



Good morning and thank you for being here this morning. I thought I'd start out by telling you who the Oregon Coast Visitors Association is, how we operate, a little history about tourism along the Oregon coast, where we are now and where we are heading.

OREGON
THE PEOPLE'S COAST

OVERSIGHT

- Regional Marketing of the Oregon Coast



In 1996 Travel Oregon was looking for a regional marketing organization where they could refer Oregon coast visitor request to. Working with coastal chambers of commerce, visitor centers, state parks, and the Bureau of Land Management the Oregon Coast Visitors Association was created as the regional destination marketing organization to represent Oregon's 363 miles of coastline.

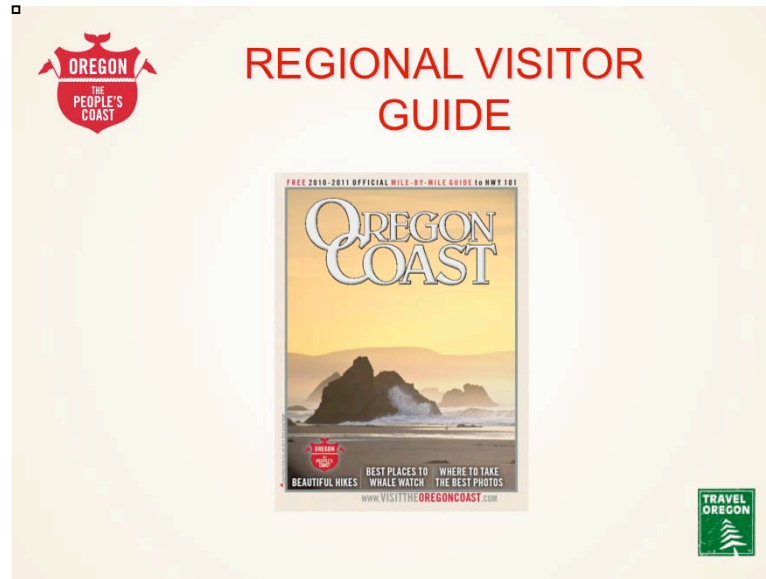


We are a non-profit organization that is governed by a Board of Directors made up of representation from each of the seven coastal counties including Clatsop, Tillamook, Lincoln, Coos and Curry, plus the coastal portions of Lane & Douglas counties.

We also have representation from the Oregon State Parks & Recreation, a joint position that can be filled by either BLM or USFS, and a at-large position.

More recently the Board has added three new positions that will represent each sub-region of the coast. So for the South region from Brookings to Reedsport, central is Florence to Lincoln City and North is Tillamook to Astoria.

Our North coast representatives include our Immediate Past President, representing Clatsop County, Skip Hauke from the Astoria Chamber, from Tillamook County Susan Palmer of the Tillamook County Creamery Association and our at large position if being filled by Sue Meyers of Land's End Motel here in Cannon Beach.



The Oregon Coast Mile-by-Mile guide is the official guide to the Oregon coast and is our fulfillment piece. This year we will distribute 150,000 copies of the 300,000 produced in:

AAA Offices

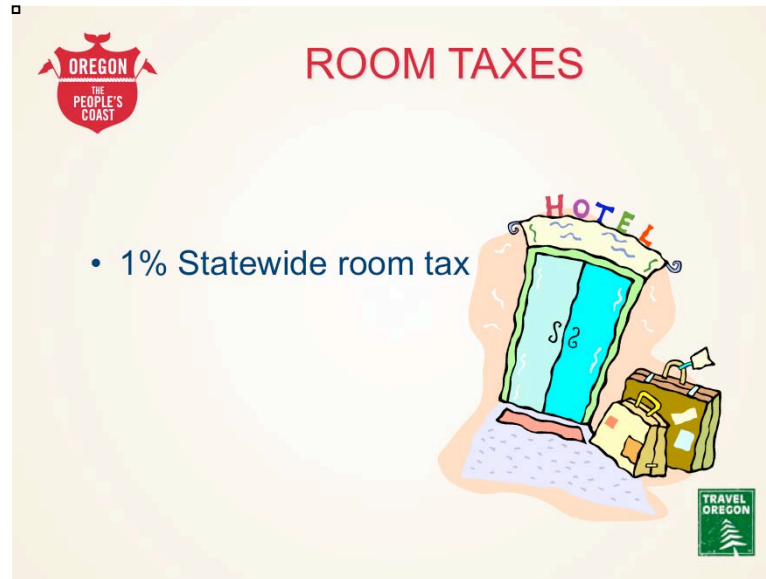
Chambers of Commerce

Visitor Centers

Attractions

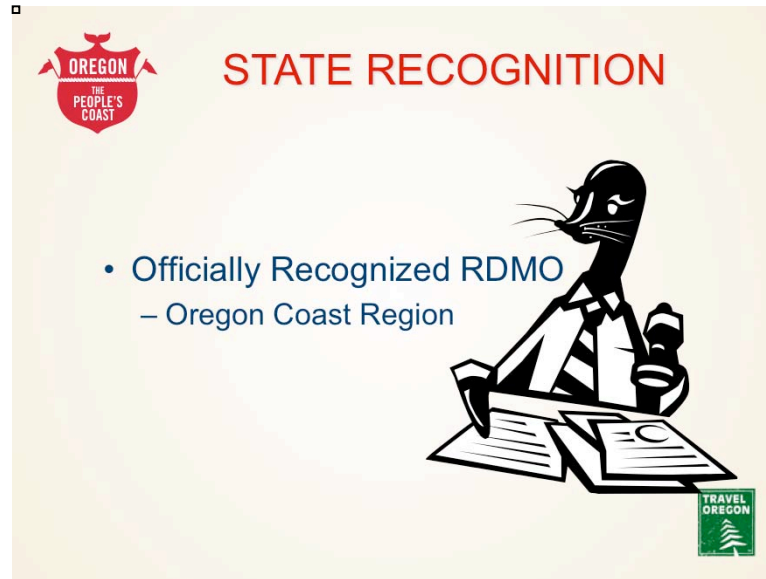
State Welcome Center –

And to over 50,000 travelers prior to their arrival through direct mail and at the different shows we attend each year.



Nearly four decades ago local lodging taxes were initiated around Oregon as a source of funding for local marketing efforts. At that time, 100% of the local tax revenues were spent for tourism purposes. However, over the years these funds have been used to finance projects outside the realm of tourism. The passage of House Bill 2267 in 2003 impacted Oregon in some very positive ways.....

One of those impacts is that the 1% state-wide room tax generates over 10 million dollars annually, of which \$2.7 million are generated along the Oregon coast. This is second only to the Metro Portland area. The passage of this bill has also brought Oregon from 48th to 29th in the nation in tourism spending based on public sector funding.



- Officially Recognized RDMO
– Oregon Coast Region

Part of the legislation also recommended returning a portion of the collected funds to the region they were collected in, so the Oregon Tourism Commission identified seven regions around the state to be the regional marketing organization and be the recipient of a portion of the regions room tax. Those regions include:

Eastern Oregon, Central Oregon, Southern Oregon, Metro Portland, Mt. Hood – Columbia River Gorge, the Willamette Valley and of course the Oregon coast. The coast region stretches the 363 miles from Astoria all the way to Brookings-Harbor.

As of January 2005 the Oregon Coast Visitors Association received the seal of approval and was formally recognized as the Regional Destination Marketing Organization (RDMO) of the Oregon coast region and began receiving 15% of 1% of the tax collected along the coast. In 2009 Travel Oregon lowered that percentage to 12% of what is collected in each region.

So how does it work

OREGON
THE PEOPLE'S COAST

HOW IS IT USED

- Outside the State
 - Domestic & International
 - Print
 - Radio
 - Internet
 - Social Media
 - Travel Writers



Each RDMO must work to spend these dollars outside of the state so we are working to bring people into the state not just moving the people around the state.

We do this both domestically and internationally through print, radio, internet, social media and with the travel media. Speaking of the travel media.... How many of you know of Peter Greenberg? Peter Greenberg is America's most recognized, honored and respected front-line travel news journalist. He is travel editor for CBS News and regularly appears on *The Early Show* and across many CBS broadcast platforms. He also produces and hosts a weekly travel radio show, Peter Greenberg Worldwide, on Sirius satellite radio and on over 400 stand alone radio stations.

Other statistics about Peter Greenberg Worldwide: More than three million listeners (domestic and international) to the radio show, Newsletter reaches over 20,000 a month and counting, Website visits are 120,000 and climbing, Mr. Greenberg often cross-promotes on the Early Show (CBS) and through his column in AARP magazine, which reaches over 23 million subscribers. In September I had the privileged of meeting Mr. Greenberg while he was here in Cannon Beach taping a Oregon & Oregon coast program for his show – you can still hear a copy of the program on his website www.petergreenberg.com. This was terrific coverage for the Oregon coast.



With these marketing dollars we have been able to increase the number of ads and as a result we continued to see an increase in the number of travelers to the Oregon coast.

However, even with our success we felt we needed a fresh new look so we began...

Gathered input

- Online survey of Oregon Coast visitors
- Regional tourism industry meetings in Astoria, Lincoln City and Bandon

We summarized this input to define the Oregon Coast experience

And looked at research that is available from Travel Oregon, Longwood and Dean Runyan.

Then set about to develop our brand platform that has key messages, a brand manifesto and recommended tagline.

A synopsis of those messages are....



KEY MESSAGES

- *RUGGED NATURAL BEAUTY*
- *VARIED & ABUNDANT ACTIVITIES*
- *PUBLIC OWNERSHIP/ACCESS*
- *A PLACE TO CONNECT*
- *AN ANTICIPATED DESTINATION*



The Oregon coast's rugged natural beauty will surprise you with a new and different outlook around every corner.

The varied and abundant activities that we offer with our unspoiled beaches, majestic forests, quaint coastal communities, history, recreation and culture will create memories of a lifetime.

Because Oregon believes in public ownership of its most stunning places, the entire Oregon Coast is a place for all to experience and enjoy.

People come here to connect with nature and loved ones, enjoy new (or old) experiences and where they leave refreshed, invigorated and longing to return.

The Oregon Coast is a wide-ranging palette where visitors travel Highway 101 and scenic coastal mountain routes to 363 miles of coastline with an anticipation of their final destination.

From here we put together our brand manifesto



Somewhere along these 363 miles of heaven, it will hit you.

You'll come around the last corner and see that familiar cloudbank hanging over the beach. You'll handpick a fresh Dungeness crab, and it'll be a decadent combination of sweet and salty, just like when you were 12. You'll walk out onto a pier or jetty, smell the sea, and be humbled. You'll see the aging wooden pilings in the river, and remember the salmon you caught with grandpa. You'll ignore the cool night air, throw open a window, and let the steady ebb and flow of waves lull you into a sleep like no other. You'll stop before you check in, because you can't wait to feel the sand between your toes and spray on your cheek.

Somewhere along these 363 miles, you'll realize you've reached your part of the Oregon Coast.

And, if you have a moment or two between the soaring forests and the sheer ocean cliffs, you might think about the fact that it's here for you because Oregon believes in preserving these places for all and forever. It means you can walk barefoot for miles in the surf and never run into a fence. It's why we clean up our own beaches. Stop someone who lives here, and you'll get an earful about why they'd never live anywhere else. These 363 miles are theirs...not to possess, but to share.

It doesn't matter if you're coming here to catch a fish, write a book, propose to your sweetheart, or teach your kids about sand castle architecture. When you leave, the whole way home you'll think about coming back to this place – your place along these 363 miles of the Oregon Coast.



Welcome to The People's Coast.



From this work we created some new display ads



½ page creative



We also offer many different opportunities to co-op advertise with The Peoples Coast. Here are a couple of examples.....



PRINT ADVERTISING

- Oregon Coast Magazine
- Sunset Magazine
- Budget Travel
- Northwest Travel
- Seattle Weekly
- Madden Preprint
- Bridal Guide
- New Yorker Magazine
- Coastal Living
- Outside Magazine
- Sacramento Magazine
- Seattle Metropolitan



These are just a few of the locations that print advertisements have run or are currently running.

As you can see we have a good cross section of publications around the Pacific Northwest.



MARKETING

- **Domestically**
 - Sportsmen Shows
 - Travel Shows
- **Internationally**
 - Pow Wow
- **Travel Media**
 - Coast Press Trips
 - Direct requests
 - Travel Oregon generated



We staff booths at sportsmen shows in Portland, Sacramento and Spokane and partner with Travel Oregon at Pow Wow and the Canadian Sales Mission both of which are International Shows.

Domestically we are talking directly with the consumer and media but Pow Wow and the Canada show give us the opportunity to meet with travel writers, media, receptive operators, tour operators, editors, as well as the general public to promote Oregon and the Oregon coast to the international traveler.

The Oregon coast is also represented by Travel Oregon at many other international events.

We also work on three different press trips along the Oregon coast the next one will be in February right here on the North coast.

 **OREGON COAST
STORYLINE PITCHES**

A sample pitch

 **Lady Farm Tours / Bandon, Oregon**
bandarladyfarm.com/

June to mid-October you'll find "The Lavender Lady" Sherri Merritt up to her ears in blue-purple flowers and she couldn't be happier about it. Agritourism on the most intimate scale - Merritt has surrounded her home with 1,000 fragrant lavender plants and welcomes visitors for farm tours, photographs and browsing in her aromatic gift shop filled with lavender treasures made at the farm. Discover the charming coastal village of Bandon-by-the-Sea, breathe deeply of the scented breeze, feast your eyes on the splendor of blossoming lavender, even tantalize your taste buds with gourmet lavender treats.



In our outreach to media we put together storyline pitches from along the coast that fit both the OCVA and Travel Oregon upcoming themes. Stories that we'd like to see printed.

This first one is a pitch about the Lavender Lady Farm Tours in Bandon
And the second



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OREGON COAST STORYLINE PITCHES

A sample pitch —Food/Wine/Culinary tourism



Creates Intimate Dinners at Arch Cape
archcapeinn.com/menus.html

After a national search, Arch Cape Inn enticed young Culinary Institute of America grad Noah Kaufman to leave an exclusive club in the Catskills to become its new chef. Chef Noah is a master at turning local ingredients into works of culinary art, using only locally sourced ingredients, from seafood and cheeses to locally foraged berries, wild mushrooms and Oregon truffles, and fresh greens and herbs plucked from the Inn's own kitchen garden. Arch Cape Inn's intimate dining room is open to the public as well as overnight guests for dinner, Thurs-Sun - the ultimate dining experience for anyone seeking a peaceful place to unwind on the dramatic Oregon Coast.



Is about the intimate dinners at Arch Cape Inn in Arch Cape.

These are just a couple of examples of what we are doing to promote the Oregon coast to the media world.

In the case of Peter Greenberg, Coates Kokes worked for over two years to get him to decided to come to the Oregon coast. So if you've got ideas and suggestions please share them with us and we'll keep pitching.



ON-LINE

- www.VisitTheOregonCoast.com
 - Oregon.com
 - OnLine Hwys
 - OPB
 - Sunset
 - Budget Travel
 - www.TravelOregon.com



During the branding process we also began to develop our new website www.VisitTheOregonCoast.com and have increased our on-line presence by advertising on many different websites all of which lead the visitor to our web site.



GO TO THE WEB SITE



WEB STATS

- 251,451 Absolutely Unique Visitors
- 6 Minutes Average Spent on Site
- 1,935,428 Total Pages Viewed



This past year-to-date we have had 335,571 visitors, of which 251,451 were unique visitors to the site. These visitors spend an average of 6 minutes on the site viewing just over 1,935,400 pages



This past year we have entered the social media market place



SOCIAL MEDIA

- Twitter@ThePeoplesCoast
- facebook.com/ThePeoplesCoast
- YouTube videos



We joined twitter @ThePeoplesCoast and try to send out 2-3 tweets a day. If you're not already following us please do.

We also have a Facebook account and you can "like us" at ThePeoplesCoast

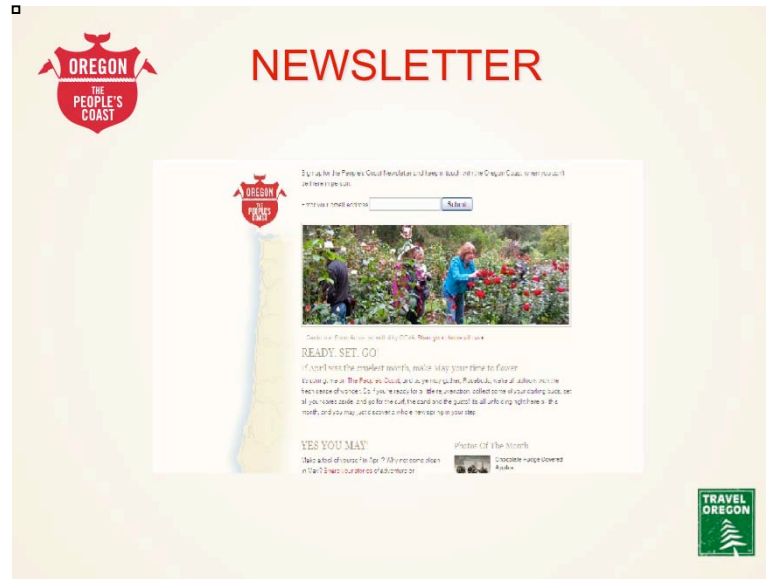
<http://www.facebook.com/ThePeoplesCoast>

<http://www.youtube.com/watch?v=-VDvAS-pu3Y>



Recently, through our social media avenues we assisted in getting Yaquina Head Outstanding Natural Area from third place into first place on the online portion of voting to bring Dave Price of CBS' s The Early Show to the Oregon coast for his program "No Way Home". Unfortunately, when the cell phone votes were added to the online votes Anchorage Ak won out.

We are now working to help Astoria win the Budget Travel' s "America' s coolest small city" award but need everyone' s help to make that happen. Astoria has moved to 4th place and needs to get over 3,000 votes to get back into first place. We can do this with everyone' s help.



In November of 2008 we launched our consumer newsletter. Monthly we are sending out an average of 19,300 newsletters to consumers who have indicated their interest in learning what is happening on the Oregon coast. These newsletters contain terrific photography, upcoming activities and events, feature lodging specials and link not only to the OCVA site but to those who are listed on the newsletter as well.

If you would like to receive a copy all you need to do is go on line to the website and sign up.

As you can see, we've had a lot of things happening since the passage of the room tax. Here's how we look 5 years later.



Along the Oregon coast we were (read from screen)

Bottom line here is that as we reinvest tourism related dollars back into the tourism promotions we will continue to see a significant return on that investment.



MEMBERSHIP

- Chambers of Commerce/Visitor Centers
- Attractions
- Lodging
- Ports
- Regional DMOs
- Oregon State Parks
- Bureau of Land Management
- Businesses like yours



Not only does OCVA receive some of our funding through room tax dollars but we are also a membership organization. Our membership is made up of anyone who is interested in promoting their business through our regional marketing efforts.



BENEFITS

- Photo and editorial
- Access to visitor inquiry
- Discounted advertising rates
- Brochure Mailing Program
- Direct referrals
- Partnership opportunities
- Media Referrals
- Friday Flash
- Consumer Newsletter – Preferred Placement



Some of the benefits of membership with OCVA include

- 1) Photo and editorial copy on our website
- 2) Premium placement on the website
- 3) Access to thousands of visitor requests we receive each month
- 4) Discounted advertising rates – in our fulfillment piece
- 5) Access to our Brochure Mailing Program – learn how to save yourself mailing costs
- 6) Direct referrals to the traveling public – We’ ll tell them all about you
- 7) And Partnership opportunities – For a small fee you can participate in the shows and print advertising opportunities we offer
- 8) Media Referrals

These are just some of the things we do for our members. Think you might like to check us out? I have placed some membership brochures _____



WHAT' S NEXT?

- Increase our Promotions & Results
- Co-operative Marketing Opportunities
- Travel Writers
- 3 coastal press trips
- Increase content on the website



So what' s next?

BULLET POINTS



What can you do?

- 1) Be even more involved with marketing efforts in your community through your local Chamber or Visitor Bureau and with OCVA
- 2) Assist with travel media request coming into your community – by supplying your chamber and in-turn OCVA and Travel Oregon with hosted lodging, meals and attraction passes
- 3) Link your web site to other area businesses as well as chamber/visitor bureau and to OCVA's site
- 4) Take full advantage of the free marketing opportunities we offer in our consumer newsletter by supplying us content and information.
- 5) Sign up for our consumer newsletter
- 6) Submit your activities & events for listing on our website and in-turn the Travel Oregon website
- 7) If you are in the social media world, follow us and retweet our coastal message



Have creative input and think about ways to work with other communities along the coast for cross promotions.

Remember our visitors rarely come and stay in one city for their entire vacation.



Thank you and I'd be happy to answer any questions you might have.