



SALES AND MARKETING PLAN 2022
THE INDEPENDENCE HOTEL

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EXECUTIVE SUMMARY

■ In 2022, The Independence Hotel will build on essential progress made during the ramp up year of 2021 and increase revenue by 38% through continued penetration of identified customer segments, increased brand awareness, driving trials to the hotel via digital ads, our digital presence, and robust sales strategies.

■ With exceptionally high rates and customer scores, we know once a guest stays with us, their enthusiasm will generate return bookings and word of mouth recommendations. Building on this asset, we are taking an aggressive approach on increasing occupancy, by strengthening all revenue sources, and fostering and deepening key relationships in wine, outdoor recreation, weddings and events, corporate, and governmental contracts, with a focus on booking weekdays and groups.



VISION & MISSION STATEMENT

Our Vision

Excellent profitability as the RevPAR leader and top choice for corporate, group, and recreational travel in the mid-Willamette Valley area, and becoming an inspiring destination for visitors to 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. We are committed to providing authentic service that ensures guests feel welcomed, relaxed, cared for, and exceeding guest's expectations by being a conduit for joy, connection, and discovery.

.”

MARKET ANALYSIS

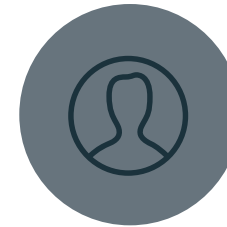
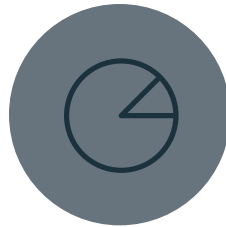
Building on 2021, the company has excellent staff stability, allowing us to expand sales skills and deepen our relationships in key sectors. In 2022, we are laser focused on driving occupancy and increasing revenues via sales and marketing.

Guests love the hotel! Our Trip Advisor rating of 5 stars is the highest in Oregon. Our Google score at 4.6 is among the highest.

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

Customers

Travel Climate

RevPAR 3rd QTR: Salem hotel market: \$109.30;
Salem business class hotel comp Set: \$117.29;
Willamette Valley \$102.35; The Independence: \$113.11
The Salem Market's occupancy outpaced the state in 2021, but 23% was from FEMA/GOVT. Several Salem hotel's have undergone extensive renovations, many report struggling with staffing to the point it has hindered operations.

Building active collaboration with Territory for packages and cross-promotion, the Eola-Amity AVA Winegrowers Board and individual wineries for cross-promotion, the City of Independence for local events and groups, Travel Salem, Travel Oregon and WV Visitors Assoc. for PR and VIP stays.

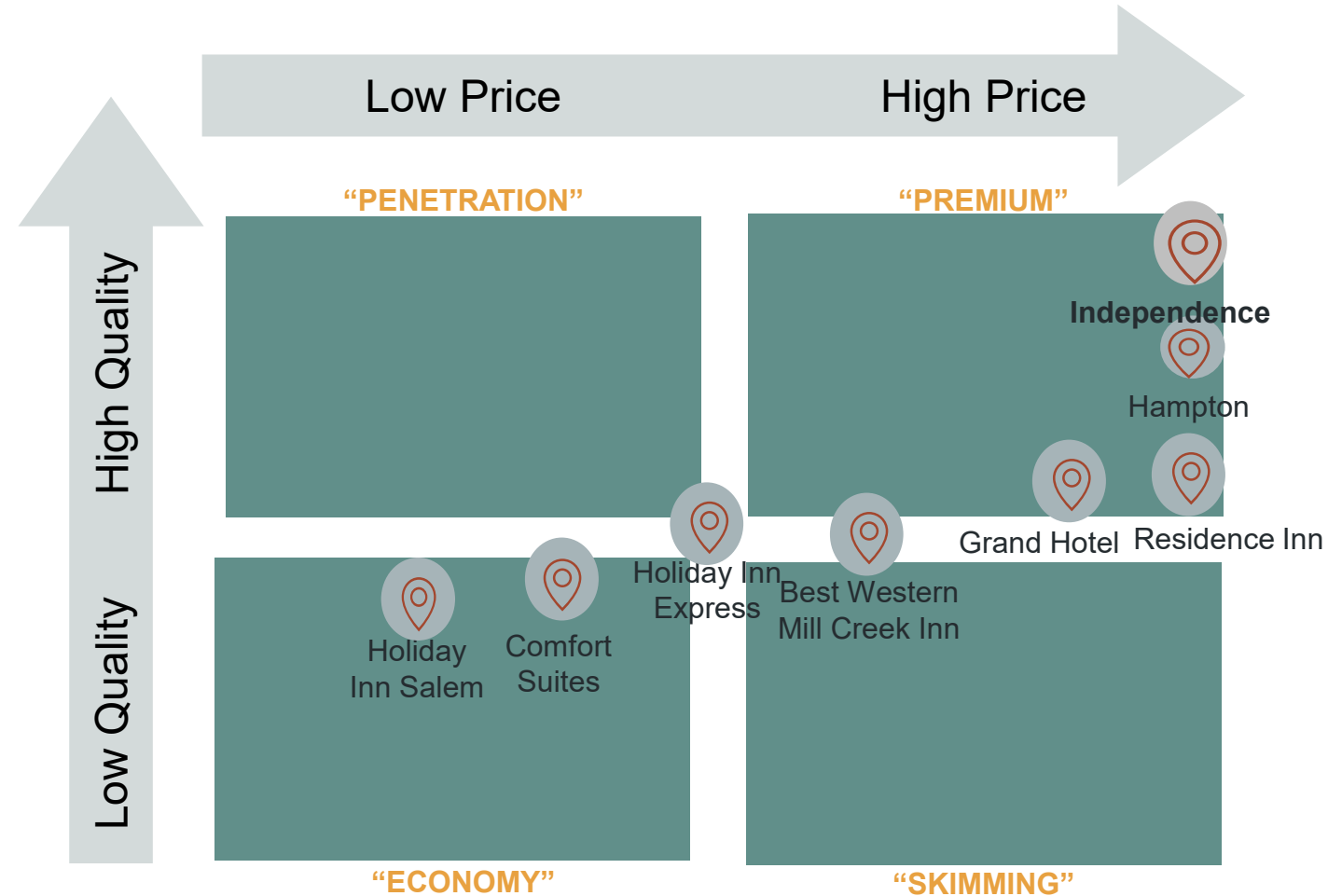
*Data from Travel Salem, Travel Oregon, and EHG ordered STR report with Salem area "business class hotels"

PRICING STRATEGY

Competitive Set

Hotel rate positioning strategies fall under four broad categories: economy, penetration, skimming, and premium pricing. Due to our superior setting and high-quality experience, we have accomplished a premium pricing strategy, but to drive occupancy this year, we will be working on market penetration (with lower rates) on weekdays.

- Best Western Plus Mill Creek Inn
- Comfort Suites Salem
- Holiday Inn Express Salem/Keizer
- Hampton Salem
- Residence Inn Salem
- Holiday Inn Salem
- Grand Hotel



S.W.O.T. ANALYSIS

S

Strengths

- Superior, scenic location
- Exceptional property design and customer experience
- Very high customer service scores
- Very low staff turnover, ours was 15% in 2021, hospitality industry avg. was 78.9% for 2019, 130.8% for 2020, not yet released for 2021*
- Strong branding and engagement
- High ADRs
- Robust creativity and collaboration with partners initiates opportunities

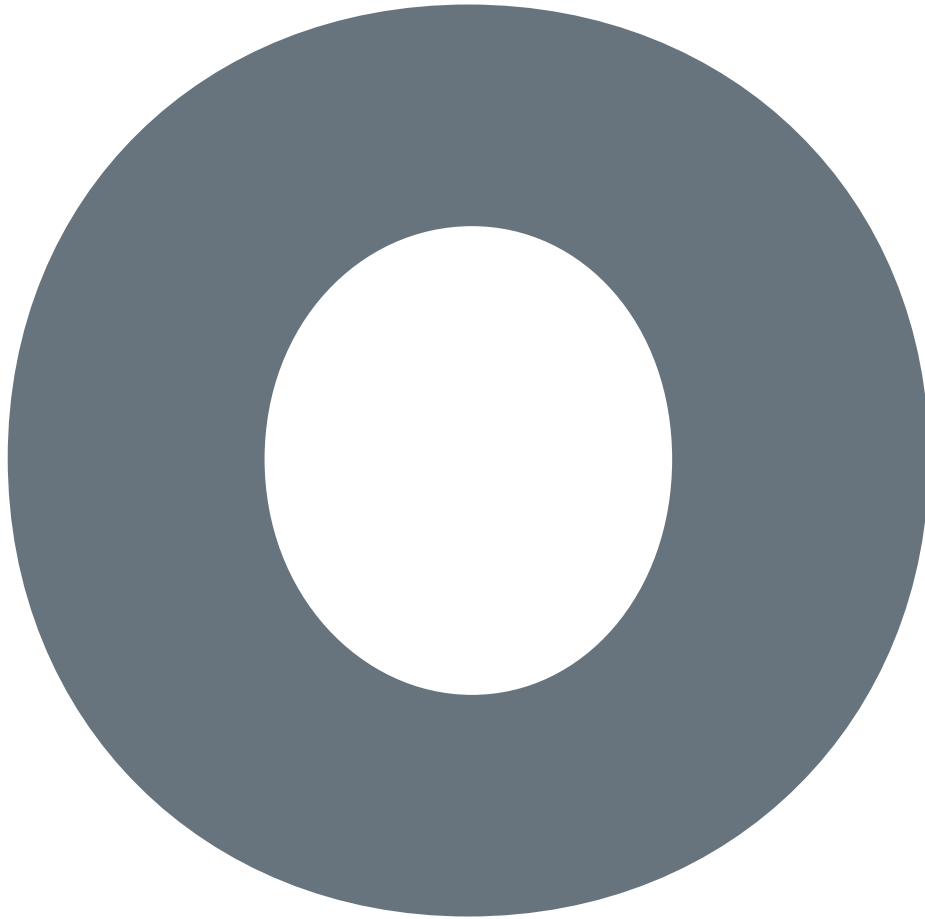
S.W.O.T. ANALYSIS

Weaknesses

- As the first hotel in Ind., we are still “under the radar” to many travelers
- Establishing and maintaining laser focus on our targets even with a changing travel climate
- Weekday and off-season occupancy
- Upselling skills of frontline staff
- PMS marketing function challenges – to make it easier to book, upgrade and add-on
- F and B challenges particularly with Covid restrictions



S.W.O.T. ANALYSIS



Opportunities

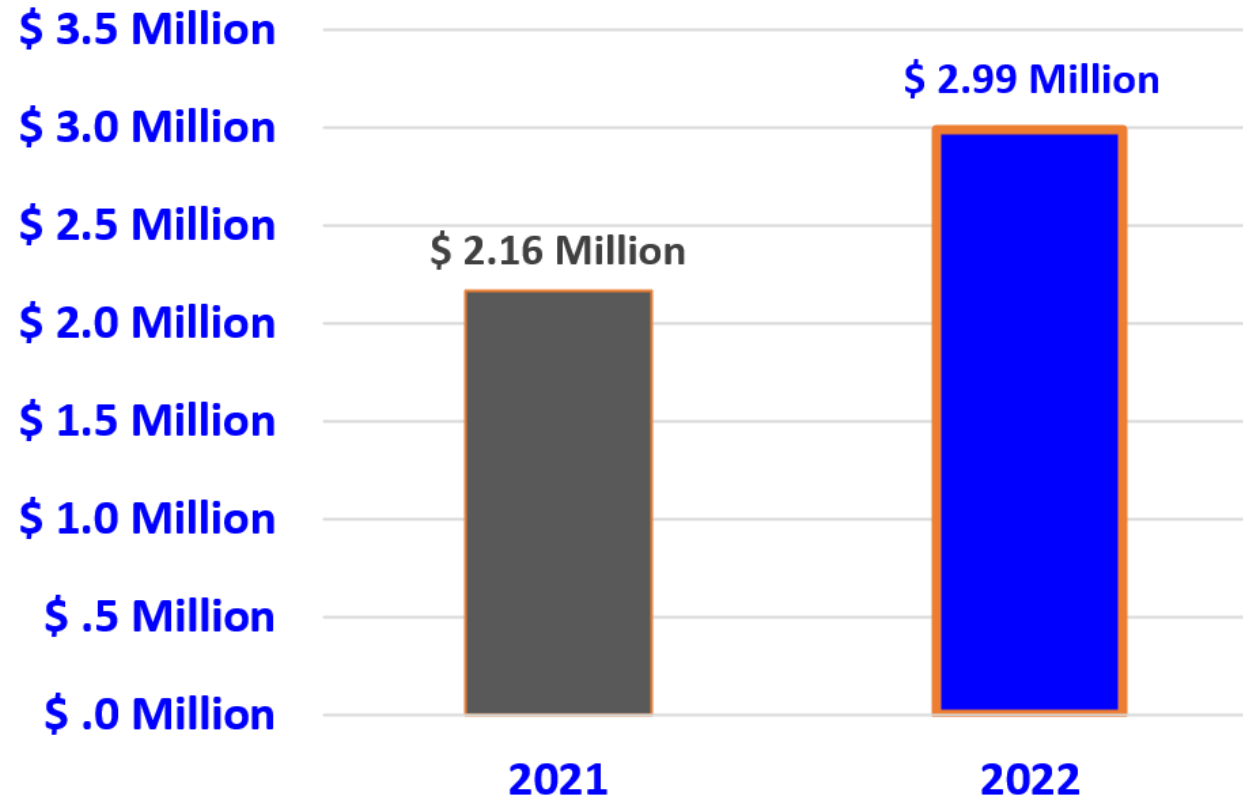
- Deepening strategies for engaging wineries and wine events (working with Chris Cullina for more efficient and effective collaboration)
- WOU back on campus for the full year
- 2022 predicted wedding bump
- Leverage exceptional customer response to hotel
- Outdoor rec: cycling, kayaking, birding, build on existing momentum
- Group business coming out of the worst of Covid
- Automated emails to guests after checking out/birthdays/anniversaries
- Loyalty “perks” program, possible development of an App

S.W.O.T. ANALYSIS

Threats

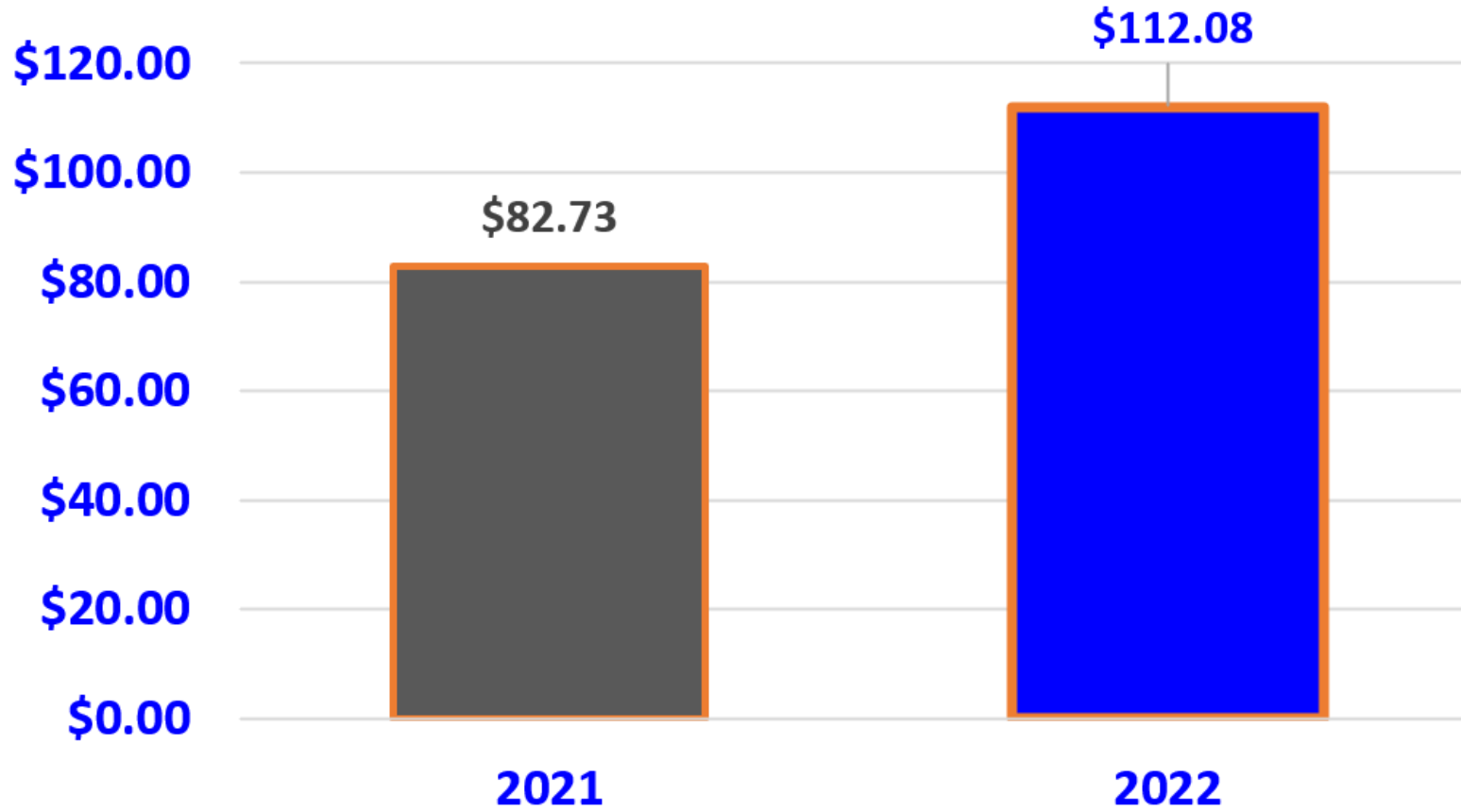
- Covid impacts
- Staff shortages (we haven't been impacted at the hotel, but competitors have)
- Supply chain issues
- Food and Beverage challenges particularly during Covid
- New supply (Tapestry hotel in Salem)

2022 Projected Room Revenue



We are projecting a 38.2% increase in Room Revenues, Due to a combination of: 1) 2022 will be the second full ramp-up year after opening; 2) Western Oregon University is expected to be 88% back to normal in terms of on campus registered students and events, after remote learning until September of 2021; 3) Pent-up wedding, bike events, wine and kayak travel; 4) More regional special events.

2022 Revenue per Available Room RevPAR



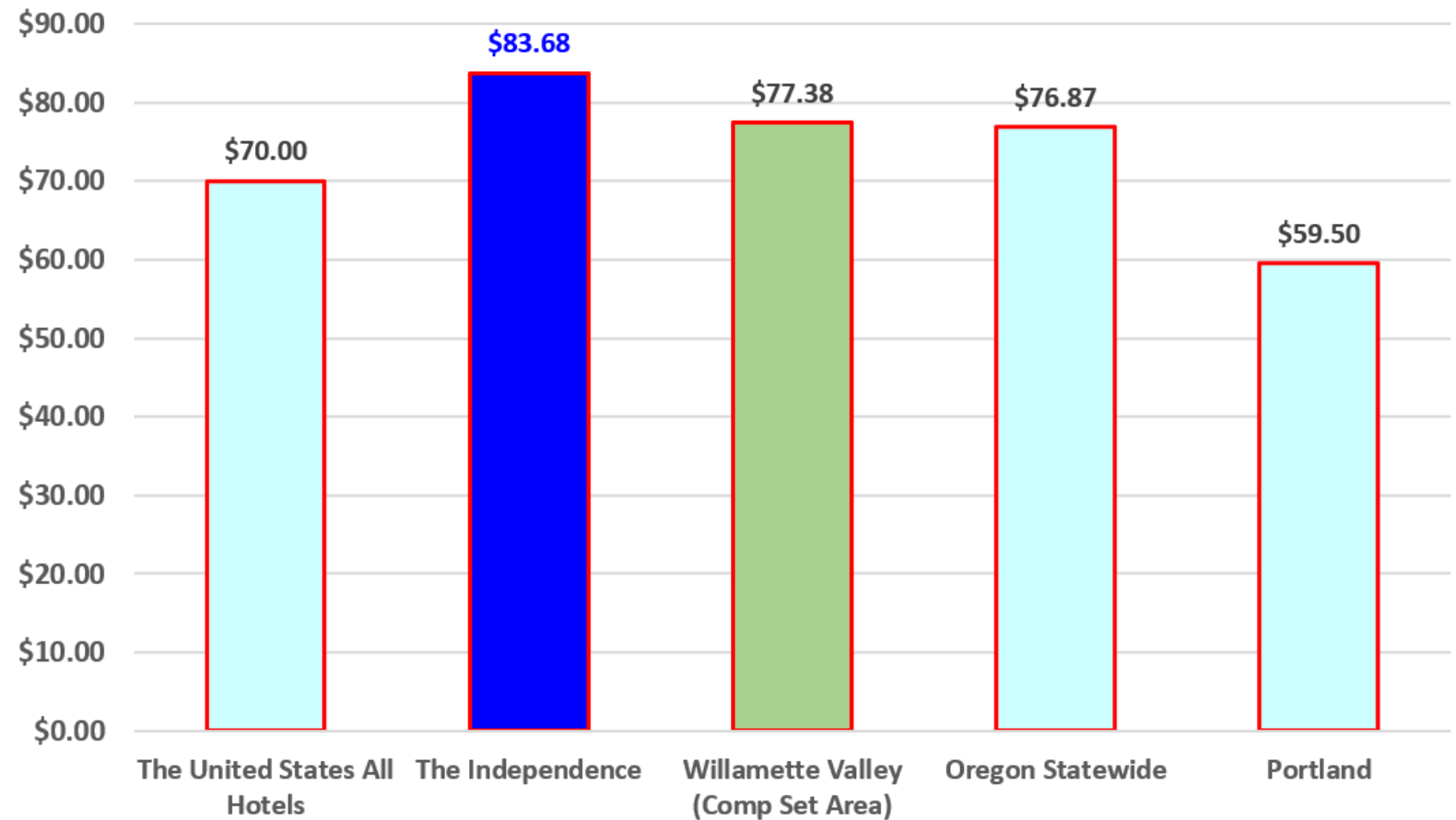
2021 RevPar comparisons:

All hotels in United states, Oregon, the Willamette Valley and Portland

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 US and Oregon Hotels

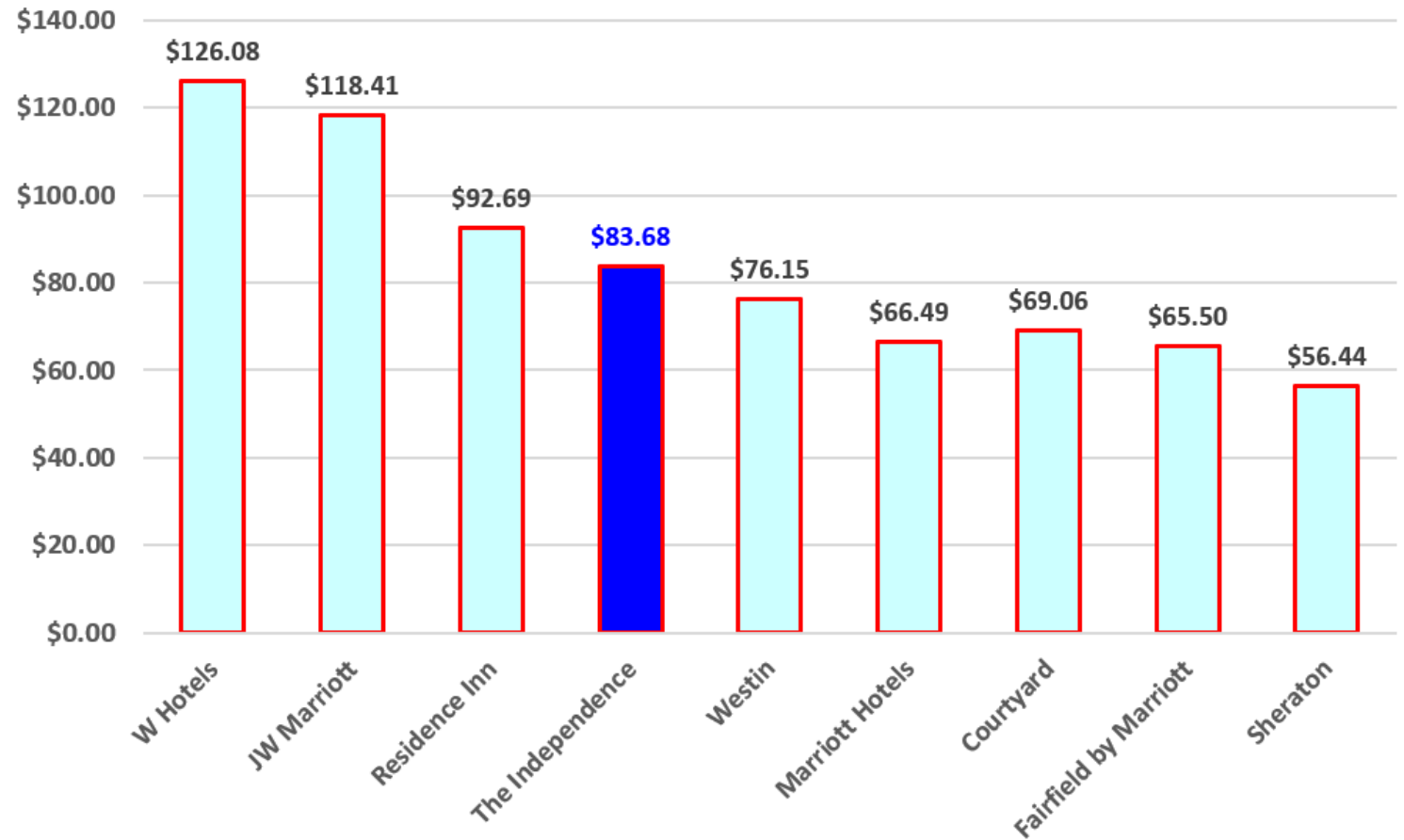


2021 RevPar comparison: Versus Marriott Brands

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

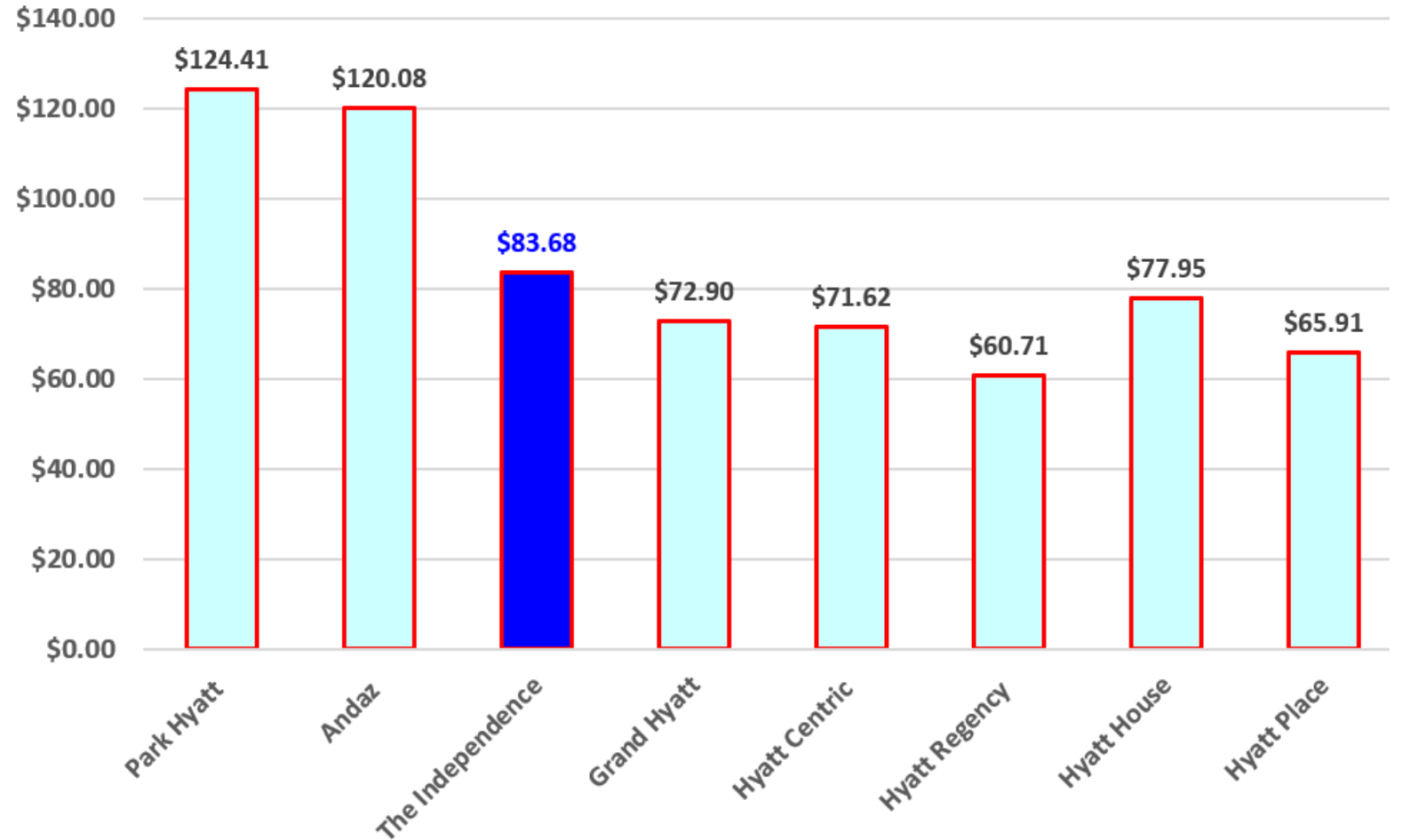


2021 RevPar comparisons: Versus Hyatt Brands

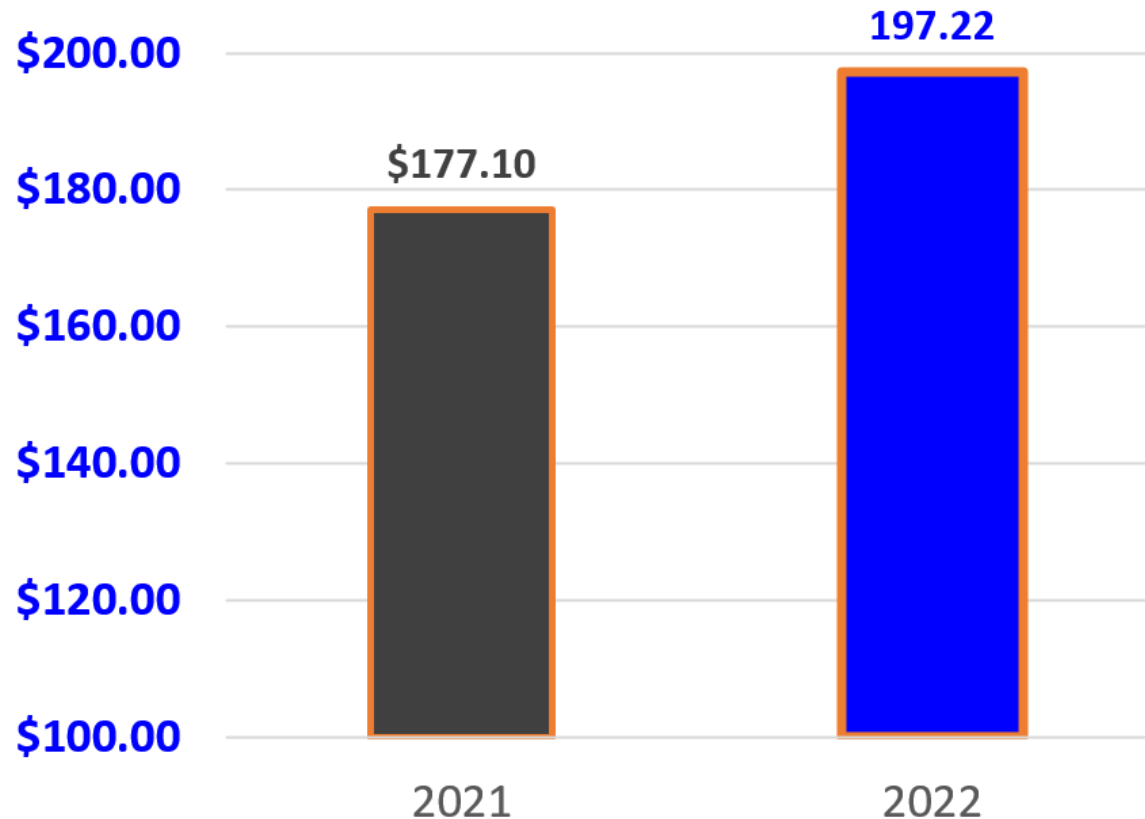
Note: these are for quarters 1-3.

(Full year comparisons available in Late February)

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



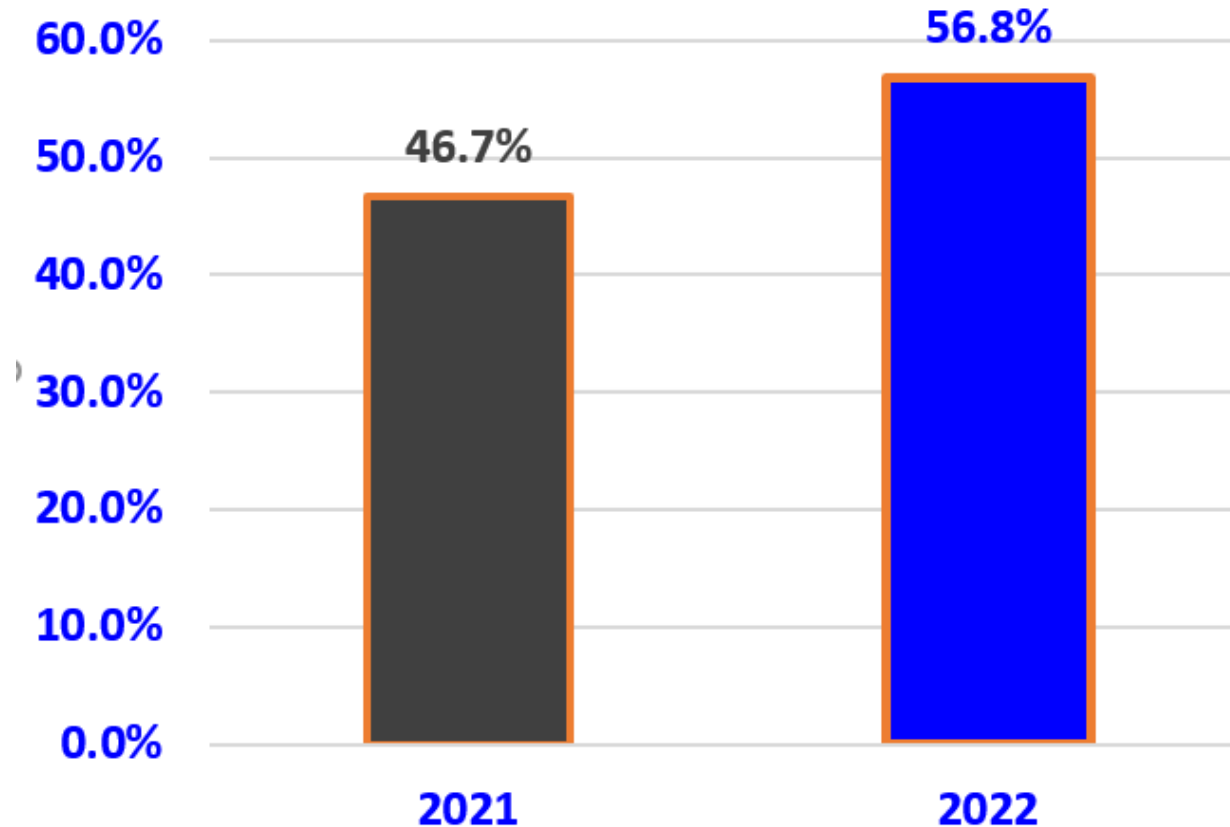
2022 Average Daily Room Rate



We project the Average Daily Rate to rise \$20.12 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 dramatically in 2022 -- a 21.6 % increase.

The biggest gains will be on weekdays, Spring, Summer, and Fall, with increased wine, bike, kayak, and special events.

Occupancy increases would be even higher, except Covid still dramatically suppresses meeting travel, suppresses business travel and holds back WOU to about 80% of normal.

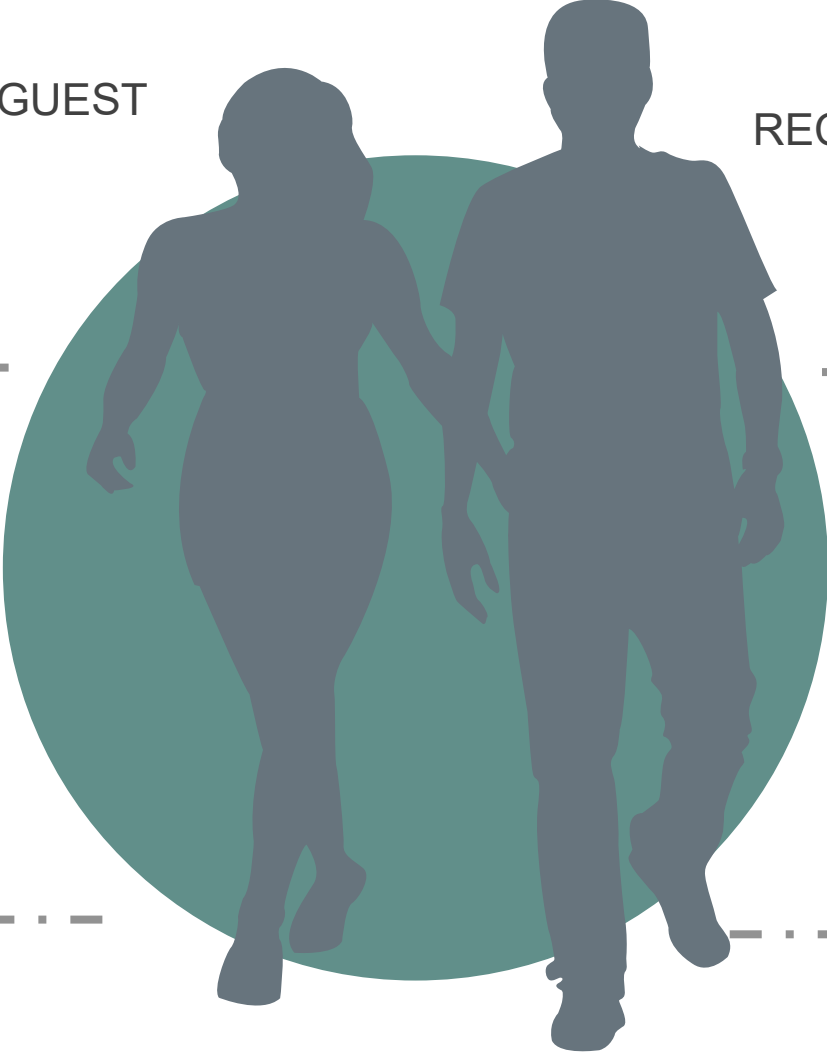
TYPICAL GUEST PROFILE

Age
30-60

WEDDING GUEST

OUTDOOR
RECREATIONIST

Age
25-70



Seeks special experiences with friends and partner.

Wants memorable moments, weddings, birthdays, anniversaries, "girls' trips".

Loves when a hotel delivers on special touches that unique, fun, Instagram-able details.

Enjoys great food, celebratory drinks (mimosa) and cocktails, fun with the squad.


Seeks high quality experiences – outdoor rec., wine, beer, food.

Wants outdoor adventure, exploring his/her region and finds/new experiences.

Loves when a hotel is dog-friendly, delivers on all the comforts and offers new discoveries.

Enjoys comfort and ease, the hotel is a jumping off point for adventures.

TYPICAL GUEST PROFILE LEISURE



Age
30-80

WINE ENTHUSIASTS

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

TYPICAL GUEST PROFILE

Age
25-70

BUSINESS
TRAVELER

WOU
ATHLETICs

Age
25-55



Doing business in the area or at WOU concerned with ease, comfort, simplicity.

Wants convenience but appreciates attention to detail and good customer service.

Loves when a hotel delivers on good customer service, anticipates needs – free breakfast, electrical outlets, microwave and refrigerator, etc.

Enjoys consistency, ease of access, having everything they need.

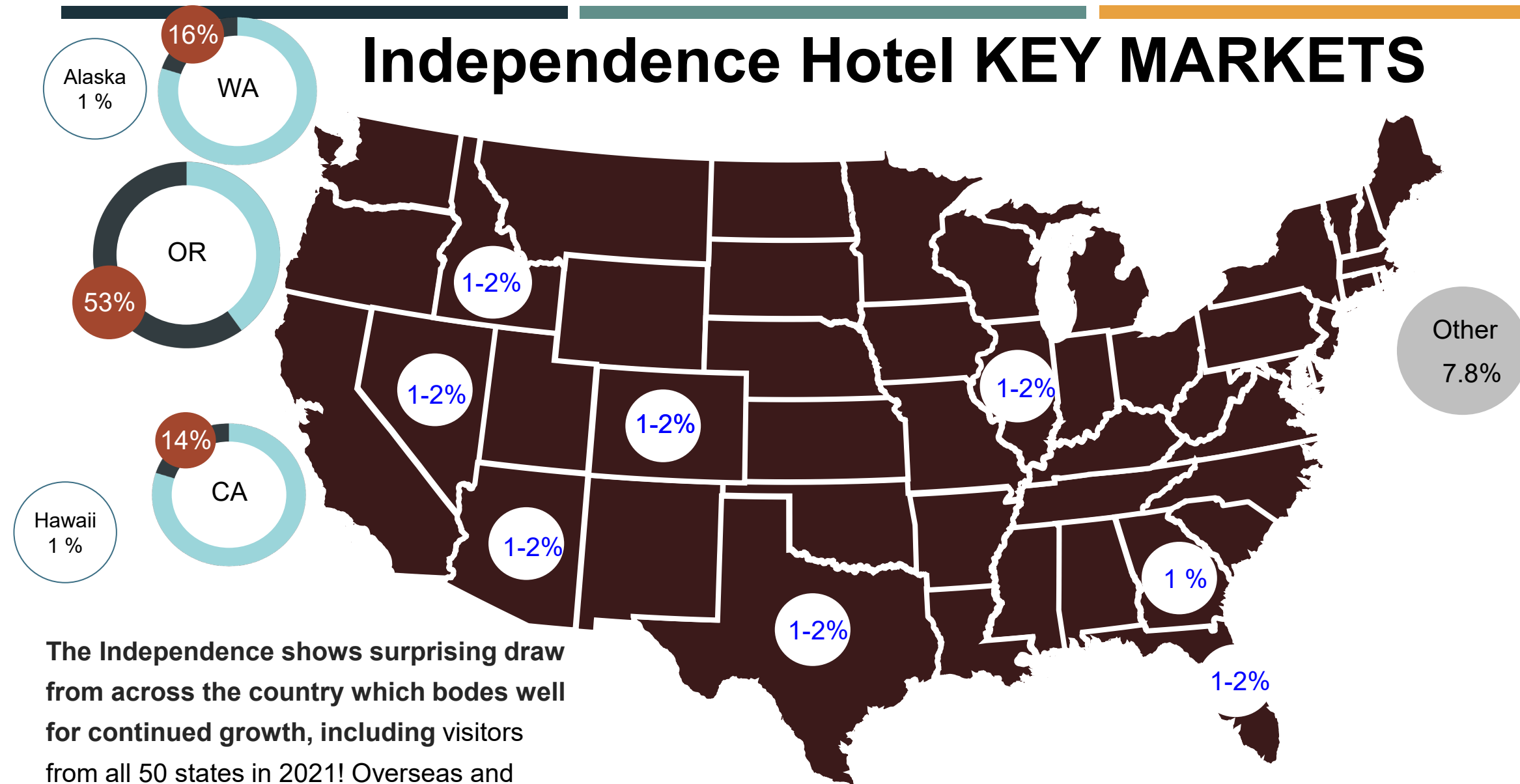
Coaches with teams of college-age athletes and needs a hotel close to WOU with adequate rooms with two queen beds, space for group meals.

Tends to favor convenience and efficiency when traveling with teams of students.

Looks for convenient location, price and amenities for sports teams.

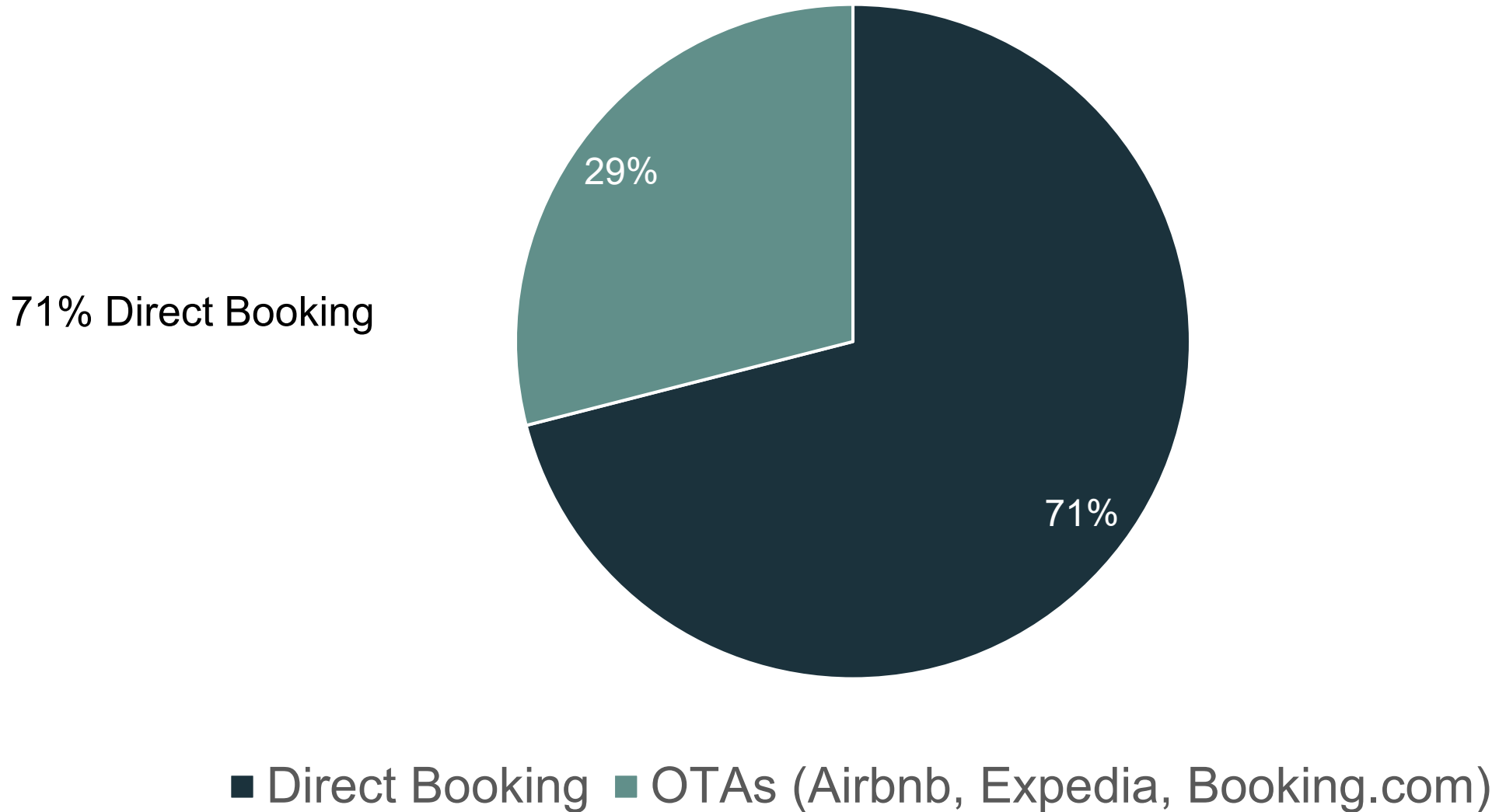
Values saving time in commute to WOU, free breakfast for teams, comfortable, easy to work with hotel.

Independence Hotel KEY MARKETS



The Independence shows surprising draw from across the country which bodes well for continued growth, including visitors from all 50 states in 2021! Overseas and Canadian Travel was nearly zero, due to Covid Travel Restrictions.

Revenue By Source



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.



Service/Reputation

Already exceptional online reviews, encourage higher volume, drive positive reviews for Territory.



Groups & Events

Maintain and drive sports teams/WOU traffic, focus on increasing corporate, weddings and driving F and B for events.



Guest Retention/Loyalty

Introducing new Perks program, STASH Rewards, possible App development, automated follow up emails for guests who have stayed.



Colleague Engagement

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

MARKETING CHANNELS

Content Marketing

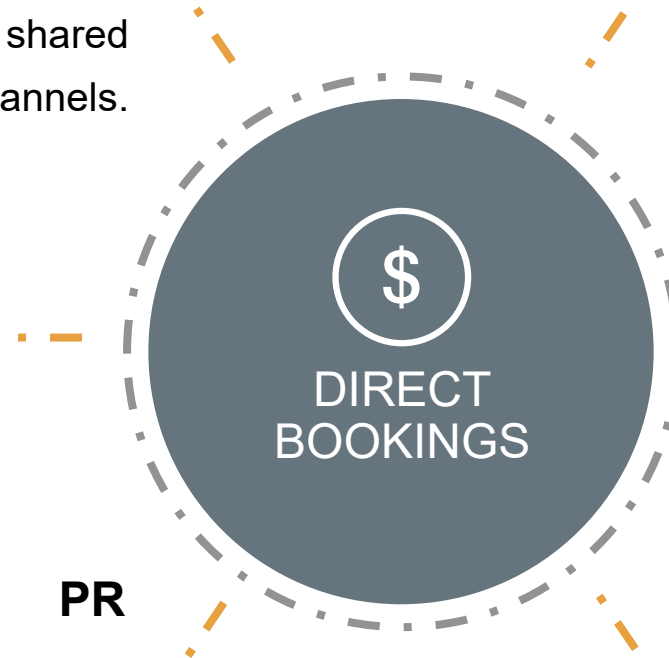
Blogs, photography and video content that can be repurposed and shared across the other marketing channels.

Social Media

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

PR

Working with PR professional this year, focus on wine, outdoor recreation, families.



Website/SEO

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

PPC

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

Email

Targeted campaigns to grow our email list, we are up to 6k, we send at least two emails per month (a sales offering and a newsletter).

EXAMPLE DATE NIGHT



The Independence Hotel
Sponsored

Treat your partner to something special with our Date Night Package. Enjoy a discounted room and a \$100 credit toward a romantic dinner at Territory.



THEINDEPENDENCEHOTEL.COM
Celebrate Your Love!

[Book Now](#)

THE
INDEPENDENCE
— A TRACE HOTEL —

DINE AND UNWIND

DATE NIGHT PACKAGE



Get out of the house and treat your sweetie to a proper date night at our riverfront property in the Willamette Valley. Amp up the amor with our Date Night Package and enjoy Pacific NW cuisine and river views at our restaurant, Territory. After dinner, take a stroll along the river, or cozy-up by the fire pit on our rooftop to take in the stars.

- Sent an email to our email list
- Posted on social media
- Ran “date night” digital ads
- Resulted in 265 reservations for the package, \$77,400 in revenue



KAYAKING TIPS WITH SAM DIAZ (OUR RESIDENT RIVER PRO)


 Search

CATEGORIES

- Amenities >
- Beer >
- Experiences >
- Hotel >
- Squad Suite (for groups) >
- Staff Spotlights >
- Uncategorized >
- Wine Country >

THE
INDEPENDENCE
A TRACE HOTEL

Paddle On! Kayak Giveaway!

The Independence Hotel makes the perfect home base for an adventure on the water! Sure, you can take in the views and appreciate the sounds of the Willamette from a balcony suite, our rooftop deck, or while enjoying a meal on Territory's outdoor patio, but the river just calls to be explored and getting out on (or in) the water is an essential summertime "must do".

BOOK NOW >

Book your future stay with us between NOW and July 31st with the promo code KAYAK21 for 5% off our Best Available Rate and we will automatically enter you to

EXAMPLE: KAYAK CONTEST

- Sent out an email with contest to email list (emails collected via digital ads)
- Email links reader to two content blog posts and booking option
- Posted contest on social media – collect emails to participate in contest
- Only resulted in 10 room nights, but generated social media activity, over 100 emails collected, over 3k opened our marketing email, over 300 visited the blog posts, and we've seen increased kayak activity since, with more cars with Kayak racks in our parking lot.

SOME “WINS” FROM OUR DIGITAL MARKETING STRATEGY



- In Independence, in 2021 we had 1147 room nights as a result of direct “tracking and promo codes”, representing \$308,730 (doesn’t count return guests, referrals, or packages that don’t use a code).
- 71% direct booking rate. We relentlessly focus on reservations through our website, to book direct rather than through a 3rd party, which is a huge savings over time and generates customer loyalty.
- We collected 6,00 quality emails, we average a 23% open rate (US average is 18%-20%), 45,000 people opened our emails in 2021, we had a 0.23% “unsubscribe” rate (very low).
- Apprx. 3,400 FB followers and 1,300 IG followers with about 6.5% engagement on both (strong is between 1%-5%).

KEY MARKETING METRICS/GOALS

Item	Metric	Current	Goal
Content Marketing	Traffic to Website	70,553	95,000
Search Engine Optimization	Traffic to Website % of Direct Bookings	70,553 71%	95,000 75%
Social Media	Total Followers New Followers Engagement Rate	3,400 (FB) 1,300 (IG) 221 (FB) 653 (IG) 6.1% (FB) 6.2% (IG)	3,800 (FB); 2,500 (IG) 400 (FB); 1,200 (IG) 6%
Paid Advertising	Revenue Return On Ad Spend Exp. Return On Ad Spend FB and IG	\$331,000 (total apprx.)* 24:1 (\$5,450/\$130,800) 24:1 (\$7,060/\$174,950)	\$626,500 25:1
Public Relations	Press Mentions	8 published press 14 partner's websites 6 blogs – influencer	16 press mentions 20 partner's websites 10 blogs
Email Marketing	Email list Open Rate % of Direct Bookings	6K 23% 2%	10.5K 25% 4%

*Includes tracking codes (entered by a guest when booking), promo codes (entered by FD when a guest calls in) and Expedia revenue. Note: the return on AD only includes tracking codes to try to isolate "click throughs".

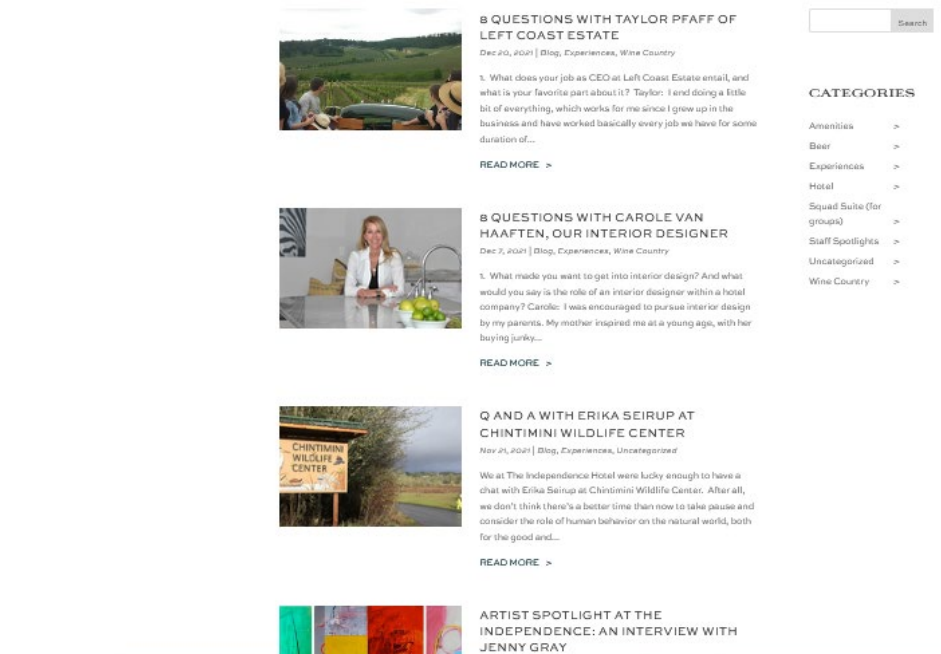
MARKETING CHANNEL TACTICS



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 via SEO tactics and some paid ads to drive traffic. These also solidify partnerships, get reposted and engage customers
- Development of packages/specials for promotions, perks program
- Development of Creatives Residency
- Engagement with influencers for their content
- Photography/video production



A CHAT WITH THE CROFTS: CHANCY, TONI, JOHN AND AMBER



YOUR SQUAD ITINERARY

 Search

CATEGORIES

- Amenities >
- Beer >
- Experiences >
- Hotel >
- Squad Suite (for groups) >
- Staff Spotlights >
- Uncategorized >
- Wine Country >

 Search

CATEGORIES

- Amenities >
- Beer >
- Experiences >
- Hotel >
- Squad Suite (for groups) >
- Staff Spotlights >
- Uncategorized >
- Wine Country >

EXPERIENCE TEN WATERFALLS AT SILVER FALLS



Silver Falls is "must see" when visiting the Willamette Valley, with 10 unique waterfalls to explore!

Dubbed the "Crown Jewel" of the Oregon Parks System, Silver Falls State Park will make you feel swept away into a fantasy world. With more shades of green than you can count, ten pounding waterfalls, dew soaked moss, towering trees, and a winding river that parallels most of the trail, you'll find endless beauty here, as well as countless recreational activities, and the awe-inspiring feeling of

10 Waterfalls
35 Miles from the hotel
Oregon State Park

Top posts in 2021, with about 725 views total

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	5,000-8,500	6,500
Pageviews	14,000-24,000	17,000
Bounce rate	50%	Maintain
Desktop load time	1 second	Maintain
Mobile	6.60 seconds	Under 2
Search clicks	1,800-2,400	2,000
Search Impressions	39,500-45,500	40,000
Search CTR	4.30-4.90	4.5

EXAMPLE MONTH SEARCH METRICS

Query	Clicks	Impressions	CTR	Position
Independence Hotel	587	1823	32.2%	1.77
Independence Hotel Oregon	228	565	40.35%	1.06
The Independence Hotel	223	540	41.30%	1.10
The Independence Hotel Oregon	86	166	51.81%	1.12
Independence Hotel Restaurant	71	207	34.30%	1.77
Independence Inn Oregon	43	111	38.74%	1.06
Independence Oregon hotel	34	189	17.99%	1.93
Territory Restaurant	32	571	5.60%	7.32
Hotel Independence Oregon	17	85	20%	1.95
Independence Hotel Oregon Restaurant	17	67	25.37%	1.85

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	23k-27k	27k
Engagement	250-500	450
Likes	3089	3,200
Posts	15-20	20
Response Rate	100%	100%

Instagram - Monthly		Target Avg.
Reach	2.5k-3k	3k
Engagement	200-250	250
Likes	1300	1500
Posts	15-20	20
Response Rate	100%	100%

The Independence Hotel
 Published by Matt Smith · May 23, 2021 · 2

The City of Independence's Fourth of July celebration returns, and we are offering the perfect "Fireworks Package" to celebrate! Stay and play in the heart of Riverlew Park and the Independence Days with exclusive wristbands to the weekend's festivities. Enjoy the best views of the magnificent fireworks displays over the Willamette River on Saturday, July 3rd and Sunday, July 4th. Also included in the price of the weekend, Special Dinners "Territory Cookouts", featuring farmers, growers, brewers and vintners of the Pacific Northwest, free parking and a late check out of 1pm.

Questions or to book directly, call 503-837-0200 or email info@theindependencehotel.com

#independenceday #independenceoregon #willamettevalley #willametteriver #flowyourcity #indydays #boutiqueshotel #rooftopviews #riverlewis #tracehotels #patioseating #livemusic #foodtrucks #elephantears #happyybirthdaysamerica #fireworkspackage2021 #hometownpride #cookoutdinners #freeparking #4thofjulycelebration #exclusiveaccess



THEINDEPENDENCEHOTEL.COM

The Independence - A Trace Hotel Book now

Book a room at The Independence, one of the best hotels in Oregon's sce...

11,410	1,083	-	Boost again
People reached	Engagements	Distribution score	



independencehtl
 Independence, Oregon

independencehtl GIVEAWAY: We are here for you and your squad with our new "Indy Squad Suite", designed specifically for groups. With six luxury bunks, an abundance of bathroom and vanity space (perfect for weddings and glamming up), temperature-controlled wine storage and a Nespresso machine, the room is also supplied with games, a huge TV, and luxe embroidered robes for

♥ 💬 📍 🔖

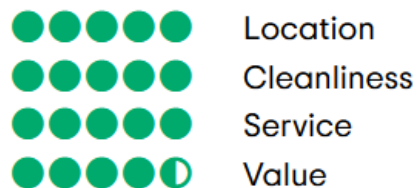
Liked by **territoryrestaurant** and 303 others

SEPTEMBER 16, 2021

Add a comment... Post

Top Social Media Posts in 2021:
 On FB 4th of July post reached 11,410 with 1007 engagements
 On IG the Squad contest reached 1,617 with 676 engagements

5.0 Excellent  62 reviews



 Travelers' Choice



BELIEVE THE GOOD REVIEWS

If you was having bad day or long day. This place will just take all pains away so you can start anew. With nice breakfast in the morning

And for those are deaf and/or sign language out of there. Front desk do sign. And even other who don't know sign language demonstrates that they can work with you with ease!

Am Sorry that this survey only provide 5 for out of 5 because I would've give it 6 out of 5!

This is quite special find in small town like this! I have been to all top notch hotels like one on Fifth Ave in New York City and one of hotel on the magnificent mile in Chicago - this made it to top 3 on my list."

[Read less](#) ▲

Date of stay: August 2021

Trip type: Traveled as a couple

	Star Rating	# of Reviews
Trip Advisor	5	62
Google	4.7	177
Expedia	4.7	140



Highly recommend

"Such a great hotel. Everyone was so friendly and helpful and the suite was beautiful and clean. Unique artwork, location close to wineries. Free breakfast was delicious. We just really enjoyed our stay"

[Read less](#) ▲

Date of stay: October 2021



Staying at this hotel was one of the highlights of my trip to the Willamette Valley

"I first read about The Independence Hotel in Conde Nast Traveler's online magazine and immediately called the hotel directly to book three nights. Lucky for me, the rooms division manager, Sam Diaz, answered the phone, as he became my "go to" person for all things having to do with the Willamette Valley. Born and raised less than ten miles from Independence, Sam's knowledge of the Valley was limitless. Additionally, his passion for the outdoors, as well as for the hotel, the parent company and for his employees was evident. On several occasions, I witnessed Sam's interaction with his coworkers. There was a level of mutual respect not often seen. The hotel itself was perfect! Clean beyond belief, which to me, is extremely important. The two housekeepers who kept care of my room..."

[Read more](#) ▼

Date of stay: July 2021

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 5,838 clicks, we collected nearly 4,000 emails through ads in 2021
- We spent \$7,060 on FB/IG ads and saw \$174,951 in reservations using tracking codes and an additional \$33,821 for promotions booked via a Front Desk agent
- Expedia Travel ads: spent \$5,450 for 24:1 ROI, resulting in \$130,800 of revenue
- Taking lessons learned this year, to invest in most effective ads (Expedia during off-season, investment in email collection ads, and discount codes on weekdays and off-season)

DIGITAL ADS



The Independence Hotel Sponsored

Take a day or two for you and enjoy a weekday adventure taking in all the Willamette Valley has to offer.



SECURE.WEBREZ.COM
10% Off Sun - Thurs

[Book Now](#)



The Independence Hotel Sponsored

Indulge your inner cyclist by taking advantage of our many bike amenities and easy access to great road and mountain bike trails.



THEINDEPENDENCEHOTEL.COM
Win a Free Weekend Getaway

[Learn More](#)



The Independence Hotel Sponsored

We've planned the perfect trip for your next girl's weekend!
Click here to check take a look.



THEINDEPENDENCEHOTEL.COM

Your Squad Itinerary - The Independence

Your Squad Itinerary Looking for some quality hang-time with your besties? Summon the squad! We are here for you and...

[Learn more](#)

DIGITAL ADS



The Independence Hotel Sponsored

Because we believe in caring for those who care for us, we're offering medical professionals, teachers, and caregivers 25% off our standard rates.



THEINDEPENDENCEHOTEL.COM
Teachers/Caregivers Get 25% Off

[Book Now](#)



The Independence Hotel Sponsored

Discover Indy (as the locals call it), bursting with unique talent and charm!



THEINDEPENDENCEHOTEL.COM
Win a Free Weekend Getaway

[Learn More](#)



The Independence Hotel Sponsored

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



THEINDEPENDENCEHOTEL.COM
7 Reasons to Visit Wine Country in Winter - The Independence
7 Reasons to Visit Wine Country in Winter Oregon Wine Country is often photographed throughout the summer,...

[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, the City of Independence and regional content creators
- Influencer strategy and outreach

OREGON WINE PRESS

HOME NEWS/FEATURES FOOD COMMENTARY CELLAR SELECTS EMPORIUM CALENDAR

< NEWS / FEATURES



The Independence Hotel in Independence, Oregon.

November 1, 2019

Can't Miss Independence

New hotel helping revitalize wine country downtown

By Dan Shryock

A new hotel catering to wine and outdoor lovers recently opened in downtown Independence. In the process, the hotel is helping to open this Polk County community to the Oregon tourism industry.

The Independence, a 75-room boutique hotel, is located adjacent to the city's Riverview Park and the Willamette River. Its mid-September start marks a major step in a two-decades-long city redevelopment effort. The riverfront area, for years the center of community celebrations and events, is now an outdoor recreation destination.

roundup of B.C. news and opinions delivered straight to your inbox [Sign up now>](#)

VANCOUVER SUN

7 reasons to visit Oregon

Why guides are the best way to explore Oregon

Dave Pottinger

Dec 30, 2021 • December 30, 2021 • 6 minute read • [Join the conversation](#)



The 584 km Oregon coastline features pristine beaches, dramatic scenery, fishing villages, and fantastic fish'n'chips. PHOTO BY TRAVEL OREGON

In July 2022 the whole world is going to Eugene Oregon – and that's only a 'slight exaggeration'. With the city hosting the World Athletics Championships nearly 200 countries will be sending athletes to compete.

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 4.5k 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 loyalty program by Summer, 2022

THE
INDEPENDENCE
A TRACE HOTEL



HAPPINESS IS A HOTEL BATHROBE

INDEPENDENCE
HOLIDAY GIFT SET

Why are hotel robes so much better than your own? Because they're blissfully plush, impossibly soft, and lots of fun to wear.

Nothing is better than sipping morning coffee and dreaming of dinner with that special someone, while wrapped in one of our cozy spa-quality robes. To enhance the robe experience, we've included an oversized mug and gift card to Territory, our onsite farm-to-table restaurant.

GIFT BOX INCLUDES:

Luxe Independence Robe
Official Independence Coffee Mug
\$50 Territory Gift Card

Special Pricing: **\$150**

[BOOK NOW](#)



THE BRIDAL PACKAGE

NOW THIS IS A
BACHELORETTE PARTY!

She's tying the knot and you need to help her celebrate! The bride-to-be and her besties will love the Squad Room with its six luxury bunk beds, large entertainment area, and multiple bathrooms and makeup areas.

Add some magic and fun to the pre-wedding festivities. There is no better place for a girls' getaway than Oregon Wine Country. Enjoy holiday savings when you book today.



THIS PACKAGE INCLUDES:

One night in the Squad Room
Six Independence robes
Chilled sparkling wine
Charcuterie board
Wine tasting for six at Andante Vineyard

Special Pricing: **\$1,300**

[BOOK NOW](#)

*Not available July 1st-4th

THE
INDEPENDENCE
A TRACE HOTEL



OREGONIAN LOVE

Need a Getaway? We Love our Fellow Oregonians!

[BOOK NOW](#)

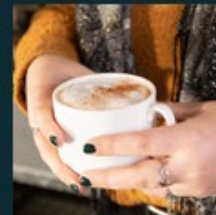
Use promo code LOCAL for a 20% discount!



Never deterred by a little rain, we know its our weather that makes our trails so green and our persevering spirit that makes our wines so legendary!

Keep your adventuring local and enjoy 20% off our best available rate!

Perfect for a winter or spring staycation, we've got spacious rooms, views of the Willamette River, a riverfront restaurant and bar with local wines and henes, and nearby hiking and biking trails to enjoy (rain or shine), including a riverfront trail right out our front door. If you need an umbrella, don't worry, we've got you covered.



THE
INDEPENDENCE
A TRACE HOTEL

Choose Your River Adventure!

We'll All Float On....

Inside tips on an effortless float

Summer is here! Luckily, there are several fun-in-the-sun adventures just a stone's throw away from The Independence. We recommend an effortless float down the Willamette River via inner tubes. With a drop-off spot right in front of the hotel, get ready for an easy and relaxing river journey!



[READ MORE](#)



Grab Your Paddle

Explore the river via kayak

At The Independence Hotel, we are lucky to be on the river. While enjoying the view from the hotel is nice, sometimes you just need to paddle it! So, our Room's Division Manager, Sam Diaz, an avid kayaker himself, is serving up all the "pro tips" for paddling our stretch of river.

[READ MORE](#)

[BOOK NOW](#)

Reserve your Spot for 4th of July 2022!



When it comes to the 4th of July, the City of Independence sure knows how to put on a show! In 2022, the City "delivered the dazzle" and our guests look in the views from our rooftop deck and riverfront patio. An annual celebration with fun, family, food and fireworks, Independence Days 2022 is shaping up to be bigger and better and will include two fireworks shows and an awesome array of events and activities. Lock-in the best view in the Valley and stay with us in the heart of it all! [Book now online](#) or call 503-837-0200.

*Contact constrinfo@theindependenc hotel.com or call 503-837-0200 for room rate details and minimums!



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	\$23,200	Limerent, Team	\$10,000 Expedia, \$1,100/month (\$600 ad purchase/ \$500 ad management)
Public Relations	\$7,000	EHG, Team	Two campaigns at \$3,500 each
Email Marketing	\$7,200	Limerent, Team	Oversight From Limerent \$300/month; \$300/month for Mailchimp
Other Tools & Resources	\$25,000	Limerent, Team	\$14,000 influencers, \$1,500 website hosting, \$3,500 annual plan, \$2,600 WRP improvements; \$6,000 data analysis/reporting
TOTAL	\$99,600		Represents 3% of revenue.

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.

HOTEL MARKETING BUDGETS – INDEPENDENCE VS. BRANDED

Boston University School of Hospitality: <https://www.bu.edu/bhr/2015/08/25/digital-marketing-budgets-for-independent-hotels-continuously-shifting-to-remain-competitive-in-the-online-world/>

SALES METRICS/GOALS

Sub-Category	Person	Outreach	Target 2022	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Revenue Targets Budget 2022		Weekly	Rooms:15,142 Revenue: \$2,986,284	Rooms: 3,000 Revenue: \$454,500	Rooms: 3,877 Revenue: \$673,023	Rooms: 4,916 Revenue: \$1,304,379	Rooms: 3,349 Revenue: \$554,382
Weddings	Matt	30 prospecting 5 existing 1 site tour	Rooms: 1,450 Revenue:\$253,050	Rooms: 150 Revenue: \$22,350	Rooms: 400 Revenue: \$63,600	Room: 600 Revenue: \$119,400	Rooms: 300 Revenue: \$47,700
Wine	Matt		Rooms: 2,250 Revenue: \$396,750	Rooms: 150 Revenue: \$28,850	Rooms: 500 Revenue: \$84,500	Room: 1,000 Revenue: \$199,000	Rooms: 600 Revenue: \$89,400
Outdoor recreation	Matt		Rooms: 1,845 Revenue: \$339,055	Rooms: 180 Revenue: \$28,620	Rooms: 460 Revenue: \$77,740	Rooms: 950 Revenue: \$192,550	Rooms: 255 Revenue: \$40,145
Corporate, Contracts	Mercy	20 prospecting 4 existing 2 site tours	Rooms: 2,075 Revenue: \$319,200	Rooms: 375 Revenue: \$52,500	Rooms: 700 Revenue: \$105,000	Room: 300 Revenue: \$56,700	Rooms: 700 Revenue: \$105,000
Governmental and nonprofit	Mercy		Rooms: 300 Revenue: \$28,800	Rooms: 100 Revenue: \$9,600	Rooms: 100 Revenue: \$9,600	0 0	Rooms: 100 Revenue: \$9,600
WOU including sports teams	Natya	7 prospecting 1 site tour	Rooms: 1210 Revenue: \$134,050	Rooms: 110 Revenue: \$11,550	Rooms: 500 Revenue: \$59,500	Rooms: 200 Revenue: \$21,000	Rooms: 400 Revenue: \$42,000
Misc. Groups	Natya		Rooms: 900 Revenue: \$147,600	Rooms: 150 Revenue: \$22,350	Rooms: 300 Revenue: \$47,700	Rooms: 150 Revenue: \$32,850	Rooms: 300 Revenue: \$44,700
Totals			Rooms: 10,030 Revenue: \$1,618,505	Rooms: 1,215 Revenue: \$170,820	Rooms: 2,960 Revenue: \$447,640	Rooms: 3,200 Revenue: \$62,1500	Rooms: 2,655 Revenue: \$378,545

UPSELLING FOR ADDITIONAL REVENUE

- For holidays, groups, and special events, systematize selling days on either side of event.
- Sell wine and package add-ons and upgrades, train sales and front desk staffs to gently nudge customers, and introduce incentives for Front Desk agents.
- Feature food and beverage “add ons” and packages through marketing streams and check-in process.



SALES AND MARKETING TEAM

PROPERTY

Matt Smith – GM – Sales focus:
weddings, wine, outdoor rec,
influencers, etc.

Mercy Cole –Sales Manager: corporate
accounts, wedding coordination, social
media

Natya Gonzales: Front Desk/Events –
WOU, booking the event space

EHG – Sales and marketing direction
and support

CONTRACT

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

Linea Gagliano – PR support

SOCIAL LINKS

