



THIRD QUARTER REPORT 2013-14

January, February, March

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention third quarter report for 2013-14 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 13-14 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.

EXECUTIVE SUMMARY

Marketing & Communications

- Launched phase two of the Interactive Online Map to include more categories of attractions.
- Created a cooperative weekend getaway promotion with Lite 95.7 radio out of Bend. Salem lodging partners that participated received \$3,000 in free promotion encouraging Bend folks to come stay in the Mid-Willamette Valley.
- Coordinated a press event for C-SPAN's "Tour of Cities" at Willamette Heritage Center.
- Created a "7 Wonders of the Willamette Valley" theme and promotion to leverage Travel Oregon's \$3 million marketing campaign for the "7 Wonders of Oregon."
- Partnered with Alaska Airlines and Travel Oregon on a parks and recreation promotion featuring Santiam River Trips.
- Placed a full-page ad in the Travel Oregon international destination guide with a circulation of 96,000. The guide is published in German, French, Japanese, Chinese and English.

Conventions & Events

- Distributed 34 leads to lodging partners.
- Invested Agility Funds with The Hoop to expand two 2014 tournaments and develop a new tournament in December 2014.
- Attended the Society of Government Meeting Professionals (SGMP) annual conference.

Services

- Provided services for 8 groups, reaching 3,547 delegates.
- Working with the 2014 District 5100 Rotary Convention for the May event at the Salem Convention Center. Tours finalized and transportation booked.

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	3 rd Qtr 13-14	13-14 YTD	% Change from 12-13	12-13 YTD	11-12 YTD
MARKETING & COMMUNICATIONS					
Public Relations – Advertising Equivalency	\$257,498	\$833,527	26%	\$661,841	\$1,793,416
Visitor Information Network Attendance	27,804	97,887	25%	78,029	102,524
Advertising Inquiries	15,097	33,542	-5%	35,209	24,516
E-Communication Impressions	42,718	93,644	1%	92,314	110,240
Website/TravelSalem.com Visits	62,284	196,544	16%	169,640	129,889
• Lodging Click Thru	6,629	19,179	n/a	n/a	n/a
Facebook Reach	44,811	147,916	-25%	198,240	n/a
YouTube Views ¹	2,218	7,152	45%	4,898	5,114
Flickr Impressions ²	81,728	211,385	467%	37,255	33,583
Twitter Followers	155	4,349	15%	3,792	3,791
Pinterest Followers ³	46	192	113%	90	n/a
CONVENTIONS & EVENTS					
Real-Time Conventions & Events	3	17	0%	17	23
• Number of Attendees ⁴	3,115	18,265	157%	7,120	13,605
• Number of Room Nights	1,012	16,390	2%	16,095	9,234
Sales Leads Generated ⁴	34	54	-7%	58	49
Bookings	32	46	-10%	51	14
SERVICES					
Groups Assisted	8	40	18%	34	57
Visitors Reached ⁵	3,547	18,103	-32%	26,470	30,692
MEMBERSHIP					
Total Membership	398	398	-8%	432	424
New Members Acquired ⁶	5	42	-32%	62	83
Attrition	25	68	-7%	73	27

¹ YouTube: existing content driving views as video is more utilized by consumers.

² Flickr Impressions – the increase is due to Flickr changing the way they calculate their analytics

³ Pinterest: growing new social media platform.

⁴ Number of Attendees: increase is due to new events in 13-14 such as BMW.

⁵ Visitors Reached: decrease is due to a 12-13 promotion with Oregon State Fair that didn't occur in 13-14.

⁶ New Members Acquired – Decrease is due to having a second sales person in 12-13 and only one sales person in 13-14.

TRAVEL SALEM DASHBOARD
Key Performance Measurements
February 27, 2013 Board of Directors Approved

	13-14						
	7/1/13 - 3/31/14	% of 12-13	12-13	11-12	10-11	09-10	08-09
Travel Salem Resources	\$ 588,236	84%	\$ 702,267	\$ 723,344	\$ 722,116	\$ 729,601	\$ 803,142
City of Salem Contract	\$ 412,500	86%	\$ 479,000	\$ 550,000	\$ 533,030	\$ 503,030	\$ 531,530
Other Sources	\$ 175,736	79%	\$ 223,267	\$ 173,344	\$ 189,086	\$ 226,571	\$ 271,612
Travel Salem Program FTE	7.15	125%	5.70	8.67	7.67	6.67	7.67
Membership	398	94%	424	443	368	346	275
Estimated Economic Impact (2013)	\$ 521,300,000	100%	\$ 521,300,000	\$ 501,800,000	\$ 473,800,000	\$ 456,000,000	\$ 469,600,000
Direct Jobs (2013)	5,880	100%	5,880	5,900	5,850	6,010	6,290
TOT Revenues	\$ 1,954,433	80%	\$ 2,442,310	\$ 2,238,900	\$ 2,147,000	\$ 2,160,000	\$ 2,399,000
Occupancy - Rooms Sold (Salem)	286,097	78%	364,608	340,507	316,748	328,693	354,160
Average Daily Rate (ADR)	\$ 79.03	103%	\$ 76.86	n/a	n/a	n/a	n/a
TOT Influenced by TS	\$ 1,114,846	78%	\$ 1,425,310	\$ 1,265,905	\$ 854,280	\$ 877,432	\$ 832,545
Leisure	\$ 996,761	80%	\$ 1,245,578	\$ 1,140,800	\$ 716,161	\$ 789,311	\$ 659,434
Convention*	\$ 118,085	66%	\$ 179,732	\$ 125,105	\$ 138,119	\$ 88,121	\$ 173,111
Leverage	\$ 1,494,633	78%	\$ 1,914,854	\$ 3,206,602	\$ 1,884,865	\$ 1,511,731	\$ 1,363,105
Visitors Guide	\$ -	0%	\$ 87,953	\$ 112,793	\$ 114,336	\$ 96,366	\$ 91,693
Volunteers	\$ 3,205	35%	\$ 9,224	\$ 16,126	\$ 24,562	\$ 27,203	\$ 23,148
Public Relations - Advt Equiv	\$ 833,527	87%	\$ 960,533	\$ 2,166,423	\$ 1,016,469	\$ 611,839	\$ 660,288
Advertising	\$ 52,487	74%	\$ 70,690	\$ 78,245	\$ 47,504	\$ 40,978	\$ 50,302
In-Kind	\$ 453,584	75%	\$ 608,563	\$ 621,353	\$ 509,348	\$ 492,945	\$ 300,429
WVVA/Regional	\$ 151,830	85%	\$ 177,891	\$ 211,662	\$ 172,646	\$ 242,400	\$ 237,245
Consumer Engagement	26,936,726	62%	43,778,277	48,925,791	25,629,680	n/a	n/a
<i>Examples include:</i>							
Visitor Information Network	97,887	88%	111,112	136,966	122,345		
Conv Services - Visitors Reached	18,103	38%	47,477	54,385	72,732		
Visitor Inquiries	33,542	78%	42,900	42,045	30,476		
Media Impressions	20,202,909	76%	26,711,743	37,519,977	14,492,574		
Advertising Impressions	2,199,000	17%	13,126,000	7,628,520	7,440,000		
Online Visits	196,554	84%	234,277	185,382	150,940		
Twitter Impressions	1,833,310	149%	1,228,472	1,706,940	1,941,184		
Facebook Impressions	1,537,429	78%	1,980,049	1,549,150	1,202,325		
Data available through the City of Salem through April 28, 2014.							
* Business is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.							
TOT Influenced by TS:							
1) Leisure trend is attributed to PR, social media efforts, and Travel Café and enhanced Visitor Information Network							
2) 08-09 Convention figure included the last year of OSAA basketball tournaments at Willamette University							
3) 09-10 Convention dip was due to a timing issue between fiscal years of when the JWC events were held							

Travel Salem
PUBLIC RELATIONS ADDENDUM
National & Regional Media
2013-14 Third Quarter

Secured 340 published references/articles with a reach of 5,470,038 and an advertising equivalency of \$257,498.

	Media/Headline	Value	Reach	Key Messages/Content
	<i>Bend Bulletin</i> Romantic Oregon Getaways Published: 1/2014 Pitched: 11/2013	\$8,410	80,000	The Oregon Garden Resort's romance package was highlighted in an article about romantic Valentine's Day getaway ideas.
	<i>NW Travel Magazine</i> Events in the NW Published: 1/2014 Pitched: 7/2013	\$892	40,000	First Taste Oregon featured in NW Travel Magazine's round-up of not-to-miss events in the Northwest.
	<i>Grant's Getaways</i> Winter Bird Watching at Baskett Slough Published: 1/2014 Pitched: 11/2012	\$7,200	50,000	KGW-TV Outdoor reporter Grant McOmie explores Baskett Slough and highlights winter bird watching opportunities in the refuge.
	<i>VIA Magazine</i> The Willamette by Interstate Published: 2/2014 Pitched: 6/2013	\$7,000	1,000,000	5-page feature article about road-tripping through the Willamette Valley, including a 1/2-page feature on Salem.
	<i>Oregonlive.com</i> Salem Offers a Weekend of Activities Published: 2/2014 Pitched: 12/2013	\$1,680	30,000	3-page blog article by <i>Oregonian</i> travel writer Terry Richards about Salem. Includes: Oregon State Capitol, Hallie Ford Museum of Art, The Elsinore & other iconic attractions.

	<p><i>NW Travel Magazine</i> 8 Spots for Spring Family Fun</p> <p>Published: 2/2014 Pitched: 10/2012</p>	<p>\$8,000</p>	<p>100,000</p>	<p>Salem's A.C. Gilbert Discovery Village included in a feature article about family-friendly attractions throughout the Northwest. Includes photo.</p>
	<p><i>C-SPAN 3 American History TV</i> Salem, Oregon</p> <p>Published: 3/2014 Pitched: 1/2014</p>	<p>\$60,000</p>	<p>250,000</p>	<p>C-SPAN's Tour of Cities visited the Salem area for 2 days and produced a 1-hour feature on Salem's rich pioneer history and notable historians.</p>
	<p><i>Examiner.com</i> Cherry Blossom Season in the Cherry City</p> <p>Published: 3/2014 Pitched: 11/2013</p>	<p>\$8,750</p>	<p>110,000</p>	<p>Feature story about Salem during early spring when cherry trees are blooming by travel writer Denise Seith. Includes link to Travel Salem as a visitor resource.</p>
	<p><i>Willamette Living Magazine</i> Hot Ticket</p> <p>Published: 3/2014 Pitched: 7/2013</p>	<p>\$1,500</p>	<p>44,000</p>	<p>Three Salem area events – Wursthfest, the Wooden Shoe Tulip Festival and Willamette Valley Vineyards' Pinot & Chocolate Celebration highlighted in event section, plus photos.</p>
	<p><i>OPB's Oregon Field Guide</i> Black Rock Mountain Biking</p> <p>Published: 3/2014 Pitched: 1/2013</p>	<p>\$10,000</p>	<p>35,000</p>	<p>Oregon Field Guide feature on Black Rock Mountain Bike Area near Falls City.</p>

Travel Salem
CONVENTIONS EVENTS DASHBOARD
 2013-14 Third Quarter

13-14 REAL-TIME CONVENTIONS/EVENTS						
THIRD QUARTER						
Qtr	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue
3	Maternal & Child Health	\$ 1,650	55	-	\$ -	\$ -
3	The Hoop	\$ 360,000	3,000	1,000	\$ 80,000	\$ 7,200
3	Willamette Valley Bank	\$ 1,800	60	12	\$ 960	\$ 86
TOTAL		\$ 363,450	3,115	1,012	\$ 80,960	\$ 7,286
						17% ROI
Total Value		\$ 363,450				
Direct Costs for 3rd Qtr		\$ 43,081				
ROI		\$ 8.44				
YEAR-TO-DATE						
	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue
	17 Real-Time Conventions/Events	\$ 2,736,820	18,265	16,602	\$ 1,328,160	\$ 119,534
						4% ROI
Total Value		\$ 2,736,820				
Direct Costs for YTD		\$ 86,161				
ROI		\$ 31.76				

13-14 POTENTIAL FUTURE BUSINESS - LEADS & BOOKINGS

THIRD QUARTER											
	LEADS				BOOKINGS						
Convention Year	# of Leads	Est. Community Econ Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lodging Revenue	Est. TOT Revenue	Lead Conversion Rate
FY 13-14	30	\$ 2,104,350	22,125	6,000	28	\$ 2,085,450	19,035	5,880	\$ 470,400	\$ 42,336	93%
FY 14-15	4	\$ 363,000	3,100	1,200	4	\$ 373,650	3,065	1,270	\$ 101,600	\$ 9,144	100%
FY 15-16											
FY 16-17											
FY 17-18											
FY 18-19											
TOTAL	34	\$ 2,467,350	25,225	7,200	32	\$ 2,459,100	22,100	7,150	\$ 572,000	\$ 51,480	94%
YEAR-TO-DATE											
	LEADS				BOOKINGS						
Convention Year	# of Leads	Est. Community Econ Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lodging Revenue	Est. TOT Revenue	Lead Conversion Rate
FY 13-14	46	\$ 3,108,000	38,420	9,657	42	\$ 2,929,950	34,775	7,537	\$ 602,960	\$ 54,266	91%
FY 14-15	7	\$ 583,500	4,160	1,840	4	\$ 373,650	3,065	1,270	\$ 101,600	\$ 9,144	57%
FY 15-16	1	\$ 3,898,000	7,200	2,950							
FY 16-17											
FY 17-18											
FY 18-19											
TOTAL	54	\$ 7,589,500	49,780	14,447	46	\$ 3,303,600	37,840	8,807	\$ 704,560	\$ 63,410	85%

13-14 LOST BUSINESS

Account Name	Reason	Lost Rm Attendees	Lost Room Nights	Lost Community Econ Impact	Lost Lodging Revenue	Lost TOT Revenue
Botten Family Reunion	Decided to hold in Washington	60	80	\$ 18,900	\$ 6,400	\$ 576
Senior Softball USA	No Availability at Wallace Marine	600	360	\$ 126,000	\$ 28,800	\$ 2,592
International Senior Softball	No Availability at Wallace Marine	400	200	\$ 75,600	\$ 16,000	\$ 1,440
Spartan Race	Required sponsorship of \$300,000	7,200	2,950	\$ 3,898,000	\$ 236,000	\$ 21,240
Good Vibrations	Lost Harley Davidson as major sponsor	1,000	500	\$ 210,000	\$ 40,000	\$ 3,600
	TOTAL	9,260	4,090	\$ 4,328,500	\$ 327,200	\$ 29,448

13-14 FAM TOURS, TRADE SHOWS & PROMO TRIPS

Qtr	Organization	Organization Location	FAM Tour/ Site Tour	Trade Show	Promo Trip	
1	Capitol Cup	Portland	X			
1	Seahorse Productions	LA	X			
1	Capitol Cup	Portland	X			
1	Capitol Cup	Portland	X			
2	Amatuer Softball Council	Oklahoma City		X	X	
2	Oregon Society of Association Managers	Portland		X		
2	BRAVO!	Portland		X		
3	SGMP Annual Conference	Wilsonville			X	
3	MPI Presidents Lunch	Salem			X	
3	MPI Cascadia Conference	Spokane			X	