



THIRD QUARTER REPORT 2012-13

January, February, March

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention third quarter report for 2012-13 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 12-13 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 \$90,207 in advertising equivalency.
- Conducted a public relations workshop in Polk County.
- Attended NW Travel Writers Conference (distributed 24 press kits & pitched 12 writers).
- Conducted a Travel Salem "Speed Pitching" event that attracted 17 organizations; the information gathered will be used in PR pitches promoting the region.
- Compiled the results of Travel Salem's Visitor Intercept Survey that was conducted at 11 regional locations from November 2011 through November 2012.

Conventions & Events

- Distributed 47 leads to lodging partners.
- Coordinated a familiarization tour for Hampton Inn staff that included Willamette Heritage Center, the Carousel, A. C. Gilbert's Discovery Village and Historic Deepwood Estate.
- Hosted a site tour for the Women's Flat Track Racing Association for the Women's Roller Derby West Coast Regional Championships.
- Attended the Annual Cascadia Conference in Portland, a joint conference of Oregon and Washington for the Meeting Professionals International Association.
- Testified on behalf of the Oregon State Fair and Expo Center in support of Senate Bill 7 which would change the operation to a public corporation.

Services

- Provided services for 11 groups, reaching 3,331 delegates.
- Working with 39 groups on future services.

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 12-13	12-13 YTD	% Change from 11-12	11-12 YTD	10-11 YTD
Marketing & PR					
Publicity Ad Equivalency Value (see PR Addendum) ¹	\$90,207	\$661,841	-63%	\$1,793,416	\$774,621
Visitor Information Inquiries ²	13,915	35,209	44%	24,516	20,507
Visitor Information Network Attendance	20,886	78,029	-24%	102,524	90,187
Events & Community Activities Assisted	334	1,210	-19%	1,491	1,210
TravelSalem.com Visits ³	57,043	169,640	31%	129,889	105,570
Convention & Event Marketing					
Real-Time Conventions/Events	1	17	-26%	23	21
• Number of Delegates ⁴	300	7,120	-48%	13,605	13,505
• Number of Room Nights ⁵	200	16,095	74%	9,234	11,572
Sales Leads Generated	47	58	18%	49	53
Bookings ⁶	45	51	264%	14	18
Convention & Event Services					
Conventions Assisted ⁷	5	34	-40%	57	100
Visitors Reached	1,325	26,470	-14%	30,692	52,926
Membership					
Total Membership	432	432	2%	424	339
New Members Acquired	18	62	-25%	83	43
Attrition ⁸	35	73	170%	27	49
Leverage (detail below)⁹	\$304,728	\$1,016,608	-59%	\$2,468,622	\$1,311,743
Visitors Guide	\$0	\$0	0%	\$900	\$0
Volunteers	\$393	\$6,081	263%	\$1,675	\$17,295
Publicity Ad Equivalency	\$90,207	\$661,841	-63%	\$1,793,417	\$740,831
Advertising	\$19,761	\$60,137	39%	\$43,413	\$23,649
In-Kind	\$149,895	\$459,858	-2%	\$470,469	\$400,471
WVVA/Regional	\$44,473	\$133,417	-16%	\$158,747	\$129,497

¹Publicity Ad Equivalency – decrease due to PR position vacant November 2011 through September 2013 and part-time the remainder of year. Also due to no broad cast coverage.

²Visitor Information Inquiries – increase due to WVVA online promotions such as Adventurecation, Facebook campaign, Wintercation & Madden promotion.

³TravelSalem.com Visits – increase due to active social media promotion driving to TravelSalem.com and continued search engine optimization strategies (e.g. links, photos, video, content updates).

⁴Number of Delegates - decrease due to less real-time activity & composition of groups.

⁵Number of Room Nights – Increase due to two national softball tournaments.

⁶Bookings – increase due to booking of softball and basketball tournaments.

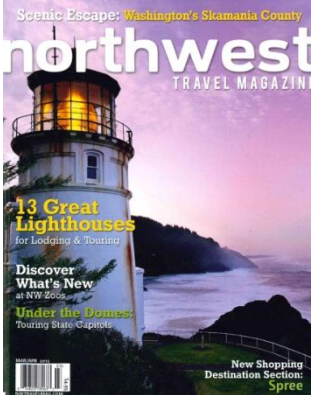


⁷Conventions Assisted – decrease due to few groups needing services during the quarter.

⁸Attrition – members that are not direct tourism businesses, but secondary & tertiary industries decided not to renew; some businesses closed. Also revised policy so all renewals not collected within 45 days of due date will be moved attritioned.

⁹Leverage – decrease due to Publicity (see Addendum).

PR ADDENDUM
National & Regional Media
2012-13 Third Quarter

Secured 253 published references/articles with a reach of 8,343,003 and an advertising equivalency of \$90,207

	Media/Headline	Value	Reach	Key Messages/Content
	<i>Northwest Travel</i> magazine Touring NW Capitols	\$4,497	125,000	2-page spread on Salem in "Touring NW Capitols" article The Focus section also featured the Roger Yost Gallery of Art (article, plus photo)
	<i>Atlanta Tribune:</i> <i>The Magazine</i> Doing Business in Salem	\$6,340	30,000	2-page spread on Salem (plus photos) and area restaurants and attractions in "Doing Biz In..." column. Properties mentioned: The Grand Hotel, Riverfront Carousel, Riverfront Park, Alcyone Café, Bentley's Grill, Willamette Valley Vineyards and OSH Museum of Mental Health
	<i>The Statesman Journal</i> Mt. Angel Wurstfest	\$6,006	36,629	Mt. Angel's Wurstfest event featured on the cover of the "Weekend" section and selected as a "Best Bets" event, which included a one-page article, plus add'l photos.
	<i>Peter Greenberg Worldwide</i> Wackiest Places to Visit	\$4,500	250,000	An article featuring the most unusual and eclectic museums and attractions in the US included a write-up and photo of The Mt. Angel Abby Museum.

	<p><i>Willamette Living</i> Cider Makes a Comeback</p>	<p>\$1,400</p>	<p>40,000</p>	<p>Wandering Aengus Ciderworks included in article about the history and comeback of cider as a craft beverage.</p>
	<p><i>VIA</i></p>	<p>\$7,140</p>	<p>2,680,000</p>	<p>Hallie Ford Museum's Manuel Izquierdo exhibit highlighted in event section, plus photo.</p>
	<p><i>NW Meetings & Events</i></p>	<p>\$2,185</p>	<p>20,000</p>	<p>Historic Elsinore Theatre highlighted</p>
	<p><i>SmarterTravel.com</i> Best Girlfriend Getaways</p>	<p>\$2,000</p>	<p>85,000</p>	<p>The Grand Hotel and photo by Travel Salem included in piece that named Willamette Valley as a top girlfriend getaway destination.</p>
	<p><i>Statesman Journal</i> The Willamette River Trail</p>	<p>\$5,058</p>	<p>36,629</p>	<p>Full page feature in Outdoor Section on Polk County's Willamette River Trail</p>



CEOs REPORT – JANUARY

February 27, 2013

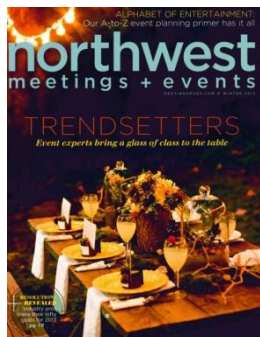
ADMINISTRATION

- Staff met with Lisa VanLaanen and Andrea Fogue from Oregon Parks & Recreation Department (OPRD) to discuss legislative efforts regarding the Oregon State Fair & Expo Center. Travel Salem emphasized the critical role OSFEC plays in the Mid-Valley as a regional tourism asset and economic driver. Travel Salem also inquired about the status of the contracts in place for future conferences/events (Jehovah Witness Convention, BMW Rally, etc.), and were reassured that any transitions are years away and wouldn't impact these pieces of business. LC 2914 has been drafted and sponsored by Senate President Peter Courtney – it proposes transfer of OSFEC from OPRD to a public corporation, and keeping the State Fair in Marion or Polk counties. Travel Salem will participate in a meeting on February 26 to review the proposed legislation and discuss next steps.
- Angie Morris presented the 11-12 Annual Report to the Salem City Council on January 28.
- Wine Country Plate sales reached 4,429 by the end of January.
- Travel Salem and the Salem Area Chamber of Commerce are on a fact finding mission to capture the opinions and perspectives of some of the region's most prominent employers regarding Salem's livability as it pertains to recruiting and retaining top level executives. The study will be conducted over three months with the findings being presented to both Boards of Directors. The goal is to identify action steps, tools and resources to support two specific areas: recruitment efforts by employers, and relocation needs of employees. To date, meetings have been held with Willamette University, Garmin, Sanyo, Salem-Keizer School District, Salem Health, Marion County, and Kaiser Permanente.

MARKETING & COMMUNICATIONS (MARCOM)

National & Local Media

- Secured 3,777,887 impressions and an advertising equivalency of \$23,604 for January:
 1. *VIA Magazine* – Manuel Ezquierdo exhibit featured as a “best of” event in the Jan issue
 2. *BMW ON Magazine* – 2-page spread, photos about Salem as the rally location for 2013, plus list of hotels/places to stay during the rally
 3. *Examiner.com* – Western States writer Denise Seith published feature plus photos of Historic Deepwood Estate
 4. *Enterprise Magazine (SEDCOR)* – 1-page article plus photo on “agritourism” plus mention of new PR manager in member news section
 5. *NW Meetings Magazine* – article on Historic Elsinore Theatre
 6. *Wintercation Ideas* – Statesman Journal Blog article



- Contacted 28 media outlets regarding the Salem area:
 1. Pitched “cideries” story idea to *Willamette Living* Magazine
 2. Pitched the Grand Hotel for inclusion in *Road & Travel's* “green” hotel guide (April issue)
 3. Pitched Minto-Brown Island Park, Into the Wild Equine Adventures, and Eola Hills Biking/Wine Tours for *Grant's Getaways*
 4. Pitched Black Rock Mountain Bike Area to *Bike & Dirt Rag* magazines
 5. Pitched Willamette Valley Scenic Bikeway to *Bicycling* Magazine
 6. Compiled & submitted info on new properties, changes, and top area attractions in 2012 for *Association News*
- Gave presentation on Travel Salem to 300 6th graders at Houck Middle School
- Wrote and distributed press release on behalf of Mt. Angel Chamber for their Wurstfest event
- Travel Salem’s monthly interview on KBZY featured: The Hallie Ford Art Museum’s Manuel Izquierdo exhibit and First Taste Oregon

Marketing

- Met with SEDCOR representatives Chad Freeman and Susan Appleby to discuss partnership opportunities and ways Travel Salem can help promote available industrial land (e.g. speaker at Travel Salem’s August Marketing Exchange Luncheon, shared VOCUS subscription, ½ page of content in 2013 Salem Area Visitors Guide).
- Conducted a public relations workshop in Polk County with representatives from Monmouth, Independence, Dallas and County Commissioner – Craig Pope in attendance.
- Met with Must See Oregon event organizers to discuss the April 20-21, 2013 event. Secured a booth for Travel Salem. This will be the first leisure travel tradeshow in Oregon.
- Added the Collier Visitor Center as a Salem Area Visitors Guide distribution outlet with dollars secured from Marion County. Collier is located in California right at the California/Oregon border.
- Submitted a letter of support to the City of Salem for a National Endowment of the Arts grant for the "Salem Public Sculpture” project.
- Created and sent out one industry-newsletter (1,361 subscribers) and four weekly event e-blasts (1,982 subscribers).

TravelSalem.com Dashboard (January)

	2012	2011
Visits	9,978 visits from 61 countries (U.S., Canada, India, U.K.)	7,945 visits from 56 countries (U.S., Canada, India, U.K.)
Absolute unique visitors	7,997	6,287
Pageviews	27,722 pageviews/ 2.78 average Pageviews	26,033 pageviews/3.28 average Pageviews
Average time on site	00:04:24	00:04:57
New visits	71.75%	70.98%

Social Media

- Added content and promotions to Travel Salem’s **Facebook** page – 28 events, specials & announcements were posted reaching 7,010 fans.
- Maintained dialogue on **Twitter** with 3,720 local, national and international followers. Posted 20 tweets promoting regional partners and events.
- Uploaded 0 new videos to **YouTube**, with 390 video viewer sessions of existing content.
- Uploaded 19 images to **Flickr**, with 5,061 photo viewer sessions.
- Pinned 8 events and attractions for 74 followers on **Pinterest**.

Willamette Valley Visitors Association (WVVA)

- Fulfilled 2,827 advertising inquiries.

- Established a WVVA Pinterest board to include boards for all six partners, including Travel Salem
- Travel Salem is serving as primary contact for WVVA's brand refresh. Reviewed RFQ responses, interviewed five firms and selected firm.

Visitor Information Network (January)

The VIN assisted 5,603 visitors in November. 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

Engagement & Development

- Secured seven Salem downtown restaurants for the "Take a Bite Out of Salem" dine-around that will be held during the Governor's Conference on Tourism in April.
- Hosted a Team Salem meeting at The Best Western PLUS Mill Creek Inn which was attended by lodging properties and attractions to coordinate and plan for new and upcoming opportunities.
- Attended the monthly networking and educational meetings for Meeting Planners International and the Greater Oregon Society of Meeting Professionals.

Conferences & Events

- Coordinated lodging bids for The Hoop which is increasing the number of basketball tournaments it will host for 2013.
- Coordinated lodging bids for the 2013 ASA and USSSA softball season.
- Continued planning for the 2013 Oregon Governor's Conference on Tourism which will be held at the Salem Conference Center, drawing 400+ of Oregon's tourism industry professionals. The planning committee meeting was held with representatives from Travel Salem, Salem Conference Center, Downtown Partnership and Travel Oregon.

SERVICES

- Provided services for 1 groups, reaching 300 delegates.
- Continued to secure services for the BMW Motorcycle Owners Association Rally which will be held at the Oregon state Fair & Expo Center in July. Services secured include: an evening at the Roger Yost Gallery for volunteers, a Color Guard, and restaurant lists and information on events that will occur around their event.
- Currently working with 8 groups that will need future services.

MEMBERSHIP

- 12-13 new & renewing members through January
 - \$78,903 in revenue from 263 members (157 from inside, 90 from outside, 16 reciprocal)
 - 447 total current members, with 7 new members in January



CEOs REPORT – FEBRUARY

March 21, 2013

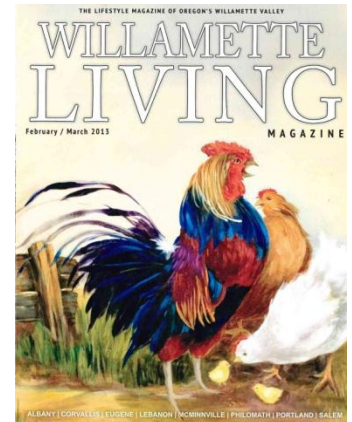
ADMINISTRATION

- Travel Salem and the Salem Area Chamber of Commerce are on a fact finding mission to capture the opinions and perspectives of some of the region's most prominent employers regarding Salem's livability as it pertains to recruiting and retaining top level executives. The study will be conducted over three months with the findings being presented to both Boards of Directors. The goal is to identify action steps, tools and resources to support two specific areas: recruitment efforts by employers, and relocation needs of employees. To date, meetings have been held with Willamette University, Garmin, Sanyo, Salem-Keizer School District, Salem Health, Marion County, and Kaiser Permanente.

MARKETING & COMMUNICATIONS (MARCOM)

National & Local Media

- Secured 1,796,617 impressions and an advertising equivalency of \$29,547 for February. Highlights:
 1. *Willamette Living Magazine* – Wandering Aengus Ciderworks mentioned in article about cider revival in the Willamette Valley.
 2. *Peter Greenberg.com* – The Enchanted Forest and the Mt. Angel Abbey Museum (plus Abbey photo) featured in an article about wacky U.S. Road Trips. Peter Greenberg is considered one of the most well-respected travel experts in the world. His site is a major hub for travelers seeking destinations, tips & travel advice.
 3. *Salem Weekly* – Salem's Zwickelmanian Tour highlighted in a pull-out in Calendar section, plus photo and sidebar feature in Events section.
 4. *Statesman Journal* – Mt. Angel's Wurstfest featured on the cover of Best Bets pull-out section, plus full page write-up and photos inside.
 5. *Oregon Beer Growler* – Wurstfest event description plus graphic in Calendar section of the magazine.
 6. *Warm Up with Indoor Places to Explore* – *Statesman Journal* Blog article.
- Contacted 29 media outlets regarding the Salem area:
 1. Pitched The Oregon Garden as an upcoming feature for NW Travel's new "cultivate" column
 2. Pitched Independence area attractions as a "road trip" feature for an upcoming Travel Oregon newsletter
 3. Pitched the Enchanted Forest as an on-location spot for KGW-TV's Out & About segment
 4. Pitched Champoege Heritage Area to *Sunset* for inclusion in "West's best campgrounds" article
 5. Pitched the Riverfront Carousel, North Santiam River Trips & Silver Falls State Park to *Ser Padres* magazine as great family-friendly outdoor destinations
 6. Pitched the Willamette Valley Scenic Bikeway, WV Birding Trail, Ankeny Wildlife Refuge & Minto-Brown Island Park for possible features on OPB's *Oregon Field Guide*
- Wrote and distributed press release on behalf of Gold & Treasure Expo for their event happening at the State Fairgrounds



- Wrote and distributed press release on behalf of Willamette University for their American College of Sports Medicine annual meeting
- Travel Salem's monthly interview on KBZY featured: The Friends of Straub Environmental Learning Center & City of Salem Minto-Brown Island Bridge Project

Marketing

- Installed a new brochure rack at the Salem Conference Center.
- Created an events flyer for the Leadership Salem class promoting TravelSalem.com as a way to plug into local events.
- Compiled results from Travel Salem's year long visitor intercept survey.
- Met with Oregon State Parks Bicycle Coordinator and Detroit Lake Business Association representatives to discuss a proposed cycling route between Estacada and Detroit.
- Created and sent out one industry-newsletter (1,374 subscribers) and four weekly event e-blasts (1,997 subscribers).

TravelSalem.com Dashboard (February)

	2012	2011
Visits	9,011 visits from 70 countries (U.S., Canada, U.K., India)	8,338 visits from 66 countries (U.S., Canada, India, U.K.)
Absolute unique visitors	7,187	6,653
Pageviews	25,450 pageviews/ 2.82 average Pageviews	27,139 pageviews/3.25 average Pageviews
Average time on site	00:04:35	00:05:01
New visits	70.84%	71.18%

Social Media

- Added content and promotions to Travel Salem's **Facebook** page – 25 events, specials & announcements were posted reaching 7,068 fans.
- Maintained dialogue on **Twitter** with 3,770 local, national and international followers. Posted 20 tweets promoting regional partners and events.
- Uploaded 0 new videos to **YouTube**, with 390 video viewer sessions of existing content.
- Uploaded 20 images to **Flickr**, with 3,236 photo viewer sessions.
- Pinned 7 events and attractions for 83 followers on **Pinterest**.
- "Sal" attended the Oregon State Capitol Foundation event on Feb. 4-6.

Willamette Valley Visitors Association (WVVA)

- Fulfilled 7,360 advertising inquiries.
- Edited and distributed WVVA's 3rd quarter newsletter (sent to 6,000 subscribers; Travel Salem's feature article promoted Salem area packages & deals)

Visitor Information Network (January)

The VIN assisted 6,447 visitors in November. 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

Engagement & Development

- Coordinated venue and lodging bids for the Women's Flat Track Derby Association West Coast Regional Championships which will be hosted by the Cherry City Derby Girls in September 2013.

The Regional Director will be coming for a site tour in March. In addition, Travel Salem will be providing PR and visitor services for the event.

- Continued planning for the 2013 Oregon Governor's Conference on Tourism which will be held at the Salem Conference Center, drawing 400+ of Oregon's tourism industry professionals. Travel Salem and the Convention Center have coordinated a downtown dine-around called "Take a Bite Out of Salem" for the group. Travel Salem is also providing an itinerary of pre- tours for the event that will be marketed to the delegates to encourage them to come a day early to experience our region.
- Started planning for the Travel Oregon Welcome Center Training Conference which will be held at Spirit Mountain Casino in May. The conference will include two bus tours of our region, which will meet at the end of the day with a reception at the Travel Salem Travel Café with wine and spirit tastings from our partners. The approximately 90 delegates will then walk to downtown restaurants for dinner.

SERVICES

- Provided services for 1 groups, reaching 125 delegates. Six groups were contacted during the month for future services.
- Coordinated a familiarization (FAM) tour for the Hampton Inn's frontline staff that included Willamette Heritage Center, the Carousel, A. C. Gilbert's Discovery Village and Historic Deepwood Estate.
- Continued to secure services for the BMW Motorcycle Owners Association Rally which will be held at the Oregon State Fair & Expo Center in July. Many of the lodging partners are already "sold out" for the event.
- Currently working with 12 groups that will need future services.

MEMBERSHIP

- 12-13 new & renewing members through February.
 - \$85,417 in revenue from 271 members (162 from inside, 93 from outside, 16 reciprocal).
 - 446 total current members, with 8 new members in February.

Marketing Exchange Luncheon

The February 21st Marketing Exchange Luncheon had 72 in attendance for the Salem Mayor's Address on Economic Development. It was hosted by Chemeketa Center for Business & Industry and was sponsored by: Cherriots, Ipsenault, Fresh To You Produce & Garden Center, Flight Deck Restaurant and Trexler Farm Café.



CEOs REPORT – MARCH & APRIL

May 16, 2013

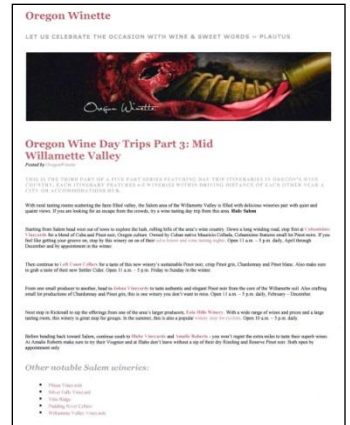
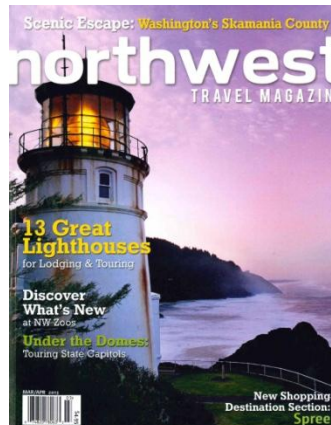
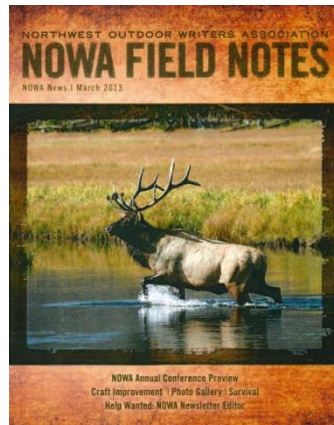
ADMINISTRATION

- The Marion County Board of Commissioners approved \$75,000 in lottery funds for Travel Salem for 2013-14.
- Presented the Travel Salem 11-12 Annual Report at the Polk County Mayor's Breakfast.
- Wine Country Plate sales reached 6,022 by the end of April.
- Travel Salem and the Salem Area Chamber of Commerce are on a fact finding mission to capture the opinions and perspectives of some of the region's most prominent employers regarding Salem's livability as it pertains to recruiting and retaining top level executives. The study will be conducted over three months with the findings being presented to both Boards of Directors. The goal is to identify action steps, tools and resources to support two specific areas: recruitment efforts by employers, and relocation needs of employees. To date, meetings have been held with Willamette University, Garmin, Sanyo, Salem-Keizer School District, Salem Health, Marion County, and Kaiser Permanente, and Chemeketa Community College.

MARKETING & COMMUNICATIONS (MARCOM)

National & Local Media

- Secured 2,768,499 impressions and an advertising equivalency of \$37,056 for March. Highlights:
 1. *NW Travel Magazine* – Salem featured in "Touring NW Capitols" article; also featured Roger Yost Gallery in the Focus section
 2. *Atlanta Tribune: The Magazine* – two-page spread on Salem (plus photos) and area restaurants & attractions in the magazine's "Doing Biz In..." column. Properties mentioned: The Grand Hotel Salem, Riverfront Carousel & Riverfront Park, Alcyone Café, Bentley's Grill, Willamette Valley Vineyards and OSH Museum of Mental Health
 3. *Oregon Winette* – Wine blogger Kelsey Ivey did a feature on West Salem area wineries: Left Coast Cellars, Cubanismo, Eola Hills & Johan Vineyards
 4. *Statesman Journal* – Polk County (Independence)'s Willamette River Trail – full page feature in the Outdoor section
 5. *Northwest Outdoor Writers Association* – March issue of *Field Notes* featured a one-page photo spread on outdoor attractions in the area (The Oregon Garden, Silver Falls State Park, rafting on the Santiam River, cycling through Gallon House Bridge)
 6. *Statesman Journal* Blog article – Springtime attractions & events



- Secured 2,202,535 impressions and an advertising equivalency of \$41,348 for April. Highlights:
 - NW Travel Magazine* – Willamette Heritage Center article plus photo featured in the “focus” section
 - Statesman Journal* – Mill City Murals project featured
 - Willamette Living* – Detroit Lake’s fishing derby featured in events section
 - Smarter Travel.com* – Willamette Valley wine region and the Grand Hotel included in “10 Best Destinations for Girlfriend Getaways”
 - FIDO Friendly* – Phoenix Inn (South)’s dog/hiking package included in round-up of spring getaways
 - Northwest Meetings & Events* – The Salem Convention Center; the Kroc Center and Painters Hall featured in article about green meeting spaces
 - Examiner.com* – Cherry blossoms and the Capitol building featured in travel writer Denise Seith’s column. She also named Travel Salem as a resource for trip planning and included a direct link to the TS website for more info.
 - Statesman Journal* Blog article – Subject: area gardens



- Contacted 50 media outlets regarding the Salem area:
 - Pitched Salem & Marion/Polk Counties as up-and-coming craft beer community to beer writer Brian Yaeger & Lucy Burningham
 - Created a PR outline for the Salem All-Star Heritage Community committee. Distributed press release to local media and pitched this designation to heritage and travel publications.
 - Pitched freelance writer Susan Hauser to do a heritage travel piece on Salem
 - Pitched *American Heritage Magazine* to do a heritage travel story on Salem and/or the Aurora Historic District
 - Pitched *Boston Herald* writer Richard Weir to include stops at Piluso Vineyards or Willamette Valley Vineyards as he traveled toward Bend
 - Pitched family travel story idea to freelance writer Carrie Uffindell
 - Pitched white Pinot noirs to *Willamette Living* and WestToast.com writer Clare Cady (Left Coast Cellars sending her some white wines)
 - Wrote and distributed press release on behalf of Town & Country Bowling Lanes to promote “Kids Bowl Free” program
 - Pitched Casey Lucas and Jonathan’s Restaurant to *Statesman* writer Capi Lynn for a feature about his fundraiser efforts for AIDS organizations
 - Pitched Canterbury Renaissance Faire to *VIA* magazine & *Willamette Living*
- Coordinated visit to A.C. Gilbert’s Discovery Village for writer Kara Williams
- Attended the NW Travel Writers Conference in Seaside. Distributed 24 press kits and pitched/talked with 12 writers about various Salem area attractions.
- Wrote and distributed press release on behalf of Gold & Treasure Expo for their event happening at the State Fairgrounds

- Wrote and distributed press release on behalf of Willamette University for their American College of Sports Medicine annual meeting
- Travel Salem's monthly interviews on KBZY featured: NW Comic Gallery, Salem Saturday Market The Friends of Straub Environmental Learning Center & City of Salem Minto-Brown Island Bridge Project

Marketing

- Completed compiling the results of the Visitor Intercept Survey that was conducted at 11 regional locations from November 2011 through November 2012. Results to be shared in executive summary with the Board of Directors & other stakeholder groups.
- Assisted Travel Oregon with Japanese tour operator Kintetsu International with suggestions for their student groups. Interested in outdoor activities around Salem.
- Conducted a Travel Salem "Speed Pitching" event where regional businesses and organizations give their best and biggest pitch. This first-time opportunity attracted 17 people who shared information about new and exciting activities and events in the Salem area.
- Developed a 12-week Facebook & Twitter plan.
- Partnered with the Two Rivers Pedal Bikeway Committee and submitted a letter of support for their proposed Estacada to Detroit bikeway.
- Created and sent out five industry-newsletter (1,312 subscribers) and five weekly event e-blasts (1,907 subscribers).

TravelSalem.com Dashboard (March & April)

	2012	2011
Visits	21,696 visits from 67 countries (U.S., Canada, U.K., India, Germany)	17,405 visits from 66 countries (U.S., Canada, India, U.K., Germany)
Absolute unique visitors	17,505	13,155
Pageviews	62,027 pageviews/ 2.86 average Pageviews	55,784 pageviews/3.21 average Pageviews
Average time on site	00:04:18	00:04:53
New visits	72.71%	70.96%

Social Media

- Added content and promotions to Travel Salem's **Facebook** page – 45 events, specials & announcements were posted reaching 7,088 fans.
- Maintained dialogue on **Twitter** with 3,792 local, national and international followers. Posted 38 tweets promoting regional partners and events.
- Uploaded 0 new videos to **YouTube**, with 1,156 video viewer sessions of existing content.
- Uploaded 34 images to **Flickr**, with 5,877 photo viewer sessions.
- Pinned 18 events and attractions for 91 followers on **Pinterest**.

Willamette Valley Visitors Association (WVVA)

- Fulfilled 1,534 advertising inquiries.
- WVVA's OregonWineCountry.org website relayed 16,124 viewers to TravelSalem.com to discover detailed Salem and Marion/Polk information.
- Coordinated a Willamette Valley winery tour/ visit for Boston Herald writer Richard Weir.
- Pitched freelance travel writer Suzy Buckley on unique ways to experience Willamette Valley wineries & vineyards (Salem area ideas included Eola Hills' biking and Left Coast Cellars' "wiking")
- Created a WVVA video content plan to be implemented in 2014

Visitor Information Network

The VIN assisted 17,317 visitors in March & April. 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

Sent 40 leads out to our lodging and meeting partners during the month.

Engagement & Development

- The 2013 Oregon Governor's Conference on Tourism was held at the Salem Conference Center and drew over 500+ tourism industry professionals (their largest attendance in history) from across the state. In partnership with the Salem Conference Center, coordinated a downtown dine-around dinner "Take a Bite Out of Salem" on the Monday night of the conference and showcased Salem's restaurant scene and vibrant downtown. There were six participating restaurants, Bentley's, Orupa, Gamberetti's, La Margarita, Wild Pear and Jonathan's. Travel Salem plans to use this template in the future for other conventions that may have an on their own night for dinner.
- Met with Jehovah Witness Convention planners to discuss the upcoming 2013 & 2014 conventions.
- Hosted the Tournament Director for the Women's Flat Track Racing Association for a site tour of Salem lodging properties for the Women's Roller Derby West Coast Regional Championships.
- Coordinating Salem area tours and evening dinner for the Annual Welcome Center conference held by Travel Oregon. The event will be held at Spirit Mountain and tours will take place around the region, ending up in Salem for a reception at the Travel Café. Attendees will taste wine and then dine at selected downtown restaurant partners.
- Attended the Annual Cascadia Conference in Portland, this is a joint conference of Oregon and Washington for the Meeting Professionals International Association.
- Hosted a Team Salem meeting at the Phoenix Inn- South. This is a networking opportunity for lodging, meeting and attraction venues to meet with Travel Salem staff to discuss opportunities, challenges, and stay updated on Travel Salem programs.
- Testified on behalf of the Oregon State Fair and Expo Center in support of Senate Bill 7 which would change the operation to be a public corporation.
- Helped coordinate a lodging appreciation lunch at the Red Lion for the Capitol Cup Soccer Tournament, as a kick-off for the tournament's second year.
- Talked with two different hotel development groups about potential new hotel properties in Salem and Keizer.
- Met with the developer of the 25 Fields soccer complex.
- Attended the monthly networking and educational meetings for Meeting Planners International and the Greater Oregon Society of Meeting Professionals.

SERVICES

- Provided services for 9 groups, reaching 2,906 delegates.
- Continued to work on services for the BMW Motorcycle Owners Association rally which will be held in July at the Oregon State Fair and Expo Center, drawing 6,000 – 8,000 people from across the U.S. The group will be offering wine tasting tours as well as visiting many of the attractions while in our region. Travel Salem will staff a visitor information table all 3 days of the rally to provide the highest quality visitor experience for the attendees.
- Currently working with 19 groups that will need future services.

MEMBERSHIP

- 12-13 new & renewing members through April:
 - \$95,551 in revenue from 311 members (185 from inside, 109 from outside, 17 reciprocal).
 - 422 total current members, with 3 new members in March and 7 in April.