

SECOND QUARTER REPORT 2013-14

October, November, December

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention second quarter report for 2013-14 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 13-14 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.

EXECUTIVE SUMMARY

Marketing & Communications

- Launched WVVA's Wintercation Facebook promotion highlighting Salem area attractions including Baskett Slough Wildlife Refuge, downtown Salem shopping, Woodburn Company Stores and winter fun at Detroit Lake Recreation Area.
- Created a 2-page spread for Tour & Tasting magazine highlighting Willamette Valley assets.
- Responded to Japanese Association of Travel Agents leads generated from Travel Oregon.
- Created a Brand USA advertisement for WVVA to run in the USA Travel Guide.
- Set-up and worked the Salem booth at the Oregon State Capitol's 75th celebration.

Conventions & Events

- Distributed 15 leads to lodging partners.
- Attended the Amateur Softball Annual Council meeting held in Oklahoma City with the City of Salem to bid on 2015 softball tournaments.
- Conducted a lodging site tour for Seahorse C4 Productions which is looking to film a movie in the region.
- Conducted 10 hotel site tours for Capitol Cup Soccer Tournament, and secured lodging for the 2014 tournaments.
- Exhibited at the BRAVO! tradeshow held in Portland, with three partners Salem Convention Center, Hampton Inn and Oregon West Excursions.

Services

- Provided services for 12 groups, reaching 2,640 delegates.
- Provided services for the National Hay Convention.
- Provided services at the Oregon Winnebago Rally held at the Polk County Fairgrounds.

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	2nd Qtr 13-14	13-14 YTD	% Change from 12-13	12-13 YTD	11-12 YTD
MARKETING & COMMUNICATIONS	10-14	110	110111 12-13	110	110
Public Relations – Advertising Equivalency	\$346,474	\$576,561	0%	\$571,634	\$1,311,497
Visitor Information Network Attendance	29,169	70,083	23%	57,143	70,074
Advertising Inquiries	11,105	18,445	-13%	21,294	16,956
E-Communication Impressions	25,169	50,926	-8%	55,127	29,255
Website/TravelSalem.com Visits	54,072	101,534	-10%	112,597	88,502
Lodging Click Thru	3,436	12,550	n/a	n/a	n/a
Facebook Reach	44,487	103,105	-23%	133,880	n/a
YouTube Views ¹	1,906	4,934	42%	3,480	3,963
Flickr Impressions	73,699	129,657	n/a	25,596	n/a
Twitter Followers	4,194	4,194	14%	3,668	3,481
Pinterest Followers ²	146	146	128%	64	n/a
CONVENTIONS & EVENTS					
Real-Time Conventions & Events	4	14	-13%	16	17
• Number of Attendees ³	3,250	15,150	122%	6,820	10,055
Number of Room Nights	350	15,590	-2%	15,895	7,554
Sales Leads Generated ⁴	15	20	82%	11	41
Bookings ⁵	9	14	133%	6	10
SERVICES					
Groups Assisted	12	32	10%	29	40
Visitors Reached ⁶	2,640	14,556	-42%	25,145	27,143
MEMBERSHIP					
Total Membership	418	418	-7%	449	400
New Members Acquired	25	37	-16%	44	51
Attrition	13	43	13%	38	19

¹YouTube: existing content driving views as video is more utilized by consumers.

² Pinterest: growing new social media platform.
³ Number of Attendees: new event at the OSFEC (Color Vibe Run).

⁴ Sales Leads Generated: more leads were generated during the quarter.

⁵ Bookings: more business was booked during the quarter due to scheduling 2014 Travel Salem meetings.

⁶ Visitors Reached: in 12-13 we did a special promotion with Oregon State Fair that wasn't not done in 13-14.

TRAVEL SALEM DASHBOARD

Key Performance Measurements

February 27, 2013 Board of Directors Approved

		13-14											
	7/1	/13 - 12/31/13	% of 12-13		12-13		11-12		10-11		09-10		08-09
Travel Salem Resources	\$	424,772	60%	\$	702,267	\$	723,344	\$	722,116	\$	729,601	\$	803,142
City of Salem Contract	\$	275,000	57%	\$	479,000	\$	550,000	\$	533,030	\$	503,030	\$	531,530
Other Sources	\$	149,772	67%	\$	223,267	\$	173,344	\$	189,086	\$	226,571	\$	271,612
Travel Salem Program FTE		7.15	125%		5.70		8.67		7.67		6.67		7.67
Membership		418	99%		424		443		368		346		275
Estimated Economic Impact (2012)	\$	511,300,000	100%	\$	511,300,000	\$	500,200,000	\$	496,000,000	\$	451,700,000	\$	496,700,000
Direct Jobs (2012)		6,290	100%		6,290		6,110		6,260		5,660		5,920
TOT Revenues	\$	1,401,428	57%	\$	2,442,310	\$	2,238,900	\$	2,147,000	\$	2,160,000	\$	2,399,000
Occupancy - Rooms Sold (Salem)		202,082	55%		364,608		340,507		316,748		328,693		354,160
Average Daily Rate (ADR)	\$	80.77	105%	\$	76.86		n/a		n/a		n/a		n/a
TOT Influenced by TS	\$	828,057	58%	\$	1,425,310	\$	1,265,905	\$	854,280	\$	877,432	\$	832,545
Leisure	\$	714,728	57%	\$	1,245,578	\$	1,140,800	\$	716,161	\$	789,311	\$	659,434
Convention*	\$	113,328	63%	\$	179,732	\$	125,105	\$	138,119	\$	88,121	\$	173,111
Leverage	\$	1,010,845	53%	\$	1,914,854	\$	3,206,602	\$	1,884,865	\$	1,511,731	\$	1,363,105
Visitors Guide	\$	1,010,043	0%	\$	87,953	\$	112,793	\$	114,336	\$	96,366	\$	91,693
Volunteers	_ \$	1.248	14%	\$	9,224	\$	16,126	\$	24,562	\$	27,203	\$	23,148
Public Relations - Advt Equiv	_ \$	576,561	60%	\$	960,533	\$	2,166,423	\$	1,016,469	\$	611,839	\$	660,288
Advertising	_ \$	27,500	39%	\$	70,690	\$	78,245	\$	47,504	\$	40,978	\$	50,302
In-Kind	_ \$	304,317	50%	\$	608,563	\$	621,353	\$	509,348	\$	492,945	\$	300,429
WVVA/Regional	_ \$	101,220	57%	\$	177,891	\$	211,662	\$	172,646	\$	242,400	\$	237,245
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Consumer Engagement		19,368,453	44%		43,778,277		48,925,791		25,629,680		n/a		n/a
Examples include:													
Visitor Information Network		70,083	63%		111,112		136,966		122,345				
Conv Services - Visitors Reached		14,556	31%		47,477		54,385		72,732				
Visitor Inquiries		18,445	43%		42,900		42,045		30,476				
Media Impressions		14,732,871	55%		26,711,743		37,519,977		14,492,574				
Advertising Impressions		1,941,000	15%		13,126,000		7,628,520		7,440,000				
Online Visits		134,270	57%		234,277		185,382		150,940				
Twitter Impressions		1,190,446	97%		1,228,472		1,706,940		1,941,184				
Facebook Impressions		1,011,058	51% 		1,980,049		1,549,150		1,202,325				
* Business is also being booked for future years in the d	current yea	r, however, this TOT val	ue will be recogn	ized in	those respective years.								
TOT Influenced by TS:													
Leisure trend is attributed to PR, social media efforts	s, and Trav	el Café and enhanced V	isitor Information	Netwo	ork								
2) 08-09 Convention figure included the last year of OS		,											
3) 09-10 Convention dip was due to a timing issue bety	ween fiscal	vears of when the JWC	events were held										

Travel Salem PUBLIC RELATIONS ADDENDUM

National & Regional Media 2013-14 Second Quarter

Secured 364 published references/articles with a reach of 6,806,739 and an advertising equivalency of \$346,474.

	Media/Headline	Value	Reach	Key Messages/Content
SUIVE PAY COMPORT FOOD ANEW WAY TO LIVE in the West 2013 DEA HOUSE REVEALED HELD HEL	Sunset Magazine Why I Love Salem Published: 10/2013 Pitched: 5/2013	\$92,062	620,000	2-page feature article, "Why I love Salem" by freelancer Emily Grosvenor, plus olor photos. Includes mentions of many Salem businesses including DaVinci's, Bush Barn Art Center, Wandering Aengus Ciderworks, Andaluz and Sugar.Sugar.
Corgon's success with the broading	Oregon Wine Press Promoting the Goat Published: 10/2013 Pitched: 7/2013	\$2,800	25,000	2-page feature plus photos by Oregon Wine Press food columnist Christine Hyatt on Fairview Goat Dairy's farm, store and museum in Dallas.
Transport Cride: Tables Book Transport Cride: Tables Book I by I and Market I by I an	Grant's Getaways Oregon Cider Takes Root Published: 11/2013 Pitched: 9/2013	\$7,200	40,0001	KGW-TV travel show Grant's Getaways featured Oregon cider and interview with Kevin Zielenski of EZ Orchards
The Seattle Times	The Seattle Times 5 Oregon Waterfalls from a Kid's View Published: 11/2013 Pitched: 3/2013	\$9,293	263,000	Feature article plus photos highlighting kidfriendly waterfall hikes in the Mid-Valley.

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OREGON M	OregonBeerCountry.org What's Brewing in Oregon's Capital? Published: 11/2013 Pitched: 10/2013	\$1,680	30,000	Full page blog post plus photos listing Salem's breweries and beer-related shops including Gilgamesh, Santiam Brewing Co, Seven Brides Brewing and Franklin's Bottle Shop.
Ancient Rear East exhibit at Hallie Ford Meseum takes viewers back 8000 years large retry fetting Deed databetic frequency and taken in the Secretary of the Se	OregonLive.com Hallie Ford's Breath of Heaven Exhibit Published: 11/2013 Pitched: 7/2013	\$8,000	100,000	Feature by arts writer David Stabler on Hallie Ford Museum's "Breath of Heaven" exhibit.
2013 Platinum Choice Printing Street, and a service of the firm of National Street, and a service of the firm of National Street, and a service of the firm of National Street, and a service of the firm of National Street, and a service of the firm of National Street, and a service of the firm of National Street, and the service of the	Smart Meetings Magazine Oregon's Au Naturel Appeal Published: 12/2013 Pitched: 8/2013	\$6,175	48,000	Feature article on Oregon as a meeting destination included the Salem area and highlighted Silver Falls State Park, The Salem Conference Center and The Red Lion Hotel.
PART NERSHIPS GENERATING TO USE OF MAN AND THE STATE OF T	Lodging News New Exhibit at Hallie Ford Museum of Art Published: 12/2013 Pitched: 9/2013	\$2,800	5,000	Travel Salem initiatives (interactive online map and the wine country license plate) prominently featured in article on how DMOs attract visitors to area businesses

TRAVEL OREGON Doger Sue Cavid Food Trip: Sale Food of Trip: Sal	Travel Oregon e-newsletter Road Trip: Salem Published: 12/2013 Pitched: 6/2013 Willamette Living Hot Ticket Published: 12/2013 Pitched: 6/2013	\$9,500 \$750	160,000 44,000	Travel Oregon's December consumer newsletter included a feature article about Salem as a road trip destination and mentioned numerous area attractions (i.e. The Capitol Building, Hallie Ford Museum, Historic Deepwood Estate, Bush House Museum, The Elsinore Theatre) First Taste Oregon highlighted in the Calendar Section of December issue.
Oregon	KPTV Ch. 12 Good Day Oregon "On the Go with Joe" Published: 12/2013 Pitched: 11/2013	\$10,000	35,000	Good Day Oregon's "On the Go with Joe" visited Willamette Heritage Center for Magic at the Mill. Conducted live shot segments from WHC campus plus interviews with WHC staff throughout the morning of December 19.

Travel Salem

CONVENTIONS EVENTS DASHBOARD

2013-14 Second Quarter

<u></u>	COND CHARTER								
2E	COND QUARTER	Co	mmunit.	Booked	Booked Rm	Lodaina		тот	
٥tr	Organization		mmunity	Attendees	Nts	Lodging Revenue		evenue	
Qtr	Organization	_	n Impact						
2	Masonic Grand Lodge	\$	47,250	150	75	\$ 6,000	\$	540	
2	Color Vibe	\$	97,500	3,000	100	\$ 8,000	\$	720	
2	ISACA	\$	1,500	50	-	\$ -	\$	-	
2	BMW Owners of Oregon	\$	10,500	50	175	\$ 14,000	\$	1,260	
	TOTAL	\$	156,750	3,250	350	\$ 28,000	\$	2,520	
								6%	ROI
	Total Value	\$	156,750						
	Direct Costs for 2nd Qtr	\$	43,081						
	ROI	\$	3.64						
YΕ	AR-TO-DATE								
		Co	mmunity	Booked	Booked Rm	Lodging		TOT	
	Organization	Eco	n Impact	Attendees	Nts	Revenue	Re	evenue	
	14 Real-Time Conventions/Events	\$ 2	,373,370	15,150	15,590	\$ 1,247,200	\$ ^	112,248	
					-	-		5%	ROI
	Total Value	\$ 2	,373,370						
	Direct Costs for YTD	\$	86,161						
	ROI	\$	27.55						

13-14 PO	TENTIAL	FU	TURE BU	SINESS - L	EADS & I	BOOKIN	GS							
SECOND (QUARTER													
			LEA	os				вос	KINGS					
Convention Year	# of Leads		Community con Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lo	0 0		. TOT venue	Lead Conversion n Rate
FY 13-14 FY 14-15 FY 15-16 FY 16-17 FY 17-18	11 3 1	\$ \$	165,150 220,500 3,898,000	895 1,060 7,200	2,012 640 2,950	9	\$ 6,000	340	12	\$	960	\$	86	82%
FY 18-19														
TOTAL	15	\$	4.283.650	9.155	5.602	9	\$ 6.000	340	12	\$	960	\$	86	60%
TOTAL	10	Ψ	4,200,000	3,100	3,002	J	Ψ 0,000	340	12	Ψ	300	Ψ	- 00	0070
YEAR-TO-	DATE													
			LEA	os				вос	KINGS					
Convention Year	# of Leads		Community con Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lo			. TOT venue	Lead Conversion n Rate
FY 13-14 FY 14-15 FY 15-16 FY 16-17 FY 17-18 FY 18-19	16 3 1	\$ \$ \$	1,023,150 220,500 3,898,000	16,295 1,060 7,200	3,657 640 2,950	14	\$ 864,000	15,740	1,657	\$ 13.	2,560	\$	11,930	88%
1 1 10-19														

			Lost	Lost		
		Lost Rm	Room	Community	Lost Lodging	Lost TOT
Account Name	Reason	Attendees	Nights	Econ Impact	Revenue	Revenue
Botten Family Reunion	Decided to hold in Washington	60	80	\$ 18,900	\$ 6,400	\$ 576
Senior Softball USA	No Availability at Wallace Marine	600	360	\$ 126,000	\$ 28,800	\$ 2,592
International Senior Softball	No Availability at Wallace Marine	400	200	\$ 75,600	\$ 16,000	\$ 1,440
Spartan Race	Required sponsorship of \$300,000	7,200	2,950	\$ 3,898,000	\$ 236,000	\$ 21,240
	TOTAL	8,260	3,590	\$ 4,118,500	\$ 287,200	\$ 25,848
13-14 FAM TOURS, T	RADE SHOWS & PROMO TRIPS					
13-14 FAM TOURS, TI	RADE SHOWS & PROMO TRIPS Organization	Organization Location	FAM Tour/ Site Tour	Trade Show	Promo Trip	
·		_		Trade Show	Promo Trip	
·	Organization	Location	Site Tour	Trade Show	Promo Trip	
·	Organization Capitol Cup	Location Portland	Site Tour	Trade Show	Promo Trip	
·	Organization Capitol Cup Seahorse Productions	Location Portland LA	X X	Trade Show	Promo Trip	
·	Organization Capitol Cup Seahorse Productions Capitol Cup	Location Portland LA Portland	X X X X	Trade Show	Promo Trip	
Qtr 1 1 1 1	Organization Capitol Cup Seahorse Productions Capitol Cup Capitol Cup	Portland LA Portland Portland Portland	X X X X		•	