



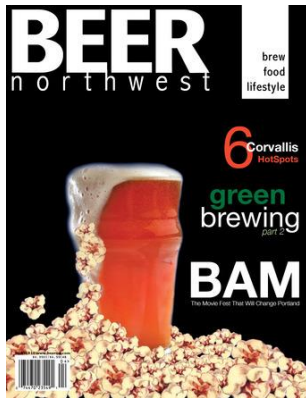
Thank you to everyone who helped to make the second annual Corvallis Culinary Week such a success! Several hundred sampler plates were served and we are looking forward to another great year in 2011!

**WEB STATISTICS:** Visitcorvallis.com had 7,835 visitors last month compared to 6,357 visitors in December of 2008. 7,369 of the December 2009 visits were accessed from within the United States, primarily 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. [ci.corvallis.or.us](http://ci.corvallis.or.us)
2. [oregonstate.edu](http://oregonstate.edu)
3. [facebook.com](http://facebook.com)
4. [calendar.oregonstate.edu](http://calendar.oregonstate.edu)
5. [osumu.org](http://osumu.org)
6. [en.wikipedia.org](http://en.wikipedia.org)
7. [el.com](http://el.com)
8. [images.google.com](http://images.google.com)
9. [oregonmom.com](http://oregonmom.com)
10. [linkedin.com](http://linkedin.com)



**PUBLIC RELATIONS:** The Public Relations department has been focusing on several projects including Corvallis Culinary Week publicity and the 2010 Destination Guide materials. Culinary Week 2010 was very successful and received great local press including a two page spread in the Entertainer, front page coverage in the Gazette Times and airtime on KLCC Eugene Radio. Overall approximately \$7,768 of earned media was generated for Culinary Week 2010. Early estimates from participating restaurants show that well over 3,000 sampler plates were served during the week with heavy traffic every night.

**Beer Press:** Public Relations Manager Melinda Stewart has been working hard on promoting Corvallis' breweries and wineries; one of Travel Oregon's suggested focuses for 2010. Beer Northwest's Winter issues features a five page "Corvallis HotSpots" spread on Corvallis' brewculture. Corvallis Tourism and Travel Lane County are teaming up with Maxwell PR to host a FAM tour for Beer writers and bloggers in February. Some of the Pacific Northwest's most influential beer writers will be in attendance.

**Destination Guide:** The 2010 Guide is coming together and will feature a new layout design and new editorial materials. The VisitCorvallis photo contest closes Friday, January 29<sup>th</sup>!

**Social Media** – On facebook Corvallis has seen an increase of 128 friends and fans bringing the total number of friends and fans from 5,475 to 5,603. Please note that some people may be both friends and fans of Corvallis and therefore there may be duplicates.

**Callouts** – Got photos? We are always looking for new photos to keep our flickr account up to date! As always please make sure that you have the complete rights to any photos you send us.

**VISITOR INFORMATION:** In December of 2009 the visitor’s center had 406 walk-ins.

**Lead Fulfillment and Distribution** –

- A total of 424 guides were distributed in response to internet leads, and ads placed by Corvallis Tourism and the Willamette Valley Visitors Association.
- Distribution of the destination guide to Corvallis lodging properties, event venues, restaurants, satellite stations and miscellaneous businesses in the community totaled 1,020 at fourteen distribution sites.



**GROUP SALES:** Corvallis Tourism is pleased to welcome Nia Ridley as Sales and Marketing Coordinator. Nia has over 20 years experience in sales, marketing and management in the hospitality and publishing fields. She also owns a horse ranch in Lebanon where she breeds rare Andalusian horses. She will be supporting Alex in our groups sales efforts, as well as re-establishing the Corvallis Sports Commission.

CEO Eric Kingstad and Sales Director Alex Doyle will be attending and exhibiting at the Society of Government Meeting Planners Annual Conference January 31-February 2 in Mount Hood, Oregon. In April Corvallis Tourism will be holding a sales mission luncheon in Salem, date to be determined. Corvallis Tourism is co-sponsoring the Meeting Planner Think Tank, an event put on by Meeting Professionals International on February 18 at the Oregon Convention Center. Also on February 18<sup>th</sup> we will be exhibiting at the Travel Portland Trade Show.

**STAKEHOLDER DEVELOPMENT:** Nia will be working on a new coupon program to help encourage conference attendees to patronize Corvallis retail shops and restaurants. Watch for more info soon! Melinda is working with the da Vinci Days film festival to strengthen their social media presence through facebook, twitter and flickr.

**New Members** – Please help us welcome our newest members!

Eugene Airport ~ For more information please visit [www.flyeug.com](http://www.flyeug.com)

Samaritan Health Services ~ For more information please visit [www.samhealth.org](http://www.samhealth.org)

For information on membership benefits please contact Christie at [christie@visitcorvallis.com](mailto:christie@visitcorvallis.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!

**Operational:** Corvallis Tourism will soon be implementing a new CRM database platform called Simpleview. Designed specifically for DMOs this system will integrate and streamline all communication, lead tracking and reporting. Implementation of the new database is expected to take ten to twelve weeks.

