



## **FIRST QUARTER REPORT 2013-14**

### **July, August, September**

### **INTRODUCTION**

Travel Salem is pleased to submit the tourism and convention first 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. CEO Reports from the period are included to provide additional detail on activities.

### **EXECUTIVE SUMMARY**

#### **Marketing & Communications**

- Secured national & local media valued at \$230,087 in advertising equivalency with 7,926,132 impressions during the quarter.
- Hosted the editor of Destinations Travel magazine for a familiarization tour of The Oregon Garden, Willamette Valley Cheese Co. and Bentley's Grill.
- Hosted travel/beer writer (Brian Yeager) on familiarization tour of area breweries to be featured in his new book coming out in 2014.
- Assisted Willamette Heritage Center with securing a Discovery Channel feature on Salem police detectives who solved a cold case from 1982.
- Managed & launched WVVA's brand refresh.

#### **Conventions & Events**

- Distributed 7 leads to lodging partners.

#### **Services**

- Provided services for 19 groups, reaching 11,951 delegates.
- Working with 27 groups on future services.
- Provided services for the BMW Motorcycle Owners Association rally in July at the Oregon State Fair & Expo Center which drew 6,000 riders from across the U.S. The group offered wine tasting tours as well as visiting many of the attractions while in our region. Travel Salem staffed a visitor information table all 3 days of the rally to provide the highest quality visitor experience for the attendees.

## 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	1 <sup>st</sup> Qtr 13-14	13-14 YTD	% Change from 12-13	12-13 YTD	11-12 YTD
<b>Marketing &amp; PR</b>					
Publicity Ad Equivalency Value (see PR Addendum) <sup>1</sup>	\$230,087	\$230,087	75%	\$131,707	\$1,195,402
Visitor Information Inquiries <sup>2</sup>	7,340	7,340	-54%	15,916	11,568
Visitor Information Network Attendance	40,914	40,914	21%	33,900	40,987
Events & Community Activities Assisted	587	587	20%	489	473
TravelSalem.com Visits	80,243	80,243	19%	67,371	52,019
<b>Convention &amp; Event Marketing</b>					
Real-Time Conventions/Events	10	10	-17%	12	8
• Number of Delegates <sup>3</sup>	11,900	11,900	86%	6,400	7,930
• Number of Room Nights	15,240	15,240	-3%	15,725	5,874
Sales Leads Generated <sup>4</sup>	5	5	150%	2	9
Bookings <sup>5</sup>	5	5	100%	0	2
<b>Convention &amp; Event Services</b>					
Conventions Assisted	20	20	5%	19	26
Visitors Reached <sup>6</sup>	11,916	11,916	-50%	23,970	25,879
<b>Membership</b>					
Total Membership	406	406	-11%	455	385
New Members Acquired <sup>7</sup>	12	12	-57%	28	30
Attrition <sup>8</sup>	30	30	88%	16	13
<b>Leverage (detail below)</b>	<b>\$440,852</b>	<b>\$440,852</b>	<b>18%</b>	<b>\$372,291</b>	<b>\$1,437,504</b>
Visitors Guide	\$0	\$0	0%	\$0	\$900
Volunteers <sup>9</sup>	\$1,005	\$1,005	-81%	\$5,295	\$8,041
Publicity Ad Equivalency <sup>10</sup>	\$230,087	\$230,087	75%	\$131,707	\$1,195,402
Advertising <sup>11</sup>	\$10,359	\$10,359	-68%	\$32,328	\$19,693
In-Kind	\$148,791	\$148,791	-6%	\$158,288	\$158,407
WVVA/Regional	\$50,610	\$50,610	14%	\$44,473	\$55,062

<sup>1</sup> Publicity Ad Equivalency – increase due to full-time PR position filled in October 2012. PR pipeline being filled with content pitches on regular basis.

<sup>2</sup> Visitor Information Inquiries – decrease is due to timing and the WVVA advertising strategy change (focusing more on Facebook, promoted posts and PNW publications.)

<sup>3</sup> Number of Delegates – increase due to new event Women's Flat Track Racing Association (heavy spectator sport) at the State Fair & Expo.

<sup>4</sup> Sales Leads – increase is due to new business during the quarter and spin-off meeting from BMW Rally.

<sup>5</sup> Bookings – increase due to new bookings during the quarter and rebooking of Capitol Cup Soccer Tournament.

<sup>6</sup> Visitors Reached – decrease due to conventions that occurred in 12-13 didn't come in 13-14 (League of Oregon Cities).

<sup>7</sup> New Members Acquired – Membership program reduced from two sales people in 12-13 to one sales person in 13-14.

<sup>8</sup> Attrition – 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 attritioned.

<sup>9</sup> Leverage Volunteers – decrease due to the majority of volunteers opting not to continue due to technical duties in the Travel Café (cash register, GPS, ticket sales).

<sup>10</sup> Leverage Publicity – increase due to full-time PR position filled in October 2012. PR pipeline being filled with content pitches on regular basis.

<sup>11</sup> Leverage Advertising – decrease due to WVVA's strategy to focus on Facebook more than traditional ads.

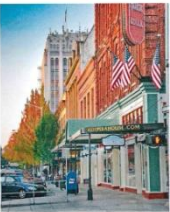

## PR ADDENDUM

### National & Regional Media

Secured 313 published references/articles with a reach of 7,926,132 and an advertising equivalency of \$230,087.

	Media/Headline	Value	Reach	Key Messages/Content
	<b>Destinations Travel Magazine</b> <b>Epicurean Road Trip</b>	\$6,800	50,000	8-page feature article on the Willamette Valley. Included photos and write-ups on The Oregon Garden, The Oregon Garden Resort, Willamette Valley Cheese Co and Bentley's Grill.
	<b>Travel Oregon e-newsletter</b> <b>Road Trip: Independence</b>	\$16,200	160,000	July's edition included feature article plus photos touting Independence as a top small-town tourist destination. Attractions highlighted include Lavender Lake Farms, Rogue Hop Farm, Ovenbird Bakery & the Willamette River Trail.
	<b>The Statesman Journal</b> <b>Get Your Motor Running</b>	\$5,058	36,629	Full-page feature article (plus photos) about the BMW MOA Rally in Salem. Article noted the positive economic impact the Rally brings to the Salem area.

	<p><i>Oregon Wine Press</i> <b>Pride in the Pickin's</b></p>	<p>\$1,672</p>	<p>25,000</p>	<p>Article highlighting the best locally produced food products included graphic, short article and website for Cherry Country Growers' dried chocolate covered cherries.</p>
	<p><i>Portland Monthly</i> <b>Best Local Parks</b></p>	<p>\$4,100</p>	<p>68,200</p>	<p>Silver Falls State Park and Champoege State Heritage Area highlighted in list of 10 best parks for day trips from Portland.</p>
	<p><i>Take Root Magazine</i> <b>Marrying All the Best of Northwest Beers</b></p>	<p>\$6,000</p>	<p>45,000</p>	<p>3-page feature article on Seven Brides Brewing by freelance wine/travel writer Kelsey Ivey.</p>
	<p><i>NW Travel Magazine</i> <b>The Oregon Garden: From Bad Dream to Dream Garden</b></p>	<p>\$7,394</p>	<p>125,000</p>	<p>2-page article plus photos on The Oregon Garden (plus mention of The Resort) in publication's new "cultivate" column.</p>

<p><b>The Register-Guard</b></p> <p><b>The new exhibit at the Hallie Ford is very old and very beautiful</b></p> <p>Salem exhibit goes way back to unearh art</p> <p>By Bob Kuster For The Register-Guard PUBLISHED: 10/1/13</p> <p>Almost anything that is really old is really interesting. Art that is really old — and by “really old,” we are talking thousands of years — is downright fascinating. An exhibition that just opened at Salem’s Hallie Ford Museum of Art brings together, for the first time anywhere, some of the best small artworks made in the ancient Near East and now held in American collections.</p> <p>“Breath of Heaven, Breath of Earth: Ancient Near Eastern Art From American Collections” represents a decade-long labor of love for John Olshansky, the museum’s executive director. He curated the show with the help of Tzafra Kawan, director of research at the Arthur M. Sackler Foundation.</p> <p>Although Olshansky runs the best little art museum in Oregon, he admits that in his chest beats the heart of a frustrated archaeologist. (He even owns, he confesses, a fedora and a leather jacket.)</p> <p>In 2002, he and his best friend, Jim Romano — then curator of Egyptian, classical and ancient Middle Eastern art at the Brooklyn Museum of Art — put together for the Hallie Ford “In the Realm of Time,” a similar exhibition of ancient Egyptian art from American collections.</p>	<p><i>The Register-Guard</i></p> <p><b>New Exhibit at Hallie Ford Museum of Art</b></p>	<p>\$5,775</p>	<p>50,800</p>	<p>Feature article about Hallie Ford’s “Breath of Heaven” exhibit.</p>
<p><b>seattlepi</b></p> <p><b>Salem Receives Heritage All-Star Community Designation</b></p> <p>Published 3:00 pm, Friday, September 20, 2013</p>  <p>Oregon's capital city earns the highest number of entries of any Heritage All-Star Community in the state, making it an ideal travel destination for anyone interested in exploring Oregon's rich, historic past.</p> <p>Salem, OR (PFW13) September 20, 2013</p> <p>Salem has been designated by the Oregon Heritage Commission as an "Oregon Heritage All-Star Community." The commission created the All-Star program to recognize the strong efforts by Oregon communities to broadly promote and develop heritage resources.</p>	<p><i>Seattle Post Intelligencer</i></p> <p><b>Salem Receives All-Star Heritage Community Designation</b></p>	<p>\$4,700</p>	<p>263,000</p>	<p>A ¾-page article plus photo about Salem’s Heritage All-Star designation, plus mention of top heritage attractions including Historic Deepwood Estate and Willamette Heritage Center at the Mill.</p>
 <p><b>via</b></p> <p>Oregon</p> <p><b>Coos Bay</b></p> <p><b>San Francisco</b></p> <p><b>Garden City, Idaho</b></p> <p><b>Victoria, B.C.</b></p> <p>Life insurance tips • Galapagos • Tropical Butterfly House • Antique shopping • Cottage Grove, Ore. • Family reunions</p>	<p><i>VIA</i></p> <p><b>Hallie Ford’s Breath of Heaven Exhibit</b></p>	<p>\$16,280</p>	<p>2,600,000</p>	<p>Mention plus photo about Hallie Ford’s “Breath of Heaven” exhibit.</p>





## CEOs REPORT – JUNE & JULY

August 15, 2013

### ADMINISTRATION

- Wine Country Plate sales reached 7,790 by the end of July.
- 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.

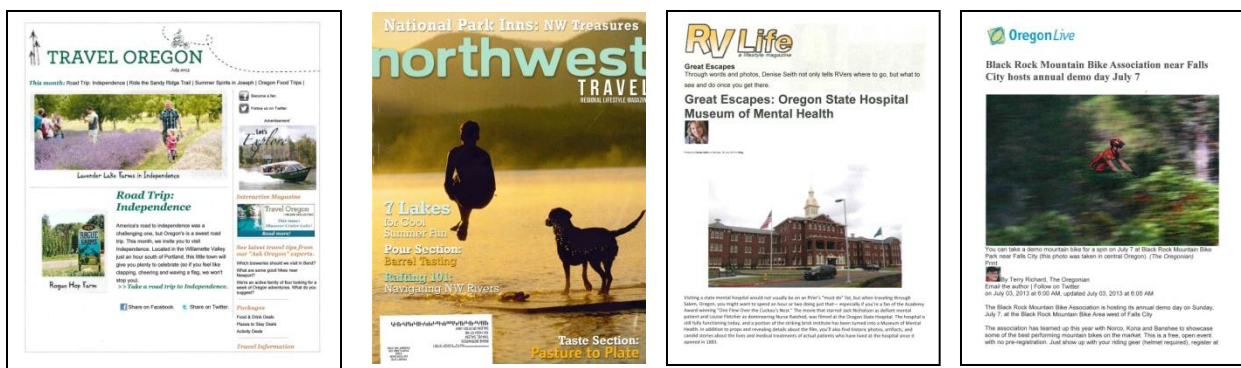
### MARKETING & COMMUNICATIONS (MARCOM)

#### National & Local Media

- Secured 3,206,978 impressions and an advertising equivalency of \$121,377 for June. Highlights:
  1. *Statesman Journal* – Town & Country Bowling's "Kids Bowl Free" summer program featured in full-page spread in Holly Hamlin's Kids Trips column.
  2. *Statesman Journal* – Black Rock Mountain Bike Association/Area's annual demo day promoted in outdoor writer Zach Urness' blog and print edition of the paper.
  3. *The Oregonian* – Santiam Brewing Co featured in beer writer Brian Yeager's story about the best breweries found south of Portland.
  4. *Travel Oregon's e-newsletter* – June consumer e-newsletter profiled Hazel Patton and her work on both the Riverfront Carousel project & the OSH Museum of Mental Health.
  5. *Willamette Living Magazine* – Left Coast Cellars' white pinot noir (plus a photo) and chardonnay featured in wine writer Clare Cady's column.
  6. *Willamette Living Magazine* – World Beat Festival highlighted in the events section.
  7. *Oregon Beer Growler* – Wandering Aengus Ciderworks featured in story about the growing popularity of Oregon ciders & their use of heirloom apples.
  8. *The Statesman Journal* – Adam's Rib Smokehouse's 10<sup>th</sup> anniversary celebration included in Menu Matters column.
  9. *Statesman Journal* Blog article – Subject: Kids summer activities in the region.



- Secured 1,921,704 impressions and an advertising equivalency of \$82,310 for July. Highlights:
  - Statesman Journal*—Writer Justin Much and photographer Tim Gonzales toured the BMW MOA International Rally at the State Fairgrounds on July 18. The story (plus photos) ran on July 19 and noted the positive economic impact the Rally brings to the Salem area.
  - Travel Oregon's e-newsletter*—July's consumer e-newsletter included a feature on Independence as a perfect road trip destination (included mentions of Rogue Hop Yard & Farmhouse B&B), Ovenbird Bakery, Lavender Lake Farms & the Willamette River Trail).
  - Northwest Travel Magazine*—Round-up on county fairs/Americana events (Marion County Fair, Polk County Fair & the St. Paul Rodeo).
  - RV Life Magazine*—The Oregon State Hospital Museum of Mental Health was featured in the July issue of RV Life.
  - Oregonlive.com*—Black Rock Mountain Bike Association (BRMBA)'s Demo Day event featured on Oregonlive.com.
  - Northwest Brewing News*—Profile on Santiam Brewing Company (for their cask ales).
  - Statesman Journal* Blog article—Subject: "Cool" summer activities around Salem.



- Contacted 93 media outlets regarding the Salem area:
  - Pitched travel writer John Gottberg Anderson re: possible Salem area travel piece around heritage/history & the Capitol's 75<sup>th</sup> anniversary celebration (in October).
  - Pitched The Oregon Garden Resort & Silver Falls State Park to *Insider Perks* for pet-friendly camping/overnight stays under \$200.
  - Pitched Brooks Gardens as a potential profile for KPTV's weekly *Garden Time TV* show.
  - Pitched Black Rock Mountain Bike Association/Area's annual demo day (July 7) to the *Statesman*, *the Oregonian*, *Polk County Itemizer Observer*, *NW Outdoors* and *BikePortland.com*.
  - Responded to HARO (Help a Reporter Out) request from Washington Times writer for pet-friendly places on the West Coast (Oregon Garden Resort, Minto-Brown Island Park & Airlie Winery).
  - Pitched winter events to *VIA Magazine* (WHC's Magic at the Mill, Dallas Winterfest & A.C. Gilbert's New Year's Eve event).
- Hosted Darlene Perrone, editor of Destinations Travel Magazine, for a one-day tour of the Salem area (visited The Oregon Garden, Oregon Garden Resort, Willamette Valley Cheese Co. & Bentley's).
- Distributed press release on behalf of Brooks Gardens for award at annual Peony competition; wrote & distributed press release announcing the opening of the Fairview Farm Goat Museum (distributed to 40-plus outlets and freelance writers).
- Travel Salem's monthly interview on KBZY featured The World Beat and Salem Public Library's summer programs (June); and The Canterbury Renaissance Faire and Enlightened Theatrics (July).

## Marketing

- Launched the South Salem Phoenix satellite visitor information location.
- Hired Saturday Travel Café Visitor Center staff and conducted thorough training.

- Serving on the Downtown Advisory Committee and lead on new downtown website including content development. The first phase of the website should be launched by September.
- Responded to leads generated from the IPW tradeshow. IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. Travel Oregon representatives attended and Travel Salem responded to leads.
- Developed a video “hit list” of area POI to represent the region with future WVVA videos.
- Created and sent out two industry-newsletters (1,306 subscribers) and eight weekly event e-blasts (1,884 subscribers).

#### TravelSalem.com Dashboard (June & July)

	2013	2012
<b>Visits</b>	36,632 visits from 61 countries (U.S., Canada, U.K., India, Germany, Australia)	28,232 visits from 68 countries (U.S., Canada, UK, India)
<b>Absolute unique visitors</b>	32,302	22,995
<b>Pageviews</b>	89,178 pageviews/ 2.46 average pageviews	78,112 pageviews/2.78 average pageviews
<b>Average time on site</b>	00:03:33	00:03:81
<b>New visits</b>	72.43%	73.99%

#### Social Media

- Added content and promotions to Travel Salem’s **Facebook** page – 47 events, specials & announcements were posted reaching 7,127 fans.
- Maintained dialogue on **Twitter** with 3,996 local, national and international followers. Posted 35 tweets promoting regional partners and events.
- Uploaded 0 new videos to **YouTube**, with 2,301 video viewer sessions of existing content.
- Uploaded 6 images to **Flickr**, with 9,469 photo viewer sessions.
- Pinned 2 events and attractions for 111 followers on **Pinterest**.
- Ran a ticket promotion for Historic Deepwood Estate for their Wine & Jazz Festival.

#### Willamette Valley Visitors Association (WVVA)

- Fulfilled 6,142 advertising inquiries.
- WVVA’s OregonWineCountry.org website relayed 23,213 viewers to TravelSalem.com to discover detailed Salem and Marion/Polk information.
- Concluded the Adventurecation promotion that ran through June 4, 2013. Added 6,595 new Facebook fans to the Oregon Wine Country Facebook page with a total of 38,008 fans.
- Completed WVVA’s brand refresh project (e.g. logo, brand essence, manifesto, web template, e-news template).
- Managed hiring & training process for new WVVA part-time program manager.
- Created leverage tracking mechanism.
- Submitted WVVA annual report to Travel Oregon.



**Willamette Valley**  
OREGON WINE COUNTRY

#### Visitor Information Network

The VIN assisted 28,140 visitors in June & July. 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, Phoenix Inn South, Willamette Heritage Center, Salem Conference Center, Amtrak, Salem AAA and Salem Airport.



## **CONVENTIONS & EVENTS**

### **Leads**

Sent 16 leads out to our lodging and meeting partners over the two month period.

### **Engagement & Development**

- Hosted an emergency management meeting with BMW MOA Executive Director with the Salem Police and Fire Departments, and the Oregon State Police.
- Continued communications with Carrie Cool the developer of the 25 Fields soccer complex. The project is still in the fundraising stage. If this project comes to fruition, it has the potential to drive many room nights to the Salem area and be a major venue for sporting events in Oregon.
- Hosted a Team Salem meeting at the Grand Ballroom for our industry partners.
- Met with Marty Limbird, managing partner and co-founder of Fieldhouse Athletics. He and his partners are in the development stages of building an indoor sports field complex in the Salem area, to be used for soccer, Lacrosse and other field sports as determined. This is a very exciting development and has the potential to also drive significant room nights to the area. The two venues could potentially complement each other for many types of sporting events. The group has been endorsed by such associations as Oregon Youth Soccer, National Soccer Coaches Association of America, United Soccer League, US Lacrosse, Oregon Adult Soccer Association and the Oregon Sports Authority.
- Met with The Hoop to start solidifying the 2014 tournament schedule, they are looking to host larger youth tournaments, drawing from Oregon, California, Idaho and Washington.
- Attended the Christmas in July reception for Meeting Planners at the Red Lion Hotel.
- Attended the monthly networking and educational meetings for Meeting Planners International and the Greater Oregon Society of Meeting Professionals.

## **SERVICES**

- Provided services for 17 groups, reaching 15,960 delegates.
- Currently working with 14 groups that will need future services.
- Provided services for the BMW Motorcycle Owners Association rally which was in July, at the Oregon State Fair and Expo Center, drawing 6,000 – 8,000 people from across the U.S. The group offered wine tasting tours as well as visiting many of the attractions while in our region. Travel Salem staffed a visitor information table all three days of the rally to provide the highest quality visitor experience for the attendees.
- Provided Visitor Information for the Capitol Cup Soccer Tournament.
- Provided a visitor Information Table at the Salem Convention Center for the Masonic Grand Lodge.
- Met with the planning committee for the 2014 District 5100 Rotary Convention, to be held May 2014 at the Salem Convention Center.

## **MEMBERSHIP**

- 13-14 new & renewing members through July:
  - \$31,910 in revenue from 121 members (7 from inside, 33 from outside, 19 reciprocal).
  - 422 total current members, with 8 new members in June & 2 new members in July.



## CEOs REPORT – AUGUST & SEPTEMBER

October 17, 2013

### ADMINISTRATION

- Wine Country Plate sales reached 9,139 by the end of September.
- 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)

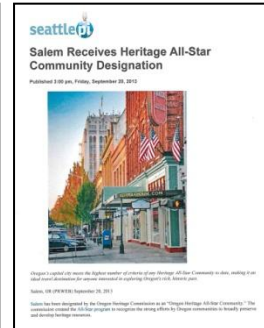
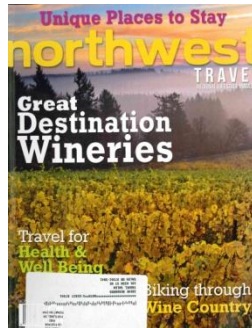
#### National & Local Media

- Secured 1,425,354 impressions and an advertising equivalency of \$53,230 for August 2013.  
Highlights:
  1. *Travel Oregon's e-newsletter* – Quarterly food & drink consumer e-newsletter included a feature on The Bread Board in Mill City.
  2. *Oregon Wine Press* – included photo and write-up on Cherry Country products in their round-up of best products to be found at farmers' markets.
  3. *Destinations Travel Magazine* – 8-page feature on the Willamette Valley as an epicurean road trip. Salem area attractions featured: The Oregon Garden & Oregon Garden Resort, Bentley's Grill and Willamette Valley Cheese Co.
  4. *Portland Monthly* – Article on best parks for a day trip included Silver Falls State Park and Champoege Heritage Area.
  5. *Take Root Magazine* – Feature article on Seven Brides Brewing.
  6. *Statesman Journal* Blog article – Subject: "Fill your brain this fall" (promoting activities in & around Salem).



- Secured 4,579,074 impressions and an advertising equivalency of \$94,547 for September 2013.  
Highlights:
  1. *Northwest Travel Magazine* – 2-page feature article plus 3 color photos on The Oregon Garden and Resort in the magazine's Cultivate column

2. *Eugene Register Guard* – Feature article on Hallie Ford’s “Breath of Heaven” exhibit by arts editor Bob Keefer
3. *Seattle Post Intelligencer* – Article plus photo about Salem’s Heritage All-Star Community designation
4. *OregonBeerCountry.org* – Highlighted Salem as an up-and-coming brew destination and included mention of Gilgamesh Brewing, Santiam Brewing, Salem Ale Works and soon to open Vagabond Brewing (this website is a niche site focused specifically on beer travel/tourism)
5. *The Columbian* – article and photo about Oregon State Capitol building’s 75<sup>th</sup> birthday celebration
6. *MIX Magazine* – Two Salem area cider producers, EZ Orchards and Wandering Aengus, included in feature article, “6 Oregon Ciders We Love”



- Hosted travel/beer writer Brian Yeager and helped arrange interviews with area breweries for his new book about Oregon breweries (coming out in 2014).
- Assisted the Willamette Heritage Center with securing their location for a Discovery Channel feature on Salem Police Detectives who solved a cold case from 1982.
- Wrote and distributed press releases for: Gilgamesh Brewing, announcing Gilgafest event; Pentacle Theatre’s Isaac’s Room fundraiser performance; and Sweet Bye n Bye’s expanded services.
- Revised All-Star Heritage Community press release to include major cultural/heritage sites (Historic Deepwood Estate, Willamette Heritage Center & The Museum of Mental Health) and distributed via PR Newswire.
- *Statesman Journal* Blog article – Subject: Harvest time activities at area farms.
- Contacted 33 media outlets regarding the Salem area.
- Travel Salem’s monthly interview on KBZY featured representatives from: August ... the Hallie Ford Museum and the Oregon State Fair; September ... Willamette Valley Pie Company and The Reed Opera House.

## Marketing

- Hired part-time Guest Services Assistant for Travel Café (Thursday & Friday).
- Supplied photos to Livability.com that selected Salem as one of the “Top 100 Best Places to Live.”
- Developed a regional “Beer Trail” to be included in Travel Oregon’s Bounty promotions.
- Coordinated videoshoot of Woodburn Company Stores for a Brand USA video which will be used in global marketing efforts.
- Designed & produced two new Salem trade show displays.
- Arranged for Historic Downtown tours to start at the Travel Café Visitors Center. Retired Linfield Professor, John Ritter leads the tours.
- Worked with City of Salem to remove outdated visitor information directional signs.
- Participated in the Salem All-Star Heritage Community Committee.
- Created and sent out three industry-newsletters (1,302 subscribers) and eight weekly event e-blasts (1,860 subscribers).

## TravelSalem.com Dashboard (Aug & Sept)

	2013	2012
<b>Visits</b>	25,945 visits from 68 countries (U.S., Canada, India, U.K., Germany, France)	23,327 visits from 64 countries (U.S., Canada, India, UK)
<b>Absolute unique visitors</b>	20,670	19,099
<b>Pageviews</b>	69,505 pageviews/ 2.7 average Pageviews	63,480 pageviews/2.72 average Pageviews
<b>Average time on site</b>	00:04:38	00:03:49
<b>New visits</b>	70.13%	73.83%

## Social Media

- Added content and promotions to Travel Salem's **Facebook** page – 48 events, specials & announcements were posted reaching 7,174 fans.
- Maintained dialogue on **Twitter** with 4,090 local, national and international followers. Posted 94 tweets promoting regional partners and events.
- Uploaded 0 new videos to **YouTube**, with 1,848 video viewer sessions of existing content.
- Uploaded 16 images to **Flickr**, with 27,489 photo viewer sessions.
- Pinned 12 events and attractions for 124 followers on **Pinterest**.

## Willamette Valley Visitors Association (WVVA)

- Pitched out-of-the-box wineries/breweries (Johan Vineyards & Vagabond Brewing) to *Main Ingredient*.
- WVVA's OregonWineCountry.org website relayed 20,188 viewers to TravelSalem.com to discover detailed Salem and Marion/Polk information.
- Created and placed first Japanese ad that will be used in Brand USA advertising (pictured at right).
- Placed a Willamette Valley ad in *Northwest Travel*.
- Fulfilled 2,631 advertising inquiries.
- Wrote & submitted article promoting the Salem area for WVVA's quarterly newsletter (10,400 subscribers)
- Posted 8 updates promoting the Salem area to WVVA's Facebook page with 41,556 followers.



## Visitor Information Network

The VIN assisted 25,579 visitors in June & July. 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, Phoenix Inn South, Willamette Heritage Center, Salem Conference Center, Amtrak, Salem AAA and Salem Airport.

## CONVENTIONS & EVENTS

### Leads

Sent 6 leads out to our lodging and meeting partners over the two month period.

## Engagement & Development

- Attended Capitol Cup planning session for 2014 tournament, setting lodging appointments for October.
- Met with The Hoop to plan 2014 tournament schedule.
- Planned Amateur Softball Association Council Meeting tradeshow and bid presentations with City of Salem Softball Coordinator, to be held November in Oklahoma City.



- Planned tradeshow booth for the October BRAVO! Live trade show. Co-op partners include Salem Convention Center, The Hampton Inn and Oregon West Excursions.
- Attended planning committee for the 2014 District 5100 Rotary Convention.
- Continued communications with Carrie Cool the developer of the 25 Fields soccer complex. The project is still in the fundraising stage. If this project comes to fruition, it has the potential to drive many room nights to the Salem area and be a major venue for sporting events in Oregon.
- Started research for housing bureau.
- Attended Salem Area Lodging Association meeting with a presentation by Fieldhouse Athletics.
- Attended the monthly networking and educational meetings for Meeting Planners International and the Greater Oregon Society of Meeting Professionals.

## **SERVICES**

- Provided services for 14 groups, reaching 3,544 delegates.
- Currently working with 19 groups that will need future services.
- Provided a visitor information table at the Salem Convention Center for the National Hay Convention and also provided visitor information at their BBQ at Steffan Systems.
- Worked at the visitor information table at the Oregon Winnebago Rally held at the Polk County Fairgrounds.

## **MEMBERSHIP**

- 13-14 new & renewing members through Sept:
  - \$39,899 in revenue from 151 members (88 from inside, 43 from outside, 20 reciprocal).
  - 406 total current members, with 4 new members in August & 6 new members in September.

## **Marketing Exchange Luncheon**

August event: Topic- "Investing in Salem, One Entrepreneur at a Time" presented by Chad Freeman from SEDCOR and hosted by Illahe Hills Country Club. Sponsors included: Amtrak & SellerActive. Door prize sponsors were: Frey's Dahlias and Cascade Body Works with 48 in attendance.