



## **SECOND QUARTER REPORT 2011-12**

**October, November, December**

### **INTRODUCTION**

Travel Salem is pleased to submit the tourism and convention second quarter report for 2011-12 pursuant to City of Salem contract section 1.5. The contract stipulates that quarterly reports include a financial report, an overview of Contractor’s activities, and a statement of output measurements. This report fulfills these contractual requirements.

All programs and services tie back to Travel Salem’s 11-14 Strategic Plan and the 11-12 Business Plan, and drive toward five main objectives and strategic initiatives: community relations and engagement, capacity building, marketing and communications, conventions and events, and services. CEO Reports from the period are included to provide additional detail on activities.

### **EXECUTIVE SUMMARY**

#### **Marketing & Communications**

- Secured national & local media valued at \$116,095 in advertising equivalency
- Hosted a national travel writer on familiarization tour of the Salem area
- Launched a visitor intercept survey
- Developed the “Wine and Fire Heat Up the Season” itinerary
- Managed & produced the Willamette Valley Oregon Wine Country magazine
- Participated in the fall Madden campaign targeting 50,000 VacationFun.com subscribers
- Created travel itineraries for the International Travel Berlin show targeting group tour operators

#### **Conventions & Events**

- Exhibited at the Bravo! Live Showcase held at the Oregon Convention Center
- Secured five regional tournaments for 2013 at the Amateur Softball Association Council meeting in Myrtle Beach, South Carolina

#### **Services**

- Provided services to 14 groups, reaching 1,264 delegates

## OVERVIEW OF ACTIVITIES

Travel Salem tracks numerous activities throughout the year to monitor, evaluate and adjust marketing strategies as needed. These internal measurement statistics assist with forecasting and trending, and need to be examined as a whole to get a true indication of the industry and performance of marketing activities. Outside influences such as gas prices, weather, natural disasters or inflation, will also have an impact on the peaks and valleys that these numbers may reflect.

*Glossary of Terms for definitions of the following activities is available upon request.*

Activity & Production Statistics	2 <sup>nd</sup> Qtr 11-12	% Change from 10-11	11-12 YTD	2 <sup>nd</sup> Qtr 10-11	2 <sup>nd</sup> Qtr 09-10
<b>Marketing &amp; PR</b>					
Publicity Ad Equivalency Value (see PR Addendum) <sup>1</sup>	\$116,095	-60%	\$1,311,497	\$291,212	\$92,697
Visitor Information Inquiries	5,388	-8%	16,956	5,832	4,263
Visitor Information Network Attendance	29,087	5%	70,074	27,772	22,556
Events & Community Activities Assisted <sup>2</sup>	632	61%	1,105	393	465
TravelSalem.com Visits	36,483	25%	88,502	29,140	27,557
<b>Convention &amp; Event Marketing</b>					
Real-Time Conventions/Events <sup>3</sup>	9	200%	17	3	5
• Number of Delegates	2,125	25%	10,055	1,700	1,345
• Number of Room Nights <sup>4</sup>	1,680	500%	7,554	280	765
Sales Leads Generated <sup>5</sup>	32	300%	41	8	10
Bookings <sup>6</sup>	8	60%	10	5	5
<b>Convention &amp; Event Services</b>					
Conventions Assisted <sup>7</sup>	14	-30%	40	20	14
Visitors Reached <sup>8</sup>	1,264	-76%	27,143	5,290	4,015
<b>Membership</b>					
Total Membership	400	22%	400	329	303
New Members Acquired <sup>9</sup>	21	40%	51	15	20
Attrition <sup>10</sup>	6	-76%	19	25	4
<b>Leverage (detail below)</b>	<b>\$330,796</b>	<b>-28%</b>	<b>\$1,768,300</b>	<b>\$457,997</b>	<b>\$386,247</b>
Visitors Guide	\$0	0%	\$900	\$0	\$96,366
Volunteers	\$480	-90%	\$8,521	\$4,650	\$9,342
Media – Advertising Equivalency	\$116,095	-60%	\$1,311,497	\$291,212	\$92,697
Advertising	\$8,393	-16%	\$28,086	\$9,959	\$8,478
In-Kind <sup>8</sup>	\$155,057	42%	\$313,464	\$109,028	\$123,863
WVVA/Regional <sup>9</sup>	\$50,770	18%	\$105,832	\$43,149	\$55,500

<sup>1</sup> Publicity Ad Equivalency – article placement can't be guaranteed, therefore fluctuation from month to month is to be expected and mid-December the PR position was vacant.

<sup>2</sup> Events & Community Activities Assisted – there was a spike in events assisted in the month of October.

<sup>3</sup> Real-Time Conventions/Events – increase is due to economic recovery and association & government business returning, plus new events.

<sup>4</sup> Number of Room Nights – see “Real-Time Conventions/Events.”

<sup>5</sup> Sales Leads Generated – increase is due to a timing issue, where some of these leads would be typically be booked in the third quarter.

<sup>6</sup> Bookings – increase is due to economic recovery and association & government business returning, plus new events.

<sup>7</sup> Conventions Assisted – fewer groups needing support.

<sup>8</sup> Visitors Reached – see “Conventions Assisted.”


<sup>9</sup> New Members Acquired – had one additional sales staff in place during the second quarter.

<sup>10</sup> Attrition - increased retention efforts are successful in reducing attrition.

**PR ADDENDUM**  
**National & Regional Media**  
**2011-12 First Quarter**

Secured 101 published articles/references with a reach of 5,495,714  
and an advertising equivalency of \$116,095

	Media/Headline	Value	Reach	Key Messages/Content
	<p style="text-align: center;"><i>Travel Channel</i>  <b>Rachel Ray's  \$40 a Day</b></p>	\$57,376		Ways to spend \$40 a day at Busick Court, Goudy Commons, Hallie Ford Museum, Pentacle Theatre, Willamette Valley Vineyards, Morton's Bistro
	<p style="text-align: center;">KGW News Channel 8  <b>Out &amp; About with  Drew Carney</b></p>	\$2,700	35,000	Willamette Valley Vineyards & Willamette Valley wineries celebrate Thanksgiving
	<p style="text-align: center;">KGW News Channel 8  <b>Grant's Getaways</b></p>	\$2,000		Grant Mc Ombie takes viewers to Left Coast Cellars and wine country
	<p style="text-align: center;"><i>Statesman Journal</i>  <b>Fall Color by Foot,  Boat, Bike or Car</b></p>	\$6,613	46,826	Roger Yost Gallery, Travel Salem, Hallie Ford Museum of Art, North Santiam River Trips, Just Keep Kayaking, Willamette River, Heritage Seedling Farms, Silver Falls State Park, The Oregon Garden, Bosque Gardens, harvest Days and Historic Downtown Salem

	<p><i>Statesman Journal</i>  <b>Ways to Warm Up  On a Fall Day</b></p>	<p>\$5,636</p>	<p>46,826</p>	<p>Monthly Column:  Willamette Noodle,  Pheromone Gallery,  Grand Vines,  Greenbaum's Quilted  Forest, Oregon Wine  Country License Plate,  Wild Pear, Create a  Memory Studio,  Governor's Cup Coffee</p>
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## CEOs REPORT (OCT-DEC) January 25, 2012

### ADMINISTRATION

#### **Wine Country Plate**

Met with DMV in December to review design options. DMV is balking at putting “Wine Country” on the plate citing possible future litigation. It was pointed out to DMV that the legislative intent behind the plate was to have “Wine Country” on the plate, and that they should reference how Oregon Travel Experience (a quasi-governmental agency) was able to put up advertising boards on state highways promoting “Wineries.” It was generally discussed that the plates would not be effective without “Wine Country” on the plates. DMV said they would look into the matter further.

Outreach was immediately made to Governor Kitzhaber, Senator Winters, and Representatives Cameron and Thompson, to ask for their help in resolving the situation. The latest reports from the Governor’s office is that DMV will ultimately proceed with the design as originally conceived by Travel Salem, however, they would like us to consider a few other design options. DMV has not yet set the next meeting to discuss finalizing the design.

#### **CTPAB**

Presented Travel Salem’s 10-11 Annual Report at the December 13 meeting of CTPAB.

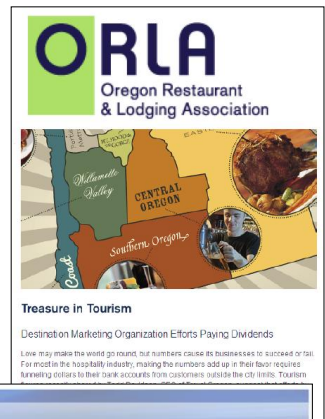
### MEMBERSHIP

- 11-12 New & Renewing Members:
  - \$86,109 in revenue from 313 members (182 from inside, 115 from outside, 16 reciprocal)
  - 404 total current members, with 17 new members Oct-Dec.

### MARKETING & COMMUNICATIONS (MARCOM)

#### **National & Local Media**

- Secured 594,378 impressions and an advertising equivalency of \$88,249 for October
- Secured 2,122,195 impressions for an advertising equivalency of \$22,268 for November
- Secured 311,892 impressions for an advertising equivalency of \$5,577 for December (note: PR Manager position vacant):
  - Monthly *Statesman Journal* Articles: “Ways to Stay Warm on a Fall Day” and “Music in the Valley”
  - Oregon Wine Plate featured on Good Day Oregon
  - Zip Local Yellow Pages, all attraction information provided by Travel Salem
  - “Treasure in Tourism – Destination Marketing Organization’s Efforts Paying Dividends” article in *Main Ingredient*
  - **KGW Channel 8**, Thanksgiving Winery Weekend with Drew Carney featured Willamette Valley Vineyards



- Hosted journalist Ron Kapon on a familiarization tour of the Salem area. Ron writes for publications such as *The New York Times*, *Real Travel Adventures*, *The Fifty Best*, *Travel World Magazine*, *Leisure Travel*, *Tasters Guild Journal*, *OlderNotDead.com*, *SportsNetwork.com*, *LocalWineEvents.com*, and *Everywhere Magazine*.

## Marketing

- Contributed Salem area inspirational story ideas to Travel Oregon’s Travel Trade team who pitches group travel related stories to group publications.
- Developed and launched a visitor intercept survey to collect data that will help direct Travel Salem’s future marketing strategies and gauge return on investment. Seven partners are currently participating with additional partners and intercept sites being secured.
- Recruited a volunteer to compile events and send them to local and national media bi-monthly
- Developed itineraries tied to Travel Salem’s three main pillars (culinary, recreation, culture heritage) for content and map creation for TravelSalem.com

## TravelSalem.com Dashboard (Oct-Dec)

- 21,104 visits from 58 countries (primary include U.S., Canada, India, UK, Germany, Russia, Australia Mexico, Japan, Brazil, France, South Africa)
- 16,437 absolute unique visitors
- 66,847 pageviews, 3.17 average pageviews
- 00:04:17 ... average time on site
- 68.79% new visits

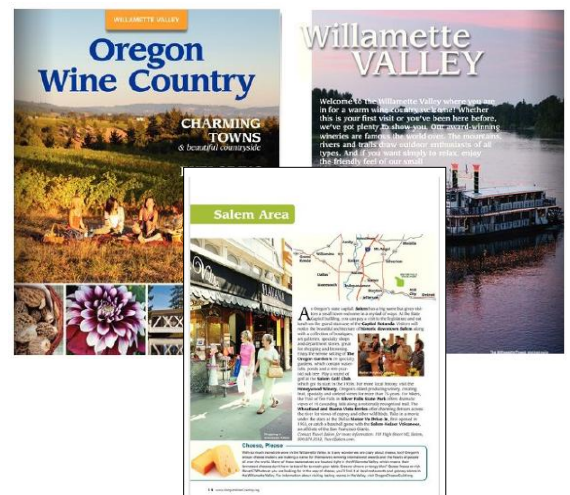
## Social Media

- Added content and promotions to Travel Salem’s **Facebook** page – 154 events, specials & announcements were posted reaching 2,400 fans.
- Maintained dialogue on **Twitter** with 3,481 local, national and international followers. Posted 116 tweets promoting regional partners and events.
- Uploaded 3 videos to **YouTube**, with 1,580 video viewer sessions
- Uploaded 110 images to **Flickr**, with 11,652 photo viewer sessions
- **Gold Pioneer Giveaway** – Sal the Gold Pioneer has been busy promoting the Salem area, attending the following events:
  - Spent a week with Magic Tek
  - 13 Days of Halloween at Clockworks Café & Cultural Center
  - Woodburn Company Stores’ Shopping Extravaganza
  - Eola Hills Wine Cellar’s Sunday Brunch
  - Sublimity Holiday Open House at de Nova Coffee Café
  - Willamette Heritage Center’s Magic at the Mill



## Willamette Valley Visitors Association (WVVA)

- Created Willamette Valley Bikeway tours for the Oregon Wine Country Visitors Guide
- Developed a Salem itinerary “**Wine and Fire Heat Up the Season In Salem**” featured on OregonWineCountry.org
- Managed & produced the **Willamette Valley Oregon Wine Country** magazine including serving as editor and art director, as well as overseeing distribution. Ensured that the Mid-Willamette Valley’s assets were well represented. Printed 120,000 guides that are used as the WVVA fulfillment piece for all national advertising and public relations inquiries.



- Participated in the fall Madden campaign that sent 50,000 emails to targeted opt-in VacationFun.com subscribers promoting travel in the Willamette Valley and Salem. Madden is a company that produces print travel inserts and online marketing targeting the 12 western states.
- Participated in a Travel Oregon Facebook campaign that generated 10,000 new WVVA Facebook fans.
- Placed an ad on Chow.com, a culinary site, through Travel Oregon's marketing opportunities. The ad ran for three weeks (Oct. 17 – Nov. 13).
- Created travel itineraries for the ITB (International Travel Berlin) show to promote travel to and through the Willamette Valley and Salem. A WVVA representative will attend ITB to represent travel to the Willamette Valley.

### **Visitor Information Network (Oct-Dec)**

The VIN assisted 29,087 visitors. Travel Salem continues to stock all locations and provide front-line staff training. The network includes: Travel Café, BEST WESTERN PLUS Mill Creek Inn, Red Lion Hotel, Mission Mill Museum, Salem Conference Center, Amtrak, Salem AAA and Salem Airport.

### **First Wednesday**

December First Wednesday was very festive and fun with 129 attending. The theme was, "Winter Party Planning," with the following members participating: Trader Joe's, Evergreen Aviation Museum and Wings and Waves Water Park, The Lodge at Detroit Lake, Chemeketa Center for Business and Industry, Rivermark Community Credit Union, Just Keeps Kayakin' and Willamette Valley Vineyards.

### **Marketing Exchange Luncheon**

Our November event was held at the Salem Conference Center featuring the "State of the Industry." The keynote speaker was Kevin Wright, director of consumer marketing for Travel Oregon. The event was sponsored by Bookmark Bed & Breakfast, Cherriots/Salem-Keizer Transit and Stifel, Nicolaus.

## **CONVENTIONS & EVENTS**

### **Leads**

Distributed 32 leads to lodging properties and meeting facilities.

### **Engagement & Development**

- Exhibited at the Bravo! Live Showcase held at the Oregon Convention Center in partnership with the Salem Conference Center. The tradeshow was attended by approximately 1,500 meeting and event planners and had more than 200 exhibitors.
- In partnership with the City of Salem Parks and Recreation Department, attended the Amateur Softball Association Council Meeting in Myrtle Beach, South Carolina to bid on 2013 softball tournaments. Bidding was very successful, landing five regional tournaments to be held at Wallace Marine Sports Complex.
- Partnering with a new soccer tournament called the "Capital Cup" to be held at the Cascade Futbol Club complex in June 2012. This tournament will be run by the same group that puts on the Mt. Hood Challenge, which is one of the stellar tournaments in the northwest for youth soccer. For the first year they're anticipating 30-40 teams. A lodging site tour for the planner is set for January.
- Facilitated a meeting of more than 20 stakeholders for the Roadshows Inc. promoter to discuss Good Vibrations 2012. This will be year three of the event, which will feature a hub at Riverfront Park. Travel Salem will be the booking agent for all lodging.
- Travel Salem and the Oregon State Fair & Expo Center met with representatives from the Pacific Northwest Truck Museum to start co-coordinating a bid to host the 2016 American Truck Historical Society Annual Convention and Truck Show. The event draws 800-900 trucks and 1,500-2,000 delegates. The bid packet will be sent in February with Travel Salem making a formal presentation in October.

- Travel Salem continues to work with the planning committee for the North West Tandem Rally which will be held at Willamette University in June-July 2012. The event is expected to draw more than 700 tandem bikes and an estimated 1,400-1,500 delegates.
- A Team Salem meeting was held at the Best Western Plus Mill Creek Inn.
- Attended the Salem Area Lodging Association meeting
- Attended the monthly net-working and educational meetings for Meeting Planners International and the Greater Oregon Society of Meeting Professionals.

### **SERVICES**

- Provided services for 5 groups, reaching 700 delegates
- Contacted three planners for services to upcoming conferences and events
- Assisted four group tour operator
- Currently working with 12 groups that will need future services