



TRAVEL GRANTS PASS

Quarterly Report

Q2 2016

Executive Summary

Q2 2016

The second quarter of 2016 finished strong with hotel revenues up 10% over the same period last year. This revenue increase led to \$398,938 in tax dollars generated for the City of Grants Pass. This increase is part of a continued trend, but leveling to be more consistent with statewide regional levels and yet still above the Southern Oregon region at 6.5%. We are optimistic for our continued increases in revenue in hotel revenues and are receiving very favorable indicators on the retail side as well.

The Grants Pass City Council formally adopted the “Live Rogue” brand strategy in early April 2016. With this, all focus has been on the implementation of the new brand. The new brand has been incorporated into many projects including; city vehicles, way finding, parking lot signs, city hall signs, posters, tourism website, signage at welcome center and new advertising.

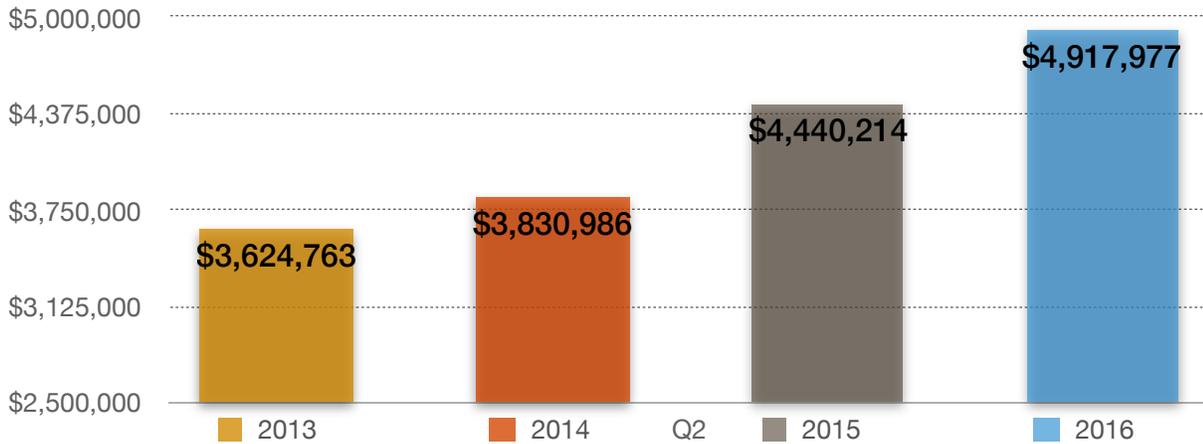
There has been a significant increase in traffic to the Travel Grants Pass website over the last six months. Daily average visitors are up 200%. This increase can be directly attributed to site promotion and SEO efforts. Our new advertising campaigns utilizing the new branding are being well received.

In this quarter, downtown merchants are reporting very positively about the amount of commerce and overall business climate. They have been responding well to our outreach.

All indicators look very positive for a great summer season!

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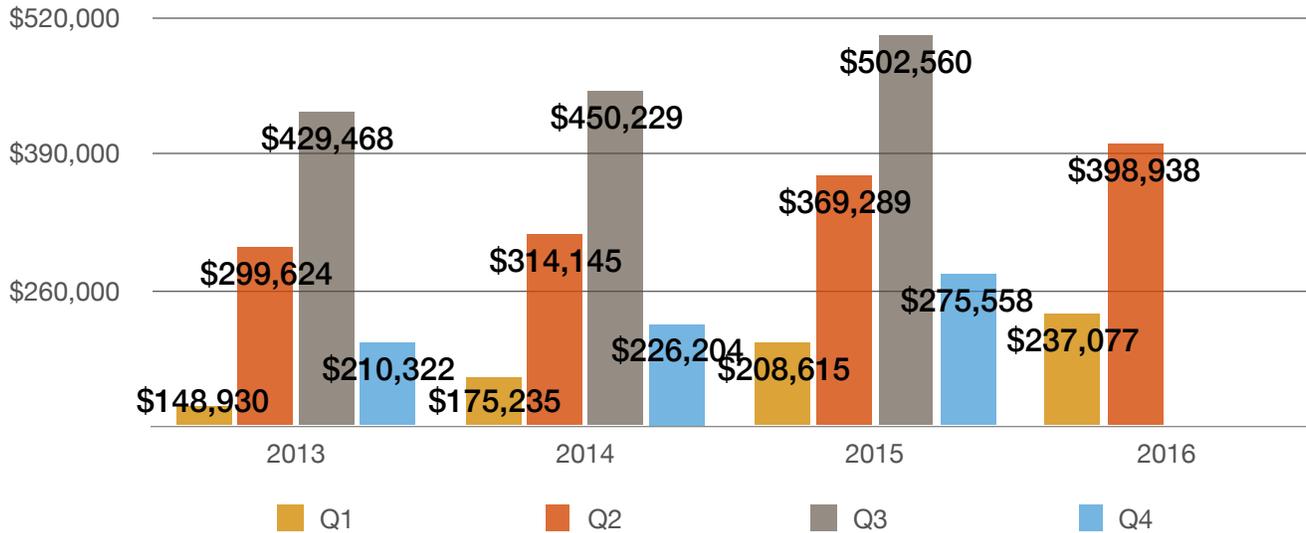
Q2 2016 HOTEL REVENUE



QTR	Occupancy		Room Rate		Rev Par		Room Supply		Room Demand		Room Revenue	
	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%
6/30/2016	60.6%	6.6%	\$93.47	11.5%	\$56.63	18.8%	86,849	-6.8%	52,618	-0.7%	\$4,917,977	10.8%

TRAVEL GRANTS PASS

REPORTED TAX REVENUES PAID TO CITY (ANNUAL)



City of GP Transient Room Tax

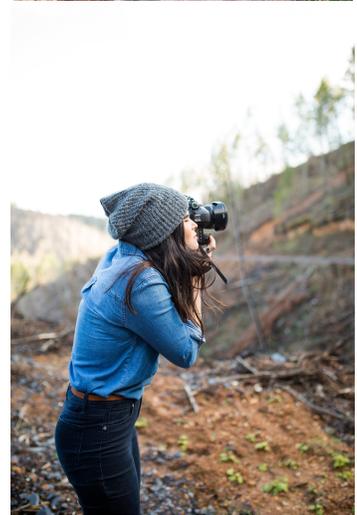
Period Covered	Net Reported*	Yearly Change	Average Daily Rate	Tax Rate
January 1, 2013 to March 31, 2013	\$148,930.13	0.84%	\$62.49	9%
April 1, 2013 to June 30, 2013	\$299,624.18	12.42%	\$74.51	9%
July 1, 2013 to September 30, 2013	\$429,468.54	10.98%	\$81.51	9%
October 1, 2013 to December 31, 2013	\$210,322.00	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%

GRANTS PASS TOURISM

April 2016 Activity Highlights

Tourism Marketing & Promotion

- Continued Branding Project - Phase 2
 - Branding Committee meetings. tagline & logo design
 - Trademark & Copyright protections
 - Follow-up issues and final stretch to completed strategy
- Council Presentation - Branding report - final adoption
- Concept and preproduction of new visitor's guide
- Way-finding sign design and final locations content
- RDI, First Impressions, kickoff meeting
- TravelGrantsPass.com & event Calendar updates
- Retail and restaurant database work
- AATR 2016 meeting and preproduction
- Hospitality training program - scheduling and initial assets
- Wine Board meeting - Mega wine FAM influencers tour
- First Friday Live - prep for May -website, entertainers & volunteers
- First Friday Live - contest
- Assistant City Managers meetings
- Hoteliers meeting
- On-going database development of tourism itineraries, features and offerings
- On-going - Social Media platform entries



Downtown Services

- Daily operations of Downtown Welcome Center

Open 40 hours per week
662 walk-in visitors
43 telephone calls
87 direct business contacts

FB likes 2269
Instagram followers 798



GRANTS PASS TOURISM

May 2016 Activity Highlights

Tourism Marketing & Promotion

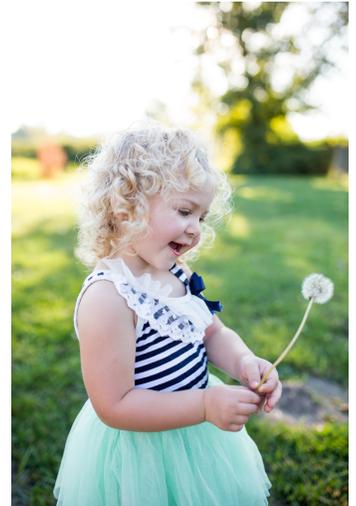
- Visitor's Guide- production, ads, design & writing
- Council presentation - Q1 2016 report
- Way-finding project - submit to ODOT
- First Friday Live - New merchants, and updates
- Hospitality program - testing and refinements
- Historic District concept and designs development
- Exhibit at Sunset Show with Travel Oregon
- Meet with Sonoma, Eureka & Crescent City VCBs
- Meetings and scouting for Feature Film - Lean on Pete
- Meetings with Historic Site Chair - District Map
- Publish Downtown newsletter
- Distribute Newsletter and invite to Merchant Meeting
- Rogue Allure equipment test - success on demo system
- Merchant Meeting
- Events Calendar updates & refinements
- Historic District street and window banner designs
- Ongoing photo library
- First Friday Live: performers, merchants and website
- Daily update of social media accounts
- Assistant City Manager meetings
- TravelGrantsPass website updates

Downtown Services

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

Open 40 hours per week
709 walk-in visitors
38 telephone calls
78 direct business contacts

FB Likes 2538 Instagram followers 878
Pinterest 38, Twitter 37



June 2016 Activity Highlights

Tourism Marketing & Promotion

- Visitor's guide design and production
- Way-finding project - re designs per ODOTS feedback
- Travel Grants Pass website - updates
- Meeting with Peggy Anderson at JOCO Fairgrounds
- Rogue Allure office testing - David Reeves previewed
- Rogue Allure test instal at the Lodge and Super 8
 - no success - reconnect with Charter
- Merchant Meeting Follow-up
- Install Historic District banners at two locations
- Hospitality Program kick-off
- Art Along the Rogue - staging contract and talent booking
- New event possibility - meeting about film festival.
- Gladiola / Balloon Festival exploration committee meeting
- Travel Grants Pass website - updates and events calendar
- GrantsPassport.com work, landing pages & content mgt.
- Launch Travel Oregon email newsletter ad
- Bike Benefits program with City
- Submit design for new City Hall sign
- Article in League of Oregon Cities Local Focus mag.
- Clean up day - June 25
- AATR pre-production, meetings design, & coordination
- Update Cycling trails on website and maps
- Merchant surveys - Lighting and safety
- First Friday Live - merchants, website, contest and talent
- Grants Pass Hospitality Group meeting
- Assistant City Manager meetings
- Ongoing social media updates & entries - Facebook, Instagram, Twitter and Pinterest

Downtown Services

- Daily operations of Downtown Welcome Center

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

FB Likes 2,269, Instagram followers 728, Pinterest 38
Twitter 32, Pinterest 30



GRANTS PASS TOURISM

WWW.TRAVELGRANTSPASS.COM (% change vs Q1)

23,957 visits (+137%)

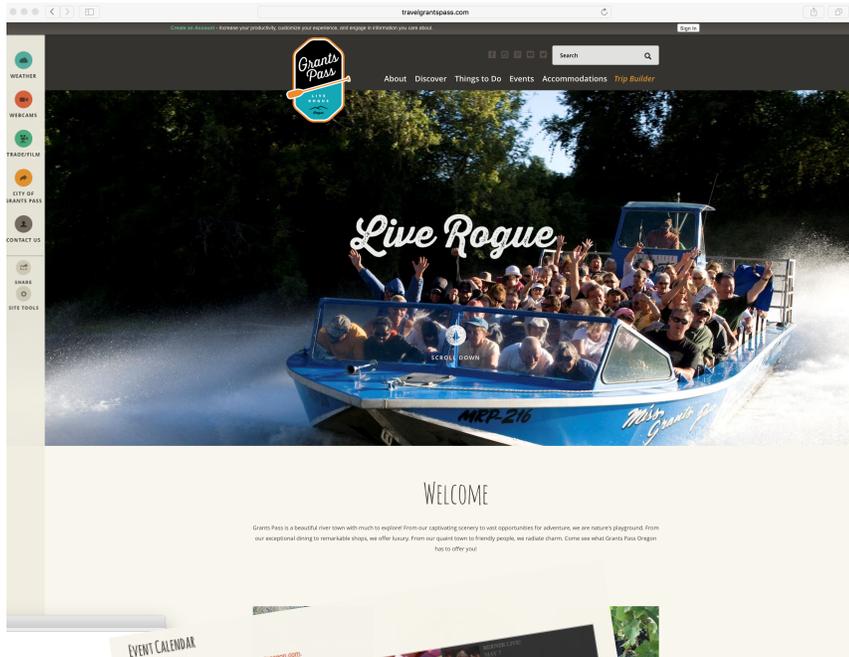
63,572 page views (+177%)

2.33 minutes adv. duration (-8.26%)

49,154 unique page/views (+109%)

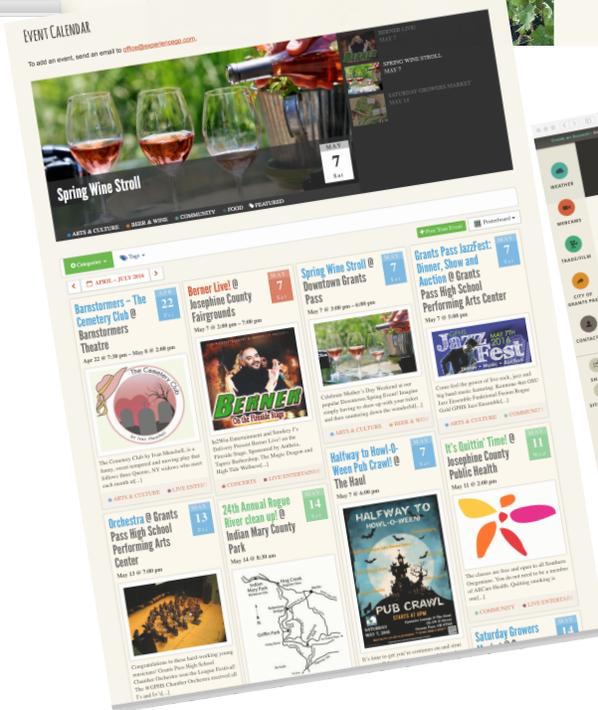
847 total searches (+89%)

3,226 downloads (+83%)

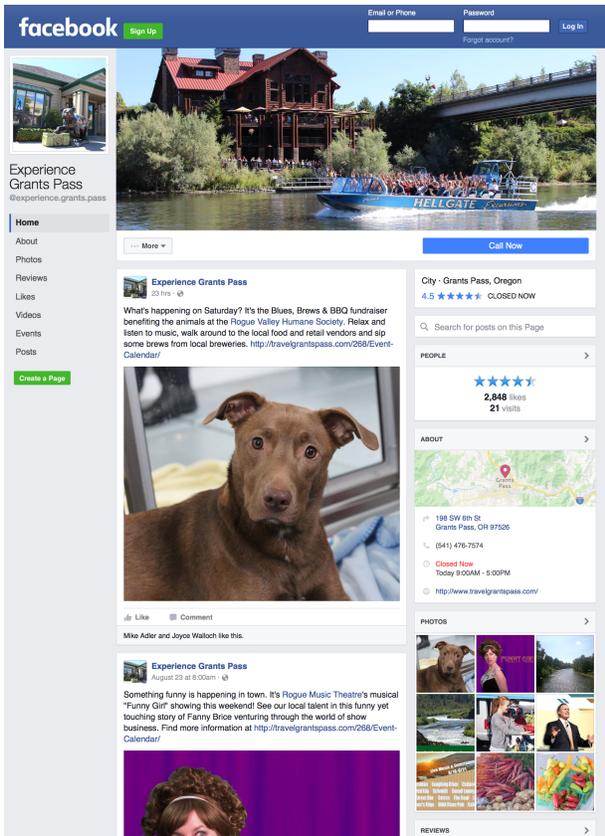


Most Popular Pages

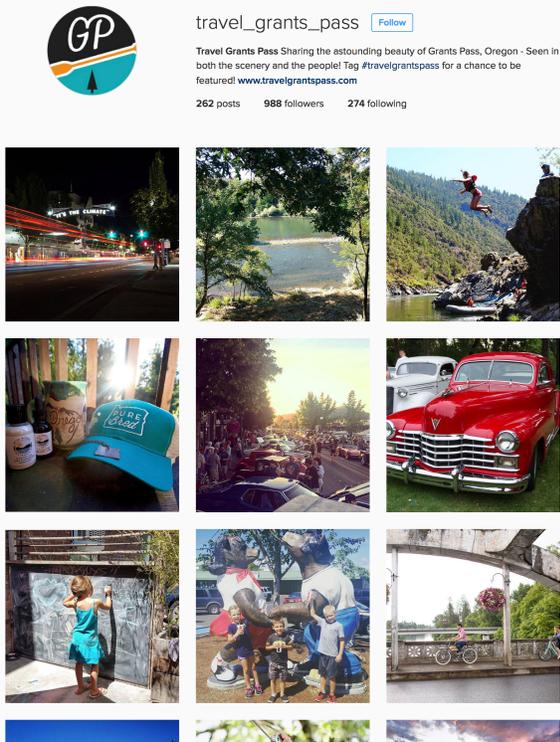
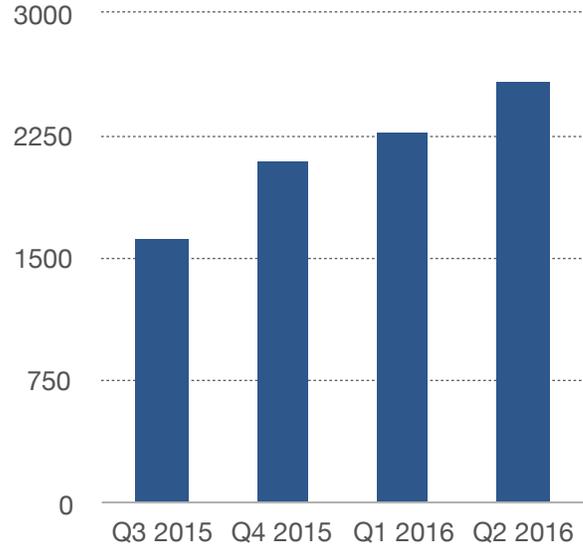
- Events Calendar
- 50 Things to do in GP
- Accommodations
- Raine Falls Trail
- Visitor's Guide
- Boatnik



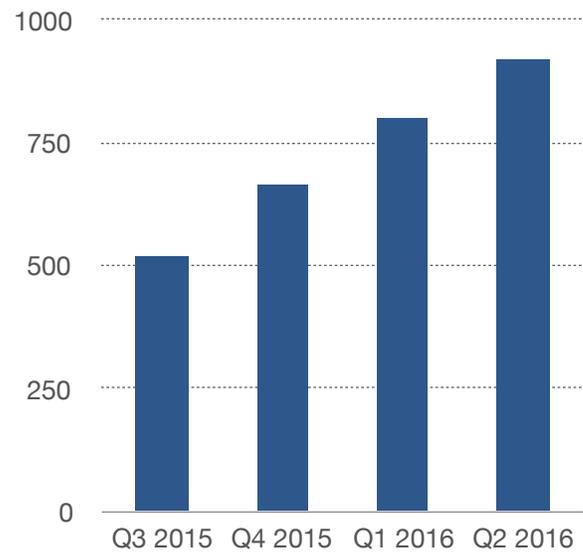
GRANTS PASS TOURISM



Facebook Likes



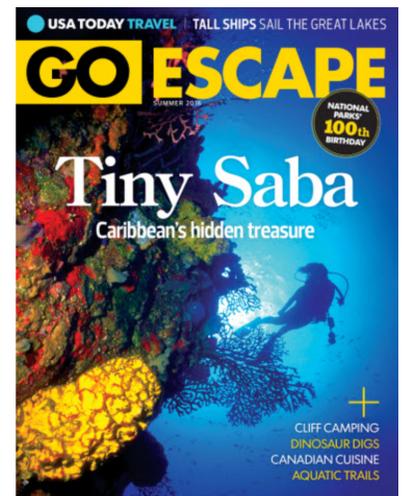
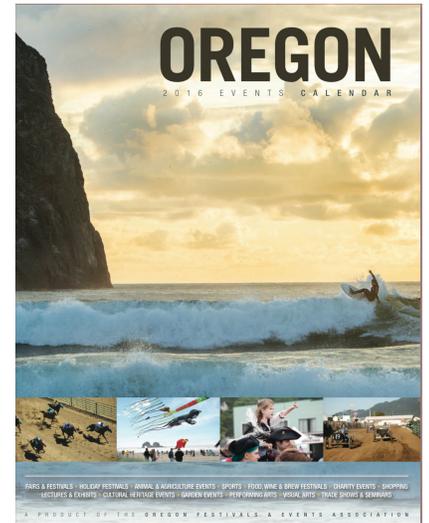
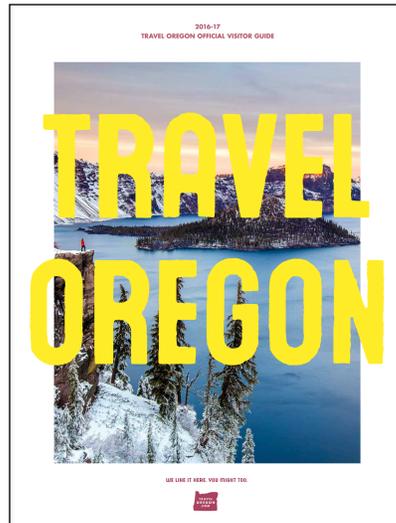
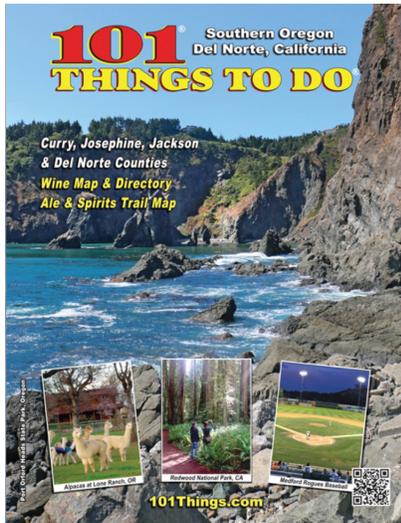
Instagram Followers



	Q3 2015	Q4 2015	Q1 2016	Q2 2016	Totals	
Welcome Center						
Wages & Taxes	\$14,893	\$11,017	\$10,453	\$12,465	\$48,828	
Telco & Internet	\$830	\$992	\$735	\$868	\$3,425	
Office Costs	\$135	\$289	\$58	\$143	\$625	
Improvements	\$275	\$2,890	\$132	\$62	\$3,359	
					\$56,237	
Tourism Admin						
Director	\$18,300	\$12,678	\$13,000	\$5,645	\$49,623	
Assistant	\$3,759	\$4,422	\$3,714	\$851	\$12,746	
Payroll Taxes	\$3,472	\$2,344	\$3,189	\$965	\$9,970	
Rent	\$5,400	\$5,400	\$2,400	\$2,400	\$15,600	
Utilities	\$1,238	\$1,385	\$1,000	\$1,098	\$4,721	
Insurance	\$800	\$800	\$800	\$800	\$3,200	
					\$95,860	
	\$49,102	\$42,217	\$35,481	\$25,297		\$152,097
Projects						
Art Along the Rogue	\$489	\$14,473	\$1,888	\$786	\$17,636	
First Friday Live	\$175	\$245	\$258	\$325	\$1,003	
Christmas Parade		\$1,135	\$167		\$1,302	
Branding Project	\$460	\$14,062	\$7,100	\$13,720	\$35,342	
Postage / Distribution	\$186	\$41	\$191	\$2,434	\$2,852	
Printing	\$5,478	\$2,208	\$2,138	\$2,581	\$12,405	
Ads & Promo	\$4,834	\$2,199	\$5,467	\$4,374	\$16,874	
Airport	\$1,857	\$924	\$2,332	\$918	\$6,031	
Radio /TV	\$500	\$2,478	\$2,470	\$568	\$6,016	
Billboard			\$750	\$2,284	\$3,034	
OTE	\$220	\$110	\$165	\$220	\$715	
Digital / banner/ email				\$750	\$750	
Hospitality Training			\$1,800	\$2,450	\$4,250	
Trade / Associaitons				\$1,250	\$1,250	
Promotion FAM	\$46	\$78	\$22	\$92	\$238	
Equipment Rental					\$0	
Rogue Allure			\$3,375	\$1,047	\$4,422	
Grants Passport	\$1,870			\$896	\$2,766	
Web Development	\$234			\$1,276	\$1,510	
Domains				\$187	\$187	
Hosting	\$885	\$885	\$885	\$895	\$3,550	
Travel/Trade Show				\$1,856	\$1,856	
Photo Library	\$460	\$230	\$375	\$895	\$1,960	
Video Production /Dev				\$2,850	\$2,850	
Graphic Design				\$3,892	\$3,892	
Office & Supplies	\$1,230	\$978		\$678	\$2,886	
	\$18,924	\$40,046	\$29,383	\$47,224	\$135,577	\$135,577
				Total		\$287,673

GRANTS PASS TOURISM

Media expenses in Q2 2016



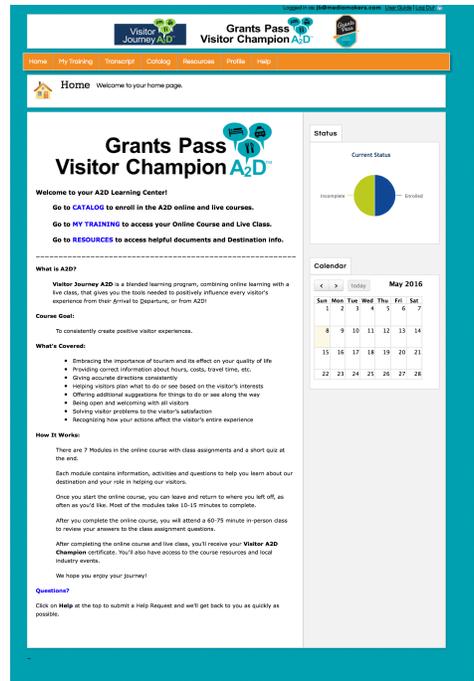
- TV KDRV - H Street Antique Fair
- The Daily Courier
- Grants Pass Recreation Guide
- Travel Oregon - Email Ads
- Travel Oregon - Welcome Centers
- Certified - Brochure distribution
- Travel Southern Oregon - Online
- Street Banners
- Event Posters
- Yreka - Rest stop Poster



TRAVEL GRANTS PASS

Continued Development Projects:

New Grants Pass Hospitality Training Program



New lifestyle website: GrantsPassport.com

