



**Mark your Calendars: Rhapsody in the Vineyard** - Downtown Wine Walk will be held on March 13<sup>th</sup>, 2010 from 3:30 pm to 7 pm! Get to know your local wineries and downtown shops! For more information, visit [www.downtowncorvallis.org](http://www.downtowncorvallis.org)

**The da Vinci Days Film Festival** will be featuring 64 great films this year! The festival will be held March 12<sup>th</sup> through 14<sup>th</sup>, 2010! For more information visit [www.davincifilmfest.org](http://www.davincifilmfest.org)



**WEB STATISTICS:** Visitcorvallis.com had 10,201 visitors last month compared to 8,026 in January of 2009. 9,710 visits were accessed from within the United States; primarily hailing from Oregon, California and Washington. Seventy-eight percent of visits were from new users.

**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. [calendar.oregonstate.edu](http://calendar.oregonstate.edu)
5. [en.wikipedia.org](http://en.wikipedia.org)
6. [el.com](http://el.com)
7. [images.google.com](http://images.google.com)
8. [oregonwinecountry.org](http://oregonwinecountry.org)
9. [thebestlibrary.net](http://thebestlibrary.net)
10. [facebook.com](http://facebook.com)



47: Pappy's Dark Ale

I'm not a huge "houston based aged" fan, I like houston, and I like beer, and while I respect the mix, it's not some thing I seek out. But a few days before heading down to Corvallis to visit Block 15 and a few other breweries, I was told to bring growers, because February is "Houston Month" in the state. They were talking about houston, but the houston and corvallis locals sync well with the booze.



**PUBLIC RELATIONS:** In early February, Public Relations Manager Melinda Stewart hosted a FAM tour of Corvallis and Eugene for eight of the Pacific Northwest's most influential artisan beer bloggers and journalists. Beer Republic, The Oregonian and The Beer Goddess were a few of the publications represented on the tour. The writers toured Oregon Trail Brewery, Block 15 Brewery and the new Flat Tail Brewing. Media coverage from the tour is already being published online on sites such as 999 Beers and PortlandBeer.Org

**Social Media** –Corvallis Tourism's facebook presence has seen an increase of 198 friends and fans bringing the total number of friends and fans from 5,603 to 5,801. Please note that some people may be both friends and fans of Corvallis and therefore there may be duplicates.

**Callouts** – Corvallis Tourism is looking for aspiring photographers to donate their services to photograph some of Corvallis' premiere summer events! Free admission to events and photo credits will be given.

**VISITOR INFORMATION:** In January of 2010 the visitor's center had 513 walk-ins.

**Lead Fulfillment and Distribution –**

- A total of 845 guides were distributed in response to internet leads, previous ads placed by Corvallis Tourism and current ads placed by 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 315 at seven distribution sites.
- Relocation Box orders totaled five.
- 411 Table Tents were distributed to 37 sites.

**GROUP SALES:** Corvallis Tourism is pleased to announce a new program for conferences and events! The Corvallis VIP Card! Conference attendees will receive a VIP card with a unique URL guiding them to the Corvallis VIP Map which will be accessible both from a laptop and from smart phones! Participating businesses will offer discounts and specials for VIP card holders. A mock up of the VIP map is shown at right. For more information please contact Nia at [nia@visitcorvallis.com](mailto:nia@visitcorvallis.com)



- Corvallis Tourism was represented at the SGMP Trade Show and Annual Conference held at Resort at the Mountain January 31st through February 2nd interfacing with over 50 government meeting planners.
- The sales department is providing convention services for Future Farmers of America for their upcoming three day Annual State conference being held at OSU March 19th through 22nd. The sales team is also working to secure the conference to return to Corvallis in 2013! 2,500 people and approximately 1,500 room nights will be generated in Corvallis and Albany.
- A calendar of group sales events and tradeshow has been established including such events as a Meeting Planner Think Tank on February 18th in Portland, the MPI Cascadia Conference March 7th through 9th in Tulalip Washington and an April Sales Mission in Salem!

**Operational:** Implementation of the Simpleview CRM database is underway and should be completed by March. Simpleview will enhance communication, tracking and reporting capabilities.

The Corvallis Destination Guide redesign is moving forward and is on track to be printed and delivered by April!

The cosmetic redesign of VisitCorvallis.Com is complete. Some modifications include adding location elements, larger navigational bars, more contemporary color scheme and font!

**Congratulations to Oregon State University for their Ocean Power Technologies coverage in Sunset Magazine's 20 Best Towns of the Future! The article appeared in the March 2010 issue!**