



Mark your Calendars: Culinary Week 2010 will be January 18th – 24th! Participating restaurants include 101 Eat and Drink, Aqua, Cloud 9, Downward Dog, Fireworks, Le Bistro, Magenta, Terzo, and Zia's. For more information visit <http://corvallisculinaryweek.com>

WEB STATISTICS: Visitcorvallis.com had 10,027 visitors last month, a 57.56% increase from November 2008. 9,476 visits were accessed from within the United States; primarily hailing from Oregon, California and Washington.

Top Ten Referral Sites - The following are the top ten sites which referred traffic to visitcorvallis.com in the last month.

1. osumu.org
2. oregonstate.edu
3. ci.corvallis.or.us
4. calendar.oregonstate.edu
5. oregonwinecountry.org
6. el.com
7. images.google.com
8. en.wikipedia.org
9. townehouse.mfbiz.com
10. google.com

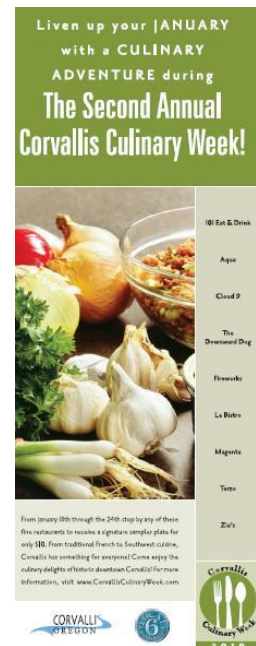
PUBLIC RELATIONS: In the month of January Corvallis Tourism will be launching an online photo contest for the Cover of the 2010 Corvallis Style Destination Guide. The contest will run from January 4th – 29th, Rules and Regulations will be available though facebook, twitter, visitcorvallis.com, myspace and craigslist.



New in January the PR department will be working off a new fifty-two week e-blast calendar, striving to give potential visitors a feel for all that Corvallis has to offer. Also check out Corvallis' top billing story on <http://oregonwinecountry.org/> for Willamette Tours and Cruises.

Social Media – On facebook Corvallis has seen an increase of 123 friends and fans bringing the total number of friends and fans from 5,352 to 5,475. Please note that some people may be both friends and fans of Corvallis and therefore there may be duplicates.

Callouts – We are currently seeking fresh content for our wedding page! Specifically we are looking for photos of Corvallis based weddings and Corvallis vendors. We are also looking for information on local bridal shows, new wedding related shops and new event spaces!



- Got photos? We've got flickr! We are always looking for new photos to keep our flickr account (<http://www.flickr.com/photos/corvallisoregon>) up to date! As always please make sure that you have the complete rights to any photos you send us.



VISITOR INFORMATION:

Visitor Center- In November of 2009 the visitor's center had 457 walk-ins.

Lead Fulfillment and Distribution –

- A total of 1,398 guides were distributed in response to internet leads, previous ads placed by Corvallis Tourism and current ads placed by the Willamette Valley Visitors Association. The Willamette Valley Visitors Association had print ads appear in *Sunset* magazine, and an online ad/sweepstakes on www.vacationfun.com.
- Distribution of the destination guide to Corvallis lodging properties, event venues, restaurants, satellite stations and miscellaneous businesses in the community totaled 395 at ten distribution sites.
- Relocation Box orders totaled four, which is down from five in November 2008.

GROUP SALES: Corvallis Tourism is pleased to announce that Alex Doyle of 21st Century Group in Portland will be representing Corvallis working to renew our focus on bringing more conventions and sports events to our community. We are now searching for a bright and talented part-time sales and marketing assistant to round out our group sales team. Contact our office for more information.

STAKEHOLDER DEVELOPMENT: In early December CEO Eric Kingstad and Public Relations Manager Melinda Stewart attended the Oregon Destination Marketing Organization, (previously the Oregon Association of Convention & Visitor Bureaus) winter conference in Newberg. Eric has also been busy meeting with many local organizations working with Local 6 and the Benton County Winery Association towards better marketing culinary travel to Corvallis. Melinda has been working with stakeholders such as the Arts Center and Trillium Family Service's S.O.S project to increase Corvallis' overall social media presence.



Corvallis Tourism has been working with Marti Staprans Barlow of Digital City Guide on new Stay and Play Packages for the top ten things to do on rainy days. Corvallis Tourism will soon be hosting the Stay and Play campaign on the visitcorvallis.com web site!

New Members – Please help us welcome our newest member!

Dan Crall of Corvallis Pedicab! For more info find them on facebook or visit <http://corvallispedicab.com/>



Call for volunteers – Know anyone with great knowledge of the Corvallis area and a little extra time? We are always looking for quality volunteers to help staff our visitors center, be greeters at conferences and events or write about their favorite spot in Corvallis. Call the visitor's center at 541-757-1544 for more info!