

CITY OF YACHATS VISITORS CENTER
January-March 2012
QUARTERLY CONTACTS REPORT
Submitted by Beverly Wilson, Contract Director

CONTACTS	JAN- MAR '09	JAN- MAR '10	JAN- MAR '11	JAN- MAR '12
Visitors Logged at VC	1,702	1,666	1,587 [-4.8%]	1,628 2.6%
Yachats Visitor Packet and Brochure distributed via outdoor box at VC & Arts & Crafts Fair & Agate Fest (Approximate #)	725	525	500	575
Phone calls logged at VC	578	592	583	567
Visitor Info Requests (via Mail/Email) including individual inquiries & leads from OCVA and Print Advertising	2,571	36,388*	2,704	2,759
Total # of Q Contacts with visitors/prospective visitors	5,576	39,141	5,374	5,529 2.9%
<p>The above counts do not include visitor and potential visitor contacts made via thousands of hits on the chamber's web site - which better than doubled over (Q1) 2011.</p> <p>* This 2010 figure includes a bulk mailing of 28,932 postcards to Travel Oregon leads that were gained from 2009 advertising.</p>				

Brief Recap of the Quarter

The Visitor Center maintained its Winter Hours, open 10 am to 4 pm, Friday through Sunday, until March 16 when we began our high season daily hours.

Media

- Yachats gained international travel status in late Dec. when travel dean Arthur Frommer announced in his Travel Blog that Yachats is among his 10 favorite travel destinations in the world.
- Gained broad follow-up media attention following Frommer's Blog, including by the LA Times
- Updated Yachats area 2012 Calendar of Events, submitted it to Travel Oregon and broadcast it to media statewide
- Broadcast the Original Arts & Crafts Fair & Agate Festival announcements to OR media.

**YACHATS VISITORS CENTER
2012 QUARTERLY BUDGET REPORT**

BUDGET ITEM	2012 BUDGET	Quarter 1 Jan - March	Quarter 2 Apr - June	Quarter 3 July - Sept	Quarter 4 Oct - Dec	YEAR TO DATE
FACILITY						
Rent	6,600.00	1,500.00				1,500.00
Repair & Maintenance	875.00	00.00				00.00
Restroom Cleaning & Supply	1,000.00	80.00				80.00
VC Office & Misc. Supplies	1,000.00	188.57				188.57
Administration/Acct. Review	500.00	0.00				0.00
PERSONNEL						
Contract Director	29,925.00	6,693.75				6,693.75
Training/Volunteer Training	500.00	30.00				30.00
PROMOTION						
Yachats Brochure/2 year surplus	2,500.00	0.00				0.00
Printing/Design: Lists/Cards/Envelopes	3,500.00	2,176.34				2176.34
Postage: Information/Mail-outs	2,000.00	100.00				100.00
COCA FAM	0.00	0.00				0.00
Telecommunications	2,200.00	770.36				770.36
Memberships, OLA/OCVA	600.00	0.00				0.00
Travel OR Welcome Ctr Brochure Program	250.00	0.00				0.00
TOTAL	51,500.00	11,539.02				11,539.02

Meetings & Workshops

- Attended January & February Coordinated Marketing Team meetings.
- Attended February South Lincoln County Rural Tourism Studio workshops.

Advertising

- The City of Yachats and Yachats Chamber, through matching funds, purchased an annual advertisement that highlights our areas trails in *Oregon Coast Magazine* and its *Mile-by-Mile* guide. The ad includes a QR code that links to additional trails information (including hiking, biking, and waterways, as well as specialty interests, such as birding and tide pooling.)

Print materials

- Postcard: Redesigned the trails advertisement with QR code into a postcard for distribution from the Visitors Center and area businesses.
- Filled Yachats brochure re-orders from Oregon Chambers/Visitor Centers.

Beach Clean-up

- Registered 55 Beach Clean-up participants - double the number of participants (27) in 2011.

Upcoming Volunteer & Area 'Ambassador' Trainings

- Two 3-hour lodging tours planned for April and May.
- The subject area "We Speak" trainings included in the Coordinated Marketing Plan begin this spring. They will be recorded for future trainings of VC staff and made available to area businesses for training front line staff that is in frequent contact with visitors. The objective is to help provide guests to our area with more complete and accurate information

Visitor Center Maintenance

- Added flowering plants to window boxes in late February.
- Completed recycling of 2011 printed materials in preparation for 2012 shipments.