Q2 report

2024-2025 / OCT, NOV, DEC



BEILKE FAMILY FARM

THE MOST OREGON
PART OF OREGON

travel Salem

THE MOST OREGON PART OF OREGON

CONTENTS

2 Executive Summary
3 KPM Chart
4 KPM insights [1-4]
5 KPM Insights [5-9]
6 Core Areas of Focus Overview
7 Q2 Highlights

Q2 executive summary

Transient Occupancy Tax (TOT) revenues are pacing 9% ahead of last year, through December, being driven by increases in hotel ADR. The convention and sports departments have booked $56+ million in future business and the marketing and communications department generated 4.6 million impressions through advertising, blogs, and PR.

MARKETING

YTD

ADVERTISING

4,665,965
Digital Impressions
(Online Ads, Google Ads Social Media, Blogs, Expedia)

124,998
Print Ad Impressions

10,262
Hotel Room Nights

$1,459,546
Hotel Revenue

PUBLIC RELATIONS

51,304,000
Earned Media Impressions

$455,660
Earned Media Value

SALES

CONVENTIONS

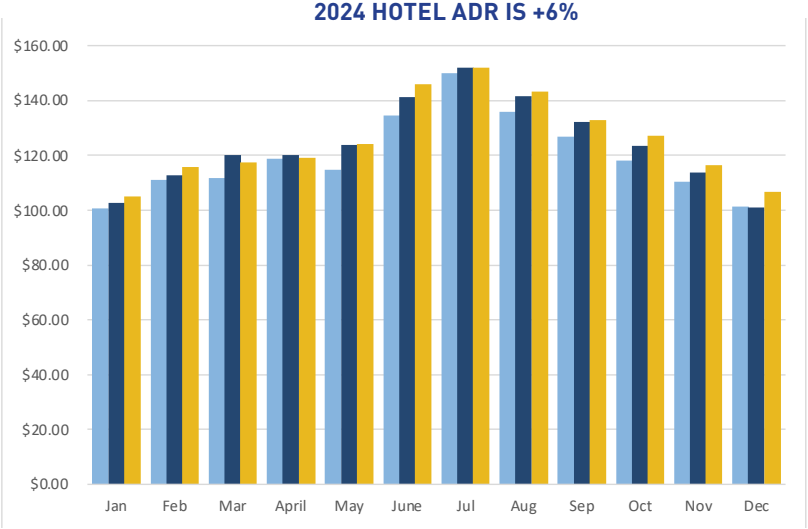
YTD ACTUALS	TENTATIVE	FUTURE BOOKINGS
$260,050 EEI	**$2,455,010** EEI	**$1,503,561** EEI
176 Room Nights	**3,710** Est. Room Nights	**1,270** Est. Room Nights

SPORTS

YTD ACTUALS	TENTATIVE	FUTURE BOOKINGS
$15,839,588* EEI	**TBD** EEI	**$55,919,782** EEI
18,368 Room Nights	**4,820** Est. Room Nights	**43,150** Est. Room Nights

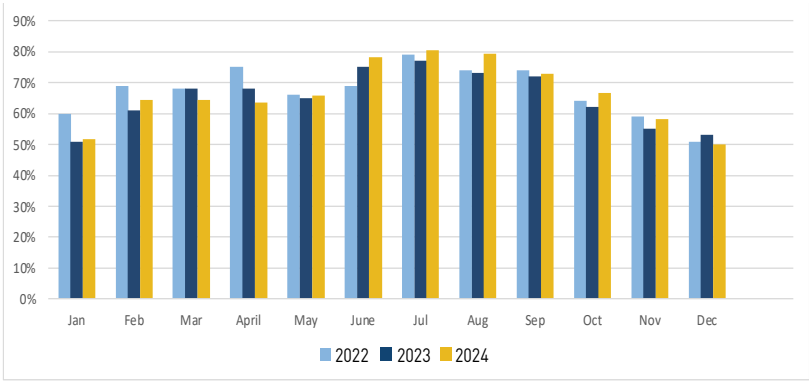
AVERAGE DAILY RATE [STR]

2024 HOTEL ADR IS +6%



OCCUPANCY RATE (STR)

2024 HOTEL OCCUPANCY IS -3%



SALEM TOT REVENUES

Travel Salem Influenced
$1,970,818

TOTAL
$2,661,092

key performance measurements

Key performance measurements are tracked to provide a picture of the overall economic health of the Salem & Mid-Willamette Valley tourism industry. When evaluating progress, these nine selected indicators should 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 economic development and tourism promotion to help shape industry results.



Chachalu Museum & Cultural Center

	PERFORMANCE MEASUREMENT*	24-25 ACTUAL	% GOAL	24-25 ANNUAL GOAL	23-24 ACTUAL
1	Estimated Economic Impact	TBD	TBD	↑2% = $796,926,000	$781,300,000
2	Salem Transient Occupancy Tax (TOT)**	$2,661,092	52%	↑5% = $5,084,494	$4,842,375
3	Leverage	$587,610	25%	$2,300,000	$2,809,379
4	Consumer Engagement	60,946,615	30%	↑15% = 197,435,763	171,683,272
5	Visitor Information Network Attendance	42,549	37%	↑6% = 114,203	107,739
6	Earned Media Impressions	51,304,000	39%	↑5% = 128,990,400	122,848,000
7	Social Media Reach***	2,898,244	20%	↑12% = 13,924,456	12,432,550
8	Online Visits****	176,077	58%	↑10% = 301,027	273,661
9	Convention & Sports Actual Room Nights	18,544	50%	↑10% = 36,354	33,049

* 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. Currently, data only available through Aug.

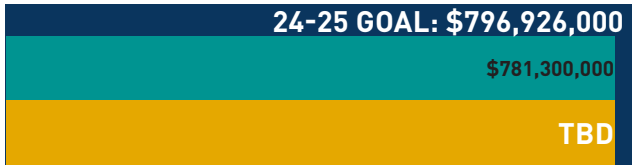
*** Methodologies may change year to year as vendors update their algorithms; year-over-year changes may not be comparable

KPM: a closer look

YEAR-OVER-YEAR COMPARISON & HIGHLIGHTS

23-24 ACTUALS | 24-25 YTD ACTUALS | 24-25 ANNUAL GOAL

1 ESTIMATED ECONOMIC IMPACT



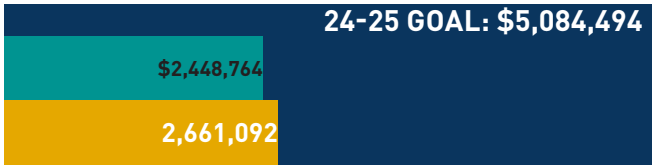
2024 Estimated Economic Impact numbers will be available early next year.

3 LEVERAGE



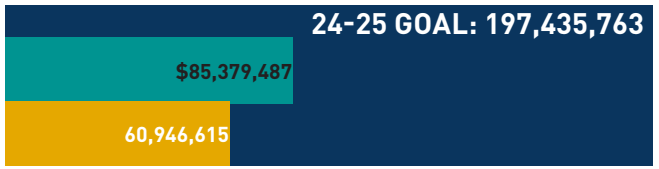
Q2 Leverage for 24-25 does not include the Willamette Valley Visitor Association numbers, which is contributing to a lower YTD average than usual at only 25% of our annual goal.

2 SALEM TRANSIENT OCCUPANCY TAX (TOT)

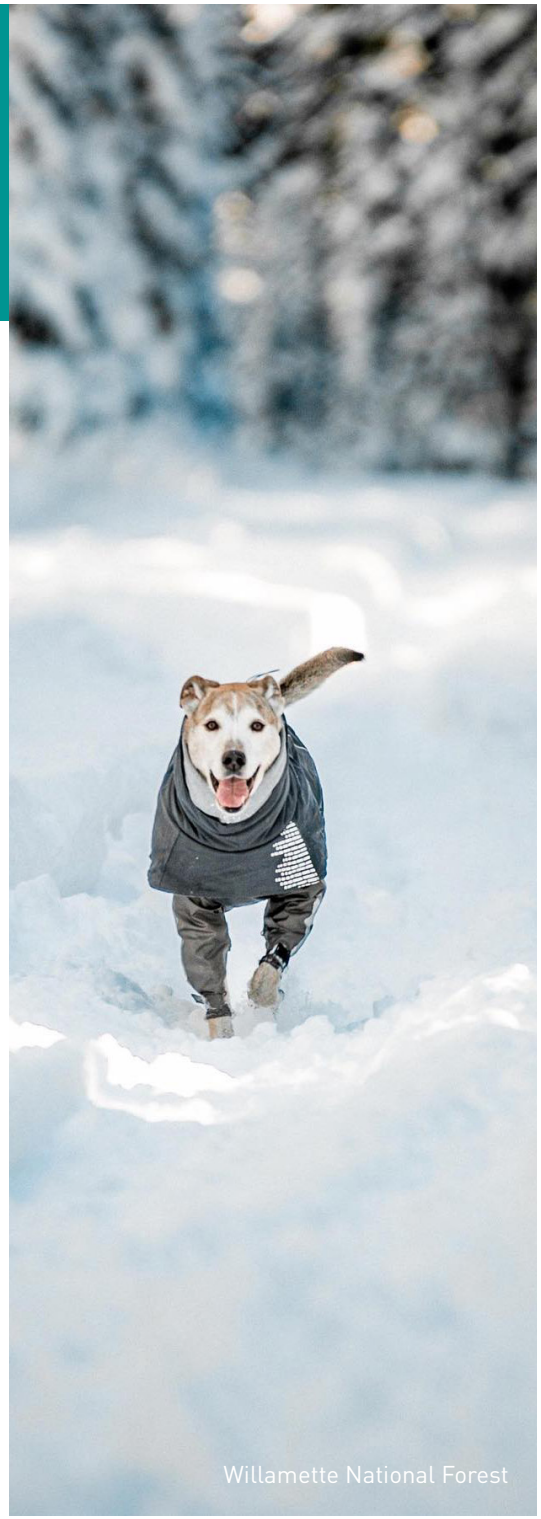


There is a slight increase in TOT (9%) from the previous year due to increases in hotel ADR.

4 CONSUMER ENGAGEMENT



Overall consumer engagement decreased 29% year over year due to a reduction in the marketing budget, affecting KPTV promotions and other paid advertising, which is expected to continue to impact results throughout the year.


Willamette National Forest

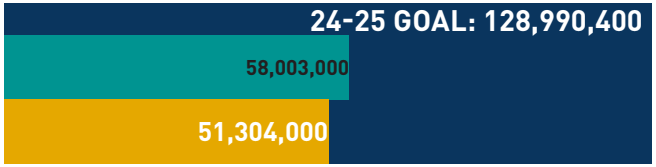
23-24 ACTUALS | 24-25 YTD ACTUALS | 24-25 ANNUAL GOAL

5 VISITOR INFORMATION NETWORK



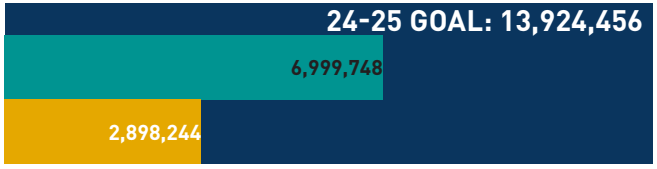
Visitor Information Network attendence decreased by 31% year over year due to a lack of signage on I-5, which should be replaced in FY 25-26, and the loss of two satellite visitor info locations due to remodelling (Salem Hotel, Best Western Plus Mill Creek Inn).

6 EARNED MEDIA IMPRESSIONS



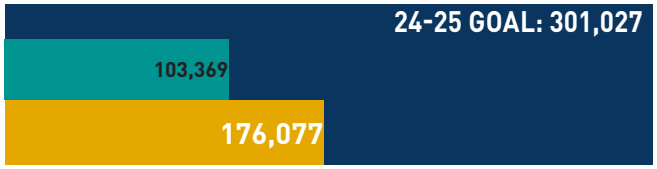
Public relations was transitioned to a contractor for FY 24-25, which is generating PR in the pipeline (12% decrease due to timing).

7 SOCIAL MEDIA REACH



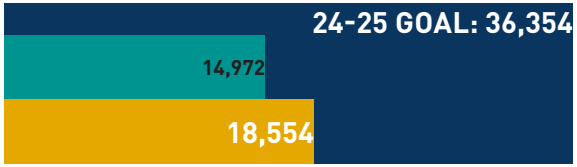
STPA marketing budget reductions resulted in: 1) Decreased social media boosting, and 2) The transition of social media and content creation to a part-time contractor. This led to a 59% decrease in social media reach.

8 ONLINE VISITS



Published 3 blogs that drove 20,317 webpage views. Blogs highlighted Halloween activities throughout the region; local tastemakers including Jim Hoke, owner of Mt. Angel Sausage Company (2,895 views); and a 36-hour itinerary showcasing attractions in Salem, Silverton, Turner and Monmouth (1,283 views).

9 CONVENTION & SPORTS ROOM NIGHTS



Actualized room night production has increased 23% compared to Q2 of last year. The increase is due to USA Softball 10B/12B Western Nationals tournament.



The Grand Theater

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.

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	Number of surveys completed and any resulting outcomes

Destination Development [DD]

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

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

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.

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

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. Leverage complex & dynamic funding streams to maximize economic impact	Maintain diversified revenue streams and successfully impliment 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 meanigful & user-friendly reports and industry communications

CORE AREAS OF FOCUS:

Q2 highlights

Below are initiatives from the year that demonstrate progress in Core Areas of Focus from the 2020-25 Strategic Plan

funding sources key

- **grant FUNDED** — Funded by grants
- **tot FUNDED** — Funded by Transient Occupancy Tax
- **wcp FUNDED** — Funded by Wine Country Plate program
- **stpa FUNDED** — Funded by Salem Tourism Promotion Area
- **wvva FUNDED** — Funded by the Willamette Valley Visitors Association
- **flex FUNDED** — Funded by private revenue sources
- **blend FUNDED** — 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.

DE

Mid-Willamette Valley tourism summit & awards

presented by FOX 12 OREGON

MID-WILLAMETTE VALLEY TOURISM SUMMIT [DE 1, 2]

stpa FUNDED flex FUNDED

The third annual Mid-Willamette Valley Tourism Summit was held in November, bringing together the tourism industry for education and conversations around driving economic development for the Salem-area. This year's workshops focused on inter-generational communications, social media strategies, and tribal perspectives and engagement.



TRAVELSALEM.COM TRANSLATION RESULTS [DE 1]

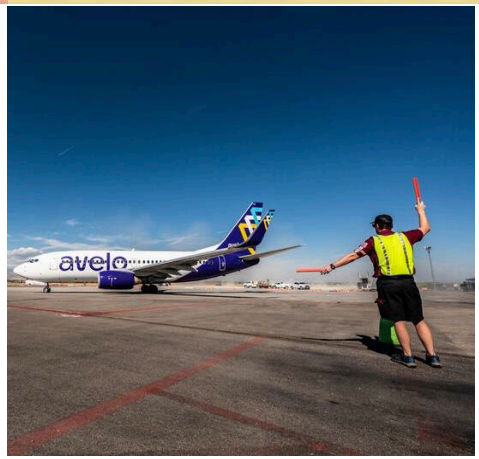
stpa FUNDED

In April 2023 the TravelSalem.com website was translated into 8 languages. There are 900 translations taking place monthly, with Spanish as the #1 translated language (accounts for approx. 50% of the translations), followed by German (20%).

DESTINATION DEVELOPMENT (DD)

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

DD



FLY SALEM [DD 1, 4]

stpa FUNDED flex FUNDED

Overall, the first year of commercial air service was very successful with nearly 55,000 passengers of which 27,000 were visitors (49%). Commercial air service contributed $19 million to the local economy.

The AVELO Las Vegas route was paused for the winter and will re-start April 28. Travel Salem is working with the City to identify new MRG funds to recruit a second carrier.

HUG Huddle Up Group

SPORTS VENUE ANALYSIS [DD 1,2]

stpa FUNDED

Travel Salem partnered with the Huddle Up Group to conduct a sports venue analysis to identify near-term and long-term facility enhancements that can bolster sports tourism to Salem and the Mid-Willamette Valley. The analysis revealed enhancement opportunities ranging from turf, lighting and equipment to a new Pickleball facility.

CORE AREAS OF FOCUS:

Q2 highlights

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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.

AMERICAN TRUCK HISTORICAL SOCIETY [DM 3,4,6]

tot FUNDED flex FUNDED

Booked the 2027 Antique Truck event organized by the American Truck Historical Society at the Oregon State Fairgrounds & Expo Center. This will be Salem's second time hosting the American Truck Historical Society. In 2016, 120 room nights were generated; in 2027, the event is expected to bring in 2,100 room nights.

ORGANIZATION OPTIMIZATION (OO)

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



SALEM TOURISM PROMOTION AREA (STPA) RENEWAL [OO 1]

stpa FUNDED

During Q2, the Salem Tourism Promotion Area (STPA) was renewed for another five years (2025-2030). In 2020, Salem area lodging facilities enacted a voluntary 2% fee on each lodging room sold. The funds from the STPA enabled Travel Salem to market at a higher level increasing economic return to Salem and the region.

TECHNOLOGY RESOURCES [OO 4]

stpa FUNDED

Travel Salem invested in Knowland, an intellegence data platform, to help grow meeting, convention and group sales business. Knowland connects the sales program with actual meeting opportunities and reveals insights and contacts that optimize processes to engage with group planners and secure additional business.

DESTINATION MARKETING [DM]

Q2 highlights

Notable & top-performing public relations articles & social media posts

tot FUNDED stpa FUNDED

public relations



NORTHWEST TRAVEL & LIFE MAGAZINE

"6 Northwest Festivals that Celebrate Fall" (Oct)

Highlighted: Mt. Angel Oktoberfest

Ad Value: $15,000

Circulation: 125,000



PORTLAND MONTHLY

"Destination Saunas in Oregon and Beyond" (Oct)

Highlighted: Breitenbush Hot Springs

Ad Value: $23,000

Circulation: 1,300,000

YAHOOLIFESTYLE.COM

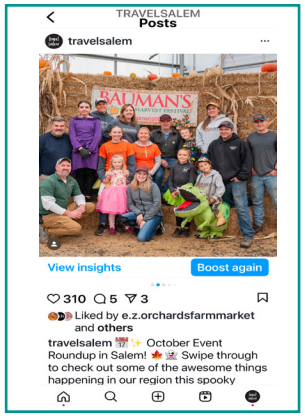
"Holiday Market Guide: Where to Find Unique Gifts & Festive Fun in the Willamette Valley" (Nov)

Highlighted: Deepwood Museum & Gardens, Monmouth's Merry Market, The Silverton Christmas Market

Ad Value: $29,000

Circulation 3,000,000

social media



"HARVEST FESTIVALS & HAUNTS IN THE MID-WILLAMETTE VALLEY (OCT)

Featured: Bauman's Harvest Festival

Combined Reach: 32,000



WILLAMETTE ORNAMENT TREE HUNT [NOV]

Featured: Santiam Canyon Area - Willamette National Forest

Combined Reach: 12,100



SILVERTON MURALS [NOV]

Combined Reach: 3,600



Minto Brown Park

Travel Salem is pleased to present the 24-25 Second Quarter Report, pursuant to 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 2024-25 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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