



TOURISM ADVISORY COMMITTEE REGULAR MEETING
March 20, 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

- Mobi-Mat Updates
- Welcome Center
- Tourism Grants

New Business

- June TAC Meeting
- Wheel The World
- Fox 12

Public Comment

Committee Comment

*Next meeting will be April 17, 2024 at 3 PM in Seaside City Hall.
(** next meeting will be in conference room **)*

REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE
Minutes / February 21, 2024, at Seaside City Hall / 3 p.m.

Members Present: Keith Chandler, Ruth Swenson, Linda Wyss

Members Absent: Marci Tikkala, Sadie Mercer

City Council Liaison Present: Seth Morrisey

Staff Present: Joshua Heineman, Ken Heman

Guests Present: None

MINUTES APPROVAL

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

Appointment of new Board Chair and Vice Chair

Keith moved to appoint Marci Tikkala as Chair with a second from Linda. All in favor. Linda moved to appoint Sadie as Vice Chair with a second from Keith. All in favor.

FINANCIAL REVIEW

Josh reviewed the financial report. Discussed the iHeart Radio annual contract as well as Datafy data plan and advertising expenses. The annual Certified Brochure contract was outlined, combining all previously separate contracts for distribution. Reviewed expenditures and the long-term contract with Worldmark were explained as the cost for utilities and dues in the public parking garage area will be increasing. There are some funds available for T-shirts with the new guide cover art on them. Looking at options.

VISITOR SERVICES UPDATE

Ken reported that we have received one-of-a-kind Travel Oregon Trading Cards. They are for in-center pick up only in the hopes of driving visitor center traffic up. We heard back from a return visitor about all the new places they tried in Seaside while doing Treasure Quest. It is nice to hear directly from a visitor that the quest is doing what it is designed to do. Ken is collecting items to send to the Governor's Conference on Tourism that will be part of a North Coast collective gift package.

STATS AND WEB DEV UPDATE

Monthly stats were reviewed and are comparable to 2023. Foot traffic is down, phone calls are up, web sessions and users, mobile and tablet are down for the month. Email sign ups have increased. There are no lodging stats available

currently. Our website is on the way out and we need a new one. Currently adjusting styling on certain areas to bridge the gap until a new RFP can be issued. The Event calendar has had a refresh adding more color and links to sections.

TOURISM DIRECTOR'S REPORT

See report appendix for details.

OLD BUSINESS

None

NEW BUSINESS

Mobi-Mat – The State Parks have granted permission to keep the Mobi-Mat in place year-round. At this time there is a portion of the Mobi-Mat out but will be increased over time as the tides adjust.

Welcome Center Grounds – Reviewed the possible addition of a storage building on site for guide storage. There were two options shown. One, an addition to the current restroom building and the other a standalone structure next to the restrooms. It was also noted that we will be receiving a grant for an EV charger outside the Visitor Center as well. More details to come.

Caper on the Coast – A recipient of the Tourism Grant, Caper on the Coast has had to change the event date from February 24th to April 20th. The board was asked to approve this move with respect to the associated grant funding with a first from Linda and a second from Keith. All in favor.

Tourism Grants – No applications have been received yet. Deadline is May 3rd.

COMMENTS

Committee Comments – None

Public Comments – None

Meeting adjourned at 4:05 pm

Next meeting: March 20, 2024, at 3 pm in Seaside City Hall

Submitted by Ken Heman from recording on February 21, 2023

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.



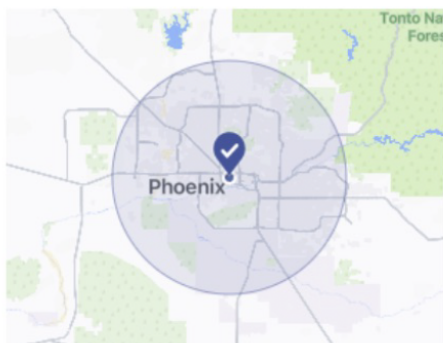
For one week, beginning on Feb. 5 and lasting through Feb. 11, Seaside had 100 percent share of voice with banners on **Willamette Week's** website punctuated by a mid-week Daily Primer email to Portland's alt-weekly subscribers. We'll have another similar round in early April and then, on April 24, 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. Below the navigation bar is the 'WJ WILLAMETTE WEEK' logo in large blue letters. Underneath the logo, it says 'February 05, 2024', 'Portland's Newsweekly', and 'Support Us'. The main content area features a large banner image of two women sitting on a beach at sunset, with a fire pit in front of them. To the right of the image is a graphic that says 'SEASIDE is for Fun' with a star, a fish, and a bird icon. Below the banner are two columns: 'Top Stories' with a photo of a woman in a bar, and 'Latest Posts' with two article thumbnails. The first article is 'Readers Respond to a Portland Family's Tree Removal From Hell' and the second is 'Rachel Clark, Daughter of Late Portland Mayor Bud Clark, Considers Run for City Council'.

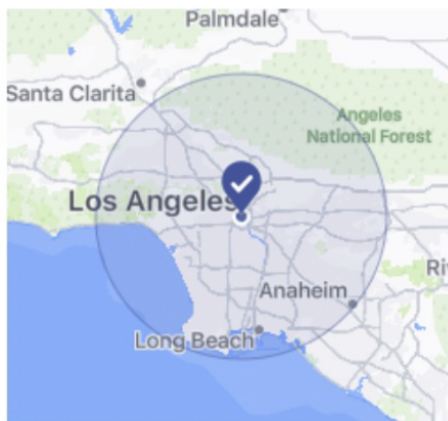
Since the fall of 2022, our **regional marketing collective** with Astoria, Cannon Beach and Clatsop County has been running targeted video + digital campaigns in the flight markets of Phoenix, Denver, Los Angeles and Chicago. These campaigns appear to be showing some results now. According to Datafy, 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



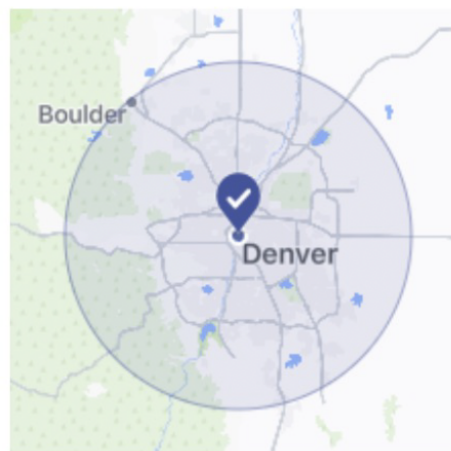
Los Angeles, CA



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

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%				663	-9.4%	732
Phone Volume	229	156	46.8%	204	164	24.4%				433	35.3%	320
VG Lead Volume	1,864	2,000	-6.8%	2,482	3,395	-26.9%				4,346	-19.4%	5,395
Total VG Distribution	18,403	22,900	-19.6%	12,694	7,195	76.4%				31,097	3.3%	30,095
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%				75,334	10.5%	68,178
Unique Web Users	21,378	23,934	-10.7%	27,974	25,429	10.0%				48,615	2.1%	47,614
Desktop Traffic	6,786	6,781	0.1%	8,285	7,274	13.9%				14,855	6.6%	13,933
Mobile Traffic	13,901	16,134	-13.8%	18,992	16,385	15.9%				32,432	0.8%	32,170
Tablet Traffic	704	1,076	-34.6%	845	1,044	-19.1%				1,535	-26.7%	2,095
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%				547	-70.8%	1,872
Organic VG Requests	548	573	-4.4%	1,688	1,969	-14.3%				2,236	-12.0%	2,542
Pages per User	2.50	2.27	10.1%	2.63	2.20	19.5%				2.61	15.0%	2.27
Engagement Time	1:11	1:09	2.9%	1:18	1:07	16.4%				1:16	10.1%	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: November 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	\$2,366,422	\$2,836,867	\$2,756,221	\$2,222,882	\$2,146,082
Pacific Region	60.9%	-0.9	\$113.22	0.5	\$2.776B	1.3	Inc/Dec	-16.58%	2.93%	23.99%	3.58%	-3.49%
State of Oregon	51.6%	-1.6	\$64.71	-0.1	\$136.4M	-0.8	FYTD	\$2,366,422	\$2,836,867	\$2,756,221	\$2,222,882	\$2,146,082
Coast Region	45.7%	-1.2	\$59.94	0.8	\$20.1M	-0.9	Inc/Dec	-16.58%	2.93%	23.99%	3.58%	-3.49%
Clatsop County	42.5%	-4.2	\$63.21	1.6	\$5.4M	-0.5	Q2	2023-24	2022-23	2021-22	2020-21	2019-20
Lodging Stats: December 2023, 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	56.2%	-0.5	\$104.41	1.4	\$2.646B	2.1	FYTD	\$3,599,587	\$4,035,562	\$3,855,660	\$3,321,634	\$3,053,828
State of Oregon	44.0%	-3.3	\$50.67	-2.3	\$110.3M	-3.2	Inc/Dec	-10.80%	4.67%	16.08%	8.77%	-0.74%
Coast Region	39.0%	1.5	\$47.26	4.0	\$16.4M	2.3	Q3	2023-24	2022-23	2021-22	2020-21	2019-20
Clatsop County	35.4%	-0.1	\$50.39	6.1	\$4.4M	3.9	Jan - Mar		\$942,071	\$1,315,348	\$1,203,048	\$827,427
Lodging Stats: January 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	56.1%	0.0	\$105.81	0.8	\$2.684B	1.7	Inc/Dec		-3.74%	14.28%	16.58%	-1.05%
State of Oregon	45.7%	0.8	\$53.00	2.4	\$115.4M	1.6	Q4	2023-24	2022-23	2021-22	2020-21	2019-20
Coast Region	36.1%	-11.2	\$41.08	-14.1	\$14.2M	-15.5	Apr - Jun		\$1,625,482	\$1,797,292	\$2,044,128	\$682,356
Clatsop County	32.2%	-18.3	\$41.65	-18.4	\$3.7M	-20.0	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 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