

# TRAVELOREGON.COM

WEBSITE REDESIGN

DECEMBER 2016

WE LIKE IT HERE.



YOU MIGHT TOO.

# OR LOOKING FOR A CHANGE IN THE WEATHER? LOOK HERE.



OREGON'S  
SEVEN  
WONDERS

SEE  
-AND-  
DO

TRIP  
-AND-  
IDEAS

CITIES  
-AND-  
REGIONS

[Sign In / Register](#)

Search Oregon...

[Search](#)

ASK  
OREGON

PLACES TO  
STAY


TRAVEL  
DEALS

GETTING  
-AROUND-  
OREGON



You Might Like It Here.

In Oregon, we celebrate winter inside, outside, up on the mountain and down in the town.



Find a winter trip idea



Are you interested in visiting our state? In recent

TRAVEL GUIDES



LET'S GET SOCIAL



STAY IN TOUCH - SUBSCRIBE

GET IN CONTACT

FREE TRAVEL GUIDES



TRAVEL OREGON NETWORK

INTERNATIONAL VISITORS

**CURRENT SITE LAUNCHED MARCH 2012.  
MOBILE USAGE WAS AT 16%,  
NOW IT'S ~50%.**

**GROWING TECHNICAL DEBT**

**NEW VISUAL LANGUAGE**

**SEVERAL LARGE PROJECTS ALREADY  
IN THE QUEUE**



## KEY LEARNINGS

- People love [TravelOregon.com](https://www.traveloregon.com)
- People expect to find content in multiple categories
- Simplify
- People want subcategories
- People organize by geography
- See & Do vs. Attractions vs. Trip Ideas
- People are interested in themed travel?



**PLACES TO GO (DESTINATIONS)**

**THINGS TO DO (ACTIVITIES)**

**PLAN YOUR TRIP (LOGISTICS)**

# THE PROCESS



# DESIGN CONSIDERATIONS



## A LOOK AHEAD...

- **December 2017:** Development Begins
- **Spring 2017:** Website launch
- **2017:** KO Industry Site Redesign\*
- **2017:** Eastern Oregon Integration\*
- **2017/18:** Ski Oregon Integration\*

*\* Projects initiate in 2017, actual integration/launch dates TBD*



**THANK YOU.**