



## **FIRST QUARTER REPORT 2014-15**

July, August, September

### **INTRODUCTION**

Travel Salem is pleased to submit the tourism and convention first quarter report for 2014-15 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 14-17 Strategic Plan and the 14-15 Business Plan, and drive toward six main objectives and strategic initiatives: community relations and engagement, capacity building, marketing and communications, conventions and events, destination development, and services.

### **EXECUTIVE SUMMARY**

#### **Marketing & Communications**

- Partnered with Travel Oregon to promote Willamette Valley fall bounty (e.g. blog, website stories & wine video).
- Wrote feature article on Trexler Farm Café for *Take Root Magazine*.
- Hosted freelance writers at the Oregon Garden and Oregon Garden Resort.
- Wine Country Plate sales reached 15,913 by the end of the quarter.

#### **Conventions & Events**

- Distributed 19 leads to lodging partners.
- Attended the International Red Hat Society convention & tradeshow in San Francisco in partnership with Salem Convention Center and The Grand Hotel for the three-day event.
- Screened candidates, conducted 26 interviews and hired for both positions: Sports & Events Sales Manager starting on September 15 and the Destination Development Manager starting on October 6.
- In his first two weeks on the job, the Sports & Events Sales Manager met and toured 7 hotel properties, visited 18 sports venues & facilities, toured 3 universities, and contacted 23 local clubs & events.

#### **Services**

- Provided services for 15 groups, reaching 5,295 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	1 <sup>st</sup> Qtr 14-15	14-15 YTD	% Change from 13-14	1 <sup>st</sup> Qtr 13-14	1 <sup>st</sup> Qtr 12-13
<b>MARKETING &amp; COMMUNICATIONS</b>					
Public Relations – Advertising Equivalency	\$249,467	\$249,467	8%	\$230,087	\$131,707
Visitor Information Network Attendance	41,403	41,403	1%	40,914	33,900
Advertising Inquiries <sup>1</sup>	10,208	10,208	39%	7,340	15,916
E-Communication Impressions <sup>2</sup>	38,063	38,063	100%	n/a	n/a
Website/TravelSalem.com Visits	82,956	82,956	3%	80,243	67,371
• Lodging Click Thru <sup>3</sup>	5,340	5,340	-41%	9,114	n/a
Facebook Reach	46,044	46,044	-21%	58,618	n/a
YouTube Views <sup>4</sup>	4,899	4,899	62%	3,028	2,229
Flickr Impressions <sup>5</sup>	80,206	80,206	43%	55,958	n/a
Twitter Impressions <sup>6</sup>	574,544	574,544	100%	n/a	n/a
Pinterest Followers <sup>7</sup>	255	255	106%	124	46
<b>CONVENTIONS &amp; EVENTS</b>					
Real-Time Conventions & Events <sup>8</sup>	5	5	-50%	10	12
• Number of Attendees <sup>9</sup>	3,360	3,360	-72%	11,900	6,400
• Number of Room Nights <sup>10</sup>	1,172	1,172	-92%	15,240	15,725
Sales Leads Generated <sup>11</sup>	19	19	280%	5	2
Bookings <sup>12</sup>	14	14	180%	5	0
<b>SERVICES</b>					
Groups Assisted	15	15	-25%	20	19
Visitors Reached <sup>13</sup>	5,295	5,295	-56%	11,916	23,970
<b>MEMBERSHIP</b>					
Total Membership	401	401	-1%	406	455
New Members Acquired <sup>14</sup>	8	8	-33%	12	28
Attrition <sup>14</sup>	16	16	-47%	30	16

<sup>1</sup> Advertising Inquiries – up due to timing of ad placement with Willamette Valley Visitors Association.

<sup>2</sup> E-Communication Impressions – new metric being tracked.

<sup>3</sup> Lodging Click-Thru – this year there is no specific WVVA Facebook campaign driving people to our site as there was last year. Also, WVVA's website was refreshed during the first quarter and out of service during that time frame, so it may not have been directing traffic to Travel Salem.

<sup>4</sup> YouTube – existing content driving views as video is more utilized by consumers.

<sup>5</sup> Flickr Impressions – the increase is due to Flickr changing the way they calculate their analytics

<sup>6</sup> Twitter Impressions – new metric being tracked.

<sup>7</sup> Pinterest – growing new social media platform.

<sup>8</sup> Real-Time Conventions & Events – the decrease is due to having BMW Owners Club in 13-14 and not in 14-15.

<sup>9</sup> Number of Attendees – the decrease is due to having BMW Owners Club in 13-14 and not in 14-15.

<sup>10</sup> Number of Room Nights – the decrease is due to having BMW Owners Club in 13-14 and not in 14-15.

<sup>11</sup> Sales Leads Generated – increase is due to more activity with groups such as The Hoop.

<sup>12</sup> Bookings – increase is due to booking 2015 dates for The Hoop.

<sup>13</sup> Visitors Reached – the decrease is due to having BMW Owners Club in 13-14 and not in 14-15.

<sup>14</sup> New Members Acquired – decrease is due to focus on retention; progress is still being made on bringing in new members.

<sup>15</sup> Attrition – the decrease in this context is positive ... we had fewer members attrition due to a concerted effort on retention.

# TRAVEL SALEM DASHBOARD

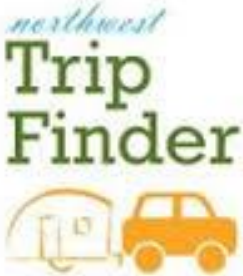
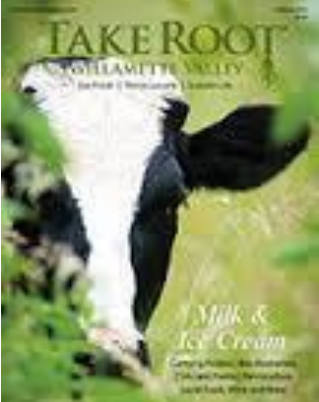
## Key Performance Measurements

February 27, 2013 Board of Directors Approved

	14-15 July-Sept	% of 13-14	13-14	12-13	11-12	10-11	09-10	08-09
<b>Travel Salem Resources</b>	\$ 251,155	34%	\$ 736,845	\$ 702,267	\$ 723,344	\$ 722,116	\$ 729,601	\$ 803,142
City of Salem Contract	\$ 178,500	32%	\$ 550,000	\$ 479,000	\$ 550,000	\$ 533,030	\$ 503,030	\$ 531,530
Other Sources	\$ 72,655	39%	\$ 186,845	\$ 223,267	\$ 173,344	\$ 189,086	\$ 226,571	\$ 271,612
Travel Salem Program FTE	9.73	136%	7.15	5.70	8.67	7.67	6.67	7.67
<b>Membership</b>	<b>401</b>	<b>98%</b>	<b>409</b>	<b>424</b>	<b>443</b>	<b>368</b>	<b>346</b>	<b>275</b>
<b>Estimated Economic Impact (2013)</b>	<b>\$ 537,200,000</b>	<b>100%</b>	<b>\$ 537,200,000</b>	<b>\$ 521,300,000</b>	<b>\$ 501,800,000</b>	<b>\$ 473,800,000</b>	<b>\$ 456,000,000</b>	<b>\$ 469,600,000</b>
Direct Jobs (2013)	6,110	100%	6,110	5,880	5,900	5,850	6,010	6,290
<b>TOT Revenues</b>	<b>\$ 690,419</b>	<b>25%</b>	<b>\$ 2,715,518</b>	<b>\$ 2,442,310</b>	<b>\$ 2,238,900</b>	<b>\$ 2,147,000</b>	<b>\$ 2,160,000</b>	<b>\$ 2,399,000</b>
<b>Occupancy - Rooms Sold (Salem)</b>	<b>88,582</b>	<b>23%</b>	<b>391,501</b>	<b>364,608</b>	<b>340,507</b>	<b>316,748</b>	<b>328,693</b>	<b>354,160</b>
Average Daily Rate (ADR)	\$ 91.83	115%	\$ 79.79	\$ 76.86	n/a	n/a	n/a	n/a
<b>TOT Influenced by TS</b>	<b>\$ 360,271</b>	<b>24%</b>	<b>\$ 1,524,242</b>	<b>\$ 1,425,310</b>	<b>\$ 1,265,905</b>	<b>\$ 854,280</b>	<b>\$ 877,432</b>	<b>\$ 832,545</b>
Leisure	\$ 352,114	25%	\$ 1,384,914	\$ 1,245,578	\$ 1,140,800	\$ 716,161	\$ 789,311	\$ 659,434
Convention*	\$ 8,157	6%	\$ 139,328	\$ 179,732	\$ 125,105	\$ 138,119	\$ 88,121	\$ 173,111
<b>Leverage</b>	<b>\$ 462,752</b>	<b>22%</b>	<b>\$ 2,086,254</b>	<b>\$ 1,914,854</b>	<b>\$ 3,206,602</b>	<b>\$ 1,884,865</b>	<b>\$ 1,511,731</b>	<b>\$ 1,363,105</b>
Visitors Guide	\$ -	0%	\$ 81,533	\$ 87,953	\$ 112,793	\$ 114,336	\$ 96,366	\$ 91,693
Volunteers	\$ 393	9%	\$ 4,236	\$ 9,224	\$ 16,126	\$ 24,562	\$ 27,203	\$ 23,148
Public Relations - Advt Equiv	\$ 249,467	22%	\$ 1,128,533	\$ 960,533	\$ 2,166,423	\$ 1,016,469	\$ 611,839	\$ 660,288
Advertising	\$ 14,493	21%	\$ 68,311	\$ 70,690	\$ 78,245	\$ 47,504	\$ 40,978	\$ 50,302
In-Kind	\$ 147,789	25%	\$ 601,311	\$ 608,563	\$ 621,353	\$ 509,348	\$ 492,945	\$ 300,429
WVVA/Regional	\$ 50,610	25%	\$ 202,440	\$ 177,891	\$ 211,662	\$ 172,646	\$ 242,400	\$ 237,245
<b>Consumer Engagement</b>	<b>9,965,580</b>	<b>25%</b>	<b>39,106,833</b>	<b>43,778,277</b>	<b>48,925,791</b>	<b>25,629,680</b>	<b>n/a</b>	<b>n/a</b>
<i>Examples include:</i>								
Visitor Information Network	41,403	31%	135,337	111,112	136,966	122,345		
Conv Services - Visitors Reached	5,295	13%	41,641	47,477	54,385	72,732		
Visitor Inquiries	10,208	23%	43,852	42,900	42,045	30,476		
Media Impressions	7,631,462	26%	29,910,649	26,711,743	37,519,977	14,492,574		
Advertising Impressions	247,000	10%	2,544,000	13,126,000	7,628,520	7,440,000		
Online Visits	82,956	31%	268,472	234,277	185,382	150,940		
Twitter Impressions	574,544	23%	2,475,218	1,228,472	1,706,940	1,941,184		
Facebook Impressions	508,986	25%	2,073,308	1,980,049	1,549,150	1,202,325		
<b>Data available through the City of Salem and Travel Oregon through August 31, 2014.</b>								
<i>* Business is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.</i>								
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  
First Quarter 2014-15

Secured 361 published references/articles with a reach of 7,631,462 and an advertising equivalency of \$249,467.

Media/Headline	Value	Reach	Key Messages/Content
 <p><b>Yahoo! Travel</b>  <b>Road Trip: Searching the Willamette Valley for the Perfect Pinot</b></p> <p>Published: 7/2014  Pitched: 5/2014</p>	\$22,000	500,000	Freelancer Christy Karas produced a lengthy feature article on the Willamette Valley, which included Salem area attractions: The OSH Museum of Mental Health, Willamette Mission State Park, Willamette Valley Vineyards and Van Duzer Vineyards
 <p><b>NW Tripfinder.com</b>  <b>Camp and Ride: Champoeg State Heritage Area</b></p> <p>Published: 7/2014  Pitched: 5/2013</p>	\$3,600	40,000	Editor and publisher Lauren Braden visited Champoeg State Heritage Area and wrote feature story about camping and biking there.
 <p><b>Take Root Magazine</b>  <b>For the Love of Beer</b></p> <p>Published: 7/2014  Pitched: 2/2014</p>	\$6,000	40,000	3-page feature story plus photos on how the Radtke family built Gilgamesh Brewing and spear-headed the local craft brew scene in Salem.

<p><b>Metropolitan Mamas</b></p> <p><b>Travel With Kids: Salem</b></p> <p>Published: 7/2014 Pitched: 3/2014</p>	<p><b>Metropolitan Mamas</b></p> <p><b>Travel with Kids: Salem</b></p> <p>Published: 7/2014 Pitched: 3/2014</p>	<p>\$2,200</p>	<p>25,000</p>	<p>Freelance travel writer Stephanie Sheaffer toured Salem with her family and wrote a feature story for her family travel blog.</p>
<p><b>via</b></p> <p><b>Hells Canyon and 7 other superlative spots</b></p> <p>Published: 8/2014 Pitched: 2/2014</p>	<p><b>VIA Magazine</b></p> <p><b>Aurora</b></p> <p>Published: 8/2014 Pitched: 2/2014</p>	<p>\$6,300</p>	<p>430,000</p>	<p>"5 Things We Love" column focused on Aurora, Oregon, written by freelance travel writer Emily Grosvenor.</p>
<p><b>Portland Monthly</b></p> <p><b>8 Low-Key Oregon Adventures</b></p> <p>Published: 8/2014 Pitched: 6/2014</p>	<p><b>Portland Monthly Magazine</b></p> <p><b>8 Low-Key Adventures</b></p> <p>Published: 8/2014 Pitched: 6/2014</p>	<p>\$11,796</p>	<p>400,000</p>	<p>"8 Low-Key Oregon Adventures" highlighted paddling on the Willamette to Rogue Hop Yard, The Oregon Garden and Silver Falls State Park.</p>
<p><b>The Beer Here</b></p> <p><b>Salem Embraces Craft Beer Culture</b></p> <p>Published: 8/2014 Pitched: 6/2014</p>	<p><b>Travel Oregon</b></p> <p><b>THE BEER HERE</b></p> <p><b>Salem Embraces Craft Beer Culture</b></p> <p>Published: 8/2014 Pitched: 6/2014</p>	<p>\$3,800</p>	<p>200,000</p>	<p>Blog post on TravelOregon.com featuring Salem's growing craft brew scene.</p>



	<p><i>Northwest Travel Magazine</i>  <b>NW Casino Resorts</b></p> <p>Published: 9/2014  Pitched: 1/2014</p>	<p>\$2,312</p>	<p>44,000</p>	<p>Feature article on Northwest casino resorts included write-up and photo of Spirit Mountain Casino.</p>
	<p><i>Statesman Journal</i>  <b>Oregon Trail Live: History in Action</b></p> <p>Published: 9/2014  Pitched: 7/2014</p>	<p>\$6,048</p>	<p>36,000</p>	<p>Willamette Heritage Center's Oregon Trail Live III event was featured on the cover of the Weekender section, plus article and photos inside.</p>
	<p><i>Oregon Wine Press</i>  <b>Cider House Jewels</b></p> <p>Published: 9/2014  Pitched: 8/2013</p>	<p>\$1,905</p>	<p>30,000</p>	<p>Round-up on the state's best hard ciders included Salem's E.Z. Orchards' hard cider and Wandering Aengus.</p>

Travel Salem  
**CONVENTIONS EVENTS DASHBOARD**  
 2014-15 First Quarter

14-15 REAL-TIME CONVENTIONS/EVENTS							
<b>FIRST QUARTER</b>							
Qtr	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
1	Info Systems Audit & Control Assoc	\$ 3,000	50	-	\$ -	\$ -	
1	Boot, Scoot & Brew	\$ 2,100	10	10	\$ 918	\$ 83	
1	ASA Softball	\$ 189,000	450	787	\$ 72,270	\$ 6,504	
1	Book Launch	\$ 3,000	100	-	\$ -	\$ -	
1	The Hoop	\$ 180,000	2,750	375	\$ 34,436	\$ 3,099	
<b>TOTAL</b>		<b>\$ 377,100</b>	<b>3,360</b>	<b>1,172</b>	<b>\$ 107,625</b>	<b>\$ 9,686</b>	
							21% ROI
Total Value		\$ 377,100					
Direct Costs for 1st Qtr		\$ 45,651					
ROI		\$ 8.26					
<b>YEAR-TO-DATE</b>							
	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
<b>5 Real-Time Conventions/Events</b>		<b>\$ 377,100</b>	<b>3,360</b>	<b>1,172</b>	<b>\$ 107,625</b>	<b>\$ 9,686</b>	
							21% ROI
Total Value		\$ 377,100					
Direct Costs for YTD		\$ 45,651					
ROI		\$ 8.26					

**14-15 POTENTIAL FUTURE BUSINESS - LEADS & BOOKINGS**

FIRST 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 14-15	16	\$ 1,447,275	22,390	3,371	13	\$ 1,139,625	19,150	2,381	\$ 218,647	\$ 19,678	81%	
FY 15-16	3	\$ 294,750	970	1,380	1	\$ 216,000	720	900	\$ 82,647	\$ 7,438	33%	
FY 16-17												
FY 17-18												
FY 18-19												
FY 19-20												
TOTAL	19	\$ 1,742,025	23,360	4,751	14	\$ 1,355,625	19,870	3,281	\$ 301,294	\$ 27,116	74%	
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 14-15	16	\$ 1,447,275	22,390	3,371	13	\$ 1,139,625	19,150	2,381	\$ 218,647	\$ 19,678	81%	
FY 15-16	3	\$ 294,750	970	1,380	1	\$ 216,000	720	900	\$ 82,647	\$ 7,438	33%	
FY 16-17												
FY 17-18												
FY 18-19												
FY 19-20												
TOTAL	19	\$ 1,742,025	23,360	4,751	14	\$ 1,355,625	19,870	3,281	\$ 301,294	\$ 27,116	74%	



**14-15 LOST BUSINESS**

Account Name	Reason	Lost Attendees	Lost Room Nights	Lost Community Econ Impact	Lost Lodging Revenue	Lost TOT Revenue
St. Ignacious High School	They wanted Salem, MA not Salem, OR	40	40	\$ 8,400	\$ 3,673	\$ 331
2016 Oregon Mayors Assoc	Booked at Salishan & received per diem	-	-	-	-	-
2015 USS Washoe County LST	No international airport	50	100	\$ 21,000	\$ 9,183	\$ 826
	<b>TOTAL</b>	<b>90</b>	<b>140</b>	<b>\$ 29,400</b>	<b>\$ 12,856</b>	<b>\$ 1,157</b>

**14-15 FAM TOURS, TRADE SHOWS & PROMO TRIPS**

Qtr	Organization	Organization Location	FAM Tour/ Site Tour	Trade Show	Promo Trip	
1	International Red Hat Society	San Francisco		X		
1	Information Systems Audit & Control Assoc.	Salem	X			