

SECOND QUARTER REPORT 2015-16

October, November, December

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention second 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

• Travel Salem was named one of the Top 100 Nonprofits to Work For by *Oregon Business Magazine*.



TravelSALEM

Marketing & Communications

- Travel Salem received Wine Country Plate funds & began execution of the marketing plan for Region #1 (Marion, Polk, Yamhill).
- Hosted a *Travel & Leisure's Northwest* correspondent for a fam-tour at Willamette Valley Vineyards & Brooks Winery.
- Wrote article on Aurora's Pacific Hazelnut Candy Factory for *Take Root* magazine.
- Hosted freelance writer Heather Larsen for tour of Oregon State Hospital Museum, lunch at Wild Pear and overnight at the Hampton.
- Designed co-op marathon ad with 7 run/race partners for *Race Center Northwest* magazine.

Destination Development

• Created 6 cycling routes throughout Salem, Marion & Polk counties to promote the region as a "bike-friendly" destination with online & print resources to ensure safe, scenic & fun cycling visits. The routes will be promoted through all marketing channels with specific emphasis on online (TravelSalem.com, RideOregonRide.com, RideWithGPS.com to name a few).



Need To Run?

Conventions, Events & Sports

- Attended the annual conferences & tradeshows for the United States Specialty Sports Association (USSSA) and the Oregon Society of Association Managers (OSAM).
- Attended the Amateur Softball Association (ASA) Annual Convention & Tradeshow in Louisville, Ky. and was awarded the ASA/USA 2017 Girls Class "A" Fast Pitch National Championship Finals valued at \$1,092,000 in EEI. Also secured the Men's Class C West Fast Pitch tournament for 2017.
- Attended the TEAMS Annual Conference in Las Vegas & secured 6 RFPs.
- Partnered with the Salem Convention Center & the Oregon State Fair & Expo Center at the annual BRAVO! Tradeshow in Portland.
- Mayor Anna Peterson, Travel Salem's CEO Angie Morris and Sports & Events Sales
 Manager Brian Chung traveled to Japan for research & development for possible U.S. debut
 of "Sea to Summit" event in Salem.

Services

• Hosted the Antique Truck Historical Society's Board of Director's meeting for 40 members who came from all over the U.S. to prepare for their 2016 event to be held at the Oregon State Fair & Expo 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.

	2 nd Qtr	15-16	% Change	14-15	13-14
Activity	15-16	YTD	from 14-15	YTD	YTD
MARKETING & COMMUNICATIONS					
Public Relations – Advertising Equivalency ¹	\$724,974	\$1,012,246	120%	\$461,138	\$576,531
Visitor Information Network Attendance	37,200	82,581	12%	73,458	70,083
Advertising Inquiries ²	20,483	28,262	89%	14,990	18,445
E-Communication Impressions	32,674	66,202	-10%	73,679	50,926
Website/TravelSalem.com Visits	53,472	154,279	15%	134,544	101,534
Lodging Click Thru	1,876	5,769	-22%	7,421	12,550
Facebook Reach ³	212,199	444,755	437%	82,823	103,105
YouTube Views	2,207	6,726	-9%	7,387	4,934
Flickr Impressions	63,685	130,731	-19%	160,442	129,657
Twitter Impressions	648,312	1,307,257	14%	1,149,715	4,194
Pinterest Followers ⁴	20	354	31%	271	146
CONVENTIONS & EVENTS					
Real-Time Conventions & Events ⁵	1	16	167%	6	14
Number of Attendees ⁶	100	9,887	163%	3,760	15,150
 Number of Room Nights⁷ 	40	6,343	426%	1,207	15,590
Sales Leads Generated	25	37	28%	29	20
Bookings	5	14	-1%	15	14
SERVICES					
Groups Assisted	8	27	29%	21	32
Visitors Reached	3,951	8,651	27%	6,810	14,556
MEMBERSHIP					
Total Membership	330	330	-18%	400	418
New Members Acquired	18	20	0%	20	37
Attrition ⁸	23	45	61%	28	43

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.

⁴Pinterest Followers – This is still a relatively new social media platform that continues to grow with the addition of content.

⁵ Real-Time Conventions & Events – increase is due to National ASA Girls Fast-Pitch tournament.

⁶ Number of Attendees – increase is due to National ASA Girls Fast-Pitch tournament.

⁷ Number of Room Nights – increase is due to National ASA Girls Fast-Pitch tournament.

⁸ Attrition – increase due to 10 businesses closed/moved, 9 in tertiary market, and 4 with no budget this year.

TRAVEL SALEM DASHBOARD

Key Performance Measurements

February 27, 2013 Board of Directors Approved

	_	15-16															
		uly-December	% of 14-15		14-15		13-14		12-13		11-12		10-11		09-10		08-09
Travel Salem Resources	\$	654,399	69%	\$	954,704		736,845	\$	702,267		723,344	\$	722,116	\$	729,601	\$	803,142
City of Salem Contract	\$	385,710	54%	\$	714,000		550,000	\$	479,000		550,000	\$	533,030	\$	503,030	\$	531,530
Other Sources	\$	132,297	55%	\$	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		7.67
Membership		330	93%		355		409		424		443		368		346		275
Revenue	\$	63,048	65%	\$	96,689	\$	91,521	\$	113,492	\$	113,761	\$	116,352	\$	126,695	\$	78,538
						ļ .											
Estimated Economic Impact (2014)	\$	548,400,000	100%	\$	548,400,000	\$	541,000,000	\$	527,100,000	Ş	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	\$	1,713,942	55%	\$	3,125,123	Ş	2,730,822	\$	2,445,339	Ş	2,239,286	\$	2,215,001	\$	2,138,196	Ş	2,416,440
Occurred to Decree Cold (Col.)		250 504	C00/		446 504		204 524		264.600		240 507		246 740		220 622		254.450
Occupancy - Rooms Sold (Salem)	ċ	250,704	60%	<u>,</u>	416,594	ċ	391,501	ċ	364,608		340,507		316,748		328,693		354,160
Average Daily Rate (ADR)	\$	90.97	109%	\$	83.52	>	79.79	\$	76.86		n/a		n/a		n/a		n/a
TOT Influenced by TS	\$	926,045	55%	\$	1,689,319	ċ	1,532,047	Ś	1,425,310	ć	1,265,905	\$	854,280	Ś	877,432	Ś	832,545
Leisure	\$	874.110	55%	\$	1,578,168		1,392,719	\$	1,245,578		1,140,800	\$	716,161	\$	789,311	\$	659,434
Convention*	\$	51,934	47%	\$	111,151	<u> </u>	139,328	\$	179,732		125,105	\$	138,119	\$	88,121	\$	173,111
TS Correlation to TOT Ratio	Ş	51,934	4770	٦	111,131	٦	139,320	Ş	1/9,/32	Ş	123,103	Ą	130,113	ې	00,121	Ą	1/3,111
13 Correlation to 101 Katio		34%		_													
Leverage	\$	1,426,023	72%	\$	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	\$	361	11%	\$	3,212	\$	4,236	\$	9,224	\$	16,126	\$	24,562	\$	27,203	\$	23,148
Public Relations - Advt Equiv	\$	1,012,246	97%	\$	1,047,244	\$	1,128,533	\$	960,533	\$	2,166,423	\$	1,016,469	\$	611,839	\$	660,288
Advertising	\$	16,524	40%	\$	41,794	\$	68,311	\$	70,690	\$	78,245	\$	47,504	\$	40,978	\$	50,302
In-Kind	\$	276,861	45%	\$	611,395	\$	601,311	\$	608,563	\$	621,353	\$	509,348	\$	492,945	\$	300,429
WVVA/Regional	\$	120,030	65%	\$	185,570	\$	202,440	\$	177,891	\$	211,662	\$	172,646	\$	242,400	\$	237,245
Consumer Engagement		29,367,980	71%		41,476,228		39,106,833		43,778,277		48,925,791		25,629,680		n/a		n/a
Examples include:																	
Visitor Information Network		82,581	57%		144,441		135,337		111,112		136,966		122,345				
Conv Services - Visitors Reached		10,900	30%		36,117		41,641		47,477		54,385		72,732				
Visitor Inquiries	_	28,262	81%		35,054		43,852		42,900		42,045		30,476				
Media Impressions		24,246,827	83%		29,061,138		29,910,649		26,711,743		37,519,977		14,492,574				
Advertising Impressions		742,952	17%		4,456,800		2,544,000		13,126,000		7,628,520		7,440,000				
Online Visits		154,279			273,903		268,472		234,277		185,382		150,940				
Twitter Impressions		1,307,257	58%		2,241,868		2,475,218		1,228,472		1,706,940		1,941,184				
Facebook Impressions		1,171,395	58%		2,027,053		2,073,308		1,980,049		1,549,150		1,202,325				
	1			1		<u> </u>											
Data available through City of Salem and	<mark>d Trave</mark>	l Oregon through	November 3 ^I	0, 201	5.					ļ							
				1													
* Business is also being booked for future years in the o	current ye	ar, however, this TOT va	lue will be recog	nized in t	hose respective years.												
TOT Influenced by TS:																	
1) Leisure trend is attributed to PR, social media efforts	s and Trav	vel Café and enhanced V	I isitor Informatio	n Netwo	·k	-											
2) 08-09 Convention figure included the last year of OS																	

Travel Salem PUBLIC RELATIONS ADDENDUM

National & Regional Media 15-16 Second Quarter

Secured 331 published references/articles with a reach of 15,266,277 and an advertising equivalency of \$724,974.

	Media/Headline	Value	Reach	Key Messages/Content
量USA TODAY。	USA Today Pick the Perfect Spot to View the 2017 Solar Eclipse Published: 10/2015 Pitched: 8/2015	\$71,415	1,142,647	Salem was highlighted as one of the first cities in the path of the eclipse, with Eola Hills Winery being called out for its plans. The Grand Hotel, Red Lion & restaurants mentioned.
meetings Ecus	Meetings Focus Magazine Go with the Flow Published: 10/2015 Pitched: 5/2015	\$19,640	80,000	Story about water activities, wine & beer in Oregon. Included Salem's AleWays Brewery tours plus a photo
TAKE ROOT Eat Fresh Thrive Locally Sustain Life	Take Root Magazine Travel Salem Launches Salem Greeters Program Published: 10/2015 Pitched: 7/2015	\$1,500	38,000	Short feature article (plus photo of downtown Salem) about Travel Salem's new Greeters Program.
TRAVELOREGON	Travel Oregon e-newsletter Salem's Archive Coffee & Bar Published: 10/2015 Pitched: 11/2014	\$11,000	300,000	Feature story plus photos about Salem's new Archive Coffee & Bar appeared in the October issue of Travel Oregon's eat & drink e-newsletter.
TODAY	The Today Show Today Show Exclusive: the Beard Speaks Published: 11/2015 Pitched: 10/2015	\$350,474	4,551,000	Interviewed Rogue Beers' John Maier about Beard Beer and its connection to No Shave November (cancer awareness).

New Control of Control	Northwest Meetings & Events Magazine Heart of the Valley Published: 11/2015 Pitched: 6/2015	\$21,600	43,000	3-page feature story on Salem as a destination for meetings and events. Included photos of downtown, Bush's Pasture Park, the Oregon State Fair, Deepwood Museum & Gardens and the Salem Convention Center.
MARTINE ON THE THREE CHEST PROPILE ADVENTURE CYCLIST O'M INDICES AS HE WAS ARRESTED ON THE STATE OF THE STAT	Adventure Cyclist Oregon's Willamette Valley Scenic Bikeway Published: 11/2015 Pitched: 9/2014	\$8,620	91,000	A feature story about the Willamette Valley Scenic Bikeway, highlighting stops in the Salem area including Minto Island Growers, EZ Orchards and Arcane Cellars.
Pestive SEASONAL CETAWAYS Distinguished the Control of the Contro	Northwest Travel Magazine Seven Festive Seasonal Tours Published: 11/2015 Pitched: 6/2015	\$2,897	105,000	Feature article on the Northwest's best places to visit during the holiday season included The Oregon Garden's "Christmas in the Garden."
TRAVEL+ LEISURE	Travel & Leisure How to Have a Perfect Christmas Day in Oregon Published: 12/2015 Pitched: 10/2015	\$26,298	974,000	The Oregon Garden was included in a story by Travel & Leisure writer Sarah Wexler (who's based in Portland) about Willamette Valley attractions open on Christmas Day.

SUBLINE SEQUULAS High hardy Saxviors CARRYTHES IN ORCEON HIGH ARE MUSSERN Spring Global Ped Spring Global P	RV Life Experience Christmas Magic at the Mill in Salem Published: 12/2015 Pitched: 9/2015	\$4,900	75,000	Feature story on Willamette Heritage Center's Magic at the Mill by Willamette Valley based freelance writer Denise Seith.
NORTH WEST MAGAZINE	Sip Northwest Getting to Know: Santiam Brewing Published: 12/2015 Pitched: 8/2015	\$3,000	60,000	One-page profile article (plus photos) on Salem's Santiam Brewing by freelancer Liana Scarsella.
FINEWINE	World of Fine Wine Bethel Heights: The Road Less Traveled Published: 9/2015 Pitched: 4/2015	\$28,000	800,000	Lengthy feature article on Bethel Heights and the Casteel family's influence on Oregon's wine industry.

Travel Salem

CONVENTIONS EVENTS DASHBOARD

2015-16 Second Quarter

15-	16 REAL-TIME CONVENTIONS	S/EVI	ENTS							
SEC	COND QUARTER									
1		Con	nmunity Econ	Booked	Booked Rm		Lodging		TOT	
Qtr			Impact	Attendees	Nts	ŀ	Revenue	Re	evenue	
2	Far West Regional Soccer	\$	20,800	100	40	\$	3,639	\$	328	
	TOTAL	\$	20,800	100	40	\$	3,639	\$	328	
								\$	0.01	TOT ROI
	Total Value	\$	20,800							
	Direct Costs for 2nd Qtr	\$	45,265							
	EEI ROI	\$	0.46							
YE/	AR-TO-DATE									
		Con	nmunity Econ	Booked	Booked Rm		Lodging		TOT	
	Organization		Impact	Attendees	Nts	F	Revenue	Re	evenue	
	16 Real-Time Conventions/Events	\$	3,444,721	9977	6343	\$	609,862	\$	54,888	
								\$	0.63	TOT ROI
	Total Value	\$	3,444,721							
	Direct Costs for YTD	\$	86,866							
	EEI ROI	\$	39.66							

15-16 POT	ENTIAL F	-UT	URE BUS	NESS - LE	ADS & BO	OKINGS	3								
SECOND Q	JARTER														
	,		LEAI	os					воо	KINGS					
							Es	st. Booked	Est.	Est.					Lead
Convention		Est.	Community	Est.	Est. Room	# of	С	ommunity	Booked	Booked Rm		t. Lodging	E	st. TOT	Conversio
Year	# of Leads	E	con Impact	Attendees	Nights	Bookings	Ed	con Impact	Attendees	Nts	F	Revenue	R	evenue	n Rate
FY 15-16	12	\$	3,618,490	16,315	9,829	1	\$	249,600	1,200	400	\$	36,390	\$	3,275	8%
FY 16-17	9	\$	1,277,500	7,125	4,680	1	\$	310,500	500	500	\$	45,487	\$	4,094	11%
FY 17-18	4	\$	1,263,700	1,600	5,025										
FY 18-19															
FY 19-20															
FY 20-21															
TOTAL	25	\$	6,159,690	25,040	19,534	2	\$	560,100	1,700	900	\$	81,877	\$	7,369	8%
YEAR-TO-D	ATE														
			LEAI	os					В00	KINGS					
								st. Booked	Est.	Est.					Lead
Convention			Community	Est.	Est. Room	# of		ommunity	Booked	Booked Rm		t. Lodging		st. TOT	Conversio
Year	# of Leads	E	con Impact	Attendees	Nights	Bookings	Ed	con Impact	Attendees	Nts	F	Revenue	R	evenue	n Rate
FY 15-16	23	\$	4,101,094	19,018	10,142	8	\$	696,951	5,707	901	\$	81,968	\$	7,377	35%
FY 16-17	10	\$	1,724,620	7,485	5,880	3	\$	856,980	980	1,940	\$	176,490	\$	15,884	30%
FY 17-18	4	\$	1,263,700	1,600	5,025										
FY 18-19															
FY 19-20															
FY 20-21															
TOTAL	37	\$	7,089,414	28,103	21,047	11	\$	1,553,931	6,687	2,841	\$	258,457	\$	23,261	30%

			Lost		Lost				
		Lost	Room	Co	mmunity	Los	t Lodging	Lo	st TOT
Account Name	Reason	Attendees	Nights	Ecc	on Impact	R	Revenue	R	evenue
OSU School of Business	Not hosting seminar at this time, maybe Feb	15	-	\$	945	\$	-	\$	-
GOSGMP Conference	Chose another location	60	80	\$	24,840	\$	7,278	\$	655
American Astronomical Society	No availability due to eclipse	300	1,100	\$	372,600	\$	100,071	\$	9,006
American Astronomical Society	No availability due to eclipse	300	1,425	\$	372	\$	129,638	\$	11,667
	TOTAL	675	2,605	\$	398,757	\$	107,349	\$	9,661
15-16 FAM TOURS, TRA	DE SHOWS & PROMO TRIPS Organization	Organization Location	FAM Tour/ Site Tour	Tra	de Show	Pr	omo Trip		
	Organization	Location		Tra	nde Show	Pr	omo Trip		
	Organization Connect Marketplace	0		Tra		Pr	omo Trip		
Qtr 1	Organization	Location Pittsburg	Site Tour	Tra		Pr	omo Trip		
Qtr 1 1	Organization Connect Marketplace USA Track & Field (Racewalk Olympic Trials)	Location Pittsburg Colorado	Site Tour	Tra		Pro	omo Trip		
Qtr 1 1 1	Organization Connect Marketplace USA Track & Field (Racewalk Olympic Trials) Oregon Latino Baksetball	Location Pittsburg Colorado Woodburn	X X	Tra		Pr	omo Trip		
Qtr 1 1 1 1	Organization Connect Marketplace USA Track & Field (Racewalk Olympic Trials) Oregon Latino Baksetball US Quidditch	Pittsburg Colorado Woodburn Washington	X X	Tra	X	Pro	omo Trip		
Qtr 1 1 1 1 2	Organization Connect Marketplace USA Track & Field (Racewalk Olympic Trials) Oregon Latino Baksetball US Quidditch BRAVO!	Pittsburg Colorado Woodburn Washington Portland	X X	Tra	X	Pr			
Qtr 1 1 1 1 2 2	Organization Connect Marketplace USA Track & Field (Racewalk Olympic Trials) Oregon Latino Baksetball US Quidditch BRAVO! Sea to Summitt (River to Ridge research trip)	Location Pittsburg Colorado Woodburn Washington Portland Japan	X X X	Tra	X	Pro			
Qtr 1 1 1 1 2 2 2	Organization Connect Marketplace USA Track & Field (Racewalk Olympic Trials) Oregon Latino Baksetball US Quidditch BRAVO! Sea to Summitt (River to Ridge research trip) Capitol Cup	Location Pittsburg Colorado Woodburn Washington Portland Japan Salem	X X X	Tra	X	Pr			
Qtr 1 1 1 1 2 2 2 2	Organization Connect Marketplace USA Track & Field (Racewalk Olympic Trials) Oregon Latino Baksetball US Quidditch BRAVO! Sea to Summitt (River to Ridge research trip) Capitol Cup Amatuer Softball Assoc. Council Tradeshow	Location Pittsburg Colorado Woodburn Washington Portland Japan Salem Kentucky	X X X	Tra	X	Pro			