



THIRD QUARTER REPORT 2008-09 January, February, March

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention third quarter report for 2008-09 pursuant to City of Salem contract section 1.1.3. The contract stipulates that quarterly reports include a “financial report, an overview of activities, progress statements on meeting ‘scope of services,’ and updated information as required in the strategic/business plan.” 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 07-09 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.

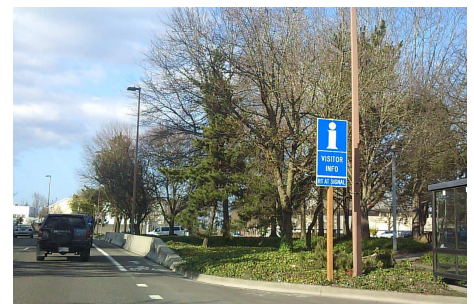
EXECUTIVE SUMMARY

Activities during the third quarter of 2008-09 produced positive results in key program areas.

Travel Salem moved its headquarters to 181 High Street in historic downtown Salem on January 31, and opened the Travel Café – the first-of-its-kind destination visitors center in the country. Thirty-one partners stepped up to support the project with \$119,000 in cash sponsorships and more than \$94,311 so far in in-kind products and services.



The **directional “i” signage system** was installed on Hwy 22 east and west, driving traffic and visibility for the Travel Café. Travel Salem partnered with Oregon Travel Information Council to develop this pilot program. Leverage for the Hwy 22 signs is valued at \$6,731. Additional directional signage on the Salem Parkway will happen in the fourth quarter.



Heading west on Trade Street

Travel Salem launched the new campaign for “**Absolutely Oregon**” – a regional branding effort providing a platform for consistent messaging to internal and external audiences. The brand strives to create synergy in marketing efforts across industries. In the third quarter, 14 businesses got on the “brand wagon.”



The new **database-driven engine** behind TravelSalem.com was launched in the third quarter featuring integrated search capability by category of interest, date of travel, etc.

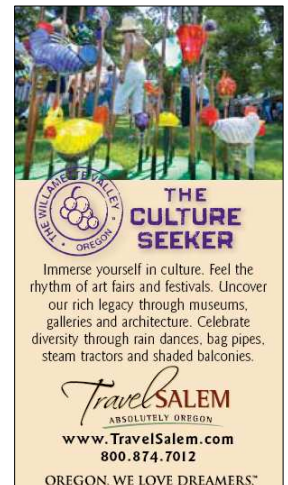
National and local **media** secured for the period resulted in 184 impressions valued at \$96,242 of free media exposure. Publications included Food Network – Rachel Ray \$40 a day, *Smart Meetings*, *RV Life*, *Bus Tour Magazine*, Portland NOW (television), *Salem Monthly*, *Statesman Journal*, *Salem Business Journal*, and Salem-News.com.

Social media efforts continued to grow with Flickr images totaling 857 with 9,363 viewer sessions, and Twitter activity reaching 328 local, national and international followers. Additional results:

- Participated in jourchat, a weekly online chat with hundreds of PR professionals, journalists and bloggers.
- Hosted blogger, Nancy D. Brown on a familiarization tour. She writes a travel column “What a Trip” for the *Contra Costa Times* and contributes to *InsideBayArea*, Uptake.com, and writes for Travel blogs. Nancy wrote two separate blogs about the Phoenix Grand Hotel and the Oregon Garden Resort on Uptake.com. Uptake.com is the largest travel and hotel review metasearch engine with more than one million monthly visitors. In addition, an “I Heart This City” was posted on her “What a Trip” blog, referencing some of the best places to visit in Salem.



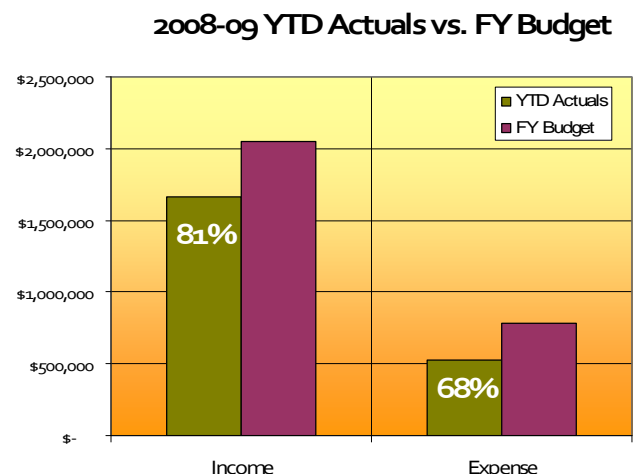
In support of Vision 2020, a **SalemAlive.com** section of TravelSalem.com was created that promotes events in the Salem downtown core. Next quarter, a promotional campaign (in collaboration with partners such as Go Downtown) will take place to drive awareness of the resource.



In partnership with the Willamette Valley Visitors Association, Travel Salem participated in year-round **Sunset magazine** ad placements (870,000 monthly circulation) and leisure lead generation. Pictured at right and valued at \$62,400.

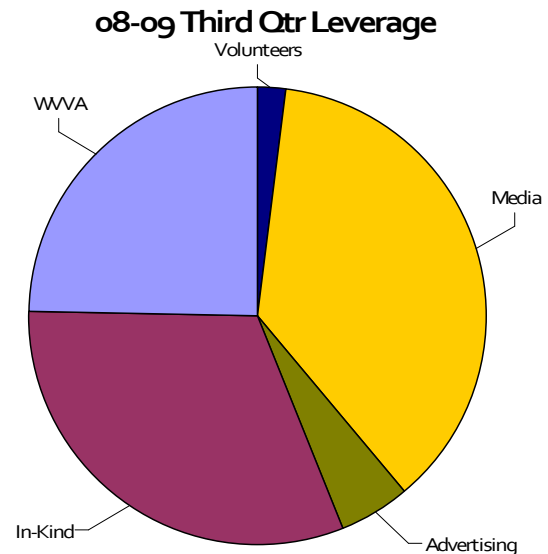
Travel Salem secured **three new conferences** in the third quarter: Rural Development Initiatives – Regards to Rural Conference, Oregon Federation of Republican Women, and the AAU Basketball Tournament.

Detailed **Financial statements** for the third quarter are attached: revenues were \$174,506, while expenses were \$185,824. Total operating revenues for the period were \$532,692 which included carry forward, other income and leverage. Net resources were \$31,118.



The results generated by Travel Salem are measured by examining progress in three key areas: estimated economic impact (EEI), transient occupancy tax (TOT) revenues, and leverage.

- **EEI results** are available at year end, and will be reported in Travel Salem's 08-09 annual report.
- Third quarter **TOT receipts** were down 11% from the previous year to \$442,926. Year-to-date TOT is only down 3.66% which is very good compared to other regions around the state which are experiencing decreases of 15%+.
- Third quarter **leverage results of \$260,750 increased 37%** over the previous year due to media successes with dedicated PR efforts, an advertising partnership with Travel Oregon, and in-kind support for the Travel Café. *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

The Travel Salem staff tracks numerous statistics throughout the year to monitor, evaluate and adjust marketing strategies, staff levels, funding, etc. 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, etc. will also have an impact on the peaks and valleys that these numbers may reflect.

Please refer to the Glossary of Terms for definitions of the following activities.

Activity & Production Statistics	3 rd Qtr 08-09	% Change from 07-08	08-09 YTD	3 rd Qtr 07-08	3 rd Qtr 06-07
Marketing & PR					
National Earned Media Impressions	22	-18%	170	27	43
Local Earned Media Impressions ¹	162	1700%	549	9	8
PR Presentations ²	38	192%	120	13	1
Visitor Information Inquiries	11,975	21%	38,595	9,908	3,338
TravelSalem.com User Sessions	47,843	-8%	153,578	52,254	102,443
Visitors Center Attendance ³	5,924	28%	18,752	4,611	5,976
Events & Community Activities Assisted	201	0%	835	202	n/a
Convention & Event Marketing					
Real-Time Conventions/Events ⁴	7	-42%	30	12	5
• Number of Delegates ⁵	1,700	-95%	8,233	36,628	70,592
• Number of Room Nights	5,350	-19%	10,570	6,589	1,992
Sales Leads Generated ⁶	10	-38%	20	16	12
Bookings ⁷	5	-58%	25	12	9
Sales Activities ⁸					
• Direct Contact	114	56%	539	73	3
• Phone/E-mail	195	22%	477	160	n/a
• Sales Packets Distributed	23	-36%	117	36	101
• Site/FAM Tours	2	-67%	9	6	9
• Referrals	23	-8%	68	25	n/a
Convention & Event Services					
Conventions Assisted	16	-16%	53	19	20
Visitors Reached ⁹	7,625	-81%	30,709	40,171	n/a
Welcome Bags Distributed ¹⁰	680	85%	3,828	367	n/a

¹ Local Earned Media – increase due to enhanced PR efforts with designated PR staff person.

² PR Presentations – increased results due to enhanced community outreach.

³ Visitor Center attendance increase is due to satellite locations and new “i” signage from I-5.

⁴ Real-Time Conventions/Events – in 07-08 there were several large conferences that are on a 3-5 year rotation and will not come back every year.

⁵ Number of Delegates – the decrease was largely due to the cancellation of the Oregon Manufactured Home Show.

⁶ Sales Leads Generated – the decrease was due to less activity from planners.

⁷ Bookings – the decrease was due to less activity from planners.

⁸ Sales Activities – decreases due to turn over in Convention & Member Services staff person.

⁹ Visitors Reached – the decrease was largely due to the cancellation of the Oregon Manufactured Home Show.

¹⁰ Welcome Bags Distributed – the increase is due to more conventions & events requesting this service.

Activity & Production Statistics	3 rd Qtr 08-09	% Change from 07-08	08-09 YTD	3 rd Qtr 07-08	3 rd Qtr 06-07
Membership¹¹					
Total Membership	275	68%	275	164	n/a
New Members Acquired	22	-51%	76	45	n/a
Attrition	0	n/a	1	n/a	n/a
Sales Presentations	429	125%	1,031	191	n/a
Leverage (detail below)¹²	\$260,750	37%	\$951,343	\$190,874	\$76,417
Visitors Guide	\$0	n/a	\$91,693	\$111,639	\$0
Volunteers	\$5,130	13%	\$16,578	\$4,194	\$6,804
Media	\$96,242	512%	\$462,265	\$15,722	\$26,186
Advertising	\$12,758	113%	\$39,355	\$3,985	n/a
In-Kind	\$82,370	1681%	\$148,702	\$6,605	\$3,525
WVVA/Regional	\$64,250	33%	\$192,750	\$48,167	\$39,902

¹¹ Membership – the program was launched in 07-08, so increases and decreases will show significant swings until program matures.

¹² Leverage results increased over prior period due to significant growth in media with dedicated PR staff; growth in advertising due to TORP; and in-kind support related to the Travel Café, satellite locations and other key partnerships.

1/a - DIVERSIFY FUNDING STREAMS

Develop long-term stable funding by examining opportunities within existing program offerings and establishing new revenue streams through creative ventures.

STRATEGIC INITIATIVES & RESULTS:

- *#1 Develop & implement sponsorship opportunities:*
 - Secured sponsors for the build of the new Travel Café, the bi-monthly Industry e-Newsletter, the quarterly Consumer e-Newsletter, Marketing Exchange Luncheons and Welcome Bags.
- *#2 Implement fundraising events:*
 - Membership luncheons – held two successful events during the third quarter:
 - January featured “Film & Television Media: A Look Ahead at This Changing Industry” by Vince Porter, executive director at the Governor’s Office of Film and Television, and was hosted and sponsored by the Keizer Renaissance Inn.
 - March featured “Travel Salem – Plug into Innovative Marketing Strategies” by the Travel Salem Management Team, and was hosted by the Grand Ballroom and sponsored by Mill Creek Station and Trestle Glen Entertainment.
- *#3 Create New Advertising Opportunities:*
 - Co-op ads with the Salem Conference Center ran in *Smart Meetings* magazine and *Meetings 08’*, a special section in Alaska Airlines and Horizon Air Magazines.
- *#6 Build and expand essential financial partnerships:*
 - Contracted with Box Office Tickets to establish AbsolutelyTix.com – a centralized, regional ticketing outlet in the Travel Café. AbsolutleyTix services will launch in the fourth quarter.
 - Submitted a 09-10 contract proposal to Woodburn Area Tourism to continue to provide tourism promotion services.

1/b - INCREASE ORGANIZATIONAL CAPACITY

Increase organizational capacity in both human and financial resources to boost program support, services and the overall bandwidth of Travel Salem.

STRATEGIC INITIATIVES & RESULTS:

- *#2 Engage the Board of Directors by developing advisory committees:*
 - Travel Salem's Brand Council launched the new campaign for "Absolutely Oregon" at the January Marketing Exchange luncheon. This regional branding effort provides a platform for consistent messaging to internal and external audiences – and strives to create synergy in marketing efforts across industries. Partners and businesses in the community were encouraged to get on the "brand wagon." The following businesses have hooked on to the regional brand with a tagline:
 - Salem Chamber of Commerce – Absolutely Leading Businesses
 - SEDCOR – Absolutely Ready
 - Go Downtown Salem – Go Downtown for Absolutely Everything
 - Phoenix Grand Hotel – Absolutely Grand
 - In House Graphics – Absolutely Creative
 - Willamette Queen – Absolutely Historical
 - North Santiam Canyon Economic Development – Absolutely Natural
 - City of Keizer - Absolutely Local
 - Schreiner's Iris Garden - Absolutely Beautiful
 - Salem Family YMCA - Absolutely Your Y
 - Keizer Renaissance Inn –Experience Excellence, Absolutely
 - Salem Conference Center – Absolutely Inspired
 - Ipsenault Company – Absolutely Innovative
 - A.C. Gilbert's Discovery Village – Absolutely Kids
- *#3 Explore facility opportunities that support organizational growth:*
 - Travel Salem moved its headquarters to 181 High Street in historic downtown Salem on January 31, and opened the Travel Café – the first-of-its-kind destination visitors center in the country. Directional signage was installed on Hwy 22 in February to drive visitors to the new location (see 2/d #4). Thirty-one partners stepped up to support the project with \$119,000 in cash sponsorships and more than \$94,311 so far in in-kind products and services.
- *#4 Recruit volunteers with attributes/skill sets to achieve program goals:*
 - Recruited two additional volunteers through a referral program to support Guest Services.
- *#5 Implement technology to enhance program efficiency:*
 - Continued social media resources (FaceBook, Twitter) – see 2/b #8.

1/c - BUILD MEMBERSHIP PROGRAM

Develop a broad-based, regional membership program that delivers value-added tourism services to members. The membership program will be designed within requirements of the Salem City charter.

STRATEGIC INITIATIVES & RESULTS:

- *#2 Obtain regional participation:*
 - Recruited 5 new regional members (22% of total new members secured during quarter).

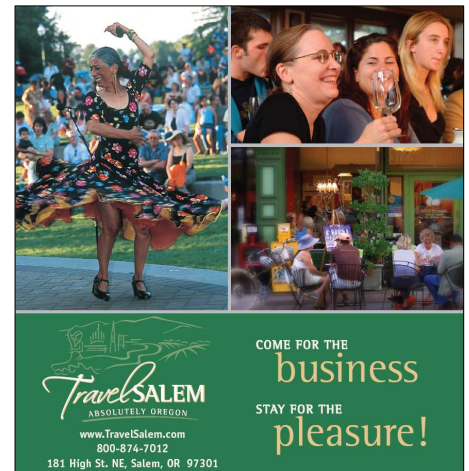
- *#3 Use public relations to communicate/promote membership:*
 - Conducted a “Travel Salem 101” session at the Marketing Exchange luncheon in March focusing on how businesses can leverage marketing resources to promote their products and services to the visitor industry.
 - Published 28 press releases to build awareness about Travel Salem and the membership program.
 - Promoted membership through the Industry e-Newsletter distributed to 1,071 partners informing them of marketing opportunities.
- *#6 Leverage regional Chamber of Commerce memberships*
 - Participated in a familiarization tour of Independence coordinated by the Monmouth/Independence Chamber.

2/a - BROADEN SCOPE OF CONVENTION & EVENT MARKETING PROGRAM

Develop a comprehensive Convention & Event Sales program that promotes and leverages a wide variety of properties and meeting venues throughout the region.

STRATEGIC INITIATIVES & RESULTS:

- *#2 Develop cooperative marketing campaigns with partners:*
 - Worked with the Salem Conference Center and the Phoenix Grand Hotel on industry tradeshow – the Greater Oregon Society of Government Meeting Professionals and the Oregon State University Annual Tradeshow.
- *#4 Secure new conference/event opportunities:*
 - Secured 3 new opportunities: Rural Development Initiatives – Regards to Rural Conference, Oregon Federation of Republican Women, and the AAU Basketball Tournament.
- *#6 Pursue editorial coverage for Salem as a convention destination:*
 - Negotiated a free ad in *Oregon Business Magazine* to promote the Salem area as a destination for groups and leisure travelers (pictured at right).
- *#8 Research & broaden geographic scope of program:*
 - Attended the Oregon Tour and Travel Alliance (OTTA) bi-monthly meeting held at the Oregon Garden Resort. The mission of this statewide alliance is to partner and sell Oregon as a packaged travel destination, nationally and internationally.
 - Met with the Oregon State Fair and Expo Center to discuss strategies to book more equestrian and event business. There are several tentative bookings at this time.
- *#9 Maintain existing marketing efforts:*
 - Made a presentation with the Salem Conference Center to the Professional Land Surveyors of Oregon’s Annual Conference held in Portland, to pre-promote for next year’s conference which will be held in Salem.
 - Participated in the following:
 - Greater Oregon Society of Government Meeting Professionals annual conference and tradeshow
 - Planning meetings for the National Amateur Softball Association’s tournaments to be held in Salem during the summer
 - Travel Salem booth at the legislative session at the Capitol
 - Annual OSU tradeshow



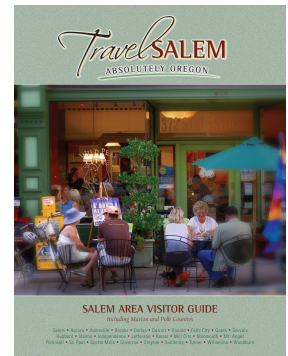
- Meeting Professionals International Annual Cascadia Conference and tradeshow
- Attended industry association monthly networking opportunities including Oregon Society of Meeting Professionals, Meeting Professionals International, Oregon Society of Association Managers and the Oregon Tour and Travel Alliance.

2/b - DRIVE INNOVATIVE TOURISM MARKETING STRATEGIES

Develop a comprehensive leisure tourism marketing program that promotes Salem as a preferred destination for leisure day and overnight visitors.

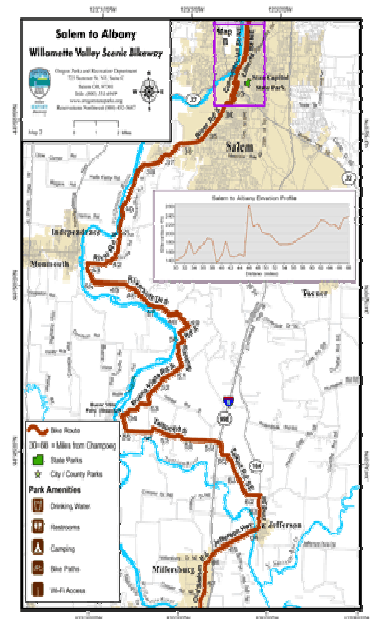
STRATEGIC INITIATIVES & RESULTS:


- *#1 Explore advertising & publicity options to educate target audiences:*
 - Submitted *Statesman Journal* columns:
 - “Travel Salem – New Name, New Location, New Brand”
 - “Celebrating Oregon’s 150th Birthday”
 - “The Importance of a Thriving Downtown for Tourism”
 - Researched Cision database for regional and national media opportunities.
 - Distributed the Consumer e-Newsletter to 300 subscribers offering Salem area travel packages, specials and events.
- *#2 Redesign TravelSalem.com to be dynamic & user-friendly:*
 - Launched the new TravelSalem.com website which now features a database-driven engine with search capability (e.g. by category of interest, date of travel, etc.). Transferred 3,000 pages of information to new structure. This transition will continue into the 4th quarter.
 - Created the Vision 2020 SalemAlive.com section (see 2/b #8).
- *#3 2009 Salem Area Visitors Guide:*
 - Published the 2009 Salem Area Visitors Guide with distribution underway to 800 locations throughout Oregon, Washington, California and British Columbia.
- *#4 Research & establish satellite visitor resource locations:*
 - Brochure racks installed and staff training completed at the two 24/7 satellite visitor information locations at the Red Lion Hotel and the Best Western Mill Creek Inn.
 - Researching partnerships and satellite locations to provide visitor information kiosks (Amtrak, Lancaster Mall, Maples Rest Area on Hwy 22 east close to Detroit Lake, and Silver Falls State Park).
- *#5 Pursue editorial coverage to leverage marketing resources:*
 - National and Local Media – secured 184 impressions (e.g. articles, listings, photographs) valued at \$96,242 of free media exposure.
 - Local Media – secured 162 impressions valued at \$30,675 of free media exposure (see 2/b #1).
- *#6 Expand regional efforts through creative partnerships & marketing initiatives:*
 - Placed an ad in *Good Housekeeping* magazine (840,000 circulation) focusing on gardens and overnight stays (funded by Marion County).
 - Created an Events Calendar (Mar-Nov) for Woodburn Area Tourism, printed 3,500 and distributed them throughout region.



Red Lion Satellite Visitors Center

- Developed promotional strategy with Oregon State Parks for the Willamette Valley Scenic Bikeway that runs through Salem.
- #7 Participate with current tourism partners to enhance marketing efforts:
 - Participated in year-round *Sunset* magazine ad placements (870,000 monthly circulation) and leisure lead generation valued at \$62,400.
 - Engaged OregonWineCountry.org to drive traffic to TravelSalem.com through specials offers, events and appealing articles.
 - Participated in the “WVVA Pack,” a fulfillment program for all Willamette Valley leisure leads through online, print, advertising and Travel Oregon advertising. Fulfilled 3,763 inquiries through this partnership for the quarter.
 - Partnered with WVVA to link to the Travel Oregon Orb for two-way information downloads on TravelSalem.com.
 - Produced the Willamette Valley Oregon Wine Country guide. With 100,000 printed and distributed to Willamette Valley visitor centers, this guide is the fulfillment piece for all WVVA advertising.
 - Oregon 150 Celebration – added Oregon 150 regional events to TravelSalem.com’s special Oregon 150 section.
 - Transit Mall Events – submitted Salem area events for posting on transit plasma screens.
- #8 Maintain current promotions & develop new promotional opportunities:
 - Online & Social Media
 - Advertised on Google “pay-per-click” resulting in 824 click throughs.
 - Uploaded 214 images to Flickr, for a total of 857 images and 1 video on the Travel Salem account, with 9,363 viewer sessions. Flickr is an online photo management and sharing application that allows photos to be uploaded and viewed by individuals and the media.
 - Maintained dialogue on Twitter with 328 local, national and international followers. Twitter is a social messaging tool that Travel Salem uses to communicate and stay connected with consumers, media and regional partners through the exchange of quick, frequent real-time updates.
 - Posted four feature articles online at the *Statesman Journal Persona* (viewers can access Travel Salem’s profile where blogs, photos and other information is posted (averaging 300,000 visitors per month).
 - “Conference and event business grows the economy”
 - “Travel Salem’s new name, location and brand”
 - “Celebrating Oregon’s 150th”
 - “Importance of a thriving downtown for tourism”
 - Added content and promotions to Travel Salem’s FaceBook page (e.g. events, specials & news).
 - Syndicated TravelSalem.com events out to WVVA, TravelOregon.com and other sources.
 - Monitored TravelSalem.com search engine rankings; adjusting and refreshing content weekly to remain within the top three Salem sites.
 - Posted member and Association press releases to TravelSalem.com.



- Posted Marketing Exchange videos to TravelSalem.com.
 - Added new events throughout quarter to TravelSalem.com.
 - Added new listings to TravelSalem.com weekly.
 - Created the Vision 2020 SalemAlive.com section of TravelSalem.com that promotes events in the Salem downtown core. Event organizers can self submit their events for free. Partners will use the SalemAlive.com bug to promote this new portal. Chemeketa Community College designed the logo featured at right.
 - Placed ad in Woodburn Company Stores magazine (pictured at right) to promote Salem to the more than 4 million visitors served each year.
- 
- *#9 Leverage Travel Oregon's marketing efforts:*
 - Participated with Travel Oregon's Regional Partnership (TORP) program. The Salem Area Visitors Guide is sent as the fulfillment piece for all Travel Oregon's Willamette Valley visitor inquiries and is able to leverage a multi-million dollar ad campaign. Resulted in 3,763 leads in the quarter.
 - Submitted a mid-year grant report to Travel Oregon regarding the development of a Salem area media kit.
 - Worked with Travel Oregon and WVVA to link the Travel Oregon Orb to assist WVVA and Travel Salem with two-way information downloads.
 - *#10 Develop campaign to target past visitor inquiries:*
 - Sent Salem Area Visitors guides to 1,670 past visitor inquiries promoting a return visit to Salem.
 - *#11 Maintain existing marketing efforts:*
 - Sent weekly event and activity updates to 1,246 subscribers to drive traffic to TravelSalem.com and encourage front-line workers to promote the Salem area to visitors.
 - Sent Industry e-Newsletter to 1,071 Travel Salem members, partners and industry organizations.
 - Distributed regional events brochures through two I-5 rest areas bordering Salem (north & south) to attract I-5 visitors and encourage them to visit the Salem area.

2/c - BUILD SERVICES & HOSPITALITY PROGRAM

Develop a comprehensive services and hospitality program that ensures visitors have the information, resources and support they need to make the most out of their travel experience.

STRATEGIC INITIATIVES & RESULTS:

- *#4 Increase volunteer base targeting specific skill sets:*
 - Recruited 2 new volunteers.
- *#5 Communicate proactively to industry partners regarding activities & events to increase participation & promotion of regional assets:*
 - Distributed the Industry e-Newsletter to 1,071 industry partners informing them of marketing opportunities and Travel Salem's efforts.
 - Sent weekly events email to 1,246 subscribers.

- #8 Maintain existing service efforts:
 - Provided services to 16 conferences/events that were held at locations throughout the Salem area including the Salem Conference Center, Red Lion Hotel, Oregon State Fair & Expo Center, Willamette University and other venues.
 - Participated on planning committees for two upcoming conferences to be held at the Salem Conference Center (both are first-time conferences to Salem): the Oregon Governor's Conference on Tourism (400 delegates) and the Pacific North West American Water Works Association (700 delegates).
 - Provided services for the Oregon State Athletic Association's Basketball Championships held at Willamette University.
 - Held monthly Booster volunteer meetings where Boosters sign up to assist at conventions and in the Travel Café Visitors Center.

2/d - DEVELOP STRATEGIC PARTNERSHIPS AND ALLIANCES

Develop strong, interdependent partnerships that enhance Travel Salem's credibility, improve program effectiveness and increase funding resources and opportunities.

STRATEGIC INITIATIVES & RESULTS:

- *#2 Meet with current partners to determine common goals, resources & obstacles:*
 - Held a bi-monthly Team Salem meeting at the Grand Ballroom during the quarter. This forum provides the opportunity to bring stakeholders together to share marketing and partnership opportunities.
 - Salem Area Lodging Association – attended SALA meetings to engage with lodging industry partners and discuss collaborative partnerships, future opportunities and industry challenges.
- *#3 Assist industry partners with sales & marketing efforts:*
 - Assisted 11 partners with press releases and distribution to the media (Cascade Futbol Club, Cherry City Music Festival, Vision 2020, City of Salem Coffee Table Book, Brooks Gardens, Alessandro's, Oregon School for the Deaf, Chemeketa, and Town & Country Lanes).
 - Participated on the Vision 2020 task force for "Coordinate marketing and advertise City Center activities." A community section called "SalemAlive.com – Absolutely Eventful" will be developed on Travel Salem's website to support this initiative.
 - Partnered with the City of Salem to produce the Salem Book, a coffee table book designed to support economic development initiatives, and provide a high-quality retail opportunity. Promotion and rollout will occur in the fourth quarter.
- *#4 Expand regional efforts through creative partnerships & marketing initiatives:*
 - Served on the Marion County Economic Development Advisory Board.
 - Attended the Travel Oregon Tourism & Hospitality Consortium Summit in February at the Salem Conference Center. The summit included key partners from around the state to address issues facing the industry and strategically align to tackle those challenges.
 - Served on the Board of Directors for the Oregon Association of Convention & Visitors Bureaus. Participated in various conference calls as well as a January Board retreat in Silverton.
 - Secured visitor directional signage on Hwy 22 east and west for the Travel Café through a partnership with Oregon Travel Information Council (in-kind support of \$6,731). Salem is the test site for a pilot program for implementing

a signage plan based on the “i” – the international sign for visitor information. This partnership includes Oregon Department of Transportation and the City of Salem. Work continues to establish “i” signs on the Salem Parkway, and for the two satellite visitor information locations (Best Western Mill Creek Inn and Red Lion Hotel).

- Worked with the regional chambers on marketing opportunities for the Oregon Governor’s Conference on Tourism to be held during the next quarter.
- Served on the Transportation & Tourism Task Force’s Visitors Services Standards Committee to review statewide standards for signage and visitors centers.

GLOSSARY OF TERMS

Activity & Production Statistics

National Earned Media Impressions

Print or broadcast media coverage resulting from Travel Salem activities such as pitching stories and disseminating media kits. The number reflects regional or national stories, events, mentions and images that were published or produced based on these efforts.

Local Earned Media Impressions

Print or broadcast media coverage resulting from Travel Salem activities such as pitching stories, disseminating media kits and through interviews. The number reflects local stories and broadcast interviews that were published based on these efforts.

PR Presentations

Staff presentations to civic groups, nonprofits and businesses. Presentations include community outreach to promote Travel Salem programs and services, general tourism-related issues, convention, meeting and event business, and overall awareness of tourism economic impact.

Visitor Information Inquiries

Ad inquiries, travelsalem.com, telephone, U.S. post inquiries – requesting a variety of information and resources.

TravelSalem.com User Sessions

A User Session measures website traffic and is defined by the presence of a user with a specific IP address who has not visited the site recently. This type of user typically visits multiple pages on the TravelSalem.com site.

Visitors Center Attendance

The number of visitors to the Visitors Center that are assisted with their travel plans.

Events & Community Activities Assisted

Travel Salem helps promote community events and activities through the Visitors Center, TravelSalem.com, broadcast consumer and industry email, public relations and media exposure, and general information resources.

Real-Time Conventions/Events

Conventions/events that actually take place during the current month. The business may have been booked in a previous year, but it is reported in the month when it actually takes place.

Number of Delegates

The estimated number of delegates attending Real-Time Conventions/Events. When possible, the actual number of delegates is reported when the figure has been verified with the conference meeting planner and/or venue.

Number of Room Nights

The estimated number of room nights from the Real-Time Conventions/Events. When possible, the actual number of room nights is reported when the figure has been verified with the conference meeting planner and/or venue.

Sales Leads Generated

The number of leads of potential business that are distributed to venues.

Bookings

The number of leads that resulted in a confirmed booking taking place at a venue in the future.

SALES ACTIVITIES**Direct Contact**

The number of meeting/conference/event planners that are contacted in face-to-face appointments or through tradeshow.

Phone/E-mail

The number of meeting/conference/event planners that are contacted via phone or email.

Sales Packets Distributed

The number of packets mailed to meeting/conference/event planners per request or as a result from Direct Contact.

Site/FAM Tours

A Site Tour is when the Director of Sales takes a meeting planner, group of meeting planners or group tour operator on a showcase tour of venues (e.g. hotels, meeting facilities). A Familiarization Tour (FAM) is when the Director of Sales takes a meeting planner, group of meeting planners or group tour operator on a showcase tour of Salem's attractions, restaurants, shopping, etc.

Referrals

The number of times a location is recommended to a meeting planner verbally or by email.

CONVENTION & EVENT SERVICES**Conventions Assisted**

The number of groups/events that are provided services, resources and visitor information.

Visitors Reached

The number of visitors at conferences/events where Travel Salem provides visitor information.

Welcome Bags Distributed

Welcome Bags contain promotional information from local businesses on what there is to “see and do” in the Salem area. The Welcome Bags are distributed to conferences/events and contain information that is tailored to meet the delegates’ interest/needs.

LEVERAGE

Volunteers

The number of volunteer hours worked in the Visitors Center or at conferences/events. The hourly value of this service is provided by Points of Light & Hands On Network.

Media

Local, regional or national media exposure resulting from Travel Salem's publicity efforts to promote the region. For print media the value is calculated using advertising rates per column inch of what that space would cost if Travel Salem had to purchase the exposure. For broadcast media the value is calculated using the "air-time" rate of what that broadcast would cost if purchased.

Advertising

Travel Salem receives an "agency discount" on media buys because it is recognized as an in-house advertising agency. This discount is not available to individual businesses purchasing advertising.

In-Kind

Travel Salem receives donated products and services that it would otherwise have to purchase. Examples include office and meeting space, accounting, legal services, product donations, advertising, etc.

WVVA/Regional

Travel Oregon receives a statewide one percent lodging tax that it allocates to regional visitors associations for use in promoting each region to out-of-state visitors. The monies cannot be allocated to local destination marketing organizations. Salem is included in the Willamette Valley Visitors Association (WVVA) along with Eugene (East Lane County), Corvallis (Benton County), Albany (Linn County), Yamhill County and South Clackamas County). The WVVA Board of Directors includes key decision makers from the DMO of each city. This Board determines how the resources will be spent to market the region. Travel Salem recognizes the WVVA financial resources allocated from Travel Oregon as leverage.