



## THIRD QUARTER REPORT 2009-10 January, February, March

### INTRODUCTION

Travel Salem is pleased to submit the tourism and convention third quarter report for 2009-10 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 2009-10 produced positive results in key program areas.

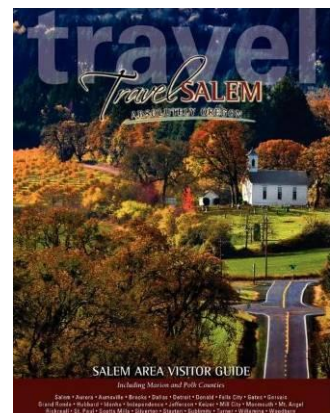
Travel Salem received the **Green Building of the Year** award for the Travel Café at Salem’s first-ever Mid-Willamette Valley Green Awards honoring sustainable business practices.

Launched **Website Video Listings** for businesses that want to add a short video, virtual tour or photo slide show to their website listing. This new online feature is a great way for businesses to target 71% of visitors who use video to help plan their travel experience. (1/a #3)

Published 50,000 **Pad Maps** which are distributed through the Travel Café as well as lodging facilities, attractions and interested businesses. (1/a #1)

Published the **2010 Salem Area Visitors Guide**, made possible by advertising support of \$96,366. (2/b # 4)

National and local **media** secured for the period resulted in 303 impressions valued at \$111,742 of free media exposure in Sunset magazine, Where to



Retire, Dallas Morning Sun and VIA to name a few. (2/b #1 & #6, as well as the attached **PR Addendum**)



**Social media** efforts continued to progress: 344 images and 11 videos were posted on Flickr with 4,519 viewer sessions during the quarter; 246 tweets were posted on Twitter reaching 1,717 local, national and international followers; and 99 events, specials and announcements were posted on Facebook reaching 645 fans. (2/b #5)

Secured new **conferences & events** including the Good Vibrations motorcycle convention and the Regional Babe Ruth Tournament. Worked with partners to secure new conferences such as the North American Farm Direct Marketing Association and the NAIA Women's Golf Championships. In addition, booked rooms for the STIHL Timbersports event to be held during the 2010 Oregon State Fair. (2/a #4)

Travel Salem's Director of Sales was sponsored by the Salem Area Lodging Association to attend the **2010 Annual Cascadia Educational Conference**, and market Salem to the 200+ meeting planners in attendance. (2/a #9)

Provided **services** to eight conferences and events that were held at locations throughout the Salem area, serving roughly 3,157 delegates. (2/c #7)

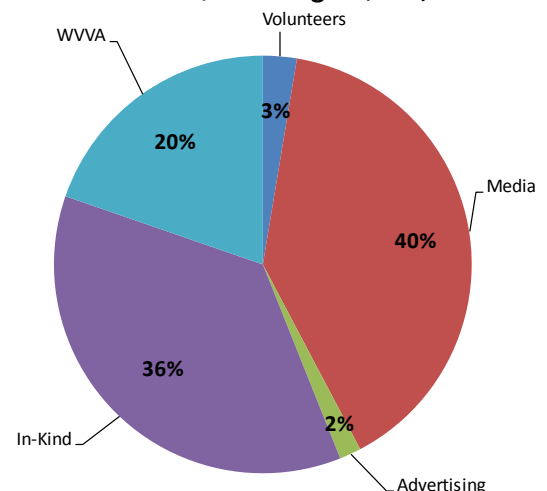
**Financial statements** for the third quarter are attached: revenues were \$159,441, while expenses were \$158,573, for an operating surplus of \$869. Net assets were \$192,051.

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 09-10 annual report.
- Third quarter **TOT receipts** were down 11% from the previous year to \$394,190.
- Third quarter **leverage results** of \$281,688 increased 8% over the previous year. Increased in-kind support is primarily from Travel Salem's enhanced Visitor Information Network. The decrease in advertising leverage is tied to budget cuts for 09-10.

*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.*

**09-10 Third Qtr Leverage - \$281,688**



## 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 <sup>rd</sup> Qtr 09-10	% Change from 08-09	09-10 YTD	3 <sup>rd</sup> Qtr 08-09	3 <sup>rd</sup> Qtr 07-08
<b>Marketing &amp; PR</b>					
National Publicity <sup>1</sup>	41	86%	88	22	27
Local Publicity <sup>2</sup>	262	62%	802	162	9
PR Presentations <sup>3</sup>	51	34%	130	38	13
Visitor Information Inquiries <sup>4</sup>	4,368	-64%	20,201	11,975	9,908
TravelSalem.com Visits <sup>5</sup>	31,600	-34%	96,382	47,843	52,254
Visitor Information Network Attendance <sup>6</sup>	33,260	461%	71,782	5,924	4,611
Events & Community Activities Assisted <sup>7</sup>	538	168%	1,517	201	202
<b>Convention &amp; Event Marketing</b>					
Real-Time Conventions/Events	5	-29%	17	7	12
• Number of Delegates	16,800	888%	23,907	16,700	36,628
• Number of Room Nights <sup>8</sup>	1,000	-81%	5,125	5,350	6,589
Sales Leads Generated <sup>9</sup>	22	120%	39	10	16
Bookings <sup>10</sup>	7	40%	23	5	12
Sales Activities					
• Direct Contact <sup>11</sup>	57	-50%	534	114	73
• Phone/E-mail	207	6%	462	195	160
• Sales Packets Distributed <sup>12</sup>	37	61%	103	23	36
• Site/FAM Tours <sup>13</sup>	4	100%	10	2	6
• Referrals	24	4%	60	23	25
<b>Convention &amp; Event Services</b>					
Conventions Assisted <sup>14</sup>	8	-50%	52	16	19
Visitors Reached <sup>15</sup>	3,157	-59%	24,493	7,625	40,171
Welcome Bags Distributed	530	-22%	5,995	680	367

<sup>1</sup> National Publicity – the increase is due to having a designated PR person to pitch story ideas and follow up on a regular basis.

<sup>2</sup> Local Publicity – the increase is due to having a designated PR person to pitch story ideas and follow up on a regular basis.

<sup>3</sup> PR Presentations – more requests for presentations regarding Travel Salem, general tourism and convention & event promotion.

<sup>4</sup> Visitor Information Inquiries - inquiries are down for the quarter due to mid-year budget cuts which resulted in the cancelation of advertising in *Good Housekeeping*. Inquiries are also down due to Travel Oregon's TORP program. This program allowed Travel Salem and other Willamette Valley partners to send visitors guides to Travel Oregon advertising inquiries, therefore leveraging a multi-million dollar campaign. This program was cancelled by the Willamette Valley Visitors Association due to significant postage and handling costs.

<sup>5</sup> TravelSalem.com Visits – the decrease is attributed to the economic downturn with less people planning trips/vacations.

<sup>6</sup> Visitor Information Network Attendance – increase is due to expanded network including the Travel Café and satellite locations.

<sup>7</sup> Events & Community Activities Assisted – increase due to outreach through public relations efforts that enhanced understanding of TravelSalem.com and how the events are syndicated out to numerous media outlets.

<sup>8</sup> Number of Room Nights – conferences that were held in 08-09 were not held in 09-10.

<sup>9</sup> Sales Leads Generated – activity levels increased due to economic rebounding of meetings for future dates.

<sup>10</sup> Bookings – the increase is due to economic rebounding of meetings for future dates.

<sup>11</sup> Direct Contact – the decrease was due to budget cuts, which canceled staff attendance at the GOSGMP Conference.

<sup>12</sup> Sales Packets Distributed – more interest and activity from planners during the quarter.

<sup>13</sup> Site/FAM tours – more interest and activity from planners during the quarter.

<sup>14</sup> Conventions Assisted – less activity during the quarter.

<sup>15</sup> Visitors Reached – less activity during the quarter.

Activity & Production Statistics	3 <sup>rd</sup> Qtr 09-10	% Change from 08-09	09-10 YTD	3 <sup>rd</sup> Qtr 08-09	3 <sup>rd</sup> Qtr 07-08
<b>Membership<sup>16</sup></b>					
Total Membership	327	19%	327	275	164
New Members Acquired	38	73%	112	22	45
Attrition	13	n/a	29	0	n/a
Sales Presentations	1,155	169%	3,975	429	191
<b>Leverage (detail below)<sup>17</sup></b>	<b>\$281,688</b>	<b>8%</b>	<b>\$950,542</b>	<b>\$260,750</b>	<b>\$190,874</b>
Visitors Guide	\$0	0%	\$96,366	\$0	\$111,639
Volunteers	\$7,362	44%	\$20,754	\$5,130	\$4,194
Media	\$111,742	16%	\$337,508	\$96,242	\$15,722
Advertising	\$4,717	-63%	\$30,796	\$12,758	\$3,985
In-Kind	\$102,367	24%	\$298,618	\$82,370	\$6,605
WVVA/Regional	\$55,500	-14%	\$166,500	\$64,250	\$48,167

<sup>16</sup> Membership – the program was launched in 07-08, so increases and decreases will experience significant swings until program matures. In addition, the attrition increase was due to switching to twice a year billing which wasn't reflected in 08-09 third quarter.


<sup>17</sup> Leverage increases reflect new visitor information network partnerships and Digital City Guide partnership; decreases reflect City of Salem budget cuts impacting advertising leverage and WVVA budget reductions.

### **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:*
  - Published 50,000 **Pad Maps** made possible by sponsorship from: Redhawk Winery & Vineyard, Willamette Heritage Center, Willamette Valley Vineyards and Salem's Riverfront Carousel. The maps are distributed to lodging facilities, attractions and interested businesses.
  - Secured sponsors for the Weekly e-Newsletter, quarterly Consumer e-Newsletter and Marketing Exchange Luncheons.
- *#2 Implement fundraising events:*
  - Held **Marketing Exchange** events during the quarter to engage with businesses, provide updates about marketing opportunities, and provide networking platform for the industry:
    - January featured – “Close the Generation Gap; Integrated Marketing Strategies to Tap into the Purchasing Power of 4 Unique Generations” by Jennifer Larsen Morrow of the Creative Company; sponsored by Keizer Renaissance Inn.
    - March featured – “The Serious Business of Having Fun” by Jennifer McCormick from Oregon Parks & Recreation Department; sponsored by Marco Polo Global Restaurant, Agape Studios and Today's Hair Salon & Day Spa.
- *#3 Create new advertising opportunities:*
  - Developed new marketing option – **Website Video Listings** – for businesses that want to add a short video, virtual tour or photo slide show to their website listing. In addition, Travel Salem partnered with several production companies that will offer significant discounts to TS members to produce a video. This new online



Awesome haircuts to gorgeous hair color & perms. Pedicures, manicures & elegant artificial nails. Relaxing massages and rejuvenating facials. All this & more for you in our friendly salon. 1223 Edgewater St. NW Salem, OR 97304 503-588-8886 [www.todayshair-salon.com](http://www.todayshair-salon.com)



feature is a great way for businesses to target 71% of visitors who use video to help plan their travel experience.

- *#5 Leverage participation in the RCMP through WVVA:*
  - Travel Salem's Marketing & PR Director serves as President of WVVA for 09-10, ensuring inclusion of the Salem area in all marketing efforts.
- *#6 Increase leveraged resources including donated products and services:*
  - Leverage for the third quarter was \$281,688, up 8% over the previous year. See the Overview of Activities for detail.

### **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*
  - Recruited one Chemeketa Community College intern for the quarter to work on a regional inventory and database update project (see 2/a #3).
  - Secured an Easter Seals part-time staff person to provide administrative support.
- *#4 Recruit volunteers with attributes/skill sets to achieve program goals:*
  - Recruited two new volunteers to assist with projects and visitor services.
- *#5 Implement technology to enhance program efficiency:*
  - Continued social media efforts (FaceBook, Twitter) – see 2/b #8.
- *#6 Utilize resources from academic institutions:*
  - Working with Chemeketa Community College (see 1/b #1).
- *#7 Implement & maintain visitor information network:*
  - Set up Amtrak visitor information location and distributed 557 Salem Area Visitors Guides in two months. (see 2/b #3)

### **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:**

- *#1 Develop regional inventory of visitor industry:*
  - Comprehensive regional inventory project underway (see 2/a #3).
- *#2 Obtain regional participation:*
  - Recruited 12 new regional members (31% of total new members secured during the quarter).
- *#3 Use public relations to communicate/promote membership:*
  - Published seven press releases to build awareness about Travel Salem:
    - Closing the Generation Gap at Marketing Exchange Luncheon
    - Travel Salem Project Wins Merit Award for CB|2 Architects
    - Historic Vote in Congress to Boost Inbound Travel to the Salem Area and Stimulate Local Economy
    - The Serious Business of Having Fun at Marketing Exchange Luncheon
    - Spring Art Show for First Wednesday at the Travel Cafe
    - Spring Break Fun at the Willamette Art Center
    - Burgerville Nomad to Serve it up at the Historic Deepwood Estate
  - Promoted membership through the Industry e-Newsletter distributed to 3,275 subscribers informing them of marketing opportunities.

- *#6 Leverage regional Chamber of Commerce memberships:*
  - Participated in weekly and monthly Chamber Greeter programs for Salem, Keizer, Dallas, North Santiam, and Stayton/Sublimity.

## **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:*
  - No advertising was placed in the third quarter due to budget cuts.
- *#3 Research niche markets:*
  - Compiling a comprehensive regional inventory of lodging, meeting facilities, attractions, sports venues and restaurants.
- *#4 Secure new conference/event opportunities:*
  - **Good Vibrations – Music, Motorcycles and Merlot, July 16-18, 2010** - Continued to host and provide site visits with the promoters of Roadshows Inc. as they research venues and the feasibility of this new three-day event for the Salem area. Salem Harley Davidson and the City of Keizer have stepped up as major sponsors for the event. The promoter is also working with the City of Salem to secure Riverfront Park for the Vendor Village and Go Downtown is working on a Street Fest and Music Tour for one of the evenings. There will be many events throughout the convention that will be held in various locations including Salem, Keizer, Independence and Dallas. A final itinerary for the event will be completed in the fourth quarter.
  - **Regional Babe Ruth Tournament** – Travel Salem worked with Jerry Walker from the Volcanoes to provide a proposal and presentation for the regional meeting held in Reno for the 2011 Regional Babe Ruth Tournament. The tournament was secured and eight teams from across the region will compete on August 1-6, 2011 for a spot in the Babe Ruth World Series.
  - **North American Farm Direct Marketing Association** – Staff met with John Zielinski of EZ Orchards to provide preliminary research to bid on a future NAFDMA Conference. This conference draws 750 plus attendees and hasn't been to the West Coast in many years. Letters of intent to bid have been sent from Mayors Taylor and Christopher, and Travel Salem.
  - **NAIA Women's Golf Championships** – A lunch and site tour was hosted by Creekside Golf Course for the manager of NAIA Championship Sports from Kansas City and the Commissioner of the Cascade Collegiate Conference from Portland. The tour also included the Red Lion Hotel and Convention Center. Salem is being considered for the 2011 and 2012 championships.
  - **STIHL Timbersports** – Worked with Oregon State Fair and Expo staff to set up room blocks for the Stihl Timber Sports event to be held during the 2010 Oregon State Fair. This will be a high-profile event that will be broadcast on ESPN2 and ESPN International to more than 132 countries worldwide. It will reach an estimated 5 million households each year with original program airs and re-runs.
- *#6 Pursue editorial coverage for Salem as a convention destination:*
  - Secured publicity for the Convention program in the third quarter: *Smart Meetings* and *Meetings West*.
- *#7 Develop sports marketing program/create inventory of venues:*
  - Compiling a comprehensive regional inventory of sports venues (see 2/a #3).

- *#9 Maintain existing marketing efforts:*
  - During the quarter, 22 leads were distributed to lodging properties and meeting facilities, and 8 bookings resulted from previous leads.
  - Attended the 2010 Annual Cascadia Educational Conference in Tulalip, Wash., a joint conference of the Oregon and Washington chapters of Meeting Professionals International (roughly 200+ attendees). Due to budget cuts, Travel Salem was not going to be able to attend this year, but the Salem Area Lodging Association stepped up and sponsored registration and travel expenses. Travel Salem was represented at all of the educational and networking opportunities.
  - Attended industry association monthly networking opportunities including Oregon Society of Meeting Professionals, Meeting Professionals International, and Oregon Society of Association Management.

## **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:
    - “Center Enhances Salem as a Heritage Destination” (Willamette Heritage Center)
    - “Program Aims to Help Customer Service” (Q Care)
    - “Salem Music Festival Returns April 8-10”
  - Pitched stories to the *Statesman Journal* that resulted in print and online exposure:
    - “Tourism Summit Planned Jan. 14”
    - “Chase Away Winter Blues During First Wednesday”
    - “Free Social Media Marketing Class Set for Jan. 25”
    - “Don’t Cut Back on Marketing”
    - “Historic Attractions Popular Among Visitors”
    - “Salem Green Awards Fundraiser Honors Local Sustainability Work”
    - “Music Festival Electrifies a New Era of Engagement”
    - “Salem Offers Untapped Tourism Potential”
  - Established a **Salem channel on KATU.com** making Travel Salem a “community reporter.” Submissions may be pulled for the main website and for on-air coverage.
  - Researched Cision database for regional and national media opportunities.
  - Distributed the Consumer e-Newsletter to 2,728 subscribers offering Salem area travel packages, specials and events.
  - See detailed results on attached **Public Relations Addendum.**
- *#2 Redesign TravelSalem.com to be dynamic & user-friendly:*
  - The TravelSalem.com redesign was put on hold during the second quarter due to budget cuts.
  - Posted the following to the TravelSalem.com website:
    - Video listings
    - Special holiday events & brunch promotions (Easter)
    - Softball lodging
    - Two display ads: Salem Relocation Team & Salem Health
    - 2010 Salem Area Visitors Guide with page-turning software
    - Added FREE Services flyer
    - Adventurecation information & link to TravelOregon.com

- New travel packages
  - Tourism Summit video
  - New member news & announcements
  - Travel Salem's 09-10 First Quarter Report
  - New events & listings
  - New free business listings for businesses inside Salem city limits
- *#3 Research & establish satellite visitor resource locations:*
  - Set up Amtrak visitor information location and distributed 557 Salem Area Visitors Guides in two months. (see 1/b #7)
- *#4 2010 Visitors Guide content innovations:*
  - Published the 2010 Salem Area Visitors Guide (including an additional eight pages), with a total advertising sales of \$96,366.
- *#5 Implement technology and utilize online marketing resources:*
  - Online & Social Media
    - Added content and promotions to Travel Salem's **Facebook** page – more than 99 events, specials & announcements were posted reaching 645 fans.
    - Uploaded 344 images to **Flickr**, for a total of 799 images and 19 videos on YouTube and the Travel Salem account, with 4,519 viewer sessions during the quarter and a total of 25,223 viewer sessions to date. Flickr is an online photo management and sharing application that allows photos to be uploaded and viewed by individuals and the media. All images are tagged which allows them to be searched via search engines.
    - Maintained dialogue on **Twitter** with 1,717 local, national and international followers. Posted 246 tweets throughout the quarter promoting regional partners and events. 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 three 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 (see 2/b #1).
    - Posted Association press releases to TravelSalem.com.
    - 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.
- *#6 Pursue editorial coverage to leverage marketing resources:*
  - National and Local Publicity – secured 303 impressions (e.g. articles, listings, photographs) valued at \$111,742 of free media exposure (see 2/b #1).
  - See detailed results on attached **Public Relations Addendum**.
- *#7 Expand regional efforts through creative partnerships & marketing initiatives:*
  - Generated 4,368 inquiries in the second quarter. Travel Salem's partnership with WVVA continued with an ad placed in *Sunset* magazine (870,000 circulation).
- *#8 Participate with current tourism partners to enhance marketing efforts:*
  - Willamette Valley Visitors Association (WVVA) partnership:
    - Participated in year-round *Sunset* magazine ad placements (870,000 monthly circulation) and leisure lead generation valued at \$62,400.
    - Worked with WVVA to create an e-newsletter promoting spring events within the Willamette Valley. Pulled events from TravelSalem.com to represent the region.



- Created the **Vintage & Vineyards wine trail** for the Salem area (pictured at right) linking Salem and Polk county wineries with a wide array of attractions. (e.g. historic, wine/spirits and lodging).
    - Participated in the “WVVA Pack,” a fulfillment program for all Willamette Valley leisure leads through online, print, advertising and Travel Oregon advertising. Fulfilled 1,646 inquiries through this partnership for the quarter.
    - Completed the WVVA mid-year report and developed the 10-11 WVVA marketing plan.
    - Partnered with OregonWineCountry.org to drive traffic to TravelSalem.com through specials offers, events and appealing articles.
  - Partnered with SEDCOR for free online advertising to promote Salem as a conference and meeting destination.
  - Continued partnership with Salem AAA to ensure Salem Area Visitors Guides are available to AAA customers.
- *#10 Leverage Travel Oregon's marketing efforts:*
  - Submitted information regarding downtown Salem, Willamette Heritage Center and Hallie Ford Museum for an Oregon “**Adventurecation**” cycling promotion that included the Willamette Valley Scenic Bikeway. This promotion was part of a \$1 million spring campaign supported by print, online and social media as well as retail point-of-purchase, bloggers and word of mouth.
  - Submitted 42 Salem area “**Adventurecation**” specials and deals to TravelOregon.com. Participating groups included: Grand Hotel Salem, Willamette Valley Grill, Shilo Inns, Phoenix Inn Suites, Comfort Suites, A.C. Gilbert’s Discovery Village, Mission Mill Museum, World Beat Festival, Willamette Art Center, Salem Art Association, Independence House B & B, Woodburn Company Stores, Keizer Renaissance Inn, Wooden Shoe Tulip Farm and Balloon Flying Service.
  - Pitched new story ideas for a wide variety of assets in the following categories:
    - Outdoor recreation (mountain biking, road biking, golfing)
    - Wildlife viewing
    - Cheese, chocolate & spirits
    - Harvest tours & u-pick farms
    - Culture & heritage
    - Art museums & galleries
    - Destination spas
    - Kids attractions
    - Shopping
    - Gardens
    - Wine



- *#12 Maintain existing marketing efforts:*
  - Sent weekly event and activity updates to 4,536 subscribers to drive traffic to TravelSalem.com and encourage front-line workers to promote the Salem area to visitors.
  - Sent Industry e-Newsletter to 3,275 Travel Salem members, partners and industry organizations.
  - Sent Consumer e-Newsletter to 2,728 consumers promoting special deals and packages.
  - Distributed regional events brochures through two I-5 rest areas bordering Salem (north & south) to attract visitors and encourage visitation.

## **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 two new volunteers to assist with projects and visitor services.
- *#5 Communicate proactively to industry partners regarding activities & events to increase participation & promotion of regional assets:*
  - Distributed the Industry e-Newsletter to 3,275 industry partners informing them of marketing opportunities and Travel Salem's efforts.
  - Sent weekly events email to 4,536 subscribers.
- *#7 Maintain existing service efforts:*
  - Provided services to eight conferences/events that were held at locations throughout the Salem area including the Salem Conference Center, Red Lion Hotel, Oregon State Fair & Expo Center, and Willamette University, West Salem High School and Blanchet School.
  - Distributed 530 Welcome Bags during the quarter to Salem area visitors. The bags contain valuable visitor information (customized by group interests) as well as coupons and discounts. Examples of groups requesting Welcome Bags include:
    - Willamette University College of Law
    - Evergreen District 4 Championships
    - Weststar Institute
    - Traveling Nurses
  - Held bi-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:*
  - **Travel Salem's Tourism Summit** was held in partnership with Travel Oregon at the Red Lion Hotel, and provided a forum to discuss how tourism powers local economies. This "town hall" forum fostered a brainstorming roundtable designed to bring out the perceptions and realities of tourism as it relates to the business environment. Roughly 65 regional attendees participated in the event. A panel of 12 fielded questions on a wide range of topics (e.g. land use, industry, recruitment, retail, development, lodging, policy, education, etc.). The summit was moderated by Travel Oregon's CEO Todd Davidson.

- **Cultural/Heritage Roundtable** – launched a new quarterly forum with cultural & heritage partners to discuss marketing opportunities and challenges. Input and ideas were solicited for TravelSalem.com, with another meeting set for the fourth quarter to seek input on the 2011 Salem Area Visitors Guide.
- **Salem Area Lodging Association** – attended SALA meetings to engage with lodging industry partners and discuss collaborative partnerships, future opportunities, industry trends and challenges.
- **Oregon Expo Center & State Fair** – Staff met with the new director Brian Silcott to discuss collaborative opportunities for expo business. In addition staff also met with Connie Bradley, newly appointed Oregon State Fair Manager and her staff to determine marketing opportunities for the 2010 State Fair. Connie was invited to give a presentation to the April Team Salem meeting.
- **Team Salem** – held a bi-monthly Team Salem meeting at the Comfort Inn & Suites during the quarter. This forum brings stakeholders together to share marketing and partnership opportunities. Attendees included:
  - The Oregon Garden
  - The Grand Hotel
  - Phoenix Inn Suites – N & S
  - Comfort Suites
  - Keizer Renaissance Inn
  - Willamette Heritage Center
  - Comfort Inn & Suites
  - VanNatta Public Relations
  - The Trolley
  - Willamette Valley Vineyards
  - Enchanted Forest
  - Salem Conference Center
  - A.C. Gilbert’s Discovery Village
  - Beckenridge Vineyard
  - Shilo Inn & Suites
  - Best Western Mill Creek Inn
- **Vision 2020 Wayfinding & Entrance Ways Task Force** – Travel Salem continues to lead subcommittee meetings during the quarter to review and discuss the main entranceways into Salem, and the subsequent wayfinding into downtown. Discussions include applying criteria for whether the entranceways are “major” or “minor” and what type of signage would be appropriate. Findings & recommendations will be reported back to the full task force.
- Travel Salem also regularly participates on the Vision 2020 Town Square Task Force, Vision 2020 Bike & Pedestrian Connections Workgroup, the Chemeketa Community College Hospitality & Tourism Management Board, Artsmart, and the Salem Community Energy Forum.
- *#3 Assist industry partners with sales & marketing efforts:*
  - Produced **Member Spotlight** events in conjunction with First Wednesdays to showcase local businesses, product sampling and live demonstrations from a variety of regional partners at the Travel Café:
    - January’s event “Cure the Wintertime Blues” featured Jensen Arctic Museum, Virtually Sold by Sarah and Willamette Valley Vineyards.
    - February’s event “Love in the City” featured Ron Cooper Photography, Starlight Limousine, Rosie’s Mountain Coffee House, Petals & Vines, Cherry Country and Willamette Valley Vineyards.
    - March’s event “Singing in the Rain” featured Sybil’s Omelettes, Partnerships in Community Living, Oregon Parks & Recreation Department, Olson Florist, Aunt Bee’s House and Willamette Valley Vineyards.
  - **Social Media Seminars** – conducted a free seminar for 26 north Santiam businesses, made possible by a grant from Marion County. Conducted a social media presentation

- at the Chemeketa Dallas Center. The seminars provide strategies on how to effectively utilize social media marketing tools.
- Assisted two partners with press releases and distribution to the media (Willamette Heritage Center and Historic Deepwood Estate).
  - Provided in-depth visitor training for front desk staff of the Phoenix Inn Suites south.
  - The Travel Café served as the location for a wine reception hosted by Greenbaum's Quilted Forest. This enabled the attendees to learn more about the Salem area
  - Uploaded six **free website listings** (business name, address and phone number) on TravelSalem.com for businesses inside Salem city limits. These free listings are promoted quarterly via a press release to the media, neighborhood associations, Salem Chamber, SEDCOR and Go Downtown. Travel Salem will continue to sell "expanded" web listings for a fee as part of the Membership program.
  - *#4 Expand regional efforts through creative partnerships & marketing initiatives:*
    - **Linn County Fairgrounds** – Staff met with the general manager and the director of sales to form a partnership on cross promoting and referring business when one community isn't able to accommodate a piece of business. This partnership provides better customer service for meeting planners and keeps business in the region.
    - **South Baldock Rest Area Coalition** – participated in the visioning process for the rest area. The Travel Information Council assumed responsibility for nine rest areas statewide, and is seeking local input on how the communities supported by the rest area want to use the site as an engine for regional tourism promotion.
    - Participated in Travel Oregon's statewide **Tourism & Hospitality Consortium Summit**, to discuss issues related to and impacting tourism.
    - Participated in **GROW North Santiam**, a program through the North Santiam Economic Development Corporation that provides intensive one-on-one business coaching.
    - Continued to engage with the following regional partners: Keizer Chamber, Woodburn Area Tourism, Dallas Chamber, Monmouth/Independence Chamber, City of Monmouth, and the North Santiam Chamber.
    - Served on the Marion County Economic Development Advisory Board, the Board of Directors for the Oregon Destination Marketing Organization, and the Oregon Scenic Byways Advisory Committee,

## **GLOSSARY OF TERMS**

### **Activity & Production Statistics**

#### **National Publicity**

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 Publicity**

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 Visits**

A “visit” 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.

#### **Visitor Information Network Attendance**

The number of visitors assisted with their travel plans by utilizing resources available through the Visitor Information Network, which includes the Travel Café, I-5 satellite locations (Best Western Mill Creek Inn and Red Lion Hotel), and other network locations (Lancaster Mall, Willamette Heritage Center and Amtrak).

#### **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 tradeshows.

#### **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.