



# Region 5 RCMP

*Southern Oregon Visitors Association*

**Report Date: August 1, 2009**  
**RCMP Report Period: 7/1/2008 – 6/30/2009**



# 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 August 1, 2009 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 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.



# Aug. 1, 2009 Final Report

## 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.

County	Date	Partners	# Certified
Jackson	7/1/2008	Craterian Theater/Medford VCB	50
Klamath	8/28/2008	Kia-Mo-Ya Casino	155
Jackson	9/12/2008	Ashland Springs Hotel/Ashland VCB	25
Jackson	4/16/2009	Craterian Theater/Medford VCB	33
Douglas	4/30/2009	Henry Estate Winery/Roseburg VCB	45
Jackson	5/6/2009	Prospect/Upper Rogue Region	53
Jackson	5/14/2009	Advanced Class: Craterian Theater/Medford VCB	25
Josephine	6/15/2009	Advanced Class: Club NW/Grants Pass VCB	30
Josephine	6/17/2009	Bear Hotel/Grants Pass VCB	32
Jackson	6/18/2009	Rogue Community College/Medford VCB	30
<b>Total for July 1, 2008 - June 30, 2009</b>			<b>478</b>



# 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.



# Aug. 1, 2009 Final Report Strategy 2: Research

## Background

Please see background notes from previous year reports.

## Goals & Notes

With the help of various chambers, VCBs, and attractions, DCG Research and SOVA conducted an ongoing, year-round visitor profile study to expand and build on the 1991/1997 database (the previous SOVA studies). The purpose of the research: 1) to develop a universal survey instrument; 2) to create a system to collect monthly data; 3) to provide strategic intelligence—visitor profile and trip characteristics—to help spotlight future trends and to use as a tool for evaluating regional marketing efforts and strategies. We hope to continue research efforts in the future.

## Noteworthy Accomplishments

This extremely important project was brought to completion in 2009. 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) compiled final recap tables and produced a comprehensive report. An abstract of this report is available on our industry website ([www.southernoregon.org/partners](http://www.southernoregon.org/partners)).



# 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.



# Aug. 1, 2009 Final Report Strategy 3: Internet Marketing

## Background

Please see background notes from previous year reports.

## Goals & Notes

Extend niche market investment via websites tied to consumer print advertising campaigns, allowing trackthru data and ROI accountability. (*Totally San Francisco, Oregon Bounty, and Totally Portland* are several examples of this strategy in action.) Other goals: develop the online media room and generate a travel writer newsletter with long-lead story threads and rights-free photo library, and develop social media.

## Noteworthy Accomplishments

The online media room and travel writer segments remain strong, though we have had to discontinue the monthly long-lead newsletter due to budget constraints. The pay-per-click campaigns on Google and Yahoo continue to deliver excellent results. These are focused on key word combinations for two niche areas: Rogue River/recreation, and Crater Lake. May 2009 report: average CTR (3.99%); average CPC (\$.28); average Pos (2.6). Recap reports on three major multi-media campaigns (Seattle, Portland, and Bay Area) have been provided to Travel Oregon and are available on request. Generally, within these multi-media consumer advertising campaigns, additional sophistication and depth in Internet marketing has been realized with each successive year. Web 2.0 innovations have been introduced via YouTube videos and small feature stories with accompanying photography, as well as blogs and an account on GoSeeOregon. We determine content additions based on a three-way comparison of visitor profiles, web stats, and existing content on the site. We anticipate aggressive growth in the nucleus of strategies related to web 2.0 features. Social Media: current have 15 videos on YouTube ([youtube.com/travelsouthernoregon](http://youtube.com/travelsouthernoregon)) and several more in the pipeline. Channel has received 1213 views since its inception in November 2008. Majority of viewers are males between the ages of 45-54. Twitter ([twitter.com/southernoregon](http://twitter.com/southernoregon)) has 406 followers. We've been using Twitter to drive traffic to [southernoregon.org](http://southernoregon.org) and our blog, YouTube, and Flickr Photostream, as well as promoting/linking SOVA member sites, events, et al. We have 11 posts on our blog ([travelsouthernoregon.wordpress.com](http://travelsouthernoregon.wordpress.com)) and 776 visits. Most visited posts include the announcement of the Oregon Caves' 100<sup>th</sup> anniversary and posts in our "Favorite Things to Do in Southern Oregon." Facebook – fan page is under development.



# 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.



# Aug. 1, 2009 Final Report

## Strategy 4: Niche Consumer Advertising

### Background

Please see background notes from previous year reports.

### Goals & Notes

Niche markets identified by the SOVA/RCMP Marketing Committee include: art, wine and culinary travelers; river recreation travelers; golf travelers. Focus on these as well as the International market has resulted in expanded consumer and co-op advertising for branding ads and increased print run of the *Southern Oregon Vacation Guide*. Increasing opportunity in multi-media campaigns (print, radio, and internet). Complete media plans can be found online at [www.southernoregon.org/partners](http://www.southernoregon.org/partners).

### Noteworthy Accomplishments

Creation of positioning statement: 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



## Aug. 1, 2009 Final Report

### Strategy 4: Niche Consumer Advertising

#### Noteworthy Accomplishments, cont.

- New creative campaign rolled out successfully to support positioning and selling propositions
- Continues to support the look and feel of Travel Oregon advertising
- Format compatible with our cooperative marketing structure.
- Tagline “Ultimate Road Trip”
- Comprehensive media plan for SOVA available online @ [www.southernoregon.org/industry](http://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



# 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



# Aug. 1, 2009 Final Report

## 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.
- 3) Matching Grants: Provide modest matching grant funds to support the marketing efforts of area partners.

### 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.

- 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. We have continued to leverage our relationships with this group and are presently working frequently with the Bay Area Travel Writers Association, which brings visiting groups here at least four times a year.
- 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 (subsequently discontinued due to budget constraints).
- Participation (and sponsorship) in Travel Channel Europe, including development of story lines, coordination of sites and filming details, et al.
- Launch event for National Geographic map project; coordinated @ RoxyAnn Winery.
- 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.
- Coordination of other FAMs/travel writer trips. We create, host, and coordinate approximately 40 of these each year. Partial list (complete list available on request): *Distinctly NW; Northwestern Guide; Oregon Live; USA Today; LA Times; National Geographic; NW Journeys; American Family; Best Places NW; E-Home Holidays; Family Circle; JetTours; Main Echo; NW Palate; NW Vacations; Pacific Coast Hwy; Rocky Mountain Holiday Tours; Senior Magazine; Sacramento Radio Show; Trip & Travel News; Oregonian (multiple); Wiechmann; NY Post; Southern Oregon Magazine;* and many others.
- Stories, clips and links are posted on both our consumer and industry websites.



# Aug. 1, 2009 Final Report

## Strategy 5: PR/Trade Shows/Outreach Marketing

### Noteworthy Accomplishments

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: Bay Area Travel Show (Santa Clara); Sunset Celebration Weekend (Menlo Park); LA Times Adventure (LA); and international shows via Go West (every other year), Addison (via collateral), and Pow Wow. We continue to provide affordable opportunities for these businesses to buy-in via a co-op structure. 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 to maximum benefit.

3) Matching Grants: Application materials, review process, funded projects are all available online at SOVA's partner website. Due to budget constraints, we have discontinued this program beginning July 1, 2009. Projects that have received favorable responses in the past are those which demonstrate a commitment to cooperative marketing. A budget that illuminates additional funding sources (public, private, grants, et al), and which thereby leverage the RCMP investment, are also favorably considered. A major achievement was in using this methodology to underwrite the cost of all wineries to participate in the Oregon Bounty promotion.

Projects funded for this report period:

- 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
- Southern Oregon Marketing Team (Jackson, Josephine Counties), funds to produce DVD for use at California trade shows and online – we are converting portions of this DVD for use on the SOVA consumer website.



# Aug. 1, 2009 Final Report

Strategy	Budgeted: (RCMP)	Income: (Partner/SOVA cash)	Income: (Partner/SOVA In-Kind)	Total Expenditures Thru 6/30/09
1 Training	\$10,000	\$4,500	\$1,000	\$11,778
		<i>Support from TravOR for classes taught on south coast, spring 2008</i>	<i>Jetboat Excursions; room nights; refreshments, room reservations, equipment, publicity, refreshments, general coordination</i>	<i>Retainer/staffing; training classes; misc expenses</i>
2 Research	\$15,000			\$10,702
3 Internet	\$18,000	\$21,440		\$12,600
		<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 &amp; Int'l efforts such as Pow Wow</i>
4 Niche Consumer Adv	\$83,000	\$82,335		\$90,696
		<i>Partner investments in co-ops that were at least partially funded via RCMP during this report period</i>		
5 PR/Trade Shows/Outreach	\$48,700	\$11,150		\$74,830
		<i>Partner investments in PR/Trade Shows/et al efforts that were at least partially funded via RCMP during this report period</i>		
Other				
Fulfillment-TORP				\$11,511
Admin Overhead				\$14,668
Add'l In-Kind *			\$13,000	
	<b>\$174,700</b>	<b>\$119,425</b>	<b>\$13,000</b>	<b>\$226,785</b>



## Contact Information

Southern Oregon Visitors Association

Mailing Address:

PO Box 1645 / Medford, OR 97501

Office Location:

673 Market St. / Medford, OR 97504

Phone (541) 552-0520 / Fax (541) 552-1073

[office@sova.org](mailto:office@sova.org) [www.southernoregon.org](http://www.southernoregon.org)

Industry website: [www.southernoregon.org/partners](http://www.southernoregon.org/partners)