

FIRST QUARTER REPORT 2015-16

July, August, September

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention first quarter report for 2015-16 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 14-17 Strategic Plan and the 15-16 Business Plan, and drive toward six main objectives and strategic initiatives: community relations and engagement, capacity building, marketing and communications, conventions and events, destination development, and services.

EXECUTIVE SUMMARY

Marketing & Communications

- Hosted various freelance writers from leading publications and toured the Oregon State Hospital Museum, Rogue Hopyard, lunch at Wild Pear Restaurant & overnight at Hampton.
- Partnered with Oregon Parks & Recreation on a downtown Salem photo shoot.
- Attended Feast Portland to promote the Mid-Willamette Valley & coordinated a Salem-area post-Feast media trip.
- Launched "wine plus" online video content through Willamette Valley Visitors Association.
- Created Brand USA Discover America co-op ad with Willamette Valley Visitors Association.

Destination Development

• For the first time in 26 years, the Mid-Willamette Valley will host the world's Great American Eclipse in 2017. It is anticipated that 25,000-50,000 visitors from all of the world will descend on the MWV to experience this major global event. Travel Salem is coordinating regional effort to promote the event & welcome visitors.

Conventions, Events & Sports

- Attended the Connect Sports tradeshow in Pittsburgh, returning with 40 business leads.
- Hosted the 1st Hotel Appreciation Lunch at the Red Lion to celebrate the 14-15 successes for the softball program and the Hoop. Reaffirmed partnerships for the 15-16 season.

Services

Provided a staffed visitor information table for three days at the ASA National Girls 16
 Gold Softball Tournament.

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.

0.000	1 st Qtr	15-16	% Change	14-15	13-14
Activity	15-16	YTD	from 14-15	YTD	YTD
MARKETING & COMMUNICATIONS					
Public Relations – Advertising Equivalency	\$287,272	\$287,272	15%	\$249,467	\$230,087
Visitor Information Network Attendance	45,381	45,381	10%	41,403	40,914
Advertising Inquiries	7,779	7,779	-24%	10,208	7,340
E-Communication Impressions	33,528	33,528	-12%	38,063	n/a
Website/TravelSalem.com Visits	100,807	100,807	22%	82,956	80,243
Lodging Click Thru	3,893	3,893	-27%	5,340	9,114
Facebook Reach ¹	232,556	232,556	405%	46,044	58,618
YouTube Views	4,519	4,519	-8%	4,899	3,028
Flickr Impressions	67,046	67,046	-16%	80,206	55,958
Twitter Impressions	658,945	658,945	15%	574,544	n/a
Pinterest Followers	0	334	31%	255	124
CONVENTIONS & EVENTS					
Real-Time Conventions & Events ²	15	15	200%	5	10
• Number of Attendees ³	9,787	9,787	191%	3,360	11,900
 Number of Room Nights⁴ 	6,303	6,303	438%	1,172	15,240
Sales Leads Generated ⁵	12	12	-37%	19	5
Bookings ⁶	9	9	-36%	14	5
SERVICES					
Groups Assisted	19	19	27%	15	20
Visitors Reached	4,700	4, 700	-11%	5,295	11,916
MEMBERSHIP					
Total Membership	335	335	-16%	401	406
New Members Acquired ⁷	2	2	-75%	8	12
Attrition ⁸	22	22	38%	16	30

¹ Facebook Reach – increase due to WVVA Facebook campaign in 14-15 and Travel Salem's advertising to boost posts.

²Real-Time Conventions & Events – increase is due to National ASA Girls Fast-Pitch tournament.

³ Number of Attendees – increase is due to National ASA Girls Fast-Pitch tournament.

⁴ Number of Room Nights – increase is due to National ASA Girls Fast-Pitch tournament.

⁵ Sales Leads Generated – decrease is due to a timing issue (Hoop tournament leads not generated yet); they will be included in the 2nd quarter.

⁶ Bookings – decrease is due to a timing issue (Hoop tournament leads not booked yet); they will be included in the 2nd quarter.

⁷ New Members Acquired – decrease is due to focus on retention and only one sales person, and family medical leave during the quarter.

⁸ Attrition – increase due to 6 businesses closed/moved, 8 in tertiary market, and 8 with no budget this year.

TRAVEL SALEM DASHBOARD

Key Performance Measurements

February 27, 2013 Board of Directors Approved

		15-16	0/ of 12 1/		14-15		13-14		12-13		11-12		10-11		00.10	08-09
Turnel Calam Bassins		lly-September	% of 13-14					ć		ć	723,344	ċ		ć	09-10	
Travel Salem Resources	\$	265,344	36%	\$	954,704		736,845		702,267				722,116		729,601	803,142
City of Salem Contract	_ \$	192,855	35%	\$	714,000	<u> </u>	550,000	\$	479,000	<u> </u>	550,000	<u> </u>	533,030		503,030	\$ 531,530
Other Sources	_ \$	72,489	39%	\$	240,704	+	186,845	\$	223,267		173,344	\$	189,086	\$	226,571	\$ 271,612
Travel Salem Program FTE	_	9.73	136%		9.73		7.15		5.70		8.67		7.67		6.67	7.67
Membership		335	82%		355		409		424		443		368		346	275
Revenue	\$	38,350	42%	\$	96,689	\$	91,521	\$	113,492	\$	113,761	\$	116,352	\$	126,695	\$ 78,538
Estimated Economic Impact (2014)	\$	548,400,000	101%	\$	548,400,000	\$	541,000,000	\$	527,100,000	\$	505,900,000	\$	476,800,000	\$	458,500,000	\$ 497,400,000
Direct Jobs (2014)		6,490	106%		6,490		6,130		5,930		5,910		5,860		6,000	6,270
TOT Revenues	\$	1,193,237	44%	\$	3,094,447	\$	2,730,822	\$	2,445,339	\$	2,239,286	\$	2,215,001	\$	2,138,196	\$ 2,416,440
Occupancy - Rooms Sold (Salem)		163,055	42%		416,594		391,501		364,608		340,507		316,748		328,693	354,160
Average Daily Rate (ADR)	\$	96.18	121%	\$	83.52	\$	79.79	\$	76.86		n/a		n/a		n/a	n/a
TOT Influenced by TS	\$	663,111	43%	\$	1,689,319	 	1,532,047		1,425,310		1,265,905	<u> </u>	854,280	_	877,432	832,545
Leisure	\$	608,551	44%	\$	1,578,168		1,392,719		1,245,578	_	1,140,800		716,161		789,311	\$ 659,434
Convention*	\$	54,560	39%	\$	111,151	\$	139,328	\$	179,732	\$	125,105	\$	138,119	\$	88,121	\$ 173,111
TS Correlation to TOT Ratio	_	56%														
Leverage	\$	491,715	24%	\$	1,972,138	\$	2,086,254	\$	1,914,854	\$	3,206,602	\$	1,884,865	\$	1,511,731	\$ 1,363,105
Visitors Guide	\$	-	0%	\$	82,923	\$	81,533	\$	87,953	\$	112,793	\$	114,336	\$	96,366	\$ 91,693
Volunteers	\$	113	3%	\$	3,212	\$	4,236	\$	9,224	\$	16,126	\$	24,562	\$	27,203	\$ 23,148
Public Relations - Advt Equiv	\$	287,272	25%	\$	1,047,244	\$	1,128,533	\$	960,533	\$	2,166,423	\$	1,016,469	\$	611,839	\$ 660,288
Advertising	\$	8,440	12%	\$	41,794	\$	68,311	\$	70,690	\$	78,245	\$	47,504	\$	40,978	\$ 50,302
In-Kind	\$	135,875	23%	\$	611,395	\$	601,311	\$	608,563	\$	621,353	\$	509,348	\$	492,945	\$ 300,429
WVVA/Regional	\$	60,015	30%	\$	185,570	\$	202,440	\$	177,891	\$	211,662	\$	172,646	\$	242,400	\$ 237,245
Consumer Engagement		11,387,802	29%		41,476,228		39,106,833		43,778,277		48,925,791		25,629,680		n/a	n/a
Examples include:	_															
Visitor Information Network	_	45,381	34%		144,441		135,337		111,112		136,966		122,345			
Conv Services - Visitors Reached	_	4,700	11%		36,117		41,641		47,477		54,385		72,732			
Visitor Inquiries	_	7,779			35,054		43,852		42,900		42,045		30,476			
Media Impressions	_	8,980,550			29,061,138		29,910,649		26,711,743		37,519,977		14,492,574			
Advertising Impressions	_	191,000			4,456,800		2,544,000		13,126,000		7,628,520		7,440,000			
Online Visits	_	100,771			273,903		268,472		234,277		185,382		150,940			
Twitter Impressions	_	658,945			2,241,868		2,475,218		1,228,472		1,706,940		1,941,184			
Facebook Impressions		596,729	29%		2,027,053		2,073,308		1,980,049		1,549,150		1,202,325			
* Business is also being booked for future years in the	current yea	r, however, this TOT val	ue will be recogr	nized in th	ose respective years.											
TOT Influenced by TS:	+			+												
Leisure trend is attributed to PR, social media effort	s and Trave	el Café and enhanced Vi	sitor Informatio	n Network	k											
2) 08-09 Convention figure included the last year of 05					`											
2) 00-05 Convention Jigure included the last year of Os	MH DUSKELL		vents were held	1		 								—		

PR ADDENDUM National & Regional Media 15-16 First Quarter

Secured 280 published references/articles with a reach of 8,980,550 and an advertising equivalency of \$287,272.

	Media/Headline	Value	Reach	Key Messages/Content
Portland 25 BSST ORZONBERS HORSON AN HOR	Portland Monthly 25 Oregon Beers We're Crushing On Right Now Run Date: 7/2015 Pitched: 9/2014	\$2,896	52,000	"25 Beers We're Crushing On Right Now" included Salem- based Gilgamesh Brewing's Vader Cascadian Dark Ale
RGW NewsChannel Grant's Getaways Ondoor Advisions with Company Cant McOnid Text by Grant McOnic Phones by Steet Terrill	Grant's Getaways/KGW-TV Polk County Wanderings Run Date: 7/2015 Pitched: 3/2014	\$30,000	120,000	Grant's Getaways show focused on things to see and do in Polk County, including Black Rock Mountain Bike Area, Eola Hills Legacy Estate Vineyard, Rittner Covered Bridge and Lavender Lake Farms.
The Seattle Times seattletimes.com	Seattle Times Peaceful Paddles – with beer stops – on Oregon's Willamette Water Trail Run Date: 7/2015 Pitched: 4/2015	\$10,472	260,000	Freelancer Kristy Karras' article included mentions of Arcane Cellars, Rogue Hopyard, Mecanico (Independence), The Feller House B&B and Travelsalem.com.
Gourmet Getaways LOCAL WINES & CASCADIAN GUISINE Pampered Camping TREKKING WITH LIAMAS Veiu Again Northwest Resorts Go All Out Tor Style 3 Comfort Travel secrets revealed! SALEM, STEHEKIN, JOSEPH	NW Travel Magazine Run Date: 7/2015 Pitched: 3/2015	\$4,201	105,000	Feature article about Rogue Ales and the importance of the Independence-based Hopyard for growing hops and other ingredients that go into Rogue beer.

TRAVEL OREGON	Travel Oregon Industry e- newsletter Travel Salem Greeters Run Date: 8/2015 Pitched: 7/2015	\$1,450	36,000	The Salem Greeters program was featured in the "industry spotlight" column in the August issue of the monthly newsletter.
Got there and Orange bears General Adamset Southern Cases When the County In Training To Internation	Where to Retire Noteworthy Northwestern Oregon Run Date: 8/2015 Pitched: 3/2015	\$7,670	200,000	Salem and a photo of the capitol building were highlighted in a feature story about retiring in Oregon (Beaverton, Portland and Salem were called out).
Going Cartifigifity program eds science-based standards for greener, greater gold	Oregon Wine Press E.Z. to Love: Salem Farm Market a Local Favorit Run Date: 8/2015 Pitched: 7/2014	\$2,905	29,000	Oregon Wine Press's "Emporium" column focusing on local products featured E.Z. Orchards Farm Market, including mention of their signature apple cider and hard cidre.
	Statesman Journal State Fair Goes Retro Rad Run Date: 8/2015 Pitched: 6/2015	\$3,717	36,000	Full page feature article on Food Network's Emily Ellyn appearance at upcoming fair and all of the retro-themed activities.

Central Oregon Readers' Showing Showi	VIA Magazine Fair Play Run Date: 9/2015 Pitched: 12/2014	\$6,300	946,000	The "West's Best Events" column highlighted the 150 th Oregon State Fair, plus a ½ page photo and link to their website.
*** FOOD REPUBLIC EST 2010	Food Republic Pumpkin Beers Arrive Early Thanks to Climate Change Run Date: 9/2015 Pitched: 4/2015	\$19,250	550,000	Rogue Pumpkin Patch Ale featured in article about Pumpkin ales arriving early this year.
TODAY Travel	USA Today Travel 50 State Houses: Capitol Building of the US Run Date: 9/2015 Pitched: 6/2015	\$5,600	120,000	Feature story included short write-up about Oregon's capitol building plus a Travel Salem submitted photo.
THE FOOD ISSUE ALBANY CORNALLE RUGBING I MOMENTAL I PORTANO JAMEM	Willamette Living The Oregon State Fair Run Date: 9/2015 Pitched: 4/2015	\$500	30,000	The Oregon State Fair highlighted in the magazine's "Hot Ticket" events section.

Travel Salem

CONVENTIONS EVENTS DASHBOARD

2015-16 First Quarter

15-	16 REAL-TIME CONVENTIONS	S/EV	ENTS						
		1							
FIR	ST QUARTER								
		Cor	mmunity Econ	Booked	Booked Rm	Lodging	TOT		
Qtr	Organization		Impact	Attendees	Nts	Revenue	R	evenue	
1	ASA 16 Gold	\$	216,000	720	900	\$ 86,562	\$	7,791	
1	Enlightened Theatrics	\$	37,800	100	360	\$ 34,625	\$	3,116	
1	American Legion Baseball	\$	48,000	300	105	\$ 10,099	\$	909	
1	ST Skeet Shooting Championships	\$	41,400	50	60	\$ 5,771	\$	519	
1	The Hoop	\$	1,863,000	2,250	2,812	\$ 270,458	\$	24,341	
1	Smokin Down the Hwy	\$	280,800	4,000	200	\$ 19,236	\$	1,731	
1	Salem Keizer Volacnoes	\$	16,146	2	156	\$ 15,004	\$	1,350	
1	Summer Classic Tennis	\$	51,750	25	50	\$ 4,809	\$	433	
1	Portland Triumph Rally	\$	42,000	200	200	\$ 19,236	\$	1,731	
1	Undo the shame	\$	414,000	1,000	200	\$ 19,236	\$	1,731	
1	State Sport Clay Championship	\$	155,250	250	225	\$ 21,641	\$	1,948	
1	Senior softball USA	\$	41,400	100	100	\$ 9,618	\$	866	
1	USA Ultimate	\$	12,255	160	15	\$ 1,443	\$	130	
1	Gideons International	\$	189,000	600	900	\$ 86,562	\$	7,791	
1	Willamette Valley Men's BB	\$	15,120	120	20	\$ 1,924	\$	173	
	TOTAL	\$	3,423,921	9,877	6,303	\$ 606,223	\$	54,560	
								131%	TOT ROI
	Total Value	\$	3,423,921						
	Direct Costs for 1st Qtr	\$	41,601						
	EEI ROI	\$	82.30						
YE	AR-TO-DATE	_							
		Cor	mmunity Econ	Booked	Booked Rm	Lodging	_	TOT	
	Organization		Impact	Attendees	Nts	Revenue		evenue	
	15 Real-Time Conventions/Events	\$	3,423,921	\$ 9,877	\$ 6,303	\$ 606,223	\$	- ,	
								131%	TOT ROI
	Total Value	\$	3,423,921						
	Direct Costs for YTD	\$	41,601						
	EEI ROI	\$	82.30						

15-16 POT	TENTIAL I	FUTURE BUSI	NESS - LE	ADS & BO	OKINGS	3					
FIRST QUA	RTER										
		LEA	os				ВОО	KINGS			
						Est. Booked	Est.	Est.			Lead
Convention		Est. Community	Est.	Est. Room	# of	Community	Booked		Est. Lodging	Est. TOT	Conversio
Year	# of Leads	Econ Impact	Attendees	Nights	Bookings	Econ Impact	Attendees	Nts	Revenue	Revenue	n Rate
FY 15-16	11	\$ 482,604	2,703	313	7	\$ 447,351	4,507	501	\$ 48,186	\$ 4,337	64%
FY 16-17	1	\$ 447,120	360	1,200	2	\$ 546,480	\$ 480	\$ 1,440	\$ 138,499	\$ 12,465	200%
FY 17-18											
FY 18-19											
FY 19-20											
FY 20-21											
TOTAL	12	\$ 929,724	3,063	1,513	9	\$ 993,831	4,987	1,941	\$ 186,685	\$ 16,802	75%
YEAR-TO-D	ATE										
		LEAI	os	•			ВОО	KINGS			
						Est. Booked	Est.	Est.			Lead
Convention		Est. Community	Est.	Est. Room	# of	Community	Booked	Booked Rm		Est. TOT	Conversio
Year	# of Leads	Econ Impact	Attendees	Nights	Bookings	Econ Impact	Attendees	Nts	Revenue	Revenue	n Rate
FY 15-16	11	\$ 482,604	2,703	313	7	\$ 447,351	4,507	501	\$ 48,186	\$ 4,337	64%
FY 16-17	1	\$ 447,120	360	1,200	2	\$ 546,480	480	1,440	\$ 138,499	\$ 12,465	200%
FY 17-18											
FY 18-19											
FY 19-20											
FY 20-21											
TOTAL	12	\$ 929,724	3,063	1,513	9	\$ 993,831	4,987	1,941	\$ 186,685	\$ 16,802	75%

Account Name	Reason	Lost Attendees	Lost Room Nights	Lost Community Econ Impact	Lost Lodging Revenue	Lost TOT Revenue
SU School of Business	Not hosting seminar at this time, maybe Feb	15	-	\$ 945	\$ -	\$ -
	TOTAL	15	-	\$ 945	\$ -	\$ -
5-16 FAM TOURS, Qtr	TRADE SHOWS & PROMO TRIPS Organization	Organization Location	FAM Tour/ Site Tour	Trade Show	Promo Trip	
1	Connect Marketplace	Pittsburg, PA		X		
1	USA Track & Field (Racewalk Olympic Trials)		Х			
1	Oregon Latino Baksetball		Х			
1	US Quidditch		Х			