



**TOURISM ADVISORY COMMITTEE REGULAR MEETING  
February 21, 2024  
3 PM at Seaside City Hall**

**Welcome**

**Review of Minutes**

**Financial Review**

**Visitor Services Update**

**Monthly Stats + Web Dev Updates**

**Director's Report**

**Old Business**

- NONE

**New Business**

- Mobi-Mat Updates
- Welcome Center Grounds
- Caper on the Coast Date Change
- Tourism Grants

**Public Comment**

**Committee Comment**

*Next meeting will be March 20, 2024 at 3 PM in Seaside City Hall.*

**REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE**  
**Minutes / December 13, 2023, at Seaside City Hall / 3 p.m.**

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

**Members Absent:** None

**City Council Liaison Present:** None

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

**Guests Present:** Brian Owen

### **MINUTES APPROVAL**

Minutes from November 2023 were reviewed. Keith moved to accept with a second from Sadie. All in favor.

### **FINANCIAL REVIEW**

Josh reviewed the financial report, pointing out a payment to a law firm assisting with land sale services and another that was misattributed to our department and will be removed.

### **VISITOR SERVICES UPDATE**

Ken reported that we are receiving less visitors. We had a Hearing Loop installed through Travel Oregon. This allows those who use hearing aids with t-coil technology to better hear when in our visitor center.

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

Monthly stats were reviewed. Website traffic on desktop, mobile and tablet are up but other categories are down from 2022. Lodging was down in October and room tax totals were down. The Visitor Center will no longer be using the live chat, Tidio, on our website as there were only 6 conversations in November. There was lots of discussion on vacation rental revenue vs. hotels. Website sessions and views are up.

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

*See report appendix for details.*

### **OLD BUSINESS**

**PR** – Josh thanked the committee for partaking in the interview process. There was a discussion of the candidates. The decision was made to hire Kaye PR from

Victoria, Canada. The 6-month contract will begin January 4<sup>th</sup>, 2024. This was an good RFP process, and all are happy with the final decision.

**Guide Update** – The final draft has been submitted. Josh shared updates since the review from last month. Expected to arrive the 3<sup>rd</sup> week of January.

## **NEW BUSINESS**

**January Meeting** – Josh will be attending a conference during the scheduled time for the January TAC meeting and has asked if the committee would approve skipping the January meeting and returning in February. All agreed.

## **COMMENTS**

**Committee Comments** – None

**Public Comments** – None

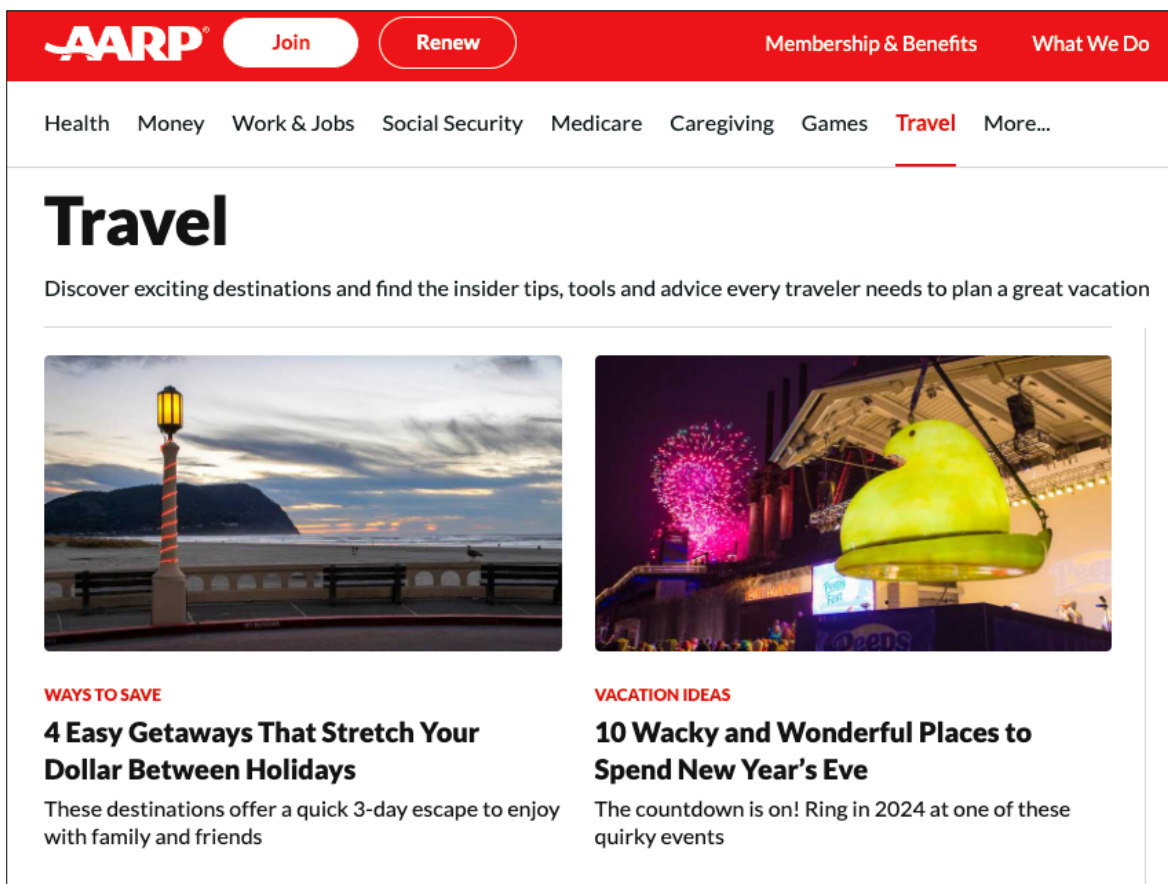
Meeting adjourned at 4:02 pm

Next meeting: February 21, 2024, at 3 pm in Seaside City Hall

*Submitted by Ken Heman from recording on December 13, 2023*

**DIRECTOR'S REPORT:  
Tourism Advisory Committee  
December 2023**

December started right off on a high note with the national media inclusion of Seaside in just four named places countrywide to spend time the week between Christmas and New Years. The Article, "4 Easy Getaways That Stretch Your Dollar Between Holidays", was published on **AARP.org** and used an image of the Turnaround for the main article picture (along w/a Broadway shot on the Seaside section). This is the kind of earned media win we hope to see more of in the future through our new public relations partnership. For the AARP feature, we were able to help shape the story and provide photographs because an Oregon freelance travel writer who we've previously worked with put the writer in touch with the DMO.



Seaside's travel website – **SeasideOR.com** – is performing strong so far this fiscal year. We've had 191,000 users visit the site since July, which is up 19 percent over the same period in 2022. I've had some trepidation watching search engines fundamentally change this year with the introduction of AI chat integration and search suggestions. However, our organic search numbers are actually stronger now (and especially in the last two months, up 38% over 2022). Display ads are another traffic source making a significant difference, sending almost 10,000 more users to the site this year. Social referral traffic is down, as you'd expect, as we pull funding from Facebook following the recent hack. That funding has been reinvested into a Google remarketing and machine learning campaign that's just getting started. We'll continue to monitor the website trends closely in the second half of the fiscal year.



SVB Budget Summary Chart FY 2023-2024  
 Updated Date: 2/7/2024

DEPARTMENT OBJECTIVES	FY 2022-2023				Ad Committee FY 2023-2024			% Change	Notes	YTD Commit	YTD Spend	YTD Balance
	Indirect Ad Spending	Direct Ad Spending	Total	ACTUAL	Indirect Ad Spending	Direct Ad Spending	Total					
<b>ENRICH SEASIDE BRAND</b>												
Creative Development	\$33,000		\$33,000	\$28,099	\$30,000		\$30,000	-9.1%	Ad, video, photography production	\$30,000	\$9,329	\$20,671
Public Relations				---	\$30,000		\$30,000	---	Earned media, event promos, etc.	\$15,000		\$15,000
Digital Enhancements	\$10,000		\$10,000	\$0	\$5,000		\$5,000	-50.0%	Website, etc. projects	\$0		\$0
Social Media		\$14,800	\$14,800	\$14,100		\$4,000	\$4,000	-73.0%	Calendars, boosts, ads	\$3,032		\$3,032
Photography	\$8,000		\$8,000	\$6,000	\$8,000		\$8,000	0.0%	Destination photography	\$6,000		\$6,000
Misc. Collateral (non printing)		\$2,000	\$2,000	\$2,509		\$3,000	\$3,000	50.0%	TQ patches and other development for WC	\$3,002		\$3,002
	\$51,000	\$16,800	\$67,800	\$50,708	\$73,000	\$7,000	\$80,000	18.0%		\$57,033	\$9,329	\$47,705
<b>INSPIRE &amp; GUIDE TRAVELERS</b>												
Visitor Inquiry Fulfillment		\$6,220	\$6,220	\$6,586		\$7,000	\$7,000	12.5%	Leads, Tourism Engine, OPAL connection	\$5,759		\$5,759
Guide Distribution via Certified		\$13,000	\$13,000	\$13,552		\$14,000	\$14,000	7.7%	WC Guide Mgmt + I5 distro + Gorge + PDX WC	\$13,552		\$13,552
Digital Welcome Center (web chat)	\$280		\$280	\$280			\$0	-100.0%	Tidio - comm. plan, 4 operators (ends Dec. 23)	\$0		\$0
Coffee for Clean Beaches	\$2,000		\$2,000	\$960	\$1,000		\$1,000	-50.0%	Stewardship program (2nd year)	\$1,000		\$1,000
Accessibility Development	\$20,000		\$20,000	\$0	\$1,000		\$1,000	-95.0%	Sensory backpacks, etc.	\$0		\$0
Visitors Bureau Management								---	Staff time			
	\$22,280	\$19,220	\$41,500	\$21,378	\$2,000	\$21,000	\$23,000	-44.6%		\$20,311	\$0	\$20,311
<b>EXPAND DESTINATION AWARENESS</b>												
Print Advertising		\$100,000	\$100,000	\$85,509		\$92,000	\$92,000	-8.0%	See Chart tab for calendar + sizing info	\$104,205		\$104,205
Broadcast Advertising		\$120,000	\$120,000	\$108,244		\$112,000	\$112,000	-6.7%	Radio, TV, OTT (includes KOIN weather cam)	\$83,886		\$83,886
Environmental Advertising		\$19,100	\$19,100	\$38,100		\$40,000	\$40,000	109.4%	MAX light rail, physical activations, etc.	\$16,500		\$16,500
Digital Advertising		\$100,000	\$100,000	\$100,540		\$131,000	\$131,000	31.0%	Web, paid search, other non-social digital ads	\$120,007		\$120,007
Local Projects and Support		\$1,600	\$1,600	\$1,630		\$1,700	\$1,700	6.3%	RV guides, beer trail, other local	\$2,050		\$2,050
Media Hosting / FAMs / Gift Certificates	\$2,000		\$2,000	\$503	\$1,100		\$1,100	-45.0%	Certificates, FAM trips, media	\$1,381		\$1,381
Spanish Language Advertising		\$15,000	\$15,000	\$15,000		\$15,000	\$15,000	0.0%	Spanish language ads (broadcast)	\$15,000		\$15,000
	\$2,000	\$355,700	\$357,700	\$349,526	\$1,100	\$391,700	\$392,800	9.8%		\$343,029	\$0	\$343,029
<b>STRENGTHEN REGIONAL IDENTITY</b>												
ONC (Astoria+Seaside+Cannon Beach+County)	\$30,000		\$30,000	\$30,000	\$30,000		\$30,000	0.0%	Collective regional website, ads and projects	\$30,000		\$30,000
North Coast Tourism Management Network	\$2,000		\$2,000	\$2,000				-100.0%	Project support (OCVA absorbing network)			
North Coast Food Trail	\$5,000		\$5,000	\$2,500	\$2,500		\$2,500	-50.0%	2024 - Seaside 5th year	\$2,500		\$2,500
	\$37,000		\$37,000	\$34,500	\$32,500		\$32,500	-12.2%		\$32,500	\$0	\$32,500
<b>DEVELOP &amp; DISTRIBUTE MEDIA</b>												
Travel Guide	\$4,000		\$4,000	\$4,301	\$4,500		\$4,500	12.5%	2024 VG polybagging (20k) + onserts	\$4,500		\$4,500
Guide Distribution (+ misc shipping)	\$20,000		\$20,000	\$20,000	\$20,000		\$20,000	0.0%	Postage and shipping costs	\$20,000		\$20,000
Misc. Collateral (printing)	\$2,000		\$2,000	\$2,199	\$2,200		\$2,200	10.0%	VG cover, envelopes, labels, handouts, etc.	\$1,623		\$1,623
	\$26,000		\$26,000	\$26,500	\$26,700		\$26,700	2.7%		\$26,123	\$0	\$26,123
<b>ENGAGE COMMUNITY</b>												
Tourism Grant Program	\$50,000		\$50,000	\$59,059	\$50,000		\$50,000	0.0%	Annual Grant Program + Fireworks	\$50,000		\$50,000
Infrastructure					\$35,726		\$35,726	---	Mobi-Mats at 12th Avenue (separate budget)	\$35,726		\$35,726
Lodging Awareness and Correspondence								---	Staff time to educate lodging stakeholders/partners			\$0
Gift Certificates for Promo Packages								---	Staff time while working with partners/stakeholders			\$0
Weekly Business Meetings (including SDDA, Chamber)								---	Staff time			\$0
	\$50,000	\$0	\$50,000	\$59,059	\$50,000		\$50,000	0.0%		\$50,000	\$0	\$50,000
<b>BUILD A LEARNING ORGANIZATION</b>												
Travel and Meetings	\$7,500		\$7,500	\$8,273	\$10,000		\$10,000	33.3%	Mileage, lodging, conferences, transportation, etc.	\$10,000		\$10,000
	\$7,500	\$0	\$7,500	\$8,273	\$10,000		\$10,000	33.3%		\$10,000	\$0	\$10,000
<b>Total Spend:</b>	\$195,780	\$391,720	\$587,500	\$549,944	\$195,300	\$419,700	\$615,000	4.7%		\$538,995	\$9,329	\$529,667

2023-2024 CITY	\$615,000
YTD AVAIL	\$76,005

CITY FINANCIAL RECONCILE FIGURE	\$9,329	1.52%
DIFF	\$0	

CITY OF SEASIDE  
FINANCIALS REPORT - FUND 712

AS OF 2/6/2024

DATE	VENDOR NAME	CHECK AMOUNT	CATEGORY	NOTES
12/6/23	KOIN	\$1,465.00	ADVERTISING	Thursday Roadblock
12/6/23	KOIN	\$2,348.00	ADVERTISING	Weathercam + Digital + Commercials
12/6/23	Columbia River Coffee Roasters	\$47.80	SUPPLIES	Office Coffee
12/11/23	P & L Johnson Mechanical	\$96.00	MAINTENANCE CONTRACTS	Furnance
12/18/23	Colliers International	\$1,400.00	INFRASTRUCTURE	VB Property Purchase
12/18/23	GOAT	\$1,000.00	PROFESSIONAL/CONTRACTUAL	Web Dev
12/18/23	GOAT	\$2,184.36	ADVERTISING	Paid Search Services
12/18/23	iHeart Media	\$7,075.00	ADVERTISING	Radio Spots + Contests
12/18/23	Your News Inc	\$120.00	PROFESSIONAL/CONTRACTUAL	Monitoring Service
1/10/24	Datafy	\$497.00	PROFESSIONAL/CONTRACTUAL	Tourism Data
1/10/24	Datafy	\$5,000.00	ADVERTISING	Targeted Digital Ads
1/10/24	GOAT	\$1,000.00	PROFESSIONAL/CONTRACTUAL	Web Dev
1/10/24	GOAT	\$2,174.71	ADVERTISING	Paid Search Services + Reimbursement
1/10/24	Heineman	\$108.54	TRAVEL & MEETING	Visitor Guide Color Proofs
1/10/24	iHeart Media	\$6,925.00	ADVERTISING	Radio + Digital Ads
1/10/24	Oregon Media	\$5,445.00	ADVERTISING	VIA/AAA full page
1/10/24	US Bank Equipment Finance	\$363.34	RENTALS & LEASES	Copier
1/10/24	Don Frank	\$1,500.00	ADVERTISING	Q3 Photography
1/10/24	Patchmarks	\$567.00	ADVERTISING	TQ Patches (2 of 2)
1/10/24	Steven Ray Lamontagne	\$30.00	BUILDING MAINTENANCE	Window Washing
1/10/24	Julie Powers	\$4,135.36	ADVERTISING	Oregon's North Coast marketing
1/10/24	Certified Folder Display	\$11,765.88	ADVERTISING	Annual Guide Distribution Programs
1/23/24	Statehood Media	\$2,200.00	ADVERTISING	1859 Magazine Ad
1/23/24	Premier Media Group	\$2,000.00	ADVERTISING	425 Magazine Ad
1/23/24	Premier Media Group	\$4,850.00	ADVERTISING	NW Travel & Life Ad
1/23/24	Columbia River Coffee Roasters	\$45.20	SUPPLIES	Office Coffee
1/24/24	Heineman	\$115.24	TRAVEL & MEETING	ODA Conference
1/24/24	MacFee, Holly	\$2,510.25	ADVERTISING	Oct/Nov Ad Production
1/24/24	MacFee, Holly	\$1,883.50	ADVERTISING	Dec Ad Production
1/25/24	Wells Fargo	\$40.66	SUPPLIES	Measuring Tape, etc.
1/25/24	Wells Fargo	\$201.23	PROFESSIONAL/CONTRACTUAL	Website/Software Costs
1/26/24	Northwest Natural	\$175.00	HEATING FUEL	
1/26/24	Pacific Power	\$176.85	ELECTRICITY	

CITY OF SEASIDE  
STATEMENT OF EXPENDITURES, ENCUMBRANCES & APPROPRIATIONS

AS OF 2/7/2024

	APPROPRIATIONS (2023-2024 FISCAL)	YEAR-TO-DATE EXPENDITURES	UNENCUMBERED BALANCE	EXPENDED and ENCUMBERED %
VISITORS BUREAU STAFF	198,934.00	73,625.16	125,308.84	37.01%
FICA	15,218.00	5,318.56	9,899.44	34.95%
HEALTH INSURANCE	54,062.00	16,936.70	37,125.30	31.33%
RETIREMENT	53,784.00	7,968.00	45,816.00	14.81%
WORKMANS COMPENSATION INS	279.00	49.19	229.81	17.63%
UNEMPLOYMENT	199.00	57.57	141.43	28.93%
OVERTIME	4,000.00	0.00	4,000.00	0.00%
PAID FAMILY MEDICAL LEAVE	796.00	281.50	514.50	35.36%
<b>TOTALS FOR PERSONNEL SERVICES</b>	<b>327,272.00</b>	<b>104,236.68</b>	<b>223,035.32</b>	<b>31.85%</b>
PUBLICATIONS	0.00	0.00		
SUPPLIES	3,000.00	345.00	2,655.00	11.50%
MINOR EQUIPMENT	3,000.00	408.00	2,592.00	13.60%
CLOTHING	1,000.00	50.00	950.00	5.00%
GROUNDS MAINTENANCE	15,000.00	8,587.00	6,413.00	57.25%
BUILDING MAINTENANCE	5,000.00	582.00	4,418.00	11.64%
MAINTENANCE CONTRACTS	1,000.00	519.00	481.00	51.90%
TELEPHONE	4,000.00	761.00	3,239.00	19.03%
ELECTRICITY	10,000.00	4,477.00	5,523.00	44.77%
HEATING FUEL	1,000.00	423.00	577.00	42.30%
LEGAL SERVICES	1,000.00	996.00	4.00	99.60%
PROFESSIONAL/CONTRACTUAL	105,000.00	67,976.00	37,024.00	64.74%
COMPUTER SERVICES	1,600.00	1,030.00	570.00	64.38%
PRINTING	10,000.00	423.00	9,577.00	4.23%
POSTAGE & FREIGHT	20,000.00	6,808.00	13,192.00	34.04%
RENTALS & LEASES	1,500.00	1,114.00	386.00	74.27%
<b>ADVERTISING</b>	<b>525,000.00</b>	<b>207,123.00</b>	<b>317,877.00</b>	<b>39.45%</b>
CHAMBER COMM - BUS LIC	39,000.00	0.00	39,000.00	0.00%
DOWNTOWN DEV - BUS LIC	26,000.00	0.00	26,000.00	0.00%
PROMOTIONAL EVENTS	50,000.00	49,908.00	92.00	99.82%
TRAVEL & MEETING	10,000.00	3,388.00	6,612.00	33.88%
DUES & MEMBERSHIPS	3,500.00	2,200.00	1,300.00	62.86%
CONTRIBUTIONS & DONATIONS	12,000.00	12,000.00	0.00	100.00%
<b>TOTALS FOR MATERIALS &amp; SERVICES</b>	<b>847,600.00</b>	<b>369,118.00</b>	<b>478,482.00</b>	<b>43.55%</b>



# Seaside Visitors Bureau Monthly Statistical Snapshot

On the Ground	Oct-23	Oct-22	Inc/Dec	Nov-23	Nov-22	Inc/Dec	Dec-23	Dec-22	Inc/Dec	YTD	Inc/Dec	2022 YTD
Visitor Center Traffic	714	812	-12.1%	393	362	8.6%	267	321	-16.8%	8,428	0.5%	8,384
Phone Volume	213	n/a	n/a	198	254	-22.0%	199	158	25.9%	2,587	n/a	n/a
Live Chat Volume	6	22	-72.7%	6	25	-76.0%	n/a	6	n/a	189	-46.2%	351
VG Lead Volume	657	922	-28.7%	1,719	835	105.9%	501	578	-13.3%	20,798	3.2%	20,149
Total VG Distribution	5,157	6,094	-15.4%	2,219	3,094	-28.3%	1,401	1,114	25.8%	100,938	0.2%	100,785
Digital Traffic	Oct-23	Oct-22	Inc/Dec	Nov-23	Nov-22	Inc/Dec	Dec-23	Dec-22	Inc/Dec	YTD	Inc/Dec	2022 YTD
Total Web Sessions	43,310	35,233	22.9%	46,333	33,637	37.7%	42,357	24,483	73.0%	658,000	13.1%	581,924
Unique Web Users	27,541	24,082	14.4%	30,169	23,954	25.9%	28,138	17,499	60.8%	416,387	14.8%	362,615
Desktop Traffic	6,939	5,810	19.4%	7,963	6,703	18.8%	6,571	4,345	51.2%	99,709	4.2%	95,683
Mobile Traffic	19,792	16,961	16.7%	20,786	15,799	31.6%	20,018	12,299	62.8%	297,471	18.4%	251,253
Tablet Traffic	763	687	11.1%	1,598	1,439	11.0%	1,597	746	114.1%	20,712	59.2%	13,007
Web KPIs	Oct-23	Oct-22	Inc/Dec	Nov-23	Nov-22	Inc/Dec	Dec-23	Dec-22	Inc/Dec	YTD	Inc/Dec	2022 YTD
Email Signups	152	183	-16.9%	155	131	18.3%	121	136	-11.0%	7,674	79.3%	4,281
Organic VG Requests	299	293	2.0%	781	275	184.0%	251	177	41.8%	9,937	20.6%	8,242
Views/User	2.07	1.60	29.4%	2.64	1.51	74.8%	2.27	2.24	1.3%	3.88	46.4%	2.65
Session Duration	2:08	1:26	48.8%	1:02	1:15	-17.3%	0:54	0:58	-6.9%	1:10	-7.9%	1:16

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

Three Most Recent Month Available							Running YTD and Historical Room Tax Totals					
Lodging Stats: September 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	71.2%	-2.3	\$141.88	-0.9	\$3.491B	-0.4	Inc/Dec	-16.58%	2.93%	23.99%	3.58%	-3.49%
State of Oregon	68.8%	-2.8	\$104.94	-1.3	\$221.8M	-2.0	FYTD	\$2,366,422	\$2,836,867	\$2,756,221	\$2,222,882	\$2,146,082
Coast Region	72.2%	-2.0	\$129.60	0.2	\$44M	-0.3	Inc/Dec	-16.58%	2.93%	23.99%	3.58%	-3.49%
Clatsop County	74.6%	-0.3	\$157.09	1.5	\$13.8M	1.5	Q2	2023-24	2022-23	2021-22	2020-21	2019-20
Lodging Stats: October 2023, Area and Region Reports, Source: STR							Oct - Dec		\$1,198,695	\$1,099,439	\$1,098,752	\$907,746
	Occup	%Change	RevPar	%Change	Room Rev	%Change	Inc/Dec		9.03%	0.06%	21.04%	6.43%
Pacific Region	68.8%	-1.2	\$134.47	0.5	\$3.409B	1.3	FYTD	\$2,366,422	\$4,035,562	\$3,855,660	\$3,321,634	\$3,053,828
State of Oregon	60.8%	-4.4	\$83.89	-2.6	\$183.4M	-2.9	Inc/Dec		4.67%	16.08%	8.77%	-0.74%
Coast Region	57.8%	-6.3	\$88.05	-3.1	\$30.7M	-4.2	Q3	2023-24	2022-23	2021-22	2020-21	2019-20
Clatsop County	56.2%	-10.3	\$96.30	-6.3	\$8.7M	-6.3	Jan - Mar		\$942,071	\$1,315,348	\$1,203,048	\$827,427
Lodging Stats: November 2023, Area and Region Reports, Source: STR							Inc/Dec		-28.38%	9.33%	45.40%	-2.15%
	Occup	%Change	RevPar	%Change	Room Rev	%Change	FYTD	\$2,366,422	\$4,977,632	\$5,171,008	\$4,524,682	\$3,881,255
Pacific Region	60.9%	-0.9	\$113.22	0.5	\$2.776B	1.3	Inc/Dec		-3.74%	14.28%	16.58%	-1.05%
State of Oregon	51.6%	-1.6	\$64.71	-0.1	\$136.4M	-0.8	Q4	2023-24	2022-23	2021-22	2020-21	2019-20
Coast Region	45.7%	-1.2	\$59.94	0.8	\$20.1M	-0.9	Apr - Jun		\$1,625,482	\$1,797,292	\$2,044,128	\$682,356
Clatsop County	42.5%	-4.2	\$63.21	1.6	\$5.4M	-0.5	Inc/Dec		-9.56%	-12.08%	199.57%	-50.83%
							FYTD	\$2,366,422	\$6,603,114	\$6,968,300	\$6,568,810	\$4,563,611
							Inc/Dec		-5.24%	6.08%	43.94%	-14.05%

# 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%							278	-19.4%	345
Phone Volume	229	156	46.8%							229	46.8%	156
VG Lead Volume	1,864	2,000	-6.8%							1,864	-6.8%	2,000
Total VG Distribution	18,403	22,900	-19.6%							18,403	-19.6%	22,900
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%							31,806	-7.2%	34,266
Unique Web Users	21,378	23,934	-10.7%							21,378	-10.7%	23,934
Desktop Traffic	6,786	6,781	0.1%							6,786	0.1%	6,781
Mobile Traffic	13,901	16,134	-13.8%							13,901	-13.8%	16,134
Tablet Traffic	704	1,076	-34.6%							704	-34.6%	1,076
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%							197	-80.2%	997
Organic VG Requests	548	573	-4.4%							548	-4.4%	573
Pages per User	2.50	2.27	10.1%							2.50	10.1%	2.27
Engagement Time	1:11	1:09	2.9%							1:11	2.9%	1:09

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

Three Most Recent Month Available							Running YTD and Historical Room Tax Totals					
Lodging Stats: October 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	68.8%	-1.2	\$134.47	0.5	\$3.409B	1.3	Inc/Dec	-16.58%	2.93%	23.99%	3.58%	-3.49%
State of Oregon	60.8%	-4.4	\$83.89	-2.6	\$183.4M	-2.9	FYTD	\$2,366,422	\$2,836,867	\$2,756,221	\$2,222,882	\$2,146,082
Coast Region	57.8%	-6.3	\$88.05	-3.1	\$30.7M	-4.2	Inc/Dec	-16.58%	2.93%	23.99%	3.58%	-3.49%
Clatsop County	56.2%	-10.3	\$96.30	-6.3	\$8.7M	-6.3	Q2	2023-24	2022-23	2021-22	2020-21	2019-20
Lodging Stats: November 2023, Area and Region Reports, Source: STR							Oct - Dec		\$1,198,695	\$1,099,439	\$1,098,752	\$907,746
	Occup	%Change	RevPar	%Change	Room Rev	%Change	Inc/Dec		9.03%	0.06%	21.04%	6.43%
Pacific Region	60.9%	-0.9	\$113.22	0.5	\$2.776B	1.3	FYTD	\$2,366,422	\$4,035,562	\$3,855,660	\$3,321,634	\$3,053,828
State of Oregon	51.6%	-1.6	\$64.71	-0.1	\$136.4M	-0.8	Inc/Dec		4.67%	16.08%	8.77%	-0.74%
Coast Region	45.7%	-1.2	\$59.94	0.8	\$20.1M	-0.9	Q3	2023-24	2022-23	2021-22	2020-21	2019-20
Clatsop County	42.5%	-4.2	\$63.21	1.6	\$5.4M	-0.5	Jan - Mar		\$942,071	\$1,315,348	\$1,203,048	\$827,427
Lodging Stats: December 2023, Area and Region Reports, Source: STR							Inc/Dec		-28.38%	9.33%	45.40%	-2.15%
	Occup	%Change	RevPar	%Change	Room Rev	%Change	FYTD	\$2,366,422	\$4,977,632	\$5,171,008	\$4,524,682	\$3,881,255
Pacific Region	56.2%	-0.5	\$104.41	1.4	\$2.646B	2.1	Inc/Dec		-3.74%	14.28%	16.58%	-1.05%
State of Oregon	44.0%	-3.3	\$50.67	-2.3	\$110.3M	-3.2	Q4	2023-24	2022-23	2021-22	2020-21	2019-20
Coast Region	39.0%	1.5	\$47.26	4.0	\$16.4M	2.3	Apr - Jun		\$1,625,482	\$1,797,292	\$2,044,128	\$682,356
Clatsop County	35.4%	-0.1	\$50.39	6.1	\$4.4M	3.9	Inc/Dec		-9.56%	-12.08%	199.57%	-50.83%
							FYTD	\$2,366,422	\$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 February 2024

The **Official 2024 Seaside Travel Guide** arrived last month and we made quick work distributing them around town, drop-shipping boxes to visitor centers around the Pacific Northwest region, and facilitating the hand-off of an entire pallet to Certified Folder Display for integration in our many display points... State Welcome Centers including the PDX Airport, southbound Washington I-5 rest stops, attractions/lodging/restaurants along the Longview to Vancouver corridor and through the Columbia River Gorge.

Our February email newsletter announced the new guides, among other features, to our subscriber base and ultimately generated nearly 1,400 mailing orders in one week through the website. A good pace to start the year.



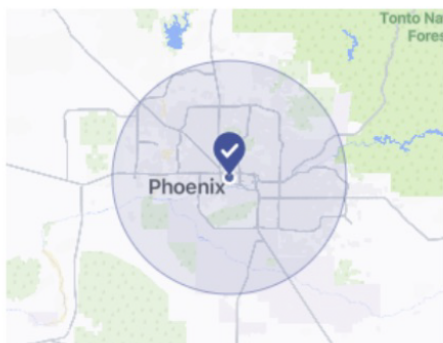
For one week, beginning on Feb. 5 and lasting through Feb. 11, Seaside had 100 percent share of voice with banners on **Willamette Week's** website punctuated by a mid-week Daily Primer email to Portland's alt-weekly subscribers. We'll have another similar round in early April and then, on April 24, the print paper will be wrapped in a false-cover featuring a Seaside ad along the bottom third and a full-page ad on the inside cover. We did a similar treatment in 2022 that looked great and made a strong visual impression. This time we'll be on Willamette Week's annual election endorsement issue, which is always one of the most-read each year.

A screenshot of the Willamette Week website homepage. At the top is a dark blue navigation bar with 'Sections' on the left and 'NEWS • FOOD • DRINK • MUSIC • ARTS • GET BUSY • GUIDES • GIVE GUIDE • SUPPORT US' on the right. The main header features the 'WJW WILLAMETTE WEEK' logo in large blue letters. Below the logo, the date 'February 05, 2024', 'Portland's Newsweekly', and 'Support Us' are displayed. A large banner image shows two women sitting on a beach at sunset, with a fire pit in the foreground. To the right of the image is a graphic that says 'SEASIDE is for Fun' with a star and a seagull icon. Below the banner are two columns: 'Top Stories' and 'Latest Posts'. The 'Top Stories' section features a photo of a woman in a bar. The 'Latest Posts' section has two items: 'Readers Respond to a Portland Family's Tree Removal From Hell' with a photo of a tree, and 'Rachel Clark, Daughter of Late Portland Mayor Bud Clark, Considers Run for City Council' with a photo of Rachel Clark.

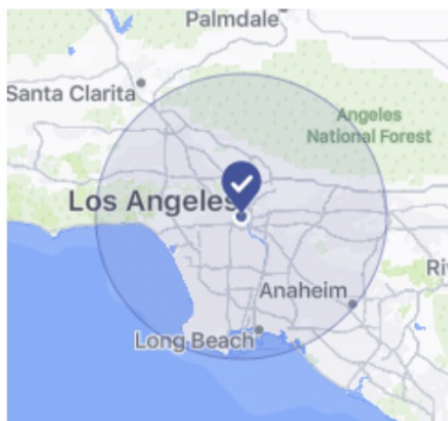
Since the fall of 2022, our **regional marketing collective** with Astoria, Cannon Beach and Clatsop County has been running targeted video + digital campaigns in the flight markets of Phoenix, Denver, Los Angeles and Chicago. These campaigns appear to be showing some results now. According to Datafy, Phoenix-based trips to Seaside jumped 64.5 percent in 2023, Denver-based trips were up 62 percent, and Los Angeles-based trips grew 50.2 percent. The only negative marker was Chicago, which showed less visitation in 2023 compared to 2022, but that market is relatively low volume for us anyway (less than 2,000 trips from this market annually) compared to Phoenix (21,000), LA (17,000), or Denver (13,000).

#### Phoenix, AZ

**Phoenix**, 442 Flights Annually, more than 1x per day average



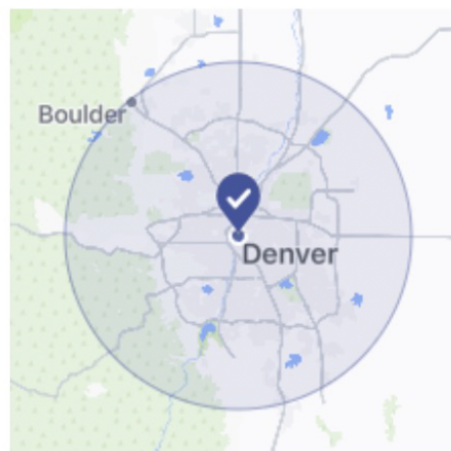
#### Los Angeles, CA



**Los Angeles**, 798 Flights Annually, more than 2x per day average

#### Denver, CO

**Denver**, 762 Flights Annually, more than 2x per day average



### UPCOMING DATES OF NOTE

February 29 – Winter Waters Event: Ramen Night at Chez

March 15-17 – Seaside Jazz & Blues

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

May 3 – Tourism Grant Program Application Deadline