



**TRAVEL GRANTS PASS**

*Quarterly Report*

**Q1 2016**

## Executive Summary

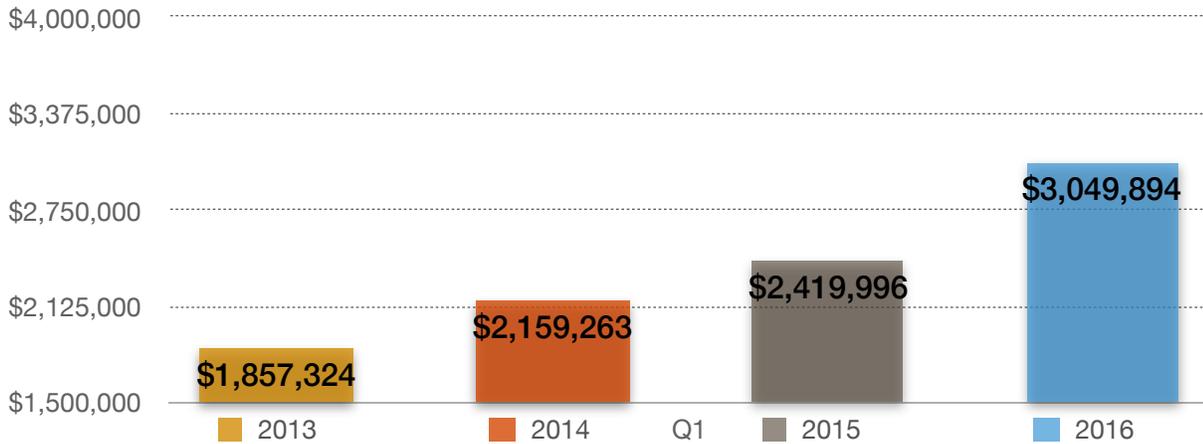
### Q1 2016

The first quarter of 2016 finished strong with hotel revenues up 26% over the same period last year. This is the second quarter in a row with a 26% increase. This revenue increase led to a 13.6 percent increase in tax dollars generated for Grants Pass. This trend is nice to see particularly during our shoulder season. These healthy numbers are a good indicator of our steady growth in tourism. Hotels have reported good steady business and are optimistic about 2016.

The City of Grants Pass Branding Project was in full swing during this quarter, with the goal to complete in April. On April 6th, the City Council adopted the new City Branding Strategy centered around the “Live Rogue” tagline. Now adopted, the goal is to get the new brand implemented as soon as possible ahead of the start of tourist season in late May. As part of the program, a new wayfinding program will be introduced in phase one. The project is just about wrapped up with initial signs expected to be installed by the end of May. A new full size Visitor’s Guide is also being produced and will be distributed to metropolitan and key Visitors Centers in Oregon and neighboring States. This new guide is design to be primarily an “image piece” for the City and a compliment to the current “rack-card sized” guide. Our new hospitality training program, *Grants Pass Visitor Journey A2D*, will debut at the end of May. This program is designed to be an effective and practical way to train the “frontline” employees in town that work with our tourist population. It will be free to employees of local businesses that provide service to tourists, available year-round and at their convenience. Once the course is completed, they will receive a certificate and be eligible to go on to participate in a once-a-quarter “field trip” around the city. The idea is to train these important individuals in great customer service skills as well as educate them to be ambassadors of Grants Pass.

## TRAVEL GRANTS PASS

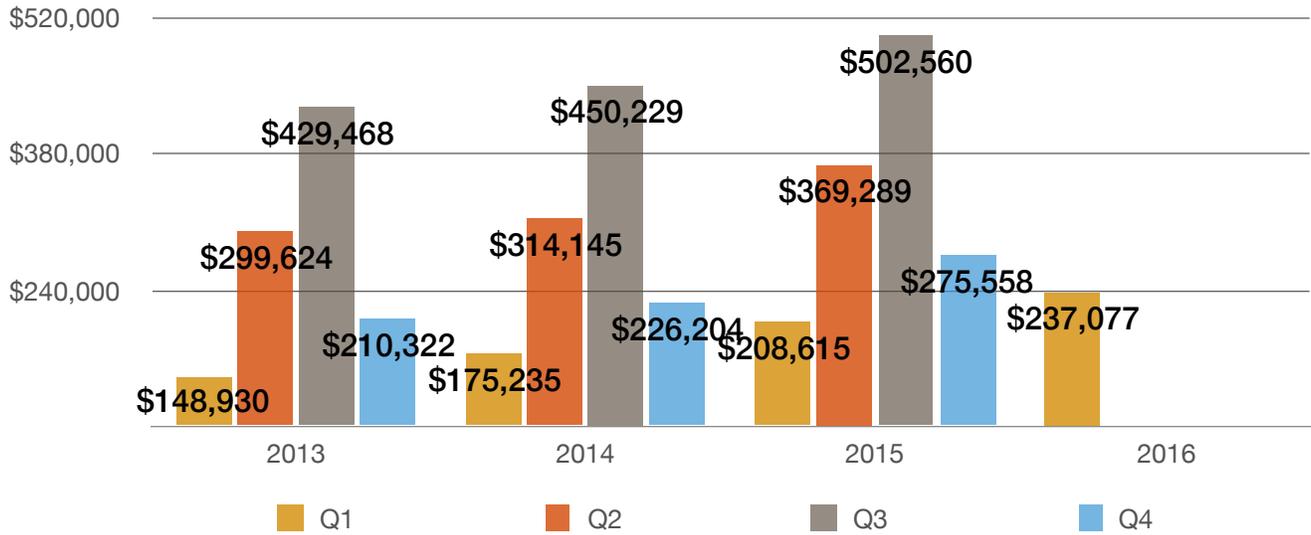
### Q1 2016 HOTEL REVENUE



QTR	Occupancy		Room Rate		Rev Par		Room Supply		Room Demand		Room Revenue		
	Ending	Year	% Chg	Year	% Chg	Year	% Chg	Year	% Chg	Year	% Chg	Year	% Chg
	3/31/2013	31.8%	0.2%	\$62.49	2.3%	\$19.90	2.5%	93,330	-3.9%	29,724	-3.7%	\$1,857,324	-1.5%
	6/30/2013	51.5%	11.7%	\$74.51	2.0%	\$38.39	14.0%	94,421	-2.8%	48,646	8.7%	\$3,624,763	10.9%
	9/30/2013	66.7%	10.8%	\$81.51	2.5%	\$54.33	13.5%	95,128	-3.1%	63,410	7.3%	\$5,168,488	10.0%
	12/31/2013	39.4%	5.4%	\$68.85	6.1%	\$27.14	11.9%	94,116	-1.2%	37,097	4.2%	\$2,554,287	10.6%
	3/31/2014	36.9%	15.9%	\$65.52	4.9%	\$24.16	21.4%	89,370	-4.2%	32,955	10.9%	\$2,159,263	16.3%
	6/30/2014	52.6%	2.1%	\$78.23	5.0%	\$41.18	7.3%	93,033	-1.5%	48,973	0.7%	\$3,830,986	5.7%
	9/30/2014	69.5%	4.2%	\$83.36	2.3%	\$57.90	6.6%	93,932	-1.3%	65,243	2.9%	\$5,438,549	5.2%
	12/31/2014	43.2%	9.6%	\$68.09	-1.1%	\$29.43	8.4%	93,932	-0.2%	40,603	9.5%	\$2,764,607	8.2%
	3/31/2015	39.7%	7.6%	\$66.17	1.0%	\$26.26	8.7%	92,148	3.1%	36,574	11.0%	\$2,419,996	12.1%
	6/30/2015	56.9%	8.1%	\$83.81	7.1%	\$47.65	15.7%	93,184	0.2%	52,981	8.2%	\$4,440,214	15.9%
	9/30/2015	68.1%	-2.0%	\$98.74	18.5%	\$67.26	16.2%	93,540	-0.4%	63,723	-2.3%	\$6,291,826	15.7%
	12/31/2015	44.7%	3.5%	\$83.33	22.4%	\$37.24	26.5%	93,540	-0.4%	41,683	2.7%	\$3,488,600	26.2%
	3/31/2016	41.4%	5.08%	\$83.01	25.4%	\$32.86	25.1%	92,820	0.7%	36,742	0.5%	\$3,049,894	26%

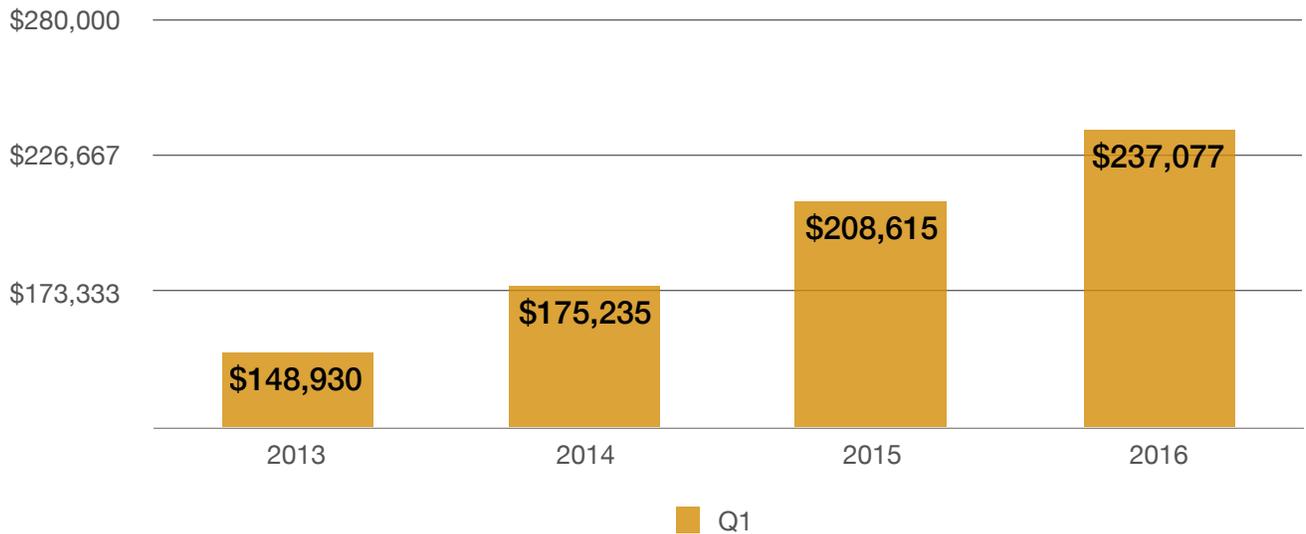
**TRAVEL GRANTS PASS**

**REPORTED TAX REVENUES PAID TO CITY (ANNUAL)**



**Q4 2015 Tax Revenue up 21.82% over 2014**

**REPORTED TAX REVENUES PAID TO CITY (Q1 2016 ONLY)**



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**TRAVEL GRANTS PASS****City of GP 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%
October 1 2015 to December 31 2015	\$275,558.99	21.82%	\$83.33	9%
January 1, 2016 to March 31, 2016	\$237,077.88	13.64%	\$79.36	9%

## January 2016 Activity Highlights

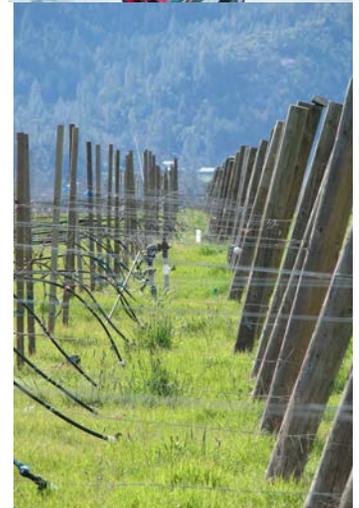
### Tourism Marketing & Promotion

- Branding Project - Phase 2- many Lookout meetings, Branding Steering Committee meetings - Directions/ Manifesto, Mood Boards
- Council presentation - Branding Manifesto
- Highway ad creation, billboard artwork, Manzanita Poster
- Update itineraries on TravelGrantsPass.com
- Council presentation, Quarterly Report Q3, 2015
- Create new handouts: Historical, Antiques, Hiking, Cycling, City & County Parks
- Wayfinding Project - research & committee meetings, approach and standards of signs
- Rogue Allure - tested installation with Charter Cable adaption system (no success)
- First Friday Live - prep for Feb website, entertainers & volunteers
- New Training System contract negotiations and start
- Purchase new ad for Travel Oregon Visitors Guide
- Events Calendar updates and refinements
- [GrantsPassport.com](http://GrantsPassport.com) mods, database expansion & front page
- Assistant City Manager meetings
- Initial Art Along the Rogue meetings
- Main Street, Small Business, Revolution application
- Hospitality Group - meeting
- On-going database development of tourism itineraries, features and offerings
- On-going - Social Media platform entries

### Downtown Services

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

Open 40 hours per week  
461 walk-in visitors



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## GRANTS PASS TOURISM

### February 2016 Activity Highlights

#### Tourism Marketing & Promotion

- Branding Project - Phase 2- Branding Steering Committee meetings - tagline and logo design
- Interstate 5 Billboard installed Feb 26
- Welcome Center design items
- Start new Visitors Guide - research and info gathering
- First Friday Live - New merchants, and updates
- Invite merchants to special meeting
- Council presentation - Quarterly & Annual report -Q4 2015
- Engage new photographer & Instagram influencer
- Wayfinding committee meeting - refine locations & content
- Grants Pass Hospitality Group meeting
- Events Calendar updates & refinements
- Purchase ad in summer USA today magazine issue
- GP recreation guide ad
- Wine board meeting - mega FAM influencers Tour
- Ongoing photo library
- Hospitality training project - timeline
- Welcome Center accepted into Bike Friendly Program
- First Friday Live: performers, merchants and website
- Daily update of social media accounts
- Assistant City Manager meetings
- ART Study Project - American's for the Art- GP meeting
- TravelGrantsPass website updates

#### Downtown Services

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

Open 40 hours per week  
462 walk-in visitors  
63 telephone calls  
87 direct business contacts

FB Likes 2193  
Instagram followers 728  
Pinterest 35, Twitter 23



## March 2016 Activity Highlights

### Tourism Marketing & Promotion

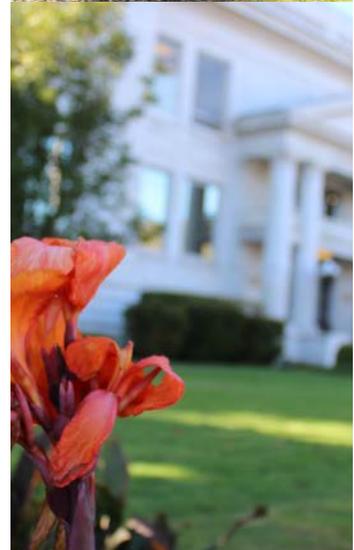
- Branding Project - Phase 2- Meetings, Branding Steering Committee meetings - tagline and logo design
- Trademark and copyright protections.
- Follow-up issues and final stretch to completed strategy
- Start design, approach and writing of new Visitor's Guide
- Council presentation - branding report, March 7
- Council presentation - branding strategy, March 21
- RDI, first Impressions, joint Chamber Project, meeting
- Rogue Allure - technical training and order extra data card
- Wayfinding Project - sign designs, locations meetings
- Travel Grants Pass website - updates and events calendar
- GrantsPassport.com work, landing pages & content mgt.
- Retail and restaurant database work
- Photo library - lifestyle and FFL
- Merchant Public Safety meeting
- AATR pre-production
- First Friday Live - merchants, website, contest and talent
- Hospitality Training project, initial content development
- Grants Pass Hospitality Group meeting
- ART Study Project, American's for the Art's - GP art impact
- Assistant City Manager meetings
- Ongoing social media updates & entries - Facebook, Instagram, Twitter and Pinterest

### Downtown Services

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

631 walk-in visitors  
52 telephone calls  
68 direct business contacts

FB Likes 2269  
Instagram followers 728  
Pinterest 38 Twitter 32



# GRANTS PASS TOURISM

WWW.TRAVELGRANTSPASS.COM

10,067 visits

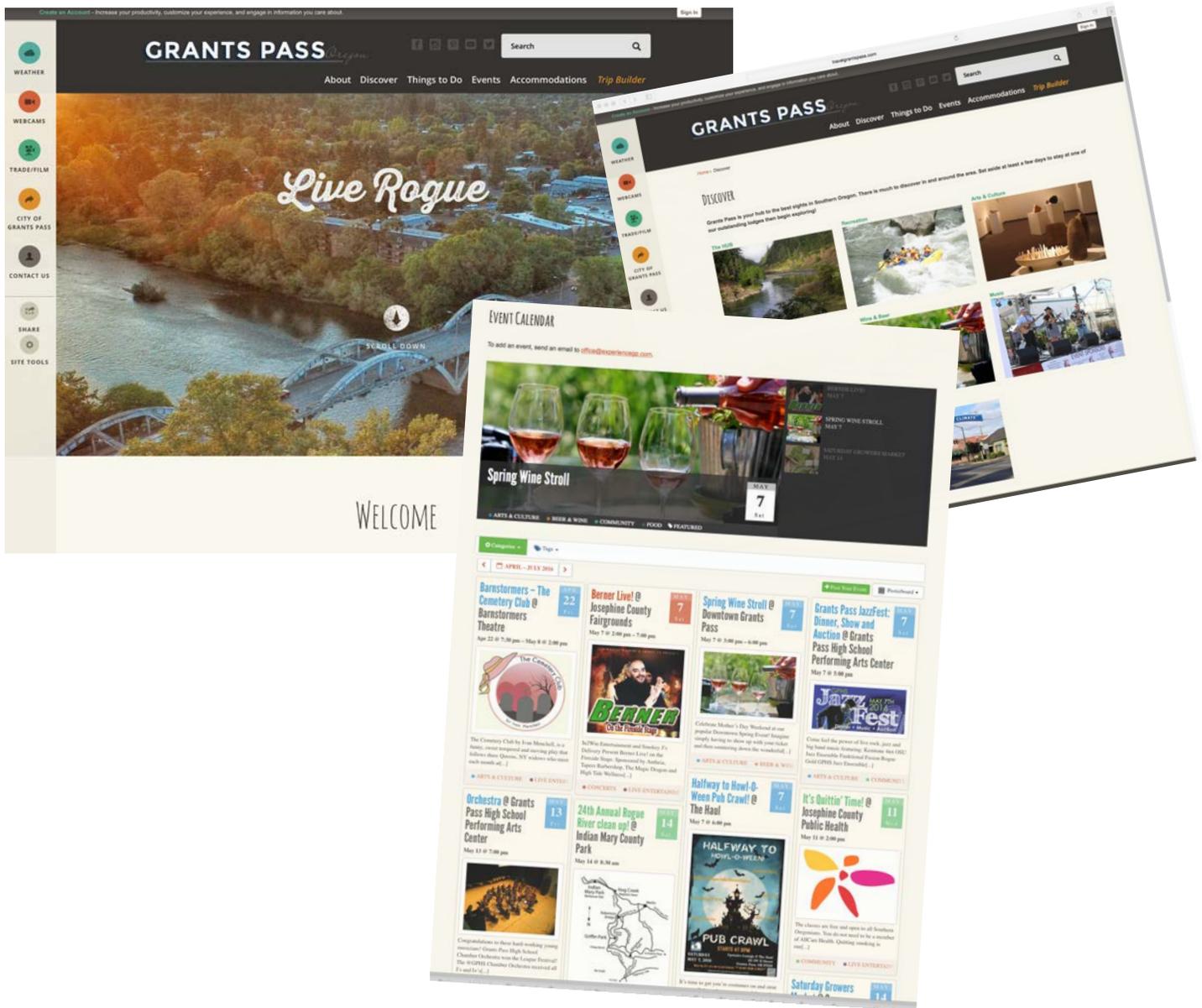
2.54 minutes adv. duration

453 total searches

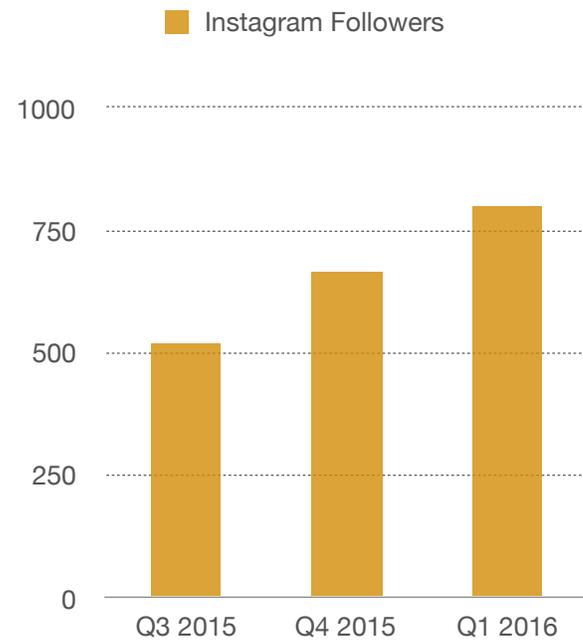
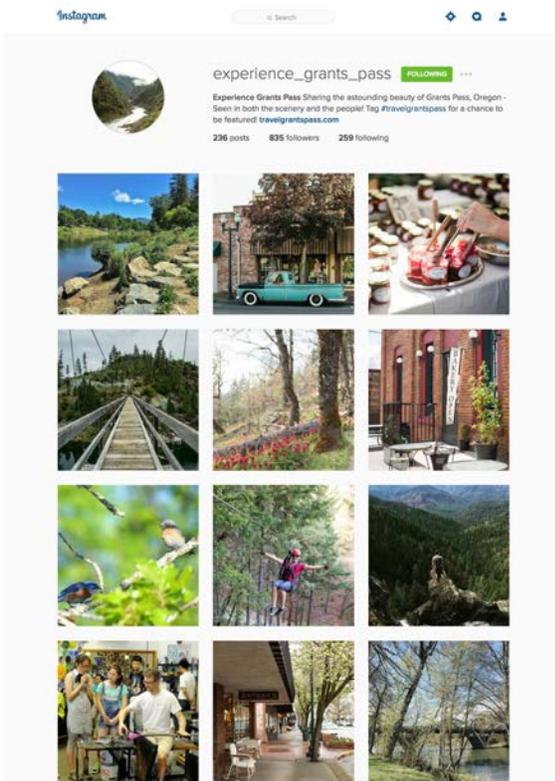
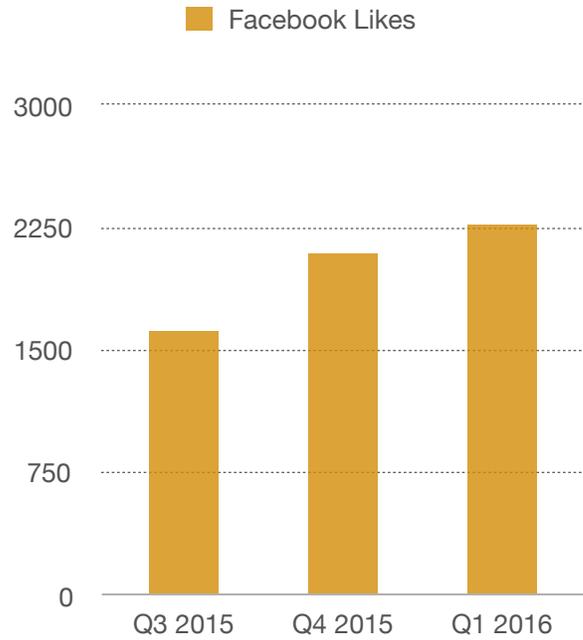
22,907 page views

23,503 unique page/views

1,755 downloads



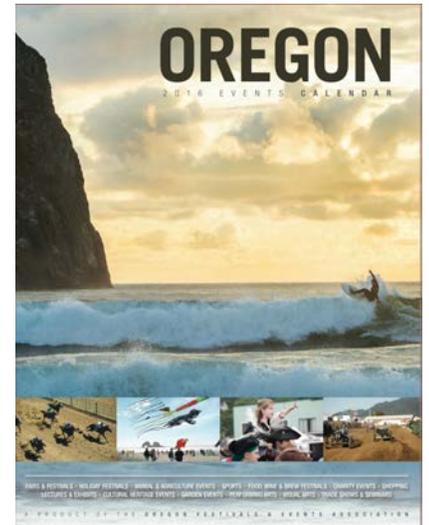
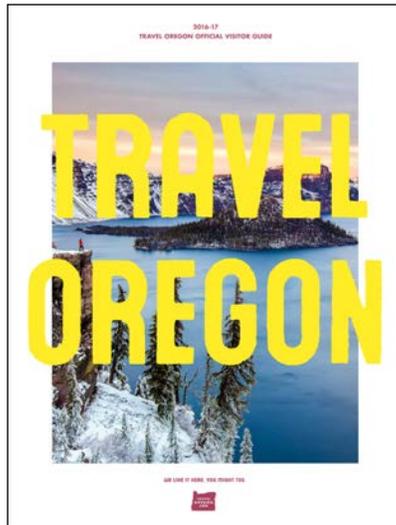
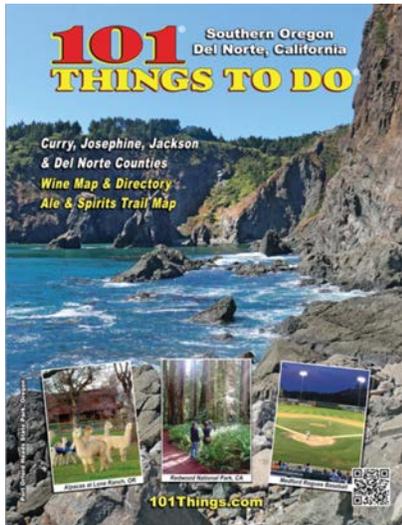
# GRANTS PASS TOURISM



	Q3 2015	Q4 2015	Q1 2016	Q2 2016	Totals	
<b>Welcome Center</b>						
Wages & Taxes	\$14,893	\$11,017	\$10,453		\$36,363	
Telco & Internet	\$830	\$992	\$735		\$2,557	
Office Costs	\$135	\$289	\$58		\$482	
Improvements	\$275	\$2,890	\$132		\$3,297	
Professional Fees						
Events						
					<b>\$42,699</b>	
<b>Tourism Admin</b>						
Director	\$18,300	\$12,678	\$13,000		\$43,978	
Assistant	\$3,759	\$4,422	\$3,714		\$11,895	
Payroll Taxes	\$3,472	\$2,344	\$3,189		\$9,005	
Rent	\$5,400	\$5,400	\$2,400		\$13,200	
Utilities	\$1,238	\$1,385	\$1,000		\$3,623	
Insurance	\$800	\$800	\$800		\$2,400	
					<b>\$84,101</b>	
	<b>\$49,102</b>	<b>\$42,217</b>	<b>\$35,481</b>			<b>\$126,800</b>
<b>Projects</b>						
Art Along the Rogue	\$489	\$14,473	\$1,888		\$16,850	
First Friday Live	\$175	\$245	\$258		\$678	
Christmas Parade		\$1,135	\$167		\$1,302	
Branding Project	\$460	\$14,062	\$7,100		\$21,622	
Postage / Distribution	\$186	\$41	\$191		\$418	
Printing	\$5,478	\$2,208	\$2,138		\$9,824	
Ads & Promo	\$4,834	\$2,199	\$5,467		\$12,500	
Airport	\$1,857	\$924	\$2,332		\$5,113	
Radio /TV	\$500	\$2,478	\$2,470		\$5,448	
Billboard			\$750		\$750	
OTE	\$220	\$110	\$165		\$495	
Digital / banner/ email					\$0	
Hospitality Training			\$1,800		\$1,800	
Trade / Associaitons					\$0	
Promotion FAM	\$46	\$78	\$22		\$146	
Equipment Rental					\$0	
Rogue Allure			\$3,375		\$3,375	
Grants Passport	\$1,870				\$1,870	
Web Development	\$234				\$234	
Domains					\$0	
Hosting	\$885	\$885	\$885		\$2,655	
Travel/Trade Show					\$0	
Photo Library	\$460	\$230	\$375		\$1,065	
Video Production /Dev					\$0	
Graphic Design					\$0	
Office & Supplies	\$1,230	\$978			\$2,208	
	<b>\$18,924</b>	<b>\$40,046</b>	<b>\$29,383</b>		<b>\$88,353</b>	<b>\$88,353</b>
				<b>Total</b>		<b>\$215,153</b>

GRANTS PASS TOURISM

Media expenses in Q1 2016



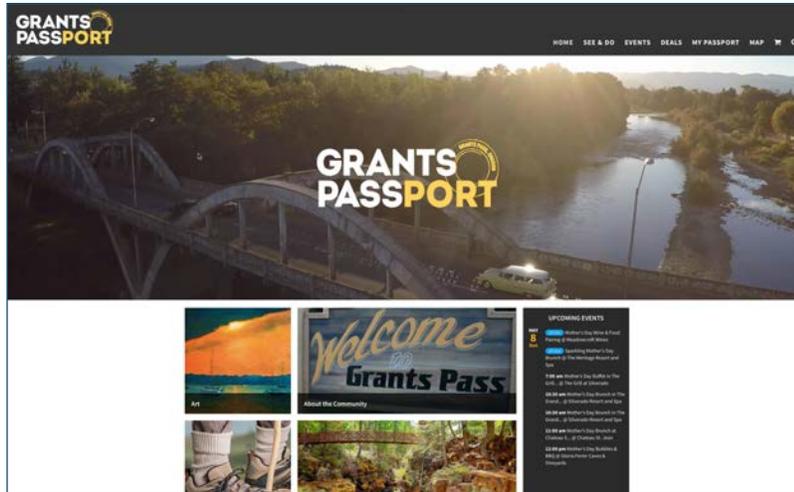
TV  
KBOI  
KDRV  
KTVL



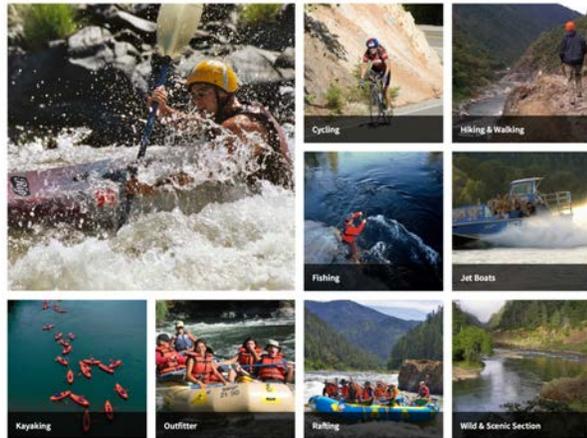
The Daily Courier  
Grants Pass Recreation Guide  
Travel Southern Oregon - Online  
Via Magazine  
Street Banners  
Event Posters

# TRAVEL GRANTS PASS

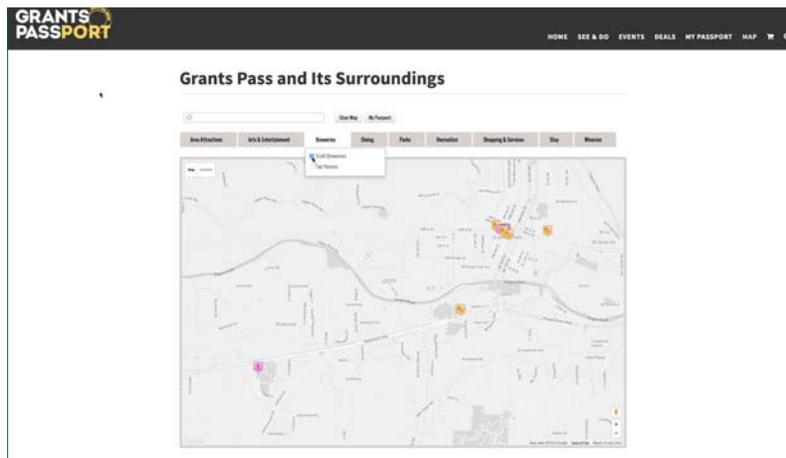
New lifestyle website: GrantsPassport.com



## Recreation



## Dining



## TRAVEL GRANTS PASS

### New Grants Pass Hospitality Training Program

### Grants Pass Visitor Journey A2D

(excerpt from program):

What's Covered:

- Embracing the importance of tourism and its effect on your quality of life
- Providing correct information about hours, costs, travel time, etc.
- Giving accurate directions consistently
- Helping visitors plan what to do or see based on the visitor's interests
- Offering additional suggestions for things to do or see along the way
- Being open and welcoming with all visitors
- Solving visitor problems to the visitor's satisfaction
- Recognizing how your actions affect the visitor's entire experience

How It Works:

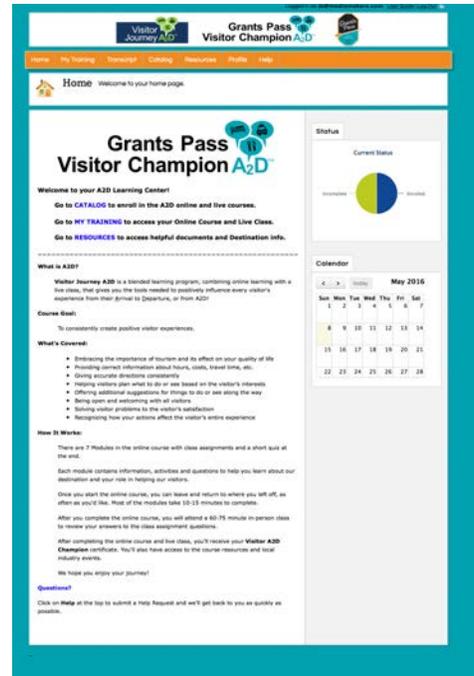
There are 7 Modules in the online course with class assignments and a short quiz at the end.

Each module contains information, activities and questions to help you learn about our destination and your role in helping our visitors.

Once you start the online course, you can leave and return to where you left off, as often as you'd like. Most of the modules take 10-15 minutes to complete.

After you complete the online course, you will attend a 60-75 minute in-person class to review your answers to the class assignment questions.

After completing the online course and live class, you'll receive your Visitor A2D Champion certificate. You'll also have access to the course resources and local industry events.



**Grants Pass - Visitor Journey A2D**  
 Status: Incomplete  
 You have 87 days left to complete this course.

Course Name	Status	Details
Visitor Journey A2D Course	Incomplete	Details
About This Course.pdf	Not Attempted	Details
Grants Pass - A2D Online Course	Completed	Details
Grants Pass - Online Course Survey	Not Attempted	Details
Grants Pass - A2D Live Class	Not Attempted	Details
Grants Pass - Live Class B Overall Survey	Not Attempted	Details

**Grants Pass FAM Tour**  
 Status: Not Attempted

Travel Grants Pass FAM Tour

**How Tourism Works**

EVERY DOLLAR SPENT BY VISITORS  
 HAS A 'TRICKLE-DOWN' EFFECT.

**How Tourism Works**

Jobs, Jobs, Jobs  
 Tax Revenue  
 VISITOR SPENDING  
 More Things to See & Do  
 Quality of Life

Continue

Visitors like Bob & Sue come to Grants Pass every day.

**Online Resources**

GRANTS PASS  
 Live Rogue  
 WELCOME

Here's a Tip! A2D

**How to Diffuse An Upset Customer**

STEP 1, STEP 2, STEP 3, STEP 4, STEP 5, STEP 6

Resources

- 6 Steps to Helping Upset Customers PDF (click to open)
- 10 Habits of Excellent Service PDF (click to open)

Continue

**Remember**

- A strong tourism industry = better quality of life
- Grants Pass is unique, be proud to show it off!
- Be open and welcoming with all visitors
- Resources are the key to confidently and correctly answering visitors' questions
- Work together to create positive visitor experiences

Finish!