



## **SECOND QUARTER REPORT 2012-13**

**October, November, December**

### **INTRODUCTION**

Travel Salem is pleased to submit the tourism and convention second quarter report for 2012-13 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 12-13 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. CEO Reports from the period are included to provide additional detail on activities.

### **EXECUTIVE SUMMARY**

#### **Marketing & Communications**

- Secured national & local media valued at \$439,927 in advertising equivalency.
- Completed a six-week Facebook campaign through the WVVA partnership; Travel Salem's Facebook page fans increased 5,133 and generated 6,236,127 ad impressions.
- Launched phase two of the Interactive Online Map through a grant from Polk County.
- Partnered with Travel Oregon, Delta Air Lines and the Port of Portland to host Korean travel trade professionals on a familiarization tour.
- Added Google Maps to TravelSalem.com itineraries through funding from Marion County.

#### **Conventions & Events**

- Distributed 9 leads to lodging partners.
- Secured the 2016 American Antique Truck Historical Society convention at the Oregon State Fair & Expo Center; the conference will bring 900 trucks and roughly 2,000 delegates from across the U.S.
- Secured the 2013 State Welcome Center Conference to be held at Spirit Mountain Casino with tours of the Salem area; the event will host visitor information specialists from around the state.
- Participated in the BRAVO! Live Tradeshow in Portland with the Salem Conference Center and the new Hampton Inn and Suites.

#### **Services**

- Provided services for 10 groups, reaching 1,175 delegates.
- Working with 31 groups on future services.

## 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 & Production Statistics	2 <sup>nd</sup> Qtr 12-13	12-13 YTD	% Change from 11-12	11-12 YTD	10-11 YTD
<b>Marketing &amp; PR</b>					
Publicity Ad Equivalency Value (see PR Addendum) <sup>1</sup>	\$439,927	\$571,634	-56%	\$1,311,497	\$538,161
Visitor Information Inquiries	5,378	21,294	26%	16,956	11,928
Visitor Information Network Attendance	23,243	57,143	-18%	70,074	63,133
Events & Community Activities Assisted	387	876	-21%	1,105	891
TravelSalem.com Visits	45,226	112,597	27%	88,502	71,762
<b>Convention &amp; Event Marketing</b>					
Real-Time Conventions/Events	4	16	-6%	17	18
• Number of Delegates <sup>2</sup>	420	6,820	-32%	10,055	12,690
• Number of Room Nights <sup>3</sup>	170	15,895	110%	7,554	7,872
Sales Leads Generated <sup>4</sup>	9	11	-73%	41	14
Bookings <sup>5</sup>	6	6	-40%	10	9
<b>Convention &amp; Event Services</b>					
Conventions Assisted	10	29	-28%	40	64
Visitors Reached	1,175	25,145	-7%	27,143	50,781
<b>Membership</b>					
Total Membership	449	449	12%	400	329
New Members Acquired	16	44	-14%	51	22
Attrition <sup>6</sup>	22	38	100%	19	38
<b>Leverage (detail below)<sup>7</sup></b>	<b>\$644,316</b>	<b>\$1,016,608</b>	<b>-43%</b>	<b>\$1,768,300</b>	<b>\$945,862</b>
Visitors Guide	\$0	\$0	0%	\$900	\$0
Volunteers	\$393	\$5,688	-33%	\$8,521	\$8,757
Publicity Ad Equivalency	\$439,927	\$571,634	-56%	\$1,311,497	\$538,161
Advertising	\$7,848	\$40,376	44%	\$28,086	\$12,432
In-Kind	\$151,676	\$309,963	-1%	\$313,464	\$300,164
WVVA/Regional	\$44,473	\$88,946	-16%	\$105,832	\$86,348

<sup>1</sup> Publicity Ad Equivalency – increase due to Food Network broadcast on Mt. Angel Sausage Co.

<sup>2</sup> Number of Delegates - decrease due to Director of Sales on vacation and family emergency

<sup>3</sup> Number of Room Nights – decrease due to Director of Sales on vacation and family emergency

<sup>4</sup> Sales Leads Generated – decrease due to Director of Sales on vacation and family emergency



<sup>5</sup> Bookings – decrease due to Director of Sales on vacation and family emergency

<sup>6</sup> Attrition – members that are not direct tourism businesses, but secondary & tertiary industries decided not to renew; some businesses closed.

<sup>7</sup> Leverage – increase due to Publicity (see Addendum)

**PR ADDENDUM**  
**National & Regional Media**  
**2012-13 Second Quarter**

Secured 293 published references/articles with a reach of 4,621,017  
and an advertising equivalency of \$439,927

	Media/Headline	Value	Reach	Key Messages/Content
	<i>Willamette Woman</i> <b>A Tour of Five Covered Bridges</b>	\$3,050	30,000	4-page spread highlighting the covered bridges of the Willamette Valley, including a photo and mention of Gallon House Bridge and the Stayton-Jordan Bridge in Marion County.
	<b>My Fabulous World in Wine</b> <i>"My Fabulous World in Wine" Blog</i> <b>Salem Outside the Bottle</b>	\$910	1,150	5-page blog story plus photos about Salem from writer who took part in the "Salem: Outside the Bottle" tour held prior to the Wine Bloggers Conference. Includes mention of Travel Salem, Evergreen Aviation & Space Museum, EZ Orchards, Johan Vineyards, Left Coast Cellars, Grand Hotel, Willamette Heritage Center & Willamette Valley Vineyards
	<i>1859 Magazine</i> <b>Explore the Willamette Valley</b>	\$3,250	40,000	Things to do and see in the Willamette Valley including wine tasting, berry picking, hiking & biking. Highlights Willamette Heritage Center's "Magic at the Mill" event & the Willamette Master Chorus.

	<p><i>Where to Retire Magazine</i>  <b>8 Hot Towns to Snap Up Bargains Now</b></p>	<p>\$11,450</p>	<p>222,000</p>	<p>Salem featured as one of 8 towns in the nation as a great place to retire and visit. Includes aerial pictures of downtown Salem. Chamber of Commerce &amp; Travel Salem also highlighted as resources (including phone, address &amp; website).</p>
	<p><i>The Dallas Morning News</i>  <b>Take a Spin on a Charming Carousel</b></p>	<p>\$5,250</p>	<p>251,918</p>	<p>Salem's Riverfront Carousel featured as a destination. Only 5 carousels in the nation were mentioned; Salem's appeared first in the line-up.</p>
<p><b>Cozy Winter Getaways</b>  by <a href="#">Eileen Garvin</a>  November 28th, 2012</p> 	<p><i>Travel Oregon Newsletter</i>  <b>Cozy Winter Getaways</b></p>	<p>\$4,000</p>	<p>130,000</p>	<p>The Oregon Resort featured as great winter getaway.</p>
<p>Trip to Reed Opera House proves entertaining as well as tasty</p>  <p>http://www.statesmanjournal.com/opinion/roberta/roberta/11/14/2013/11142013</p>	<p><i>Statesman Journal</i>  <b>Kid Trips: Reed Opera House</b></p>	<p>\$1,644</p>	<p>36,629</p>	<p>Reed Opera House touted as a great place to visit in Holly Hamlin's "Kid Trips" column. Roger Yost Gallery's Disney/Pixar exhibit highlighted, with link to gallery's website. Also includes mention of Little Cannoli Bakery.</p>
	<p><i>Smart Meetings Magazine</i></p>	<p>\$7,270</p>	<p>32,800</p>	<p>Two-page spread plus photos featuring Salem as a meeting destination. Includes mentions of Willamette Heritage Center, the Salem Conference Center, Grand Hotel, the Capitol &amp; Marco Polo Restaurant.</p>





## CEOs REPORT – OCTOBER

November 14, 2012

### ADMINISTRATION

- Presented at the Marion County Economic Development Summit on October 17; highlighted tourism as a key driver of regional economic development efforts.

### MARKETING & COMMUNICATIONS (MARCOM)

#### National & Local Media

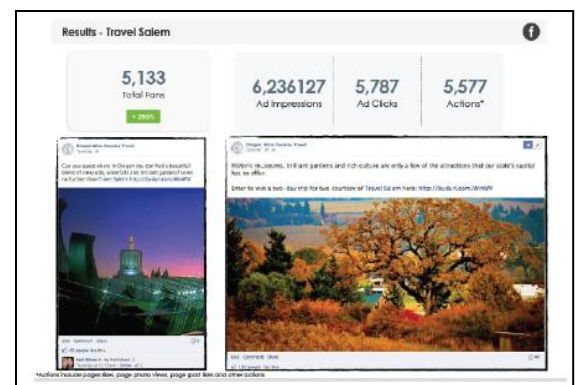
- Secured 852,294 impressions and an advertising equivalency of \$11,400 for October (note: PR Manager position filled October 1)
  - Willamette Woman* – Covered Bridges of the Willamette Valley
  - The Daily Journal of Commerce* – OSH Museum Opening; Travel Salem mentioned as ticket outlet
  - The Statesman Journal* – OSH Museum Opening; Travel Salem mentioned as ticket outlet
  - Enterprise Magazine (SEDCOR)* – Jerry Lauzon elected to TS board; Food Channel coverage of Mt. Angel Sausage Co's Firehouse Brats
  - Wine Blogs – 1 wine blog from Travel Salem's August bloggers tour
  - Harvest Happenings* – Statesman Journal Blog
- Hosted *NW Travel Magazine's* Editor-in-Chief Allen Cox for a guided tour. Visited the Willamette Heritage Center, A.C. Gilbert's Discovery Village, the Roger Yost Art Gallery, the World Beat Gallery, Alcyone Café, Honeywood Winery and Gilgamesh Brewing. (Story on Salem expected to run in the Jan/Feb edition)
- Contacted 11 media outlets regarding Salem area.
- Travel Salem's monthly interview on KBZY featured: Sharlene Trexler with Trexler Farm Café talking about their new Sunday brunch menu and the Culture Shock Project's Carlee Wright promoting their "13 Night of Halloween" events.

#### Marketing

- Unveiled the Polk County Phase II of the Interactive Online Map at a Polk County Travel Salem 101 meeting.
- Travel Salem added our information to the Brand USA website under Oregon. Brand USA is the marketing arm for the U.S.
- Submitted a letter of support for a grant for the Minto Island Bridge to the City of Salem Urban Development Department.
- Created and sent out one industry-newsletter (1,444 subscribers) and four weekly event e-blasts (2,056 subscribers).

#### Willamette Valley Visitors Association (WVVA)

- Completed a six-week Facebook campaign (Sept. 12- Oct.22) that promoted visitation to the Willamette Valley. Each WVVA member was featured for one entire week of the six week campaign. Travel Salem's Facebook page fans increased



5,133 from this campaign (6,973 total fans) and generated 6,236,127 ad impressions.

- Fulfilled 1,725 advertising inquiries resulting from WVVA's Madden VacationFun.com campaign.
- Printed an updated Oregon Covered Bridge brochure.
- Placed a *National Geographic Traveler* ad.
- The Willamette Valley received a Trip Advisor 2012 Travelers Choice Best U.S. Wine Destination – The Willamette Valley ranked 3<sup>rd</sup> out of 10 regions, after Napa and Sonoma. (see below)



### TravelSalem.com Dashboard (October)

	2012	2011
<b>Visits</b>	10,056 visits from 59 countries (U.S., Canada, India, U.K.)	8,001 visits from 63 countries (U.S., Canada, India, U.K.)
<b>Absolute unique visitors</b>	8,129	6,416
<b>Pageviews</b>	27,855 pageviews/2.77 average Pageviews	25,209 pageviews/3.15 average Pageviews
<b>Average time on site</b>	00:04:19	00:04:42
<b>New visits</b>	72.29%	71.67%

### Social Media

- Added content and promotions to Travel Salem's **Facebook** page – 39 events, specials & announcements were posted reaching 6,973 fans.
- Maintained dialogue on **Twitter** with 3,613 local, national and international followers. Posted 33 tweets promoting regional partners and events.
- Uploaded 0 new videos to **YouTube**, with 516 video viewer sessions of existing content
- Uploaded 18 images to **Flickr**, with 3,857 photo viewer sessions
- Pinned 9 events and attractions for 52 followers on **Pinterest**.
- Conducted social media training sessions with Your Place (Facebook) and Tangled Purls (Twitter).

### Visitor Information Network (October)

The VIN assisted 9,512 visitors in October. Travel Salem continues to stock all locations and provide front-line staff training. The network includes: Travel Café, BEST WESTERN PLUS Mill Creek Inn, Red Lion Hotel, Mission Mill Museum, Salem Conference Center, Amtrak, Salem AAA and Salem Airport.

## CONVENTIONS & EVENTS

### Leads

Distributed 3 leads during the month.

## **Engagement & Development**

- Traveled to Yakima, Wa. to present to the American Antique Truck Historical Society site selection committee and the Board of Directors, to host their 2016 annual convention. Salem bid against Salt Lake City and after two days of intense negotiations, Salem was awarded the conference with a vote of 15-5. The convention will bring in about 900 trucks from across the U.S. and an estimated 2,000 people to the Oregon State Fair and Expo Center.
- Met with the 2013 BMW Motorcycle Rally Board of Directors to finalize details for the event. The Salem event will draw 6,000 to 8,000 people over four days.
- Attended the BRAVO! Live Tradeshow in Portland. Travel Salem partnered with the Salem Conference Center and the new Hampton Inn and Suites to attract meeting and event planners to Salem.
- Continued planning for the 2013 Oregon Governor's Conference on Tourism which will be held at the Salem Conference Center and will draw 400+ tourism industry professionals from across the state. In partnership with the Salem Conference Center, Travel Salem will offer a downtown dine-around dinner on the Monday night of the conferences to showcase Salem's restaurant scene and vibrant downtown.
- Conducted a familiarization tour to Corban University meeting and event planners, including the incoming president's spouse.
- Met with Travel Oregon and Spirit Mountain Casino to start the planning for the 2013 State Welcome Center conference. The conference will be held at Spirit Mountain Casino and Salem will be showcased to these Oregon ambassadors and visitor information specialists from around the state.
- Attended the monthly networking and educational meetings for Meeting Planners International and the Greater Oregon Society of Meeting Professionals.

## **SERVICES**

- Provided services for 3 groups, reaching 340 delegates.
- Currently working with 10 groups that will need future services.

## **MEMBERSHIP**

- 12-13 New & Renewing Members through October:
  - \$55,333 in revenue from 179 members (108 from inside, 55 from outside, 16 reciprocal)
  - 454 total current members, with 11 new members in October.

## **First Wednesday**

- October First Wednesday "Downtown Goes Nuts," featured the following members: A.C. Gilbert's Discovery Village, BelgiQue Waffles, Mt. Angel Hazelnut Fest, Roberts Crossing, Starlight Limousine and Willamette Valley Vineyards. The event served 94 visitors and residents.



## CEOs REPORT – NOV & DEC

January 17, 2013

### ADMINISTRATION

- Secured an additional \$40,000 in funding from Marion County for 12-13 to restore critical public relations initiatives and website maintenance that had been cut due to the 13% reduction from the City of Salem. Marion County's total 12-13 investment in regional tourism is \$75,000.
- Wine Country Plate sales reached 3,925 by the end of December 2012.
- Travel Salem and the Salem Area Chamber of Commerce are on a fact finding mission to capture the opinions and perspectives of some of the region's most prominent employers regarding Salem's livability as it pertains to recruiting and retaining top level executives. The study will be conducted over three months with the findings being presented to both Boards of Directors. The goal is to identify action steps, tools and resources to support two specific areas: recruitment efforts by employers, and relocation needs of employees. To date, meetings have been held with Willamette University, Garmin, Sanyo, Salem-Keizer School District, Salem Health and Marion County.

### MARKETING & COMMUNICATIONS (MARCOM)

#### National & Local Media

- Secured 2,115,762 impressions and an advertising equivalency of \$38,945 for November:
  1. *Smart Meetings Magazine* – Salem featured as a meeting destination
  2. *The Oregonian & oregonlive.com* – Opening of Gilgamesh Brewing's new location, the Campus
  3. *1859 Magazine* – Willamette Heritage Center, Grand Hotel & Bentley's Grill
  4. *The Dallas Morning News* – Salem's Riverfront Carousel
  5. *Statesman Journal* – Opening of Gilgamesh Brewing's new location, the Campus
  6. Travel Oregon Consumer Newsletters – Ankeny Wildlife Refuge, Basket Slough & The Oregon Garden Resort
  7. *Crush & Craft: November Holiday Events* – *Statesman Journal* Blog article
- Secured 1,652,961 impressions and an advertising equivalency of \$389,582 for December:
  1. *Where to Retire Magazine* – Salem featured as a great place to retire
  2. *Oregon Beer Growler* – Opening of Gilgamesh Brewing's new location, the Campus
  3. *NW Brewing News* – Opening of Gilgamesh Brewing's new location, the Campus
  4. *Statesman Journal* – Reed Opera House & Roger Yost Gallery's Disney/Pixar exhibit
  5. *Statesman Journal* – Travel Salem adds public relations official
  6. *Gifts with a Heart* – *Statesman Journal* Blog article





- Contacted 38 media outlets regarding Salem area:
  - Pitched Salem area itineraries to two travel shows: *Go! Northwest* (airs on KOIN-TV Channel 6) and *Explore the Northwest* (airs in the Bend market)
  - Pitched Phoenix Inn South's dog hiking package to *FIDO Friendly* magazine
  - Pitched the Salem Convention Center, Kroc Center & Pringle Creek Painters Hall for inclusion in *NW Meetings & Events* "green" meeting spaces issue
  - Pitched Roger Yost Gallery's Disney/Pixar Exhibit to Holly Hamlin at the *Statesman* for the Kid Trips column (it published December 23)
  - Compiled & submitted info on The Grand Hotel, DaVinci's, Alcyone Café, Oregon State Hospital Museum & Salem's Riverfront Park to Regina Lynch-Hudson for the "Doing Biz In" article in the *Atlanta Tribute Magazine*
  - Pitched Willamette Valley Vineyards, Piluso Vineyards, Woodburn Company Stores to writers with China's U magazine
  - Pitched two Salem area wine trail trips to wine blogger Kelsey Ivey.
- Travel Salem's monthly interviews on KBZY featured: Tom Johns from Emerson Vineyards, JoAnne Bielke from the Keizer Heritage Center, and a round-up of holiday events.

### Marketing

- Partnered with Travel Oregon, Delta Air Lines and the Port of Portland to host a group of Korean travel trade professionals from Hana Tours, Korea's largest tour operator, November 29-30. The group consisted of 10 travel agents, two tour operators and a Delta Air Lines representative. The tour highlighted The Oregon Garden, Woodburn Company Stores, Seven Brides Brewing and Silverton. Hana Tours is looking for new U.S. product for 2013 and beyond. Delta Air Lines has excellent connections from Korea to Portland, making this an important partnership.
- Added Google maps to TravelSalem.com online itineraries courtesy of funding from Marion County.
- Created and sent out one industry-newsletter (1,417 subscribers) and four weekly event e-blasts (2,055 subscribers).

### TravelSalem.com Dashboard (Nov & Dec)

	2012	2011
<b>Visits</b>	18,536 visits from 66 countries (U.S., Canada, India, U.K., Germany)	14,595 visits from 56 countries (U.S., Canada, India, U.K.)
<b>Absolute unique visitors</b>	15,016	11,651
<b>Pageviews</b>	47,744 pageviews/ 2.58 average Pageviews	45,499 pageviews/3.12 average Pageviews
<b>Average time on site</b>	00:03:51	00:04:45
<b>New visits</b>	72.14%	70.93%

### Social Media

- Added content and promotions to Travel Salem's **Facebook** page – 63 events, specials & announcements were posted reaching 6,990 fans.
- Maintained dialogue on **Twitter** with 3,668 local, national and international followers. Posted 41 tweets promoting regional partners and events.
- Uploaded 0 new videos to **YouTube**, with 735 video viewer sessions of existing content.
- Uploaded 0 images to **Flickr**, with 8,700 photo viewer sessions.
- Pinned 12 events and attractions for 64 followers on **Pinterest**.

## Willamette Valley Visitors Association (WVVA)

- Fulfilled 1,470 advertising inquiries.
- Completed development of Wintercation campaign that will run January 9 through March 17, 2013 through Madden Media. Promotes Willamette Valley locations with Salem area attractions/properties included in 3 of 5 itineraries (Willamette Heritage Center, A.C. Gilbert's Discovery Village, Aurora and the State Capitol).
- Provided photos/info on various attractions for *Lonely Planet: Pacific NW Chapter*.
- Included in a WVVA pitch to VIA magazine for the Willamette Valley Scenic Bikeway.
- Included in WVVA pitch to *Beer West* magazine as an ideal "detour" or "neighborhood" focus.
- Sent November consumer e-newsletter out to promote fall/winter Willamette Valley visitation.



## Visitor Information Network (November)

The VIN assisted 13,731 visitors in November. Travel Salem continues to stock all locations and provide front-line staff training. The network includes: Travel Café, BEST WESTERN PLUS Mill Creek Inn, Red Lion Hotel, Mission Mill Museum, Salem Conference Center, Amtrak, Salem AAA and Salem Airport.

## CONVENTIONS & EVENTS

### Leads

Distributed 6 leads during the month.

### Engagement & Development

- Had a FaceTime meeting with the producers of Fireball Run, a rolling epic adventure consisting of 40 teams of influential leaders, celebrities and officials who compete in a challenging 8 day point of interest competition. Researching the feasibility of Salem being a starting location for the event.
- Met with the planner of the Capitol Cup Soccer Tournament which was held at the Cascade Futbol Club complex, June 2012. The tournament met its first year goal of 100 teams and has already rebooked for 2013 & 2014. This tournament is expected to grow to 200+ teams in future years. The planner is looking to engage with more lodging properties for 2013.
- Continued planning for the 2013 Oregon Governor's Conference on Tourism which will be held at the Salem Conference Center and will draw 400+ tourism industry professionals from across the state. In partnership with the Salem Conference Center, we will offer "Take a Bite out of Salem" - a downtown dine-around dinner on the Monday night of the conferences to showcase Salem's restaurant scene and vibrant downtown. Downtown restaurants are being secured for the event which will bring 400+ diners for the evening festivities.
- Continued planning with Travel Oregon and Spirit Mountain Casino for the 2013 State Welcome Center conference. The conference will be held at Spirit Mountain Casino, and Salem will be showcased to Oregon ambassadors and visitor information specialist from around the state.
- Serving on the SGMP 2013 Conference planning committee.
- Attended the monthly networking and educational meetings for Meeting Planners International and the Greater Oregon Society of Meeting Professionals.

## SERVICES

- Provided services for 7 groups, reaching 835 delegates.
- Currently working with 21 groups that will need future services.

## **MEMBERSHIP**

- 12-13 New & Renewing Members:
  - \$65,561 in revenue from 213 members (130 from inside, 67 from outside, 16 reciprocal)
  - 449 total current members, with 4 new members secured in November & December.

### **Marketing Exchange Luncheon**

- The November Marketing Exchange Luncheon was the annual “State of the Industry” event. The event was hosted by the Red Lion Hotel, and sponsors included: Journey’s Peak Travel, Amtrak, West Side Wine Store and the Willamette Heritage Center.