



## **FOURTH QUARTER REPORT 2014-15**

April, May, June

### **INTRODUCTION**

Travel Salem is pleased to submit the tourism and convention fourth quarter report for 2014-15 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 14-17 Strategic Plan and the 14-15 Business Plan, and drive toward six main objectives and strategic initiatives: community relations and engagement, capacity building, marketing and communications, conventions and events, destination development, and services.

### **EXECUTIVE SUMMARY**

#### **Marketing & Communications**

- Published the 2015 Visitors Guide (\$83,000 advertising value, printed 140,000)
- Executed an MOU with Willamette Valley Visitors Association for Travel Salem to receive Wine Country Plate funds for marketing Region #1 (Marion, Polk, Yamhill)
- Developed a sweepstakes advertisement for *Food & Travel* magazine
- Attended 4-day RDMO tour & meeting with Travel Oregon and WVVA's PR & Media teams; pitched what's new & noteworthy in the Mid-Willamette Valley
- Exhibited at the Must See Oregon consumer leisure tradeshow at The Oregon Garden

#### **Destination Development**

- Created the Salem Greeter Program, a permanent walking tour registered under the prestigious international Global Greeter Network. Salem is the 100<sup>th</sup> GGN member and only the 4<sup>th</sup> program in the U.S.

#### **Conventions, Events & Sports**

- Attended the National Association of Sports Commissions conference in Milwaukee, Wisc.; met with 41 sports event managers & secured 13 RFPs for bidding on future events
- Promoted the Hoopla at Spokane's 2015 Hoopfest event (fliers distributed to 8,000 teams)
- Hosted the 3<sup>rd</sup> Salem Up Front event to educate hotel frontline staff on regional attractions; the event was held at the Willamette Heritage Center and showcased 19 attractions

#### **Services**

- Attended the Antique Truck Historical Society event in York, Penn. to pre-promote for the Mid-Willamette Valley's 2016 event, reached 1,500+ 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	4 <sup>th</sup> Qtr 14-15	14-15 YTD	% Change from 13-14	13-14 YTD	12-13 YTD
<b>MARKETING &amp; COMMUNICATIONS</b>					
Public Relations – Advertising Equivalency	\$374,944	\$1,047,244	-8%	\$1,128,533	\$960,533
Visitor Information Network Attendance	40,362	144,441	7%	135,337	111,112
Advertising Inquiries	10,287	35,054	-20%	43,852	42,900
E-Communication Impressions	34,117	144,380	8%	133,657	123,575
Website/TravelSalem.com Visits	77,978	273,903	2%	268,472	234,277
• Lodging Click Thru <sup>1</sup>	5,137	16,482	-42%	28,203	n/a
Facebook Reach <sup>2</sup>	257,584	368,675	104%	180,859	369,211
YouTube Views <sup>3</sup>	4,197	15,093	40%	10,799	7,228
Flickr Impressions	74,684	326,905	21%	270,915	47,002
Twitter Impressions <sup>4</sup>	601,371	2,241,868	100%	n/a	n/a
Pinterest Followers <sup>5</sup>	20	322	40%	230	108
<b>CONVENTIONS &amp; EVENTS</b>					
Real-Time Conventions & Events	14	24	4%	23	28
• Number of Attendees <sup>6</sup>	45,740	53,015	62%	32,760	30,130
• Number of Room Nights	12,480	14,787	-24%	19,402	26,627
Sales Leads Generated	40	84	9%	77	83
Bookings	37	62	19%	52	51
<b>SERVICES</b>					
Groups Assisted	26	56	-15%	66	60
Visitors Reached	26,232	36,117	-13%	41,641	47,477
<b>MEMBERSHIP</b>					
Total Membership	355	355	-13%	409	424
New Members Acquired <sup>7</sup>	8	33	-41%	56	88
Attrition	28	86	21%	71	107

<sup>1</sup> Lodging Click-Thru – decrease is due to new analytic formula, however in actuality the rate is on target for this current fiscal year and is comparable to last year when calculated with the same formula.

<sup>2</sup> Facebook Reach – increase due to WVVA Facebook campaign in 14-15 and Travel Salem's advertising to boost posts.

<sup>3</sup> YouTube Views – increase due to additional visual content added to Travel Salem's channel.

<sup>4</sup> Twitter Impressions - growing new social media platform.

<sup>5</sup> Pinterest Followers – growing new social media platform.

<sup>6</sup> Number of Attendees – the increase is due to Sports marketing focus and new events secured.

<sup>7</sup> New Members Acquired – decrease is due to focus on retention and only one sales person.





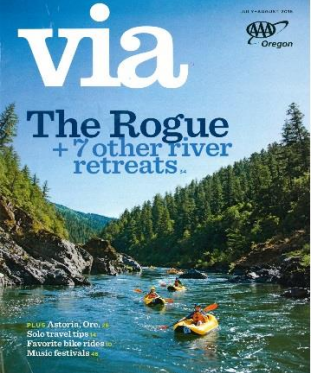

### Key Performance Measurements

	14-15							
	July-June	% of 13-14	13-14	12-13	11-12	10-11	09-10	08-09
<b>Travel Salem Resources</b>	\$ 954,704	130%	\$ 736,845	\$ 702,267	\$ 723,344	\$ 722,116	\$ 729,601	\$ 803,142
City of Salem Contract	\$ 714,000	130%	\$ 550,000	\$ 479,000	\$ 550,000	\$ 533,030	\$ 503,030	\$ 531,530
Other Sources	\$ 240,704	129%	\$ 186,845	\$ 223,267	\$ 173,344	\$ 189,086	\$ 226,571	\$ 271,612
Travel Salem Program FTE	9.73	136%	7.15	5.70	8.67	7.67	6.67	7.67
<b>Membership</b>	355	87%	409	424	443	368	346	275
Revenue	\$ 96,689	106%	\$ 91,521	\$ 113,492	\$ 113,761	\$ 116,352	\$ 126,695	\$ 78,538
<b>Estimated Economic Impact (2014)</b>	\$ 548,400,000	101%	\$ 541,000,000	\$ 527,100,000	\$ 505,900,000	\$ 476,800,000	\$ 458,500,000	\$ 497,400,000
Direct Jobs (2014)	6,490	106%	6,130	5,930	5,910	5,860	6,000	6,270
<b>TOT Revenues</b>	\$ 3,094,447	113%	\$ 2,730,822	\$ 2,445,339	\$ 2,239,286	\$ 2,215,001	\$ 2,138,196	\$ 2,416,440
<b>Occupancy - Rooms Sold (Salem)</b>	416,594	106%	391,501	364,608	340,507	316,748	328,693	354,160
Average Daily Rate (ADR)	\$ 83.52	105%	\$ 79.79	\$ 76.86	n/a	n/a	n/a	n/a
<b>TOT Influenced by TS</b>	\$ 1,689,319	110%	\$ 1,532,047	\$ 1,425,310	\$ 1,265,905	\$ 854,280	\$ 877,432	\$ 832,545
Leisure	\$ 1,578,168	113%	\$ 1,392,719	\$ 1,245,578	\$ 1,140,800	\$ 716,161	\$ 789,311	\$ 659,434
Convention*	\$ 111,151	80%	\$ 139,328	\$ 179,732	\$ 125,105	\$ 138,119	\$ 88,121	\$ 173,111
<b>Leverage</b>	\$ 1,972,138	95%	\$ 2,086,254	\$ 1,914,854	\$ 3,206,602	\$ 1,884,865	\$ 1,511,731	\$ 1,363,105
Visitors Guide	\$ 82,923	102%	\$ 81,533	\$ 87,953	\$ 112,793	\$ 114,336	\$ 96,366	\$ 91,693
Volunteers	\$ 3,212	76%	\$ 4,236	\$ 9,224	\$ 16,126	\$ 24,562	\$ 27,203	\$ 23,148
Public Relations - Advt Equiv	\$ 1,047,244	93%	\$ 1,128,533	\$ 960,533	\$ 2,166,423	\$ 1,016,469	\$ 611,839	\$ 660,288
Advertising	\$ 41,794	61%	\$ 68,311	\$ 70,690	\$ 78,245	\$ 47,504	\$ 40,978	\$ 50,302
In-Kind	\$ 611,395	102%	\$ 601,311	\$ 608,563	\$ 621,353	\$ 509,348	\$ 492,945	\$ 300,429
WVVA/Regional	\$ 185,570	92%	\$ 202,440	\$ 177,891	\$ 211,662	\$ 172,646	\$ 242,400	\$ 237,245
<b>Consumer Engagement</b>	41,476,228	106%	39,106,833	43,778,277	48,925,791	25,629,680	n/a	n/a
<i>Examples include:</i>								
Visitor Information Network	144,441	107%	135,337	111,112	136,966	122,345		
Conv Services - Visitors Reached	36,117	87%	41,641	47,477	54,385	72,732		
Visitor Inquiries	35,054	80%	43,852	42,900	42,045	30,476		
Media Impressions	29,061,138	97%	29,910,649	26,711,743	37,519,977	14,492,574		
Advertising Impressions	4,456,800	175%	2,544,000	13,126,000	7,628,520	7,440,000		
Online Visits	273,903	102%	268,472	234,277	185,382	150,940		
Twitter Impressions	2,241,868	91%	2,475,218	1,228,472	1,706,940	1,941,184		
Facebook Impressions	2,027,053	98%	2,073,308	1,980,049	1,549,150	1,202,325		
* Business is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.								
TOT Influenced by TS:								
1) Leisure trend is attributed to PR, social media efforts, and Travel Café and enhanced Visitor Information Network								

Travel Salem  
**PUBLIC RELATIONS ADDENDUM**  
National & Regional Media  
Fourth Quarter 2014-15

Secured 272 published references/articles with a reach of 9,939,327 and an advertising equivalency of \$374,944.

	Media/Headline	Value	Reach	Key Messages/Content
	<i>1859 Magazine</i> <b>Startup: Monastic Brewing - Taste and believe</b>  Published: 4/2015 Pitched: 7/2014	\$9,990	90,000	2-page feature with photos on how the monks have re-established the tradition of monastic brewing at the Abbey in Mt. Angel.
	<i>St. Louis Dispatch</i> <b>Salem, Ore., launches Salem Greeters Program</b>  Published: 4/2015 Pitched: 3/2015	\$4,000	180,000	News brief about the launch of the new Salem Greeters Program – part of the Global Greeters Network.
	<i>abcnews.com</i> <b>Salem, Oregon, Launches Greeters Program</b>  Published: 4/2015 Pitched: 3/2015	\$45,000	1,200,000	News brief about the launch of the new Salem Greeters Program – part of the Global Greeters Network.
	<i>Associated Press</i> <b>Salem, Oregon Launches Greeters Program</b>  Published: 4/2015 Pitched: 3/2015	\$20,000	42,500	Associated Press Travel editor Beth Harpaz picked up the release about the Salem Greeters Program and packaged in her Travel Briefs for the week, which is then syndicated out via the AP Wire Service and potentially picked up by dozens of other news sites across the nation.

	<p><i>Oregon Beer Growler</i>  <b>Volunteer for Beer  this Spring &amp;  Summer</b></p> <p>Published: 4/2015  Pitched: 1/2015</p>	\$2,000	50,000	Salem beer festivals The Bite & Brew, The Oregon Garden Brewfest and Cinco de Micro included in round-up of Oregon brew fests that use public volunteers.
	<p><i>The Bulletin</i>  <b>Treat Mom on  Mother's Day</b></p> <p>Published: 5/2015  Pitched: 2/2015</p>	\$12,000	90,000	The Oregon Garden plus a photo was included in a round-up of best spots in Oregon to take mom on Mother's Day.
	<p><i>Impact Magazine</i>  <b>WHAT A RIDE  Oregon Offers Up  Endless Pavement  for Cycling  Adventures</b></p> <p>Published: 5/2015  Pitched: 9/2014</p>	\$3,225	250,000	Freelance travel writer BJ Oudman produced a piece promoting the Willamette Valley's Scenic Bikeway and includes mention of the bikeway through Salem and Champoege.
	<p><i>Bicyclepaper.com</i>  <b>Bike Oregon Wine  Country</b></p> <p>Published e: 5/2015  Pitched: 4/2015</p>	5,000	125,000	This national online new site for cycling enthusiasts included a news brief about Eola Hills Winery's upcoming Bike Oregon Wine Country rides.
	<p><i>VIA Magazine</i>  <b>Beautiful History on  the Willamette</b></p> <p>Published: 6/2015  Pitched: 11/2014</p>	\$6,300	946,000	Freelance writer Ron Engeldinger wrote a news brief about the history of Willamette Mission State Park for the summer issue of VIA.
	<p><i>Wine Press Northwest</i>  <b>Pedaling Through  Oregon Wine  Country</b></p> <p>Published: 6/2015  Pitched: 4/2015</p>	\$8,400	60,000	Freelancer Jade Helm wrote a lengthy feature article detailing Eola Hills Winery's Bike Oregon Wine Country rides.





Travel Salem  
**CONVENTIONS EVENTS DASHBOARD**  
 2014-15 Fourth Quarter

14-15 REAL-TIME CONVENTIONS/EVENTS							
FOURTH QUARTER							
Qtr	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
4	Ore/Idaho Conference	\$ 455,400	550	520	\$ 43,430	\$ 3,909	
4	South HS JBO Baseball	\$ 41,600	200	40	\$ 3,341	\$ 301	
4	Capital Cup Soccer	\$ 720,000	12,000	1,500	\$ 125,280	\$ 11,275	
4	Cherry City Comic Con	\$ 243,000	7,500	100	\$ 8,352	\$ 752	
4	Hoop Spring Tip Off	\$ 150,000	1,000	500	\$ 41,760	\$ 3,758	
4	Hoop Invitational	\$ 300,000	2,000	1,000	\$ 83,520	\$ 7,517	
4	Monster Cookie Ride	\$ 63,000	2,000	45	\$ 3,758	\$ 338	
4	Battle of the Books	\$ 3,300	100	10	\$ 835	\$ 75	
4	Jehovah Witness	\$ 1,575,000	5,000	2,500	\$ 208,800	\$ 18,792	
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4	Hoop	\$ 1,560,000	5,000	1,200	\$ 100,224	\$ 9,020	
4	USA Ultimate Frisbee	\$ 18,900	150	15	\$ 1,253	\$ 113	
4	Jehovah Witness	\$ 1,575,000	5,000	2,500	\$ 208,800	\$ 18,792	
4	3v3 Live National Soccer	\$ 5,250	240	50	\$ 4,176	\$ 376	
<b>TOTAL</b>		<b>\$ 8,285,450</b>	<b>45,740</b>	<b>12,480</b>	<b>\$ 1,042,330</b>	<b>\$ 93,810</b>	
						126%	TOT ROI
	Total Value	\$ 8,285,450					
	Direct Costs for 4th Qtr	\$ 74,741					
	EEI ROI	\$ 110.86					
YEAR-TO-DATE							
	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
<b>24 Real-Time Conventions/Events</b>		<b>\$ 9,587,580</b>	<b>53,015</b>	<b>14,787</b>	<b>\$ 1,235,010</b>	<b>\$ 111,151</b>	
						62%	TOT ROI
	Total Value	\$ 9,587,580					
	Direct Costs for YTD	\$ 180,384					
	EEI ROI	\$ 53.15					

**14-15 POTENTIAL FUTURE BUSINESS - LEADS & BOOKINGS**

<b>FOURTH QUARTER</b>											
	<b>LEADS</b>					<b>BOOKINGS</b>					
Convention Year	# of Leads	Est. Community Econ Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lodging Revenue	Est. TOT Revenue	Lead Conversion Rate
FY 14-15	2	\$ 65,400	300	290	2	\$ 65,400	300	290	\$ 24,221	\$ 2,180	100%
FY 15-16	34	\$ 15,677,346	42,922	19,352	30	\$ 10,721,346	27,372	11,332	\$ 946,449	\$ 85,180	88%
FY 16-17	6	\$ 2,834,725	5,375	2,951	2	\$ 1,935,450	\$ 2,650	\$ 1,641	\$ 137,056	\$ 12,335	33%
FY 17-18											
FY 18-19											
FY 19-20											
<b>TOTAL</b>	<b>42</b>	<b>\$ 18,577,471</b>	<b>48,597</b>	<b>22,593</b>	<b>34</b>	<b>\$ 12,722,196</b>	<b>30,322</b>	<b>13,263</b>	<b>\$ 1,107,726</b>	<b>\$ 99,695</b>	<b>81%</b>
<b>YEAR-TO-DATE</b>											
	<b>LEADS</b>					<b>BOOKINGS</b>					
Convention Year	# of Leads	Est. Community Econ Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lodging Revenue	Est. TOT Revenue	Lead Conversion Rate
FY 14-15	28	\$ 2,869,095	34,680	5,042	22	\$ 1,892,295	29,790	2,996	\$ 250,226	\$ 22,520	79%
FY 15-16	43	\$ 17,681,346	47,337	23,477	36	\$ 11,634,546	29,762	13,262	\$ 1,107,642	\$ 99,688	84%
FY 16-17	11	\$ 3,202,300	6,610	4,646	3	\$ 1,973,850	2,810	1,836	\$ 153,343	\$ 13,801	27%
FY 17-18	2	\$ 1,989,000	2,650	2,066	1	\$ 1,863,000	2,250	1,466	\$ 122,440	\$ 11,020	50%
FY 18-19											
FY 19-20											
<b>TOTAL</b>	<b>84</b>	<b>\$ 25,741,741</b>	<b>91,277</b>	<b>35,231</b>	<b>62</b>	<b>\$ 17,363,691</b>	<b>64,612</b>	<b>19,560</b>	<b>\$ 1,633,651</b>	<b>\$ 147,029</b>	<b>74%</b>



## 14-15 LOST BUSINESS

Account Name	Reason	Lost Attendees	Lost Room Nights	Lost Community Econ Impact	Lost Lodging Revenue	Lost TOT Revenue
St. Ignacius High School	They wanted Salem, MA not Salem, OR	40	40	\$ 8,400	\$ 3,341	\$ 301
2016 Oregon Mayors Assoc	Booked at Salishan & received per diem	125	300	\$ 39,375	\$ 25,056	\$ 2,255
2015 USS Washoe County LST	No international airport	50	100	\$ 21,000	\$ 8,352	\$ 752
NW Mosquito & Vector Control	Chose Ka-Nee-Ta	120	180	\$ 39,375	\$ 15,034	\$ 1,353
PNW Ski Association 2016	Booked in Bend	400	600	\$ 126,000	\$ 50,112	\$ 4,510
PNW Ski Association 2017	Booked in Bend	400	600	\$ 126,000	\$ 50,112	\$ 4,510
Turfgrass Producers	Booked in PDX	100	200	\$ 42,000	\$ 16,704	\$ 1,503
International Senior Softball	Needed too many concessions	450	675	\$ 81,000	\$ 56,376	\$ 5,074
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US Lacrosse	Need to have a stronger league in Salem	1,500	856	\$ 624,000	\$ 71,493	\$ 6,434
Gilmore Banquet	Decided to have in PDX instead	3,150	-	\$ 3,150	-	-
Professional Disc Golf Assoc	Lack of involvement from state director	100	45	\$ 82,800	\$ 3,758	\$ 338
US Tennis Assoc.	Awarded just one tournament for 2016	1,000	300	\$ 414,000	\$ 25,056	\$ 2,255
US Tennis Assoc.	Awarded just one tournament for 2016	800	425	\$ 331,200	\$ 35,496	\$ 3,195
USA Arm Wrestling	No for 2015, try again for 2016	500	50	\$ 207,000	\$ 4,176	\$ 376
Region II Gymnastics	Athletic Edge decided not to bid	400	100	\$ 165,600	\$ 8,352	\$ 752
NWAC Basketball Championships	Not enough venues available	300	180	\$ 186,300	\$ 15,034	\$ 1,353
US Disc Golf Women's	Lack of involvement from State Director	100	45	\$ 41,400	\$ 3,758	\$ 338
	<b>TOTAL</b>	<b>9,985</b>	<b>5,371</b>	<b>\$ 2,619,600</b>	<b>\$ 448,586</b>	<b>\$ 40,373</b>

## 14-15 FAM TOURS, TRADE SHOWS & PROMO TRIPS

Qtr	Organization	Organization Location	FAM Tour/ Site Tour	Trade Show	Promo Trip
1	International Red Hat Society	San Francisco		X	
1	Information Systems Audit & Control Assoc.	Salem	X		
2	BRAVO!	Portland		X	
2	Or. Society of Association Managers	Portland		X	
2	TEAMS	Las Vegas		X	
2	Amateur Softball Association	Reno		X	
2	Capitol Cup Soccer	Salem	X		
2	Pacific NW Ski Assoc.	Portland	X		
2	Precision Farming Expo	Carlton	X		
2	Sub League	Portland	X		
2	American Legion Baseball	Portland	X		
2	Western Oregon University	Momouth	X		
3	Religious Conference Management Assoc.	Alabama		X	
3	GOSGMP Annual Conference	Bend		X	
3	Cascadia MPI Annual Conference	Washington		X	
4	National Association of Sports Commisions	Wisconsin		X	
4	Antique Truck Historical Society	Pennsylvania			X