



## PR/Marketing Report (Becca) –January 2018

### Recent media publications:

<a href="#">LuxeGetaways</a>	Beth Graham	<a href="#">Becca provided info and photos.</a>
<a href="#">The Maritime Explorer</a>	Dale Dunlop	<a href="#">Result of SATW Tour</a>
<a href="#">The Painted Lady - An Artistic Dining Event</a>	Tracy Beard	<a href="#">Result of FAM Tour</a>

### PR Deskside trips:

- San Francisco Deskside, March 5-8th. Becca and Stephen. Media List TBD
- Seattle Deskside March 19-23<sup>rd</sup>. Media list TBD

### FAM Trips

- Jan 8-9<sup>th</sup>: Molly McArdle, National Geographic (Book forthcoming on World's Best Food and Wine). Visited Yamhill Valley, Salem and Mt. Hood restaurants and wineries
- Feb 7-9<sup>th</sup> Long Haul Trekkers will visit Yamhill Valley, Corvallis, Albany and Salem

### E-newsletter:

- Winter e-newsletter sent on Jan 22, 2018
- Performance: **15,425 recipients, 15.22% open rate, 148 clicks**

### Website performance: SEO Results for February 2017:

Overall we were down a little due to optimization and the shorter month.

- Total Impressions: 105,182 (down from 131,461)
- Unique Visitors: 8,554
- Organic Page Views: 10,287
- Pages/Sessions: 2.45
- Bounce Rate: 40.65%
- Avg. Session Duration 02:45
- Please note: Our website is NOT currently being updated with fresh content or events listings since we are in the middle of switching over to a new platform.

### Social Media performance:

- Facebook: **Fans:** 50,142
- Twitter: **Followers:** 7,175
- Instagram: **Followers:** 4,406