



FOURTH QUARTER REPORT 2015-16

April, May, June

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention fourth 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

- Participated in the 2016 Travel Oregon Road Rally (familiarization tour for international tour operators).
- Hosted travel writers Jeff & Ginny Orenstein for a one-day wine tour throughout the Salem area. Visited 5 wineries, plus an overnight at The Century House B&B in Salem.
- Responded to "Active China" leads from Travel Oregon's international program.
- Wrote feature article on berry season and local farms and farmers' markets for summer issue of *Take Root Magazine*.
- Attended the Travel & Words Northwest Writers' Conference in Walla, Walla, Wa. and had 25 pitch meetings with editors & content managers; Salem will host the 2017 conference.
- Launched the full redesign of TravelSalem.com including responsive design, contemporary look & feel, consumer-friendly navigation & functionality, video content, events section, and new booking engine.

Destination Development

- Launched the "Salem Like a Local" video campaign featuring local historian John Ritter.
- Launched the Wine Country & Garden Falls Tours in partnership with Greyline and Amtrak – these are the first-ever bookable product of its kind in the Willamette Valley.
- Launched six new cycling routes that tie into the Willamette Valley Scenic Bikeway and highlight local amenities & attractions available on the route.

Conventions, Events & Sports

- Produced promotional materials (save-the-date flier & video trailer) for the River 2 Ridge 2017 event for the Mayor and city staff to take on their trip to Japan.

- Attended the National Association of Sports Commissions (NASC) tradeshow held in Grand Rapids, Mich., resulting in 4 RFPs and 4 leads.
- Hosted the annual “Salem Up-Front” event at the Willamette Heritage Center for the frontline staff of lodging partners. The event featured 22 exhibitors, ranging from wineries to attractions.



Services

- Staffed a visitor information table for 3 days at the OSFEC for the American Truck Historical Society event.
- Staffed a visitor information table for 3 days at the United Methodist Conference.
- Provided activities for 500+ attendees at the Capital Cup team dinner at 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	4 th Qtr 15-16	15-16 YTD	% Change from 14-15	14-15 YTD	13-14 YTD
MARKETING & COMMUNICATIONS					
Public Relations – Advertising Equivalency ¹	\$272,584	\$1,582,969	51%	\$1,047,244	\$1,128,533
Visitor Information Network Attendance	45,705	164,735	14%	144,441	135,337
Advertising Inquiries ²	10,614	53,652	53%	35,054	43,852
E-Communication Impressions	37,338	137,080	-5%	144,380	133,657
Website/TravelSalem.com Visits	92,810	301,183	10%	273,903	268,472
• Lodging Click Thru ³	2,509	11,256	-32%	16,482	28,203
Facebook Reach ⁴	244,335	1,071,951	191%	368,675	180,859
YouTube Views	3,184	12,031	-20%	15,093	10,799
Flickr Impressions ⁵	27,310	200,400	-39%	326,905	270,915
Twitter Impressions	570,271	2,384,408	6%	2,241,868	n/a
Pinterest Followers	7	374	16%	322	230
CONVENTIONS & EVENTS					
Real-Time Conventions & Events ⁶	15	38	58%	24	23
• Number of Attendees	29,936	43,503	-18%	53,015	32,760
• Number of Room Nights	11,470	18,948	28%	14,787	19,402
Sales Leads Generated	23	85	1%	84	77
Bookings	20	53	-15%	62	52
SERVICES					
Groups Assisted	19	62	11%	56	66
Visitors Reached	21,484	42,990	19%	36,117	41,641
MEMBERSHIP					
Total Membership	348	348	-2%	354	409
New Members Acquired ⁷	31	58	76%	33	56
Attrition	9	64	-26%	86	71

¹ Public Relations/Advertising Equivalency – increase due to televised coverage for Rogue Brewing launching a new beer.

² Advertising Inquiries – increase due to WVVA participating in Travel Oregon lead fulfillment program.

³ Lodging Click-Thru - decrease due to changes with Google analytics and only 11 months of tracking.

⁴ Facebook Reach – increase due to partnerships with WVVA's Facebook page and ability to post to their 50k followers.

⁵ Flickr Impressions – Instagram has moved ahead of Flickr as the platform for photos; Travel Salem shifted efforts to Instagram.

⁶ Real-Time Conventions & Events – increase is due to new events such as American Truck Historical Association, Oregon Republican Convention & Soapbox Derby.

⁷ New Members Acquired – increase due to focused effort on lodging and culinary sectors.

TRAVEL SALEM DASHBOARD


Key Performance Measurements

February 27, 2013 Board of Directors Approved


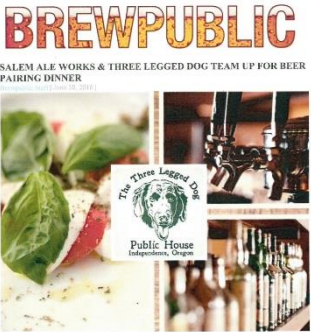
	15-16 prelim	% of 14-15	14-15	13-14	12-13	11-12	10-11	09-10	08-09
Travel Salem Resources	\$ 1,148,363	120%	\$ 954,704	\$ 736,845	\$ 702,267	\$ 723,344	\$ 722,116	\$ 729,601	\$ 803,142
City of Salem Contract	\$ 771,420	108%	\$ 714,000	\$ 550,000	\$ 479,000	\$ 550,000	\$ 533,030	\$ 503,030	\$ 531,530
Other Sources	\$ 240,551	100%	\$ 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	348	98%	355	409	424	443	368	346	275
Revenue	\$ 107,318	111%	\$ 96,689	\$ 91,521	\$ 113,492	\$ 113,761	\$ 116,352	\$ 126,695	\$ 78,538
Estimated Economic Impact (2015)	\$ 553,200,000	101%	\$ 548,200,000	\$ 541,000,000	\$ 527,100,000	\$ 505,900,000	\$ 476,900,000	\$ 458,500,000	\$ 497,400,000
Direct Jobs (2015)	6,450	103%	6,250	6,130	5,930	5,910	5,860	6,000	6,270
TOT Revenues	\$ 3,612,596	116%	\$ 3,125,123	\$ 2,730,822	\$ 2,445,339	\$ 2,239,286	\$ 2,215,001	\$ 2,138,196	\$ 2,416,440
Occupancy - Rooms Sold (Salem)	566,407	136%	416,594	391,501	364,608	340,507	316,748	328,693	354,160
Average Daily Rate (ADR)	\$ 89.29	107%	\$ 83.52	\$ 79.79	\$ 76.86	n/a	n/a	n/a	n/a
TOT Influenced by TS	\$ 1,994,692	118%	\$ 1,689,319	\$ 1,532,047	\$ 1,425,310	\$ 1,265,905	\$ 854,280	\$ 877,432	\$ 832,545
Leisure	\$ 1,842,424	117%	\$ 1,578,168	\$ 1,392,719	\$ 1,245,578	\$ 1,140,800	\$ 716,161	\$ 789,311	\$ 659,434
Convention*	\$ 152,268	137%	\$ 111,151	\$ 139,328	\$ 179,732	\$ 125,105	\$ 138,119	\$ 88,121	\$ 173,111
TS Correlation to TOT Ratio	55%								
Leverage	\$ 2,507,161	127%	\$ 1,972,138	\$ 2,086,254	\$ 1,914,854	\$ 3,206,602	\$ 1,884,865	\$ 1,511,731	\$ 1,363,105
Visitors Guide	\$ 69,606	84%	\$ 82,923	\$ 81,533	\$ 87,953	\$ 112,793	\$ 114,336	\$ 96,366	\$ 91,693
Volunteers	\$ 2,345	73%	\$ 3,212	\$ 4,236	\$ 9,224	\$ 16,126	\$ 24,562	\$ 27,203	\$ 23,148
Public Relations - Advt Equiv	\$ 1,584,522	151%	\$ 1,047,244	\$ 1,128,533	\$ 960,533	\$ 2,166,423	\$ 1,016,469	\$ 611,839	\$ 660,288
Advertising	\$ 65,787	157%	\$ 41,794	\$ 68,311	\$ 70,690	\$ 78,245	\$ 47,504	\$ 40,978	\$ 50,302
In-Kind	\$ 544,901	89%	\$ 611,395	\$ 601,311	\$ 608,563	\$ 621,353	\$ 509,348	\$ 492,945	\$ 300,429
WVVA/Regional	\$ 240,000	129%	\$ 185,570	\$ 202,440	\$ 177,891	\$ 211,662	\$ 172,646	\$ 242,400	\$ 237,245
Consumer Engagement	60,098,680	145%	41,476,228	39,106,833	43,778,277	48,925,791	25,629,680	n/a	n/a
<i>Examples include:</i>									
Visitor Information Network	164,735	114%	144,441	135,337	111,112	136,966	122,345		
Conv Services - Visitors Reached	42,990	119%	36,117	41,641	47,477	54,385	72,732		
Visitor Inquiries	53,652	153%	35,054	43,852	42,900	42,045	30,476		
Media Impressions	50,223,577	173%	29,061,138	29,910,649	26,711,743	37,519,977	14,492,574		
Advertising Impressions	1,459,500	33%	4,456,800	2,544,000	13,126,000	7,628,520	7,440,000		
Online Visits	301,183	110%	273,903	268,472	234,277	185,382	150,940		
Twitter Impressions	2,384,408	106%	2,241,868	2,475,218	1,228,472	1,706,940	1,941,184		
Facebook Impressions	2,360,463	116%	2,027,053	2,073,308	1,980,049	1,549,150	1,202,325		
* Business is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.									
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
15-16 Fourth Quarter

Secured 187 published references/articles with a reach of 15,648,800 and an advertising equivalency of \$272,584.

Media/Headline	Value	Reach	Key Messages/Content
 <p>Meetings Today Betting on the House: Native American Casinos Boast Western Revamps</p> <p>Published: 4/2016 Pitched: 12/2015</p>	\$12,640	55,000	Spirit Mountain Casino was included in a round-up article about Native American casino resorts that have undergone upgrades and successfully integrate some of their tribal culture with modern technology.
 <p>TAKE ROOT Eat Fresh Thrive Locally Sustain Life</p> <p>Edible Flowers & Herbs</p> <p>Garden Nurseries Hazelnut Farm and Candy Aromatherapy Government Camp Brewery and Cooking School</p>	\$7,500	30,000	3-page feature story about the Willamette Valley's hazelnut industry, with a focus on Pacific Hazelnut Farms & Candy Factory in Aurora, plus photos of the farm and factory.
 <p>northwest NATIONAL PARKS Celebrating the Centennial</p>	\$2,219	125,000	Feature article by travel freelancer Heather Larson highlighting unusual, off-the-beaten-path museums in the Pacific Northwest, including the OSH Museum of Mental Health.
 <p>Vacation Idea DREAM VACATION MAGAZINE</p> <p>25 Best Things to do in Salem, Oregon</p> <p>Published: 4/2016 Pitched: 1/2016</p>	\$27,000	1,000,000	Numerous cultural heritage treasures, family-friendly attractions, farm stores, wineries and more were highlighted in this feature article about Salem, Oregon as a destination for leisure travelers.

	<p><i>Dossier/Hemispheres Magazine</i></p> <p>Published: 5/2016 Pitched: 1/2016</p>	<p>\$66,087</p>	<p>11,500,000</p>	<p>Some of Salem's recent tourism initiatives – including the Peter Courtney Bridge to Minto-Brown – were highlighted in <i>Dossier</i> – the business magazine that's part of United Airlines' inflight publication, <i>Hemispheres</i>.</p>
	<p><i>KGW-TV</i> <i>Grant's Getaways</i> Oregon Gardens of Eden</p> <p>Published: 5/2016 Pitched: 5/2015</p>	<p>\$14,000</p>	<p>50,000</p>	<p>Adelman Peony Gardens was included in this weekly TV series touting special places to visit in Oregon.</p>
	<p><i>Oregon Wine Press</i> RED for Good Reason</p> <p>Published: 5/2016 Pitched: 2/2016</p>	<p>\$836</p>	<p>25,000</p>	<p>Eola Hills Winery's new RED wine release and effort to support U.S. troops overseas was highlighted in the May edition of the Magazine.</p>
	<p><i>KPTV-TV</i> On the Go with Joe: ATHS Truck Show</p> <p>Published: 5/2016 Pitched: 5/2016</p>	<p>\$4,000</p>	<p>58,000</p>	<p>"On the Go with Joe" filmed live from the Oregon State Fairgrounds to highlight The American Truck Historical Society annual truck show.</p>
	<p><i>Group Tour Magazine</i> Blooms Invite Groups in and Around Salem</p> <p>Published: 6/2016 Pitched: 1/2016</p>	<p>\$12,754</p>	<p>16,000</p>	<p>Salem area gardens – including Bush's Pasture Park rose garden, The Oregon Garden, Deepwood Museum & Gardens, Schreiner's Iris Gardens and the Wooden Shoe Tulip Farm – were highlighted in this one-page feature article.</p>

	<p><i>Travel Oregon e-newsletter</i></p> <p>Hiker's Paradise: Opal Creek</p> <p>Published: 6/2016 Pitched: 7/2015</p>	<p>\$4,640</p>	<p>160,000</p>	<p>Opal Creek Wilderness Area and Opal Creek Ancient Forest Center were featured in this article about “hidden gems” hiking spots.</p>
	<p><i>Brewpublic.com</i></p> <p>Salem Ale Works & Three Legged Dog Team Up for Beer Pairing Dinner</p> <p>Published: 6/2016 Pitched: 5/2016</p>	<p>\$2,520</p>	<p>75,000</p>	<p>Upcoming beer pairing dinner by Salem Ale Works and the Three Legged Dog in Independence was featured in this popular beer blog/website.</p>

Travel Salem
CONVENTIONS EVENTS DASHBOARD
 2015-16 Fourth Quarter

15-16 REAL-TIME CONVENTIONS/EVENTS							
FOURTH QUARTER							
Qtr	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
4	SuperGameXLIX	\$ 1,242,000	1,500	225	\$ 20,090	\$ 1,808	
4	Oregon Battle of the Books	\$ 10,742	10	164	\$ 14,644	\$ 1,318	
4	Monster Cookie Bike Ride	\$ 79,200	2,000	25	\$ 2,232	\$ 201	
4	Soapbox Derby-Spring Opener	\$ 3,150	25	6	\$ 536	\$ 48	
4	Cherry City Comic Con.	\$ 264,546	426	112	\$ 10,000	\$ 900	
4	Am.Truck Historical Society	\$ 1,909,728	7,250	3,500	\$ 312,515	\$ 28,126	
4	Willamette Volleyball Classic	\$ 249,600	1,000	400	\$ 35,716	\$ 3,214	
4	Soapbox Derby-Championship	\$ 10,400	50	12	\$ 1,071	\$ 96	
4	The Hoop	\$ 1,560,000	5,000	1,200	\$ 107,148	\$ 9,643	
4	JW	\$ 3,105,000	5,000	2,500	\$ 223,225	\$ 20,090	
4	JW	\$ 3,105,000	5,000	2,500	\$ 223,225	\$ 20,090	
4	Ganett/Statesman Journal	\$ 50,400	600	-	\$ -	\$ -	
4	OR Republican Conv.	\$ 414,000	1,000	200	\$ 17,858	\$ 1,607	
4	American Legion WV Classic	\$ 156,000	300	120	\$ 10,715	\$ 964	
4	Soapbox Derby-Annual Salem OR	\$ 1,575	25	6	\$ 536	\$ 48	
4	Capital Cup	\$ 236,250	750	500	\$ 44,645	\$ 4,018	
TOTAL		\$ 12,397,591	\$ 29,936	\$ 11,470	\$ 1,024,156	\$ 92,174	
	Total Value	\$ 12,397,591				\$ 1.55	TOT ROI
	Direct Costs for 2nd Qtr	\$ 59,622					
	EEI ROI	\$ 207.94					
YEAR-TO-DATE							
	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
39 Real-Time Conventions/Events		\$ 16,833,617	43,503	18,948	\$ 1,691,867	\$ 152,268	
	Total Value	\$ 16,833,617				\$ 0.78	TOT ROI
	Direct Costs for YTD	\$ 194,332					
	EEI ROI	\$ 86.62					

15-16 POTENTIAL FUTURE BUSINESS - LEADS & BOOKINGS

FOURTH 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	2	\$ 266,436	556	112	5	\$ 1,719,390	6,106	1,200	\$ 107,148	\$ 9,643	250%
FY 16-17	14	\$ 6,957,255	25,730	11,620	11	\$ 6,737,370	24,155	10,605	\$ 946,920	\$ 85,223	79%
FY 17-18	5	\$ 2,062,500	3,200	2,075	2	\$ 1,163,700	1,500	1,275	\$ 113,845	\$ 10,246	40%
FY 18-19	1	\$ 40,500	300	75	1	\$ 40,500	300	75	\$ 6,697	\$ 603	100%
FY 19-20	1	\$ 40,500	300	75	1	\$ 40,500	300	75	\$ 6,697	\$ 603	100%
FY 20-21											
TOTAL	23	\$ 9,367,191	30,086	13,957	20	\$ 9,701,460	32,361	13,230	\$ 1,181,307	\$ 106,318	87%
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	39	\$ 6,571,403	25,317	11,255	24	\$ 4,537,213	16,983	3,189	\$ 284,746	\$ 25,627	62%
FY 16-17	30	\$ 9,163,221	35,118	19,403	16	\$ 7,838,411	26,218	13,908	\$ 1,241,845	\$ 111,766	53%
FY 17-18	14	\$ 5,231,710	7,210	11,155	5	\$ 2,292,960	3,060	3,985	\$ 355,821	\$ 32,024	36%
FY 18-19	1	\$ 40,500	300	75	1	\$ 40,500	300	75	\$ 6,697	\$ 603	100%
FY 19-20	1	\$ 40,500	300	75	1	\$ 40,500	300	75	\$ 6,697	\$ 603	100%
FY 20-21											
TOTAL	85	\$ 21,047,334	68,245	41,963	47	\$ 14,749,584	46,861	21,232	\$ 1,895,805	\$ 170,622	55%

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	\$ -	\$ -
GOSGMP Conference	Chose another location	60	80	\$ 24,840	\$ 7,067	\$ 636
American Astronomical Society	No availability due to eclipse	300	1,100	\$ 372,600	\$ 97,168	\$ 8,745
American Astronomical Society	No availability due to eclipse	300	1,425	\$ 372	\$ 125,876	\$ 11,329
Inti Tour Mgmt Assoc	Couldn't meet their criteria for sponsorship funds	895	400	\$ 496,800	\$ 35,334	\$ 3,180
Salvation Army Spiritual Retreat	Chose to be closer to metro area	450	450	\$ 279,450	\$ 39,750	\$ 3,578
	TOTAL	675	2,605	\$ 398,757	\$ 104,234	\$ 9,381

15-16 FAM TOURS, TRADE SHOWS & PROMO TRIPS

Qtr	Organization	Organization Location	FAM Tour/ Site Tour	Trade Show	Promo Trip	
1	Connect Marketplace	Pittsburg		X		
1	USA Track & Field (Racewalk Olympic Trials)	Colorado	X			
1	Oregon Latino Baksetball	Woodburn	X			
1	US Quidditch	Washington	X			
2	BRAVO!	Portland		X		
2	Sea to Summitt (River to Ridge research trip)	Japan			X	
2	Capitol Cup	Salem	X			
2	Amatuer Softball Assoc. Council Tradeshow	Kentucky		X		
2	TEAMS	Nevada		X		
2	United States Specialty Sports Assoc.	California		X		
2	Oregon Society of Association Managers	Corvallis		X		
3	Religious Conference Mgmt. Assoc.	San Diego		X		
3	GO-SGMP	Lincoln City		X		
3	MPI Cascadia	Bend		X		
3	Evangelical Church (Silver Falls & OGR)	PDX	X			
3	Evangelical Church (Aldersgate Conference Center)	PDX	X			
3	United States Tennis Assoc.	PDX	X			
3	Olympic Trials Race Walk	Colorado Springs	X			
3	Run & Gun	Walla Walla	X			
3	Olympic Trials Race Walk	PDX	X			
4	Early Ford V8 Club	PDX	X			
4	Travel & Words Conference	Walla Walla			X	
4	International Slow Pitch Softball	Miami	X			
4	Cannibas Fair	Portland	X			