

**Salem Convention and Visitors Association
Visitors Guide Development Criteria**

ABOUT THE SALEM AREA VISITORS GUIDE

The Visitors Guide is a 64-page magazine generated annually as the primary tool to provide information of interest to visitors traveling to Salem, as well as neighboring communities.

VISITORS GUIDE ORGANIZATION

The major sections of the Salem Area Visitors Guide are predetermined by SCVA and based on current practices in the industry. The major sections include: Attractions, Events, Arts & Entertainment, Transportation, Lodging, Recreation, Dining, Shopping, Relocation & Local Resources, Meeting Planning, Day Trips, and Special Sections.

VISITORS GUIDE CONTENT MANAGEMENT CRITERIA

- A. The publication contractor, Blodgett Marketing, implements design/creative with direction from SCVA. Blodgett Marketing conducts the advertising sales, and printing directly while SCVA creates and edits the text. Purchasing of advertising is open to anyone.
- B. SCVA staff does all content layout and copy, except for the paid advertising, and SCVA gives all final approvals before the guide is printed.
- C. Content management criteria are required because the Visitors Guide has limitations as to its size and associated costs. Mechanisms, such as those listed below, are utilized to determine what will be included and how that will be done. These are the guiding criteria that local (meaning those physically located in the City of Salem, Marion County, or Polk County) attractions, businesses, and civic organizations must meet to be “listed” in the Visitors Guide.

Attractions (must meet all of these criteria)

- Your business/organization is a Basic Member of SCVA and you have selected the Visitors Guide marketing option or a pre-packaged marketing option that includes a Visitors Guide listing.
- Open 20 hours a week to the public
- Offer guided or self guided tours
- Produce a promotional brochure
- Located in Salem, Marion County or Polk County
- Telephone number to be published

Events (must meet all of these criteria)

- Your business/organization is a Basic Member of SCVA and you have selected the Visitors Guide marketing option or a pre-packaged marketing option that includes a Visitors Guide listing.
- Open to the public with 2,000 or more people in attendance
- Offer exhibitor booths
- Operate at least 2 days or more than two consecutive “Saturdays” during a season
- Located in Salem, Marion County or Polk County
- Telephone number to be published

Arts & Entertainment (must meet all of these criteria)

- Your business/organization is a Basic Member of SCVA and you have selected the Visitors Guide marketing option or a pre-packaged marketing option that includes a Visitors Guide listing.
- Actual facility where the art or entertainment can be viewed
- Not an independent bands, performers etc.
- Not an event
- Located in Salem, Marion County or Polk County
- Telephone number to be published

Transportation Services (must meet all of these criteria)

- Your business/organization is a Basic Member of SCVA and you have selected the Visitors Guide marketing option or a pre-packaged marketing option that includes a Visitors Guide listing.
- Transportation that assists visitors move from one location to another (i.e. airport, taxi, rental car agencies, Amtrak, limo services, motor coach operators, bus services, ferry etc.)
- Located in Salem, Marion County or Polk County
- Telephone number to be published

Lodging (must meet all of these criteria)

- Your business/organization is a Basic Member of SCVA and you have selected the Visitors Guide marketing option or a pre-packaged marketing option that includes a Visitors Guide listing.
- Current AAA rating of 2 “stars” or better or equivalent
- Located in Salem, Marion County or Polk County
- Telephone number to be published

Recreation (must meet all of these criteria)

- Your business/organization is a Basic Member of SCVA and you have selected the Visitors Guide marketing option or a pre-packaged marketing option that includes a Visitors Guide listing.
- Participatory activities (i.e. boat rides, bowling, carriage rides, horseback riding, fishing charters, glider rides, golf, hot air ballooning, swimming)
- Sports (i.e. softball, soccer, baseball, running, lacrosse, wrestling, etc.), health clubs, venues
- Day Spas/Massage
- Not an event
- Located in Salem, Marion County or Polk County
- Telephone number to be published

Dining

- Your business/organization is a Basic Member of SCVA and you have selected the Visitors Guide marketing option or a pre-packaged marketing option that includes a Visitors Guide listing.
- Located in Salem, Marion County or Polk County
- Telephone number to be published

Shopping

- Your business/organization is a Basic Member of SCVA and you have selected the Visitors Guide marketing option or a pre-packaged marketing option that includes a Visitors Guide listing.
- Located in Salem, Marion County or Polk County
- Telephone number to be published

Relocation Information

- Your business/organization is a Basic Member of SCVA and you have selected the Visitors Guide marketing option or a pre-packaged marketing option that includes a Visitors Guide listing.
- Local hospital
- Local newspaper
- Go Downtown, SCVA, SEDCOR and Chamber
- Realtors
- Retirement Communities
- Salem only
- Outside establishments may participate by buying advertisements, but must be located in Marion and/or Polk Counties.
- Telephone number to be published

Meeting Planning

SCVA information page, content gives information to prospective conventions, seminars, or events coordinators about the services offered by the SCVA.

Day Trips

SCVA information page, content gives generic examples of day trips, in all directions that are within City of Salem and Marion & Polk Counties.

Special Sections (as space allows)

-Agri-Tourism (Must be a Basic Member of SCVA and have selected the Visitors Guide marketing option or a pre-packaged marketing option that includes a Visitors Guide listing.)

SCVA MEMBERSHIP LISTING REGISTRATION

The Visitors Guide will include a listing for basic members who have selected the Visitors Guide marketing option. Listings normally include the name, location, phone number, web address of the person, organization and/or business, however SCVA retains all rights to the placement and format of the listing. The guide will be available online, in a PDF format, on the SCVA TravelSalem.com website.

LISTING REQUIREMENTS AND LISTING FEE

1. All persons, organizations, and/or businesses wishing to participate in the Salem Visitors Guide will need to be registered as a Basic Member of the Association and meet the content management criteria listed above. In addition to being a Basic Member a marketing option that includes the Visitor Guide must have been selected. Registrants not covered by the above criteria will be subject to review on a case-by-case basis.
(To become a basic member visit TravelSalem.com then click on the Membership button.)
2. Members that have selected the Visitors Guide marketing option will be notified when the listing forms are available on the SCVA website, www.TravelSalem.com, or they can be requested by fax, phone, or email.
3. Registrants must mail, fax or deliver listing forms and payment by indicated deadline which can be found on the listing form. Signatures are required on each form.
4. Listing Fee: Annual basic membership fee and annual listing fee of \$100 for persons, organizations, and/or businesses located in the City of Salem city limits; and \$110 for persons, organizations, and/or businesses located outside of the Salem City limits (Marion or Polk Counties) will be listed in Visitors Guide.

STRATEGY FOR SALEM AREA VISITORS GUIDE SOLICITATION

The Salem Area Visitors Guide is the premier promotional piece utilized to sell the image of Salem and all it has to offer visitors. The guide is essential to respond to domestic and international inquiries and is available in strategic locations (e.g. visitor information centers across the state, lodging establishments, attractions, etc.).

For the purposes of producing the Salem Area Visitors Guide staff will utilize these strategies to solicit participation:

1. Work with the Oregon Restaurant Association, Go Downtown group, SEDCOR, Lancaster Mall Merchants Association, and area Chambers of Commerce to send a solicitation email.
2. Send Public Service Announcements (PSAs) out to the media.

VISITOR GUIDE FUNDING METHODOLOGY

The Salem Area Visitors Guide will comply with the Salem City Charter requirements regarding the utilization of Transient Occupancy Tax funds. The text copy and photographs will be dedicated to attractions, events, arts/entertainment, transportation, lodging, recreation, dining, shopping, relocation information, meeting planning, day trips and special sections that are located within the city limits of Salem, Marion County or Polk County Oregon.