



ADVERTISING: Culinary Week is fast approaching and we are gearing up with great advertisement campaigns with KEZI, Comcast and the Gazette Times. daVinci Days film festival will be held March 12th-14th and will be featured on visitcorvallis.com, our google adwords campaigns, blogs and social media profiles.



WEB STATISTICS: Visitcorvallis.com had 10,743 unique visitors last month, a 7% decrease from September. Starting in November, we will be able to compare our numbers to last year for a better year-to-year comparison.

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. facebook.com
7. el.com
8. thebestlibrary.net
9. townehouse.mfbiz.com
10. images.google.com



PUBLIC RELATIONS: In the month of November Corvallis Tourism has been busy working with WVVA (Willamette Valley Visitors Association) on newsletter and website content as well as several new editorial pitches for Travel Oregon's PR Team in Portland. Plans for Corvallis' Second Annual Culinary Week are in full swing. The dates for Culinary Week 2010 are January 18th – 24th. Also coming out in January *Beer NW* will feature Corvallis as a great brewcation location.

Social Media – On facebook Corvallis has seen an increase of 118 friends and fans bringing the total number of friends and fans from 5,234 to 5,352. Please note that some people may be both friends and fans of Corvallis and therefore there may be duplicates. In addition to maintaining Corvallis Tourism's two current twitter accounts @corvallisscene and @visitcorvallis a new twitter account has been created to focus entirely on travel writers and publicity. You can follow the PR department on twitter @corvallispr.





Corvallis Dreamer - Patrick Magee of Burst's Chocolates is the new Corvallis Dreamer for Winter 2010. Go to Visitcorvallis.com to watch a video and read more about Patrick and the rich chocolate and history Burst's brings to the Corvallis community!

VISITOR INFORMATION:

Visitor Center- The number of walk-in visitors dropped from 1,215 in September to 615 in October, which is normal for this time of year. These numbers are holding steady to last year's numbers.

Lead Fulfillment and Distribution –

- A total of 964 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 *Food & Wine* and *Sunset* magazines, 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 540 at twenty-nine distribution sites.
- Relocation Box orders totaled 13, which is down 1 from October 2008.
- 400 table tents listing community events were distributed to thirty-seven restaurants and businesses.

GROUP TOUR SALES: We have targeted the beginning of January to hire a new Director of Sales who will be responsible for direct sales. In May of 2010 Lynda McHenry of Willamette Tours and Cruises will be bringing a group of a dozen guests for a luxury tour of Corvallis during the week of May 11th -17th.



STAKEHOLDER DEVELOPMENT: Our new CEO, Eric Kingstad, has been busy meeting with lots of community leaders, community groups and stakeholders. He also had the opportunity to provide testimony about the continued importance of tourism development to the Administrative Services Committee at their quarterly meeting on November 18. Eric also spoke at the Downtown Corvallis Association Meeting earlier this month. Public Relations Manger Melinda Stewart has given social media presentations for the Philomath Downtown Association and Banner Non-Profits in Corvallis and the Mid-Valley Development Professionals in Salem.

New Members – Please help us welcome three new members who joined in October!

- Alder Creek Cottage (shown at right)
- Guest House at Elfinwood Garden
- Beviamo Wine Tours

