



## **Yachats Coordinated Marketing Plan**

Submitted by  
Yachats Marketing Coordination Team  
May 2011

## Mission Statement

Our Mission is to increase tourism in Yachats through enhancement and coordination of existing community marketing efforts, identification and development of untapped marketing strategies, and to identify and evaluate available resources for future development.

## Vision Statement

Yachats embodies a microcosm of broad spectrum activities, ideals, visuals and environments. We are a dynamically vibrant village that recognizes the integral nature of commercial enterprise, community vitality and sustainability. Businesses, government and community organizations work as a team, networking to promote shared visions and strive to make marketing decisions that are complementary to each other.

## Marketing Objectives

Increase overnight visitation from nature-based and leisure travellers, small meeting travellers, and visiting family and friends (VFF). Increase visitation by 10 percent over the next two years.

Increase the length of time visitors stay in Yachats and convert day trip visitors to overnight visitors, and thus positively impact lodging and food tax revenues.

Promote Yachats as an inviting, intriguing and worthy destination of choice in the low-seasons (October through May), especially capitalizing on shoulder-seasons promotions and low and shoulder-seasons events.

Maximize limited marketing dollars to enhance Yachats desirability as an overnight destination to targeted audiences, especially during the shoulder and low seasons.

## Situation Analysis

**Strengths:** Yachats is an authentic coastal village destination with many assets – a dramatic coastline, ocean beaches, coastal mountains, old growth rainforest, extensive parks and trails; appealing lodging, dining, shopping, spa and meeting facilities; a river valley with small farms and pasture where “oreo” and other cows, goats, horses and occasionally elk graze; a covered bridge; an educated population with strong volunteer spirit; a busy events calendar – community and business; easy driving distance from Eugene /Portland/ Willamette Valley; central location between Newport and Florence, the Oregon Coast Aquarium and the Oregon Dunes, and between Washington and California on scenic US 101, an official All-American Road.

**Weaknesses:** Yachats is challenged in low/shoulder seasons as a leisure travel and small meeting destination by wet weather and limited indoor attractions and activities, and as an eco/adventure/nature-based travel destination by limited awareness of the area’s natural assets. Other weaknesses include limited services, inconsistent downtown business hours of operation, and lack of “wow factor” and visual appeal of our downtown core.

### Opportunities:

- ❖ Package unique, authentic and high quality experiences that leave visitors enriched and inspired, including Family Friendly and Free (or Almost Free) itinerary options
- ❖ Develop ‘I Speak Yachats’ Training program available to all front desk staff and village volunteers to help generate greater public awareness of area’s assets
- ❖ Enhance existing off-season events by (1) expanding what they offer (2) public relations outreach (3) creating “buzz” using “guerilla marketing,” such as street theater & social / viral marketing
- ❖ Develop new nature-based and other rich travel experiences to attract shoulder/low seasons visits
- ❖ Provide tools and encourage local residents to invite shoulder/low seasons visits from friends/family
- ❖ Initiate a volunteer eco-tourism program
- ❖ Explore the development of additional environmentally friendly year-round public attractions
- ❖ Promote merchant outreach to local market / Merchant Association

**Threats:** Other coastal towns with greater exposure in desired market; a weak economy and rising gas prices.

## Rationale for Our Marketing Efforts

Resources at our disposal include the peer partners of the Marketing Coordination Team, area businesses and nonprofits, area parks staff, naturalists, artists, historians, and other area experts.

Yachats marketing efforts over the past decade have included the following:

- 1) Tourism Servicing – Yachats Chamber operation of Yachats Visitors Center under contract with the city
- 2) Advertising & Print and Web Based Promotion, including
  - a. Targeted Print Ads (until July 2009) in coordination with VC toll-free telephone number, Yachats.org web site, and VC leads fulfillment pieces
  - b. Mass Visitor Information leads fulfillment (including brochure with lodging/dining/shopping, replaced in 2010 by postcard). Sent to travel interest leads provided through OCVA and Travel Oregon
  - c. VC production and statewide distribution of Yachats color brochure
  - d. GoYachats.com interactive events/businesses web site (new 2009/10)
  - e. Yachats Area Attractions Map, and Yachats Trails brochures (new 2010)
- 3) Tourism Development, including
  - a. Many successful major and minor annual public events
  - b. Frequent one-time special events open to the public
  - c. Ongoing business events, local parks tours/talks, and various open enrollment classes
- 4) Public Relations – Submissions to OR media. Hosting an annual COCA journalist FAM Tour. Participating in State Fair, Travel/Wedding/Trade Shows - VC/ C of C, Local Bus; & Mktg. Dir. (2010)
- 5) Sales – Group events and weddings bookings by area events facility managers; & Marketing Dir.(2010)
- 6) Events Collateral Pieces - Ads, Design, Printing of Posters/Flyers, Banners

For over a decade the growth rate of Yachats lodging tax income exceeded that of other coastal cities, indicating that these combined efforts were successful. Yachats gained some notable media attention, especially from 2007-2009, including by *Coastal Living Magazine*, *National Geographic Adventure Travel*, *Sunset Magazine*, *Oregon Coast Magazine*, *Virtual Tourist*, several large newspapers, CNN and *Budget Travel*, which named Yachats one of “Ten Coolest Small Towns in America.” New challenges, however, provide us with the necessity and opportunity to enhance, revise, and expand our previous marketing efforts.

Trends and recent changes that influence our marketing strategy include the following:

- downturn in the economy
- more competitive playing field
- expanded use of internet, social and online travel media, and new technology platforms
- growing interest in sustainable tourism (eco, cultural, adventure, rural, epicurean, nature-based)
- shorter trips and more budget conscious travel
- city commitment to marketing

Our competitors include other coastal towns from Bandon to Astoria, but most significantly Newport and Lincoln City, both with marketing budgets considerably larger than ours. Our challenge is to entice Portlanders to venture further south to Yachats to experience our unique setting, events and area attractions. We will also strive to expand our primary markets in the Corvallis/Eugene/Springfield areas. (See: Longwoods, pp 15-16)

Our partners and allies, with whom we will foster working relationships, include local businesses and nonprofit organizations, the city beautification committee, Cape Perpetua Scenic Area & VC, USFS and area State Parks, Waldport Chamber, city of Waldport, and an educated, creative population with a strong volunteer spirit.

## Target Markets

Our target market is family and empty nest adults, aged 25-64, who spend at least \$1000 annually on travel.

The majority is college educated and seeks nature-based, cultural and heritage rich travel experiences.

Approximately one-third of travellers to the coast visit family/friends. These demographics are based upon coastal travel research completed by Longwoods Company for Travel Oregon. (See: Longwoods, pp. 7-15, 19, 21, 25, 28, 30, 32, 35)



# Marketing Theme: *Yachats, Where Nature Happens Every Day*

## Marketing & Sales Strategies & Tactics

### I. Outreach Marketing - Magazine and Online advertising

*Annual Oregon Coast Magazine Mile-by-Mile ad*

OCM bi-monthly ads with value added online ads & free print ads in *NW Travel*

### II. Collaborative Marketing

Low Seasons Yachats Radio Give-a-Ways and Yachats Chamber Online Getaway Packages

### III. Extensive Public Relations to obtain positive media coverage

Pitching Stories and Coordinating FAMs – GY Marketing Director in coordination with area attractions directors, artists, historians, naturalists, other experts, and area events producers

Updating – annual travel media publications; annual & Q events calendar broadcasts – VC Director

Attending State Fair, Travel & Wedding Trade Shows as appropriate – VC/Chamber /Bus./GoYachats

Frequent “Marketing on a Dime” / Guerrilla Marketing (which may include street theater, public music, public stunts, public displays) to be coordinated with upcoming events and the use of Social Media / Viral Marketing (including YouTube) – Yachats Chamber Sponsored & GoYachats Sponsored

### IV. Web-based promotion

Yachats.org – managed by Yachats Chamber

GoYachats.org Interactive Events Calendar & Business Listings – managed by GY Marketing Director

Area Partners: web sites of local businesses, attractions & nonprofits

### V. Social Media / Viral Marketing

GoYachats Beach Blog, Facebook/Twitter – Managed by GY Marketing Director

VisitYachats Twitter and YouTube Postings – Chamber managed

Informal Community Partners on Facebook/Twitter/YouTube/other – area businesses & nonprofits

### VI. Sales Continued outreach to identified business, gov’t, university, hobby and social groups for shoulder season events, classes, retreats, reunions, meetings –

GoYachats Marketing Director / Managers of area events facilities

### VII. Events Collateral Pieces – Advertising, Design, Printing of Events Posters/Flyers, Banners

GoYachats Produced and Sponsored Events

Chamber Produced and Sponsored Events

Other Non-profit and Business Produced and Sponsored Events

## Tourism Development Projects

P = producer, S = sponsor, C = contributor

**Existing Major Annual Events** – Enhance through expansion, Public Relations outreach and Viral Marketing

Yachats la de da Parade & July 4 events Print & Digital Program – Yachats Chamber (P/S)

Duck Race – YYFAP (P/S) Pie Social – Yachats Ladies Club (P/S)

Fireworks – Yachats Fireworks Com. (P), City, Ladies Club, Chamber, Businesses & Individuals (S)

Yachats Village Mushroom Fest – Yachats Chamber (P/S), Local businesses (C)

Yachats Celtic Music Fest – Drift Inn (P), GoYachats / Yachats Chamber (Co-S)

Yachats Winter Celebration Calendar (Web/Print & PDF) – Yachats Chamber (P/S)

Yachats Music Festival – Four Seasons Concerts (P), Presb. Church (S), Business/Individuals/GoYachats (C)

Lion's Fish Fry – Yachats Lions (P/S)

Yachats Guitar Fest – Tony Kaltenberg (P), Friends of the Yachats Commons Foundation (S)

Yachats Crab Feed – Yachats Lions (P/S)

Annual Crafts Shows – Yachats Chamber (P/S), Crafts on the Coast (P/S)

**Many smaller annual events** produced by nonprofit community, service and theater groups; chamber, arts guild & businesses; plus **one-time** & **ongoing** nonprofit and business events & open enrollment classes

### **New Annual Events (initiating):**

Yachats Agate Festival – Planet Yachats/Yachats Chamber (P), Yachats Chamber (S), local businesses (C)

### **Other New Events and Projects:**

Yachats, Where Nature Happens Every Day – ongoing nature events with rotating theme focus - (possibly including flags or standing banners, quests/geocache development, art glass sea stars / crabs treasure hunt, merchant training, collaboration with area parks) – Coordinated by Visitor Center / Chamber / GoYachats

Community Calendar/attractions package for residents to use w/ VFF – Coordinated by VC / GoYachats

I Speak Yachats Training – Coordinated by Visitors Center

Japanese Arts Festival (Jan 2012) & Spring Event TBA (April 2012) – Coordinated by GoYachats

Water Feature Prototype Development, OSU – Coordinated by Chamber / GoYachats

Add display/incentive to our State Fair COCA Booth Participation – Coordinated by VC / Chamber / GoYachats

### **Projects to Research**

Volunteer Eco-Tourism Package(s) – Coordinated by Visitors Center / GoYachats

Backroads/FS Roads Biking Map – Coordinated by Visitors Center / GoYachats

Yachats History & Heritage Projects – Coordinated by VC / Chamber / Sandy Dunn (brochure/cd, web, event)

Area Architecture cd – Coordinated by Yachats Chamber

## Tourism Servicing

**The Yachats Visitor Center** is managed by the Yachats Area Chamber of Commerce by contract with the city. The Visitor Center has the two-fold purpose of attracting visitors to Yachats and taking care of visitors once they are here. Its efforts include friendly on site customer service; development, production, statewide and trade show distribution of the Yachats brochure; development, production and distribution of several other Yachats promotional print and digital materials; and responding via email and mail to

- (a) individual requests for visitor information
- (b) travel interest leads from OCVA
- (c) leads generated by Yachats advertising and other promotional efforts

**Community Shuttle** Research possible grant funding for community shuttle and service that would include transportation to area attractions and availability for small group tours

**Guided Tours** Approach new coastal tour services about providing coordinated tour services in our area

## Tracking

Leads produced

Web Sites Visitors – Yachats.org and GoYachats.com

Quarterly Email and Telephone Response

Promotions Responses – Packages purchased, coupons redeemed, free items claimed

Social Media - Number of fans gained

## Monitor

The Marketing Coordination Team will monitor quarterly progress against its work-plan/timeline, budget and objectives. We regard this as a “living” marketing plan and may make minor adjustments when necessary.

## Evaluation

Quarterly/Annual Transient Room & Food/Beverage tax revenue as compared to former years

Regional comparison of TRT growth and analysis

Events attendance relative to previous years

Groups booked

Guests logged at Visitors Center

Did we gain quality media attention, articles in print?



Oregon 2009  
Regional Visitor Research  
The Coast

# Introduction



- ◉ Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- ◉ It is currently the largest ongoing study ever conducted of American travelers, providing our clients with more reliable data and greater ability to hone in on key market segments of interest.
- ◉ This report provides:
  - ◉ *Estimates of 2009 overnight visitor volume and travel expenditures for Oregon as well as for the Coast Region in particular*
  - ◉ *Strategic intelligence about the Coast Region's overnight travel market including:*
    - ◉ *key sources of business*
    - ◉ *visitor profiling*
    - ◉ *trip characteristics*



# Methodology

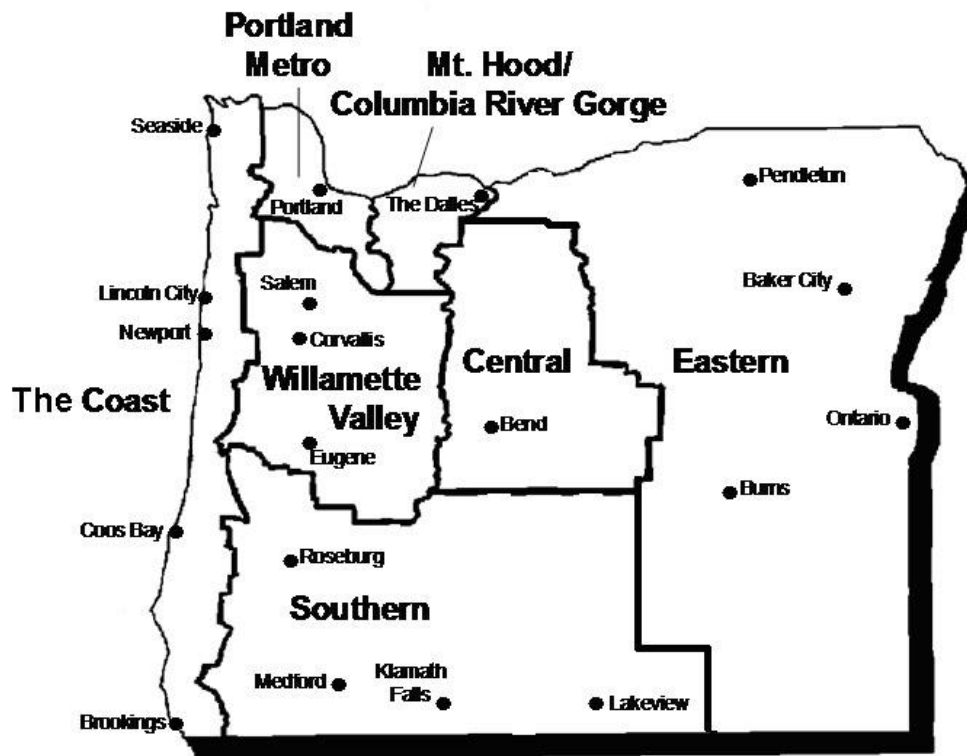


- ◉ For the 2009 travel year, a representative sample of visitors to the Coast Region was identified through Travel USA®.
- ◉ Respondents who visited Oregon were asked to identify which of the state's 7 tourism regions they spent time in with the aid of a visual map.
- ◉ Of the survey sample of 2,312 overnight trips taken to Oregon in 2009:
  - ◉ *678 included a visit to the Coast Region*
  - ◉ *Of those, 434 were **marketable trips**.*

# Map



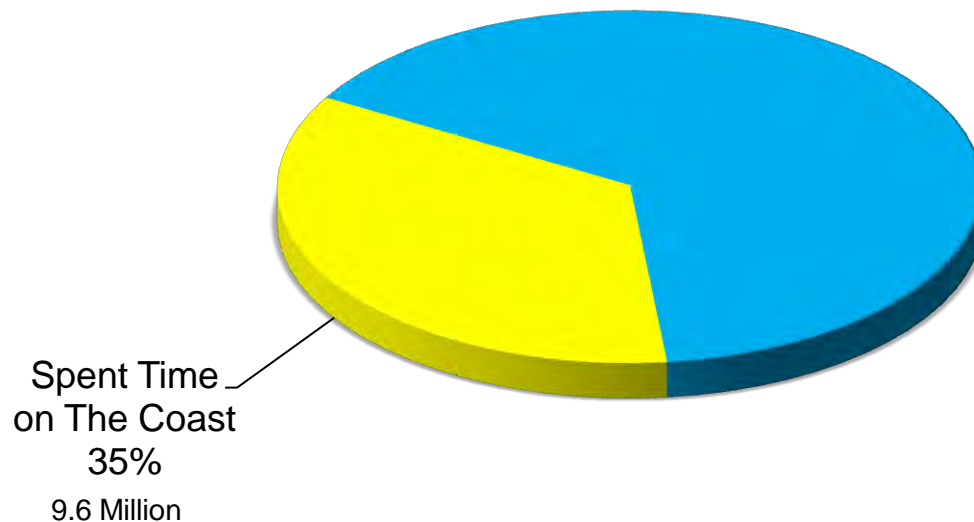
## OREGON REGIONS



# Size of The Coast's Overnight Travel Market



**Total Overnight Trips to Oregon\* = 27.5 Million**

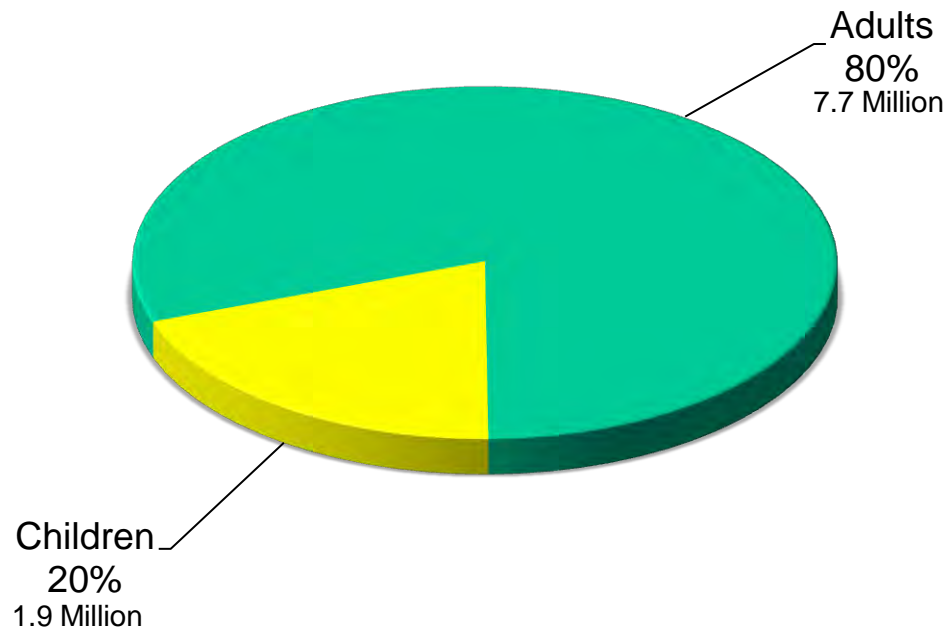


\* Includes adults and children

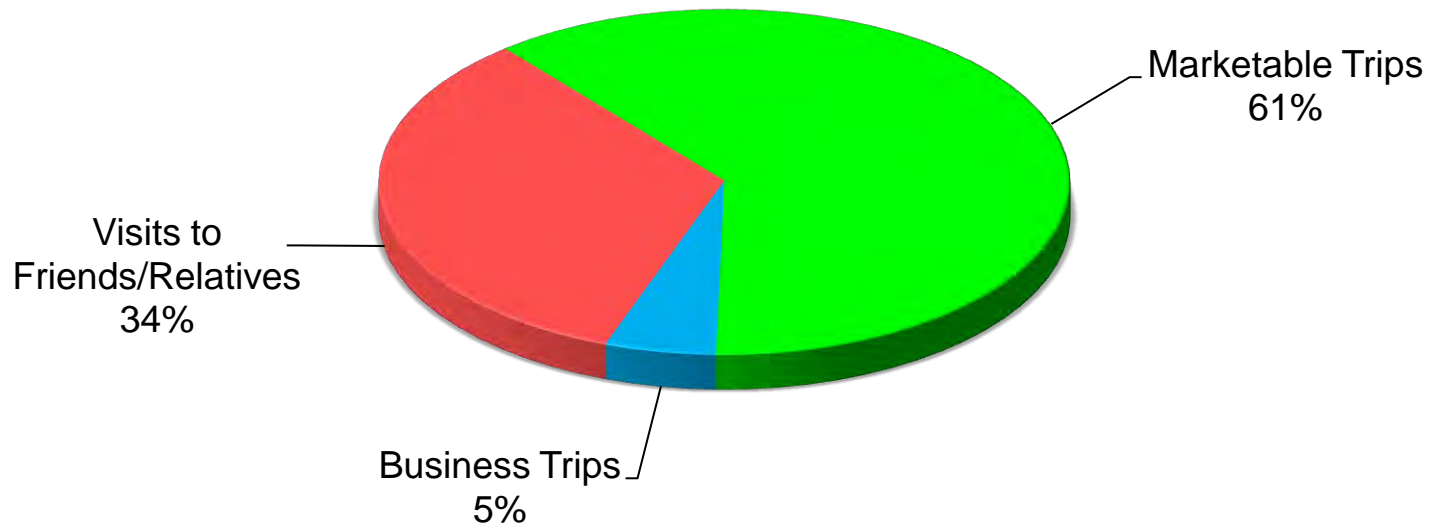
# The Coast Region's Overnight Travel Market — Adults vs. Children



**Total Overnight Trips to The Coast = 9.6 Million**



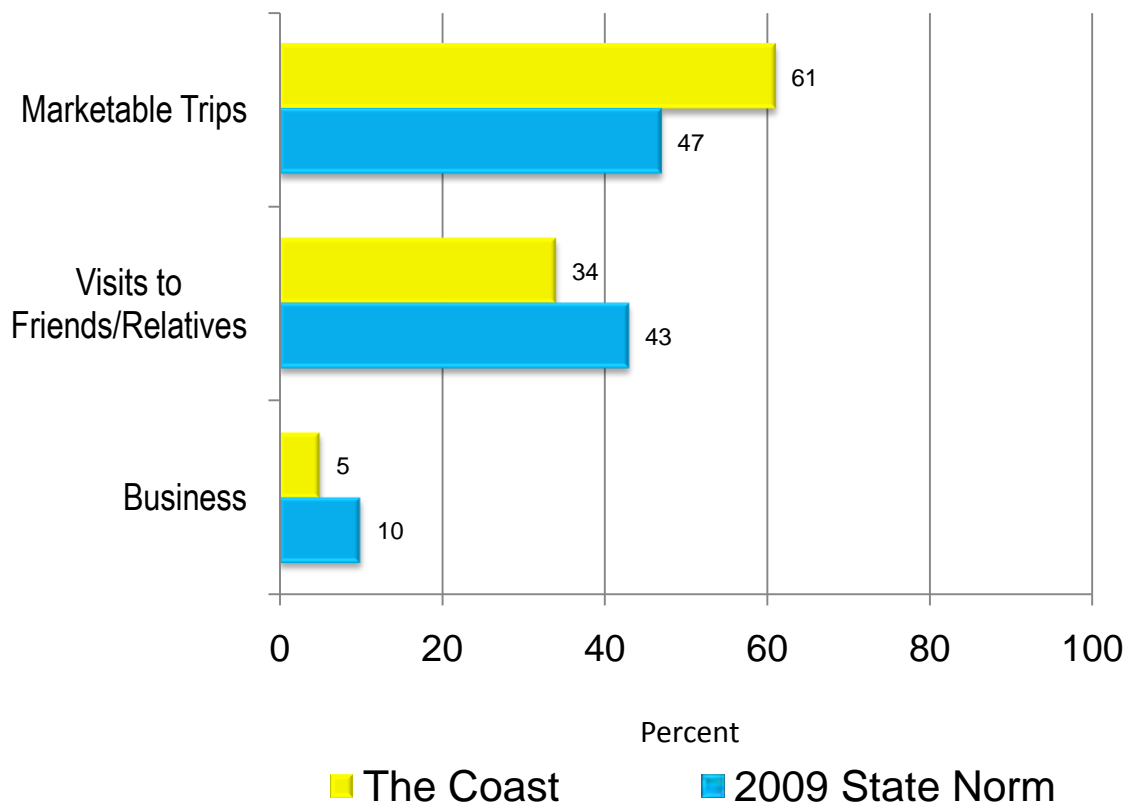
# The Coast's Overnight Travel Market by Trip Purpose



# Purpose of Trip — The Coast vs. Oregon State



Base: 2009 Overnight Trips

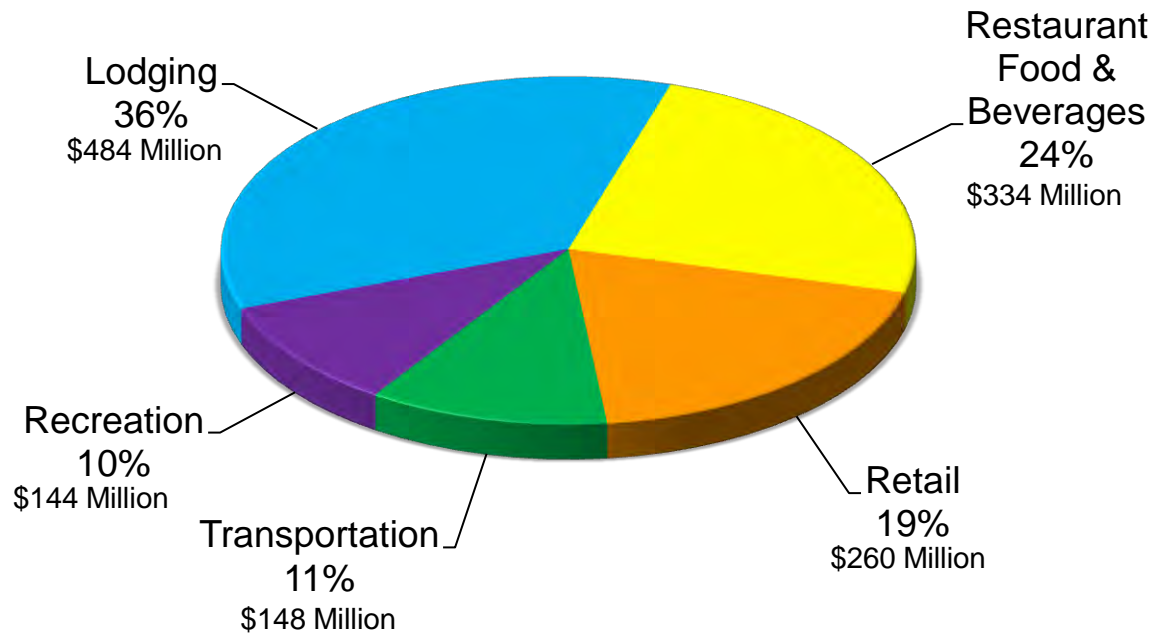




# 2009 Overnight Spending — by Sector



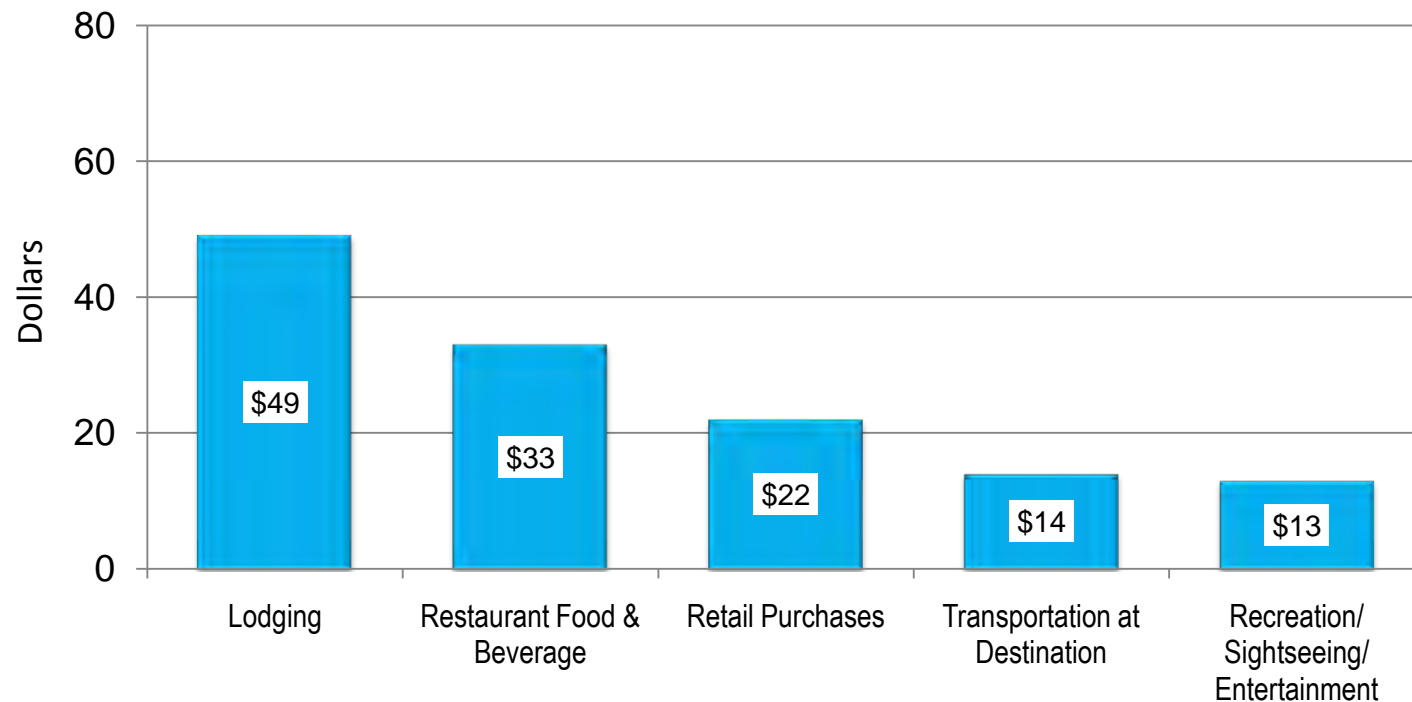
**Coast Region Spending in 2009 = \$1,370 Million**



# Average Per Person Expenditures on Overnight Trips — By Sector



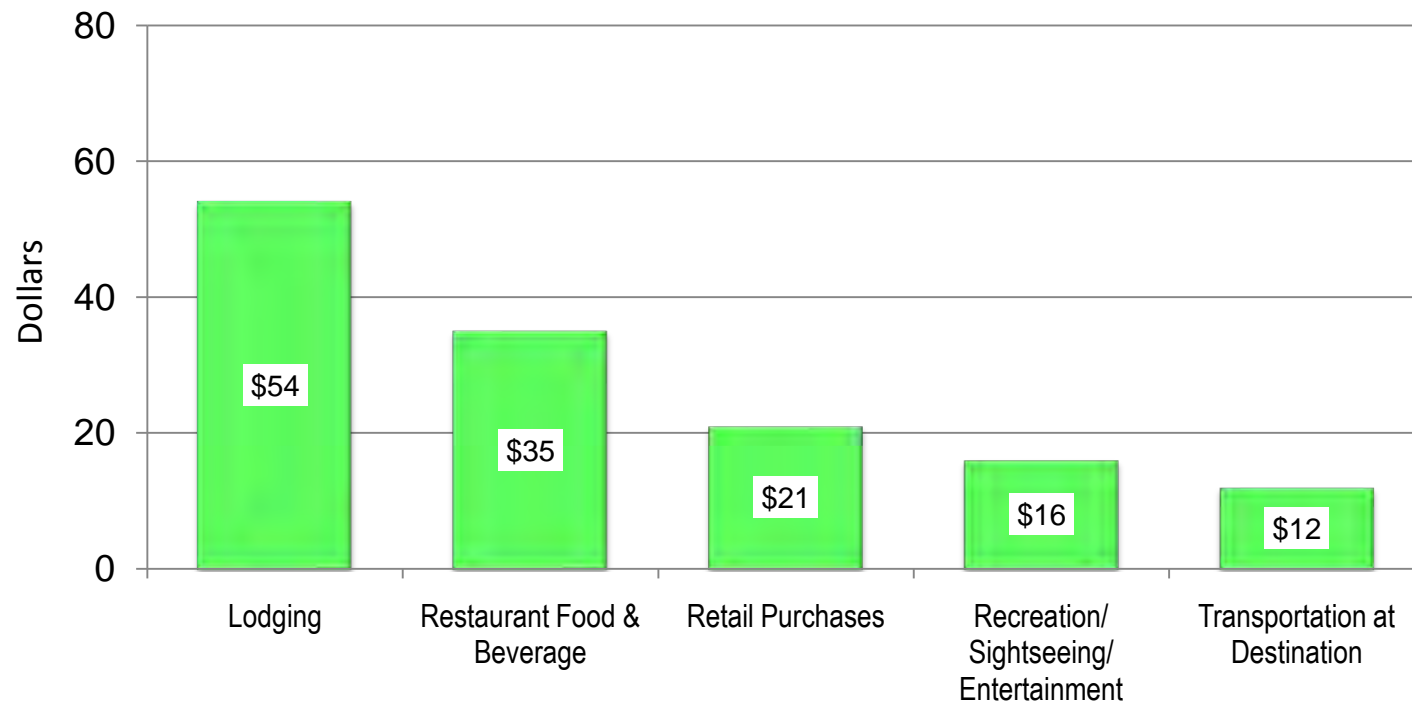
Base: 2009 Overnight Trips



# Average Per Person Expenditures on Overnight Marketable Trips — By Sector



Base: 2009 Overnight Marketable Trips



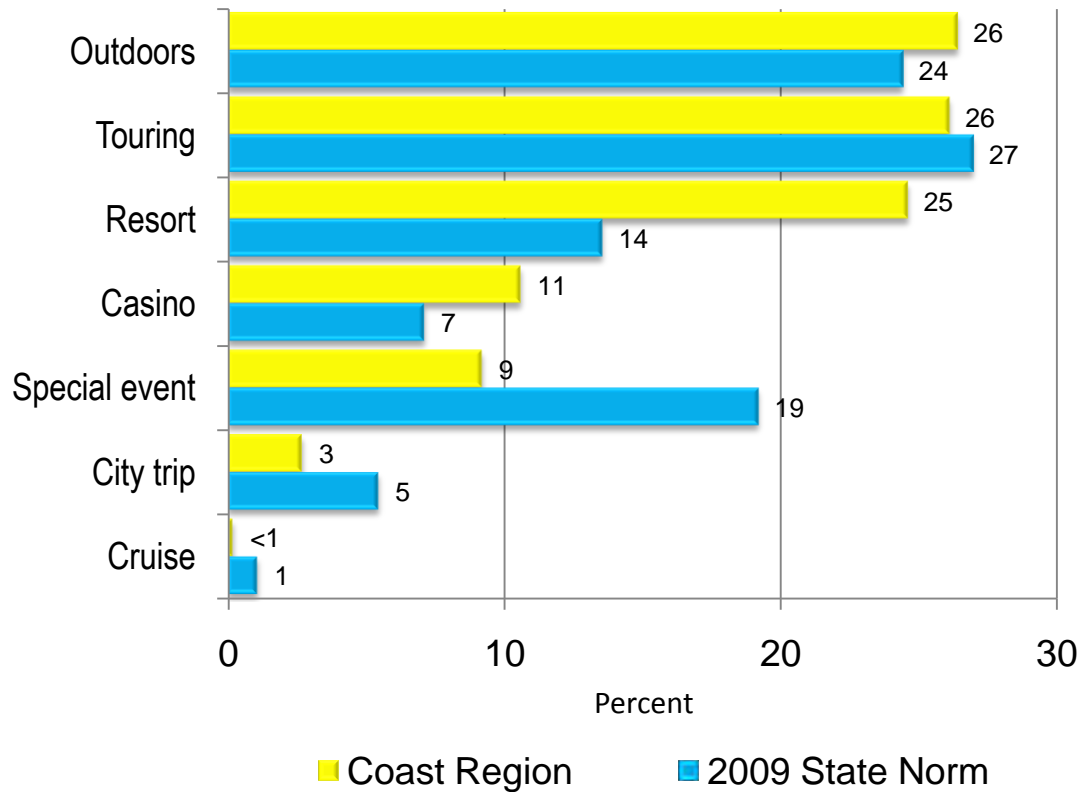


# Marketable Trip Characteristics and Visitor Profile

# Main Purpose of Marketable Trip — Oregon vs. National Norm



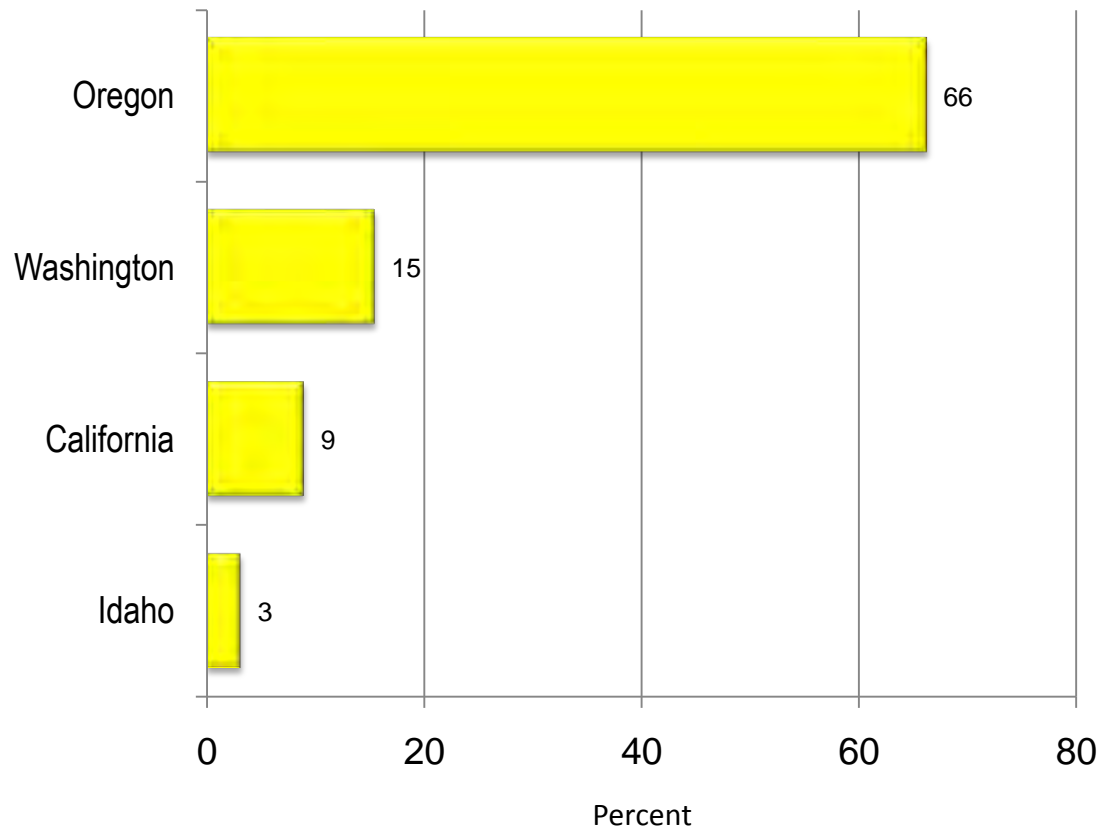
Base: Overnight Marketable Trips



# State Origin Of Overnight Trip



Base: Overnight Marketable Trips

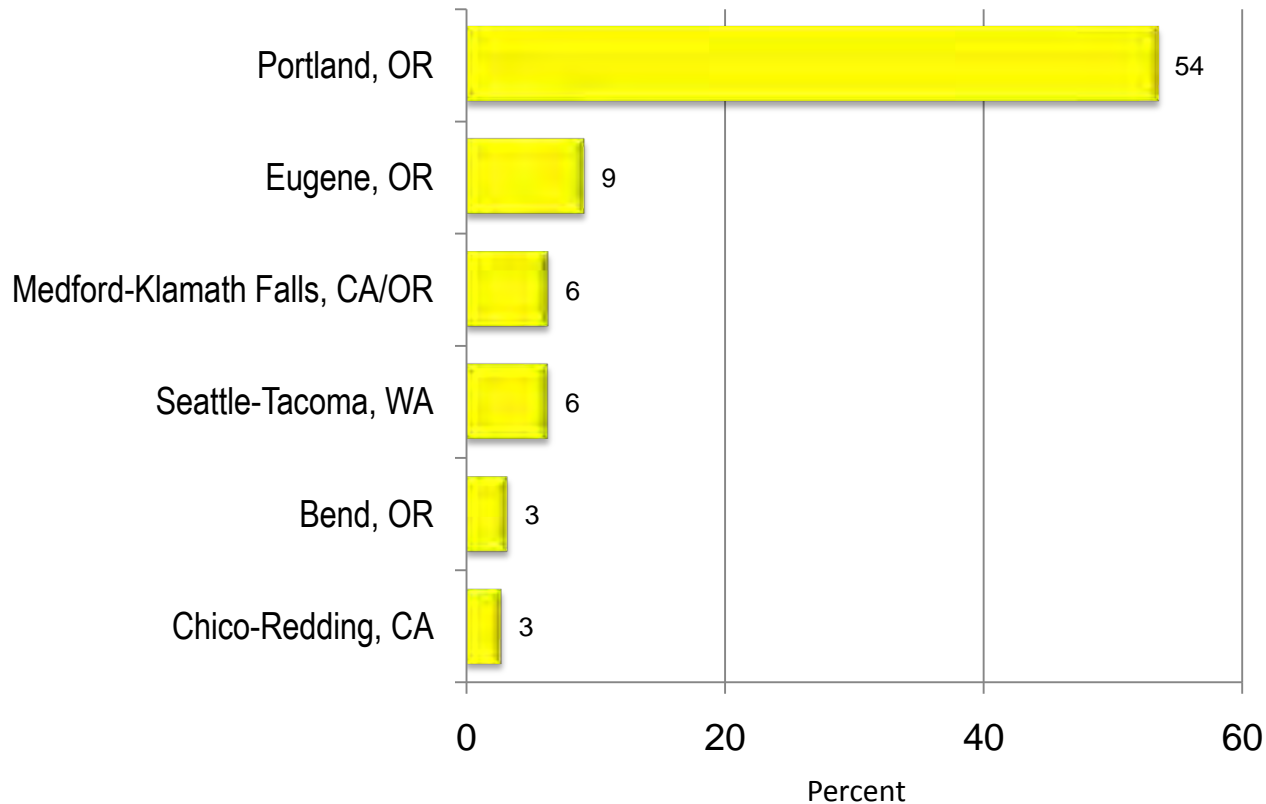




# DMA Origin Of Overnight Trip



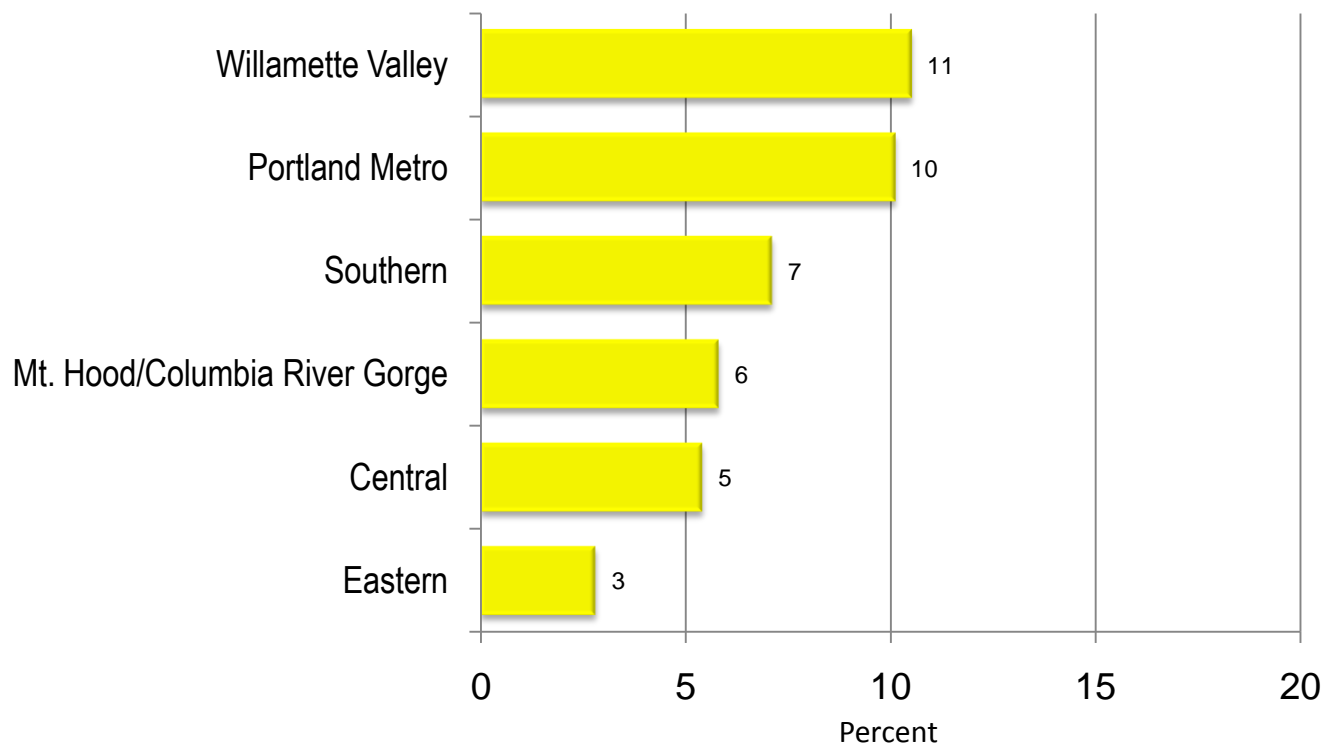
Base: Overnight Marketable Trips



# Other Oregon Regions Visited on Coast Trip



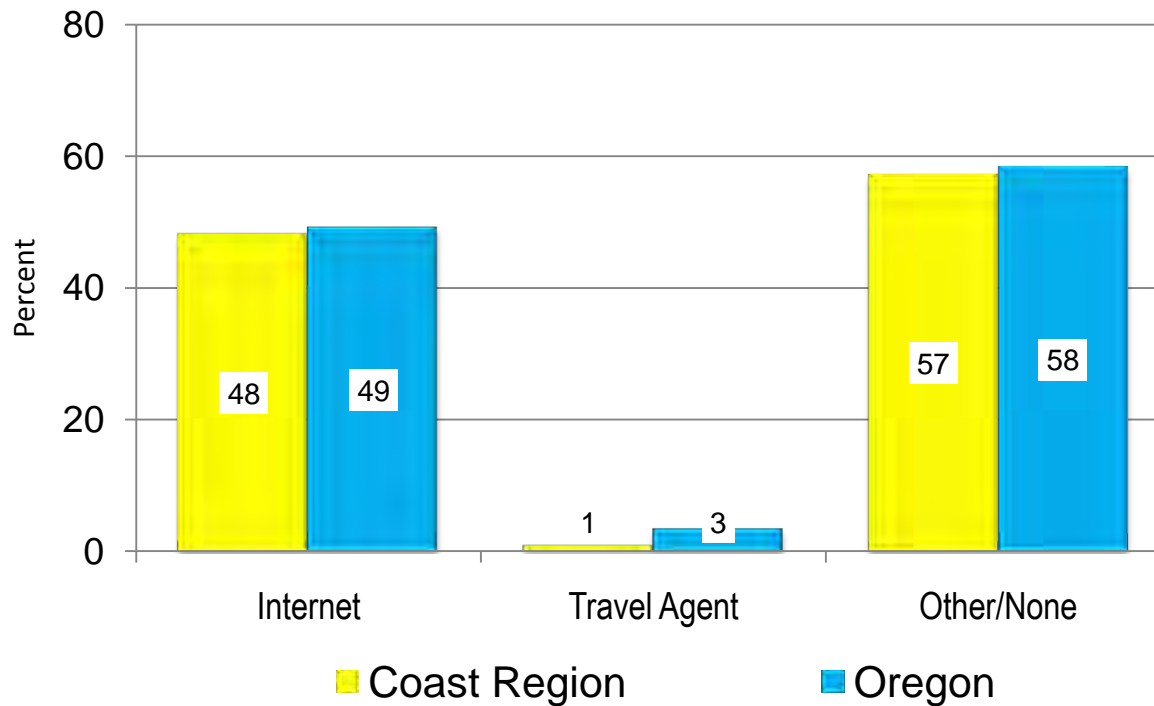
Base: Overnight Marketable Trips



# Method of Planning Trip



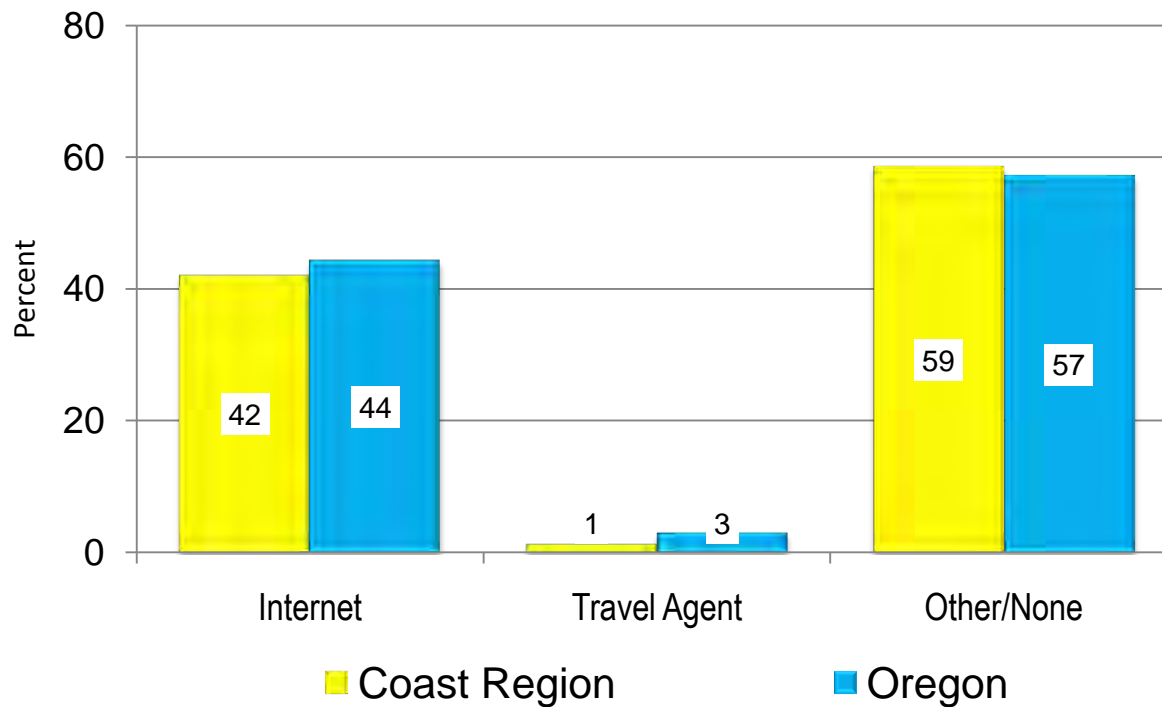
Base: Overnight Marketable Trips



# Method of Booking Trip



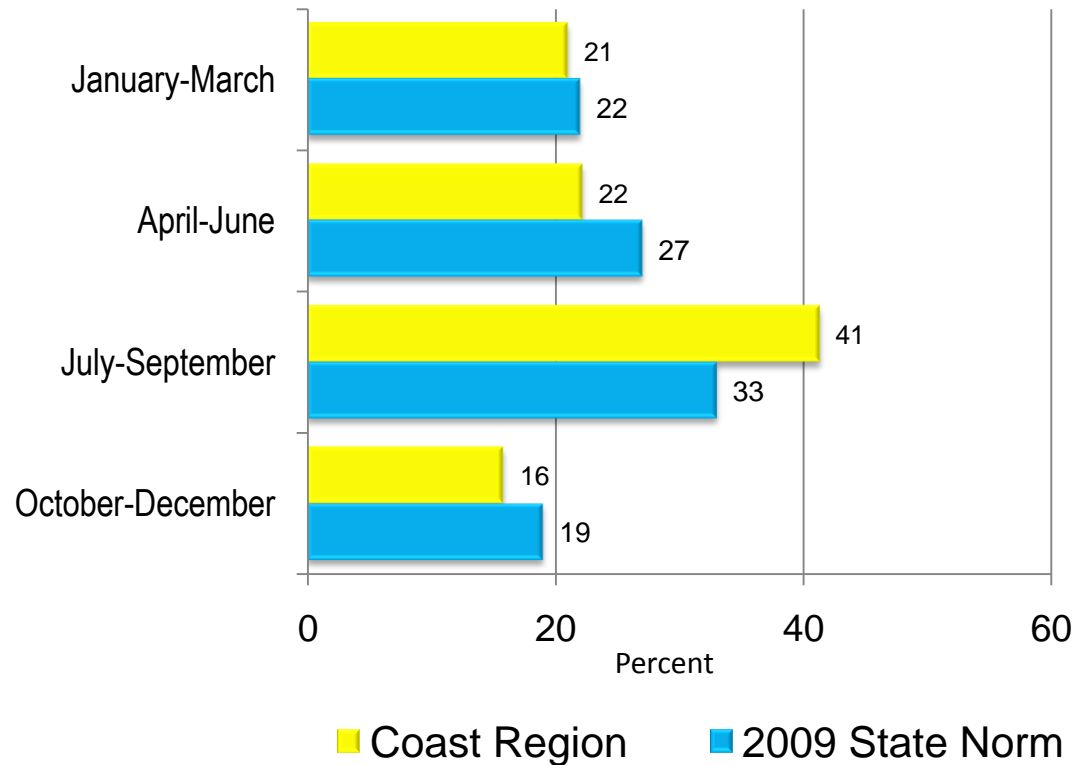
Base: Overnight Marketable Trips



# Season of Trip



Base: Overnight Marketable Trips



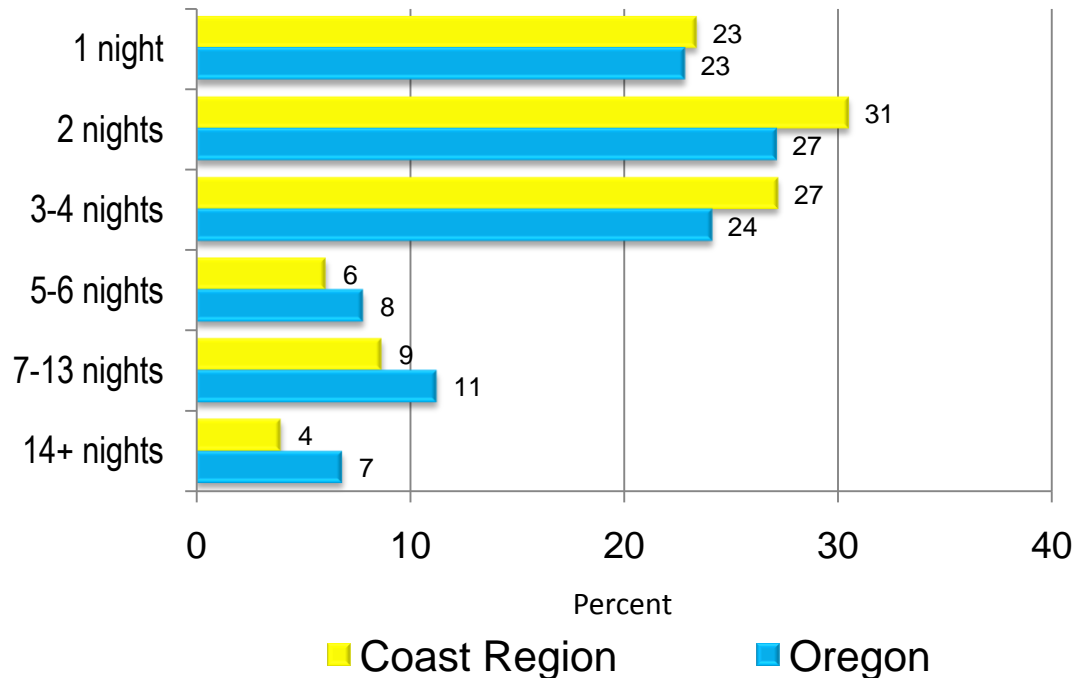
# Total Nights Away on Trip



Base: Overnight Marketable Trips

**Average  
Coast Region  
= 3.5 Nights**

**Average  
Oregon  
= 4.5 Nights**



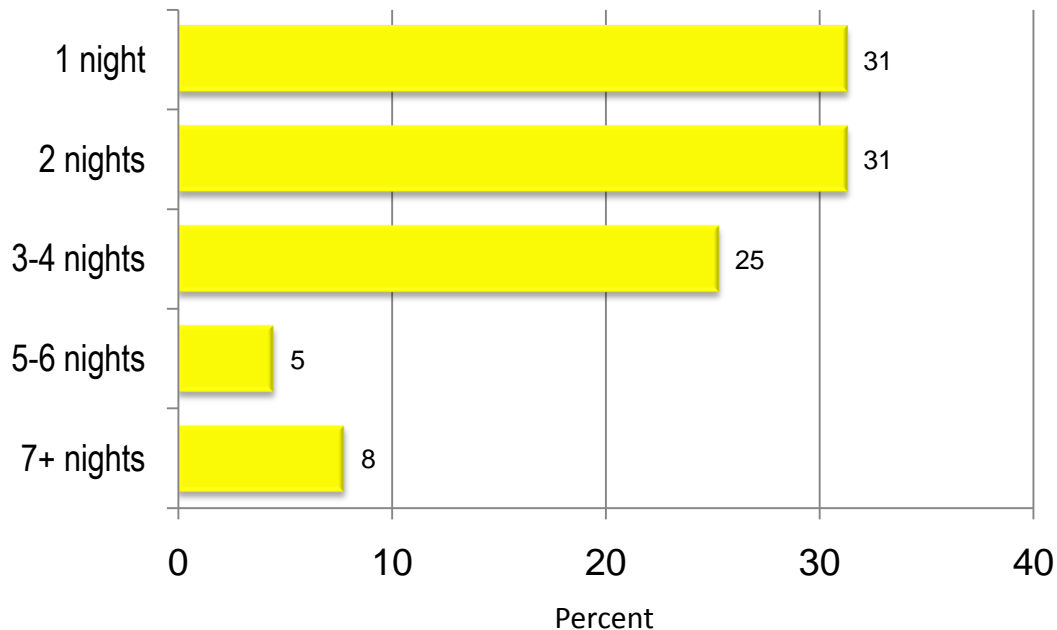


# Number of Nights Spent in Coast Region



Base: Overnight Marketable Trip with 1+ Nights Spent In the Coast region

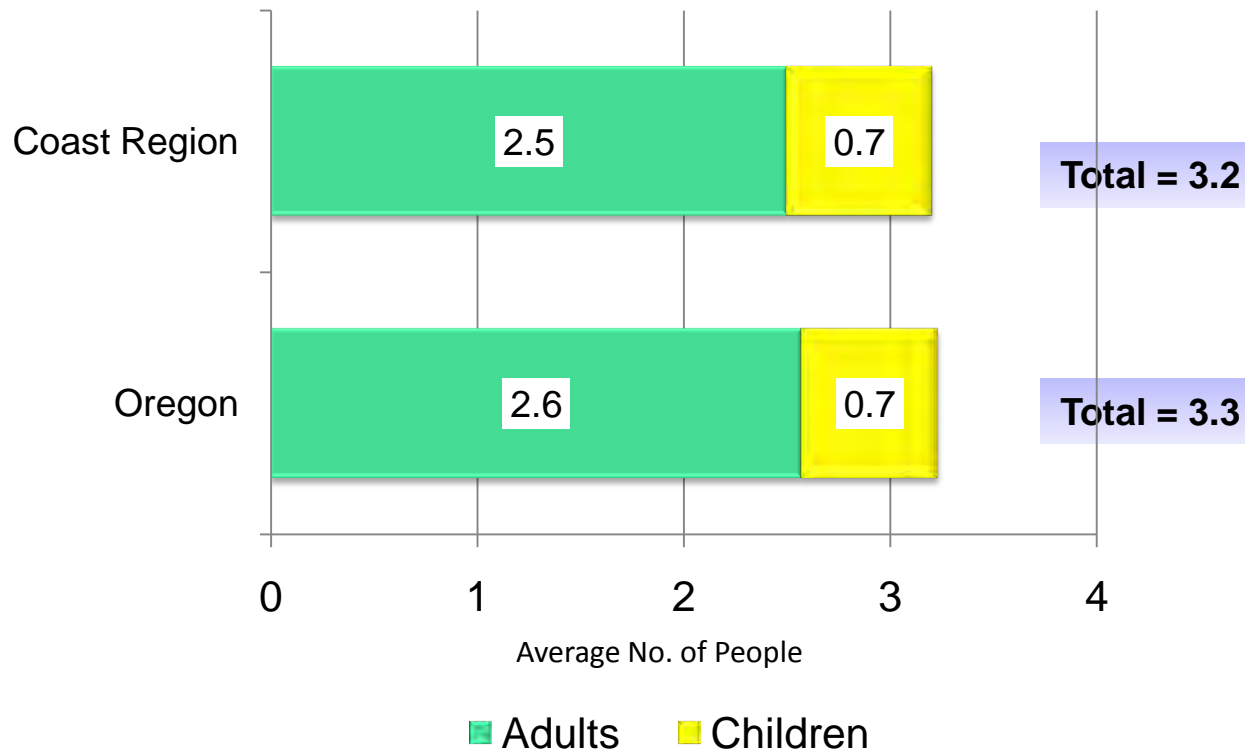
**Average Nights Spent in the Coast Region = 2.7**



# Size of Travel Party



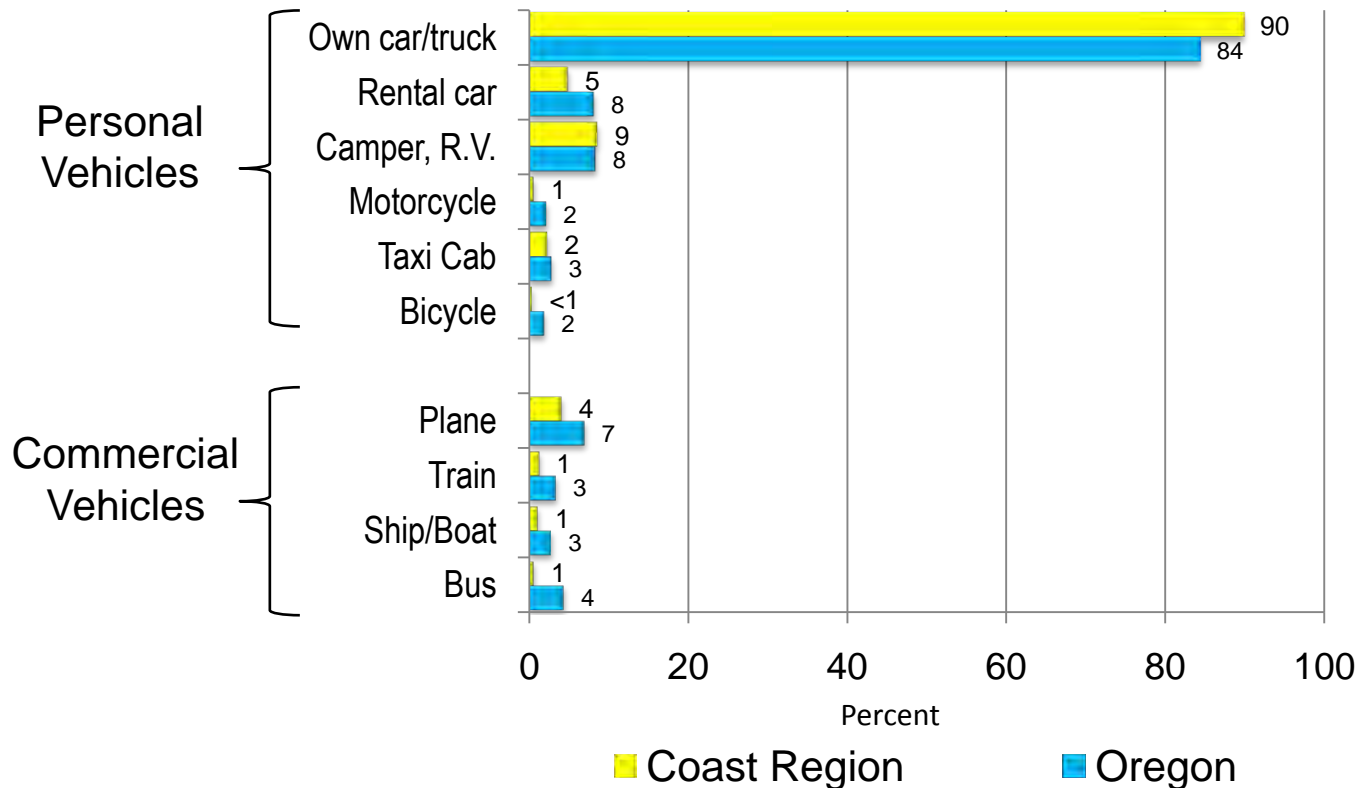
Base: Overnight Marketable Trips



# Transportation



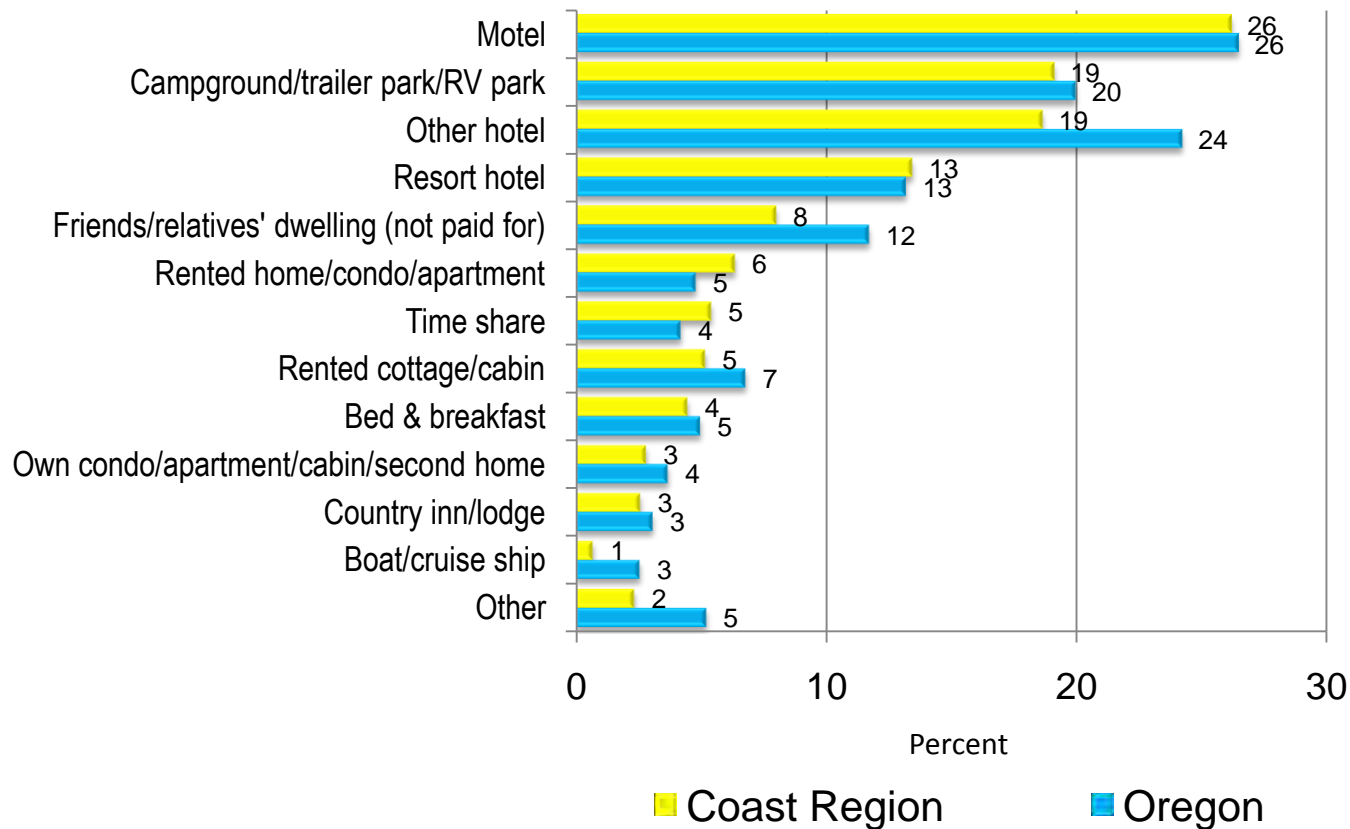
Base: Overnight Marketable Trips



# Accommodation



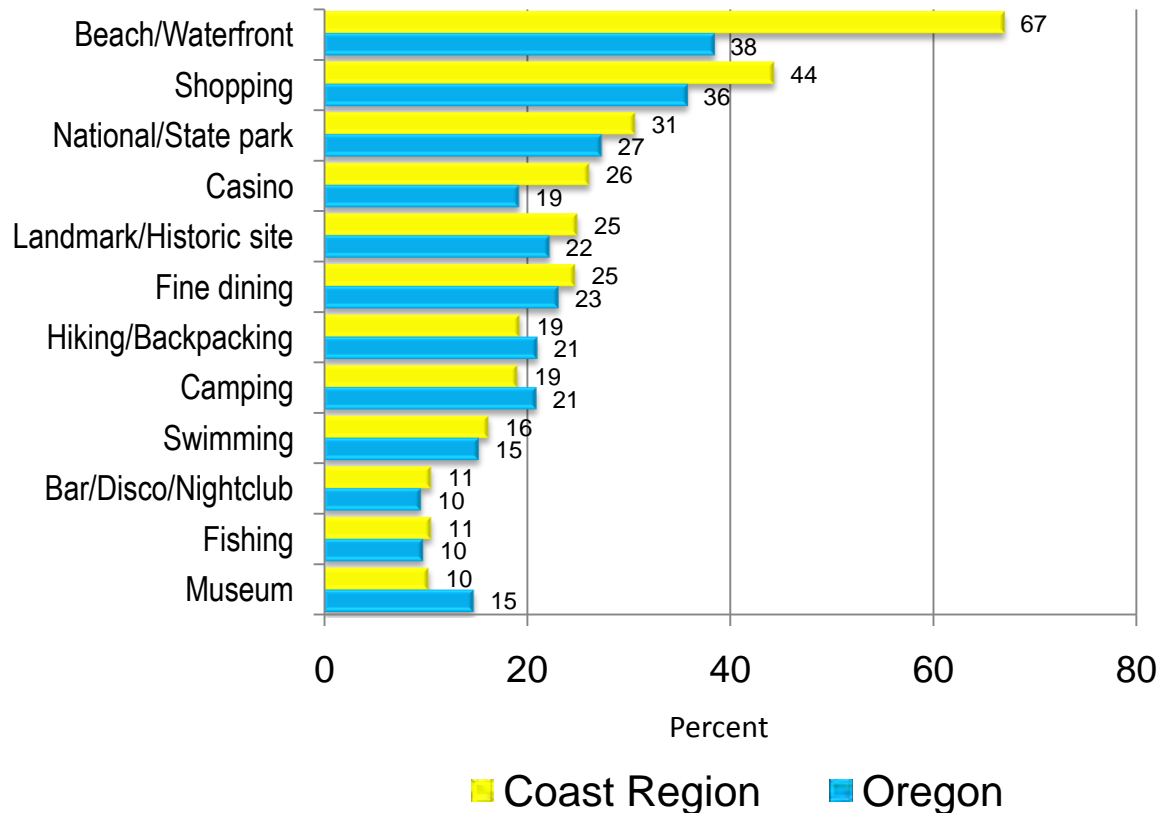
Base: Overnight Marketable Trips



# Activities and Experiences



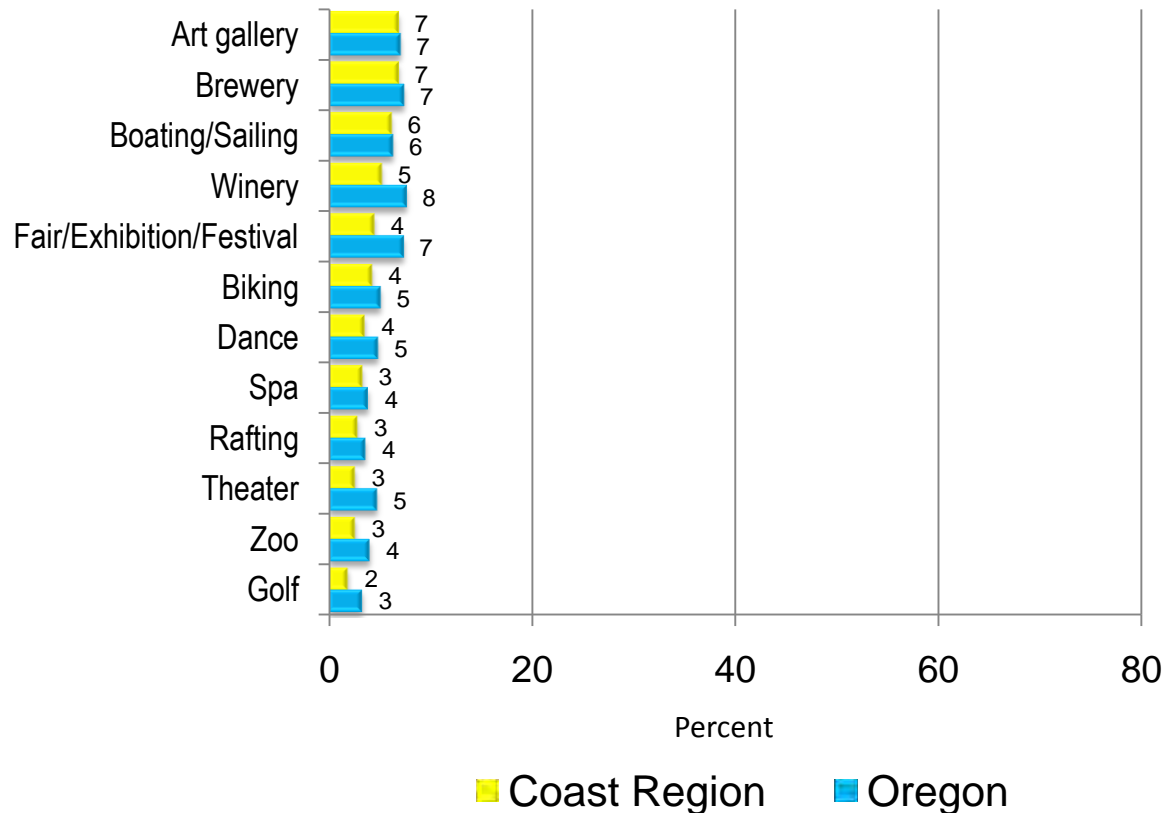
Base: Overnight Marketable Trips



# Activities and Experiences (Cont'd)



Base: Overnight Marketable Trips

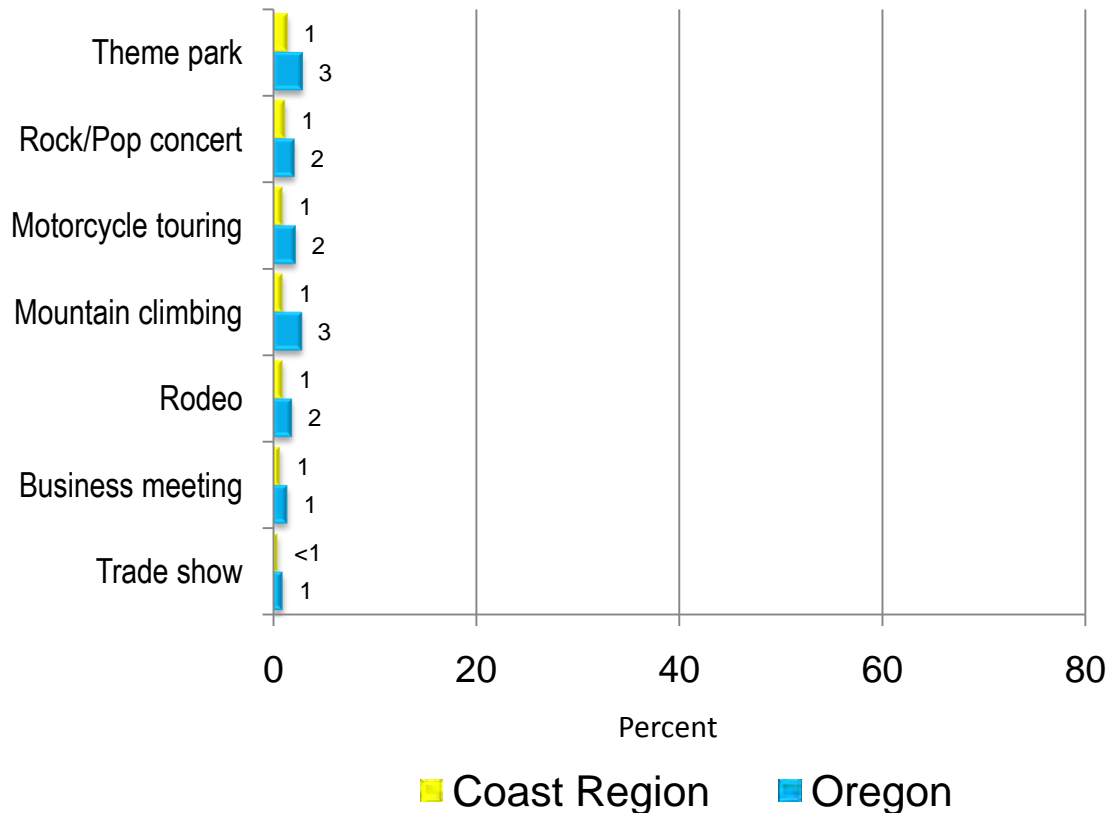




# Activities and Experiences (Cont'd)



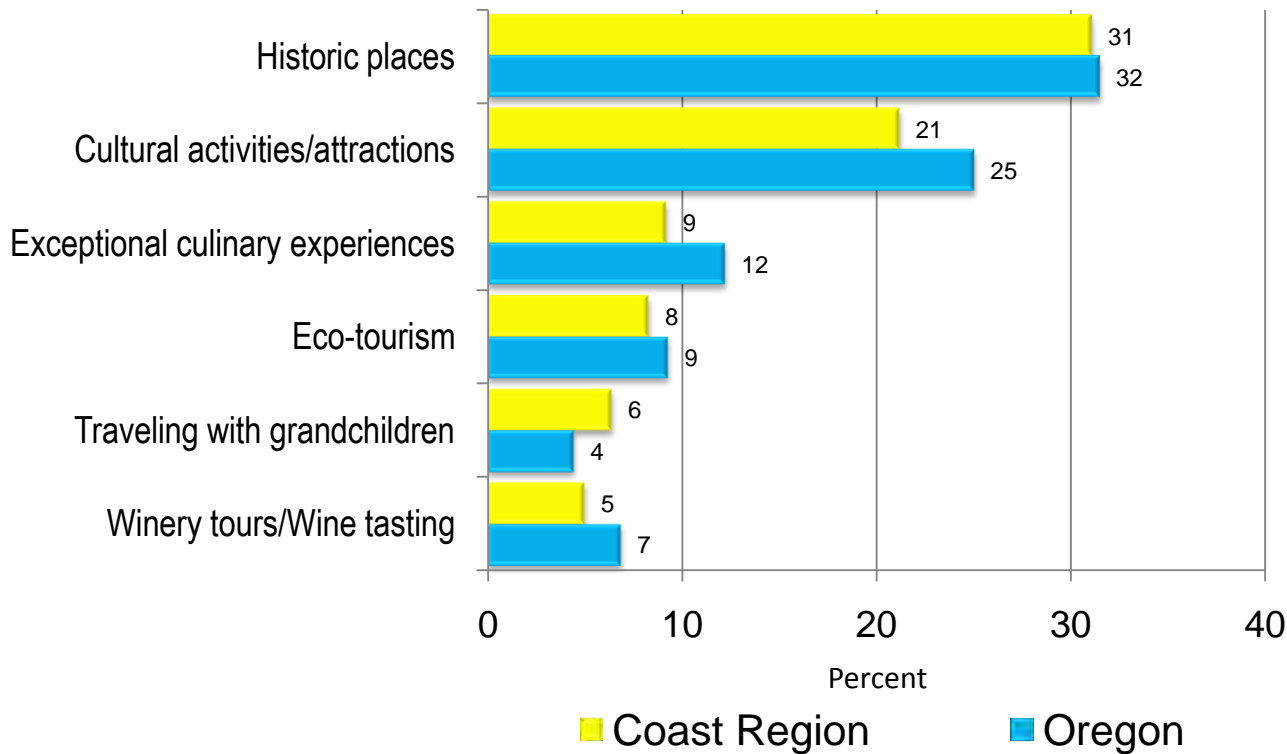
Base: Overnight Marketable Trips



# Activities of Special Interest



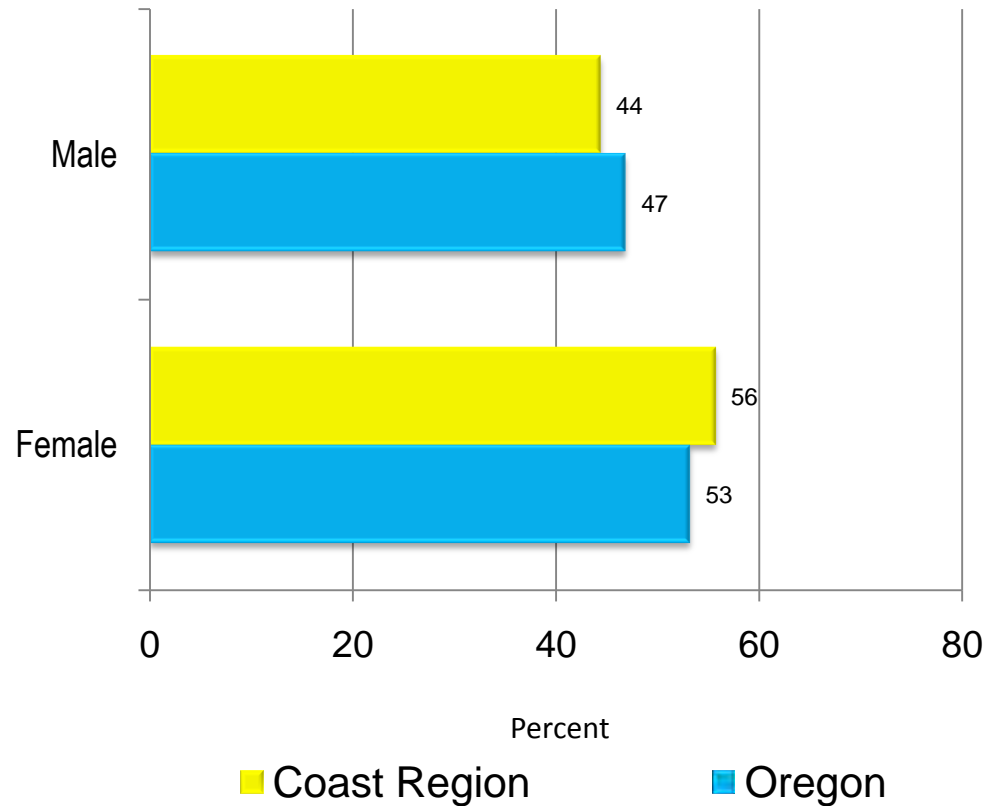
Base: Overnight Marketable Trips



# Gender



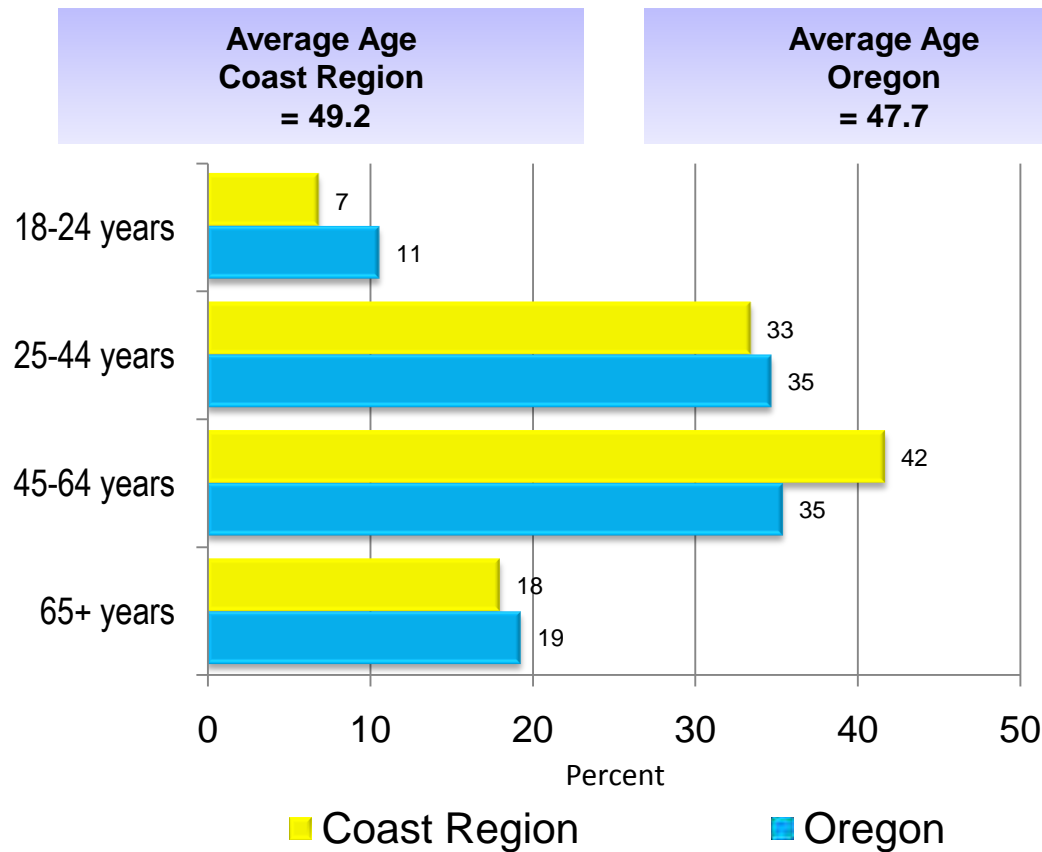
Base: Overnight Marketable Trips



# Age



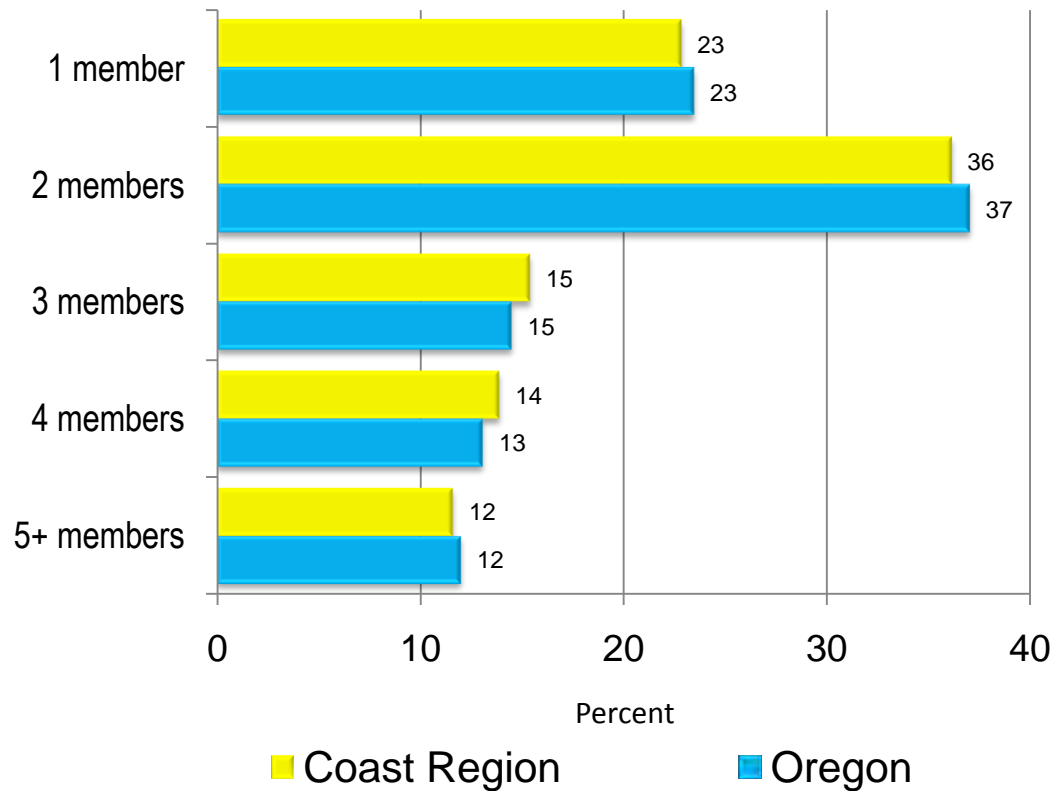
Base: Overnight Marketable Trips



# Household Size



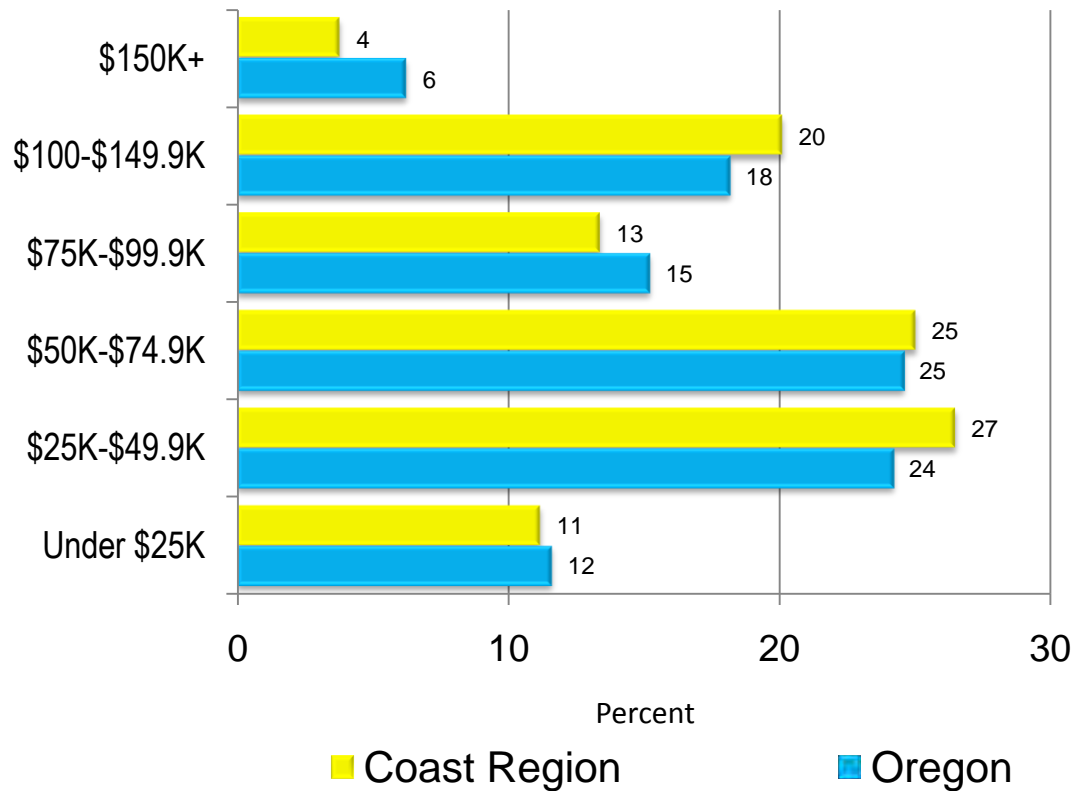
Base: Overnight Marketable Trips



# Income



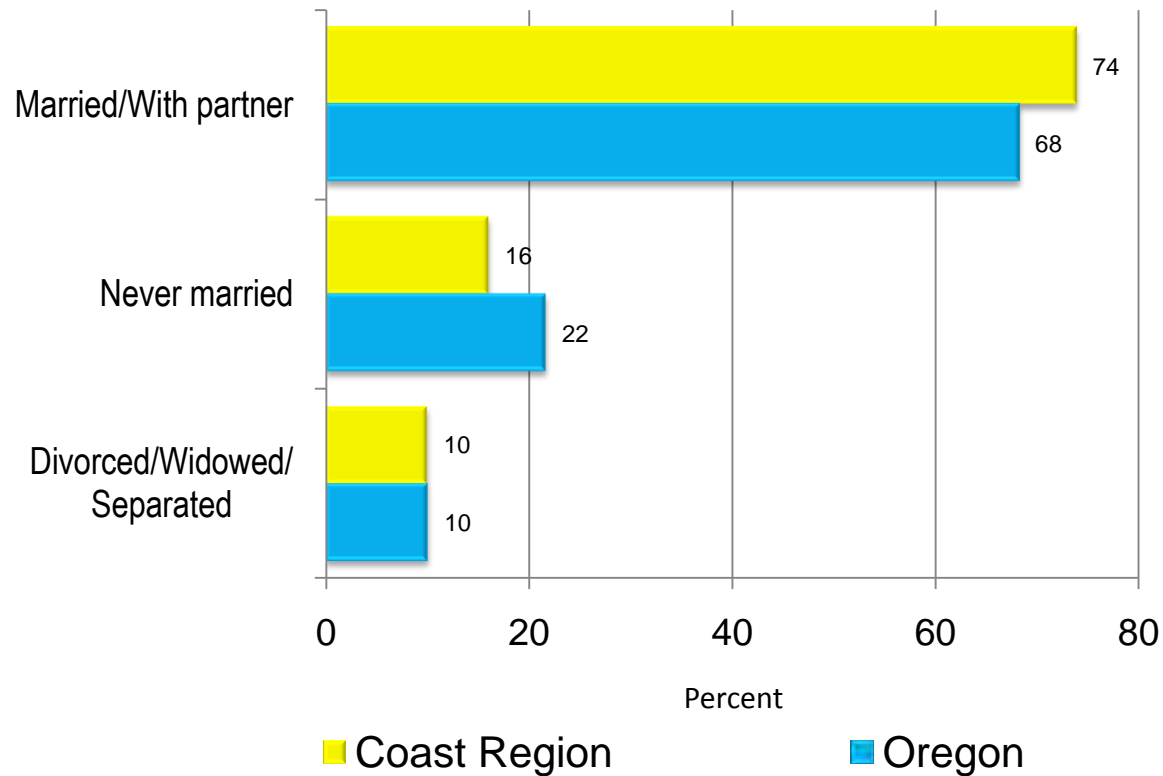
Base: Overnight Marketable Trips



# Marital Status



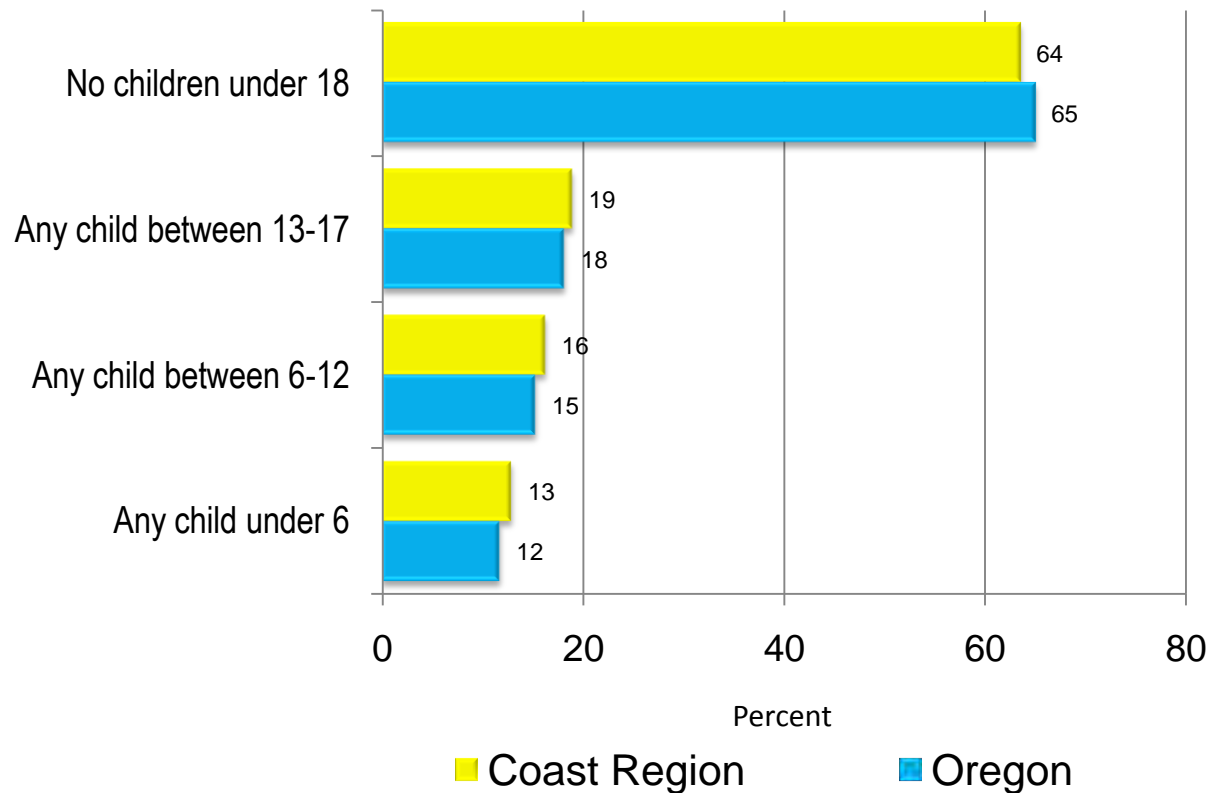
Base: Overnight Marketable Trips



# Children in Household



Base: Overnight Marketable Trips

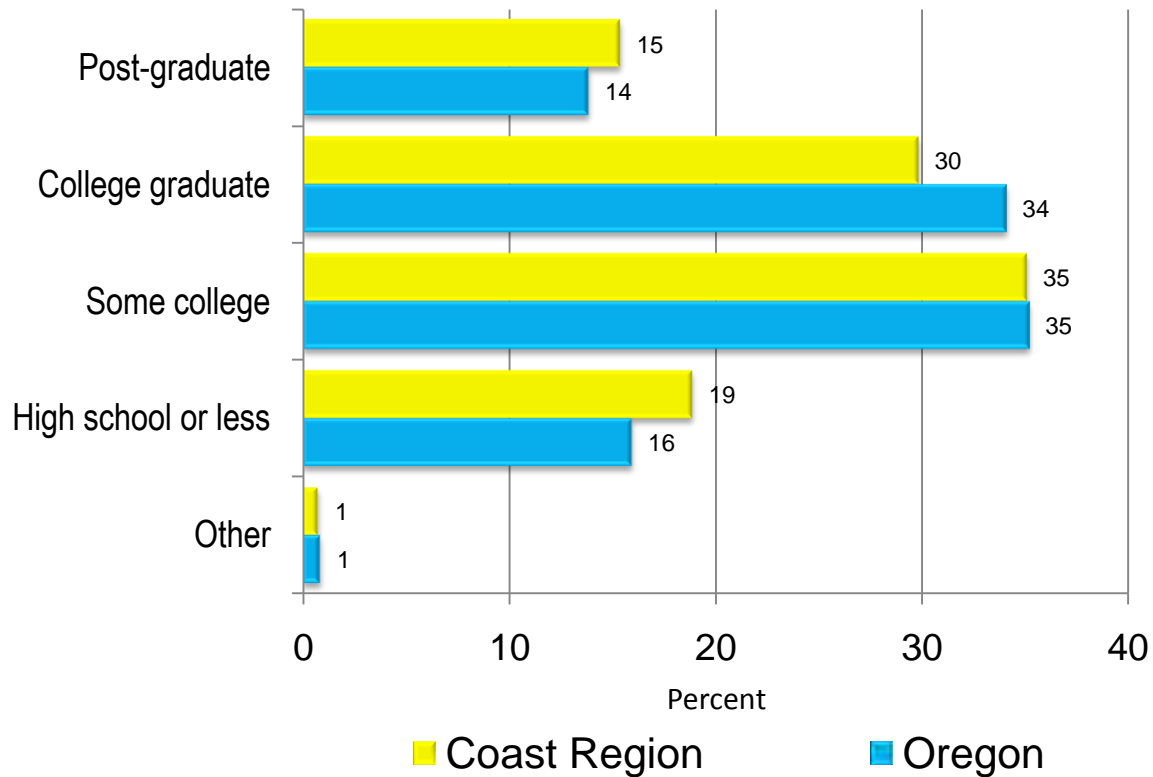




# Education



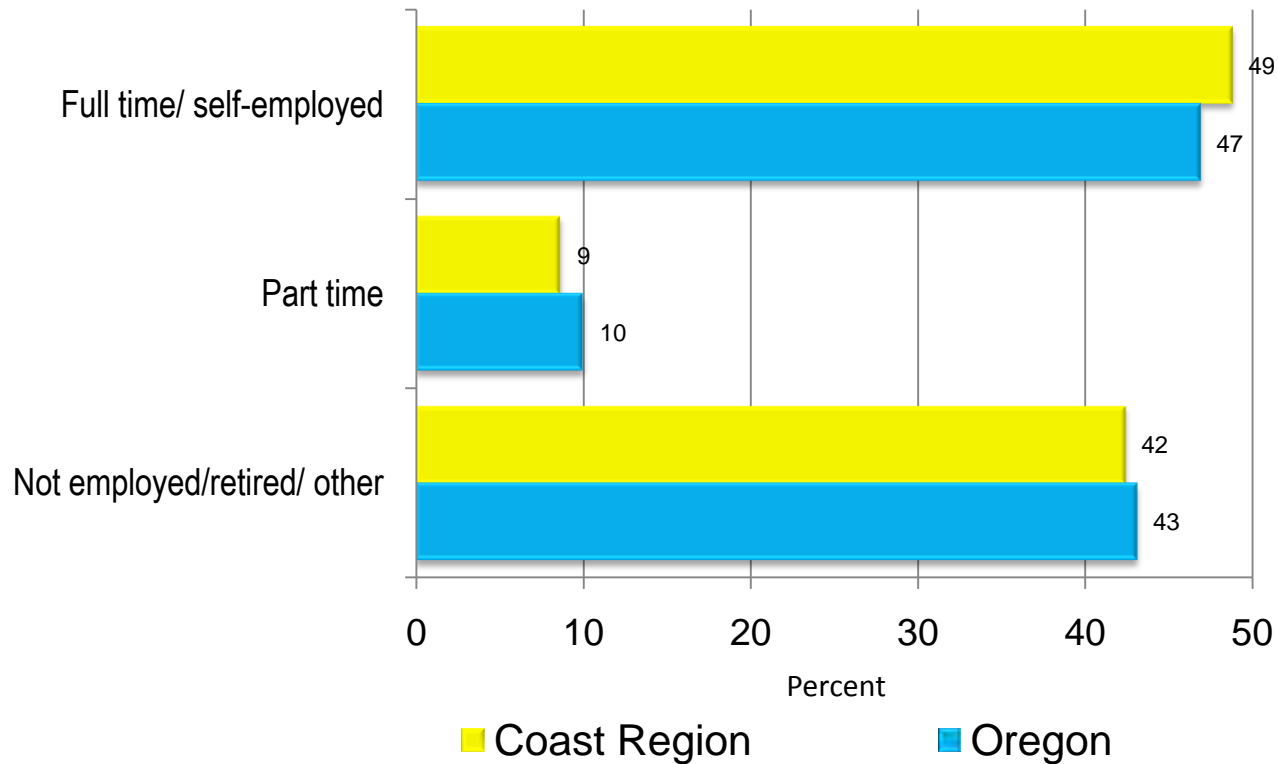
Base: Overnight Marketable Trips



# Employment



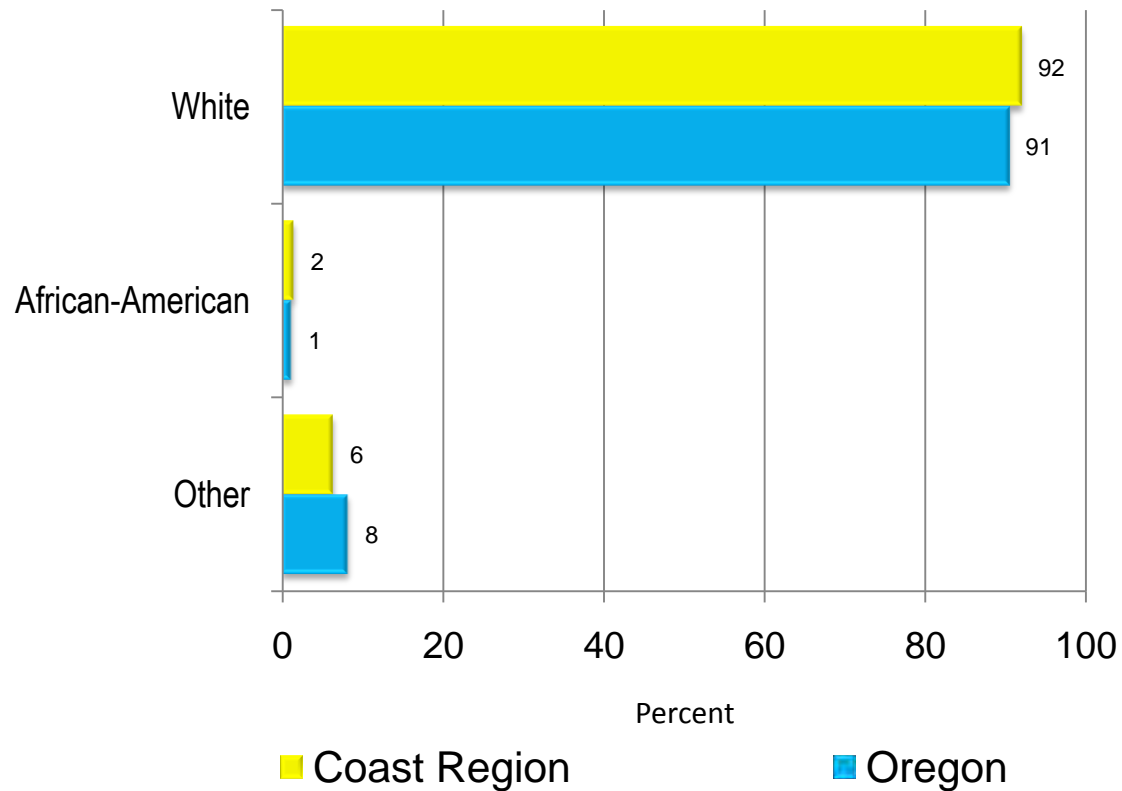
Base: Overnight Marketable Trips



# Race



Base: Overnight Marketable Trips



# Hispanic Background



Base: Overnight Marketable Trips

