

Mark your Calendars: April 17th kicks off the outdoor market season with the **Corvallis Farmers' Market** and the **Corvallis Artisans Market!** The Farmers' Market will run Saturdays, 9 am to 1 pm from April 17th through November 20th. Both markets are located at 1st and Monroe on the Downtown Corvallis Riverfront! A Wednesday Farmers Market is also located on the riverfront on 2nd and B St. The Wednesday market will begin April 21st and run 3 pm to 7 pm until October 6th and 3 pm to 6 pm through November 24th. For more information check out www.locallygrown.org and www.corvallisartisansmarket.com



Corvallis Farmers Market by Dave Bassett

WEB STATISTICS: Visitcorvallis.com had 9,665 visitors last month compared to 7,873 in February of 2009. 9,192 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. osumu.org
4. calendar.oregonstate.edu
5. en.wikipedia.org
6. images.google.com
7. el.com
8. oregonwinecountry.org
9. traveloregon.com
10. oregonffaconvention.com



The Arts Center in Corvallis by Erik Lubbock

PUBLIC RELATIONS: Public Relations Manager Melinda Stewart was been working in conjunction with the Willamette Valley Visitors Association to create an art themed wine trail for Benton County. This project is still in the development stage and has received a great response from local photographers and artists.

Corvallis Tourism is pleased to announce that travel writer Katie Wood of 50 Connect will be visiting from Scotland for a tour of the Willamette Valley in April 2010. Katie specifically requested a few days in the Corvallis area and Melinda has worked to coordinate a

detailed itinerary based on Katie's interests.

Melinda has also enjoyed giving a guest lecture on social media to the Small Business Management Program at Linn-Benton Community College and will be giving another lecture at the non-profit development workshop hosted by the Public Relations Society of America in Salem next month.

Social Media –Corvallis Tourism's facebook presence has seen an increase of 180 friends and fans bringing the total number from 5,801 to 5,981. 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

VISITOR INFORMATION: In February of 2010 the visitor's center had 518 walk-ins.

Lead Fulfillment and Distribution –

- Visitor Services Director Christie Weigel oversaw distribution of 664 guides 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 585 at thirteen distribution sites.
- Relocation Box orders totaled eight.

The 2010-2011 Corvallis Visitor Guide will be delivered and ready for distribution on April 1st. We are very proud of the work our staff did on this piece and look forward to seeing the official visitor guide in more locations this year!

GROUP SALES: The Corvallis VIP program is well underway but there is still time to sign up for the free trial period running now through June 30th! Visit www.corvallisvip.com to get a sneak peak or contact Nia Ridley for more information at nia@visitcorvallis.com

Corvallis Tourism along with OSU Conference Services, the Hilton Garden Inn, the Holiday Inn, and the Salbasgeon Suites have bid on the highly prestigious Oregon Governors Conference on Tourism for 2011 or 2012. This is an esteemed group of tourism professionals who will bring a great deal of focus to our community. This group represents five-hundred and eighty group room nights.



CEO Eric Kingstad and Director of Sales Alex Doyle attended the MPI Cascadia Conference in Tulalip Washington March 7-9 and connected with over a hundred meeting planners from the Pacific Northwest. Eric will also be attending the Governors Conference on Tourism April 11th-13th in Bend.

Convention Services: Corvallis Tourism is pleased to have provided support and welcome services to the NWPBIS group at Oregon State University as well as the Oregon High School FFA conference in March. We plan to continue providing these services for more OSU conferences as well as other events that impact our city, including Mom's and Dad's Weekends at OSU.