



FIRST QUARTER REPORT 2011-12

July, August, September

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention first 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

- #10 Best Nonprofit in Oregon

Community Relations & Engagement

- City of Salem City Council work session held on September 19

Capacity Building

- Governor Kitzhaber signed the Wine Country Plate into law on August 4
- Wine Country Plate celebration event held at Willamette Valley Vineyards

Marketing & Communications

- Secured national & local media valued at \$1,195,402 in advertising equivalency
- Launched new Interactive Online Map with 17 cultural heritage partners
- Organized a press junket for travel writers from *Wine Enthusiast*, *Seattle Times*, *The Oregonian*, *1859*, *Via*, *Preservation* magazine, *Statesman Journal* and *Itemizer Observer*
- Implemented the 30/30 online campaign – “30 things to do before you turn 30”
- Launched a new satellite as part of the Visitor Information Network at Salem AAA

Conventions & Events

- Exhibited at the Bravo! Willamette Valley Showcase held at the Salem Conference Center
- Attended League of Oregon Cities Conference in Bend to pre-promote Salem and the Conference Center for the 2012 conference.

Services

- Provided services to 26 groups, reaching 25,879 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	1 st Qtr 11-12	% Change from 10-11	11-12 YTD	1 st Qtr 10-11	1 st Qtr 09-10
Marketing & PR					
Publicity Ad Equivalency Value (see PR Addendum) ¹	\$1,195,402	377%	\$1,195,402	\$246,949	\$133,069
Visitor Information Inquiries ²	11,568	90%	11,568	6,096	11,570
Visitor Information Network Attendance	40,987	16%	40,987	35,361	15,966
Events & Community Activities Assisted	473	-5%	473	498	514
TravelSalem.com Visits	52,019	22%	52,019	42,622	37,225
Convention & Event Marketing					
Real-Time Conventions/Events ³	8	-47%	8	15	7
• Number of Delegates	7,930	-28%	7,930	10,990	5,802
• Number of Room Nights	5,874	-23%	5,874	7,592	3,360
Sales Leads Generated ⁴	9	50%	9	6	7
Bookings ⁵	2	-50%	2	4	11
Convention & Event Services					
Conventions Assisted ⁶	26	-41%	26	44	30
Visitors Reached ⁷	25,879	-43%	25,879	45,491	17,321
Membership					
Total Membership	385	14%	385	339	287
New Members Acquired ⁸	30	329%	30	7	54
Attrition	13	0%	13	13	12
Leverage (detail below)⁹	\$1,437,504	183%	\$1,437,504	\$508,410	\$282,607
Visitors Guide	\$900	100%	\$900	\$0	\$0
Volunteers	\$8,041	96%	\$8,041	\$4,107	\$4,410
Media – Advertising Equivalency	\$1,195,402	384%	\$1,195,402	\$246,949	\$133,069
Advertising	\$19,693	296%	\$19,693	\$4,970	\$17,600
In-Kind ⁸	\$158,407	-24%	\$158,407	\$209,185	\$72,028
WVVA/Regional ⁹	\$55,062	27%	\$55,062	\$43,199	\$55,500

¹ Publicity Ad Equivalency – the increase is due successful PR initiatives.

² Visitor Information Inquiries - the increase is due to online promotions with WVVA (i.e. Facebook campaign, 30/30 campaign).

³ Real-Time Conventions/Events – decrease due to cancellation of Waterfront Soccer Tournament.

⁴ Sales Leads Generated – see “Real-Time Conventions/Events.”

⁵ Bookings – leads booked in second quarter.

⁶ Conventions Assisted – fewer groups needing support.

⁷ Visitors Reached – see “Conventions Assisted.”


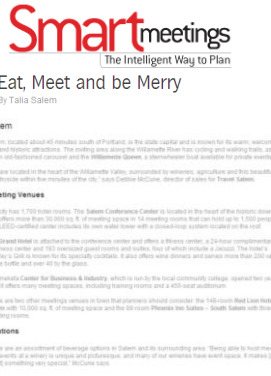
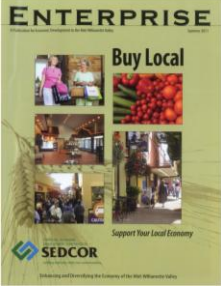
⁸ New Members Acquired – had one additional sales staff in place during the first quarter of 11-12.

⁹ Leverage – increase is tied to successful PR initiatives & advertising discounts

PR ADDENDUM
National & Regional Media
2011-12 First Quarter

Secured 112 published articles/references with a reach of 24,582,728
and an advertising equivalency of \$1,195,402

	Media/Headline	Value	Reach	Key Messages/Content
	<i>Food Network</i> “Outrageous Food!” Broadcast 3 times: July, August & September	\$320,000 each broadcast	860,000 each broadcast	Mt. Angel Sausage Company’s 5-alarm brats
	<i>Travel Channel</i> Rachel Ray’s \$40 a Day	\$57,376		Ways to spend \$40 a day at Busick Court, Goudy Commons, Hallie Ford Museum, Pentacle Theatre, Willamette Valley Vineyards, Morton’s Bistro
	1859 Magazine <i>An Apple Refined:</i> Oregon’s young cidemakers explore the old French and British tradition	\$9,750	138,000	Featured: E.Z. Orchards and Wandering Aengus Ciderworks
	Seattle Times <i>Warm up with Hot Springs, Cool off with Waterfalls in Oregon</i>	\$34,040	251,697	Featured: Silver Falls State Park, Opal Creek Wilderness Area, Elkhorn Valley Inn, The Silver Grille, Breitenbush Hot Springs

	Woman's World – <i>Welcome Autumn in the Willamette Valley</i>	\$60,037	1,600,000	Featured: Willamette Valley Vineyards, Salem Riverfront Park, Union Street Pedestrian Bridge, A.C. Gilbert's Discovery Village, Historic Downtown Salem, Oregon State Capitol, The Canyon Trail, Silver Falls State Park
	Smart Meetings Magazine <i>Eat, Meet and Be Merry</i>	\$7,635	32,000	Featured: Salem Conference Center, Travel Salem, Willamette Queen, The Grand Hotel, Chemeketa Center for Business & Industry, Red Lion Hotel, Phoenix Inn Suites south Salem, Willamette Valley Vineyards, Left Coast Cellars and wine country
	Enterprise <i>Go Ahead and "Buy Local" It's Good for You and Your Neighbor!"</i>	\$1,050	1,800	Featured: One Fair World, Grand Cru Wine Tours, Freddy Guys Hazelnuts, Fairview Farms, Cold Stone Creamery, Willamette Valley Fruit Company, Trexler Farm Café, Fresh To You Produce & Garden Center, Glockenspiel Restaurant, 4-B Farms, Bauman Farms, Benedictine Sisters, Kraemer Farm, Salem Conference Center, Cooke Stationery, Heath Florist, Salem Printing & Blueprint, LaRouge Boutique, Beach House Creations, Nannah Design, and Berlee's Fancies



CEOs REPORT (JULY)

August 24, 2011

ADMINISTRATION

SB 442 – Wine Country Plate

The bill was sent to the House and passed 48-11 on June 23! A request was made to Governor Kitzhaber for a signing ceremony. The request was granted, with the bill being signed into law by the Governor on August 4. This is the first Wine Country Plate in the U.S. and a significant branding campaign for Oregon. Work is now underway with DMV to produce the plates, which should be available early 2012. The bill was crafted in such a way that there will be two available funding mechanisms: Travel Salem will be able to apply for wine & culinary grants, as well as apply to be the designee as the regional DMO for Marion, Polk & Yamhill counties. A celebration is being planned for September 29 at Willamette Valley Vineyards.



11-12 Budget

On June 27, Salem City Council approved Travel Salem's budget allocation of \$550,000. The 11-12 Business Plan reflects this contracted amount.

MEMBERSHIP

- 11-12 New & Renewing Members:
 - \$43,702 in revenue from 179 members (104 from inside, 59 from outside, 16 reciprocal)
 - 374 total current members (88% of goal), with a total of 9 new members for the month.

MARKETING & COMMUNICATIONS (MARCOM)

Engagement

- Hosted a reception in the Travel Café for 10 AAA Oregon travel planners, which resulted in a new visitor information network partner.
- Partnered with the Salem-Keizer Volcanoes for a "Travel Salem Night" on August 11. Travel Salem "sound bites" and information was broadcast throughout the event.

National & Local Media

- Secured 3,052,200 impressions and an advertising equivalency of \$79,584 for June
- Secured 6,110,430 impressions for an advertising equivalency of \$342,147 for July:
 1. Grand Cru Wine Tour's new "wiking" tour was featured on *Good Day Oregon*.
 2. Landed Mt Angel Sausage Company as a feature in the *Outrageous Foods* episode with the *Food Network* with at least 860,000 viewers and a total advertising equivalency of \$320,000.
 3. Hosted Charlie Chul Jung, a Korean guidebook writer who writes Lonely Planet-style books on Oregon for the Korea market. Showed him around Salem and to a winery in our region. The guidebook will also be translated into Chinese. Charlie donated a video and some photos to Travel Salem.



- Assisted with the article “*First Course Datebook Summer*” in the June issue of *NW Palate* about great restaurants in Salem. An ad equivalency of \$3,880.
- Travel Salem was mentioned in the *Statesman Journal*, “Diamond’s are a City’s Best Friend,” about how the Wallace Marine Park Sports Complex brings in tourist dollars to the state.
- Oregon Business Magazine* mentions Travel Salem as one of 100 Best Green Companies to Work for in their June issue.
- Introduced columnist Emily Grosvenor to Salem Bicycle Taxi – and she wrote a fun travelogue on the front page of the Life section in the *Statesman Journal* about riding a pedicab through downtown’s “secret slices of Salem” and “Salem for romantics.” Ad equivalency of \$10,596.

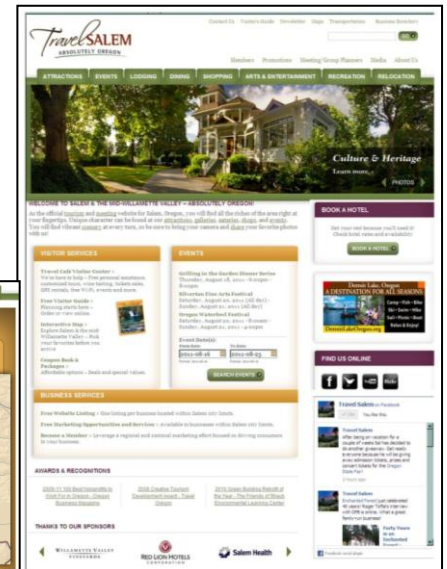


TravelSalem.com

- Launched the new design for TravelSalem.com.
- Launched new Interactive Online Map with 17 cultural heritage partners, and grant support from Travel Oregon. Travel Salem will be using analytics to track usage and ROI, and will be launching phase two later this year.

Dashboard (July)

- 11,092 visits from 60 countries (primary include U.S., Canada, India, UK, Russia, Philippines, Australia, Germany, Italy)
- 8,939 absolute unique visitors
- 36,877 pageviews, 3.32 average pageviews
- 00:04:13 ... average time on site
- 73.09% new visits



Social Media

- Added content and promotions to Travel Salem’s **Facebook** page – 60 events, specials & announcements were posted reaching 2,032 fans.
- Maintained dialogue on **Twitter** with 3,177 local, national and international followers. Posted 25 tweets promoting regional partners and events.
- Uploaded 6 videos to YouTube, with 9,103 video viewer sessions and a total of 67,061 photo viewer sessions on **Flickr** to date.
- Gold Pioneer Giveaway** – Sal the Gold Pioneer has been busy promoting the Salem area, attending the following events:
 - West Salem Business Association’s West Fest Concert
 - Willamette Heritage Center at The Mill’s Rhythm at The Mill Concert Series

Willamette Valley Visitors Association (WVVA)

- Organized a press junket to pitch the Salem area to freelance writers from the following publications: *Wine Enthusiast*, *Seattle Times*, *The Oregonian*, *1859 Magazine*, *Via*, *Sunset*, *Preservation magazine*, *Statesman Journal*, and *Itemizer Observer*. Secured donations of dining, lodging and services to help host the writers.
- Created content and implemented the 30/30 campaign (“30 Things to do before you turn 30”) targeting the Millennial generation using edgy activities and the website Daily Candy. Generated 1,484 entries to win a Willamette Valley weekend, 992 new WVVA e-newsletter subscribers and 913 new Oregon Wine



Country Facebook fans.

- Developed Salem area content for the WVVA Oregon Wine Country Guide.
- Collected content from all WVVA partners for the WVVA Oregon Wine Country Guide and worked with publisher on design.
- Posted Salem area images to Picaso Google to enable WVVA to share with the media directly.
- Organized a FAM tour for the public relations representatives of WVVA to showcase the Salem area.

Visitor Information Network

- The VIN assisted 13,354 visitors in July. Travel Salem continues to stock all locations and provide front-line staff training. The network includes: Travel Café, Best Western Mill Creek Inn, Red Lion Hotel, Mission Mill Museum, Salem Conference Center, Amtrak, and Salem Airport.
- The Salem AAA office will provide space in their lobby for a Travel Salem display to promote the Salem area.
- Installed new shopping display panel in the Travel Café.

First Wednesday

- July's First Wednesday "Spirit of America" featured participation from: Balance for Life, Diesel Fitness Gym, DJ's Party Rentals, Indulge Day Spa, Stifel Nicolaus & Co, Taste & See Salem, Willamette Academy and Willamette Valley Vineyards. The event served 121 visitors and residents.
- August's First Wednesday "Everything but the Kitchen Sink" featured participation from: Coldwell Banker Mountain West New Home Place, Magic Tek, Geronimo Clark, Break the Chain Apparel, Tribal Moose Premium Sauces and Willamette Valley Vineyards. The event served 133 visitors and residents.

Marketing Exchange Luncheon

- The successful July event was hosted by Orchard Heights Winery and sponsored by Bravo!, Garten Services, Chemeketa Community College and Cold Stone Creamery. Keynote speaker Bonnie Stephenson spoke on "Coming Full Circle with Myself."

CONVENTIONS & EVENTS

Leads

Distributed 7 leads to lodging properties and meeting facilities.

Engagement & Development

- Secured a partnership with BRAVO! to be a sponsor at their new showcase to be held at the Salem Conference Center in October. This show will be two weeks prior to the Portland show, and will debut the 2012 BRAVO! Guide.
- Met with Spirit Mountain Casino and the Oregon Garden Resort to continue relationship building and partnership development.
- Attended the Patriot Day committee meetings – event is September 8- 11, 2011 at Riverfront Park.
- The August Team Salem meeting will be held at Willamette University

SERVICES

- Provided services for 21 groups, reaching 38,736 delegates
- Contacted 6 planners for services to upcoming conferences and events
- Assisted one group tour operator
- Distributed 4,376 Visitor Guides
- Currently working with 30 groups that will need future services



CEOs REPORT (AUG-SEP)

October 19, 2011

ADMINISTRATION

#10 Best Nonprofit in Oregon

Travel Salem has been ranked 10th on Oregon Business magazine's "100 Best Nonprofits to Work for in Oregon" list. The ranking is determined by employee questionnaires and an independent assessment. Travel Salem was one of only nine Salem businesses recognized and the organization aggressively climbed the rankings from 24th last year to 10th this year. This is the third consecutive year that Travel Salem made the list.



Wine Country Plate

A celebration event was held on September 29 at Willamette Valley Vineyards and attended by 120+ enthusiasts from around the state. An original framed pastel of the plate artwork by artist Judy Phipps is being raffled off, with all proceeds benefitting the artist. Tickets are \$5 each and available at the Travel Café. Angie Morris is working with ODOT to finalize the design, with plates available in the spring of 2012.



City of Salem

Participated in the first-ever work session with City Council on September 19 to review the 11-12 Business Plan and discuss key performance measurements.

MEMBERSHIP

- 11-12 New & Renewing Members:
 - \$50,629 in revenue from 207 members (122 from inside, 69 from outside, 16 reciprocal)
 - 385 total current members, with a total of 15 new members for the month of September

MARKETING & COMMUNICATIONS (MARCOM)

Engagement

- Participating in a new Salem's Brand/Image task force organized by the Salem Chamber. The group is planning to launch a campaign featuring videos from Salemites talking about why they love Salem. Partners include Salem Hospital, SEDCOR, Statesman Journal and the City of Salem.

- Created a “Friends of Travel Salem” group that will assist with community awareness of the visitor industry and serve as Salem representatives to assist area visitors and businesses.

National & Local Media

- Secured 1,003,297 impressions and an advertising equivalency of \$336,460 for August
- Secured 17,469,001 impressions for an advertising equivalency of \$500,335 for September:
 - Hosted Christian Koch, a writer from the *Guardian* and *Metro* in the UK interested in movies filmed in Oregon. The Salem leg of the tour included the Oregon State Hospital (*One Flew Over the Cuckoo's Nest*) and Silver Falls State Park (*Bandits* and *The Hunted*)
 - “Cheers to Wine Country,” front page story in the *Statesman Journal* on the celebration of the passage of Oregon’s newest specialty Wine Country license plate.
 - *1859 Magazine* published a beautiful three-page full-color story, “An Apple Refined” about two of Salem’s cider makers: E.Z. Orchards and Wandering Aengus Ciderworks
 - *Woman’s World* magazine mentioned Salem’s Riverfront Park, Union Street Pedestrian Bridge, A.C. Gilbert’s Discovery Village, Silver Falls State Park and the Oregon State Capitol in their issue on the Willamette Valley, reaching 1.6 million readers
 - *Oregon Business Magazine* listed Travel Salem as #10 on their list of 100 Best Nonprofits to Work for in Oregon
 - *Seattle Times* freelance writer Christy Karras wrote “Warm up with Hotsprings, Cool off with Waterfalls in Oregon,” mentioning Opal Creek Wilderness, Elkhorn Valley Inn Bed & Breakfast, Silver Falls State Park and Silver Grill with a reach of 251,697
 - *Smart Meetings* magazine published an article about Salem meeting spaces including the Salem Conference Center, Chemeketa Center for Business & Industry, the Red Lion Hotel, Left Coast Cellars, Willamette Valley Vineyards, Phoenix Inn Suites and the Willamette Queen

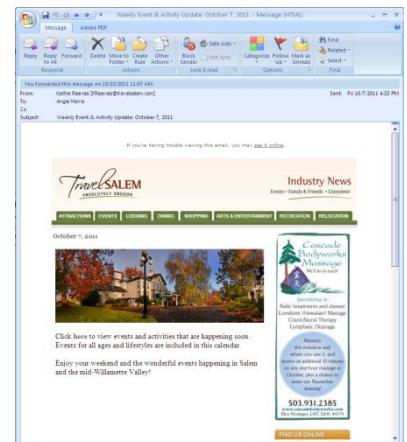


TravelSalem.com Dashboard (September)

- 8,264 visits from 60 countries (primary include U.S., Canada, India, UK, Mexico, Italy, Australia, Japan, China)
- 6,577 absolute unique visitors
- 26,609 pageviews, 3.22 average pageviews
- 00:04:48 ... average time on site
- 71.12% new visits

Social Media

- Redesigned and launched the new Industry, Weekly and Consumer e-newsletters – design complements TravelSalem.com.
- Added content and promotions to Travel Salem’s **Facebook** page – 71 events, specials & announcements were posted reaching 2,262 fans.
- Maintained dialogue on **Twitter** with 3,297 local, national and international followers. Posted 56 tweets promoting regional partners and events.
- Uploaded 5 videos to **YouTube**, with 950 video viewer sessions
- Uploaded 106 images to **Flickr**, with 4,026 photo viewer sessions



- **Gold Pioneer Giveaway** – Sal the Gold Pioneer has been busy promoting the Salem area, attending the following events:
 - Oregon State Fair
 - The Gordon's House's "A Taste of Wright" event
 - Aumsville Corn Festival with Riverview Community Bank
 - Salem Art Association's Pie-O-Neer Day



Willamette Valley Visitors Association (WVVA)

- Created Willamette Valley Bikeway tours for the Oregon Wine country Visitors Guide

Visitor Information Network

- The VIN assisted 14,433 visitors in August and 13,200 in September. 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, and Salem Airport.
- Installed a pop-up banner ad in the Salem AAA office along with Salem Area Visitors Guides

Advertising

- Submitted a leisure and convention/event ad to MEDIAmerica for inclusion in their publications *Oregon Home* (value \$4,545) and *Oregon Business Magazine* (value \$5,280)

First Wednesday

- September's First Wednesday "Spirit of America" featured participation from: Alcyone Café & Catering, Gilgamesh Brewing, My Sister's Closet, Oregon Country Tours, Silverton Arts Association and Willamette Valley Vineyards. The event served 55 visitors and residents.

Marketing Exchange Luncheon

- The September event was canceled due to scheduling conflicts and lack of registered attendees.

CONVENTIONS & EVENTS

Leads

Distributed 5 leads to lodging properties and meeting facilities.

Engagement & Development

- Started planning for the 2012 League of Oregon Cities Conference, and attended this year's conference in Bend to pre-promote for next year's conference.
- Met with the Oregon State Fair and Expo Center's management team to discuss partnership and marketing for opportunities 2012.
- Exhibited at the Bravo! Willamette Valley Showcase held at the Salem Conference Center. This first-time tradeshow was attended by approximately 300 meeting and event planners and had more than 40 exhibitors.
- Met with the new General Manager of the soon to open Hampton Inn (April 2012), this Hilton property will have 86 rooms and more than 900 square feet of meeting space.
- Met with the Oregon ASA team to plan our booth and bidding strategies for the 2011 Annual Council meeting to be held in Myrtle Beach, South Carolina the first part of November. Salem will be partnering with Hillsboro, Tualatin and the Washington County Visitors Association.
- Travel Salem will be partnering and exhibiting with the Salem Conference Center at the Bravo! Live Tradeshow at the Portland Convention Center. They are anticipating more than 1,000 meeting and event planners.
- Met with the new event coordinator at Willamette University to discuss partnership opportunities.

SERVICES

- Provided services for 23 groups, reaching 4,570 delegates
- Contacted five planners for services to upcoming conferences and events
- Assisted two group tour operator
- Distributed 3,076 Visitor Guides
- Currently working with 25 groups that will need future services