

THE MOST OREGON  
PART OF OREGON

travel  
salem



2016-2017  
Annual

# report

Promoting Salem & the Mid-Willamette Valley



# yes



**THE MOST OREGON  
PART OF OREGON**

## **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.



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## STAFF

### EXECUTIVE & ADMINISTRATION

**Angie Onyewuchi** President & CEO  
**Tori Middelstadt** Administrative Assistant

### MARKETING & COMMUNICATIONS

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

### CONVENTIONS/EVENTS/SPORTS

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

### MEMBERSHIP

**Sue Nichols** Community Development Director

## 2016-17 BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

**Chair** Jim Rasmussen, Modern Building Systems  
**Vice Chair** Toby Olsen, Hampton Inn & Suites  
**Past Chair** Steve Johnson, ViPS Industries  
**Secretary** Austin McGuigan, Polk County  
**Treasurer** T. J. Sullivan, Huggins Insurance  
Councilor Steve McCoid, City of Salem  
Courtney Busch, City of Salem  
Renee Frazier, City of Salem

### DIRECTORS

Jason Brandt, Oregon Restaurant & 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  
Lisa Sumption, Oregon State Parks & Recreation  
Jim Vu, Citizens Bank

Cover photo courtesy of Nickie Bournias



# message from the chair & ceo

# yes

we are planning a trip to Salem  
we will book our meeting/event in Salem  
the hospitality of the region was great  
we will return

As a customer-centric organization, Travel Salem strives to achieve the “yes.” 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 position.

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 critical for the organization’s health that 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 Onyewuchi  
President & CEO



# key performance measurements

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



Zak Stone

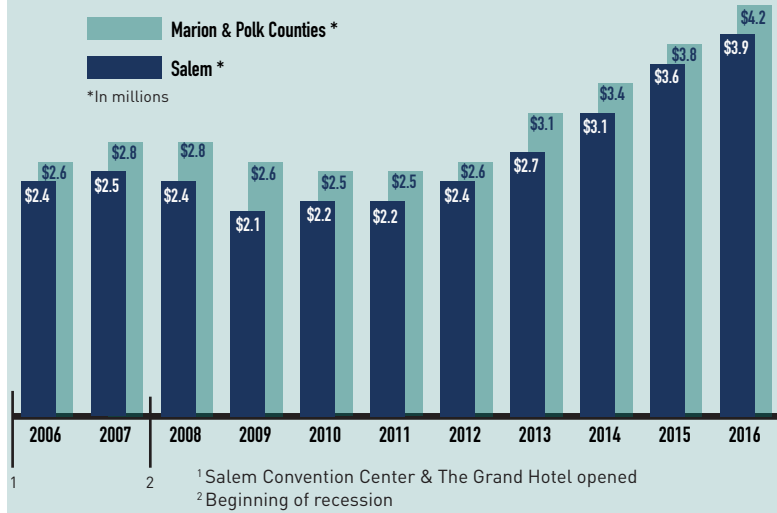
There are several key performance indicators that can provide a sense of the overall economic health of the region’s area tourism industry.

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.

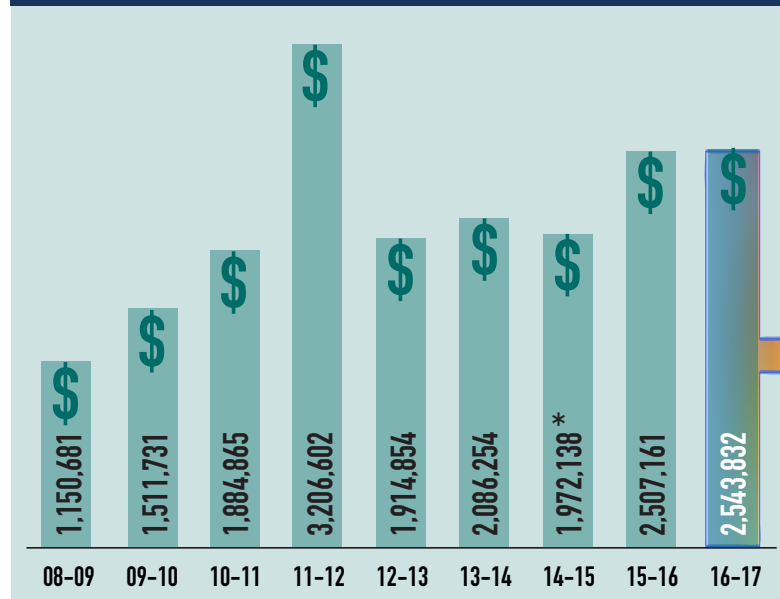
Specific tourism-based activities also provide context for evaluating the big picture, and can reveal trends and key market factors that influence how the organization makes adjustments in program initiatives.

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

## TRANSIENT OCCUPANCY TAX (TOT)



## 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
<b>TOTAL</b>	<b>\$ 2,543,832</b>

# key performance measurements



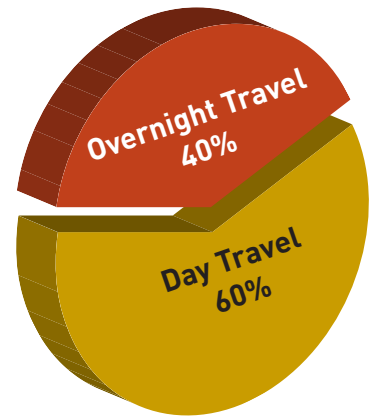
Ron Cooper

SINCE 2010, DIRECT TRAVEL SPENDING IN MARION & POLK COUNTIES HAS GROWN  
**\$14.4 MILLION** ON AVERAGE EACH YEAR

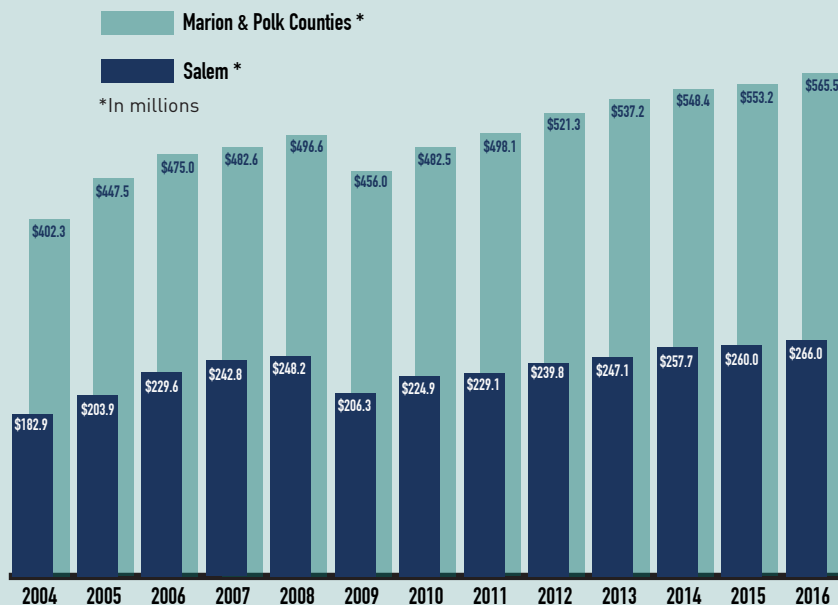
## 2016 ESTIMATED TRAVEL IMPACTS\*

### 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, 1992-2016p, Salem, Oregon, Dean Runyan Associates, [www.deanrunyan.com](http://www.deanrunyan.com)



Ron Cooper

## 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**



# a team effort

CREATE A BROADER UNDERSTANDING OF  
TOURISM AS AN **ECONOMIC DEVELOPMENT**  
**GENERATOR**



Reed Lane Photography

## 2016 ABSOLUTELY FABULOUS ~ MAY 18, 2017 ~ SALEM CONVENTION CENTER

The 7th Annual Absolutely Fabulous Awards was hosted by the Salem Convention Center. Keynote speaker was Travel Salem CEO, Angie Onyewuchi rolling out Travel Salem's new brand "The Most Oregon Part of Oregon."



### 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 introduced a new networking social hour to foster partnerships among members and stakeholders in a lively and casual atmosphere. The first Barside Briefing occurred at Taproot Lounge and Café in February. A second gathering was held in July at 1859 Cider Co. 35+ partners participated in these events.



### 25% CELEBRATION

Travel Salem recognized the Salem Area Lodging Association and the Salem City Council with a celebration to honor the collaborative efforts and vision to adopt stable funding for tourism marketing efforts.

### FOOD FOR THOUGHT

"Food for Thought" was designed to bring participants bite-sized topics easy enough to digest while eating lunch. We all have to eat, right? Why not use lunchtime to learn something new!! Topics have ranged from Social Media and Website 101, to Eclipse Event Planning.

# increased bandwidth



Ron Cooper

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

Travel Salem's financial resources were **up 16%** in 2016-17 due to: City of Salem transient occupancy tax funds (up 28% to \$987,230); additional Wine Country Plate funds of \$75,711; and Membership revenues up 5 %.

## WINE COUNTRY PLATE

Plate sales reached 33,500 by June 2017... generating roughly \$1 million in new resources for culinary tourism promotion across Oregon. The Wine Country Plate is the second-fastest selling specialty license plate in Oregon history. Travel Salem served as the lead for Wine Country Plate funds for Region #1 (Marion, Polk, Yamhill counties) and executed a robust tri-county marketing plan:



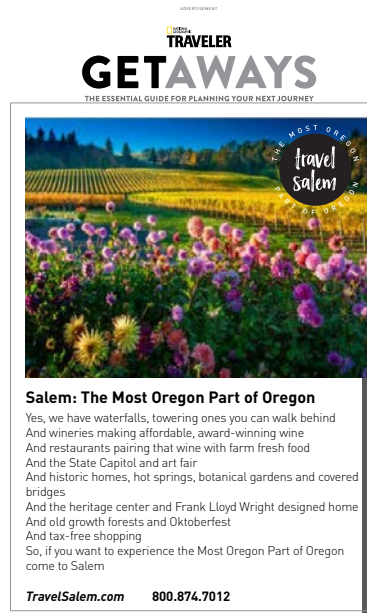
- A robust and integrated social media campaign resulted in **51,902 consumer engagements**, 1+ million impressions and 16,861 click-thrus to TravelSalem.com
- Advertising partnerships with **Willamette Valley Visitors Association, Travel Oregon** and other wine regions

- **Created a Tri-County Charm Trail** that launched in June 2017 with 33 attractions and wineries in the Mid-Willamette Valley participating. Visitors that mention the Charm Trail receive a collectable wine charm.

- Installed a **San Jose Airport exhibit** a "Slice of Oregon," which is a 4' x 16' wine bottle promoting the Willamette Valley wine region and activities and attractions visitors can enjoy.

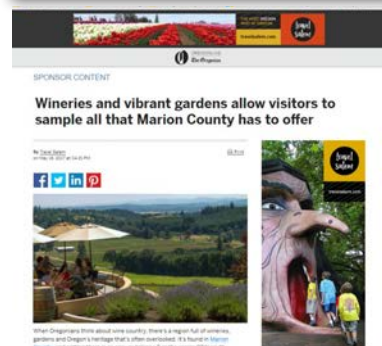


Increased traffic to OregonWineCountry.org by 152% and 3,055 additional subscribers to WVVA's consumer newsletter. Generated **304,769 impressions** through the exhibit and social media promotions.



- Created a **Trip Advisor campaign** targeting food and wine consumers searching for information on wine regions. Generated **433,816 impressions**.
- Created a **National Geographic Traveler campaign** that will continue into 2017-18. To date, **754 inquiries** have been received and sent an Oregon Wine Country visitors guide.

- Created **sponsored content for OregonLive.com** about the Marion, Polk and Yamhill counties region. To date, resulted in **4,827 TravelSalem.com click thrus** and 860 inquiries (promotion runs through October 2017).





# 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**

**395** MEMBERS **↑** **14%**

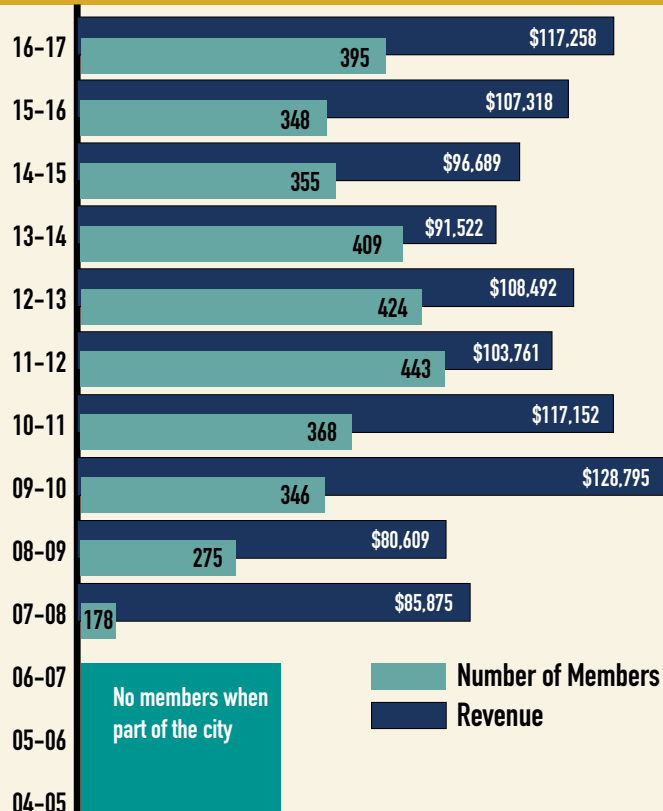


Ron Cooper

Travel Salem's Membership Program delivered a solid year with 395 members at year-end, a 14% increase over prior year. Revenue increased 9% to \$117,258. The program secured 86 new members, a 149% increase.

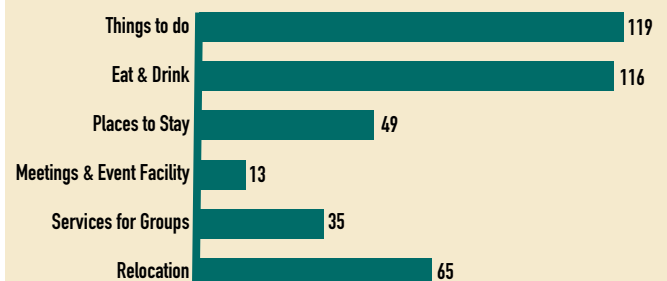
Alongside the new member push, was a successful effort to reduce the number of attritioned members, a 42% reduction over prior year.

## Membership Trends



SLF

## Members by Category



# public relations



**HUFFPOST**

**The Seattle Times**

INCREASE EXPOSURE AND BUILD CREDIBILITY WITH THE MEDIA, POSITIONING THE REGION AS A DESIRABLE TRAVEL DESTINATION AND BOOSTING THE MID-WILLAMETTE VALLEY'S CONSUMER PROFILE

SECURED **\$1.6 MILLION** IN EARNED MEDIA

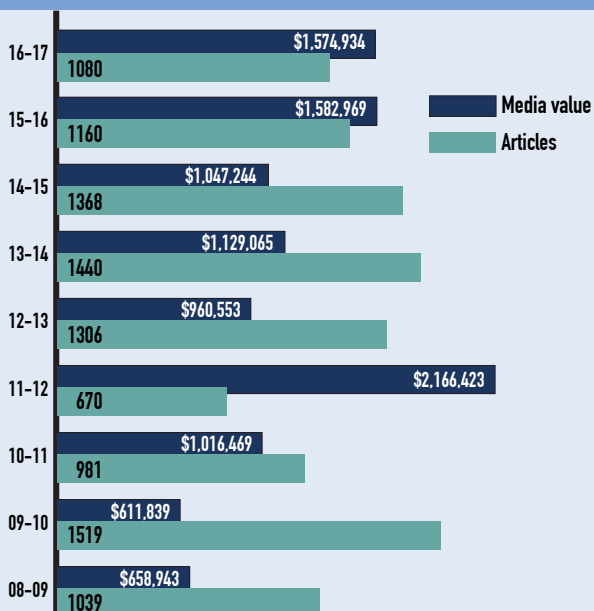
## MEDIA COVERAGE HIGHLIGHTS

- **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 focused on Salem's up-and-coming food and restaurant scene and highlighted 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 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 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 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 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.**

In conjunction with the Willamette Valley Visitors Association, Travel Salem took part in a "deskside tour" trip to Seattle, Washington in March, 2017. During the weeklong trip, Travel Salem's PR Manager met with 12 different writers, bloggers and influencers to pitch story ideas about the Willamette Valley and the Salem region. Five articles and one live radio broadcast have been published so far as a result of the trip.



## Media Value & Articles





# social media

EXECUTE INNOVATIVE SOCIAL MEDIA STRATEGIES  
TO REACH AND ENGAGE CONSUMERS AND DRIVE  
TRIP PLANNING



Break out your summer to-do list!



6 areas to explore in Oregon's North Santiam River Country



Travel Salem in Detroit, Oregon.  
June 30 · 🌐

Amazing, isn't it?



Travel Salem

Travel Company

5.5K Likes 95 Comments 524 Shares

Learn More

## SOCIAL MEDIA

Social Media	16-17 YTD	+/-	15-16 YTD	14-15 YTD
<b>Facebook</b>				
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	21,645%	339	NA
<b>Instagram</b>				
Followers	2,645	154%	1,042	431
Posts	132	149%	53	65
Engagements	15,805	676%	2,036	NA
<b>Twitter</b>				
Followers	6,101	7%	5,687	4,537
Updates	370	-19%	455	473
Retweets	714	68%	424	
@Replies/Mentions	325	30%	249	257
<b>Pinterest</b>				
Followers	472	26%	374	322
Pinned events	31	0	31	54
<b>Video Content</b>				
YouTube views	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 an outdoor recreation campaign 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:

Each of 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**.

# visitor outreach

UTILIZE A DYNAMIC VISITOR INFORMATION NETWORK AND GUEST SERVICES PROGRAM THAT **CONNECTS CONSUMERS WITH BUSINESSES AND EXPERIENCES**



Frank Barnett

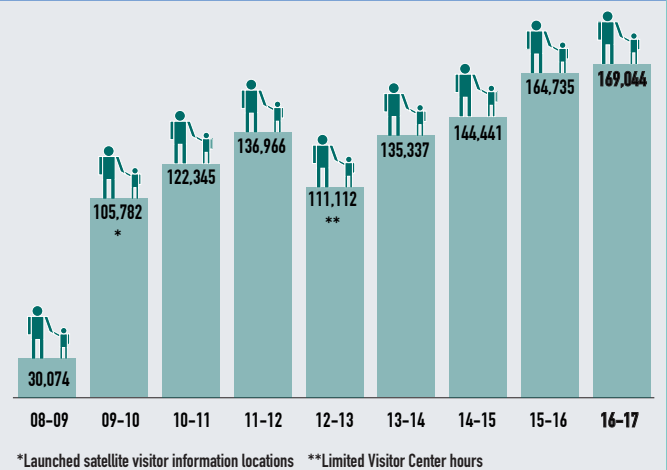
## VISITOR OUTREACH & INQUIRY FULFILLMENT

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 Salem Visitor Center
- BEST WESTERN PLUS Mill Creek Inn
- Red Lion Hotel
- Phoenix Inn South
- Willamette Heritage Center
- Salem Convention Center
- Lancaster Mall
- Amtrak
- Salem AAA
- Salem Airport

## VISITOR INFORMATION NETWORK



## TRAVEL SALEM SERVICED 26,039 CONSUMER INQUIRIES

- 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.

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

## 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.



- Published monthly e-communications with over **130,000 total impressions** to 2,522 consumers, local residents and the local visitor industry promoting events and activities throughout the Mid-Willamette Valley.
- Hosted two groups of journalists and social media influencers on a familiarization trip of the region. One group was interested in the region's outdoor recreation assets; and the other group was interested in wineries and culinary offerings.



A photograph of a forest stream. In the foreground, several dark, wet rocks are partially submerged in the water. Bright yellow autumn leaves are scattered across the rocks and floating in the water. The stream flows towards the background, surrounded by dense forest. The trees have green and yellow foliage, suggesting an autumn setting. The water is slightly rippled, and the overall scene is peaceful and natural.


# yes



**THE MOST OREGON  
PART OF GARDEN**

...set from tulips, and chess, and tree-free shopping, and the historic  
State Capitol, and you'll find Christmas tree farms and a commune  
from the 1960s and everything else you're craving to Oregon for.

Visit [travelsalem.com](http://travelsalem.com) or call 800.874.7612 to get started!

[illegible]

yes

we have covered bridges  
and a heritage woolen mill  
and a home designed  
by Frank Lloyd Wright  
and everything else you're  
coming to Oregon for.

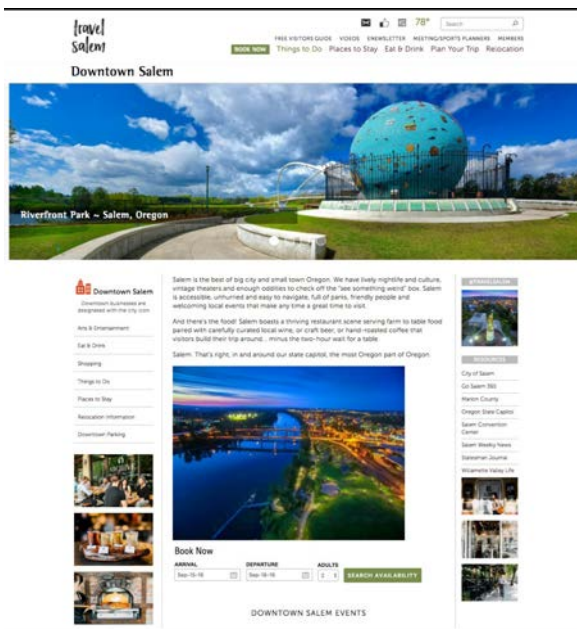
[travelsalem.com](http://travelsalem.com)

So, if you're coming to Oregon, why not come and stay in the most Oregon part of it?

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# online marketing

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



## TRAVELSALEM.COM

- Phase II of the website redesign was implemented resulting in a mobile-friendly site for optimum user experience.
- Completed site audit and SEO audit to improve site performance and site ranking in search results.
- Expanded membership region boundaries which provides the visitor with more choices for their trip planning itinerary.
- Developed 4 new landing pages that featured area special events and new tours

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

## BOOKING ENGINE

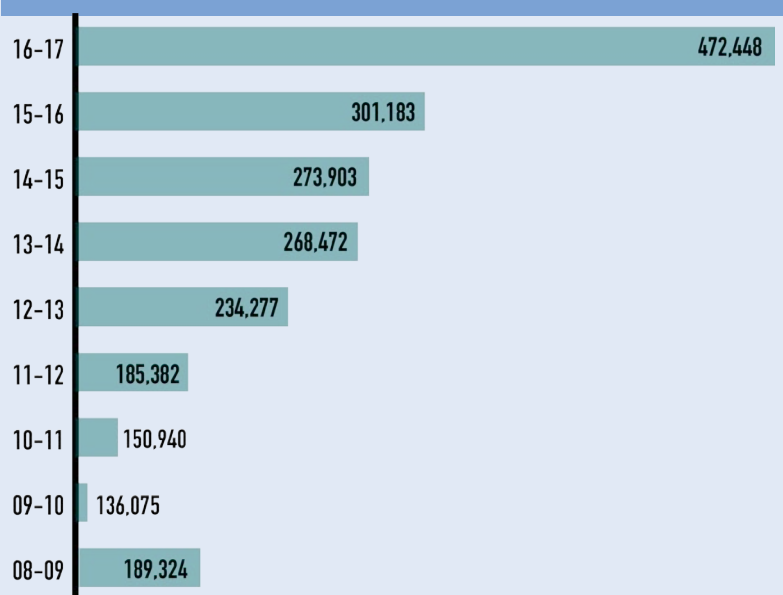
- Launched Trip Advisor campaign to drive targeted visitors to "Book Now" on TravelSalem.com. Multiplied this effort with internal Google AdWords campaign promoting lodging options.
- Developed Special Event Lodging pages to further increase the exposure of the booking service during targeted event dates

**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 (up 45%)**

**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 (Click Through Rate): 2.96%**

- **Event Promotion**

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



# willamette valley visitors association

EXPANDING TRAVEL SALEM'S CAPACITY AND REACH BY  
BUILDING AWARENESS OF THE WILLAMETTE VALLEY  
AS A **PREMIER YEAR-ROUND TRAVEL DESTINATION**



**Willamette Valley**  
OREGON WINE COUNTRY

## COMMUNICATIONS

- Pushed 45 original articles focusing on "wine plus" themes to **16,061 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 conference that **generated 7 stories**

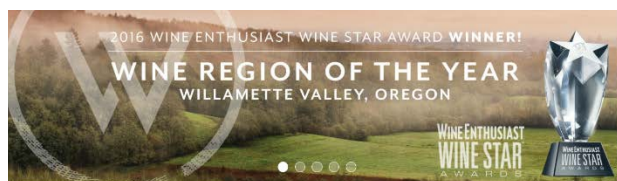
## CAMPAIGNS/PROMOTIONS

- Participated in Travel Oregon's Spring, Fall and Winter Consumer campaigns
- Advertised the Willamette Valley in the Brand USA guide, which is used to promote visitation to the United States, by the US Travel Administration
- 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 8500+ consumers, 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.



## OREGONWINECOUNTRY.ORG & SOCIAL MEDIA

- Launched 6 "wine plus" content themes on social media channels & OregonWineCountry.org driving online visitation up **17%**
- Instagram followers increased to **4,000**.
- SEO program increased organic traffic by **17.41%**; new user rate increased 18% and the bounce rate dropped to 14%



## TRAVEL TRADE

- Oregon Wine Country representation at IPW, ITB, Active America China, Western Canada Road Show and Vancouver Outdoor & Adventure Show. These are travel trade shows where destination marketing organizations have appointments to meet with international tour operators, travel agents and media to promote their destination and build relationships with the ultimate goal of booking business, being included in travel catalogs and securing international media exposure.
  - **IPW (International Pow Wow)** –The USA's largest international inbound travel trade and media marketplace. **Met with 77 tour operators and 4 media.**
  - **ITB/Berlin** – The largest travel trade show in the world focusing on the German market. **Met with 40 tour operators and 22 media.**
  - **Active America China** – Met with **16 tour operators.**
  - **Travel Trade Western Canada** – Distributed WVVA information to **35 tour operators and travel agents.**
  - **Toronto Show** – Met with 17 tour operators and 32 media
  - **Vancouver Show** – Met with **65 media** and **travel trade** representatives
- 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

# destination development



RESEARCH & FACILITATE THE DEVELOPMENT OF **NEW TOURISM PRODUCTS** THAT ENHANCE THE DESTINATIONS APPEAL



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 May at Cinco de Micro with 1,000 passports sold and in circulation.



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.

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, E.Z. 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.



Worked with the **North Santiam River Territory** 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 took place, during the Eclipse, throughout the North Santiam River Territory.

## ECLIPSE PLANNING

During FY 16-17 planning took place throughout the Salem and two-county region for the August 21, 2017 **Great American Eclipse**.



- 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 media** 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.



# conferences & events

**CONTRIBUTE TO THE OVERALL ECONOMIC HEALTH OF THE REGION BY BOOKING CONVENTIONS & EVENTS THROUGH DIRECT SALES EFFORTS, COOPERATIVE PROMOTIONAL EFFORTS & INNOVATIVE MARKETING STRATEGIES**



File Photo

## 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 Salem Convention Center,

there were 900+ attendees from the U. S and Canada.

- **Connect Pacific Northwest** in Seattle – An appointment based tradeshow focused on meeting and event planners. Travel Salem had 17 appointments with planners for potential future business
- **Spotlight Travel Northwest** in Albany- A new tradeshow focused on tour operators from throughout the U. S. There were 50+ group tour operators from across the U.S.
- Attended **Annual Industry Convention and Trade shows** – Meeting Professionals International Cascadia Conference, Greater Oregon Society of Government Meeting Professionals, BRAVO! and Oregon Society of Association Managers.

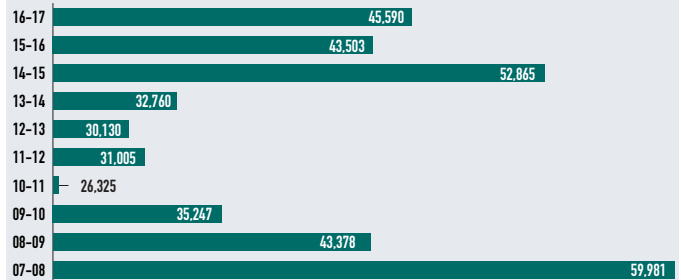


- The Director of Services joined the Board of Directors for the **Oregon State Fair Foundation** and the **Greater Oregon Society of Meeting Planners**.

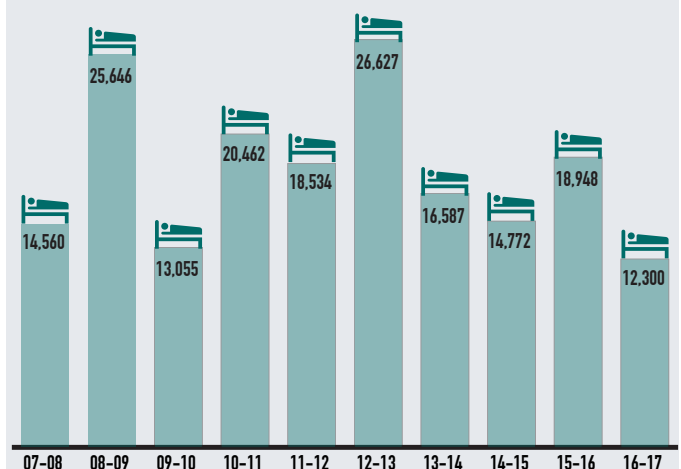
**Convention, Sport & Event  
Estimated Economic Impact  
\$10,122,896**

**Future Bookings Impact  
\$13,350,700**

## Delegates



## Room Nights



# sports sales & marketing



Reed Lane Photography

**EXPAND THE ECONOMIC IMPACT OF SPORTS  
AND EVENTS TO THE REGION**



- Attended the **ASA/USA Softball Conference** in Shreveport, Louisiana. Networked with softball events planners from across the country to market Salem as a softball destination.



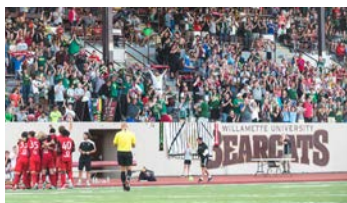
- Attended the 2017 **National Association of Sports Commissions Sports Events Symposium** in Sacramento, California. Met with 29 event organizers and secured 7 RFP's for future business.



- Attended the **ConnectSports Marketplace**

**Tradeshow** in New Orleans, Louisiana. Met with 32 event organizers and generated 10 leads for future business.

- Assisted with promotion of **Hoopla** by co-sponsoring Hoopfest with Hampton Inn and Suites. Increased size of tournament by 41 teams, for a total of 988 teams. This is the 2nd largest 3v3 event in the country!



- Marketed the new **Salem Timbers U23** team to the community. For the 2017 season they had an average of 723 people per game.

- 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.



- Facilitated Quarterly **Sports Committee** meetings to discuss future business opportunities. There are currently 27 members on the committee.



On September 16-17, 2017, Salem and the Mid-Willamette Valley will host the first River 2 Ridge Relay event. Modeled after MontBell's Sea to Summit series in Japan, the 60-mile adventure sporting event will feature 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 a signature event 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.

# 59

**GROUPS ASSISTED**  
**43,846 DELEGATES**

## 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



Ron Cooper

## HOSTED THE TRAVEL & WORDS CONFERENCE



The convention of 125 plus travel writers was held at the Salem Convention Center. Travel Salem partnered with the Convention Center to sponsor the opening night reception,

and hosted a dessert event at the historic Roger Yost Gallery. Travel Salem showcased the region's bounty by partnering with: Cherry Country Orchard, Chira's Restaurant, Croissant & Co., Sugar Sugar, Willamette Valley Grill, Popcornfetti, Rogue Brewery, Brooks wines, Eola Hills Wine Cellars, Johan Vineyards, Lady Hill Winery and Willamette Valley Vineyards. There have been six articles published so far as a result of hosting the 2017 Travel & Words Conference, two more are pending.



## TRAVEL OREGON WELCOME CENTER FAM

The familiarization (FAM) tour showcased Salem and the region's many assets to the staff of the 7 Welcome Centers operated by Travel Oregon throughout the state. The tour hosted 28 tourism professionals 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)



# financial reports

TRAVEL SALEM GENERATED A **3.27:1** RATIO TO MAXIMIZE THE CITY OF SALEM'S INVESTMENT FOR THE REGION'S TOURISM PROMOTION

## REVENUES

### Public

City of Salem Contract	\$987,230
River 2 Ridge	\$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
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**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)**

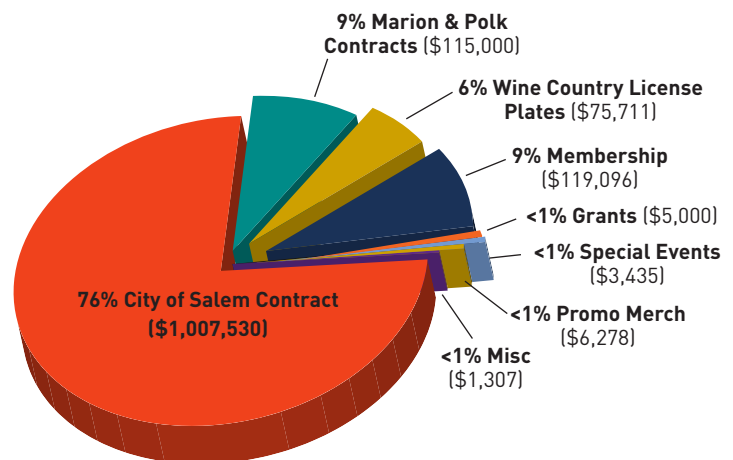
### Other Income – Leverage

Visitors Guide	\$72,262
Volunteers	\$307
Media	\$1,474,934
Advertising	\$42,843
In-Kind	\$585,898
WVVA/Regional	\$325,350

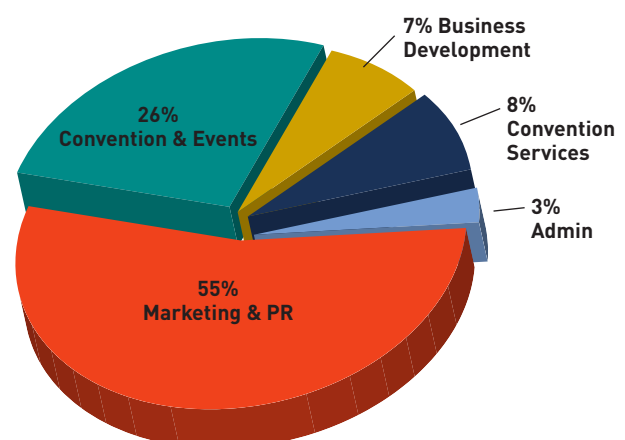
**TOTAL LEVERAGE \$2,501,594**

**91% of all revenues go toward direct visitor services**

## REVENUE SOURCES



## PROGRAM EXPENDITURES\*\*



\*\*Program costs include overhead expenses.

\* Deficit related to restricted funds