

VISIT
CORVALLIS
OREGON



Visit Corvallis
Community Report
Q1 FY 2022-23





Letter from Executive Director

Enhancing our community's livability is Visit Corvallis' number one priority. We strive to do this in several ways, including providing attractive promotional materials, such as professional photography, to community partners at no cost. Recently, we were asked to provide materials by Corvallis Public Schools Foundation to assist with the search for a new executive director, and we hope the foundation's search is successful.

Our Corvallis community and the City of Corvallis both benefit from travelers' direct spending. During Q1 FY 2022-23, approximately \$588,384 (70% of the total transient lodging tax) was generated for the City's general fund for public safety, infrastructure, workforce housing solutions, homeless services, and economic development. Visit Corvallis will use the remaining 30% (\$252,164) of these funds to support small businesses, agritourism, and other smaller organizations that are left with little funding due to tightening budgets. Our non-profit status allows us more flexibility than the City to fill in gaps that might otherwise not be addressed.

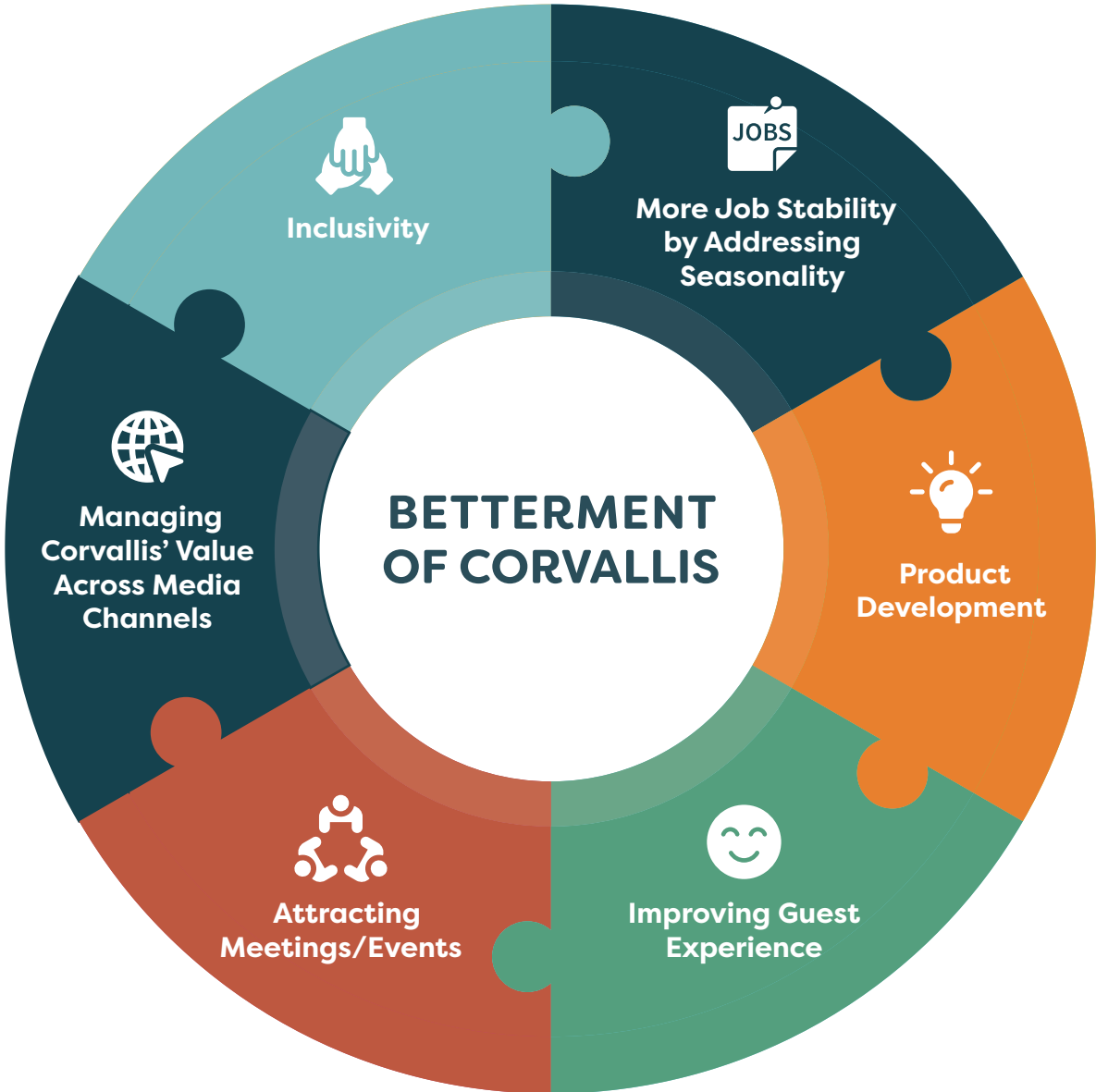
- Christina Rehklau

Revenues were up over last year. In July, we did have some last-minute OR22 cancellations that also contributed to the contracting of demand. However, the increase in July rates resulted in a significant increase in revenue.

Transient Lodging Revenue Report Card

Q1 FY 2022-23	JULY	AUGUST	SEPTEMBER
Occupancy	67.3% (-3.2%)	58.9% (-0.2%)	68.5% (5.5%)
Average Daily Rates	\$178.45 (42.2%)	\$136.19 (5.3%)	\$172.77 (15.5%)
Revenue Per Room	\$120.04 (37.5%)	\$80.22 (5.0%)	\$118.35 (21.9%)
Hotel Revenue Earned	\$3,561,220 (37.6%)	\$2,380,007 (5.0%)	\$3,397,699 (22.0%)
Estimated City Tax Generated	\$320,549	\$214,206	\$305,793

Visit Corvallis' FY 2022-23 Action Plan



This summary includes the key activities we did in Q1 FY 2022-23 to accomplish our goals and the goals outlined in Imagine Corvallis 2040 Vision.

Welcoming to All

I serve on the Willamette Valley Visitors Association's (WVVA) RDEI committee. We are starting a mapping project with calls from the University of Oregon to gather information about the terrain hikers will encounter on trails so they will be prepared. A University of Oregon class has begun working on documenting the landscape of several Benton County trails. We can then begin to incorporate that information into our website trails listings.

Visit Corvallis is contacting the Disabled Hikers group to gauge interest in us hosting them later this year to have them create online content about the area. Marys Peak and Jackson Frazier Wetlands are featured in The Disabled Hikers Guide Western WA and OR guidebook.

RESULTS:



Improved experience
for all hikers



Visit Corvallis Strategies:
INCLUSIVE



City's Goals:
ES1: Well-Being & Basic Needs

Introducing Corvallis to the World

In July, we helped welcome the world to Oregon and showed off our community to those attending and competing in the Oregon22 World Athletics Championships in Eugene. Visit Corvallis supplied welcome bags to visiting groups that included a letter from Mayor Traber, coordinated communication of local restaurant hours to front desk hotel staff to ensure visitors were not sent to closed businesses, and worked with Oregon Traveling Tours to create a shuttle service to the event for the fans to utilize. Visit Corvallis also helped offset part of the transportation costs so the UK fan group would stay in Corvallis rather than choose a different community, such as Salem.

Positive Guest Impressions

“ Having spent the last 11 days in Corvallis, staying at Hotel Corvallis, I would like to express my thanks and appreciation for our welcome in the town. We frequented local shops, restaurants, and coffee shops indeed and found it a charming place to stay, far better than staying in Eugene. The arrangements with a local mini bus operator to ferry us daily were also excellent and very much appreciated. If I ever have to opportunity to revisit Oregon, Corvallis will be on my list of potential places to visit. ”

- United Kingdom OR22 fan

Nurturing a Small Business

“ Providing transportation for Oregon22 has given Oregon Traveling Tours direct contact with other international tour operators. Continued relationships increase the probability of these and other groups returning to the Willamette Valley to explore, possibly 2023/2024. The opportunity to transport has also expanded the awareness that Oregon Traveling Tours is an option in our area, dedicated to decreasing the number of vehicles on the road and supporting Oregon tourism. ”

- Tesh Whipple, Owner of Oregon Traveling Tours located in Benton

RESULTS:



Over 1,713 Corvallis room nights



Visit Corvallis Strategies:
Improving Guest Experience



City's Goals:
IP2: Nurturing Small-to-Medium Sized Businesses

IT5: Vibrant Downtown with Employment, Retail, & Housing

Providing Small Businesses With More Economic Stability

Corvallis has a unique opportunity in that we still have room to grow demand during the summer months without causing congestion, especially during August. To capitalize on this opportunity, we took ownership of the Oregon Senior Games in 2019 and hosted the 2021 Senior Games in August. This event happens over two weekends in mid-August and consists of 15 sports tournaments.

Please see the appendix section for detailed information about the event.

Oregon Senior Games

64% of participants were from outside a 50-mile radius.

22% of attendees were from the greater Portland area.

23% came from out-of-state.



Visit Corvallis Strategies:
More Job Stability by Addressing Seasonality
Product Development
Attracting Meetings/Events



City's Goals:
CC5: Tourism & Visitor Attractions
ES1: Well-Being & Basic Needs
IP2: Nurturing Small-to-Medium Sized Businesses

RESULTS:



Estimated Over 250 Corvallis room nights generated



**743 athletes
(a 98% increase over 2021)**



\$39,212 to local businesses and community sports venues



\$1,610 raised for Corvallis Parks & Recreation Scholarship Program

Introducing Residents and Visitors to New Experiences

At our September sales meeting, Corvallis Parks & Recreation informed us that the Heart of the Valley Outdoor Recreation Map had been one of the most popular brochures with residents. This is not surprising because the number one request at the visitor center is for trail maps. Visit Corvallis leveraged its funds and developed the Heart of the Valley Outdoor Recreation Map in partnership with the Willamette Valley Visitors Association and Travel Oregon and producing a \$12,000 project using only \$1,200 of our funds. Thank you to Luhui Whitebear, Ph.D., Center Director of Kaku-Ixt Mana Ina Haws, for providing the beautifully written indigenous stories woven throughout the map.

Recently a question was raised about how the City could help OSU students connect with the community. Attending the OSU Community Fair, held in September, would be an excellent way to do this. This year at the fair, we not only introduced the incoming first-year students to our community but the out-of-state students to Oregon.



RESULTS:



Connecting with
200 OSU students



Visit Corvallis Strategies:
Improving Guest Experience



City's Goals:

ES6: Collaborative
City/University Relations

CC5: Tourism & Visitor Attractions

Filling in Funding Gaps

We acknowledge that the City is facing a significant amount of infrastructure and facilities upgrades, which reduces the City's ability to all of the projects it would want to, such as the arts. This is unfortunate as a healthy arts scene indicates a vibrant community. Visit Corvallis uses its funding to help support the creative community as we are able. Over the summer, we learned that T-Mobile dropped its sponsorship of the 2022 Corvallis Fall Festival – it had been a significant sponsor the year before. Visit Corvallis provided matching funds for the Fall Festival's KEZI ads even though our City payments to us were still down 20% from 2019 levels. We know how important this event is to Corvallis citizens and used some of our unrestricted funds outside of the transient lodging to provide support, even though September is our busiest month for lodging partners, and the restaurant business begins to pick back up.

The Corvallis-to-the-Sea Partnership (C2C) has been working with Corvallis Parks & Recreation to have better signage to indicate the trailhead. Given that the C2C partnership works on a very small budget, Visit Corvallis will cover ½ of the signage cost.



RESULTS:



**\$2,000 Contribution
to Fall Festival**

**\$675 Contribution to
C2C Trail Sign**



**Visit Corvallis Strategies:
Improving Guest Experience**



City's Goals:

**CC1: Community Support for
the Arts & Artisans**

CC4: Creative Destination

**CC6: Celebrating Our
History & Culture**

Managing Corvallis' Destination Value Across Media Channels

Visit Corvallis works on several initiatives to shape people's perceptions of Corvallis. Here are the results of those efforts for Q1 FY 2022-23

Our web traffic numbers grew over last year, particularly our acquisition numbers. We're also pleased to see a few more events showing up on our landing pages for this quarter, which indicates that people are out and about looking for things to do. Search engine traffic remains strong and growing, as well.

Audience

Q1 FY 2022-23	Q1 FY 21-22	Q1 FY 22-23	% Change
Sessions	80,555	96,932	20.33%
Users	62,498	72,649	16.24%
Page Views	212,992	262,269	23.14%
Pages/Session	2.64	2.71	2.33%
Avg. Session Duration	2:04	1:53	-8.34%

Acquisition

% Change Q1 FY 22-23 over Q1 FY 21-22

↑ **26.33%**
Organic Search

↑ **41.35%**
Paid Search

↑ **46.56%**
Social

↑ **13.55%**
Direct

↑ **4.47%**
Referral

Note: The significant boost in social traffic is likely due to our running more social media advertising in 2022 than in 2021.

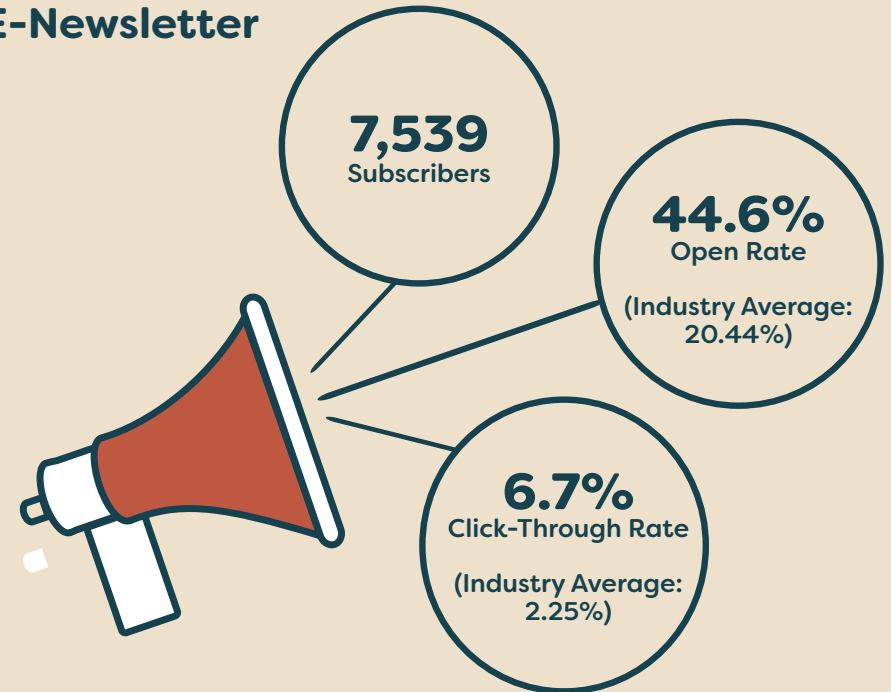
Q1 Top 10 Website Pages Visited

- 1** Events Calendar
- 2** Shrewsbury Renaissance Faire
- 3** Benton County Fair & Rodeo
- 4** Corvallis Jaycee Fireworks Display
- 5** Things to Do
- 6** Wine & Dine
- 7** Where to Go Swimming in Corvallis, Oregon
- 8** Corvallis Farmers Market
- 9** U-Pick Farms in Corvallis, Oregon
- 10** Restaurants

Note: Eliminated from this listing are our home page at #1 and “(not set)” at #7, usually caused by tracking errors.

Our email newsletter audience continues to grow and remain engaged due to our regular advertising campaigns. As we return to pre-pandemic levels of social media advertising, we also see more traffic from our social channels.

E-Newsletter



Public Relations

10 Media Stories and Mentions





Welcome to Corvallis! How May We Be of Service?

During Q1 FY 2022-23, we greeted and assisted **944** people. During the September Downtown Wine Walk, approximately **80** people stopped at the visitor center.

In Q1 FY 2022-23, we sent out **13** relocation packets and **236** visitor guide requests generated from our website. We distributed **500** maps and **1,094** visitor guides during the year to local hotels and businesses.



What does the Future hold?

In September, we completed our 3-year new strategic plan. The Visit Corvallis board and Christina will review our new work plan at the January board meeting. A copy of the new plan can be found in the report's appendix. The plan will either be approved or revised by the Visit Corvallis Board at the January meeting. We welcome the City Council's input on the draft strategic plan. At the end of this report, we have included highlights from the community input used to create the plan. This survey was emailed to approximately 100 individuals, and we had a 40% return rate.



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