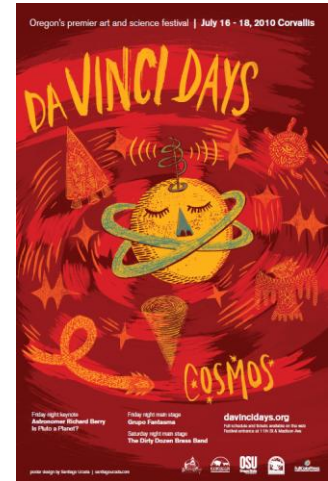




Mark your Calendars: The Red White & Blue Riverfront Festival is almost here! Come celebrate the nation's birthday on July 3rd and 4th on the banks of the beautiful Willamette River in Downtown Corvallis! Bring your family and friends and enjoy this free fun-filled, family Festival featuring live music throughout, a delightful array of food vendors, colorful crafts booths, children's activities, and Oregon wines and microbrews.



The da Vinci Days Festival will be July 16th-18th! Don't miss this da Vinci-style weekend at the crossroads of art, science, and technology. There's music, entertainment, creative contests, exhibits, and hands-on activities for all ages.

WEB STATISTICS: Visitcorvallis.com had 12,072 visitors last month compared to 10,417 in May of 2009. 9,857 visits were accessed from within the United States; primarily hailing from Oregon, California and Washington. Seventy-five 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
2. ci.corvallis.or.us
3. calendar.oregonstate.edu
4. bentonculture.org
5. oregonwinecountry.org
6. el.com
7. google.com
8. en.wikipedia.org
9. food.oregonstate.edu
10. housingnorthwest.org

PUBLIC RELATIONS: Public Relations Manager Melinda Stewart is now enjoying half-time status which was granted by CEO Eric Kingstad in early June!

Eric attended the Oregon Destination Marketing Organization conference in Grants Pass where Melinda presented on the effective use of social media. Corvallis is currently the third most popular Oregon destination on facebook. Eric also attended the quarterly Board meeting for the Oregon Tourism Commission also held in Grants Pass.

Social Media –Corvallis Tourism’s facebook presence has seen an increase of 118 friends and fans bringing the total number up to 6,392. Three hundred and ninety-six individuals are both friends and fans. 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

It is official! The musical group OK Go will be visiting Corvallis to film their next music video this summer! Melinda has arranged for OK GO to do a music video screening and question and answer session in conjunction with the da Vinci Days Festival! More details on this great event soon!



Festival and Leisure Travel Update: Corvallis Tourism is coordinating a cooperative marketing campaign with the five summer and fall signature festivals and events with a heavy emphasis towards online ad placement. We are working with Oregonlive.com as well as Travel Oregon to heighten awareness in the Portland market and with out of town visitors. The festivals will continue to be supported as always by a presence on VisitCorvallis.com, various social media platforms, and Corvallis Style e-blasts!

CEO Eric Kingstad has been appointed to serve as the President of the Willamette Valley Visitors Association next year! This opportunity will serve Corvallis well as we leverage our regional investment with WVVA and Travel Oregon to increase exposure to leisure markets. Eric hopes to achieve several goals as WVVA's new president including cooperative marketing campaigns between the wine and travel industries.

VISITOR INFORMATION: In May of 2010 the visitor's center had 837 walk-ins.

Lead Fulfillment and Distribution –

- Visitor Services Director Christie Weigel oversaw distribution of 706 guides in response to internet leads, and ads placed in Sunset Magazine by Corvallis Tourism and the Willamette Valley Visitors Association.
- A total of 360 destination guides were distributed to Corvallis lodging properties, event venues, restaurants, satellite stations and miscellaneous businesses in the community.
- A total of five Relocation Box orders were fulfilled.
- A total of 414 Table Tents were distributed to 39 sites in the community.

GROUP SALES: Director of Sales Nia Ridley has been working with Terry Liskevych and Cody March from OSU Volleyball to facilitate their hotel contracts for 2011. Corvallis Tourism was able to bring additional hotels onboard and help coordinate their rebate program to boost their revenues. OSU Volleyball is also looking at the possibility of adding another tournament on President's Day in 2011 and have asked Corvallis Tourism to handle all of their hotel requirements from this point forward. For 2012, they have requested that the sales team handle all of their hotel contracts and come up with a central housing program to funnel all tournament participants through our system and more accurately track their numbers and rebates. Nia and Eric observed a demo of a popular housing program and are working with Cody and Terry to determine if this program would work for the tournaments. If so, the program could also be utilized for other city-wide tournaments and groups in the future!

The sales department met with OSU Gymnastics regarding the NCAA Regionals in 2011 and will continue to offer support where needed for that event.

Nia is also working on several other group leads, including an attempt to recapture a military reunion which was lost for 2010 (96th Infantry Division Deadeye Association Reunion), and support for the Association of International Educators conference in October, the CHS Class of '61 50-year reunion, and several other groups.

Corvallis Tourism will be a sponsor for the Disney Institute- a one day management training program coming to Corvallis in September courtesy of Linn-Benton Community College. Plans are underway to incorporate the promotion of this event into the "Q" Care Training program that Corvallis Tourism will be promoting this fall. We will have two registrations for the Disney Institute to give away as part of a raffle for participants in the "Q" program!