

Q4 report

2024-2025 | APR, MAY, JUNE



THE MOST OREGON
PART OF OREGON



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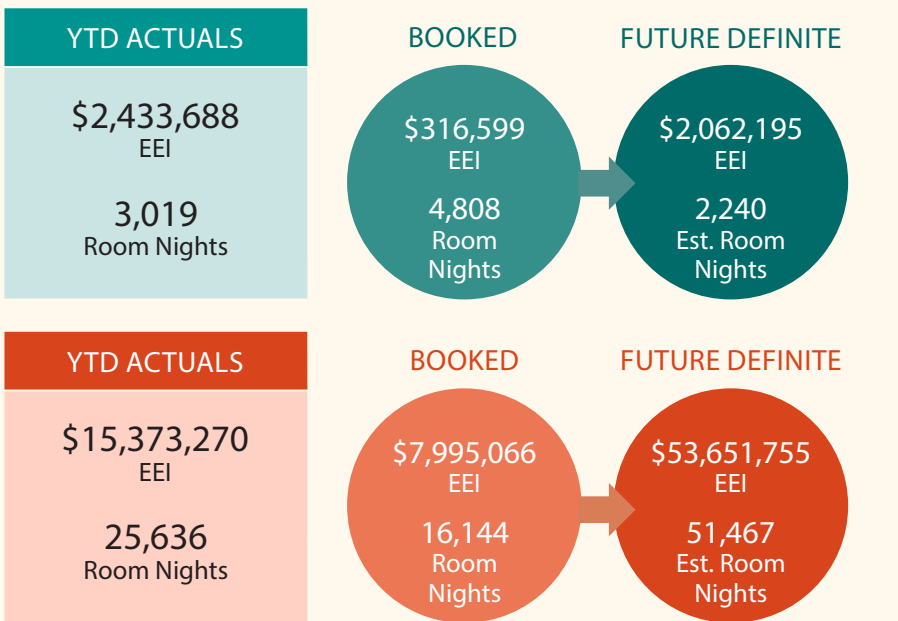
Q4 executive summary

Transient Occupancy Tax (TOT) revenues are pacing 9% ahead of last year, through June, driven by a 3% increase in hotel ADR and a 2% increase in occupancy. Seven months of the fiscal year were record setting. Travel Salem received a Travel Oregon grant for destination development work in the Santiam Canyon; hosted a successful small market meeting planner familiarization tour; and TravelSalem.com visits increased 50%.

MARKETING

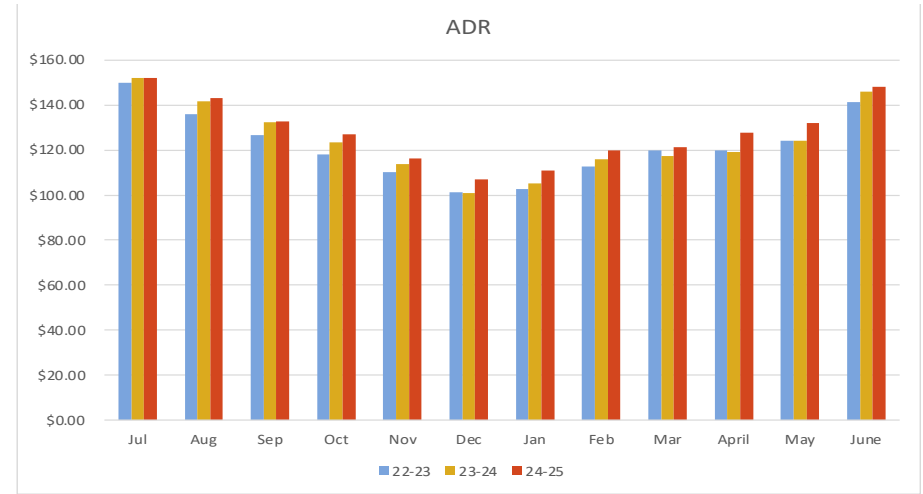


SALES



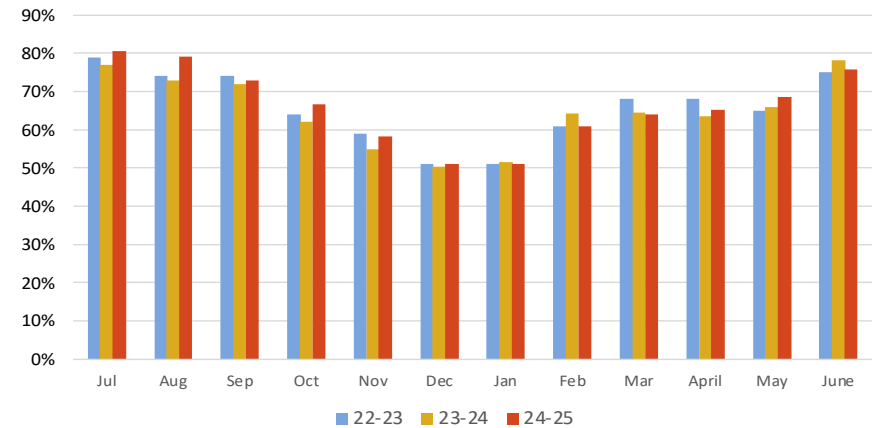
AVERAGE DAILY RATE (STR)

2024-25 HOTEL ADR UP 3.1%



OCCUPANCY (STR)

2024-25 HOTEL OCCUPANCY UP 2%



SALEM TOT

Travel Salem Influenced
\$3,711,826

TOTAL
\$5,298,982

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.

PERFORMANCE MEASUREMENT*	24-25 ACTUAL	% GOAL	24-25 ANNUAL GOAL	23-24 ACTUAL
1 Estimated Economic Impact	\$793,300,000	100%	↑2% = \$796,926,000	\$781,300,000
2 Salem Transient Occupancy Tax (TOT)**	\$5,298,982	104%	↑5% = \$5,084,494	\$4,842,375
3 Leverage	\$2,859,290	124%	\$2,300,000	\$2,809,379
4 Consumer Engagement	175,125,790	89%	↑15% = 197,435,763	171,683,272
5 Visitor Information Network Attendance	80,256	70%	↑6% = 114,203	107,739
6 Earned Media Impressions	141,782,300	113%	↑5% = 128,990,400	122,848,000
7 Social Media Reach***	10,131,106	73%	↑12% = 13,924,456	12,432,550
8 Online Visits****	411,260	137%	↑10% = 301,027	273,661
9 Convention & Sports Actual Room Nights	28,655	79%	↑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



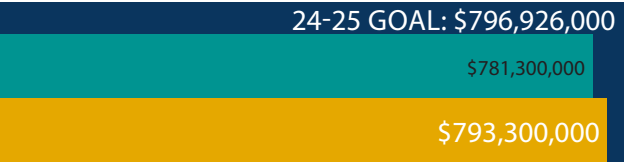
Oregon State Capitol & Cherry Blossoms

KPM: a closer look

YEAR-OVER-YEAR COMPARISON & HIGHLIGHTS

23-24 ACTUALS	24-25 YTD ACTUALS	24-25 ANNUAL GOAL
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1 ESTIMATED ECONOMIC IMPACT



The 2024 Estimated Economic Impact, according to Travel Oregon’s “Impact of Travel 2024” report for the two-county region, was \$793.3 million (99.5% of goal).

2 SALEM TRANSIENT OCCUPANCY TAX (TOT)



TOT increased 9.4% YOY to \$5.3 million, the highest on record, due to increases in hotel ADR and occupancy (104% of goal).

3 LEVERAGE



Q4 leverage for 24-25 is at 124% of our goal and 1.7% over FY 23-24 actuals. The increase is attributed to a grant Travel Salem received from Travel Oregon and earned media.

4 CONSUMER ENGAGEMENT



Overall consumer engagement increased 2% YOY due to increased print media impressions.



23-24 ACTUALS

24-25 YTD ACTUALS

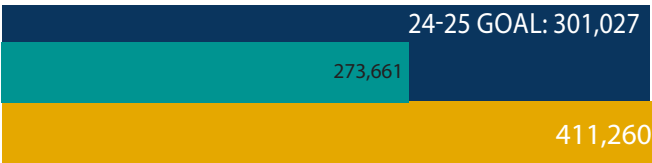
24-25 ANNUAL GOAL

5 VISITOR INFORMATION NETWORK



Visitor Information Network attendance decreased by 25% YOY 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 (The Hotel Salem, Best Western Plus Mill Creek Inn).

8 ONLINE VISITS



Online visits reached 136% of goal, an increase of 50% over previous year due to attaching Google ads to consumer Blogs. This drove more webpage views while highlighting assets throughout the region such as summer events, historic sites and garden hopping.

6 EARNED MEDIA IMPRESSIONS



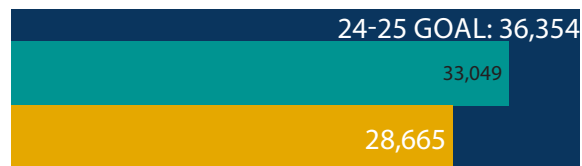
The 113% increase of goal is due to transitioning to Lawrence PR (contractor), which also serves as WVVA's and Travel Oregon's agency. The benefits of this arrangement include leveraging media opportunities across the region and state, as well as the agency focuses solely on media pitching.

7 SOCIAL MEDIA REACH



STPA marketing budget reductions resulted in: 1) Decreased social media boosting, and 2) Transition of social media and content creation to a part-time contractor. This led to a decrease of 27% in social media reach.

9 CONVENTION & SPORTS ROOM NIGHTS



Actualized room night production decreased 13% compared to Q4 of last year. The decrease is due to room pickup from Jehovah Witness that came in under projection and transition in sales team staffing.



Bauman Farms

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

funding sources key



DESTINATION EXPERIENCE

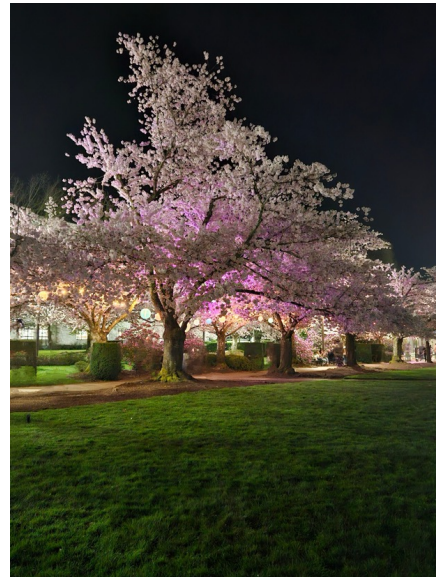
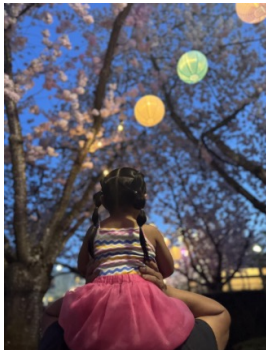
Create transformative experiences utilizing deep industry expertise & unsurpassed product knowledge that connect visitors with the people and the place.

[DE]

CHERRY BLOSSOM PHOTO CONTEST [DE 1]

Travel Salem launched a Cherry Blossom Photo Contest to encourage public engagement & increase awareness by inviting individuals to share their best blossom photos on Instagram, Facebook and TikTok. The contest generated strong participation & visibility:

- 142 photo entries
- 575,712 total impressions
- 4 winners selected & promoted through Travel Salem, the Oregon State Capitol, & the City of Salem platforms



Two of the winning photos from the campaign.



RESILIENT HEADWATERS GRANT [DD 6]

Travel Salem, in partnership with the Resilient Headwaters Coalition, was awarded a \$130,000 grant from Travel Oregon.

Grant funds will support the following initiatives:

- Development of new, accessible trail and trailhead amenities to improve public access to Daly Lake in the Willamette National Forest
- Installation of wayfinding and interpretive signage to promote safe and responsible recreation
- Expanded planning efforts for a 1.5-mile trail loop around Daly Lake, including the design of an accessible dock



Resilient Headwaters
Rebuilding an active future in Oregon's Santiam Canyon.



CORE AREAS OF FOCUS:

Q4 highlights

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

funding sources key



DESTINATION MARKETING

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



SMALL MARKET MEETING FAMILIARIZATION TOUR [DM 3,4,6]

In partnership with Small Market Meetings, Travel Salem hosted seven qualified conference planners representing the retail, sports, and third-party planning sectors. The visit was designed to showcase Salem's meeting facilities and amenities, with the goal of generating future group business. A few of the locations on the tour were Willamette Heritage Center, Salem Convention Center, Home2 Suites, Oregon State Fair & Expo, etc.



WINE COUNTRY PLATE REGION 1 MARKETING CAMPAIGN [DM 1,2,4,6]

The campaign featured broadcast & streaming television commercials, along with paid search advertising, targeting consumers in Seattle, WA & Dallas, TX. The primary focus was to promote Salem's culinary offerings.

Campaign outcomes:

- 5.84 million total impressions
- 3.79 million video views



ORGANIZATION OPTIMIZATION

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



IT CONTRACTOR [OO 4]

Travel Salem engaged an IT firm to optimize system performance and ensure all technology is operating at peak efficiency.



TENANT SPACE AVAILABLE [OO 5]

The daylight basement of Travel Salem's headquarter building is fully renovated and ready for lease.



DESTINATION MARKETING [DM]

Q4 highlights

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

funding sources



public relations

HGHTV.COM



"Can't Miss Experiences at the State Fair in All 50 States"

Highlighted: Gerry Frank Memorial Chocolate Cake Contest

Ad Value: \$37,160

Circulation: 4,600,000

USA TODAY



"An Impressive Blend: 8 Latino-Owned Wineries Living the American Dream"

Highlighted: Coria Estates

Ad Value: \$60,000

Circulation: 12,000,000



PDX PARENT

"Ride the Rails"

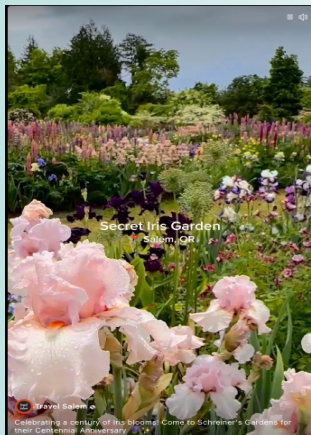
Highlighted: Exploring the Pacific NW via Amtrak, Gilbert House Children's Museum, Salem's Riverfront Park, The Holman Hotel, the Grand Hotel, Cozy Taberna, Archive Coffee & Bar

Ad Value: \$1,500

Circulation 27,400

social media (logos)

SCHREINER'S GARDENS



Combined Views: 130,000

Engagements: 6,839

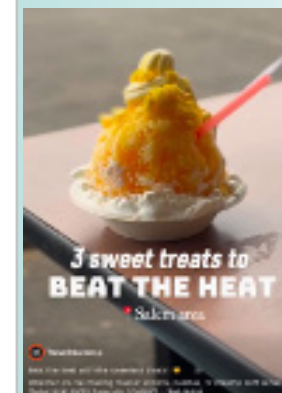
WORLD BEAT FESTIVAL



Combined Views: 29,600

Engagements: 1,484

SWEET TREATS TO BEAT THE HEAT (VIDEO)



Highlighted: Dreamies Creamery, On Any Sundae, Palateria y Neveria, La Super 2

Combined Views: 32,100

Engagements: 3,583



World Beat Festival



Travel Salem is pleased to present the 24-25 Fourth 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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