



OSCRTN~TSOC Network Meeting

October 23, 2020

10:00am - 11:30am

Zoom

Julie Miller opened the meeting by welcoming all of the attendees and gave a brief introduction to what the Oregon South Coast Regional Tourism Network (OSCRTN) and Travel Southern Oregon Coast (TSOC) is and the roles that they take with tourism on the South Coast.

- Julie introduced the Core Team:
 - Joe Benetti, Marie Simonds, Janice Langlinais, Katherine Hoppe, Sam Baugh, and Jodi Fritts.

Julie Miller introduced two of the keynote speakers for the session:

- Alexa Carey with Travel Oregon and Arica Sears with OCVA - Oregon Coast Visitors Association - Destination Coordinator.

State of Tourism Update – Alexa Carey Reported:

- Visitation is coming up even though overall the average price per room is down 18% from last year, it is starting to grow.
- Safe and responsible travel is a very important message for travelers.
 - It is important to communicate safe and responsible travel ideas in your area to help visitors have a safe trip while enjoying Oregon.
- The Travel Oregon Grant program has awarded 122 grants in June totaling \$802,725.00.

- All Seven regions received funds, and Alexa will reach out to her team to get an itemized breakdown of where the funds went.
- Travel Oregon has been working with the US Forest Service on the Oregon Trails fund and they are leveraging Regional DMO's on Sustainable Tourism.
- Travel Oregon has been doing crisis communication on the wildfires and has been working with FEMA on all aspects, including emergency lodging.
- Travel Oregon has been holding virtual training, engagement, and assistance. Please find the link below.
- As Travel Oregon looks to the future and starts to develop the 2021-2025 strategic plan, they are conducting a Stakeholder Survey. Alexa asked that everyone take the time to fill it out and submit it online, so they have a broad idea of what the needs are in all areas of Oregon. Please find the link to the survey below. The survey is due October 30th.
- Alexa explained the changes that have occurred at Travel Oregon:
 - Staff reduction as well as reduced budget due to loss of revenue due to Covid-19.

Travel Oregon Resources

- [State of Tourism & Programs Slide Deck](#)
- View the [Impact of COVID-19 on the Travel Industry Report](#)
- [Virtual Training, Engagement and Assistance Program](#)
 - [Tools for Organizational Resiliency: Destination Recovery Toolkit](#)
October 26th – 9-10am
 - [Customer Service during COVID-19: De-escalation Strategies for Frontline Staff](#)
November 2nd – 11-12pm
 - [Customer Service during COVID-19: Best Practices & Resource](#)
November 19th – 2-3:30pm
- [COVID-19 Toolkit](#) & [COVID-19 Travel Information and Resources for Visitors](#)
 - COVID Updates: Oregon Health Authority announced revisions to the statewide [guidance on face coverings](#). This includes new provisions about workplaces, markets, and events, some educational facilities, as well as information about face shields. In particular, the guidance now requires that people wear face coverings in all private and public workplaces including classrooms, offices, meeting rooms, and workspaces unless someone is alone in an office or in a private workspace.
- [2020 Oregon Tourism Stakeholder Survey](#) (Due October 30th)

Tourism on the Coast - Arica Sears - Oregon Coast Visitors Association

- OCVA has learned from one of their Instagram posts, that visitors are coming to the Coast for peace and refuge during difficult times.
- Anecdotally, the Oregon Coast has been doing quite well, despite the pandemic and wildfires. Or maybe because of the pandemic and wildfires. Several Counties have been showing higher numbers in comparison to last year.
- Visitation is high on the Coast. The North Coast has been dealing with "over-tourism" and the negative impacts from locals on tourists in their area.
- Statistics from October 11-17, 2020:
ADR = 11.7% Occupancy 9%
- County Data - examples:
Clatsop Occupancy= 75.6% (75.3% last year)
Lincoln Occupancy= 70.5% (70.4% last year)
Coos Occupancy= 73.8% (74.3% last year)

Julie Miller Introduced the second two Keynote speakers for the session. Holly Macfee with Lookout and Blume Bauer.

Zip Code Study - Who is the Best Audience for the South Coast?

Holly Macfee, Lookout

- Goals of the Study -
 - Determine states and cities where current visitors are coming from, or showing interest
 - Provide target market recommendations for the greatest potential for increasing travel to the South Coast.
- More than 12,230 zip codes were provided by South Coast partners.
- Six states showed the highest interest in traveling to the South Coast:
 - Oregon, California, Washington, Idaho, Arizona, and Nevada
- Within Oregon, the greater Eugene area is the top market for potential visitors.
 - Top Oregon Cities: Eugene, Springfield, Portland, Roseburg, Cottage Grove, Medford, Grants Pass, Bend, Junction City, and Creswell.
- The highest-rated South Coast Cities:
 - Coos Bay, North Bend, Bandon, and Brookings.
- Top Ten California Cities:

- Redding, Sacramento, Eureka, Chico, San Francisco, San Jose, Santa Rosa, Yreka, Fresno and Modesto.
- The data in the zip code survey covered a four-year period of time and the survey took place 2019-2020.

Travel Southern Oregon Coast Fall/Early Winter Campaign - Winter co-op brainstorm

- Lookout has been contracted by TSOC to do a Fall 2020 Campaign. It initially started out as a Friends & Family Campaign to encourage visitors to the South Coast from out of the area and other states that have friends and family of locals. Due to Covid-19, the campaign switched gears to more of a Locals campaign, encouraging South Coast residents to explore their local areas from Reedsport to Brookings and inland.
- The Campaign once again took a turn with the Wildfires in Oregon. The Team decided it would be best to postpone the launch date of the campaign. In determining the new launch date, the team decided to launch in early November after the outcome of the election.
 - The team felt that the presidential election would cause too much noise and the Locals Campaign message would get lost in all of the advertising going on.
- There are Eight Co-op partners for the Locals Campaign, which increased the media purchase for the budget by 40%.
- Holly showed the animated ads as well as the animated photos that will be running during the four-week campaign.
- The animated ads are projected to get 2.5 million impressions.
- The campaign will promote the OSCRTN website.
- There is an Enter to Win Contest associated with the Locals Campaign and it will run for a month.
 - <http://www.oscrtn.com/southcoastgetawaycontest.html#>
 - Zip Codes will be collected from the entries and they will be used for a future zip code study.

TSOC's Social Channels + Winter Storytelling Group Brainstorm -

Holly Macfee & Blume Bauer

- TSOC will be launching a Youtube page for the Locals Campaign.
- TSOC launched Facebook and Instagram in March 2019.

- Facebook Followers = 9707
 - The current weekly average post reach is 21,306
Tourism industry-standard 13,580/week.
TSOC reach is 64% above the norm.
 - <https://www.facebook.com/SouthernOregonCoast/>
- Instagram Followers = 1976
 - The average weekly reach is 3644
Industry average is 336/week.
TSOC's reach is 92% above the norm.
 - <https://instagram.com/southernoregoncoast>
- Top 4 posts on Facebook:
 - Bandon - reaching 60,829 people, and 11,298 engagements
 - Charleston - reaching 13,686 people and 1,965 engagements
 - Brookings - reaching 13,448 people, and 2,745 engagements

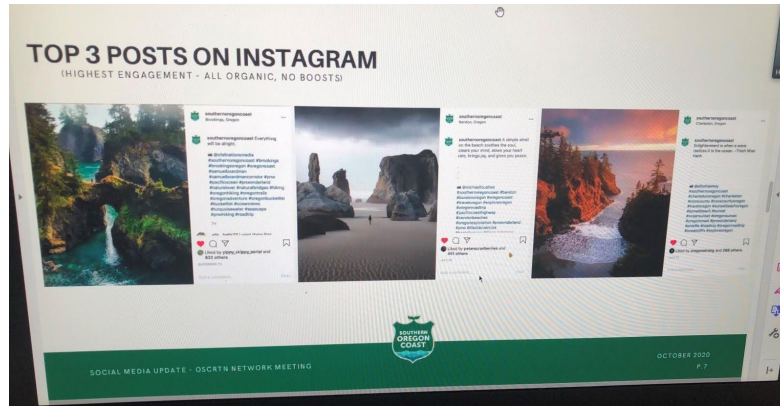
TOP 4 POSTS ON FACEBOOK
(HIGHEST ENGAGEMENT - ALL ORGANIC, NO BOOSTS)

Post Location	Reach	Engagements
Bandon	60,829	11,298
Charleston	13,686	1,965
Brookings	13,448	2,745
Bandon	14,875	2,359

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- Top 3 Posts on Instagram:
 - Brookings - liked by 822
 - Bandon - liked by 451
 - Charleston - liked by 296



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- OCVA reminded the group to use caution when posting photos on social media that may show possible safety hazards. A photo of Arch Rock was shown with a person on top of it. This type of photo could encourage visitors to explore unsafe areas.
- Blume would like to pull together a list of Social Media Managers in each community.
 - This group of individuals would be social media influencers and could possibly increase the South Coast audience and outreach.
- TSOC is looking for co-op partners for an Eat, Drink & Be Merry campaign.
 - A template would be designed that businesses could use on Facebook and Instagram.
 - The template would look the same, however, the business would add their business or destination, location, and verbiage.
- Holly provided a link to a document that businesses could fill out and submit for brainstorming:
 - <https://docs.google.com/document/d/1mBOrGq1gxBX6hy0yGrW2lecNI-FZmuped8tvm3ldNPs/edit?usp=sharing>

OCVA Update -

Arica Sears - Oregon Coast Visitors Association

- Arica announced that OCVA has started a Diversity & Equality Training.

- OCVA has been working with the Oregon Farmers Market Association to do online sales and has increased sales by \$200,000.
- OCVA's new website will be launched soon.
 - Every attraction and business will have their own pages.
 - There will be enhanced pages for OCVA Partners.
- They have produced a mountain bike video and were able to work with a professional mountain biker from Bend.
 - Arica will reach out to her team regarding notifying the South Coast DMO's when they are going to have a journalist or influencer in their area.