



SECOND QUARTER REPORT 2010-11

October, November, December

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention second quarter report for 2010-11 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 07-10 Strategic Plan, and drive toward two main objectives: long-term stability for tourism leadership, and increased visitation and tourism economic impact. In addition, the quarterly reports connect specific activities and initiatives to the 10-11 Business Plan, demonstrating progress to achieve plan goals.

Travel Salem welcomes the opportunity to present and review this report, answer any questions and share information regarding current marketing efforts.

EXECUTIVE SUMMARY

Activities during the second quarter produced positive results in key program areas. References to specific sections in the 10-11 Business Plan are included.

Travel Salem makes **100 Best Nonprofits** for second year in a row, ranking 37th out of 100 nonprofits as recognized by its employees.



Marketing & PR

Launched a new social media promotion called the “**Gold Pioneer Giveaway**,” which uses a “Where’s Waldo” concept to promote cultural/heritage attractions & local businesses. Travel Salem’s “Pal Sal” (aka the Gold Pioneer) visits an undisclosed location, then unique trivia questions are posted via Twitter & Facebook to encourage followers to guess where he is for a chance to win tickets to the featured attraction (Willamette Heritage Center at the Mill). (2/b #1, #5, #7, #9)

Travel Salem Congrats Nancy Duncan, development director at the Chemeketa Foundation, for defining those woolen mill words correctly and winning tickets to Magic at the Mill in our Golden Pioneer Giveaway!

Nancy shares her favorite adventures in our region during this holiday season:

"I love to shop downtown most of all! You can't pass up all the little shops, there are so many to choose from: Santiam Bicycle, Gallagher Fitness Resources, Nordstrom, Lullu's, Carl's, David Wilson Design and Grand Vines to name a few! I love going to the great restaurants. I'm a Fan of Jonathan's – really good clam chowder! I also love Bentley's Grill, La Capitale, Willamette Burger Company and the Beanery. . . I could go on and on! We'll also do a little wine tasting, hike up at Silver Falls State Park, take our dog 'Buddy' on long walks, workout, read, hopefully take in a movie and most importantly visit with our daughters Sara & Caitlin who will be home for the holidays!"



December 17 at 3:07pm · Like · Comment · Share

Travel Salem Congrats Tim Paqué, software engineer for Air BP Aviation, for winning our first Golden Pioneer Giveaway! Tim shares his favorite adventures in our region:

"My wife and I love catching the smaller release films at Salem Cinema (Salem, OR), second run films at Northern Lights Theater Pub, and newly released films at Cinebarre. And of course, the Dallas Drive-in in summertime! We enjoy hiking at Silver Falls, taking our nephews to the Enchanted Forest and our adult friends on little wine tours. The annual grape stomp Willamette Valley Vineyards is great fun! And our dog Einstein loves Keizer Rapids Park because of the fenced-in off-leash area where he can run amok and make friends. Unfortunately it's closed until spring so we will take him to Minto Brown park instead."



December 16 at 10:54am · Like · Comment · Share



Hosted a **travel writer** & past editor of the *LA Times* on a Salem area wine tour. (2/b #1, #6)

Developed Travel Salem's first-ever photo-rich **blog post on Travel Oregon** featuring Willamette Valley Vineyards. The blog receives 10,000 unique visitors a month. (2/b #1, #5, #6, #8, #10)

Assisted Okanogan Films out of Los Angeles with locations and extras for the **film "Silver Falls."** They were set to film in Canada, but last-minute challenges with the location scout redirected their efforts to the Salem area. Secured two locations for filming: North Salem High School, a cemetery in Silverton and Silver Falls State Park. (2/b #12)

Placed an ad in **Sunset magazine** promoting Salem as a cultural destination within the Willamette Valley. (2/b #1, #9, #12)

Featured as a destination on Willamette Valley Vineyard's **Wine Tasting Room Passport**. Visitors are encouraged to visit all four WVV tasting room locations and receive a stamp in their Passport. (2/b #3, #7, #8, #9, 2/d #4)

Sent **e-brochures** to 50,000 consumers that demonstrated interest in visiting the Willamette Valley, as part of a Madden Media promotion. Consumers entered a sweepstakes to win a Willamette Valley trip through VacationFun.com. (2/b #5, #8, #9)

Created and implemented a Visitors Guide **direct mail campaign** to 500+ professional offices in the Salem area. The campaign encouraged businesses to request a supply of VGs and make them available to their customers in their lobbies and waiting rooms. (2/b #1, #12)

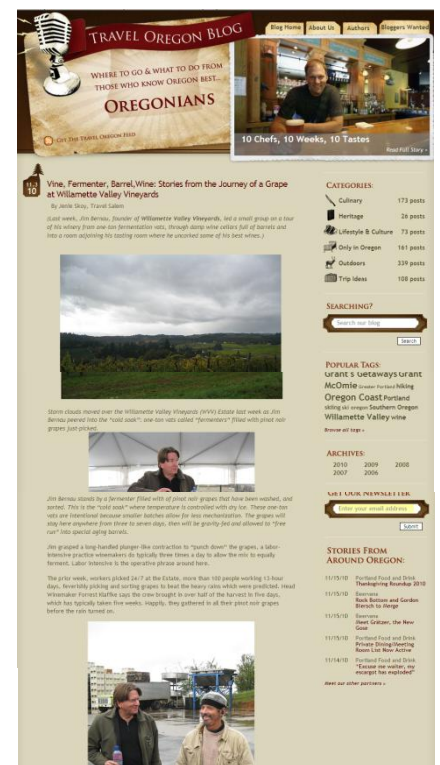
Social media efforts continued to progress: 163 images were posted on Flickr and 13 videos to YouTube with 7,198 viewer sessions during the quarter; 160 tweets were posted on Twitter reaching 2,801 local, national and international followers; and 158 events, specials and announcements were posted on Facebook reaching 1,524 fans. (2/b #5)

Conventions & Groups

Secured the 2012 & 2013 **NAIA Men's Golf National Championships** hosted by the Cascade Collegiate Conference, which will partner with Corban University to hold the annual events at Creekside Golf Club. The 2012 event will mark the first time that the NAIA has played its men's golf tournament on the West Coast since 1956. The event will bring in 30 teams plus family and friends. (2/a #5, #8)

Rebooked the 2011 **Solution Tree Conference** for the second year at the Salem Conference Center (700 delegates for three days, valued at \$220,500 in economic impact). (2/a #10)

Hosted a planning session for **Road Shows Inc.**, promoters of Good Vibrations motorcycle events, to prepare for the next Salem area event in July 2011. They have rebooked for a second year and will be expanding the event from three days to four, and are reviewing new locations & venues. (2/a #10)



Worked with the lodging properties to provide rates (nightly and long-term stays) for the 2011 **Legislative session**, as well as Welcome Bags for the legislators. (2/a #10)

Partnered with the Salem Conference Center on a co-op ad in the November issue of **Smart Meetings** magazine in the Oregon section. In addition to the advertisement, Travel Salem received editorial coverage about area wineries, restaurants, the Salem Conference Center, Grand Hotel and the Oregon Garden Resort. (2/a #3)

Hosted **Triple Crown Sports** of Colorado on a familiarization tour of regional baseball venues. Triple Crown Sports is looking to expand their baseball program into Oregon in 2012. (2/a #10)

Services

Hosted the **National Association of Women in Construction** at the Travel Café for a wine tasting from Willamette Valley Vineyards, and arranged a historical walking tour of downtown Salem. (2/c #7)

Provided services to the **Rocky Mountain Nationals Wrestling Tournament** held at the Oregon State Fair & Expo Center. Recruited volunteers and provided staff over the two-day event (110 hours of support). This is the second year of the tournament which grew from 400 to 500 participants, plus an additional 1,500 spectators. (2/c #7)

Provided **services** to 20 conferences and events that were held at locations throughout the Salem area, serving roughly 5,290 delegates. (2/c #7)

Financials & Key Performance Measurements

Financial statements for the second quarter are attached: revenues were \$170,686, while expenses were \$170,085.

The results generated by Travel Salem are measured by examining progress in three key areas:

- **Estimated Economic Impact** results are available at year end, and will be reported in Travel Salem's 10-11 annual report.
- Second quarter **TOT receipts** were up 2.3% over the prior year same period to \$532,822.
- **Leverage** results were \$457,997, an increase of 19% over the previous year. The increase was primarily due to media exposure. *Please note: leverage results are not predictable from year to year because Travel Salem can't guarantee, for example, in-kind donations or that a story will be published. However, Travel Salem strives to increase leverage support each year by continuing to develop and broaden key partnerships.*

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 nd Qtr 10-11	% Change from 09-10	10-11 YTD	2 nd Qtr 09-10	2 nd Qtr 08-09
Marketing & PR					
Publicity Ad Equivalency Value (see PR Addendum) ¹	\$291,212	214%	\$538,161	\$92,697	\$170,267
Visitor Information Inquiries ²	5,832	37%	11,928	4,263	10,955
Visitor Information Network Attendance	27,772	23%	63,133	22,556	3,723
Events & Community Activities Assisted	393	-15%	891	465	317
TravelSalem.com Visits	29,140	6%	71,762	27,557	44,181
Convention & Event Marketing					
Real-Time Conventions/Events ³	3	-40%	18	5	7
• Number of Delegates	1,700	26%	12,690	1,345	1,520
• Number of Room Nights ⁴	280	-63%	7,872	765	1,765
Sales Leads Generated	8	-20%	14	10	12
Bookings	5	0%	9	5	11
Convention & Event Services					
Conventions Assisted ⁵	20	43%	64	14	8
Visitors Reached ⁶	5,290	32%	50,781	4,015	2,008
Welcome Bags Distributed ⁷	2,505	62%	8,051	1,543	932
Membership					
Total Membership	329	9%	329	303	244
New Members Acquired	15	-25%	22	20	23
Attrition ⁸	25	525%	38	4	1
Leverage (detail below)	\$457,997	19%	\$945,862	\$386,247	\$403,278
Visitors Guide	\$0	0%	\$0	\$96,366	\$91,693
Volunteers	\$4,650	-50%	\$8,757	\$9,342	\$4,212
Media – Advertising Equivalency	\$291,212	214%	\$538,161	\$92,697	\$170,267
Advertising	\$9,959	17%	\$12,432	\$8,478	\$22,584
In-Kind	\$109,028	-12%	\$300,164	\$123,863	\$50,272
WVVA/Regional	\$43,149	-22%	\$86,348	\$55,500	\$64,250

¹ National Publicity – the increase is due to having a designated PR person to pitch story ideas and follow up on a regular basis.

² Visitor Information Inquiries – the increase is due to an online Madden campaign that Travel Salem partnered with WVVA on.

³ Real-Time Conventions/Events – conferences that were held in 09-10 were not held in 10-11.

⁴ Number of Room Nights – conferences that were held in 09-10 were not held in 10-11.

⁵ Conventions Assisted – increase is due to a targeted proactive campaign to provide services to groups.


⁶ Visitors Reached – there were fewer events during the quarter, but with higher attendance.

⁷ Welcome Bags Distributed – provided support to more groups during the quarter.

⁸ Attrition – 10-11 is higher due to member businesses closing or selling as a result of recession.

PR ADDENDUM
National & Regional Media
2nd Quarter 2010-11

Secured 161 published articles/references with an
advertising equivalency of \$291,212

	Media/Headline	Value	Reach	Key Messages/Content
	<i>Sunset Magazine (October)</i> The West at its Best	\$8,695	270,000	Cider from Wandering Aengus Ciderworks featured as one of the West's best products!
	<i>Sunset Magazine (November)</i> No Coffee, Cocktails, Steak or Clothes...	\$83,380	270,000	Breitenbush Hot Springs Retreat featured on ways to dive into one of the West's most relaxing experiences
	"Yogi Bear" movie	\$75,000		Secured location for film (Silver Falls State Park)
	<i>Portland Monthly</i> For the Value Hunter	\$1,436	228,910	Chef David Rosales of La Capitale focuses on seasonal fare from Willamette Valley farmers and ranchers
	<i>Travel Channel</i> Rachel Ray's \$40 a Day	\$57,376		Ways to spend \$40 a day at Busick Court, Goudy Commons, Hallie Ford Museum, Pentacle Theatre, Willamette Valley Vineyards, Morton's

	<i>Travel Oregon</i> magazine Wright Goes West	\$2,300	100,000	Bistro Gordon House- Oregon's Wright-designed home is one of our area's national gems
	<i>Statesman Journal</i> Tree Lighting Kicks off Holiday Festivities	\$1,804	48,823	A story about this year's first Hometown Holiday celebration after the lighting of the second oldest living Christmas tree in the nation at Western Oregon University.
	<i>Northwest Palate Magazine</i> Dining in and Outs of Oregon's Willamette Valley	\$1,128	45,000	Section on Wandering Aengus Ciderwork's tasting room and products
	<i>Statesman Journal</i> Salem is Bewitched by Spirit of Volunteerism	\$902.00	53,367	Travel Salem's monthly column mentioning community volunteer support for the Travel Café, Oregon School for the Deaf and Salem's First Wednesday