



FIRST QUARTER REPORT 2015-16

July, August, September

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention first 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

- Hosted various freelance writers from leading publications and toured the Oregon State Hospital Museum, Rogue Hopyard, lunch at Wild Pear Restaurant & overnight at Hampton.
- Partnered with Oregon Parks & Recreation on a downtown Salem photo shoot.
- Attended Feast Portland to promote the Mid-Willamette Valley & coordinated a Salem-area post-Feast media trip.
- Launched "wine plus" online video content through Willamette Valley Visitors Association.
- Created Brand USA Discover America co-op ad with Willamette Valley Visitors Association.

Destination Development

- For the first time in 26 years, the Mid-Willamette Valley will host the world's Great American Eclipse in 2017. It is anticipated that 25,000-50,000 visitors from all of the world will descend on the MWV to experience this major global event. Travel Salem is coordinating regional effort to promote the event & welcome visitors.

Conventions, Events & Sports

- Attended the Connect Sports tradeshow in Pittsburgh, returning with 40 business leads.
- Hosted the 1st Hotel Appreciation Lunch at the Red Lion to celebrate the 14-15 successes for the softball program and the Hoop. Reaffirmed partnerships for the 15-16 season.

Services

- Provided a staffed visitor information table for three days at the ASA National Girls 16 Gold Softball Tournament.

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 st Qtr 15-16	15-16 YTD	% Change from 14-15	14-15 YTD	13-14 YTD
MARKETING & COMMUNICATIONS					
Public Relations – Advertising Equivalency	\$287,272	\$287,272	15%	\$249,467	\$230,087
Visitor Information Network Attendance	45,381	45,381	10%	41,403	40,914
Advertising Inquiries	7,779	7,779	-24%	10,208	7,340
E-Communication Impressions	33,528	33,528	-12%	38,063	n/a
Website/TravelSalem.com Visits	100,807	100,807	22%	82,956	80,243
• Lodging Click Thru	3,893	3,893	-27%	5,340	9,114
Facebook Reach ¹	232,556	232,556	405%	46,044	58,618
YouTube Views	4,519	4,519	-8%	4,899	3,028
Flickr Impressions	67,046	67,046	-16%	80,206	55,958
Twitter Impressions	658,945	658,945	15%	574,544	n/a
Pinterest Followers	0	334	31%	255	124
CONVENTIONS & EVENTS					
Real-Time Conventions & Events ²	15	15	200%	5	10
• Number of Attendees ³	9,787	9,787	191%	3,360	11,900
• Number of Room Nights ⁴	6,303	6,303	438%	1,172	15,240
Sales Leads Generated ⁵	12	12	-37%	19	5
Bookings ⁶	9	9	-36%	14	5
SERVICES					
Groups Assisted	19	19	27%	15	20
Visitors Reached	4,700	4,700	-11%	5,295	11,916
MEMBERSHIP					
Total Membership	335	335	-16%	401	406
New Members Acquired ⁷	2	2	-75%	8	12
Attrition ⁸	22	22	38%	16	30

¹ Facebook Reach – increase due to WVVA Facebook campaign in 14-15 and Travel Salem’s advertising to boost posts.

² Real-Time Conventions & Events – increase is due to National ASA Girls Fast-Pitch tournament.

³ Number of Attendees – increase is due to National ASA Girls Fast-Pitch tournament.

⁴ Number of Room Nights – increase is due to National ASA Girls Fast-Pitch tournament.

⁵ Sales Leads Generated – decrease is due to a timing issue (Hoop tournament leads not generated yet); they will be included in the 2nd quarter.

⁶ Bookings – decrease is due to a timing issue (Hoop tournament leads not booked yet); they will be included in the 2nd quarter.

⁷ New Members Acquired – decrease is due to focus on retention and only one sales person, and family medical leave during the quarter.

⁸ Attrition – increase due to 6 businesses closed/moved, 8 in tertiary market, and 8 with no budget this year.

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

PR ADDENDUM
National & Regional Media
15-16 First Quarter

Secured 280 published references/articles with a reach of 8,980,550 and an advertising equivalency of \$287,272.

	Media/Headline	Value	Reach	Key Messages/Content
	<p><i>Portland Monthly</i> 25 Oregon Beers We're Crushing On Right Now</p> <p>Run Date: 7/2015 Pitched: 9/2014</p>	\$2,896	52,000	<p>“25 Beers We’re Crushing On Right Now” included Salem-based Gilgamesh Brewing’s Vader Cascadian Dark Ale</p>
	<p><i>Grant's Getaways/KGW-TV</i> Polk County Wanderings</p> <p>Run Date: 7/2015 Pitched: 3/2014</p>	\$30,000	120,000	<p>Grant’s Getaways show focused on things to see and do in Polk County, including Black Rock Mountain Bike Area, Eola Hills Legacy Estate Vineyard, Rittner Covered Bridge and Lavender Lake Farms.</p>
	<p><i>Seattle Times</i> Peaceful Paddles – with beer stops – on Oregon’s Willamette Water Trail</p> <p>Run Date: 7/2015 Pitched: 4/2015</p>	\$10,472	260,000	<p>Freelancer Kristy Karras’ article included mentions of Arcane Cellars, Rogue Hopyard, Mecanico (Independence), The Feller House B&B and Travelsalem.com.</p>
	<p><i>NW Travel Magazine</i></p> <p>Run Date: 7/2015 Pitched: 3/2015</p>	\$4,201	105,000	<p>Feature article about Rogue Ales and the importance of the Independence-based Hopyard for growing hops and other ingredients that go into Rogue beer.</p>

	<p><i>Travel Oregon Industry e-newsletter</i> Travel Salem Greeters</p> <p>Run Date: 8/2015 Pitched: 7/2015</p>	<p>\$1,450</p>	<p>36,000</p>	<p>The Salem Greeters program was featured in the “industry spotlight” column in the August issue of the monthly newsletter.</p>
	<p><i>Where to Retire</i> Noteworthy Northwestern Oregon</p> <p>Run Date: 8/2015 Pitched: 3/2015</p>	<p>\$7,670</p>	<p>200,000</p>	<p>Salem and a photo of the capitol building were highlighted in a feature story about retiring in Oregon (Beaverton, Portland and Salem were called out).</p>
	<p><i>Oregon Wine Press</i> E.Z. to Love: Salem Farm Market a Local Favorit</p> <p>Run Date: 8/2015 Pitched: 7/2014</p>	<p>\$2,905</p>	<p>29,000</p>	<p>Oregon Wine Press’s “Emporium” column focusing on local products featured E.Z. Orchards Farm Market, including mention of their signature apple cider and hard cidre.</p>
	<p><i>Statesman Journal</i> State Fair Goes Retro Rad</p> <p>Run Date: 8/2015 Pitched: 6/2015</p>	<p>\$3,717</p>	<p>36,000</p>	<p>Full page feature article on Food Network’s Emily Ellyn appearance at upcoming fair and all of the retro-themed activities.</p>

	<p><i>VIA Magazine</i> Fair Play</p> <p>Run Date: 9/2015 Pitched: 12/2014</p>	<p>\$6,300</p>	<p>946,000</p>	<p>The “West’s Best Events” column highlighted the 150th Oregon State Fair, plus a ½ page photo and link to their website.</p>
	<p><i>Food Republic</i> Pumpkin Beers Arrive Early Thanks to Climate Change</p> <p>Run Date: 9/2015 Pitched: 4/2015</p>	<p>\$19,250</p>	<p>550,000</p>	<p>Rogue Pumpkin Patch Ale featured in article about Pumpkin ales arriving early this year.</p>
	<p><i>USA Today Travel</i> 50 State Houses: Capitol Building of the US</p> <p>Run Date: 9/2015 Pitched: 6/2015</p>	<p>\$5,600</p>	<p>120,000</p>	<p>Feature story included short write-up about Oregon’s capitol building plus a Travel Salem submitted photo.</p>
	<p><i>Willamette Living</i> The Oregon State Fair</p> <p>Run Date: 9/2015 Pitched: 4/2015</p>	<p>\$500</p>	<p>30,000</p>	<p>The Oregon State Fair highlighted in the magazine’s “Hot Ticket” events section.</p>

Travel Salem
CONVENTIONS EVENTS DASHBOARD
 2015-16 First Quarter

15-16 REAL-TIME CONVENTIONS/EVENTS							
FIRST QUARTER							
Qtr	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
1	ASA 16 Gold	\$ 216,000	720	900	\$ 86,562	\$ 7,791	
1	Enlightened Theatrics	\$ 37,800	100	360	\$ 34,625	\$ 3,116	
1	American Legion Baseball	\$ 48,000	300	105	\$ 10,099	\$ 909	
1	ST Skeet Shooting Championships	\$ 41,400	50	60	\$ 5,771	\$ 519	
1	The Hoop	\$ 1,863,000	2,250	2,812	\$ 270,458	\$ 24,341	
1	Smokin Down the Hwy	\$ 280,800	4,000	200	\$ 19,236	\$ 1,731	
1	Salem Keizer Volacnoes	\$ 16,146	2	156	\$ 15,004	\$ 1,350	
1	Summer Classic Tennis	\$ 51,750	25	50	\$ 4,809	\$ 433	
1	Portland Triumph Rally	\$ 42,000	200	200	\$ 19,236	\$ 1,731	
1	Undo the shame	\$ 414,000	1,000	200	\$ 19,236	\$ 1,731	
1	State Sport Clay Championship	\$ 155,250	250	225	\$ 21,641	\$ 1,948	
1	Senior softball USA	\$ 41,400	100	100	\$ 9,618	\$ 866	
1	USA Ultimate	\$ 12,255	160	15	\$ 1,443	\$ 130	
1	Gideons International	\$ 189,000	600	900	\$ 86,562	\$ 7,791	
1	Willamette Valley Men's BB	\$ 15,120	120	20	\$ 1,924	\$ 173	
TOTAL		\$ 3,423,921	9,877	6,303	\$ 606,223	\$ 54,560	
						131%	TOT ROI
	Total Value	\$ 3,423,921					
	Direct Costs for 1st Qtr	\$ 41,601					
	EEI ROI	\$ 82.30					
YEAR-TO-DATE							
	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
15 Real-Time Conventions/Events		\$ 3,423,921	\$ 9,877	\$ 6,303	\$ 606,223	\$ 54,560	
						131%	TOT ROI
	Total Value	\$ 3,423,921					
	Direct Costs for YTD	\$ 41,601					
	EEI ROI	\$ 82.30					

15-16 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 15-16	11	\$ 482,604	2,703	313	7	\$ 447,351	4,507	501	\$ 48,186	\$ 4,337	64%
FY 16-17	1	\$ 447,120	360	1,200	2	\$ 546,480	\$ 480	\$ 1,440	\$ 138,499	\$ 12,465	200%
FY 17-18											
FY 18-19											
FY 19-20											
FY 20-21											
TOTAL	12	\$ 929,724	3,063	1,513	9	\$ 993,831	4,987	1,941	\$ 186,685	\$ 16,802	75%
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 15-16	11	\$ 482,604	2,703	313	7	\$ 447,351	4,507	501	\$ 48,186	\$ 4,337	64%
FY 16-17	1	\$ 447,120	360	1,200	2	\$ 546,480	480	1,440	\$ 138,499	\$ 12,465	200%
FY 17-18											
FY 18-19											
FY 19-20											
FY 20-21											
TOTAL	12	\$ 929,724	3,063	1,513	9	\$ 993,831	4,987	1,941	\$ 186,685	\$ 16,802	75%

15-16 LOST BUSINESS

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	\$ -	\$ -
	TOTAL	15	-	\$ 945	\$ -	\$ -

15-16 FAM TOURS, TRADE SHOWS & PROMO TRIPS

Qtr	Organization	Organization Location	FAM Tour/ Site Tour	Trade Show	Promo Trip	
1	Connect Marketplace	Pittsburg, PA		X		
1	USA Track & Field (Racewalk Olympic Trials)		X			
1	Oregon Latino Baksetball		X			
1	US Quidditch		X			