

The Southern Oregon Visitors Association (SOVA - aka Travel Southern Oregon)



1. WHAT IS SOVA?

- SOVA is a seven-county regional cooperative marketing association formed in 1984; covering Douglas, Josephine, Jackson, Klamath, Lake, Coos and Curry counties.
- Mission: To increase and lengthen visitor stays by marketing the region as a destination, and by encouraging cooperative efforts in outreach marketing, visitor research education, public relations.
- In the hospitality industry SOVA is referred to as a **RDMO** (*Regional Destination Marketing Organization*), and we work closely with Travel Oregon in that role.
- SOVA is governed by a Board of Directors elected by the membership, with representation from all seven counties in the Southern Oregon region.
- **A Marketing/RCMP (Regional Cooperative Marketing Program) Committee** meets several times a year to review, brainstorm, and develop marketing campaigns.

2. HOW IS SOVA FUNDED AND MANAGED?

- SOVA is not funded directly by hotel/motel room tax revenue.
- SOVA raises more than \$400,000 each year from local businesses to fund its marketing efforts.
- Because SOVA is self-funded (we call it “Pay to Play”), the association has low overhead (just one employee + independent contractors). Your money is spent on marketing and not on **administration**.

3. WHAT DOES SOVA COST AND WHAT DO I GET?

- It costs less than \$25 per month, \$295 a year, to be a marketing partner (that’s what we call our members). This fee provides for a 40-50 word listing in all our marketing materials.
- If you have more than one business, you pay an extra \$100 for each business.
- If you are a local Chamber, Visitors Bureau or visitor marketing group, you pay slightly more.

SOUTHERN OREGON VACATION GUIDE - PRINT AND ONLINE (437,500 READERS)

- Annual full color, high gloss guide to the region, printed annually in April.
- SOVA invests \$100,000 each year on printing and distributing the guide (for a complete distribution summary, please email office@southernoregon.org).
- The guide is also available www.southernoregon.org; visitors can view pages and click on links directly to advertisers!
- Your 50-word listing in the guide is part of your marketing partner benefit.

To join SOVA & participate in these marketing programs, contact us!
office@southernoregon.org www.southernoregon.org/partners

SOVA WEBSITES

- Your 50-word listing is also placed (with a hot link) on our website under the appropriate directory headings (you can pick the ones you want). We have more than two dozen URL - domain names - that direct folks to our main site and to your listing (listings also on SOVA's mobile site).
- We have a robust social media campaign with our efforts significantly aimed toward increasing exposure for the Southern Oregon brand and driving traffic and user participation to www.southernoregon.org.
- Our online advertising with Facebook, Google, and Travel Oregon (among others) is a significant investment in keeping the website as visible and vibrant as possible, for the benefit of our marketing partners who invest in our advertising.

4. WHAT OTHER PROGRAMS DOES SOVA OFFER?

- **DISPLAY ADS IN THE GUIDE** - Add a display ad to give your business more exposure to our 437,500 readers. Ad cost start at just \$695.
- **BANNER ADS ON THE WEBSITE** - Add a photo to your basic 50-word listing (\$220 annually) and/or add a photo banner ad to promote your business on any each page in our website (rates vary, but most are \$200 per quarter).
- **LOW COST ADVERTISING CO-OPS** - SOVA develops co-op advertising programs in major media that save our partners thousands of dollars and significantly increases the Southern Oregon brand. For complete information contact Mark Dennett (Mark@southernoregon.org). Our partner website has a list of opportunities – www.southernoregon.org/partners.
- **QUARTERLY CONSUMER E-MAIL BLAST** - Our “opt in” newsletter goes to more than 45,000 consumers that have requested the Southern Oregon Vacation Guide via our website. For \$200 you can be featured in three newsletters.
- **TRADE SHOWS** - We attend with SOVA partners a selected number of trade shows. You can save money by attending these shows with SOVA or simply distribute your materials at these shows. Contact Sue Price (Sue@southernoregon.org).
- **TRAVEL WRITERS** - SOVA supports dozens of visiting travel writers and tour operators, creating “fam” trips and editorial callouts. Working with our marketing partners, SOVA works to make sure that our region receives appropriate exposure.
- **CUSTOMER SERVICE TRAINING** - SOVA is proud to be a leading supplier of customer service training for all types and sizes of businesses. For information on our training programs, contact Sue Price (Sue@southernoregon.org).
- **MONTHLY MARKETING E-NEWSLETTER** - To keep partners aware of all our programs, we have a partner website www.southernoregon.org/partners that provides updates on all programs. We also send out an e-mail to all partners each month highlighting current projects.
- **FREE VISITOR RESEARCH** - Our web site provides a variety of free research resources including the state’s largest visitor profile study.
- **A POWERFUL MARKETING CONFERENCE** – SOVA's annual Tourism Symposium brings top-rated speakers to Southern Oregon to share marketing ideas and trends. This low-cost one day program is an affordable opportunity to network with tourism professionals and gain insight into leading-edge marketing trends and practices.

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