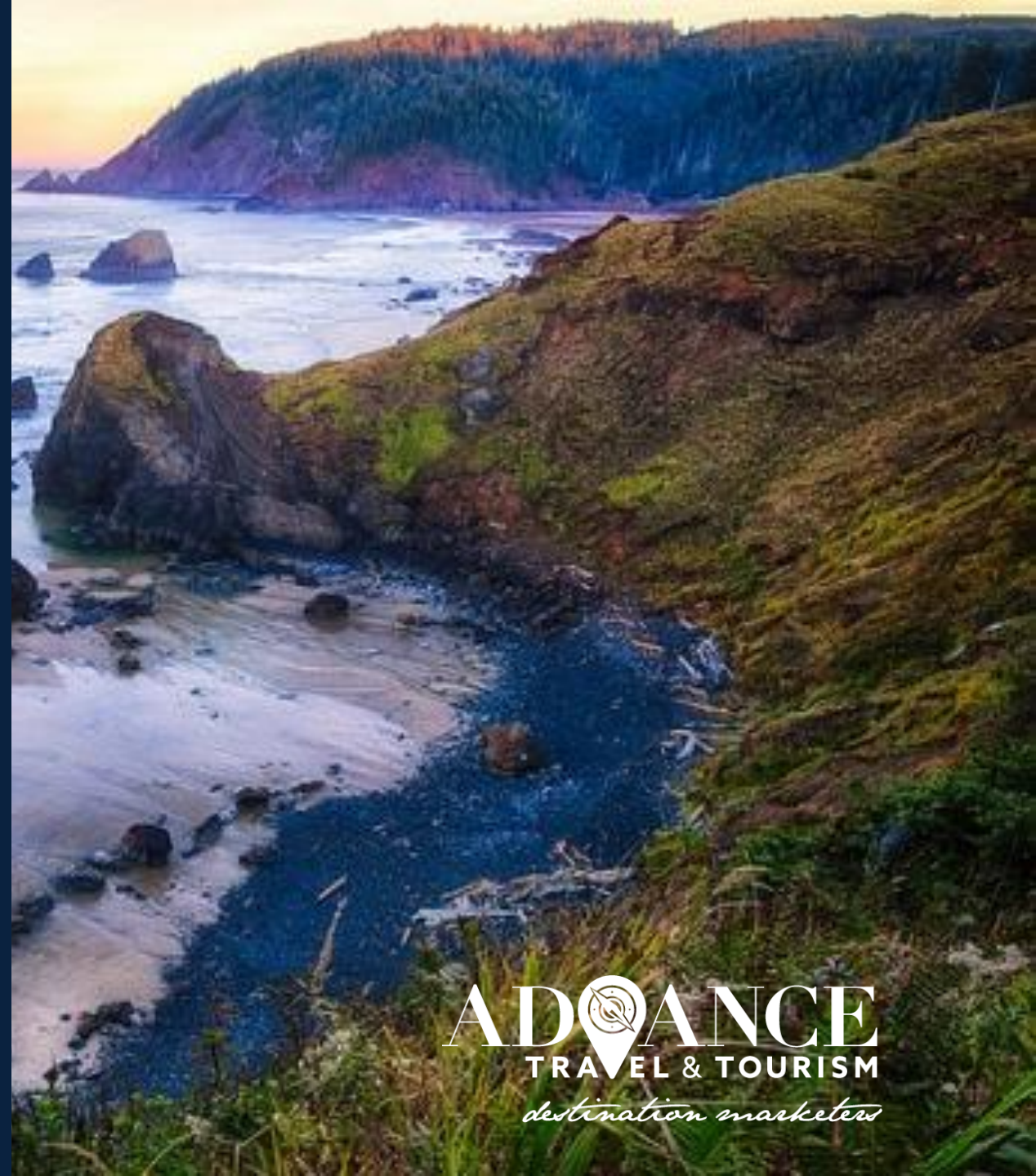


# OREGON COAST VISITORS ASSOCIATION

2026-2027 Lodging Co-op Advertising Program



Prepared by Missy Hoppe



**ADVANCE**  
TRAVEL & TOURISM  
*destination marketers*

# Table of Contents

- Agency overview & capabilities
- Our team & partnership process
- 2026 OCVA lodging co-op program
- Media strategy & sponsored listicle
- Lodging partner participation
- Questions



# 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











































## 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.



Just a few of our happy clients.



# 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



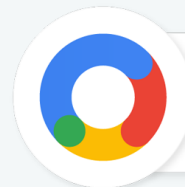
**JOSEPH DABBS**  
VP Sales, Advance  
Travel & Tourism



**JOHN POMBO**  
Sr. Director Ad Operations



**JAMIE WALDEN**  
Sr. Manager, Content  
Marketing



Google Marketing Platform  
Certified

 **Meta**  
Business Partner



# 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                  | Dec 7       | 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                        | Dec 7       | Jan 4    | (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                  | Dec 7       | Feb 7    | 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                    | Dec 7       | Feb 7    | 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                           | Dec 7       | Feb 7    | 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 | Dec 7       | Feb 7    | (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:  
November 18<sup>TH</sup>, 2026**

**LAUNCH: December 7th, 2026**

**Campaign runs:  
December 7, 2026–February 5th, 2027**

# Thank You, OCVA!

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Advance Travel & Tourism

