



INTRODUCTION

Travel Salem is pleased to submit the tourism and convention first 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 first quarter of 2008-09 continued to drive toward goals outlined in the 07-10 Strategic Plan, and produced positive results in key program areas.

In the first quarter, the Association **changed its name to Travel Salem and adopted a new tagline, “Absolutely Oregon.”** A graphic design firm was selected to develop a new logo for Travel Salem. Full brand rollout will occur in future quarters.

Relocation plans were finalized and a lease agreement was signed for The Grand Hotel Building, 181 High Street NE, a premier and historic downtown location. Travel Salem will relocate its administrative offices and visitors center to this new location. CB2 Architects & Construction was contracted to develop a design concept for the first of its kind “Travel Café” – a destination visitors center.

Travel Salem secured two I-5 **satellite visitor information locations** at Best Western Mill Creek Inn and Red Lion Hotel. The Best Western will be a Travel Plaza partnership with Oregon Travel Information Council with signage directly on I-5.

The **Jehovah Witness Convention** was booked for three years (2009-2011). The convention will be held at Oregon State Fair & Expo for three weekends per summer each year, representing an estimated economic impact of \$10 million.

The **2009 Governor's Conference on Tourism** was secured for April 19-21, 2009 at the Salem Conference Center. More than 400 delegates will convene in Salem for the first time since the conference began 25 years ago.

Secured a partnership with **Willamette Valley Visitors Association (WVVA)** for year-round advertising in *Sunset* magazine, Oregon Attractions, and Travel Oregon Magazine. This new partnership will dramatically expand Travel Salem's ability to promote the region through \$116,038 in leveraged advertising exposure.

Travel Salem was awarded a **Travel Oregon grant** to create a Salem area media kit.

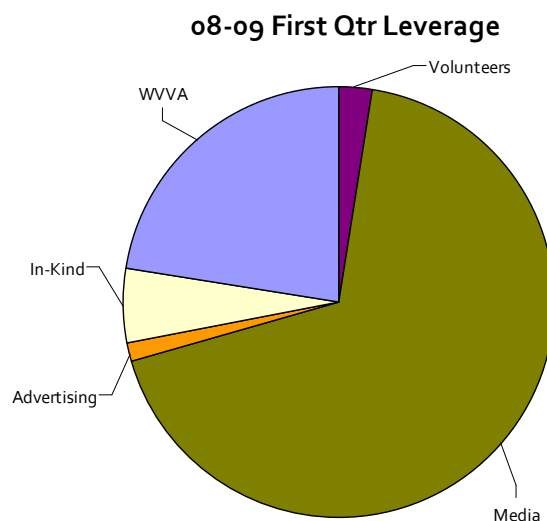
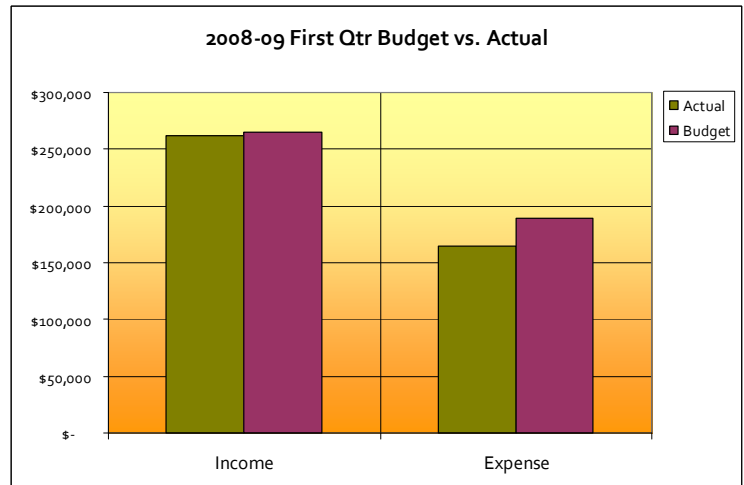
A **Public Relations Manager** was hired to increase editorial coverage promoting the region, create brand awareness as a premier destination, and drive visitation.

Travel Salem embarked into **social networking** by establishing a Flickr account and a Twitter profile. Both online vehicles provide the opportunity to supplement promotional efforts through viral marketing techniques.

Financial statements for the first quarter are attached. Revenues were 99% of budget, while expenses were 87% of budget (due to timing issues). Net income for the first quarter was \$97,398.

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.
- First quarter **TOT receipts** were down 1.9% from the previous year to \$555,745.
- First quarter **leverage results decreased 61%** over the previous year due to TV coverage received in the first quarter of 07-08 (*Rachel Ray \$40 a Day*). *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	1 st Qtr 08-09	% Change from 07-08	1 st Qtr 07-08	1 st Qtr 06-07
Marketing & PR				
National Earned Media Impressions	80	16%	69	33
Local Earned Media Impressions ¹	49	444%	9	12
PR Presentations ²	35	600%	5	4
Visitor Information Inquiries ³	15,665	151%	6,233	11,060
TravelSalem.com User Sessions ⁴	61,554	-33%	91,681	98,924
Visitors Center Attendance	9,105	-18%	11,127	10,968
Events & Community Activities Assisted ⁵	317	47%	216	n/a
Convention & Event Marketing				
Real-Time Conventions/Events	16	14%	14	12
• Number of Delegates	5,013	-4%	5,172	5,619
• Number of Room Nights ⁶	3,455	-41%	5,817	4,570
Sales Leads Generated	15	-1%	17	14
Bookings	9	-2%	11	8
Sales Activities				
• Direct Contact	28	6%	17	7
• Phone/E-mail ⁷	138	-35%	213	n/a
• Sales Packets Distributed ⁸	21	-32%	31	41
• Site/FAM Tours ⁹	3	-80%	15	8
• Referrals ¹⁰	17	-37%	27	n/a
Convention & Event Services				
Conventions Assisted	29	-9%	32	26
Visitors Reached ¹¹	21,076	32%	16,024	n/a
Welcome Bags Distributed ¹²	2,216	-47%	4,150	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 The increase in Visitor Information Inquiries is attributed to Travel Salem's partnerships with WVVA and Travel Oregon.

⁴ The decrease in TravelSalem.com User-Sessions is due to Travel Salem switching to a new website host that tracks user-sessions in a more efficient and precise manner.

⁵ Events & Community Activities – the increase is due to continued outreach to promote Travel Salem's programs and services. More businesses and events are using online listings and other resources.

⁶ Number of Room Nights – the decrease was due to several conferences and events from 07-08 did not return for 08-09. Booking patterns for conferences are typically a 3-5 year rotation.

⁷ Phone/Email – a majority of time during the quarter was spent fielding softball lodging calls and maximizing occupancy in Salem. These calls were not counted as "sales calls."

⁸ Sales Packets Distributed – Less activity due to meeting planners going direct to the Salem Conference Center.

⁹ Site/FAM Tours – the decrease is due to the normal ebb and flow of tours.

¹⁰ Referrals – less activity due to turning more inquiries into actual sales leads.

¹¹ Visitors Reached – while the conventions assisted decreased, the number of attendees per convention assisted was up.

¹² Welcome Bags Distributed – the decrease is due to conventions and events requesting a mix of services.

Activity & Production Statistics	1 st Qtr 08-09	% Change from 07-08	1 st Qtr 07-08	1 st Qtr 06-07
Membership				
Total Membership	222	n/a	n/a	n/a
New Members Acquired	31	n/a	n/a	n/a
Attrition	n/a	n/a	n/a	n/a
Sales Presentations	331	n/a	n/a	n/a
Leverage (detail below)*	\$287,315	-61%	\$727,761	\$90,666
Volunteers	\$7,236	-27%	\$9,900	
Media	\$195,756	-70%	\$643,499	
Advertising	\$4,013	29%	\$3,118	
In-Kind	\$16,060	-42%	\$27,577	
WVVA/Regional	\$64,250	47%	\$43,667	

*Leverage results decreased over prior period due to TV coverage being secured in the first quarter of 07-08 (*Rachel Ray \$40 a Day*), and in-kind support varying due to organizational needs and partners.

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 sponsorships for the bi-monthly Industry e-Newsletter, the quarterly Consumer e-Newsletter, and Visitors Guide envelopes.
- *#2 Implement fundraising events:*
 - Membership luncheons – held two successful events during the first quarter:
 - July featured “Two Essential Characteristics for High Performing Teams” by Randy Harrington/Extreme Arts & Sciences, and was hosted by Historic Deepwood Estate. Salem Electric was the event sponsor.
 - September featured “Online Return on Investment” by Tanya Zumach/Metropolitan Group, and was hosted by Events at Copperhill. Sponsors included Garten Services and Cherriots/Salem-Keizer Transit.
- *#3 Create New Advertising Opportunities:*
 - Co-op Advertising – secured a partnership with Willamette Valley Visitors Association (WVVA) through the Regional Cooperative Marketing Program (RCMP) for year-round advertising in *Sunset* magazine, Oregon Attractions, and Travel Oregon Magazine. In the past, Travel Salem has only been able to purchase four ads per year due to limited resources. This new partnership will dramatically expand Travel Salem’s ability to promote the region through \$116,038 in leveraged advertising exposure.
- *#4 Leverage participation in the (RCMP) through (WVVA):*
 - Packaged Fulfillment – reduced Travel Salem’s fulfillment costs through partnership with WVVA, which includes RCMP.

- *#6 Build and expand essential financial partnerships:*
 - Secured operational funding from Marion County to support marketing and public relations efforts county-wide. The new funding represents a 40% increase over previous years. The last time Travel Salem received funding from Marion County was in 2002.
- *#7 Research/apply for grants businesses, foundations and government:*
 - Secured a grant through Travel Oregon for the creation of a Salem area media kit.

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:

- *#1 Strategically enhance staffing levels:*
 - Hired a Public Relations Manager to increase editorial coverage promoting the region, create brand awareness as a premier destination, and drive visitation.
- *#2 Engage the Board of Directors by developing advisory committees:*
 - Brand Council – formed an ad hoc committee with regional representation to oversee the development of a new brand.
 - New Name – after a thorough vetting process, the Salem Convention and Visitors Association changed its name to Travel Salem. The new name aligns with Travel Oregon and Travel Portland, and continues the brand awareness already established through the Association’s website TravelSalem.com. The Board of Directors adopted the new name in August.
 - Brand Development – created a new Travel Salem tagline, “Absolutely Oregon,” to position the region as perfectly embodying the qualities of Oregon as a clean, green, innovative and progressive destination. The new tagline capitalizes on Travel Oregon’s multi-million dollar advertising campaign promoting the state, and also suggests that the Salem area represents the best of what Oregon has to offer. An RFQ was sent out and In House Graphics was hired to develop a visual image to complete the branding process.
- *#3 Explore facility opportunities that support organizational growth:*
 - Finalized a lease agreement for 181 High Street NE, a premier and historic downtown location at a significantly below-market rate. Contracted with CB2 Architects & Construction to design/build the first of its kind “Travel Café” – a destination visitors center. Began work to secure funding and partners to drive project forward.
- *#4 Recruit volunteers with attributes/skill sets to achieve program goals:*
 - Recruited four additional volunteers through a referral program to support Guest Services.
- *#5 Implement technology to enhance program efficiency:*
 - Hired a web design firm to rebuild the infrastructure of TravelSalem.com to be a database-driven site that streamlines back office support and is more user-friendly for the consumer.
 - Implemented social media resources (Flickr, 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 17 new regional members.
- *#3 Use public relations to communicate/promote membership:*
 - Promoted membership through the Industry e-Newsletter distributed to 1,200 partners informing them of marketing opportunities.
 - Participated in “fam” tours to Dallas/Polk County, Silverton, Mt. Angel and Woodburn.
- *#6 Leverage regional Chamber of Commerce memberships*
 - Attended meetings of the Salem Area Chamber, North Santiam Chamber, Stayton/Sublimity Chamber, North Salem Business Assoc, West Salem Business Assoc, SEDCOR, ArtSmart and Salem Area Lodging Association.

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:

- *#4 Secure new conference/event opportunities using the Agility Fund:*
 - Booked the Jehovah Witness Convention for three years (2009-2011). Contracts were signed with the Oregon State Fair & Expo Center and the lodging facilities. The convention will be in Salem three weekends per summer for the next three years.
- *#7 Develop sports marketing program/create inventory of venues:*
 - Forged new relationship with Cascade Futbol Club which purchased 10 soccer fields on State Street. Placed two bids to the Oregon Youth Soccer Association for future business.
- *#8 Research & broaden geographic scope of program:*
 - Toured the Oregon Garden Resort and met with staff to talk about marketing strategies for the facilities.
- *#9 Maintain existing marketing efforts:*
 - Secured the 2009 Governor’s Conference on Tourism for April 19-21, 2009 at the Salem Conference Center. More than 400 delegates will convene in Salem for the first time since the conference began 25 years ago. Met with Travel Oregon to plan pre- and post-tours, as well as a signature event in partnership with Oregon State Fair and Go Downtown.
 - Provided visitor services to two national Amateur Softball Association tournaments, including coordinating lodging for the teams.
 - Hosted a familiarization tour of Salem for Oregon Travel Information Council’s State Welcome Center staff.

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:*
 - *Statesman Journal*
 - Secured a monthly tourism-related column.
 - Created a persona on StatesmanJournal.com - the persona is a Travel Salem profile where blogs, photos and other information can be posted and viewed by StatesmanJournal.com readers.
 - Cherriots Salem-Keizer Transit – posted Salem area events on plasma screens in the mall.
- *#2 Redesign TravelSalem.com to be dynamic & user-friendly:*
 - Hired a web design firm to rebuild the infrastructure of TravelSalem.com to be a database-driven site that streamlines back office support and is more user-friendly for the consumer. The new design will allow TravelSalem.com to integrate with and upload/download content to TravelOregon.com and WVVA's website OregonWineCountry.org.
- *#3 2009 Salem Area Visitors Guide:*
 - Collected listings and launched advertising sales.
- *#4 Research & establish satellite visitor resource locations:*
 - Secured two I-5 satellite visitor information locations at Best Western Mill Creek Inn and Red Lion Hotel. The Best Western will be a Travel Plaza partnership with Oregon Travel Information Council with signage directly on I-5. Contracts, training and implementation will occur in later quarters.
 - Implemented visitor information resources at the Salem Airport.
- *#5 Pursue editorial coverage to leverage marketing resources:*
 - Developed a public relations work plan focusing on regional and national print, broadcast and online media as well as a strategy for local community awareness.
 - National and Local Media – secured 129 impressions (e.g. articles, listings, photographs) valued at \$195,756 of free media exposure.
 - *Statesman Journal* – see 2/b #1
- *#6 Expand regional efforts through creative partnerships & marketing initiatives:*
 - Woodburn Area Tourism – printed 1,500 events brochures and distributed them to visitor attractions and Chambers throughout the region.
- *#7 Participate with current tourism partners to enhance marketing efforts:*
 - WVVA – worked on the Oregon Wine Country guide, co-op ads and fulfillment, public relations and the new OregonWineCountry.com website.
 - Oregon 150 Celebration – held a regional meeting at Mission Mill Museum where 25 partners attended to share how their projects and events will tie in. Participated on the City of Salem's Oregon 150 Committee.
 - PDX Brochure Distribution – Partnered with Oregon Travel Information Council (OTIC) to distribute the Salem Area Visitors Guide at Portland International Airport's new visitor information kiosk.
- *#8 Maintain current promotions & develop new promotional opportunities:*
 - Online & Social Media
 - Pay-per-click – purchased web advertising on Google, resulting in 1,320 of click throughs.
 - Google Key Words – developed key word searches to drive traffic to TravelSalem.com.
 - Created a Flickr account, and in the first quarter 245 regional photos were published with 372 viewer sessions. Connected Travel Salem's

Flickr account to Travel Oregon and WVVA's websites. Flickr is an online photo management and sharing application that allows photos to be uploaded and viewed by individuals and the media.

- Created a Twitter profile for Travel Salem and published current updates and promotions. Twitter is a social messaging tool that Travel Salem uses to communicate and stay connected with consumers and regional partners through the exchange of quick, frequent real-time updates.
- Syndicated TravelSalem.com events out to WVVA, TravelOregon.com and other sources.
- Monitored TravelSalem.com search engine rankings; adjusted and freshened 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.
- *#9 Leverage Travel Oregon's marketing efforts:*
 - Submitted content for Travel Oregon magazine.
 - Partnered on the Addison Travel Show in British Columbia with Travel Oregon. Distributed the Salem Area Visitors Guides to BC tour operators.
 - Oregon Bounty – coordinated Salem area businesses and organizations to have representation in the statewide promotion.
 - TORP – 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 7,532 leads.
 - New York PR Event – participated in the September event where the Salem area was promoted as a part of Oregon Bounty to key media contacts such as *Good Morning America* and *Travel & Leisure*.
- *#11 Maintain existing marketing efforts:*
 - Distributed a Consumer e-Newsletter to 300 subscribers promoting Salem area travel packages, specials and events.
 - Sent weekly event and activity updates to 1,238 subscribers to drive traffic to TravelSalem.com and encourage front-line workers to promote the Salem area to visitors.
 - Packages & Specials – worked with members to develop special travel packages and specials for consumer purchase.
 - I-5 Rest Area Kiosks – distributed regional events brochures monthly 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 4 new volunteers
- *#5 Communicate proactively to industry partners regarding activities & events to increase participation & promotion of regional assets:*
 - Distributed the Industry e-Newsletter to 1,200 industry partners informing them of marketing opportunities and Travel Salem's efforts.

- Sent weekly events email to 1,238 subscribers.
- *#8 Maintain existing service efforts:*
 - Recognized Travel Salem's 50 volunteers at a summer potluck held at Historic Deepwood Estate.
 - Promoted the Salem area at three local community events including Marion County Fair, Summer in the City and Diamond Days at the Salem Airport.
 - Provided services to 29 conferences/events that were held at locations throughout the Salem area including the Salem Conference Center, Red Lion Hotel, Wallace Marine Sports Complex, Oregon State Fair & Expo Center, Polk County Fairgrounds, Hee Hee Illahee, and the Silver Falls Conference Center.
 - Participated on planning committees for two upcoming conferences to be held at the Salem Conference Center (both are first-time conferences to Salem): The League of Oregon Cities and the Band of Brothers Reunion.
 - Provided services for ASA and USSSA national softball tournaments, and distributed more than 1,500 "Welcome Bags" to players upon their arrival to Salem.

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:

- *#1 Develop local industry committees:*
 - Convened key stakeholders (City of Salem, Salem Area Chamber, SEDCOR and Go Downtown) to develop a branding campaign for "Salem's Image."
- *#2 Meet with current partners to determine common goals, resources & obstacles:*
 - Held bi-monthly Team Salem meetings during the quarter. This forum provides the opportunity to bring stakeholders together to share marketing and partnership opportunities.
- *#3 Assist industry partners with sales & marketing efforts:*
 - Assisted A.C. Gilbert's Discovery Village with a press release and distribution to the media.
 - Accepted lead role for Vision 2020 action item "Creating Welcoming Entrances for the City Center."
 - Participated in the Salem Heritage Network task force assigned to "Highlight the historic character of downtown" as part of Vision 2020.
- *#4 Expand regional efforts through creative partnerships & marketing initiatives:*
 - Served on two Marion County Economic Development Advisory Board subcommittees (application review and marketing).
 - Attended a "developers tour" in Independence to review new opportunities in tourism assets such as a sports complex, opera house, restaurants and several hotel properties.
 - Served on the Board of Directors for the Oregon Association of Convention & Visitors Bureaus.

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.