



Region 5 RCMP

Southern Oregon Visitors Association

Report Date: August 1, 2010
RCMP Report Period: 7/1/2009 – 6/30/2010



Strategies

- Five strategies are featured in the Region 5 RCMP for the period July 1, 2009 – June 30, 2010.
- 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 August 1, 2010 final report; see blocks with this shading/color.

- The five strategies are:
 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 have continued 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.



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Strategy 1: Training

Background: Please see background notes from previous year reports.

Goals & Notes: The SOVA/RCMP Marketing Committee remains committed to this concept as absolutely essential to the health and prosperity of the industry in Southern Oregon. SOVA has consistently led efforts throughout the region and state and has participated actively in curriculum development for online modules (the "Q Care").

Discipline: Classroom instruction offered through partnership with area DMOs and attractions.

Target Audience: Frontline workers and managers in hospitality industry.

Details: Program customizations like secret shopping, MUST SEE collateral (special cards with area attractions), funding matrix by county to ensure equitable allocation, leverage of RCMP dollars by private and public partner investments, development of advanced training.

Key partners: DMOs, major attractions, Travel Oregon.

Noteworthy Accomplishments: With interest and momentum still very strong in Southern Oregon, we have continued certifying front-line employees in the Q, and have added a more advanced layer of training for managers.

- We now offer two courses: 1) Building a Customer Service Foundation; and 2) How to be a Customer Service Coach. The first is for front-line hospitality workers, and the second is for managers. Both continue to be extremely well-received, and interest and demand remains robust.
- The classes are very well-received and our contractor has been asked several times this year to provide a report (using notes acquired during "secret shopping") outlining next steps for attractions or hotels, etc. to improve their customer service.
- The addition of a completely new class – one designed for managers rather than front-line hospitality workers – has proven extremely popular and we anticipate further work on this type of curriculum.

Do what you do so well that they will want to see it again and bring their friends.
WALT DISNEY



Aug. 1, 2010 Final Report

Strategy 1: Training

DATE	LOCATION	# TRAINED	RCMP BUDGET	PARTNER INVEST
Feb-10	Cave Junction	40	\$1,200	\$400
Mar-10	Coos Bay	62	\$1,860	\$1,620
Jun-10	Crater Lake	47	\$1,410	\$470
Jun-10	Grants Pass	70	\$2,100	\$700
Jun-10	Grants Pass	26	\$780	\$260
Feb-10	Lakeview	69	\$2,070	\$690
Jan-10	Medford	25	\$750	\$250
May-10	Medford	26	\$780	\$260
Jun-10	Medford	26	\$780	\$260
Jul-09	Medford	15	\$450	\$150
May-10	Roseburg	25	\$750	\$250
		431	\$12,930	\$5,310
PROGRAM COSTS, TRANSPORTATION, RETAINER, CURRICULUM DEV, SECRET SHOPPING, SUPPLIES, OTHER EXPENSES - averages \$30/participant				
PARTNER CONTRIBUTIONS (HARD COSTS) FOR MEETING LOCATIONS, PUBLICITY, REFRESHMENTS, DOOR REGISTRATION - averages \$10/participant PLUS contribution by Travel Oregon to offset cost for South Coast training.				



Programs/Tactics

Strategy 2: Research

Programs/Tactics

Notes...

Research remains a priority, and Region 5 is extremely grateful for the work that Travel Oregon continues with Longwoods International. The Region 5 portion for this comprises the bulk of our research investment for the RCMP year summarized in this report.

Visitor Profile: a comprehensive report is available on the SOVA partner website and provides a summary of key findings of the 2007-2009 visitor profile research which SOVA undertook.

Other potential projects have been identified and we hope to engage in these next year, depending on future funding availability.

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.



Aug. 1, 2010 Final Report Strategy 2: Research

Background

Please see background notes from previous year reports, including the August 1, 2009 report in which we describe in some detail the visitor profile work we have completed.

Goals & Notes

We have identified several potential research projects which may be completed in future years, depending upon funding availability.

LONGWOODS VISITOR PROFILE (08/09) (09/10) (TWO YEARS) - \$10,000 (see spreadsheet at end of document)



Programs/Tactics

Strategy 3: Internet Marketing

Programs/Tactics

Notes...

- As for all tourism marketing associations, this remains a 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.
- As with many tourism marketing associations, SOVA has engaged completely in social media. Adding social networking features, Web 2.0, video, animations, blogs, photography, plus Facebook, Flickr, and other sites. We seek ways to engage consumers to create content. Other innovations generally designed to appeal to larger cross section of consumers and to keep site relevant and engaging.



Aug. 1, 2010 Final Report Strategy 3: Internet Marketing

Background

Please see background notes from previous year reports.

Goals & Notes

- Internet marketing for tourism associations like SOVA is becoming increasingly daunting. There's increased competition for scarce marketing dollars for cooperative campaigns, and news aggregator sites and other tourism portals have significant budgets and compete for the eyes of our consumers. Added to all this – the difficulty of keeping pace with a rapidly changing marketing environment.
- Our goals in the previous year were to greatly ramp up our activity in social networks, especially Facebook. *(The average FB user logs in 18 times per day; 5.5% of all time spent online is spent on Facebook. It's as important as having a website was ten years ago. 500 million users, nearly a million businesses with FB pages) (Martin Stoll – GoSeeTell)*
- Our goal also includes driving as many qualified leads to www.southernoregon.org as possible through search engines. Other goals...
 - Offer opportunities for consumers to create content. We scratched the surface of this strategy, but have numerous goals, including integrating trade shows, ad campaigns (print, radio, online), and user-created content – possibly all centered around the key shows/markets (Northern California).
 - Develop suggested drives/itineraries online as animated maps, for leisure travel market, both domestic and International.
 - Suggested itineraries for FIT and tour group market, both International and domestic, as animated maps.
 - Streaming video from Travel Channel Europe and Southern Oregon DVD project done in partnership with economic development.

Noteworthy Accomplishments

- 2010-2011 edition of the Southern Oregon Vacation Guide is accessible from every page of our flagship site.
- We also continue to use the Internet as a means to support and enhance print and radio marketing campaigns by using a dedicated website to track click-through. Recap reports on these campaigns (Bay Area, Seattle, etc.) show tracking details and specific results – these reports are available on request.
- In June 2010, we launched the refreshed consumer newsletter. Approximately 30% of recipients open it (49,000 emails on the list). These will go out quarterly.



Aug. 1, 2010 Final Report Strategy 3: Internet Marketing

[Continued](#)

•Content additions are based on a three-way comparison of visitor profiles, web stats, and existing content on the site.

[Statistics & Traffic](#)

Apr-May-Jun 2010	Visitors	Unique	Pg Views	Pgs per Visit	Time	Redirects
<i>Totals and Overall Averages</i>	25,600	23,382	58,100	2.30	2.21	2,730

•Online media room and travel writer segments remain strong and the use of the travel writer pre-qualification form is working very efficiently.

•The pay-per-click campaigns on Google continue to deliver excellent results. These are focused on key word combinations for two niche areas: Rogue River/recreation, and Crater Lake. Complete reports are available on request – here’s a quick view of July 2010 stats.

Summary for July 2010	Impressions	Clicks	CTR	Avg CPC	Cost	Avg Position
<i>Totals and Overall Averages</i>	59,023	1668	2.83%	0.26	434.05	2.3

August 1, 2010	Twitter	Facebook
<i>Totals and Overall Averages</i>	989	599
		(FB campaign targets No. California; interests Oregon Shakespeare Festival, Rogue River, Crater Lake.

•Recap reports on other major multi-media campaigns are available on request.



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

Background

Please see background notes from previous year reports.

Goals & Notes

- Focus on niche markets identified by SOVA Marketing/RCMP Committee. Expand participation where appropriate in International markets.
- Increase opportunities in multi-media campaigns (print, radio, and internet). Complete media plans can be found online at www.southernoregon.org/partners.

Noteworthy Accomplishments

We continued to expand and refine the new positioning statement created in the 2008-2009 year. Simply stated:

Southern Oregon offers the ultimate road trip with a diversity of natural and authentic experiences, unmatched in Oregon, filled with value, spirited people, world-renowned attractions, and diverse landscapes. Unique selling propositions identified:

- World-renowned attractions – Rogue River, Steens Mountains, Umpqua River fly fishing, beaches, Bandon Dunes, Crater Lake, Oregon Shakespeare Festival.
 - Passionate people: authenticity, rural pride, funky friendliness, connections
 - Rich History: Jacksonville, tribal history, Applegate Trail
 - Quality and abundance of scenic byways
 - Diversity of natural experiences: wild rivers, fishing, whitewater adventures, mountains, lakes, sunny weather, artisan foods/culinary, emerging wine region
- Various advertising mediums (print, Internet, radio, et al) centered around the 2009-2011 brand and positioning developed by the Marketing/RCMP committee. We've made a subtle shift to develop messages around three types of travelers:
- 1) Exploring adventures – active vacationers, golf, boating, jet boats, fishing, rafting, snow sports.
 - 2) Good life – wine, culinary, theater, festivals, museums & galleries.
 - 3) Nature's best – unlimited outdoor opportunities, campgrounds, trails, wildlife viewing, hiking.



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Strategy 4: Niche Consumer Advertising

Noteworthy Accomplishments, cont.

- New creative campaign rolled out successfully in 2009 to support positioning and selling propositions. This will continue through 2010, and as with all of our creative, we seek, to support the look and feel of Travel Oregon's brand, thereby leveraging our investments further. The format is compatible with our cooperative marketing structure, and features the tagline "Ultimate Road Trip"
- Comprehensive media plan for SOVA available online @ www.southernoregon.org/industry
- See media plan for campaign details, including publication and/or website circulation and impressions, media costs, partner co-op income, sample creative, et al
- SOVA media plans are subject to change without notice



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Strategy 4: Niche Consumer Advertising

Top-Line Summary – SOVA Cooperative Marketing Campaigns

	EXPENSES	TOTAL INCOME	SOVA PARTNER FUNDS	RCMP FUNDS
SOVA (ONLY) CAMPAIGNS	\$123,784	\$129,290	\$129,290	\$0
SOVA/RCMP CAMPAIGNS	\$34,000	\$34,000	\$14,250	\$19,750
RCMP (ONLY) CAMPAIGNS	\$152,746	\$152,746	\$101,470	\$51,276



Programs and Tactics

Strategy 5: PR/Trade Shows/Outreach Marketing

Programs/Tactics

Notes...

Specific Activities:

- 1) Media Relations – Including FAMs/Travel Writers/PR/Industry, et al
- 2) Trade Shows



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Strategy 5: PR/Trade Shows/Outreach Marketing

Background

Please see background notes from previous year reports.

Goals & Notes

- 1) Media Relations, including FAMs/Travel Writers: Continue to develop relationships with broad cadre of respected and well-connected travel writers and editors. Improve local PR resources, allowing Southern Oregon to more effectively respond to opportunities presented by Travel Oregon. Because small rural businesses generally lack the resources to respond to media leads, this is an important priority for the SOVA/RCMP Marketing Committee.
- 2) Trade Shows: Improve trade show opportunities by leveraging investments of SOVA and area partners, with tight focus on specific demographic.

Noteworthy Accomplishments

Media Relations: Develop regular proactive press releases; establish network press contacts; other partnership opportunities as available. We've seen increasing frequency and placement; quality leads, niche market publications, popular blogs/online sites.

- Ongoing relationship development with cadre of travel media professionals, including coordination of FAM trips, providing story threads and photography, and developing monthly travel writer e-newsletter (subsequently discontinued due to budget constraints).
- Coordination of other FAMs/travel writer trips. We create, host, and coordinate approximately 35 of these each year.
- Coordination of Hollywood awards ceremony gift bag items via a newly established contact in that industry. Southern Oregon products have now been featured several times – including in a “roast” of Mat Damon held in March 2010.

PR: Continued emphasis in developing positive industry messaging and relationship-building throughout Region 5 and beyond. Participation in Tourism & Hospitality Consortium, lobbying efforts, ODMO, Economic Development organizations, VCB's throughout Region 5, and more.



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Strategy 5: PR/Trade Shows/Outreach Marketing

Continued – Writers, Tour Ops, etc. – partial list

2010

China-Fujian Sister State Conference/FAM
Monthly JoonAng Korean Magazine
Association News
Meetings West
Bay Area Family Travel
MediaAmerica
Men's Journal
Sacramento Bee
Student and Family Traveler. Mr. Tiettmeyer

Belgium Trade Media
Birds and Bloom

Canadian Toronto Star
VIA Magazine
Chicago Blazer
Discover America

EURAM Contest Winner
Global Golf Vacations

Horizon Air/Alaska Air Meeting
Kimchigun – Chinese Blogger
Korean Journalists
Chinese Delegates
Lisa Graff

Matt Damon Award

Northwest Cheapsleeps

Medford Tribune Brammo Bikes
Portland Monthly
Riders

Monthly JoonAng
Faszination Fernweh Fam
French Tour Operators
Star Destinations
Complete North America Tours
OBJECTIF AMERIQUES (AVENTURIA - TUI Group), *In process*
Pacific Northwest Vacations
French Tour Operators (Travel Oregon)

2009

Rocky Mountain Holiday Tours
Sacramento Senior Magazine
Travelingmon.com
Bay Area Travel Writer Association - July and October
Fams
Trip and Travel Talk Radio
Pacific Coast Hwy Travel
Oregon Curiosities

Pacific Northwest Vacations
NW Palate
Garden Design
New York Post
Main Echo German Journalist
LA Times
Jürgen Overhoff journalist from Germany
Jetours
Janice Neider Vagablonde
Hannes Klug American Journal Publisher
Freundin Magazine
Family Circle
Flemming Tours
Examiner.com
E-Homes Holiday
Daily Telegraph
Best Places Northwest
Family Holidays
Allied Pro



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Strategy 5: PR/Trade Shows/Outreach Marketing

Continued

2) Trade Shows: Focus on three to five shows per year in most desired market (SF Bay Area). For this report period, we attended the following trade shows: Sacramento Sports Show; Sunset Celebration Weekend; Go West, Pow Wow, Canada sales mission.

- We have continued to provide affordable opportunities for tourism partners to buy-in via a co-op structure. This has been extremely successful.
- Our trade show contractor (Sue Price) works on an ongoing basis to research and identify show opportunities.
- Travel itineraries are developed and posted on our website, as are special offers tied to consumer shows.
- We also dovetail consumer advertising campaigns in the SF Bay Area with trade shows and unique websites for coupons, travel discounts, and messages from co-op partners.
- These well-coordinated efforts continue to leverage investments in all areas – print, radio, Internet, and trade shows -- to extend the Southern Oregon brand.



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Strategy 5: PR/Trade Shows/Outreach Marketing

PR / TRADE SHOWS / RESOURCE DEVELOPMENT

TRADE SHOWS

CONSULTANT/ CONTRACTOR	\$6,600
CANADA	\$5,223
POW WOW	\$6,525
GO WEST	\$4,573
OTHER	\$7,500

\$30,421

FAMS/PR/TRAVEL WRITERS

CONSULTANT/CONTRACTOR	\$9,000
FAMS/TRAV WRITERS - OTHER	\$2,355
PR RESOURCE DEVE - INDUSTRY	\$5,152
OTHER	\$3,000

\$19,507

TOTAL \$49,928



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Strategy	Budgeted: (RCMP)	Income: (Partner/SOVA cash)	Income: (Partner/SOVA In-Kind)	Total Expenditures Thru 6/30/09
1 Training	\$8,000	\$1,000	\$5,310	\$12,930
		<i>Support from TravOR for classes taught on south coast, spring 2009</i>	<i>Coordination, facilities, publicity, registration, etc.</i>	<i>Retainer/staffing; training classes; misc expenses</i>
2 Research	\$5,000			\$10,000
				<i>Longwoods (two years)</i>
3 Internet	\$10,000	\$24,000		\$7,667
		<i>Internet marketing is supported by partner advertising, which leverages the investment of RCMP dollars in this strategy.</i>		<i>Retainer/staffing; campaign mgmt tied to niche advertising programs; key word mgmt; add'l domains; online trade shows & Int'l efforts such as Pow Wow</i>
4 Niche Consumer Adv	\$54,770	\$115,720		\$51,276
		<i>Partner investments in co-ops that were at least partially funded via RCMP during this report period</i>		
5 PR/Trade Shows/Outreach	\$40,000	\$12,000		\$49,928
		<i>Partner investments in PR/Trade Show</i>		
Other				
Fulfillment-TORP	\$20,000			\$8,323
Admin Overhead	\$10,000			\$14,668
			<i>Add'l In-Kind</i> \$13,000	
	BUDGETED	LEVERAGE/PARTNER INVESTMENTS	LEVERAGE/PARTNER-SOVA IN-KIND	TOTAL EXPENDITURES
	\$147,770	\$152,720	\$18,310	\$154,792



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