



TOURISM ADVISORY COMMITTEE REGULAR MEETING
March 15, 2023
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

- Grant Program

New Business

- Stay Page – Website Revamp

Public Comment

Committee Comment

Next meeting will be April 19, 2023 at 3 PM in Seaside City Hall.

REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE
Minutes / February 15, 2023, at Seaside City Hall / 3 p.m.

Members Present: Linda Wyss, Ruth Swenson, Keith Chandler

Members Absent: Marci Utti, Sadie Mercer

City Council Liaison Present: Seth Morrissey

Staff Present: Joshua Heineman, Ken Heman

Guests Present: Jim Beasley – OCVA, David Posalski – City Councilor

MINUTES APPROVAL

Minutes from November 2022 were reviewed. Keith moved to approve with a second from Linda. All in favor.

FINANCIAL REVIEW

Josh reported expenditures are tracking well. On the professional/contractual side, some monthly costs have increased because the fiscal and calendar year don't line up exactly. Budget has been updated and no overages expected.

VISITOR SERVICES UPDATE

Ken reported that over 25,000 visitor guides have been distributed already in 2023. More large format historical photos and the original artwork used for our 2023 Visitor Guide cover are now on display in the lobby. We are experiencing lots of Canadian visitors. Thank you to the Operations staff from the Convention Center for pressure washing our front sidewalk and walkway.

TOURISM DIRECTOR'S REPORT

[See report appendix for details.](#)

Monthly Stats – Guide lead volume, email signups, and pages per session data is up - as well as tablet traffic – year-over-year. All other stats are down slightly. Seth noted this could be related to the economic downturn from last year at this time. There was no bed tax data available at this time.

Web Development Update – Problems with our website running slow have been corrected. It was due to high CPU activity. We have moved from a General-Purpose plan to a Basic Plan which increased cost slightly but will keep the website functioning through high traffic periods. The navigation menu tab on our website for “Stories” has been added back with direct access to our articles. We have also recently added a tab “Meet” that is a direct link to the Convention Center.

OLD BUSINESS

Visitor Guide 2023 – VGs are now available at Southbound rest areas along the I-5 corridor of Washington State. Also, along I-5 between Longview and Vancouver at attractions/restaurants/hotels and along the I-84 Gorge corridor. There is an added one sheet on how to use the guide that we handed out to hotels upon initial delivery this year... for them to share with fellow employees and have a better understanding of what is found in the magazine. There is a slight delay on the Treasure Quest patches due to factory problems.

NEW BUSINESS

Rose Festival – We will be sponsoring the Decoration Station at the Portland Rose Fest Junior Parade again this year. It was great exposure, and the staff of the parade really enjoyed our presence. It will be the same set up as last year and we will hand out guides along the parade route. Very happy to return to this event.

Grant Program – The Tourism Grant program is open now. Application is available on our website or through the city website. Deadline to apply is May 5. A news release has been published. Let's make sure we get the word out. Estimated \$25,000 to give away and \$25,000 earmarked by City Council for the 4th of July Fireworks display.

COMMENTS

Committee Comments – None

Public Comments – David Posalski reminded the committee that the David's Chair organization will be in town for Chamber and SDDA meetings in March. Jim Beasley invited everyone to attend the OCVA social at Maggie's on the Prom Feb. 27. He also reminded everyone to take the Travel Oregon Survey as it is important to how Travel Oregon will spend money on the coast in the future.

Meeting adjourned at 3:53pm

Next meeting: March 15, 2023, at 3pm in Seaside City Hall

Submitted by Ken Heman from recording on February 15, 2023

APPENDIX to FEBRUARY MINUTES
DIRECTOR'S REPORT:
Tourism Advisory Committee
February 2023

This fiscal year we added a powerful informational tool in a partnership w/**Datafy**, a collaboration that allows us to get historical population data for points of interest in Seaside going back to 2019 and each month going forward. Our plan measures mobile devices in the area and makes data available in aggregate about these individuals: when they visited, how long they stayed, what parts of town they visited, if they returned, etc.

Using this technology, we're now running an advertising campaign that is notable not only because it's extremely targeted in its aim - which is to compel previous summer visitors to Seaside to return in the offseason – but also because of its trackable outcomes. We will get actual confirmation if some of these mobile devices that were served ads return to Seaside before June.

As an aside, our historical data reveals that over the last four years travelers are tending to stay a bit longer in Seaside. Day trips are still unfortunately common (28.3% of all trips in 2022 down from a high of 30.5% in 2020) but shares of four, five, and six-plus day stays are increasing. In 2022, stays of six-plus days were up to 16.5% from 13.1% in 2019. In the same timeframe, five day stays increased to 8.7% from 6.1% and four day stays increased to 13.1% from 10.6%. The increases in percent-of-total are largely coming from two day (ie one night) stays, which has dropped steadily to 14.6% in 2022 from a high of 21.8% in 2019. Visitors are staying longer.

Willamette Week's Guide to Oregon Winter publication is out now and Seaside has a full page article/advertorial on page 14: "Seaside Hits Differently in Winter: Technicolor greens, whale-watching, cozy hotels and no crowds anywhere." The article is sponsored online and includes a suite of supporting efforts from WW staff on their website, weekly emails, social media and podcast. The digital portion of the campaign will run into March.

Following closely on the heels of a December post that went **viral on Facebook** ("First Seaside Snow of the Season") and ultimately reached more than 470,000 people, we had another post go viral to an even greater degree on January 12. The post "Beach walk turned into a sand dollar jackpot!" pulled in a whopping 751,940 views, 18,000+ reactions, 3,000+ shares, and 1,100+ comments. Not a bad one-two for an established account with 68,000 followers and no paid promotion behind either post.

Lastly of note, on January 23, Yelp released its **Top Pizza Spots in the US and Canada** rankings for 2023 and Seaside's A&B Pizza is No. 11! Our February email blast linked to the story and also a recent article we did about several great pizza options for every taste in Seaside.

UPCOMING DATES OF NOTE

Feb. 20 – VB open 10 am to 2 pm for Presidents Day

March 29/30/31 – DMA West Tech Conference in Salt Lake City

April 3/4/5 – Oregon Governor's Conference in Portland

April 4/5 – Oregon Law Enforcement & Fire PIO Conference in Sunriver

April 25/26 – League of Oregon Cities Conference at SCCC

May 5 – Tourism Grant Applications Due

Seaside Visitors Bureau Monthly Statistical Snapshot

On the Ground	Jan-23	Jan-22	Inc/Dec	Feb-23	Feb-22	Inc/Dec	Mar-23	Mar-22	Inc/Dec	YTD	Inc/Dec	2022 YTD
Visitor Center Traffic	345	365	-5.5%	387	430	-10.0%				732	-7.9%	795
Phone Volume	156	179	-12.8%	164	220	-25.5%				320	-19.8%	399
Live Chat Volume	13	22	-40.9%	17	16	6.3%				30	-21.1%	38
VG Lead Volume	2,000	1,914	4.5%	3,395	2,843	19.4%				5,395	13.4%	4,757
Total VG Distribution	22,900	23,934	-4.3%	7,195	7,491	-4.0%				30,095	-4.2%	31,425
Digital Traffic	Jan-23	Jan-22	Inc/Dec	Feb-23	Feb-22	Inc/Dec	Mar-23	Mar-22	Inc/Dec	YTD	Inc/Dec	2022 YTD
Total Web Sessions	32,446	43,260	-25.0%	32,262	43,888	-26.5%				87,148	34.7%	64,708
Unique Web Users	24,895	26,585	-6.4%	25,429	28,210	-9.9%				49,621	-6.0%	52,812
Desktop Traffic	28.1%	28.1%	-0.2%	29.4%	30.4%	-3.4%				28.9%	-1.7%	29.4%
Mobile Traffic	67.3%	68.1%	-1.2%	66.2%	65.6%	1.0%				66.6%	-0.2%	66.7%
Tablet Traffic	4.6%	3.8%	22.5%	4.4%	4.0%	9.2%				4.5%	15.0%	3.9%
Web KPIs	Jan-23	Jan-22	Inc/Dec	Feb-23	Feb-22	Inc/Dec	Mar-23	Mar-22	Inc/Dec	YTD	Inc/Dec	2022 YTD
Email Signups	997	276	261.2%	875	596	46.8%				1,872	114.7%	872
Organic VG Requests	573	385	48.8%	1,969	1,855	6.1%				2,542	13.5%	2,240
Pages/Session	1.64	1.57	4.5%	1.68	1.64	2.4%				1.66	3.1%	1.61
Session Duration	1:32	1:49	-15.6%	1:32	2:02	-24.6%				1:32	-20.7%	1:56

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

Three Most Recent Month Available							Running YTD and Historical Room Tax Totals					
Lodging Stats: November 2022, Area and Region Reports, Source: STR							Q1	2022-23	2021-22	2020-21	2019-20	2018-19
	Occup	%Change	RevPar	%Change	Room Rev	%Change	Jul - Sep					
Pacific Region	61.9%	1.8	\$113.93	13.8	\$2.759B	14.7	Inc/Dec	2.93%	23.99%	3.58%	-3.49%	4.35%
State of Oregon	53.3%	-4.2	\$65.97	2.8	\$139.06M	2.5	FYTD	\$2,836,867	\$2,756,221	\$2,222,882	\$2,146,082	\$2,223,763
Coast Region	47.6%	-8.8	\$62.15	-3.9	\$21.07M	-5.3	Inc/Dec	2.93%	23.99%	3.58%	-3.49%	4.35%
Clatsop County	46.2%	-9.9	\$66.94	-4.3	\$5.92M	-5.0	Q2	2021-22	2021-22	2020-21	2019-20	2018-19
Lodging Stats: December 2022, Area and Region Reports, Source: STR							Oct - Dec		\$1,099,439	\$1,098,752	\$907,746	\$852,902
	Occup	%Change	RevPar	%Change	Room Rev	%Change	Inc/Dec		0.06%	21.04%	6.43%	9.83%
Pacific Region	56.8%	-3.7	\$104.01	1.6	\$2.609B	2.4	FYTD	\$2,836,867	\$3,855,660	\$3,321,634	\$3,053,828	\$3,076,665
State of Oregon	46.3%	-4.8	\$53.03	0.4	\$115.84M	0.0	Inc/Dec		16.08%	8.77%	-0.74%	5.81%
Coast Region	39.3%	-5.4	\$48.08	0.1	\$16.84M	-1.4	Q3	2021-22	2021-22	2020-21	2019-20	2018-19
Clatsop County	36.6%	-6.8	\$50.29	-1.0	\$4.60M	-1.8	Jan - Mar		\$1,315,348	\$1,203,048	\$827,427	\$845,586
Lodging Stats: January 2023, Area and Region Reports, Source: STR							Inc/Dec		9.33%	45.40%	-2.15%	0.89%
	Occup	%Change	RevPar	%Change	Room Rev	%Change	FYTD	\$2,836,867	\$5,171,008	\$4,524,682	\$3,881,255	\$3,922,251
Pacific Region	56.1%	8.7	\$105.23	30.3	\$2.639B	31.2	Inc/Dec		14.28%	16.58%	-1.05%	4.71%
State of Oregon	45.0%	-0.6	\$51.29	7.5	\$112.01M	6.9	Q4	2021-22	2021-22	2020-21	2019-20	2018-19
Coast Region	39.5%	-9.2	\$44.67	-5.1	\$15.66M	-6.6	Apr - Jun		\$1,797,292	\$2,044,128	\$682,356	\$1,387,666
Clatsop County	39.4%	-3.4	\$50.96	0.5	\$4.66M	-0.3	Inc/Dec		-12.08%	199.57%	-50.83%	1.46%
							FYTD	\$2,836,867	\$6,968,300	\$6,568,810	\$4,563,611	\$5,309,917
							Inc/Dec		6.08%	43.94%	-14.05%	3.84%

DIRECTOR'S REPORT: Tourism Advisory Committee March 2023

In January, we launched a **digital ad campaign** to people who had visited Seaside in the summer months over the last four years (through a mobile-data partnership with Datafy). Using two sets of digital ads of various sizes and calls-to-action, our aim is to compel them to return to Seaside this spring. The second ad set, which is triggered upon interacting with the first ad set, features more-direct messaging to take action: book a stay, order a guide, plan your three day weekend, etc. So far we've got running results of the campaign through Feb. 18.

Our ads in total have had 1.1 million cumulative impressions on 132,659 past visitors and 2,731 clickthroughs... 1,952 on the prospecting set and 779 on the secondary set. The first ads went live on Tuesday, Jan. 17 and our first visitor from this specific ad set arrived one week later on Tuesday, Jan. 24.

Since then, 423 individuals from the ad set have visited Seaside (roughly half for a daytrip, half staying overnight), 64 spent time on Broadway shopping and/or dining, and 62 stayed in Seaside hotels for combined total of 214 room nights (generating approximately \$27,830 in revenue). Four out of five visitors came from the Portland metro area but the majority of remaining visitors were from the Seattle metro, staying an average of four (VRD) or three days (hotel), depending on where they stayed. Super interesting stuff and more to come!

On to the more traditional reporting, we've been running spots on **iHeartRadio** stations in Portland and streaming on the web/app since September 2022. The radio spots have sent approximately 10,300 users to our website in that time (as measured by lift in web users when spots air) and the streaming portion has resulted in 4,520 clickthroughs. We've currently got three spots running: a promo for our free travel guide, a Ghost Conference themed spot and, of course, spring break in Seaside.

We'll soon have more interesting metrics to report on, too, as we launched a **digital video campaign** on March 1 in our main submarkets: Boise, Spokane, Eugene, Yakima, Bellingham, and other non-metro population centers in the Pacific Northwest. Various Seaside videos from our "How To Seaside" series to our North Coast Food Trail video to our recent regional videos in collaboration with Astoria and Cannon Beach will be running on pre-roll and Connected TVs.

UPCOMING DATES OF NOTE

April 3/4/5 – Oregon Governor's Conference in Portland

April 4 – Travel Oregon Sponsored Story Launch

April 4/5 – Oregon Law Enforcement & Fire PIO Conference in Sunriver

April 25/26 – League of Oregon Cities Conference at SCCC

April 30 – Datafy Retargeting Campaign Ends

May 5 – Tourism Grant Applications Due

May 29 – VB open 10 am to 2 pm for Memorial Day

May 31 – Univox Digital Video Campaign Ends