



Yachats Coordinated Marketing Plan

Yachats Marketing Coordination Team
Submitted May 2011 / Updated June 2012

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 travelers, small meeting travelers, 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.

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 **stormy**, wet and **windy** 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, **limited parking**, 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 ‘We Speak Yachats’ Training program available to all front line 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) Media Outreach – Regular submissions to OR media. Hosting an annual COCA journalist FAM Tour. - VC/ C of C, Local Bus; & Mktg. Dir. (2010)
- 5) Trade Shows & Sales – Participating in State Fair, Travel/Wedding/Trade Shows, Attracting group events – area Events Facility Managers; Marketing Dir.(beginning 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 has some college education and seeks nature-based, cultural and heritage rich travel experiences. Approximately one-third of travelers have a child age 17 or under, and about one-third travel to the coast to 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 – YVC Director

Attending State Fair, Travel & Wedding Trade Shows as appropriate – YVC/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)

[Holiday Shoppers Raffle--GoYachats](#)

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

Lion's Fish Fry – Yachats Lions (P/S)

[Yachats Kite Festival – Yachats Mercantile and Adobe Resort \(S\)](#)

Yachats Crab Feed – Yachats Lions (P/S)

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

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

[Japanese Arts Festival \(April 2013\) – Coordinated by GoYachats](#)

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):

[Dolls, Miniatures, & Quilts \(February 2013\) – Yachats Chamber \(P\), Sponsors TBA](#)

[Extreme Biking Event \(Spring 2013\) – Go Yachats, City of Waldport \(P\), Sponsors TBA](#)

New Projects

[SLC Rural Tourism Studio Cooperative Projects: Work w/ Waldport & Seal Rock branding community together](#)

[Incorporate Arthur Frommer's naming of Yachats among his Top 10 Favorite Travel Destinations in the World into our marketing efforts where appropriate.](#)

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

Visiting Family & Friends Package – Coordinated by Yachats VC / GoYachats

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

Projects to Research

Water Feature Prototype Development OSU – Coordinated by Chamber / GoYachats

Volunteer Tourism Package(s), possibly for trails projects – Coordinated by Visitors Center / GoYachats

[Hiking/Waterways/Backroads/FS Roads Biking Map – Coordinated by SLC RTS Trails Committee](#)

Yachats History & Heritage Brochure – Coordinated by YVC / Chamber / Sandy Dunn (brochure)
Area Architecture cd – Coordinated by Yachats Chamber

[Yachats Audio Tours \(cd and downloadable\) — Chamber/GoYachats/State Travel Experience office](#)

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

Training Expansion “We Speak” Trainings coordinated by and recorded for YVC staff and other SLC front line staff (YVC and SLC RTS)

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?

[Survey of lodging guests \(GY\) to determine how people learn about/reasons for staying in Yachats](#)

Sources: *Oregon Coast 2009 Overnight Travel Study* for Travel Oregon: 2010, Longwoods International.