

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

| MEETING DATE | AGENDA ITEM NUMBER |
|---------------------|---------------------------|
| March 19, 2013 | |

TO: Mayor Shoji and City Councilors

FROM: Jackie Mickelson, Executive Assistant
Through: Rodger Craddock, City Manager

ISSUE: Coos Bay-North Bend Visitor & Convention Bureau Quarterly Report by Director Katherine Hoppe

BACKGROUND:

The City of Coos Bay, the City of North Bend, and the Coquille Indian Tribe created an intergovernmental agreement with the Coos Bay/North Bend Visitor Convention Bureau (the Bureau). The purpose of the Bureau is to engage in activities designed to promote events and attractions in the Coos Bay/North Bend area. Semi-annual reports are a required component of the agreement with the Bureau. The reports are to be detailed activities of the Bureau, events, and attractions that have been promoted and funds that have been spent to date.

BUDGET IMPLICATIONS:

N/A

ADVANTAGES:

A report keeps the Council up-to-date on activities of the Coos Bay-North Bend Visitor & Convention Bureau.

DISADVANTAGES:

None

ACTION REQUESTED:

None



Coos Bay – North Bend Visitor & Convention Bureau

Katherine Hoppe
Director of Promotions & Conventions
www.OregonsAdventureCoast.com

Local Research

Highlights - Website

| | |
|--------------------------|----------|
| Planning a visit 30 days | 33% |
| Return visitor | 50% |
| 2 people | 51% |
| Expense per day | \$194.50 |

Source: Dennett Consulting Group: July – Dec 2012



Local Research

Highlights – Visitor Center Guests

| | |
|-----------------------|-----|
| Hotel/Motel Guest | 51% |
| RV Park/Campground | 33% |
| 2 people | 62% |
| 2 Nights or more | 77% |
| Planning on Returning | 65% |
| Highly Likely | 23% |
| Somewhat Likely | |

Top Activities: sightseeing, beach activities, hiking

Source: Dennett Consulting Group: July – Dec 2012

Coupon Card Program





[ABOUT THE AREA](#) | [TRAVELER'S INFO](#) | [PHOTOS](#) | [BLOG](#)

[TOP IDEAS](#) | [EAT & DRINK](#) | [ACTIVITIES](#) | [EVENTS](#)

[FIND YOUR ADVENTURABILITY](#)

[Search](#)

BROWSE BY TYPE

[EAT AND DRINK \(4\)](#)

[PLACES TO STAY \(5\)](#)



Tell us about your past or upcoming adventures.

[Visit us on Facebook](#)

DEALS

Who Doesn't Love a Deal? We've compiled some of our local offers to help you with your stay. Be sure to check back as we'll be updating this section often as we release our new 2013 Coupon Card on March 1!

ALL DEALS



Mill Casino Hotel - Coastal Getaway

Tuesday, 2/25/2013 to Sunday, 6/30/2013

3201 Tillamook Avenue
North Bend, OR 97459
(541) 756-4800
600-953-4800
savspass@millcasinohotel.com

Hotel Package

Package includes:

- Deluxe Bayside Room \$40 Dining credit at any of our dining venues
- Complimentary bottle of champagne or cider with souvenir toasting glasses
- Turn down service

To book this special stay, call reservations

Tradeshows/Partners



3A Tournament



Website





The screenshot shows the Oregon's Adventure Coast website. The header includes navigation links: ABOUT THE AREA, TRAVELER'S INFO, PHOTOS, BLOG, SEARCH, and a list of categories: TRIP IDEAS, EAT & DRINK, ACTIVITIES, EVENTS, LOGGING, IDEAS. The main content area is titled "FIND YOUR ADVENTURABILITY" with the tagline "Whether your inner adventurousness is a thrill seeker or you're more laid back, there's enough fun to build a lifetime of memories." Below this, there are three columns of featured adventures:

- LAI D BACK**
 Enjoy the simple things at a slower pace.
 Discover Historic Front Street
- BREATH TAKING**
 Enjoy the area's stunning landscape.
 San Francisco to the Oregon Coast to Lake Tahoe in 18 days
 Sawmill & Tribal Trail
 Oregon Coast Trail (Sunset Bay to Cape Arago)
- HEART POUNDING**
 Experience adrenaline pumping excitement.
 Winter Steelhead Fishing Trip Idea



**Oregon's
Adventure Coast**

Coos Bay ★ North Bend ★ Charleston

Website



FEATURED ADVENTURES

Our area is comprised of three towns tied so closely together the best way to enjoy it is as a whole. There's all kinds of reason to visit but our main attractions relate to the coast and all our waterfront options and of course Adventure! The towns of Coos Bay, North Bend, and Charleston surround the bay and feature Underdeveloped Beaches, the Oregon Dunes along with ATV'ing and Motorsports, State Parks, Hiking & Walking trails, Fishing, Crabbing & Clamming and so much more.



STATE PARKS

State Parks equal miles and miles of Oregon Coastline and hidden waterfalls for your enjoyment!

[Venture On](#)



WALKING & HIKING

Whether you're interested in getting a work out, or just want to experience the beauty of our area, you'll find a way to walk, hike or bike your way to Adventure!

[Hit the Trail](#)

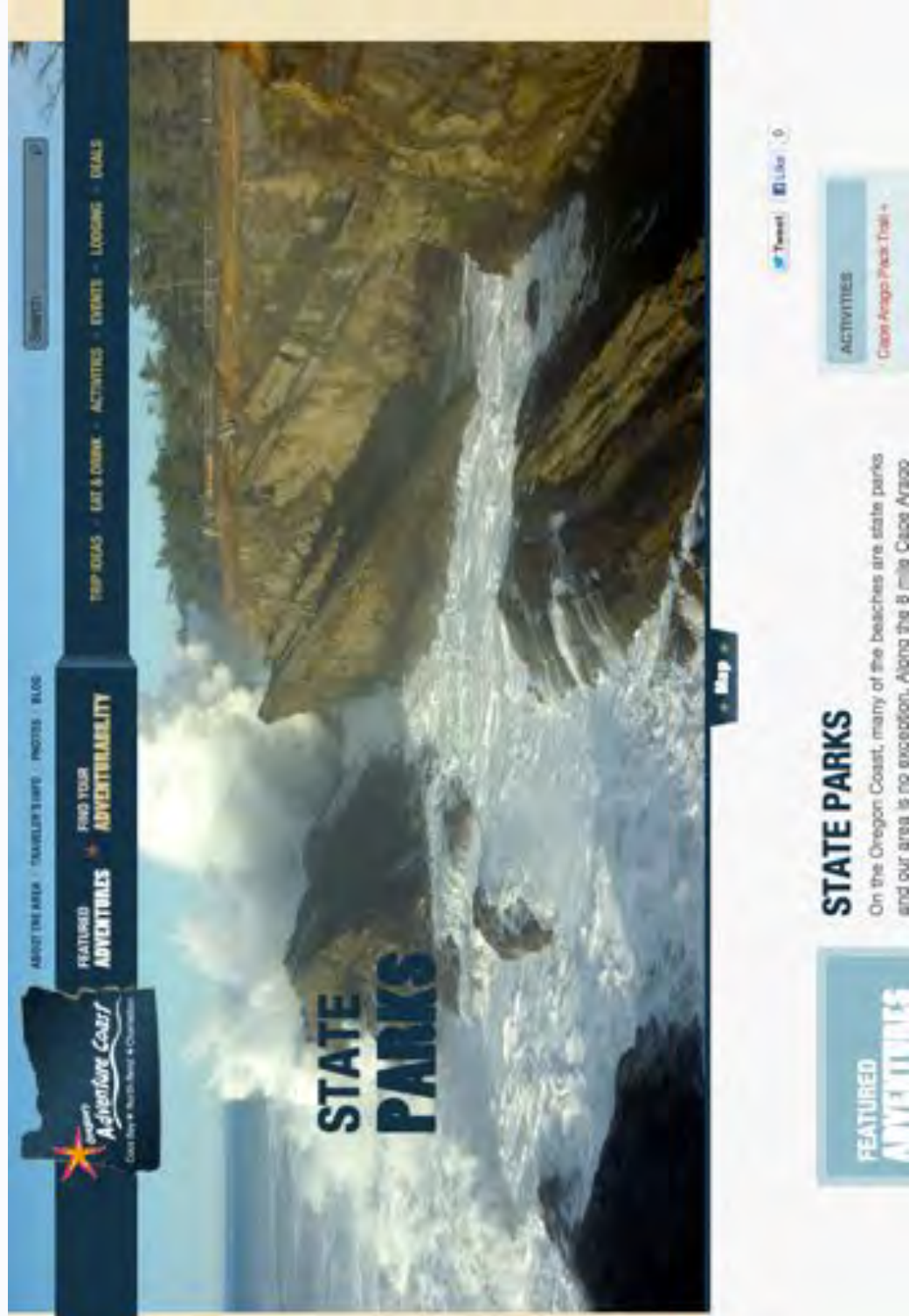


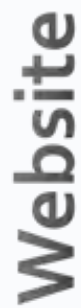
UNDERDEVELOPED BEACHES

Oregon's Adventure Coast is the most versatile coast with desolate beaches that lend to an abundance of things to do.

[Start Exploring](#)

Website





On the Oregon Coast, many of the beaches are state parks and our area is no exception. Along the 8 mile Cape Arago Loop in Charleston you'll find a trifecta of State Parks including Oregon Coast's crown jewel, Shore Acres State Park, Sunset Bay State Park and Cape Arago State Park. If you head inland, you'll find Golden and Silver Falls, a hidden gem in the dense coastal forests. Hidden trails wind through all our state parks providing opportunities for hiking, sightseeing, photography and wildlife viewing.

**San Francisco to the Oregon Coast
to Lake Tahoe in 18 days**

If you've never been to the West Coast and want to take in as much as possible, here's a 3-week itinerary that takes you from San Francisco to the Oregon Coast to L.A. and back. Follow every day or pick out your favorites!

With so much to explore along the Southern Oregon Coast, we felt the need to create a series of itineraries to help Oregon Coast visitors make the most of their time here. Come explore Cape Arago Beach Loop and much more!

Early in 2011, we hosted our Chowder Bounty Travel Correspondent winner for a weekend of fun. Her job was to show up, have a great time, and share her experience. We hope her trip will inspire you to find your own.

Photo: © iStockphoto.com/Robert

- Cape Arago Park Trail •
- Cape Arago State Park •
- Estuary Study Trails •
- (South Slough Estuary) •
- Golden & Silver Falls State Natural Area •
- Shell Island •
- Shore Acres State Park •
- South Slough National Estuary •
- Sunset Bay State Park •
- Necanicum Creek Trail (South Slough Estuary) •

[Back to the Estuary »](#)



Thank you!

Katherine Hoppe
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Visitor & Convention Bureau
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**ADVENTURE COAST
COOS BAY / NORTH BEND / CHARLESTON**

**REPORT #2
WEBSITE AND VISITOR CENTER
VISITOR PROFILE STUDY**

**6 MONTH STUDY
JULY THRU DECEMBER, 2012
3RD AND 4TH QUARTERS**

FEBRUARY, 2013

Prepared by DCG Research
A service of the Dennett Consulting Group
1-800-554-0564

ADVENTURE COAST WEBSITE AND VISITOR CENTER VISITOR PROFILE RESEARCH

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I. INTRODUCTION

Destination Marketing Organizations (DMOs) spend a significant amount of money developing and maintaining their websites and running visitor centers. The key questions: What is the Return on Investment (ROI) for this activity, who is visiting your website and visitor centers, and are you meeting their needs?

Building on the data base of the successful Southern Oregon Visitors Association (SOVA) 18-month visitor study (2006-2008), conducted by DCG Research, DCG has developed a research system for collecting visitor profile data from DMO websites and, if desired, from DMO visitor centers.

The goals of this research are to:

1. Provide a confidential and reliable visitor profile to participating partners.
2. Provide an industry overview that allows a participant to compare their data sets with all data collected from all DMOs and other industry studies.
3. Provide insights into how consumers use DMO websites and what elements (features) they believe have value.

II. METHODOLOGY

WEBSITE STUDY -The six participating DMOs (Roseburg, Klamath Falls, Adventure Coast, Medford, Gold Beach, and Bandon) were provided a graphic/visual link for their website that allowed any visitor to go to a website (DCG Research) to complete a short survey to qualify for an incentive. Ashland participated in the 3rd Quarter study, not in the 4th Quarter Study, but Ashland 3rd Quarter data is included in this six month recap.

VISITOR CENTER STUDY - Five DMOs (Roseburg, Klamath Falls, Adventure Coast, Gold Beach, and Bandon) also conducted a similar survey in their visitor centers using paper surveys (printed and tabulated locally) via a connection to DCG's cloud based research survey.

MARGIN OF ERROR - The research goal was to conduct an overall study with a margin of error of +/-6.0% with a 95% confidence interval. The margin of error will vary by individual location, based on the prominence of the website link, local promotion, and volunteer support at visitor centers for survey collection.

In reviewing collected data for Report #2, July thru December, 2012 (6 Months), DCG reached the research goal for the overall study, but did not meet it for Adventure Coast data.

| WEBSITE STUDY | POPULATION | SAMPLE SIZE | MARGIN OF ERROR |
|-----------------|------------|-------------|-----------------|
| ALL LOCATIONS | 379,793 | 711 | +/-4% |
| ADVENTURE COAST | 31,832 | 103 | +/-10% |

| VISITOR CENTER STUDY | POPULATION | SAMPLE SIZE | MARGIN OF ERROR |
|----------------------|------------|-------------|-----------------|
| ALL LOCATIONS | 126,091 | 1,862 | +/-3% |
| ADVENTURE COAST | 15,829 | 342 | +/-5% |

Unless noted, all statistics shared in **Key Finds** are from the overall study, not the Adventure Coast location. Individual Adventure Coast data is provided in this report, but it does reflect a slightly higher margin of error.

Overview of Visitor Center Study – 6 Months, 2012 (3rd AND 4th Quarter 2012)

Most visitors still come from Oregon, California, Washington, Idaho and Nevada, but international visitors continue to grow in importance. Most (85%) are visiting for vacation or pleasure, 15% are visiting friends or relatives.

In general, Visitor Center (VC) visitors are spending more nights in the area than website potential visitors are planning. Similar to website research, the vast majority of VC visitors are traveling by car with four or fewer people, with couples (two) being the majority.

What activities are trip makers? Table 20 provides a review of planned activities reported by VC visitors. It is important to understand that this was an “open ended” question. Visitors mentioned what they were looking forward to seeing/doing.

While this limited sample size does not meet DCG’s research standards, it is a good research tool to help identify what activities might be considered “trip makers,” i.e. things that visitors perceived as important reasons for visiting because you have promoted them. This could also identify low rated activities that you may want to promote more.

In looking at Adventure Coast activities (1), the top three “trip makers” are:

1. Sightseeing
2. Beach Activities
3. Hiking/Backpacking.

While VC visitors use internet research and recommendations from friends similar to web visitors, they use print materials (guides, books, magazines) much more often as sources of information.

Will visitors be returning to your destination? Yes, 66% say they will return and 86% have very positive views of the destinations in this study.

Who is using your Visitor Center? Demographically, the visitor profile has remained very consistent since the 2006-2008 SOVA study and is very similar to your web visitor:

- VC visitors are well educated and the majority have a college or advanced degree.
- More seniors (65+) use visitor centers to access information vs. the web; however, baby boomers 49 to 67 prefer the web over a visitor center.
- Vast majority of VC visitors are couples (married or domestic partners).
- Most VC visitors have modest incomes; the majority have incomes under \$75,000, but slightly more make \$100,000+ when compared to web visitors (24% vs. 20%).

(1) Information purposes only. Sample was not large enough to meet DCG’s research standards.

VISITOR CENTER – PROFILE STUDY 6 MONTHS - JULY 2012 TO DEC 2012

| <u>TABLE 12 - WHERE DO YOU LIVE?</u> | 4th & 3rd Qt 2012 Jul thru Dec | 4th & 3rd Qt 2012 Jul thru Dec |
|---|---|---|
| | ADV COAST | ALL LOCATIONS |
| <i>Local</i> | 15.6% | 7.0% |
| <i>Oregon</i> | 15.3% | 19.4% |
| <i>Northern California</i> | 11.5% | 15.9% |
| <i>Southern California</i> | 7.1% | 7.5% |
| <i>Washington</i> | 6.5% | 6.7% |
| <i>Idaho</i> | 3.8% | 2.5% |
| <i>Other*</i> | 40.1% | 41.1% |

| <u>TABLE 13 - MAIN PURPOSE OF YOUR TRIP</u> | 4th & 3rd Qt 2012 Jul thru Dec | 4th & 3rd Qt 2012 Jul thru Dec |
|--|---|---|
| | ADV COAST | ALL LOCATIONS |
| <i>Vacation/Pleasure</i> | 73.5% | 81.7% |
| <i>Visit Friends/Relatives</i> | 14.6% | 16.8% |
| <i>Business Trip</i> | 5.1% | 4.7% |
| <i>Just Stopped in Visitor Center</i> | 16.4% | 10.1% |

| <u>TABLE 14 - MAIN DESTINATION OF YOUR TRIP</u> | 4th & 3rd Qt 2012 Jul thru Dec | 4th & 3rd Qt 2012 Jul thru Dec |
|--|---|---|
| | ADV COAST | ALL LOCATIONS |
| <i>Central Oregon</i> | 0.7% | 1.0% |
| <i>Eastern Oregon</i> | 0.0% | 1.3% |
| <i>Mt. Hood/Columbia Gorge</i> | 1.0% | 0.7% |
| <i>Portland Metro</i> | 5.3% | 5.8% |
| <i>Southern Oregon</i> | 1.0% | 1.7% |
| <i>Crater Lake</i> | 1.7% | 3.5% |
| <i>Ashland</i> | 0.0% | 0.9% |
| <i>Bandon</i> | 3.6% | 6.7% |
| <i>Coos Bay / North Bend / Charleston</i> | 32.3% | 7.3% |
| <i>Eugene</i> | 0.7% | 1.1% |
| <i>Gold Beach</i> | 0.3% | 15.6% |
| <i>Grants Pass</i> | 0.0% | 0.5% |
| <i>Klamath Falls</i> | 0.0% | 1.5% |
| <i>Medford</i> | 0.3% | 0.6% |
| <i>Roseburg</i> | 1.0% | 3.7% |
| <i>North Coast</i> | 3.0% | 2.2% |
| <i>Oregon Coast</i> | 25.1% | 19.5% |
| <i>South Coast</i> | 3.0% | 3.4% |
| <i>Outside of Oregon</i> | 5.0% | 8.7% |
| <i>NO ANSWER</i> | 5.9% | 6.5% |

| TABLE 15 - HAVE YOPU VISITED HERE BEFORE? | 4th & 3rd Qt 2012 Jul thru Dec | 4th & 3rd Qt 2012 Jul thru Dec |
|--|---|---|
| | ADV COAST | ALL LOCATIONS |
| Yes | 53.9% | 47.3% |
| No | 46.1% | 52.7% |

| TABLE 16 - HOW MANY NIGHTS AWAY FROM HOME ARE YOU SPENDING IN THE AREA? | 4th & 3rd Qt 2012 Jul thru Dec | 4th & 3rd Qt 2012 Jul thru Dec |
|--|---|---|
| | ADV COAST | ALL LOCATIONS |
| N.A. – Day Visitor Only | 14.8% | 11.7% |
| 1 Night | 7.8% | 9.4% |
| 2 Nights | 15.1% | 15.4% |
| 3 Nights | 9.3% | 12.0% |
| 4 Nights | 5.1% | 7.8% |
| 5 Nights | 4.2% | 5.1% |
| 6 Nights | 6.0% | 6.6% |
| 7-13 Nights | 16.9% | 17.1% |
| 14 Nights or More | 20.8% | 14.9% |

| TABLE 17 - NUMBER OF PEOPLE TRAVELING? | 4th & 3rd Qt 2012 Jul thru Dec | 4th & 3rd Qt 2012 Jul thru Dec |
|---|---|---|
| | ADV COAST | ALL LOCATIONS |
| 1 Person (Myself) | 17.8% | 13.0% |
| 2 People | 62.4% | 64.4% |
| 3-4 People | 15.4% | 15.6% |
| 5-6 People | 3.8% | 4.3% |
| 7 or More People | 0.6% | 2.7% |

| TABLE 18 - HOW DID YOU TRAVEL HERE? | 4th & 3rd Qt 2012 Jul thru Dec | 4th & 3rd Qt 2012 Jul thru Dec |
|--|---|---|
| | ADV COAST | ALL LOCATIONS |
| Personal car/truck | 57.7% | 64.1% |
| Rental RV or Car | 14.2% | 13.2% |
| Personal Camper or RV | 17.5% | 13.4% |
| Motorcycle | 1.8% | 1.3% |
| Bicycle | 0.9% | 0.8% |
| Commercial Air | 3.9% | 5.0% |
| Other, please specify* | 3.9% | 2.3% |

| <i>TABLE 19 - WHILE VISITING, WHERE ARE YOU STAYING? (CHECK ALL THAT APPLY)</i> | <i>4th & 3rd Qt 2012 Jul thru Dec</i> | <i>4th & 3rd Qt 2012 Jul thru Dec</i> |
|--|--|--|
| | ADV COAST | ALL LOCATIONS |
| <i>Motel</i> | 31.2% | 36.6% |
| <i>Hotel</i> | 20.2% | 17.3% |
| <i>Campground/RV Park</i> | 33.3% | 28.5% |
| <i>Friends/Relatives</i> | 13.4% | 11.4% |
| <i>Resort Hotel</i> | 2.5% | 4.4% |
| <i>Bed & Breakfast</i> | 3.4% | 3.8% |
| <i>Vacation Home</i> | 2.5% | 6.6% |
| <i>Country Inn/Lodge</i> | 0.3% | 1.9% |
| <i>Own Condo/Apartment/Second Home</i> | 6.2% | 3.5% |
| <i>Other</i> | 7.5% | 6.0% |

This was an open ended question. People indicated the activities they were planning to enjoy. Therefore, this is a more representative sample of what activities are “trip makers.”

| TABLE 20 - WHAT ACTIVITIES ARE YOU PLANNING? | 4th & 3rd Qt 2012 Jul thru Dec | 4th & 3rd Qt 2012 Jul thru Dec |
|--|---|---|
| | ADV COAST | ALL LOCATIONS |
| <i>Attending Event</i> | 1.5% | 1.4% |
| <i>Beach Activities</i> | 38.1% | 39.3% |
| <i>Bird Watching</i> | 2.2% | 2.7% |
| <i>Business Conference/Meeting</i> | 0.0% | 0.6% |
| <i>Camping</i> | 4.1% | 5.4% |
| <i>Casino Gaming</i> | 1.1% | 0.4% |
| <i>Craft Brewery</i> | 0.0% | 0.1% |
| <i>Crater Lake</i> | 0.0% | 1.5% |
| <i>Culinary Experiences (Dining)</i> | 1.1% | 4.1% |
| <i>Cultural Activities/Attractions/Theater/Galleries</i> | 0.4% | 1.7% |
| <i>Cycling</i> | 1.5% | 2.3% |
| <i>Fishing</i> | 3.3% | 7.8% |
| <i>Golfing</i> | 3.0% | 2.7% |
| <i>Hiking/Backpacking</i> | 15.2% | 22.1% |
| <i>Hunting</i> | 0.0% | 0.2% |
| <i>Jetboating</i> | 0.4% | 3.5% |
| <i>Mountain Climbing</i> | 0.0% | 0.0% |
| <i>Museums/Historical Sites</i> | 4.8% | 3.0% |
| <i>National/County/State Parks</i> | 4.1% | 2.2% |
| <i>Rafting</i> | 0.0% | 0.2% |
| <i>Relocation – Business</i> | 0.0% | 0.1% |
| <i>Relocation – Retirement</i> | 0.0% | 0.3% |
| <i>Relocation – Not Business or Retirement</i> | 1.5% | 1.0% |
| <i>Sightseeing</i> | 42.2% | 33.8% |
| <i>Shopping</i> | 5.6% | 7.7% |
| <i>Skiing/Snowboarding</i> | 0.0% | 0.1% |
| <i>Spa</i> | 0.0% | 0.0% |
| <i>Waterfalls</i> | 0.0% | 1.7% |
| <i>Water Fun</i> | 3.3% | 3.5% |
| <i>Wind Surfing</i> | 0.0% | 0.2% |
| <i>Wineries/Wine Tasting</i> | 0.7% | 2.1% |
| <i>Other, please Specify*</i> | 32.2% | 34.8% |

| TABLE 21 - WHAT SOURCE(S) OF INFORMATION DID YOU USE TO SELECT THE DESTINATION FOR YOUR LAST LEISURE TRIP? | 4th & 3rd Qt 2012 Jul thru Dec | 4th & 3rd Qt 2012 Jul thru Dec |
|---|---|---|
| | ADV COAST | ALL LOCATIONS |
| <i>Websites viewed via computer (laptop, desktop)</i> | 63.1% | 65.9% |
| <i>Websites viewed via mobile device (tablet, smartphone)</i> | 21.5% | 18.0% |
| <i>Recommendations from friends and relatives</i> | 33.6% | 32.7% |
| <i>Online advertising/email promotions</i> | 7.0% | 4.9% |
| <i>Printed publications, articles or brochures</i> | 7.7% | 17.1% |
| <i>Printed travel guidebooks (AAA, Frommer's etc.)</i> | 28.9% | 27.9% |
| <i>Print advertising</i> | 32.2% | 14.0% |
| <i>Calls to travel providers (lodging, airlines, attractions, etc.)</i> | 1.0% | 1.3% |
| <i>Calls to travel professionals/travel agents</i> | 1.0% | 0.9% |
| <i>Calls/visits to city or state travel/tourist centers</i> | 10.4% | 6.2% |
| <i>Programs on TV/radio</i> | 0.3% | 1.1% |
| <i>Others, please specify*</i> | 1.1% | 16.6% |

| TABLE 22 - HOW LIKELY ARE YOU TO RETURN TO THIS DESTINATION? | 4th & 3rd Qt 2012 Jul thru Dec | 4th & 3rd Qt 2012 Jul thru Dec |
|---|---|---|
| | ADV COAST | ALL LOCATIONS |
| <i>Highly Likely</i> | 62.7% | 65.5% |
| <i>Somewhat Likely</i> | 26.4% | 23.5% |
| <i>Neutral</i> | 8.2% | 6.9% |
| <i>Somewhat Unlikely</i> | 1.5% | 2.8% |
| <i>Highly Unlikely</i> | 1.2% | 1.3% |

| TABLE 23 - FROM WHAT YOU'VE SEEN OR KNOW, IS YOUR IMPRESSION OF THIS DESTINATION: | 4th & 3rd Qt 2012 Jul thru Dec | 4th & 3rd Qt 2012 Jul thru Dec |
|--|---|---|
| | ADV COAST | ALL LOCATIONS |
| <i>Very Positive</i> | 78.0% | 85.8% |
| <i>Somewhat Positive</i> | 5.4% | 11.5% |
| <i>Neutral</i> | 3.9% | 2.4% |
| <i>Somewhat Negative</i> | 0.9% | 0.3% |
| <i>Very Negative</i> | 0.0% | 0.0% |