



2009 Key Messages

What is Oregon Bounty?

- Oregon Bounty is a fall culinary tourism promotion that celebrates what makes Oregon taste so good: great food, outstanding wine, beer and spirits, and unforgettable travel experiences.
- Oregon Bounty shows how visitors can experience Oregon's culinary treasures through the artisans who create the products.
- The Oregon Bounty celebration runs Sept. 1 – Nov. 30 across the entire state.
- Visit www.TravelOregon.com/Bounty for details.

What makes Oregon Bounty different this year?

- We know we're in tough economic times that have impacted travel; that's why Travel Oregon has created an aggressive, creative and inventive campaign to inspire fall travel to and around the state. Travelers are planning shorter trips, closer to home; our new campaign features inspiration maps with fun, 3-5 day itineraries to motivate travel in Oregon's regional market.
- This year's Oregon Bounty is enhanced by a new comprehensive **culinary website** at www.TravelOregon.com/Bounty. This planning tool provides a compelling and flavorful gateway into everything there is to see and do in Oregon—from wineries, distilleries and breweries to chefs, artisan producers, farmers markets and more—all in a searchable database.
- Also new this year is the “**Win an Oregon Bounty Cuisinternship**” Contest. Seven winners will be selected to spend one week shadowing an expert in their field of culinary crafts.
- The promotion culminates in the **Oregon Bounty Grand Getaway Contest**, running through Nov. 30, where entrants can win an amazing foodie experience at Timberline Lodge.

What does the Oregon Bounty Grand Getaway prize include?

Start the weekend at historic Timberline Lodge, with one nights lodging, dinner for two at the scenic Cascade Dining Room, a behind the scenes visit with award-winning Chef Leif Benson, a Timberline Lodge Cookbook, breakfast for two, and a tour of the wine vault. Then, it's off through the fruit orchards of the Hood River area for one nights lodging at the romantic Old Parkdale Inn and dinner at Nora's Table in Hood River, where the winner will enjoy a five-course Oregon Bounty Chef's Tasting menu for two, paired with local wines.

What is the Oregon Bounty Cuisinternship [quiz-*een*-turn-ship]?

The contest calls all foodies to enter to win an all-expenses paid trip to Oregon for the opportunity to be a culinary artisan for one week. The Cuisinternship is offered in the following categories:

- **Artisan Food Producer:** Become a culinary artisan in Southern Oregon with chocolatier Jeff Shepherd of Lillie Belle Farms and cheese maker David Gremmels of Rogue Creamery
- **Brewmaster:** Turn hops and grains into craft beer with brewmaster Jamie Emmerson of Hood River's Full Sail Brewery



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- **Chef:** Immerse yourself in Portland’s dynamic food scene working alongside chef Gabe Rucker—one of Portland’s culinary provocateurs—learning how to turn out inventive, gourmet meals that delight diners at the award-winning Le Pigeon restaurant
- **Rancher:** Saddle up and herd cattle while learning sustainable ranching on two of Eastern Oregon’s Country Natural Beef ranches with Clair and Patty Pickard and John and Nancy Boyer, two families who have been in the business for generations
- **Fisherman:** Head out to sea with charter boat skipper Lars Robison of Dockside Charters and learn the fine art of catching the Oregon Coast’s prized wild salmon and rockfish
- **Winemaker:** Walk the Willamette Valley vineyards of Penner-Ash Wine Cellars with renowned vintner Lynn Penner-Ash, learning the hands-on techniques involved in vineyard designate winemaking
- **Distiller:** Get an advanced degree in mixology and learn about Oregon’s booming craft spirits industry with distiller Jim Bendis of Central Oregon’s Bendistillery

To enter the contest, applicants must submit a short video, along with a statement containing no more than 140 characters describing why they are the best candidate at www.TravelOregon.com/Bounty. Entries must be submitted between Aug. 24 and Sept. 18.

How did Travel Oregon come up with this idea for the Oregon Bounty Cuisinternship?

We’ve been promoting Oregon Bounty for five years now and we always want to keep the program fresh. So this year we came up with the Cuisinternship idea as a way to get people directly involved in the culinary scene here, and introduce them to the artisans that make Oregon such a unique culinary destination.

When Do the Winners do their Cuisinternships?

Cuisinternships must take place prior to Oct. 31, 2010. However, the artisan mentors prefer that the winners come at the height of that particular season. For example, Lynn Penner-Ash, our winemaker mentor, would like her Cuisinternship winner to come at the height of crush, and our chef, Gabe Rucker, would prefer the winner come when farmers markets are in full swing.

How is Travel Oregon promoting Oregon Bounty?

- With fresh creative, this year’s Oregon Bounty program is designed to showcase fun and easy itineraries in each of Oregon’s tourism regions. View samples here: <http://traveloregon.mediaroom.com>.
- The campaign includes a comprehensive new Food and Drink website, limited-edition, illustrated poster-sized culinary-themed inspiration “maps” of Oregon and its regions, video vignettes showcasing the state’s culinary masters, and extensive online advertising.
- The advertising call-to-action invites travelers to visit Travel Oregon’s website, www.TravelOregon.com/Bounty, where they can explore more ideas and plan their trips.



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- The paid media mix features 30+ million targeted impressions delivered to culinary travelers within California, Oregon, Washington, and Idaho. Media will include radio promotions, street team map distribution, magazine inserts of maps, online banners and paid search within focused epicurean, travel, and local interest environments.
- Radio Promotion: involves non-traditional on-air promotion of the Cuisinternship and “On-the-Road with Oregon Bounty” segments to generate interest and buzz.
- Street Team Map Distribution: in eight key regional markets, trained street teams will distribute both the Oregon and regional maps to reach consumers in moments of receptivity and relevancy at coffee shops, bookstores, and newspaper boxes.
 - Street team visits to area locations will be announced via Twitter @TravelOregon and Facebook [Facebook.com/TravelOregon](https://www.facebook.com/TravelOregon). Local residents who follow the street teams get first opportunity to pick up a limited-edition map, and potentially collect all eight.
- Magazine Inserts: poster-sized Oregon inspiration maps will be inserted in regional editions of Sunset Magazine, Budget Travel, and Wine Spectator to help launch the campaign with impact.
- Online Banner ads: will be placed within relevant web environments that reach consumers within the Oregon Bounty target as they decide on their next culinary vacation. Websites include Foodbuzz.com, Frommers.com, Sunset.com, Oregonlive.com, etc.

How can local businesses leverage Oregon Bounty to enhance their own marketing?

- To make this promotion as successful as it can be, Travel Oregon has developed a special Oregon Bounty marketing tool kit.
- The tool kit provides all the components of the Oregon Bounty marketing campaign so businesses and local tourism organizations can customize it to their own marketing efforts.
- The tool kit is available at <http://traveloregon.mediaroom.com>.

Has Oregon Bounty been successful?

- The goal of Oregon Bounty is to stimulate economic growth by increasing tourism for the state.
- In a consumer poll*, 32% of respondents said Oregon Bounty motivated them to travel to or within Oregon in October/November 2008
- For those who came in the fall, 63% stayed overnight; for those planning to come in the spring or summer, 86% planned to stay overnight
- For those who could not travel in the fall, 73% said Oregon Bounty motivated them to travel to Oregon at a later date
- Travel Oregon collaborates extensively with local communities, industry associations, government agencies and private businesses to promote Oregon Bounty in building Oregon’s



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reputation as a not-to-be-missed culinary travel destination. These local partnerships are key to Oregon Bounty's success.

** Gender: 70% female, 30% male. Age: 89% were 25 – 64. Origin: 52% West Coast and Canada. Survey emailed in December 2008 to over 8,000 consumers who had requested a travel guide via the Oregon Bounty website. 21% (over 1,700) completed surveys returned.*

Who's responsible for Oregon Bounty?

- The Oregon Bounty Cuisinternship Contest is presented by Travel Oregon, Horizon Air and Best Western Hotels of Oregon.
- Oregon Bounty is produced by Travel Oregon with support from the Oregon Wine Board, Oregon Brewers Guild, Oregon Distillers Guild, Oregon's regional destination marketing organizations, Oregon Lodging Association, Oregon Restaurant Association, Oregon Bed and Breakfast Guild, and Brand Oregon, among others.

Where can I find out more about Oregon Bounty?

- Visit www.traveloregon.com/Bounty
- Read details and updates about the 2009 Oregon Bounty campaign and find the Oregon Bounty Marketing Tool Kit here: <http://traveloregon.mediaroom.com>

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