

Mark your Calendars: **Memorial Day Weekend Wine Tours** are coming up on May 29th-31st! Bring your families and join the wineries of Benton County as they kickoff the summer wine tasting season with the annual Memorial Day Weekend wine tour. For more information visit www.bentoncountywineries.com

Chintimini Chamber Music Festival is built around performers who grew up in the Willamette Valley and are now pursuing concert careers in classical music. There are at least 11 such artists living in the US and Europe, playing in symphonies, operas, chamber orchestras, and touring ensembles, and auditioning for new opportunities. Concerts run June 18th – 27nd. For more information visit www.chintimini.org

WEB STATISTICS: Visitcorvallis.com had 11,441 visitors last month compared to 10,807 in April of 2009. 10,872 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. osumu.org
3. ci.corvallis.or.us
4. calendar.oregonstate.edu
5. oregonwinecountry.org
6. en.wikipedia.org
7. bentonculture.org
8. el.com
9. thebestlibrary.net
10. food.oregonstate.edu

PUBLIC RELATIONS: Public Relations Manager Melinda Stewart worked with *Meetings West Magazine* to provide them with information on conference and meetings facilities and outdoor recreation in the Corvallis-Benton County Area. She also worked with the Willamette Valley Visitors Association on a pitch for *Wine and Jazz Magazine*.

A high profile musical group has selected Corvallis as the venue to film its next music video and Melinda has been providing support in finding appropriate lodging and venue for the filming of the video.

Melinda will also be giving a guest lecture on the use of social media in promoting destinations to the Oregon Destination Marketing Organization (ODMO) in early June.

Social Media – Corvallis Tourism’s facebook presence has seen an increase of eighty-five friends and fans bringing the total number from 6,189 to 6,274. Ninety-nine people are both friends and fans on facebook.

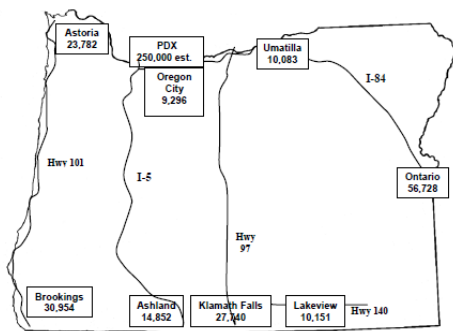
Weekly e-blast for Corvallis events are going well generating over six-hundred click- thrus in the month of April. If you as a member would like to use this communication platform for your event, please contact Melinda at Melinda@visitcorvallis.com

VISITOR INFORMATION: In April of 2010 the visitor's center had 839 walk-ins.

Lead Fulfillment and Distribution –

- Visitor Services Director Christie Weigel oversaw distribution of 717 guides in response to internet leads, and ads placed in Sunset Magazine by Corvallis Tourism and the Willamette Valley Visitors Association.
- A total of 630 destination guides were distributed to twenty-eight Corvallis lodging properties, event venues, restaurants, satellite stations and miscellaneous businesses in the community.
- A total of eight Relocation Box orders were fulfilled.
- A total of 400 Event Table Tents were distributed to thirty-one sites

Oregon Welcome Center Locations and Visitor Counts



We are pleased to announce that Corvallis Tourism Destination Guides will soon be in distribution at the Portland International Airport. Guides are currently distributed at Oregon Welcome Center locations (seen here at left) and will now include its newest location in PDX.

The Corvallis Tourism Visitor's Center is happy to welcome two new volunteers to our staff! Nancy Raskauskas of *the Entertainer* was recruited through facebook and Gary Johnson was a referral from Donna Williams – Thank you Donna!

GROUP SALES: Eric attended the Society of Government Meeting Planners and the Meeting Professional International meetings in Portland earlier this month. Over 50 planners were in attendance at each event, and we continue to get positive feedback about Corvallis as a potential and attractive meeting destination. We are working with MPI and Oregon Society of Association Management in hopes of bringing a Spring 2011 Roadshow meeting to Corvallis in April of next year.

Nia Ridley, Director of Sales has been busy entering information into our new CRM program. She also sent out leads this month for: 2011 Oregon Welcome Center conference, 2011 Oregon State Grange (definite), 2011 Oregon Fairs Association Conference, 2011 Society of Women Engineers (definite), and 2011 Oregon Department of Fish and Wildlife (lost). We are also working with the Corvallis Knights to bring the 2011 West Coast League All Star Game to Corvallis.



Simpleview CRM update: Implementation of the Simpleview CRM system is in full swing. Training for our hotel partners and other members who will need access to manage their listings and respond to leads will take place over the summer months.