



**TOURISM ADVISORY COMMITTEE REGULAR MEETING**  
**April 17, 2024**  
**3 PM at Seaside City Hall Conference Room**

Welcome

Review of Minutes

Financial Review

Visitor Services Update

Monthly Stats + Web Dev Updates

Director's Report

Old Business

- Mobi-Mat Updates
- Tourism Grants
- Fox 12

New Business

- Seaside 2050

Public Comment

Committee Comment

*Next meeting will be May 15, 2024 at 3 PM in Seaside City Hall.*

**REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE**  
**Minutes / March 20, 2024, at Seaside City Hall / 3 p.m.**

**Members Present:** Keith Chandler, Ruth Swenson, Linda Wyss, Marci Tikkala, Sadie Mercer

**Members Absent:** None

**City Council Liaison Present:** None

**Staff Present:** Joshua Heineman, Ken Heman

**Guests Present:** None

### **MINUTES APPROVAL**

Minutes from February 2024 were reviewed. Keith moved to accept with a second from Ruth. All in favor.

### **FINANCIAL REVIEW**

Josh reviewed the financial data and pointed out a few lines. A purchase made through Amazon Business for a new Safety Data Sheets binder, BMM Promotional for Seaside-branded Socks for an upcoming City Managers Conference, advertising on Univox and Artslandia, and a payment to the new PR firm. Also, noted an expense for the Guest Service Gold training that Ken took.

### **VISITOR SERVICES UPDATE**

Ken reported that seven new unique postcards from Travel Oregon have arrived. They feature different mascots from the current ad campaign. The 2024 Travel Oregon guide should be ready by the end of April. Josh noted that we have great placement in the upcoming Travel Portland guide, which has printed for the first time in a number of years.

### **STATS AND WEB DEV UPDATE**

Monthly stats were reviewed. Foot traffic is even, phone calls are up as well as guide distribution. All digital traffic is up except tablets. Emails sign-ups are down a little. Lodging and room revenue are down. Web update included info on guide orders. We received 383 guide orders from organic search, 1,352 from email, and 61 from social media. Paid search led to 340 orders. The latest cosmetic updates to the website were shared. Josh displayed how much better it looks on mobile devices. We will still need to build a new website soon.

### **TOURISM DIRECTOR'S REPORT**

See report appendix for details.

## **OLD BUSINESS**

**Mobi-Mat Update** – Adding 700 feet to inventory at Ave U and 12<sup>th</sup> Ave.

**Welcome Center Grounds** – Recent safety inspections discovered a few issues. The City’s project manager was quick to schedule fixes for these issues. Some outdoor wiring needed to be addressed and changing an outlet in the restroom. No set timeframe for repair to the rot on the Southwest side of the building but it is anticipated to happen during the new fiscal year. Working on the Lease Agreement with the Chamber of Commerce for shared building space.

**Tourism Grants** – Applications are available. Deadline is May 3<sup>rd</sup>. We are spreading the word at weekly networking meetings and via press release.

## **NEW BUSINESS**

**June TAC** – The June meeting will fall on Juneteenth. This being a federal holiday the city offices will be closed, and Ken will be out of town. Josh asked if we could switch the meeting to June 12<sup>th</sup>. All agreed.

**Wheel the World** – This is a company that will evaluate disability and senior needs/services in Seaside. The Oregon Coast Visitors Association has offered to pay for our evaluation because it fits with their overall goals for the coast. Seaside would receive verification as a city with accessibility listings for lodging, restaurants and attractions that have been evaluated by Wheel the World. Josh shared a video that was done for Astoria. Responsibilities were reviewed.

**Fox12** – The weather camera on top of Shilo is no longer under sponsorship. Fox 12 in Portland has asked if we would want to sponsor it. We have a cam agreement with KOIN and will continue. Fox reaches a bigger audience size but is more expensive. Cost is \$3,750 per month and would cover a three-year contract. Lots of discussion lead to agreement that it is a good idea.

## **COMMENTS**

**Committee Comments** – Josh asked about the Seaside sign at the Y at 101 and Holladay in front of Chevron. Looking to update or clean up. Marci mentioned an idea of having a location for Love Locks that people can place when they visit.

**Public Comments** – None

Meeting adjourned at 4:26 pm

Next meeting: April 17, 2024, at 3 pm in Seaside City Hall

*Submitted by Ken Heman from recording on March 20, 2024*

## DIRECTOR'S REPORT: Tourism Advisory Committee March 2024

On leap day – just as Seaside-sponsored Winter Waters was wrapping up the month of events with a sold-out Ramen Night at CHEZ – we had a dedicated email blast go out to **The Stranger** subscribers in Seattle. We made a push for the 2024 travel guides and, in the end, at least 31 guides were ordered from this one outreach. The email is part of a much larger campaign that will feature banner ads on several sections of the website and in future outgoing emails to their subscribers, as well as an inner front cover ad in the Seattle City Guide... which will be published in May as a glossy-cover magazine that is distributed on ferries, at cruise terminals, hotels, transportation hubs, SeaTac, and retail in touristy areas of Seattle.

Just in time for an April sponsored story and all-new animated web banners for April, May and June on TravelOregon.com and a front-of-the-book full page ad in the 2024 **Travel Oregon** Guide, we've got Seaside's TO city profile looking top-shelf again thanks to Cecilia Suvagian. A glitch in the website's backend stripped most of the cities of their profile hero images and, as in our case, all the relevant links into the local DMO ecosystem. As Seaside hosts one of Travel Oregon's official state welcome centers, it was disconcerting to have such a generic city profile. Now we're one of the few cities back to "official" looking status with an excellent Gregor Halenda photo of a family biking on the Promenade and a Travel Oregon Partner link to our website, visitor guide order form, and contact information.



### Seaside is for Fun on the Oregon Coast

Get a free travel guide in the mail and start dreaming of your time at the beach! Seaside is the kite flying, sand castle making, boogie boarding, ancient forest hiking, grand promenade strolling, Skee-Balling, kayaking, tandem biking, swan boating, sunset picnicking and bumper car bumping capital of the Oregon Coast! Which is to say, Seaside is for remembering what an amazing vacation feels like.

Get FREE Guide!



We'd argue Seaside is the things-to-see and things-to-do capital of the entire coast! It's walkable. It's bike-able. Heck, some people even kayak around. Whatever you choose, we promise you'll have tons of fun.

Top 15 Things To Do in Seaside

TRAVEL OREGON Places to Go Things to Do Plan Your Trip Free Travel Guides Email Newsletters

Places to Go » Cities » Seaside

**SEASIDE**

Located just 90 minutes from Portland on the north coast, Seaside offers spectacular ocean views next to a bustling downtown.

Walk or bike the 1.5-mile promenade, feed the seals at the Seaside Aquarium, cruise the shops and restaurants on Broadway Street, dig for razor clams or simply explore miles of flat, sandy beach.

TRAVEL OREGON PARTNER City of Seaside + Seaside Visitors Bureau Website Visitor Guide More Info



Relative to the days of strategically promoting posts each month, **Facebook** has been a struggle since the Visit Seaside Oregon account was hacked via the City’s Business Account last fall and – due to the poor customer service received – we reallocated resources to other things.

There’s still a lot of work that goes into sourcing user-generated photos with proper permissions, writing captions, and putting together the monthly social media calendars for all staff to use. Among other things, the hack severed our connection between Instagram and Facebook accounts so the stories and posts have to be duplicated each day. Many thanks to Greg Clodfelter for helping us fight the current on this, staying up-to-date on social media trends and serving as liaison with our CrowdRiff reps.

And we definitely have our fair share of good days regardless... on March 7, our Facebook post reached 228,000 users, generated 195 shares, 190 comments and 2,889 reactions. It also generated quite a bit of interest in the Sunset Empire Park & Recreation hoodies featured in the photo and sold at their pool building. Currently Visit Seaside Oregon has 71,274 followers.

## UPCOMING DATES OF NOTE

March 22-24 – Ghost Conference

March 23-31 – Spring Whale Watch Week

March 26-29 – PNW Regional Managers Conference

March 27-29 – DMA West Tech Conference in Mesa, AZ

April 9-11 – PIO Conference in Sunriver

April 22 – VB Annual Report to City Council

April 30 – OTT/PreRoll Spanish-Language Video Campaign Ends

May 3 – Tourism Grant Program Application Deadline

May 18 – Spring Downtown Wine Walk

# Seaside Visitors Bureau Monthly Statistical Snapshot

On the Ground	Jan-24	Jan-23	Inc/Dec	Feb-24	Feb-23	Inc/Dec	Mar-24	Mar-23	Inc/Dec	YTD	Inc/Dec	2023 YTD
Visitor Center Traffic	278	345	-19.4%	385	387	-0.5%	456	561	-18.7%	1,119	-13.5%	1,293
Phone Volume	229	156	46.8%	204	164	24.4%	328	194	69.1%	761	48.1%	514
VG Lead Volume	1,864	2,000	-6.8%	2,482	3,395	-26.9%	1,262	2,484	-49.2%	5,608	-28.8%	7,879
Total VG Distribution	18,403	22,900	-19.6%	12,694	7,195	76.4%	4,703	8,084	-41.8%	35,800	-6.2%	38,179
Digital Traffic	Jan-24	Jan-23	Inc/Dec	Feb-24	Feb-23	Inc/Dec	Mar-24	Mar-23	Inc/Dec	YTD	Inc/Dec	2023 YTD
Total Web Sessions	31,806	34,266	-7.2%	42,566	32,262	31.9%	56,659	41,106	37.8%	131,031	21.7%	107,634
Unique Web Users	21,378	23,934	-10.7%	27,974	25,429	10.0%	36,058	29,884	20.7%	85,410	7.8%	79,247
Desktop Traffic	6,786	6,781	0.1%	8,285	7,274	13.9%	9,425	8,581	9.8%	24,496	8.2%	22,636
Mobile Traffic	13,901	16,134	-13.8%	18,992	16,385	15.9%	25,666	19,975	28.5%	58,559	11.6%	52,494
Tablet Traffic	704	1,076	-34.6%	845	1,044	-19.1%	987	1,225	-19.4%	2,536	-24.2%	3,345
Web KPIs	Jan-24	Jan-23	Inc/Dec	Feb-24	Feb-23	Inc/Dec	Mar-24	Mar-23	Inc/Dec	YTD	Inc/Dec	2023 YTD
Email Signups	197	997	-80.2%	350	875	-60.0%	329	967	-66.0%	876	-69.1%	2,839
Organic VG Requests	548	573	-4.4%	1,688	1,969	-14.3%	704	1,559	-54.8%	2,940	-28.3%	4,101
Pages per User	2.50	2.27	10.1%	2.63	2.20	19.5%	2.52	2.29	10.0%	2.60	13.5%	2.29
Engagement Time	1:11	1:09	2.9%	1:18	1:07	16.4%	1:15	1:11	5.6%	1:16	8.6%	1:10

NOTE: 2019-20 Q3 donated re: COVID relief efforts.

Three Most Recent Month Available							Running YTD and Historical Room Tax Totals					
Lodging Stats: December 2023, Area and Region Reports, Source: STR							Q1	2023-24	2022-23	2021-22	2020-21	2019-20
	Occup	%Change	RevPar	%Change	Room Rev	%Change	Jul - Sep					
Pacific Region	56.2%	-0.5	\$104.41	1.4	\$2.646B	2.1	Inc/Dec	-16.58%	2.93%	23.99%	3.58%	-3.49%
State of Oregon	44.0%	-3.3	\$50.67	-2.3	\$110.3M	-3.2	FYTD	\$2,366,422	\$2,836,867	\$2,756,221	\$2,222,882	\$2,146,082
Coast Region	39.0%	1.5	\$47.26	4.0	\$16.4M	2.3	Inc/Dec	-16.58%	2.93%	23.99%	3.58%	-3.49%
Clatsop County	35.4%	-0.1	\$50.39	6.1	\$4.4M	3.9	Q2	2023-24	2022-23	2021-22	2020-21	2019-20
Lodging Stats: January 2024, Area and Region Reports, Source: STR							Oct - Dec	\$1,233,165	\$1,198,695	\$1,099,439	\$1,098,752	\$907,746
	Occup	%Change	RevPar	%Change	Room Rev	%Change	Inc/Dec	2.88%	9.03%	0.06%	21.04%	6.43%
Pacific Region	56.1%	0.0	\$105.81	0.8	\$2.684B	1.7	FYTD	\$3,599,587	\$4,035,562	\$3,855,660	\$3,321,634	\$3,053,828
State of Oregon	45.7%	0.8	\$53.00	2.4	\$115.4M	1.6	Inc/Dec	-10.80%	4.67%	16.08%	8.77%	-0.74%
Coast Region	36.1%	-11.2	\$41.08	-14.1	\$14.2M	-15.5	Q3	2023-24	2022-23	2021-22	2020-21	2019-20
Clatsop County	32.2%	-18.3	\$41.65	-18.4	\$3.7M	-20.0	Jan - Mar		\$942,071	\$1,315,348	\$1,203,048	\$827,427
Lodging Stats: February 2024, Area and Region Reports, Source: STR							Inc/Dec		-28.38%	9.33%	45.40%	-2.15%
	Occup	%Change	RevPar	%Change	Room Rev	%Change	FYTD	\$3,599,587	\$4,977,632	\$5,171,008	\$4,524,682	\$3,881,255
Pacific Region	62.4%	-2.0	\$117.21	-2.2	\$2.687B	-1.3	Inc/Dec		-3.74%	14.28%	16.58%	-1.05%
State of Oregon	52.0%	-2.3	\$64.03	-1.7	\$126M	-2.2	Q4	2023-24	2022-23	2021-22	2020-21	2019-20
Coast Region	47.3%	-1.9	\$61.90	-2.4	\$19.4	-3.9	Apr - Jun		\$1,625,482	\$1,797,292	\$2,044,128	\$682,356
Clatsop County	47.4%	1.5	\$72.13	2.9	\$5.7M	0.8	Inc/Dec		-9.56%	-12.08%	199.57%	-50.83%
							FYTD	\$3,599,587	\$6,603,114	\$6,968,300	\$6,568,810	\$4,563,611
							Inc/Dec		-5.24%	6.08%	43.94%	-14.05%

## **DIRECTOR'S REPORT: Tourism Advisory Committee April 2024**

Seaside has six full-page ads, two vertical half-pagers and two third-page squares in circulation currently. The full page ads are in the March/April issues of VIA Oregon's AAA Magazine, Bend Magazine, Bellingham Alive Magazine (*pictured to right*), Northwest Travel & Life Magazine, 1859 Oregon's Magazine and 1889 Washington's Magazine. The verticals are in Seattle-area publications 425 Magazine and South Sound Magazine. The squares are in Oregon Home and Oregon Business.

We have animated web banners running on the Travel Oregon website, on Willamette Week in Portland, on the Stranger in Seattle, on Oregon Coast Beach Connection and on ParentMap.com, a Pacific Northwest parenting publication. The Willamette Week banners are a 100 percent share of voice for certain weeks this spring (including April 8-14) and the Stranger banners are on everything from weekly event roundup emails to run-of-site banners to Seattle-area event listings through the spring.



Seaside is among the first in the region to get a new travel guide published each year but we're starting to see others roll in, like the new Cannon Beach and Lincoln City guides. Notable this year is Travel Portland has produced an official guide again for the first time in a number of years. We also have a full page ad in this publication and the placement is excellent, front of book on the right-hand side.

### **UPCOMING DATES OF NOTE**

- April 22 – VB Annual Report to City Council
- April 25-28 – Travel Oregon Welcome Centers Spring Conference
- April 30 – OTT/PreRoll Spanish-Language Video Campaign Ends
- May 1 – Willamette Week Endorsement Issue Cover Wrap
- May 3 – Tourism Grant Program Application Deadline
- May 9 – Guest Service Gold Training
- May 11 – Pouring at the Coast
- May 18 – Spring Downtown Wine Walk