

CITY OF YACHATS VISITORS CENTER

2015 QUARTERLY REPORTS

Submitted by Beverly Wilson, Contract Director

JULY-SEPT

CONTACTS	JULY-SEPT '12	JULY-SEPT '13	JULY-SEPT '14	JULY-SEPT '15
Visitors Logged at VC	8,159 +16.4	8,693 +6.5	9,188 +5.6%	10,052 +9.4%
Yachats Visitor Brochures Packet distributed via outdoor box at VC, Fairs, local Festivals, Groups, (approximate #)	950	1,275	1,550	1,700
Phone calls logged at VC	1,154	1,179	1,162	1,211
Info requests from individuals & Travel Interest Leads from OCVA, travel exhibits and advertising	3,153	2,244	2,116	2,237
Total # of Q Contacts with visitors/prospective visitors	13,416 +11.4%	13,391	14,016 +4.7%	15,200 +8.4%
The above counts do not include thousands of additional visitor and potential visitor contacts made via web site visits.				

The Visitor Center office maintained its high-season hours, open to the public 10 a.m. to 4 p.m. daily, and often later on Saturdays, totaling 570 hours this quarter. Approximately 220 hours were provided by volunteers, 200 on front desk shifts. High school volunteer Zoe Thomas provided an additional 20 hours assisting with mailings.

The Visitors Center was bustling with guests during the summer months. Anyone working the front desk was continually engaged in conversation, answering a wide variety of questions, suggesting itineraries and providing directions, maps and other literature.

Administrative Assistant Projects

In addition to helping staff our busy front desk, Vicki Martin continued to build our VC database adding approximately 800 new email addresses from our center's daily log sheets and our Sea Stars raffle form that were provided by people interested in receiving a quarterly Visitors Center newsletter. This database makes it possible for us to broadcast a digital newsletter targeted to subscribers who also have the option of forwarding it to others. Most of the database entry was accomplished during hours away from the Visitors Center due to continual guest traffic at the Visitors Center.

Committee Work and Meetings I attended this Quarter:

Yachats Coordinated Marketing Team: Participated in our August meeting.
Coordinated 3 projects this quarter:

- Yachats Sea Stars Monthly Raffle Drawing: Pooled raffle tickets collected by merchants all over town for our drawings held at City Hall for two sea stars winners. Prepared sea star packages for mailing.
- Many Moments Begin in Yachats Photo Contests. Prepared certificates for July photo contest winners and sea star prizes for mailing. Mid-July, transferred the contest's winning photos of the past several months into monthly photo albums on Facebook. Met with Linda at City Hall about the contest software and what is needed to proceed with managing the contest on Facebook from the city office.

- Yachats Ad in *Willamette Living Magazine*. This is a vertical 1/3 page ad that features a crop of a photo by Tracy Cahn, one of the winning images of our Many Moments photo contest.

Media

- *AAAVio*: Upon request provided the national office with high resolution images that they may use in print or resize for digital media.
- Broadcast media releases for summer events and updated Yachats events on Travel Oregon, OCVA and COCA's web sites.

This quarter, Tripping.com named Yachats in "Ten Best Beaches for Family Vacations." Travel Oregon's 7 Wonders Campaign mentioned Green Salmon Coffee Shop, Yachats Brewing and Farmstore, and nearby Cape Perpetua, Heceta Lightstation, and Seal Rock beach in the coast section of Passports to Oregon Bounty.

Literature Updates

- Completed the update of the Yachats, gem of the Oregon coast brochure, followed by printing and wide distribution to Welcome Centers and Visitor Centers statewide. The front cover photo of the brochure is a different crop of the image by Tracy Cahn (contest winner) that we used in the Willamette Living ad.
- Our town distributed 9,000 Yachats Walking Guides, which we are again updating, and 7000 copies of the Yachats/Waldport illustrated map this summer. A new printing of both publications will soon be ordered.

Literature Orders

- Placed 42 orders for publications from local businesses and attractions, from Travel Oregon, Oregon State Parks, OCVA, COCA, and from other regional and metro travel offices.

Newsletter

- Produced and broadcast the Visitors Center's first quarterly E-newsletter. The open rate was 44%, which is better than double the industry average of 18.26% for travel and tourism.

Visitor Center Maintenance

- Included a minor plumbing repair in the VC's restroom and replacement of our wooden window flower box.