

THIRD QUARTER REPORT 2015-16

January, February, March

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention third quarter report for 2015-16 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 15-16 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

- Attended a 3-day New York City press trip with Travel Oregon & Willamette Valley Visitors Association (WVVA); delivered artisan food/drink products to 11 top-tier media (Minto Island Growers' Tea & Left Coast Cellars wine).
- Attended the WVVA-sponsored Oregon Road Rally events in Eugene & Clackamas County to network with international tour operators.
- Completed the WVVA Wintercation promotion resulting in 8,000 inquiries.
- Placed a full-page "Wines Fly Free" ad in the Oregon Wine Board's new wine guide (see image).
- Placed a ½-page ad in Travel Portland's Visitors guide promoting Salem & the Mid-Willamette Valley.
- Facilitated a guided familiarization tour of Silver Falls State Park for Wieden+Kennedy & Travel Oregon.

Conventions, Events & Sports

- Hosted site tours for United States Tennis Association, the Evangelical Church, and Race Walk Olympic Trials.
- Attended the Religious Conference Managers Association (RCMA) tradeshow in San Diego, securing 4 RFPs.
- Attended the Meeting Professionals International Cascadia Annual Conference held in Bend.
- Attended the Greater Oregon Society of Government Meeting Professionals Annual Conference.



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.

	3 rd Qtr	15-16	% Change	14-15	13-14
Activity	15-16	YTD	from 14-15	YTD	YTD
MARKETING & COMMUNICATIONS					
Public Relations – Advertising Equivalency ¹	\$298,130	\$1,310,385	95%	\$672,300	\$833,527
Visitor Information Network Attendance	36,449	119,030	14%	104,079	97,887
Advertising Inquiries ²	14,776	43,038	74%	24,767	33,542
E-Communication Impressions	33,540	99,742	-10%	110,263	93,644
Website/TravelSalem.com Visits	54,094	208,373	6%	195,925	196,544
Lodging Click Thru	2,978	8,747	-23%	11,345	19,179
Facebook Reach ³	382,861	827,616	645%	111,091	147,916
YouTube Views	2,121	8,847	-19%	10,896	7,152
Flickr Impressions ⁴	42,359	173,090	-31%	252,221	211,385
Twitter Impressions	506,880	1,814,137	11%	1,640,497	4,349
Pinterest Followers	13	367	22%	302	192
CONVENTIONS & EVENTS					
Real-Time Conventions & Events ⁵	7	23	130%	10	17
• Number of Attendees ⁶	3,680	13,567	86%	7,275	18,265
 Number of Room Nights⁷ 	1,135	7,478	224%	2,307	16,390
Sales Leads Generated ⁸	25	62	55%	40	54
Bookings ⁹	19	33	43%	23	46
SERVICES					
Groups Assisted ¹⁰	16	43	43%	30	40
Visitors Reached ¹¹	12,855	21,506	118%	9,885	18,103
MEMBERSHIP					
Total Membership	326	326	-13%	375	398
New Members Acquired	7	27	8%	25	42
Attrition	11	56	-3%	58	68

¹ Public Relations/Advertising Equivalency – increase due to televised coverage for Rogue Brewing launching a new beer.

² Advertising Inquiries – decrease due to WVVA focusing on more online advertising.

³ Facebook Reach – increase due to boosting specific posts to reach a larger audience.

⁴ Flickr Impressions – Instagram has moved ahead of Flickr as the platform for photos.

⁵ Real-Time Conventions & Events – increase is due to new events such as the Oregon Latino Basketball Association.

⁶ Number of Attendees – increase is due to new events such as the Oregon Latino Basketball Association.

⁷ Number of Room Nights – increase is due to new events such as the Oregon Latino Basketball Association.

⁸ Sales Leads Generated – more interest from sports groups.

⁹Bookings – closing more sports groups.

¹⁰ Groups Assisted – more activity due to proactive outreach.

¹¹ Visitors Reached - new events such as the Oregon Latino Basketball Association.

TRAVEL SALEM DASHBOARD

Key Performance Measurements

February 27, 2013 Board of Directors Approved

	_	15-16	0/		14.15		12.14		12.12		11 12		10.11		00.10		00.00
Tuesday Burn		Jul-Mar	% of 14-15		14-15		13-14		12-13		11-12		10-11		09-10	_	08-09
Travel Salem Resources	\$	909,993	95%	\$	954,704	_	736,845	\$	702,267	_	723,344	_	722,116		729,601	\$	803,142
City of Salem Contract	\$	578,565	81%	\$	714,000		550,000	\$	479,000		550,000		533,030		503,030		531,530
Other Sources	_ \$	195,036	81%	\$	240,704	\$	186,845	\$	223,267	\$	173,344	\$	189,086	\$	226,571	\$	271,612
Wine Country Plate	\$	136,392	n/a		n/a		n/a		n/a		n/a		n/a		n/a		n/a
Travel Salem Program FTE	_	9.73	100%		9.73		7.15		5.70		8.67		7.67		6.67		7.6
Membership		325	92%		355		409		424		443		368		346		27
Revenue	_ \$	95,397	99%	\$	96,689	\$	91,521	\$	113,492	\$	113,761	\$	116,352	\$	126,695	\$	78,538
Estimated Economic Impact (2014)	\$	548,400,000	100%	\$	548,400,000	\$	541,000,000	\$	527,100,000	\$	505,900,000	\$	476,800,000	\$	458,500,000	\$	497,400,000
Direct Jobs (2014)	_	6,490	100%		6,490		6,130		5,930		5,910		5,860		6,000		6,270
TOT Revenues	\$	2,649,213	85%	\$	3,125,123	\$	2,730,822	\$	2,445,339	\$	2,239,286	\$	2,215,001	\$	2,138,196	\$	2,416,440
Occupancy - Rooms Sold (Salem)		410,077	98%		416,594		391,501		364,608		340,507		316,748		328,693		354,160
Average Daily Rate (ADR)	\$	87.79	105%	\$	83.52	\$	79.79	\$	76.86		n/a		n/a		n/a		n/a
TOT Influenced by TS	\$	1,410,183	83%	\$	1,689,319	\$	1,532,047	\$	1,425,310	\$	1,265,905	\$	854,280	\$	877,432	\$	832,545
Leisure	\$	1,351,099	86%	\$	1,578,168	_	1,392,719	_	1,245,578		1,140,800	_	716,161	_	789,311	_	659,434
Convention*	\$	59,084	53%	\$	111,151	\$	139,328	\$	179,732	\$	125,105	\$	138,119	\$	88,121	\$	173,111
TS Correlation to TOT Ratio		53%			,	,	•		,		,		,		,		,
Leverage	\$	1,951,581	99%	\$	1,972,138	\$	2,086,254	\$	1,914,854	\$	3,206,602	\$	1,884,865	\$	1,511,731	\$	1,363,105
Visitors Guide	\$	-	0%	\$	82,923	\$	81,533	\$	87,953	\$	112,793	\$	114,336	\$	96,366	\$	91,693
Volunteers	\$	2,311	72%	\$	3,212	\$	4,236	\$	9,224	\$	16,126	\$	24,562	\$	27,203	\$	23,148
Public Relations - Advt Equiv	\$	1,310,385	125%	\$	1,047,244	\$	1,128,533	\$	960,533	\$	2,166,423	\$	1,016,469	\$	611,839	\$	660,288
Advertising	\$	50,569	121%	\$	41,794	\$	68,311	\$	70,690	\$	78,245	\$	47,504	\$	40,978	\$	50,302
In-Kind	\$	408,316	67%	\$	611,395	\$	601,311	\$	608,563	\$	621,353	\$	509,348	\$	492,945	\$	300,429
WVVA/Regional	\$	180,000	97%	\$	185,570	\$	202,440	\$	177,891	\$	211,662	\$	172,646	\$	242,400	\$	237,245
Consumer Engagement		42,099,747	102%		41,476,228		39,106,833		43,778,277		48,925,791		25,629,680		n/a		n/a
Examples include:																	
Visitor Information Network		119,030	82%		144,441		135,337		111,112		136,966		122,345				
Conv Services - Visitors Reached		21,506	60%		36,117		41,641		47,477		54,385		72,732				
Visitor Inquiries		43,038	123%		35,054		43,852		42,900		42,045		30,476				
Media Impressions		34,574,777	119%		29,061,138		29,910,649		26,711,743		37,519,977		14,492,574				
Advertising Impressions		1,156,620	26%		4,456,800		2,544,000		13,126,000		7,628,520		7,440,000				
Online Visits		208,373	76%		273,903		268,472		234,277		185,382		150,940				
Twitter Impressions		1,814,137	81%		2,241,868		2,475,218		1,228,472		1,706,940		1,941,184				
Facebook Impressions		1,768,196	87%		2,027,053		2,073,308		1,980,049		1,549,150		1,202,325				
* Business is also being booked for future years in the	current ye	ar, however, this TOT val	ue will be recog	nized in th	nose respective years.												
TOT Influenced by TS:	1_																
Leisure trend is attributed to PR, social media effort					k												
08-09 Convention figure included the last year of OS	AA hasket	hall tournaments at Willa	amette Univers	itv		1		1		1		1		1			

Travel Salem PUBLIC RELATIONS ADDENDUM

National & Regional Media 15-16 Third Quarter

Secured 218 published references/articles with a reach of 10,327,950 and an advertising equivalency of \$298,130.

	Media/Headline	Value	Reach	Key Messages/Content
	FOX News.com	\$36,930	1,231,000	Salem's Mikki
	Bend and a Beer:			Trowbridge was
	Yoga Classes &			highlighted as one of the
	Craft Breweries			first yoga instructors to
	Team Up			bring yoga into breweries
				in the Willamette Valley,
	Published: 1/2016			which is a trend that has
COM	Pitched: 9/2015			now spread across the
.com				nation.
The	The Pickled Liver	\$3,600	90,000	Story about Gilgamesh
1116	Gilgamesh Brewing			Brewing and retired
Pickled	& former Trailblazer			Portland Trailblazer
Pickled	collaborate on the			Terry Porter's
	"Terry Porter"			collaboration to create a
Liver	D 11' 1 1 1/2017			new beer to benefit Doernbecher's
	Published: 1/2016 Pitched: 12/2015			Doernbecher's
	Roadtrips for Families	\$5,800	100,000	Feature article by
	Family Vacation in	\$3,000	100,000	roadtrips' editor Julie
- 60	Salem, Oregon			Henning about her 3-day
20/00	outern, oregon			stay in Salem. Attractions
	Published: 1/2016			included Salem's
roadtrips	Pitched: 8/2015			Riverfront Carousel, The
FOR FAMILIES"	7 100110011 0/ 2010			Gilbert House Museum,
				The Big Toy Playground
				& more.
011	The Orlando Sentinel	\$25,649	227,600	Salem's Mikki
Orlando	Yoga classes,	" ,	,	Trowbridge was
	breweries team up			highlighted as one of the
Sentinel	for exercise and beer			first yoga instructors to
				bring yoga into breweries
	Published: 1/2016			in the Willamette Valley,
	Pitched: 9/2015			which is a trend that has
				now spread across the
				nation.

TRAVEL+ LEISURE	Travel + Leisure.com Best Winter Getaways from Portland, Oregon Published: 2/2016 Pitched: 10/2015	\$26,298	974,000	Article by Portland-based writer Sarah Wexler included Brooks Winery as a great spot to cozy up during winter.
The West's Forgotten Scoul Tenant Line West's Forgotten Scoul Tenante July Store Bours Bours Store Bours Bou	True West Magazine A Mission Tour of the Pacific Northwest Published: 2/2016 Pitched: 5/2015	\$6,733	75,000	Willamette Heritage Center and the Jason Lee House were included in a feature story about missionaries and the places you can visit to learn more about the role they played in the Pacific Northwest.
TRAVEL OREGON	Travel Oregon e-news Roadtrip: Willamette Valley Published: 2/2016 Pitched: 4/2015	\$14,000	500,000	A feature story about roadtripping through the Willamette Valley included Salem area attractions: Deepwood Museum & Gardens, The Oregon State Capitol Building and Willamette Heritage Center.
the Culture trip	The Culture Trip 10 Oregon Wineries to Visit Before You Die Published: 2/2016 Pitched: 6/2015	\$2,030	70,000	Feature article on top Oregon wineries to visit included the Salem area's Willamette Valley Vineyards.
TheWineBuzz	Wine Buzz Magazine Vintage Oregon: A Passion for Pinot Published: 3/2016 Pitched: 1/2016	\$5,800	100,000	Willamette Valley Vineyards and The Grand Hotel were included in writer Sharon McDonnell's feature story about wine tasting in the Willamette Valley.

Daily	Daily Mail The World's Most Breathtaking Waterfalls Published: 3/2016 Pitched: 11/2015	\$31,782	1,700,000	Silver Falls State Park was included in this feature story and slideshow highlighting some of the world's most stunning waterfalls.
Oregon's Magazine Oregon's Magazine Fire Lookouts A VISUAL HISTORY, 19	1859 Magazine Wooden Shoe Tulip Festival Published: 3/2016 Pitched: 10/2015	\$5,400	43,000	The Wooden Shoe Tulip Festival was highlighted (with a full-page photo and write-up) in the magazine's calendar section.
Bark Post [™]	BarkPost.com 15 Must Visit April Festivals for Dog Lovers Published: 3/2016 Pitched: 2/2016	\$40,000	3,000,000	Feature story showcasing the nation's best dog-friendly festivals included the Wooden Shoe Tulip Festival (short write-up plus photo).

Travel Salem

CONVENTIONS EVENTS DASHBOARD

2015-16 Third Quarter

15-	16 REAL-TIME CONVENTIONS/EV	ENT	S						
THI	RD QUARTER								
		Cor	nmunity Econ	Booked	Booked Rm	Lodging		TOT	
Qtr	Organization		Impact	Attendees	Nts	Revenue	R	evenue	
3	Oregon Wrestling Association	\$	249,600	1,200	40	\$ 3,512	\$	316	
3	US Quidditch	\$	99,360	240	120	\$ 10,535	\$	948	
3	Sub League Jiu Jitsu	\$	38,700	500	25	\$ 2,195	\$	198	
3	Oregon Racquetball Association	\$	103,500	125	90	\$ 7,901	\$	711	
3	Oregon Latino Basketball	\$	312,000	1,000	50	\$ 4,390	\$	395	
3	Oregon Technical Assistance Corp	\$	945	15	-	\$ -	\$	-	
3	Oregon State Optional Meet - Gymnastics	\$	187,200	600	450	\$ 39,506	\$	3,555	
	TOTAL	\$	991,305	3,680	775	\$ 68,037	\$	6,123	
							\$	0.14	TOT ROI
	Total Value	\$	991,305						
	Direct Costs for 2nd Qtr	\$	43,747						
	EEI ROI	\$	22.66						
YE	AR-TO-DATE								
		Cor	nmunity Econ	Booked	Booked Rm	Lodging		TOT	
	Organization		Impact	Attendees	Nts	Revenue	R	evenue	
	23 Real-Time Conventions/Events	\$	4,436,026	13,567	7,478	\$ 656,494	\$	59,084	
							\$	0.44	TOT ROI
	Total Value	\$	4,436,026						
	Direct Costs for YTD	\$	134,583		·				
	EEI ROI	\$	32.96						

15-16 POT	ENTIAL	FUT	URE BUSI	NESS - LE	ADS & BC	OKINGS								
THIRD QUA	DTED													
I HIKD QUA	KIEK		LEAI	06				BOO	KINGS					
			LEAI) S			Est. Booked	Est.	Est.					Lead
Convention		Ect	. Community	Est.	Est. Room	# of	Community	Booked	Booked Rm	Ect	Lodging	_	st. TOT	Conversion
Year	# of Leads		con Impact	Attendees	Nights	Bookings	Econ Impact	Attendees	Nts		evenue		evenue	n Rate
			<u>'</u>		ŭ	J			1 114					
FY 15-16	14	\$	2,203,873	5,743	1,001	10	\$ 2,021,512	5,050	848	\$	74,446	\$	6,700	71%
FY 16-17	6	\$	481,346	1,903	1,903	3	\$ 343,421	1,203	1,603		140,727	\$	12,665	50%
FY 17-18	5	\$	1,905,510	2,410	4,055	3	\$ 1,129,260	1,560	2,710	\$:	237,911	\$	21,412	60%
FY 18-19														
FY 19-20														
FY 20-21														
TOTAL	25	\$	4,590,729	10,056	6,959	16	\$ 3,494,193	7,813	5,161	\$ 4	453,084	\$	40,778	64%
YEAR-TO-D	ATE													
			LEAI	os				BOO	KINGS					
							Est. Booked	Est.	Est.					Lead
Convention		Est	. Community	Est.	Est. Room	# of	Community	Booked	Booked Rm	Est.	Lodging	E	st. TOT	Conversio
Year	# of Leads	E	con Impact	Attendees	Nights	Bookings	Econ Impact	Attendees	Nts	Re	evenue	R	evenue	n Rate
FY 15-16	37	\$	6,304,967	24,761	11,143	19	\$ 2,817,823	10,877	1,989	\$	174,614	\$	15,715	51%
FY 16-17	16	\$	2,205,966	9,388	7,783	25	\$ 3,920,439	12,965	5,298	\$ 4	465,111	\$	41,860	156%
FY 17-18	9	\$	3,169,210	4,010	9,080	3	\$ 1,129,260	1,560	2,710	\$:	237,911	\$	21,412	33%
FY 18-19														
FY 19-20														
FY 20-21														
TOTAL	62	\$	11,680,143	38,159	28,006	47	\$ 7,867,522	25,402	9,997	\$ 8	877,637	\$	78,987	76%

Account Name	Reason	Lost Attendees	Lost Room Nights	Lost Community Econ Impact	Lost Lodging Revenue	Lost TOT Revenue
OSU School of Business	Not hosting seminar at this time, maybe Feb	15	-	\$ 945	7	\$ -
GOSGMP Conference	Chose another location	60	80	\$ 24,840	- '	\$ 636
American Astronomical Society	No availability due to eclipse	300	1,100	\$ 372,600	+ - ,	
American Astronomical Society	No availability due to eclipse	300	1,425	\$ 372	+ -,	,
	TOTAL	675	2,605	\$ 398,757	\$ 104,234	\$ 9,381
15-16 FAM TOURS, TRA	DE SHOWS & PROMO TRIPS					
Qtr	Organization	Organization Location	FAM Tour/ Site Tour	Trade Show	Promo Trip	
1	Connect Marketplace	Pittsburg		X		
1	USA Track & Field (Racewalk Olympic Trials)	Colorado	X			
1	Oregon Latino Baksetball	Woodburn	X			
1	US Quidditch	Washington	X			
2	BRAVO!	Portland		X		
2	Sea to Summitt (River to Ridge research trip)	Japan			X	
2	Capitol Cup	Salem	X			
2	Amatuer Softball Assoc. Council Tradeshow	Kentucky		X		
2	TEAMS	Nevada		Х		
2	United States Specialty Sports Assoc.	California		Х		
2	Oregon Society of Association Managers	Corvallis		Х		
3	Religious Conference Mgmt. Assoc.	San Diego		Х		
3	GO-SGMP	Lincoln City		X		
3	MPI Cascadia	Bend		Х		
3	Evangelical Church (Silver Falls & OGR)	PDX	X			
3	Evangelical Church (Aldersgate Conference Center)	PDX	X			
3	United States Tennis Assoc.	PDX	X			
	Olympic Trials Race Walk	Colorado Springs	X			1
3	, ,				+	<u> </u>
3 3 3	Run & Gun Olympic Trials Race Walk	Walla Walla PDX	X			