

FOURTH QUARTER REPORT 2013-14

April, May, June

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention fourth 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

- Responded to leads from the following tour operators: National Tour Association, International Tradeshow Berlin, American Bus Association, and GoWest ITM.
- Launched the 2014 VacationFun.com Willamette Valley promotion and e-brochure: promotion will reach 80,000 consumers.
- Coordinated itineraries & overnight stays for a Yahoo travel writer and two freelance writers.
- Created ads that promote the "Wines Fly Free" promotion through Alaska Airlines.
- LivingSocial named Salem in top 10 jet-setting cities ... story published in *The Oregonian*.
- The Willamette Valley was named one of six most affordable wine regions to visit in the U.S. from Bankrate.com.

Conventions & Events

- Distributed 23 leads to lodging partners.
- Attended the Meeting Professionals International (MPI) Cascadia Annual conference (Spokane), the OSU Meeting Planner Tradeshow (Corvallis), and the Society of Government Meeting Professionals National Education Congress (Portland).
- Held the inaugural Salem Up-Front event, a front desk appreciation event to engage & educate hotel front desk staff about area attractions.

Services

- Provided services for 26 groups, reaching 23,538 delegates.
- Provided on-site visitor information for the 2014 District 5100 Rotary Convention.

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	4th Qtr 13-14	13-14 YTD	% Change from 12-13	12-13 YTD	11-12 YTD
MARKETING & COMMUNICATIONS					
Public Relations – Advertising Equivalency	\$295,006	\$1,128,533	18%	\$960,533	\$2,166,422
Visitor Information Network Attendance	37,450	135,337	22%	111,112	136,966
Advertising Inquiries	10,310	43,852	2%	42,900	42,045
E-Communication Impressions	36,797	133,657	8%	123,575	144,385
Website/TravelSalem.com Visits	71,918	268,472	15%	234,277	185,382
• Lodging Click Thru	9,024	28,203	n/a	n/a	n/a
Facebook Reach ¹	32,943	180,859	-51%	369,211	n/a
YouTube Views ²	3,647	10,799	49%	7,228	7,275
Flickr Impressions ³	59,530	270,915	476%	47,002	44,331
Twitter Followers	188	4,537	14%	3,966	3,915
Pinterest Followers ⁴	38	230	113%	108	n/a
CONVENTIONS & EVENTS					
Real-Time Conventions & Events	6	23	-18%	28	29
• Number of Attendees	14,495	32,760	9%	30,130	31,005
• Number of Room Nights	2,800	19,402	-27%	26,627	18,534
Sales Leads Generated ⁵	23	77	-7%	83	57
Bookings	6	52	-2%	51	20
SERVICES					
Groups Assisted	26	66	10%	60	97
Visitors Reached	23,538	41,641	-12%	47,477	54,385
MEMBERSHIP					
Total Membership	409	409	-4%	424	443
New Members Acquired ⁶	14	56	-36%	88	112
Attrition ⁵	3	71	-34%	107	37

¹ Facebook Reach: the decrease is due to Facebook changing the algorithm that determines how posts appear in newsfeeds.

² YouTube: existing content driving views as video is more utilized by consumers.

³ Flickr Impressions – the increase is due to Flickr changing the way they calculate their analytics

⁴ Pinterest: growing new social media platform.

⁵ New Members Acquired – Decrease is due to having a second sales person in 12-13 and only one sales person in 13-14.

⁶ Attrition – the decrease in this context is positive ... we had fewer members attrition due to a concerted effort on retention

February 27, 2013 Board of Directors Approved

* Business is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.

TOT Influenced by TS:


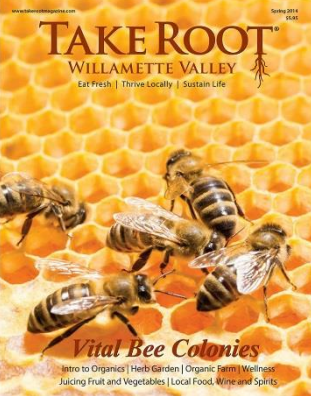
1) Leisure trend is attributed to PR, social media efforts, and Travel Café and enhanced Visitor Information Network

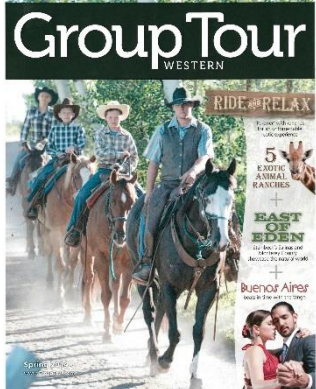

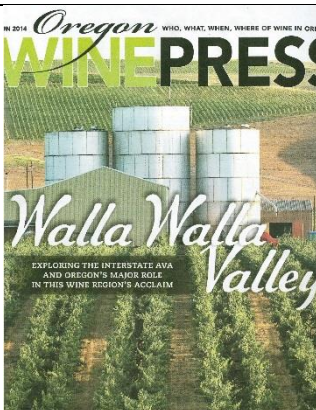
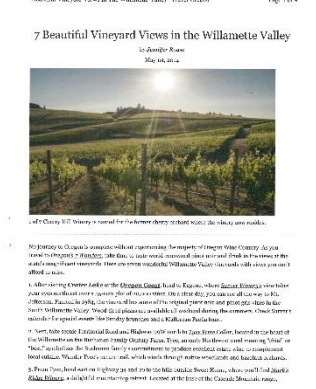
2) 08-09 Convention figure included the last year of OSAA basketball tournaments at Willamette University

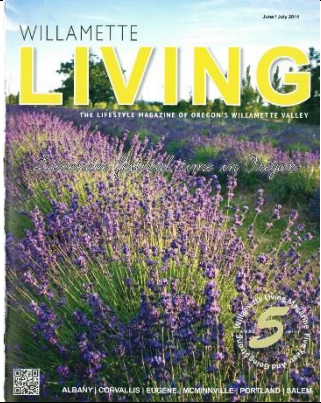
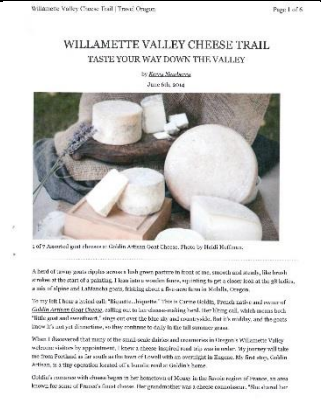
3) 09-10 Convention dip was due to a timing issue between fiscal years of when the JWC events were held

Travel Salem
PUBLIC RELATIONS ADDENDUM
National & Regional Media
Fourth Quarter 2013-14

Secured 329 published references/articles with a reach of 9,707,740 and an advertising equivalency of \$295,006.

	Media/Headline	Value	Reach	Key Messages/Content
	<p style="text-align: center;"><i>CNN</i></p> <p>Fairview Quintuplets</p> <p>Published: 4/2014 Pitched: 4/2014</p>	<p>\$26,000</p>	<p>1,100,000</p>	<p>CNN and CNN.com picked up the press release regarding the rare occurrence of quintuplets born at Fairview Goat Dairy Farm in Dallas.</p>
	<p style="text-align: center;"><i>Examiner.com</i></p> <p>Take a Tour of Oregon's State Capital</p> <p>Published: 4/2014 Pitched: 1/2014</p>	<p>\$2,900</p>	<p>75,000</p>	<p>Freelance writer Mary Garrison toured downtown Salem and published her travel article highlighting Alcyone Café, the Grand Hotel, Hallie Ford Museum of Art and the State Capitol Building.</p>
	<p style="text-align: center;"><i>Take Root Magazine</i></p> <p>Rafn's Local Foods</p> <p>Published: 4/2014 Pitched: 12/2013</p>	<p>\$900</p>	<p>35,000</p>	<p>1-page feature story plus photo of Salem's new market and deli, Rafn's Local Foods.</p>
	<p style="text-align: center;"><i>KGW Grant's Getaways</i></p> <p>Rhododendron Gardens</p> <p>Published: 5/2014 Pitched: 3/2014</p>	<p>\$2,500</p>	<p>50,000</p>	<p>Travel writer and TV host Grant McOmie's feature on the best rhododendron gardens in Oregon included Smith Gardens near St. Paul.</p>

	<p><i>Group Tour Magazine</i> 3 Days in the Mid Willamette Valley</p> <p>Published: 5/2014 Pitched: 1/2014</p>	<p>\$8,377</p>	<p>27,000</p>	<p>2-page article focused on a 3-day itinerary in the Salem area. Highlighted spots included The Oregon Garden, Adelman Peony Gardens and Left Coast Cellars. Also included a link and reference to Travel Salem for more trip-planning info.</p>
	<p><i>Sunset Magazine</i> Best Campgrounds</p> <p>Published: 5/2014 Pitched: 7/2013</p>	<p>\$31,212</p>	<p>270,000</p>	<p>The May issue included Silver Falls State Park as one of the West's best campgrounds.</p>
	<p><i>Oregon Wine Press</i> Must See in Salem</p> <p>Published: 6/2014 Pitched: 3/2014</p>	<p>\$1,715</p>	<p>40,000</p>	<p>¾ page story and photo rendering of Willamette Valley Vineyards' renovated tasting room and barrel cellar.</p>
	<p><i>Travel Oregon</i> 7 Fabulous Vineyards with a View</p> <p>Published: 6/2014 Pitched: 5/2014</p>	<p>\$2,800</p>	<p>20,000</p>	<p>Blog post included write-up and photo of Salem's Cherry Hill Winery.</p>

	<p><i>Willamette Living Magazine</i> Hot Ticket</p> <p>Published: 6/2014 Pitched: 12/2013</p>	<p>\$500</p>	<p>44,000</p>	<p>The summer issue highlighted the Oregon Garden Brewfest as a “hot ticket” in its event section.</p>
	<p><i>Travel Oregon e-newsletter</i> The Willamette Valley Cheese Trail</p> <p>Published: 6/2014 Pitched: 10/2013</p>	<p>\$11,000</p>	<p>140,000</p>	<p>Feature story on the best places to taste farmstead cheese included Salem’s Willamette Chese Co.</p>

Travel Salem
CONVENTIONS EVENTS DASHBOARD
 2013-14 Fourth Quarter

13-14 REAL-TIME CONVENTIONS/EVENTS							
FOURTH QUARTER							
Qtr	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
4	Rotary District 5100	\$ 126,000	400	400	\$ 32,000	\$ 2,880	
4	Capital Cup	\$ 720,000	12,000	1,500	\$ 120,000	\$ 10,800	
4	The Hoop	\$ 60,000	1,000	400	\$ 32,000	\$ 2,880	
4	The Hoop	\$ 60,000	1,000	400	\$ 32,000	\$ 2,880	
4	OHA	\$ 13,650	95	100	\$ 8,000	\$ 720	
TOTAL		\$ 966,000	14,400	2,700	\$ 216,000	\$ 19,440	
							57% ROI
	Total Value	\$ 966,000					
	Direct Costs for 4th Qtr	\$ 34,391					
	ROI	\$ 28.09					
YEAR-TO-DATE							
	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
23 Real-Time Conventions/Events		\$ 3,722,770	32,760	19,402	\$ 1,552,160	\$ 139,694	
							4% ROI
	Total Value	\$ 3,722,770					
	Direct Costs for YTD	\$ 113,554					
	ROI	\$ 32.78					

13-14 POTENTIAL FUTURE BUSINESS - LEADS & BOOKINGS

FOURTH QUARTER											
	LEADS				BOOKINGS						
Convention Year	# of Leads	Est. Community Econ Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lodging Revenue	Est. TOT Revenue	Lead Conversion Rate
FY 13-14	2	\$ 8,700	110	30	1	\$ 6,300	30	30	\$ 2,400	\$ 216	50%
FY 14-15	12	\$ 1,667,140	26,970	6,080	5	\$ 4,782,000	15,700	7,700	\$ 616,000	\$ 55,440	42%
FY 15-16	9	\$ 1,014,340	13,500	4,940							
FY 16-17											
FY 17-18											
FY 18-19											
TOTAL	23	\$ 2,690,180	40,580	11,050	6	\$ 4,788,300	15,730	7,730	\$ 618,400	\$ 55,656	26%
YEAR-TO-DATE											
	LEADS				BOOKINGS						
Convention Year	# of Leads	Est. Community Econ Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lodging Revenue	Est. TOT Revenue	Lead Conversion Rate
FY 13-14	48	\$ 3,116,700	38,530	9,687	43	\$ 2,936,250	34,805	7,567	\$ 605,360	\$ 54,482	90%
FY 14-15	19	\$ 2,250,640	31,130	7,920	9	\$ 5,155,650	18,765	8,970	\$ 717,600	\$ 64,584	47%
FY 15-16	10	\$ 4,912,340	20,700	7,890							
FY 16-17											
FY 17-18											
FY 18-19											
TOTAL	77	\$ 10,279,680	90,360	25,497	52	\$ 8,091,900	53,570	16,537	\$ 1,322,960	\$ 119,066	68%

13-14 LOST BUSINESS

Account Name	Reason	Lost Rm Attendees	Lost Room Nights	Lost Community Econ Impact	Lost Lodging Revenue	Lost TOT 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
Good Vibrations	Lost Harley Davidson as major sponsor	1,000	500	\$ 210,000	\$ 40,000	\$ 3,600
	TOTAL	9,260	4,090	\$ 4,328,500	\$ 327,200	\$ 29,448

13-14 FAM TOURS, TRADE SHOWS & PROMO TRIPS

Qtr	Organization	Organization Location	FAM Tour/ Site Tour	Trade Show	Promo Trip	
1	Capitol Cup	Portland	X			
1	Seahorse Productions	LA	X			
1	Capitol Cup	Portland	X			
1	Capitol Cup	Portland	X			
2	Amatuer Softball Council	Oklahoma City		X	X	
2	Oregon Society of Association Managers	Portland		X		
2	BRAVO!	Portland		X		
3	SGMP Annual Conference	Wilsonville			X	
3	MPI Presidents Lunch	Salem			X	
3	MPI Cascadia Conference	Spokane			X	
4	Society of Government Meeting Prof NEC	Portland		x		
4	Salem Up Front	Salem	x			
4	OSU Tradeshow	Corvallis		x		