

CITY OF YACHATS VISITORS CENTER

October-December 2015 Activities Report

Submitted by Beverly Wilson, Contract Director

CONTACTS	OCT-DEC '11	OCT-DEC '12	OCT-DEC '13	OCT-DEC '14	OCT-DEC '15
Visitors Logged at VC	1,247	1,366 +9.5%	1,434 +5.0%	1,579 +10.1%	1,631 +3.3
Yachats Visitor Brochures Packet distributed via outdoor box at VC, Fairs, local Festivals, Groups, (approximate #)	610	625	675	725	775
Phone calls logged at VC	367	386	404	393	379
Info requests from individuals & Travel Interest Leads from OCVA, Travel Shows and advertising.	1,479	892	1,204	945 Fewer OCVA leads	996
Total # of Q Contacts with visitors/prospective visitors	3,703	3,269	3,717 13.7%	3,643 [2.0%]	3,781 3.8%

The Visitor Center was open 10 am to 4 pm daily through October, and Fridays-Sundays during November and December. The center was also open Wednesday, Nov 25 and Monday, Dec 28, New Year's Eve and New Year's Day, and a half-day on Thanksgiving and Christmas Eve. Volunteers filled approximately 50% of the 300 front desk hours this quarter. We look forward to welcoming 2 new volunteers who expressed interest in joining our staff this coming spring/summer.

The center was very busy through the month of October and during holiday weeks, but quiet at other times. As usual the Center's staff fielded a wide range of visitor questions about area amenities and attractions, and many regarding the quarter's major events – the October Yachats Village Mushroom Fest, the new November Rainspout Music Festival, the string of events in the Yachats Winter Celebration calendar – as well as the upcoming Yachats Agate Festival and Yachats Lions Crab Feed.

Committee Work and Meetings this Quarter

- *Yachats Coordinated Marketing Team*

Participated in our quarterly meeting in Dec, and coordinated the following committee projects:

(1) Winter Celebration Holiday Raffle and program:

- a. Contacted all local nonprofits and businesses for winter celebration events updates.
- b. Contacted local businesses for information about their participation in the Merchants Holiday Open House and their contributions for the Shoppers Holiday raffle
- c. Updated the program content for print
- d. Distributed the raffle flyers, tickets and printed Winter Celebration programs to area businesses
- e. Placed the committee's ads announcing the holiday raffle for 3 consecutive weeks.
- f. On December 26 held the raffle drawing at the Visitor Center and contacted our 30 drawing winners
- g. Picked up and mailed the raffle prizes.

This raffle continues to be well received by businesses and fun for participants.

(2) Ads & Yachats Postcard updates:

- a. Yachats Print Ad in OCVA's *Oregon Coast Visitor Guide* (which is sent by OCVA to people who contact them for coast info.) This is a vertical 1/3 page ad that uses a winning image from our Many Moments Begin in Yachats social media photo contests; includes tracking QR code.
- b. Yachats Online Ad on OCVA's Cities page. This ad uses a different crop but same image as in the print ad (see a. above).
- c. Yachats/Waldport collaborative Print Ad in OCVA's Visitor Guide. This is a 1/3 horizontal ad revised from our "Many Trails Begin in Yachats" ad series. This year's ad features south county's hike-bike-paddle theme and the web site, hikebikepaddle.org; includes tracking QR code.
- d. Yachats Ad in Travel Oregon Magazine. This 1/12 page ad, uses a different crop but same image (as in a. above) and provides us with access to coast travel interest leads on a quarterly basis from Travel Oregon.
- e. This year's postcard will be available to send snail mail or via digital means, designed with the image used in our ads. The digital will include a direct link to our Visitor Information Packet.

- *SLC Tourism Committee Follow-up Meeting:*

(1) Provided a follow-up report to Travel Oregon representatives on the South Lincoln County Hike-Bike-Paddle map project for their visit here in December. In summary:

- a. In order to make the Hike, Bike, Paddle map sustainable (as per our Travel Oregon/RTS grant agreement) the map was digitized in 2015 following RTS through separate grant funding.
- b. Promotion of hikebikepaddle.org is now ongoing through Yachats VC publications, Yachats ads, backlinks & social media:

Yachats VC Publications that include hikebikepaddle.org:

1. back panel of the recently updated *Yachats, Gem of the Oregon Coast* brochure, which is distributed to Oregon Welcome Centers, other VCs in Oregon, and through our own VC.
2. front cover of Yachats Tide books, which are distributed locally and mailed upon request.
3. our postcard, which is sent out to thousands of travel interest leads.

Advertising: hikebikepaddle.org is included in our 2016 OCVA, TO and OCM ads.

Backlinks to hikebikepaddle.org are currently provided by traveloregon.com, visitheoregoncoast.com, yachats.org, goyachats.com, waldport.org, pinterest.com. We are currently working to expand on backlinks, and the chamber has recently added hikebikepaddle.org to its social media outreach efforts.

Media

- Contacted our area nonprofits and others for information needed to produce the 2016 Yachats calendar of events. Submitted these events to Travel Oregon, OCVA and COCA web sites, and including in media releases. The Rainspout Music Festival was highlighted in the *Seattle Times* due to a reporter finding our calendar of events posting on Travel Oregon's web site.
- Identified photos for *Coastal Living Magazine*, provided additional Yachats photos, and answered fact checking questions for an upcoming article.

Publications

- Printed the 2016 Visitors Center Tide Tables
- Reprinted the illustrated Yachats Area Attractions Map

Miscellaneous

- Researched upcoming social media instruction for the city office; scanned and provided Public Works with the Yachats, Gem of the Oregon Coast digital logo file.