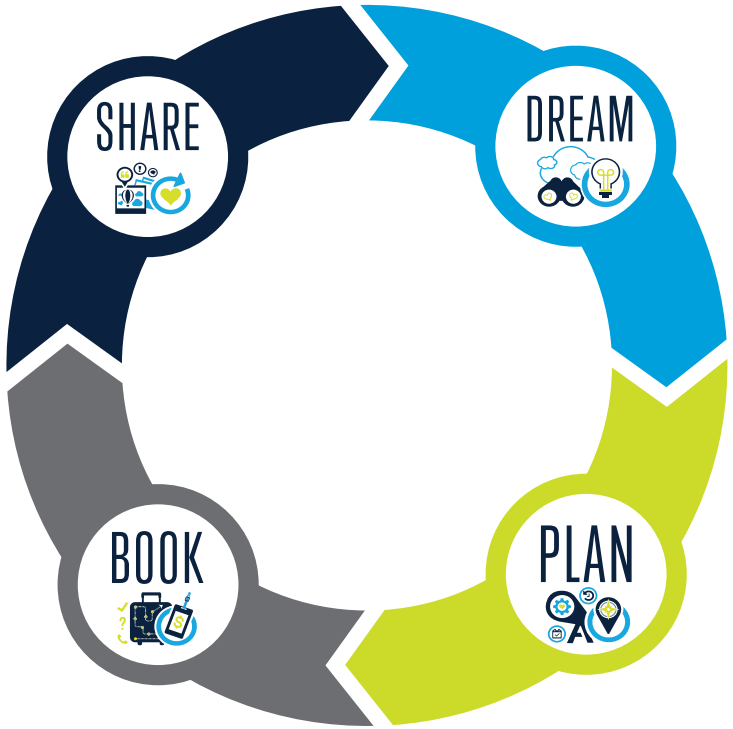
Our strategy follows the traveler journey, from discovering the Oregon Coast to choosing and booking a place to stay.

The sponsored listicle introduces lodging options during the dreaming and planning phases. Property stories and photos help readers picture their stay.

Direct booking links guide interested readers to each property. Seasonal offers can encourage shoulder-season stays, while tagged links help track referral traffic.

Experience
Enjoying the coastal stay
Sharing the experience

Discovering Coastal Stays
Building Interest
Finding a place to stay



Choose and Book
Checking rates and dates
Book a coastal stay

Exploring Possibilities
Comparing places to stay
Rooms, amenities and location

OUR FOOTPRINT

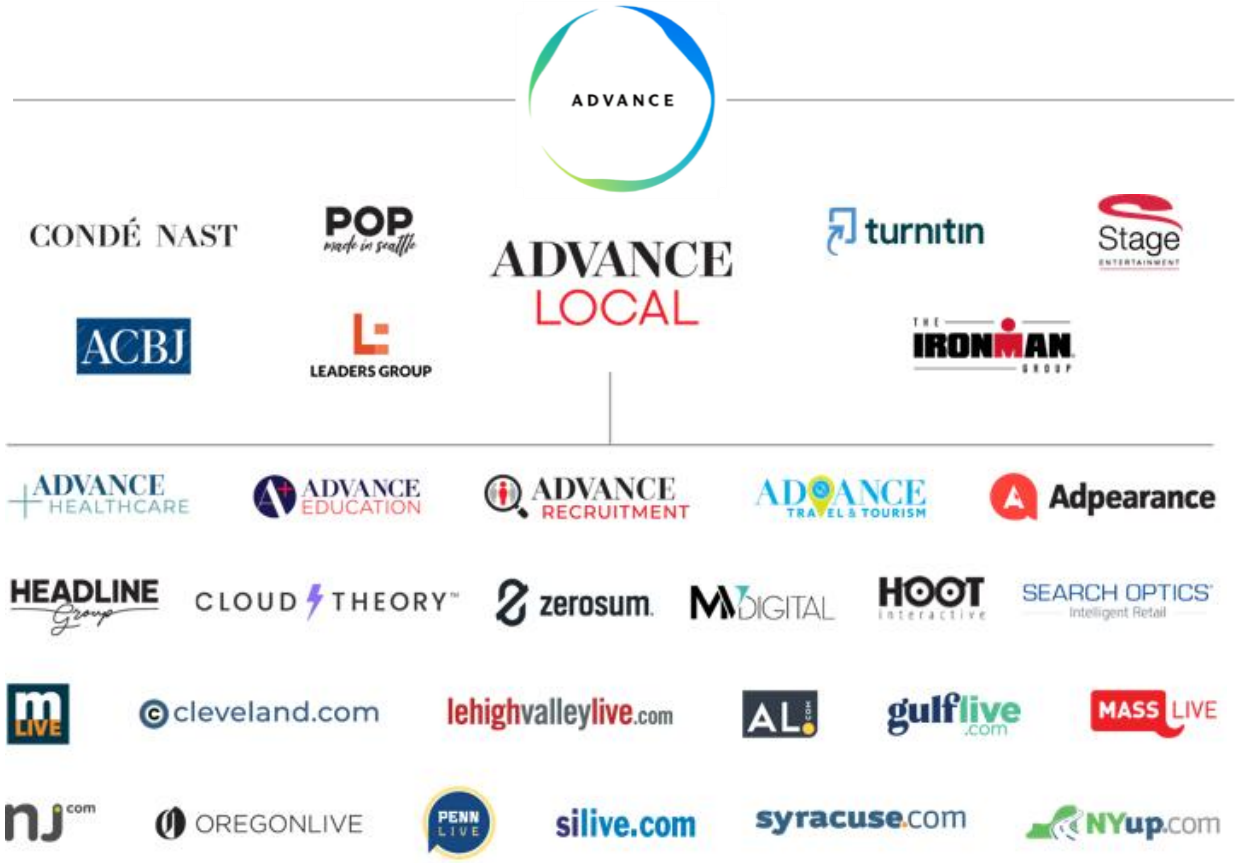
Local Presence. National Reach.

Deep local roots, backed by national scale—so we reach the right traveler at the right moment.

LOCAL TRUST
Owned news brands and teams embedded in the communities they serve.

FIRST-PARTY DATA
Massive audience profiles activated on our networks and programmatically.

NATIONAL REACH
Regional insight plus national scale to grow visitation and overnight stays.



Our Partners & Tech

We combine our robust first-party data with insights from more than 200 premium data partners giving us a complete view of the online audience and the ability to precisely target in-market and high-intent travelers.

200+ DATA PARTNERS
A complete view of the online audience.

PROGRAMMATIC REACH
Premium networks including Google DV360.

OUR DIFFERENTIATOR
First party audiences from our platforms

OUR PARTNER ECOSYSTEM

Google Marketing Platform
Google Ads
Google Ad Manager
Display & Video 360
dun & bradstreet
PubMatic
comscore
PARSE.LY
KANTAR
Epsilon
NATIVO
Taboola
/LiveRamp
AddThis
EQUIFAX
experian
ACXIOM
NinthDecimal
MasterCard Advisors
2026 Microsoft Advertising Partner
Meta Business Partner
Spotify Advertising Certified Partner
TikTok Marketing Partner
ZARTICO
DEMANDBASE

INDUSTRY LEADERSHIP

Our Commitment to the Industry.

We work exclusively with destinations, travel businesses, events and tourism organizations, helping shape where the industry goes next.

MEMBERS & SPONSORS

Oregon Destination Association, California Travel Association, One West Tourism Alliance and more.

ON THE STAGE

Our team speaks at conferences, hosts roundtables, and leads webinars.

ALWAYS LEARNING

Tracking traveler sentiment, industry trends, and buying habits.

"Over 10+ years we've partnered with hundreds of tourism clients. The tools we use, the solutions we offer, and the people we employ are simply best-in-class."

Hillary Mortensen, Sales Manager

Some of our industry associations.

Oregon Destination Association
California Travel Association
One West Tourism Alliance
U.S. Travel's esto

Just a few of our happy clients.

Syracuse
Mackinac Island Tourism
Visit Vancouver Washington
Amtrak
The Oregon Coast
Alaska Airlines
Explore Tualatin Valley
Oregon's Mt. Hood Territory
Travel Portland
Visit Grants Pass
Natchitoches Louisiana Convention and Visitors Bureau
Visit Beaufort Port Royal Sea Islands
Tillamook Coast
Visit Mississippi
Travel Oregon
Travel Medford
Santa Maria Airport SMX
State of Washington Tourism

Our Team Is Your Team

We would love for you to think of us as an extension of your team.

MISSY HOPPE
Senior Account Executive

HILLARY MORTENSEN
Sales Manager

RYAN WINFIELD
Digital Strategy Expert

JOSEPH DABBS
VP Sales, Advance Travel & Tourism

JOHN POMBO
Sr. Director Ad Operations

JAMIE WALDEN
Sr. Manager, Content Marketing

Google Marketing Platform Certified

Meta Business Partner

Meta CERTIFIED Media Buying Professional

How We Work Together

A structured approach to campaign planning, launch and ongoing improvement.

Our partnership process

Discovery & research

Get to know your region and confirm KPIs while refining campaign details.

Campaign planning

Define the audience, the channels and the media mix that best support your goals.

Creative

Review existing and planned assets, fill gaps and align creative to engage travelers and drive conversions.

Data & Google Analytics tracking

Complete launch checks and confirm tracking is in place to monitor campaign performance.

Launch & monitor

Monitor results and optimize throughout the campaign. Meet monthly to review reporting, analysis and insights.

Where to Stay on the Oregon Coast: Winter Getaways

Sponsored listicle

Hotels and other coastal stays

Each property: location, rooms and amenities

Photos, seasonal offers and booking links

Presented by Oregon Coast Visitors Association

KEY OBJECTIVES

- Support coastal lodging partners and regional equity.
- Showcase hotels and places to stay.
- Encourage shoulder-season bookings and room nights.
- Keep partner investment low.
- Make participation easy.

2026 OCVA Lodging Co-op Program

Where to Stay on the Oregon Coast this winter

WHAT
A sponsored listicle features hotels and other places to stay on the Oregon Coast.

WHY
Help travelers choose a coastal stay and visit partner booking pages, while keeping participation affordable.

HOW IT WORKS
OCVA serves as presenting sponsor, subsidizes participation and recruits lodging partners. Advance Travel & Tourism creates a listicle for 10 properties on a dedicated OregonLive page and promotes it across channels for 2 months.

Each entry features the property's location, stay experience and photos, with a direct booking link. Optional seasonal offers give readers another reason to book.

OCVA Lodging Media Strategy

Media	Launch date	End date	Details	Investment
Sponsored Content listicle article	Jan 4	One year	Sponsored listicle featuring 10 lodging partners, with property photos and booking links. OregonLive landing page live for up to one year	$1,000
OregonLive Homepage takeover	Jan 4	Feb 1	(2) You own all the ads on our OregonLive homepage for a day targeted to Oregon and Clark County, WA	$6,000
Headline article ads on OregonLive	Jan 4	Mar 4	300,000 headline ad impressions per month on OregonLive directing users to the lodging listicle. Targeting Oregon, N. California, and Washington.	$5,400
Social Display ads on OregonLive	Jan 4	Mar 4	300,000 Social display ad impressions directing users to the article. Multiple photo carousels featuring photos of the participating properties. Targeting Oregon, N. California, and Washington.	$3,600
Automated Bidding Display	Jan 4	Mar 4	Geo and demo targeted ads directing users to the article. Targeting Oregon, N. California, and Washington.	$6,000
Co-branded social media post on OregonLive channels	Jan 4	Mar 4	(2) Co-branded social media post across our Oregonian/OregonLive Meta channels	$3,000
			Total Investment:	$25,000
			OCVA Investment	$10,000
			Partner Investment	10 partners: $1,500 each

Lodging Partner Participation

OCVA'S ROLE

Subsidize participation to keep lodging partner costs affordable.

Recruit 10 properties across coastal regions. We will create a program one-sheet for this.

Introduce property contacts to Missy and the team. We handle collecting assets and follow-up.

PROPERTY ASSETS

Property name, location and interview contact

3–5 room, exterior and amenity photos

Direct booking URL or UTM link

Stay highlights, seasonal offers, unique features

Billing contact, address, email and phone

Where to Stay on the Oregon Coast: Winter Getaways

Showcase your property to travelers planning a winter coastal stay. OCVA is recruiting 10 lodging properties for a sponsored article on a dedicated OregonLive page. OCVA subsidizes participation, and Advance Travel & Tourism creates the article and coordinates your materials.

WHAT'S INCLUDED

Property feature with location, rooms, amenities, photo and direct booking link. Optional seasonal offers welcome.

Two months of article promotion in Oregon, Washington and California:

- (2) One-day OregonLive homepage takeover
- 300,000 headline ad impressions
- 300,000 social display ad impressions
- Display ads targeting Northern California and Portland
- One co-branded OregonLive posts

Roadblock ads around the article link to OCVA's website. Article stays live up to one year.

Impression totals support the shared article.

WHAT TO PROVIDE

- Property name, location and primary contact
- 3–5 photos of rooms, exterior, property and amenities
- Direct booking URL or tracked UTM link
- Short paragraph on amenities, seasonal offers and your property's unique winter appeal
- Billing contact name, address, email and phone

Advance Travel & Tourism handles asset collection and follow-up.

INVESTMENT & DEADLINES

$1,500 per property

SIGN UP AND ASSETS DUE: December 1st , 2026

LAUNCH: January 4th, 2027

Campaign runs:

January 4, 2027–March 4, 2027

Missy Hoppe, Advance Travel & Tourism • mhoppe@advancetravelandtourism.com • 508-826-1691

Thank You, OCVA!

Missy Hoppe
Senior Account Executive
mhoppe@advancetravelandtourism.com
508-826-1691

Advance Travel & Tourism

ADVANCE
TRAVEL & TOURISM
destination marketers