



SORED I

May 9, 2023

AGENDA

- Who We Are
- FY22-23 Update
- Looking ahead



Who we are

We work to serve the Grants Pass and Josephine County visitor industry by inspiring and driving visitation.

- Economic Development Agency
- Stabilize the visitor industry
- Manage visitor expectations
- Protect local livability
- Develop the destination & visitor experiences



Who we are

Vision

A year-round, robust, tour industry that is balanced with local livability needs to keep the friendly small-town values and sustain unique experiences within Josephine County.

Mission

Establish trust in the community by promoting our unique tourism assets while enhancing local livability.

Values

Community
Commitment
Energy
Transparency
Inclusion



Board of directors

- Jill Thomey– Hellgate Excursions
- Tamara Bushnell– CHI Hospitality Group
- Mandi Delvaglio– GPSD # 7 (Teacher/ Former Tourism Director)
- Doug Bradley– Kensington Investment
- Josie Molloy– Grants Pass & Josephine Chamber of Commerce
- Ashley Crews– Weekend Beer Company
- Brittni Doyle– Mama Bees Flower Farm
- Gina Bianco– Rogue Valley Vintners
- Kory Mahr– Orange Torpedo Trips
- Sydney Mitchell– Shoefly Downtown
- Hyla Lipson– Grants Pass Arts
- Lindsey Jones– Illinois Valley Comm. Development
- Valerie Lovelace, City Council Liaison

Empty Seats

- County Commissioner Liaison
- Financial Institution Representative



How we Compare

	Budget	People Power	# Hotel Rooms	Tax Rate
Visit Grants Pass	\$824K	2- FTE 2- Agency of Record 1- Contractor 1- AmeriCorps Placement	1,160 (County)	12% City Tax
Travel Medford	\$1.56M	7- FTE 2- PTE 1- Agency of Record 1- Contractor	2,892	11% City Tax
Travel Ashland	\$456K	1- FTE (shared addt'l with Chamber) 1- Contractor 1- Agency of Record	1,550	10% City Tax



FY22-23
Review

Occupancy

Occupancy by Quarter				
	Q1	JoCo + / -	Q2	JoCo + / -
Josephine	Jul –Sept		Oct - Dec	
2019	74.8%		60.9%	
2020	76.23		71.7%	
2021	79.7%		68.1%	
2022	74.9%		54.1%	
Jackson				
2019	74.8%	=	60.9%	=
2020	68.8%	9.7%	69.5%	3.1%
2021	81.1%	-1.8%	68.7%	-9%
2022	77.6%	-3.6%	58.4%	-7.8%

Occupancy by Quarter				
	Q1	JoCo + / -	Q2	JoCo + / -
Douglas	Jul –Sept		Oct - Dec	
2019	72.4%	3.2%	51.9%	14.7%
2020	68.9%	9.6%	59.5%	17.0%
2021	79.3%	.5%	59.7%	12.3%
2022	75.5%	-.8%	51.7%	4.4%
Klamath				
2019	79.4%	-6.14%	52.2%	14.3%
2020	65.5%	14.1%	50.2%	29.9%
2021	75.6%	5.1%	60.7%	10.9%
2022	75.2%	-.4%	53.8%	.5%

Reporting through Q2 FY 22-23

Data provided in partnership with Travel Southern Oregon from Smith Travel Research

Avg. Daily Rate

ADR by Quarter				
	Q1	JoCo + / -	Q2	JoCo + / -
Josephine	Jul –Sept		Oct - Dec	
2019	\$100		\$79	
2020	\$91		\$82	
2021	\$124		\$96	
2022	\$118		\$92	
Jackson				
2019	\$163	-63%	\$90	-13%
2020	\$92	-1%	\$90	-9.7%
2021	\$133	-7.2%	\$108	-12.5%
2022	\$132	-11.8%	\$104	-13%

ADR by Quarter				
	Q1	JoCo + / -	Q2	JoCo + / -
Douglas	Jul –Sept		Oct - Dec	
2019	\$111	-11%	\$89	-12%
2020	\$102	-12%	\$88	-7.3%
2021	\$144	-\$16.1	\$109	-13.5%
2022	\$152	-28.8%	\$117	-27%
Klamath				
2019	\$109	-9%	\$90	-13%
2020	\$98	-7.9%	\$82	=
2021	\$125	-.8%	\$101	-5.2%
2022	\$134	-13.5%	\$101	-\$9.7

Reporting through Q2 FY22-23

Data provided in partnership with Travel Southern Oregon from Smith Travel Research.

Marketing

Off- Season Campaign Focus

- Running Oct – April
- Digital ad placements
- Search engine optimization
- Social media advertising
- Print advertisements
- Medford Airport
- Call to Action: Book Now



A Place That Grows on You

Grants Pass is the cream of the crop when it comes to agritourism destinations.

By Visit Grants Pass



Marketing SAMPLES



Have you ever wondered what's down the road less traveled?

VISIT Grants Pass OREGON

There's always more to discover in Grants Pass, from fall harvest to fly-fishing, art walks to jet boats, cave exploration to pure relaxation. Escape to the destination that's fueled by the spirit of Oregon. **Take a new route. | visitgrantspass.com**



Have you ever wondered what's over the next hill?

VISIT Grants Pass OREGON

There's always more to discover in Grants Pass, from fall harvest to fly-fishing, art walks to jet boats, cave exploration to pure relaxation. Escape to the destination that's fueled by the spirit of Oregon. **Take a new route. | visitgrantspass.com**

SPECTACULAR VIEWS AND REWARDING ADVENTURES

From the sandy beaches to the expansive high desert, outdoor adventures in Southern Oregon get far beyond the horizon. Explore mountain trails that wind through dense coniferous forest, the sweeping coastal views, the rugged and dramatic granite rock formations, and the endless forest views. Whether you're looking for an outdoor adventure with a rewarding view or just a peaceful spot to sit and relax, there's always a rewarding view or spot in the park you can't find elsewhere.



Have you ever wondered what's around the next bend?

VISIT Grants Pass OREGON

There's always more to discover in Grants Pass, from adventures in the wild to concerts in the park, relaxing spas to thrilling trails, chilled chardonnay to warm hospitality. Make your way to Southern Oregon's basecamp for fun. **Take a new route | visitgrantspass.com**

Marketing

Medford Airport: Lighted ad at the baggage carousel at the Medford Airport.



Public relations

Destination Awareness

- Quarterly Media Outreach
- Invites for Familiarization trips
- Collect pitchable Stories for Travel Southern Oregon and Travel Oregon



Social Media

Facebook

- Fans grew 79.2%
- Published 420 posts
- Engagement: +157%


Instagram

- Followers grew 22.2%
- Published 650 posts
- Engagement: +70%

Compares: Aug 21- June 22 to July 22- April 23

Visit Grants Pass
Wed 7/27/2022 12:48 pm PDT


Nestled in the Rogue River-Siskiyou National near Grants Pass, is a Bigfoot trap, the only one of its kind...



Total Engagements	42,757
Reactions	9,538
Comments	3,103
Shares	1,965
Post Link Clicks	2
Other Post Clicks	...

Visit Grants Pass
Thu 9/1/2022 2:26 pm PDT


Big shoutout to all the outfitters and rafting guides who have been shuttling firefighters and equipmentmen...



Total Engagements	26,096
Reactions	11,157
Comments	689
Shares	1,298
Post Link Clicks	—

Visit Grants Pass
Sat 4/1/2023 10:09 am PDT

BREAKING NEWS After nearly 50 years, the Collings Mountain Bigfoot Trap has finally snagged the elusive...



Total Engagements	16,721
Reactions	3,234
Comments	464
Shares	524
Post Link Clicks	1

visit_grants_pass
Thu 9/1/2022 2:24 pm PDT

Big shoutout to all the outfitters and rafting guides who have been shuttling firefighters and equipmentmen...



Total Engagements	1,337
Likes	1,278
Comments	34
Saves	25

visit_grants_pass
Wed 9/28/2022 7:09 pm PDT

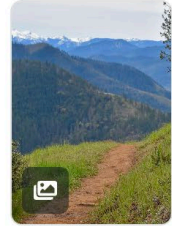
With 4 distinct seasons, Grants Pass is afforded a variety of climates. During the fall, the temperature hig...



Total Engagements	582
Likes	552
Comments	11
Saves	19

visit_grants_pass
Fri 2/10/2023 1:11 pm PST

Looking for a FREE date idea? ❤️ Pack a picnic and work up a sweat by hiking along the East Applegate...



Total Engagements	543
Likes	458
Comments	20
Saves	65

Social Media (Paid)

Marketing Campaign:


- Impressions: 2,239,973
- Clicks: 29,072
- CTR: 1.30%
- CPC: \$0.61

First Friday Stroll:


- Impressions: 42,282
- Clicks: 1,130
- CTR: 2.29%
- CPC: \$0.25

Benchmarks: CTR:0.90% / CPC:\$0.63


CTR and CPC are well outperforming the Travel & Hospitality performance benchmarks from Wordstream.
Reporting through Q2 FY 22-23

 **Visit Grants Pass**
Sponsored · 🌐


Grants Pass is the cream of the crop when it comes to agritourism destinations.




visitgrantspass.com
A Place That Grows on You [Learn more](#)

 **Visit Grants Pass**
Sponsored · 🌐


Holiday celebrations to a world of libations, feel the warmth of winter in Grants Pass.



visitgrantspass.com
The Magic of Grants Pass [Learn more](#)

 **Visit Grants Pass**
Sponsored · 🌐

Don't miss the last First Friday of the year and annual Christmas Tree lighting in downtown Grants Pass!



VISITGRANTSPASS.COM
Stroll into First Friday
5pm-8pm in the Historic District [Learn more](#)



Take A New Route



WATCH THE VIDEO

PLAN Your Visit



WHERE TO STAY



WINERIES



ACTIVITIES



DINING



SWIPE FOR MORE

LATEST Articles



10 THINGS TO ADD TO YOUR 2023 GRANTS PASS BUCKET LIST



WINTER IN WINE COUNTRY



FESTIVE HOLIDAY HAPPENINGS YULE LOVE

FULL BLOG →

New Website



Located in the heart of Grants Pass, Climate City Brewing offers a wide selection of quality beers and food. Stay for a meal by the fire pit, grab a crowler to take home or visit on your way to a relaxing Rogue River float with The Paddled Pub.



GET DIRECTIONS

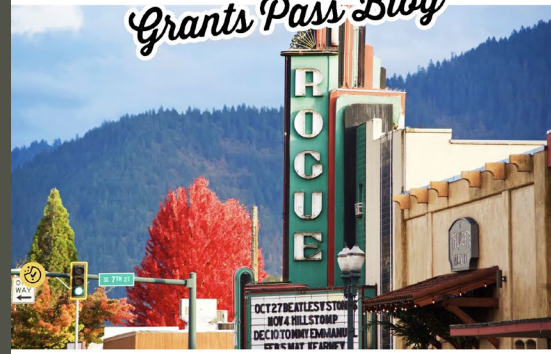
541-479-3725

509 SW G Street, Grants Pass, OR 97526

www.climatecitybrewing.com



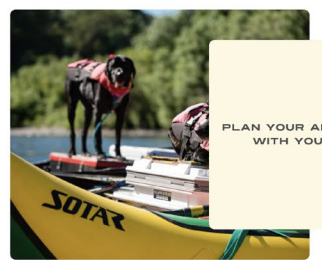
Grants Pass Blog



A COMPLETE GUIDE TO THE ILLINOIS VALLEY



CELEBRATE OREGON WINE MONTH



PLAN YOUR ADVENTURE WITH YOUR PUP

Website traffic

Top Markets:

- Seattle
- Grants Pass
- Portland
- Los Angeles
- Las Vegas

Conversions:

- Up 62.9% from paid search
- Lodging: 431
- Dining: 304



Travel Grants Pass - 2022-23 Annual Campaign

ADR
 \$

Spend per visitor
 \$

Campaign Run Dates: 10.6.2022 - 6.30.2023
 Report Period 10.06.22- 05.06.23
 Attribution Mileage 50 - 4000 mile radius


Attribution


Destination Total Trips / Visits
15,154
Est. Campaign Impact
\$1,515,400.00


Outdoor Rec Total Trips / Visits
376
Est. Campaign Impact
\$37,600.00


Lodging Total Trips / Visits
270
Est. Campaign Impact
\$103,964.79


Attribution reflects visitation between
10.13.2022 - 04.23.2023


 **Est. Campaign Impact**
\$1,515,400.00

 **Est. ROAS**
\$68.98 : \$1

 **Est. Room Nights**
1,094

Total Impressions  **2,271,008**

Total Clicks  **7,104**

Total Video/Audio Completions  **89,218**

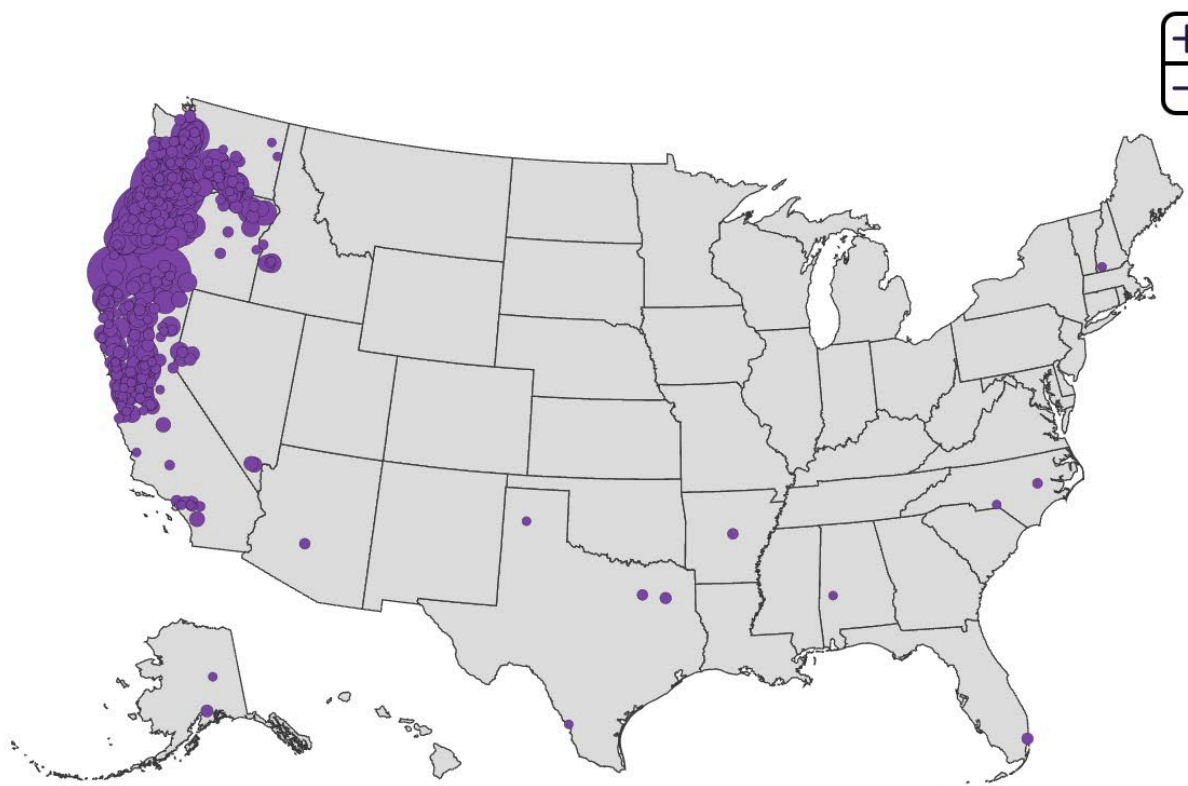
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 Advertising visitor attribution represents a raw device count of the campaign's ad-exposed visitors observed in market and is not extrapolated.



Travel Grants Pass - 2022-23 Annual Campaign

ADR \$ 95.00 Spend per visitor \$ 100.00

Campaign Run Dates: 10.6.2022 - 6.30.2023
Report Period 10.06.22- 05.06.23
Attribution Mileage 50 - 4000 mile radius



Top Markets	Share	Avg Length of Stay
Portland- OR	33%	3 days
Eugene	27%	2 days
Medford-Klamath Falls	6%	3 days
Seattle-Tacoma	6%	3 days
Yakima-Pasco-Rchlnl-Knnwck	5%	4 days
Sacramnto-Stkton-Modesto	5%	5 days

Custom Text Input Field

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Advertising visitor attribution represents a raw device count of the campaign's ad-exposed visitors observed in market and is not extrapolated.



Major Accomplishments

- Hired second staff member
- Secured technical assistance grant for \$50k for Mainstreet work
- Shareable photo/video libraries
- AmeriCorp Placement for destination enhancement
 - Travel Oregon collaboration for Dollar Mountain and Wild Rivers Connectors
 - Destination Downtown





LOOKING
AHEAD

Marketing

Focus on building Visit Grants Pass and destination recognition. This will include:

- Increased public relations work for more story pitching and media interactions
- Sponsored content that highlights the year-round experience
- Targeted advertising with constant monitoring of campaign metrics.



Strategic Partnerships

Relationship building and collaboration and further the work of Visit Grants Pass. Oregon's tour and travel industry is a collaborative network, and this takes association memberships to participate. Many of these organizations also provide conferences for continuing education and advocacy.

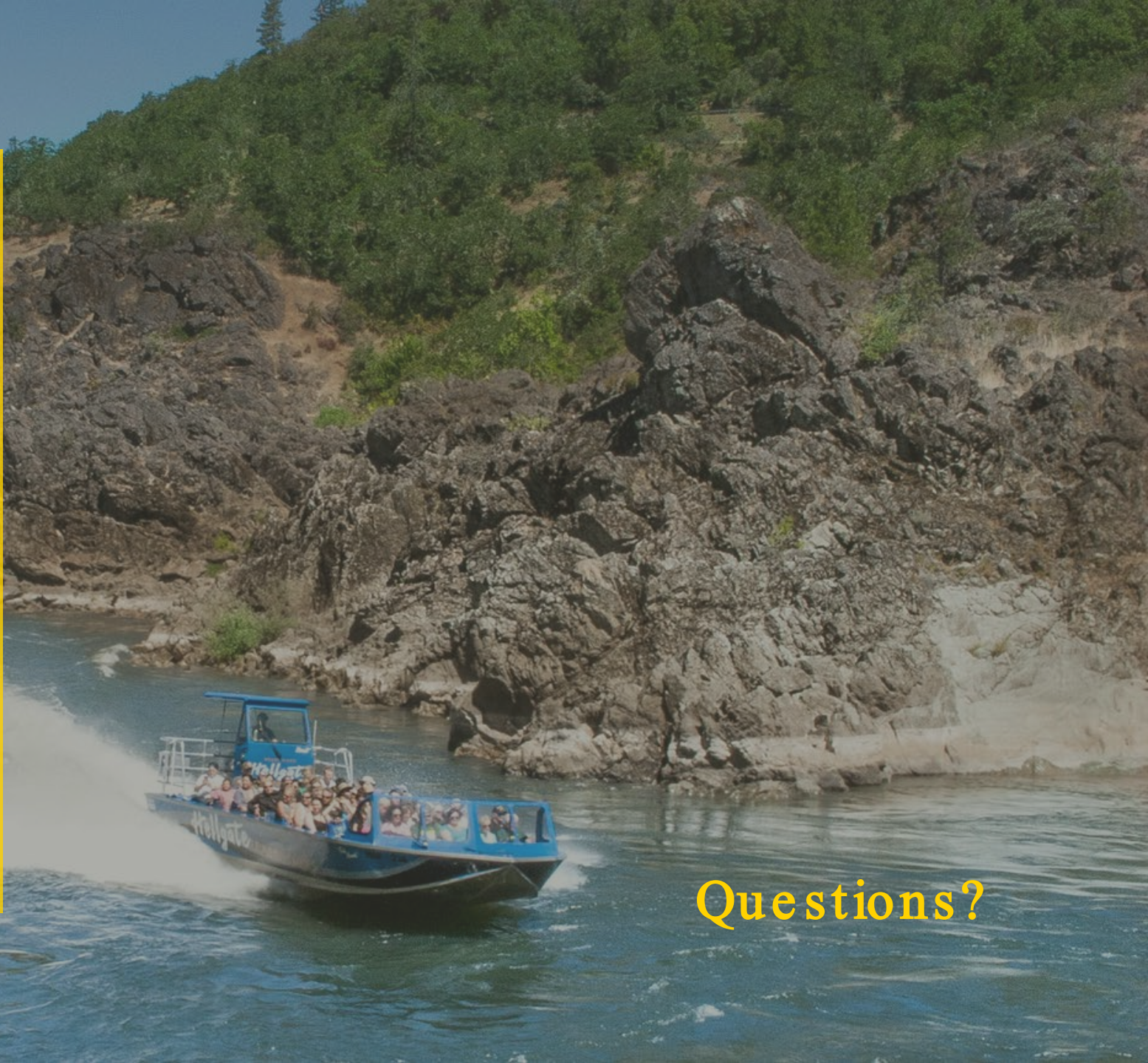


Global Sales

Building brand recognition for the international buying market. Participation in this programming is in partnership with Travel Southern Oregon and Travel Oregon.

- Attend Go West Summit
- Hosting international travel trade representatives on familiarization trips.
- Provide education to local partners on how to get their lodging, guided services, or bookable experiences in the international buying chain.





Questions?