



THIRD QUARTER REPORT 2015-16

January, February, March

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention third 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

- Attended a 3-day New York City press trip with Travel Oregon & Willamette Valley Visitors Association (WVVA); delivered artisan food/drink products to 11 top-tier media (Minto Island Growers' Tea & Left Coast Cellars wine).
- Attended the WVVA-sponsored Oregon Road Rally events in Eugene & Clackamas County to network with international tour operators.
- Completed the WVVA Wintercation promotion resulting in 8,000 inquiries.
- Placed a full-page "Wines Fly Free" ad in the Oregon Wine Board's new wine guide (see image).
- Placed a 1/2-page ad in Travel Portland's Visitors guide promoting Salem & the Mid-Willamette Valley.
- Facilitated a guided familiarization tour of Silver Falls State Park for Wieden+Kennedy & Travel Oregon.



Conventions, Events & Sports

- Hosted site tours for United States Tennis Association, the Evangelical Church, and Race Walk Olympic Trials.
- Attended the Religious Conference Managers Association (RCMA) tradeshow in San Diego, securing 4 RFPs.
- Attended the Meeting Professionals International Cascadia Annual Conference held in Bend.
- Attended the Greater Oregon Society of Government Meeting Professionals Annual Conference.

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	3 rd Qtr 15-16	15-16 YTD	% Change from 14-15	14-15 YTD	13-14 YTD
MARKETING & COMMUNICATIONS					
Public Relations – Advertising Equivalency ¹	\$298,130	\$1,310,385	95%	\$672,300	\$833,527
Visitor Information Network Attendance	36,449	119,030	14%	104,079	97,887
Advertising Inquiries ²	14,776	43,038	74%	24,767	33,542
E-Communication Impressions	33,540	99,742	-10%	110,263	93,644
Website/TravelSalem.com Visits	54,094	208,373	6%	195,925	196,544
• Lodging Click Thru	2,978	8,747	-23%	11,345	19,179
Facebook Reach ³	382,861	827,616	645%	111,091	147,916
YouTube Views	2,121	8,847	-19%	10,896	7,152
Flickr Impressions ⁴	42,359	173,090	-31%	252,221	211,385
Twitter Impressions	506,880	1,814,137	11%	1,640,497	4,349
Pinterest Followers	13	367	22%	302	192
CONVENTIONS & EVENTS					
Real-Time Conventions & Events ⁵	7	23	130%	10	17
• Number of Attendees ⁶	3,680	13,567	86%	7,275	18,265
• Number of Room Nights ⁷	1,135	7,478	224%	2,307	16,390
Sales Leads Generated ⁸	25	62	55%	40	54
Bookings ⁹	19	33	43%	23	46
SERVICES					
Groups Assisted ¹⁰	16	43	43%	30	40
Visitors Reached ¹¹	12,855	21,506	118%	9,885	18,103
MEMBERSHIP					
Total Membership	326	326	-13%	375	398
New Members Acquired	7	27	8%	25	42
Attrition	11	56	-3%	58	68

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 Flickr Impressions – Instagram has moved ahead of Flickr as the platform for photos.

⁵ Real-Time Conventions & Events – increase is due to new events such as the Oregon Latino Basketball Association.

⁶ Number of Attendees – increase is due to new events such as the Oregon Latino Basketball Association.

⁷ Number of Room Nights – increase is due to new events such as the Oregon Latino Basketball Association.

⁸ Sales Leads Generated – more interest from sports groups.

⁹ Bookings – closing more sports groups.

¹⁰ Groups Assisted – more activity due to proactive outreach.




¹¹ Visitors Reached - new events such as the Oregon Latino Basketball Association.

February 27, 2013 Board of Directors Approved


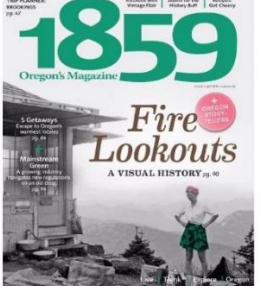

- 1) Leisure trend is attributed to PR, social media efforts, and Travel Café and enhanced Visitor Information Network
- 2) 08-09 Convention figure included the last year of OSAA basketball tournaments at Willamette University
- 3) 09-10 Convention dip was due to a timing issue between fiscal years of when the JWC events were held

Travel Salem
PUBLIC RELATIONS ADDENDUM
National & Regional Media
15-16 Third Quarter

Secured 218 published references/articles with a reach of 10,327,950 and an advertising equivalency of \$298,130.

	Media/Headline	Value	Reach	Key Messages/Content
	<i>FOX News.com</i> Bend and a Beer: Yoga Classes & Craft Breweries Team Up Published: 1/2016 Pitched: 9/2015	\$36,930	1,231,000	Salem's Mikki Trowbridge was highlighted as one of the first yoga instructors to bring yoga into breweries in the Willamette Valley, which is a trend that has now spread across the nation.
The Pickled Liver	<i>The Pickled Liver</i> Gilgamesh Brewing & former Trailblazer collaborate on the "Terry Porter" Published: 1/2016 Pitched: 12/2015	\$3,600	90,000	Story about Gilgamesh Brewing and retired Portland Trailblazer Terry Porter's collaboration to create a new beer to benefit Doernbecher's
	<i>Roadtrips for Families</i> Family Vacation in Salem, Oregon Published: 1/2016 Pitched: 8/2015	\$5,800	100,000	Feature article by roadtrips' editor Julie Henning about her 3-day stay in Salem. Attractions included Salem's Riverfront Carousel, The Gilbert House Museum, The Big Toy Playground & more.
	<i>The Orlando Sentinel</i> Yoga classes, breweries team up for exercise and beer Published: 1/2016 Pitched: 9/2015	\$25,649	227,600	Salem's Mikki Trowbridge was highlighted as one of the first yoga instructors to bring yoga into breweries in the Willamette Valley, which is a trend that has now spread across the nation.

	<p><i>Travel + Leisure.com</i> Best Winter Getaways from Portland, Oregon</p> <p>Published: 2/2016 Pitched: 10/2015</p>	<p>\$26,298</p>	<p>974,000</p>	<p>Article by Portland-based writer Sarah Wexler included Brooks Winery as a great spot to cozy up during winter.</p>
	<p><i>True West Magazine</i> A Mission Tour of the Pacific Northwest</p> <p>Published: 2/2016 Pitched: 5/2015</p>	<p>\$6,733</p>	<p>75,000</p>	<p>Willamette Heritage Center and the Jason Lee House were included in a feature story about missionaries and the places you can visit to learn more about the role they played in the Pacific Northwest.</p>
	<p><i>Travel Oregon e-news</i> Roadtrip: Willamette Valley</p> <p>Published: 2/2016 Pitched: 4/2015</p>	<p>\$14,000</p>	<p>500,000</p>	<p>A feature story about roadtripping through the Willamette Valley included Salem area attractions: Deepwood Museum & Gardens, The Oregon State Capitol Building and Willamette Heritage Center.</p>
	<p><i>The Culture Trip</i> 10 Oregon Wineries to Visit Before You Die</p> <p>Published: 2/2016 Pitched: 6/2015</p>	<p>\$2,030</p>	<p>70,000</p>	<p>Feature article on top Oregon wineries to visit included the Salem area's Willamette Valley Vineyards.</p>
	<p><i>Wine Buzz Magazine</i> Vintage Oregon: A Passion for Pinot</p> <p>Published: 3/2016 Pitched: 1/2016</p>	<p>\$5,800</p>	<p>100,000</p>	<p>Willamette Valley Vineyards and The Grand Hotel were included in writer Sharon McDonnell's feature story about wine tasting in the Willamette Valley.</p>

	<p><i>Daily Mail</i> The World's Most Breathtaking Waterfalls</p> <p>Published: 3/2016 Pitched: 11/2015</p>	<p>\$31,782</p>	<p>1,700,000</p>	<p>Silver Falls State Park was included in this feature story and slideshow highlighting some of the world's most stunning waterfalls.</p>
	<p><i>1859 Magazine</i> Wooden Shoe Tulip Festival</p> <p>Published: 3/2016 Pitched: 10/2015</p>	<p>\$5,400</p>	<p>43,000</p>	<p>The Wooden Shoe Tulip Festival was highlighted (with a full-page photo and write-up) in the magazine's calendar section.</p>
	<p><i>BarkPost.com</i> 15 Must Visit April Festivals for Dog Lovers</p> <p>Published: 3/2016 Pitched: 2/2016</p>	<p>\$40,000</p>	<p>3,000,000</p>	<p>Feature story showcasing the nation's best dog-friendly festivals included the Wooden Shoe Tulip Festival (short write-up plus photo).</p>

Travel Salem
CONVENTIONS EVENTS DASHBOARD
 2015-16 Third Quarter

15-16 REAL-TIME CONVENTIONS/EVENTS							
THIRD QUARTER							
Qtr	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
3	Oregon Wrestling Association	\$ 249,600	1,200	40	\$ 3,512	\$ 316	
3	US Quidditch	\$ 99,360	240	120	\$ 10,535	\$ 948	
3	Sub League Jiu Jitsu	\$ 38,700	500	25	\$ 2,195	\$ 198	
3	Oregon Racquetball Association	\$ 103,500	125	90	\$ 7,901	\$ 711	
3	Oregon Latino Basketball	\$ 312,000	1,000	50	\$ 4,390	\$ 395	
3	Oregon Technical Assistance Corp	\$ 945	15	-	\$ -	\$ -	
3	Oregon State Optional Meet - Gymnastics	\$ 187,200	600	450	\$ 39,506	\$ 3,555	
TOTAL		\$ 991,305	3,680	775	\$ 68,037	\$ 6,123	
						\$ 0.14	TOT ROI
	Total Value	\$ 991,305					
	Direct Costs for 2nd Qtr	\$ 43,747					
	EEI ROI	\$ 22.66					
YEAR-TO-DATE							
	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
23 Real-Time Conventions/Events		\$ 4,436,026	13,567	7,478	\$ 656,494	\$ 59,084	
						\$ 0.44	TOT ROI
	Total Value	\$ 4,436,026					
	Direct Costs for YTD	\$ 134,583					
	EEI ROI	\$ 32.96					

15-16 POTENTIAL FUTURE BUSINESS - LEADS & BOOKINGS

THIRD 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	14	\$ 2,203,873	5,743	1,001	10	\$ 2,021,512	5,050	848	\$ 74,446	\$ 6,700	71%
FY 16-17	6	\$ 481,346	1,903	1,903	3	\$ 343,421	1,203	1,603	\$ 140,727	\$ 12,665	50%
FY 17-18	5	\$ 1,905,510	2,410	4,055	3	\$ 1,129,260	1,560	2,710	\$ 237,911	\$ 21,412	60%
FY 18-19											
FY 19-20											
FY 20-21											
TOTAL	25	\$ 4,590,729	10,056	6,959	16	\$ 3,494,193	7,813	5,161	\$ 453,084	\$ 40,778	64%
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	37	\$ 6,304,967	24,761	11,143	19	\$ 2,817,823	10,877	1,989	\$ 174,614	\$ 15,715	51%
FY 16-17	16	\$ 2,205,966	9,388	7,783	25	\$ 3,920,439	12,965	5,298	\$ 465,111	\$ 41,860	156%
FY 17-18	9	\$ 3,169,210	4,010	9,080	3	\$ 1,129,260	1,560	2,710	\$ 237,911	\$ 21,412	33%
FY 18-19											
FY 19-20											
FY 20-21											
TOTAL	62	\$ 11,680,143	38,159	28,006	47	\$ 7,867,522	25,402	9,997	\$ 877,637	\$ 78,987	76%

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
	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			