

CITY OF YACHATS VISITORS CENTER
July-Sept 2010
QUARTERLY CONTACTS REPORT

Submitted by Beverly Wilson, Contract Director

CONTACTS	JULY-SEPT '08	JULY-SEPT '09	JULY-SEPT '10
Visitors Logged at VC	8,303	8,337	7,514
Yachats Visitor Packet and Brochure distributed via outdoor box at VC, Fairs (approximate #)	850	800	825
Phone calls logged at VC	1,137	1,146	1,133
Info requests from individuals & Travel Interest Leads from OCVA, Travel Shows and advertising advertising.	3,345	6,032	3,281
Total # of Q Contacts with visitors/prospective visitors	13,635	16,315	12,753

- Prospective visitor contacts via chamber web site hits are not included.

Brief Recap of the Quarter

We seemed to never lack guests in the Visitors Center; however, the number of visitors logged at the Center declined 10%. Lodging tax figures for the quarter are not yet in; factors in addition to the economy that may have contributed to the decline in visitors logged include fewer mailings going out with the Visitor Center address, and increased use of the internet for travel information.

The sharp decline in leads is owed to fewer travel interest leads coming from OCVA as well as to this year's elimination of print advertising.

We welcomed two new volunteers this quarter and 3 additional new volunteers will begin training this next quarter. With volunteers also retiring, we continue with about the same number of volunteer staff. Volunteers met for two trainings this summer: the first included a short business tour followed by a meeting with Andrea Scharf, who introduced GoYachats.com and explained how to navigate its pages. In August, about a third of our staff attended a customer service training sponsored by the Central Coast Economic Development Alliance. (Other

members of our staff have attended similar trainings previously with the Oregon Tourism Commission.)

We filled 11 reorders for Yachats brochures from other Visitor Centers (all centers received a bundle of our new brochures last winter.) I reordered some number of magazines, maps and brochures from Travel Oregon, Oregon Coast Magazine, State Parks, ODOT, and several other sources at least twice monthly. As well as handing out hundreds of Yachats visitor packets, we went through an entire box of Yachats Trails brochures.

This last month, I sent OCVA the 2011 Calendar of Events for Yachats, and I'll be sending it next to Oregon media.

We had 42 enthusiastic people, most of them from elsewhere, sign up for the Fall Beach Clean-up in September.

Board member Linda Hetzler spent a day at the Oregon State Fair representing Yachats at the Central OR Coast table of the Exhibition Center. She talked up Yachats and handed out the Yachats brochures. She reported having fun doing it and next time would serve refreshments (if allowed.) We should soon get some leads from this sent to us from COCA.

Two encounters this summer at the Visitors Center tell a good deal about our village. (1) A young couple came in to tell us that they put in laundry and then went for a walk, accidentally leaving their wallet filled with \$500.00 (all their vacation money) sitting on top of a washer at the laundromat. Almost an hour later they discovered what they'd done and panicked. But when they returned to the laundromat, their laundry was done, and their wallet was untouched, just where they'd left it. They were so incredulous and grateful that they had to come in to tell us. (2) A few weeks ago our long-time volunteer Jon Culton was sitting at the Visitors Center desk greeting people as they entered. One of the fellows he greeted, turned and said, "Hi, I'm Dick Smothers." Jon looked at him and said something like, "My gosh, you sure are!," and they then proceeded to have an affable half-hour conversation learning in the process of a shared acquaintance.

As an aside, while Dick Smothers was in the Visitors Center, his wife was shopping a couple of doors down. This is a rather common occurrence at the center - while the wives go shopping, the husbands come in to talk, ask general questions and read. Frequently, when the wives have finished shopping, they come in to join their husbands, usually ask us more specific questions and leave with a bundle of literature about things they want to do and see. Of course, we have continual visitors of all ages and both genders who come in with the intention of picking up specific information - lodging guides, trails maps, a map to the covered bridge, dining information, info on lighthouses, birding, area attractions, galleries, where to get a hair cut, a massage, a pair of socks, etc, etc.

When the room is filled, it's often challenging, but helping people to find what they need, to "discover" new things, and to have fun and memorable experiences is also a lot of fun. We see many people who return year after year to enjoy a week in Yachats.