THE MOST OREGON
PART OF OREGON

travel salem

2016-2017 Annual report

Promoting Salem & the Mid-Willamette Valley

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EXECUTIVE & ADMINISTRATION

Angie Onyewuchi	President & CEO
Tori Middelstadt	Administrative Assistant

MARKETING & PUBLIC RELATIONS - OR COMMUNICATIONS?

Irene Bernards	Exec. VP & Marketing & PR Director
Kara Kuh	PR Manager
Dee Hendrix	Marketing & Online Manager
Maricela Guerrero	Destination Development Manager
Grant McGill	Marketing Coordinator
Emily Crilley	Social Media Coordinator
Taylor Cantonwine	Guest Services Manager
Barby Dressler	Weekend Travel Café Host
Andrew Toney	Weekend Travel Café Host

CONVENTIONS/EVENTS/SPORTS

Debbie McCune	VP & Director of Sales
Matt Bonniksen	Sports & Events Sales Manager
Tara Preston	Service & Events Manager

MEMBERSHIP

Sue Nichols	Community Development Director

2016-17 BOARD OF DIRECTORS

OFFICERS

Chair Jim Rasmussen, Modern Building Systems
Vice Chair Toby Olsen, Hampton Inn
Past Chair Steve Johnson, VIPS Industries
Secretary Austin McGuigan, Polk County
Treasurer T. J. Sullivan, Huggins Insurance

DIRECTORS

Jason Brandt, Oregon Restaurant and Lodging Association
Dwane Brenneman
Sam Brentano, Commissioner, Marion County
Jake Bryant, Best Western PLUS Mill Creek Inn
Gus Castaneda, Red Lion Hotel
Barb Dearing, Western Oregon University
Cori Frauendiener, MaPS Credit Union
Ivy Hover, Keeler Estate Vineyard
Terry Kelly, Salem Electric
John Pataccoli, Redhawk Vineyard & Winery
Hazel Patton, Friends of Two Bridges
Scott Snyder, The Grand Hotel & SALA
Lisa Sumption, Oregon State Parks & Recreation
Jim Vu, Citizens Bank

MISSION

Travel Salem markets and promotes the Mid-Willamette Valley as a premier, year-round destination for conventions, events and leisure travelers. Serve as the official destination marketing organization and a vital tourism economic development generator for the region.

VISION

Through bold innovation and integrated partnerships, Travel Salem's award-winning programs and services heighten the visitor experience and drive positive economic impact, which supports local businesses, job creation and an enhanced quality of life.

VALUES

Travel Salem is committed to service, integrity and excellence that provide tangible results and strengthen the businesses and communities we serve.

Cover photo courtesy of Nickie Bournias

message from the chair & ceo

yes

we are planning a trip to Salem

we will run that story on your region

we will partner on a new development project

we will book our meeting/event in Salem

the hospitality of the region was great

we will return

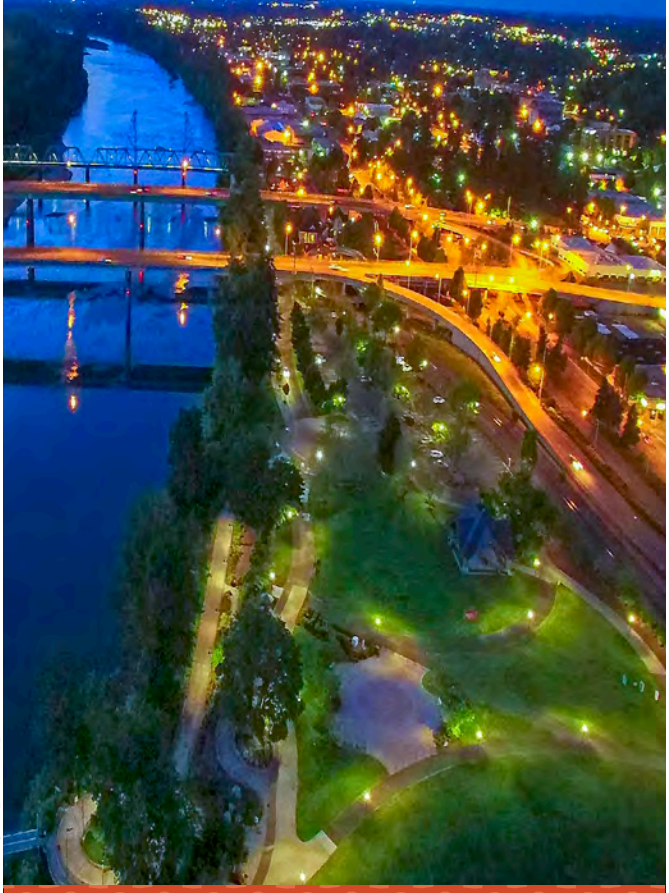


Photo by Ron Cooper

As a customer-centric organization, Travel Salem is always striving to achieve the "yes." And in 2016-17 we are pleased to say we reached many "yes's" that raised our region to a new level of success.

Undoubtedly the most vital "yes" came from the City of Salem when they committed an annual investment of 25 percent of Salem's transient occupancy tax revenue to Travel Salem for tourism marketing. This tactical investment translates into long-term strategies, stability and places Salem in a more competitive advantage.

Focused initiatives and continued innovation produced the second consecutive record-breaking year in all three key performance measurements. Regional estimated economic impact from travel spending topped $565.5 million, employing 6,740 tourism & hospitality professionals. The transient occupancy tax grew 9% reaching $3.9 million, primarily due to growth in average daily rates and steady occupancy. And lastly, leverage or donated products and services that are critical for the organization's health and supplement revenue streams, grew 7% to $2.5 million.

Travel Salem also launched a brand refresh with a new voice and visual appeal that lets visitors know that yes, we have everything they're coming to Oregon for because we're "The Most Oregon Part of Oregon!" The brand appeals to visitors with all sorts of travel passions such as affluent Gen Xers, Boomers without kids, creative class types, the surge of new Portlanders, and families – all seeking adventures in cuisine, heritage and recreation. Efforts in Destination Development and Sports Marketing continued to pay off with innovative products and campaigns and new groups and team sports showing off their competitive spirit in Salem.

The health of the tourism ecosystem requires the collaboration and contribution of all its members, working together to create jobs and a vibrant quality of life. With the significant increases and milestones witnessed in 2016-17, we would like to acknowledge and thank our partners at the City of Salem, Marion County, Polk County, and our hundreds of members throughout the region. Travel Salem and the tourism industry continue to be major contributors to economic growth and vitality for the many communities we serve. Here's to saying "yes" to another year of success!

Jim Rasmussen
Chair

Angie Morris
President & CEO

key performance measurements

TRAVEL SALEM'S PROGRAMS AND SERVICES ARE DESIGNED TO DELIVER TANGIBLE RESULTS FOR THE COMMUNITIES AND BUSINESSES WE SERVE.

Photo by Zak Stone

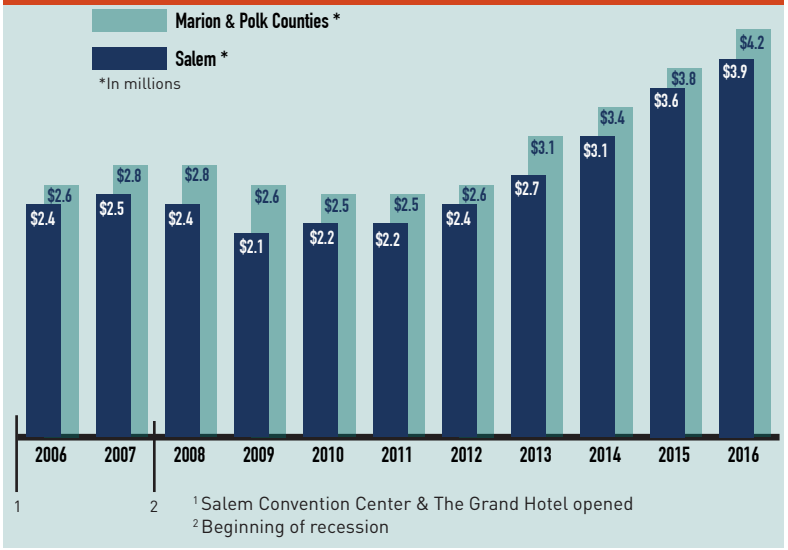
There are several key performance indicators that can provide a sense of the overall economic health of the Salem area tourism industry.

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.

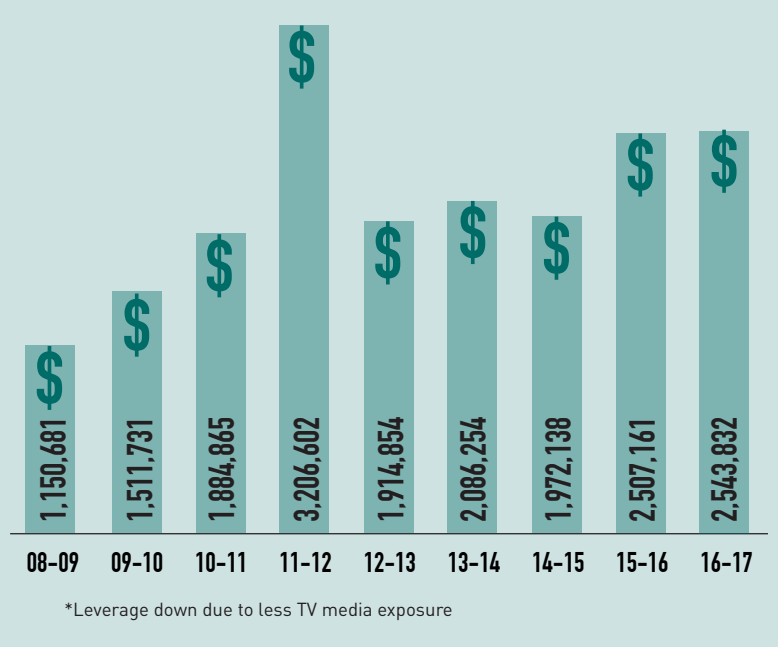
Travel Salem is not the sole contributor or driver to the region's tourism economic outcomes. However, the organization takes a leadership role in tourism promotion to help shape industry results.

TRANSIENT OCCUPANCY TAX (TOT)



[1] Salem Convention Center & The Grand Hotel opened
[2] Beginning of recession

LEVERAGE TRENDS



*Leverage down due to less TV media exposure

2016-17 LEVERAGE

Media	$1,574,934
In-Kind	$528,139
WVVA	$325,350
Visitors Guide	$72,262
Advertising	$42,843
Volunteers	$304
TOTAL	**$ 2,543,832**

key performance measurements

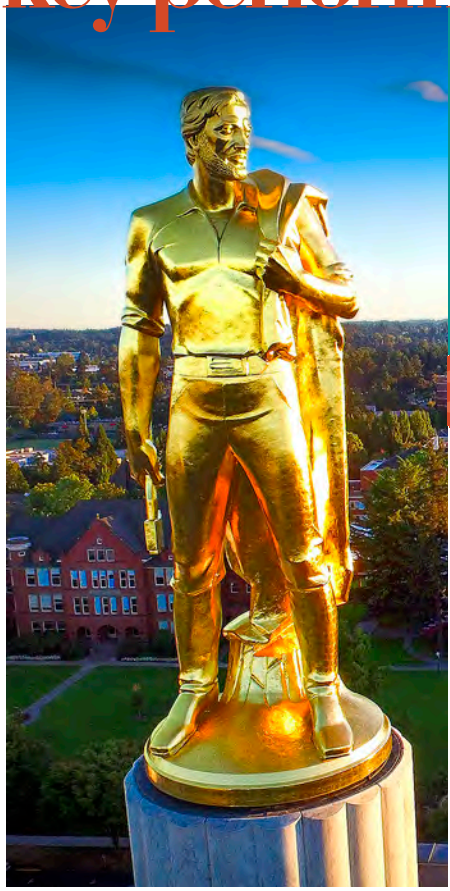


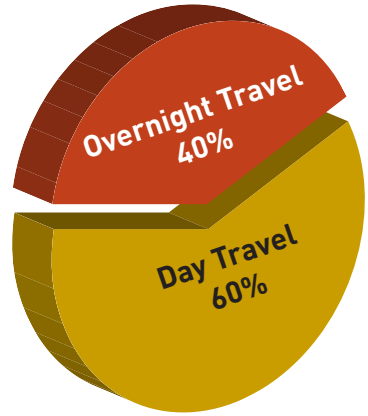
Photo by Ron Cooper

TRAVEL SALEM TAKES A LEADERSHIP ROLE IN TOURISM PROMOTION TO HELP SHAPE INDUSTRY RESULTS.

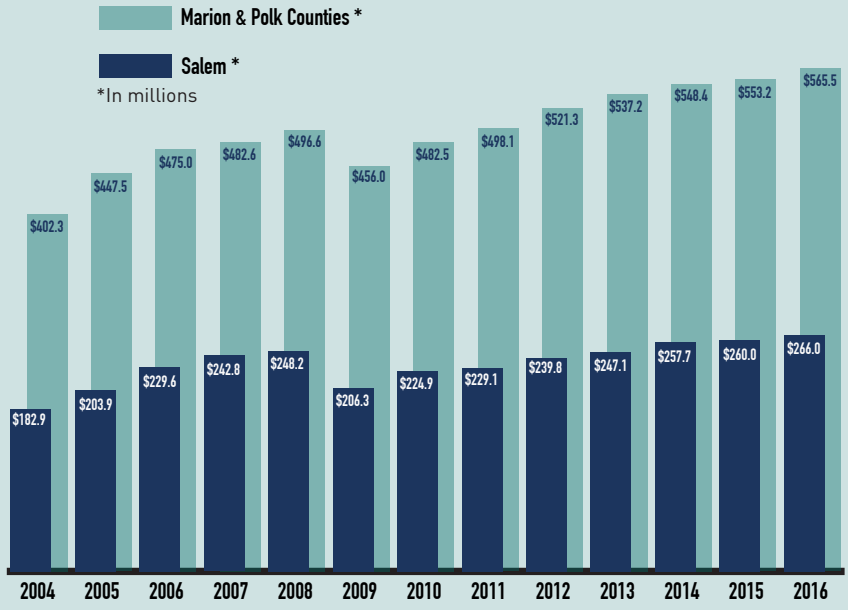
2016 ESTIMATED TRAVEL IMPACTS*

MARION & POLK COUNTIES

Arts & Entertainment	$135.7 million
Food & Beverage	$140.9 million
Accommodations	$80.3 million
Retail Sales	$59.4 million
Food Stores	$55.2 million
Local Transportation & Gas	$39 million
Other Travel	$54.9 million
Direct Travel Spending Total	$565.5 million
Direct Earnings	$152.2 million
Jobs	6,740

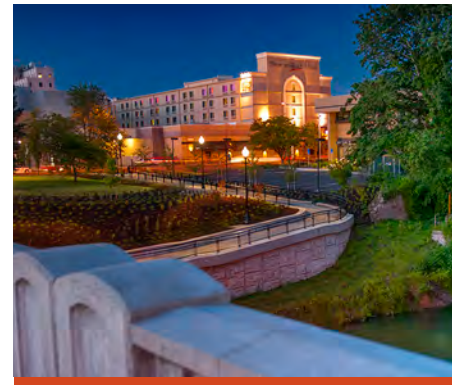


ESTIMATED ECONOMIC IMPACT*



*Source: Economic Impacts of Travel, 1992-2015p, Salem, Oregon, Dean Runyan Associates, www.deanrunyan.com

Since 2010, direct travel spending in Marion & Polk counties has grown $14.4 million on average each year.



MARION COUNTY VISITOR STATS

- Visitors made roughly **1.98 million** trips to Marion County
- On average, there were **2.9 people** per travel party
- They spent **$132 per day**
- And stayed **3 nights**

community relations

CREATE BROADER UNDERSTANDING OF TOURISM AS AN ECONOMIC DEVELOPMENT GENERATOR UTILIZING THE KEY PERFORMANCE MEASUREMENTS (EEI, TOT, LEVERAGE).

Photo by Reed Lane Photography

TRAVEL SALEM 2016 ANNUAL AWARDS ~ MAY 18, 2017 ~ SALEM CONVENTION CENTER

The 7th Annual Absolutely Fabulous Awards event was hosted by the Salem Convention Center. Keynote speaker was Travel Salem CEO, Angie Onyewuchi presenting Travel Salem's new brand visuals and language.

2016-17 AWARD WINNERS

Absolutely Fabulous Award
Salem Area Lodging Association

Absolutely "Totality" Award
Arcane Cellars

Absolutely "Slam Dunk" Award
Hoop

Absolutely "Heads in Beds" Award
American Truck Historical Society-Oregon Trail Chapter

Absolutely "Salem's Pillar" Award
John Ritter

Absolutely "Active" Award
Gallagher Fitness Resources

Absolutely "Oregon" Award
Oregon State Parks

Absolutely " Connected" Award
Venti's Cafe

Absolutely "Engaged" Award
Gray Line

Absolutely "Spotlight" Award
Enlightened Theatrics

BARSIDE BRIEFINGS

Travel Salem introduce a new networking social hour to foster partnerships among members. The first Barside Briefing occurred at Taproot Lounge and Café in February. Over 35 partners participated in these events.

FOOD 4 THOUGHT

Food for Thought lunches were launched to provide an educational meeting to better support businesses and organizations. Topics ranged from Social Media and Website 101 to Eclipse Event Planning. These meeting were hosted at Days Inn Black Bear and the Comfort Suites Salem with 82 members attending.

25% CELEBRATION

Recognized the Salem Area Lodging Association and the Salem City Council with a 25% party which acknowledged the collaborative efforts and vision to adopt stable funding for local tourism marketing efforts. The event was held at the Grand Hotel with 40 guests.

increased bandwidth

DEVELOP LONG-TERM STABLE FUNDING, STRATEGIC STAFFING LEVELS, AND THE TECHNOLOGY AND TOOLS NECESSARY FOR ORGANIZATIONAL GROWTH.

Photo by Ron Cooper

Travel Salem's financial resources were up 20% over the previous year. The increase was primarily due to two factors. Transient occupancy tax funds from the City of Salem were up 8% to $771,420. In addition, Travel Salem was selected to administer funds related to the Wine Country Plate for Region #1 in the amount of $208,887 for the biennium.

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WINE COUNTRY PLATE

Plate sales reached 33,500 by the end of June 2017. The Wine Country Plate is the second-fastest selling specialty plate in Oregon history.

Travel Salem is managing the funds for Region #1 (Marion, Polk and Yamhill counties) and executing the marketing plan including:

- A robust and integrated social media campaign
- Public relations events and campaigns targeting travel writers, Instagram influencers and bloggers
- Three 2-minute sizzle videos highlighting regional travel experiences
- Advertising partnerships with Willamette Valley Visitors Association, Travel Oregon and other wine regions
- Wine Charm Trail highlighting assets in the Mid-Willamette Valley
- San Jose Airport exhibit
- Trip Advisor campaign
- National Geographic Traveler campaign
- Oregonlive.com campaign
- 360° TrueTours of downtown communities

membership

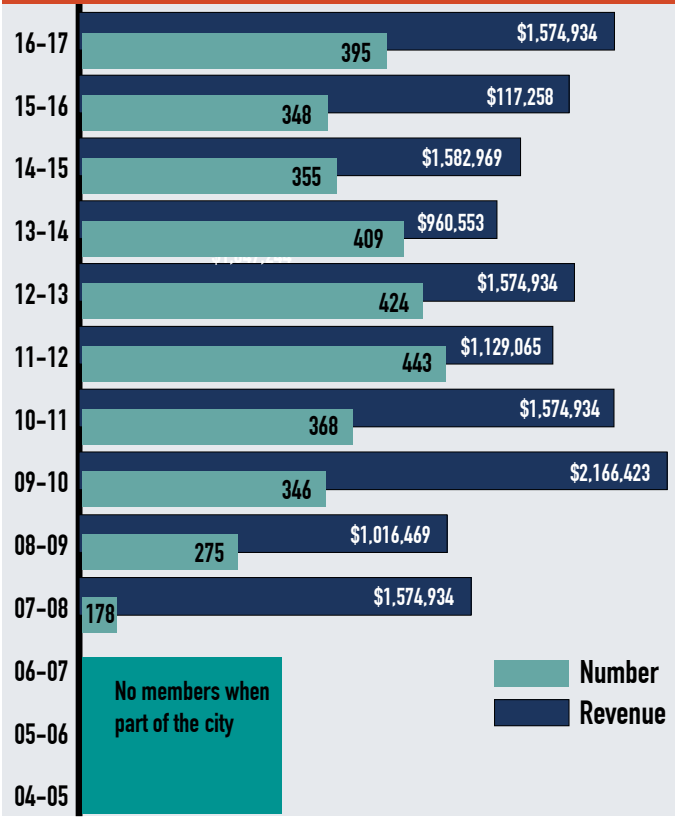
CREATE PARTNERSHIPS & RESOURCES TO INFLUENCE COMMUNITY DIALOGUE AND DECISION-MAKING THAT IMPACTS TOURISM, QUALITY OF LIFE AND THE SALEM AREA'S VIABILITY AS A TRAVEL DESTINATION.

Photo by Ron Cooper

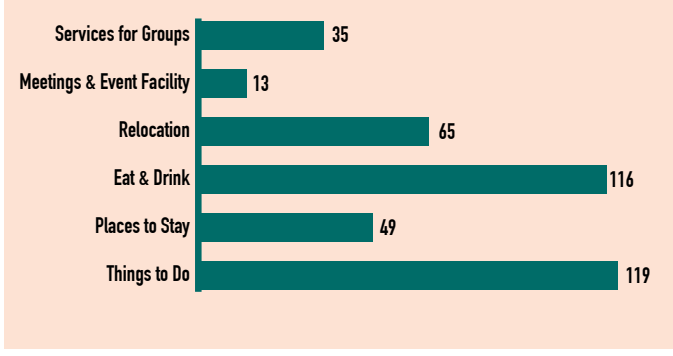
Travel Salem's Membership Program delivered a record-breaking year with 395 members at year-end, a 13.5% increase over prior year. And revenue increase of $9,940 for a total of $117,258. The program secured a 149% increase in new and recovered members to end at 86, compared to 58 previously.

Alongside the new member push, was a successful effort to reduce the number of attritioned members, from 64 the previous year, to only 37 this year, a 42% reduction.

Membership Trends



Members by Category



public relations

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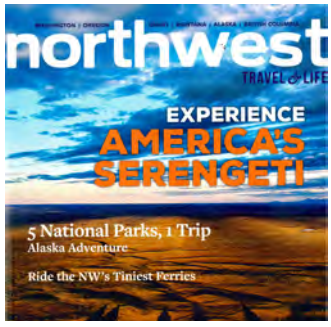
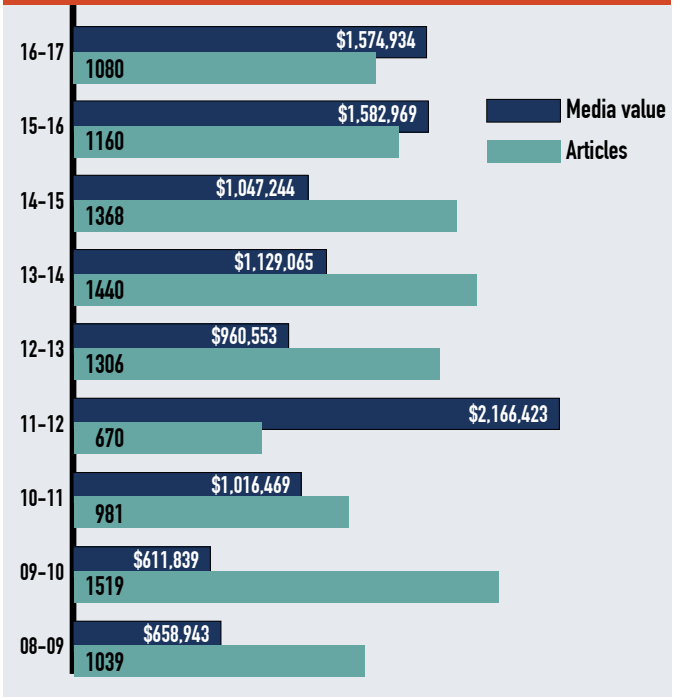


SECURED $1.6 MILLION IN EARNED MEDIA GENERATED FROM AGGRESSIVE MEDIA PITCHES AND HOSTING TRAVEL WRITERS TO THE AREA.

Media Value & Articles



MEDIA COVERAGE HIGHLIGHTS

- **Oregon Blackberries: Baring it All** – Published by Take 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 Bauman'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 Rafn'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 Mental Health, Salem's downtown historic district and various restaurants and breweries.
  Impressions: 300,000. 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.

social media

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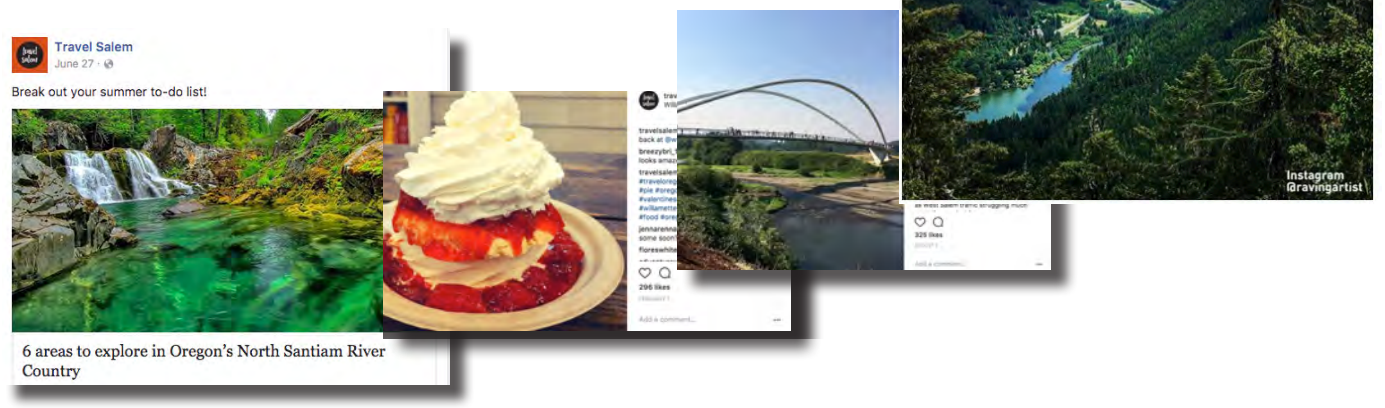

SOCIAL MEDIA

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.

Photo by Frank Barnett

visitor outreach

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VISITOR OUTREACH & INQUIRY FULFILLMENT

The Travel Salem Visitor Information Network served 169,044 visitors in 2016-17 an increase of 3% over the previous year.

THE NETWORK INCLUDES:

Travel Café, BEST WESTERN PLUS Mill Creek Inn, Red Lion Hotel, Phoenix Inn South, Willamette Heritage Center, Salem Convention Center, Lancaster Mall, Amtrak, Salem AAA and Salem Airport.

TRAVEL SALEM RECEIVED 26,039 CONSUMER INQUIRIES. EACH RESPONSE WAS CUSTOMIZED ACCORDING TO THE REQUEST.

- Provided support to 488 relocation inquiries from businesses, families and individuals seeking assistance with resources & connections – an average of 41 inquiries per month.

- Responded to leads interested in visitor information that were generated by the following organizations:

  National Tour Association (NTA): Motorcoach operators

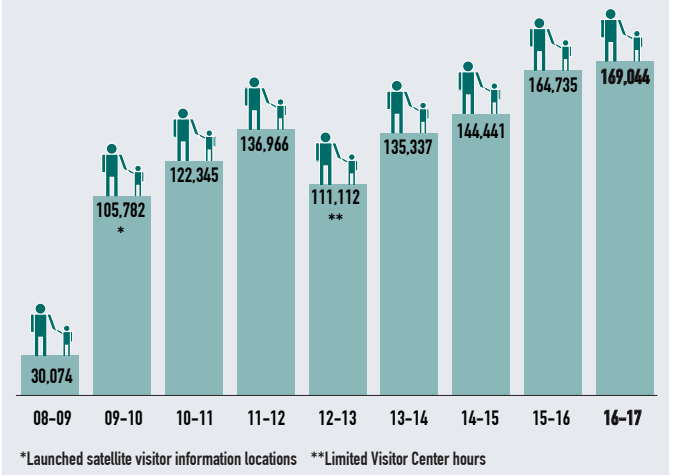
  International Tradeshow Berlin (ITB): International travel trade (tour operators, travel agents, etc.)

  GoWest / ITM: International tour operators

  Japanese Association of Travel Agents (JATA)

  IPW tradeshow: The travel industry's premier international marketplace and the largest generator of travel to the U.S.

VISITOR INFORMATION NETWORK



branding

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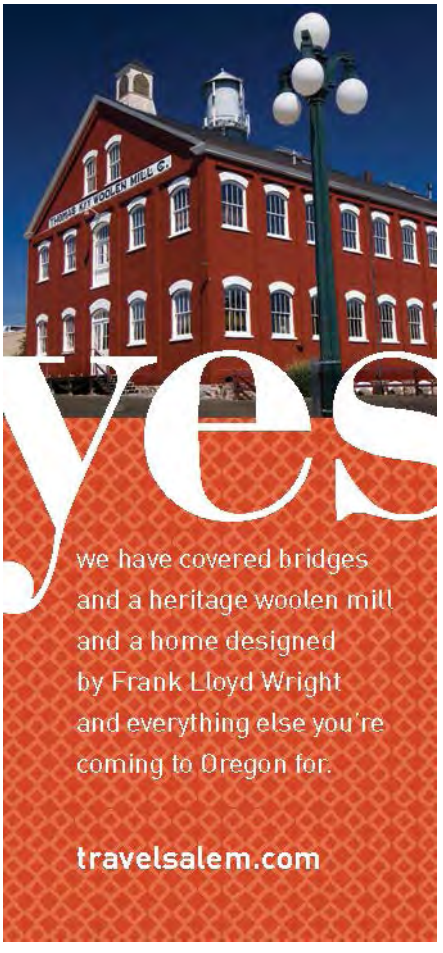
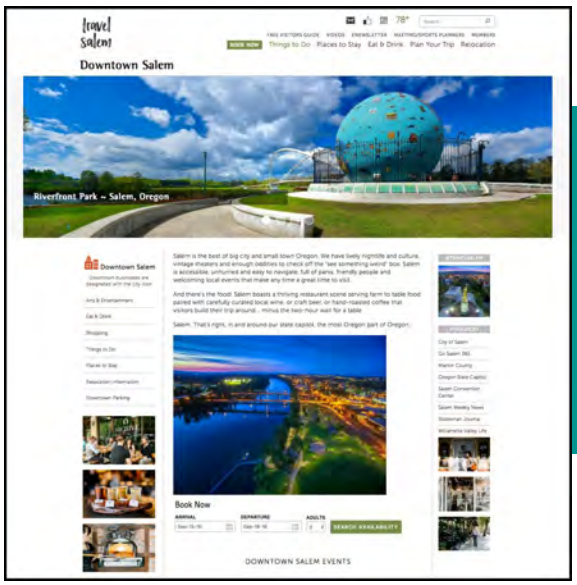
Photo by Zak Stone

COMMUNICATIONS, ADVERTISING, FAM TOURS

- Produced the 16-17 Salem Area Visitors Guide with 140,000 distributed to over 800 locations throughout Oregon, Washington, California and British Columbia.
- Travel Salem completed a Brand refresh process that resulted in the tagline "The Most Oregon Part of Oregon" and a new look, feel and voice. The brand will be rolled out through all departments in FY 17-18.
- Published monthly e-communications to consumers, local residents and the local visitor industry to promote events and activities throughout the Mid-Willamette Valley.
- Ran advertisements in the Travel Portland visitors guide, Northwest Travel, Northwest Travel & Meetings, TripAdvisor, National Geographic Traveler and OregonLive.com
- Hosted two groups of journalists and social media influencers on a familiarization tour of the region





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

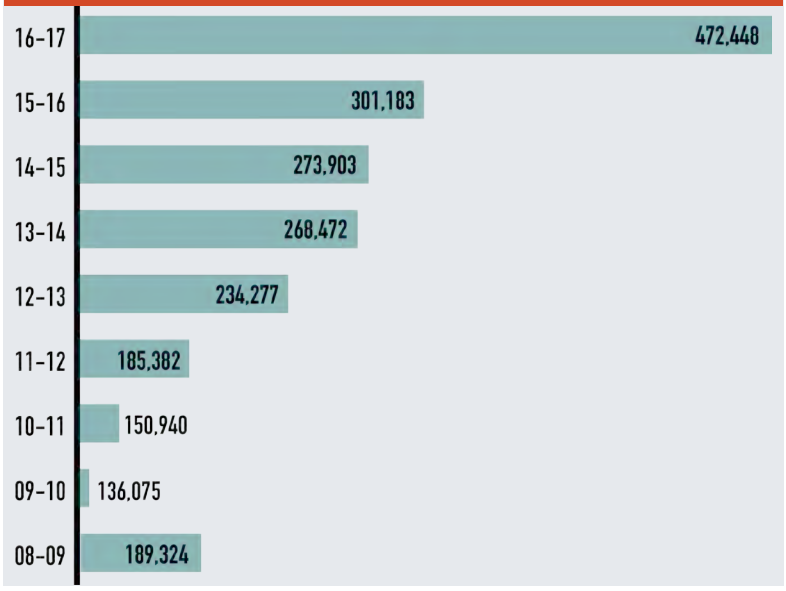
56.31% increase in visits

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.

partnership ~ wvva

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Willamette Valley
OREGON WINE COUNTRY

TRAVEL TRADE SALES

- Oregon Wine Country representation at **IPW, ITB and Active America China**
- **Western Canada** sales event
- **ITB (Berlin)** - met with 40 tour operators and 32 media
- **IPW** - met with 77 tour operators and 4 media.
- **Active America China** - met with 16 tour operators
- **Toronto Show** - met with 17 tour operators and 32 media
- **Vancouver Show** - met with 65 media and travel trade representatives
- WVVA hosted **21 FAM tours** with 9 tour operators and 11 media from 10 countries resulting in 23 print or online stories
- Participated in the **Oregon Road Rally 2017** which brought 28 travel trade professionals from 10 countries over a 7-day period to experience Oregon

OREGONWINECOUNTRY.COM & SOCIAL MEDIA

- Launched 6 "wine plus" content themes on social channels & OregonWineCountry.org
- Instagram followers increased to 4,000.
- SEO program increased organic traffic by 17.41%; new users rate increased 18% and the bounce rate dropped to 14%

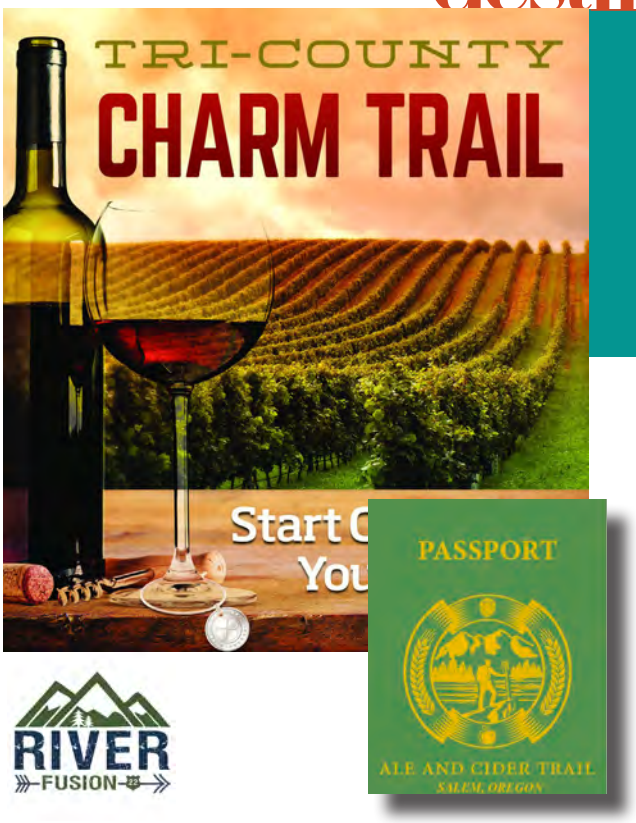
COMMUNICATIONS

- Pushed 45 original articles focusing on "wine plus" themes to WVVA consumer newsletter subscribers
- 83 story pitches were delivered generating 57 published/ broadcast stories on the Willamette Valley (58% conversion rate)
- Participated in the Travel & Words writer conference that generated 7 stories

CAMPAIGNS/PROMOTIONS

- Participated in Travel Oregon's Spring, Fall and Winter consumer campaigns
- Brand USA
- Feast Oregon – WVVA's chef station presence garnered 4,448 impressions at the Grand Tasting, 2,263 at the Night Market and 1,911 at the Sandwich Invitational. Overall we shared Willamette Valley food and drink to over 8500 community members, media, chefs and wine makers. In addition, we sponsored a pod of Willamette Valley wineries at a new event, Pour Oregon, which featured 40+ small batch wineries throughout Oregon.

destination development



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During FY 16-17 planning took place throughout the Salem and two-county region for the August 21, **2017 Great American Eclipse**. The Salem region was on the path of totality and was treated to 1m54.5s of shadow (totality) just after 10:17am. It is estimated that **over 150,000** people came to the region to experience the solar eclipse and events.

Created a **Tri-County Charm Trail**. The 33 participating attractions and wineries along the trail give visitors a custom wine glass charm that represents their location. The trail encourages new and repeat visitation.

Created three **sizzle videos** promoting the Marion, Polk and Yamhill region. The videos will be specific to each county promoting the visitor opportunities in the region. Completion November 2017.

Travel Salem worked with Grayline to launch the **Waterfall, Garden and Wine** tour during the summer of 2016. This is the second year for this tour that runs June 17-October 7, 2017. The tour includes: The Oregon Garden, EZ Orchards, Silver Falls State Park and Willamette Valley Vineyards

Worked with **Polk County tourism** stakeholders to assist with marketing projects and participate as a member of the tourism committee.

Work with the **North Santiam River Territor**y stakeholders to assist with Eclipse marketing projects and participate as a member of the tourism committee. **River Fusion** is the name of the events that will take place, during the Eclipse, throughout the North Santiam River Territory.

Began the creation of the **Salem Like a Local videos** that explore the Salem area's recreation & culinary offerings. Videos will be completed in FY 17-18.

Created the **Salem Ale & Cider Trail** in partnership with the Salem Brewers Association. Visitors purchase a passport, visit each brewery & cidery, receive a stamp in their passport and once the passport is full they receive a custom beer glass. The trail launched in July and 1,000 passports have been sold and in circulation.

Travel Salem has:

- Organized **inter-agency meetings** to ensure the region is prepared for the influx of visitors. Those in attendance included: Governor's Office, Travel Oregon, State Parks, State Police, Forest Service, BLM, City of Salem, Marion County, Polk County, Yamhill County and various event locations.
- Created a designated **Eclipse page on TravelSalem.com** where events, activities, maps, resources and updates are posted.
- Created a consumer **Eclipse newsletter** that includes updates, events and lodging opportunities in the region.
- Worked with the lodging and camping sites to stay current with vacancies. Created Eclipse **lodging and camping information** that is updated weekly.
- Hosted a "Food For Thought" meeting that focused on the **Eclipse and planning events**.
- Worked with **local and national medi**a regarding Eclipse activities.
- Ordered **Eclipse glasses** for businesses and to sell in the Salem Visitors Center.
- Created an **Eclipse map** that highlights where events are being held.

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.

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.**

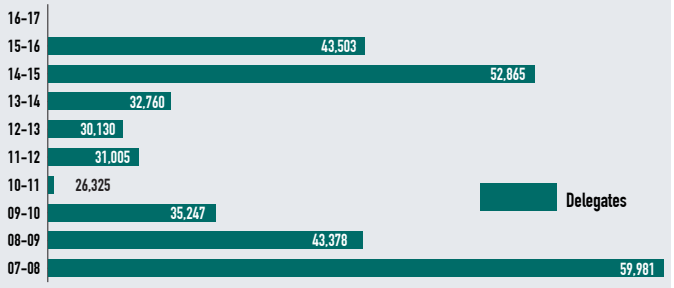
Thank you so much for following up on this. We very much appreciate that you took the time to think about this and even follow up with some possible options. Thanks for your great customer service.

Judy Brodkey
Executive Director
Oregon Mediation Association

Convention, Sport & Event Estimated Economic Impact $10,122,896

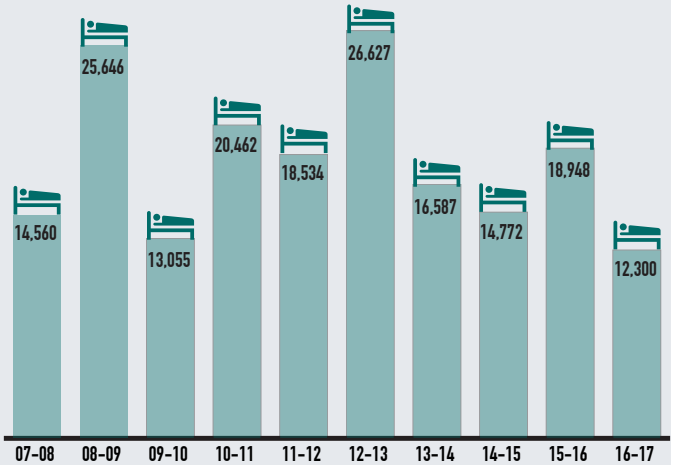
Future Bookings impact: $13,350,700

Delegates



* Decrease due to timing of the Jehovah Witness Conventions.

Room Nights



*Increase was due to the American Truck Historical Society.

sales & marketing initiative

Photo by Reed Lane Photography

IDENTIFY NEW OPPORTUNITIES AND SUPPORT UPCOMING SPORTING EVENTS HOSTED IN THE MID-WILLAMETTE VALLEY. EXPAND CURRENT AND FOSTER NEW COLLABORATIVE SPORTING EVENT OPPORTUNITIES TO GROW THE ECONOMIC IMPACT OF SPORTS AND EVENTS.

Connect SPORTS | OLYMPIC SPORTSLINK

USA SOFTBALL

NASC 1992-2017

- Facilitated Quarterly **Sports Committee** meetings to discuss future business opportunities.
- Attended the **ASA/USA Softball Conference** in Shreveport, Louisiana. Networked with softball events planners from across the country and learned about the events bidding process.
- Attended the 2017 **National Association of Sports Commissions Sports Events Symposium** in Sacramento, California. Met with 29 event organizers and brought back 7 RFP's for future business.
- Attended the **ConnectSports Marketplace Tradeshow** in New Orleans, Louisiana. Met with 32 event organizers and generated 10 leads for future business.
- Joined Oregon Sports Authority, Travel Oregon, and other DMO's across the state to create the **Oregon Sports Tourism Coalition**. This coalition was formed to unite the state's focus on sports tourism, as well as, connecting DMO sports programs.
- Assisted with promotion of **Hoopla** by co-sponsoring Hoopfest with Hampton Inn and Suites.
- Marketed the new **Salem Timbers U23** team to the community.

On September 16-17, 2017, Salem and the Mid-Willamette Valley hosted the first River 2 Ridge Relay event. Modeled after MontBell's Sea to Summit series in Japan, the 60-mile adventure sporting event featured kayaking down the Willamette River, cycling in wine country, and hiking through Silver Falls State Park's 10-Falls Loop. The City of Salem and Travel Salem seek to establish a signature event that showcases the destination's abundance of unique recreational assets and ultimately develop into a key contributor in tourism economic impact for the region.

convention services

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

Photo by Ron Cooper

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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

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)

Photo by Ron Cooper

financial reports

$1 LEVERAGED $3.27

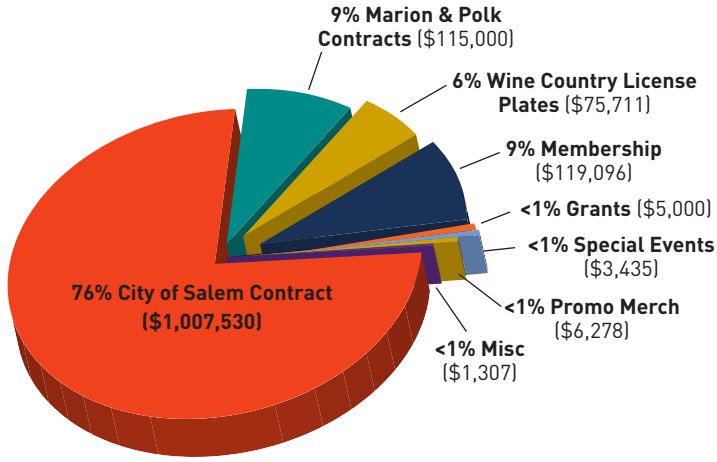
FOR EVERY $1 TRAVEL SALEM RECEIVED FROM PUBLIC SOURCES—ANOTHER $3.27 WAS GENERATED FROM OUTSIDE SOURCES. THESE RESULTS LEVERAGED A 3.27 : 1 RATIO FOR THE REGION'S INVESTMENT IN TOURISM PROMOTION.

OPERATING RESULTS

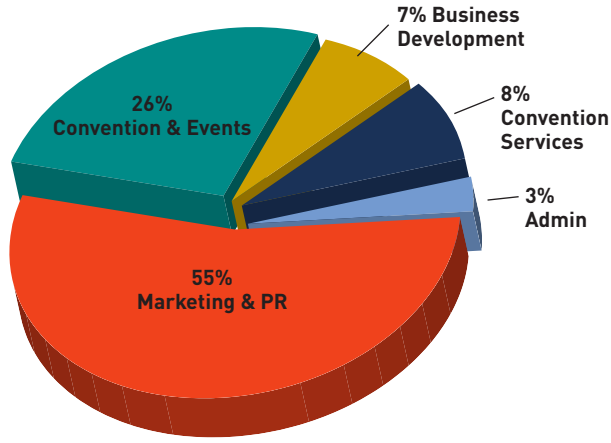
REVENUES	
Public	
City of Salem Contract	$987,230
River2Ridge	$20,300
Regional	
Marion County	$100,000
Polk County	$15,000
Private	
Membership	$119,096
Special Events	$3,435
Promotional Merchandise	$6,278
Grants	$5,000
Other	$1,307
Restricted	
Wine Country Plate	$75,711
TOTAL REVENUES	**$1,333,358**
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.