

THE MOST OREGON
PART OF OREGON

ATTACHMENT 1

travel
salem

2017-2018
Annual

report

Promoting Salem & the Mid-Willamette Valley

yes



Ron Cooper

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, and serves 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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Matt Bonnicksen Sports & Events Sales Manager
Tara Preston Service & Events Manager
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Sue Nichols Community Development Director

2017-18 BOARD OF DIRECTORS

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message from the chair & ceo



yes

The visitor industry continues to thrive in the Salem region. In 2017, visitors contributed a record **\$593.1 million** in estimated economic impact – up **4.5% over the previous year**. The transient occupancy tax (TOT) grew 6.6%, generating a record **\$3.92 million** in tax revenue. Leverage, the donated products and services secured by Travel Salem to supplement revenue streams, was on par with last year at **\$2.5 million**.

This past fiscal year, we worked to maximize the return on existing programs, increase our bandwidth and adopt new technologies to enhance the visitor experience. Highlights of the past year include:

- Travel Salem took the lead in bringing together key stakeholders in government, emergency management and the tourism industry to help plan events and prepare for the unprecedented influx of visitors expected during the **Great American Eclipse**. In all, the event generated approximately **\$11.3 million** in economic impact and more than **\$283,000** in earned media coverage.
- Travel Salem Launched **Utrip, an online trip planning tool** that allows visitors to build personalized itineraries based on their interests and preferences. Travel Salem became the first destination marketing and management organization (DMMO) in Oregon to adopt the new technology.
- In June 2018, more than 700 Airstream trailers arrived as Salem hosted the **61st Wally Byam Airstream Club International Rally** at the Oregon State Fairgrounds & Expo Center. We welcomed approximately 1,400 visitors who infused an estimated **\$500,000** into the economy during the week-long rally.
- In partnership with the Willamette Valley Visitors Association and other stakeholders in wine and culinary tourism, we implemented the **"Slice of Oregon"** promotion at Portland International Airport. The massive wine bottle display reached more than **2.8 million** travelers and generated more than **6,700** entries in the sweepstakes portion of the promotion.

We want to sincerely thank our partners: the **City of Salem, Marion County, Polk County and our members** throughout the region, for your continued support. As we move into 2018-19, we will continue to monitor national trends, respond quickly to economic factors that impact the industry and leverage growth opportunities. We will continue to implement sustainable tourism initiatives that bring traded-sector dollars to our community, while delivering on Travel Salem's brand promise of quality, excellence and innovation.



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**



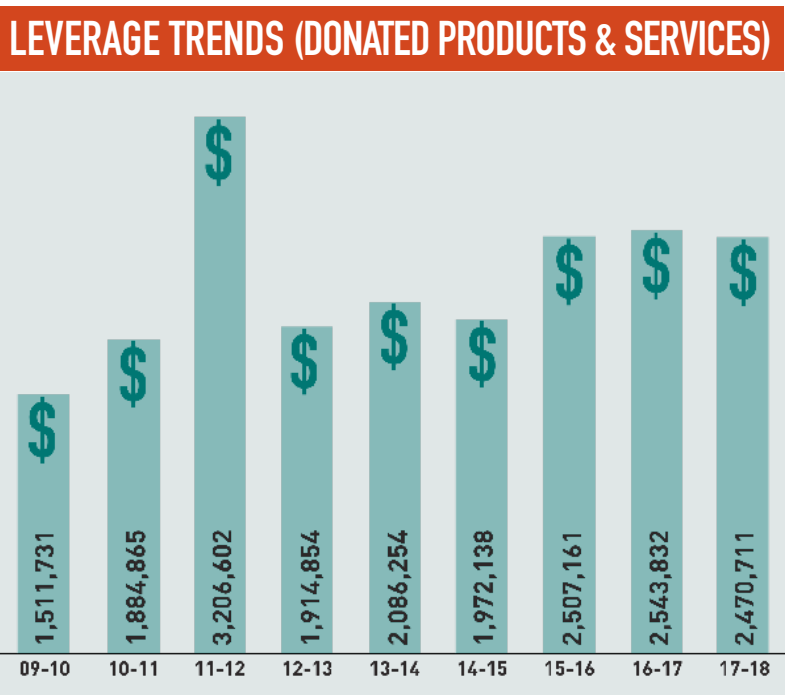
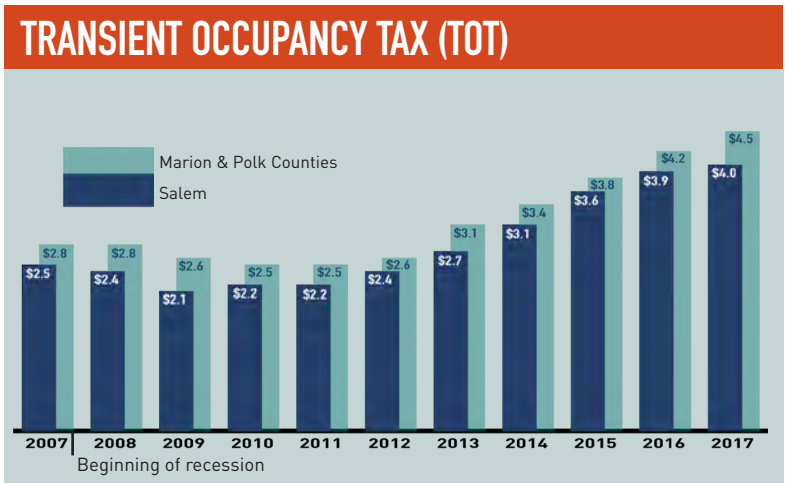
Kelly James

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.



*Leverage down due to less TV media exposure

2017-18 LEVERAGE	
Media	\$1,423,206
In-Kind	\$333,323
WVVA	\$590,583
Visitors Guide	\$70,917
Advertising	\$44,565
Volunteers	\$8,118
TOTAL	\$ 2,470,712

key performance measurements



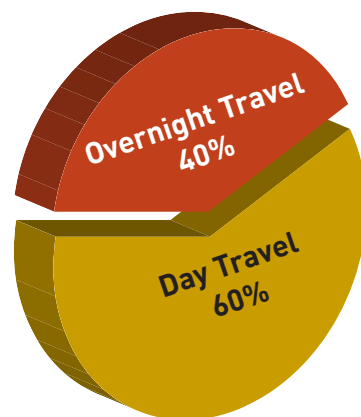
Zak Stone

SINCE 2010, DIRECT TRAVEL SPENDING IN MARION & POLK COUNTIES HAS GROWN **\$13.6 MILLION** ON AVERAGE EACH YEAR

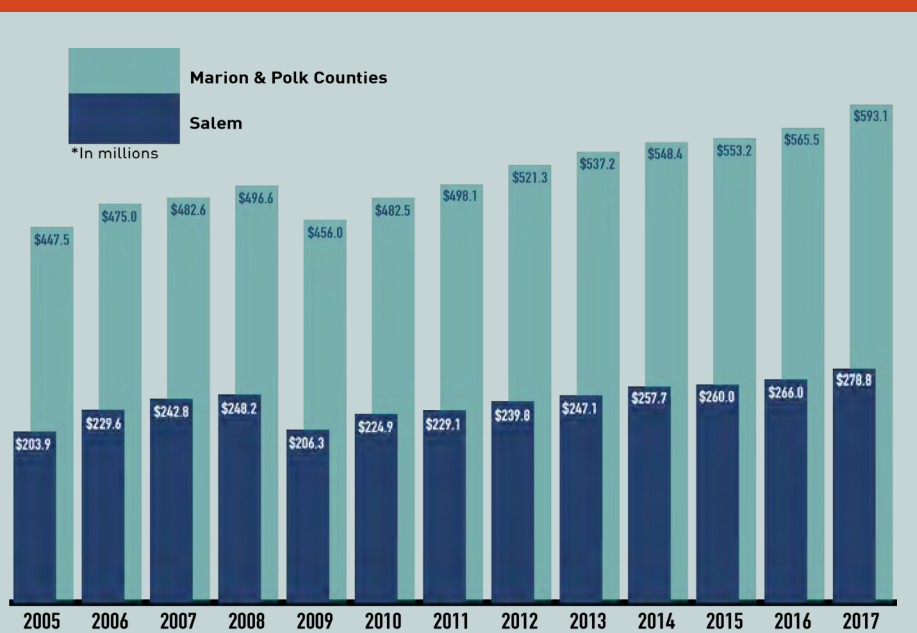
2017 ESTIMATED TRAVEL IMPACTS*

MARION & POLK COUNTIES

Arts & Entertainment	\$139.3 million
Food & Beverage	\$147.3 million
Accommodations	\$85 million
Retail Sales	\$59.9 million
Food Stores	\$55.7 million
Local Transportation & Gas	\$42.9 million
Other Travel	\$62.9 million
Direct Travel Spending Total	\$593.1 million
Direct Earnings	\$163.2 million
Jobs	6,910



ESTIMATED ECONOMIC IMPACT*



*Source: Economic Impacts of Travel, 1992-2017p, Salem, Oregon, Dean Runyan Associates, www.deanrunyan.com



Cyndi Easterly

MARION COUNTY VISITOR STATS

- Visitors made roughly **2 million** trips to Marion County
- On average, there were **2.6 people** per travel party
- They spent **\$132 per day**
- And stayed **2.7 nights**

a team effort

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



TRAVEL SALEM 2018 ANNUAL MOPO AWARDS ~ MAY 3, 2018 ~ SALEM CONVENTION CENTER

The 8th Annual Travel Salem Awards event was hosted by the Salem Convention Center. The keynote speaker was Travel Salem CEO Angie Onyewuchi.

2017-18 AWARD WINNERS



The Most Corona Award
Oregon State Fair & Expo Center



**The Most Oregon Part
of Oregon Award**
Salem Convention Center



The Most Entertaining Award
Elsinore Theatre



The Most Inspired Award
River Fusion 22



The Most Innovative Award
Brooks Winery



The Most Connected Award
City of Salem - Peter Courtney
Minto Island Bridge



The Most Visionary Award
Salem Brewery Association

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 ranged from Social Media Best Practices and Website 101, to Media Relations and Grant Opportunities. There were **75 businesses and organizations** that attended these educational events.

BAR SID E BRIEFINGS

Travel Salem continued a networking social hour to foster partnerships among members and stakeholders in a lively and casual atmosphere. Four Barside Briefings were held at 1859 Cider Co., Bari, Chira’s and Victory Club. There were **86 members and stakeholders** that attended.

MARKETING EXCHANGE

Travel Salem held a **State of the Industry** Marketing Exchange luncheon where the 2016-17 annual report, economic impact numbers and new programming for 17-18 was presented.

increased bandwidth



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

HIGHLIGHTS

WINE COUNTRY PLATE

Plate sales reached **39,653** by the end of June 2018, **generating roughly \$1.19 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. Highlights include:

- **Digital Asset Management (DAM) System**

The DAM system manages image and video assets from the entire region for easy and efficient access. Currently, over **5,000 images and numerous videos** are saved in the DAM, which allows for keyword search and various detailed filters to manage the assets.

- **Charm Trail Brochure**

The second year of the Tri-County Wine Charm Trail began. This promotion encourages repeat visitation to the region through a collectable wine charm. Over **13,032 charms were distributed** in year one and 95% of first year participants have renewed for this collaborative program.

- **Portland Airport Activation**

Launched a **12-week Portland Airport campaign** promoting the region's wine, history and recreational offerings. "A Slice of Oregon," also known as the 16-foot Pinot noir bottle, was displayed at PDX in Concourse "C", which serviced Alaska flights and **2.8 million travelers** during the 12-week run. Between each slice of the plexiglass that makes up the wine bottle, is a diorama of things to see and do in the region (vineyards, historic homes, covered bridges, agriculture, recreation etc.). The campaign also included digital advertising throughout the airport.

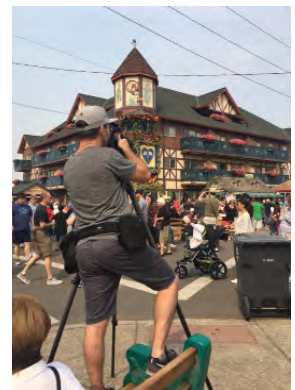
- **Willamette Valley Winery Assn. Partnership**

Partnered with the Willamette Valley Winery Association to bring in wine and **food writers for a familiarization trip** throughout the region. This project will take place in FY 18-19.



- **Sizzle Videos**

Produced three **sizzle videos**, one representing each county (Marion, Polk, Yamhill). These videos were funded by the Wine Country License Plate funds and are promoted by each county, through TravelSalem.com and social media platforms.



membership

CREATE PARTNERSHIPS & GENERATE RESOURCES THAT ALLOW TRAVEL SALEM TO SERVE IN A REGIONAL CAPACITY



Ron Cooper

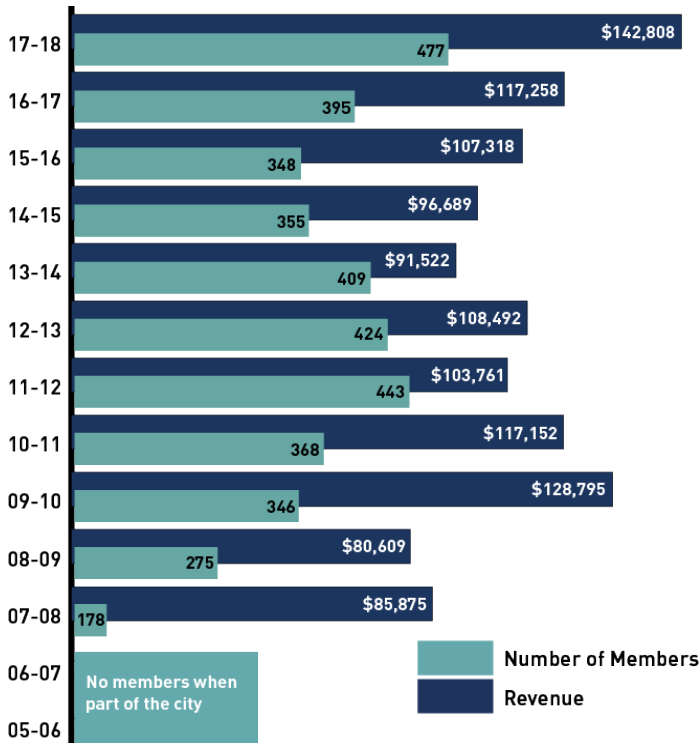
477 MEMBERS = 21% INCREASE

115 NEW MEMBERS = 144% INCREASE

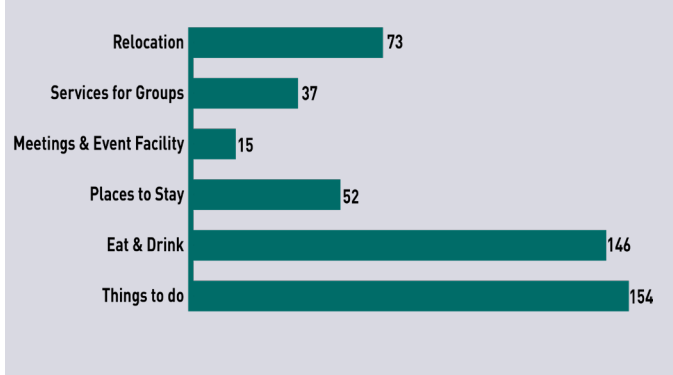
\$142,808 REVENUE = 22% INCREASE



MEMBERSHIP TRENDS



MEMBERS BY CATEGORY



public relations

POSITIONING THE REGION AS A TOP TRAVEL DESTINATION THROUGH STORY-TELLING AND STRATEGIC COMMUNICATIONS

SECURED **\$1.4 MILLION** IN EARNED MEDIA

MEDIA COVERAGE HIGHLIGHTS

10 Amazing Adventures to Take with Your Dog – Published by **National Geographic Travel** in July 2017. Freelance writer Jen Sotolongo included the Willamette Valley’s Scenic Bikeway and its starting point at Champoeg State Heritage Area in her feature article about best dog-friendly bicycle routes in the USA. **Impressions: 2,080,000. Media Value: \$45,760**

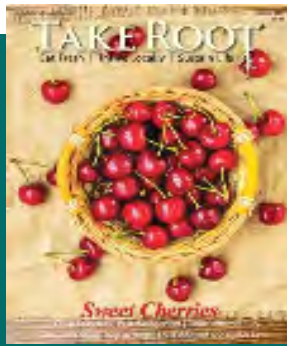
Welcome to Cherry Country – Published by **Take Root Magazine** in August 2017. This two-page feature article highlighted Salem’s Cherry Country Orchard & Chocolate Factory and the role that cherries played in shaping the industry in the Salem region. **Impressions: 50,000. Media Value: \$6,000**

There Goes the Sun – Published by **Hemispheres (United Airlines in-flight magazine)** in August 2017. Feature article about the Total Solar Eclipse. They named Salem as one of the top U.S. cities to view the Eclipse and included the Salem-Keizer Volcanoes baseball game that took place during the event. **Impressions: 7,000,000. Media Value: \$25,000**

5 Small Towns in Oregon that are Worth a Visit – Published by **USA TODAY** in September 2017. Silverton was included in this feature article showcasing small towns not to miss in Oregon. Mentions included The Oregon Garden, the Gordon House and Seven Brides Brewing. **Impressions: 1,300,000. Media Value: \$39,000**

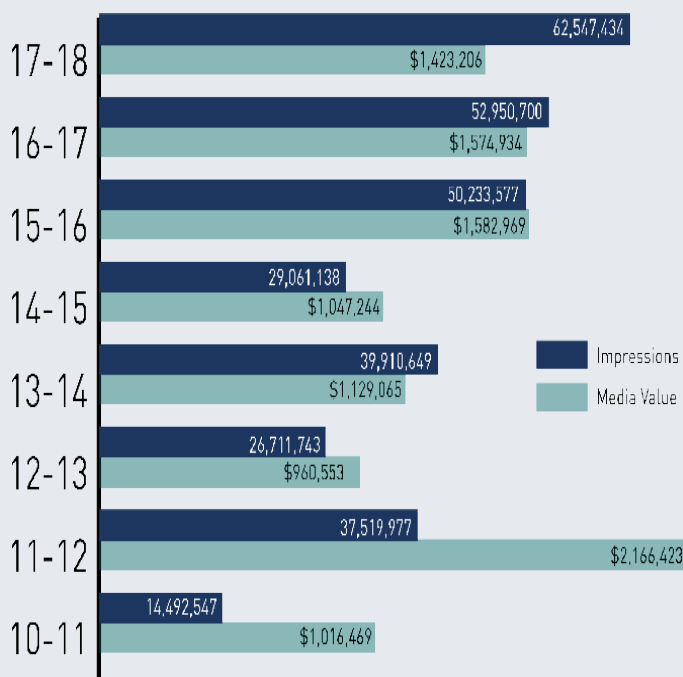
Try These Yoga Hybrids – Published by **Northwest Travel & Life** in November 2017. Freelance writer Teresa Bergen produced a feature article about offbeat yoga classes in the Northwest and included Beer + Yoga classes at Gilgamesh Brewing. **Impressions: 125,000. Media Value: \$5,216**

Fun in Oregon: The Tri-County Charm Trail – Published by **1859 Magazine** in March 2018. A feature article about the new Charm Trail included a list of all attractions on the Trail. **Impressions: 75,000. Media Value: \$6,000**



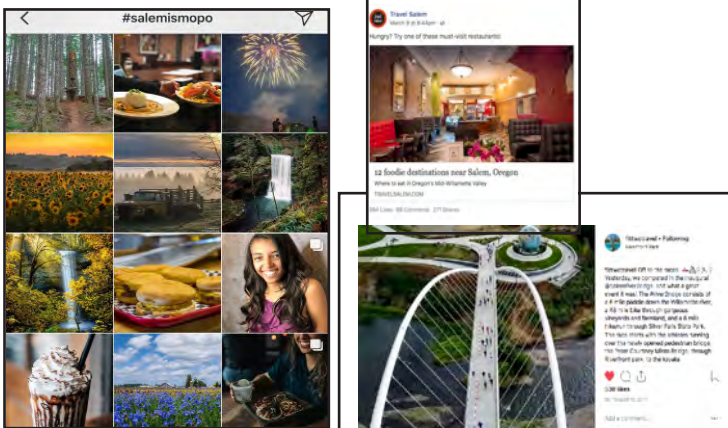
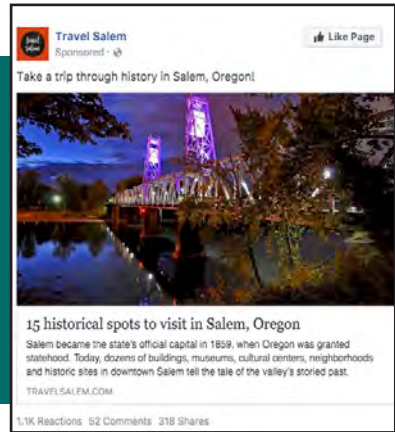
Hosted 29 writers and bloggers for FAM (familiarization) tours of the Salem region in 2017-18. These FAM tours resulted in 32 articles and blog posts. In conjunction with the Willamette Valley Visitors Association, Travel Salem participated in a “desk-side tour” trip to San Francisco in March 2018. During the four-day trip, met and gave presentations to 10 top-tier media and pitched story ideas about the Salem region. The tour resulted in three articles and one blog post, as well as two familiarization tours booked for 2018-19.

MEDIA VALUE & ARTICLES



social media

EXECUTE INNOVATIVE SOCIAL MEDIA STRATEGIES TO EXPAND BRAND AWARENESS AND DRIVE TRIP PLANNING

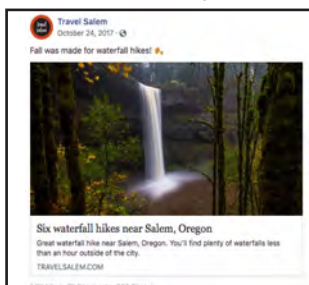


SOCIAL MEDIA					
	14-15	15-16	16-17	17-18	+/-
Facebook Page Likes	8,100	9,484	20,315	29,100	43%
Instagram Followers	431	1,042	2,645	4,193	59%
Twitter Followers	5,179	5,687	6,101	6,501	7%
Social Media Engagements	14,347	29,916	188,257	195,475	4%
Blog Pageviews	N/A	N/A	60,000	206,000	243%
YouTube & Facebook Video Views	15,093	12,031	84,783	98,882	17%

SOCIAL MEDIA HIGHLIGHTS

Launched local influencer program partnering with four Salem-area Instagram users to promote events, attractions and businesses. These local influencers shared their experiences with their **21,389** social media followers. They visited 14 locations, resulting in **25 promotional posts** to their Instagram pages and more than **860 new images** in Travel Salem’s user-generated content library. Consumers are more likely to be called to action through third party endorsements.

Created 29 blog posts featuring more than **530 events, attractions and businesses** in the Mid-Willamette Valley. The blogs were promoted through Travel Salem’s social media platforms and email subscription list. The blogs drove **206,000 pageviews** on TravelSalem.com.



Ran three historic downtown campaigns utilizing blog posts and user-generated content to highlight Salem, Silverton and Dallas. The campaigns drove more than **25,500 pageviews** on TravelSalem.com, **14,330 Facebook engagements** and **569,711 Facebook impressions**.

Launched #SalemisMOPo on Instagram. More than **2,800 images** were tagged with this hashtag in the first year through Travel Salem’s efforts as well as visitors and area residents.

Created a subscription service for the Travel Salem blog. New blog posts are sent directly to a subscriber’s email. The blog secured **1,175 subscribers**.

Hosted influencers, Tip and Tarah Vongbouthdy, from Portland, for Salem’s inaugural **River 2 Ridge Relay**. They attended the symposium and paddled, biked and hiked from downtown Salem to Silver Falls State Park. They shared several posts promoting the relay to their Instagram, Facebook and Twitter pages. They also posted a blog to their website and a video to YouTube. Their Instagram posts resulted in more than **1,850 engagements** from their **10,500 followers**.

Ran three Facebook “page like” campaigns to target people who may be interested in visiting Salem and encourage them to follow the Travel Salem Facebook page. The campaigns resulted in more than **3,000 new page likes** and **103,000 impressions** from Facebook users in Oregon, California, Nevada, Idaho, Washington and Canada.

Promoted Travel Salem’s three new videos, “Where Wine & Beer Live in Harmony,” “Where Food is the Experience” and “Where Recreation is the Art of Living,” on Facebook. The videos generated more than **38,000 views**.



visitor outreach



Zak Stone

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

VISITOR OUTREACH & INQUIRY FULFILLMENT

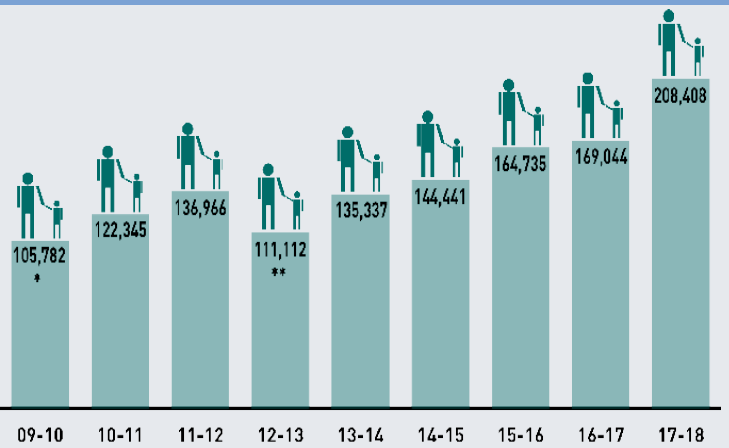
The Travel Salem Visitor Information Network served 208,408 visitors in 2017-18 an **increase of 23%** over the previous year.

THE NETWORK INCLUDES:

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

Travel Salem serviced **26,391** consumer inquiries and **538** relocation inquiries. Each request was sent customized information to fit the consumers request.

VISITOR INFORMATION NETWORK



*Visitor Center moved to High Street Location. **Visitor Center closed on Saturdays.

Ran full-year advertisement in the **Oregon Scenic Byways** magazine promoting the region's "off the beaten path" trails (150,000 impressions).



Ran full-year advertisement in the **Travel Portland Visitors Guide** to promote the Salem region to Portland residents and visitors (150,000 impressions).



#SalemIsMOPO

Produced the 2017-18 Salem Area Visitors Guide with **140,000 distributed to over 800 locations** throughout Oregon, Washington, California and British Columbia.

Published monthly e-communications, with **202,903 total impressions** to 15,203 consumers, residents and the visitor industry, promoting events and activities throughout the Mid-Willamette Valley.



Event Promotion - Marketed and promoted **4,192 Salem area events**, an average of 349 events per month.

great american eclipse

SERVE AS A RESOURCE FOR THE COORDINATION OF THE 2017 GREAT AMERICAN ECLIPSE. MARKET THE REGION AS THE OREGON ECLIPSE DESTINATION

\$11.3 MILLION
ESTIMATED ECONOMIC IMPACT

153,924 PEOPLE
ATTENDED REGIONAL EVENTS



ECLIPSE COORDINATION

The Salem region was on the line of totality for the **August 21, 2017, Great American Eclipse**. Planning and coordination began in earnest in 2015, developing events throughout Salem and the two-county region. New camping and Airbnb locations sprouted up to accommodate the influx of visitors.

Travel Salem coordinated **inter-governmental agency meetings** to prepare for traffic, fire, waste management and safety concerns.

TravelSalem.com - An eclipse page was added to TravelSalem.com (**99 events/56 lodging and camping locations**)

87,394 user-sessions (**488% increase**)

Eclipse page - **49,157 views**

Events page - **63,424 views**



E-Cclipse Newsletter - Created an eclipse newsletter featuring promotions, events and lodging (**2,629 subscribers**).

Salem Area Visitors Guide - Created a two-page spread in the Salem Area Visitors Guide promoting eclipse events.

Eclipse Map - Created an online map with **134 viewing locations**, events and camping opportunities.

Social Media - Posted 15 Facebook updates reaching **241,000 people** (6,343 likes, 1,291 shares and 510 comments).

Posted **15 Twitter updates** with **165 likes** and **34 retweets**

Posted **two Instagram eclipse photos** generating **489 likes** and **11 comments**

Public Relations - Travel Salem pitched the Salem region as the perfect location to view the eclipse. Secured 24 published articles (print, broadcast and online) with 15.5 million impressions. **Earned media value of \$283,349.**

Salem Visitors Center - Between August 18-21 there were **1,155 visitors assisted in the Visitors Center** (700% increase over usual visitation) and 5,000 pairs of eclipse glasses were sold.

Lodging - **2,464 room nights** reported from 11 lodging locations.

Salem City Parks - **2,300 people overnighted** in Salem parks and 10,500 were in parks for the viewing of the eclipse.

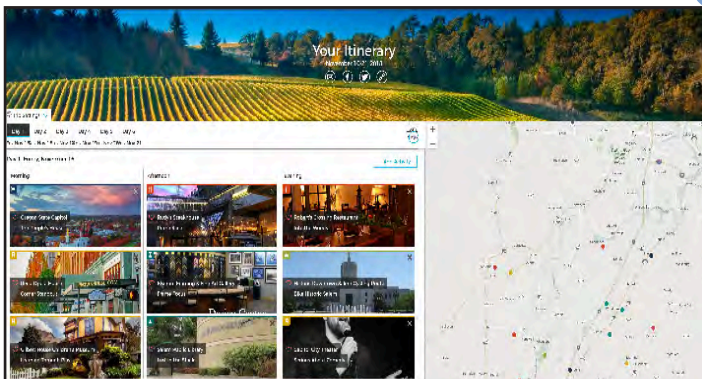
Group Tour - Groups from **California and Japan** made Salem their destination for eclipse viewing.



online marketing

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

ONLINE VISITS INCREASE 52%



TRAVELSALEM.COM

Utrip - Launched Utrip, which is an **online itinerary builder** that allows consumers to easily build custom itineraries based on their interests.

Specialty Pages - Updated specialty and seasonal landing pages that feature **special events and niche trails** including: Thanksgiving Wine Weekend and the Salem Ale & Cider Trail.

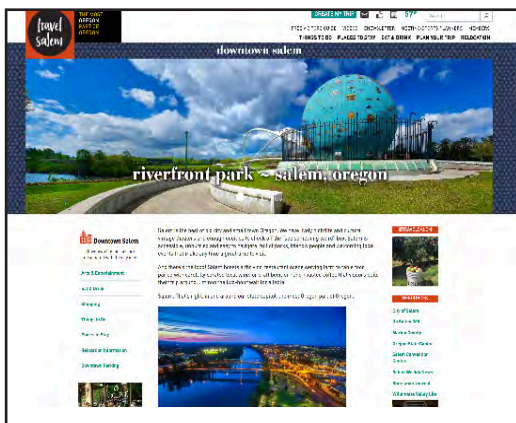
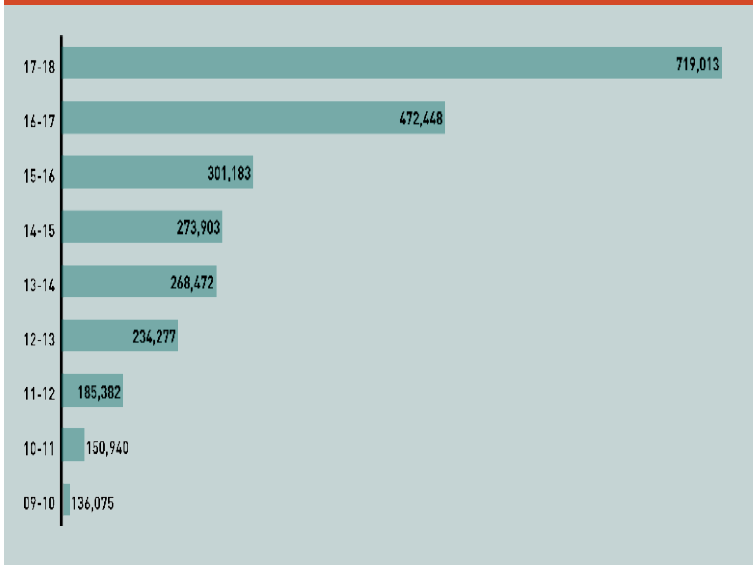
Advertising - Launched a Google AdWords campaign that resulted in:

Clicks: 95,919

Impressions: 2,851,284

Click Through Rate: 3.3%

ONLINE USER SESSIONS



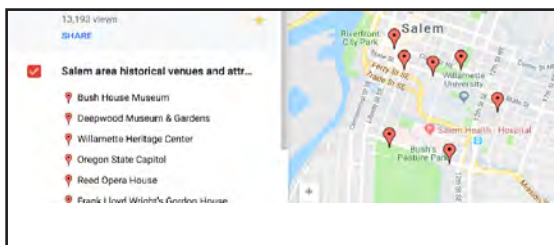
WEBSITE ANALYTICS

52% increase in visits

39% organic traffic

45% direct or referral traffic

16% paid traffic



2017-18

2016-17

719,013 visits

176 countries represented

Top web traffic came from:

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

487,339 visits

193 countries represented

Top web traffic came from:

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

willamette valley visitors association

EXPANDING TRAVEL SALEM'S CAPACITY
AND REGIONAL REACH THROUGH
COLLABORATIVE MARKETING



LEVERAGED \$590,583

COMMUNICATIONS

Created a **consumer newsletter** with 32 original articles sent to **15,069 subscribers**.

Pitched 91 stories generating **58 published/broadcast stories** on the Willamette Valley generating **\$124,700 of earned value**.

Hosted **12 media visits** resulting in 15 blogs and one syndicated radio spot.

Created a **Willamette Valley BrandUSA Microsite** targeting Western Canada generating **1,663,477 impressions** and **621 booked rooms**.

CAMPAIGNS/PROMOTIONS

Installed a **16-foot Pinot noir wine bottle exhibit** in the San Jose Airport reaching **660,000 travelers** and a **social media reach of 153,880** and **5,011 clicks** to oregonwinecountry.org.



TRAVEL TRADE SALES

Promoted the Willamette Valley at:

IPW - Met with **61 tour operators and 5 media**

Active America China Summit - met with **34 tour operators**.

Go West Summit- Met with **66 tour operators and 5 media**.

Participated in an **East and West Canada sales mission** meeting 64 media contacts and 90 trade contacts (tour operators, travel agents).

Participated in the **Travel Oregon Road Rally 2018**. There were 17 travel trade professionals, 3 social media influencers and 1 media representing 19 countries toured Oregon for seven days. The group stayed in Salem at the Grand Hotel with a downtown dine-around and reception at Travel Salem.



Hosted three **Global Sales 101 trainings** with 75 attendees to introduce the steps needed to attract and secure international visitors.

OREGONWINECOUNTRY.COM & SOCIAL MEDIA

Oregonwinecountry.org **users increased 29%** and **engagement increased 33%**.

Social media platform **impressions were 1,234,298**, an **increase of 21%**. Followers across all platforms **increased 8%**.

Launched a **six-month social media campaign** to boost awareness of the Willamette Valley and drive traffic to OregonWineCountry.org. This campaign was still underway at the printing of this report.

GRANTS

WVVA launched its inaugural **grant program, issuing \$84,711** to 13 projects across the Willamette Valley. Salem area projects:

- **Polk County Tourism Alliance** product development
- **Cascade Foothills Winegrowers** - "Hands on Harvest" tours with behind-the-scenes experiences
- **Independence Downtown Association** - reinvent Hop & Heritage festival
- **Gilbert House Children's Museum** - website refresh, SEO analytics & training
- **Deepwood Museum & Gardens** for marketing resources
- **Powerland Heritage Park** for branding wayfinding signage
- **Salem Art Association** for website update
- **Eola-Amity Hills American Viticultural Area** video series
- **GROWEDC** (aka North Santiam River Canyon Economic Development Corporation) - produce event, River Fusion 22, highlighting the region's outdoor activities

destination development



Camp Taloali - 2018 Eclipse Celebration

RESEARCH & FACILITATE THE DEVELOPMENT OF **NEW TOURISM PRODUCTS** THAT ENHANCE THE DESTINATION'S APPEAL

HIGHLIGHTS

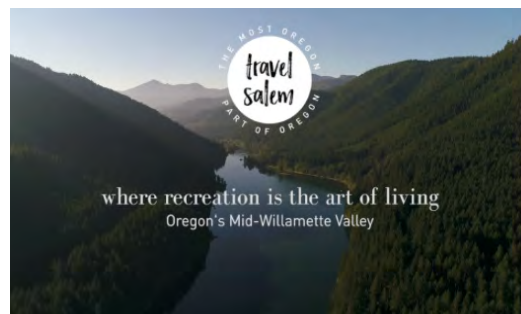
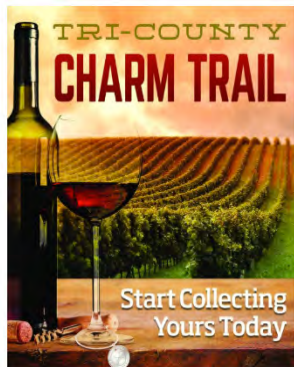
Launched the **second year of the Salem Ale & Cider Trail** in partnership with the Salem Brewers Association (SBA). Visitors purchase a passport, visit each brewery and cidery and receive a stamp in their passport. Once the passport is full it is redeemable for a custom beer glass. There are **2,050 passports in circulation**. The SBA received a grant from Travel Oregon to produce ads, maps, point of sale displays and coasters and boost their social media efforts.



Assisted with the creation of the **Explore French Prairie** Tourism Committee. Worked with the committee to develop a **workplan** that will enhance current assets and potentially create new assets. An **asset inventory** is complete and areas of interest are cycling, history, agriculture, culinary and the Willamette River.

Worked with the **Woodburn Tourism Committee** to assist with marketing and promotions for the Taste of Woodburn and Fiesta Mexicana events.

Launched the **second year of the Tri-County Wine Charm Trail**. Participating wineries and attractions along the trail give visitors a custom wine glass charm. The trail encourages new and repeat visitation. There are **13,032 charms in the hands of visitors**. The Trail page on TravelSalem.com assisted **4,858 visitors**.



Produced three **promotional videos**, each **two minutes in length**. The video themes include: culinary, beer/wine and recreation. Roughly **40-50 locations were highlighted**. These videos are **promoted through online and social media platforms**. The videos were funded through Travel Salem and a Travel Oregon grant.

conferences & events

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



HIGHLIGHTS

Attended the **Religious Conference Management Association (RCMA)** tradeshow held in Omaha, Neb. This was the fourth year attending and partnering with the Grand Hotel and the Convention Center - there were **900 plus attendees** from the U.S. and Canada.

Attended the **Connect Pacific Northwest** tradeshow held in Seattle, which is an appointment-based tradeshow focused on meeting and event planners. Held **17 qualified appointments** with meeting planners, including Facebook and Amazon.

Attended the **Spotlight Travel Northwest** tradeshow in Pendleton that focused on tour operators from throughout the U.S.

Attended the following industry conventions and tradeshows: **Meeting Professionals International Cascadia Conference, Greater Oregon Society of Meeting Professional National Education Congress and Oregon Society of Association Managers.**

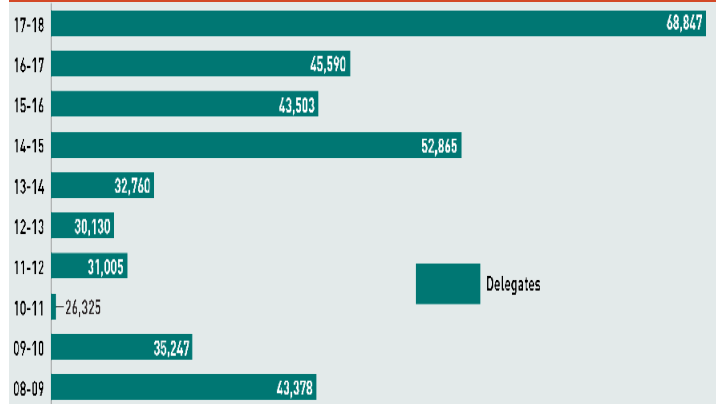
Served on the Board of Directors for the **Oregon State Fair Foundation** and the **Greater Oregon Society of Meeting Planners.**



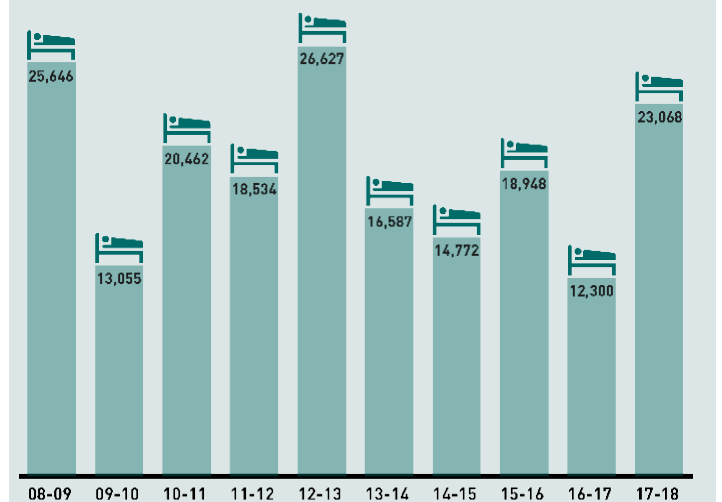
**Conventions, Sports & Events
Estimated Economic Impact
\$20,776,977 = 24% increase**

**Future Bookings Impact
\$25,624,296 = 73% increase**

DELEGATES



ROOM NIGHTS



teams & tournaments



EXPAND THE ECONOMIC IMPACT OF SPORTS AND EVENTS TO THE REGION BY ATTRACTING MORE SPORTING EVENTS AND ENHANCING CURRENT EVENTS



Created the **Salem Area Sports Commission (SASC)** with the mission of marketing Salem and the Mid-Willamette Valley as a premier, year-round destination

for sports events, participants and fans. SASC serves as the official sports tourism organization for sports events that drives **positive economic impact** for the region. SASC has a **23-member Sports Advisory Council**.

HIGHLIGHTS

Attended the **ASA/USA Softball Conference** in Greensboro, N.C. Met with USA softball event planners to promote Salem as a softball destination. Salem secured the **USA Softball 18A National Fast Pitch Tournament**. Estimated 30-40 teams playing, resulting in an **EI of \$327,600**.

Attended the 2017 **National Association of Sports Commissions Sports Events Symposium** in Minneapolis, Minn. Met with 27 event organizers and **secured seven RFPs** for future business.

Attended the **ConnectSports Marketplace Trade-show** in New Orleans, La. **Met with 32 event organizers** and generated **nine leads for future business**.

Attended the **2018 Oregon Sports Summit** February 2-3 in Eugene. Presented on a panel titled, "Utilizing Your Local Sports Commission."

Assisted with the promotion of **Hoopla** by co-sponsoring Hoopfest with the Hampton Inn and Suites. The size of the tournament **increased by 40 teams, for a total of 988 teams** participating. This is the second largest 3v3 basketball event in the country.

Marketed the **Salem Timbers U23** team to the community. The 2018 season averaged **405 people per game**.

SportsEvents Magazine named Travel Salem as a **2018 Readers' Choice Award winner for Youth & Amateur Sports**.



On September 16-17, 2017, Salem and the Mid-Willamette Valley hosted the first Salem River 2 Ridge Relay. 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 Trail of Ten 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 develops 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 AND GROUP DELEGATE AND BOLSTER REPEAT VISITATION



53

GROUPS ASSISTED

65,829 ATTENDEES



HIGHLIGHTS

Group Loop Messaging

Implemented new messaging technology to allow Travel Salem the ability to **communicate with stakeholders**, such as restaurants, via text messaging to **alert them of groups in the area**. This enables notice for businesses to prepare and staff appropriately.

Wally Byam Caravan Club

Supported the planning of the **Wally Byam Caravan Club's 60th International Rally** in Salem in June 2018. Travel Salem pre-promoted the Salem event in Escanaba, Mich. in July 2017 to help build attendance for the Salem rally. Services provided were abundant and varied including: catering, banquet facilities, food trucks, food itineraries, Salem mayor welcome letter and in-person welcome, transportation, parade route, local families to host airstream families and visitor information for nine days.

The rally resulted in **700 airstreams** and **1,400 attendees** and an estimated economic impact of **\$499,200**.



PROVIDED ON-SITE VISITOR INFORMATION



- Wally Byam Caravan Club - Airstream Rally
- Capital Cup Soccer Tournament
- American Legion State AAA Baseball Championships
- Capitol City Classic Basketball Tournament
- Oregon Latino Basketball
- Senior Softball USA
- League of Oregon Cities



financial reports



TRAVEL SALEM GENERATED A **2.84:1** RATIO TO MAXIMIZE THE CITY OF SALEM'S INVESTMENT FOR THE REGION'S TOURISM PROMOTION

89% of all revenues go toward direct visitor services

REVENUES

Public	
City of Salem Contract	\$980,660
River 2 Ridge	\$13,800
Regional	
Marion County	\$100,000
Polk County	\$15,000
Private	
Membership	\$142,808
Special Events	\$4,930
Promotional Merchandise	\$3,828
Grants	\$5,000
Other	\$8,836
Restricted	
Wine Country Plate	\$88,556

TOTAL REVENUES \$1,363,418

EXPENSES

Salaries & Related Expenses	\$758,069
Operations	\$293,388
Professional Services	\$113,493
Advertising	\$63,206
Trade Shows & Fam Tours	\$13,148
Special Events & River 2 Ridge	\$19,532
Agility Fund	\$24,708
Misc	\$797
Temporary Restricted Funds Released – Wine Country Plate	\$76,819
Loss on Asset Abandonment	\$129,441

TOTAL EXPENSES \$1,492,601

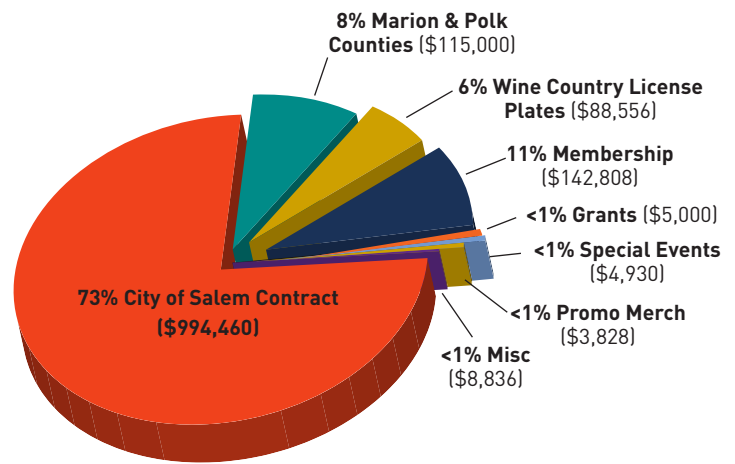
OPERATING DEFICIT* (\$129,183)

Other Income – Leverage	
Visitors Guide	\$70,917
Volunteers	\$8,118
Media	\$1,423,206
Advertising	\$44,565
In-Kind	\$333,323
WVVA/Regional	\$590,583

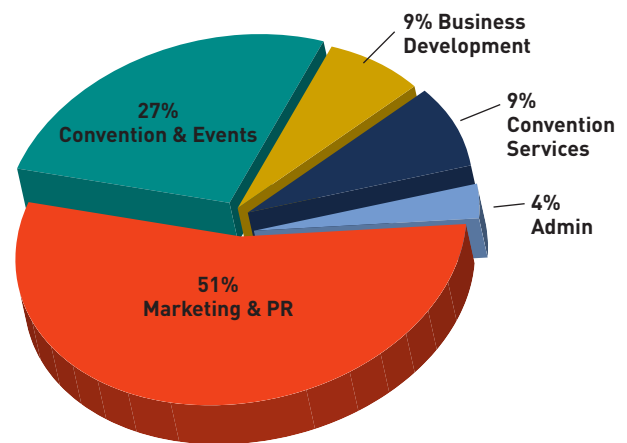
TOTAL LEVERAGE \$2,470,712

*Deficit related to restricted funds

REVENUE SOURCES



PROGRAM EXPENDITURES**



**Program costs include overhead expenses.