



THIRD QUARTER REPORT 2011-12

January, February, March

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention third quarter report for 2011-12 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 11-12 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. CEO Reports from the period are included to provide additional detail on activities.

EXECUTIVE SUMMARY

Marketing & Communications

- Secured national & local media valued at \$505,762 in advertising equivalency
- Published the 2012-13 Salem Area Visitors Guide; \$111,893 in advertising was secured to produce the guide
- Presented at the inaugural Mid Valley Wine Country Marketing Seminar facilitated by Representative Jim Thompson
- Developed culinary and agricultural itineraries for group tour operators
- Partnered with the Salem Chamber, SEDCOR and others on the "We Love Salem" campaign

Conventions & Events

- Secured the BMW Motorcycles of America Owners Club Rally at the Oregon State Fair and Expo Center (OSFEC) for July 18-21, 2013
- Secured the 2013 Oregon Governor's Conference on Tourism
- Hosted a familiarization tour & networking luncheon for the "Capital Cup" soccer tournament event planners and Salem lodging properties
- Submitted a bid to host the 2016 American Truck Historical Society Annual Convention and Truck Show
- Attended the Society of Government Meeting Professionals annual conference and tradeshow.

Services

- Provided services to 33 groups, reaching 8,416 delegates

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 & Production Statistics	3 rd Qtr 11-12	% Change from 10-11	11-12 YTD	3 rd Qtr 10-11	3 rd Qtr 09-10
Marketing & PR					
Publicity Ad Equivalency Value (see PR Addendum) ¹	\$498,380	146%	\$1,793,416	\$202,670	\$111,742
Visitor Information Inquiries	7,560	-12%	24,516	8,579	4,368
Visitor Information Network Attendance	32,450	20%	102,524	27,054	33,260
Events & Community Activities Assisted	386	21%	1,491	319	538
TravelSalem.com Visits	41,387	22%	129,889	33,808	31,600
Convention & Event Marketing					
Real-Time Conventions/Events ²	6	100%	23	3	5
• Number of Delegates ³	3,550	336%	13,605	815	16,800
• Number of Room Nights ⁴	1,680	-55%	9,234	3,700	1,000
Sales Leads Generated ⁵	8	-79%	49	39	22
Bookings ⁶	4	-56%	14	9	7
Convention & Event Services					
Conventions Assisted	17	6%	57	16	8
Visitors Reached ⁷	3,549	45%	30,692	2,445	3,157
Membership					
Total Membership	424	25%	424	339	327
New Members Acquired ⁸	32	52%	83	21	38
Attrition	8	-27%	27	11	13
Leverage (detail below)	\$709,221	91%	\$2,468,622	\$365,881	\$281,688
Visitors Guide	\$0	0%	\$900	\$0	\$0
Volunteers ⁹	\$2,054	-180	\$1,675	\$8,538	\$7,362
Publicity Ad Equivalency ¹⁰	\$481,920	138%	\$1,793,417	\$202,670	\$111,742
Advertising	\$15,327	37%	\$43,413	\$11,217	\$4,717
In-Kind	\$157,005	55%	\$470,469	\$100,307	\$102,367
WVVA/Regional	\$52,915	23%	\$158,747	\$43,149	\$55,500

¹ Publicity Ad Equivalency – increase due to Food Network and Via coverage (see PR Addendum)

² Real-Time Conventions/Events – increase is due to economic recovery and association & government business returning, plus new events.

³ Number of Delegates – increase due to The Hoop basketball and a gymnastics tournament.

⁴ Number of Room Nights – decrease is due to 10-11 being a legislative session (one booking but room nights over a 6-month period).

⁵ Sales Leads Generated – difference is due to timing of softball leads.

⁶ Bookings – decrease due to more bookings in 10-11.

⁷ Visitors Reached – increase due to events such as The Hoop basketball and gymnastics tournaments.


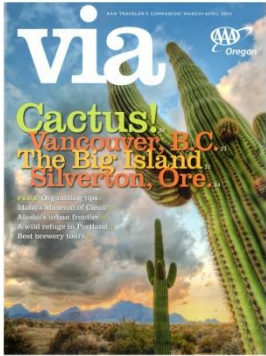

⁸ New Members Acquired – had one additional sales staff in place during the third quarter.

⁹ Volunteers – an error of -\$8,900 was entered into the January leverage and had to be corrected; in addition, the Volunteer program was disbanded in December

¹⁰ Leverage - Publicity Ad Equivalency – see Publicity Ad Equivalency above for explanation of increase over prior year; in addition, the difference between the Publicity Ad Equivalency and the Leverage Publicity Ad Equivalency is \$16,460 which was due to \$16,460 being counted twice in August leverage – the correction was backed out of January leverage

PR ADDENDUM
National & Regional Media
2011-12 Third Quarter

Secured 48 published articles/references with a reach of 5,109,438
and an advertising equivalency of \$498,380

	Media/Headline	Value	Reach	Key Messages/Content
	<i>Food Network</i> “Outrageous Food!”	\$320,000	860,000	Mt. Angel Sausage Company’s 5-alarm brats
	1859 <i>Highway 99: The North Pacific Highway & Events</i>	\$2,950	40,000	Events: Oregon Garden Brew Fest, Wooden Shoe Tulip Festival Story: Brooks Winery, Mystic Wines, St. Innocent Winery, Witness Tree Vineyard, Van Duzer Vineyards, Cherry Hill Winery, Baskett Slough National Wildlife Refuge, Western Oregon University
	<i>Via</i> Silverton: Small Town, Big Charms	\$164,800	2,680,000	Downtown Silverton, The Gordon House, The Oregon Garden, Oregon Garden Resort, Silver Falls State Park, Silver Grille
	<i>Main Ingredient</i> What’s Old is New Again – The Evolving Oregon Burger	\$545	10,000	Willamette Burger

	<p><i>Food & Wine</i> Willamette Valley Travel Guide – Wiking 101</p>	<p>\$2,670</p>	<p>925,000</p>	<p>Grand Cru Wine Tours</p>
	<p><i>Travel Oregon Consumer E-Newsletter: Flower Fever in the Valley</i></p>	<p>\$1,350</p>	<p>130,000</p>	<p>Oregon AgFest, Wooden Shoe Tulip Fest, The Oregon Garden Brew Fest</p>
	<p><i>Travel Oregon Consumer E-Newsletter: Spring Waterfall Hikes</i></p>	<p>\$1,350</p>	<p>130,000</p>	<p>Silver Falls State Park</p>



CEOs REPORT - JANUARY

February 22, 2012

ADMINISTRATION

Wine Country Plate

After significant pressure from the Governor's office and legislators who sponsored the bill, a meeting took place on February 13 with DMV officials to finalize the design. The plate will be produced as originally envisioned, including the phrase "Wine Country" at the bottom of the plate. Plates will be available in May 2012 which has been declared "Wine" month by Governor Kitzhaber.

MEMBERSHIP

- 11-12 New & Renewing Members:
 - \$92,872 in revenue from 338 members (196 from inside, 126 from outside, 16 reciprocal)
 - 408 total current members, with 11 new members from January

MARKETING & COMMUNICATIONS (MARCOM)

Engagement

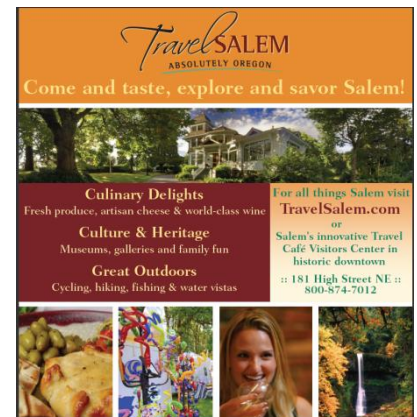
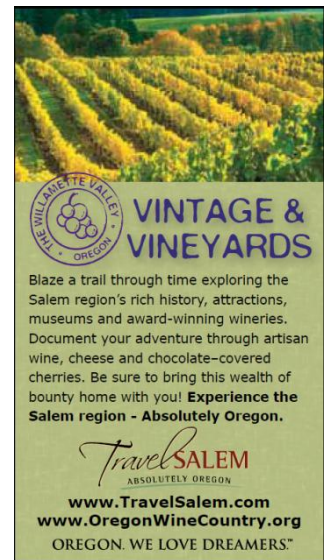
Participated in the inaugural Mid Valley Wine Country Marketing Seminar facilitated by Representative Jim Thompson. The January event was held at Eola Hills Winery and was attended by roughly 15 wineries. Presentations were made by Travel Salem, Travel Oregon and the Oregon Winegrowers Association.

National & Local Media

- Secured 1,067,688 impressions and an advertising equivalency of \$323,665 for January (note: PR Manager position vacant)
 - Salem events listed in *Northwest Travel* magazine
 - North Willamette Wine Trail Weekend mention in *1859* magazine
 - The Food Network Outrageous Food aired the Mt Angel Sausage Company episode with a viewership of 860,000 viewers and a total advertising equivalency of \$320,000
- Sent targeted media pitches to *Association News* for an April 2012 feature and to *Northwest Meeting and Event* magazine.

Marketing

- Secured additional intercept survey locations for the Mid-Willamette Valley Visitor Profile Survey. Now collecting surveys from 50 locations throughout the Marion and Polk region.
- Added features to TravelSalem.com to give Caterers & Concessions more visibility.
- Developed a new *Sunset* ad "Vintage & Vineyards" for the May 2012 edition.
- Travel Salem's Visitors Guide publisher, MEDIAmerica, donated six advertisements in *Oregon Home* magazine (22,000 circulation/30,800



readership). The first ad ran in the Feb/Mar edition, which hit newsstands in January.

- Participated in the We Love Salem campaign committee focused on building community pride. The campaign will launch in February with a We Love Salem event.

TravelSalem.com Dashboard (January)

	2012	2011
Visits	7,945 visits from 56 countries (U.S., Canada, India, UK)	6,995 visits from 56 countries (U.S., Canada, India, Australia)
Absolute unique visitors	6,287	5,279
Pageviews	26,033 pageviews/3.28 average pageviews	24,748 pageviews/3.54 average pageviews
Average time on site	00:04:57	00:04:27
New visits	70.98%	67.76%

Social Media

- Added content and promotions to Travel Salem's **Facebook** page – 55 events, specials & announcements were posted reaching 2,451 fans.
- Maintained dialogue on **Twitter** with 3,619 local, national and international followers. Posted 43 tweets promoting regional partners and events.
- Uploaded no new videos to **YouTube**, with 559 video viewer sessions of existing content
- Uploaded 18 images to **Flickr**, with 3,560 photo viewer sessions

Willamette Valley Visitors Association (WVVA)

- Managed the distribution of the Willamette Valley Oregon Wine Country magazine to Oregon visitor centers, state welcome centers and AAA offices
- Participated in the annual WVVA retreat to review current year projects and plan for 12-13
- Created new content for a cycling detour in Salem for OregonWineCountry.org
- Created culinary and agricultural itineraries for group tour operators

Visitor Information Network (Oct-Dec)

The VIN assisted 8,494 visitors. Travel Salem continues to stock all locations and provide front-line staff training. The network includes: Travel Café, BEST WESTERN PLUS Mill Creek Inn, Red Lion Hotel, Mission Mill Museum, Salem Conference Center, Amtrak, Salem AAA and Salem Airport.

Marketing Exchange Luncheon

Our January event was held at the Chemeketa Center for Business & Industry. The keynote speaker was Mark London with OakTree Digital featuring "Is Your Web Presence All That It Can Be." The event was sponsored by OakTree Digital, Lodge at Detroit Lake and Chemeketa Community College.

CONVENTIONS & EVENTS

Leads

Distributed 4 leads to lodging properties and meeting facilities.

Engagement & Development

- Hosted a lodging site tour and coordinated lodging meetings for the planner of the "Capital Cup" soccer tournament to be held at the Cascade Futbol Club complex in June 2012. This tournament will be run by the same group that puts on the Mt. Hood Challenge, which is one of the stellar tournaments in the northwest for youth soccer. For the first year they're anticipating 30-40 teams needing lodging.
- Prepared the preliminary proposal to host the 2016 American Truck Historical Society Annual Convention and Truck Show. The event draws 800-900 trucks and 1,500-2,000 delegates. The bid

packet will be sent in February with Travel Salem making a formal presentation in October to their selection committee in Yakima.

- Attended the monthly net-working and educational meetings for Meeting Planners International and the Greater Oregon Society of Meeting Professionals.

SERVICES

- Provided services for 3 groups, reaching 700 delegates
- Contacted 8 planners for services to upcoming conferences and events
- Currently working with 14 groups that will need future services



CEOs REPORT - FEBRUARY

March 15, 2012

ADMINISTRATION

Wine Country Plate

The plates are scheduled to be available for public purchase on May 14, with the month of May declared "Wine" month by Governor Kitzhaber. A VIP list of stakeholders who will receive the first 20 plates was compiled by Travel Salem and the Oregon Winegrowers Association and submitted to DMV.

Salem City Council

Angie Morris presented the 10-11 Annual Report to Salem City Council on February 13, and was on hand to answer any questions regarding the report. No questions were asked by Council.

MEMBERSHIP

- 11-12 New & Renewing Members:
 - \$94,721 in revenue from 346 members (201 from inside, 129 from outside, 16 reciprocal)
 - 414 total current members, with 8 new members from February

Travel Salem 101

Held a Travel Salem 101 on February 9th in the Travel Café. The following businesses participated: Brooks Gardens, Salem-Keizer Volcanoes, Van Natta Public Relations, Salem Art Association, SEDCOR, North Santiam River Trips and Roger Yost Gallery.

MARKETING & COMMUNICATIONS (MARCOM)

National & Local Media

- Secured 1,281,750 impressions and an advertising equivalency of \$4,870 for February (note: PR Manager position vacant)
 - "Wiking" in the Willamette Valley and Grand Cru Wine tours mentioned in *Food and Wine* magazine.
 - Grant's Getaways segment on KGW and Travel Oregon's website.



Marketing

- Helped organize and set up/tear down for the February 11 “We Love Salem” flash mob event held downtown.

TravelSalem.com Dashboard (January)

	2012	2011
Visits	8,338 visits from 66 countries (U.S., Canada, India, UK)	7,084 visits from 55 countries (U.S., Canada, India, Australia)
Absolute unique visitors	5,980	5,324
Pageviews	27,139 pageviews/3.25 average pageviews	24,232 pageviews/3.42 average pageviews
Average time on site	00:05:01	00:04:37
New visits	71.18%	67.05%

Social Media

- Added content and promotions to Travel Salem’s **Facebook** page – 65 events, specials & announcements were posted reaching 2,493 fans.
- Maintained dialogue on **Twitter** with 3,674 local, national and international followers. Posted 37 tweets promoting regional partners and events.
- Uploaded 13 new videos to **YouTube**, with 508 video viewer sessions of existing content
- Uploaded 119 images to **Flickr**, with 4,813 photo viewer sessions

Willamette Valley Visitors Association (WVVA)

- Participated with the creation of a draft 12-13 WVVA RCMP plan.
- Placed a cooperative WVVA ad “Raise Your Glass” in the Travel Oregon publication (pictured at right).



Visitor Information Network (Oct-Dec)

The VIN assisted 12,145 visitors. Travel Salem continues to stock all locations and provide front-line staff training. The network includes: Travel Café, BEST WESTERN PLUS Mill Creek Inn, Red Lion Hotel, Mission Mill Museum, Salem Conference Center, Amtrak, Salem AAA and Salem Airport.

CONVENTIONS & EVENTS

Leads

Distributed 5 leads to lodging properties and meeting facilities.

Engagement & Development

- Prepared a proposal in partnership with the Salem Conference Center to host the 2013 or 2014 Governor’s Conference on Tourism. The event draws 400 tourism industry professionals from across the state.
- Attended the Society of Government Meeting Professionals annual conference and tradeshow. This educational conference provides an opportunity to network with government meeting planners for future business and build long-lasting partnerships.
- Continued to meet with the City of Salem planning committee for the League of Cities Conference (LOC) to be held in September 2012.
- Attended the monthly networking and educational meetings for Meeting Planners International and the Greater Oregon Society of Meeting Professionals.
- Hosted a Team Salem meeting at Creekside Golf Course, 20 partners attended from area lodging and attractions.

SERVICES

- Provided services for 4 groups, reaching 1,902 delegates
- Contacted 3 planners for services to upcoming conferences and events
- Currently working with 10 groups that will need future services



CEOs REPORT – MARCH & APRIL

May 17, 2012

ADMINISTRATION

Wine Country Plate

The plates are scheduled to be available for public purchase on May 14, with the month of May declared “Wine” month by Governor Kitzhaber. A VIP list of stakeholders who will receive the first 20 plates was compiled by Travel Salem and the Oregon Winegrowers Association and submitted to DMV.

MEMBERSHIP

- 11-12 New & Renewing Members through April:
 - \$106,721 in revenue from 394 members (230 from inside, 148 from outside, 16 reciprocal)
 - 433 total current members, with 13 new members in March and 11 in April

Travel Salem 101

Held a Travel Salem 101 in April in the Travel Café. The following businesses participated: Authentic Brand Concepts, Lifesource Natural Foods, Marian Estates, Salem Chamber Orchestra, Antique Powerland Museum, Evergreen Aviation & Space Museum and Action Limousine.

MARKETING & COMMUNICATIONS (MARCOM)

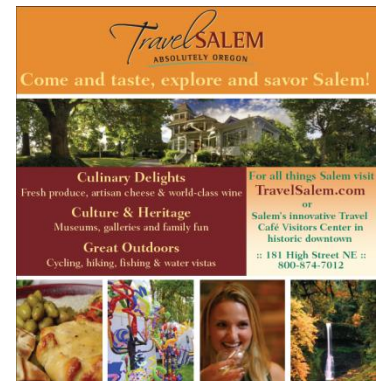
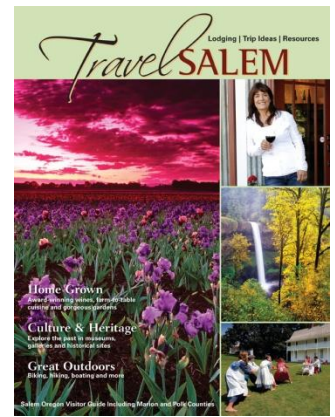
National & Local Media

- Secured 2,760,000 impressions and an advertising equivalency of \$169,845 for March (note: PR Manager position vacant)
 1. *1859* magazine – Highway 99: The North Pacific Highway
 2. *Via* magazine – Silverton: Small Town Big Charms
 3. *Main Ingredient* magazine – What’s Old is New Again, the Evolving Oregon Burger
 4. *Travel Oregon Consumer E-newsletter* – Flower Fever in the Valley
- Secured 241,485 impressions and an advertising equivalency of \$7,382 for April (note: PR Manager position vacant)
 1. *Association News* magazine – From Salem to Medford: Meetings by Land & Sea
 2. *WineandFoodTravel.com* – Artisans: Willamette Valley Concerto of Wine and Dining



Marketing

- Pitched the idea of Travel Salem doing a public relations jobshare with the Willamette Valley Visitors Association (WVVA) as of July 1, 2012. Developed joint position description and will open the position by mid-June.
- Completed the **2012-13 Salem Area Visitors Guide** with 140,000 to be distributed. Advertising of \$111,892.50 was secured to produce the guide.
- Placed an advertisement in the April/May issue of **Oregon Home** magazine.
- Held a Gold Pioneer Giveaway featuring Enchanted Forest. This promotion generated 223 comments and 65 new likes on Travel Salem's Facebook page. The Flickr album of Sal's adventure to Enchanted Forest has received 111 views to date.
- Conducted Facebook training for Iggy's Catering and The Sandwich Shop assisting with the creation of two pages that have already received 112 likes.
- Reviewed Travel Oregon's content and submitted suggestions for their 2012 guide.
- Wrote and distributed press releases:
 1. Century House of Salem Bed & Breakfast
 2. Salem will host 2013 Oregon Governor's Conference on Tourism
 3. Trexler Farms
 4. Danner & Soli
- Placed a photo callout to the region for new photos for the Salem Area Visitors Guide.
- Created and sent a PSA for the Salem Chamber Orchestra.
- Participated in a meeting with Chemeketa Community College; Representative Jim Thompson; the Oregon Wine Board and Left Coast Cellars to discuss ways to engage CCC and the area wineries and serve as a portal for visitors to access the region's wineries.
- Assisted Great Pacific Road and Recreation Maps with Salem updates.



TravelSalem.com Dashboard (March & April)

	2012	2011
Visits	18,123 visits from 60 countries (U.S., Canada, India, UK)	15,913 visits from 62 countries (U.S., Canada, India, Australia)
Absolute unique visitors	14,408	6,077
Pageviews	59,093 pageviews/3.26 average pageviews	55,268 pageviews/3.48 average pageviews
Average time on site	00:04:73	00:04:40
New visits	71.18%	69.14%

Social Media

- Added content and promotions to Travel Salem's **Facebook** page – 116 events, specials & announcements were posted reaching 2,605 fans.
- Maintained dialogue on **Twitter** with 3,813 local, national and international followers. Posted 61 tweets promoting regional partners and events.
- Uploaded 3 new videos to **YouTube**, with 597 video viewer sessions of existing content
- Uploaded 209 images to **Flickr**, with 3,899 photo viewer sessions

Willamette Valley Visitors Association (WVVA)

- Created Salem area itineraries for promotion at the International Travel Berlin (ITB) trade show in March.
- Created a **Madden Media VacationFun.com** spring



promotional campaign with an brochure, banner ad, eblast and sweepstakes. The campaign targets 80,000 consumers in the U.S. and British Columbia.

- Submitted suggested events for the American Bus Association's (ABA) Top 100 Events call out.
- Created a new agricultural itinerary and posted it to OregonWineCountry.org.

Visitor Information Network (Mar-Apr)

The VIN assisted 23,412 visitors. Travel Salem continues to stock all locations and provide front-line staff training. The network includes: Travel Café, BEST WESTERN PLUS Mill Creek Inn, Red Lion Hotel, Mission Mill Museum, Salem Conference Center, Amtrak, Salem AAA and Salem Airport.

Marketing Exchange Luncheon

Our March event was held at the Willamette Heritage Center. The keynote speaker was Angie Morris, CEO with Travel Salem presenting "The State of the Industry – Boldly Going Where No DMO Has Gone Before." The event was sponsored by: Elegant Catering, Magic Tek, Crossroads Fine Linens & Party Rentals and Willamette Heritage Center.

First Wednesday

- May's First Wednesday, "May is All About Mom," featured the following members: Adelman Peony Gardens, Alcyone Café & Catering, Left Coast Cellars, Van Duzer Vineyards, Madrona Hills Ace Hardware/Gift & Garden Center, Willamette Humane Society and Willamette Valley Vineyards. The event served 125 visitors and residents.

CONVENTIONS & EVENTS

Leads

Distributed 7 leads to lodging properties and meeting facilities.

Engagement & Development

- Booked the BMW Motorcycles of America Owners Club Rally at the Oregon State Fair and Expo Center (OSFEC) for July 18-21, 2013. The event historically is attended by 5,000-6,000 people who stay for 4 days. Travel Salem will be hosting the planning committee in June 2012, to start determining all the services that will be needed pre and during the event to guarantee a successful event in Salem.
- Working with the OSFEC staff on the RFP from the Family Motor Coach Association to determine if the OSFEC has the infrastructure to submit a bid to host the 2014 rally. At this time FMCA seems willing to consider making some concessions in order to make the event fit the space at OSFEC, discussions are ongoing.
- Hosted a networking lunch with Salem lodging properties and the Capitol Cup Soccer Tournament organizer, to coordinate logistics for the first year and facilitate long-term strategic partnerships.
- Conducted a site-tour of the OSFEC and Salem lodging properties with an event planner from Spokane for a major event that would be held at the OSFEC in 2013. The event is being kept confidential until contracts are signed and then it will be announced. The event historically is attended by 5,000-6,000 delegates who stay for four days.
- Conducted a site tour with the OSFEC staff for the Columbia Empire Volleyball Association to host the Regional Championship Tournament in 2014. Discussions are still in process to determine whether or not we will be able to meet all of their criteria to hold the event in Salem.
- Continued to provide services for the NAIA Men's National Golf Championships to be held at Creekside Golf Course and hosted by Corban University and the Cascade Collegiate Conference, May 22-25, 2012. This will be the first time the event has been held on the West Coast since 1956. Played at one of Oregon's top courses, 156 competitors from across the U.S. will compete at Creekside Golf Course.
- Attended the North West Tandem Rally committee meetings, the event will be held at Willamette University June 29 – July 2, 2012 and is expected to bring over 1,200 people.

- Attended the Meeting Professionals International Annual Cascadia Conference in Tacoma, Wa. This joint conference of Oregon and Washington Meeting Professionals International chapters is an opportunity to network and attend educational seminars with 300+ planners and suppliers.
- Attended the Oregon Governor's Conference on Tourism in Portland to pre-promote the 2013 conference which will be hosted at the Salem Conference Center. There will be 400 plus attendees at this annual conference for Oregon's tourism industry.
- Held a Team Salem meeting at Phoenix RV Park, 25 attendees networked and discussed Travel Salem's Convention/Events/Services and Marketing & PR programs. In addition valuable information was shared from our lodging, meeting venues and event partners.
- Attended the monthly networking and educational meetings for Meeting Planners International and the Greater Oregon Society of Meeting Professionals.

SERVICES

- Provided services for 26 groups, reaching 5,814 delegates
- Contacted 13 planners for services to upcoming conferences and events
- Currently working with 49 groups that will need future services