



THIRD QUARTER REPORT 2014-15

January, February, March

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention third 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

- Developed new Brand USA Willamette Valley videos
- Completed the Madden Media "Wintercation" Facebook campaign: 1+ million impressions, 2,614 visitor inquiries, 1,051 sweepstakes entries, 3,445 consumer e-newsletter opt-ins
- Developed a Willamette Valley sweepstakes promotion to accompany a five-page spread in *Food & Travel Magazine*
- Destination Development program working on cycling trails and a scenic bikeway, Salem Greeters Program, wine country tours, and a new online video tour of historic downtown Salem

Conventions & Events

- SubLeague Jiu Jitsu tournament was held in January at the Salem Armory [first-time event]
- Booked the Girls Junior Olympic Water Polo Qualifiers for May 2015; the American Legion State Baseball Championships for 2015 & 2016; and the 3v3 Live National Soccer Tour for June 2015 [first-time events]
- Attended the Religious Conference Managers Association tradeshow in Birmingham, Ala.; the Greater Oregon Society of Government Meeting Professionals Annual Conference in Bend; and the Meeting Professionals International Cascadia Conference in Grand Mound, Wash.

Services

- Provided services for 9 groups, reaching 3,075 delegates
- Provided on-site visitor services for the Precision Ag Expo at the Salem Convention Center

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	3 rd Qtr 14-15	14-15 YTD	% Change from 13-14	13-14 YTD	12-13 YTD
MARKETING & COMMUNICATIONS					
Public Relations – Advertising Equivalency	\$211,162	\$672,300	-19%	\$833,527	\$661,841
Visitor Information Network Attendance	30,621	104,079	6%	97,887	78,029
Advertising Inquiries	9,777	24,767	-26%	33,542	35,209
E-Communication Impressions	36,584	110,263	18%	93,644	92,314
Website/TravelSalem.com Visits	61,381	195,925	0%	196,544	169,640
• Lodging Click Thru ¹	3,924	11,345	-41%	19,179	n/a
Facebook Reach	28,268	111,091	-25%	147,916	198,240
YouTube Views ²	3,509	10,896	52%	7,152	4,898
Flickr Impressions	91,779	252,221	19%	211,385	37,255
Twitter Impressions ³	490,782	1,640,497	376%	4,349	3,792
Pinterest Followers ⁴	31	302	57%	192	90
CONVENTIONS & EVENTS					
Real-Time Conventions & Events ⁵	4	10	-41%	17	17
• Number of Attendees ⁶	3,515	7,275	-60%	18,265	7,120
• Number of Room Nights ⁷	1,100	2,307	-86%	16,390	16,095
Sales Leads Generated	11	40	-26%	54	58
Bookings ⁸	8	23	-50%	46	51
SERVICES					
Groups Assisted	9	30	-25%	40	34
Visitors Reached ⁹	3,075	9,885	-45%	18,103	26,470
MEMBERSHIP					
Total Membership	375	375	-6%	398	432
New Members Acquired ¹⁰	5	25	-40%	42	62
Attrition	30	58	-15%	68	73

¹ Lodging Click-Thru – decrease is due to new analytic formula, however in actuality the rate is on target for this current fiscal year and is comparable to last year when calculated with the same formula.

² YouTube – increase is due to new member videos uploaded.

³ Twitter – increase due to continued emphasis on this growing social media platform.

⁴ Pinterest – growing new social media platform.

⁵ Real-Time Conventions & Events – the decrease is due to less booking activity in previous years.

⁶ Number of Attendees – the decrease is due to less booking activity in previous years.

⁷ Number of Room Nights – the decrease is due to less booking activity in previous years.

⁸ Bookings – bookings are down due to timing of softball and Hoop tournaments, this year they'll fall into the 4th quarter.

⁹ Visitors Reached – decrease is due to less events during the quarter.

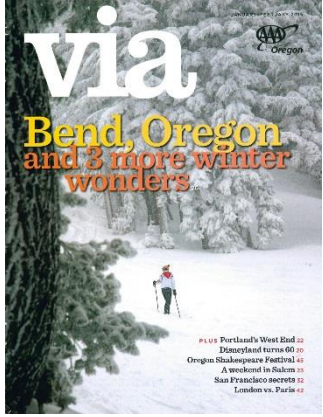


¹⁰ New Members Acquired – decrease is due to focus on retention; progress is still being made on bringing in new members.

February 27, 2013 Board of Directors Approved

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
Third Quarter 2014-15

Secured 277 published references/articles with a reach of 6,134,000 and an advertising equivalency of \$211,162.

Media/Headline	Value	Reach	Key Messages/Content
 <p><i>VIA Magazine</i> <i>Weekender: Salem</i></p> <p><i>Published: 1/2015</i> <i>Pitched: 3/2014</i></p>	\$30,160	1,046,000	2-page feature with photos on Salem as a great weekend getaway town. Mentions include OSH Museum of Mental Health, First Taste Oregon Festival, Salem's Riverfront Carousel, Wild Pear Restaurant, Venti's, Willamette Valley Cheese Co, Gerry Frank's Konditorei & more
 <p><i>Travel Oregon e-news</i> <i>Seven Winter Hikes</i></p> <p><i>Published: 1/2015</i> <i>Pitched: 11/2014</i></p>	\$5,250	130,000	Feature story in Travel Oregon's monthly e-news included mention of Salem area's Shellburg Falls as a hidden gem in rural Marion County for winter hiking.
 <p><i>Honey Mustard Lane</i> <i>Community Day at</i> <i>Gilbert House Museum</i></p> <p><i>Published: 10/2014</i> <i>Pitched: 11/2013</i></p>	\$1,000	25,000	1-page article plus photo promoting A.C. Gilbert House Museum's free community day. Honey Mustard Lane is an online publication that promotes kids/family activities happening in the Willamette Valley.

	<p><i>Northwest Travel Magazine</i> <i>Tour a University Town this Spring</i></p> <p><i>Published to: 3/2015</i> <i>Pitched: 6/2013</i></p>	<p>\$5,233</p>	<p>90,000</p>	<p>Freelancer Heather Larson included Salem and Willamette University in her feature story about the Northwest's university towns. Included mention of The Oregon State Capitol, Historic Deepwood and Travel Salem.</p>
	<p><i>The Bend Bulletin</i> <i>A Legislative Salem</i></p> <p><i>Published: 3/2015</i> <i>Pitched: 1/2015</i></p>	<p>\$8,673</p>	<p>41,000</p>	<p>Salem and iconic attractions and restaurants were highlighted in feature article by Travel/Wine/Food writer John Gottberg Anderson.</p>
	<p><i>Oregon Business Magazine</i> <i>Courtside</i></p> <p><i>Published: 3/2015</i> <i>Pitch Date: 2/2015</i></p>	<p>\$10,782</p>	<p>138,000</p>	<p>A profile featuring the history and interesting facts about Salem's Court Street Dairy Lunch.</p>
	<p><i>Bootprints</i> <i>America's Best Waterfall Hikes</i></p> <p><i>Published: 3/2015</i> <i>Pitched: 5/2014</i></p>	<p>\$17,500</p>	<p>500,000</p>	<p>Silver Falls State Park and the Trail of Ten Falls were included in this article featuring the USA's best waterfall hikes.</p>

Travel Salem
CONVENTIONS EVENTS DASHBOARD
 2014-15 First Quarter

14-15 REAL-TIME CONVENTIONS/EVENTS							
THIRD QUARTER							
Qtr	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
3	Sub League	\$ 96,255	465	100	\$ 8,257	\$ 743	
3	Salem Police Foundation	\$ 31,500	500	-	\$ -	\$ -	
3	WOU Alumni	\$ 3,150	50	-	\$ -	\$ -	
3	The Hoop March Madness	\$ 780,000	2,500	1,000	\$ 82,572	\$ 7,431	
TOTAL		\$ 910,905	3,515	1,100	\$ 90,829	\$ 8,175	
							21% ROI
	Total Value	\$ 910,905					
	Direct Costs for 2nd Qtr	\$ 38,788					
	ROI	\$ 23.48					
YEAR-TO-DATE							
	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
10 Real-Time Conventions/Events		\$ 1,302,130	7,275	2,307	\$ 190,493	\$ 17,144	
							16% ROI
	Total Value	\$ 1,302,130					
	Direct Costs for YTD	\$ 105,643					
	ROI	\$ 12.33					

14-15 POTENTIAL FUTURE BUSINESS - LEADS & BOOKINGS

THIRD 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	8	\$ 1,297,920	11,590	1,081	6	\$ 670,770	10,040	425	\$ 35,093	\$ 3,158	75%
FY 15-16	2	\$ 569,250	1,250	425	2	\$ 569,250	1,250	555	\$ 45,827	\$ 4,124	100%
FY 16-17	1	\$ 82,800	100	45					\$ -	\$ -	0%
FY 17-18											
FY 18-19											
FY 19-20											
TOTAL	11	\$ 1,949,970	12,940	1,551	8	\$ 1,240,020	11,290	980	\$ 80,920	\$ 7,283	73%
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	26	\$ 2,803,695	34,380	4,752	20	\$ 1,826,895	29,490	2,706	\$ 223,439	\$ 20,110	77%
FY 15-16	7	\$ 989,700	2,815	2,955	5	\$ 861,450	2,140	1,880	\$ 155,235	\$ 13,971	71%
FY 16-17	6	\$ 406,950	1,360	1,995	1	\$ 38,400	160	195	\$ 16,102	\$ 1,449	17%
FY 17-18	1	\$ 126,000	400	600							
FY 18-19											
FY 19-20											
TOTAL	40	\$ 4,326,345	38,955	10,302	26	\$ 2,726,745	31,790	4,781	\$ 394,776	\$ 35,530	65%

14-15 LOST BUSINESS

Account Name	Reason	Lost Attendees	Lost Room Nights	Lost Community Econ Impact	Lost Lodging Revenue	Lost TOT Revenue
St. Ignacius High School	They wanted Salem, MA not Salem, OR	40	40	\$ 8,400	\$ 3,303	\$ 297
2016 Oregon Mayors Assoc	Booked at Salishan & received per diem	125	300	\$ 39,375	\$ 24,772	\$ 2,229
2015 USS Washoe County LST	No international airport	50	100	\$ 21,000	\$ 8,257	\$ 743
NW Mosquito & Vector Control	Chose Ka-Nee-Ta	120	180	\$ 39,375	\$ 14,863	\$ 1,338
PNW Ski Association 2016	Booked in Bend	400	600	\$ 126,000	\$ 49,543	\$ 4,459
PNW Ski Association 2017	Booked in Bend	400	600	\$ 126,000	\$ 49,543	\$ 4,459
Turfgrass Producers	Booked in PDX	100	200	\$ 42,000	\$ 16,514	\$ 1,486
International Senior Softball	Needed too many concessions	450	675	\$ 81,000	\$ 55,736	\$ 5,016
International Senior Softball	Needed too many concessions	450	675	\$ 81,000	\$ 55,736	\$ 5,016
US Lacrosse	Need to have a stronger league in Salem	1,500	856	\$ 624,000	\$ 70,681	\$ 6,361
Gilmore Banquet	Decided to have in PDX instead	3,150	-	\$ 3,150	-	-
International Senior Softball	Needed too many concessions	450	675	\$ 81,000	\$ 55,736	\$ 5,016
	TOTAL	7,235	4,901	\$ 1,272,300	\$ 404,684	\$ 36,422

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			
2	BRAVO!	Portland		X		
2	Or. Society of Association Managers	Portland		X		
2	TEAMS	Las Vegas		X		
2	Amatuer Softball Association	Reno		X		
2	Capitol Cup Soccer	Salem	X			
2	Pacific NW Ski Assoc.	Portland	X			
2	Precision Farming Expo	Carlton	X			
2	Sub League	Portland	X			
2	American Legion Baseball	Portland	X			
2	Western Oregon University	Momouth	X			
3	Religious Confernce Management Assoc.	Alabama		X		
3	GOSGMP Annual Conference	Bend		X		
3	Cascadia MPI Annual Conference	Washington		X		