

## **Travel Dundee Campaign Budget and Timeline**

**Total Ad Budget: \$20,000**

**Agency Management Fee: \$7500 (Feb-July)**

- Creative, reporting, vendor management, ad management and strategy.

**Campaign Period: March through June (4 months)**

### **Why is this important?**

Travel planning peaks between March and June, making this campaign window critical for influencing visitation and securing overnight stays. Wine tourism is a major economic driver in Oregon, contributing more than \$8.1 billion annually to the state economy, and Dundee sits at the center of one of the most recognized Pinot Noir regions in the world. Seattle and Portland remain Dundee's most important feeder markets, with drive travelers accounting for over 70% of overnight visitation to Willamette Valley wine destinations, making targeted digital and regional media especially effective.

Digital channels like Google and Meta now influence over 75% of travel decisions, meaning destinations that are not visible during active planning windows lose market share to competing regions like Walla Walla, Sonoma, and Paso Robles. This campaign ensures Dundee remains visible, competitive, and bookable at the exact moment travelers are deciding where to go, helping convert interest into measurable hotel bookings, local spending, and economic activity for the community.

### **Channel Allocation**

- Google Search: \$4,000 (March to June)
- Meta (Facebook and Instagram): \$10,000 (March to June)
- CityCast Seattle: \$6,000 (April to June)

**Total: \$20,000**

All campaigns will drive to a dedicated landing and booking page featuring a Dundee hotel booking code to support conversion tracking and attribution.

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### **Channel Strategy and Execution**

Google Search

Budget: \$1,000 per month, evergreen

Google Search targets high intent users actively searching for wine travel and Oregon wine destinations. This ensures Dundee remains competitive and visible against neighboring wine regions and destinations.

- Focused on web traffic and booking intent
- Carefully managed to comply with alcohol advertising policies
- Always on throughout the campaign period to capture consistent demand

Needs + Timeline:

- Ad landing page on the Dundee website
- Coordinate with Dundee Hotel and Lifestyle Properties to get promo codes for landing page and ads
  - Exclusive codes for the 4 month campaign resulting in tracking return and booking!
- Launch March 1st - 4 months

### **Meta (Facebook and Instagram)**

Budget: \$10,000 total

Two campaign flights, each running approximately six weeks at \$5,000 per campaign.

Creative will be built around summer travel planning and discovery, positioning Dundee as an approachable and unforgettable wine destination.

- Emphasis on itineraries, food, wine, and outdoor experiences
- Clear value messaging around what makes Dundee distinct from other wine regions
- Designed to inspire travel consideration and drive traffic to the booking page

Needs + Timeline:

- Use downtown itinerary for 1st
- #1 launches March 1st - April 15th
- #2 launched May 1st - June 15th

### **CityCast Seattle**

Budget: \$6,000 (April to June)

CityCast Seattle supports awareness and consideration among a high value Seattle audience.

- Builds on prior DHWA grant investments that concentrated spend in the Seattle market
- Highlights non alcohol experiences, food, and accessible travel moments
- Leverages alternative media that is growing in reach, trust, and relevance
- Designed to nurture interest and reinforce Dundee as a repeat travel option

This campaign protects and strengthens Dundee's visibility during the most important travel planning months of the year. With a focused budget, this approach concentrates spend where it will have the greatest impact, capturing high intent travelers, inspiring trip planning, and converting interest into bookings.

Needs + timeline:

- Greenhouse will reach out to CityCast and will bring back package options to decide then assemble assets with larger team
- Launches April 1st