



SALES AND MARKETING PLAN 2022  
THE DUNDEE HOTEL



## TABLE OF CONTENTS

■ Executive Summary/Vision/Mission.....	3-4
■ Market Analysis/SWOT.....	5-10
■ Property Data.....	11-22
■ Marketing Philosophy/Approach.....	23-28
■ Marketing Targets.....	29-42
■ Marketing Budget.....	43-44
■ Sales Targets.....	45-46
■ Team/Roles.....	47





## EXECUTIVE SUMMARY

- In 2022, The Dundee Hotel will build on excellent momentum gained during the ramp up year of 2021 and increase revenue by 25.3% by continuing to rapidly acquire customers via winery partnerships, digital ads, our digital presence, and robust sales strategies.
- With strong ADRs and customer scores as compared with our comp set and national averages, we know once a guest stays with us, (particularly if we connect them with a winetasting experience) their enthusiasm generates return bookings and word of mouth recommendations. Building on this strength, and our positive reputation, we are taking an aggressive approach on yield management and on increasing occupancy, particularly on weekdays and during off-season, by targeting wine industry related business travel, winter/spring/fall wine club pick-up dates, adding off-season corporate events, and by strengthening all booking channels.

# VISION & MISSION STATEMENT

## Our Vision

The top choice and RevPAR leader for leisure wine travel and corporate retreat getaways in the Willamette Valley.

## Our Mission

To provide genuine hospitality for our guests and to connect them with rich, meaningful experiences at the hotel, in the community, and in the region with wine experiences and beyond. We are committed to providing authentic service that ensures guests feel welcomed, relaxed, and cared for and exceeding guest's expectations by being a conduit for joy, connection, and discovery.

”

The Dundee has excellent staff stability, allowing us to expand staff sales skills and deepen targeted relationships. In 2022, we are focused on increasing week-day corporate and wine company business sector sales and increasing occupancy via our sales outreach and booking channels.

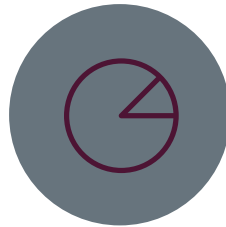
# MARKET ANALYSIS

We acquire guests via winery recommendations and our marketing strategies; they are primarily couples or women. Once they stay, they are loyal. Our Trip Advisor rating is 4 stars (Note, it would be 5 stars if we can eliminate reviews pre-our acquisition which is in process).

12/21 news on Covid: 30.9% of American travelers say that the Omicron variant has impacted their travel in some way. Fewer Americans report dreaming about and planning travel recently, dropping from 70.8% in Nov. to 64.2% in Dec., 76% of Americans remain "ready to travel" down from 82% in Oct.

## Competitors

## Collaborators



### Company

RevPAR 3<sup>rd</sup> QTR 2021: Willamette Valley \$102.35; The Dundee: \$199.98; The City of Dundee reported the highest TOT collection in history in 3<sup>rd</sup> QTR 2021, attributed to us and high performing short-term rentals. The Allison continues to struggle due to staffing issues. They closed March 2020 until June 2020, and they have limited their available rooms and hours of operations several times since.

### Customers

We've built successful partnerships with Travel Dundee, The Dundee Hills AVA Winegrowers Board, and numerous individual wineries for cross-promotion, and win/wins; and with Travel Salem, Travel Oregon and WV Visitors Assoc. for PR and VIP stays. In 2022 we will focus on more strategic partnerships with wineries based on their varied business models ad volumes.

### Climate

\*Data from Travel Salm, and Travel Oregon

# PRICING STRATEGY

## Competitive Set

Hotel rate positioning strategies fall under four broad categories: economy, penetration, skimming, and premium pricing. We are not the highest quality or highest priced hotel in the Willamette Valley due to limitations of the building and lack of amenities. We fill the gap between luxury products and branded, limited-service hotels. Due to our location in the heart of wine country, and the excellent service and appeal of the character of the property, we can command a premium pricing strategy,

- The Atticus
- The Allison
- Holiday Inn Express Newberg
- Comfort Suites McMinnville



# S.W.O.T. ANALYSIS

# S

## Strengths

- Strong/vibrant property design and guest impression
- Very high customer service scores
- Very low staff turnover, ours was 16% in 2021, hospitality industry avg. was 78.9% for 2019, 130.8% for 2020, not yet released for 2021\*
- Strong branding and customer engagement
- Popular “one-of-a-kind” experiences that drive loyalty and “buzz”
- High ADRs
- Exceptional creativity and collaboration with local business, tourism and winery partners, GM and staff willing to try new approaches and go the extra mile.
- Exceptional relationships with wineries, resulting in more reach, referrals, great guest experiences, etc.

# S.W.O.T. ANALYSIS

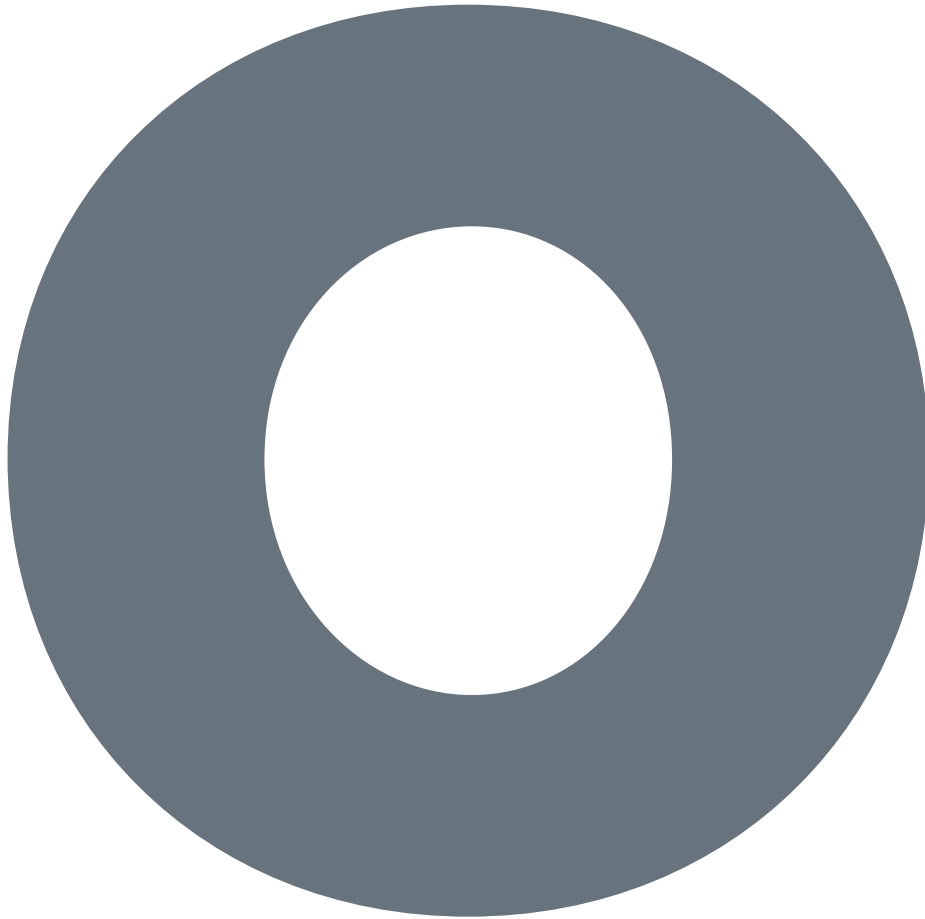
## Weaknesses

- We are still under the radar for many wine country travelers and shedding our old identity for some
- Our Trip Advisor reviews are excellent since the renovation, and we are working on eliminating the older, negative reviews prior to our renovation.
- We lack many amenities (spa, hot tub, fitness center) associated with higher rate properties
- Our location is great for proximity to tasting rooms, but we lack some of the views and ambiance of several competing lodging options.
- Establishing and maintaining laser focus on our targets even with the volatile Covid 19 travel climate
- Weekday and off-season low occupancy
- F and B challenges





# S.W.O.T. ANALYSIS



## Opportunities

- Deepening strategies for engaging wineries and wine events (working with Chris Cullina for more efficient and effective collaboration)
- Build on our positive guest response and community relationships
- Match programming offerings with regional events, particularly in the off-season
- Group and corporate business returning after worst of Covid
- Continuing to encourage add-ons and upsell
- Automated emails to guests checking out/birthdays/anniversaries
- Loyalty “perks” program

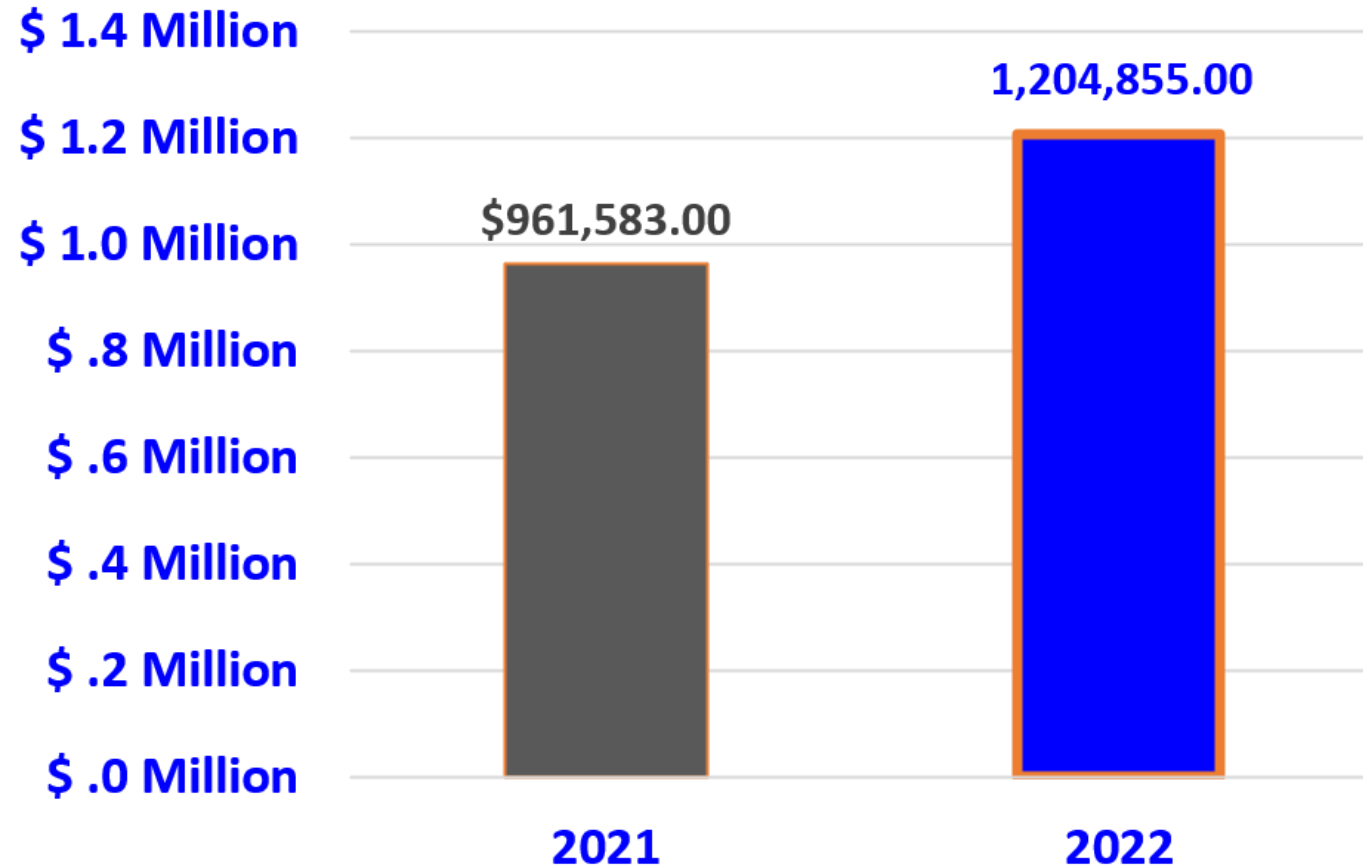
# S.W.O.T. ANALYSIS

## Threats

- Covid impacts
- Staff shortages (we haven't been impacted at the hotel, but competitors have)
- Supply chain issues
- Property challenges (HVAC, signage, lighting, etc.)
- Tasting room closures and limited hours

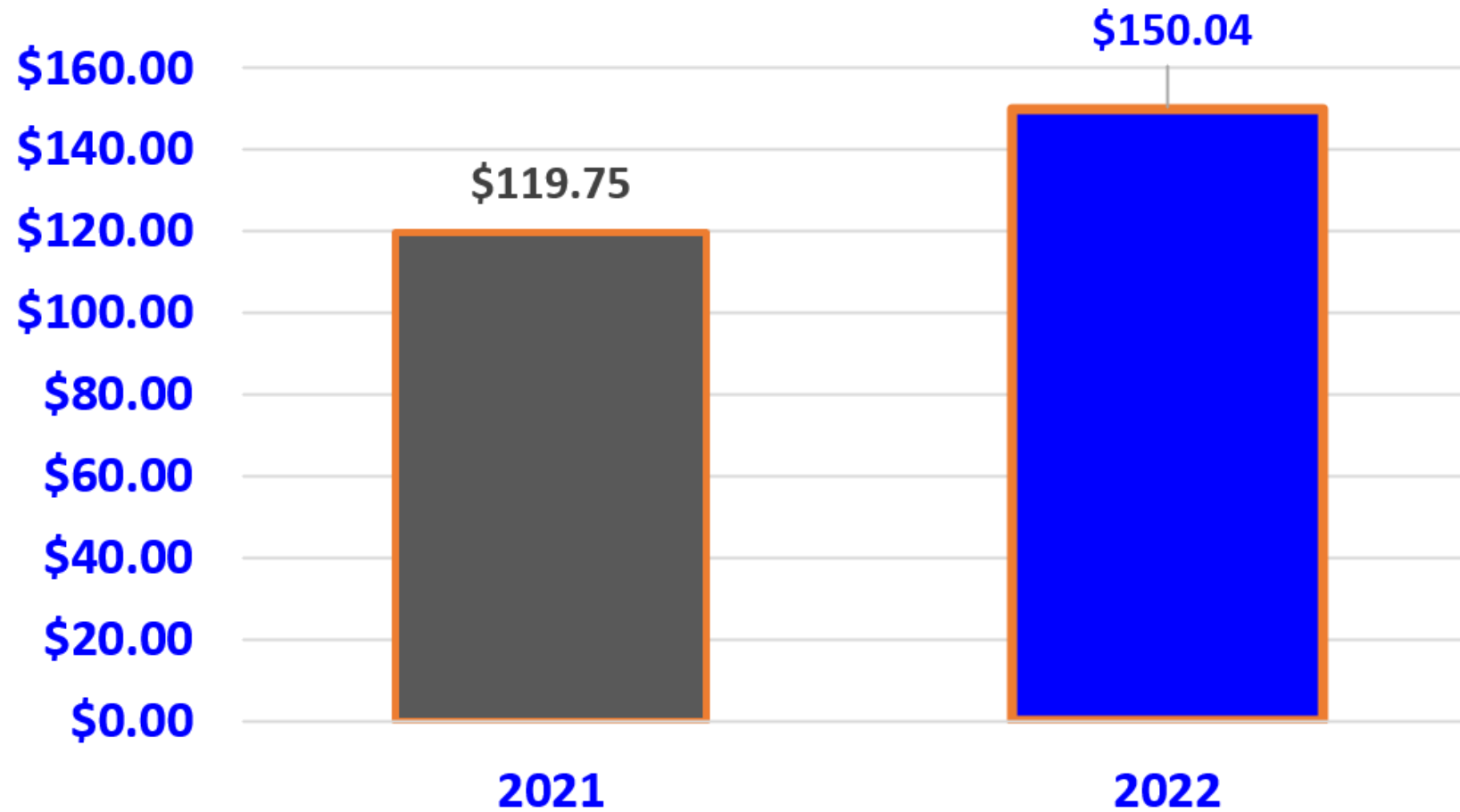


## 2022 Projected Room Revenue



**We are projecting a 25.3% increase in Room Revenues**, Due to a combination of: 1) 2022 will be the second full ramp-up year after the new Dundee brand; 2) It is not currently projected that wine-tasting rooms will be shut down due to Covid; 3) We will not be having 8 months of nightly, noisy, weekday construction during our high season, so weekday occupancy will go up; 4) For 2022, we are commanding our highest rates for six months: May - October

## 2022 Revenue per Available Room RevPAR

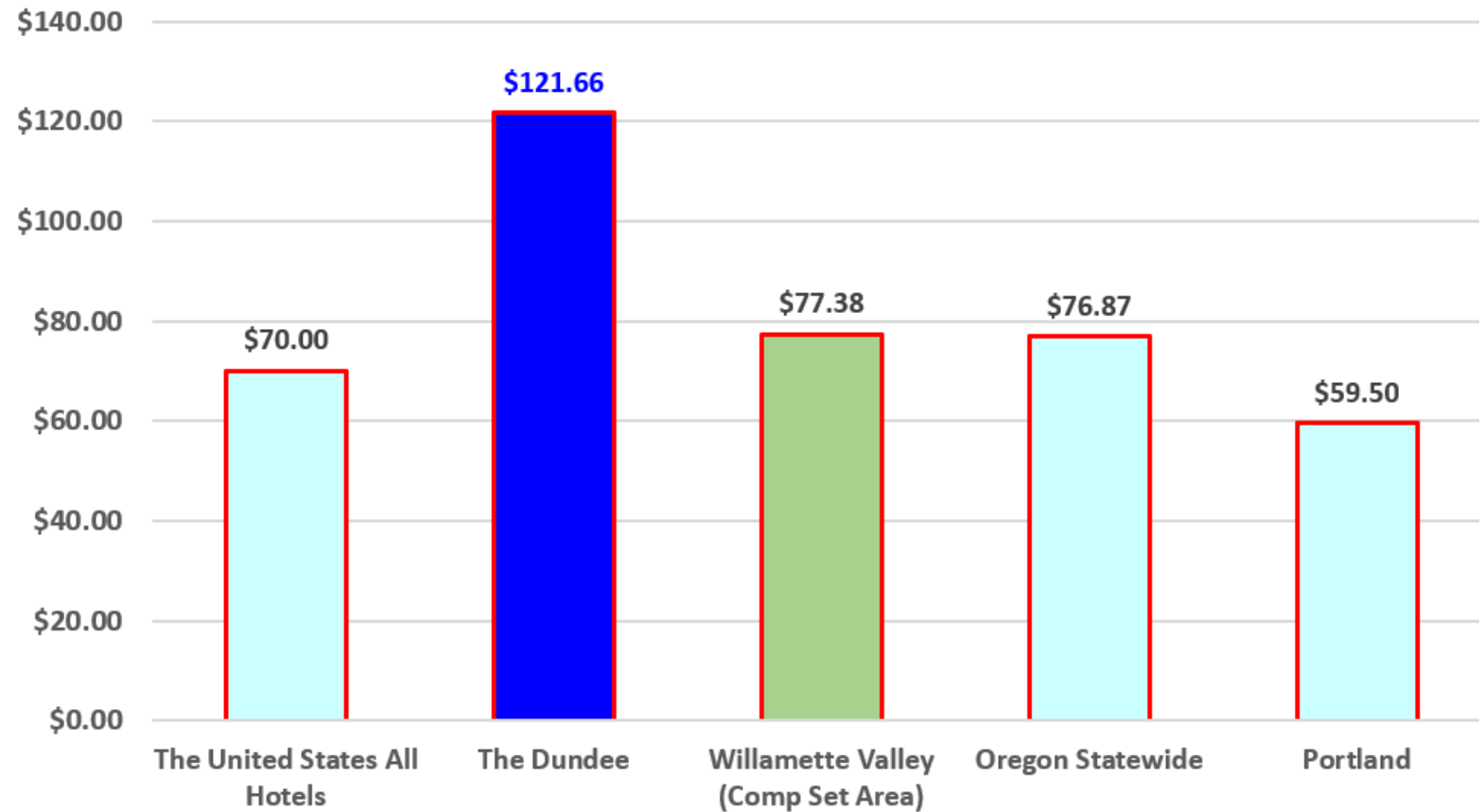


2021 RevPar comparisons:  
Hotels in the  
United States,  
Oregon and a  
Willamette  
Valley comp set

Note: these are for  
quarters 1-3.

(Full year comparisons  
available in Late February)

**RevPAR Revenue per Available Room**  
**Quarters 1-3 2021 January - September**  
**Compared to United States and Oregon Hotels**



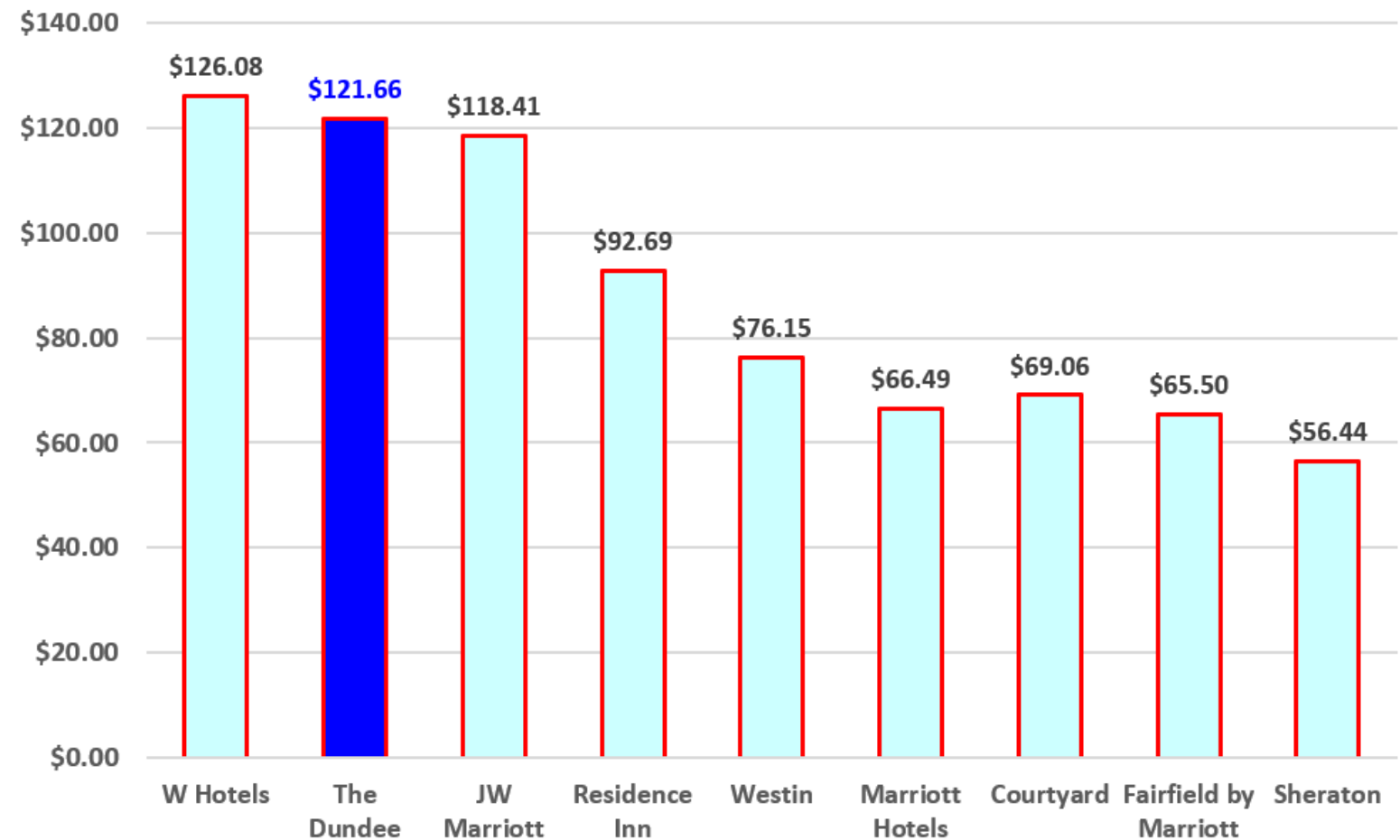


## 2021 RevPar comparisons: Versus Marriott brands

Note: these are for  
quarters 1-3.

(Full year comparisons  
available in Late February)

### RevPAR Revenue per Available Room Quarters 1-3 2021 January - September Compared to Marriott Brands US & Canada

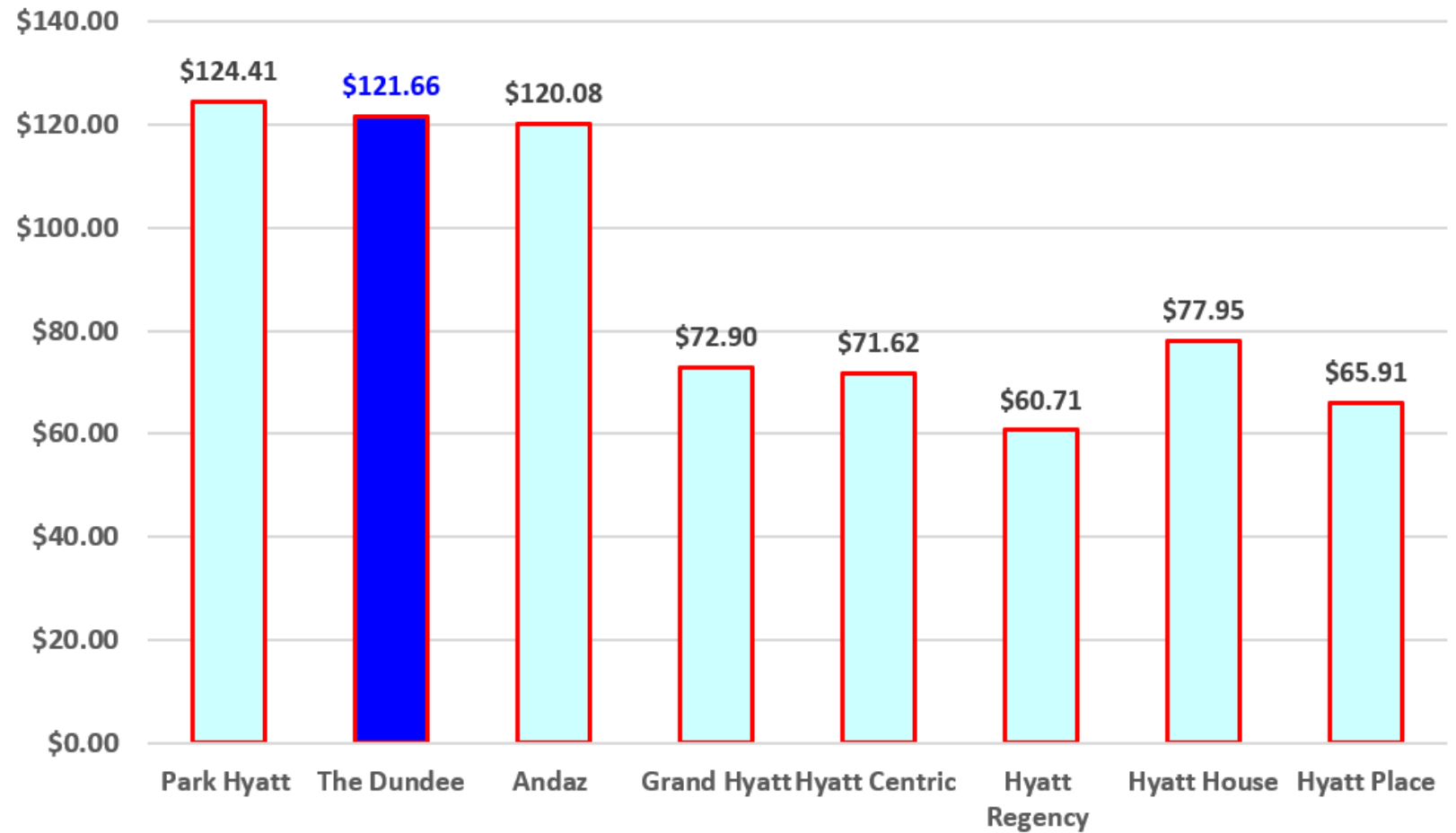


## 2021 RevPar comparisons: Versus Hyatt brands

Note: these are for  
quarters 1-3.

(Full year comparisons  
available in Late February)

### RevPAR Revenue per Available Room Qaurters 1-3 2021 January - September Compared to Hyatt Brands Systemwide

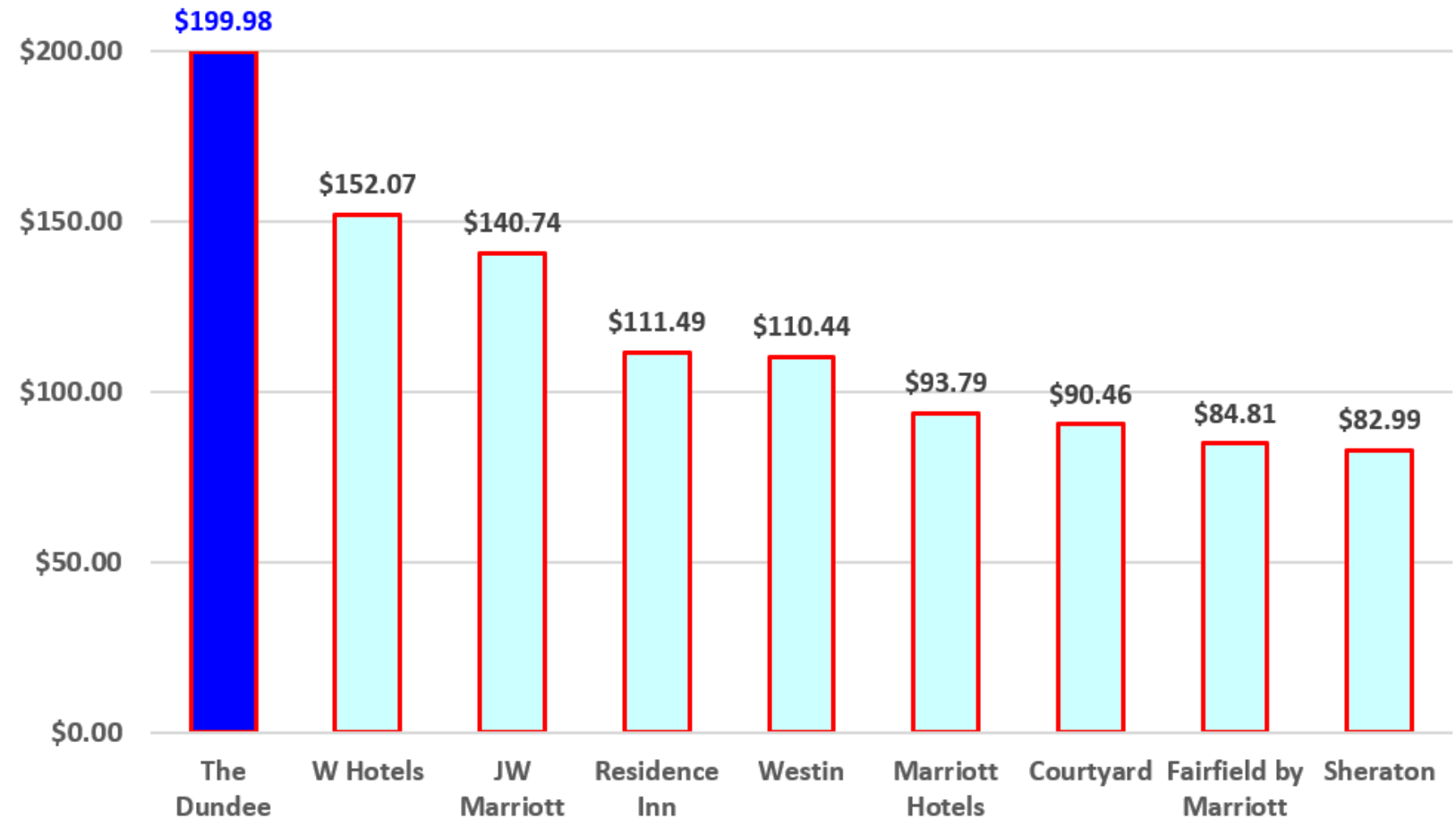


2021 RevPar comparisons:  
3<sup>rd</sup> Quarter huge rise, after tasting rooms fully open in July

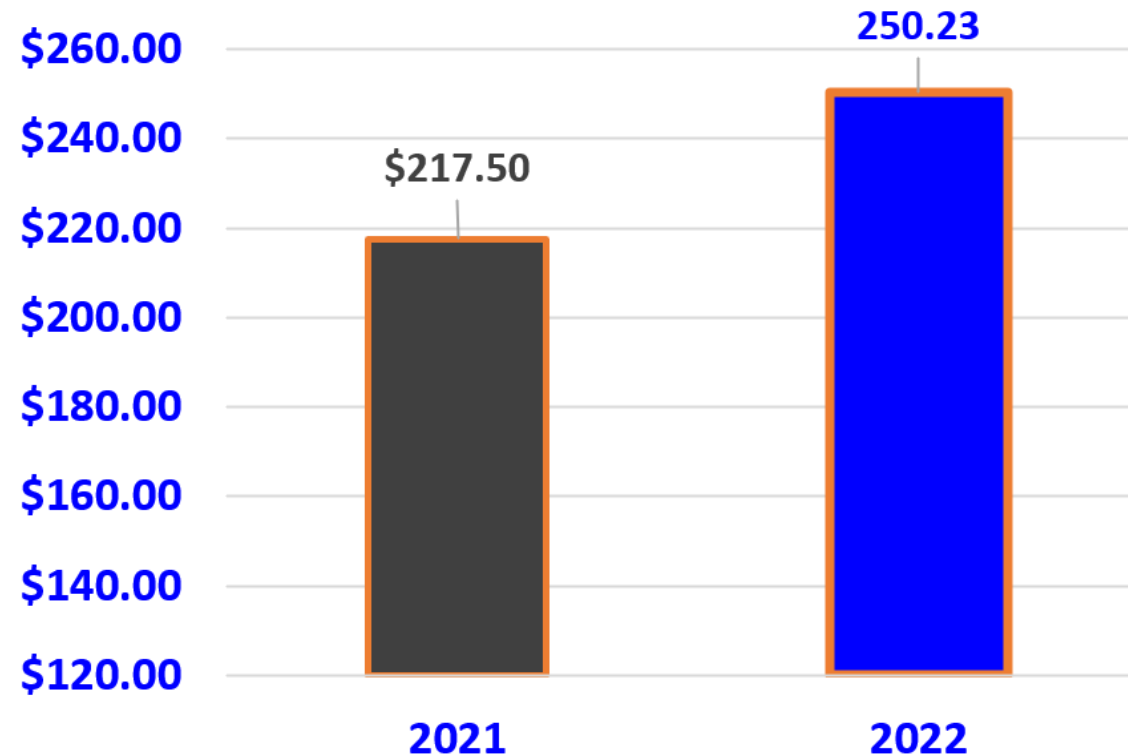
Versus Marriott brands

(Full year comparisons available in Late February)

**RevPAR Revenue per Available Room**  
**3rd Quarter 2021 July - September**  
**Compared to Marriott Brands US & Canada**



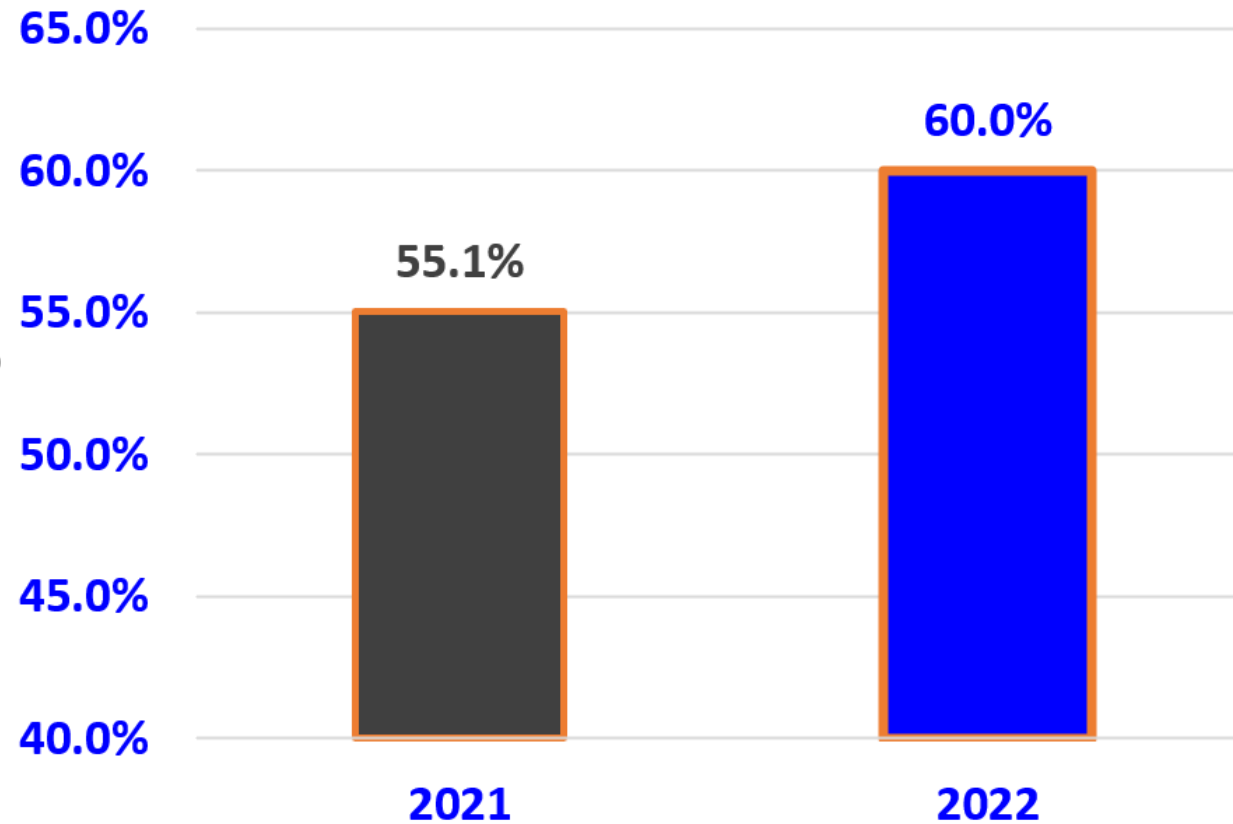
## 2022 Average Daily Room Rate



We project the Average Daily Rate to rise \$32.73 in 2022.

We had reached unexpected ADR levels in 2021, due to very low price resistance on Weekends in the Spring Summer and Fall. We expect to see significant growth in weekday business, which will dramatically increase revenues at a lower ADR than weekends.

## 2022 Occupancy Percentage



We project Occupancy to increase by 9% in 2022. That could be significantly higher if midweek corporate events return (if Covid lessens enough for business travel to resume). The biggest gains will be on weekdays, Spring, Summer and Fall, with less construction disruption and increased winery partnerships and special events.



# TYPICAL GUEST PROFILE

Age  
25-45

Young Wine  
Enthusiast

Wine Industry  
Buff

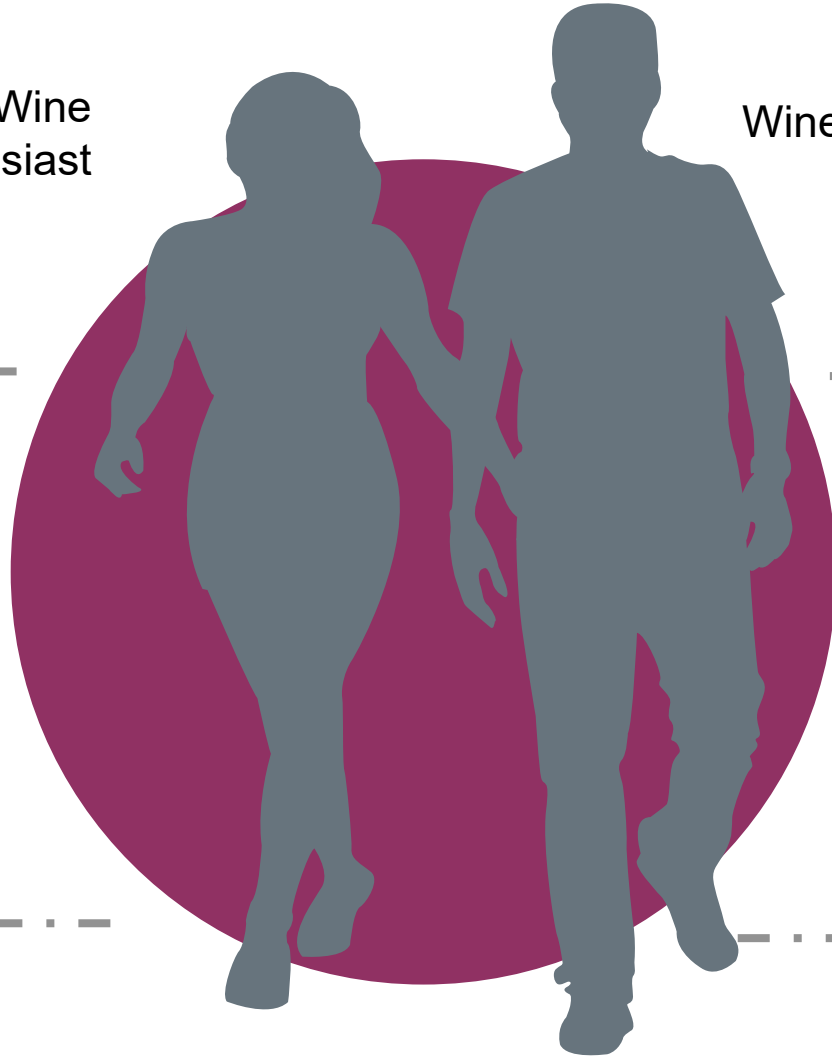
Age  
30-55

Seeks special experiences with friends and partner, seeks friendship and relaxation

Loves wine, enjoys trying new varieties and the experience as much as the wine and is into "girls' trips"

Loves when a hotel delivers on special touches that are unique, fun, Instagram-able, dog-friendly!

Enjoys great food, great wine, celebratory drinks, mimosas, and cocktails, and fun with the squad (friendship, relaxation, empowerment)



Works in the industry or is an avid wine connoisseur and recognizes quality.

Wants convenience of location, fun, easy, convenient, and comfortable room.

Loves when a hotel delivers on all the comforts and offers familiar and new wine experiences

Enjoys comfort and ease, the hotel is a convenience, but enjoys a little style and luxury.

# TYPICAL GUEST PROFILE LEISURE

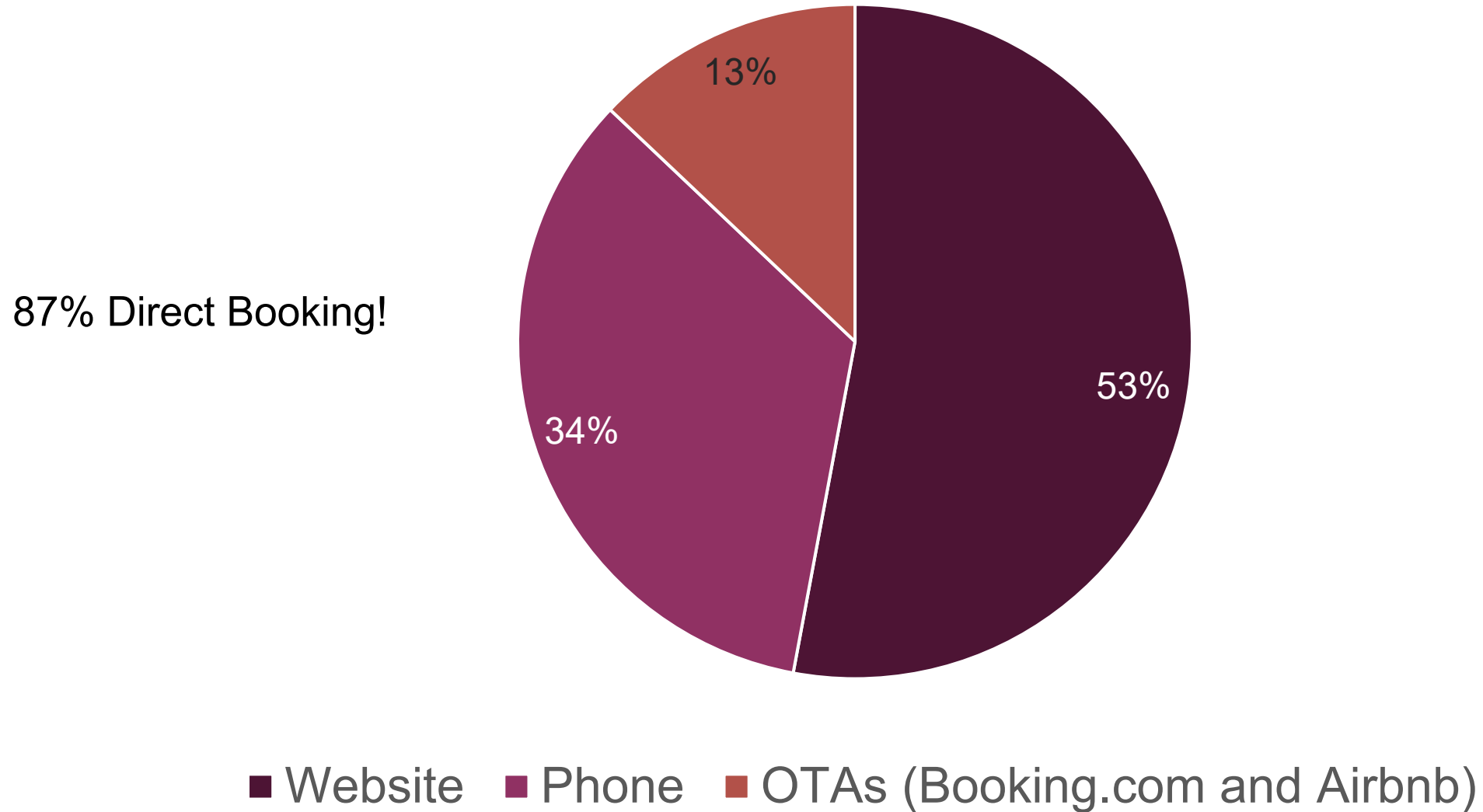


Age  
30-85

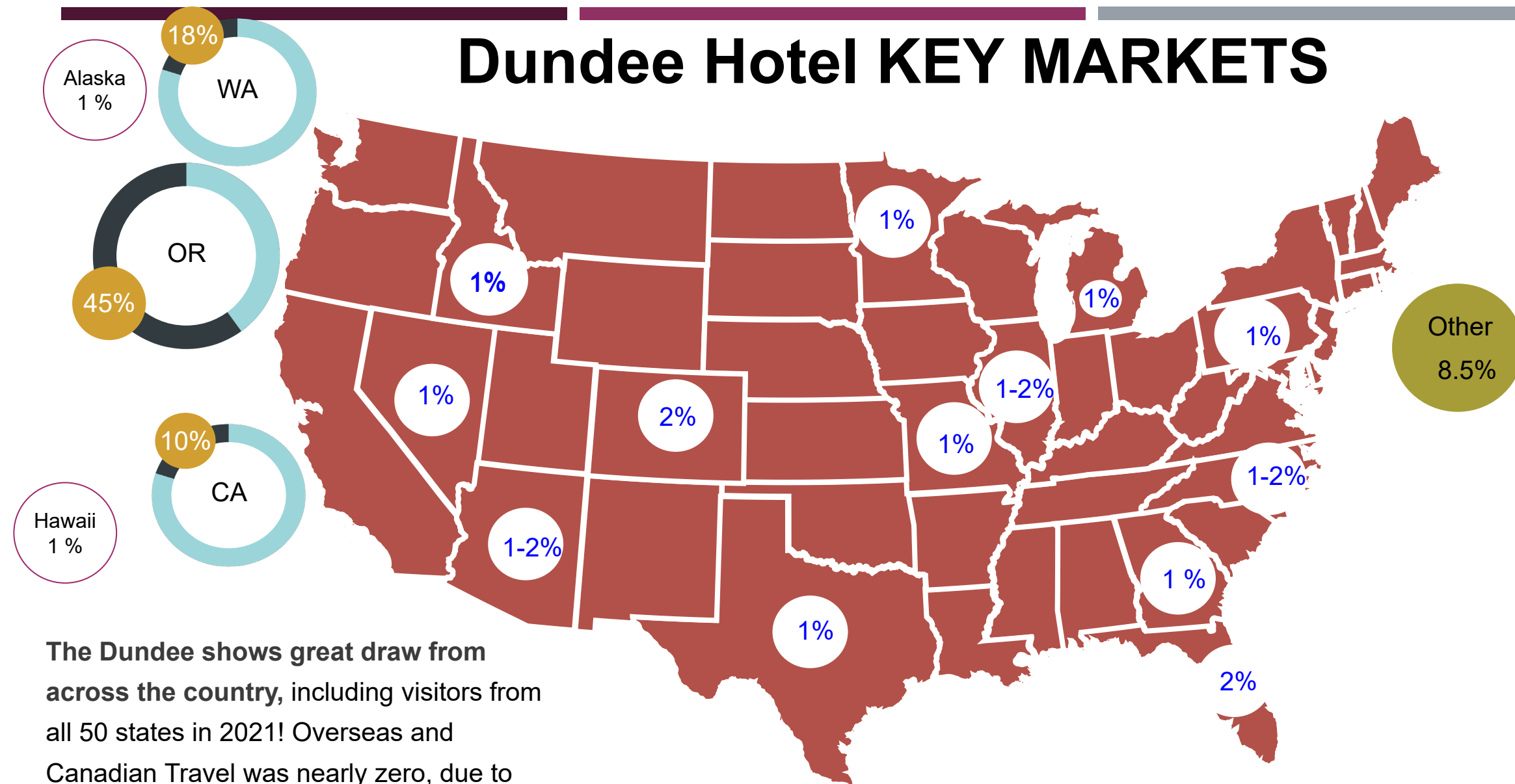
## WINE ENTHUSIASTS

- . . — Travel as couples, or in groups of friends. Finds fulfillment in enjoying wine, natural beauty, high quality leisure time with partners and other close friends
- . . — Strongly favors independent properties over chains or brands, and is highly interested in immersive, fun, and social experiences
- . . — Needs electric car charging option, dog-friendly, access/knowledge about wineries and the personal touch.
- . . — Values time with partner, family and friends, and enjoys learning about new things, new wines, regional history, etc. Is delighted by exceptional customer service.

# Revenue By Source



# Dundee Hotel KEY MARKETS



The Dundee shows great draw from across the country, including visitors from all 50 states in 2021! Overseas and Canadian Travel was nearly zero, due to Covid travel restrictions.

# OUR MARKETING PHILOSOPHY

## 01

Sell rooms via direct channels:

- Conversions from digital ads
- Conversions from emails to reservations
- Upsell packages
- Reduce reliance on third party booking sites

## 02

Collect data for more effective marketing

- Build our email list
- Analyze data from digital ads to refine focus
- Analyze data from website performance for constant refining

## 03

Establish a strong brand that:

- Draws and engages potential customers
- Attracts and engages partners (wineries, cycling groups, etc. for cross-promotion)
- Drives occupancy and rates



# MARKETING OBJECTIVES



## Bookings/Revenue

Prioritizing occupancy, especially weekdays, while maintaining rates, focus on direct booking via email and digital ads.



## Brand Awareness

Maintaining and expanding social media, focus on local “micro-influencers”, partnerships, and PR strategy, corporate and wine-business focus.



## Service/Reputation

Exceptional online reviews since renovation, complete effort to remove pre-renovation reviews with Trip Advisor, to dramatically increase our star-rating.



## Groups & Events

Focus on increasing corporate, building buy-outs, wine business and industry events.



## Guest Retention/Loyalty

Introducing new Perks program, possible App development, automated follow up emails for guests who have stayed to incentivize their next stay



## Colleague Engagement

Expanded sales training for front desk staff, engagement in aspects of social media, targeted incentives.

# MARKETING CHANNELS

## Content Marketing

Blogs, photography and video content that can be repurposed and shared across the other marketing channels.

## Website/SEO

Driving consistent, quality traffic to our website targeting specific, relevant search keywords, use of SEO checklist.

## Social Media

Instagram and Facebook are the highest return platforms, where our customers are and where we get the most engagement.

## PPC

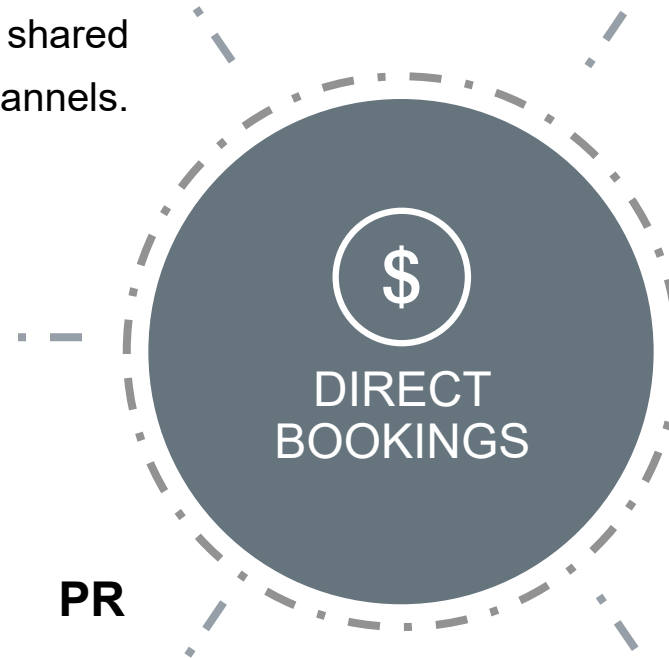
Pay-Per-Click advertising on Facebook, Instagram, and beginning some Google and OTA platforms this year.

## PR

Working with PR professional this year, focus on wine, squad room, peak experiences.

## Email

Targeted campaigns to grow our email list, we are up to 15k, we send at least two emails per month (pure sales and newsletter).



# EXAMPLE WEEKDAY IN WINE COUNTRY PROMOTION



## A WEEKDAY WINE COUNTRY ITINERARY



Jul 22, 2021 | Blog, Experiences, Wine Country

We've all heard the term "Weekend Getaway," but did you know there's still a lot to do in the Willamette Valley during the week? We at *The Dundee Hotel* sure did! That's why we want to share with you one of many

 Search

### CATEGORIES

- Experiences >
- Group >
- Hotel >
- Staff Spotlight >
- Wine Country >

the  
DUNDEE  
A TRACE HOTEL

### A Weekday Wine Experience!

Here's an insider tip....avoid the crowds, enjoy more availability throughout the Valley, and save a little too, visit us during the week! Some of our guests' best stays are Mon - Thur when the pace is slower. Check out our favorite weekday recommendations. Because, Mondays are much better with a little wine....



#### Weekday Wine Itinerary

More access, fewer crowds

Get after it! Amp up your weekdays with our custom itinerary, full of fun ideas and activities Monday-Thursday, when there are fewer crowds to navigate. This "weekday pick me up", will have you looking forward to your Monday in no time!

VIEW DETAILS >

#### Durant at Red Ridge Farms

A one of a kind experience

Part wine tasting, part olive mill, part garden, with fantastic shopping, and to top it off, beautiful views of the Willamette Valley and snow-capped mountains! This gem of a place is just five minutes from The Dundee hotel and they are open during the week with tours, activities, tastings and so much more to explore. For more details, check out our blog post.



VIEW DETAILS >

#### Winery Weekday Hours

Walk-ins Welcome!

Here's our handy list of our favorite wineries that allow walk-in tastings



- Sent out an email to our email list (many collected via digital ads)
- Links reader to blog posts and booking
- Ran "weekday" digital ads
- Resulted in 128 reservations; \$30,700 in revenue

# EXAMPLE KNUDSEN HIKE

- Sent out an email about package to email list
- Email links reader to two content blog posts
- Posted contest on social media – collect emails to participate in contest
- Only resulted in 8 packages purchased, but cemented Knudsen as a partner and has generated numerous referrals from Knudsen



## HIKING AMONG THE VINES



Apr 19, 2021 | Blog, Experiences, Wine Country

 Search

### CATEGORIES

- Experiences >
- Group >
- Hotel >
- Staff Spotlight >
- Wine Country >

As spring arrives and the days get longer, it's time to get back outside! That's why we are excited to share with you our **Knudsen Vineyard Hike Adventure Package**. Arrive at The Dundee, and grab a to-go bag filled with coconut water and locally made, **Better Bars**, AKA, the breakfast of wine-tasting champions. When you get to **Knudsen**, keep an eye out for bluebirds as you meet the rest of your group (socially distanced of course, and kept to a maximum # of 7) before the tour begins.

Upon meeting your guide, you'll discover she's the owner and managing partner of the winery, Page Knudsen Cowles. Page hosts all of the hiking tours herself, providing guests with the ultimate knowledge of Knudsen directly from the source. This is no surprise once you get to know Page, as her philosophy is so embedded with Knudsen family ethos. The vineyard is currently celebrating its 50<sup>th</sup> anniversary as a family run vineyard, for club members their "founders series" consists of two wines named after Page's parents, (with their pictures and initials on the bottles to boot) and Page hopes that when you visit Knudsen, you'll feel as if you were part of the family.



### Knudsen Vineyard Hike Experience

Explore one of the Valley's most scenic vineyards on foot!

Join Managing Partner of **Knudsen Vineyards**, Page Knudsen, for a rare opportunity to hike their iconic vineyard overlooking the Valley with views of Mt. Hood and the North Cascades. Lace up your boots, and enjoy the fresh air during this invigorating walk among the vines. Following the hike, enjoy a tasting of three estate wines (Pinot or Chardonnay) along with lunch by **The Horse Radish** on their covered and heated Terrace and take in the incredible views.

Established in 1971, the Knudsen family were true pioneers in Oregon's wine industry and have grown grapes on their vineyard for 45 years.

#### Package includes:

- 2 night stay in one of our stylish rooms or spacious suites
- Grab 'n go hiking breakfast (coconut water and 4 Portland-made **Better Bars** (vegan, gluten-free, all the healthy things) 2 Breakfast Bars, 2 Chocolate Bars)
- Choose from two hike options with the 2nd Generation Managing Partner of Knudsen Vineyards, Page Knudsen
- Lunch during your hike prepared by **The Horse Radish** out of Carlton.
- \$75 credit for dinner at **Trellis**, downtown Dundee (curbside or dine there, reservations recommended)
- Rain or shine hike! Ponchos available to borrow!

### Knudsen Vineyard Hike





## SOME "WINS" FROM OUR DIGITAL MARKETING STRATEGY



- At The Dundee in 2021 we had 988 room nights as a result of direct “tracking codes”, representing \$361,220 (this doesn’t include packages, return guests, etc.)
- 87% Direct Booking. We focus on getting reservations through our website or by phone, to book direct rather than through a 3<sup>rd</sup> party, which is a huge savings over time and generates customer loyalty.
- Collected 15,000 quality emails, we average a 24% open rate (average is 18%-20%), 97,000 people opened our emails in 2021.
- Apprx. 1,800 FB followers and 2,100 IG followers with an 8.5% and 5.5% engagement respectively (strong is between 1%-5%).

# KEY MARKETING METRICS/GOALS

Item	Metric	Current	Goal
Content Marketing	Traffic to Website	42,088	100,000
Search Engine Optimization	Traffic to Website % of Direct Bookings	42,088 87%	100,000 85%
Social Media	Total Followers New Followers Engagement Rate	1,800 (FB) 2,110 (IG) 316 (FB) 551 (IG) 8.5% (FB) 5.5% (IG)	3,600 (FB) 5,000 (IG) 1,800 (FB) 2,900 (IG) 8% (FB) 6% (IG)
Paid Advertising	Revenue Return On Ad Spend FB and IG	\$388,000 (codes and packages.) 25:1 (\$7,050/\$288,000)	\$496,000 \$25:1
Public Relations	Press Mentions	5 published press 18 Partners websites 12 Blogs – influencer	10 published press 30 Partners websites 15 Blogs – influencer
Email Marketing	Email list Open Rate % of Direct Bookings	15K 24% 1%	20K 25% 2%

\*Includes tracked discount codes and packages tracked via the PMS. Note: not all packages are currently trackable

# MARKETING CHANNEL TACTICS



## Content Marketing

Content marketing is an important channel because the content we create feeds every other marketing channel.

- Blog production, at least two per month: “top 10 lists”, itineraries, interviews to drive traffic to the website organically, via SEO tactics and paid to drive traffic, solidify partnerships, get reposted and engage customers
- Development of packages/specials for promotions, perks program
- Engagement with influencers
- Photography/video



### A STAY FOR WELLNESS AT THE DUNDEE

Dec 26, 2021 | Blog, Experiences, Wine Country

When I was asked to write up a spotlight on “Wellness in the Willamette,” I wanted to first make sure that I understood the all-encompassing definition of wellness. I knew it centered on taking care of oneself, whether that be through food, exercise, diet, meditation,...

[READ MORE >](#)



### GUEST SPOTLIGHT - MEET MANDY AND JACK

Dec 5, 2021 | Blog, Hotel

The Dundee would not be what it is without our incredible guests, many of whom visit enough that they feel like family. So today, we’ve decided to focus the limelight onto two of our favorite local visitors: Mandy and Jack Mitchell. College sweethearts, Mandy and Jack...

[READ MORE >](#)



### GIFTS OF THE WILLAMETTE VALLEY

Dec 4, 2021 | Blog, Experiences, Wine Country

The holiday season is upon us, and chances are you’re

#### CATEGORIES

- Experiences >
- Group >
- Hotel >
- Staff Spotlight >
- Wine Country >



### SUMMON YOUR SQUAD, A WINE COUNTRY ITINERARY FOR YOUR FRIENDS



Oct 1, 2021 | Blog, Experiences, Wine Country

Do you have a bachelorette party to plan? Maybe a big birthday is coming up? Or perhaps you want a weekend away with your friends just because you love and appreciate the time you spend together. Regardless of the reason, The Dundee Hotel's "Squad Room" is open and ready for your next visit to wine country! With six signature bunks, you and your friends can combine the most fun aspects of childhood (sleepovers and talking until dawn) with adulthood (wine... obviously). While there are countless ways to spend the weekend (Dundee is not short on things to see, do, or taste) we have provided one example of the itinerary that could be awaiting you and your squad today. Call the hotel and ask for more information if you have any questions, or if you would like any of these activities booked for you ahead of time.

\*Before your trip begins: Call [The Dundee](#) and ask for a pre-check in. This allows you to store your bags at the hotel before your check-in time so you can get straight to adventuring!



Six luxury bunks for the crew!



Temperature controlled wine cooler in the room and plenty of wine and bubbly options to order through the hotel.

#### CATEGORIES

- Experiences >
- Group >
- Hotel >
- Staff Spotlight >
- Wine Country >

### 7 REASONS TO VISIT WINE COUNTRY IN WINTER



Nov 1, 2021 | Blog, Experiences, Wine Country

Oregon Wine Country is often photographed throughout the summer, displaying the incredible views of the valley as the sun shows off its time to shine. For those of us who live in the PNW, however, we understand that winter is when the magic happens. Winter, also known as Cellar Season, is when the vines rest, and the rain soaks the soil with the hydration required to produce next season's flavorful grapes. And with the sun often hidden, visitors can see the PNW in its true Brigadoon-like glory: veiled in a silver curtain of mist and dew, with more shades of green than you can count hugging in the foliage with thick moss, and encouraging you to snuggle up by a fire and sip the Pinot Noir that's collecting its strength just outside. So while we've all had to bid summer farewell, the reasons to visit the Willamette Valley still abound, and we at The Dundee Hotel have put a list together to get you started.



#### CATEGORIES

- Experiences >
- Group >
- Hotel >
- Staff Spotlight >
- Wine Country >

### RED RIDGE FARM AND DURANT OLIVE OIL MILL



Jul 23, 2021 | Blog, Experiences, Wine Country

Red Ridge Farms, home to Durant Olive Oil Mill is a favorite among our guests and staff, because Red Ridge offers you several diverse and vibrant experiences to enjoy all on one property. Part wine tasting, part olive mill, part garden, there's fantastic shopping, then top it off with beautiful views of the Willamette Valley and several mountains. It's worth blocking out a whole day to take it in, or determining to come back often! Each season offers an abundance of activities, scenery and culinary treats to enjoy.



Views of Mt. Hood from among the vines on the grounds of Red Ridge Farms



The perfect spot for a picnic, food and wine can be purchased onsite.

First up, wine tasting! Durant Vineyard at Red Ridge Farms is always open for business and walk-ins on the

#### CATEGORIES

- Experiences >
- Group >
- Hotel >
- Staff Spotlight >
- Wine Country >

## Top blog posts in 2021, with about 675 views



# MARKETING CHANNEL TACTICS



## Search Engine Optimization (SEO)

“We research keywords for our market/audience and optimize content to attract those searchers through use of “keywords, blog content, and partnerships/links.

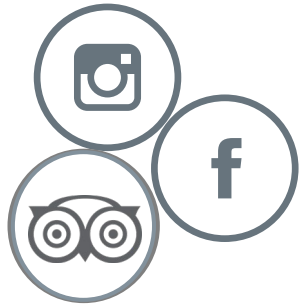
- Regular SEO audits and improvements
- Use of SEO program on website
- Strategic use of blogs and driving clicks to blogs to drive website traffic

	Monthly Stats	Target Avg.
Users	2,500-4,500	4,500
Pageviews	7,400-12,600	14,000
Bounce rate	51%	Maintain
Desktop load time	1 -1.7 seconds	Under 2
Mobile	2.9 seconds	Under 2
Search clicks	1,000-1,400	2,000
Search Impressions	28,100- 30,300	40,000
Search CTR	3.5-4.90	4.5

# EXAMPLE MONTH SEARCH METRICS

Query	Clicks	Impressions	CTR	Position
The Dundee Hotel	373	771	48.38%	1.59
Dundee Hotel Oregon	85	183	46.45%	1.72
Dundee Inn	48	119	40.34%	2.35
The Dundee	46	216	21.30%	2.79
Inn at Red Hills	19	64	26.96%	2.97
Hotel Dundee	18	679	2.65%	16.97
Dundee Hotels	13	1375	.095%	24.71
Dundee inn Oregon	12	23	52.17%	1.26
The Dundee a Trace Hotel	11	21	52.83%	1.29

# MARKETING CHANNEL TACTICS



## Social Media

Boost brand awareness, build partnerships, build customer trust and loyalty through engagement and community, get deals/packages in front of more potential guests. This also includes reputation management and online review sites like TripAdvisor.

- Maintain and expand current posting strategy, content buckets at least 3 postings a week, 100% responsiveness
- Continue to build on lessons learned and skills developed for most effective postings.
- Increasing influencer strategy to boost reach
- Increasing wine partnerships
- Strategic content production and increase skills onsite for photos, video, etc.

Facebook - Monthly		Target Avg.
Reach	18k-20k	21k
Engagement	60-180	500
Likes	1700	3,200
Posts	8-11	15
Response Rate	100%	100%

Instagram - Monthly		Target Avg.
Reach	6k-6.8k	7k
Engagement	270-450	400
Likes	2085	3500
Posts	8-10	15
Response Rate	100%	100%



### The Dundee Hotel

Published by Instagram · May 20, 2021 · Instagram

We know your pets are your family and we welcome them at The Dundee Hotel! With so many dog-friendly wineries, trails, and treasures to sniff out, Oregon Wine Country is a great destination for dogs and their owners. With so much to do and see, we've plotted out a three-day itinerary for our guests when visiting The Dundee. Check it out on our blog: <https://thedundee.com/dog-friendly-in-wine-country/>.

Give us a call at 503-538-7666 and our team has curated a list of some of... [See more](#)



**dundeehotel** • Following  
The Dundee Hotel

**dundeehotel** 🌟 GIVEAWAY - SQUAD STAY 🌟

"Ain't no party like a West Coast party, cause a West Coast party don't stop" - Matoma, Notorious B.I.G., and Faith Evans

Gather your squad and enter for your chance to win a Friday getaway at The Dundee in our new Squad Room.

Let's do this!

- Tag your Squad
- Tell us your Squad anthem (song title or song lyric)
- Must like, comment, and tag squad on this post

Liked by independencehtl and 200 others  
JULY 8, 2021

Add a comment... Post





### Top Social Media Posts in 2021:


On FB our Dog-Friendly spotlight post reached 1,695 with 164 engagements

On IG the Squad contest reached 1,619 with 489 engagements

**4.0** Very good  343 reviews


#4 of 4 B&Bs / Inns in Dundee

-  Location
-  Cleanliness
-  Service
-  Value

 Travelers' Choice

\*Note: we are working on application with Trip Advisor to remove reviews from prior to the renovation, it is an involved process, but it looks positive. If we are successful, we will be rated 5 stars and among the top-rated hotels in Oregon.

	Star Rating	# of Reviews
Trip Advisor	4* note pre-acquisition impact	343
Google	4.4	177


 **Larry Toda** wrote a review Nov 2021  
1 contribution



**A Wonderful Experience at The Dundee**

“The Dundee is a beautiful boutique hotel where I enjoyed my birthday weekend. I was greeted by Jenna the GM of the property, as I checked in. I enjoyed Argyle Winery prior to check-in, and since it was my birthday, Jenna presented me with a bottle of Argyle sparkling wine as lovely welcoming gift. She is amazing, so hospitable, and the room was comfortable, with a stellar view of the hills. I slept like a baby on the soft bed, and the fluffy towels and spa-like bathroom was an added plus! For breakfast, I went to Field & Stream, the hotel’s restaurant, where I sat next to the fireplace and enjoyed the view of the stone patio. I definitely will return, and bring my friends. I totally recommend this hotel, restaurant and the lovely experience I had to celebrate my birthday weekend!”

[Read more](#) ▼


 **Scott C** wrote a review Dec 2021  
Portland, Oregon • 9 contributions • 1 helpful vote



**Great experience!**

“The Dundee keeps getting better. Jenna, the GM ensures an excellent hotel experience. Staff is outgoing and room detailing is exceptional. It is our favorite local getaway. Also, the various tasting rooms and restaurant that are connected are now all open again making the experience even better. And now there are sidewalks all the way to Tina’s and Red Hills Market so what could be better!”

[Read less](#) ▲

 **Navigator444959** wrote a review Oct 2021  
Portland, Oregon • 5 contributions • 1 helpful vote



**Perfect in every way.**

“We booked two nights at the Dundee and took advantage of adding on one of their Packages for wine tasting in the area. Best decision we ever made! We didn’t have to lift a finger at trying to figure out what wineries to go to, or make reservations (which most Oregon wineries require). The staff at The Dundee (Jenna the GM and Melanie) were amazing and easy to work with, and even provided restaurant tips in the area. I made my own restaurant reservations, but I know that had I asked, they would have also happily done this as well for us. The beds were comfy, the amenities wonderful, and we certainly cannot wait to go back for another weekend in Oregon Wine Country! Thanks Dundee Hotel for an amazing stay!”

[Read more](#) ▼



# MARKETING CHANNEL TACTICS




## Pay-Per-Click Advertising (PPC)


PPC is a great way to reach more audience online and convert a warm lead into a conversion.

- Click through rate for FB/IG was 6,947 clicks, we collected nearly 9,000 emails through ads in 2021
- We spent \$7,050 on FB/IG ads and saw \$261,220 in reservations using tracking codes and an additional \$23,954 via trackable packages, note, not all packages are currently track-able in the PMS
- Taking lessons learned this year, to invest in most effective ads (investment in email collection ads, and discount codes on weekdays, boosts and ads to drive website traffic)

# DIGITAL ADS

 **The Dundee Hotel**  
Sponsored · 🌐

If you love bubbles, we have the perfect experience for you. Try our Sparkling Obsessed package featuring an amazing lunch experience at Furiosa Vineyards and tastings at two others!



THEDUNDEE.COM  
**Try our Sparkling Obsessed Package** [BOOK NOW](#)

Like Comment Share

 **The Dundee Hotel**  
Sponsored · 🌐

The Dundee Hotel in Oregon's Willamette Valley offers easy access to dozens of world-class wineries including 5 onsite tasting rooms!



THEDUNDEE.COM  
**Win a Free Weekend Getaway!** [SIGN UP](#)

 **The Dundee Hotel**  
Sponsored · 🌐

We've planned the perfect trip for your next girls' weekend! Click here to check it out.



THEDUNDEE.COM  
[thedundee.com](#) [LEARN MORE](#)

# DIGITAL ADS

 **The Dundee Hotel**  
Sponsored · 🌐

Because we believe in caring for those who care for us, we're offering medical professionals, teachers, and caregivers 15% off!



THEDUNDEE.COM  
**Teachers/Caregivers get 15% Off!**

[BOOK NOW](#)

 **The Dundee Hotel**  
Sponsored · 🌐

Get your besties together for THE wine country experience in our squad room with six luxury bunks.



THEDUNDEE.COM  
**Win a Free Weekend Getaway!**

[SIGN UP](#)

 **The Dundee Hotel**  
Sponsored · 🌐

Oregon Wine Country is a veritable winter wonderland. Here's how you can enjoy it.



THEDUNDEE.COM  
**7 Reasons to Visit Wine Country in Winter - The...**

[LEARN MORE](#)



# MARKETING CHANNEL TACTICS



## Public Relations (PR)

- Conduct two campaigns with PR professional
- Ongoing networking, relationship building, outreach, idea pitches to Travel Oregon, Travel Salem, the Winegrowers Associations, Travel Dundee and regional content creators
- Influencer strategy and outreach



Run Oregon loves running – that's no surprise. But we also love the Pacific Northwest and all that it has to offer. Running is a part of us, but it does not fully define us. With our new "Make a Day of It" feature, we aim to showcase some great local non-run events and highlight where to run and how to make the most of your experience. Most recently, we headed to the heart of Oregon Wine Country and stayed at Dundee.



## A BLONDE VINTAGE

TRAVEL - LIFESTYLE - RECIPES - HOLIDAY - SHOP & SALES - WORK WITH ME

### 5 BEST PLACES TO STAY IN OREGON WINE COUNTRY!

JULY 27, 2021

Willamette Valley, the heart of Oregon's Wine Country, is growing in popularity each and every year... and it's no surprise! Being from this area, I am constantly asked which are the best Willamette Valley hotels and what are the best places to stay in Oregon wine country. In today's post you'll find the 5 best places to stay in Oregon wine country, from intimate bed and breakfasts, to small, modern boutique inns to undoubtedly luxury hotels. I've included general tips regarding the various rooms, views and even highlighted the top features of each location so you can easily decide. Cheers!

### 5 BEST PLACES TO STAY IN OREGON WINE COUNTRY!

#### THE DUNDEE HOTEL

With a stylish vibe and touches of luxury, **The Dundee** is the perfect place to unwind and explore Oregon's world-class wine region. With 22 rooms in various designs, and layouts ranging from compact and chic, to roomy and luxe, **The Dundee's** rooms feature local engaging art, curated furnishings, and custom headboards crafted from reclaimed oak staves from bygone wineries. During your stay you can count on comfy beds, luxurious linens, and walking proximity to some of the area's best wineries, including Argyle and Dabbes family. You will love your stay at this hotel, I promise.



Photo: The Dundee Hotel

#### THE SETTING INN

Perched on a gentle sloping hillside with commanding views of the Willamette Valley's working farms and vineyards, **The Setting Inn** is a Willamette Valley couples' getaway and the ultimate Oregon wine country retreat. Whether you are wine tasting in Dundee and Newberg, visiting the area for a wine country wedding, or enjoying a weekend getaway, this hotel is perfectly situated just minutes from the area's best wineries and vineyards. The main building offers eight unique guest accommodations crafted to provide a variety of views and experiences. Some boast balconies, and luxurious soaking tubs, and include patios overlooking manicured gardens. There is truly something unique in each room, a stay at **The Setting Inn** always includes their signature European-made Charles Martin continental breakfast experience. This is the best of a great start.

# MARKETING CHANNEL TACTICS



## Email Marketing

Emails are highly valuable because they represent people who are already bought in and interested. Our strategy involves increasing volume of emails substantially, focusing on value/experience propositions that are compelling (our data shows free gifts, contests and special discounts are most compelling). It's also important to bring value (itineraries, news, content) rather than just promotions to establish connection and relationship.

- Increase email count by 5k this year through ads and more aggressive gathering of return guests
- 1-2 promo emails per month with packages, offers, discounts, events
- 1 content – newsletter value email per month – includes a “book now” offer, but primary goal is to drive website traffic and relationship
- Begin automated emails for return guests, birthdays and anniversaries
- Implement “Perks” loyalty program by Summer, 2022



GIVE THE GIFT OF  
COMFORT & JOY



## GIVE THEM SOMETHING UNFORGETTABLE

Just in time for the season of giving, we've put together an assortment of specially curated gift sets and vacation packages for the traveler in you. Whether you're looking for relaxing weekend to recharge or a base camp for your next adventure, there is something for everyone.

Take a peek at our holiday catalog for surprise packages and unexpected gift sets for all the people in your life!

SHOP NOW



## DATE NIGHT PACKAGE

### PACKAGE INCLUDES:

Floral arrangement from local florist  
Bottle of sparkling wine from Argyle  
Local artisanal chocolates  
\$75 dinner gift certificate to Dundee Bistro

Off-Peak Price: **\$325-\$500**  
Peak Price: **\$375-\$700**

BOOK NOW

\*Prices based on room preference



## DATE NIGHT PACKAGE

## BOOK A ROMANTIC GETAWAY FOR TWO!

Need to reconnect with the one you love? Send the kids to Grandma's and escape to the Dundee Hills for wining, dining—and relaxing. Give your sweetie the perfect combo of pampering and adventure.

Enjoy a little magic—and lots of fun—in the heart of Oregon Wine Country. We'll help you plan the perfect trip or staycation. Take advantage of holiday savings when you book today.

### THIS PACKAGE INCLUDES:

One night in one of our luxe rooms  
A floral arrangement from a local florist  
A bottle of sparkling wine from Argyle  
Local, artisanal chocolates  
\$75 dinner certificate to Dundee Bistro.

Off-Peak Price: **\$325-\$500** (based on room preference)  
Peak Price: **\$375-\$700** (based on room preference)

BOOK NOW

Off-Peak: December 2021-March 31, 2022  
Peak: April 1-October 31, 2022



BOOK YOUR STAY FOR 2021 - EXCLUSIVE TASTING INCLUDED

## Complimentary Wine Tasting for Two!



BOOK NOW

Don't miss Dundee in the fall...the days are warm and idyllic, and the Valley is buzzing with harvest. Slip away to Oregon Wine Country before the end of the year and select an exclusive, complimentary wine tasting for two at one of our preferred winery partners.

Just use promo code: **VIPFASTING21** when booking

The Details:

- One of our team members will reach out to you within 72 hours of booking to coordinate your tasting experience.
- Offer valid for new reservations between September 16 - December 31st, 2021
- Book with minimum one week in advance for us to schedule your tasting.
- As the weather gets colder, we've got you covered with hand/toe warmers, and blankets to borrow for all of your outdoor tasting needs.

### Featured Wineries for Tasting Experiences



Dobbes Family Estate



Domaine Divvo



## Winter in Wine Country!

Visit during the quieter cellar season (Nov. - Mar.), and enjoy the landscape and winemakers without the crowds. In the winter, the Valley takes on a different hue, with dramatic fog and changing weather rolling through the vineyards. The warmth of the Valley's tasting rooms provide cozy respite from the cold.



### 7 Reasons to Visit

Wine Country in the Winter

Winter, also known as Cellar Season, is when the vines rest, and the rain soaks the soil with the hydration required to produce next season's flavorful grapes. It's time to snuggle up by a fire and sip the Pinot Noir that's collecting its strength just outside. Winter is a special time to visit and have a list to get you started.

VIEW DETAILS

### Friendsgiving

A festive meal with friends

November 19th, 6:30 pm - 8:30 pm

Join Domaine Roy for a night of food, wine, and friends! Classic Willamette Valley dishes, and of course, only the best wine.

VIEW DETAILS



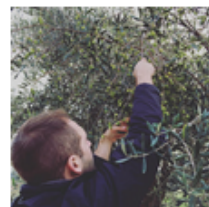
### Olive Harvest Party

At Domaine Roy and Fils

December 12th, 10:00 am - 12:00 pm

Harvest Domaine Roy's olive trees and enjoy for lunch and a half bottle of wine on property. Once it is processed, you can enjoy the fruits of your labor by taking home a mini bottle of Domaine Roy Olive Oil.

VIEW DETAILS



### More Winter Events

Upcoming events to get on your calendar

We all need something to look forward to:

[Food, Wine, and Terrior Series](#), Knudsen Vineyards/Dundee Hills AVA, Nov. 12th  
[Artisan Wine and Chocolate Pairing](#), Natalie's Estate Winery, Nov. 14th  
[Friendsgiving](#), Domaine Roy, Nov. 19th  
[Wine and Culinary Experience](#), Domaine De Broglie, Nov. 20th  
[Pre-Thanksgiving 2021 Tasting](#), Rocco Tasting Room, Nov. 20th  
[Thanksgiving Weekend New Release](#), Rocco Tasting Room, Nov. 26th-28th  
[Olive Harvest](#), Domaine Roy, Dec. 9th

# MARKETING BUDGET

Item	Budget	Owner	Notes
Content Marketing	\$26,000	Team, Limerent, Lucy	Annually: \$6,000 for blog/SM content, \$10,000 for photo/video, \$16,750 for or all design work.
Search Engine Optimization	\$6,000	Limerent, Team	\$500/month to Limerent
Social Media	\$3,600	Limerent, Team	Oversight management from Limerent \$300/month
Paid Advertising	\$13,200	Limerent, Team	\$1,100/month 600 ad purchase/ 500 ad management
Public Relations	\$7,000	EHG	Two campaigns at \$3,500 each
Email Marketing	\$7,200	Limerent, Team	Oversight From Limerent \$300/month, \$300/month for Mailchimp
Other Tools & Resources	\$20,000	Limerent, Team	\$1,500 website hosting, \$3,500 annual plan, \$9,000 influencers, \$6,000 data analysis/reporting
<b>TOTAL</b>	<b>\$83,000</b>		Represents 6% of revenue.

# HOTEL MARKETING BUDGETS – INDEPENDENCE VS. BRANDED

Standard Hotel  
Marketing Budget = 4-  
5% of Revenue +  
additional branding and  
brand marketing fees.

Note, franchise or  
branded hotels, spend  
another 12-14% in brand  
franchise and  
reservation acquisition  
fees.

“Independent hotels may  
need to spend more  
dollars on their  
marketing than those  
that are branded;” 7%  
HVS assigned for St.  
Helens feasibility.

# SALES METRICS/GOALS

Sub-Category	Person	Outreach	Target 2022	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
Revenue Targets		weekly	Rooms: 4815 Revenue: \$1,204,855	Rooms: 660 Revenue: \$128,090	Rooms: 1310 Revenue: \$321,710	Rooms: 1730 Revenue: \$490,730	Rooms: 1115 Revenue: \$264,325
Wine National Wholesale Teams	Jenna	5 prospecting 3 existing 1 site tour	Rooms: 289	Rooms: 40	Rooms: 40	Rooms: 60	Rooms: 100
Wine VIP Accounts	Jenna		Rooms: 217	Rooms: 30	Rooms: 59	Rooms: 78	Rooms: 50
Wine Events	Jenna		Rooms: 289	Rooms: 40	Rooms: 79	Rooms: 104	Rooms: 67
Wine Club Members/VIPs	Jenna	5 prospecting 3 existing 1 site tour	Rooms: 217	Rooms: 30	Rooms: 59	Room: 78	Rooms: 61
Wine Industry Staff	Jenna		Rooms: 145	Rooms: 20	Rooms: 39	Rooms: 52	Rooms: 34
Non-wine corporate	Jenna	5 prospecting 1 site tour	Rooms: 217	Rooms: 30	Rooms: 85	Room: 50	Rooms: 100
Squad/small group experiences	Jenna		Rooms: 72	Rooms: 10	Rooms: 15	Rooms: 25	Rooms: 13
<b>Totals</b>			<b>Rooms: 1445 Revenue:\$266,992</b>	<b>Rooms: 198 Revenue: \$32,258</b>	<b>Rooms: 393 Revenue:\$108,381</b>	<b>Rooms: 519 Revenue:\$62,570</b>	<b>Rooms: 335 Revenue:\$63,784</b>





## UPSELLING FOR ADDITIONAL REVENUE

- For holidays, groups and special events systematize selling days on either side of event
- Selling wine and package add-ons and upgrades, working on improving pathways for our sales and training staff to gently nudge customers, and introducing incentives for Front Desk agents
- Cross-promoting The Independence, especially with the wine audience

# SALES AND MARKETING TEAM

## PROPERTY

Jenna White, GM: Sales focus: wine, corporate, group, all.

Chris Sarnacki, Melanie Chapman and Hannah White: Package reps, social media assistance, etc.

EHG: Sales and marketing support and direction

## CONTRACT

Limerent – SEO, website, graphic design, paid ads/ad management, digital marketing direction/management

Linea Gagliano – PR support

## SOCIAL LINKS

