



MARION COUNTY BOARD OF COMMISSIONERS

Board Session Agenda Review Form

Meeting date: June 21, 2023

Department: Community Services Agenda Planning Date: 6/8/23 Time required: 15

Audio/Visual aids: Powerpoint

Contact: Kelli Weese Phone: x3277

Department Head Signature: [Handwritten Signature]

Table with 2 columns: Label (TITLE, Issue, Description & Background, Financial Impacts, Impacts to Department & External Agencies, Options for Consideration, Recommendation, List of attachments, Presenter) and Content (Travel Salem Quarterly Report, In 2018, Marion County approved a five-year contract with the Travel Salem. The agreement with Travel Salem was for tourism promotion to boost Marion County's appeal as a premier destination. Within their contract with Marion County, Travel Salem is obligated to provide a quarterly report that includes a summary of activities. At the June 21st Board Session, representative(s) from Travel Salem, including Travel Salem president and CEO Angie Villery will be providing a report on their activities over the past quarter. The contract agreement set in 2018 allocates \$125,000 each fiscal year for Travel Salem to perform tourism services, for a five year total allocation of \$625,000. The current contract is set to expire June 30, 2023. None Receive quarterly Travel Salem report. None Travel Salem 2022-2023 Quarter 4 Reports Kelli Weese, Economic Development Coordinator; Angie Villery Travel Salem President and CEO.

Copies of completed paperwork sent to the following: (Include names and e-mail addresses.)

Copies to: Kelli Weese, kweese@co.marion.or.us; Angie Villery angie@travelsalem.com

Q4 report

2022-2023 / APRIL, MAY

THE MOST OREGON
PART OF OREGON



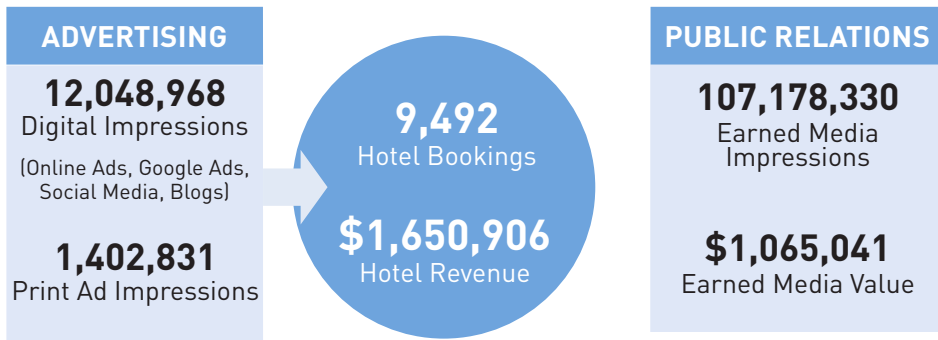
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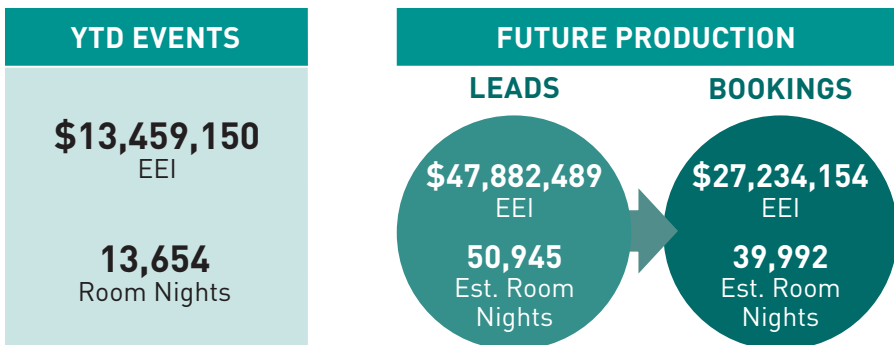
Q4 executive summary

Transient Occupancy Tax (TOT) revenues are up compared to last quarter, being driven by a 4.3% average ADR increase. Lodging occupancy surpassed 21-22 in January, but remains 7% behind last year through March. New Estimated Economic Impact data shows major growth year-over-year, beating the high-bar set in 2021 by 12%. Data in this report reflects year-to-date through April, unless otherwise indicated.

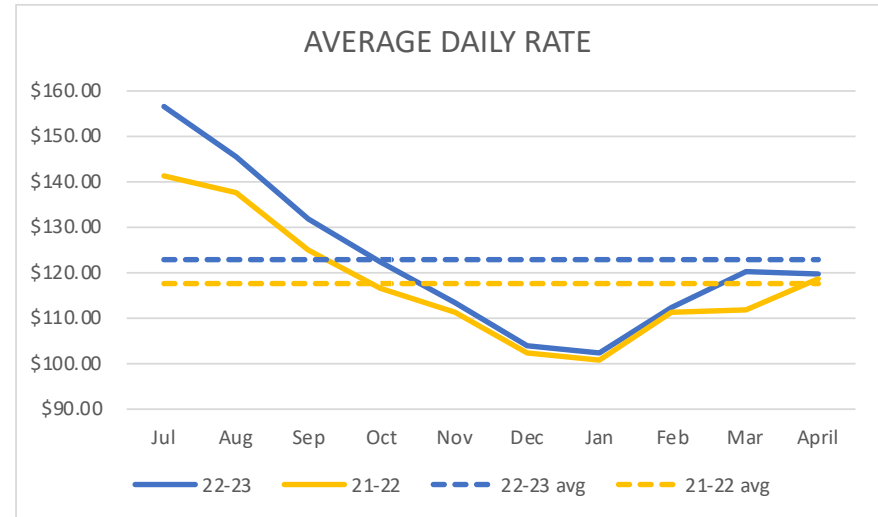
Q4 MARKETING DASHBOARD



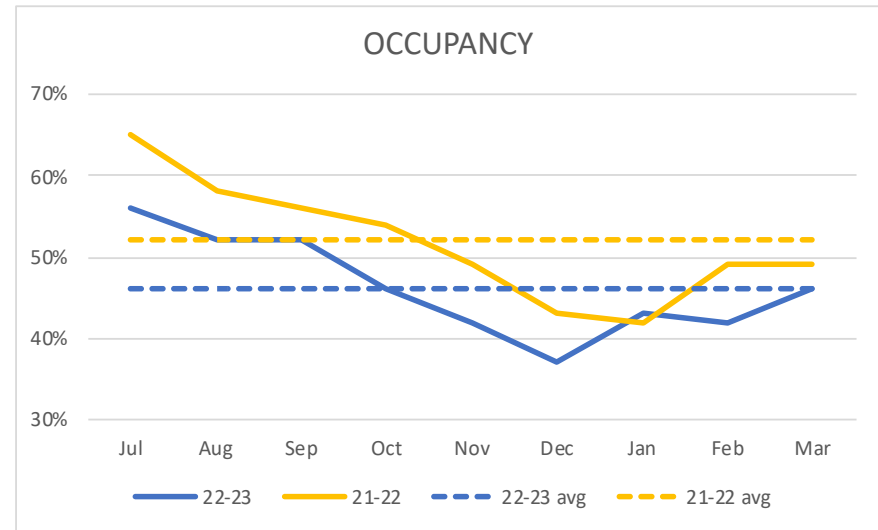
Q4 SALES DASHBOARD



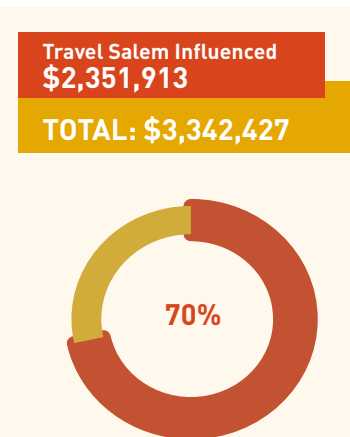
ADR



OCCUPANCY*



TOT REVENUES*



RESOURCES*



*April numbers not yet available

key performance measurements

There are key performance measurements that are tracked quarterly to provide a picture of the overall economic health of the Salem & Mid-Willamette Valley tourism industry. When evaluating our progress, these nine selected indicators must be considered alongside other measurements such as financial resources, program staff and advertising support. Environmental influences and other economic trends are also considered to gain better insight into the health of the industry.

Specific tourism-based activities also provide context for evaluating the bigger 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-based economic outcomes. However, the organization takes a leadership role in tourism promotion to help shape industry results.



PERFORMANCE MEASUREMENT*	22-23 YTD	% OF GOAL	22-23 YEAR-END GOAL	21-22 ACTUALS
1 Estimated Economic Impact	\$782,000,000	113%	↑ 2% = \$689,826,000	\$676,300,000
2 Transient Occupancy Tax (TOT)**	\$3,342,426	76%	↑ 5% = \$4,414,908	\$4,328,340
3 Leverage	\$2,015,240	88%	\$2,300,000	\$2,809,660
4 Consumer Engagement	129,561,457	76%	↑ 15% = 170,183,598	147,985,737
5 Visitor Information Network Attendance	100,284	80%	↑ 6% = 125,534	121,878
6 Earned Media Impressions	107,178,330	89%	↑ 5% = 120,238,072	114,512,450
7 Social Media Reach***	8,177,168	84%	↑ 12% = 9,755,814	8,710,548
8 Online Visits***	198,340	58%	↑ 10% = 339,172	308,338
9 Conventions & Sports Bookings	14	45%	↑ 10% = 31	28

* Targets are based on normal market conditions and don't take into consideration significant impacts such as pandemic, recession, depression, natural disasters, fuel anomalies, etc..

** Outcomes influenced by fluctuations in ADR, occupancy. Does not include April numbers.

*** Methodologies may change year to year as vendors update their algorithms; year-over-year changes may not be comparable

KPM: a closer look

YEAR-OVER-YEAR COMPARISON & HIGHLIGHTS

21-22 THROUGH Q4

22-23 Q3 + APRIL

22-23 ANNUAL GOAL

1 ESTIMATED ECONOMIC IMPACT*

\$676,300,000

\$782,000,000

Salem & the Mid-Willamette Valley are on target to surpass FY 21-22 EEI, which was the highest on record. The region's diverse offerings (e.g., history, recreation, wine, food) and uncrowded spaces, along with elevated hotel ADR, has bolstered the tourism industry's performance.

2 TRANSIENT OCCUPANCY TAX (TOT)*

22-23 GOAL: \$4,414,908

\$4,328,340

\$3,342,426

Hotel occupancy decreased 3% compared to Q3 21-22, however a 3.5% ADR increase drove additional TOT during the quarter.

3 LEVERAGE

22-23 GOAL: \$2,300,000

\$2,821,115

\$2,015,240

Pace is strong to annual goal despite Leverage decreasing year-over-year due to the Willamette Valley Visitors Association's (WVVA) reduced budget, and no discounted rent since HQ move out of the Capital Tower.

4 CONSUMER ENGAGEMENT

22-23 GOAL: 170,183,598

\$147,985,085

129,561,457

Consumer engagement increased due to convention services and a robust social media presence reaching more consumers. However, FY 22-23 is still lagging 11% behind the previous year due to the Travel Salem "welcome" sign no longer on Liberty Street.



21-22 THROUGH Q4

22-23 Q3 + APRIL

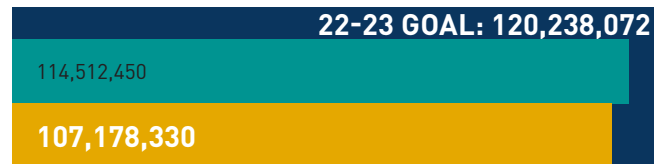
22-23 ANNUAL GOAL

5 VISITOR INFORMATION NETWORK



Travel Salem's Visitor Center was closed in the fall of 2022 and a small temporary Visitor Center was moved into the Grand Hotel while Travel Salem's headquarters building was being remodeled. This closure has had an impact on the number of guests served. New Visitor Center reopened in May.

6 EARNED MEDIA IMPRESSIONS



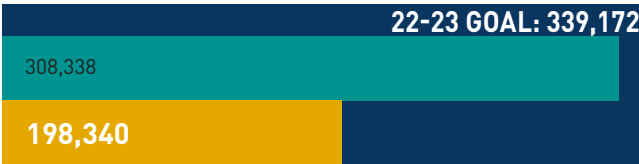
Earned media impressions increased 23% over the same quarters last year. Travel Salem's public relations program continues to focus on high quality media outlets to promote Salem and the Mid-Willamette Valley.

7 SOCIAL MEDIA REACH



Travel Salem's 27% social media reach increase is attributed to a higher number of video used throughout all social platforms (e.g., Facebook, Instagram, TikTok). Video performs better than photography and enhances engagement.

8 ONLINE VISITS



Online visits have decreased due to changes in Travel Salem's online partnership with WVVA. WVVA's data methodology shifted the way it tracks consumer access to the Salem information on their site.

9 CONVENTIONS & SPORTS BOOKINGS



The meeting & convention sector continues to grow after COVID, though production has been hampered due to lack of in-market meeting space availability. Healthy increases in sports industry business continue, and overall prospecting efforts to build pipeline will show traction throughout Q4.



core areas of focus

Strategic Imperative: INCREASE VISITOR-RELATED ECONOMIC IMPACT

EXTERNALLY FOCUSED

INTERNALLY FOCUSED

Destination Experience [DE]

Create transformative experiences utilizing deep industry expertise & unsurpassed product knowledge that connect visitors and residents.

Destination Development [DD]

Enhance destination appeal and competitive edge through strategic and sustainable initiatives and product development.

Destination Marketing [DM]

Blaze The Most Oregon Part of Oregon brand and promote the region as a premier destination to create demand for group & leisure travelers.

Organization Optimization [OO]

Develop long-term stable funding, strategic staffing levels and the technology & tools to support a robust Destination Leadership Organization.

OBJECTIVE

MEASUREMENT

- | | |
|--|--|
| 1. Expand the footprint of destination information, engagement & proactive outreach | → Visitor network traffic & visitor promotional outreach |
| 2. Strengthen the capacity of the tourism ecosystem by providing industry training & resources | → Number of industry partners reached through education & training, and any resulting outcomes |
| 3. Provide customized group services that respond to the needs of meeting & event planners | → Number of groups assisted & expand customized services provided |
| 4. Capture visitor feedback through proactive outreach & respond to opportunities with sales and marketing solutions | → Number of surveys completed and any resulting outcomes |

OBJECTIVE

MEASUREMENT

- | | |
|--|--|
| 1. Develop product for the non-peak season (Nov-Mar) when visitation is lower (e.g., campaigns, trails, events) | → Increase shoulder season product |
| 2. Work with the Salem Area Sports Commission (SASC) to cultivate the sports/recreation sector by recruiting new opportunities and growing existing events | → Increase sports/recreation sector bookings |
| 3. Assist the cultural & heritage sector with planning, collaboration & evaluation | → Improved cultural heritage communications deliverables |
| 4. Identify & influence initiatives that improve destination accessibility (e.g., wayfinding, commercial air service) | → New transportation-related initiatives underway |

OBJECTIVE

MEASUREMENT

- | | |
|--|--|
| 1. Unite Mid-Willamette Valley partners through shared vision, advocacy & collaboration | → Implement a unified messaging strategy with economic development partners |
| 2. Craft messaging that differentiates the region's unique attributes through inspirational & actionable content | → Shift messaging to highlight the people linked to iconic places & focus on defining attributes |
| 3. Secure citywide room nights through innovative group sales strategies | → Increase group bookings |
| 4. Target shoulder season visitation through coordinated sales & marketing efforts | → Increase shoulder season room nights |
| 5. Promote tourism industry awareness and engage community ambassadors through locally targeted initiatives | → Increase resident engagement |
| 6. Leverage key partnerships & strategies to amplify reach & effectiveness | → Increase visitor engagement |
| 7. Utilize data & research to anticipate & capitalize on trends & marketing opportunities | → Utilize data & research to influence marketing decisions |

OBJECTIVE

MEASUREMENT

- | | |
|---|--|
| 1. Leverage complex & dynamic funding streams to maximize economic impact | → Maintain diversified revenue streams and successfully implement the Tourism Promotion Area program |
| 2. Adapt human resources to meet industry demands | → Ensure adequate staffing levels |
| 3. Hone communication & strategic collaboration across program areas | → Utilize streamlined and effective communication systems |
| 4. Utilize technology to streamline productivity & spur innovation | → Adopt new technology as needed |
| 5. Implement multifaceted vision for new headquarters building | → Headquarters building operating and fully functional |
| 6. Ensure transparency & accountability through detailed reporting, research and stakeholder communications | → Track stakeholder satisfaction levels and deliver meaningful & user-friendly reports and industry communications |

CORE AREAS OF FOCUS:

Q4 highlights

Below are examples from the quarter that relate directly to each of the Core Areas of Focus from the 2020-2025 Strategic Plan

funding sources key

grant FUNDED	tot FUNDED	wcp FUNDED	stpa FUNDED	wvva FUNDED	flex FUNDED	blend FUNDED
Funded by grants	Funded by Transient Occupancy Tax	Funded by Wine Country Plate program	Funded by Salem Tourism Promotion Area	Funded by the Willamette Valley Visitors Association	Funded by private revenue sources	Item funded by more than one source

DESTINATION EXPERIENCE (DE)

Create transformative experiences utilizing deep industry expertise & unsurpassed product knowledge that connect visitors with the people and the place.



DESTINATION DEVELOPMENT (DD)

Enhance destination appeal and competitive edge through strategic and sustainable initiatives and product development.



ENGAGING FRONT LINE STAKEHOLDERS [DE 2]



Hosted the 2nd Front Desk FAM of 2023 with 20 hospitality industry front line staff in an effort to support and educate ambassadors for the region, by raising awareness of local assets, products and attractions. The next Font Desk FAM will take place in Q3 23-24.



SPORTS ETA SYMPOSIUM [DD 1 & 2]



Attended Sports Events & Tourism Association's annual meeting, the largest trade-show where sports destination cities connect with a variety of sports event stakeholders & decision-makers, to drive more sports business to destination locations. Met with over 20 organizations, resulting in 5 strong leads for soccer, golf, bowling, collegiate sports and state games.



VISITOR CENTER OPENS DOORS [DE 1 & 2]



Travel Salem opened the new Mid-Willamette Valley Visitor Center, which offers state-of-the-art programing with drive-thru visitor information, a theater room offering videos highlighting the region, rotating regional exhibits, and meetings space, all focused on engaging visitors and the community through events & resources.



CONVENED SPORTS COMMISSION [DD 2]



The Salem Area Sports Commission convened for the 2nd time in this year, at Willamette University. Community members, local business owners, sports organizations, venue owners, hoteliers and city officials, met to focus on evaluating and recruiting regional and national sporting events for Salem and Marion & Polk Counties.

CORE AREAS OF FOCUS:

Q4 highlights

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funding sources key



DESTINATION MARKETING (DM)

Blaze The Most Oregon Part of Oregon brand and promote the region as a premier destination to create demand for group & leisure travelers.



ORGANIZATION OPTIMIZATION (OO)

Develop long-term stable funding, strategic staffing levels and the technology & tools to support a robust Destination Leadership Organization.



CELEBRATING TOURISM & REGION [DM 1 & 2]



Industry stakeholders celebrated National Tourism Week by gathering together for the 2023 MOPO Awards luncheon, where Salem's Mayor Hoy presented Travel Salem with a proclamation commemorating a record breaking \$782m in economic impact generated by local tourism. Nine industry partners were presented awards, including Salem Art Fair, Bike Indy, Xicha Brewing, Mt. Angel Oktoberfest & Resilient Headwaters.



SECURED GOVERNOR'S CONFERENCE [OO 3 & 5]



Travel Salem attended and addressed the nearly 550 attendees at the Oregon Governor's Conference on Tourism in Portland, inviting them to Salem for Travel Oregon's 2024 Conference. Travel Salem and the planning team for next year's event together toured local venues for off-site breakouts, including Xicha Brewing and Salt Creek Cider House. Travel Salem will be partnering with Travel Oregon to host.



NATIONAL COVERAGE, REGIONAL WIN [DM 2]



The Wooden Shoe Tulip Festival was included in a Forbes Magazine piece on top spring celebrations in the nation, entitled "See Oregon in Bloom at these Spring Flower Festivals." This national coverage garnered 2,220,000 earned media impressions for an important attraction & cultural asset in Marion County.



Travel Salem is pleased to present the 22-23 Fourth Quarter Report, through April, pursuant to 2021 City of Salem Contract Section 1.8. The contract stipulates quarterly reports include a financial report, an overview of activities and performance measurement data, and a clear demonstration of how Transient Occupancy Tax funds and Salem Tourism Promotion Area funds are used on projects, programs, and initiatives, in Salem.

This report fulfills these contractual requirements. All programs and services tie back to Travel Salem's 2020-2025 Strategic Plan and the 2022-23 Business Plan, and drive toward the imperative to increase visitor related economic impact through four core areas of focus: destination experience, destination development, destination marketing, and organization optimization.

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