

## **FOURTH QUARTER REPORT 2012-13**

### **April, May, June**

#### **INTRODUCTION**

Travel Salem is pleased to submit the tourism and convention fourth quarter report for 2012-13 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 12-13 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 \$298,692 in advertising equivalency and contacted 119 media outlets during the quarter.
- Concluded the Adventurecation promotion and added 6,595 new Facebook fans to the Oregon Wine Country Facebook page.
- Added the Phoenix Inn South as a satellite to the Visitor Information Network.
- Created a partnership with Roth's grocery stores to distribute the Visitors Guide.

##### **Conventions & Events**

- Distributed 25 leads to lodging partners.
- Attended the Annual Welcome Center trade show held by Travel Oregon and hosted by Spirit Mountain Casino; coordinated a reception at the Travel Café and downtown dine around.
- In preparation for the July BMW Motorcycles of America Rally, hosted an emergency management meeting with the Executive Director and the Salem Police and Fire Departments, and the Oregon State Police.

##### **Services**

- Provided services for 26 groups, reaching 21,007 delegates.
- Working with 26 groups on future services.

## 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                              | 4 <sup>th</sup> Qtr<br>12-13 | 12-13<br>YTD       | % Change<br>from 11-12 | 11-12<br>YTD       | 10-11<br>YTD       |
|---|------------------------------|--------------------|------------------------|--------------------|--------------------|
| <b>Marketing &amp; PR</b>                                     |                              |                    |                        |                    |                    |
| Publicity Ad Equivalency Value (see PR Addendum) <sup>1</sup> | \$298,692                    | \$960,533          | -56%                   | \$2,166,422        | \$1,016,469        |
| Visitor Information Inquiries                                 | 7,691                        | 42,900             | 2%                     | 42,045             | 30,476             |
| Visitor Information Network Attendance                        | 33,083                       | 111,112            | -19%                   | 136,966            | 122,345            |
| Events & Community Activities Assisted                        | 443                          | 1,653              | -17%                   | 1,995              | 1,603              |
| TravelSalem.com Visits  | 64,637                       | 234,277            | 26%                    | 185,382            | 151,034            |
| <b>Convention &amp; Event Marketing</b>                       |                              |                    |                        |                    |                    |
| Real-Time Conventions/Events                                  | 11                           | 28                 | -3%                    | 29                 | 30                 |
| • Number of Delegates   | 23,010                       | 30,130             | -3%                    | 31,005             | 26,325             |
| • Number of Room Nights <sup>2</sup>                          | 10,532                       | 26,627             | 44%                    | 18,534             | 20,462             |
| Sales Leads Generated <sup>3</sup>                            | 25                           | 83                 | 46%                    | 57                 | 59                 |
| Bookings <sup>4</sup>   | 0                            | 51                 | 155%                   | 20                 | 21                 |
| <b>Convention &amp; Event Services</b>                        |                              |                    |                        |                    |                    |
| Conventions Assisted <sup>5</sup>                             | 26                           | 60                 | -38%                   | 97                 | 125                |
| Visitors Reached  | 21,007                       | 47,477             | -13%                   | 54,385             | 71,732             |
| <b>Membership</b>   |                              |                    |                        |                    |                    |
| Total Membership  | 424                          | 424                | -4%                    | 443                | 368                |
| New Members Acquired  | 26                           | 88                 | -21%                   | 112                | 86                 |
| Attrition <sup>6</sup>  | 34                           | 107                | 189%                   | 37                 | 63                 |
| <b>Leverage (detail below)<sup>7</sup></b>                    | <b>\$593,518</b>             | <b>\$1,914,854</b> | <b>-40%</b>            | <b>\$3,206,603</b> | <b>\$1,884,865</b> |
| Visitors Guide  | \$87,953                     | \$87,953           | -22%                   | \$112,793          | \$114,336          |
| Volunteers  | \$3,143                      | \$9,224            | -43%                   | \$16,126           | \$24,562           |
| Publicity Ad Equivalency                                      | \$298,692                    | \$960,533          | -56%                   | \$2,166,424        | \$1,016,469        |
| Advertising   | \$10,553                     | \$70,690           | 10%                    | \$78,245           | \$47,504           |
| In-Kind   | \$148,704                    | \$608,563          | -2%                    | \$619,353          | \$509,348          |
| WVVA/Regional   | \$44,473                     | \$177,891          | -16%                   | \$211,662          | \$172,646          |

<sup>1</sup>Publicity Ad Equivalency – decrease due to PR position vacant November 2011 through September 2013 and part-time the remainder of year. Also due to no broad cast coverage.

<sup>2</sup>Number of Room Nights – Increase due to new basketball tournament at The Hoop and more business in April this year over last year.

<sup>3</sup>Sales Leads – leads for future Jehovah Witness Conventions 2015-2019.

<sup>4</sup>Bookings – increase due to more bookings during the year; strong increase in basketball booking tournaments.

<sup>5</sup>Conventions Assisted – decrease due to few groups needing services during the quarter.



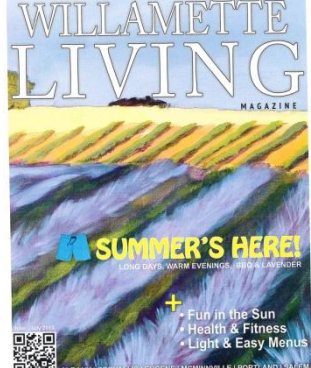

<sup>6</sup>Attrition – members that are not direct tourism businesses, but secondary & tertiary industries decided not to renew; some businesses closed. Also revised policy so all renewals not collected within 45 days of due date will be attrited.




<sup>7</sup>Leverage – decrease due to Publicity (see Addendum).

**PR ADDENDUM**  
**National & Regional Media**  
**2012-13 4th Quarter**

Secured 284 published references/articles with a reach of 9,878,783 and an advertising equivalency of \$298,692

|   | Media/Headline  | Value   | Reach     | Key Messages/Content   |
|---|---|---------|-----------|--|
|    | <i>1859 Magazine</i><br><b>PDA: Public Displays of ARTfection</b> | \$1,950 | 50,000    | The Golden Pioneer statue included in a round-up of the State's best public art statues.   |
|   | <i>VIA Magazine</i><br><b>What's New in the West</b>              | \$8,960 | 2,680,000 | The new Oregon State Hospital Museum of Mental Health featured in the "What's New in the West" section.  |
|  | <i>The Oregonian</i><br><b>Go South in Search of Great Beer</b>   | \$1,581 | 227,037   | In honor of Craft Beer Month, special pull-out section's feature story encouraged beer lovers to head south of Portland for great craft beer. Salem's Santiam Brewing Company was touted as one of the best in the Valley. |
|  | <i>Northwest Meetings + Events</i><br><b>Everything Green</b>     | \$300   | 20,000    | The Salem Convention Center, the Kroc Center and Pringle Creek's Painters Hall featured in article about the best green meeting spaces in the Northwest  |

|   |  |                |                |   |
|---|--|----------------|----------------|---|
|  <p>TRAVEL TRENDY HOME WELLNESS COMMUNITY</p> <p><b>FIDO</b><br/>Friendly</p> <p>Katherine<br/>Heigl</p> <p>CAR<br/>BUYING<br/>GUIDE</p> <p>LETTING TO<br/>THE HEART OF<br/>HEARTWORM<br/>DISEASE</p> <p>HISTORY<br/>OF THE<br/>TRAVELING<br/>SMITH TZU</p> <p>JOPPIN<br/>two years later</p> <p>LAPPING IT UP<br/>- PALM BEACH<br/>STYLE</p> <p>CAN WE LOVE OUR<br/>DOGS TOO MUCH?</p> <p>Oregon State Hospital Museum of Mental Health's Hazel Patton   Travel Oregon</p> <p>Page 1 of 1</p>   | <p>FIDO Friendly<br/>Magazine<br/>Pet Friendly<br/>Properties Tempt<br/>Travelers with Spring<br/>Packages</p> | <p>\$500</p>   | <p>40,000</p>  | <p>An article featuring the spring's best pet-friendly travel packages included The Phoenix Inn's dog hiking package. FIDO Friendly is a nat'l glossy magazine specifically geared towards people who travel with their dogs.</p> |
|  <p>Oregon State Hospital Museum of Mental Health's<br/>Hazel Patton</p> <p>MUSEUM</p> <p>Thanks to part to the efforts of Hazel Patton (pictured here with other museum board members), the Oregon State Hospital Museum of Mental Health opened its doors in October 2012 and also to tell the story of the patients, staff and the hospital itself.</p> <p>Hazel Patton has a thing for old buildings. "It's a passion project," she says. "I love old structures." A Salem resident for more than 40 years, Patton has helped restore 13 historic properties and was the driving force behind the development of the present-day Salem Museum of Mental Health, which opened in 2012. So it should come as no surprise to find Patton behind the museum's latest historic project - the Oregon State Hospital Museum of Mental Health. The museum opened its doors in October of 2012 and aims to tell the story of the patients, staff and the hospital itself, which began treating people in 1888. In 2012, Patton heard that the original hospital building was slated for demolition. "When they said they were going to tear down that beautiful building, it felt like an end," she says. She knew that historic structures opened her into action. "One of us got together and contacted the entire campus to the historic hospital." Thanks to their efforts, the hospital campus was listed on the National Register of Historic Places in 2012.</p> <p><a href="http://traveloregon.com/trip-ideas/oregon-state-hospital-museum-of-mental-health/">http://traveloregon.com/trip-ideas/oregon-state-hospital-museum-of-mental-health/</a> 3/5/2013</p> | <p>Travel Oregon<br/>Consumer e-newsletter<br/>Profile on Hazel<br/>Patton</p>                                 | <p>\$3,770</p> | <p>160,000</p> | <p>Travel Oregon's monthly consumer e-newsletter featured an article on Salem resident Hazel Patton for her work on two amazing Salem visitor attractions: the OSH Museum and Salem's Riverfront Carousel.</p>                    |
|  <p>THE LIFESTYLE MAGAZINE OF OREGON'S WILLAMETTE VALLEY</p> <p><b>WILLAMETTE<br/>LIVING</b><br/>MAGAZINE</p> <p>SUMMER'S HERE!<br/>LONG DAYS, WARM EVENINGS, BIRDS &amp; LAVENDER</p> <p>+ Fun in the Sun<br/>+ Health &amp; Fitness<br/>+ Light &amp; Easy Menus</p> <p>ALBANY   CORVALLIS   EUGENE   MCMINNVILLE   PORTLAND   SEASIDE</p>  | <p>Willamette Living<br/>Magazine<br/>A Few of My Favorite<br/>Things</p>                                      | <p>\$990</p>   | <p>40,000</p>  | <p>Wine writer Clare Cady highlighted Left Coast Cellars' white Pinot Noir in her monthly column, which also included a photo of the wine and the LCC label.</p>  |
|  <p>Wildlife: Shoreline Whale Watching</p> <p><b>northwest</b><br/>TRAVEL</p> <p>Spectacular<br/>Montana:<br/>Glacier National Park</p> <p>Yakima Wine<br/>Tasting Rooms</p> <p>12 Green Getaways</p> <p>Adventure:<br/>Juneau Alaska</p>  | <p>NW Travel Magazine<br/>Focus Section</p>  | <p>\$1,848</p> | <p>105,000</p> | <p>Article about the Willamette Heritage Center plus a photo of the campus was featured in the "Focus" section.</p>   |

|  |  |  |  |
|--|--|--|--|
|  <p><b>World's Largest Kaleidoscope on Display in Salem, Oregon</b></p> <p>Published 12:35 pm, Thursday, May 9, 2013</p>  <p><small>© 2013 Oregonian. All rights reserved. Photo by David H. Hogue. Hogue is a staff writer for "The Oregonian," an award-winning paper. Hogue has been a member of the staff of the paper for 15 years. The display is part of the exhibit on May 9, 2013.</small></p>  | <p><i>Seattle Post-Intelligencer</i></p> <p><b>World's Largest Kaleidoscope On Display in Salem</b></p> <p>\$3,319</p> <p>260,000</p> <p>Article plus photo about A.C. Gilbert's new kaleidoscope exhibit.</p>   |  |  |
| <p><b>Our Pets</b></p>  <p><b>Fun places to take your pet</b></p> <p>Dear Owen, now that the weather is getting better, our family is excited to head out and do stuff together. We have a dog named Owen, and we are looking for places to take him. We have a dog named Owen, and we are looking for places to take him. We have a dog named Owen, and we are looking for places to take him.</p> <p><b>Fun places to take your pet</b></p> <p>Dear Owen, now that the weather is getting better, our family is excited to head out and do stuff together. We have a dog named Owen, and we are looking for places to take him. We have a dog named Owen, and we are looking for places to take him. We have a dog named Owen, and we are looking for places to take him.</p> <p><b>Fun places to take your pet</b></p> <p>Dear Owen, now that the weather is getting better, our family is excited to head out and do stuff together. We have a dog named Owen, and we are looking for places to take him. We have a dog named Owen, and we are looking for places to take him. We have a dog named Owen, and we are looking for places to take him.</p> | <p><i>Statesman Journal</i></p> <p><b>Best Mid-Valley Places to Visit with Your Pet</b></p> <p>\$2,655</p> <p>36,629</p> <p>A ¾-page article plus photo featuring the best local places to visit with your pet. Included The Oregon Garden, Airlie Winery, Salem's Saturday Market, Keizer Rapids Park, and Minto-Brown Island Park.</p> |  |  |





## CEOs REPORT – MARCH & APRIL

May 16, 2013

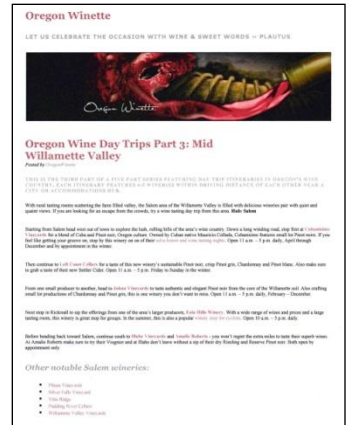
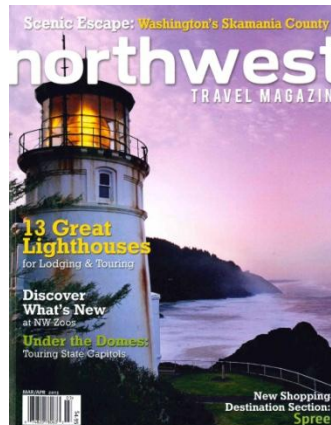
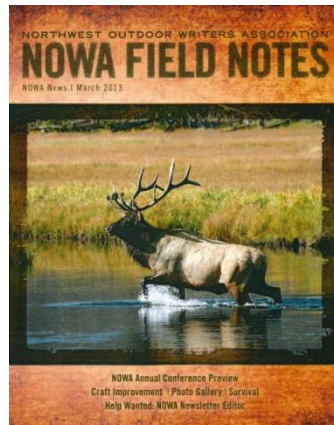
### ADMINISTRATION

- The Marion County Board of Commissioners approved \$75,000 in lottery funds for Travel Salem for 2013-14.
- Presented the Travel Salem 11-12 Annual Report at the Polk County Mayor's Breakfast.
- Wine Country Plate sales reached 6,022 by the end of April.
- Travel Salem and the Salem Area Chamber of Commerce are on a fact finding mission to capture the opinions and perspectives of some of the region's most prominent employers regarding Salem's livability as it pertains to recruiting and retaining top level executives. The study will be conducted over three months with the findings being presented to both Boards of Directors. The goal is to identify action steps, tools and resources to support two specific areas: recruitment efforts by employers, and relocation needs of employees. To date, meetings have been held with Willamette University, Garmin, Sanyo, Salem-Keizer School District, Salem Health, Marion County, and Kaiser Permanente, and Chemeketa Community College.

### MARKETING & COMMUNICATIONS (MARCOM)

#### National & Local Media

- Secured 2,768,499 impressions and an advertising equivalency of \$37,056 for March. Highlights:
  1. *NW Travel Magazine* – Salem featured in "Touring NW Capitols" article; also featured Roger Yost Gallery in the Focus section
  2. *Atlanta Tribune: The Magazine* – two-page spread on Salem (plus photos) and area restaurants & attractions in the magazine's "Doing Biz In..." column. Properties mentioned: The Grand Hotel Salem, Riverfront Carousel & Riverfront Park, Alcyone Café, Bentley's Grill, Willamette Valley Vineyards and OSH Museum of Mental Health
  3. *Oregon Winette* – Wine blogger Kelsey Ivey did a feature on West Salem area wineries: Left Coast Cellars, Cubanismo, Eola Hills & Johan Vineyards
  4. *Statesman Journal* – Polk County (Independence)'s Willamette River Trail – full page feature in the Outdoor section
  5. *Northwest Outdoor Writers Association* – March issue of *Field Notes* featured a one-page photo spread on outdoor attractions in the area (The Oregon Garden, Silver Falls State Park, rafting on the Santiam River, cycling through Gallon House Bridge)
  6. *Statesman Journal* Blog article – Springtime attractions & events



- Secured 2,202,535 impressions and an advertising equivalency of \$41,348 for April. Highlights:
  - NW Travel Magazine* – Willamette Heritage Center article plus photo featured in the “focus” section
  - Statesman Journal* – Mill City Murals project featured
  - Willamette Living* – Detroit Lake’s fishing derby featured in events section
  - Smarter Travel.com* – Willamette Valley wine region and the Grand Hotel included in “10 Best Destinations for Girlfriend Getaways”
  - FIDO Friendly* – Phoenix Inn (South)’s dog/hiking package included in round-up of spring getaways
  - Northwest Meetings & Events* – The Salem Convention Center; the Kroc Center and Painters Hall featured in article about green meeting spaces
  - Examiner.com* – Cherry blossoms and the Capitol building featured in travel writer Denise Seith’s column. She also named Travel Salem as a resource for trip planning and included a direct link to the TS website for more info.
  - Statesman Journal* Blog article – Subject: area gardens



- Contacted 50 media outlets regarding the Salem area:
  - Pitched Salem & Marion/Polk Counties as up-and-coming craft beer community to beer writer Brian Yaeger & Lucy Burningham
  - Created a PR outline for the Salem All-Star Heritage Community committee. Distributed press release to local media and pitched this designation to heritage and travel publications.
  - Pitched freelance writer Susan Hauser to do a heritage travel piece on Salem
  - Pitched *American Heritage Magazine* to do a heritage travel story on Salem and/or the Aurora Historic District
  - Pitched *Boston Herald* writer Richard Weir to include stops at Piluso Vineyards or Willamette Valley Vineyards as he traveled toward Bend
  - Pitched family travel story idea to freelance writer Carrie Uffindell
  - Pitched white Pinot noirs to *Willamette Living* and WestToast.com writer Clare Cady (Left Coast Cellars sending her some white wines)
  - Wrote and distributed press release on behalf of Town & Country Bowling Lanes to promote “Kids Bowl Free” program
  - Pitched Casey Lucas and Jonathan’s Restaurant to *Statesman* writer Capi Lynn for a feature about his fundraiser efforts for AIDS organizations
  - Pitched Canterbury Renaissance Faire to *VIA* magazine & *Willamette Living*
- Coordinated visit to A.C. Gilbert’s Discovery Village for writer Kara Williams
- Attended the NW Travel Writers Conference in Seaside. Distributed 24 press kits and pitched/talked with 12 writers about various Salem area attractions.
- Wrote and distributed press release on behalf of Gold & Treasure Expo for their event happening at the State Fairgrounds

- Wrote and distributed press release on behalf of Willamette University for their American College of Sports Medicine annual meeting
- Travel Salem's monthly interviews on KBZY featured: NW Comic Gallery, Salem Saturday Market The Friends of Straub Environmental Learning Center & City of Salem Minto-Brown Island Bridge Project

## Marketing

- Completed compiling the results of the Visitor Intercept Survey that was conducted at 11 regional locations from November 2011 through November 2012. Results to be shared in executive summary with the Board of Directors & other stakeholder groups.
- Assisted Travel Oregon with Japanese tour operator Kintetsu International with suggestions for their student groups. Interested in outdoor activities around Salem.
- Conducted a Travel Salem "Speed Pitching" event where regional businesses and organizations give their best and biggest pitch. This first-time opportunity attracted 17 people who shared information about new and exciting activities and events in the Salem area.
- Developed a 12-week Facebook & Twitter plan.
- Partnered with the Two Rivers Pedal Bikeway Committee and submitted a letter of support for their proposed Estacada to Detroit bikeway.
- Created and sent out five industry-newsletter (1,312 subscribers) and five weekly event e-blasts (1,907 subscribers).

## TravelSalem.com Dashboard (March & April)

|                                 | 2012   | 2011   |
|---------------------------------|--|--|
| <b>Visits</b>                   | 21,696 visits from 67 countries (U.S., Canada, U.K., India, Germany) | 17,405 visits from 66 countries (U.S., Canada, India, U.K., Germany) |
| <b>Absolute unique visitors</b> | 17,505   | 13,155   |
| <b>Pageviews</b>                | 62,027 pageviews/ 2.86 average Pageviews                             | 55,784 pageviews/3.21 average Pageviews                              |
| <b>Average time on site</b>     | 00:04:18   | 00:04:53   |
| <b>New visits</b>               | 72.71%   | 70.96%   |

## Social Media

- Added content and promotions to Travel Salem's **Facebook** page – 45 events, specials & announcements were posted reaching 7,088 fans.
- Maintained dialogue on **Twitter** with 3,792 local, national and international followers. Posted 38 tweets promoting regional partners and events.
- Uploaded 0 new videos to **YouTube**, with 1,156 video viewer sessions of existing content.
- Uploaded 34 images to **Flickr**, with 5,877 photo viewer sessions.
- Pinned 18 events and attractions for 91 followers on **Pinterest**.

## Willamette Valley Visitors Association (WVVA)

- Fulfilled 1,534 advertising inquiries.
- WVVA's OregonWineCountry.org website relayed 16,124 viewers to TravelSalem.com to discover detailed Salem and Marion/Polk information.
- Coordinated a Willamette Valley winery tour/ visit for Boston Herald writer Richard Weir.
- Pitched freelance travel writer Suzy Buckley on unique ways to experience Willamette Valley wineries & vineyards (Salem area ideas included Eola Hills' biking and Left Coast Cellars' "wiking")
- Created a WVVA video content plan to be implemented in 2014



### **Visitor Information Network**

The VIN assisted 17,317 visitors in March & April. 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.

### **CONVENTIONS & EVENTS**

#### **Leads**

Sent 40 leads out to our lodging and meeting partners during the month.

#### **Engagement & Development**

- The 2013 Oregon Governor's Conference on Tourism was held at the Salem Conference Center and drew over 500+ tourism industry professionals (their largest attendance in history) from across the state. In partnership with the Salem Conference Center, coordinated a downtown dine-around dinner "Take a Bite Out of Salem" on the Monday night of the conference and showcased Salem's restaurant scene and vibrant downtown. There were six participating restaurants, Bentley's, Orupa, Gamberetti's, La Margarita, Wild Pear and Jonathan's. Travel Salem plans to use this template in the future for other conventions that may have an on their own night for dinner.
- Met with Jehovah Witness Convention planners to discuss the upcoming 2013 & 2014 conventions.
- Hosted the Tournament Director for the Women's Flat Track Racing Association for a site tour of Salem lodging properties for the Women's Roller Derby West Coast Regional Championships.
- Coordinating Salem area tours and evening dinner for the Annual Welcome Center conference held by Travel Oregon. The event will be held at Spirit Mountain and tours will take place around the region, ending up in Salem for a reception at the Travel Café. Attendees will taste wine and then dine at selected downtown restaurant partners.
- Attended the Annual Cascadia Conference in Portland, this is a joint conference of Oregon and Washington for the Meeting Professionals International Association.
- Hosted a Team Salem meeting at the Phoenix Inn- South. This is a networking opportunity for lodging, meeting and attraction venues to meet with Travel Salem staff to discuss opportunities, challenges, and stay updated on Travel Salem programs.
- Testified on behalf of the Oregon State Fair and Expo Center in support of Senate Bill 7 which would change the operation to be a public corporation.
- Helped coordinate a lodging appreciation lunch at the Red Lion for the Capitol Cup Soccer Tournament, as a kick-off for the tournament's second year.
- Talked with two different hotel development groups about potential new hotel properties in Salem and Keizer.
- Met with the developer of the 25 Fields soccer complex.
- Attended the monthly networking and educational meetings for Meeting Planners International and the Greater Oregon Society of Meeting Professionals.

### **SERVICES**

- Provided services for 9 groups, reaching 2,906 delegates.
- Continued to work on services for the BMW Motorcycle Owners Association rally which will be held in July at the Oregon State Fair and Expo Center, drawing 6,000 – 8,000 people from across the U.S. The group will be offering wine tasting tours as well as visiting many of the attractions while in our region. Travel Salem will staff a visitor information table all 3 days of the rally to provide the highest quality visitor experience for the attendees.
- Currently working with 19 groups that will need future services.

## **MEMBERSHIP**

- 12-13 new & renewing members through April:
  - \$95,551 in revenue from 311 members (185 from inside, 109 from outside, 17 reciprocal).
  - 422 total current members, with 3 new members in March and 7 in April.



## CEOs REPORT – MAY

June 26, 2013

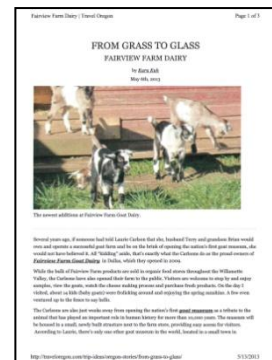
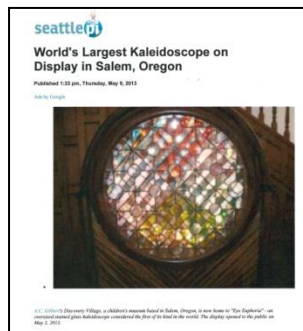
### ADMINISTRATION

- Wine Country Plate sales reached 6,607 by the end of May.
- Travel Salem and the Salem Area Chamber of Commerce are on a fact finding mission to capture the opinions and perspectives of some of the region's most prominent employers regarding Salem's livability as it pertains to recruiting and retaining top level executives. The study will be conducted over three months with the findings being presented to both Boards of Directors. The goal is to identify action steps, tools and resources to support two specific areas: recruitment efforts by employers, and relocation needs of employees. To date, meetings have been held with Willamette University, Garmin, Sanyo, Salem-Keizer School District, Salem Health, Marion County, and Kaiser Permanente, and Chemeketa Community College.

### MARKETING & COMMUNICATIONS (MARCOM)

#### National & Local Media

- Secured 4,469,270 impressions and an advertising equivalency of \$135,967 for May 2013. Highlights:
  1. *1859 Magazine* – Oregon Pioneer statue included in round-up of the State's best public art statues
  2. *Statesman Journal* – Minto Brown Park, Salem's Saturday Market, Airlie Winery, The Oregon Garden and Willamette Humane Society's playgroups featured in article about great Salem area places to visit with your dog
  3. *Seattle Post Intelligencer* – A.C. Gilbert's Discovery Village's new "eye euphoria" kaleidoscope exhibit mentioned
  4. *OregonNews.com* – A.C. Gilbert's Discovery Village's new "eye euphoria" kaleidoscope exhibit mentioned
  5. *Salem Business Journal & The Statesman Journal* – NW Comic Gallery's free comic book day featured in both publications
  6. *VIA* – OSH Museum included in "What's New in the West" section
  7. *NW Senior News* – T&C Bowling's "Kids Bowl Free" program highlighted in the events/calendar section
  8. *TravelOregon.com* – Blog article plus photos about Fairview Farm Dairy featured in Willamette Valley trip ideas
  9. *Statesman Journal* – Salem's All-Star Heritage designation featured in Justin Much's column and also mentioned in Elida Perez's column



- Contacted 26 media outlets regarding the Salem area:
  1. Pitched round up of pet-friendly places to visit to pet advice writer Martha Allen at the *Statesman Journal*. (article published same month)
  2. Pitched pet-friendly properties/attractions to editor of FIDO Friendly magazine (a glossy, national monthly magazine geared specifically towards people who travel with their dogs)
  3. Pitched Salem area to *Destinations* magazine editor Darlene Perrone
  4. Pitched Salem area heritage attractions to Anita Crotty, editor of *VLA Magazine*
  5. Pitched the Salem Conference Center to *Meetings Focus* magazine for their fall issue on green convention centers
- Wrote and distributed press release on behalf of Town & Country Bowling Lanes to promote their “Breakfast Bowl” program.
- Travel Salem’s monthly segment on KBZY featured Salem Collectors Market and Red Raven Gallery.

### Marketing

- Created a partnership with Roth’s grocery stores to distribute the Visitors Guide.
- Created a partnership with the South Salem Phoenix Inn as a new satellite visitor information location to start in June.
- Met with Linda Norris, Scott Snyder and Virginia Green to discuss a cultural heritage brochure and redesigned point of interest map. Secured design and printing costs for both projects.
- Began selling Salem prints, by Jennifer Lake Miller, in the Travel Café.
- Met with Willamette Valley Wine representatives to discuss a potential cooperative survey to gather more consumer data.
- Participated in the May “Train Week” event at the Salem Amtrak station distributing visitor information.
- Renewed Travel Salem’s EarthWise Certification through Marion County.
- Recruited a MarCom intern to assist with public relations activities through mid-August.
- Created and sent out three industry-newsletter (1,299 subscribers) and five weekly event e-blasts (1,881 subscribers).

### TravelSalem.com Dashboard

|                                 | 2012   | 2011  |
|---------------------------------|--|---|
| <b>Visits</b>                   | 12,287 visits from 65 countries (U.S., Canada, U.K., India, Germany) | 12,274 visits from 68 countries (U.S., Canada, UK, India) |
| <b>Absolute unique visitors</b> | 9,856  | 9,930   |
| <b>Pageviews</b>                | 32,604 pageviews/ 2.65 average Pageviews                             | 35,338 pageviews/2.88 average Pageviews                   |
| <b>Average time on site</b>     | 00:04:16   | 00:04:16  |
| <b>New visits</b>               | 72.53%   | 73.50%  |

### Social Media

- Added content and promotions to Travel Salem’s **Facebook** page – 25 events, specials & announcements were posted reaching 7,091 fans.
- Maintained dialogue on **Twitter** with 3,902 local, national and international followers. Posted 28 tweets promoting regional partners and events.
- Uploaded 1 new videos to **YouTube**, with 691 video viewer sessions of existing content.
- Uploaded 0 images to **Flickr**, with 3,369 photo viewer sessions.
- Pinned 18 events and attractions for 102 followers on **Pinterest**.



## **Willamette Valley Visitors Association (WVVA)**

- Fulfilled 1,538 advertising inquiries.
- WVVA's OregonWineCountry.org website relayed 7,747 viewers to TravelSalem.com to discover detailed Salem and Marion/Polk information.
- Launched Adventurecation promotion that will run through June 4, 2013.
- Edited and distributed WVVA's summer e-newsletter (featuring Salem area gardens).
- Compiled ad copy and photo for "See & Do" magazine.

## **Visitor Information Network**

The VIN assisted 11,797 visitors in May. 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.

## **CONVENTIONS & EVENTS**

### **Leads**

Sent 4 leads out to our lodging and meeting partners during the month.

### **Engagement & Development**

- Hosted the final visit prior to the rally of the BMW Motorcycle of Association. Met with the Fire Marshall, and OSFEC to plan out final layouts for the event.
- Met with the Jehovah Witness planners to discuss tentative dates for 2015 – 2019. Dates are confirmed by November one year prior to the event.
- Attended the trade-show portion of the Annual Welcome Center conference held by Travel Oregon. The event was held at Spirit Mountain and tours took place around the region, ending up in Salem for a reception at the Travel Café. Attendees tasted local wines and then went to dinner at selected downtown restaurant partners. This was a great opportunity to educate Welcome Center staff from throughout Oregon about our region prior to the busy summer visitor season.
- Hired Erin Paradis as a summer intern, she'll be working until the end of July.
- Met with Carrie Cool the developer of the 25 Fields soccer complex, the project is still in the fundraising stage. If this project comes to fruition, it has the potential to drive many room nights to the Salem area and be a major venue for sporting events in Oregon.
- Attended the 25<sup>th</sup> Anniversary reception in Portland with the Salem Convention Center.
- Attended the monthly networking and educational meetings for Meeting Planners International and the Greater Oregon Society of Meeting Professionals.

## **SERVICES**

- Provided services for 8 groups, reaching 11,448 delegates.
- Currently working with 12 groups that will need future services.
- Continuing to work on services for the BMW Motorcycle Owners Association rally which will be held in July, at the Oregon State Fair and Expo Center, drawing 6,000 – 8,000 people from across the U.S. The group will be offering wine tasting tours as well as visiting many of the attractions while in our region. Travel Salem will staff a visitor information table all 3 days of the rally to provide the highest quality visitor experience for the attendees.

## **MEMBERSHIP**

- 12-13 new & renewing members through May.
  - \$99,835 in revenue from 326 members (193 from inside, 116 from outside, 17 reciprocal).
  - 429 total current members, with 11 new members in May.

### **Marketing Exchange Luncheon**

- Our Annual Ab Fab Awards were held May 16, hosted by the Salem Convention Center. The keynote speaker was Kari Westlund, President & CEO of Travel Lane County presenting on a visitor industry update, and Mayor Anna Peterson read a proclamation declaring May as National Tourism Month. Major sponsors included the Salem Art Association and Salem Business Computers. Other event sponsors were: Salem Trophy, Allied Video, EZ Orchards, Adelman Peony Gardens and Schreiners Iris Gardens. It was a fun and festive event with 75+ in attendance. The following were this year's award winners: NW Tandem Rally, Hampton Inn & Suites, Gilgamesh Brewing, Salem Business Computers, Adelman Peony Gardens and the Oregon State Hospital Museum of mental Health.



## CEOs REPORT – JUNE & JULY

August 15, 2013

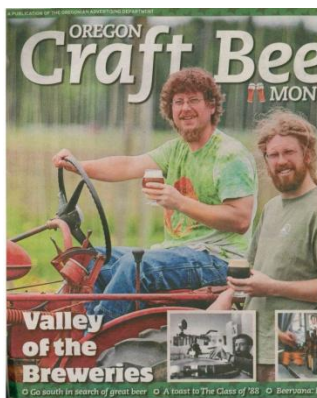
### ADMINISTRATION

- Wine Country Plate sales reached 7,790 by the end of July.
- Travel Salem and the Salem Area Chamber of Commerce are on a fact finding mission to capture the opinions and perspectives of some of the region's most prominent employers regarding Salem's livability as it pertains to recruiting and retaining top level executives. The study will be conducted over three months with the findings being presented to both Boards of Directors. The goal is to identify action steps, tools and resources to support two specific areas: recruitment efforts by employers, and relocation needs of employees. To date, meetings have been held with Willamette University, Garmin, Sanyo, Salem-Keizer School District, Salem Health, Marion County, and Kaiser Permanente, and Chemeketa Community College.

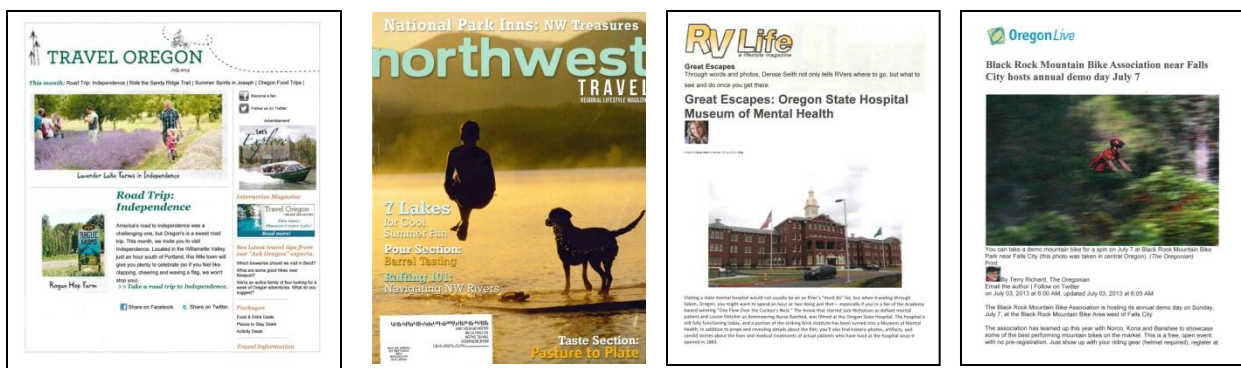
### MARKETING & COMMUNICATIONS (MARCOM)

#### National & Local Media

- Secured 3,206,978 impressions and an advertising equivalency of \$121,377 for June. Highlights:
  1. *Statesman Journal* – Town & Country Bowling's "Kids Bowl Free" summer program featured in full-page spread in Holly Hamlin's Kids Trips column.
  2. *Statesman Journal* – Black Rock Mountain Bike Association/Area's annual demo day promoted in outdoor writer Zach Urness' blog and print edition of the paper.
  3. *The Oregonian* – Santiam Brewing Co featured in beer writer Brian Yeager's story about the best breweries found south of Portland.
  4. *Travel Oregon's e-newsletter* – June consumer e-newsletter profiled Hazel Patton and her work on both the Riverfront Carousel project & the OSH Museum of Mental Health.
  5. *Willamette Living Magazine* – Left Coast Cellars' white pinot noir (plus a photo) and chardonnay featured in wine writer Clare Cady's column.
  6. *Willamette Living Magazine* – World Beat Festival highlighted in the events section.
  7. *Oregon Beer Growler* – Wandering Aengus Ciderworks featured in story about the growing popularity of Oregon ciders & their use of heirloom apples.
  8. *The Statesman Journal* – Adam's Rib Smokehouse's 10<sup>th</sup> anniversary celebration included in Menu Matters column.
  9. *Statesman Journal* Blog article – Subject: Kids summer activities in the region.



- Secured 1,921,704 impressions and an advertising equivalency of \$82,310 for July. Highlights:
  - Statesman Journal*—Writer Justin Much and photographer Tim Gonzales toured the BMW MOA International Rally at the State Fairgrounds on July 18. The story (plus photos) ran on July 19 and noted the positive economic impact the Rally brings to the Salem area.
  - Travel Oregon's e-newsletter*—July's consumer e-newsletter included a feature on Independence as a perfect road trip destination (included mentions of Rogue Hop Yard & Farmhouse B&B), Ovenbird Bakery, Lavender Lake Farms & the Willamette River Trail).
  - Northwest Travel Magazine*—Round-up on county fairs/Americana events (Marion County Fair, Polk County Fair & the St. Paul Rodeo).
  - RV Life Magazine*—The Oregon State Hospital Museum of Mental Health was featured in the July issue of RV Life.
  - Oregonlive.com*—Black Rock Mountain Bike Association (BRMBA)'s Demo Day event featured on Oregonlive.com.
  - Northwest Brewing News*—Profile on Santiam Brewing Company (for their cask ales).
  - Statesman Journal* Blog article—Subject: "Cool" summer activities around Salem.



- Contacted 93 media outlets regarding the Salem area:
  - Pitched travel writer John Gottberg Anderson re: possible Salem area travel piece around heritage/history & the Capitol's 75<sup>th</sup> anniversary celebration (in October).
  - Pitched The Oregon Garden Resort & Silver Falls State Park to *Insider Perks* for pet-friendly camping/overnight stays under \$200.
  - Pitched Brooks Gardens as a potential profile for KPTV's weekly *Garden Time TV* show.
  - Pitched Black Rock Mountain Bike Association/Area's annual demo day (July 7) to the *Statesman*, *the Oregonian*, *Polk County Itemizer Observer*, *NW Outdoors* and *BikePortland.com*.
  - Responded to HARO (Help a Reporter Out) request from Washington Times writer for pet-friendly places on the West Coast (Oregon Garden Resort, Minto-Brown Island Park & Airlie Winery).
  - Pitched winter events to *VIA Magazine* (WHC's Magic at the Mill, Dallas Winterfest & A.C. Gilbert's New Year's Eve event).
- Hosted Darlene Perrone, editor of Destinations Travel Magazine, for a one-day tour of the Salem area (visited The Oregon Garden, Oregon Garden Resort, Willamette Valley Cheese Co. & Bentley's).
- Distributed press release on behalf of Brooks Gardens for award at annual Peony competition; wrote & distributed press release announcing the opening of the Fairview Farm Goat Museum (distributed to 40-plus outlets and freelance writers).
- Travel Salem's monthly interview on KBZY featured The World Beat and Salem Public Library's summer programs (June); and The Canterbury Renaissance Faire and Enlightened Theatrics (July).

## Marketing

- Launched the South Salem Phoenix satellite visitor information location.
- Hired Saturday Travel Café Visitor Center staff and conducted thorough training.



- Serving on the Downtown Advisory Committee and lead on new downtown website including content development. The first phase of the website should be launched by September.
- Responded to leads generated from the IPW tradeshow. IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. Travel Oregon representatives attended and Travel Salem responded to leads.
- Developed a video “hit list” of area POI to represent the region with future WVVA videos.
- Created and sent out two industry-newsletters (1,306 subscribers) and eight weekly event e-blasts (1,884 subscribers).

#### TravelSalem.com Dashboard (June & July)

|                                 | 2013  | 2012  |
|---------------------------------|---|---|
| <b>Visits</b>                   | 36,632 visits from 61 countries (U.S., Canada, U.K., India, Germany, Australia) | 28,232 visits from 68 countries (U.S., Canada, UK, India) |
| <b>Absolute unique visitors</b> | 32,302  | 22,995  |
| <b>Pageviews</b>                | 89,178 pageviews/ 2.46 average pageviews  | 78,112 pageviews/2.78 average pageviews                   |
| <b>Average time on site</b>     | 00:03:33  | 00:03:81  |
| <b>New visits</b>               | 72.43%  | 73.99%  |

#### Social Media

- Added content and promotions to Travel Salem’s **Facebook** page – 47 events, specials & announcements were posted reaching 7,127 fans.
- Maintained dialogue on **Twitter** with 3,996 local, national and international followers. Posted 35 tweets promoting regional partners and events.
- Uploaded 0 new videos to **YouTube**, with 2,301 video viewer sessions of existing content.
- Uploaded 6 images to **Flickr**, with 9,469 photo viewer sessions.
- Pinned 2 events and attractions for 111 followers on **Pinterest**.
- Ran a ticket promotion for Historic Deepwood Estate for their Wine & Jazz Festival.

#### Willamette Valley Visitors Association (WVVA)

- Fulfilled 6,142 advertising inquiries.
- WVVA’s OregonWineCountry.org website relayed 23,213 viewers to TravelSalem.com to discover detailed Salem and Marion/Polk information.
- Concluded the Adventurecation promotion that ran through June 4, 2013. Added 6,595 new Facebook fans to the Oregon Wine Country Facebook page with a total of 38,008 fans.
- Completed WVVA’s brand refresh project (e.g. logo, brand essence, manifesto, web template, e-news template).
- Managed hiring & training process for new WVVA part-time program manager.
- Created leverage tracking mechanism.
- Submitted WVVA annual report to Travel Oregon.



**Willamette Valley**  
OREGON WINE COUNTRY

#### Visitor Information Network

The VIN assisted 28,140 visitors in June & July. 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, Phoenix Inn South, Willamette Heritage Center, Salem Conference Center, Amtrak, Salem AAA and Salem Airport.

## **CONVENTIONS & EVENTS**

### **Leads**

Sent 16 leads out to our lodging and meeting partners over the two month period.

### **Engagement & Development**

- Hosted an emergency management meeting with BMW MOA Executive Director with the Salem Police and Fire Departments, and the Oregon State Police.
- Continued communications with Carrie Cool the developer of the 25 Fields soccer complex. The project is still in the fundraising stage. If this project comes to fruition, it has the potential to drive many room nights to the Salem area and be a major venue for sporting events in Oregon.
- Hosted a Team Salem meeting at the Grand Ballroom for our industry partners.
- Met with Marty Limbird, managing partner and co-founder of Fieldhouse Athletics. He and his partners are in the development stages of building an indoor sports field complex in the Salem area, to be used for soccer, Lacrosse and other field sports as determined. This is a very exciting development and has the potential to also drive significant room nights to the area. The two venues could potentially complement each other for many types of sporting events. The group has been endorsed by such associations as Oregon Youth Soccer, National Soccer Coaches Association of America, United Soccer League, US Lacrosse, Oregon Adult Soccer Association and the Oregon Sports Authority.
- Met with The Hoop to start solidifying the 2014 tournament schedule, they are looking to host larger youth tournaments, drawing from Oregon, California, Idaho and Washington.
- Attended the Christmas in July reception for Meeting Planners at the Red Lion Hotel.
- Attended the monthly networking and educational meetings for Meeting Planners International and the Greater Oregon Society of Meeting Professionals.

## **SERVICES**

- Provided services for 17 groups, reaching 15,960 delegates.
- Currently working with 14 groups that will need future services.
- Provided services for the BMW Motorcycle Owners Association rally which was in July, at the Oregon State Fair and Expo Center, drawing 6,000 – 8,000 people from across the U.S. The group offered wine tasting tours as well as visiting many of the attractions while in our region. Travel Salem staffed a visitor information table all three days of the rally to provide the highest quality visitor experience for the attendees.
- Provided Visitor Information for the Capitol Cup Soccer Tournament.
- Provided a visitor Information Table at the Salem Convention Center for the Masonic Grand Lodge.
- Met with the planning committee for the 2014 District 5100 Rotary Convention, to be held May 2014 at the Salem Convention Center.

## **MEMBERSHIP**

- 13-14 new & renewing members through July:
  - \$31,910 in revenue from 121 members (7 from inside, 33 from outside, 19 reciprocal).
  - 422 total current members, with 8 new members in June & 2 new members in July.