

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.

	4th Qtr	13-14	% Change	12-13	11-12
Activity	13-14	YTD	from 12-13	YTD	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

TRAVEL SALEM DASHBOARD

Key Performance Measurements

February 27, 2013 Board of Directors Approved

		13-14											
		1/13 - 6/30/14	% of 12-13		12-13		11-12		10-11		09-10		08-09
Travel Salem Resources	\$	736,845	105%	\$	702,267	\$	723,344	\$	722,116	\$	729,601	\$	803,142
City of Salem Contract	\$	550,000	115%	\$	479,000	\$	550,000	\$	533,030	\$	503,030	\$	531,530
Other Sources	\$	186,845	84%	\$	223,267	\$	173,344	\$	189,086	\$	226,571	\$	271,612
Travel Salem Program FTE	_	7.15	125%		5.70		8.67		7.67		6.67		7.67
Membership		409	96%		424		443		368		346		275
•													
Estimated Economic Impact (2013)	\$	537,200,000	103%	\$	521,300,000	\$	501,800,000	\$	473,800,000	\$	456,000,000	\$	469,600,000
Direct Jobs (2013)		6,110	104%		5,880		5,900		5,850		6,010		6,290
TOT Revenues	\$	2,715,518	111%	\$	2,442,310	\$	2,238,900	\$	2,147,000	\$	2,160,000	\$	2,399,000
Occupancy - Rooms Sold (Salem)		391,501	107%		364,608		340,507		316,748		328,693		354,160
Average Daily Rate (ADR)	\$	79.79	104%	\$	76.86		n/a		n/a		n/a		n/a
TOT Influenced by TS	\$	1,524,249	107%	\$	1,425,310	\$	1,265,905	\$	854,280	\$	877,432	\$	832,545
Leisure	\$	1,384,914	111%	\$	1,245,578	\$	1,140,800	\$	716,161	\$	789,311	\$	659,434
Convention*	\$	139,335	78%	\$	179,732	\$	125,105	\$	138,119	\$	88,121	\$	173,111
Lavaran	Ś	2,086,254	109%	Ś	1,914,854	\$	3,206,602	Ś	1,884,865	Ś	1,511,731	Ś	1,363,105
Leverage Visitors Guide	\$	81,533	93%	\$	87,953	\$	112,793	\$	114,336	\$	96,366	\$	91,693
Volunteers	\$ \$	4,236	46%	\$	9.224	_	16,126	\$	24,562	\$	27,203	\$	23,148
Public Relations - Advt Equiv	_ \$ \$	1,128,533	46% 117%	\$	960,533	\$	2,166,423	\$	1,016,469	\$	611,839	\$	660,288
Advertising	\$ \$	68,311	97%	\$	70,690	\$	78,245	\$	47,504	\$	40,978	\$	50,302
In-Kind	\$ \$	601,201	99%	\$	608,563	\$	621,353	\$	509,348	\$	492,945	\$	300,429
WVVA/Regional	_ \$	202,440	114%	\$	177,891		211,662	\$	172,646	\$	242,400	\$	237,245
, 3									,		,		
Consumer Engagement		39,106,833	89%		43,778,277		48,925,791		25,629,680		n/a		n/a
Examples include:	_												
Visitor Information Network	_	135,337	122%		111,112		136,966		122,345				
Conv Services - Visitors Reached	_	41,641	88%		47,477		54,385		72,732				
Visitor Inquiries	_	43,852	102%		42,900		42,045		30,476				
Media Impressions	_	29,910,649	112%		26,711,743		37,519,977		14,492,574				
Advertising Impressions	_	2,544,000	19%		13,126,000		7,628,520		7,440,000				
Online Visits	_	268,472	115%		234,277		185,382		150,940				
Twitter Impressions	_	2,475,218	201%		1,228,472		1,706,940		1,941,184				
Facebook Impressions		2,073,308	105%		1,980,049		1,549,150		1,202,325				
* Business is also being booked for future years in the co	urrent year	, however, this TOT value	will be recognize	d in the	ose respective years.								
TOT Influenced by TS:													
1) Leisure trend is attributed to PR, social media efforts,	and Trave	l Café and enhanced Visi	tor Information N	etwork									
2) 08-09 Convention figure included the last year of OSA	AA basketb	all tournaments at Willa	mette University										
3) 09-10 Convention dip was due to a timing issue between	een fiscal y	ears of when the JWC ev	ents 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
	CNN Fairview Quintuplets Published: 4/2014 Pitched: 4/2014	\$26,000	1,100,000	CNN and CNN.com picked up the press release regarding the rare occurrence of quintuplets born at Fairview Goat Dairy Farm in Dallas.
examiner.com Take a Tour of Oregon's State Capital #### Apple 1972 2004 ##################################	Examiner.com Take a Tour of Oregon's State Capital Published: 4/2014 Pitched: 1/2014	\$2,900	75,000	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.
TAKE ROOT WILLAMETTE VALLEY Ear Fresh Trive locally Sustain Life Vital Bee Colonies Barto to Organical Heeb Gairden Organic Serim Welfiness Julcing Fruit and Vegetables, Local Food. Write and Sprins	Take Root Magazine Rafn's Local Foods Published: 4/2014 Pitched: 12/2013	\$900	35,000	1-page feature story plus photo of Salem's new market and deli, Rafn's Local Foods.
SATURDAYS @ 7:30 PM	KGW Grant's Getaways Rhododendron Gardens Published: 5/2014 Pitched: 3/2014	\$2,500	50,000	Travel writer and TV host Grant McOmie's feature on the best rhododendron gardens in Oregon included Smith Gardens near St. Paul.

Group Tour RIDE RELAY PART HAVE BEEN AND A PART H	Group Tour Magazine 3 Days in the Mid Willamette Valley Published: 5/2014 Pitched: 1/2014	\$8,377	27,000	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.
Camping Guide Secret CAMPSITES CAMP	Sunset Magazine Best Campgrounds Published: 5/2014 Pitched: 7/2013	\$31,212	270,000	The May issue included Silver Falls State Park as one of the West's best campgrounds.
Walla Walla AND DISCORD HE INTERFACE AND DISCORD MANDE BOOK BANKS BOOK AND BOOK BOOK BANKS BOOK BOOK BOOK BOOK BOOK BOOK BOOK BO	Oregon Wine Press Must See in Salem Published: 6/2014 Pitched: 3/2014	\$1,715	40,000	³/4 page story and photo rendering of Willamette Valley Vineyards' renovated tasting room and barrel cellar.
These child Vineyant view in the Williams table. Trust these 7 Beautiful Vineyant Vicews in the Williamstelle Valley is should have it should have the the should have the should have the should have the should have the the should have the should have the should have the should have the the should have the should have the should have the should have the the should have the should have the should have the should have the the should have the should have the should have the should have the the should have the should have the should have the should have the think have the should have the should have the should have the the should have the should have the should have the should have the the should have the the should have the think have the should have the the should have the	Travel Oregon 7 Fabulous Vineyards with a View Published: 6/2014 Pitched: 5/2014	\$2,800	20,000	Blog post included write- up and photo of Salem's Cherry Hill Winery.

MILLAMETTE LINE STATES INCOME STATES	Willamette Living Magazine Hot Ticket Published: 6/2014 Pitched: 12/2013	\$500	44,000	The summer issue highlighted the Oregon Garden Brewfest as a "hot ticket" in its event section.
WILLAMETTE VALLEY CHEESE TRAIL TASTE YOUR WAY DOWN THE VALLEY WILLAMETTE VALLEY CHEESE TRAIL TASTE YOUR WAY DOWN THE VALLEY 'S CAN JOHN THE VALLEY A Bred of your places deploy across to the your pure to the set of set, it seeds and conds, the breds evolute the set of et plaining. I have interes when he may your good by set store to set at a leg black, each of byer and of storeing one. Making and the set of set of set of the se	Travel Oregon e-newsletter The Willamette Valley Cheese Trail Published: 6/2014 Pitched: 10/2013	\$11,000	140,000	Feature story on the best places to taste farmstead cheese included Salem's Willamette Chese Co.

Travel Salem

CONVENTIONS EVENTS DASHBOARD

2013-14 Fourth Quarter

13-	14 REAL-TIME CONVENTION	S/EVENTS					
FOI	JRTH QUARTER						
		Community	Booked	Booked Rm	Lodging	TOT	
Qtr	Organization	Econ Impact	Attendees	Nts	Revenue	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					
YE	AR-TO-DATE						
		Community	Booked	Booked Rm	Lodging	TOT	
	Organization	Econ Impact	Attendees	Nts	Revenue	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 PO	TENTIAL	FU	TURE BU	SINESS - L	EADS & I	BOOKIN	GS					
FOURTH C	UARTER											
			LEA	os				вос	KINGS		1	
Convention Year	# of Leads		Community con 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 n Rate
FY 13-14 FY 14-15 FY 15-16 FY 16-17 FY 17-18	2 12 9	\$ \$ \$	8,700 1,667,140 1,014,340	110 26,970 13,500	30 6,080 4,940	1 5	\$ 6,300 \$ 4,782,000	30 15,700	30 7,700	\$ 2,400 \$ 616,000	\$ 216 \$ 55,440	50% 42%
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											
,			LEA	os	I .			ВОС	KINGS			
Convention Year	# of Leads		Community con 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 Conversio n Rate
FY 13-14 FY 14-15 FY 15-16 FY 16-17 FY 17-18	48 19 10	\$ \$ \$	3,116,700 2,250,640 4,912,340	38,530 31,130 20,700	9,687 7,920 7,890	43 9	\$ 2,936,250 \$ 5,155,650	34,805 18,765	7,567 8,970	\$ 605,360 \$ 717,600	\$ 54,482 \$ 64,584	90% 47%
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%

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
	RADE SHOWS & PROMO TRIPS Organization	Organization		Trade Show	Promo Trin	
Qtr	Organization	Location	Site Tour	Trade Show	Promo Trip	
Qtr 1	Organization Capitol Cup	Location Portland	Site Tour X	Trade Show	Promo Trip	
Qtr 1 1	Organization Capitol Cup Seahorse Productions	Location Portland LA	X X	Trade Show	Promo Trip	
Qtr 1 1 1	Organization Capitol Cup Seahorse Productions Capitol Cup	Location Portland LA Portland	X X X	Trade Show	Promo Trip	
Qtr 1 1 1 1	Organization Capitol Cup Seahorse Productions	Portland LA Portland Portland Portland	X X		Promo Trip	
Qtr 1 1 1	Organization Capitol Cup Seahorse Productions Capitol Cup Capitol Cup Amatuer Softball Council	Location Portland LA Portland	X X X	Trade Show		
Qtr 1 1 1 1 2	Organization Capitol Cup Seahorse Productions Capitol Cup Capitol Cup	Portland LA Portland Portland Oklahoma City	X X X	X		
Qtr 1 1 1 1 2 2	Organization Capitol Cup Seahorse Productions Capitol Cup Capitol Cup Amatuer Softball Council Oregon Society of Association Managers	Portland LA Portland Portland Oklahoma City Portland	X X X	X		
Qtr 1 1 1 1 2 2 2	Organization Capitol Cup Seahorse Productions Capitol Cup Capitol Cup Amatuer Softball Council Oregon Society of Association Managers BRAVO!	Portland LA Portland Portland Oklahoma City Portland Portland	X X X	X	X	
Qtr 1 1 1 1 2 2 2 3	Organization Capitol Cup Seahorse Productions Capitol Cup Capitol Cup Amatuer Softball Council Oregon Society of Association Managers BRAVO! SGMP Annual Conference	Portland LA Portland Portland Oklahoma City Portland Portland Wilsonville	X X X	X	X	
Qtr 1 1 1 1 2 2 2 2 3 3	Organization Capitol Cup Seahorse Productions Capitol Cup Capitol Cup Amatuer Softball Council Oregon Society of Association Managers BRAVO! SGMP Annual Conference MPI Presidents Lunch	Portland LA Portland Portland Oklahoma City Portland Portland Wilsonville Salem	X X X	X	X	
Qtr 1 1 1 1 2 2 2 3 3 3 3	Organization Capitol Cup Seahorse Productions Capitol Cup Capitol Cup Amatuer Softball Council Oregon Society of Association Managers BRAVO! SGMP Annual Conference MPI Presidents Lunch MPI Cascadia Conference	Portland LA Portland Portland Oklahoma City Portland Portland Wilsonville Salem Spokane	X X X	X X X	X	