

**Mark your Calendars:** May is Historic Preservation Month! To celebrate Benton County, City of Corvallis Historic Resources Commission and PreservationWORKS have put together several wonderful events throughout the month of May including a wide variety of guided historic walking tours! For a complete listing of the events please stop by the Corvallis Tourism visitor's center at 553 NW Harrison in Corvallis!

**WEB STATISTICS:** Visitcorvallis.com had 11,864 visitors last month compared to 11,255 in March of 2009. 11,190 visits were accessed from within the United States; primarily hailing from Oregon, California and Washington. Seventy-five percent of visits were from new users.



Photo by Mike Bergen

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

1. [oregonstate.edu](http://oregonstate.edu)
2. [ci.corvallis.or.us](http://ci.corvallis.or.us)
3. [osumu.org](http://osumu.org)
4. [oregonffaconvention.com](http://oregonffaconvention.com)
5. [calendar.oregonstate.edu](http://calendar.oregonstate.edu)
6. [el.com](http://el.com)
7. [en.wikipedia.org](http://en.wikipedia.org)
8. [oregonwinecountry.org](http://oregonwinecountry.org)
9. [townhouse.mfbiz.com](http://townhouse.mfbiz.com)
10. [images.google.com](http://images.google.com)

**PUBLIC RELATIONS:** Public Relations Manager Melinda Stewart was been working in conjunction with the City of Corvallis to provide [RelocateAmerica.com](http://RelocateAmerica.com) with content for Corvallis's listing in the top 100 cities to relocate! Corvallis was also ranked the sixth best city to recreate in the nation by *Relocate America*. She has also been working with *Where to Retire* Magazine on a story featuring Corvallis!

Travel Writer Katie Wood of *The Herald* and *50 Connect* from Scotland completed her tour of Corvallis in Mid-April enjoying a two night stay in Benton County with an Agritourism theme.

Melinda has also enjoyed giving a guest lecture on social media communications at the Public Relations Society of Americas' Salem Capitol Chapter Non-profit Workshop in Salem, Oregon.

**Social Media** –Corvallis Tourism's facebook presence has seen an increase of 208 friends and fans bringing the total number from to 5,981 to 6,189. Please note that some people may be both friends and fans of Corvallis and therefore there may be duplicates. Weekly e-blast for Corvallis events are going well. If you as a member would like to use this communication platform for your event, please contact Melinda at [Melinda@visitcorvallis.com](mailto:Melinda@visitcorvallis.com)

**VISITOR INFORMATION:** In March of 2010 the visitor's center had 798 walk-ins.

#### Lead Fulfillment and Distribution –

- Visitor Services Director Christie Weigel oversaw distribution of 659 guides in response to internet leads, and ads placed in Sunset Magazine by Corvallis Tourism and the Willamette Valley Visitors Association.
- A total of 425 destination guides were distributed to Corvallis lodging properties, event venues, restaurants, satellite stations and miscellaneous businesses in the community.
- A total of nine Relocation Box orders were fulfilled.

**The 2010-2011 Corvallis Visitor Guide has arrived and distribution has begun! Stop by the visitor's center for your copy!**

**GROUP SALES:**

Group sales has had a busy April submitting bids for a number of new groups as well as offering support and service to several returning groups with OSU Conference Services and local hotel partners.

CEO Eric Kingstad recently attended the Governors Conference on Tourism in Bend, Oregon. The Governors Conference is a great event with an abundance of qualified speakers, networking opportunities, and workshops on tourism marketing and the travel industry. There were nine other representatives from Corvallis attending the conference including three of our Corvallis Tourism board members!

Sales Director Nia Ridley is working in conjunction with the mayor's office to bid on the 2012 and 2013 Oregon Mayors Association conference. She is also working with Joan Wessell of the Downtown Corvallis Association to bid on the Oregon Main Street conference - already having successfully booked a regional meeting this fall with Main Street. Thank you for the referral, Joan!



Group Sales is also working in conjunction with Mysty Rusk and the Corvallis-Benton Chamber Coalition to pursue Oregon Economic Development Association (OEDA) and the Oregon Chamber of Commerce for meetings and conferences in 2011 and 2012. In both cases, these leads look promising. We are working with Parks and Recreation on the Corvallis Sports Commission and have received a referral to pursue a future conference for the Oregon Recreation and Park Association (ORPA).



In addition, the Sales Department has worked with both the Corvallis United Soccer Tournament and the Willamette Valley Volleyball Classic on their upcoming tournaments. Corvallis United Soccer had fallen off the radar and had been booking their hotels individually, spreading as far out as Salem, Albany and even Eugene. This summer, the bulk of these rooms are being captured in Corvallis!

Corvallis Tourism is also working with the Corvallis Knights to establish two new baseball tournaments in the coming years, one for youth and one for adults. Much discussion has been had on how to combine our efforts and fill up the town during the summer months. They will also be providing Corvallis Knights merchandise for sale in our lobby.

Last but not least, kudos to our staff members Christie and Melinda for their assists in pursuing the Oregon Welcome Center conference and the Pacific Northwest Key Club for future meetings!

Corvallis Tourism is working to use the "ambassador" approach to secure new group business for Corvallis. By utilizing community members and business associates to assist us in getting a foot in the door, it is the belief of Corvallis Tourism that our sales calls will be better received and our efforts will have a higher rate of return.

**Convention Services:** Corvallis Tourism and OSU Conference Services worked together this past month to provide support, Corvallis VIP cards, and welcome tables to the OSU Gerontology Conference also providing Corvallis VIP cards to the NW Women's Studies group and the American Society for Mechanical Engineers. In May, Corvallis Tourism will be providing welcome signs for OSU Moms during Mom's Weekend. The Sales Department and Visitor Services Department is also working with OSU Conference Services to create a schedule for 2010-2011 outlining all the incoming groups needing our support.

**Simpleview CRM update:** The Corvallis Tourism team went through two days of training on the new Simpleview CRM software program. Some of the great benefits that the community will receive from this program include comprehensive reporting on leads, service requests, and member/stakeholder referrals; member/stakeholder access to manage leads and listings; raised productivity for staff; improved efficiency on communications with customers and stakeholders; comprehensive tools for measuring Corvallis Tourism's impact on the community. We look forward to sharing more of our learnings and increased reporting over the next several months!

