

Quarterly Report

Q4 2015



Experience Grants Pass



Executive Summary

Q4 2015

The fourth quarter of 2015 finished strong with hotel revenues up 26% over the same period last year. That revenue increase led to a 21.82 percent increase in tax dollars generated for Grants Pass. The fourth quarter is historically not one of the strongest quarters of the year for tourism in Grants Pass. These good numbers are an indicator of the positive trend of steady growth in tourism.

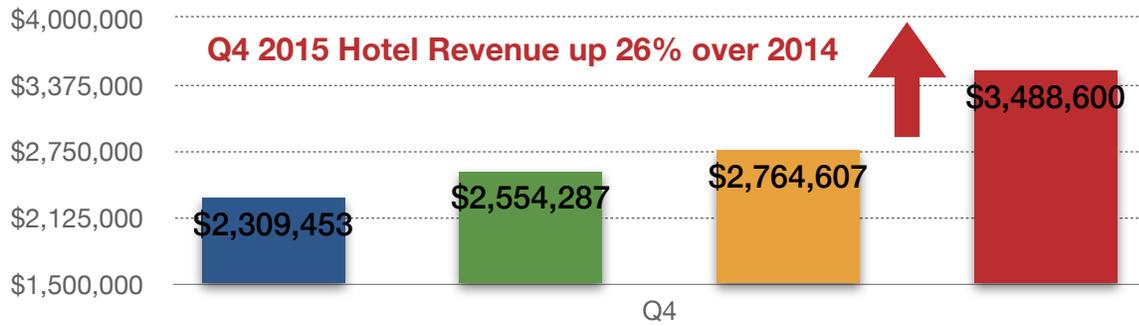
2015

2015 was a very good year for tourism in Grants Pass. Our peak tourism season was again cut short due to fire and low water levels, though not nearly as early as in 2014. Overall, downtown businesses reported an improved business climate, with many merchants very optimistic about 2016.

For the year of 2015, hotel and tax revenues had a steady climb to end the year very strong. Hotel revenue was up 17.2 percent over 2014. That increase is 4.8 percent better than reported by all regions statewide in Oregon. This is very impressive for Grants Pass. On the tax revenue side, we collected 16.2 percent more taxes in 2015 compared to 2014. That is \$190,209 additional tax dollars going to the city, with the total tax revenue generated at \$1,356,022.

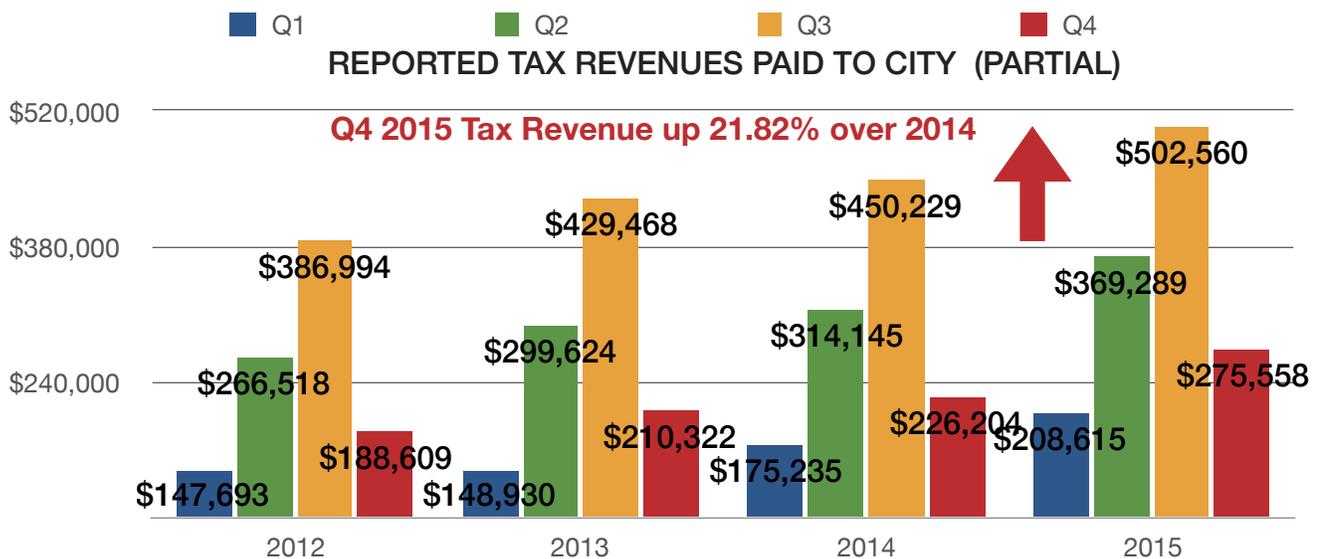
These two key indicators are showing positive growth as well as our other tourism indicators: The new TravelGrantsPass.com website which has been operating since July 8 2015 and has had a forty percent increase in traffic compared to years prior. Our welcome center has had a steady progression of traffic throughout the year as well as our requests for information packets. All of these measures reflect a positive outlook for tourism as we enter 2016..

2015 Q4 HOTEL REVENUE (PARTIAL)



City of GP Transient Room Tax Collected

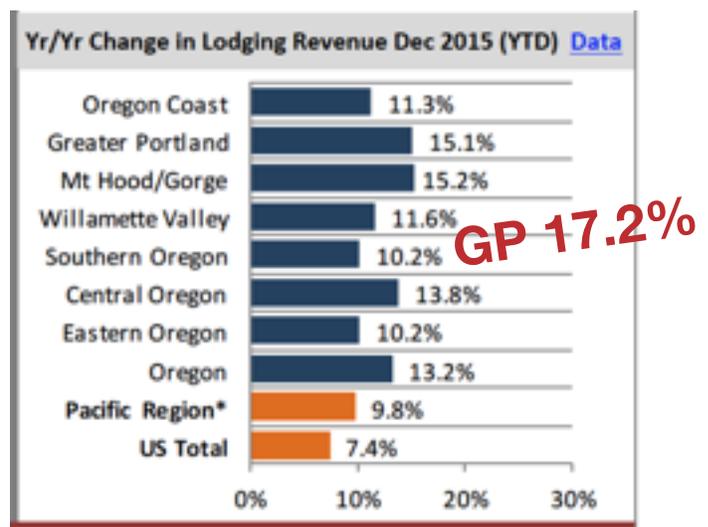
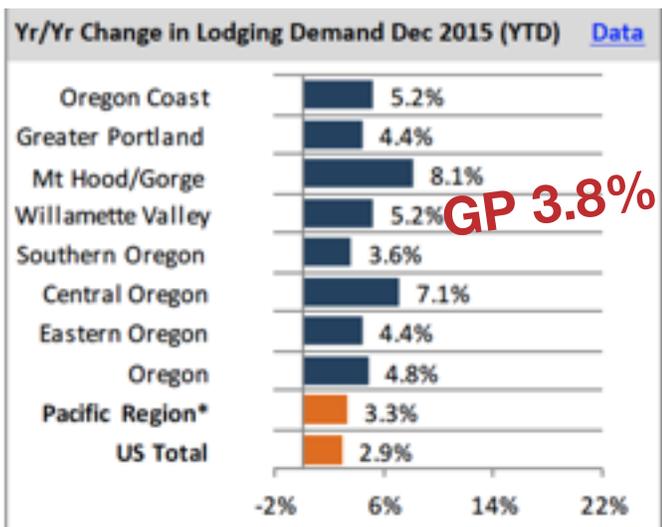
Period Covered	Net Reported*	Yearly Change	Average Daily Rate	Tax Rate
January 1, 2013 to March 31, 2013	\$148,930.13	0.84%	\$62.49	9%
April 1, 2013 to June 30, 2013	\$299,624.18	12.42%	\$74.51	9%
July 1, 2013 to September 30, 2013	\$429,468.54	10.98%	\$81.51	9%
October 1, 2013 to December 31, 2013	\$210,322.00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



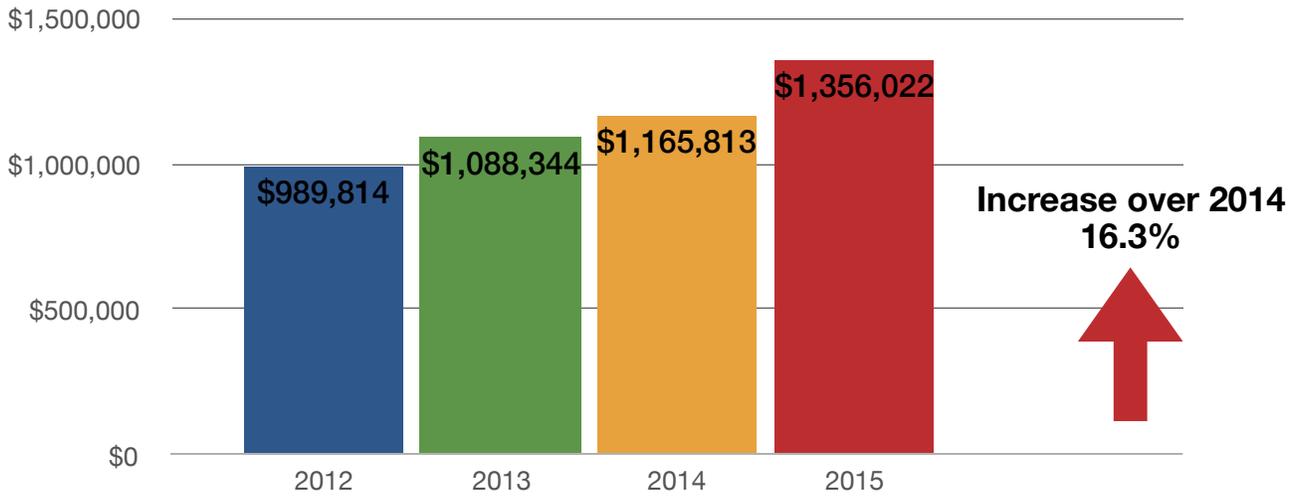
GP Transient Room Tax Statistics

QTR Ending	Occupancy		Room Rate		Rev Par		Room Supply		Room Demand		Room Revenue	
	Year	% Chg	Year	% Chg	Year	% Chg	Year	% Chg	Year	% Chg	Year	% Chg
6/30/2012	46.1%	1.3%	\$73.04	4.9%	\$33.68	6.3%	97,097	-0.4%	44,768	0.9%	\$3,269,876	5.9%
9/30/2012	60.2%	-1.6%	\$79.53	2.4%	\$47.87	0.8%	98,164	-0.3%	59,092	-1.9%	\$4,699,505	0.5%
12/31/2013	37.4%	6.8%	\$64.86	2.1%	\$24.25	9.1%	95,220	-3.3%	35,606	3.3%	\$2,309,453	5.5%
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%

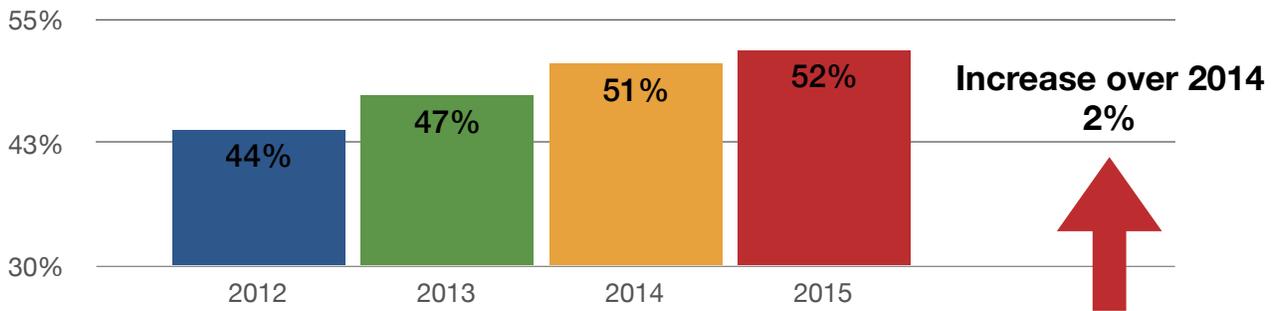
2015 Statewide Comparison to GP (2015 Oregon Barometer, Dean Runyan & Associates)



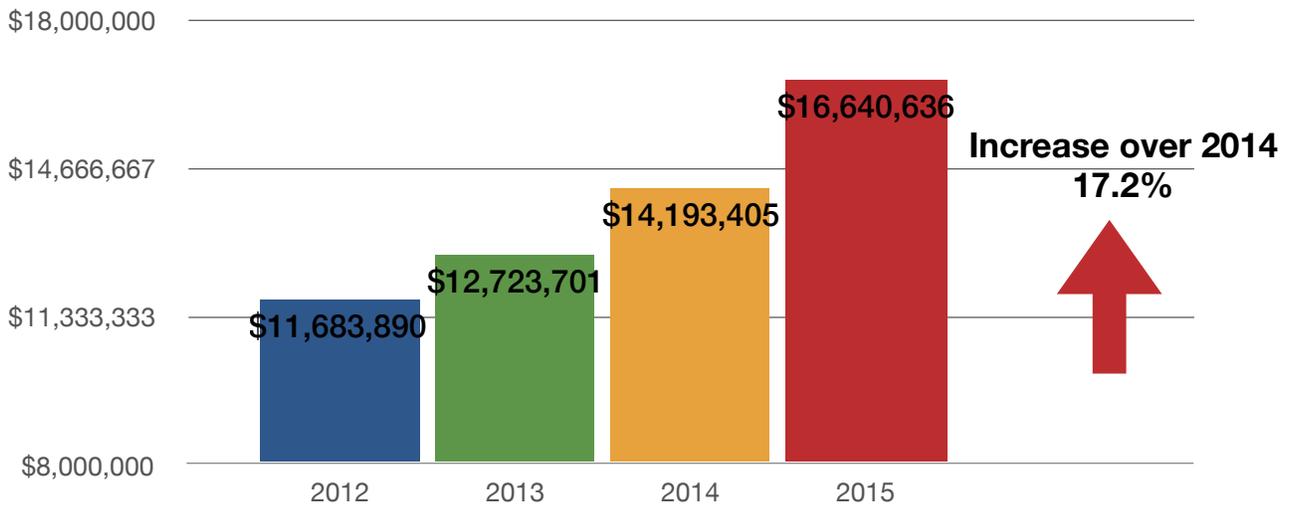
TAX REVENUE PER YEAR



AVERAGE OCCUPANCY RATE PER YEAR



HOTEL REVENUE PER YEAR



October 2015 Activity Highlights

Tourism Marketing & Promotion

- Art Along the Rogue event production
Record attendance - estimated 14,000
- New ad for coastal 101 Things to Do
- Urban Renewal Task Force meetings
- Christmas Parade preparations
- EcoNorthwest Econ Dev Strategic Plan meeting
Branding, strategy, schedule
- Initiate Branding Project Phase Two
- First Friday Live - Oct website, entertainers & volunteers
- Travel Southern Oregon - Board Meeting
- Ford Family Foundation - welcome sign project
- Events Calendar updates and refinements
- GrantsPassport.com development project
- Assistant City Manager meetings
- Brochure and map distribution
- Hospitality Group - meeting
- Brochure and map distribution
- On-going database development of tourism itineraries, features and offerings
- On-going - Social Media platform entries

Downtown Services

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

Open 40 hours per week
473 walk-in visitors
60 telephone calls
41 direct business contacts

FB likes 1671
Instagram followers 611



November 2015 Activity Highlights

Tourism Marketing & Promotion

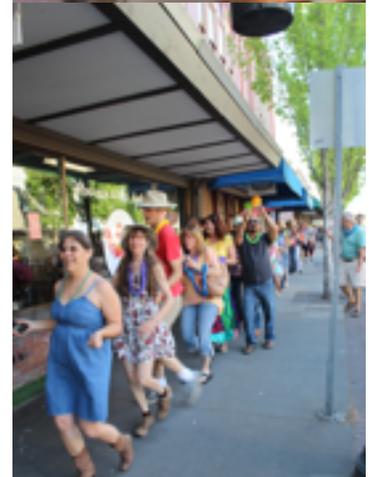
- Christmas in Grants Pass - TV commercial production
- Christmas Parade preparations - ongoing
- Branding Project phase two -ongoing
- EconNorthwest - Tourism meeting
- First Friday Live - New merchants, and updates
- Downtown merchant meeting & follow-up
- Interstate Five - Billboard project
- Downtown snowflake - coordination and installation
- Santa Float coordination
- Downtown Welcome Center - construction project
- Meeting - GP economic development
- New GP Visitor guide research and meeting
- Grants Pass Hospitality Group meeting
- Events Calendar updates & refinements
- Ongoing photo library
- Hospitality training project - timeline
- First Friday Live: performers, merchants
- Daily operation of social media accounts
- Assistant City Manager meetings
- Brochure distribution
- TravelGrantsPass website updates

Downtown Services

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

Open 40 hours per week
247 walk-in visitors
25 telephone calls
58 direct business contacts

FB Likes 1874
Instagram followers 638
Twitter 14



December 2015 Activity Highlights

Tourism Marketing & Promotion

- Christmas in Grants Pass - event well attended, 37 entries
- The Magic of Christmas in Grants Pass TV commercials
- Branding Project phase two -ongoing, many meetings
- First Friday Live - Tree Lighting and FFL event
- Welcome Center - construction project - open Dec 22
- SEO options for Travel Grants Pass
- Hospitality Training System - negotiations
- Grants Pass Hospitality Group meeting
- Events Calendar updates & refinements
- Ongoing photo library - Christmas in Grants Pass
- Statewide events Calendar, listings
- City way finding project -research,outline & scope,meeting
- Grants Passport development projects
- ART Study Project, American's for the Art's - GP art impact
- Assistant City Manager meetings
- Brochure deliveries - Medford area
- TravelGrantsPass website updates

Downtown Services

- Limited operation of Downtown Welcome Center (construction)

162 walk-in visitors (12/23-12/31)
36 telephone calls
41 direct business contacts

FB Likes 2094
Instagram followers 663
Twitter 17
Pinterest 30



GRANTS PASS TOURISM

WWW.TRAVELGRANTSPASS.COM

9,176 visits

2.18 minutes adv. duration

377 total searches

22,907 page views

18139 unique page/views

1617 downloads

