



TRAVEL GRANTS PASS

*Quarterly Report*

**Q3** 2016

## Executive Summary

### Q3 2016

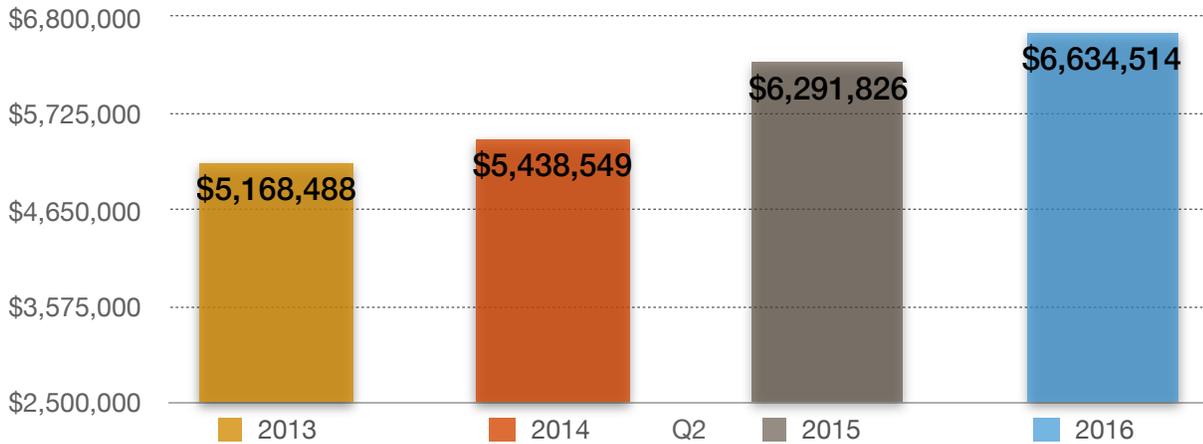
The third quarter of 2016 finished strong with hotel revenues up 5.4% over the same period last year. Though modest, that is comparing last year's third quarter which saw an unprecedented 16% increase for Q3. As well, Q3 2016, had 119 fewer hotel rooms reporting, despite that, this quarter reflects a solid, steady increase in revenue this year. Hotel revenue generated \$516,612 in tax dollars for the City of Grants Pass. Hoteliers are very happy with the volume of business and the advance bookings which indicate a continued upward trend. Another great indicator; occupancy rates, increased to 74.4% which is the highest it has been in over a decade.

Q3 starts year three of Experience Grants Pass' contract with the City of Grants Pass. Many strategic, foundational developments of the 2015-2017 Strategic Marketing Plan are completed or in process. The year ahead is about building on this solid foundation. In this quarter, we debuted the new official City of Grants Pass Visitor's Guide, which has been very well received. It is the first product with the new City branding strategy. The newly adopted, Live Rogue brand strategy has been very well received and has been proving to capture the attention of our new market audience: adventure seekers. Traffic on the TravelGrantsPass.com website has increased dramatically on pages related to hiking.

As pleased as we are about the progress made in the tourism program, we are particularly excited about our downtown efforts. Unity among the merchants and economic vitality hasn't been as strong in a very long time. Over the past two years, we have been developing the Historic District Merchants Program. Through leadership and collaborative projects, we have built a strong coalition among the merchants. These efforts are paying off, as the merchants are reporting record consumer activity and sales. We will continue to build on this positive momentum and unity to make an even more vibrant downtown.

## TRAVEL GRANTS PASS

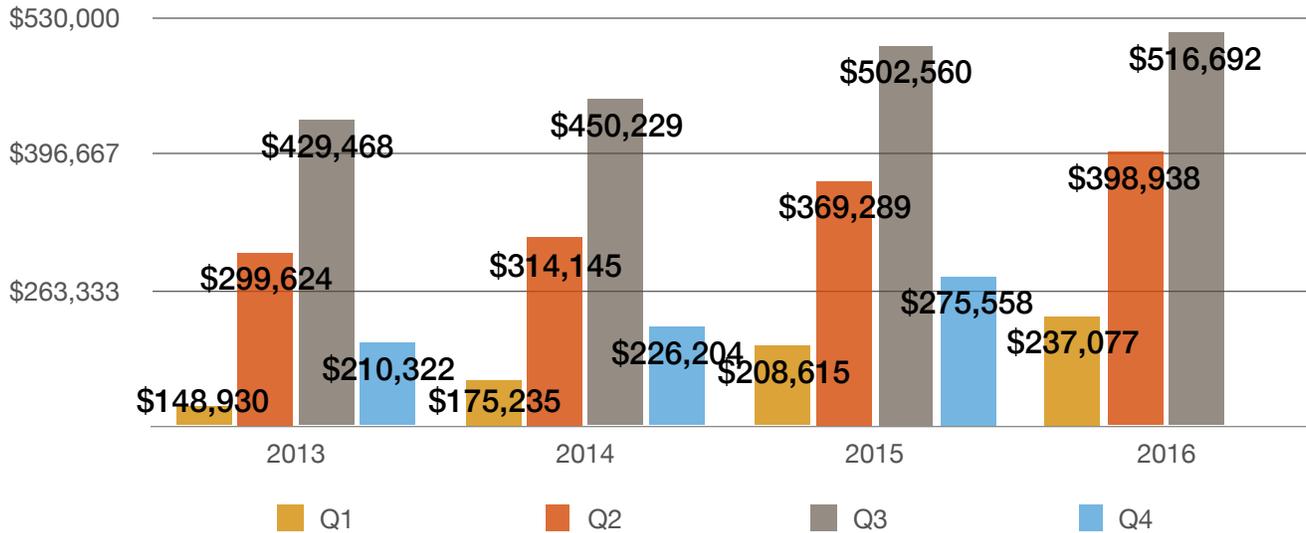
### Q3 2016 HOTEL REVENUE



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
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%
9/30/2016	74.4%	3.8%	107.12	14.2%	79.68	18.5%	83,260	-11.0	61,933	-7.6%	\$6,634,514	5.4%

## 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%
April 1, 2016 to June 30, 2016	\$398,938.11	1.43%	\$87.6	9%
July 1, 2016 to September 30, 2016	\$516,692.95	2.9%	\$107.12	9%

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## GRANTS PASS TOURISM

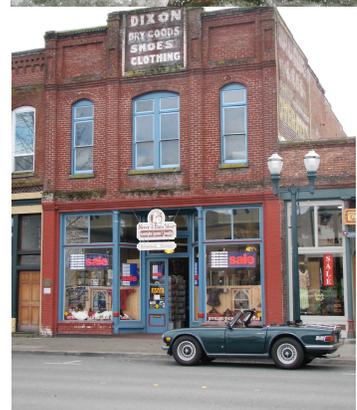
### July 2016 Activity Highlights

#### Tourism Marketing & Promotion

- New Visitor's Guide - production, ads design & writing
- Resubmit design to ODOT for way finding.
- Travel Grants Pass website - updates and events calendar
- Rogue Allure - working with Charter on known issues
- Merchant Survey - Light Up the Alleys
- Hospitality Training Program kickoff
- Art Along the Rogue - Logo and t-shirt design & production
- Gladiola / Ballon Festival event - committee meeting
- Research - Vintage Trailer Rally
- Create and submit new Snapchat Filters
- Travel Oregon Email Newsletter ad - July
- Bike Benefits program with City
- Revise City Hall sign design
- Redesign of print handouts - Hiking, Cycling, City Parks & County Parks
- Downtown - Public Safety meeting with merchants
- Facebook Contest - Selfie with a Bear
- Start and conduct merchant surveys
- Filming of Back to the Fifties
- Start video production of Grants Pass Car Culture
- Assistant City Manager meetings
- Welcome Center team took Historical Walking Tour
- First Friday Live - talent, merchants, website updates, paper, merchants, social media
- Ongoing social media updates & entries - Facebook, Instagram, Twitter and Pinterest
- Downtown - ongoing operations & merchant meetings

#### Downtown Services

- Daily operations of Downtown Welcome Center
  - Open 48 hours per week
  - 961 walk-in visitors
  - 73 telephone calls
  - 86 direct business contacts
  - FB likes 2,802 Instagram followers 955



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## GRANTS PASS TOURISM

### August 2016 Activity Highlights

#### Tourism Marketing & Promotion

- Visitors Guide - Final Files and print prep.
- Rogue Allure - Test install twice with Charter at the Lodge - no success. Then Charter gave us go ahead with new solution.
- Video Production - Library footage -Hellgate Jetboats
- City Council Presentation- Annual and Q2 reports
- Hospitality Training Program kickoff
- Art Along the Rogue - preproduction, & bands, poster, billboard & vendors, create new Art Along the Rogue website
- New Airport dioramic sign installed
- Film new video - GP Car Culture,Rat Rod, Pebble Beach Club, Randy Grubb
- Snapchat filter accepted
- Travel Oregon Email Newsletter ad - August
- Create and publish FB weekly contest.
- Finish design and ready for print - Hiking, Cycling, Parks
- Downtown - Public Safety meeting
- First Impressions - follow-up meeting
- Creation of new Downtown Newsletter
- COPA Meeting
- Travel Southern Oregon FAM meetings and coordination
- TSO Influencer Mega FAM prep and meetings
- GP Fall Recreation Guide - ads x 2 , AATR & Christmas Parade
- Met with Josephine County Transit director - Scott Chauncey
- Travel Grants Pass website - updates and events calendar
- Light the Alleys public safety program - discuss with merchant,
- First Friday Live -
- Ongoing social media updates & entries

#### Downtown Services

- Daily operations of Downtown Welcome Center

Open 48 hours per week  
899 walk-in visitors  
59 telephone calls  
73 direct business contacts

FB Likes 2867 Instagram followers 996  
Pinterest 51, Twitter 47



## September 2016 Activity Highlights

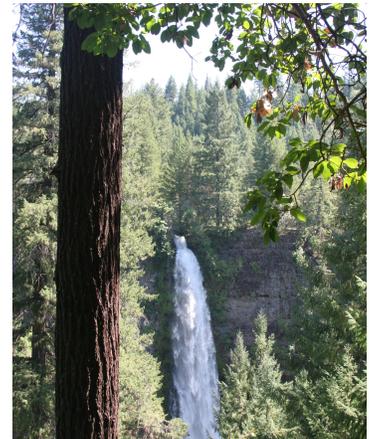
### Tourism Marketing & Promotion

- Visitors Guide - Distribution
- Art Along the Rogue - preproduction, & bands, poster, billboard, contracts, vendors & T shirt design and order
- AATR TV and Radio Ads, Social Media push
- Present to City Council alcohol sales at AATR
- Radio - Chamber Chatter
- Radio - KAJO City Manager Report
- United Airlines New Zealand FAM
- Design and debut new Live Rogue T shirts
- Ballon Festival event - exploration committee meetings, change directions
- Travel Oregon Email Newsletter ad September Fall Edition
- Production of new OCT Downtown Newsletter
- Travel Southern Oregon FAM meetings and coordination
- TSO Influencer Mega FAM week of 9/25
- 1859 Full Page ad - September
- Travel Grants Pass website - updates and events calendar updates
- Light the Alleys public safety program - property owners
- Mailing of Visitor's Guides
- Chamber Newsletter ad
- Assistant City Manager meetings
- First Friday Live - talent, merchants, website updates, paper, merchants, social media
- Ongoing social media updates & entries - Facebook, Instagram, Twitter and Pinterest
- Downtown - ongoing operations & merchant meetings
- Welcome center operation

### Downtown Services

- Daily operations of Downtown Welcome Center

899 walk-in visitors  
79 telephone calls  
73 direct business contacts  
FB Likes 2,907, Instagram followers 1035



# GRANTS PASS TOURISM

WWW.TRAVELGRANTSPASS.COM (% change vs Q1)

27,799 visits (+16%)

72,583 page views (+14.17%)

2.57 minutes adv. duration (+3%)

55,855 unique page/views (+13%)

847 total searches (+89%)

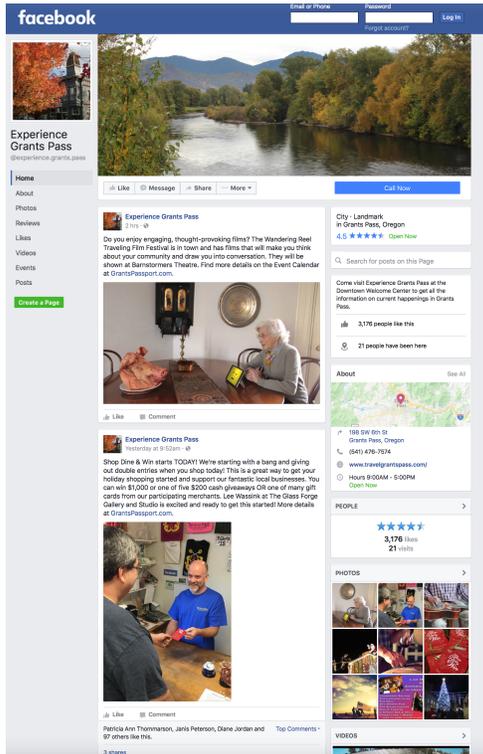
6,185 downloads (+91%)



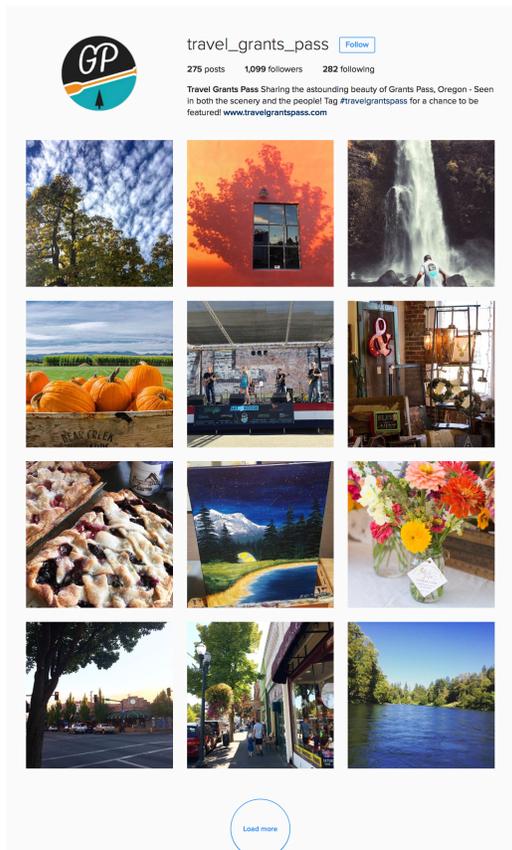
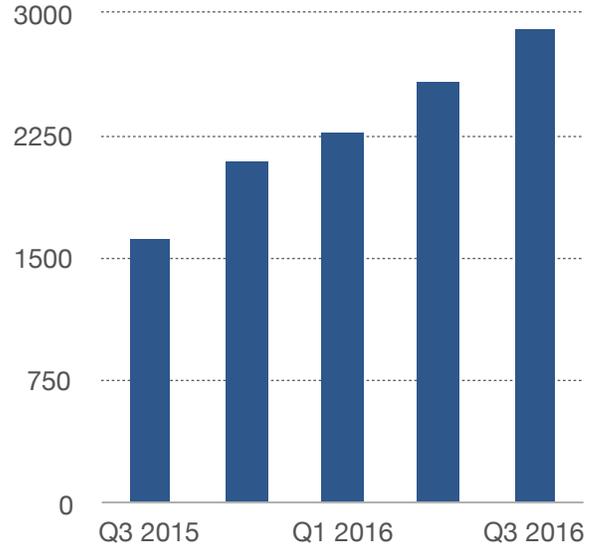
## Most Popular Pages

- 50 Things to do in GP
- Events Calendar
- Accommodations
- Concerts in the Park
- Visitor's Guide
- Raine Falls

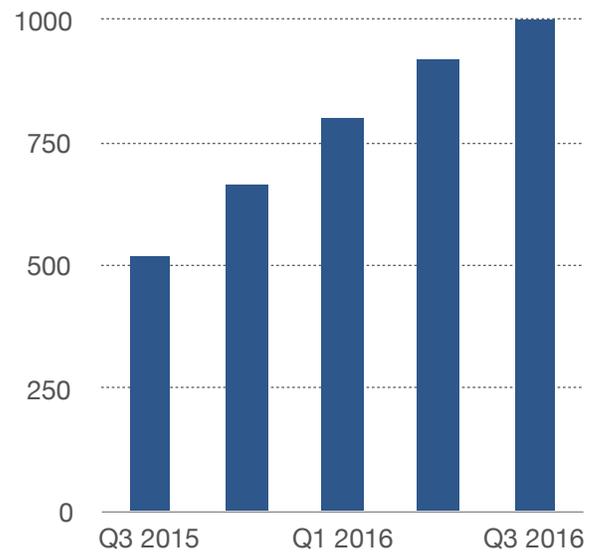
# GRANTS PASS TOURISM



Facebook Likes

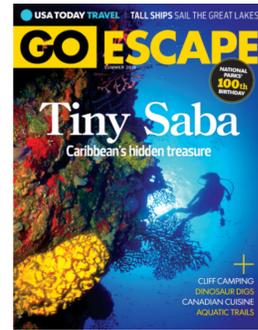
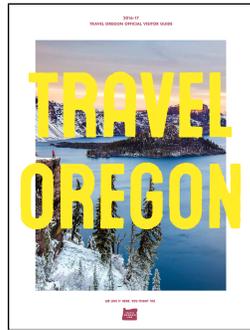
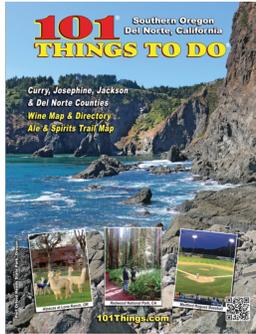


Instagram Followers



GRANTS PASS TOURISM

Media expenses in Q2 2016



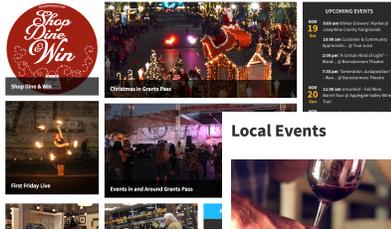
- Grants Pass Recreation Guide
- Travel Oregon - Email Ads
- Travel Oregon - Welcome Centers
- Certified - Brochure distribution
- Travel Southern Oregon - Online
- Street Banners
- Event Posters



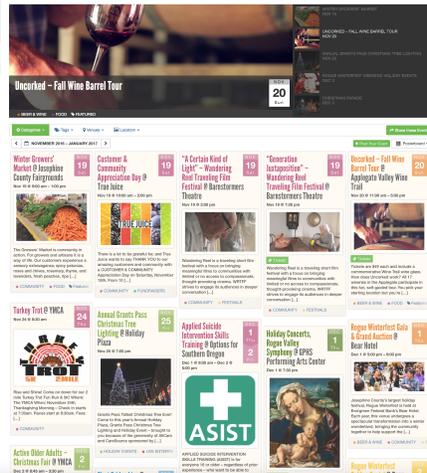
	Q3 2016	Q4 2016	Q1 2017	Q2 2017	Totals	
<b>Welcome Center</b>						
Wages & Taxes	\$13,897				\$13,897	
Telco & Internet	\$2,116				\$2,116	
Office Costs	\$467				\$467	
Improvements	\$275				\$275	
					<b>\$16,755</b>	
<b>Tourism Admin</b>						
Director	\$9,200				\$9,200	
Assistant	\$2,456				\$2,456	
Payroll Taxes	\$1,563				\$1,563	
Rent	\$3,200				\$3,200	
Utilities					\$0	
Insurance	\$870				\$870	
					<b>\$17,289</b>	
	<b>\$34,044</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>		<b>\$34,044</b>
<b>Projects</b>						
Art Along the Rogue	\$4,772				\$4,772	
First Friday Live	\$484				\$484	
Christmas Parade					\$0	
Branding Project	\$6,010				\$6,010	
Postage / Distribution	\$186				\$186	
Printing	\$5,607				\$5,607	
Promotion & Ads	\$4,834				\$4,834	
Airport	\$1,734				\$1,734	
Radio /TV	\$500				\$500	
Billboard	\$1,533				\$1,533	
OTE	\$155				\$155	
Digital / banner/ email	\$950				\$950	
Hospitality Training	\$1,650				\$1,650	
Trade / Associaitons					\$0	
Promotion FAM	\$344				\$344	
Equipment Rental					\$0	
Rogue Allure					\$0	
Grants Passport	\$900				\$900	
Web Development	\$234				\$234	
Domains					\$0	
Hosting	\$885				\$885	
Travel/Trade Show					\$0	
Photo Library	\$170				\$170	
Video Production /Dev	\$405				\$405	
Graphic Design	\$925				\$925	
Office & Supplies	\$1,230				\$1,230	
	<b>\$33,508</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$33,508</b>	<b>\$33,508</b>
				<b>Total</b>		<b>\$67,552</b>

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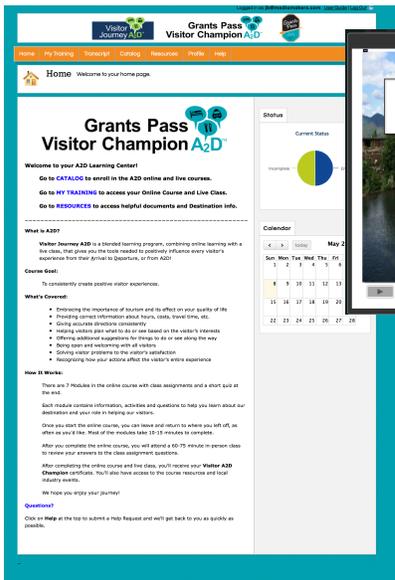
## Continued Development Projects:



### Local Events



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## Grants Pass Hospitality Training Program

