



## **SECOND QUARTER REPORT 2014-15**

October, November, December

### **INTRODUCTION**

Travel Salem is pleased to submit the tourism and convention second 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**

- Collaborated with Amtrak to develop a Salem landing page on AmtrakCascades.com.
- Placed a Willamette Valley ad in Alaska Airlines in-flight magazine; circulation 1.1 million.
- Hosted the Travel Oregon PR team for a regional familiarization tour, as well as travel writer Sharon McDonnell to Willamette Valley Vineyards for a wine feature article, and author Kim Cooper Findling for her upcoming book "Day Trips from Portland."
- Completed a comprehensive Destination Development plan for 2014-17 outlining opportunities in the first three years and strategies to achieve them.
- Wine Country Plate sales reached 17,509 by the end of the quarter.

#### **Conventions & Events**

- Attended the TEAMS tradeshow in Las Vegas & conducted 48 meetings with event planners resulting in 15 RFPs. Travel Salem bid on five of the RFPs that best fit the market.
- Attended the Amateur Softball Association Council meeting & tradeshow in Reno to bid on 2016 national tournaments. Salem received the 2014 James Farrell Award of Excellence.
- The Travel Salem Sports Committee was formed with 29 members from sports, recreation and lodging partners.
- Attended the Oregon Society of Association Managers conference & tradeshow.

#### **Services**

- Provided services for 6 groups, reaching 1,515 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	2 <sup>nd</sup> Qtr 14-15	14-15 YTD	% Change from 13-14	2 <sup>nd</sup> Qtr YTD	2 <sup>nd</sup> Qtr YTD
<b>MARKETING &amp; COMMUNICATIONS</b>					
Public Relations – Advertising Equivalency	\$211,671	\$461,138	-20%	\$576,561	\$571,634
Visitor Information Network Attendance	32,055	73,458	5%	70,083	57,143
Advertising Inquiries	4,782	14,990	-19%	18,445	21,294
E-Communication Impressions <sup>1</sup>	35,616	73,679	45%	50,926	55,127
Website/TravelSalem.com Visits <sup>2</sup>	51,588	134,544	33%	101,534	112,597
• Lodging Click Thru <sup>3</sup>	2,081	7,421	-41%	12,550	n/a
Facebook Reach	36,779	82,823	-20%	103,105	133,880
YouTube Views <sup>4</sup>	2,488	7,387	50%	4,934	3,480
Flickr Impressions	80,236	160,442	24%	129,657	25,596
Twitter Impressions	575,171	1,149,715	n/a	n/a	n/a
Pinterest Followers <sup>5</sup>	16	271	86%	146	64
<b>CONVENTIONS &amp; EVENTS</b>					
Real-Time Conventions & Events <sup>6</sup>	1	6	-57%	14	16
• Number of Attendees <sup>7</sup>	400	3,760	-75%	15,150	6,820
• Number of Room Nights <sup>8</sup>	35	1,207	-92%	15,590	15,895
Sales Leads Generated <sup>9</sup>	10	29	45%	20	11
Bookings	10	15	7%	14	6
<b>SERVICES</b>					
Groups Assisted <sup>10</sup>	6	21	-34%	32	29
Visitors Reached <sup>11</sup>	1,515	6,810	-53%	14,556	25,145
<b>MEMBERSHIP</b>					
Total Membership	400	400	-4%	418	449
New Members Acquired <sup>12</sup>	12	20	-46%	37	44
Attrition <sup>13</sup>	12	28	-35%	43	38

<sup>1</sup> E-Communication Impressions – subscriber list has been updated on bouncebacks plus new subscribers.

<sup>2</sup> Website/TravelSalem.com Visits – increase due to structure & system updates.

<sup>3</sup> 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.

<sup>4</sup> YouTube – increase is due to new member videos uploaded.

<sup>5</sup> Pinterest – growing new social media platform.

<sup>6</sup> Real-Time Conventions & Events – the decrease is due to booking the initial Color Vibe at the OSFEC in 13-14. The ongoing event is now working directly with OSFEC.

<sup>7</sup> Number of Attendees – the decrease is due to booking the initial Color Vibe at the OSFEC in 13-14. The ongoing event is now working directly with OSFEC.

<sup>8</sup> Number of Room Nights – the decrease is due to booking the initial Color Vibe at the OSFEC in 13-14. The ongoing event is now working directly with OSFEC.

<sup>9</sup> Sales Leads Generated – increase is due to having a second sales person on board (Sports & Event Sales Manager).

<sup>10</sup> Groups Assisted – decrease is due to less events during the quarter, namely Color Vibe and the Capitol Anniversary Celebration.

<sup>11</sup> Visitors Reached – decrease is due to less events during the quarter, namely Color Vibe and the Capitol Anniversary Celebration.

<sup>12</sup> New Members Acquired – decrease is due to focus on retention; progress is still being made on bringing in new members.

<sup>13</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-Dec	% of 13-14	13-14	12-13	11-12	10-11	09-10	08-09
<b>Travel Salem Resources</b>	\$ 482,198	65%	\$ 736,845	\$ 702,267	\$ 723,344	\$ 722,116	\$ 729,601	\$ 803,142
City of Salem Contract	\$ 357,000	65%	\$ 550,000	\$ 479,000	\$ 550,000	\$ 533,030	\$ 503,030	\$ 531,530
Other Sources	\$ 125,198	67%	\$ 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>	400	98%	409	424	443	368	346	275
<b>Estimated Economic Impact (2013)</b>	\$ 537,200,000	100%	\$ 537,200,000	\$ 521,300,000	\$ 501,800,000	\$ 473,800,000	\$ 456,000,000	\$ 469,600,000
Direct Jobs (2013)	6,110	100%	6,110	5,880	5,900	5,850	6,010	6,290
<b>TOT Revenues</b>	\$ 1,394,724	51%	\$ 2,715,518	\$ 2,442,310	\$ 2,238,900	\$ 2,147,000	\$ 2,160,000	\$ 2,399,000
<b>Occupancy - Rooms Sold (Salem)</b>	185,820	47%	391,501	364,608	340,507	316,748	328,693	354,160
Average Daily Rate (ADR)	\$ 85.73	107%	\$ 79.79	\$ 76.86	n/a	n/a	n/a	n/a
<b>TOT Influenced by TS</b>	\$ 720,352	47%	\$ 1,524,242	\$ 1,425,310	\$ 1,265,905	\$ 854,280	\$ 877,432	\$ 832,545
Leisure	\$ 711,309	51%	\$ 1,384,914	\$ 1,245,578	\$ 1,140,800	\$ 716,161	\$ 789,311	\$ 659,434
Convention*	\$ 9,043	6%	\$ 139,328	\$ 179,732	\$ 125,105	\$ 138,119	\$ 88,121	\$ 173,111
<b>Leverage</b>	\$ 878,369	42%	\$ 2,086,254	\$ 1,914,854	\$ 3,206,602	\$ 1,884,865	\$ 1,511,731	\$ 1,363,105
Visitors Guide	\$ -	0%	\$ 81,533	\$ 87,953	\$ 112,793	\$ 114,336	\$ 96,366	\$ 91,693
Volunteers	\$ 1,566	37%	\$ 4,236	\$ 9,224	\$ 16,126	\$ 24,562	\$ 27,203	\$ 23,148
Public Relations - Advt Equiv	\$ 461,138	41%	\$ 1,128,533	\$ 960,533	\$ 2,166,423	\$ 1,016,469	\$ 611,839	\$ 660,288
Advertising	\$ 18,239	27%	\$ 68,311	\$ 70,690	\$ 78,245	\$ 47,504	\$ 40,978	\$ 50,302
In-Kind	\$ 296,206	49%	\$ 601,311	\$ 608,563	\$ 621,353	\$ 509,348	\$ 492,945	\$ 300,429
WVVA/Regional	\$ 101,220	50%	\$ 202,440	\$ 177,891	\$ 211,662	\$ 172,646	\$ 242,400	\$ 237,245
<b>Consumer Engagement</b>	20,992,284	54%	39,106,833	43,778,277	48,925,791	25,629,680	n/a	n/a
<i>Examples include:</i>								
Visitor Information Network	73,458	54%	135,337	111,112	136,966	122,345		
Conv Services - Visitors Reached	6,810	16%	41,641	47,477	54,385	72,732		
Visitor Inquiries	14,227	32%	43,852	42,900	42,045	30,476		
Media Impressions	12,993,811	43%	29,910,649	26,711,743	37,519,977	14,492,574		
Advertising Impressions	3,968,544	156%	2,544,000	13,126,000	7,628,520	7,440,000		
Online Visits	134,544	50%	268,472	234,277	185,382	150,940		
Twitter Impressions	1,149,715	46%	2,475,218	1,228,472	1,706,940	1,941,184		
Facebook Impressions	1,027,252	50%	2,073,308	1,980,049	1,549,150	1,202,325		
<b>Data available through the City of Salem and Travel Oregon through November 30, 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  
Second Quarter 2014-15

Secured 321 published references/articles with a reach of 5,372,349 and an advertising equivalency of \$211,671.

Media/Headline	Value	Reach	Key Messages/Content
 <p><b>1859</b> Oregon's Magazine <i>Alpine Oregon</i></p> <p>Run Date: 10/2014 Pitched: 12/2013</p>	\$15,980	60,000	3-page feature with photos. "72 Hours in Salem" paints Salem as a small town with an indie vibe set amidst an abundance of natural beauty and history, highlighting an eclectic mix of attractions, eateries and quirky finds.
 <p><b>Greater Salem Offers Pet-Friendly Access to Oregon's Farm Country</b></p> <p>Run Date: 10/2014 Pitched: 8/2014</p>	\$17,500	550,000	Writer Myscha Theriault wrote a feature article for Canada.com – one of the nation's leading entertainment/culture/news websites – about her visit to The Oregon Garden Resort, Rogue Hop Farm and Minto Brown Island Park.
 <p><b>via</b> Northwest Cideries</p> <p>Run Date: 10/2014 Pitched: 11/2013</p>	\$6,300	420,000	E.Z. Orchards' hard cider included in 3-page feature on Oregon ciders.





 <p>The cover of the 'Weekend' insert from the Statesman Journal, dated December 18-20, 2014. The title 'Weekend' is in green, and 'Magic at the Mill' is in white. Below the title, it says 'Annual event brings family fun, Christmas feel to Willamette Heritage Center Page 5'. The background shows a house with lights.</p>	<p><i>Statesman Journal</i>  <b>Magic at the Mill</b></p> <p>Run Date: 12/2014  Pitched: 11/2014</p>	<p>\$5,355</p>	<p>36,629</p>	<p>Willamette Heritage Center's "Magic at the Mill" Celebration was featured on the front cover of the Weekender Insert, plus full page story and photos inside.</p>
 <p>The cover of 'Willamette Living' magazine, January 2015 issue. The title 'WILLAMETTE LIVING' is in red. Below it, it says 'THE LIFESTYLE MAGAZINE OF OREGON'S WILLAMETTE VALLEY'. The cover features a white gift box with a red bow on a snowy background. At the bottom, it lists locations: ALBANY   CORVALLIS   EUGENE   MCMINNVILLE   PORTLAND   SALEM.</p>	<p><i>Willamette Living</i>  <b>Winter Events</b></p> <p>Run Date: 12/2014  Pitched: 5/2014</p>	<p>\$1m500</p>	<p>44,000</p>	<p>Willamette Valley Vineyard's upcoming Crab &amp; Chowder Fest plus Salem Saturday Market's annual Holiday Market were both featured in the "Hot Ticket" Calendar Section in the winter issue of the magazine</p>

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

14-15 REAL-TIME CONVENTIONS/EVENTS							
<b>SECOND QUARTER</b>							
Qtr	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
2	Mid-Valley Aquatics	\$ 14,625	400	35	\$ 2,933	\$ 264	
<b>TOTAL</b>		<b>\$ 14,625</b>	<b>400</b>	<b>35</b>	<b>\$ 2,933</b>	<b>\$ 264</b>	
							0% ROI
	Total Value	\$ 14,625					
	Direct Costs for 2nd Qtr	\$ 53,356					
	ROI	\$ 0.27					
<b>YEAR-TO-DATE</b>							
	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
<b>6 Real-Time Conventions/Events</b>		<b>\$ 391,725</b>	<b>3,760</b>	<b>1,207</b>	<b>\$ 101,149</b>	<b>\$ 9,103</b>	
							10% ROI
	Total Value	\$ 391,725					
	Direct Costs for YTD	\$ 88,397					
	ROI	\$ 4.43					

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

<b>SECOND QUARTER</b>											
	<b>LEADS</b>				<b>BOOKINGS</b>						
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	2	\$ 58,500	400	300	1	\$ 16,500	300	100	\$ 8,380	\$ 754	50%
FY 15-16	4	\$ 204,450	845	1,630	2	\$ 76,200	170	555	\$ 46,510	\$ 4,186	50%
FY 16-17	3	\$ 245,400	1,010	1,470	1	\$ 38,400	160	195	\$ 16,341	\$ 1,471	33%
FY 17-18	1	\$ 126,000	400	600							
FY 18-19											
FY 19-20											
<b>TOTAL</b>	<b>10</b>	<b>\$ 634,350</b>	<b>2,655</b>	<b>4,000</b>	<b>4</b>	<b>\$ 131,100</b>	<b>630</b>	<b>850</b>	<b>\$ 71,231</b>	<b>\$ 6,411</b>	<b>40%</b>
<b>YEAR-TO-DATE</b>											
	<b>LEADS</b>				<b>BOOKINGS</b>						
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	18	\$ 1,505,775	22,790	3,671	14	\$ 1,156,125	19,450	2,481	\$ 207,912	\$ 18,712	78%
FY 15-16	5	\$ 420,450	1,565	2,530	3	\$ 292,200	890	1,455	\$ 121,931	\$ 10,974	60%
FY 16-17	5	\$ 324,150	1,260	1,950	1	\$ 38,400	160	195	\$ 16,341	\$ 1,471	20%
FY 17-18											
FY 18-19											
FY 19-20											
<b>TOTAL</b>	<b>28</b>	<b>\$ 2,250,375</b>	<b>25,615</b>	<b>8,151</b>	<b>18</b>	<b>\$ 1,486,725</b>	<b>20,500</b>	<b>4,131</b>	<b>\$ 346,185</b>	<b>\$ 31,157</b>	<b>64%</b>



# 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	\$ 3,352	\$ 302
2016 Oregon Mayors Assoc	Booked at Salishan & received per diem	125	300	\$ 39,375	\$ 25,141	\$ 2,263
2015 USS Washoe County LST	No international airport	50	100	\$ 21,000	\$ 8,380	\$ 754
NW Mosquito & Vector Control	Chose Ka-Nee-Ta	120	180	\$ 39,375	\$ 15,084	\$ 1,358
PNW Ski Association 2016	Booked in Bend	400	600	\$ 126,000	\$ 50,281	\$ 4,525
PNW Ski Association 2017	Booked in Bend	400	600	\$ 126,000	\$ 50,281	\$ 4,525
Turfgrass Producers	Booked in PDX	100	200	\$ 42,000	\$ 16,760	\$ 1,508
International Senior Softball	Needed too many concessions	450	675	\$ 81,000	\$ 56,566	\$ 5,091
International Senior Softball	Needed too many concessions	450	675	\$ 81,000	\$ 56,566	\$ 5,091
	<b>TOTAL</b>	<b>2,135</b>	<b>3,370</b>	<b>\$ 564,150</b>	<b>\$ 282,412</b>	<b>\$ 25,417</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			
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			