



FOURTH QUARTER REPORT 2011-12

April, May, June

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention fourth 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

Administration

- Wine Country Plates went on sale on May 14, with the month of May declared "Wine" month by Governor Kitzhaber. By June 30, roughly 650 plates had been sold.

Marketing & Communications

- Secured national & local media valued at \$373,006 in advertising equivalency.
- Placed an advertisement in the April/May issue of Oregon Home magazine and the 12-13 Travel Oregon Guide.
- Created a Madden Media VacationFun.com spring promotional campaign targeting 80,000 consumers in the U.S. and British Columbia.
- Created the Absolutely Heritage Ticket, a multi-museum pass featuring Willamette Heritage Center at The Mill, Bush House Museum, Historic Deepwood Estate and the Hallie Ford Museum of Art.
- Partnered with Travel Oregon on "Trails to Feast," a \$1 million campaign promoting Oregon's culinary delights.
- Created a Pinterest account (www.pinterest.com/TravelSalem) with featured interest in Culinary Delights, Great Outdoors & Culture & Heritage for the Mid-Willamette Valley.

Conventions & Events

- Distributed 10 leads to lodging properties and meeting facilities.
- The NAIA Men's National Golf Championships was held at Creekside Golf Course featuring 156 competitors.
- The Northwest Tandem Rally, a debut event, was held at Willamette University June 29 – July 2 and attracted 700+ riders.

- The First Annual Capitol Cup Soccer Tournament was held at the Cascade Futbol Club complex, June 23 – 24. The tournament met its first year goal of 100 teams and has already rebooked for 2013 & 2014. This tournament is expected to grow to 200+ teams in future years.
- Hosted three event planners from the 2013 BMW Motorcycle Association Rally planning committee.

Services

- Provided services to 51 groups, reaching 24,640 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	4 th Qtr 11-12	% Change from 10-11	11-12 YTD	4 th Qtr 10-11	4 th Qtr 09-10
Marketing & PR					
Publicity Ad Equivalency Value (see PR Addendum) ¹	\$373,006	35%	\$2,166,422	\$275,616	\$274,331
Visitor Information Inquiries ²	17,529	76%	42,045	9,969	5,968
Visitor Information Network Attendance	34,442	7%	136,966	32,158	34,000
Events & Community Activities Assisted	504	28%	1,995	393	520
TravelSalem.com Visits	55,493	22%	185,382	45,464	39,693
Convention & Event Marketing					
Real-Time Conventions/Events ³	6	-33%	29	9	8
• Number of Delegates ⁴	17,400	36%	31,005	12,820	11,340
• Number of Room Nights	9,300	5%	18,534	8,890	7,930
Sales Leads Generated ⁵	8	33%	57	6	19
Bookings ⁶	6	100%	20	3	16
Convention & Event Services					
Conventions Assisted ⁷	40	60%	97	25	25
Visitors Reached	23,693	29%	54,385	18,406	54,097
Membership					
Total Membership	443		443	368	346
New Members Acquired ⁸	29	-33%	112	43	21
Attrition	10	-29%	37	14	2
Leverage (detail below)⁹	\$729,081	32%	\$3,206,603	\$552,575	\$561,189
Visitors Guide	\$111,893	-2%	\$112,793	\$114,336	0
Volunteers	\$5,551	-24%	\$16,126	\$7,267	\$6,449
Publicity Ad Equivalency	\$373,006	35%	\$2,166,424	\$275,656	\$274,331
Advertising	\$34,832	171%	\$78,245	\$12,869	\$10,182
In-Kind	\$150,884	52%	\$619,353	\$99,298	\$194,327
WVVA/Regional	\$52,915	23%	\$211,662	\$43,149	\$75,900

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

² Visitor Inquiries increased due to online Madden/Vacation Fun promotion through WVVA

³ Real-Time Conventions/Events – decrease is due to fewer events happening during the quarter, but with more attendees.

⁴ Number of Delegates – increase due to new events during the quarter such as the Capitol Cup Soccer Tournament and the NW Tandem Rally.

⁵ Sales Leads Generated – increase is due to more activity during the quarter.

⁶ Bookings – increase due to the BMW Motorcycle event for 2013.

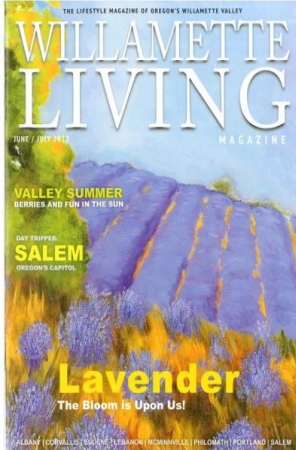
⁷ Conventions Assisted – increase due to events such as above.

⁸ New Members Acquired – two sales staff in place during the fourth quarter.

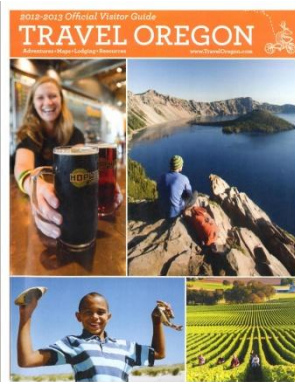
⁹ Leverage – increase due to Publicity, Advertising and In-Kind support

PR ADDENDUM
National & Regional Media
2011-12 Fourth Quarter

Secured 202 published articles/references with a reach of 4,799,346
and an advertising equivalency of \$373,006

	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
	<i>Willamette Living</i> Our State Capital Salem & Oregon Produces Some Mighty Fine Berries & Lavender in Bloom	\$4,400	25,000	State Capitol, historic downtown Salem, Reed Opera House, Napoleon’s, French Unicorn, Mary Lou Zeek Gallery, Glance, Alcyone Café, Casey’s Café, Willamette Queen, River Front Park, Willamette Valley Fruit Company, Lavender Lake Farms, Oregon Lavender Festival
	<i>Oregon Wine Press</i> Tagged for Wine Country?	\$476	25,000	Wine license plate

	<p><i>Journey Across America</i></p> <p>Blog Posts:</p> <p>Once Upon a Time And the Beat Goes On Tell Me About It Go Tell Aunt Rhodie Elephant DNA That Very Pleased Look</p>	<p>\$210</p>		<p>Historic Downtown Salem, World Beat Festival, Word of Mouth restaurant, Adelman's Peony Garden, Salem's Riverfront Carousel, Salem's Riverfront Park</p>
	<p><i>Statesman Journal</i></p> <p>Tandems Take Over</p>	<p>\$\$,931</p>	<p>36,629</p>	<p>Tandem Rally June 29-July 1</p>
	<p><i>Statesman Journal</i></p> <p>Rolling Rally</p>	<p>\$1897</p>	<p>36,629</p>	<p>BMW Motorcycle Owners will hold 2013 international event at state fairgrounds</p>
	<p><i>Willamette Woman</i></p> <p>Women in Wine</p>	<p>\$17,325</p>	<p>12,000</p>	<p>Suzanne Larson, West Coast Cellars; Heather Byard Kirk, Brooks Winery; Jolie Wiles, Mystic Wines; Sandy Piluso, Piluso Vineyard</p>

	<p><i>News Register</i> Visit the seat of government</p>	<p>\$1,200</p>	<p>20,000</p>	<p>State Capitol, Oregon State Fair, A.C. Gilbert's Discovery Village, Minto-Brown Island Park</p>
	<p><i>Travel Oregon</i></p>	<p>\$4,617</p>	<p>250,000</p>	<p>Silver Falls State Park, A.C. Gilbert's Discovery Village, The Oregon Garden, Spirit Mountain Casino, Willamette Heritage Center at The Mill, St. Paul Rodeo, Oregon State Capitol, Historic Deepwood Estate, Bush House Museum, Bush's Pasture Park, Elsinore Theatre, Travel Cafe</p>



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)

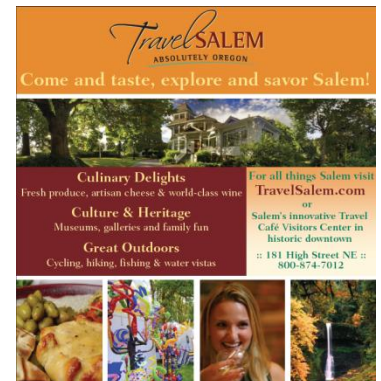
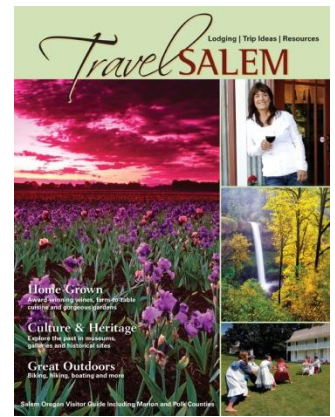
National & Local Media

- 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



CEOs REPORT – MAY

June 27, 2012

ADMINISTRATION

Wine Country Plate

The plates officially went on sale on May 14. As of June 21, 615 plates were sold, plus another 42 custom plates. The goal is to sell 2,200 to pay for Travel Oregon's start-up costs. Then any additional revenues will be available for grants. Travel Oregon is waiting to develop the grant process until plate sales reach a certain level.

MEMBERSHIP

- 11-12 New & Renewing Members through April:
 - \$112,562 in revenue from 411 members (238 from inside, 157 from outside, 16 reciprocal)
 - 441 total current members, with 10 new members in May

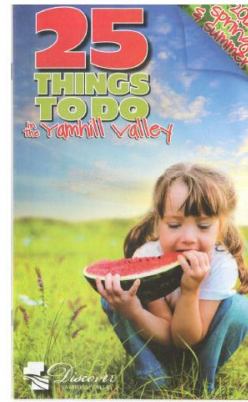
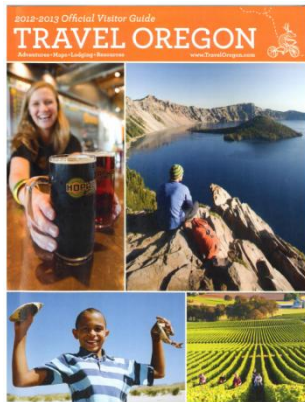
First Wednesday

- May's First Wednesday featured "May is All About Mom" and included 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.

MARKETING & COMMUNICATIONS (MARCOM)

National & Local Media

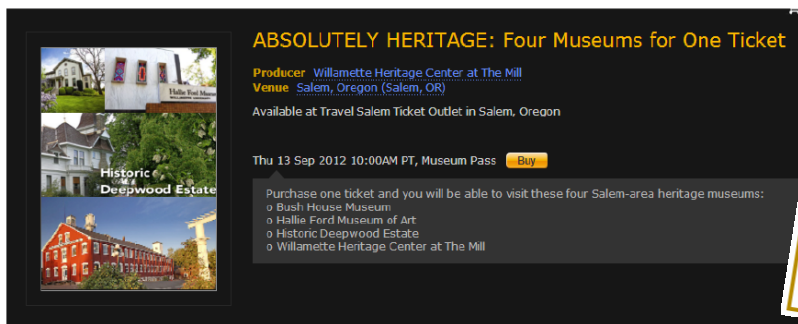
- Secured 503,313 impressions and an advertising equivalency of \$27,990 for May (note: PR Manager position vacant)
 1. *Travel Oregon Visitors Guide* - – Various attractions and sites listed
 2. *Willamette Woman* – Five Women in Mid-Valley's Wine Industry
 3. *25 Things To Do In Yamhill Valley*



- Contacted 52 media outlets regarding Salem area.
- Pitched story ideas to freelance writer, Linda Burton, who will be touring Salem for two weeks writing on her blog **"50 Capital Cities USA: Journey Across America."**
- Travel Salem's monthly interview on KBZY featured: Nancy Hendricks with Fresh To You Produce who spoke about their CSA produce boxes; and Angie Morris who spoke about the Oregon Wine Country License Plate which became available May 14.

Marketing

- Launched the 2012-13 Salem Area Visitors Guide with a reception for advertisers at the Salem Golf Club.
- Wrote and distributed press releases:
 1. Salem Selected for 2013 BMW MOA Rally – Motorcycle event attracts 9000 riders
 2. River's Edge Summer Series at Independence's Riverview Amphitheater
 3. New 2012-13 Salem Area Visitors Guide Available
 4. Travel Salem Announces Recipients of Annual Absolutely Fabulous Awards
 5. Travel Salem Marketing Exchange Luncheon Set for May 17
- Partnering with the Salem Art Association on additional ways to promote the 2012 Salem Art Fair including:
 - Travel Salem creating a detailed Facebook campaign for the Art Fair
 - Travel Salem researching and creating a text message campaign for Art Fair
 - Salem Art Association including Travel Salem on their **Salem Art Fair & Festival** ad running in the July issue of *Portland Monthly*.
- Partnering with Salem Aviation Fueling, Brent DeHart and Art Bobrowitz on a Salem welcome packet that will be given to aircraft passengers flying into the Salem airport.
- Partnered with the Salem Library to be part of their Salem Scavenger Hunt. The Travel Café Visitors Center will be one of the featured locations.
- Began distributing the Salem Area Visitor Guides at the Greyhound Station.
- Created and sent out one industry e-newsletter (1,611 subscribers) and four weekly event e-blasts (2,164 subscribers).
- Recruited two Willamette University interns who will work through mid-August on media relations, social media and general marketing.
- Worked with the Willamette Heritage Center at The Mill, Bush House Museum, Historic Deepwood Estate and the Hallie Ford Museum of Art to create the **Absolutely Heritage ticket** now available on AbsolutelyTix.com. This ticket allows visitors to enter all four museums for \$20.

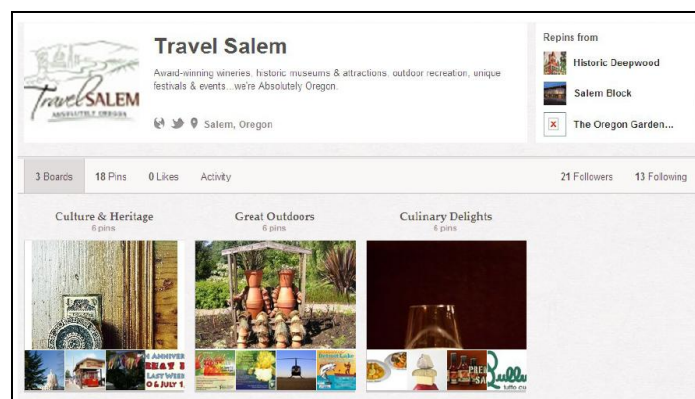


TravelSalem.com Dashboard (May)

	2012	2011
Visits	10,918 visits from 70 countries (U.S., Canada, UK, India)	9,670 visits from 65 countries (U.S., Canada, UK, India)
Absolute unique visitors	8,611	7,390
Pageviews	33,238 pageviews/3.04 average Pageviews	32,102 pageviews/3.32 average Pageviews
Average time on site	00:04:43	00:04:21
New visits	71.03%	69.39%

Social Media

- Travel Salem has created a **Pinterest** account (www.pinterest.com/TravelSalem). Pinterest lets users organize and share all the beautiful things you find on the web. Travel Salem is currently pinning to the themed boards of “Culture & Heritage,” “Great Outdoors” and “Culinary Delights.” *(pictured at right)*
- Added content and promotions to Travel Salem’s **Facebook** page – 47 events, specials & announcements were posted reaching 2,641 fans.
- Maintained dialogue on **Twitter** with 3,863 local, national and international followers. Posted 46 tweets promoting regional partners and events.
- YouTube** had 539 video viewer sessions of existing content
- Flickr**, had 3,054 photo viewer sessions of existing content



Willamette Valley Visitors Association (WVVA)

- Placed a full-page **Willamette Valley advertisement** in the 2012-13 Travel Oregon Visitors Guide. *(pictured at right)*
- Fulfilled 8,377 advertising inquiries resulting from WVVA’s Madden VacationFun.com campaign.

Visitor Information Network (May)

The VIN assisted 12,032 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

May Marketing Exchange Luncheon was also our Absolutely Fabulous Annual Awards event, and was hosted by the Keizer Renaissance Inn. Sponsors included: Into the Wild Equine Adventures, Amtrak, Adelman Peony Gardens, Salem Trophy and Madrona Ace Hardware & Garden Center. The featured speaker was Todd Davidson, CEO of Travel Oregon and was well attended by 66 members. The Ab Fab winners were:

- Absolutely Global – Salem Multicultural Institute & World Beat Festival
- Absolutely 24/7 – BEST WESTERN PLUS Mill Creek Inn
- Absolutely “Oom-Papa” – Jerry Lauzon
- Absolutely Hands-On – A.C. Gilbert’s Discovery Village
- Absolutely Dedicated – Dwane Brennenman
- Absolutely Inventive – Enchanted Forest
- Absolutely Active – Lancaster Mall
- Absolutely Fabulous – Nancy Stockdale

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 3 leads to lodging properties and meeting facilities.

Engagement & Development

- Prepared to host the 2013 BMW Motorcycle Association Rally planning committee the first of June. Tours have been set-up for the Oregon State Fairgrounds, Salem and the surrounding areas. The event will draw 5,000 to 6,000 people at the Oregon State Fair and Expo Center, July 18-21, 2013. The planners will return again in October to finalize tours and other details for the event.
- Held a meeting of stakeholders (City of Salem, Oregon State Fair and Expo Center and Travel Salem) to discuss the RFP for the Columbia Empire Volleyball Association 2014 Regional Championship. Research and 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.
- Pre-promoted the Northwest Tandem Rally at the Monster Cookie Ride and continued to attend 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 1,200+ people.
- Started the initial planning for the Oregon Governor's Conference on Tourism, the 2013 conference which will be held at the Salem Conference Center will draw 400 plus Oregon's tourism industry professionals. The planning committee meeting was held with representatives from Travel Salem, Salem Conference Center, Downtown Partnership and Travel Oregon.
- Attended the monthly networking and educational meetings for Meeting Planners International and the Greater Oregon Society of Meeting Professionals.

Conferences & Events

- The NAIA Men's National Golf Championships was held at Creekside Golf Course featuring 156 competitors. The event was hosted by Corban University and the Cascade Collegiate Conference, May 22-25. This was the first time the event has been held on the West Coast since 1956. Travel Salem staff provided visitor information at the event.

SERVICES

- Provided services for 15 groups, reaching 7,242 delegates
- Contacted 6 planners for services to upcoming conferences and events
- Currently working with 18 groups that will need future services



CEOs REPORT – JUNE July 19, 2012

MEMBERSHIP

- 11-12 New & Renewing Members through April:
 - \$110,190 in revenue from 407 members (237 from inside, 154 from outside, 16 reciprocal)
 - 443 total current members, with 8 new members in June

MARKETING & COMMUNICATIONS (MARCOM)

National & Local Media

- Secured 4,054,548 impressions and an advertising equivalency of \$337,634 for June (note: PR Manager position vacant)
 1. *Oregon Wine Press* – Tagged for Wine Country?
 2. *Food Network* – Mt. Angel
 3. *50 Capital Cities USA: Journey Across America* – 7 blog post stories regarding Salem
 4. *Willamette Living* – Day Tripper: Salem Oregon's Capitol, Willamette Fruit Company & Lavender Lake Farms



- Contacted 25 media outlets regarding Salem area.
- Travel Salem's monthly interview on KBZY featured: Lois Cole with Historic Deepwood Estate promoting the Deepwood Wine & Jazz Festival; and Steve Johnston with Authentic Brand Concepts.
- Pitched 2013 major Salem area events to *USA Today*.

Marketing

- Wrote and distributed press releases:
 1. Silverton Hosts 2012 Canterbury Renaissance Faire
 2. Salem to Host 27th Annual Northwest Tandem Bicycle Rally
 3. Local Museums Launch Joint Ticket – Absolutely Heritage: Four Museums for One Ticket
 4. Travel Salem Named Top 100 Best Green Companies to Work for in Oregon
 5. New Hours for Travel Salem's Travel Café Visitors Center
 6. Peony Bloom Season Extended Through June 17, 2012
- Received a \$15,000 grant from Polk County for the next phase of the Interactive Online Map (IOM) that will offer a free & reduced participation fee for Polk County businesses that fit the IOM criteria.
- Partnered with Travel Oregon on the "Trails to Feast" promotion. Salem will be highlighted as an "enter to win" prize package to help build buzz about the statewide Feast event being held in September. This \$1 million campaign includes broadcast, print, online and social media exposure. "Trails to Feast" promotes travel throughout the state to discover Oregon's culinary delights. The culinary cluster is one of Travel Salem's primary pillars promoted throughout the year.
- Sent Mid-Willamette Valley information to Travel Oregon for the International Food Bloggers Conference being held in Portland August 24-26, 2012.
- Created a scavenger hunt familiarization tour for the Travel Oregon staff to better acquaint themselves with the Salem area.
- Delivered 5,000 Salem Area Visitors Guides to the Oregon State Fair (OSF) to participate in their OSF "Fun Pack." OSF is creating promotional packs/totes which will be available during the Fair for a small fee. The goal is to promote local businesses to Fair goers.
- Partnered with Capital Physical & Hand Therapy to send Mid-Willamette Valley visitor information to 300 residents on the coast and central Oregon.
- Created and sent out one consumer e-newsletter (1,716 subscribers), one industry e-newsletter (1,561 subscribers) and four weekly event e-blasts (2,167 subscribers).

TravelSalem.com Dashboard (June)

	2012	2011
Visits	12,274 visits from 68 countries (U.S., Canada, UK, India)	9,761 visits from 64 countries (U.S., Canada, India, Japan)
Absolute unique visitors	9,930	7,397
Pageviews	35,338 pageviews/2.88 average Pageviews	33,913 pageviews/3.47 average Pageviews
Average time on site	00:04:16	00:04:27
New visits	73.50%	69.29%

Social Media

- In the first month of the Pinterest campaign, 24 followers were generated with 21 pins. Travel Salem's **Pinterest** account (www.pinterest.com/TravelSalem) lets users organize and share information. Travel Salem is promoting Culinary Delights, Great Outdoors & Culture & Heritage.
- Added content and promotions to Travel Salem's **Facebook** page – 46 events, specials & announcements were posted reaching 2,729 fans.
- Maintained dialogue on **Twitter** with 3,915 local, national and international followers. Posted 35 tweets promoting regional partners and events.
- **YouTube** had 517 video viewer sessions of existing content.
- Uploaded 53 images to **Flickr**, with 3,798 photo viewer sessions.

Willamette Valley Visitors Association (WVVA)

- Fulfilled 5,414 advertising inquiries resulting from WVVA's Madden VacationFun.com campaign.
- Advertised for a PR Manager job share position between WVVA and Travel Salem.

Visitor Information Network (May)

The VIN assisted 10,809 visitors. In 11-12, Travel Salem assisted 12% more visitors than in the previous fiscal year. 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.

First Wednesday

- June's First Wednesday "Celebrate Fathers & Experience Local Products & Services," featured the following members: Canterbury Renaissance Faire, Crossroads Fine Linens & Party Rentals, Elegant Catering, Godfrey Nursery, Historic Deepwood Estate, LivePostcard, Phoenix RV Park, World Beat Festival, Salem Photo Safari, Taste & See Salem, VanNatta Public Relations, Willamette Valley Vineyards, and WhoDidGoodToday.com. The event served 183 visitors and residents.

CONVENTIONS & EVENTS

Engagement & Development

- Hosted three event planners from the 2013 BMW Motorcycle Association Rally planning committee. Tours were given of Salem attractions, Oregon State Fairgrounds, Silverton, the Oregon Garden Resort, Silver Falls State Park and Mount Angel.. The event will draw 6,000 to 8,000 people at the Oregon State Fair and Expo Center, July 18-21, 2013. The planners will return again in October to finalize tours and other details for the event. In July, staff will be attending the 2012 Rally in Sedalia, Missouri to host a Salem 2013 booth to pre-promote the Salem area (8,000 registered to participate).
- Continued to research the feasibility of hosting the Columbia Empire Volleyball Association 2014 Regional Championships with Salem stakeholders (City of Salem, Oregon State Fair & Expo Center and Travel Salem). It was determined that we do not have the funds or bandwidth to be able to meet all of their criteria to hold the event in Salem at this time. Staff is still in contact with the association and will continue dialogue should needs change and/or funding becomes available.
- Hosted a Team Salem meeting at The Historic Elsinore Theatre 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

- The First Annual Capitol Cup Soccer Tournament was held at the Cascade Futbol Club complex, June 23 – 24. The tournament met its first year goal of 100 teams and has already rebooked for 2013 & 2014. This tournament is expected to grow to 200+ teams in future years.
- The Northwest Tandem Rally was held at Willamette University June 29 – July 2, 2012. This debut Salem event was a huge success drawing 700+ riders. The Travel Café helped riders with post-event plans for folks staying longer in Salem.
- Continued the planning for the Oregon Governor's Conference on Tourism, the 2013 conference which will be held at the Salem Conference Center will draw 400 plus 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 10 groups, reaching 11,584 delegates
- Currently working with 12 groups that will need future services