



SECOND QUARTER REPORT 2013-14

October, November, December

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention second 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

- Launched WVVA's Wintercation Facebook promotion highlighting Salem area attractions including Baskett Slough Wildlife Refuge, downtown Salem shopping, Woodburn Company Stores and winter fun at Detroit Lake Recreation Area.
- Created a 2-page spread for Tour & Tasting magazine highlighting Willamette Valley assets.
- Responded to Japanese Association of Travel Agents leads generated from Travel Oregon.
- Created a Brand USA advertisement for WVVA to run in the USA Travel Guide.
- Set-up and worked the Salem booth at the Oregon State Capitol's 75th celebration.

Conventions & Events

- Distributed 15 leads to lodging partners.
- Attended the Amateur Softball Annual Council meeting held in Oklahoma City with the City of Salem to bid on 2015 softball tournaments.
- Conducted a lodging site tour for Seahorse - C4 Productions which is looking to film a movie in the region.
- Conducted 10 hotel site tours for Capitol Cup Soccer Tournament, and secured lodging for the 2014 tournaments.
- Exhibited at the BRAVO! tradeshow held in Portland, with three partners – Salem Convention Center, Hampton Inn and Oregon West Excursions.

Services

- Provided services for 12 groups, reaching 2,640 delegates.
- Provided services for the National Hay Convention.
- Provided services at the Oregon Winnebago Rally held at the Polk County Fairgrounds.

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	2nd Qtr 13-14	13-14 YTD	% Change from 12-13	12-13 YTD	11-12 YTD
MARKETING & COMMUNICATIONS					
Public Relations – Advertising Equivalency	\$346,474	\$576,561	0%	\$571,634	\$1,311,497
Visitor Information Network Attendance	29,169	70,083	23%	57,143	70,074
Advertising Inquiries	11,105	18,445	-13%	21,294	16,956
E-Communication Impressions	25,169	50,926	-8%	55,127	29,255
Website/TravelSalem.com Visits	54,072	101,534	-10%	112,597	88,502
• Lodging Click Thru	3,436	12,550	n/a	n/a	n/a
Facebook Reach	44,487	103,105	-23%	133,880	n/a
YouTube Views ¹	1,906	4,934	42%	3,480	3,963
Flickr Impressions	73,699	129,657	n/a	25,596	n/a
Twitter Followers	4,194	4,194	14%	3,668	3,481
Pinterest Followers ²	146	146	128%	64	n/a
CONVENTIONS & EVENTS					
Real-Time Conventions & Events	4	14	-13%	16	17
• Number of Attendees ³	3,250	15,150	122%	6,820	10,055
• Number of Room Nights	350	15,590	-2%	15,895	7,554
Sales Leads Generated ⁴	15	20	82%	11	41
Bookings ⁵	9	14	133%	6	10
SERVICES					
Groups Assisted	12	32	10%	29	40
Visitors Reached ⁶	2,640	14,556	-42%	25,145	27,143
MEMBERSHIP					
Total Membership	418	418	-7%	449	400
New Members Acquired	25	37	-16%	44	51
Attrition	13	43	13%	38	19

¹ YouTube: existing content driving views as video is more utilized by consumers.

² Pinterest: growing new social media platform.

³ Number of Attendees: new event at the OSFEC (Color Vibe Run).

⁴ Sales Leads Generated: more leads were generated during the quarter.

⁵ Bookings: more business was booked during the quarter due to scheduling 2014 Travel Salem meetings.

⁶ Visitors Reached: in 12-13 we did a special promotion with Oregon State Fair that wasn't not done in 13-14.

February 27, 2013 Board of Directors Approved

* Business is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.


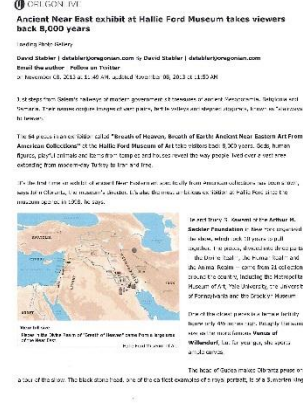

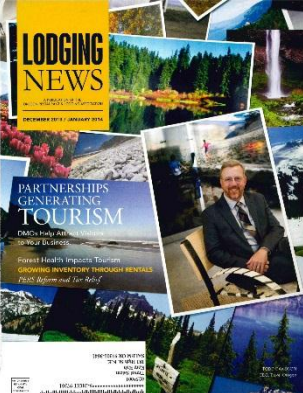
1) Leisure trend is attributed to PR, social media efforts, and Travel Café and enhanced Visitor Information Network




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
2013-14 Second Quarter

Secured 364 published references/articles with a reach of 6,806,739 and an advertising equivalency of \$346,474.

Media/Headline	Value	Reach	Key Messages/Content
 <p>Sunset Magazine Why I Love Salem</p> <p>Published: 10/2013 Pitched: 5/2013</p>	\$92,062	620,000	2-page feature article, "Why I love Salem" by freelancer Emily Grosvenor, plus color photos. Includes mentions of many Salem businesses including DaVinci's, Bush Barn Art Center, Wandering Aengus Ciderworks, Andaluz and Sugar.Sugar.
 <p>Oregon Wine Press Promoting the Goat</p> <p>Published: 10/2013 Pitched: 7/2013</p>	\$2,800	25,000	2-page feature plus photos by Oregon Wine Press food columnist Christine Hyatt on Fairview Goat Dairy's farm, store and museum in Dallas.
 <p>Grant's Getaways Oregon Cider Takes Root</p> <p>Published: 11/2013 Pitched: 9/2013</p>	\$7,200	40,0001	KGW-TV travel show Grant's Getaways featured Oregon cider and interview with Kevin Zielenski of EZ Orchards
 <p>The Seattle Times 5 Oregon Waterfalls from a Kid's View</p> <p>Published: 11/2013 Pitched: 3/2013</p>	\$9,293	263,000	Feature article plus photos highlighting kid-friendly waterfall hikes in the Mid-Valley.

	<p><i>OregonBeerCountry.org</i></p> <p>What's Brewing in Oregon's Capital?</p> <p>Published: 11/2013 Pitched: 10/2013</p>	<p>\$1,680</p>	<p>30,000</p>	<p>Full page blog post plus photos listing Salem's breweries and beer-related shops including Gilgamesh, Santiam Brewing Co, Seven Brides Brewing and Franklin's Bottle Shop.</p>
	<p><i>OregonLive.com</i></p> <p>Hallie Ford's Breath of Heaven Exhibit</p> <p>Published: 11/2013 Pitched: 7/2013</p>	<p>\$8,000</p>	<p>100,000</p>	<p>Feature by arts writer David Stabler on Hallie Ford Museum's "Breath of Heaven" exhibit.</p>
	<p><i>Smart Meetings Magazine</i></p> <p>Oregon's Au Naturel Appeal</p> <p>Published: 12/2013 Pitched: 8/2013</p>	<p>\$6,175</p>	<p>48,000</p>	<p>Feature article on Oregon as a meeting destination included the Salem area and highlighted Silver Falls State Park, The Salem Conference Center and The Red Lion Hotel.</p>
	<p><i>Lodging News</i></p> <p>New Exhibit at Hallie Ford Museum of Art</p> <p>Published: 12/2013 Pitched: 9/2013</p>	<p>\$2,800</p>	<p>5,000</p>	<p>Travel Salem initiatives (interactive online map and the wine country license plate) prominently featured in article on how DMOs attract visitors to area businesses</p>

	<p><i>Travel Oregon e-newsletter</i> Road Trip: Salem</p> <p>Published: 12/2013 Pitched: 6/2013</p>	<p>\$9,500</p>	<p>160,000</p>	<p>Travel Oregon's December consumer newsletter included a feature article about Salem as a road trip destination and mentioned numerous area attractions (i.e. The Capitol Building, Hallie Ford Museum, Historic Deepwood Estate, Bush House Museum, The Elsinore Theatre)</p>
	<p><i>Willamette Living</i> Hot Ticket</p> <p>Published: 12/2013 Pitched: 6/2013</p>	<p>\$750</p>	<p>44,000</p>	<p>First Taste Oregon highlighted in the Calendar Section of December issue.</p>
	<p><i>KPTV Ch. 12</i> Good Day Oregon "On the Go with Joe"</p> <p>Published: 12/2013 Pitched: 11/2013</p>	<p>\$10,000</p>	<p>35,000</p>	<p>Good Day Oregon's "On the Go with Joe" visited Willamette Heritage Center for Magic at the Mill. Conducted live shot segments from WHC campus plus interviews with WHC staff throughout the morning of December 19.</p>

Travel Salem
CONVENTIONS EVENTS DASHBOARD
 2013-14 Second Quarter

13-14 REAL-TIME CONVENTIONS/EVENTS							
SECOND QUARTER							
Qtr	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
2	Masonic Grand Lodge	\$ 47,250	150	75	\$ 6,000	\$ 540	
2	Color Vibe	\$ 97,500	3,000	100	\$ 8,000	\$ 720	
2	ISACA	\$ 1,500	50	-	\$ -	\$ -	
2	BMW Owners of Oregon	\$ 10,500	50	175	\$ 14,000	\$ 1,260	
	TOTAL	\$ 156,750	3,250	350	\$ 28,000	\$ 2,520	
						6%	ROI
	Total Value	\$ 156,750					
	Direct Costs for 2nd Qtr	\$ 43,081					
	ROI	\$ 3.64					
YEAR-TO-DATE							
	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
	14 Real-Time Conventions/Events	\$ 2,373,370	15,150	15,590	\$ 1,247,200	\$ 112,248	
						5%	ROI
	Total Value	\$ 2,373,370					
	Direct Costs for YTD	\$ 86,161					
	ROI	\$ 27.55					

13-14 POTENTIAL FUTURE BUSINESS - LEADS & BOOKINGS

SECOND 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 13-14	11	\$ 165,150	895	2,012	9	\$ 6,000	340	12	\$ 960	\$ 86	82%
FY 14-15	3	\$ 220,500	1,060	640							
FY 15-16	1	\$ 3,898,000	7,200	2,950							
FY 16-17											
FY 17-18											
FY 18-19											
TOTAL	15	\$ 4,283,650	9,155	5,602	9	\$ 6,000	340	12	\$ 960	\$ 86	60%
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 13-14	16	\$ 1,023,150	16,295	3,657	14	\$ 864,000	15,740	1,657	\$ 132,560	\$ 11,930	88%
FY 14-15	3	\$ 220,500	1,060	640							
FY 15-16	1	\$ 3,898,000	7,200	2,950							
FY 16-17											
FY 17-18											
FY 18-19											
TOTAL	20	\$ 5,141,650	24,555	7,247	14	\$ 864,000	15,740	1,657	\$ 132,560	\$ 11,930	70%

13-14 LOST BUSINESS

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
	TOTAL	8,260	3,590	\$ 4,118,500	\$ 287,200	\$ 25,848

13-14 FAM TOURS, TRADE SHOWS & PROMO TRIPS

Qtr	Organization	Organization Location	FAM Tour/ Site Tour	Trade Show	Promo Trip	
1	Capitol Cup	Portland	X			
1	Seahorse Productions	LA	X			
1	Capitol Cup	Portland	X			
1	Capitol Cup	Portland	X			
2	Amateur Softball Council	Oklahoma City		X	X	
2	Oregon Society of Association Managers	Portland		X		
2	BRAVO!	Portland		X		