Region 5 RCMP

February 1, 2009 – REPORT

Southern Oregon Visitors Association

Strategies

- Five strategies are featured in the Region 5 RCMP for the period July 1, 2008 – June 30, 2009.
- Each is consistent with strategies identified in previous plans.
- Specific goals/tactics within each strategy are described on the following pages.
- Following each description is a February 1, 2009 status report.
- <u>The five strategies are:</u>

    1. Training
    2. Research
    3. Internet Marketing
    4. Niche Consumer Advertising
    5. PR/Trade Shows/Outreach Marketing

Programs/Tactics
Strategy 1: Training

Programs/Tactics
Notes… ▪RCMP Task Force/Marketing Committee is very committed to this concept and feels it is absolutely essential to the health and prosperity of the industry in Southern Oregon. ▪"Q Care" online is excellent. In Southern Oregon, we will continue to augment it with classroom-style training custom-designed and offered via partnerships with DMOs, attractions, and others. ▪Innovations such as the addition of film and video are taking the classroom-style format to a new and exciting level. ▪RCMP dollars were originally earmarked for training, and Southern Oregon continues to honor the use of these resources for this very important endeavor.

Feb. 1, 2009 Report
Strategy 1: Training

- The majority of customer service training takes place in early spring. Consequently, for the period of this report (Jul 1-Dec 31, 2008), there is not a great deal of activity (in terms of classes taught) to describe.
- The Roseburg, Medford, and Grants Pass VCBs are all requesting training during May 2009, and classes are being scheduled.
- Our training contractor (Sue Price) has been adding to the standard curriculum by creating customized slides on specific areas (attractions, etc.) and doing ongoing research to inform and freshen training modules. Sue also serves as a consultant to Travel Oregon and represents the interests and needs of Southern Oregon with regard to training.
- As in previous years, we will identify (within the budget) how many individuals can be trained in a given county or community. These direct funds will be leveraged by in-kind contributions and financial support from DMOs, businesses, etc.
- We anticipate there will be demand once again for training on the south coast, and hope to receive support again from Travel Oregon (via Scott West's department) to offer that training as before.

Programs/Tactics
Strategy 2: Research

Programs/Tactics

Notes…

Research remains a huge priority. We are completing the initial project and identifying the next project.

1) Visitor Profile: this project is nearly complete. We will run surveys through the third quarter of 2008, giving us two full years of data and over 10,000 samples.

2) A comprehensive, full-color report was created in January 2008. A final report will also be created. The decision was made to complete a full two years, then break for a period of time—perhaps two years—before resuming the visitor profiling.

Programs/Tactics
Strategy 2: Research, cont.

Notes…cont.

3) As of April 2008, there are several possibilities for research projects in the coming year. At the committee's next meeting (April 24) there will be discussion of several ideas, including:

* Survey of responses given by consumers ordering the Southern Oregon Vacation Guide via the online form. There are at least eight responses per consumer, offering details on travel route, interests, and other important considerations. We have more than 40,000 records, but have never had sufficient resources to study these.

* Fulfillment and advertising conversion studies. Surveying recipients of the Southern Oregon Vacation Guide to determine whether the guide motivated them to travel to Southern Oregon. Also looking at how we fulfill requests, e.g. are there opportunities for collaboration when several partners—especially DMOs—fulfill the same leads.

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Strategy 2: Research

- We now have 27 months, more than two full years, of visitor profile data available.
- Total surveys exceed 8,000; collected at 16 locations from Sep 2006 through Dec 2008.
- Our contractor (DCG Research of Eugene) is compiling final recap tables and will produce a final report to be presented at our annual Marketing Symposium (March 2, 2009 in Medford).

Programs/Tactics
Strategy 3: Internet Marketing

Programs/Tactics

Notes…

- Major priority of RCMP Task Force/Marketing Committee.
- Extends work in niche consumer advertising by designing websites tied to campaigns, allowing specific trackthru and advertising accountability and measurement.
- Website covers areas, attractions, etc. not just specific to SOVA's membership but to all of Region 5, especially in areas where we link to and support TO campaigns (like Oregon Bounty).
- SOVA research shows the Internet is the prime planning tool, having replaced the two top planning tools of 1991 study. 35% of visitors surveyed indicated the Internet as their source of information on visiting Southern Oregon.
- The Internet ranks # one in Travel Oregon's Longwoods Int'l study.

Programs/Tactics
Strategy 3: Internet Marketing

Programs/Tactics, cont.

Notes…cont.

- SOVA research also reveals that driving people to individual business web sites (especially lodging) is critical to the financial success of small rural businesses that simply can't afford the advertising investment to create large scale brand awareness.
- Adding social networking features, Web 2.0, video, animations, blogs, photography. Our research has shown that consumers visit our website to plan their visit, and thus in-depth content (particularly maps, to which we are adding new functionality via SideStreet) is vastly impt.
- Develop content for FlickR, GoSeeOregon, other sites. Offer opportunities for consumers to create content. Other innovations generally designed to appeal to larger cross section of consumers and to keep site fresh and relevant.

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Strategy 3: Internet Marketing

- July through December 2008 saw significant progress in the strategy area:
  - Continued investment in key words (rogue river, crater lake) to boost rankings;
  - Addition of YouTube to home page in conjunction with a series of articles/videos titled "Out n About" in Southern Oregon, with links to our YouTube channel;
  - Development of Flickr site with home page links & large number and variety of photography on site;
  - Addition of two blogs with plans for more;
  - Creation of Twitter account (we have about 50 people following us & that we're following);
  - Improvements to media site with additional articles, story leads, travel writer newsletter, photography, etc;
  - Google analytics added to every page of both flagship and cooperative sites;
  - Site stickiness has nearly doubled when compared to six months ago.

Programs and Tactics

Strategy 4: Niche Consumer Advertising

Programs/Tactics

Notes…

- Extends the work of previous year by focus on defined markets, and on the International market.
- Continued effort aimed at creating a campaign that provides the opportunity for businesses to support with a retail message. The goal would be to help many small businesses (outfitters, wineries, tour operators) grow within the region. Also leverages RCMP funding.
- Continue branding ads in key niche markets and add adjoining retail ads to feature specific businesses in a niche area (wineries, golf courses, museums, etc). These supporting ads will be funded through SOVA's proven co-op format. These retail ads will help ensure that direct leads are generated for business follow up.

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Strategy 4: Niche Consumer Advertising

2008-2009 CO-OPS (subject to change)

JULY 1, 2008 THROUGH JUNE 30, 2009	*Income* *$301,516.00*	*RCMP Funds* *$105,759.96*
#3-08 AMERICA JOURNAL	**$3,600.00**	**$0.00**
July/August 2008 Issue		$0.00
Half Page Color Ad		
America on Wheels Issue		
#9-08 POCKET SIZE MAP - SUMMER	**$7,430.00**	**$0.00**
July 2008 Printing		
100,000 copies		
#11-08 SUNSET MAGAZINE	**$9,900.00**	**$8,466.00**
May 2008 and September 2008		$8,466.00
1/2 Page Color Ad		
May 08 - Northern Calif Issue		
September 08 - Northern Calif Issue		
Total Circulation: 1,550,000 per issue		
Gross Impressions:		
Reader Service Coverage 4.2 million		
Leads: Pub sending direct to partners		

Feb. 1, 2009 Report (cont)

Strategy 4: Niche Consumer Advertising

2008-2009 CO-OPS ***(subject to change)*** ***JULY 1, 2008 THROUGH JUNE 30, 2009***	***Income*** ***$301,516.00***	***RCMP Funds*** ***$105,759.96***
#16-08 HORIZON AIR MAGAZINE INSERT	**$24,315.00**	**$0.00**
July, 2008		$0.00
16 Page Insert		
Total Circulation: 470,000		
A8Leads: Pub sending direct to partners		
#17-08 WINE COUNTRY GUIDE 2008		**$3,275.00**
July, 2008		$3,275.00
#19-08 TOTALLY RV	**$4,200.00**	**$0.00**
September, 2008 - Fall Issue		
RV Journal		
The Travel Magazine of the West		
#21-08 OREGON BOUNTY INSERT	**$3,600.00**	**$5,188.96**
October, 2008		$5,188.96
Four-page, full color insert into		
Siskiyou Daily News		
Siskiyou Shopper		
Weed Press		
Mt Shasta Herald / Dunsmuir New		
Redding Seachlight		
Circulation: 62,000 / Readers 180,000		

Feb. 1, 2009 Report (cont)

Strategy 4: Niche Consumer Advertising

2008-2009 CO-OPS ***(subject to change)*** ***JULY 1, 2008 THROUGH JUNE 30, 2009***	***Income*** ***$301,516.00***	***RCMP Funds*** ***$105,759.96***
#1-09 - ORE/WASH TOURBOOK (AAA)	**$20,496.00**	**$0.00**
March, 2009		$0.00
Full Pg Color Ad (Crater Lake Section)		
Billed in Aug 2008 - Run Date: March, 2008		
Total Circulation: 1,200,000		
Gross Impressions: 3,000,000		
Leads: No lead program		
#2-09 - TRAVEL OREGON MAG (OTC)	**$13,400.00**	**$0.00**
February, 2009 and August 2009		$0.00
Full Page, Color - Both Issues		
Total Circulation: 350,000		
Gross Impressions: 900,000		
Leads: Pub sending direct to partners		
#3-09 OREGON VACATION GUIDE	**$12,800.00**	
March, 2009		
#4-09 OREGON TRIP PLANNER	**$17,955.00**	
March, 2009		
#5-09 - POCKET SIZE MAP	**$10,000.00**	
June, 2009		

Feb. 1, 2009 Report (cont)

Strategy 4: Niche Consumer Advertising

2008-2009 CO-OPS *(subject to change)* ***JULY 1, 2008 THROUGH JUNE 30, 2009***	***Income*** ***$301,516.00***	***RCMP Funds*** ***$105,759.96***
#6-09 AMERICAN ROAD MAGAZINE	**$3,150.00**	
June, 2009 - Summer Issue		
#13-09 GOLF DIGEST	**$5,000.00**	**$8,000.00**
Oregon Golf Guide Insert		
Partner + RCMP Funds		
#14-09 SPRING NEWSPAPER INSERT	**$27,000.00**	**$9,000.00**
March/April 2009		
Partner + RCMP Funds		
#15-09 SEATTLE - WEB CAMPAIGN	**$15,000.00**	**$10,000.00**
May, 2009		
Partner + RCMP Funds		
#16-09 NATIONAL GEO ADVENTURE	**$22,350.00**	**$10,000.00**
May, 2009		
Partner + RCMP Funds		
#16-09 SUNSET MAGAZINE	**$17,970.00**	**$2,030.00**
May 2009 and Sept 2009		
Partner + RCMP Funds		

Feb. 1, 2009 Report (cont)

Strategy 4: Niche Consumer Advertising

2008-2009 CO-OPS ***(subject to change)*** ***JULY 1, 2008 THROUGH JUNE 30, 2009***	***Income*** ***$301,516.00***	***RCMP Funds*** ***$105,759.96***
#18-09 TOTALLY PORTLAND	**$18,000.00**	**$6,000.00**
May, 2009		
Partner + RCMP Funds		
#19-09 TOTALLY BAY AREA	**$65,350.00**	**$30,000.00**
May, 2009		
Partner + RCMP Funds		
#21-09 WINE COUNTRY GUIDE	**$0.00**	**$3,000.00**
June, 2009		
100% RCMP		
#22-09 WEND MAGAZINE - PDX	**$0.00**	**$3,500.00**
June, 2009 Summer Issue		
100% RCMP		
#23-09 NORTHWEST PALATE	**$0.00**	**$1,800.00**
May/June 2009		
100% RCMP		
#24-09 GOLFING OREGON GUIDE	**$0.00**	**$3,000.00**
March, 2009		
100% RCMP		
#25-09 AMERICA JOURNAL	**$0.00**	**$2,500.00**
June, 2009		
100% RCMP		

Programs and Tactics

Strategy 5: PR/Trade Shows/Outreach Marketing

Programs/Tactics

Notes…

Specific Activities:

1) Media Relations – Including FAMs/Travel Writers/et al
2) Trade Shows
3) Matching Grants

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Strategy 5: PR/Trade Shows/Outreach Marketing

1) Media Relations – including FAMs/Travel Writers/et al

- Participation in Oregon Bounty launch event in NYC, September 2008. Coordination of Oregon Shakespeare Festival costumes and theme, communication with other product suppliers from Southern Oregon, and direct interaction with travel writers and editors at the event.
- Coordination of Oregon Bounty regional launch event in Medford, September 2008, including food and wine vendors, venue details, media relations, et al.
- Coordination of 10-day conference for International Food & Wine Travel Writers Association, including multiple FAMs (transportation, itineraries, budgeting, et al). This conference has resulted in dozens of stories and we expect to work these leads for years to come.
- Ongoing relationship development with cadre of travel media professionals, including coordination of FAM trips, providing story threads and photography, and developing monthly travel writer enewsletter.
- Participation (and sponsorship) in Travel Channel Europe, including development of story lines, coordination of sites and filming details, et al.
- Coordination of UK FAM visit (set up via Travel Oregon) in Fall 2008, with site visits and custom-prepared dinner featuring all locally-produced foods.

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Strategy 5: PR/Trade Shows/Outreach Marketing

2) Trade Shows

- Participation (via sending our collateral) in Addison Show (Canada), coordinated by Travel Oregon.
- For the period of this report (Jul 1 – Dec 31, 2008), we had follow-up from the Sunset Celebration Weekend (June 2008).
- Most of the trade shows in which SOVA is involved occur in the early spring. Consequently, we do not have a great deal of activity to describe in this report.
- Our trade show contractor (Sue Price) works on an ongoing basis to research and identify show opportunities, and is presently engaged in planning for LA Times and Sunset Celebration Weekend, which are the two primary consumer shows we will engage in this year.
- We are also participating as before in Pow Wow with Travel Oregon, and are working now on itinerary development, etc.

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Strategy 5: PR/Trade Shows/Outreach Marketing

3) Matching Grants

- Projects funded via matching grants program:
  - Christmas Valley Chamber of Commerce, development of North Lake County Visitors Guide, funds to help offset cost of mailing to Northern California
  - Prospect Blue Grass Festival, funds to purchase radio and print (Northern California) for promotion of event
  - Medford Pumpkin Weigh-Off & Harvest Celebration (at Harry & David), funds to purchase radio (Northern California) to promote event
  - Southern Oregon Winery Association, funds to underwrite participation of all Southern Oregon wineries in the Oregon Bounty campaign
  - Art Along the Rogue (Grants Pass), funds to purchase radio and print (Northern California) to promote event

Feb. 1, 2009 Report
Budget 2008-2009

Strategy	RCMP Income Budgeted	Partner/SOVA Income Budgeted	Total Income Budgeted	Expenses (Actual) Jul 1-Dec 31 2008	Expenses (Projected) Jan 1-Jun 30 2009
1 – Training	$10,000	$3,500	$13,500	$6,700	$4,000
2 – Research	$15,000	$600	$15,600	$3,528	$10,000
3 – Internet	$18,000	$41,500	$59,500	$7,162	$4,850
4 – Niche Consumer Advertising	$83,000	$74,000	$59,500	$74,412	$38,000
5 – PR/Trade Shows/Outreach Mktng	$48,700	$13,000	$61,700	$45,615	$21,050
ADMIN				$23,770	$20,850
TOTAL	**$174,700**	**$132,600**	**$307,300**	**$161,187**	**$89,750**

Contact Information

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