

# Q2

# report

2025-2026 | OCT, NOV, DEC



E.Z. ORCHARDS

THE MOST OREGON  
PART OF OREGON



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# Q2 executive summary

Transient Occupancy Tax (TOT) revenues remained flat through Q2 (Jul-Dec), with only a \$10,000 variance compared to the prior year. TravelSalem.com website visits were 126% of goal, performing strongly through the mid-year mark. This growth is attributed to increased ad visibility due to strategic cost-per-click targeting, expanded cross-network exposure, and continued optimization of keywords and meta tags. During the quarter, Travel Salem attended three major meetings and convention trade shows, resulting in 90 direct interactions with meeting planners.

MARKETING

### ADVERTISING

7,053,306  
Digital Impressions  
(Online Ads, Google Ads, Social Media, Blogs, Expedia)

159,995  
Print Ad Impressions

**YTD**

**9,155**  
Hotel Room Nights

**\$1,281,204**  
Hotel Revenue

### PUBLIC RELATIONS

55,228,618  
Earned Media Impressions

\$305,670  
Earned Media Value

SALES

SPORTS\*

### CONVENTIONS

#### YTD ACTUALS

\$262,975.61  
EEI

594  
Room Nights

**BOOKED**

**\$18,425,708**  
EEI

**36,794**  
Room Nights

**FUTURE DEFINITE**

**\$19,489,540**  
EEI

**37,161**  
Est. Room Nights

#### YTD ACTUALS

\$16,736,024  
EEI

18,741  
Room Nights

**BOOKED**

**\$16,002,352**  
EEI

**32,396\*\***  
Room Nights

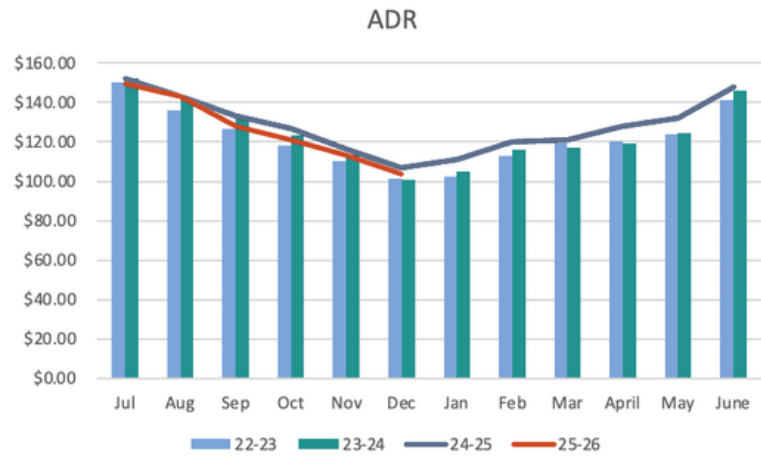
**FUTURE DEFINITE**

**\$43,703,968**  
EEI

**75,990**  
Est. Room Nights

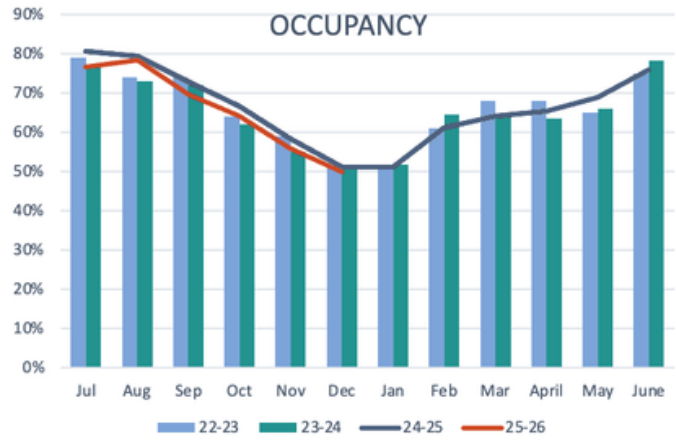
## AVERAGE DAILY RATE (STR)

2025-26 HOTEL ADR -2.6%



## OCCUPANCY (STR)

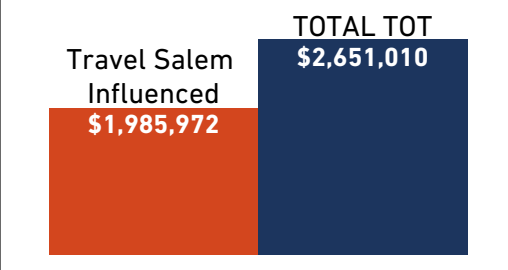
2025-26 HOTEL OCCUPANCY -2.4%



\* Sports & Convention stats may vary quarter to quarter based on timing of available data and/or event cancellations.

\*\* Year-to-date booked room nights are 78% higher than actuals, yet Actual EEI is only 4% (\$733,672) higher. This is largely driven by significantly higher ADR—more than double—during the IRONMAN event compared to the rest of the year. As a result, even with similar room nights, the elevated IRONMAN rates disproportionately increase the EEI.

## SALEM TOT



# 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.



Willamette Heritage Center

PERFORMANCE MEASUREMENT*	25-26 ACTUAL	% GOAL	25-26 ANNUAL GOAL	24-25 ACTUAL
1 Estimated Economic Impact	TBD	%	↑2% = \$809,166,000	\$793,300,000
2 Salem Transient Occupancy Tax (TOT)**	\$2,651,010	48%	↑5% = \$5,563,931	\$5,298,982
3 Leverage	\$1,706,202	59%	\$2,900,000	\$2,859,290
4 Consumer Engagement	99,233,690	49%	↑15% = 201,394,658	175,125,790
5 Visitor Information Network Attendance	44,511	39%	↑6% = 85,071	80,256
6 Earned Media Impressions	55,228,618	37%	↑5% = 148,871,415	141,782,300
7 Social Media Reach***	6,176,570	54%	↑12% = 11,346,838	10,131,106
8 Online Visits****	363,208	80%	↑10% = 452,386	411,260
9 Convention & Sports Actual Room Nights	19,335	61%	↑10% = 31,520	28,655

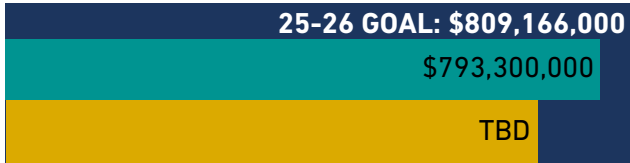
\* Targets are based on normal market conditions and don't take into consideration significant impacts such as pandemic, recession, depression, natural disasters, fuel anomalies, etc.  
 \*\* Outcomes influenced by fluctuations in ADR, occupancy. Currently, data only available through Aug.  
 \*\*\* 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

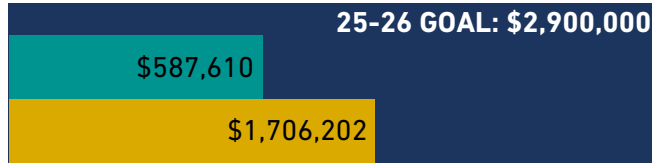


### 1 ESTIMATED ECONOMIC IMPACT



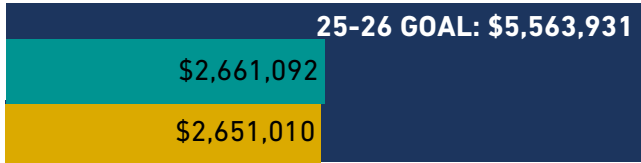
The 2025 Estimated Economic Impact, for the two-county region, will be published by Travel Oregon in May 2026.

### 3 LEVERAGE



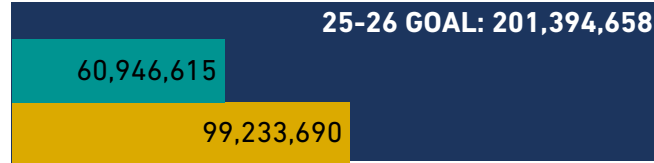
Q2 leverage is 59% of goal, and 190% higher than prior year actuals. This is due to timing of WVVA data availability, which will level out as the year progresses.

### 2 SALEM TRANSIENT OCCUPANCY TAX (TOT)



YTD TOT is relatively flat (-\$10,000). This trend is being seen across the state of Oregon.

### 4 CONSUMER ENGAGEMENT



Overall consumer engagement increased 63% YOY due to increased PR results.



Willamette Valley Vineyards Winemaker Dinner

24-25 ACTUALS

25-26 YTD ACTUALS

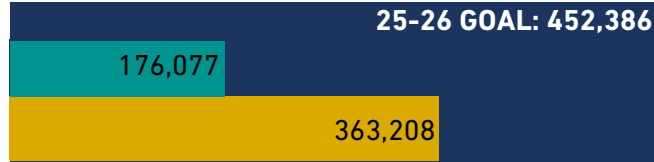
25-26 ANNUAL GOAL

### 5 VISITOR INFORMATION NETWORK



Visitor Information Network attendance increased 5% YOY due to the installation of visitor information signage on I-5.

### 8 ONLINE VISITS



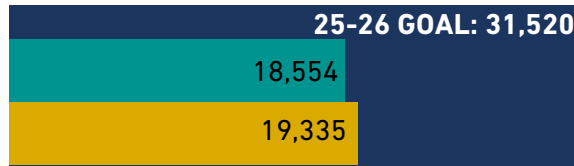
Online visits increased 106% over previous year due to higher ad visibility, cross-network exposure from campaigns and ongoing keyword and meta description optimization .

### 6 EARNED MEDIA IMPRESSIONS



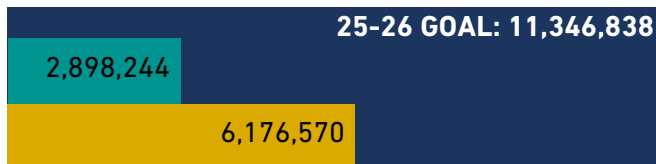
The 10% YOY increase is due to timing of when stories are published, which varies naturally by quarter. Performance remains on track to meet year-end goals.

### 9 CONVENTION & SPORTS ROOM NIGHTS



Room night production modestly increased 4% YOY.

### 7 SOCIAL MEDIA REACH



The 113% increase is due to more video and static posts.



Dallas Christmas

# core areas of focus

Strategic Imperative: INCREASE VISITOR-RELATED ECONOMIC IMPACT

## EXTERNALLY FOCUSED

### DESTINATION MARKETING

Blaze the Most Oregon Part of Oregon brand and promote the region as a premier destination to create demand for group and leisure travelers and connect visitors with the people and the place.

### DESTINATION MANAGEMENT

Enhance destination appeal & create transformative experiences utilizing deep industry expertise, partnerships, advocacy, sustainable tourism initiatives & strategic product development.

## INTERNALLY FOCUSED

### ORGANIZATIONAL OPTIMIZATION

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

#### OBJECTIVE

#### MEASUREMENT

- |  |  |
|--|--|
| <ol style="list-style-type: none"> <li>1. Implement dynamic communications &amp; industry relations programs to enhance the perception of the region with consumers &amp; residents</li> <li>2. Implement strategic sales &amp; marketing initiatives to drive more group &amp; sports business</li> <li>3. Refresh Travel Salem brand to celebrate the unique character of the region</li> <li>4. Drive shoulder season visitation (Nov-Mar)</li> <li>5. Highlight regional EDI experiences to meet all consumer needs</li> <li>6. Identify &amp; engage with strong &amp; emerging consumer target audiences (e.g., Latinx/Hispanic, generational travelers) to increase reach &amp; visitation</li> </ol> | <ul style="list-style-type: none"> <li>➔ Annual visitor &amp; resident sentiment surveys</li> <li>• Social media sentiment</li> <li>• Media engagement &amp; impressions</li> <li>• In-person visitor comment</li> <li>• Speakers bureau impact</li> <li>➔ Sales pipeline reports</li> <li>• ROI (Estimated Economic impact calculator)</li> <li>• Post trade show reports</li> <li>• Post group surveys</li> <li>➔ Survey brand resonance with visitors, residents &amp; stakeholder</li> <li>➔ Advertising calendar, geo-tracking, hotel data, Avelo passengers &amp; sales pipeline report</li> <li>➔ Apply an EDI lens to all strategies &amp; initiatives</li> <li>➔ Partner with Mid-Willamette Valley leaders &amp; organizations (e.g., Hispanic Business Alliance, AARP, Center 50+); increased visitation from target audiences</li> </ul> |
|--|--|

#### OBJECTIVE

#### MEASUREMENT

- |  |   |
|--|---|
| <ol style="list-style-type: none"> <li>1. Develop &amp; implement a sports master plan to maximize destination potential</li> <li>2. Engage with partners to retain &amp; recruit commercial air service</li> <li>3. Research &amp; identify regional EDI experiences to broaden demographic reach &amp; improve destination accessibility</li> <li>4. Advocate on behalf of the industry to promote key priorities that enhance livability &amp; destination experience</li> <li>5. Unite Mid-Willamette Valley partners through shared vision, advocacy &amp; collaboration</li> </ol> | <ul style="list-style-type: none"> <li>➔ Annual venue capacity, quality &amp; footprint of existing events, new business recruitment, improvements to venue inventory</li> <li>➔ Grow existing service &amp; secure new service</li> <li>➔ Increase EDI assets &amp; experiences</li> <li>➔ Annual visitor &amp; resident sentiment surveys</li> <li>➔ Implement a unified messaging strategy with economic development partners</li> </ul> |
|--|---|

#### OBJECTIVE

#### MEASUREMENT

- |  |  |
|--|--|
| <ol style="list-style-type: none"> <li>1. Leverage complex &amp; dynamic funding streams to maximize economic impact</li> <li>2. Adapt human resources to meet industry demands</li> <li>3. Hone communication &amp; strategic collaboration across program areas to efficiently &amp; seamlessly execute initiatives</li> <li>4. Utilize technology to streamline productivity &amp; spur innovation</li> <li>5. Ensure detailed reporting, research &amp; stakeholder communication to educate, engage &amp; empower the industry</li> </ol> | <ul style="list-style-type: none"> <li>➔ Maintain diversified revenue streams</li> <li>➔ Ensure adequate resources through a mix of in-house staffing &amp; contractors</li> <li>➔ Utilize streamlined &amp; effective communication systems</li> <li>➔ Adopt new technology as needed</li> <li>➔ Deliver meaningful, user-friendly reports &amp; industry communications</li> </ul> |
|--|--|

# CORE AREAS OF FOCUS:

# Q2 highlights

Below are initiatives from the year that demonstrate progress in Core Areas of Focus from the 2025-30 Strategic Plan

## funding sources key

<b>grant</b> FUNDED	<b>tot</b> FUNDED	<b>wcp</b> FUNDED	<b>stpa</b> FUNDED	<b>wvva</b> FUNDED	<b>flex</b> FUNDED	<b>blend</b> 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 MARKETING

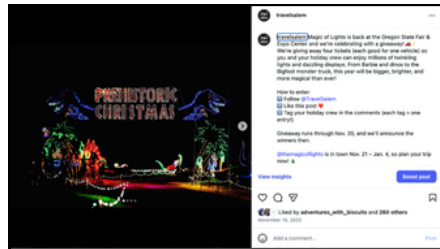
Blaze the Most Oregon Part of Oregon brand and promote the region as a premier destination to create demand for group and leisure travelers and connect visitors with the people and the place.

### MAGIC OF LIGHTS INSTAGRAM GIVEAWAY [DM 1]



Travel Salem hosted a one-week Instagram giveaway promoting *Magic of Lights*, a drive-through holiday light experience that took place at the Oregon State Fairgrounds over the holiday season. The giveaway ran November 16-20 with four winners selected.

Impressions: 8,227  
Engagements: 625



### GROUP SALES TRADESHOWS [DM 2]



- IMEX: Conducted 20 appointments with meeting planners and engaged in 50 interactions; hosted a client dinner and deployed two pre-show email blasts promoting Salem's venues with 50%+ open rates.
- Connect West: Conducted 20 appointments with meetings and professionals from the Western region.
- Associations West Seasonal Spectacular: Conducted four sales presentations to national and regional planning organizations.



### TRAVELSALEM.COM ACCESSIBILITY PAGE [DM 1,5]



In partnership with Wheel the World, Travel Salem launched a comprehensive Accessibility Page to better serve visitors with diverse mobility and accessibility needs.

The page includes integrated hotel booking links, curated accessible attractions, a supporting blog post on regional accessible activities, and a complete accessible itinerary for Salem and the surrounding area.



### SPORTS EVENT MAGAZINE ADVERTISING [DM 2]



Secured prominent placement in Sports Events Magazine, reaching a circulation of 36,500 readers, including:

- Full-page advertisement
- Full page of editorial content
- Sports event Enewsletter content (5,000 subscribers)



## CORE AREAS OF FOCUS:

# Q2 highlights

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## DESTINATION MANAGEMENT

Enhance destination appeal & create transformative experiences utilizing deep industry expertise, partnerships, advocacy, sustainable tourism initiatives & strategic product development.

### TRAVEL SALEM SPORTS FACILITY MASTER PLAN [DMGMT 1]



The Sports Facility Master Plan was approved by the Travel Salem Board and will facilitate collaboration and unified vision for the region. Created with input from local partners and informed by data, the plan outlines a shared approach to planning and improving sports and event facilities across the destination.



The plan balances long-term goals with near-term needs and helps guide future investments, renovations, and programming to reflect community priorities, market demand, and economic impact.



Downtown Salem Holiday Parade

# DESTINATION MARKETING [DM]

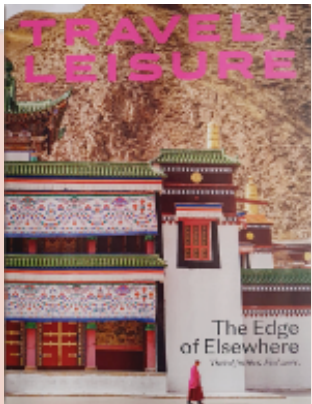
# Q2 highlights

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

## funding sources



## public relations



### TRAVEL & LEISURE

"This Amtrak Route Offers Beautiful Winter Trip Through the Pacific Northwest"

Highlighted: Gilbert House Children's Museum & Hallie Ford Museum of Art

Ad Value: \$38,000  
Circulation: 12,000,000



### LONELY PLANET

"The Ultimate Weekend in Oregon's Willamette Valley"

Highlighted: Bryn Mawr Vineyard & Bethel Heights Vineyard

Ad Value: \$21,000  
Circulation: 5,900,000



### VIA MAGAZINE

"Hop on the Oregon Cheese Trail"

Highlighted: Don Froylan Creamery

Ad Value: \$23,000  
Circulation: 3,200,000

## social media

### "MAGIC AT THE MILL"



Highlighted: Willamette Heritage Center

Combined Views: 96,039  
Engagements: 892

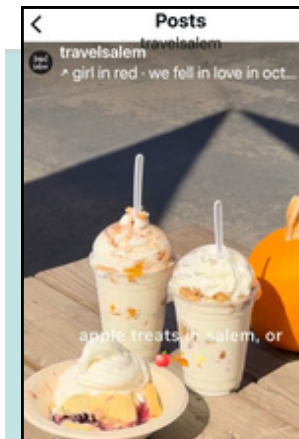
### "SPARKLES AT POWERLAND HERITAGE PARK"



Highlighted: Powerland Heritage Park

Combined Views: 60,222  
Engagements: 466

### "FALL BUCKET LIST"



Highlighted: Bauman's, EZ Orchards, True North Orchards & Van Duzer Vineyards

Combined Views: 54,249  
Engagements: 393



Salem Riverfront Park



Travel Salem is pleased to present the 25-26 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 2025-30 Strategic Plan and the 2025-26 Business Plan, and drive toward the imperative to increase visitor related economic impact through four core areas of focus: destination marketing, destination management, and organization optimization.

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