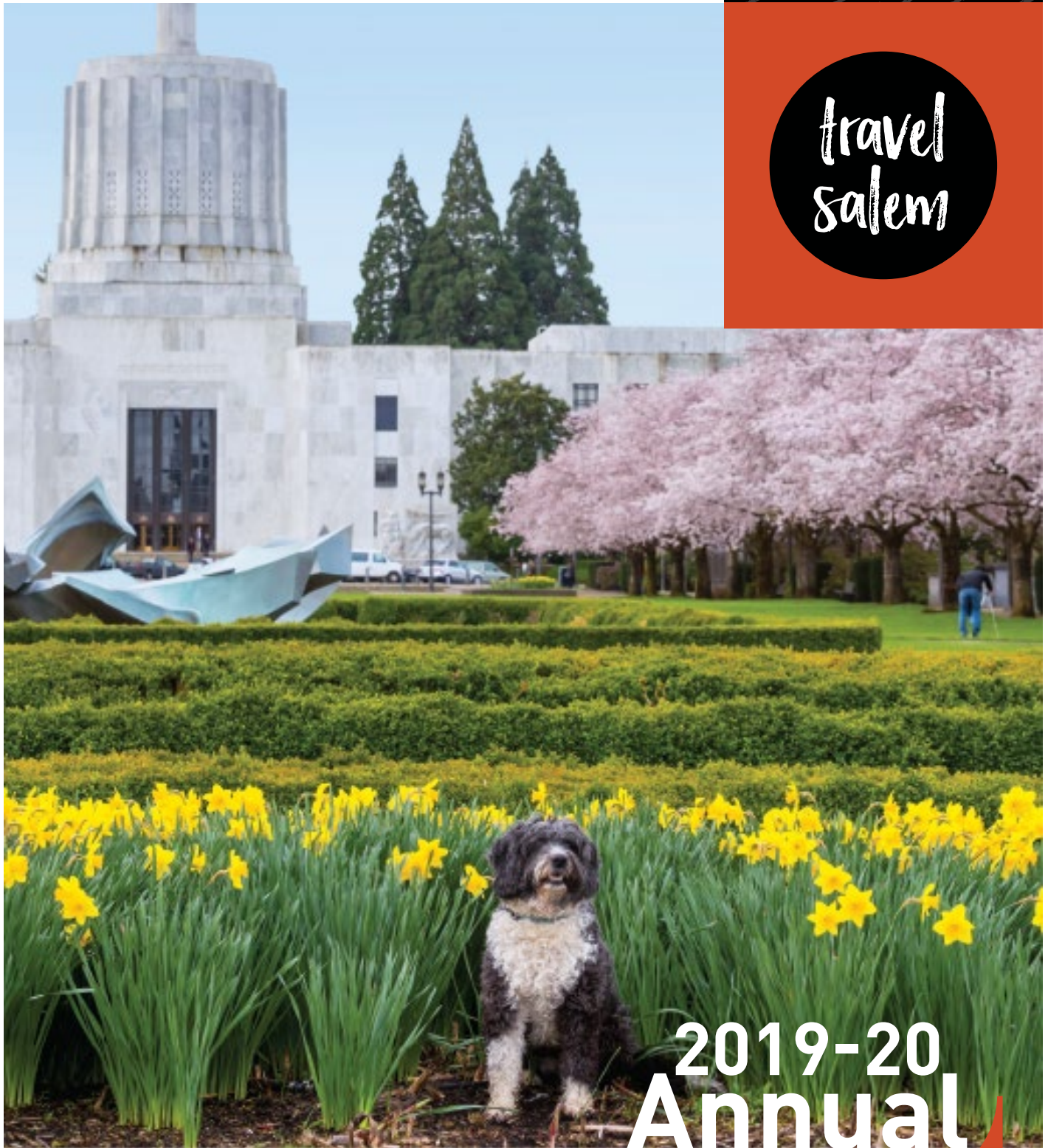


THE MOST OREGON  
PART OF OREGON

travel  
salem



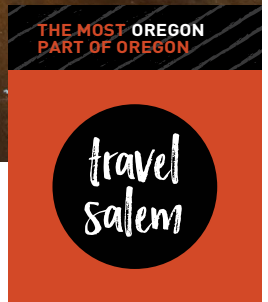
2019-20  
Annual

# report

Promoting Salem & the Mid-Willamette Valley



# yes



## 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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388 State Street, Suite 100  
Salem, Oregon 97301  
503-581-4325 Fax 503-581-4540  
www.TravelSalem.com

#### EXECUTIVE & ADMINISTRATION

Angie Onyewuchi President & CEO  
Jennifer Miller Operations Coordinator

#### MARKETING & COMMUNICATIONS

Irene Bernards EVP & Marketing & PR Director  
Kara Kuh Assistant Marketing & PR Director  
Taylor Cantonwine Marketing Coordinator  
Jacob Cordova-Krahn Graphic Designer & Online Coordinator  
Kaitlyn Cook Polk County Destination Development Manager  
Erick Durano Social Media Coordinator  
Melissa McGill Guest Services Coordinator

#### CONVENTIONS/EVENTS/SPORTS

Debbie McCune VP & Director of Sales  
Damian Williams Sports & Events Sales Manager  
Angela Miles Services & Events Manager

#### MEMBERSHIP

Brandon Lawrence Director of Membership & Sponsorship  
Sarah Footh Membership & Sponsorship Coordinator

## 2019-20 BOARD OF DIRECTORS

#### OFFICERS

**Chair** Jake Bryant, Best Western PLUS Mill Creek Inn

**Vice Chair** Austin McGuigan, Polk County Community Development

**Past Chair** Toby Olsen, Hampton Inn & Suites

**Secretary** Lisa Sumption, Oregon Parks & Recreation

**Treasurer** Jason Brandt, Oregon Restaurant and Lodging Association

Jackie Leung/Jim Lewis, Salem City Councilors

Courtney Busch, City of Salem

Renee Frazier, City of Salem

#### DIRECTORS

Kevin Cameron, Marion County Commissioner

Nancy DeSouza, Retired, State of Oregon

Christopher Holland, Taproot Lounge & Café

Ivy Hover, IndieOregon.com

Shawn Irvine, City of Independence

Steve Johnson, VIPs Industries

Sean O'Day, Mid-Willamette Valley Council of Governments

John Pataccoli, Redhawk Vineyard & Winery

Yvonne Putze, Deepwood Museum & Gardens

Rochelle Rafn, Rafns' Restaurant & Salem Orchestra

Jim Rasmussen, Modern Building Systems

Scott Snyder, The Grand Hotel & Salem Area Lodging Association

T.J. Sullivan, Huggins Insurance

Dino Venti, Venti's Restaurants



# message from the chair & ceo



# yes

Travel matters for so many reasons. It matters to those who want to see the world and soak in new experiences. It matters to business owners whose livelihoods depend on travelers who patronize their establishments. It matters to residents whose quality of life is enhanced due to new tourism attractions and events; and travel matters to the economy generating new dollars and jobs.

In 2019, statewide tourism supported **117,500 jobs** and generated **\$12.8 billion** dollars in Oregon. In the Salem region, tourism supported **7,380 jobs** and generated **\$638 million** in visitor expenditures. Thanks to visitor spending, the Salem region earned \$21 million in state tax and **\$4.8 million** in local tax income.

To say the least, **2019-20 was an unprecedented year with the outbreak of COVID-19**, a global pandemic which plunged the tourism industry into a catastrophic decline, as never before experienced. Lodging occupancy dropped 70-90 percent and a few venues closed. This downturn impacted all areas of the tourism industry as well as other major industries. Unemployment reached its highest level, surpassing the great depression, with 30 million Americans out of work.

These impacts were felt by Travel Salem resulting in 33 percent of staff laid off and budgets reduced by 80 percent. All programs were drastically cut to maintain only the most imperative initiatives. The Salem Visitors Center was closed for five months (March-August) and opened for curbside service in late August.

All consumer messaging was altered to an inspirational focus for future travel and to keep the destination top of mind with leisure travelers, meeting planners and event organizers. Outreach strategies were implemented to engage residents and determine their comfort level with the timing of welcoming visitors back to the area.

As the organization looked forward to increased funding due to the launch of the Salem Tourism Promotion Area (STPA), and corresponding new and dynamic marketing strategies, Travel Salem had to quickly pivot all planned tactics. We created and implemented a COVID-19 Recovery Plan and partnered with STPA members to leverage funding to enable the organization to stay solvent and continue baseline marketing efforts.

What does this all mean? In a nutshell, it means that 2019-20 started off extremely strong and was on course to be an outstanding year. Unfortunately, and with great sadness, the second half of the year experienced significant and debilitating decreases across the board. According to the U.S. Travel Association, domestic travel is not expected to return to pre-COVID levels until late 2023 or early 2024, and international travel is expected to take longer.

Through all of the ups and downs of 2019-20, the Mid-Willamette Valley tourism family remained resilient while navigating this unprecedented period with innovation and collaboration.

We thank the City of Salem, Marion County, Polk County and our members/stakeholders for their continued support.

Look out 2020-21 here we come!



Jake Bryant  
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**



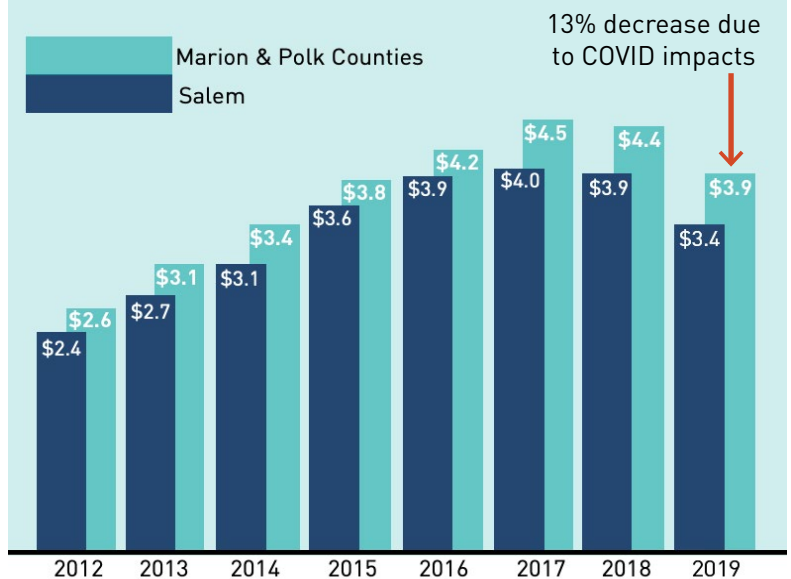
There are several key performance indicators that can provide a sense of the overall economic health of the Salem area tourism industry.

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.

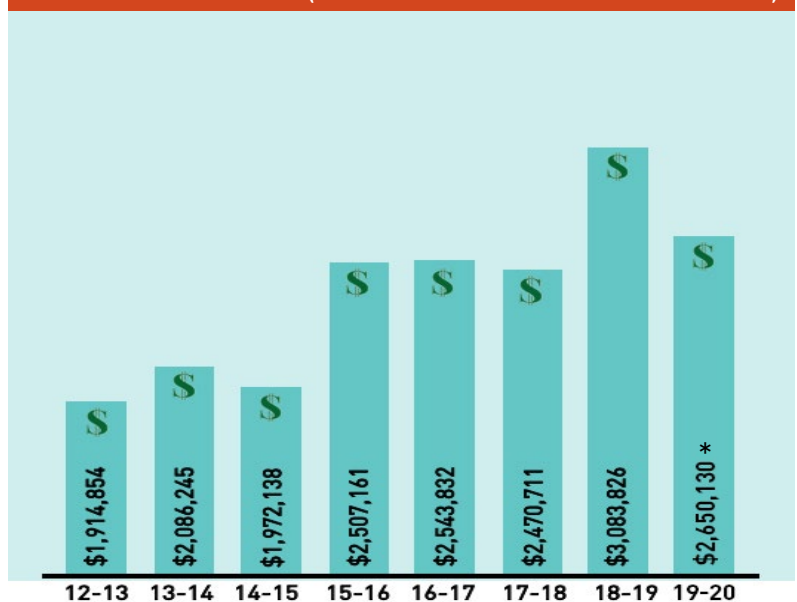
## TRANSIENT OCCUPANCY TAX (TOT)



## 2019-20 LEVERAGE

Media	\$1,233,549
In-Kind	\$399,520
WVVA	\$913,996
Visitors Guide	\$67,611
Advertising	\$33,127
Volunteers	\$2,327
<b>TOTAL</b>	<b>\$2,650,130</b>

## LEVERAGE TRENDS (DONATED PRODUCTS & SERVICES)



\*Decrease due to a decrease in the WVVA budget and less media exposure secured.

# key performance measurements

Erick Durano

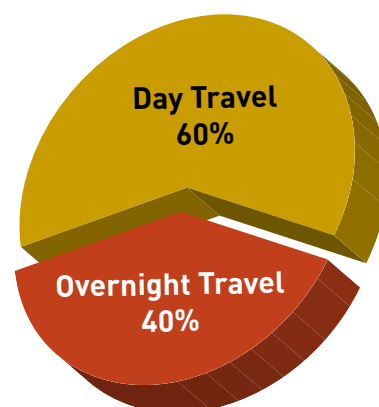


SINCE 2010, DIRECT TRAVEL SPENDING IN MARION & POLK COUNTIES HAS GROWN **\$18.2 MILLION** ON AVERAGE EACH YEAR

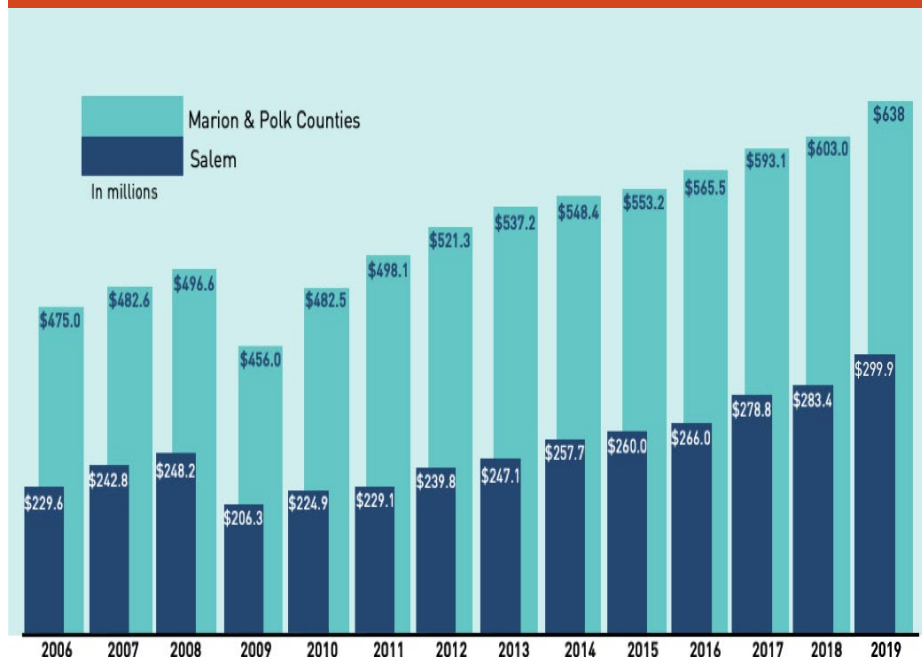
## 2019 ESTIMATED TRAVEL IMPACTS\*

### MARION & POLK COUNTIES

Arts & Entertainment	\$147 million
Food & Beverage	\$163 million
Accommodations	\$83 million
Retail Sales	\$62 million
Food Stores	\$59 million
Local Transportation & Gas	\$50 million
Other Travel	\$73 million
Direct Travel Spending Total	\$638 million
Direct Earnings	\$185 million
Jobs	7,380



## ESTIMATED ECONOMIC IMPACT (in millions)



### MARION COUNTY VISITOR STATS

- **2,077,000** overnight visitors in 2019 = **798,000** traveling parties
- On average, there were **2.6 people** per travel party
- They spent **\$143 per day**
- And stayed **2.7 nights**

### POLK COUNTY VISITOR STATS

- **491,000** overnight visitors in 2019 = **190,000** traveling parties
- On average, there were **2.6 people** per travel party
- They spent **\$85 per day**
- And stayed **2.4 nights**



# a team effort

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



Joshua Rainey

Launched a dedicated effort to create a higher level of **engagement with Salem residents** through area Neighborhood Associations and Civic Groups. Resident sentiment is crucial to Travel Salem's mission, especially during COVID-19. As of September, surveys revealed most residents were amenable toward the return of tourism, but a sizable minority was still uncomfortable with inviting visitors to the region.



Participated in the August **First Wednesday** attracting 400 guests to the Salem Visitors Center. Members took part by showcasing goods for sampling and purchase (Chemeketa Cellars Wine, Ten Towers Cider, Brittaine Monks Gourmet Confections, Willamette Valley Pie, Willamette Art Center, and Ivy Hover designs). First Wednesday is a dynamic collaboration between local businesses and the Salem Main Street Association.



The KROC Center hosted the Travel Salem **State of the Industry** luncheon on November 21. This event welcomed 85 people and gave attendees the opportunity to share trends, economic information, and updates regarding the local tourism industry. The keynote speaker was Angie Onyewuchi, President and CEO of Travel Salem.



**Team Salem** continued to meet monthly throughout the year with industry representatives. During the COVID crisis it is vital to stay connected with the industry to network, exchange ideas, and adapt marketing and visitor services as the crisis unfolds.



# increased bandwidth

Ron Cooper



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

## WINE COUNTRY PLATE

Plate sales reached **49,802** by the end of June 2020... generating roughly **\$1.5 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 created a robust tri-county marketing plan. Unfortunately, the plan was put on hold due to COVID-19. Funds from 2019-20 will be carried forward to 2020-21.



The fourth year of the **Tri-County Wine Charm Trail** continued to be a success with **38 partners participating**. The collectable charm feature encourages repeat visitation to the region. Since the launch of the program 15,500 charms have been distributed.

Partnered with the Willamette Valley Visitors Association (WVVA) in February to highlight Willamette Valley products at the 12th annual **Seattle Wine and Food Experience (SWFE)**. All attendees were from the greater Seattle area with 13% from outside the metro area. Marion, Polk and Yamhill counties were represented at three distinct events that showcased the best culinary offerings of the Pacific Northwest.

- February 20th – Comfort Food – (500+ people) Salem Ale Works served a Crosscut Cream Ale
- February 21st – POP! Bubbles + Seafood – (750+ people) – 1859 Cidery served 4 various Local Ciders straight from their tap
- February 22nd – The Grand Tasting – (1,500+ people) Coelho Winery served a 2015 Pinot noir



Photo courtesy of 1859 Cider Co.



Photo courtesy of Salem Ale Works



Photo by Joshua Rainey



# membership

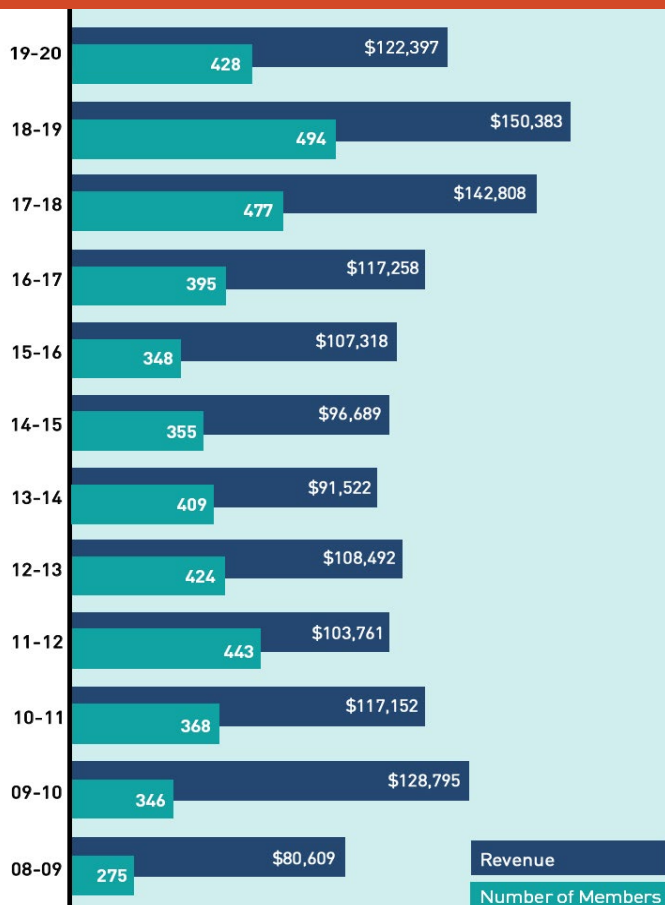
CREATE PARTNERSHIPS & GENERATE  
RESOURCES THAT ALLOW TRAVEL SALEM  
TO **SERVE IN A REGIONAL CAPACITY**

**428 MEMBERS = 13% DECREASE**

**\$122,397 REVENUE = 17% DECREASE**

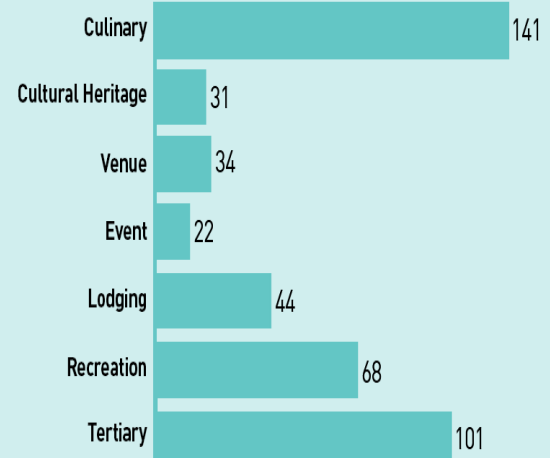
Membership was negatively impacted by a staffing transition and the COVID crisis. Numerous businesses were closed while the region was under Oregon Phase I Guidelines, which included the closure of “non-essential” businesses such as restaurants and visitor attractions. Helping these businesses weather the crisis has been the priority.

## MEMBERSHIP TRENDS



Joshua Rainey

## MEMBERS BY CATEGORY



Joshua Rainey

## public relations



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

SECURED **\$1.23 MILLION** IN EARNED MEDIA



## MEDIA COVERAGE HIGHLIGHTS

**Drinks with the Monks** – Published by *Northwest Travel Magazine* in July 2019. A feature story by writer Matt Wastra-dowski highlighted the history, timeline and brewing styles of the monks of the Mount Angel Abbey and Benedictine Brewery. Impressions: **125,000** Value: **\$8,550**

**Land of Plenty: Sample the Food, Wine and Brews of Oregon's Willamette Valley** – Published by *Global Traveler* in August 2019. Freelancer Karin Leperi produced a three-page feature story highlighting the things to see and do in the Willamette Valley and mentioned Silver Falls State Park, Salem's Xicha Brewing and Mt. Angel Oktoberfest. Impressions: **130,000** Value: **\$8,400**

**Magic Forests: A Dream Drive through an Oregon Wonderland** Published by *Seattle Magazine* in October 2019. Freelance writer Jenny Cunningham produced a feature story about her road trip and 3-day adventure in the North Santiam River area, Willamette National Forest and Opal Creek Wilderness Area. Impressions: **98,000** Value: **\$17,500**

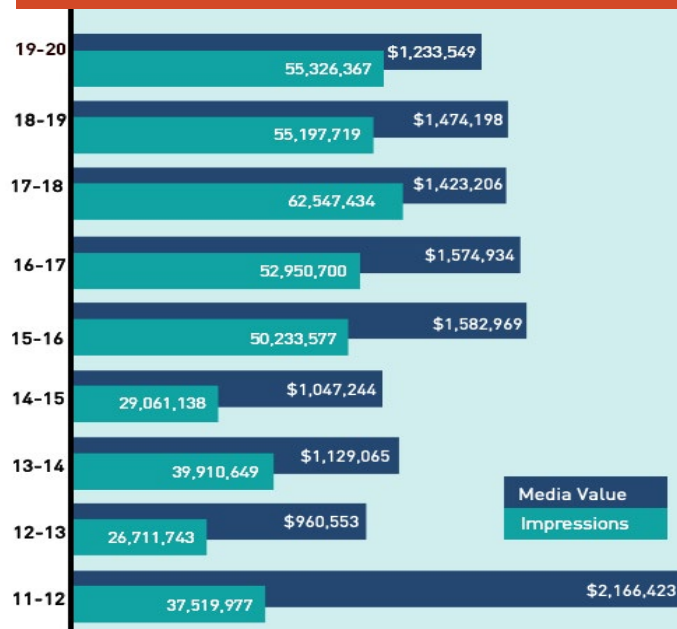
**Sip Your Favorite Wines While Doing Yoga at these Oregon Wineries** – Published by *Travel & Leisure* in November 2019. A round-up article featuring Oregon wineries that host yoga events included Willamette Valley Vineyards and Eola Hills' Legacy Estate Vineyards. Impressions: **2,675,900** Value: **\$47,840**

**Dream Towns 2020 – the Best Places to Live (and Visit) in the West this Year** – Published in *Sunset* in March 2020. Salem and Independence were included in Sunset Magazine's list of the best places to live, work and play in the West. Salem was noted specifically for its commitment to "community, diversity & philanthropy," while Independence topped the list for "arts & entrepreneurship." Impressions: **1,262,500** Value: **\$47,860**

**Things to Do and Eat in Salem, Oregon** – Published by *Via* in April 2020. Freelance writer Jennifer Burns Bright produced a feature article highlighting various Salem attractions including the Oregon State Capitol, the OSH Museum of Mental Health, Willamette Heritage Center, the Reed Opera House and Willamette Valley Vineyards. Impressions: **2,629,000** Value: **\$42,840**

Travel Salem hosted 19 writers and bloggers for **FAM (familiarization) tours** of the Salem region. The FAM tours resulted in 20 articles and blog posts in 2019-20. In conjunction with the Willamette Valley Visitors Association, Travel Salem participated in a **"deskside tour"** in Denver in October 2019. During the 4-day trip, Travel Salem met one-on-one with nine top-tier media and pitched story ideas about the Salem region. The trip resulted in five articles and two FAM tours booked. Travel Salem also conducted a **Portland deskside tour** in February 2020, meeting with 5 writers over the course of 3 days. The Portland tour resulted in 5 articles.

## MEDIA VALUE &amp; ARTICLES





# social media

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

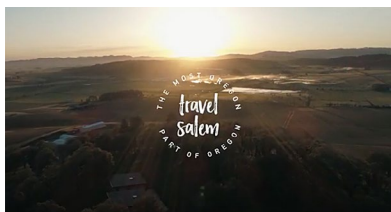


Most liked Instagram post for 2019-20



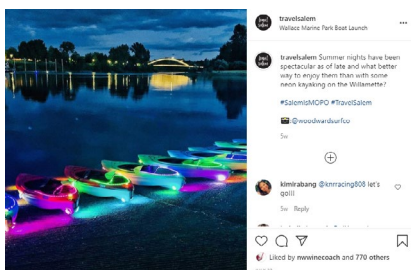
## SOCIAL MEDIA HIGHLIGHTS

Created and promoted a **Salem Anthem Video**, narrated by voice actor Tom Hewitt. This video was utilized in conjunction with the “Miss You Already” campaign to inspire and promote our region amidst COVID. This resulted in **12,136 video views** and a **total reach of 26,958** on all social channels.



Developed **21 original videos** using content produced in-house and from existing libraries resulting in over **100,700 video views** across all social channels. This new content strategy leveraged Travel Salem’s content creation capabilities with minimal third-party outsourcing.

Created **4 virtual 360 video experiences** highlighting the Wooden Shoe Tulip Festival, Deepwood Gardens, Deepwood Greenhouse, and The Oregon Garden. These experiences allowed viewers to fully immerse themselves in the region’s destinations from the safety of their own home. The videos resulted in **42,648 views** across YouTube, Facebook and Instagram.



Published **18 blogs** highlighting seasonal activities, places to visit, and unique experiences in the Mid-Willamette Valley. These blogs were published on TravelSalem.com and promoted through email and social media campaigns. These blogs netted over **250,114 page views**.



## SOCIAL MEDIA

	15-16	16-17	17-18	18-19	19-20	+/-
Facebook Page Likes	9,484	20,315	29,100	34,809	36,014	3.46%
Instagram Followers	1,042	2,645	4,139	6,476	9,290	43.45%
Twitter Followers	5,687	6,101	6,501	6,531	6,590	0.90%
Social Media Engagements	41,947	273,040	294,357	341,551	206,659	-39.49%*
Blog Pageviews	n/a	60,000	206,000	310,551	250,114	-19.46%*

\*Social media engagements and blog pageviews decreased due to the COVID-19 crisis and less consumers viewing travel related information, along with a reduction in budgeted advertising spend compared to 2019-20.

Presented tips and tricks for social media to businesses and organizations through two separate events: **Social Media 101**, an in-person event hosted by Travel Salem pre-COVID; and **Social Media Best Practices webinar** hosted by the Willamette Valley Visitors Association. The two educational events drew a combined total of **61 attendees** and provided valuable insight into how to leverage social channels.



Published **22 posts** on Instagram containing original photos shot in-house. This, in conjunction with the original videos, provided a new level of content production for Travel Salem to further elevate the destination.

**Post Results:**  
Likes: 4,742  
Comments: 225  
Shares: 265  
Saves: 227  
Impressions: 120,095

# visitor outreach



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

## VISITOR OUTREACH

The Travel Salem Visitor Information Network served **200,211** visitors in 2019-20 — a **decrease of 32%** over the previous year due to the downtown Salem Visitors Center closed in March due to COVID.

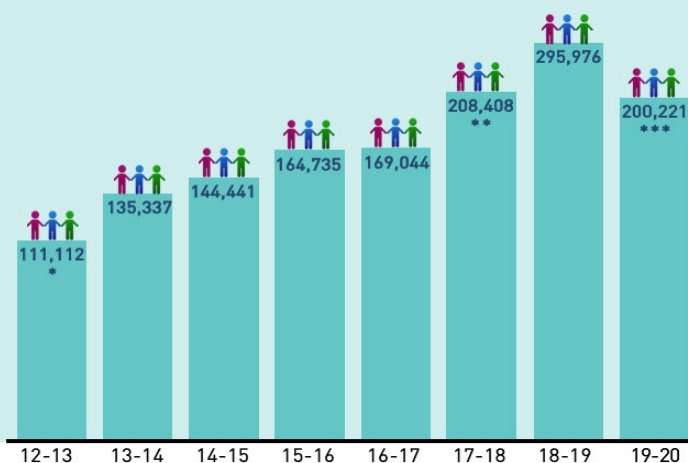
## THE NETWORK INCLUDES:

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

## RELOCATION ASSISTANCE

Provided customized support to **335** relocation inquiries from businesses, families and individuals.

## VISITOR INFORMATION NETWORK



\*Visitor Center closed on Saturdays. \*\*Visitors Center moved to State Street location. \*\*\*Downtown Salem Visitors Center closed in March due to COVID.

Event Promotion - Marketed and promoted **3,199 Salem area events**. An average of 267 events were promoted every month.

Ran an **advertisement in the annual Travel Portland Visitors Guide** highlighting Salem's heritage assets and the Salem region to Portland residents and visitors (**150,000 impressions**).

Produced the 2019-20 Salem Area Visitors Guide with **120,000 distributed to over 800 locations** throughout Oregon, Washington, California and British Columbia.

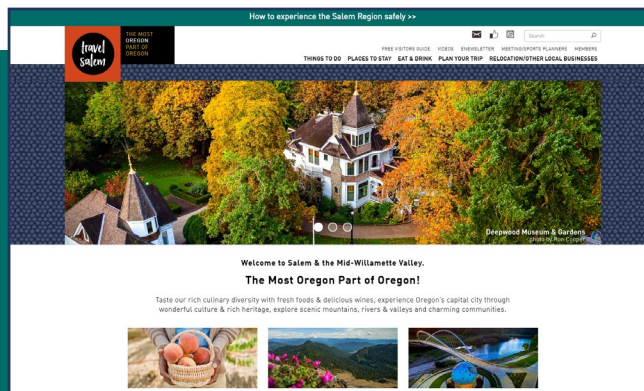
Published monthly e-communications, with **310,957 total impressions to 31,512 consumers**, residents and the visitor industry, promoting events and activities throughout the Mid-Willamette Valley.





# online marketing

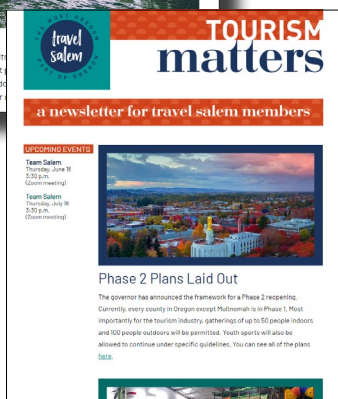
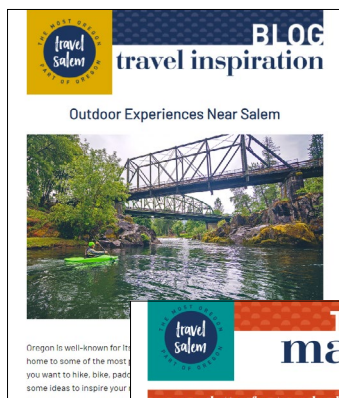
PROVIDING **FRESH, ORIGINAL CONTENT** WITH AN OPTIMAL ONLINE USER EXPERIENCE AND PROMOTING AREA BUSINESSES AND RESOURCES **ON A GLOBAL, DIGITAL PLATFORM**



## TRAVELSALEM.COM

Worked to enhance the look and functionality of Travel Salem's website through improvements in site navigation and the development of custom web pages contributing to an **increase in direct and referral traffic by 25%**.

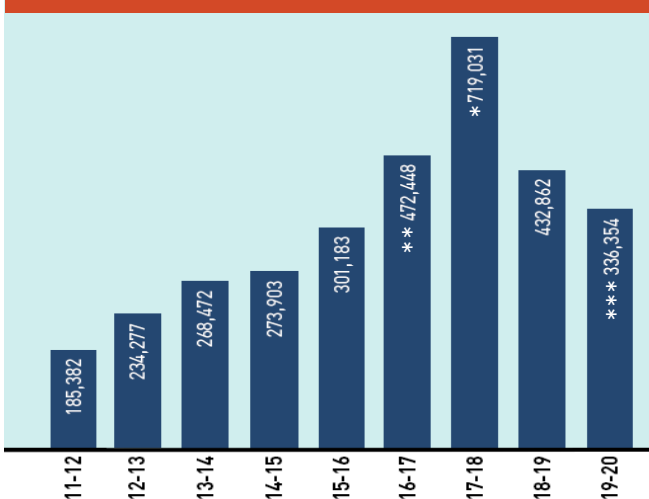
Developed a new system of **revised e-newsletter templates** showcasing a cleaner more streamlined layout to better convey the Travel Salem brand and style with the most up-to-date consumer and industry news.



Launched Travel Salem's Sports web pages that promote Salem as the Sports Capital of Oregon and showcases a variety of sporting events in the region. Results: **2,467 pageviews** for the last half of FY 19-20.



## ONLINE USER SESSIONS



\*The Solar Eclipse took place in 17-18.

\*\*Solar Eclipse marketing launched in the 3rd quarter of FY 16-17.

\*\*\* 19-20 decrease due to COVID.

## WEBSITE ANALYTICS

**-22%** increase in visits  
**-16%** organic traffic  
**25%** direct or referral traffic  
**-53%** paid traffic

## ONLINE MARKETING INITIATIVES

### Google AdWords Campaign

Clicks: **6,194**

Impressions: **76,767**

CTR (click through rate): **8%**

## 2019-20

Top web traffic came from:

1. U.S.
2. Canada
3. Chile
4. India
5. U.K.
6. Hong Kong
7. Mexico
8. Germany
9. Philippines
10. Japan

# destination development



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

Created the **Great Oaks Food Trail** that highlights Polk County agritourism experiences and promotes local products to visitors. The Food Trail will launch in September 2020, with 44 participating businesses.



The program empowers small local businesses by promoting them through itineraries, media platforms, and connecting them to fellow local businesses for cross promotional opportunities. The participating businesses source a percentage of their products within 100 miles.

- This initiative received a \$10,500 grant from Travel Oregon's **Wine Country Plate grant** program and \$2,500 from the Willamette Valley Visitors Association to assist with development and marketing strategies.

- Held a **Business Engagement Workshop** for participating businesses on the Great Oaks Food Trail which attracted 53 attendees. The workshop included product samplings, media presentations, and a familiarization tour to Rogue Farms in Independence.



- Completed a **photoshoot** for the Great Oaks Food Trail highlighting participating businesses in Dallas, Independence and West Salem. These photos were used for the food trail brochure, online and social media promotions.

Worked with the **Mid-Willamette Weddings Planning Committee** to promote Dallas, Independence, and Monmouth as an ideal wedding destination. Created a workplan and started the design of a custom website.

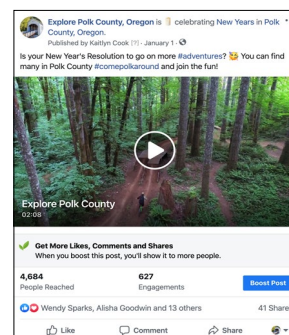
Created a **2020-2023 work plan for the Polk County Tourism Alliance** outlining key areas of strength and strategies focused on community relations, engagement and education, as well as destination development and marketing initiatives to grow Polk County tourism.



Participated in the **Willamette River Water Trail** initiative which is designed to identify long-term development projects to support the world-class, 187-mile, Willamette Water Trail for river recreation. The Water Trail covers the Willamette River from Springfield to Portland. Travel Oregon and the Willamette Valley Visitors Association teamed together with key stakeholders to strengthen river wayfinding and enhance river amenities.

Created and implemented a robust social media presence for the Polk County Tourism Alliance.

- Top Preforming Facebook Post**  
Type: Video  
Reach: 4,684  
Impressions: 5,003  
Engagement: 91  
Video Views: 2,184



- Top Preforming Instagram Post**  
Type: Photo  
Reach: 560  
Impressions: 581  
Engagement: 73





# covid-19 recovery plan



CREATE AND IMPLEMENT A **COVID RECOVERY PLAN** THAT LEADS OUR INDUSTRY BACK TO A POSITION OF STRENGTH

- Created and distributed a Travel Salem **COVID-19 Recovery Plan** outlining a three-phased approach for leading the industry back to a position of strength; distributed to cities, counties, Members and stakeholders.
- Developed & executed a **Content Plan** focused on “inspirational” messaging to keep the destination top-of-mind and remind visitors and residents alike about all the amazing experiences that await them; all messaging reviewed through a stringent evaluation process to ensure coronavirus sensitivity and relevance.
- Created the “**Miss You Already**” campaign to reassure visitors that the destination would be ready to welcome them back when it was safe to travel again.
- Developed a Salem regional **Anthem Video** that highlighted the resilience of our communities during COVID-19. The video serves as a thank our community and shares our commitment to safety with visitors.
- Created a series of videos highlighting hospitality businesses implementation of COVID guidelines with the ultimate goal of building consumer confidence to encourage patronage to local businesses.
  - Created video interviews with the **Grand Hotel and Basil and Board** highlighting COVID cleaning and safety protocol.
  - Implemented an **Instagram live** tour through the **Residence Inn**, regarding changes they’ve made to their hotel during COVID.
  - Created a **virtual 360 video tour of The Oregon Garden**
- Created a **Virtual Visitors Center (VVC)** to 1) provide easy access for visitors who were exploring destinations from the comfort of their homes, and 2) to serve up specific digital content to inspire future travel such as: 19-20 Visitors Guide, virtual experiences, itineraries, 360 virtual tours, videos and more; promoted the VVC via email campaign to 7,000 consumers from past inquiries.



Welcome to the Salem & Mid-Willamette Valley's **VIRTUAL VISITORS CENTER**

We invite you to explore our region from the comfort of your home. Take a video tour of one of our area's unique historical attractions, uncover hidden gems and trip planning resources in our new 20-21 Visitors Guide, or take part in some interactive, online experiences including virtual wine tastings, livestream yoga and more.

Want more trip planning ideas and inspiration for visiting when the time is right?  
Give us a call or send us an email ... we're here to help!  
503-581-4325  
[information@TravelSalem.com](mailto:information@TravelSalem.com)

**NEW 2020-21 VISITORS GUIDE**

The Salem Area Visitors guide highlights the best of the best of the region. Enjoy the digital page turning version or have a copy mailed to you.

**DOWNTOWN SALEM MAP**

Use this convenient, downloadable map to explore the attractions and points of interest found throughout historic, downtown Salem.

**SALEM AREA VIDEOS**

There is no need to pack for these travel experiences. Although we do hope you come see us when the time is right.

**VIRTUAL EXPERIENCES**

Get to know the people and places of the Salem region by taking part in these fun, online opportunities.

**ITINERARIES**

Peruse this collection of itineraries for inspiration and to help guide your travel plans.

# covid-19 recovery plan



- Created a **Salem Strong Ad** to promote community spirit and unity; published via the Huggins Insurance digital billboard.
- Created a **COVID-19 Resources landing page** on TravelSalem.com to assist the community with helpful resources and inform visitors about the precautions taken to ensure safety.
- Leveraged the national focus on tourism due to the crisis and the heightened value placed on the industry during **National Tourism Week** (NTW) to thank the community for its support and tout the contributions of the tourism sector to local communities; issued a NTW proclamation, Zoom backgrounds, and secured red tribute lighting on the Union Street Railroad Pedestrian Bridge to represent the tourism industry.
- Secured a \$25,000 Oregonian matching grant for FY 20-21 that will be used to target Oregon and Washington consumers through social media and sponsored content.
- Launched **Community Relations** efforts to create ways for residents to engage with Travel Salem; rolled out education and outreach initiatives to increase community awareness on how the local tourism engine works and how residents contribute to its success, as well as how locals should play an integral role in deciding how the destination evolves through destination development initiatives; proactively communicated to Salem Neighborhood Associations about reopening guidelines and surveyed residents to gauge sentiment about welcoming visitors back.
- Participated in the **"Responsible Reopening"** program for the Willamette Valley; this industry-led effort supported and encouraged businesses to make specific commitments to health & safety that showcase a valley-wide message of unity, care and excellence.





# willamette valley visitors association

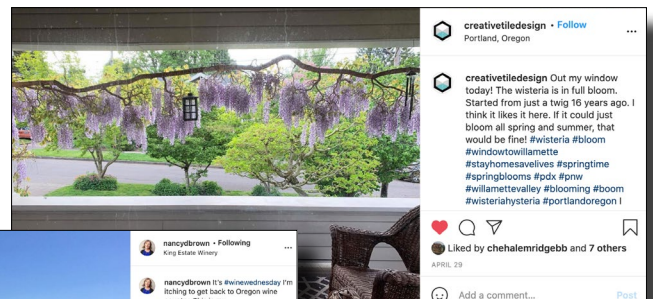
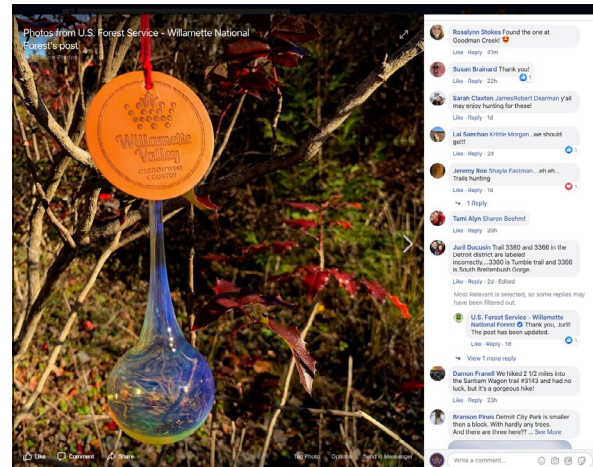
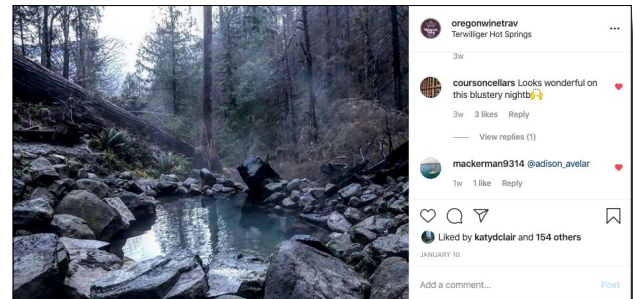
EXPANDING TRAVEL SALEM'S CAPACITY  
AND REGIONAL REACH THROUGH  
COLLABORATIVE MARKETING



LEVERAGED \$913,996

## WVVA ONLINE & SOCIAL FY19-20

- Online visits to WVVA website: 129,008
  - e-newsletter subscribers: 5,389
  - Instagram followers: 5,970
  - Facebook fans: 48,762
  - Twitter followers: 7,253
- The Willamette Valley Visitors Association launched the second annual **ornament hunt in the Willamette National Forest** in November 2019. The hunt encouraged locals and travelers to connect to public lands and increase outdoor recreation activities. Two hundred glass ornaments were hidden along non-wilderness trails in the Willamette National Forest for lucky adventurers to find. In addition to winning a locally crafted hand-blown ornament, those who discovered an ornament registered to win one of three grand prizes that include an adventure and overnight stay in the Willamette Valley. All 200 ornaments were found and 144 ornaments were registered in the sweepstakes.
  - WVVA highlighted the Willamette Valley's many natural wonders with a **"Take Care out There"** message on channels including WVVA's OregonWineCountry.org website, consumer enews communications and social media. Visitors who trek for truffles, hike behind waterfalls and lounge in hot springs were encouraged to do so responsibly, for the health and safety of visitors and our natural wonders.
  - Launched a **"Window to Willamette"** campaign April through May. This campaign was intentional during COVID-19 shutdowns to inspire people to share the view outside their window in the Willamette Valley and the beauty of spring in our region. WVVA purchased \$5,500 worth of gift cards from local businesses for overnight stays, meals, wine, etc. as a reward for those who posted and tagged WVVA. Result: 213 total posts #WindowToWillamette.



# willamette valley visitors association

COVID-19 Updates and Travel Alerts

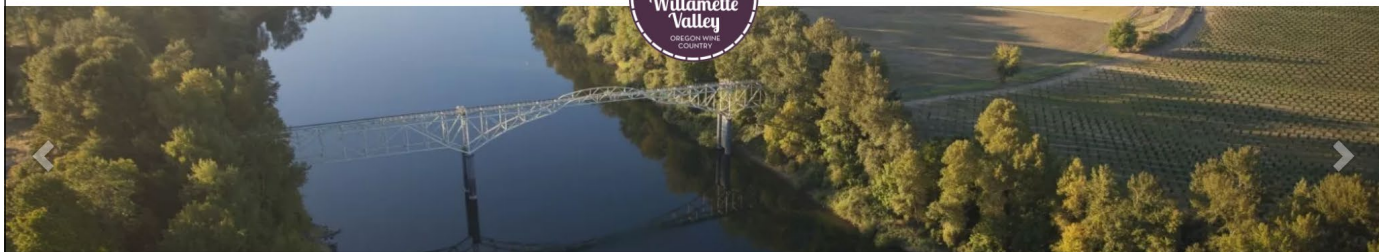


WINE

THINGS TO DO

PLACES TO GO

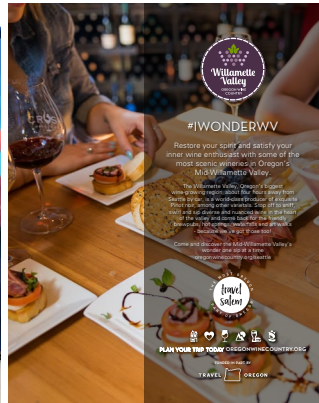
EVENTS



## GRANTS FY19-20

WVVA's grant program, issued \$78,695 to 7 projects across the Willamette Valley. Salem area projects included:

- **Oregon Made Creative Foundation** - installation of three Willamette Valley signs on the Oregon Film Trail to expand the Willamette Valley presence along this statewide Trail. Two signs will be installed in Cottage Grove and **one will be installed at Silver Falls State Park.**
- **The Gilbert House Children's Museum** will be renovating their Inventors Yard to bring back some favorite exhibits and make the yard more ADA accessible. Grant funds will help with the exhibit/signage development of the new experience.



## TRAVEL TRADE SALES

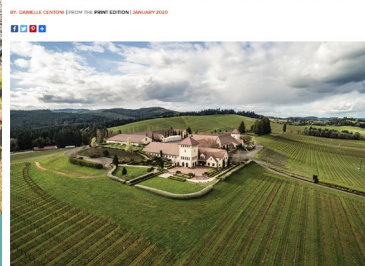
Promoted the Willamette Valley at the following conferences with the strategy of targeting global markets of Germany and Canada.

- Participated in **East & West Canadian Media Mission**, meeting with over 40 media contacts in Toronto and Vancouver.
- Participated in the **Vancouver Outdoor Adventure Show** speaking directly to consumers about the outdoor opportunities around the Willamette Valley from mountain biking and scenic bikeways to the Willamette Water Trail, waterfalls and hot springs. The booth featured a life-sized hot air balloon basket photo booth to attract consumers.
- **Go West** was held in the Fall of 2019 as a virtual meeting and the IPW, a premier national travel marketplace, was cancelled due to COVID. Both of these events allow opportunities for WVVA to promote the Willamette Valley as Oregon's premier wine destination.



## Where to Stay, Drink and Play in Willamette Valley's Wine Country

The region between Salem and Eugene is a wonderland for wine lovers



## Wonder-Land of Plenty

The Willamette Valley creates the perfect marriage between farm-fresh food and a refined beverage scene





# 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

- Created the Groups & Events Covid-19 Task Force to bring together Industry partners to discuss challenges, identify trends & opportunities, and find solutions related to the pandemic.

- Rebooked the Antique Truck Historical Society at the OSFEC for 2022. The event was previously held in Salem at the OSFEC in 2017. This truck show attracts trucks and truck enthusiasts from the U.S. and Canada utilizing city-wide lodging and significant services.



**AMERICAN TRUCK HISTORICAL SOCIETY**

- Rebooked the three Jehovah Witness Conventions for 2021 and added two new Spanish speaking conventions that will attract attendees from Oregon, California and Washington.



- Ongoing engagement with the Salem Area Sports Commission, Team Salem and the Salem Area Lodging Association to foster collaborative opportunities and partnerships as well as communication.

- Attended the Oregon Society of Association Managers and the Greater Oregon Society of Government Meeting Professionals Annual tradeshows and conferences to network and promote our region. Met with 21 meeting planners promoting Salem.



## Conventions, Sports & Events Estimated Economic Impact

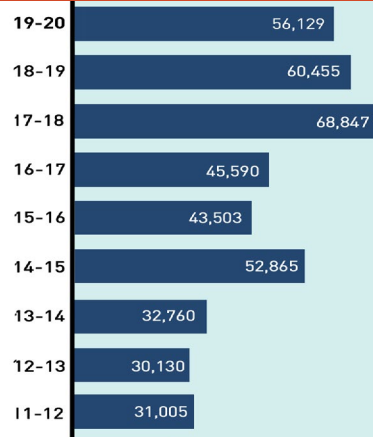
**\$6,565,954**

-72% due to Covid Cancelations

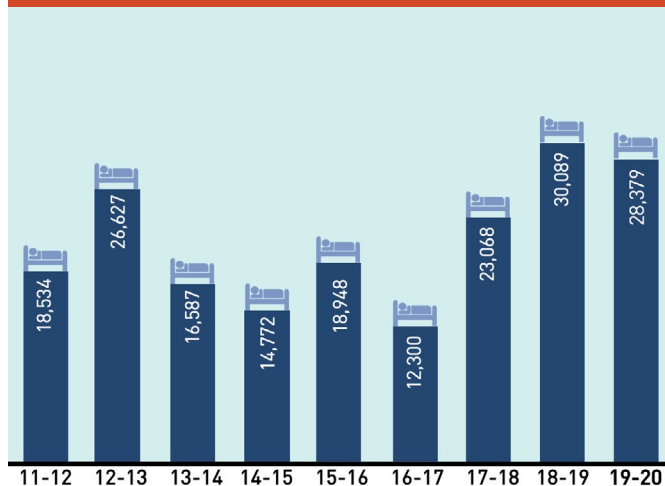
## Future Booking Impact

**\$21,202,472**

## 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**

## HIGHLIGHTS

- Developed a **Five-Year Sports Strategic Plan** outlining the vision and strategies to grow sports tourism in the region such as: creating new signature events, growing current events; securing new events; creating an innovative sports brand; building sports social media channels and followers; and supporting local sports clubs and events. Annual work plans will be developed to step through the five-year plan and build momentum for sports tourism.



- Created the **Willamette Valley Open Pickleball Tournament** to be held in January 2021 at the Oregon State Fairgrounds Pavilion, in Salem. With 300+ participants from throughout the U.S. expected to compete, this will be the largest pickleball tournament in the Pacific Northwest. Both the Salem-Keizer Pickleball Club and the West Salem Pickleball Club are partnering to support the tournament with volunteers. **The estimated economic impact for this event is \$119,337.**



- The **Salem Area Sports Commission (SASC)** continues to play a vital role in building relationships and developing and securing collegiate and recreational tournaments and sporting events for the region which, in turn increases overnight stays driving business to local lodging facilities. A team of 20 SASC commissioners, with specific sports related expertise, assist with building relationships; sports management and marketing efforts as well as researching new opportunities to pursue.



- Partnered with the City of Salem to create the **Cherry City Showcase Softball Tournament**. This youth softball tournament would have been Oregon's featured recruiting tournament for the Fall; unfortunately it was postponed due to COVID-19.



In the future it will take place on the weekend before the Cherry City Colligate Classic Tournament to create two weekends of softball. An estimated **\$562,500** is expected to be generated by this tournament of **60 teams, 900 players, and 2,500+ spectators**. This will be an annual tournament occurring the third weekend in September and will be the largest tournament of the Fall, each year.

- Created the **Northwest Elite Sports Camps and Clinics for Football and Softball**. These elite coaching clinics, to be held in 2022, will feature high level speakers and will be open to college, high school, and club coaches, teaching the skills and strategies of the sports (football, softball). What separates these clinics from other coaching clinics is that they will feature a high school recruiting camp in conjunction with the clinic. The Northwest's best high school talent will be able to showcase their skills for the college coaches attending the clinic. With 50 coaches and 150 athletes expected in January and February 2022, the estimated economic impact for this event will be **\$343,750**.





# convention services

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



**60**  
**GROUPS ASSISTED**  
**60,113 ATTENDEES**



## PROVIDED ON-SITE VISITOR INFORMATION & SERVICES

- North West Ag Show
- Capitol City Classic Basketball Tournament
- Oregon Economic Development Association
- Jehovah Witness Conventions
- Cherry City Collegiate Softball Showcase
- Senior Softball USA
- Capitol Cup Soccer Tournament
- Salem Birthday Expo

Services provided include on-site visitor information tables, pre-mailings, providing visitor guides, maps and other collateral materials. In addition, transportation bids, tour itineraries and welcome letters for registration packets or newsletters were provided.



# financial reports



TRAVEL SALEM GENERATED A **4.54:1** RATIO TO MAXIMIZE THE CITY OF SALEM'S INVESTMENT FOR THE REGION'S TOURISM PROMOTION

## REVENUES

### Public

City of Salem Contract \$842,550

### Industry Resources

Salem Tourism Promotion Area \$230,355

### Regional

Marion County \$125,000

Polk County \$15,000

### Private

Membership \$120,125

Special Events \$4,037

Co-op \$368

Other \$91,064

### Restricted

Wine Country Plate \$84,179

Fly Salem MRG \$17,900

Polk County Destination Development \$50,000

## TOTAL REVENUES

**\$1,580,578**

## EXPENSES

Salaries & Related Expenses \$771,490

Operations \$232,439

Professional Services \$36,404

Advertising \$56,208

Trade Shows & Fam Tours \$4,887

Special Events \$3,901

Agility Fund \$14,724

## TOTAL EXPENSES

**\$1,120,053**

## OPERATING CARRY FORWARD\*

**\$460,525**

## Other Income – Leverage

Visitors Guide \$67,611

Volunteers \$2,326

Media \$1,254,895

Advertising \$35,124

In-Kind \$377,428

WVVA/Regional \$913,996

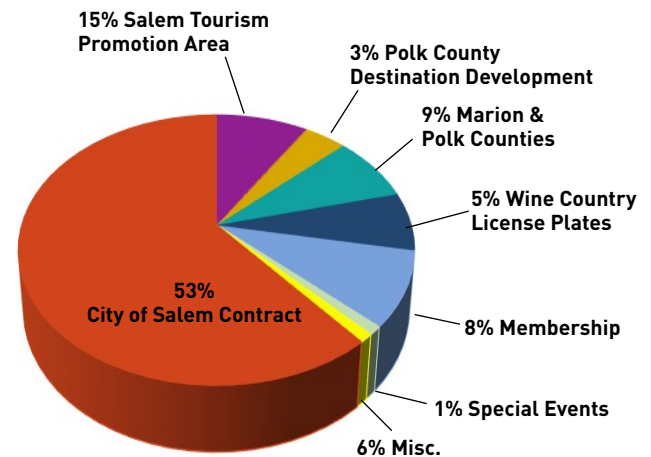
## TOTAL LEVERAGE

**\$2,651,380**

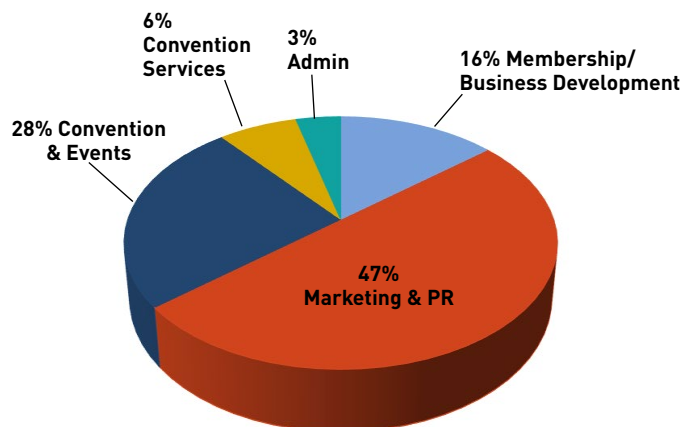
\*Carry Forward related to restricted funds

**81% of all revenues go toward direct visitor services**

## REVENUE SOURCES



## PROGRAM EXPENDITURES\*\*



\*\*Program costs include overhead expenses.