



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*.



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).



Conventions, Events & Sports

- Attended the annual conferences & tradeshow 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.

Activity	2 nd Qtr 15-16	15-16 YTD	% Change from 14-15	14-15 YTD	13-14 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 Nights ⁷	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.

⁴ Pinterest 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.

February 27, 2013 Board of Directors Approved

Data available through City of Salem and Travel Oregon through November 30, 2015.

* 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

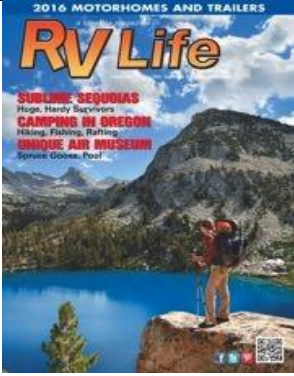


3) 09-10 Convention dip was due to a timing issue between fiscal years of when the JWC events were held

Travel Salem
PUBLIC RELATIONS ADDENDUM
National & Regional Media
15-16 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
	<i>USA Today</i> 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.
	<i>Meetings Focus Magazine</i> 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
	<i>Take Root Magazine</i> 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.
	<i>Travel Oregon e-newsletter</i> 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.
	<i>The Today Show</i> 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).

	<p><i>Northwest Meetings & Events Magazine</i> Heart of the Valley</p> <p>Published: 11/2015 Pitched: 6/2015</p>	<p>\$21,600</p>	<p>43,000</p>	<p>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.</p>
	<p><i>Adventure Cyclist</i> Oregon's Willamette Valley Scenic Bikeway</p> <p>Published: 11/2015 Pitched: 9/2014</p>	<p>\$8,620</p>	<p>91,000</p>	<p>A feature story about the Willamette Valley Scenic Bikeway, highlighting stops in the Salem area including Minto Island Growers, EZ Orchards and Arcane Cellars.</p>
	<p><i>Northwest Magazine</i> Seven Festive Seasonal Tours</p> <p>Published: 11/2015 Pitched: 6/2015</p>	<p>\$2,897</p>	<p>105,000</p>	<p>Feature article on the Northwest's best places to visit during the holiday season included The Oregon Garden's "Christmas in the Garden."</p>
	<p><i>Travel & Leisure</i> How to Have a Perfect Christmas Day in Oregon</p> <p>Published: 12/2015 Pitched: 10/2015</p>	<p>\$26,298</p>	<p>974,000</p>	<p>The Oregon Garden was included in a story by <i>Travel & Leisure</i> writer Sarah Wexler (who's based in Portland) about Willamette Valley attractions open on Christmas Day.</p>

	<p><i>RV Life</i> Experience Christmas Magic at the Mill in Salem</p> <p>Published: 12/2015 Pitched: 9/2015</p>	<p>\$4,900</p>	<p>75,000</p>	<p>Feature story on Willamette Heritage Center's Magic at the Mill by Willamette Valley based freelance writer Denise Seith.</p>
	<p><i>Sip Northwest</i> Getting to Know: Santiam Brewing</p> <p>Published: 12/2015 Pitched: 8/2015</p>	<p>\$3,000</p>	<p>60,000</p>	<p>One-page profile article (plus photos) on Salem's Santiam Brewing by freelancer Liana Scarsella.</p>
	<p><i>World of Fine Wine</i> Bethel Heights: The Road Less Traveled</p> <p>Published: 9/2015 Pitched: 4/2015</p>	<p>\$28,000</p>	<p>800,000</p>	<p>Lengthy feature article on Bethel Heights and the Casteel family's influence on Oregon's wine industry.</p>

Travel Salem
CONVENTIONS EVENTS DASHBOARD
 2015-16 Second Quarter

15-16 REAL-TIME CONVENTIONS/EVENTS							
SECOND QUARTER							
Qtr	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
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					
YEAR-TO-DATE							
	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
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 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 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-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	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%

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	\$ 7,278	\$ 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, 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		