

Eastern Oregon Visitors Association

2007 Marketing Plan Summary

Preface: This document is intended to act as a summary of the strategies and activities Eastern Oregon Visitors Association will undertake in their 2007 through July 1, 2008 marketing campaign. (I.e. October 2006 through July 1, 2008) It is specifically designed to follow marketing plan template developed by Travel Oregon for the Regional Cooperative Marketing Program. *As this is the Marketing Plan for the EOVA, not all elements described pertain to RCMP. Please refer to the budget section for clarification on which aspects involve RCMP funds.* The detailed Marketing Plan 2007 for Eastern Oregon Visitors Association is available, and more thoroughly explains the history and strategy of the organization's marketing direction.

Description of Eastern Oregon's Geography & Key Partners

The actual geography of eastern Oregon represents nearly 1/3 of the state of Oregon. Eleven (11) counties are considered "Eastern Oregon" by Travel Oregon. The geographic diversity of this region is very large, and the tourism product, and its level of development, is also quite varied. EOVA divides this immense area up into 3 sub-regions to aid in the marketing to and wayfinding of the visitor. These 3 sub-regions are, **Northeastern:** (Wallowa, Union, & Baker counties), with product such as Wallowa Lake, Hells Canyon Scenic Byway, the Eagle Cap Excursion Train, the Grande Tour Route, Ski Anthony Lakes, the National Historic Oregon Trail Center, Historic Baker City, the Sumpter Valley Railroad, and the Eastern Oregon Fire Museum, to name a few.

Southeastern: (Harney, Malheur, & Grant counties), with product such as Steens Mountain, the Malheur Wildlife Refuge, High Desert Discovery Scenic Byway, the Round Barn, Four Rivers Cultural Center, the Vale Murals, the Oregon Trail, John Day Fossil Beds, and Kam Wah Chung Museum.

Columbia River Plateau: (Umatilla, Morrow, Gilliam, Sherman, & Wheeler counties) with product such as Tamastlikt Cultural Center, Pendleton Round-Up, China Creek Golf Course, Lone Rock, Sherman County Museum, Willow Creek Dam, Hat Rock, Blue Mt. Scenic Byway, and the Blue Mt. OHV Park.

These are the 2006 "Charter" Member/Partners of EOVA:

Malheur County: Ontario Visitors & Convention Bureau

Union County: Union County Tourism

Harney County: Harney County Chamber

Gilliam County: Gilliam County Court – Tourism Interest

Baker County: Baker County Chamber

Morrow County: Morrow County Court

Wallowa County: Wallowa Co Chamber

These are the 2006 "Sustaining" Member/Partners of EOVA:

Oregon State Parks

Idaho Power Corporation

National Historic Oregon Trail Interpretive Center

Oregon Trail Electric Cooperative

Umatilla County Commission (10-month period)

USFS – Brochure Development

Regional Cooperative Mktg. Program Counties involved with EOVA:

Sherman, Wheeler, Grant Counties, and as of August 2006 – Umatilla County

Contact Information

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Marketing Goals & Tactics / Budget & Metrics

In order to accomplish the mission of Eastern Oregon Visitors Association, the Board of Directors of EOVA will follow three primary goals:

1. To promote and market the visitor products and services of eastern Oregon
2. To build and sustain a regional tourism organization
3. Represent the region in coordinating opportunities developed by Travel Oregon

Strategies

In 2007, EOVA will re-focus its limited marketing dollars to accomplish the following primary strategies:

- 1) Better utilize the opportunities developed by Travel Oregon to promote the visitor experiences of eastern Oregon
- 2) Increase media exposure, both domestically and internationally, in the market opportunities developed by Travel Oregon, and other market niches that are appropriate for the region's product
- 3) Build awareness for the region in the international market, primarily Germany and the UK

Program Area - Media Advertising:

Goal: Develop an advertising strategy that promotes the eastern Oregon visitor experience and provides opportunities for EOVA members and businesses throughout the region to collectively advertise our eastern Oregon product.

Tactics:

1) Purchase full page ad space in Travel Oregon Magazine

Rationale – The leads developed by Travel Oregon Magazine are pre-qualified as interested in Oregon. Exposure for the region within the publication is limited, but always exists. The full-page ad will help to close the sale and give additional exposure for the region. The call to action will direct potential visitors to request the Eastern Oregon Trip Planner, or to visit the website.

Target Audience – Demographics of Travel Oregon Magazine

Key Partners – EOVA membership, successful grant award from TO-Matching Grant Program

This is a new program

Measurement – Number of leads generated directly due to the ad; Fulfillment will be Trip Planner, Transforming the West brochure, Trails of Discovery brochure, and Oregon Bounty postcard for requests that come in the fall of 2007

2) Purchase of ad space in the major regional magazine publications, which reach our selected market segments and niches. (i.e. Travel 50 & Beyond magazine, and NW Travel magazine) In some cases EOVA or Hells Canyon Scenic Byway Committee will purchase a full-page, and then offer the opportunity to eastern Oregon suppliers to purchase smaller ad space within that page, thus “buying down” the cost per ad for all those participating, and maximizing the impact of clustering ads.

Rationale – These two publications have traditionally yielded higher number of requests for information, and have carried articles that generated increased interest.

Target Audience – Pacific NW and Mid-West; Active outdoor, sightseers, active seniors, people driving from the mid-west to the West Coast

Key Partners – EOVA members, Baker, Union, & Wallowa County DMOs, National Historic Oregon Trail Interpretive Center, Federal Highways Administration, tourism related suppliers & businesses

This is NOT a new program

Measurement - Primarily measured by the number of requests, and the number of unique visits on the website

3) Negotiate with regional newspapers to run “Banner” ads in their travel sections, featuring an EOVA designed banner for all eastern Oregon at the top, and the opportunity to purchase smaller ad space at a reduced price and higher visibility below the banner.

Rationale – This program has been very successful for encouraging short-term, weekend-type trips to the region, particularly aiding events, and buying down the cost for local DMOs and suppliers

Target Audience – Readership of: The Oregonian, the Idaho Statesman, and the Tri-Cities Herald, Bend Bulletin, Eugene Registered Guard newspapers & The Entertainer tabloid for Tri-Cities & surrounding areas)

Program Area - Media Advertising:

(Program Area – Advertising Cont. – Banner Ads)

Key Partners - EOVA members, Baker, Union, & Wallowa County DMOs, National Historic Oregon Trail Intp. Center, Hells Canyon Adventures, Eagle Cap Excursion Train, Eastern Oregon Fire Museum

This is NOT a new program

Measurement – Increased participation of tourism businesses advertising, over 2005 records

- 4) **Purchase ad space in the “Travel Supplement” sections** of both the Oregonian and the Idaho Statesman.

Rationale – Traditionally, these ads have yielded the second highest number of requests for information

Target Audience – Readership of The Oregonian and the Idaho Statesman

Key Partners – Hells Canyon Scenic Byway Committee

This is NOT a new program

Measurement - Primarily measured by the number of requests, and the number of visits to the website

- 5) **Purchase ad space in the Oregon Snow Sports Guide, Oregon Events Calendar, the Oregon Golf supplement**

Rationale – These publications are reaching an audience that is pre-qualified to be interested in Oregon, and the specific niches they are reaching

Target Audience – Winter sports enthusiasts, golfers, and people interested in attending events, but probably traveling for a variety of purposes

Key Partners – Union, Baker, Wallowa County DMOs, NHOTIC, Ski Anthony Lakes

This is NOT a new program

Measurement - Primarily measured by the number of requests, and the number of visits to the website

Specific Advertising Projects for 2007

<u>Publication</u>	<u>Run Dates</u>	<u>RCMP Budget</u>	<u>EOVA Co-Op Budget</u>
Travel Oregon Magazine 2007	Spring-Summer & Fall-Winter		\$ 10,000 MGP
Travel 50 & Beyond	Spring/Summer/Fall Vacation Guide	\$ 2,250	
Oregonian Travel Pages	Spring/Fall brochure ad	\$ -0-	\$ 968
NW Travel Magazine	Winter/Spring/Summer/Fall	\$ 2,350	\$ 9,854
Newspaper Banner Ads	Spring/Summer-Fall/Winter	\$ 1,000	\$ TBD
Oregon Golf Guide	Spring issue Travel Oregon Magazine	\$ -0-	\$ 3,000
Oregon Snow Sports Guide	Winter	\$ 2,900	\$ 2,800
Oregon Events Calendar Spring		\$ 500	\$ 2,800
Oregon Bounty Radio/Print in Boise & Tri-Cities		\$ 1,500	\$ TBD
Creative		\$ 1,400	\$ TBD
Total Funds for advertising in 2006:	\$ 41,322	\$ 11,900	\$ 29,422

Please see the complete “Media Cooperative Advertising Partnerships - 2007” matrix for details on ad size, and participating partners/grant requests.

Program Area - Publications:

Goal: Develop, produce, and distribute a printed publication that acts as a "Lure" piece, to entice the visitor to choose the region for their vacation, and acts as a "Utility" piece, serving as an itinerary guide for places to go and things to do throughout eastern Oregon, and how to get there.

Tactics:

1) Produce & distribute 2007 Eastern Oregon Trip Planner and Heritage Brochures - NW Travel Magazines will again produce The 2007 Eastern Oregon Trip Planner. Ad sales will also be conducted by NW Travel, keeping the 50% editorial to 50% ad copy scenario.

Rationale - The *Eastern Oregon Trip Planner* is the primary response piece to all inquires, and is distributed at all State Welcome Centers, selected *Certified Display* outlets, and the EOVA regional visitor centers. Additional brochures produced & distributed by EOVA as a portion of a grant from Oregon Community Foundation-Historic Trails Fund:

- Trails of Discovery brochure – Highlighting eastern Oregon’s cultural and heritage attractions and museums
- Transforming the West brochure – Highlighting the Oregon Trail sites in Oregon

Note: EOVA is also responsible for the printing and distribution of the Hells Canyon Scenic Byway brochure, as a portion of a grant from FHWA-Scenic Byways

Target Audience – Markets identified by Travel Oregon Magazine, scenic byway travelers, and heritage/history/Oregon Trail interests

Key Partners – Over 60 eastern Oregon tourism businesses advertising in the Trip Planner, USFS, FHWA-Scenic Byways, ODP, BLM, NHOTIC, EOVA members, OCF-Historic Trails Fund

This is NOT a new program

Measurement – Successful distribution of Trip Planners and brochures

Budget Totals Publications: \$ 5,000 (RCMP) + \$80,000(Ad Sales & Grants) = \$85,000

Program Area - Website & “E” Marketing

Goal: Maintain and upgrade the EOVA website and electronic marketing activities to easily serve the visitor, have a high ranking with web browsers, and increase unique visits to the site. Cross-market with Travel Oregon site, and link with EOVA members, RCMP partners, major attractions and other advertisers.

Tactics:

1) Maintain functions of the EOVA website -In 2006 EOVA added on-line booking *through* the website, e-coupon opportunities for advertisers in the Trip Planner, visitor research questionnaire, destination marketing organizations' information page, special promotions such as Oregon Bounty and seasonal packages.

Rationale – Maintaining these functions, plus updating the “Visitor Services” page to reflect the 2007 Trip Planner advertisers is critical to keeping the site fresh, current, & connected to Travel Oregon opportunities.

Target Audience – Web viewers generated by EOVA advertising, Travel Oregon marketing, or other

Key Partners – Travel Oregon

This is Not a new program

Measurement – Number of unique visitors to the EOVA website and feedback from package participants

Budget Totals Website & E Marketing: \$ 1,000 (RCMP)

Program Area - Fulfillment:

Goal: To place printed information in the hands of potential visitors, and influence their travel decisions.

Tactics:

1) Respond to requests for information and distribute printed materials in a timely manner -

Rationale -The complexion of how the potential visitor is receiving information about travel opportunities is changing. EOVA is continually analyzing how best to address the issue of getting information into the hands or on the screens of these potential visitors. With the ever rising cost of producing printed materials, plus mailing and handling fees, EOVA is hoping to drive more visitors to the website to find the information. However, the organization still feels there is a need for the “trip planner” type of printed material. (I.e. the Eastern Oregon Trip Planner) In 2007 EOVA will take greater advantage of bulk mailing rates by utilizing volunteers and staff from Charter members.

Target Audience – Respondents to EOVA and TO marketing efforts, Oregon State Welcome Center visitors, selected “Certified Display” location visitors, and local DMO visitor center clients

Key Partners – We will again request monies from the Oregon Community Foundation – Historic Trails Fund to assist in the fulfillment program, NW Travel Magazine, Welcome Centers, & local DMOs

This is Not a new program

Measurement – Number of copies distributed and respond to 15,000 requests for information

Budget Totals for Fulfillment: \$ 5,300 (RCMP) + \$10,000 (OCF-Historic Trails) = \$15,300

Program Area – Public & Industry Relations:

Goal: To have the perspectives and tourism product of eastern Oregon exposed and represented in the visitor industry marketing of Oregon.

Tactics:

1) Attend key meetings and maintain membership in key industry organizations -

Rationale - EOVA is viewed as the primary, cohesive voice for tourism in eastern Oregon. As such, we are involved with a variety of activities which require public and industry relationships. Our involvement in these organizations and affiliations is ultimately to promote the tourism industry as a whole, and to increase the awareness of tourism within eastern Oregon.

Target Audience – Travel Oregon programs and Oregon Tourism Commission meetings; Membership and meeting attendance of OACVB and OTTA

Key Partners – The key partners are also the target audience, plus awareness of varied government and industry individuals, groups, and agencies

This is Not a new program

Measurement – Attendance of meetings

2) Story kit development and distribution, B-Roll utilization, and purchase of photos –

Rationale – The need for quality story ideas, photos, and the potential for using the B-Roll developed in cooperation with Travel Oregon is ever increasing. The efforts of Travel Oregon to connect the media with the regions and their product requires a system that allows for quick response, quality materials, and coordination with the suppliers. The potential for influencing Strategy #1, as well as visitors is greatly heightened via this tactic.

Target Audience – Primarily the leads developed by Travel Oregon

Key Partners – Travel Oregon, local DMOs, regional photographers, and regional suppliers willing to participate in research/fam tour opportunities

Measurement – Articles in publications, electronic, or video media, and inclusion of region in TO research/fam tour itineraries

Program Area – Public & Industry Relations:

3) Produce an EOVA newsletter twice annually, and an E-newsletter six-times annually –

Rationale – The actual membership of EOVA is quite small, but the number of businesses impacted by the activities of the RDMO is huge. The tourism industry of eastern Oregon needs to be informed of the activities happening on their behalf, and acknowledged of the opportunities for participation.

Target Audience – The tourism industry of eastern Oregon, members of EOVA, RCMP partners, & regional media

Key Partners – Contributions regarding copy from Travel Oregon and EOVA membership

This is Not a new program

Measurement – Accomplishment of tasks in the time frame described

Budget Totals for Public and Industry Relations:

\$ 4,700 (EOVA membership) + **\$ 5,000 (RCMP to accomplish #2)** = \$ 9,700

Program Area – International Packaged Travel Development

Goal: Develop and coordinate international packaged travel opportunities with eastern Oregon suppliers to increase international visitors to the region.

Tactics:

1) Coordinate with Travel Oregon to attend and have full representation during the Go West Summit, the opening reception, and research tours

Rationale – The opportunity for exposure for Oregon and the region's packaged travel product is greatly heightened by Oregon & Portland hosting the 2007 Go West Summit. EOVA will attend the Summit in 2006, and it is critical to continue communications and further contacts in 2007.

Target Audience – Tour operators and receptives attending Go West Summit

Key Partners – Travel Oregon Intl. Grant Program (waiting approval) and suppliers from eastern Oregon pursuing international packaged travel market niche

(Program Area –International Packaged Travel cont. – Go West Summit)

This is new program – While EOVA attended in 2006, the additional activities required due to the event being held in Oregon are new

Measurement – Follow-up packets and communication generated by Go West contacts

2) Develop and coordinate an Eastern Oregon Packaged Travel committee, and coordinate with Travel Oregon to host research/fam tours for appropriate media, operators, & receptives

Rationale – Travel Oregon is aggressively pursuing the international market, but there are only a handful of eastern Oregon tourism suppliers who are prepared to work with international guests or groups tours. EOVA would renovate the Packaged Travel Committee and develop an active group prepared to host fam tours, and receive international guests.

Target Audience – The initial target audience is tourism suppliers and DMOs within eastern Oregon who have an interest in pursuing the target audience of international visitors and packaged travel clients

This is new program – In 2006 EOVA loosely formed a Packaged Travel Committee, but without staffing and on-going communication, plus monetary commitments, the group has been dormant

Measurement – Formation of the committee and achievement of specific actions related to international travel

Budget Total for International Packaged Travel Development:

Successful award of Travel Oregon International Travel Program Grant of \$3,000

Program Area – Administration & Grant Writing:

Goal: Provide staffing to allow eastern Oregon to achieve all three primary strategies

Tactics:

1) Contract with tourism professional to administer the marketing plan and coordinate with Travel Oregon

Rationale - With the increased opportunities being developed by Travel Oregon, it has become difficult for EOVA or the local DMOs to respond in a timely or adequate manner. A majority of RCMP funds are requested for allocation to provide regional staffing. Given EOVA's limited resources, it has been more economical and efficient to contract with professionals for specific administrative needs. Continuing this arrangement is being proposed because it potentially eliminates any perception of partiality that could be sensed if the EOVA staff person were an employee of one specific DMO. The EOVA Board will provide Travel Oregon with a detailed explanation of how the final staff proposal will address the overall needs of the unified Eastern Oregon region and how it will achieve the vision of the RCMP partners in Eastern Oregon.

Target Audience - Membership of EOVA, all counties within the RCMP region of eastern Oregon, and Travel Oregon

This is a new program - Previously, EOVA had hired a consultant to accomplish the marketing plan, but deliverables did not include coordination of such programs with Travel Oregon as public relations, research/Fam tours, Oregon Bounty, & international travel to the level necessary. This is a new program, as these additional deliverables will be added to the final staffing arrangement, and at least 75% of the funding will come from RCMP funds.

Measurement – Accomplishment of deliverables as outlined in the consultant's "Program of Work" and monitored by the EOVA Executive Committee

2) Pursue potential grant opportunities, including FHWA's Scenic Byway funding for Hells Canyon National Scenic Byway and act as a "pass-through" organization for these FHWA funds

Rationale – Active pursuit of grant funds from the limited number of grantmakers that consider marketing activities as potential projects, along with the pursuit of the RCMP funds, is the funding mechanism for EOVA. Membership funds do not constitute enough revenue to enact the marketing plans for the region. The cost of staffing an organization that derives its revenue from supplier memberships, such as SOVA, would be significant. In addition, the number of tourism suppliers is limited, as are their resources. These small businesses may well have to choose between a regional membership and a local DMO membership, which will ultimately effect the DMOs' ability to participate in regional cooperative efforts. Therefore, EOVA will continue its membership policy of "Charter" members being the local DMOs, and "Sustaining" members being a limited number of government agencies, regional utilities, and major tourism attractions.

In the past EOVA has received funds from the Oregon Community Foundation – Historic Trails fund, Oregon Tourism Commission, NE – SE – Baker/Morrow Regional Alliances, Q Customer Service Training funds through Work Source Oregon – Region 13; Leo Adler Foundation, and the Oregon Trail Preservation Trust. The responsibility for accounting for the expenditure of these grant funds, as well as the RCMP funds, rests with EOVA.

(Program Area – Administration cont. – Grant Opportunities)

In 2007 EOVA will again seek funds from the following sources: RCMP through Travel Oregon; Scenic Byway Funds through Federal Highways Administration; Fulfillment & brochure printing funds through Oregon Community Foundation – Historic Trails Fund; Other grant opportunities as they present.

EOVA will continue to act as the parent, non-profit group for Hells Canyon Scenic Byway Committee. In 2006, EOVA has extended the contract of their Executive Director to administrate the "Seed Grant" for Hells Canyon All-American Road from the Federal Highways Administration. This arrangement will continue if the Byway Committee is successful in receiving "Seed Grant" funds during 2007, for administration in 2007 and 2008.

Target Audience – Membership of EOVA, all counties within the RCMP region of eastern Oregon, and Travel Oregon, & suppliers along Hells Canyon Scenic Byway

This is Not a new program

Measurement – Successful grant awards

Program Area – Administration & Grant Writing:

3) Maintain and/or purchase the tools, equipment, and insurance necessary to administrate the marketing plan

Rationale – Office supplies, phone, fax, office postage, annual corporate dues and insurance, office rental space, and tax preparation, in addition to bookkeeping, providing monthly budget reports, accounts payable/receivable, and bill payment are all activities included in administration.

Budget Total for Administration & Grant Writing:

\$11,800 (EOVA membership) + \$31,800 (RCMP) = \$43,600 + \$25,000 (HCSB Seed Grant) = \$68,600

Program Area – Research and Evaluation:

Goal: Share research information to assist the region, and it's tourism suppliers, in making marketing decisions and support the industry's role in economic impact

Tactics:

1) Coordinate with Travel Oregon and TRAC research endeavors

Rationale – In the past EOVA has contracted with Eastern Oregon University to conduct an Annual Visitors Survey of those people who responded to EOVA advertising. The usefulness of this research is quite anecdotal, due to the small sample size. In 2007, EOVA will relay on Travel Oregon and TRAC research, and share these findings with the membership and interested parties through the EOVA newsletter, and e-newsletters.

Budget Total for Research & Evaluation: \$ -0-

2007 Budget Summary (October 2006 – September 2007)

Program Area	EOVA Funds	RCMP	Co-Op Funds	Grant Funds	Total Project No Pass Thru	Total Project with Pass Thru
Admin/Grant Dev.	\$ 11,800	\$ 31,800		\$ 25,000 (PT)	\$ 43,600	\$ 68,600
Fulfillment		\$ 5,300		\$ 10,000 OCF	\$ 15,300	\$ 15,300
Advertising		\$ 9,400	\$ 19,422	\$ 10,000 MGP	\$ 21,900	\$ 41,322
Publications		\$ 5,000	\$ 80,000 (PT)		\$ 5,000	\$ 85,000
Website/E Mktg.		\$ 1,000			\$ 1,000	\$ 1,000
Public Relations	\$ 4,700	\$ 5,000			\$ 9,700	\$ 9,700
Intl. Marketing				\$ 3,000 IMP	\$ 3,000	\$ 10,000
TOTALS:	\$ 16,500	\$ 60,000	\$ 99,422	\$ 48,000	\$ 99,500	\$223,922

Sources of Funds:

EOVA Membership & Special Assessments:	\$ 16,500
Regional Cooperative Marketing Funds (RMCP):	\$ 60,000*
Co-Op Partners on Advertising:	\$ 19,422
Travel Oregon – Matching Grant Program (MGP):	\$ 10,000
Regional Advertisers in Trip Planner:	\$ 80,000
Oregon Community Foundation – Historic Trails Fund (Fulfillment):	\$ 10,000
FHWA Seed Grant - Hells Canyon SB (Pass Through – PT):	\$ 25,000
Travel Oregon – International Marketing Program (IMP):	\$ 3,000**
TOTALS:	\$223,922

*Please Note: EOVA has budgeted using an average of anticipated RCMP funds for the region. Should EOVA receive less or more than budgeted, the media advertising program area would reflect the changes in budget.

**Funding approvals are pending.

2008 Budget Summary (October 2007 – June 30, 2008)

Program Area	EOVA Funds	RCMP	Co-Op Funds	Grant Funds	Total Project No Pass Thru	Total Project with Pass Thru
Admin/Grant Dev.	\$ 8,850	\$ 23,850				
Fulfillment	\$ 3,000	\$ 975		\$ 7,500 OCF		
Advertising		\$ 1,175	\$ 20,000			
Publications			\$ 80,000 (PT)			
Website/E Mktg.	\$ 750					
Public Relations	\$ 3,525					
Intl. Marketing				\$ 3,000 IMP		
TOTALS:	\$ 16,125	\$ 26,000	\$ 100,000	\$ 10,500	\$ 52,625	\$152,625