



Aligning DMO Metrics in Reporting

ODMO 2017 Winter Conference

Kari Westlund, President & CEO



DMO Reports Reviewed

Seaside



COVA



Travel Medford



Travel Oregon



Travel Portland



**Washington County Visitors Association
Visit Tualatin Valley**



Visit Tillamook Coast



**Travel Lane County
Eugene, Cascades & Coast**



OCVA



Visit Corvallis



Clackamas County Tourism & Cultural Affairs

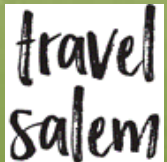
Oregon's Mt. Hood Territory



Visit Bend



Travel Salem



Community Connections Content

Mission Statement 11/13

Staff Roster 3/13

2 with photos

Board Roster 10/13

2 with photos

CEO Message 8/13

4 with photos

Local Government Share of TLT/TRT
Emphasis area for Bend and Medford

Grant Programs Out 5/13
Level of Detail Varies

Product Development 11/13
Details Later in Deck



Industry Health Metrics

Transient Room Tax 11/13

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Earnings

Local/State Tax Generation

Occupancy 8/13

ADR 6/13

RevPAR 4/13

Demand/Rooms Sold 4/13

New Development

Air Service 5/13





state of the industry



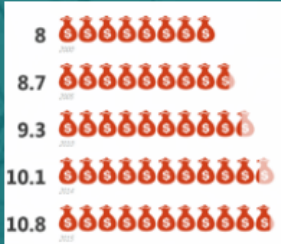
\$561 Million in visitor spending in Clackamas County in 2015, a nearly \$100 million jump.*

*Dean Runyan and Associates



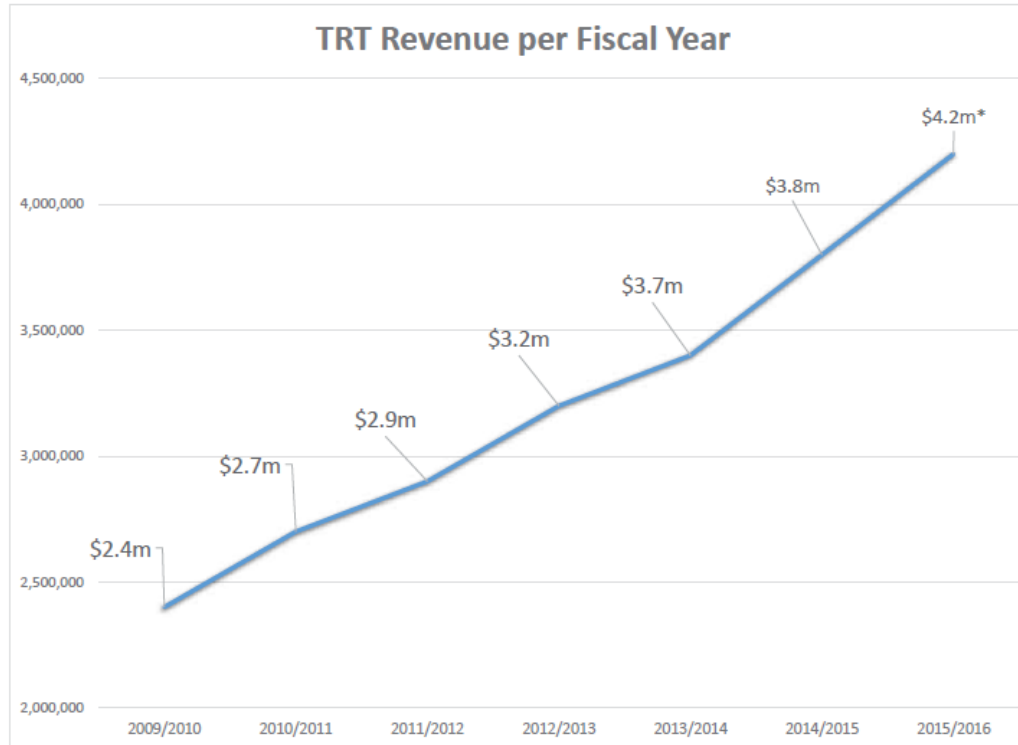
Occupancy averaged 72.8% in 2015, a 4.6% increase from 2014. Occupancy so far in 2016 is averaging 74.6%.*

*Smith Travel Research



"Spending has increased by \$1.5 billion since 2010."

- Dean Runyan and Associates



Transient Room Tax Revenue is the primary performance indicator showing the health of travel to Clackamas County. Revenues have increased substantially for the past seven years. The last four years have each broken records.

Fiscal Year 2015/16 has reached a new milestone, breaking the \$4 million mark for the first time in county history. The current tally of \$4.2 million will likely be revised upwards after the county's finance department does an audit of TRT receipts, slated for year's end.

Industry Health Metrics

travel salem

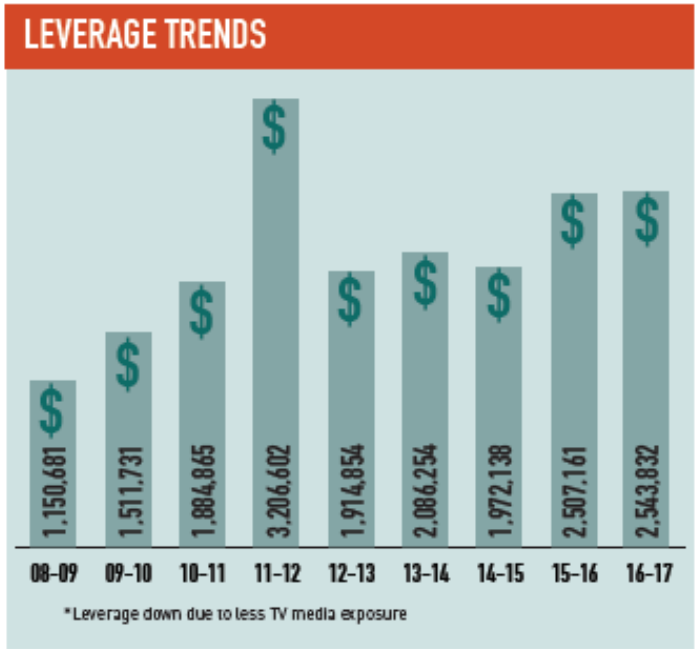
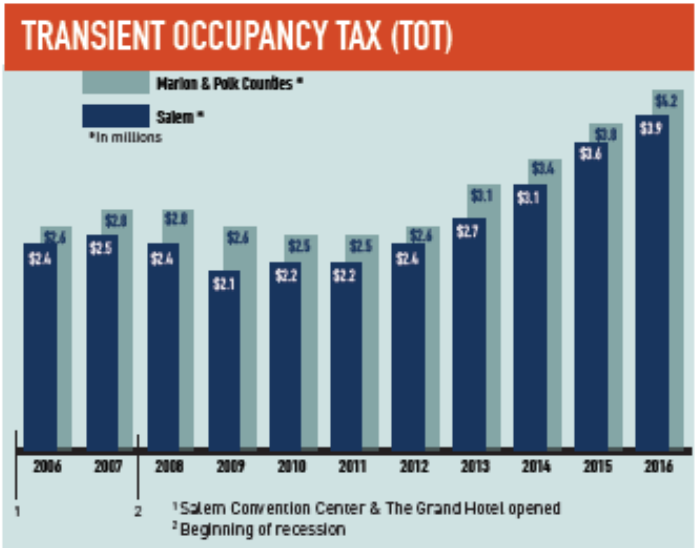
There are several key performance indicators that can provide a sense of the overall economic health of the Salem area tourism industry.

When evaluating progress, these indicators must be considered alongside other measurements such as financial resources, program staff and membership support. Add into the mix environmental influences and other economic trends to gain better insight into the health of the industry.

Specific tourism-based activities also provide context for evaluating the big picture, and can reveal trends and key market factors that influence how the organization makes adjustments in program initiatives.

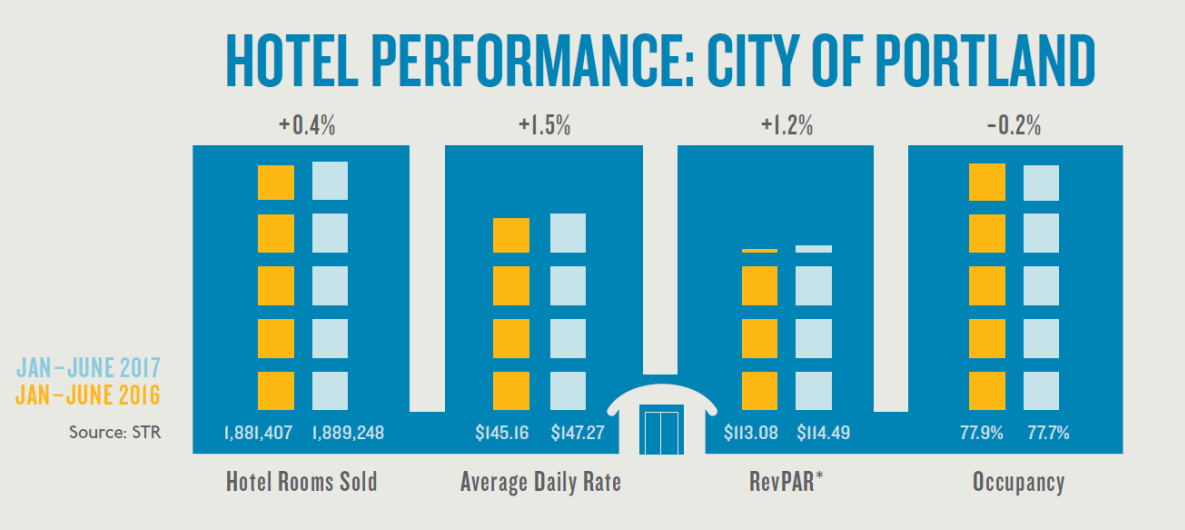
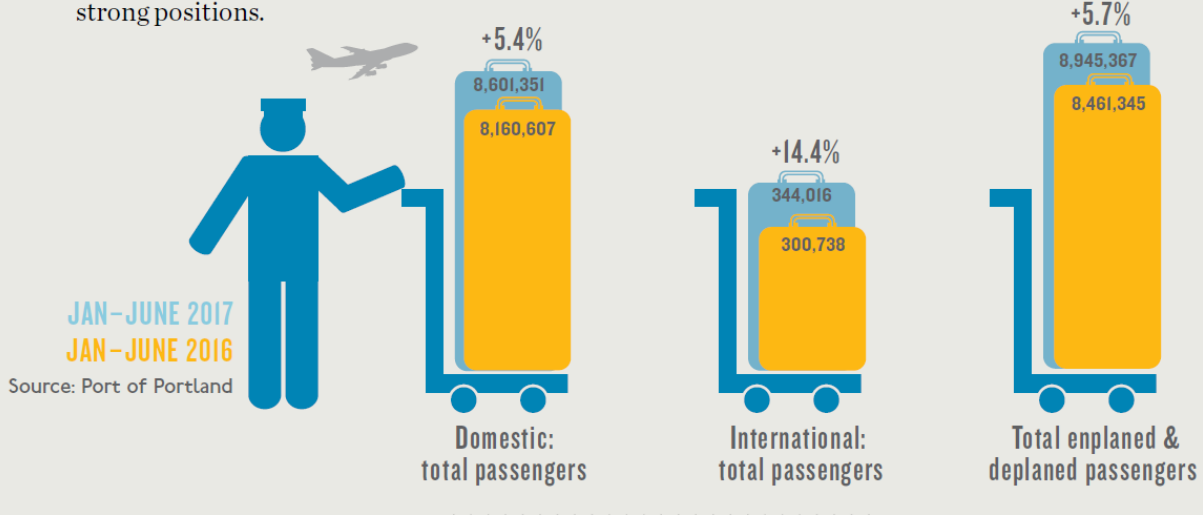
Travel Salem is not the sole contributor or driver to the region's tourism economic outcomes. However, the organization takes a leadership role in tourism promotion to help shape industry results.

2016-17 LEVERAGE	
Media	\$1,574,934
In-Kind	\$528,139
WWA	\$325,350
Visitors Guide	\$72,262
Advertising	\$42,843
Volunteers	\$304
TOTAL	\$ 2,543,832



travel PORTLAND

strong positions.

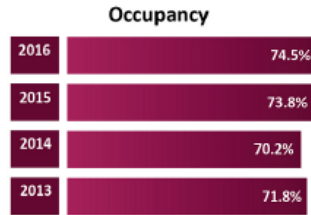


Industry Health Metrics

Calendar year 2016 was an exceptional year for Washington County's hotels, which performed at an average occupancy rate of 74.5%, one of the highest in the competitive set. The average daily rate climbed to an average of \$119.21, resulting in higher room revenue for the hotels, as well as for the tax coffers. The following is a snapshot of Washington County's hotel performance for calendar year 2016, compared to other destinations in our competitive set. (Source: STR Global)

Calendar Year 2016 vs. 2015										
	Occ %		Average Daily Rate		Revenue per Room (RevPar)		Percent Change from YTD 2015			
	2016	2015	2016	2015	2016	2015	Occ	ADR	Rev PAR	Rm Rev
United States	85.5	85.4	123.97	120.30	81.19	78.88	0.1	3.1	3.2	4.8
Oregon	67.4	65.8	117.99	112.71	79.43	74.17	2.4	4.8	7.1	8.0
Lane County, OR	68.1	63.9	106.71	100.87	72.63	64.44	6.6	5.8	12.7	13.2
Marion County, OR	66.2	63.6	93.29	87.48	61.72	55.61	4.1	6.8	11.0	10.9
Multnomah County, OR	77.6	76.5	144.24	139.50	112.00	108.69	1.5	3.4	5.0	6.5
Clackamas County, OR	74.0	73.6	109.21	100.31	80.81	73.87	0.5	8.9	9.4	9.7
Washington County	74.5	73.4	119.21	110.97	88.76	81.41	1.5	7.4	9.0	11.9
Clark County, WA	72.0	72.3	108.39	101.48	78.03	73.40	-0.5	6.8	6.3	6.5
Pierce County, WA	68.4	68.0	96.67	94.69	66.10	64.38	0.6	2.1	2.7	3.7
Snohomish County, WA	68.9	69.5	106.14	105.57	73.16	73.36	-0.8	0.5	-0.3	0.5
Boise, ID	75.3	71.2	99.69	93.78	75.06	66.81	5.7	6.3	12.3	13.1

Hotel Performance Year-to-Date 2017 vs. 2016



Overall, calendar year 2017 occupancy is performing at a slower rate than 2016; however, the average daily room rate increased 2.3% to \$114.74, thus also increasing the total

room revenue in the county. The following is a snapshot of hotel performance for the current calendar year (January-June 2017) compared to other destinations in the region. (Source: STR Global)

	Occ %		ADR		RevPAR		Percent Change from YTD 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	Rev PAR	Rm Rev	Room Avail	Rm Sold
Lane County, OR	63.6	65.4	106.09	102.38	67.49	66.96	-2.8	3.6	0.8	3.5	2.7	-0.2
Marion County, OR	64.4	63.9	94.23	90.38	60.70	57.73	0.8	4.3	5.1	5.1	-0.0	0.8
Multnomah County, OR	76.1	76.4	140.38	137.66	106.80	105.13	-0.4	2.0	1.8	4.7	3.1	2.7
Clackamas County, OR	69.5	69.9	110.90	101.76	77.06	71.09	-0.5	9.0	8.4	8.8	0.4	-0.1
Washington County	70.4	73.8	117.80	115.75	82.87	85.37	-4.6	1.8	-2.9	2.4	5.6	0.6
Clark County, WA	73.3	69.8	108.19	104.85	79.35	73.22	5.0	3.2	8.4	8.4	0.0	5.0
Pierce County, WA	69.3	67.3	97.47	95.06	67.57	63.96	3.0	2.5	5.6	7.3	1.5	4.6
Snohomish County, WA	69.7	65.8	102.49	101.68	71.41	66.87	5.9	0.8	6.8	8.3	1.4	7.4
Boise, ID	74.1	74.6	103.59	99.20	76.77	74.04	-0.7	4.4	3.7	10.2	6.3	5.6

VISITOR VOLUME & TRAVEL SPENDING

According to a recent report commissioned by Travel Oregon, and conducted by Dean Runyan Associates, visitation to Washington County continued to increase during calendar year 2016. According to this report, Washington County has the fourth highest visitor spending, in terms of direct travel spending within the destination.

In 2016, more than 2.9 million visitors spent an overnight trip to Washington County. All visitors, including day trips to Washington County, spent \$603.8 million in the destination.

The following is a snapshot of tourism-related direct travel impacts to Washington County, compared to 2014.

	2016 _p	2015	+/- change
Direct spending	\$603.8 million	\$574.1 million*	+5.2%
Employment	7,930	7,520*	+5.5%
Tax Revenue (Local)	\$11.7 million	\$10.9 million	+7.7%

_p = Preliminary *Numbers have been adjusted by Dean Runyan

(Source: Dean Runyan Travel Impacts, May 2017)

Top Oregon Counties

The following table outlines the top five Oregon counties in relation to the total number of overnight visitors and in-destination visitor spending.

Overnight Visitor Volume			In-Destination Spending		
Rank	County	Overnight Visitor Volume (in millions)	Rank	County	In-Destination Spending (in millions)
1.	Multnomah	5,154	1.	Multnomah	\$1,981.8
2.	Lane	3,111	2.	Lane	\$672.4
3.	Washington	2,924	3.	Deschutes	\$613.3
4.	Deschutes	2,696	4.	Washington	\$603.8
5.	Clackamas	2,653	5.	Clackamas	\$513.2

Source: Dean Runyan Associates, May 2017

Top Spending in Tualatin Valley - 2017

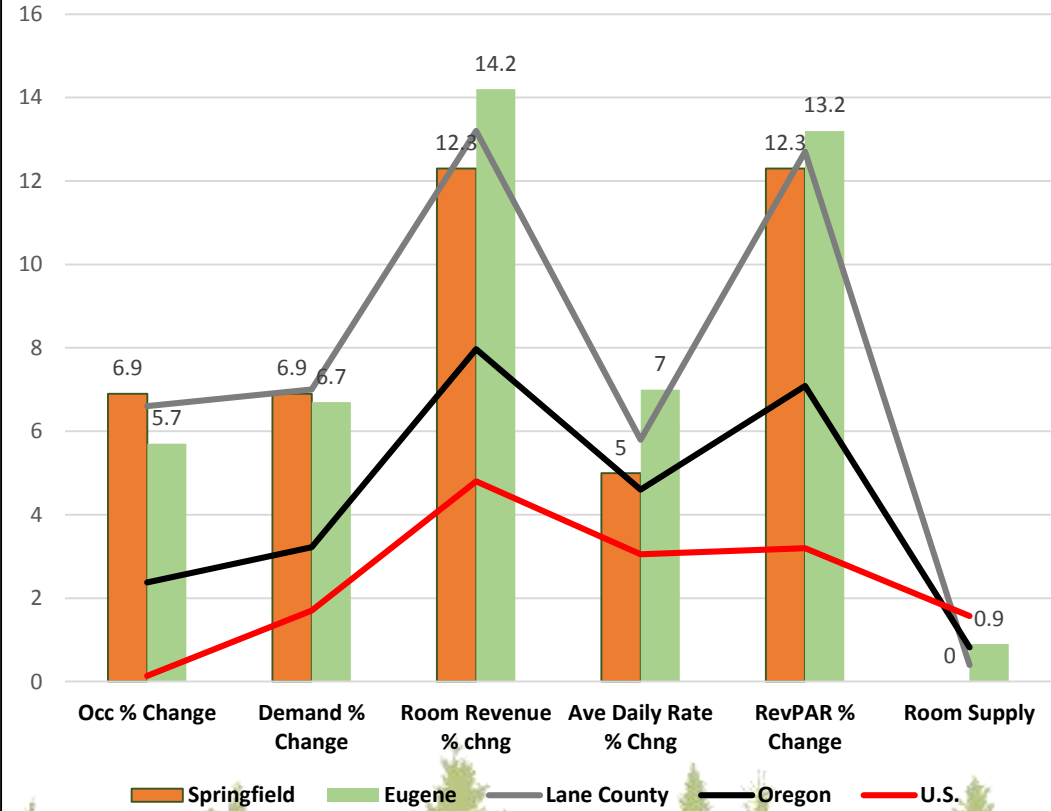
According to VISAVue, which tracks VISA cardholder spending, nearly \$343.4 million was spent in the Tualatin Valley during the first quarter of 2017. While this figure includes all VISA cardholders in the Portland-Salem area, when Portland-area cardholders were taken out of the spending totals, the amount spent in the area totaled nearly \$105.4 million during the first quarter of 2017. The following are the top cities in terms of spending in the Tualatin Valley from January-March 2017:

City	Amount Spent
Seattle-Tacoma-Bremerton, WA	\$14.4 million
Los Angeles-Riverside-Orange Co., CA	\$5.6 million
San Francisco - Oakland - San Jose, CA	\$5.6 million
Eugene-Springfield, OR	\$4.2 million
Corvallis, OR	\$2.7 million
Phoenix - Mesa, AZ	\$2.3 million
Chicago-Gary-Kenosha, IL	\$1.4 million
New York- Northern New Jersey	\$1.4 million
San Diego, CA	\$1.3 million

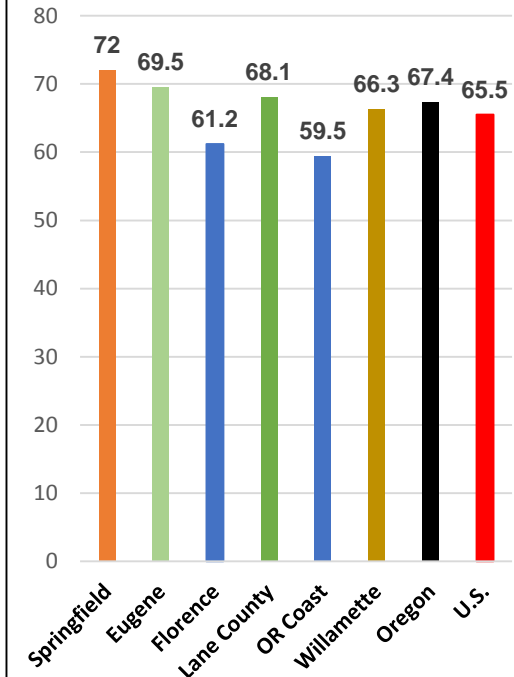
Source: VISAVue, Q1 Domestic Spending Report



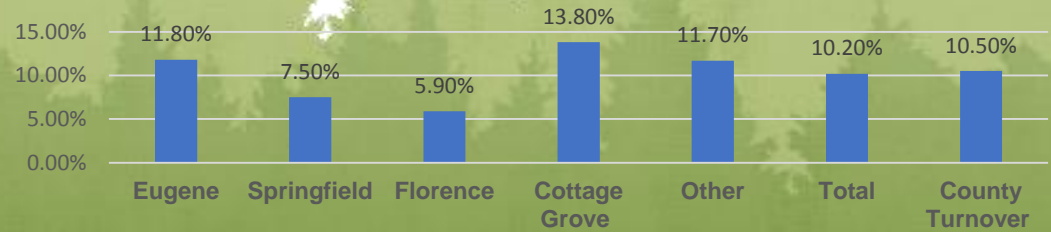
Hospitality Indicators Full 2016 Calendar Year



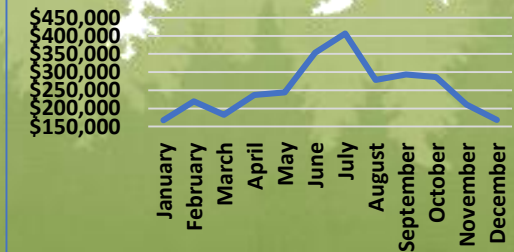
Occupancy Rate Calendar Year 2016



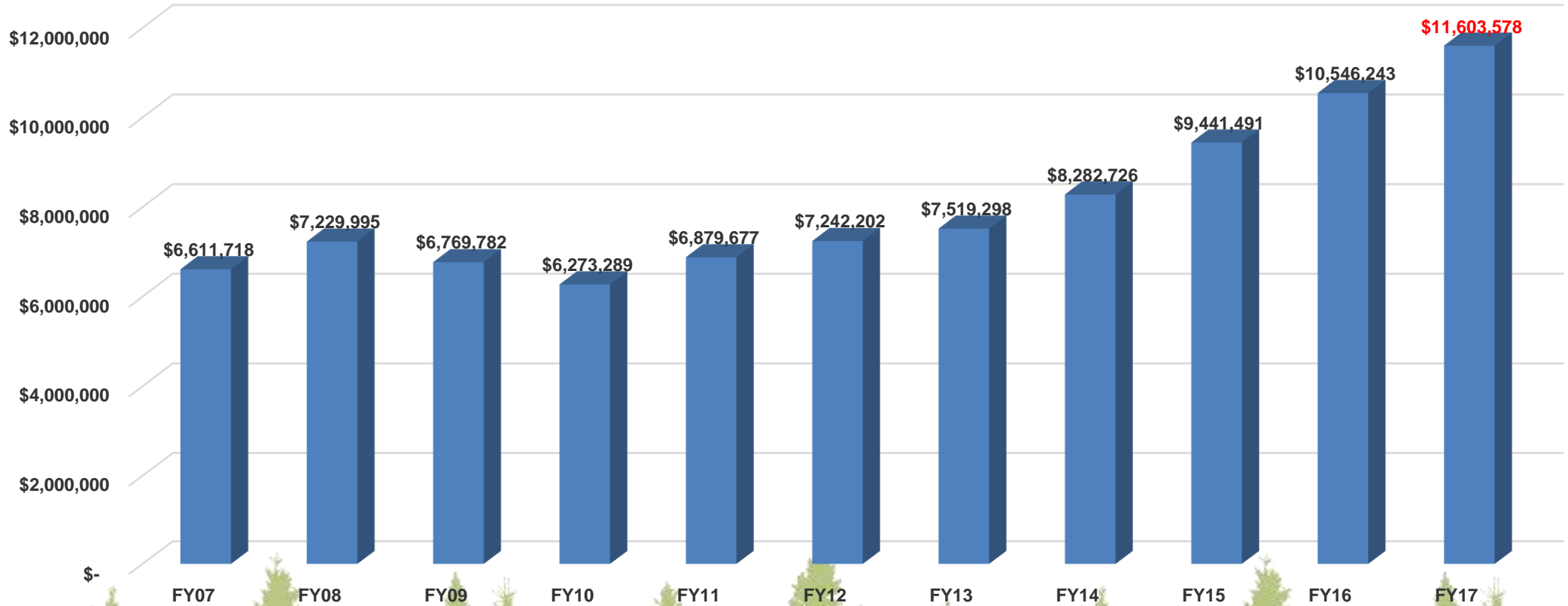
Calendar Year 2016 TRT Growth



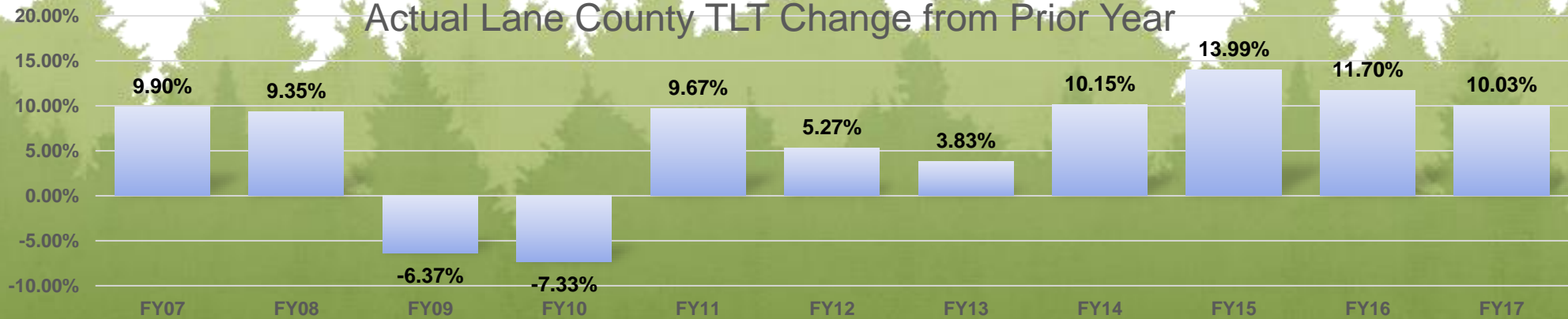
Springfield Lodging Revenues By Month



Lane County Room Tax Collections by Fiscal Year

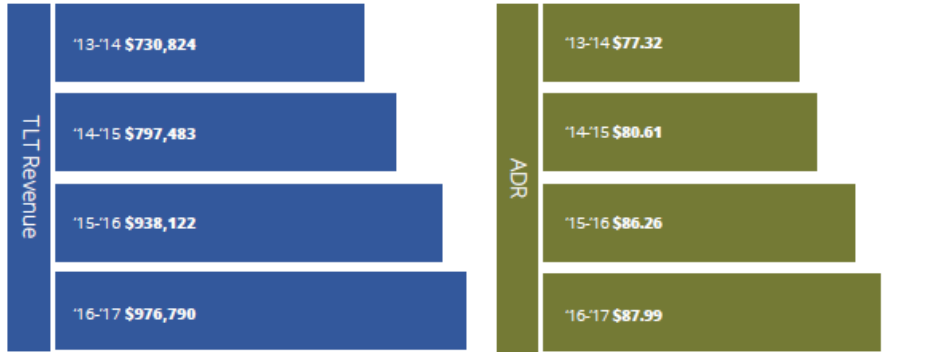


Actual Lane County TLT Change from Prior Year



TOURISM GROWTH

Source: STR Destination Report, 2017.



TLT Revenue: Travel Medford revenue based on 25% of the 9% Medford Transient Lodging Tax.

ADR: Average Daily Rate, the average cost of a hotel room in Medford.



Occupancy: The percentage of hotel rooms that are occupied in Medford.

RevPAR: Revenue Per Available Room. The average amount of revenue generated from all available hotel rooms in Medford.

DIRECT ECONOMIC IMPACT

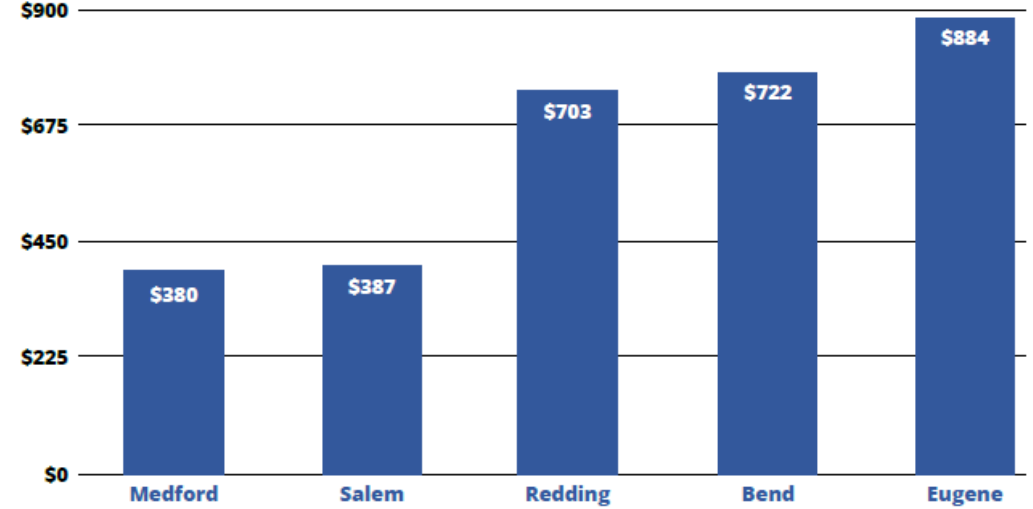


Tourism Employment: 5,440 (2.8% increase)

Source: Oregon Travel Impacts: 1991-2016, Dean Runyan Associates.



FUNDING PER ROOM



CITY'S RETURN ON INVESTMENT, PREVIOUS FOUR YEARS

Travel Medford TLT	\$3,146,658
4 Years TLT Revenues	\$12,586,636
City's 75% Share	\$9,439,977
RETURN ON INVESTMENT	\$6,293,319 (200%)

APPENDIX A - TRANSIENT ROOM TAX DATA

Transient Room Tax collections (TRT) serve as the primary metric Visit Bend uses to measure the ebbs and flows of Bend's tourism industry. Due to the demand-driven nature of lodging pricing (the higher the demand, the higher the lodging rates), TRT collections provide a BLENDED METRIC of rate and occupancy, effectively approximating the overall demand for a destination's lodging inventory.

Bend's TRT collections set a historic high in fiscal year 2016 and are on pace to raise the bar even higher in 2017. Additionally, each of the past 12 months have set historic highs for that given month. The chart below provides TRT collections from fiscal year 2011 through February 2017 for the City of Bend.

CITY OF BEND TRT REVENUE

Reported to Visit Bend by City of Bend Finance Department

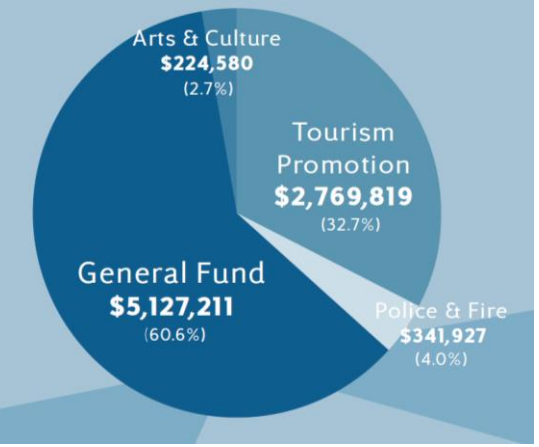
	FY11/12	CHANGE	FY12/13	CHANGE	FY13/14	CHANGE	FY14/15	CHANGE	FY15/16	CHANGE	FY16/17	CHANGE
JUL	\$544,668	11.2%	\$543,438	-0.2%	\$586,376	7.9%	\$881,867	50.4%	\$1,167,521	32.4%	\$1,252,862	7.3%
AUG	\$480,388	8.2%	\$534,186	11.2%	\$610,702	14.3%	\$870,733	42.6%	\$1,021,591	17.3%	\$1,109,156	8.6%
SEP	\$377,773	15.1%	\$395,722	4.8%	\$462,399	16.8%	\$565,927	22.4%	\$739,451	30.7%	\$837,165	13.2%
OCT	\$229,891	-8.4%	\$280,250	21.9%	\$345,402	23.2%	\$440,768	27.6%	\$530,277	20.3%	\$664,833	25.4%
NOV	\$166,215	9.2%	\$178,469	7.4%	\$215,766	20.9%	\$295,095	36.8%	\$357,600	21.2%	\$443,328	24.0%
DEC	\$205,601	-5.7%	\$228,195	11.0%	\$288,908	26.6%	\$380,893	31.8%	\$434,108	14.0%	\$524,201	20.8%
JAN	\$158,458	3.1%	\$183,934	16.1%	\$228,564	24.3%	\$328,996	43.9%	\$399,620	21.2%	\$433,533	8.5%
FEB	\$191,409	5.7%	\$205,050	7.1%	\$262,821	28.2%	\$377,576	43.7%	\$428,240	13.4%	\$461,764	7.8%
MAR	\$225,231	8.3%	\$260,039	15.5%	\$356,557	37.1%	\$492,377	38.1%	\$542,242	10.1%		
APR	\$233,926	8.5%	\$273,645	17.0%	\$329,826	20.5%	\$474,418	43.8%	\$571,271	20.4%		
MAY	\$304,522	4.8%	\$358,299	17.7%	\$431,931	20.6%	\$587,528	36.0%	\$614,788	4.6%		
JUN	\$405,876	16.6%	\$446,842	10.1%	\$601,113	34.5%	\$794,235	32.1%	\$887,415	11.7%		
\$	\$2,354,403	6.1%	\$2,549,244	8.3%	\$3,000,938	17.7%	\$4,141,856	38.0%	\$5,078,409	22.6%	\$5,726,841	12.8%
FY End	\$3,521,958	7.4%	\$3,888,070	10.3%	\$4,720,365	21.4%	\$6,490,413	37.5%	\$7,694,125	18.5%		

■ = Record Month

TOURISM CONTRIBUTIONS TO THE GENERAL FUND

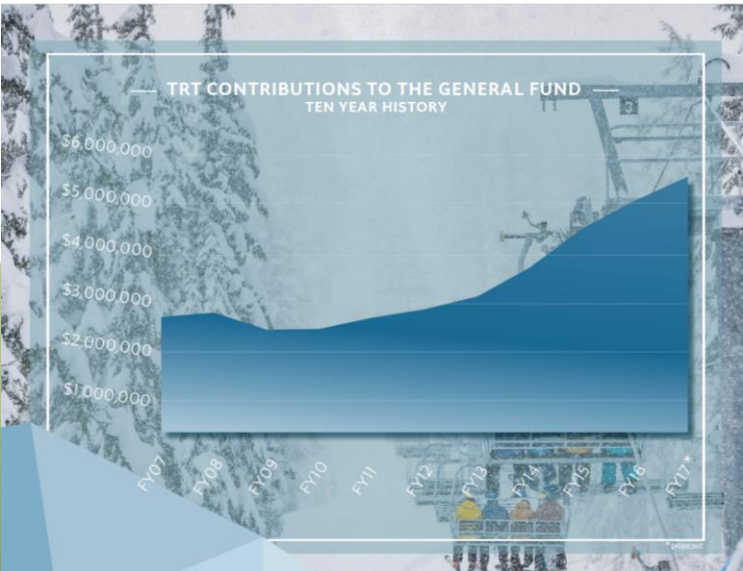
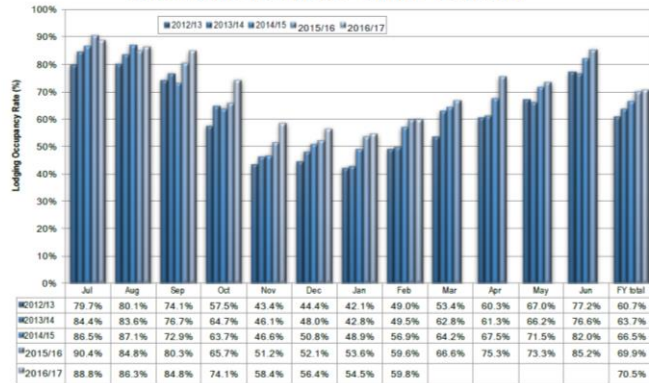
PROJECTED FY 2017 TOTAL TRT COLLECTIONS

\$8,463,537



APPENDIX B - CITYWIDE LODGING OCCUPANCY DATA

Bend Lodging Occupancy Rates: July 2012 - February 2017



COMMUNITY

Transportation

The Eugene Airport was recognized by Travel Lane County with the Convention Leadership Award for their work landing the American Association of Airport Executives in Eugene for their annual meeting. This wouldn't be the only recognition the Eugene Airport would receive over the past year. Completing their exciting terminal remodel, adding direct air service to Phoenix, Arizona, and setting new ridership records brought attention to the forward-thinking work of airport staff.

Amtrak survived another state legislative session and continues to provide key travel connections into and out of the region.

Bike Share is coming to Eugene! Scheduled to come online in the coming fiscal year, this short-term rental program utilizes smart bikes and will offer locals and visitors another way to connect between and throughout downtown Eugene and the University of Oregon. Future phases will expand on the program's downtown footprint.

23,379

Amtrak Cascades to Eugene Arrivals

22,857

Coast Starlight to Eugene Arrivals

503,937

Eugene Airport Arrivals

OVER 1 MILLION AIRPORT PASSENGERS IN FY17



Program Performance Metrics

Convention Data 9/13

- # Groups Booked
- # Room Nights Projected
- # Delegates Projected
- \$ EEI of Bookings
- # Events Held/Delegates/Rm Nights

Sports Event Data 7/13

- # Groups Booked
- # Room Nights Projected
- # Participants Projected
- \$ EEI of Bookings
- # Events Held/Delegates/Rm Nights

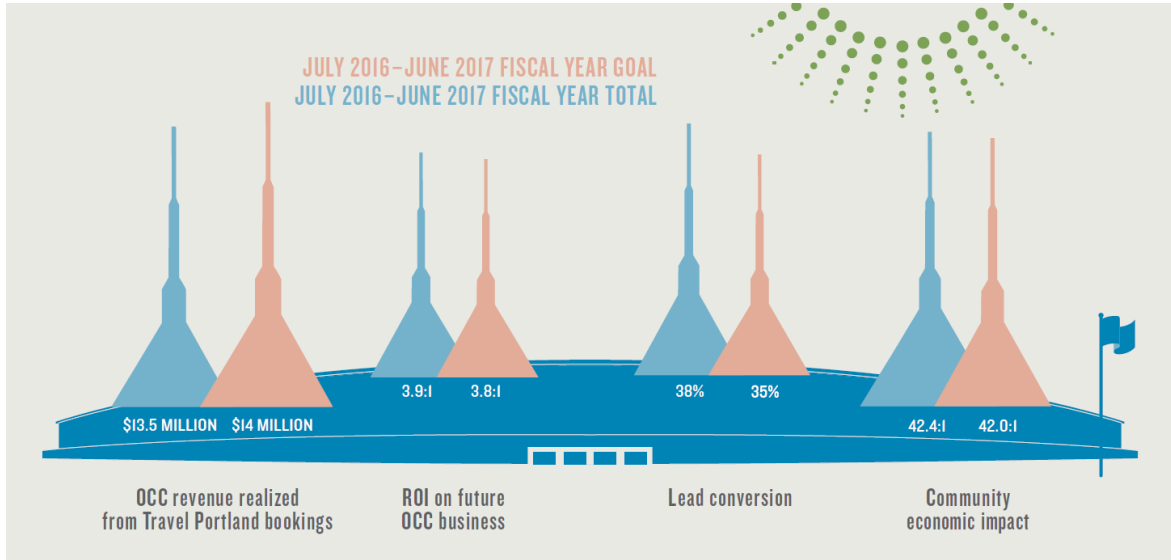
Convention Trade Shows Attended

- Appointments
- Contacts
- Attendance

Sports Trade Shows Attended

- Appointments
- Contacts
- Attendance

travel PORTLAND



convention sales

CONTRIBUTE TO THE OVERALL ECONOMIC HEALTH OF THE REGION BY BOOKING CONVENTIONS & EVENTS THROUGH DIRECT SALES EFFORTS, COOPERATIVE PROMOTIONAL EFFORTS & INNOVATIVE MARKETING STRATEGIES. DRIVE TRAVEL SALEM'S KEY PERFORMANCE MEASUREMENTS.



**Convention, Sport & Event
Estimated Economic Impact
\$10,122,896**
Future Bookings Impact: \$13,350,700

HIGHLIGHTS

- Hosted the 2017 Governor's Conference in Tourism held at SCC. Travel Salem partnered with restaurants & breweries to showcase our region at the community night held at Willamette Valley Vineyards for 500 plus tourism industry partners.

- Attended the Religious Conference Managers Association (RCMA) tradeshow held in Chicago. This was the third year attending and co-oping with the Grand Hotel and the Convention Center, there were 900 plus attendees from the U. S and Canada.

- Hosted the opening reception with the Salem Convention Center for the Travel and Words Conference. After the reception, a dessert and wine reception was held for the 125 travel writers at the Roger Yost Gallery.

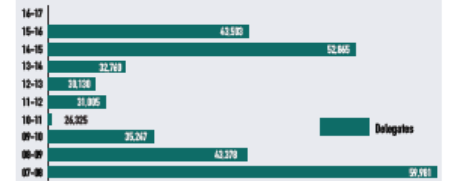
- Attended Annual Industry Conventions and Trades shows – Meeting Professionals International Cascadia Conference, Greater Oregon Society of Government Meeting Professionals, BRAVO! and Oregon Society of Association Managers.

- Connect Pacific Northwest in Seattle – An appointment based tradeshow focused on meeting and event planners.
- Spotlight Travel Northwest in Albany – A new tradeshow focused on tour operators from throughout the U. S.

- The DOS joined the Board of Directors for the Oregon State Fair Foundation and the Greater Oregon Society of Meeting Planners.

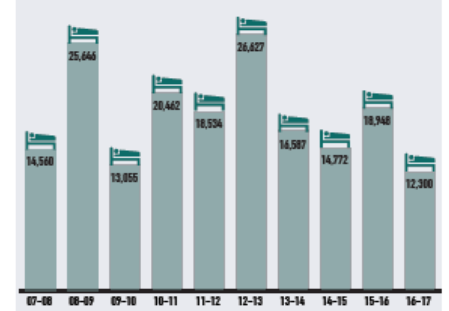


Delegates



* Decrease due to timing of the Jehovah Witness Conventions.

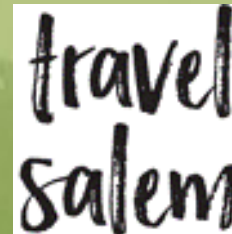
Room Nights



* Increase was due to the American Truck Historical Society.

Thank you so much for following up on this. We very much appreciate that you took the time to think about this and even follow up with some possible options. Thanks for your great customer service.

Judy Brodkey
Executive Director
Oregon Meditation Association



SPORTS ECONOMIC IMPACT

 Room Nights
3,706

 Visitors
11,119

 Economic Impact
\$7,160,861



SouthernOr



SPORTS CAMPAIGN

Life is Sport, Play it Here

Similar to the meetings marketing strategy, sports marketing focuses on sports planners in an effort to motivate them to learn what the Eugene, Cascades & Coast region has to offer. Illustrating sports participants competing in their sport, while set in a natural setting, casts a bright light on why Lane County is the place planners should choose to host their competition.

Tying sports and recreation with the outdoors continues to be accomplished in the "Life is Sport, Play it Here" campaign that is now in its second year. Sports planners are realizing that combining the great outdoors with a vibrant metro area is perfect combination for executing an unforgettable sports event.

FY17 Sports Events

67
Bookings

98,937
Attendance

\$18M
Economic Impact



Program Performance Metrics

Customer Satisfaction Data **4/13**

Convention Center Ratings
Convention Services Ratings
Visitor Ratings via Survey
Social Media Listening Analysis
Helpful Rating of Web Site

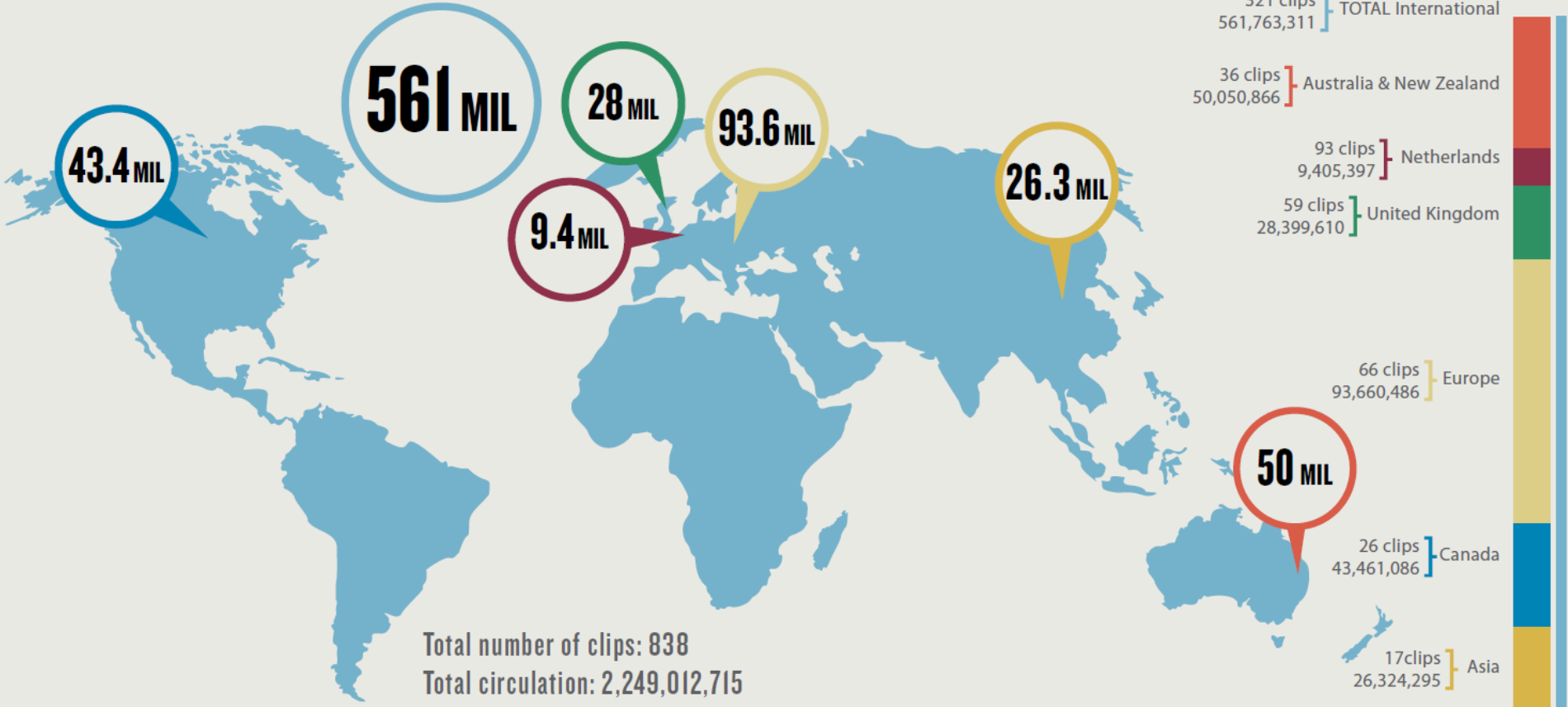
Earned Media **10/13**

Media Fams
Articles Generated
Reach of Articles
Value Equivalency of Articles
Domestic vs International

Visitor Guide **9/13**

Distributed
Distribution Breakdowns

MEDIA PLACEMENT



DOMESTIC & INTERNATIONAL EARNED MEDIA RESULTS

TOTAL STORY PLACEMENTS: 1,098
TOTAL DOMESTIC REACH: 979 MM
TOTAL INTERNATIONAL REACH: 513 MM
EARNED MEDIA VALUE: \$9.975 MM

travel
salem



MARKETING & COMMUNICATIONS

public relations

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MEDIA COVERAGE HIGHLIGHTS

- Oregon Blackberries: Baring it All** - Published by Taste Root Magazine in July 2016. A three-page feature story about the Willamette Valley's cane berry industry included the famous Marionberry (named for Marion County) and the Salem area farms where you can go to get the best berry treats including Willamette Valley Pie Co, Nanneman Farms, EZ Orchards and Bouman's Farm & Garden.
Impressions: 30,000, Media Value: \$9,000.
- Six Favorite Restaurants in Salem** - Published by 1859 Magazine in August 2016. This feature article focuses on Salem's up-and-coming food and restaurant scene and highlights local restaurants Rain's, Wild Pear, Taproot Lounge & Café and Archive Coffee & Bar.
Impressions: 75,000, Media Value: \$21,985.
- Where to Sip During the Solar Eclipse** - Published by the Huffington Post in April of 2017. Four of the five wineries highlighted in this article about best wineries to visit during the Solar Eclipse are located in the Salem region (Illahe Vineyards, Arcane Cellars, Eola Hills Wine Cellars and Brooks Wines).
Impressions: 4,000,000, Media Value: \$58,190.
- Pedals Ho! Exploring a new Oregon Trail of Ales** - Published by the Seattle Times in June of 2017. This feature article focused on exploring Salem via the Willamette Valley Scenic Bikeway and highlighted the new Salem Ale & Cider Trail as well as other attractions including the new Peter Courtney bridge to Minto-Brown Island Park, Salem's Riverfront Park, the Gilbert House Children's Museum and the Oregon State Capitol.
Impressions: 11,527,000, Media Value: \$230,540.
- Willamette Valley By Train** - Published by Travel Oregon in June of 2017. This feature story in Travel Oregon's e-newsletter focused on visiting the Willamette Valley communities of Salem, Albany and Eugene via Amtrak and included mentions of Bush's Pasture Park, the OSH Museum of Menal Health, Salem's downtown historic district and various restaurants and breweries.
Impressions: 200,000, Media Value: \$8,500.
- The Oregon Meeting Trail** - Published by Smart Meetings Magazine in February of 2017. A feature names the Salem Convention Center, the Oregon State Fair & Expo Center and the Oregon Garden Resort as best places to hold meetings in Oregon's wine regions.
Impressions: 50,000, Media Value: \$29,080.

SECURED \$1.6 MILLION IN EARNED MEDIA GENERATED FROM AGGRESSIVE MEDIA PITCHES AND HOSTING TRAVEL WRITERS TO THE AREA.

Media Value & Articles

Year	Articles	Media Value
16-17	1,098	\$1,574,934
15-16	1,148	\$1,582,949
14-15	1,348	\$1,842,364
13-14	1,440	\$1,129,845
12-13	1,306	\$960,533
11-12	670	\$2,144,623
10-11	761	\$1,816,649
09-10	1,517	\$611,839
08-09	1,629	\$458,943

Travel Salem Annual Report: 9

Media Trade Shows/Deskside Visits
 During FY2016-2017, and as part of an enhanced media relations program, the WCVA attended one deskside media tour and two media-focused trade shows.

- Los Angeles Media Tour (November 14-17):** Met with 10 writers, as part of a joint, regional media tour with Mt. Hood Territory.
- International Media Marketplace – New York (January 26):** Met with 22 travel writers at this inaugural travel writer event
- International Media Marketplace – London (March 13):** Met with 23 travel writers at this travel writer event, to market the Tualatin Valley as part of the upcoming London-Portland air service, which launched May 2017.

Media Familiarization Tours
 Through a combination of media outreach, deskside visits and media marketplaces and trade shows, the WCVA hosted a total of 28 travel and wine writers in the Tualatin Valley. The WCVA participated in three group fams, and 14 individual tours.

Group Fam Tours

- Local Freelancer Multicultural Fam Tour (October 18-19, 2016)**
 - Hosts: WCVA, Travel Portland and Mt Hood Territory; hosted four travel writers
- Pacific Northwest Food Blogger Fam Tour (January 26, 2017)**
 - Hosts: McMenamins, Maxwell PR and Travel Oregon; hosted four food bloggers
- Wine, Beer & Spirits Tour of Greater Portland (April 26, 2017)**
 - Hosts: WCVA, Travel Portland and Mt Hood Territory; hosted six travel writers

Media Results (Press Clips)
 The following articles resulted from the WCVA's media outreach, including story pitches and media fam tours.

Publication Date	Publication/Outlet	Title/Author
July 2016	Wander with Wonder	"Zipping around Portland: Finding Zip Line Courses" by Elizabeth Rose
August 2016	Sports Travel	"Pacific States Fair: Well with Events" by John Conroy
September 2016	Cuisine Noir	"Culinary Portland – Trailblazers and Tastemakers of Food and Drink" by Tracey Augustine
October 24, 2016	USA Today (online)	"How to Have Tons of Fun in Portland before Bedtime" by Meagan Shamy
November 5, 2016	USA Today (online)	"10 Best Places for Christmas Shopping in Portland" by Meagan Shamy
Winter 2016	Napa Valley Life	"Portland State of Mind" by Robert Kaufman
December 14, 2016	Perceptive Travel	"The Grapes I Left Behind" by Kristin Winet
January 2017	Western Group Tour	"Get Outdoors in Oregon's Washington County"
January 2017	Meetings Today	"Pampered in the Pacific Northwest" by Carolyn Blackburn
February 2017	Not Just Baked	"Sautéed Shaved Brussel Sprouts" by Fabiola Donnelly
February 16, 2017	All Day I Dream About Food	"Samosa Layer Cake and PNM Food Blogger Retreat" by Carolyn Ketchum
February 19, 2017	Little Ferraro Kitchen	"Kalbi Beef Bowl" by Samantha Farro
February 25, 2017	Everyday Maven	"Coconut Orange Sakesini" by Alyssa Brantley
April 26, 2017	Nomad Women	"I Fly–Really!–With Ifly Indoor Skydiving in Tigard, Oregon" by Donna Meyer
May 2017	303 Magazine	"A Food Lover's Guide to Portland" by Alexandra Palmerton
May/June 2017	AAA Via (Oregon/Idaho)	"Sweet Stops: Greater Portland" by Chaney Kwak
May/June 2017	Southbay Magazine	"Sampling Beer in Portland by Foot, Bike and Light Rail" by Terry Gardner
May 17, 2017	The Daily Meal	"The Pioneer Spirit of Exploration is Still Alive in Oregon's Largest City" by Ron Stern
June 2017	San Diego Magazine	"The New Oregon Trail" by Jackie Bryant

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Travel Lane County | FY17 Annual Report

MEDIA & PUBLIC RELATIONS

Earned Media

Efforts to create earned media attention led tourism staff on a 360-mile bike ride to the Governor's Conference on Tourism last year, so not to be outdone this year, a group coordinated with Willamette RiverKeepers and paddled their way to the conference in Salem.

Travel Lane County staff develop and refine an annual content calendar that guides the development of creative and content rich public relations packages. This work resulted in increased earned media coverage, including an Oakridge cover and feature in Outdoors NorthWest and a Huffington Post piece that garnered over 100 million impressions.

\$2.3
Million earned in media value

406
Stories told

418M
Impressions



Program Performance Metrics

Program ROI

4/13

Trvl Ln Cnty - By Program and Overall
Travel Medford - Public Share of TRT
compared to DMO share of TRT
T.O. Advertising ROI
Travel Salem Leverage Match to TRT –
(media, in-kind, WVVA, VG ads, Vol Val)

E-News Subscribers

2/13

Open Rate
Engagement

Website

10/13

Sessions
Unique Users
User Profiles – Demo/Origin
Acquisition
Page Views & Top Pages Viewed
SEO Audit & Other Projects
EEI
Launch / ReDesign
Engagement Metrics - downloads



—TRAVEL LANE COUNTY—

TRAVELPORTLAND.COM



1,436,365
JULY 2016-JUNE 2017

\$56,908,762
JULY 2016-JUNE 2017

TravelPortland.com maintained the broad reach it has achieved over recent years, attracting **over 4 million visits** in FY 2016-17. The shift to mobile browsing continues apace, with only 42% of visitors now accessing our content via traditional desktop or laptop displays.

Using the formula from Destination Analysts' 2014 report,* engaged user on TravelPortland.com generated nearly **\$57 million in incremental visitor spending** in FY 2016-17.

*Unique engaged visitors are individuals who visited TravelPortland.com at least once and viewed at least two pages on the site.



Website Influence on Destination Decision and Length of Stay



Said the website influenced their decision to visit Tualatin Valley



Of those influenced by the website to visit said the website was "Important" or "Very important" to their decision



Of those who stated that the website influenced the number of days they spent in market reported that it increased their length of stay

These visitors increased their length of stay by an average of 1.0 days

Website ROI

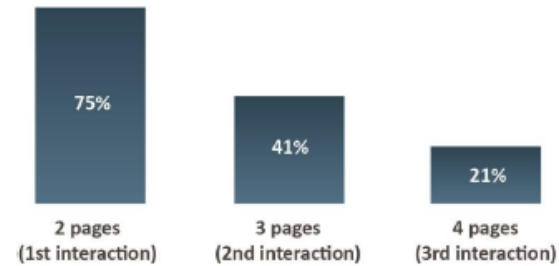
\$26.41 per real, new website user

The
Tualatin Valley
Oregon

Behavior Flow

Of those visiting the website, approximately 76% of visitors continue to view tualatinvalley.org by viewing additional pages. The following chart follows website visitors' average paths and the total number of pages viewed per session.

How Visitors Interact with the Website



The data above is based on 99,000 sessions. The first page visited on the website, whether it's the homepage, or a landing page a visitor was directed to via an ad or social media post, is considered a "starting page" and is not included in this chart.

--Source: Google Analytics

Conversion "Events"

The WCVA has identified several "events" or actions visitors should take while on our website. When a visitor takes one of these actions, it is identified as a conversion, which isn't to be confused with those who interact with the website by visiting additional pages (as illustrated above). The following is a quick view of the number of visitors who took one of the following desirable actions while on our website:

- Clicked on an outbound link (a reciprocal link to a Tualatin Valley business or event listed on the website): 58,749
- Clicked on "Book This Package" (links to individual hotel packages): 19,212
- Viewed the digital visitors guide: 4,790
- Viewed an event listing: 4,135
- Requested visitor information (e.g. visitors guide): 1,249
- Signed-up for the consumer e-newsletter: 812

Visitor Acquisition

Visitors to tualatinvalley.org reach the site via various means. The following chart is an overview of how visitors land on the website.



*Referral visitors come from reciprocal links on partner website, online articles and other 3rd party sites.



OUR WEBSITE VISITOR PROFILE



Potential Visitors

57.5% of website users were potential visitors using the website to plan a trip to the destination



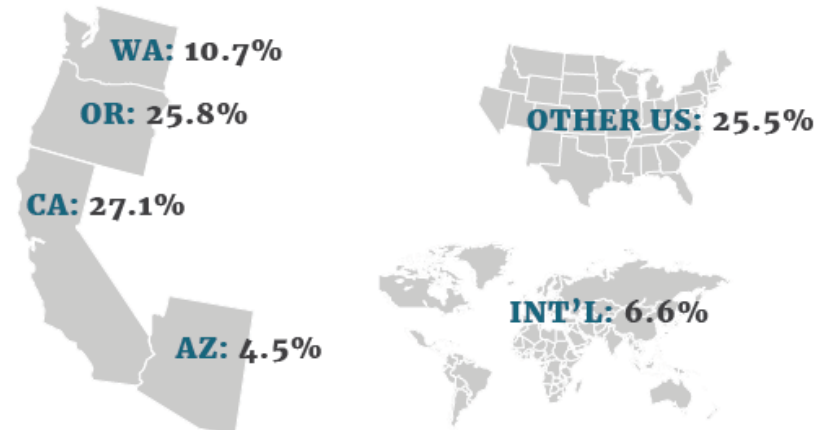
Subject to influence

47.5% of potential visitors were subject to influence by the website in making the destination decision ("interested" and "considering")

- After spending time on VisitCentralOregon.com 66.0% of those website users took a trip to Central Oregon.
- 64.7% of these trips were for a "vacation" and 17.5% were a "weekend getaway".
- On average, visitors spent 4.6 days & 3.9 nights in Central Oregon.
- The average visiting travel party spent \$340 in Central Oregon per day.
- 42.5% of visitors chose to stay in a hotel property in Central Oregon.
- 65.4% of Central Oregon visitors who used VisitCentralOregon.com as a resource prior to travel said that the website influenced their decision to visit.



WHERE OUR WEBSITE USERS ARE FROM





WEBSITE

VISITOR DEMOGRAPHICS

Female	56.8%
Male	43.2%

AGE

18-24	10.04%
25-34	23.46%
35-44	21.04%
45-54	17.33%
55-64	17.36%
65+	10.78%

VISITOR LOCATION

Oregon	34.49%
N. California	19.57%
Washington (Seattle, Tacoma)	8.89%

WWW.TRAVELMEDFORD.ORG

Sessions (77.44% new)	32,058
Page Views	106,915
Avg. Time Spent On Site	3.40
Pages Visited/Session	3.45



travelsalem.com

PROVIDING THE VIEWER FRESH, ORIGINAL CONTENT WITH AN OPTIMAL ONLINE USER EXPERIENCE. PROMOTING AREA BUSINESSES AND RESOURCES ON A GLOBAL, DIGITAL PLATFORM.



TRAVELSALEM.COM

Implemented Phase II of the Website Redesign
 Completed site audit and SEO audit
 Implemented SEO workplan
 Expanded Membership Region Boundaries
 Developed 4 new landing pages

- Thanksgiving Wine Weekend
- Ale & Cider Trail
- Tri-County Bounty
- Eclipse Event

BOOKING ENGINE

Launched Trip Advisor campaign through Kognitive
 Promoting BE/lodging through Google AdWords
 Developed Special Event Lodging pages

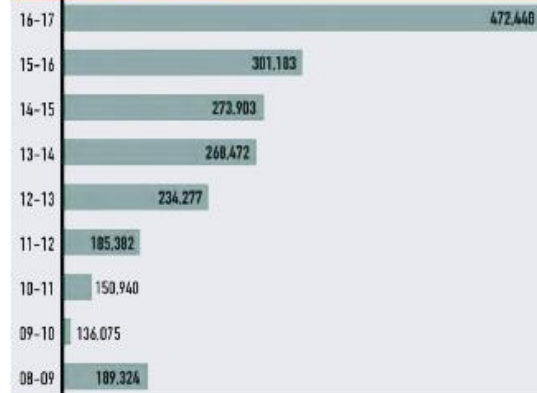
- Timbers FC Sports Events
- River2Ridge
- Wooden Shoe Tulip Festival

WEBSITE ANALYTICS

56.31% increase in visits
44.6% organic traffic
47% direct or referral traffic
8.4% paid traffic



Online User Sessions



Began using Google Analytics in 2007-08 to more accurately reflect website traffic.

2016-17

487,339 visits
 193 countries represented
 Top web traffic came from:

1. U. S.
2. India
3. Canada
4. UK
5. Japan

2015-16

335,248 visits
 141 countries represented
 Top web traffic came from:

1. U. S.
2. Canada
3. India
4. UK
5. Brazil

ONLINE MARKETING INITIATIVES

Google AdWords Campaign
 Launched in September 2016
 Clicks: 30,689
 Impressions: 1,035,267
 CTR: 2.96%

Event promotion
 Marketed & promoted 1,987 Salem area events. An average of 165 events were promoted every month.

Program Performance Metrics

Social Media

8/13

FB Fans/Followers
Instagram
Twitter
Profile Data & Geo Origins
Impressions / Engagements by channel
Growth Rates by channel
Ad Spend & Results by channel
Blog Views
Stories Published

Marketing

13/13

Brand Refresh & Defined (Pillars)
Campaigns and Results By Media
Impressions, CTR
Trade Shows, Contacts
Fams, results
RCTP Program Results
Awards Won
Projects if not campaigns
Video & Photo Development
Domestic vs International



—TRAVEL LANE COUNTY—

MEDIA & PUBLIC RELATIONS

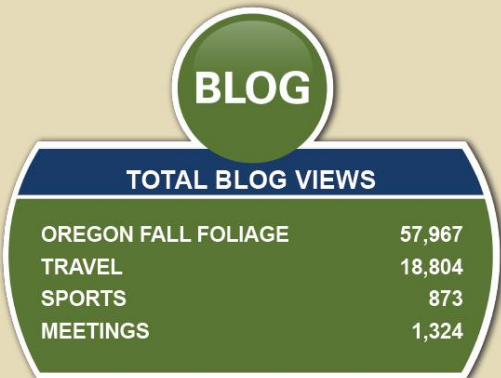
Social Media

Social media integration was added to the web platform providing new opportunities to connect with visitors and locals through simple online interaction. Paid promotion of content expanded our reach in FY17.

Instagram led the pack posting a 43% increase in new followers. Not be outdone, Facebook added over 5,000 new followers over the past year.

43%
Increase in Instagram followers

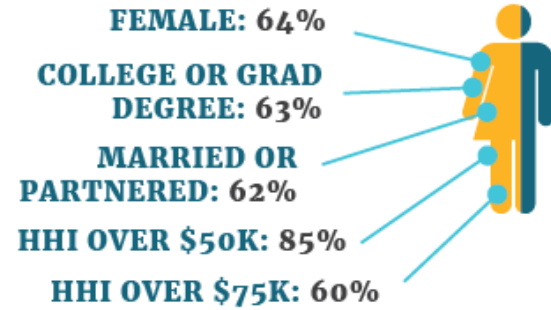
5,000
Added Facebook followers



SOCIAL MEDIA RESULTS



SOCIAL MEDIA USER PROFILE



travel
salem

SOCIAL MEDIA				
Social Media	16-17 YTD	+/-	15-16 YTD	14-15 YTD
Facebook				
Fans	20,315	114%	9,484	8,101
Posts	255	-3%	264	274
Engagements	187,218	540%	29,243	13,600
Video Views	73,718	21645%	339	NA
Instagram				
Followers	2,645	154%	1,042	431
Posts	132	149%	53	65
Engagements	15,805	676%	2,036	NA
Twitter				
Followers	6,101	7%	5,687	4,537
Updates	370	-19%	455	473
Retweets	714	68%	424	
@Replies/Mentions	325	30%	249	257
Pinterest				
Followers	472	26%	374	322
Pinned events	31	0	31	54
Video Content				
YouTube views & attractions	11,065	-8%	12,031	15,093

- **Hosted four social media influencers:**

Traveling from Seattle, Portland and San Francisco, the influencers visited restaurants, resorts, wineries, breweries, historical spots and other attractions in Marion, Polk and Yamhill counties. Combined, their trips resulted in nearly 8,300 engagements on their social pages and five blog posts promoting the region.

- **Launched campaign focused on outdoor recreation in the Mid-Willamette Valley:**

The summer campaign focused on recreational activities at wineries and in the North Santiam River Country. The campaign garnered more than 40,000 Facebook video views, 12,000 clicks to the Travel Salem website and 802,000 impressions.

- **Launched three campaigns to promote historical downtown areas:**

The month-long campaigns highlighted Salem, Independence and Mt. Angel. Combined, the campaigns resulted in more than 60,000 engagements.

- **Hosted Travel Salem's first social media giveaway:**

The goal of the giveaway was to inspire people from across the country to visit the region and subscribe to the Travel Salem blog and newsletter. Nearly 3,000 people from 45 states entered the giveaway, with 1,155 opting to subscribe.

- **Created true blog experience:**

The monthly-blog posts were created with social media in mind. The posts highlighted more than 420 events and attractions in the Mid-Willamette Valley. The posts resulted in nearly 60,000 clicks to the Travel Salem website.

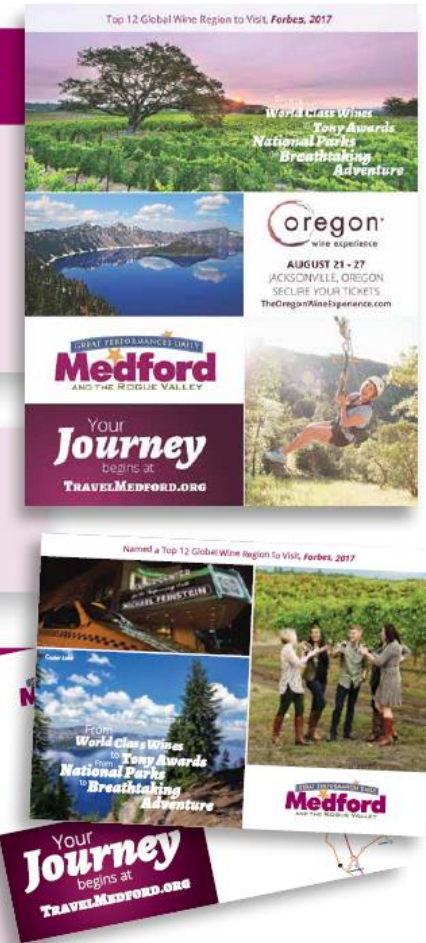
DIGITAL & SOCIAL MEDIA ADVERTISING

ACQUISITION	NEW SESSIONS	PAGES PER SESSION	AVG. SESSION DURATION	EXPENSE	COST PER REFERRAL
Organic Search	53% (13,220)	4.18	3:34	\$0	\$0
Digital Ads/ Geofencing; TV Everywhere	33% (8,172)	2.51	2:16	\$3,600	\$.44
Google AdWords (paid)	11% (2,722)	2.53	1:26	\$1,452.18	\$.53
Email (Travel Oregon, NW Travel)	1.3% (322)	2.20	1:40	\$300	\$.93
Facebook/Social	4.23% (465)	2.80	3:48	\$1,100	\$2.36



PRINT ADVERTISING

PRINT	IMPRESSIONS
Canyonville Billboard	824,278
Group Tour Magazine & Directory, Oregon Wine Press, Portland Monthly, Sunset Magazine, Via Magazine	6,185,628
Annual Expense	\$104,148
CostPer Impression	\$.016
PUBLICATION LEADS	
Total Leads Sunset, Travel Oregon, NW Magazine, Via	12,000
Distribution -Visitors Guides, Direct Mail, eNewsletters	



Destination Marketing

16/17 WINTER CAMPAIGN

The strategy for this campaign is to leverage the impact of COVA's presence and momentum in these markets, to create awareness, drive demand and attract winter visitors to book multi-day ski vacations at Mt. Bachelor.

The winter co-op / Mt. Bachelor campaign was executed primarily in the San Francisco Bay Area, Southern California, Greater Phoenix and Seattle.

The goal of this campaign was to create awareness of the Central Oregon ski product and to promote Central Oregon and Mt. Bachelor as the preferred winter ski vacation destination.



WINTER CAMPAIGN RESULTS

WEB SESSIONS: 47,943

DATABASE LEADS: 1,980

TOTAL IMPRESSIONS: 10,215,668

2017 GOLF CAMPAIGN

Partner with select regional golf associations, top industry publications and behavioral/geo targeted digital advertisers to create awareness and attract visitors from our target markets to book multi-day golf vacation packages in Central Oregon. Traffic is driven to the Central Oregon Golf Trail page.

Two sets of creative showcased both luxury and value minded experiences.

The Golf Campaign covered Northern California, Southern California, Arizona, Washington and parts of Oregon through a combination of digital, print, video, social media, and direct consumer engagement.



GOLF CAMPAIGN RESULTS

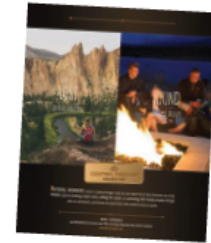
WEB SESSIONS: 110,282

TOTAL IMPRESSIONS: 67,358,236

2017 SPRING CAMPAIGN

Traffic is driven to a Spring Vacation landing page (VisitCentralOregon.com/spring-vacation). Quality leads are generated through an enter-to-win giveaway for continued direct consumer marketing.

The Spring Campaign covered Northern California, Southern California, Arizona, Washington and parts of Oregon through a combination of digital, print, video, social media, and direct consumer engagement to create awareness and promote Central Oregon as the preferred spring vacation destination.



SPRING CAMPAIGN RESULTS

WEB SESSIONS: 85,654

DATABASE LEADS: 1,796

TOTAL IMPRESSIONS: 55,546,359

MINI-CAMPAIGNS

These campaigns are used to supplement the larger campaigns, as well as other seasonal opportunities in Central Oregon.

PHOENIX OPEN MINI CAMPAIGN

To support new direct flight service from Phoenix Sky Harbor airport to RDM, COVA targeted golfers in the Phoenix market through email, radio, digital banner ads and an onsite activation at the Waste Management Phoenix Open (WMPO) PGA Golf Tournament.

COVA partnered with the Arizona Golf Association and Arizona Sports Radio 98.7FM to create a WMPO VIP experience enter-to-win contest. Traffic was driven to a custom Phoenix Open landing page on the COVA website with a confirmation page. Both the landing page and confirmation page have links to COVA's golf site as well as our resort and lodging partners.

PHOENIX OPEN CAMPAIGN RESULTS

IMPRESSIONS: 232,690

WEB SESSIONS: 3,074

DATABASE LEADS: 864

HOLIDAY BEER MINI CAMPAIGN

Target potential visitors in our primary markets who have a strong interest in craft beer to create awareness and promote Central Oregon as the preferred craft beer destination.

Leverage the impact of COVA's presence and momentum in these markets to create awareness, drive demand and attract visitors to develop an interest in Central Oregon craft beer. Traffic was driven to a What's Brewing landing page with outbound links to brewery and lodging partners. Quality leads were generated through an enter-to-win giveaway for continued direct consumer marketing.

HOLIDAY BEER CAMPAIGN RESULTS

IMPRESSIONS: 215,953

WEB SESSIONS: 5,631

DATABASE LEADS: 1,702



LEISURE CAMPAIGN

GO!

Travel Lane County's award-winning GO campaign continued to targeted nearby leisure markets using transit, print, digital and customized landing pages.

Oregon Public Broadcasting replaced Pandora radio with great success as click through rates nearly doubled.

Eugene, Springfield and Junction City were added to the rotation late in the fiscal year and discussions with Veneta, Coburg and Creswell began as the campaign grows to highlight communities throughout the region.

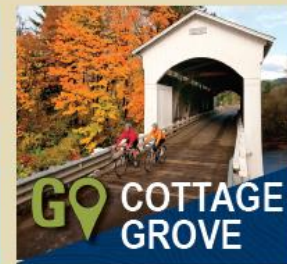
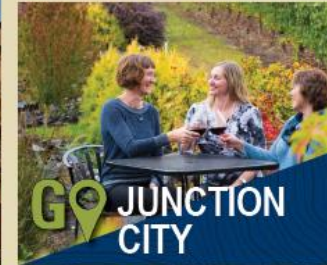
Campaign Results

153M

Impressions

39,531

Clicks





Native Advertising

Native advertising—a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed—continues to be a strong performer for the WCVA and the Tualatin Valley Brand. The WCVA's native advertising are paid promoted stories, appearing on select websites as an engaging photo with a headline. Those who click to read more are taken to the full article, which lives on the WCVA website.

Native Summary

- 64.9 million impressions
- 223,000 clicks to the website
- 155,000 unique visitors
- 39,200 conversions
- Cost per click: 33 cents
- Cost per unique visitor to the site: 48 cents

Display Advertising

Display advertising are advertisements that appear on websites. The total display spend for the fiscal year was \$211,464.50, which brought 99,700 new visitors to the website. The cost per unique visitor decreased to \$2.12.

During FY2016-2017, the WCVA spent \$73,945.88 on native advertising. As a result, 155,000 unique visitors reached the website, resulting in 39,200 conversions. Native advertising costs the WCVA only 33 cents per click; 48 cents per unique visitor.

Display Summary

- 53.1 million impressions
- 138,000 clicks to the site
- 99,700 unique visitors to the site
- 27,200 conversions
- Cost per click: \$1.40
- Cost per unique visitor: \$2.12

Video

During the fiscal year, the WCVA invested a total of \$48,431.04 on video ads. Specifically, \$21,563.76 was spent on pre-roll video, which appears as an ad before a video plays, and \$26,867.28 for video ads on Facebook.

Video Summary

Pre-Roll Display	Facebook Video
<ul style="list-style-type: none">• 1.3 million impressions• 1.1 million videos played to 50%• 991,000 videos played to completion• Cost per completed view: 74 cents	<ul style="list-style-type: none">• 11 million impressions• 2 million videos played to 50%• 663,000 videos played to completion• 4.8 social interactions (likes, shares, comments, clicks, etc.)• Cost per view: 1 cent

Program Performance Metrics

Visitor Services

9/13

By Month and Origin
VIC Visits
Trail Completions
Maps Distributed
Interactions or Fulfillments
Geo-Analysis
Kiosk Deployment and Profile Data
Mobile VIC Deployment & Results
Volunteer Hours

Research

9/13(+)

DMA West Web Study (4)
Golf Traveler Profile
Visitor Profiles
Intent to Travel Data
Stakeholder Surveys
Visitor Geo-Analysis by media
Brand Awareness
Campaign Analytics
Ad Effectiveness
Travel Barometer
Impacts & STR



VISITOR INFORMATION KIOSKS

The Tourist Assistance Portals (TAP) kiosks are located throughout Washington County in participating area hotels and chambers of commerce.

Today, a total of 44 kiosks are in operation, providing travelers with in-destination information, including restaurants, wineries, breweries, shops and attractions.

The following is information on kiosk usage, detailing which locations get the most use, as well as where visitors are coming from and what attractions they look for while visiting the Tualatin Valley.



Top 10 Most Popular Kiosk Locations (by number of users) FY2016-2017:

WCVA Visitor Center	1,903	Extended Stay Eider Court	707
McMenamins Grand Lodge	1,681	Best Western University Inn	667
Quality Inn Tigard	1,542	Banks Chamber (located in Trailhead Café)	602
Extended Stay Hillsboro	991	Comfort Inn & Suites Tualatin	539
Residence Inn Portland West Hillsboro	919	Holiday Inn Portland South Wilsonville	478

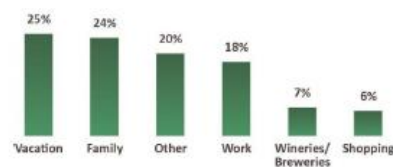
Top 24 Individual Listings (by number of clicks) FY2016-2017:

What Visitors Need to Know about Legal Marijuana	1,667	John's Incredible Pizza Company	100
Tree to Tree Adventure Park	169	Classic Aircraft Aviation Museum	99
Alpacas of Oregon	167	L.L. Stub Stewart State Park	98
Vineyard and Valley Scenic Tour Route	151	Helvetia Tavern	90
Family Fun Center & Bullwinkle's Restaurant	144	Muir Blueberry Farm	86
Pumpkin Ridge Zip tours	135	Pizza Schmizza	85
Portland Japanese Garden	130	Giant Sequoia Heritage Tree Site	85
World of Speed	124	Jackson Bottom Wetlands Preserve	85
Washington Square	116	The Streets of Tanasbourne	82
The Oregon Zoo	108	Pietro's Pizza	82
Pittock Mansion	104	Cooper Mountain Nature Park	77
Scoggins Valley Parks & Henry Hagg Lake	102	Tigard Donut	68

Gathering Visitor Information

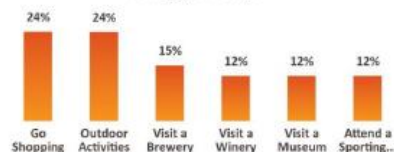
The kiosks also have a built-in survey, which gives the WCVA an idea of what brings visitors to the area, and what they do while visiting.

Question: What brings you to the area?*



*5,584 visitors answered this question

Question: Which activities did you participate in, or will participate in, during your stay?***



***4,979 visitors answered this question

The Tualatin Valley Oregon

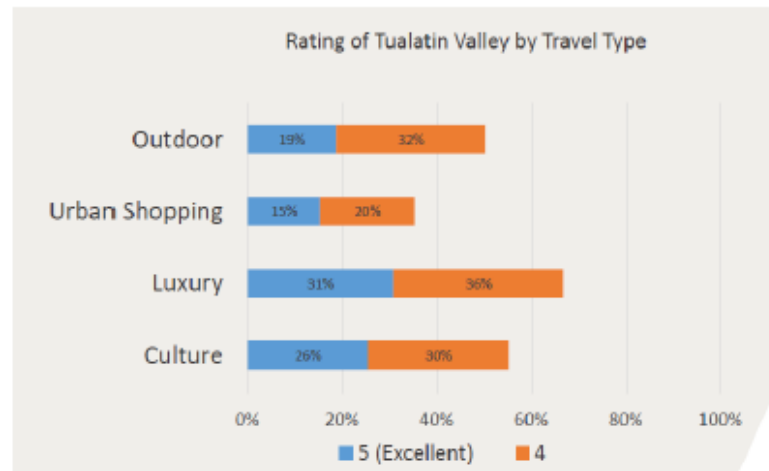
BRAND AWARENESS STUDY

During the fall of 2015, the WCVA hired Insights Strategic Marketing and Research to complete a benchmark brand awareness study. The purpose of the study was to gauge consumer awareness of the Tualatin Valley brand, and consumer perceptions of the destination, and to create a benchmark of familiarity.

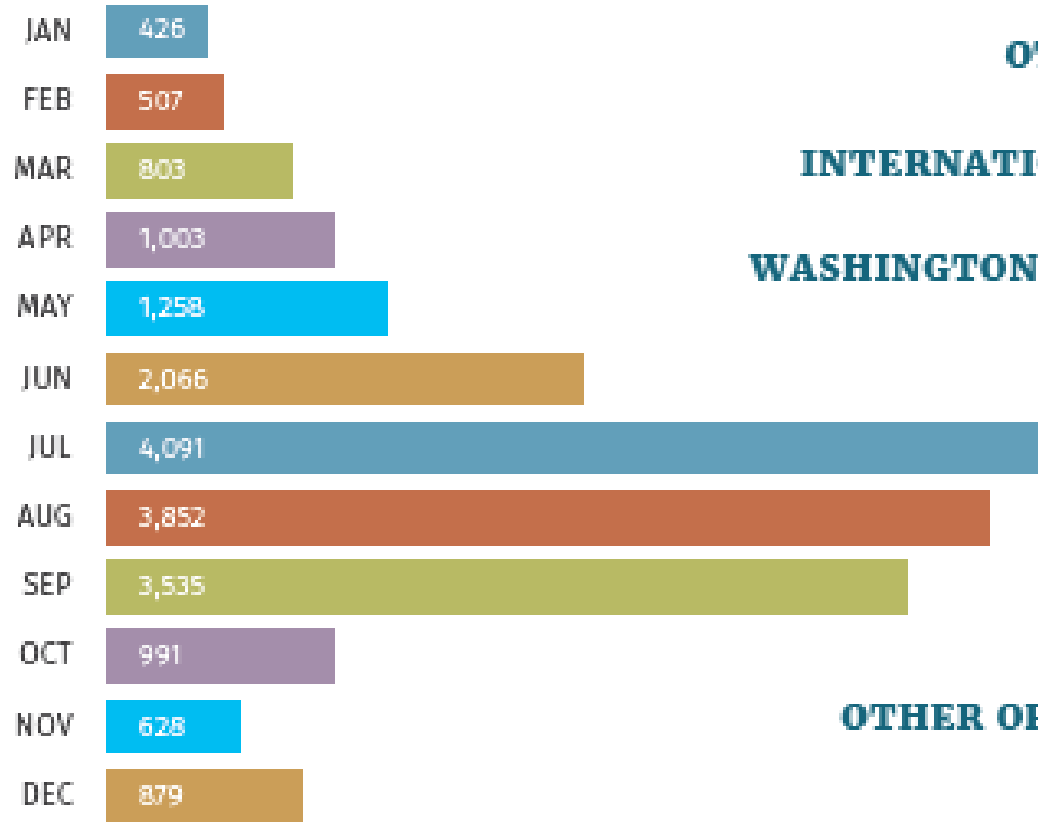
The benchmark study, performed around the time of the rebranding of Washington County as “Tualatin Valley” and released in the previous fiscal year, provided the WCVA with key insights.

These insight included:

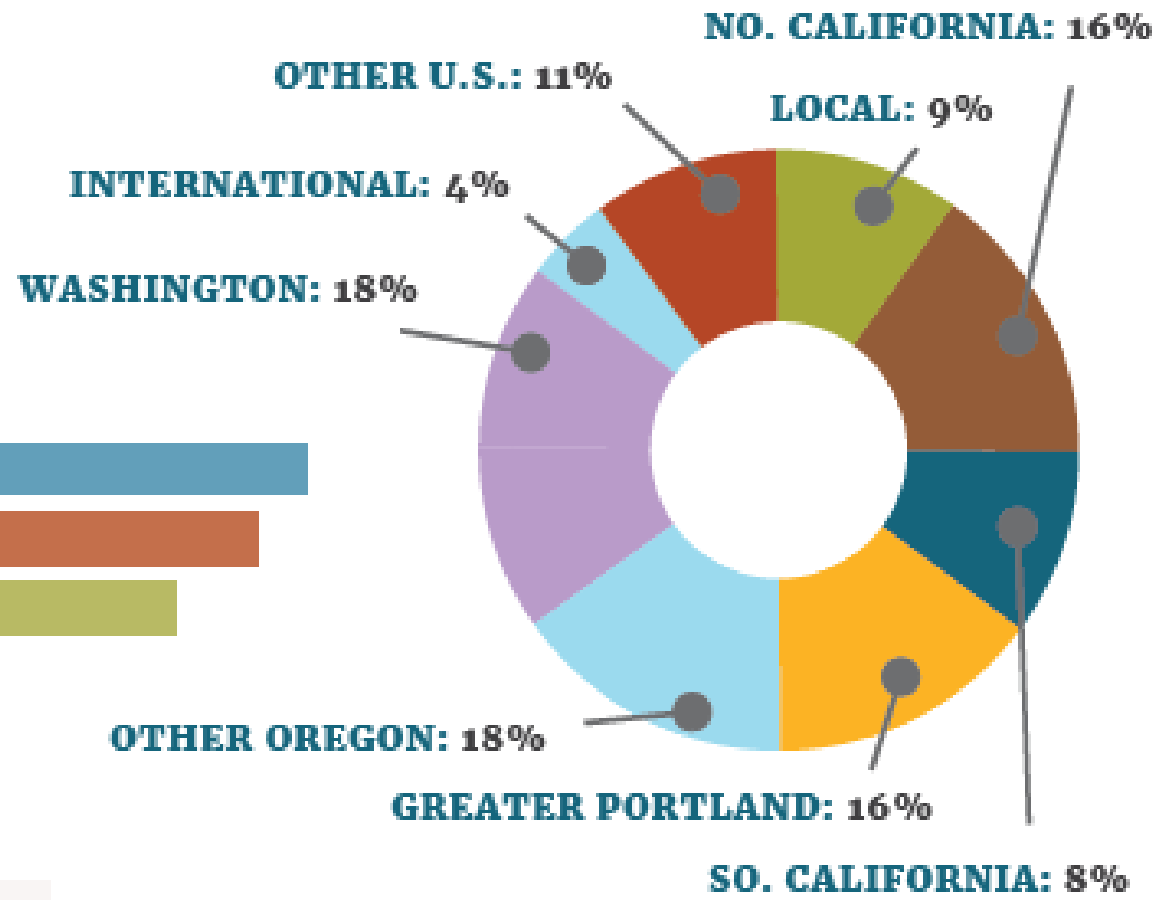
- In terms of image perceptions, there is no substantial equity in the name “Washington County,” nor is there an existing image of “Tualatin Valley.”
- Based on the research, it is recommended that the WCVA present Tualatin Valley as a refined, developed destination in a beautiful natural setting where travelers can be active in the outdoors and engage with the local economy.
- Among those who live within 250 miles of the destination, Washington County and Tualatin Valley outperform both of the California wine regions of Sonoma and Napa – reinforcing the importance of proximity in generating familiarity.



WALK-IN VISITORS BY MONTH



WALK-IN VISITORS BY LOCATION



travel
saalem

CONVENTION SALES

convention services

PROVIDE THE INFORMATION, RESOURCES AND SUPPORT NECESSARY TO ENHANCE THE TRAVEL EXPERIENCE OF THE CONVENTION & GROUP DELEGATE AND BOLSTER REPEAT VISITATION.

59

GROUPS CONTACTED FOR SERVICE

PROVIDED ON-SITE VISITOR INFORMATION

- Travel & Words Conference
- Governor's Conference on Tourism
- Capital Cup Soccer Tournament
- American Legion State AAA Baseball Championships
- Workers Comp Education Conference
- Capitol City Classic Basketball Classic
- Latino Basketball
- Monster Cookie Ride
- Senior Softball USA
- Cannabis Fair
- League of Oregon Cities
- NW Regional GIS Professionals



Photo by Ron Caplar

Hosted the Travel & Words Conference – Over 125 Travel Writers were hosted to dessert and beverages at the historic Roger Yost Gallery. Travel Salem partnered with: Cherry Country Orchard, Chira's Restaurant, Croissant and Co., Sugar Sugar, Willamette Valley Grill, Popcornfetti, Rogue Brewery, Brooks Wines, Eola Hills Wine Cellars, Johan Vineyards, Lady Hill Winery and Willamette Valley Vineyards.

Hosted the Governor's Conference on Tourism
Salem hosted the conference for the 3rd time, over 500 Industry professionals attended. There was a host community night held at Willamette Valley Vineyards for the attendees. Travel Salem partnered with these restaurants wineries, breweries and cideries: Tap Root, Willamette Valley Vineyards, The Space, Adams Ribs, Gamberetti's, Trexler Farm, Cascade Bakery, Gilgamesh Brewery, Wandering Angus.

Travel Oregon Welcome Center FAM – The FAM tour was planned to showcase Salem and the regions many assets to the staff of the 7 Welcome Centers operated by Travel Oregon throughout the State. The tour had 28 people who visited these locations:

- E.Z. ORCHARDS
- OREGON STATE CAPITOL
- WILLAMETTE HERITAGE MUSEUM (TOUR AND LUNCH)
- BUSH HOUSE MUSEUM AND BUSH BARN ART CENTER
- HONEYWOOD WINERY
- THE OREGON GARDEN (TOUR AND DINNER)

Program Performance Metrics

Development

11/13

Product Development

Trails, Maps, Gift Cards

Studios, Trainings

Destination Development

Wayfinding

Byways, Bikeways

Facilities

Public Art

Member Data

4/13

Number

Growth

Geo-Breakdown

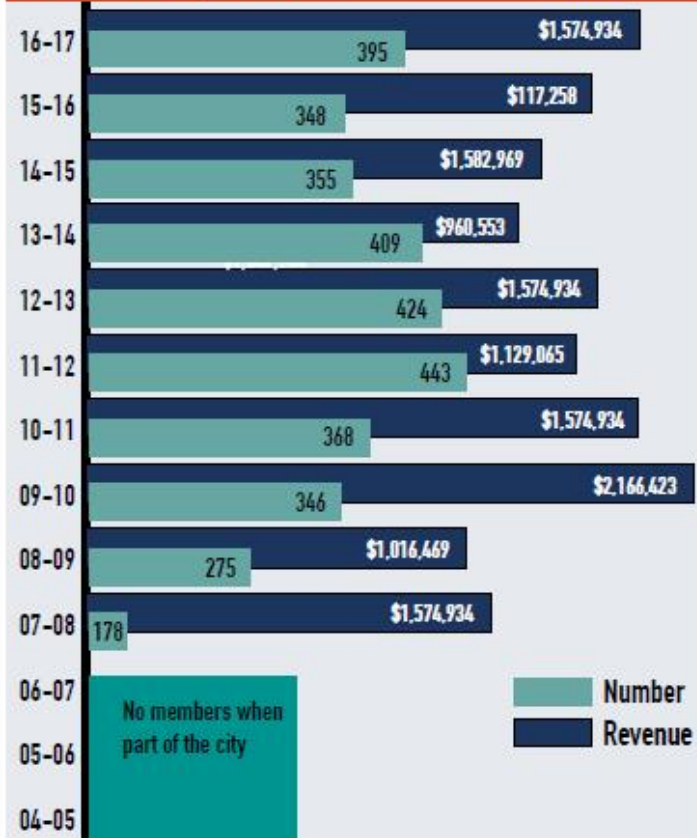
Category Breakdown

Revenue

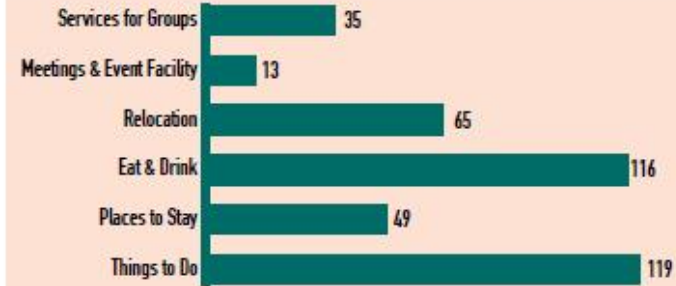


travel
saalem

Membership Trends



Members by Category



Financials

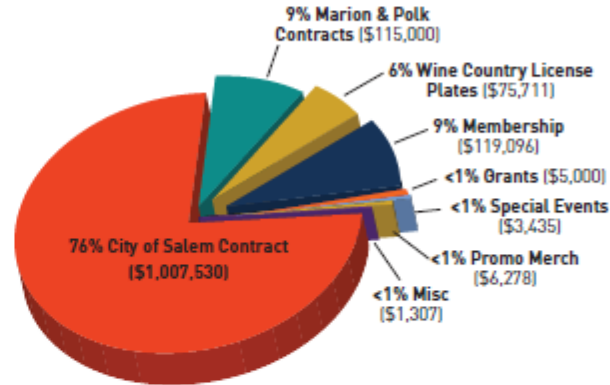
travel
salem

OPERATING RESULTS

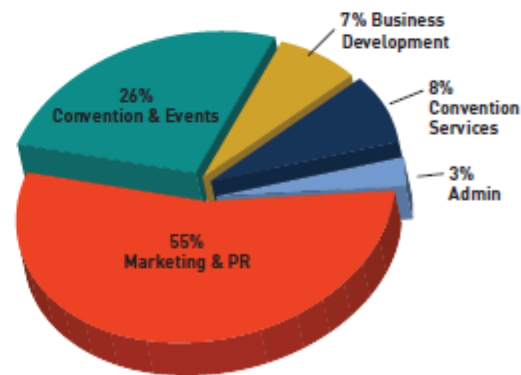
REVENUES	
Public	
City of Salem Contract	\$987,230
River2Ridge	\$20,300
Regional	
Marion County	\$100,000
Polk County	\$15,000
Private	
Membership	\$119,096
Special Events	\$3,435
Promotional Merchandise	\$6,278
Grants	\$5,000
Other	\$1,307
Restricted	
Wine Country Plate	\$75,711
TOTAL REVENUES	\$1,333,358
EXPENSES	
Salaries & Related Expenses	\$747,194
Operations	\$245,692
Professional Services	\$89,912
Advertising	\$79,017
Trade Shows & Fam Tours	\$13,014
Special Events & River 2 Ridge	\$26,130
Agility Fund	\$32,660
Misc	\$1,375
Temporary Restricted Funds Released – Wine Country Plate	\$157,011
TOTAL EXPENSES	\$1,392,005
OPERATING SURPLUS	(\$58,647)
Other Income – Leverage	
Visitors Guide	\$72,262
Volunteers	\$307
Media	\$1,474,934
Advertising	\$42,843
In-Kind	\$585,898
WVVA/Regional	\$325,350
SUBTOTAL	\$2,501,594

91% of all revenues go toward direct visitor services

REVENUE SOURCES



PROGRAM EXPENDITURES**

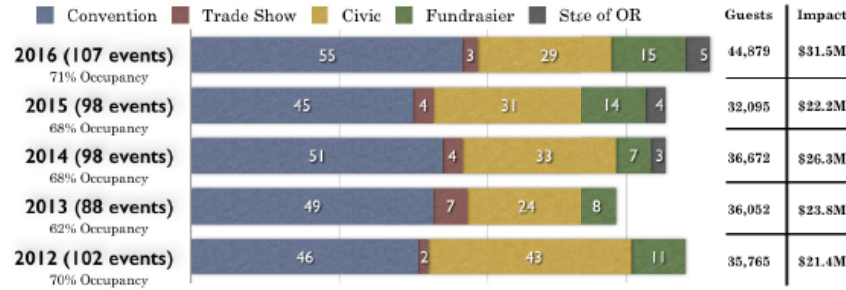


**Program costs include overhead expenses.

Report Formats & Length



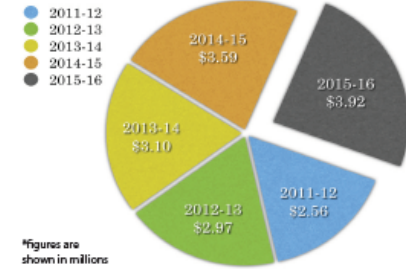
In 2016, the Seaside Civic & Convention Center hosted 259 event days producing \$31.5M in total economic impact. This represents an average spending of \$86,457 per day to our economy.



VISITORS BUREAU

Economic Data: Visitor Spending & Bed Tax Receipts

In the past five years, bed-tax collections have risen from \$2.56 million in 2011-12 to nearly \$4 million in 2015-16. This represents a 52% growth over the five-year stretch.



CONVENTION CENTER

Convention Center Objectives

Our primary objective is to utilize the convention center to its maximum capacity and generate economic benefit to our community. A secondary objective is to provide services and facilities to respond to the needs of local and civic related events, thereby truly enhancing the quality of life for our community.



VISITORS BUREAU

What We Do

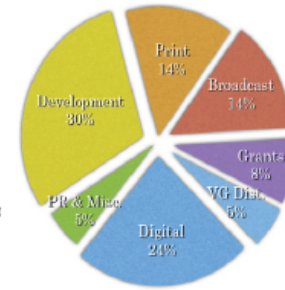
The mission of the Seaside Visitors Bureau is to improve the area economy by attracting and servicing visitors to Seaside and those traveling along the Pacific Northwest Coast.



CONVENTION CENTER

Ongoing Facility Investment

Over the past year, we installed fiber optic for improved WiFi and new telephone service. We replaced two 15-ton HVAC rooftop units for improved heating and air-conditioning functions. A new economic impact calculator was developed for improved and accurate spending patterns for monthly and annual reporting. The installation of 32 HD security cameras in late 2016 will help with accountability and loss prevention.



VISITORS BUREAU

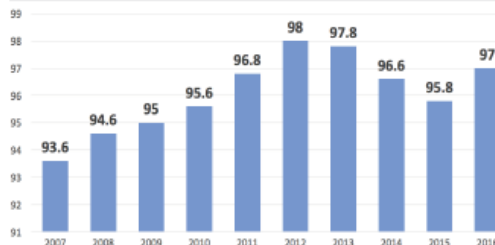
Where Are SVB Dollars Spent?

The Visitors Bureau's 2016-17 advertising budget rose 15% over 2015-16. Our cost to develop a Visitor Guide continued to decline while creative development costs went from 22% to 30% with the continual work and implementation of new creative materials.

97.0%
2016 Rating

The Convention Center's customer service rating is the foundation on which our convention center operates. Our rating has sustained a mid to high 90-percent range since 2007. We take great pride in knowing that each client is treated with the utmost respect and importance they deserve. In 2016 we solicited surveys to 107 clients. With 52 responding, this amounted to a return rate of 49 percent.

Customer Satisfaction Rating Through the Years



Convention Center Industry Trends

Although they have rebounded from a sluggish economy during the mid 2000's, convention centers will continue to face many challenges in the next 10-20 years. Two of these challenges include increased demand for convention/exhibit space and technology evolution. Facility managers must continue to pursue innovations and creative solutions that will meet these expectations in the years to come.

VISITORS BUREAU

Seaside Visitor Guide

The 2017 guide (pictured) continues the theme of a brand new look for Seaside. "It's Easy to Seaside" aims to show people how simple it is to do everything Seaside has to offer. The iconography-based guide of 2016 was a popular hit and stood out amongst the many photo-centric guides that populate visitor centers, restaurants and hotels across the state. We're sticking with a slightly modified version of the icon heavy guide and aim to replicate the 100,000 guides we distributed in 2016.



61.5%
2016 County Occupancy %
(up from 54.8 for 2011 year)

VISITORS BUREAU

The marketing landscape continues to evolve

According to a study presented at the 2017 DMA West Tech Summit, the number of mobile smartphone users has risen to 81% of the ages 12+ population. This is up from 10% just eight years ago. Coupled with shorter attention spans (avg. = 8 seconds) and evolving social media platforms, this equates to regular changes in tourism marketing.

VISITBEND.COM
BEND BUZZ BLOG
VISIT LIKE A LOCAL

ADVERTISING
PUBLIC RELATIONS
MEDIA PITCHES

BEND ALE TRAIL
SCENIC BIKEWAY
ROUNDAABOUT
ART ROUTE

BEND CULTURAL
TOURISM FUND
PILLARS OF ART

NATIONAL
CHAMPIONSHIP
ATHLETIC
EVENTS

1,524,903

VISITS TO
VISITBEND.COM IN 2016, A
6.7% INCREASE OVER 2015
(GOOGLE ANALYTICS)

11,833 JOBS

IN CENTRAL OREGON
BECAUSE OF TOURISM
(STATE OF OREGON)

167% INCREASE

IN COLLECTIONS TO THE
CITY'S GENERAL FUND
SINCE FY 2009 (PROJECTED)

\$224,579

DEDICATED VISIT BEND
FUNDING FOR PUBLIC ARTS
AND CULTURE IN FY17



\$5.5 MILLION

TRT CONTRIBUTION TO THE
CITY'S GENERAL FUND IN FY2017
(PROJECTED)

By The Numbers



SOURCES: 1: Dean Runyan Visitor Study 2: Longwoods Study 3: TRT Reports

