



## SECOND QUARTER REPORT 2009-10 October, November, December

### INTRODUCTION

Travel Salem is pleased to submit the tourism and convention second quarter report for 2009-10 pursuant to City of Salem contract section 1.1.3. The contract stipulates that quarterly reports include a “financial report, an overview of activities, progress statements on meeting ‘scope of services,’ and updated information as required in the strategic/business plan.” This report fulfills these contractual requirements.

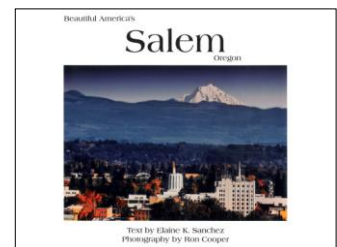
All programs and services tie back to Travel Salem’s 07-10 Strategic Plan, and drive toward two main objectives: long-term stability for tourism leadership, and increased visitation and tourism economic impact. In addition, the quarterly reports connect specific activities and initiatives to the 07-09 Business Plan, demonstrating progress to achieve plan goals.

Travel Salem welcomes the opportunity to present and review this report, answer any questions and share information regarding current marketing efforts.

### EXECUTIVE SUMMARY

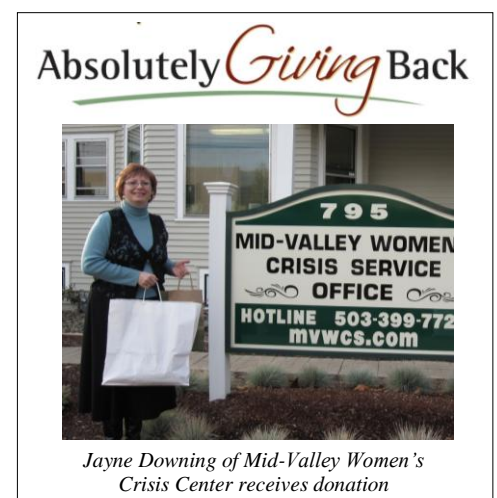
Activities during the second quarter of 2009-10 produced positive results in key program areas.

Published the **Salem Book** (in partnership with the City of Salem), the community’s first coffee table book showcasing the beauty and bounty of the Salem area. The book will be used for economic development initiatives as well as employee recognition and retail sales purposes. (2/d #3)



Created and implemented the “**Absolutely Giving Back**” campaign to encourage donations to local charitable organizations year round. During the second quarter, 157 pounds of food and 22 children’s coats were collected and donated to Mid-Valley Women’s Crisis Center. (2/b #7)

Launched partnership with Salem Hospital to assist with **employee recruitment** efforts. Travel Salem staff will provide one-on-one consulting for physician and executive candidates to “sell” them on the Salem area’s quality of life amenities. (2/d #3)



Held **free social media seminars** for attractions and businesses to learn about social networking tools that are changing the way businesses connect with consumers, and strategies on how to effectively utilize these tools. These sold-out events were held in Salem and Stayton and attracted roughly 100 participants. (2/d #3)



National and local **media** secured for the period resulted in 293 impressions valued at \$92,697 of free media exposure in *Oregon Wine Press*, *KGW*, *Northwest Travel*, *Travel Oregon* magazine, *Smart Meetings*, and *Oregon Adventurist* blog to name a few. (2/b #1 & #6, as well as the attached **PR Addendum**)



**Social media** efforts continued to progress: 253 images and eight videos were posted on Flickr with 894 viewer sessions during the quarter; 356 tweets were posted on Twitter reaching 1,426 local, national and international followers; and 120 events, specials and announcements were posted on Facebook reaching 468 fans. (2/b #5)

The **Rocky Mountain West Coast Nationals Wrestling Tournament** was held the second weekend in December at the Oregon Expo Center, and brought 400 participants and more than 1,000 attendees from all over the northwest. (2/a #4)

Travel Salem and City of Salem staff attended the November **Amateur Softball Association Annual Conference** held in Reno, to bid on 2011 softball tournaments. In addition to bidding on tournaments, Travel Salem and the City of Salem partnered with Clackamas County, Washington County and Medford on an “Oregon” themed booth at the tradeshow held during the Annual Council meeting. Salem was awarded five national tournaments for 2011. (2/a #9)

Secured **co-op advertising** with the Salem Conference Center in *Smart Meetings* magazine, as well as advertorial featuring downtown Salem, the Salem Conference Center, the Grand Hotel, the Gordon House at the Oregon Garden in Silverton and Willamette Valley Vineyards. (2/a #2)

Provided **services** to 14 conferences and events that were held at locations throughout the Salem area, serving roughly 4,015 delegates. (2/c #7)

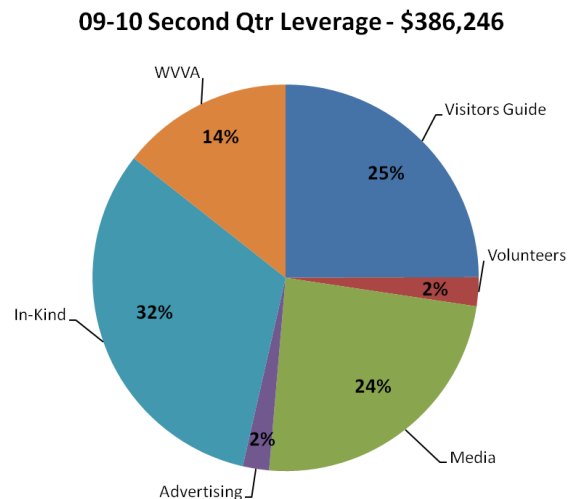
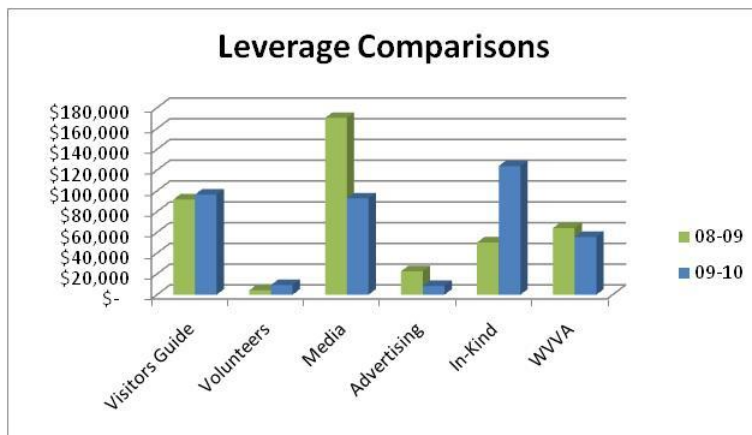


Detailed **Financial statements** for the second quarter are attached: revenues were \$213,684 (a 5% decrease from the previous year), while expenses were \$185,540 for an operating surplus of \$28,144. Net assets were \$191,182.

The results generated by Travel Salem are measured by examining progress in three key areas: estimated economic impact (EEI), transient occupancy tax (TOT) revenues, and leverage.

- **EEI results** are available at year end, and will be reported in Travel Salem's 09-10 annual report.
- Second quarter **TOT receipts** were down 15% from the previous year to \$520,996.
- Second quarter **leverage results** of \$386,247 decreased 4% over the previous year.
  - The decrease in advertising leverage is tied to City Budget cuts for 09-10.
  - The decrease in media leverage is due to significant press achieved in 08-09 related to the Travel Café project.
  - Increased in-kind support is primarily from Travel Salem's enhanced Visitor Information Network, as well as other marketing partnerships.

*Please note: leverage results are not predictable from year to year because Travel Salem can't guarantee, for example, in-kind donations or that a story will be published. However, Travel Salem strives to increase leverage support each year by continuing to develop and broaden key partnerships.*



## OVERVIEW OF ACTIVITIES

The Travel Salem staff tracks numerous statistics throughout the year to monitor, evaluate and adjust marketing strategies, staff levels, funding, etc. 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, etc. will also have an impact on the peaks and valleys that these numbers may reflect.

*Please refer to the Glossary of Terms for definitions of the following activities.*

Activity & Production Statistics	2 <sup>nd</sup> Qtr 09-10	% Change from 08-09	09-10 YTD	2 <sup>nd</sup> Qtr 08-09	2 <sup>nd</sup> Qtr 07-08
<b>Marketing &amp; PR</b>					
National Earned Media Impressions <sup>1</sup>	25	-60%	57	63	70
Local Earned Media Impressions	268	-21%	559	338	8
PR Presentations	36	-23%	79	47	10
Visitor Information Inquiries <sup>2</sup>	4,263	-61%	15,833	10,955	2,538
TravelSalem.com User Sessions <sup>3</sup>	27,557	-38%	64,782	44,181	44,227
Visitors Center Attendance <sup>4</sup>	22,556	506%	38,522	3,723	5,166
Events & Community Activities Assisted <sup>5</sup>	465	47%	979	317	214
<b>Convention &amp; Event Marketing</b>					
Real-Time Conventions/Events	5	-29%	12	7	8
• Number of Delegates	1,345	-12%	7,147	1,520	1,081
• Number of Room Nights <sup>6</sup>	765	-57%	4,125	1,765	459
Sales Leads Generated	10	-17%	16	12	14
Bookings <sup>7</sup>	5	-55%	16	11	12
Sales Activities					
• Direct Contact	451	14%	477	397	541
• Phone/E-mail	155	8%	255	144	171
• Sales Packets Distributed	53	-27%	66	73	21
• Site/FAM Tours	4	0%	6	4	4
• Referrals	20	-29%	36	28	25
<b>Convention &amp; Event Services</b>					
Conventions Assisted <sup>8</sup>	14	75%	44	8	13
Visitors Reached <sup>9</sup>	4,015	100%	21,336	2,008	1,905
Welcome Bags Distributed <sup>10</sup>	1,543	66%	5,465	932	707

<sup>1</sup> National Earned Media Impressions – decrease due to less articles published and less articles pitched due to PR person taking on social media efforts.

<sup>2</sup> Visitor Information Inquiries - inquiries are down for the quarter due to the cancelation of Travel Oregon's TORP program. This program allowed Travel Salem and other Willamette Valley partners to send their visitors guides to Travel Oregon advertising inquiries, therefore leveraging a multi-million dollar campaign. This program was cancelled by the Willamette Valley Visitors Association due to significant postage and handling costs.

<sup>3</sup> TravelSalem.com User Sessions – the decrease is attributed to economic downturn with less people planning trips/vacations.

<sup>4</sup> Visitor Center Attendance – increase is due to new expanded Visitor Information Network (Travel Café plus I-5 satellite locations).

<sup>5</sup> Events & Community Activities Assisted – increase due to outreach through public relations efforts that enhanced understanding of TravelSalem.com and how the events are syndicated out to numerous media outlets.

<sup>6</sup> Number of Room Nights – the decrease was due to more day meetings and less overnight stays which is indicative of the recession's impact on business travel.

<sup>7</sup> Bookings – the decrease was due to less activity from planners during the quarter.

<sup>8</sup> Conventions Assisted – the increase is due to more groups seeking value-added services.

<sup>9</sup> Visitors Reached – the increase is due to new events during the quarter (World Wrestling Championship).

<sup>10</sup> Welcome Bags Distributed – the increase is due to more conventions & events requesting this service.



Activity & Production Statistics	2 <sup>nd</sup> Qtr 09-10	% Change from 08-09	09-10 YTD	2 <sup>nd</sup> Qtr 08-09	2 <sup>nd</sup> Qtr 07-08
<b>Membership<sup>11</sup></b>					
Total Membership	303	24%	303	244	119
New Members Acquired	20	-13%	74	23	119
Attrition	4	300%	16	1	0
Sales Presentations	1,234	273%	2,820	331	234
<b>Leverage (detail below)<sup>12</sup></b>	\$386,247	47%	\$668,854	\$403,278	\$93,913
Visitors Guide	\$96,366	5%	\$96,366	\$91,693	\$0
Volunteers	\$9,342	122%	\$13,392	\$4,212	\$3,906
Media	\$92,697	-46%	\$225,766	\$170,267	\$15,213
Advertising	\$8,478	-62%	\$26,079	\$22,584	\$9,467
In-Kind	\$123,863	146%	\$196,251	\$50,272	\$12,660
WVVA/Regional	\$55,500	-14%	\$111,000	\$64,250	\$52,667

<sup>11</sup> Membership – the program was launched in 07-08, so increases and decreases will experience significant swings until program matures.

<sup>12</sup> Leverage increases reflect new visitor information network partnerships and Digital City Guide partnership; decreases reflect City of Salem budget cuts impacting advertising leverage.

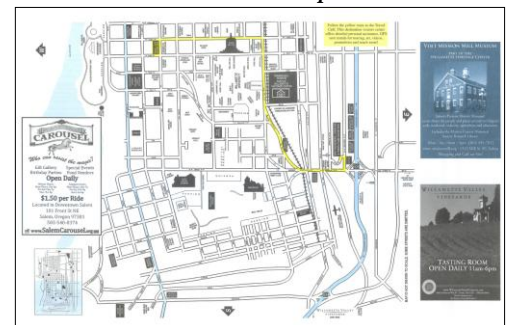
### **1/a - DIVERSIFY FUNDING STREAMS**

Develop long-term stable funding by examining opportunities within existing program offerings and establishing new revenue streams through creative ventures.

### **STRATEGIC INITIATIVES & RESULTS:**

- *#1 Develop & implement sponsorship opportunities:*
  - Secured sponsors for the Weekly e-Newsletter, quarterly Consumer e-Newsletter and Marketing Exchange Luncheons.
  - Secured sponsors to produce 50,000 **Pad Maps** which are used in the Travel Café, and by various attractions and lodging properties.
- *#2 Implement fundraising events:*
  - Held a successful Marketing Exchange luncheon during the quarter:
    - November featured – “Culinary Tourism: Successful Ingredients in Economic Development,” by Melody Johnson of the International Culinary Tourism Association; sponsored by Mission Mill Museum, Wild Pear Catering and the LaLumiere Massage Boutique.
- *#3 Create new advertising opportunities:*
  - Developed a new marketing option – **Paid Member E-Blasts**, an exclusive e-mail advertisement to roughly 4,000 visitors, travel industry businesses and Salem area residents.
  - Secured \$96,366 in advertising support to produce the 2010 Salem Area Visitors Guide.
- *#4 Create new funding mechanisms:*
  - Partnered with City of Salem to produce the Salem Book, now available for purchase in the Travel Café (see 2/d #3).
- *#5 Leverage participation in the RCMP through WVVA:*
  - Travel Salem’s Marketing & PR Director serves as President of WVVA for 09-10, ensuring inclusion of the Salem area in all marketing efforts.

**2010 Pad Map**



- *#6 Increase leveraged resources including donated products and services:*
  - Leverage for the second quarter was up 47% over the previous year. See the Overview of Activities for detail.
- *#7 Build and expand essential financial partnerships:*
  - The Marion County Board of Commissioners approved tourism funding for 09-10 in the amount of \$65,000. These funds support regional tourism marketing efforts and allow Travel Salem to serve as a regional destination marketing organization.
  - Polk County approved 09-10 tourism funding in the amount of \$13,000, a 63% increase in support over the previous year. These funds support regional tourism marketing efforts and allow Travel Salem to serve as a regional destination marketing organization.

### **1/b - INCREASE ORGANIZATIONAL CAPACITY**

Increase organizational capacity in both human and financial resources to boost program support, services and the overall bandwidth of Travel Salem.

#### **STRATEGIC INITIATIVES & RESULTS:**

- *#1 Strategically enhance staffing levels*
  - Recruited one Chemeketa Community College intern for the quarter to work on a regional inventory and database update project (see 2/a #3).
- *#5 Implement technology to enhance program efficiency:*
  - Continued social media efforts (FaceBook, Twitter) – see 2/b #8.
- *#6 Utilize resources from academic institutions:*
  - Working with Chemeketa Community College (see 1/b #1).
- *#7 Implement & maintain visitor information network:*
  - Partnered with Mission Mill Museum to serve as a visitor information location. Met with MMM staff for informative review of materials and implemented tracking system. (see 2/b #3)

### **1/c - BUILD MEMBERSHIP PROGRAM**

Develop a broad-based, regional membership program that delivers value-added tourism services to members. The membership program will be designed within requirements of the Salem City charter.

#### **STRATEGIC INITIATIVES & RESULTS:**

- *#1 Develop regional inventory of visitor industry:*
  - Comprehensive regional inventory project underway (see 2/a #3).
- *#2 Obtain regional participation:*
  - Recruited 14 new regional members (52% of total new members secured during the quarter).
- *#3 Use public relations to communicate/promote membership:*
  - Held Marketing Exchange events during the quarter to engage with businesses, provide updates about marketing opportunities, and provide networking platform for the industry.
    - November featured “Culinary Tourism: Successful Ingredients in Economic Development” by Melody Johnson of the International Culinary Tourism Association
  - Published 6 press releases to build awareness about Travel Salem and the membership program.

- Travel Salem Ranked 21 Out of 100 Best Nonprofits to Work for in Oregon
- Travel Salem Launches “Absolutely Giving Back”
- Travel Salem Pins Down 2009 West Coast World Championship Youth Wrestling Tournament
- Culinary Tourism: Successful ingredients in Economic Development Topic at Luncheon
- First Wednesday Crowd “Absolutely Gives Back” at Travel Salem’s Travel Café
- Travel Salem Receives \$65,000 from Marion County for Regional Tourism Promotion
- Promoted membership through the Industry e-Newsletter distributed to 1,570 subscribers informing them of marketing opportunities.
- Participated in monthly Artsmart meetings to engage with cultural and heritage organizations.
- *#6 Leverage regional Chamber of Commerce memberships:*
  - Participated in weekly and monthly Chamber Greeter programs for Salem, Keizer, Dallas, North Santiam, and Stayton/Sublimity.

## **2/a - BROADEN SCOPE OF CONVENTION & EVENT MARKETING PROGRAM**

Develop a comprehensive Convention & Event Sales program that promotes and leverages a wide variety of properties and meeting venues throughout the region.

### **STRATEGIC INITIATIVES & RESULTS:**

- *#2 Develop cooperative marketing campaigns with partners:*
  - Partnered with the Salem Conference Center and the Oregon Expo Center to co-op on the **BRAVO! Tradeshow** held in Portland at the Oregon Convention Center. Targeted roughly 1,500 attendees.
  - Placed a co-op advertisement with the Salem Conference Center in the November edition of **Smart Meetings magazine**. In addition to the ad, Salem received advertorial featuring downtown Salem, the Salem Conference Center, the Grand Hotel, the Gordon House at the Oregon Garden in Silverton, and Willamette Valley Vineyards. The former j. james restaurant was also mentioned in a group dining section.
- *#3 Research niche markets:*
  - Compiling a comprehensive regional inventory of lodging, meeting facilities, attractions, sports venues and restaurants.
- *#4 Secure new conference/event opportunities:*
  - **Rocky Mountain West Coast Nationals Wrestling Tournament:** this first-time event to Salem was held the second weekend in December at the Oregon Expo Center, and brought 400 participants and more than 1,000 attendees from all over the northwest. This event required heavy services, and required Travel Salem to recruit volunteers for setup the day prior, support for the day of the event and tear-down after the event. Roughly 100 hours of volunteer time was donated over the two-day period to support the event.
- *#6 Pursue editorial coverage for Salem as a convention destination:*
  - Secured a variety of coverage in the second quarter:
    - October issue of the *Statesman Journal*: “Salem has Much to Offer for Conventions”
    - November issue of *Smart Meetings* magazine

- December issue of the *Statesman Journal* for the West Coast World Championship Wrestling Tournament
- #7 Develop sports marketing program/create inventory of venues:
  - Compiling a comprehensive regional inventory of sports venues (see 2/a #3).
- #9 Maintain existing marketing efforts:
  - During the quarter, 10 leads were distributed to lodging properties and meeting facilities, and 5 bookings resulted from previous leads.
  - **Amateur Softball Association Annual Conference & Tradeshow** – Travel Salem and City of Salem staff attended the November ASA Annual Conference held in Reno, to bid on 2011 softball tournaments. In addition to bidding on tournaments, Travel Salem and the City of Salem partnered with Clackamas County, Washington County and Medford on an “Oregon” themed booth at the tradeshow held during the Annual Council meeting. With the development of new sports facilities in these counties, this partnership approach ensures Salem is part of the overall Oregon strategy to capture lucrative softball tournaments. Coordination with the partners ensured that bids were strategic and not competitive amongst partners. Salem was awarded five national tournaments for 2011.
  - Attended industry association monthly networking opportunities including Oregon Society of Meeting Professionals, Meeting Professionals International, and Oregon Society of Association Management.

## **2/b - DRIVE INNOVATIVE TOURISM MARKETING STRATEGIES**

Develop a comprehensive leisure tourism marketing program that promotes Salem as a preferred destination for leisure day and overnight visitors.

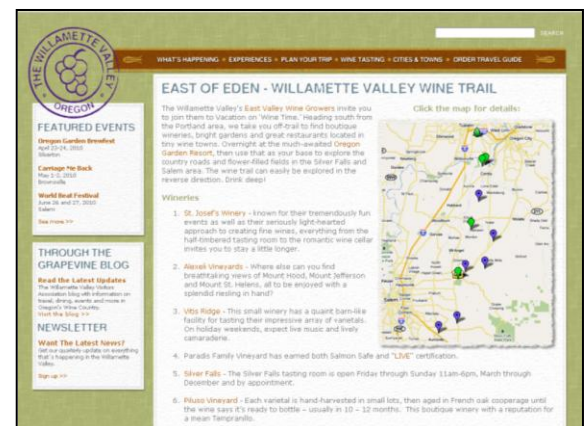
### **STRATEGIC INITIATIVES & RESULTS:**

- #1 Explore advertising & publicity options to educate target audiences:
  - Submitted *Statesman Journal* columns:
    - “Salem has Much to Offer for Conventions”
    - “Salem’s More than Just Oregon’s Capital”
    - “The Salem Scene Offers Plenty of Gifts”
  - Pitched stories to the *Statesman Journal* that resulted in print and online exposure:
    - “Magazine Praises Salem Nonprofits” (October 2009)
    - “Fairgrounds to Host Wrestling Events” (November 2009)
    - “Business Leaders Reflect on Year Past and Year to Come” (December 2009)
    - “Salem’s Beauty on Display in New Book”
    - “Youth Event at Oregon Fairgrounds Saturday”
    - “Area Wrestling Clubs Take Part in Event”
  - Researched Cision database for regional and national media opportunities.
  - Distributed the Consumer e-Newsletter to 950 subscribers offering Salem area travel packages, specials and events.
  - See detailed results on attached **Public Relations Addendum**.
- #2 Redesign TravelSalem.com to be dynamic & user-friendly:
  - The TravelSalem.com redesign was put on hold during the second quarter due to City of Salem budget cuts.
  - Posted the following to the TravelSalem.com website:



- Holiday brunch locations
- New travel packages
- Created a “directory of services” which includes businesses that can provide services for a conference, meeting or event
- 2008 Economic Impacts of Travel, study prepared by Dean Runyan Associations
- Travel Salem’s 08-09 Fourth Quarter Report and 08-09 Annual Report
- Mission Mill Museum video posted to the itineraries page
- New free business listings for businesses inside Salem city limits
- *#3 Research & establish satellite visitor resource locations:*
  - Partnered with Mission Mill Museum as a visitor information location to provide limited visitor assistance. MMM also has an outdoor kiosk to provide visitors with information 24 hours a day.
- *#4 2010 Visitors Guide content innovations:*
  - The following content innovations will be implemented next quarter when the 2010 Visitors Guide is published:
    - Selected a new cover design with a spectacular local image and ghosted the word “Travel” to ensure the “rack appeal” of the guide.
    - Added a full page promoting the Travel Café and visitor services offered (e.g. GPS rentals, personal assistance, ticket sales, wine tasting, Wi-Fi).
    - Developed a new introduction article that highlights a greater variety of Salem area niches.
    - Dramatically increased the Agri-Tourism section, and updated the map to include local cheese makers and hard cider distilleries.
    - Increased the Restaurant & Dining section significantly.
    - Broke out Lodging into separate sections: Resorts, Bed & Breakfasts, Groups, and Extended Stay. The Hotels & Motels are now a stand-alone category.
- *#5 Implement technology and utilize online marketing resources:*
  - Online & Social Media
    - Added content and promotions to Travel Salem’s **Facebook** page – more than 120 events, specials & announcements were posted reaching 468 fans.
    - Uploaded 253 images to **Flickr**, for a total of 1,501 images and eight videos on the Travel Salem account, with 894 viewer sessions during the quarter and a total of 20,704 viewer sessions to date. Flickr is an online photo management and sharing application that allows photos to be uploaded and viewed by individuals and the media. All images are tagged which allows them to be searched via search engines.
    - Maintained dialogue on **Twitter** with 1,426 local, national and international followers. Posted 356 tweets throughout the quarter promoting regional partners and events. Twitter is a social messaging tool that Travel Salem uses to communicate and stay connected with consumers, media and regional partners through the exchange of quick, frequent real-time updates.
    - Posted three feature articles online at the *Statesman Journal Persona* (viewers can access Travel Salem’s profile where blogs, photos and other information is posted - averaging 300,000 visitors per month).
      - “Salem has Much to Offer for Conventions”
      - “Salem’s More than Just Oregon’s Capital”

- “The Salem Scene Offers Plenty of Gifts”
    - Produced a Culture Seeker video for the “Real to Reel” section of TravelSalem.com featuring Mission Mill Museum.
    - Posted Association press releases to TravelSalem.com.
    - Syndicated TravelSalem.com events out to WVVA, TravelOregon.com and other sources.
    - Monitored TravelSalem.com search engine rankings; adjusting and refreshing content weekly to remain within the top three Salem sites.
    - Posted Marketing Exchange videos to TravelSalem.com.
    - Added new events throughout quarter to TravelSalem.com.
    - Added new listings to TravelSalem.com weekly.
- #6 Pursue editorial coverage to leverage marketing resources:
  - National and Local Media – secured 293 impressions (e.g. articles, listings, photographs) valued at \$92,697 of free media exposure (see 2/b #1).
  - Submitted information regarding Salem area commodities to KOIN TV for an Oregon Bounty promotion.
  - Pitched story ideas to *Food and Wine* magazine regarding helicopter tours and adventure tours.
  - See detailed results on attached **Public Relations Addendum**.
- #7 Expand regional efforts through creative partnerships & marketing initiatives:
  - Generated 4,263 inquiries in the second quarter. Travel Salem’s partnership with WVVA continued with an ad placed in *Sunset* magazine (870,000 circulation).
  - Created and implemented the “**Absolutely Giving Back**” campaign to encourage donations to local charitable organizations year round. During the second quarter, 157 pounds of food and 22 children’s coats were collected and donated to Mid-Valley Women’s Crisis Center.
- #8 Participate with current tourism partners to enhance marketing efforts:
  - Willamette Valley Visitors Association (WVVA) partnership:
    - Participated in year-round *Sunset* magazine ad placements (870,000 monthly circulation) and leisure lead generation valued at \$62,400.
    - Partnered with OregonWineCountry.org to drive traffic to TravelSalem.com through specials offers, events and appealing articles.
    - Worked with WVVA to create an e-newsletter promoting all the winery events within the Willamette Valley during Thanksgiving. Pulled winery events from TravelSalem.com to represent the region.
    - Worked with WVVA to create a number of **wine trails** (pictured at right) throughout the Willamette Valley linking communities and wineries to a wide array of attractions (e.g. history, culture).
    - Participated in the “WVVA Pack,” a fulfillment program for all Willamette Valley leisure leads through online, print, advertising and Travel Oregon advertising. Fulfilled 1,847 inquiries through this partnership for the quarter.



- Partnered with SEDCOR for free online advertising to promote Salem as a conference and meeting destination.
- Continued partnership with Salem AAA to ensure Salem Area Visitors Guides are available to AAA customers.
- Partnered with the Oregon Wine, Food and Brewfest to judge entries and distribute Salem Area Visitors Guides.
- The Festival of Lights Holiday Parade showcased their Chalets at the Travel Café.
- Attended the City of Salem's Historic Marker ribbon cutting ceremony. The City of Salem is producing a brochure that will be distributed to visitors in the Travel Café.
- *#9 Develop new promotional opportunities:*
  - Secured a spot on the waiting list for a Salem area wine trail through a partnership with Oregon Travel Information Council (OTIC). The wine trail would be supported by highway signage and a national marketing campaign.
- *#10 Leverage Travel Oregon's marketing efforts:*
  - Pitched new story ideas for the summer edition of the **Travel Oregon Magazine**. A wide variety of assets were pitched under the following categories:
    - Outdoor recreation (mountain biking, road biking, golfing)
    - Wildlife viewing
    - Cheese, chocolate & spirits
    - Harvest tours & u-pick farms
    - Culture & heritage
    - Art museums & galleries
    - Destination spas
    - Kids attractions
    - Shopping
    - Gardens
  - Pitched story ideas for the "What's New in Oregon" media promotion.
  - Met with Travel Oregon's PR team and their publisher MediAmerica (print and online content manager) to discuss possible storylines and pitches for Salem and the Willamette Valley.
  - Organized an international seminar with Travel Oregon for Salem area attractions, lodging facilities and businesses/organizations interested in marketing to international travelers.
- *#12 Maintain existing marketing efforts:*
  - Assisted an LA film production company with scouting a location for a feature film; interested in the look and feel of a 1970s shopping experience.
  - Sent weekly event and activity updates to 2,854 subscribers to drive traffic to TravelSalem.com and encourage front-line workers to promote the Salem area to visitors.
  - Sent Industry e-Newsletter to 1,570 Travel Salem members, partners and industry organizations.
  - Sent Consumer e-Newsletter to 950 consumers promoting special deals and packages.
  - Distributed regional events brochures through two I-5 rest areas bordering Salem (north & south) to attract visitors and encourage visitation.

## **2/c - BUILD SERVICES & HOSPITALITY PROGRAM**

Develop a comprehensive services and hospitality program that ensures visitors have the information, resources and support they need to make the most out of their travel experience.

### **STRATEGIC INITIATIVES & RESULTS:**

- *#4 Increase volunteer base targeting specific skill sets:*
  - Created a volunteer manual outlining available opportunities to attract volunteers with specific skill sets.
- *#5 Communicate proactively to industry partners regarding activities & events to increase participation & promotion of regional assets:*
  - Distributed the Industry e-Newsletter to 1,570 industry partners informing them of marketing opportunities and Travel Salem's efforts.
  - Sent weekly events email to 2,854 subscribers.
- *#7 Maintain existing service efforts:*
  - Provided services to 14 conferences/events that were held at locations throughout the Salem area including the Salem Conference Center, Red Lion Hotel, Oregon State Fair & Expo Center, and Willamette University.
  - Provided services to a first-time event, the West Coast World Wrestling Championships (see 2/c # 9).
  - Distributed 1,543 Welcome Bags during the quarter to Salem area visitors. The bags contain valuable visitor information (customized by group interests) as well as coupons and discounts. Examples of groups requesting Welcome Bags include:
    - American Agri-Women
    - Oregon Bicycle Association State Cyclocross
    - Boy Scouts of America
    - Oregon Association of Libraries
    - Oregon Association of Talented and Gifted
    - Oregon Micro-Enterprise Network
  - Held monthly Booster volunteer meetings where Boosters sign up to assist at conventions and in the Travel Café Visitors Center.

## **2/d - DEVELOP STRATEGIC PARTNERSHIPS AND ALLIANCES**

Develop strong, interdependent partnerships that enhance Travel Salem's credibility, improve program effectiveness and increase funding resources and opportunities.

### **STRATEGIC INITIATIVES & RESULTS:**

- *#2 Meet with current partners to determine common goals, resources & obstacles:*
  - **Salem Area Lodging Association** – attended SALA meetings to engage with lodging industry partners and discuss collaborative partnerships, future opportunities, industry trends and challenges.
  - **Team Salem** – held a bi-monthly Team Salem meeting at the A.C. Gilbert's Discovery Village during the quarter. This forum brings stakeholders together to share marketing and partnership opportunities. Attendees included:
    - The Oregon Garden
    - The Grand Hotel
    - Phoenix Inn Suites – N & S
    - Lights in the Attic
    - Keizer Renaissance Inn
    - Chemeketa Events at Eola
    - Mission Mill Museum
    - Salem Conference Center
    - A.C. Gilbert's Discovery Village
    - Feller House B & B
    - Shilo Inn & Suites
    - Special Memories Travel

- Salem Repertory Theatre
  - VanNatta Public Relations
  - Gordon House
  - Willamette Valley Vineyards
  - Willamette Valley Fruit Co.
  - Kelly Services
  - Fastsigns
  - Historic Elsinore Theatre
- **Vision 2020 Wayfinding & Entrance Ways Task Force** – a meeting was held in December with significant momentum achieved. Two subcommittees will further vet concepts and formulate ideas to present to the larger group. The two subcommittees will examine: 1) Specific entrance locations and connection to wayfinding paths into downtown; and 2) Sign design systems.
- Travel Salem also regularly participates on the Oregon Scenic Byways Advisory Committee, Vision 2020 Bike & Pedestrian Connections Workgroup, the Chemeketa Community College Hospitality & Tourism Management Board, and the Salem Community Energy Forum.
- *#3 Assist industry partners with sales & marketing efforts:*
  - Consulted with Salem Hospital to assist with employee recruitment efforts. Travel Salem staff will provide one-on-one consulting for physician and executive candidates to “sell” them on the Salem area’s quality of life amenities.
  - Published the **Salem Book** in partnership with the City of Salem. This is the community’s first coffee table book showcasing the beauty and bounty of the Salem area. The book will be used for economic development initiatives as well as employee recognition and retail sales purposes. The Salem Book is exclusively available for purchase at the Travel Café.
  - Met with Salem Creative Network/Ross Schwartzendruber to seek collaborative opportunities for event promotion.
  - Distributed list of free Travel Salem marketing opportunities to TOT recipients and requested partnership.
  - Distributed the SalemAlive.com icon/bug to all TOT recipients and asked that it be placed on their websites to facilitate cross promotion of events/activities in Salem.
  - Held five **free social media seminars** for attractions, businesses, organizations and publicized it through print, broadcast and social media. These sold-out events were held in Salem and Stayton and attracted roughly 100 participants. The seminars provided the opportunity to learn about social networking tools that are changing the way businesses and organizations connect with consumers, and strategies on how to effectively utilize these tools.
  - Partnered with Willamette Valley Vineyards and the Salem Creative Network for monthly downtown Wine Walks that included the Travel Café. Participation was canceled after three Wine Walks due to lack of attendance at the events.
  - Travel Salem served as Grand Marshall in the PGE Festival of Lights Parade, in recognition as one of the founding sponsors.
  - The Travel Café received a **2009 Salem Chapter AIA Design Award**. In addition, viewing of nominated projects as well as voting for the “People’s Choice Award” took place at the Travel Café during October.



- Assisted 2 partners with press releases and distribution to the media (A.C. Gilbert's Discovery Village and RNM Events).
- A Travel Salem Fall Open House was held in October and included a downtown blitz to let businesses know Travel Salem is downtown and the services provided to visitors through the Travel Café. The open house featured extended hours and wine tasting.
- Assisted the North Santiam Canyon Chamber of Commerce to secure a Travel Oregon grant to produce a Canyon/Hwy 22 promotional brochure.
- Participated in **GROW North Santiam**, a program through the North Santiam Economic Development Corporation that provides intensive one-on-one business coaching.
- Uploaded 8 **free website listings** (business name, address and phone number) on TravelSalem.com for businesses inside Salem city limits. These free listings are promoted quarterly via a press release to the media, neighborhood associations, Salem Chamber, SEDCOR and Go Downtown. Travel Salem will continue to sell "expanded" web listings for a fee as part of the Membership program.

● *#4 Expand regional efforts through creative partnerships & marketing initiatives:*



Member Spotlight partners:  
Willamette Valley Vineyards, EZ  
Orchards, Vitality at Wellspring

- Continued a new monthly series in conjunction with First Wednesdays called **"Member Spotlights"** showcasing local businesses, product sampling and live demonstrations from a variety of regional partners at the Travel Café.
  - October's event "Taste of Fall" featured EZ Orchards, Wellspring's Vitality Restaurant, Salem Hospital and Willamette Valley Vineyards.
  - November's event "Thankful Giving" featured Willamette Fruit Company, Earth Sea Jewelry, Kroc Community Center, Willaby's Catering and Willamette Valley Vineyards.
  - December's event "Come Celebrate the Holiday's" featured PGE Festival of Lights Parade, Keizer Renaissance Inn, Wall Street Bar & Grill, La Rouge Boutique and Willamette Valley Vineyards.
- During the quarter, the following businesses hooked on to the regional **"Absolutely Oregon"** branding initiative with 21 partners currently on the "brand wagon":
  - Bentley's Restaurant – Absolutely Delicious
  - Phoenix Inn Suites (north & south locations) – Absolutely Northwest
- **Absolutely Tickets:** 21 partners are using this centralized ticketing network located in the Travel Café to promote and sell tickets to cultural events, fundraisers and concerts.
- Developed an integrated partnership with the Oregon Wine Board, Travel Oregon and Willamette Valley Winery Association for cross promotional efforts.
- Travel Salem was asked to serve on a regional **Baldock Rest Area Coalition** to discuss how to best utilize this key visitor resource. Travel Information Council will assume oversight of nine state rest areas beginning January 2010, and is exploring a regional approach for planning the vision for each rest area. The coalition will brainstorm how the Baldock rest area (I-5 south of Wilsonville) can better serve as a tourism and economic driver for Marion and Polk county communities.
- Served on the **Oregon Visitor Services Standards Committee** to help establish visitor signage standards for the state. The committee voted to adopt the "i" sign as the official icon for Oregon visitor information. The Travel Café served as the statewide pilot program to test the "i" signs. Over a six-



month period, Travel Salem collected surveys gauging visitor feedback on the effectiveness of the “i” sign system. This research was the basis the committee’s decision to officially adopt the “i” sign statewide.

- Participated in Keizer Tourism meetings organized by the Keizer Chamber of Commerce to stay plugged in with partnership opportunities.
- Served on the Marion County Economic Development Advisory Board.
- Served on the Board of Directors for the Oregon Destination Marketing Organization.
- *#5 Leverage partnerships to diversify funding streams:*
  - Secured regional funding for Marion County and Polk County for 09-10 (see 1/a #7).

## **GLOSSARY OF TERMS**

### **Activity & Production Statistics**

#### **National Earned Media Impressions**

Print or broadcast media coverage resulting from Travel Salem activities such as pitching stories and disseminating media kits. The number reflects regional or national stories, events, mentions and images that were published or produced based on these efforts.

#### **Local Earned Media Impressions**

Print or broadcast media coverage resulting from Travel Salem activities such as pitching stories, disseminating media kits and through interviews. The number reflects local stories and broadcast interviews that were published based on these efforts.

#### **PR Presentations**

Staff presentations to civic groups, nonprofits and businesses. Presentations include community outreach to promote Travel Salem programs and services, general tourism-related issues, convention, meeting and event business, and overall awareness of tourism economic impact.

#### **Visitor Information Inquiries**

Ad inquiries, travelsalem.com, telephone, U.S. post inquiries – requesting a variety of information and resources.

#### **TravelSalem.com User Sessions**

A User Session measures website traffic and is defined by the presence of a user with a specific IP address who has not visited the site recently. This type of user typically visits multiple pages on the TravelSalem.com site.

#### **Visitors Center Attendance**

The number of visitors to the Visitors Center that are assisted with their travel plans.

#### **Events & Community Activities Assisted**

Travel Salem helps promote community events and activities through the Visitors Center, TravelSalem.com, broadcast consumer and industry email, public relations and media exposure, and general information resources.

#### **Real-Time Conventions/Events**

Conventions/events that actually take place during the current month. The business may have been booked in a previous year, but it is reported in the month when it actually takes place.

#### **Number of Delegates**

The estimated number of delegates attending Real-Time Conventions/Events. When possible, the actual number of delegates is reported when the figure has been verified with the conference meeting planner and/or venue.

#### **Number of Room Nights**

The estimated number of room nights from the Real-Time Conventions/Events. When possible, the actual number of room nights is reported when the figure has been verified with the conference meeting planner and/or venue.

**Sales Leads Generated**

The number of leads of potential business that are distributed to venues.

**Bookings**

The number of leads that resulted in a confirmed booking taking place at a venue in the future.

**SALES ACTIVITIES****Direct Contact**

The number of meeting/conference/event planners that are contacted in face-to-face appointments or through tradeshow.

**Phone/E-mail**

The number of meeting/conference/event planners that are contacted via phone or email.

**Sales Packets Distributed**

The number of packets mailed to meeting/conference/event planners per request or as a result from Direct Contact.

**Site/FAM Tours**

A Site Tour is when the Director of Sales takes a meeting planner, group of meeting planners or group tour operator on a showcase tour of venues (e.g. hotels, meeting facilities). A Familiarization Tour (FAM) is when the Director of Sales takes a meeting planner, group of meeting planners or group tour operator on a showcase tour of Salem's attractions, restaurants, shopping, etc.

**Referrals**

The number of times a location is recommended to a meeting planner verbally or by email.

**CONVENTION & EVENT SERVICES****Conventions Assisted**

The number of groups/events that are provided services, resources and visitor information.

**Visitors Reached**

The number of visitors at conferences/events where Travel Salem provides visitor information.

**Welcome Bags Distributed**

Welcome Bags contain promotional information from local businesses on what there is to “see and do” in the Salem area. The Welcome Bags are distributed to conferences/events and contain information that is tailored to meet the delegates’ interest/needs.

## **LEVERAGE**

### **Volunteers**

The number of volunteer hours worked in the Visitors Center or at conferences/events. The hourly value of this service is provided by Points of Light & Hands On Network.

### **Media**

Local, regional or national media exposure resulting from Travel Salem's publicity efforts to promote the region. For print media the value is calculated using advertising rates per column inch of what that space would cost if Travel Salem had to purchase the exposure. For broadcast media the value is calculated using the "air-time" rate of what that broadcast would cost if purchased.

### **Advertising**

Travel Salem receives an "agency discount" on media buys because it is recognized as an in-house advertising agency. This discount is not available to individual businesses purchasing advertising.

### **In-Kind**

Travel Salem receives donated products and services that it would otherwise have to purchase. Examples include office and meeting space, accounting, legal services, product donations, advertising, etc.

### **WVVA/Regional**

Travel Oregon receives a statewide one percent lodging tax that it allocates to regional visitors associations for use in promoting each region to out-of-state visitors. The monies cannot be allocated to local destination marketing organizations. Salem is included in the Willamette Valley Visitors Association (WVVA) along with Eugene (East Lane County), Corvallis (Benton County), Albany (Linn County), Yamhill County and South Clackamas County). The WVVA Board of Directors includes key decision makers from the DMO of each city. This Board determines how the resources will be spent to market the region. Travel Salem recognizes the WVVA financial resources allocated from Travel Oregon as leverage.