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County tourism's "Bigfoot" campaign wins prestigious national award

Oregon City, Ore. – Clackamas County Tourism & Cultural Affairs received top honors once again from the U.S Travel Association, winning Best Social Media Campaign in the nation among Destination Marketing Organizations for their Bigfoot campaign. The Destiny Award was announced at the USTA's annual ESTO conference held this week in Florida

"Win Bigfoot's Dream Date" was a two-month long social media-based effort that promoted attractions and activities throughout the county, branded as Oregon's Mt. Hood Territory, by using Bigfoot in various videos and photos.

"The premise was that Bigfoot announced his presence to the world because he's lonely, and that he wanted to share his home of Mt. Hood Territory with the world. He was showing off things he would do if he had someone to share the adventures with," said Jarrod Lyman who manages the department's social media program.

According to the ESTO website, "The Destinations Council Destiny Award program recognizes U.S. Travel destination members for excellence and creative accomplishment in destination marketing and promotion at the local and regional level; and foster the development of imaginative and innovative destination marketing promotion programs and activities."

The Bigfoot campaign generated big results for Tourism. The videos were viewed nearly 160,000 times, and more than three quarters of a million people were reached by the content. It generated thousands of visitors to the website who had one of the highest conversion rates of any campaign. These results were achieved with a budget of only \$1,846.

"We have a tremendous team and these awards continue to prove that," said Tourism's executive director Danielle Cowan.

"I couldn't be more proud of this team and the work that we do."

The Bigfoot campaign also won the Outstanding Social Media Program Award from Travel Oregon earlier this year. Mt. Hood Territory took home a pair of Destiny awards last year as well, one for their Austin, TX marketing campaign and another for their Travel Planner visitor guide.

About Oregon's Mt. Hood Territory: Please visit us at: www.mthoodterritory.com. Clackamas County Tourism & Cultural Affairs (branded "Oregon's Mt. Hood Territory"), is dedicated to economic development through visitor spending, and is funded by transient room taxes from area lodging facilities and campgrounds. Clackamas County is a contributing partner in enhancing Oregon's quality of life by strengthening the economic impacts of the state's \$10.3 billion tourism industry.