

# Quarterly Report

## Q3 2015



Experience Grants Pass



Executive Summary

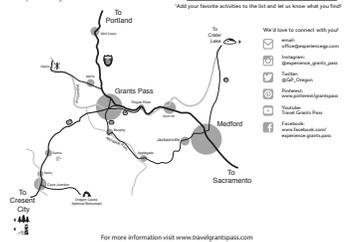
In early July, the City Council agreed to place the City Branding Project on hold to allow the newly initiated City of Grants Pass and Josephine County Joint Economic Development Strategic Plan to mature before final decisions of branding were complete. It was determined that it would be best that both efforts were in-sync to set a clear direction for branding. With that development, Experience Grants Pass moved forward with the Tourism Marketing & Strategic Plan for 2015 - 2017 with the idea of working with the new strategy minus any new visual brand identity. In August we introduced the new City of Grants Pass 30 page rack card Visitors Guide. The new format of the guide has been well received with users finding it to be a handy comprehensive overview of Grants Pass. We also created a new version of the popular city map. The new map features the area wine regions and a back page listing with fifty things to do in the Grants Pass area.

The third quarter is a very busy season with many events and local attractions that attract visitors. The weather was generally good but on the hotter side. Regional fires did have an impact this year as they started to have an impact by the end of August.



**50+ THINGS TO DO IN & AROUND GRANTS PASS**

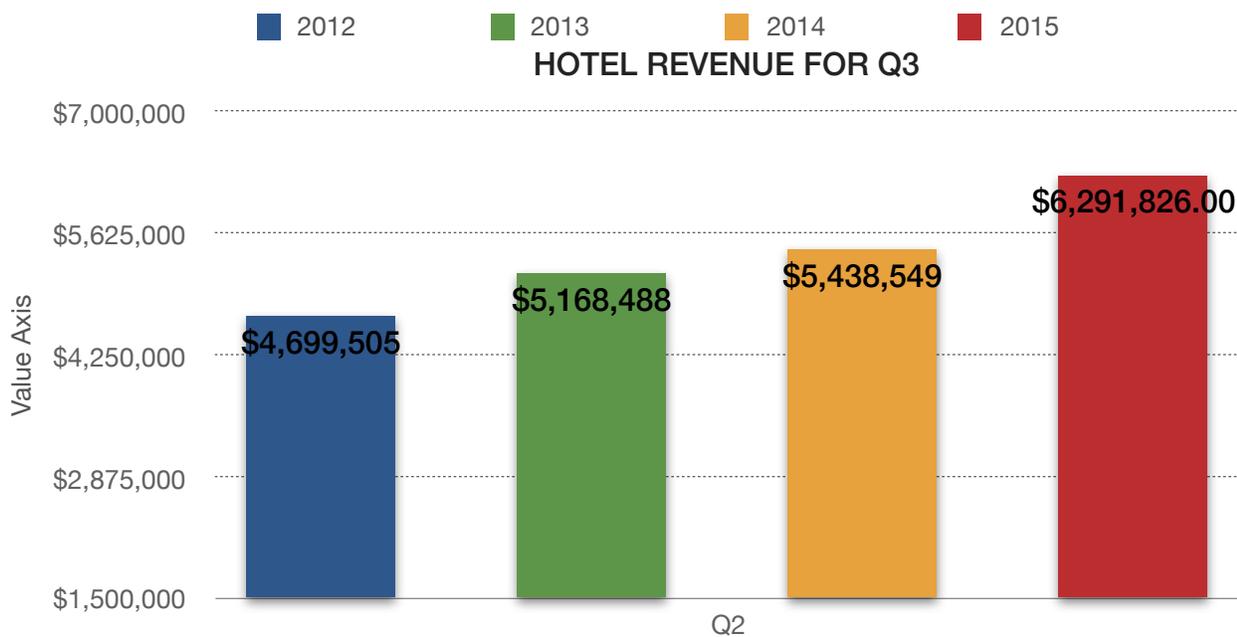
1. Take a thrilling ride on the Helgate ziplines
2. Pick up fresh produce and handmade items at the Grants Market
3. Get the latest insight on our river, rock and trails in glass floating downriver
4. Learn about the history of Grants Pass and Josephine County at the Old Mill House
5. Catch a show at the historic Reggie Theatre
6. See our most beautiful annual celebration at the Wildfire Festival
7. Take in the views along the Applegate Wine Trail
8. Take in the views at the Grants Pass Museum of Art
9. Shop the unique stores downtown for products you can't find elsewhere
10. Bath the Wild & Scenic Rogue River with one of our many experienced guides and raftlines
11. Enjoy some delicious food at the Rogue Creamery from 100% local milk
12. Jump off a rock into whitewater rapids at Stone Boat
13. Take your own tour to see the beautiful Rogue Falls
14. Visit the original Dutch Boy Stand that started it all at the Dutch Boy Stand Co.
15. Enjoy a scenic hike along the Rogue River when they're in season
16. Choose a happy hour with a view at the Lowville Park
17. Choose a happy hour with a view at the Grants Pass
18. Enjoy a local of grapes at the historic Wood Georgia Popcorn Harvest
19. Make the most of nature at the edge of Grants Lake
20. Explore Old Oregon Caves National Monument
21. See Salmon spawning along the Rogue River in September and October
22. Challenge your mind at the Oregon Verbs Game of Mystery
23. See off at one of our beautiful Golf Courses
24. Choose an ice creamery or more artisanal food to take or bake at Cathedral Hills
25. Enjoy a river with a beautiful view at one of our river-side camps
26. Experience the legendary Rogue River from above in your own way on the Redwood Bridge at Redwood Park
27. Take a short drive to homes in the country south of town along the Rogue
28. Experience live music, art food shopping and deals at our monthly First Friday Live event
29. Enjoy a night on the town at the historic art of our Taverns
30. Enjoy the view of a downtown canyon
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Hotel revenues continue to increase into the third quarter. Earlier in the year we saw a 15.9% increase in hotel revenues and in third quarter we have another 15.7% increase in room revenue over the same period last year.

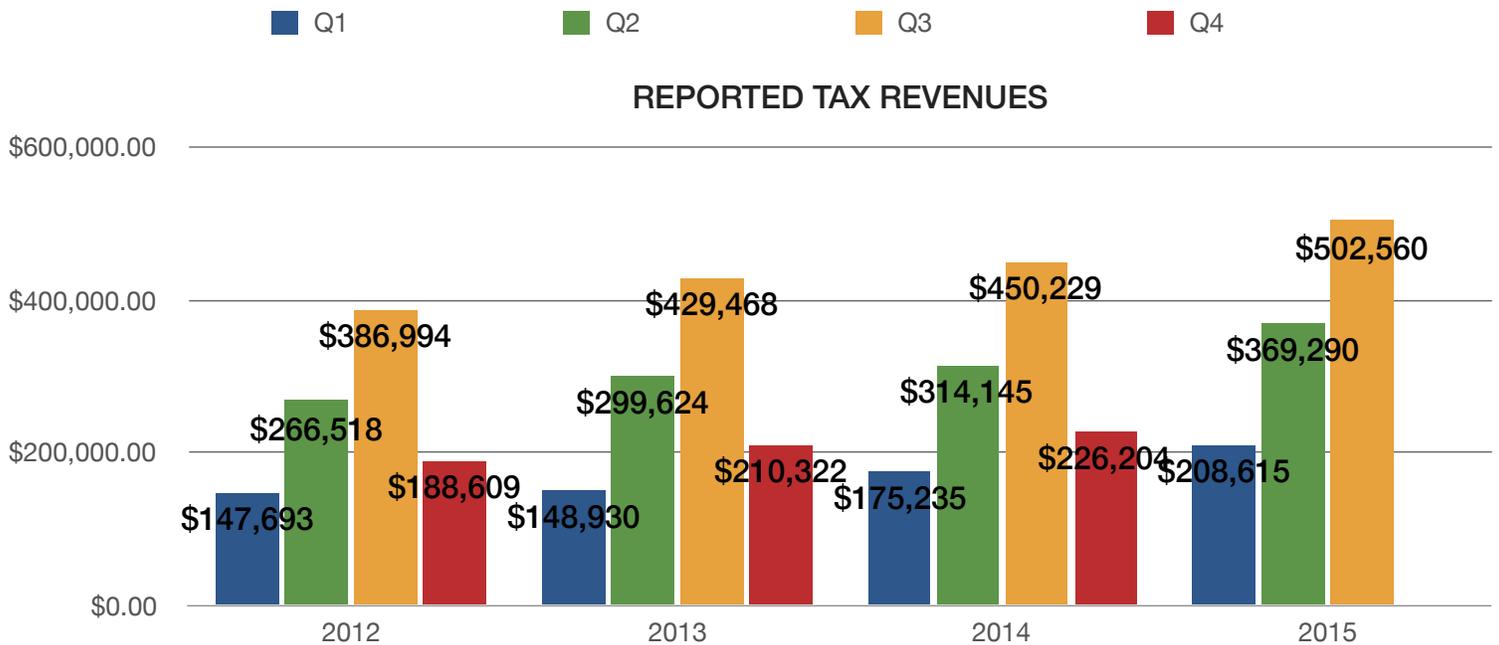
With Q3 being our peak season, key hotels were at capacity with many reporting being at near or full capacity during the peak week days and weekends. It was a good and strong season until the fires and smoke causing a distribution in mid-to-late August. Hellgate Jetboats had to cut short their run due to low water levels. Despite all of that, it was a good quarter.



## GRANTS PASS TOURISM

### Transient Room Tax

Period Covered	Net Reported*	Yearly Change	Average Daily Rate	Tax Rate
January 1, 2013 to March 31, 2013	\$148,930.13	0.84%	\$62.49	9%
April 1, 2013 to June 30, 2013	\$299,624.18	12.42%	\$74.51	9%
July 1, 2013 to September 30, 2013	\$429,468.54	10.98%	\$81.51	9%
October 1, 2013 to December 31, 2013	\$210,322.00	11.51%	\$68.85	9%
January 1, 2014 to March 31, 2014	\$175,235.93	17.66%	\$65.52	9%
April 1, 2014 to June 30, 2014	\$314,145.58	4.85%	\$78.23	9%
July 1, 2014 to September 30, 2014	\$450,229.84	4.83%	\$83.36	9%
October 1, 2014 to December 31, 2014	\$226,204.53	7.55%	\$68.09	9%
January 1, 2015 to March 31, 2015	\$208,615.41	19.05%	\$66.17	9%
April 1, 2015 to June 30, 2015	\$369,289.77	17.55%	\$83.81	9%
July 1, 2015 to September 30, 2015	\$502,560.13	11.62%	\$98.74	9%



### July 2015 Activity Highlights

#### Tourism Marketing & Promotion

- Branding Project
  - Recommended a pause to sync with GP/JOCO Economic Development Strategic Plan
- Launch of new Travel Grants Pass website - July 8
- Research on Hospitality Training Programs
- Continued database for Travel & Passport sites
- Art Along the Rogue production & meetings
- Hotel Surveys, data collection
- Brochure design and data cross-checking
- New poster for Yreka/Weed stop
- Alaska Airlines Magazine - Bearfest article
- Magazine meetings and evaluations
  - Ad design and placement - Travel NW Sept/Oct 1859 & Good Sam
- First Friday Live website rework and photos
  - Website, performers & photos
- Work with Hospitality Group - meeting
- New brochure project - data confirmations
- Revise Tourism Marketing & Strategic Plan 2015 - 2017
- Brochure distribution
- Newsletter article for Chamber Newsletter
- On-going database development of tourism itineraries, features and offerings for new websites
- On-going - Experience Grants Pass Facebook & Instagram
- Started Twitter account & revive Pinterest accounts

#### Downtown Services

- On-going collection of city data; recreation & services
- Daily operations of Downtown Welcome Center
- Invited all DT merchants to Sales Tax Meeting

Open 48 hours per week  
735 walk-in visitors  
87 telephone calls  
54 direct business contacts



## Aug 2015 Activity Highlights

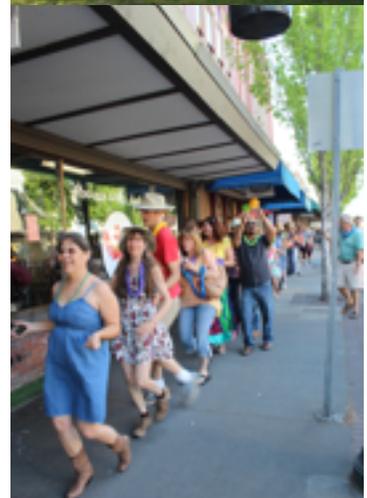
### Tourism Marketing & Promotion

- Council presentations
  - Quarterly and Annual Reports.
  - Tourism Marketing & Strategic Plan
- New brochure project- finalize design, proofs and print.
- Art Along the Rogue pre-production
- Complete design, print and distribution of tear-off map.
- Rotary Meeting - Todd Davidson, Travel Oregon
- Hotel Surveys and data project
- Channel Ten news - story of smoke and effects
- Billboard vendor meetings
- Redwood Empire, project meeting with Mendocino
- FAM Tour - China visitors and Travel Oregon
- Publish & distribute Downtown Newsletter
- Meetings with Ford Foundation Gateway Sign project
- Grants Pass Hospitality Group meeting
- Events Calendar updates & refinements
- Monthly Chamber newsletter article - AATR
- Ongoing photo library
- Calls to magazine - ads and editorial discussions
- Hoteliers Group Meeting
- Meeting with State, proposal for hospitality training
- Various events ad creation: FFL, Parade & AATR
- First Friday Live: performers, merchants
- Daily operation of social media accounts
- Brochure distribution
- TravelGrantsPass website updates

### Downtown Services

- On-going collection of city data; recreation & services
- Daily operations of Downtown Welcome Center

Open 48 hours per week  
617 walk-in visitors  
52 telephone calls  
43 direct business contacts



## September 2015 Activity Highlights

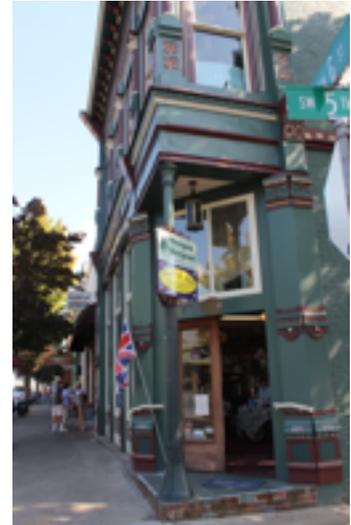
### Tourism Marketing & Promotion

- Art Along the Rogue pre production
  - Sponsorships, scheduling, design & printing
  - New layout permits & logistics
- AATR tv spots creation and scheduling
- AATR website updates
- Email marketing research and program development.
- Hotel surveys and data - wrap-up
- Welcome Center remodel planing meetings
- Ride the Rogue visitor's packets
- Ford Foundation Welcome Sign meetings
- Hoteliers group meeting
- Statewide Tax Accountants Group Meeting - Gift
- Photo Library, pics editing and logging
- Rogue Allure content development - video B-roll
- Assistant City Managers meetings
- Meeting with 1859
- First Friday Live - September website updates
- Brochure & Map distribution
- Events Calendar updates
- Daily Facebook & Instagram updates

### Downtown Services/Welcome Center

- Daily operations of Downtown Welcome Center
- Merchant coordination for FFL & entertainment

Open 48 hours per week  
419 walk-in visitors  
48 telephone calls  
68 direct business contacts



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## GRANTS PASS TOURISM

### WWW.TRAVELGRANTSPASS.COM

July 8th marks the debut of the new TravelGrantsPass.com website. This much needed update to the City's tourism site has been very well received. The new site addressed the major feedback from users with a desire for easier navigation. The site is designed to be easily navigated at home as well as on mobile devices while navigating the region.

The site features all that the region has to offer; a feature-rich events calendar and a trip builder feature that allows users to build their own itinerary.

With the new site, we now have good, reliable statistics and analytics compiled from the sites server. Understanding that these analytics are generated from a different source than our data collected in the years past, we are seeing significant growth in activity on the site. This is very encouraging, yet there is much work to do to increase more traffic to the site.

in Q3 2015, the site generated 10,261 visits which is a 42% increase over the same period last year. Here is a breakdown of the analytics:

10,261 visits

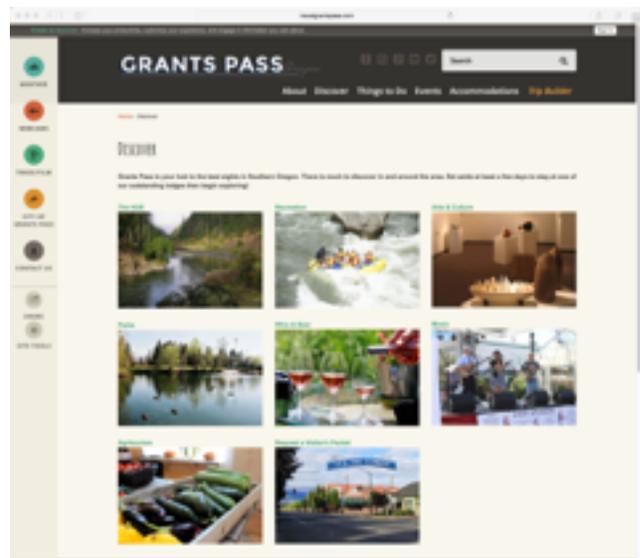
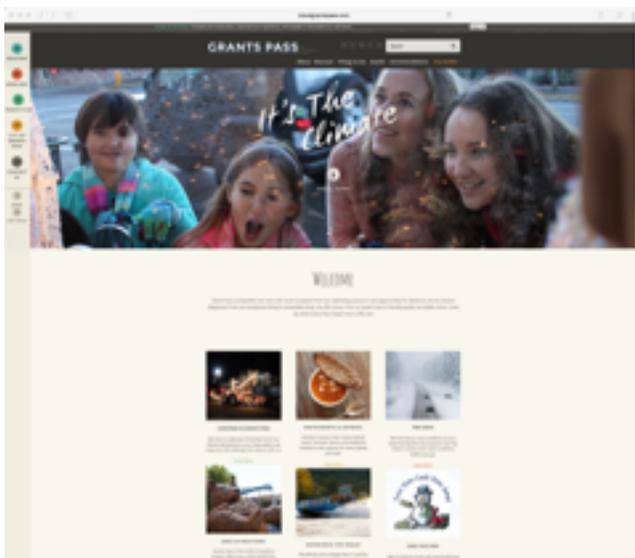
30,742 page views

3.9 minutes adv. duration

23,680 unique page/views

471 total searches

2,561 downloads

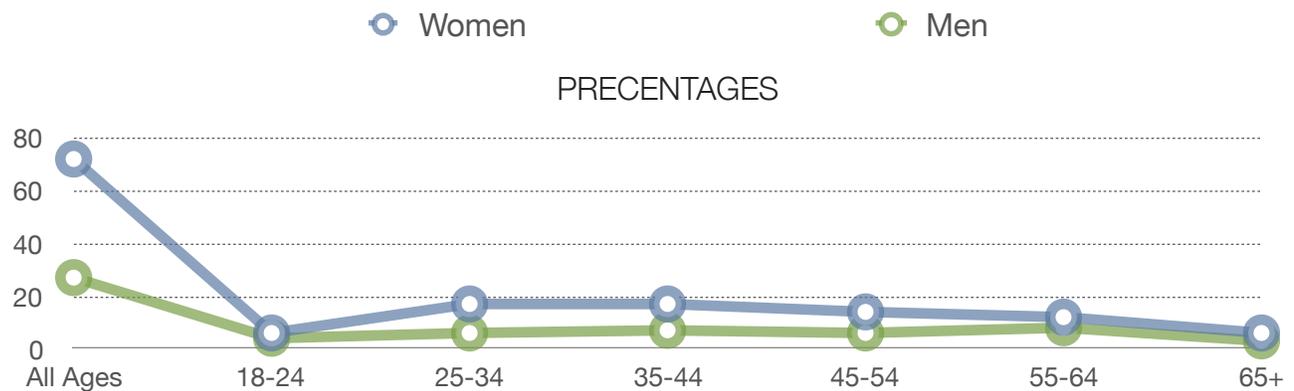
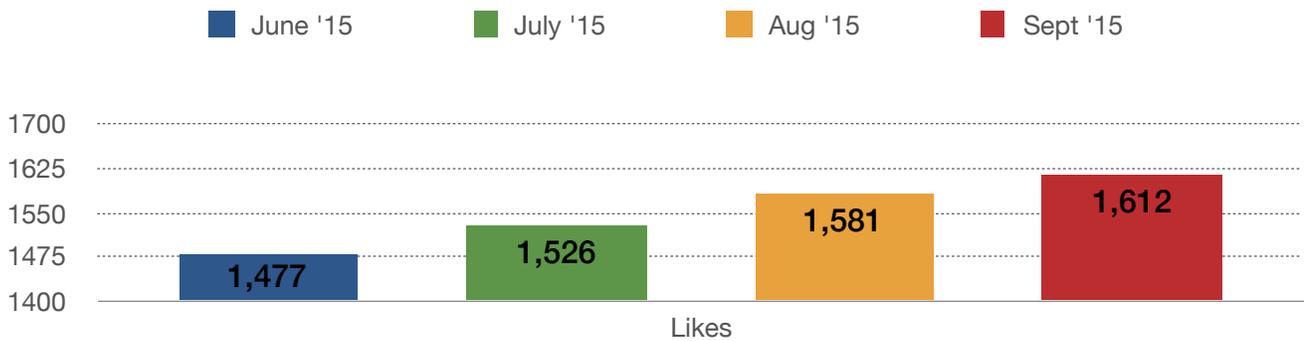


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## GRANTS PASS TOURISM

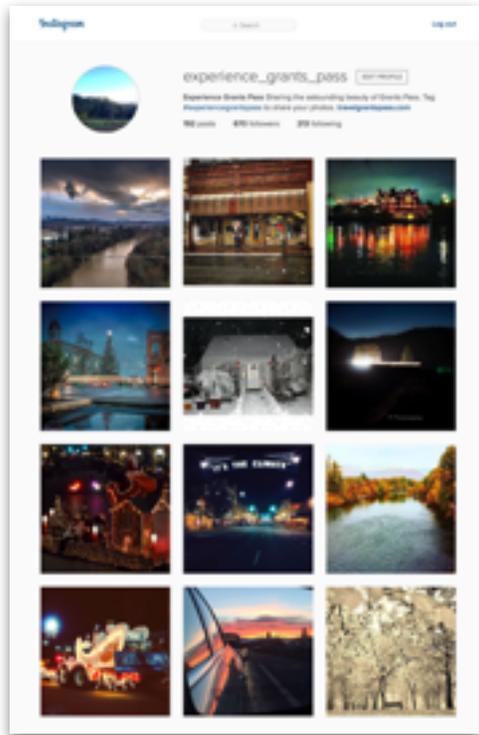
### Facebook

Our Facebook page continues to be an important part of our digital strategy during this time of website transition. Our goal is to build a strong online community and build a platform for positive messaging. This platform is a great base for immediate contact and for continued image building. We experienced a constant and steady growth in our reach during Q2 2015.



### Instagram

We have good activity and the account is known for great pictures of Grants Pass. Followers at the end of June 2015 - 520 .



Instagram

Pinterest



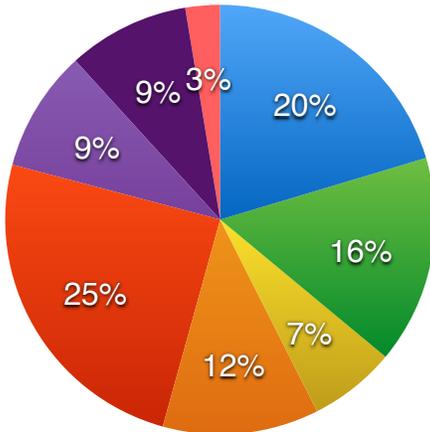
Twitter



# Hotel Surveys

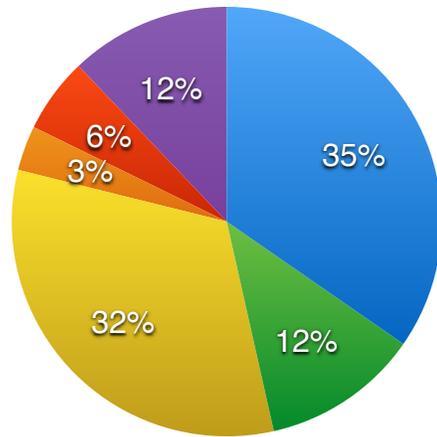
Working with several of the local hotels, we have conducted surveys of guests. We will conduct in four month increments, two times a year. Current statistics yielded the following results:

- Highway Travel
- Business
- Adventure
- Jet Boats
- Visiting Family
- Event
- Vacation
- Visiting Friends



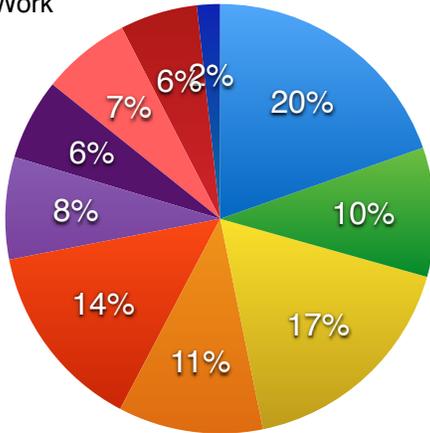
Reason In Grants Pass

- Oregon
- Nevada
- Washington
- Arizona
- California
- All Others



Visiting From

- Dining
- Shopping
- Hiking
- Work
- Visiting
- Sightseeing
- Breweries
- Jet Boats
- Wineries
- Rafting



Do While in Grants Pass