

KLAMATH COUNTY TOURISM
GRANT PROGRAM APPLICATIONS

DISCOVER
KLAMATH

OREGON UNEXPECTED



Date Issued: March 1, 2013

Date Submitted: March 29, 2013

Issued By: Klamath County Finance
305 Main Street
Klamath Falls, Oregon 97601

(541) 883-4202

Applications Due: 2:00 p.m., March 29, 2013

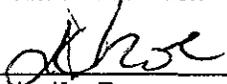
TOURISM GRANT APPLICATION

Organization Applying: Discover Klamath Visitor & Convention Bureau
Address: 205 Riverside Dr., Ste. B
City, State, Zip: Klamath Falls, OR 97601
Contact Person: Jim Chadderdon, Executive Director
Phone Number: 541-882-1501
Tax ID # or SSN: 26-4038270
Email Address: JimC@DiscoverKlamath.com
Web Site Address: DiscoverKlamath.com
Title of Project: TripAdvisor Crater Lake Sponsorship
Brief Description of Project: This project seeks to gain electronic

marketshare through Trip Advisor (TA) dot com by sponsoring the Crater Lake Tourism page. The TA site is the largest travel and review site with over 60mm unique visitors per month. The goal is to capture and redirect as many of them as possible, those that are searching for Crater Lake National Park, to Klamath County Tourism and its related content and affiliated partners (events, lodging, attractions, etc...).

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant  Date 3-29-13
Jim Chadderdon

Signature of Board Chair  Date 3-29-13
Jenifer Roe

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The main focus of this proposal is to seek funds to partially offset Discover Klamath's costs of sponsorship associated with taking over the Crater Lake National Park section of Trip Advisor dot com.

Currently, the Crater Lake section of Trip Advisor's website is unsponsored and unmanaged. As a result, the content is poorly formatted, incomplete, features poor quality lodging and food establishments, and is generally confusing to viewers.

The purpose of our sponsorship is to control these pages and thus increase visibility for Klamath County's full range of tourism offerings. Trip Advisor dot com is the world's largest travel site, with over 60 million unique visitors monthly.

Discover Klamath will sponsor page(s) connected to all searches involving Crater Lake National Park. These pages currently receive over 620,000 unique visitors annually. Through its sponsorship, Discover Klamath effectively controls all content on said pages, ensuring people researching Crater Lake receive a thorough and complete picture of all Klamath has to offer; including lodging, dining options, current events, photos, videos, history and more. Deals and packages will incent booking.

We expect increased tourism to Crater Lake – and the Klamath Basin – as the reworked section results in a better user experience and hence greater conversion (from researching Crater Lake to booking a Crater Lake trip).

2. What are the project activities?

The sponsorship involves some initial heavy-lifting to create the new content. Discover Klamath will work with Trip Advisor Programmers to upload content and "modules" onto their site. Once the site is up and running (early April), everything is pretty much on auto-pilot. Discover Klamath will need to update content regularly as things change, such as adding/deleting events, lodging establishments, featured businesses, featured advertising, adding new videos, photos, etc...

3. When will the project occur? How long will it last?

This sponsorship begins April 1, 2013. It runs through December 31, 2013. Discover Klamath has first right of refusal to renew the sponsorship going forward.

4. Who is the target market? What is your strategy for reaching the target market?

The target market is 100% of the people who are on Trip Advisor dot com and searching for any/all of the following terms: (i) Crater Lake National Park, (ii) Klamath County Vacations, (iii) Klamath Falls, Oregon, and/or (iv) Crater Lake, Oregon. In addition, as part of our sponsorship agreement with Trip Advisor, any/all users of Trip Advisor who search for THESE additional terms will be directed to our content: Klamath, Oregon; Eugene, Oregon, Crater Lake; Medford, Oregon; Redding, California; Mount Shasta, California.

As mentioned elsewhere in this proposal, at this time Trip Advisor records its combined audience in the range of 620,000 for these search terms.

Project Goals:

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

It is reasonable and fair to say virtually all people who will be looking at the Crater Lake section on the Trip Advisor site are likely from out of the immediate area.

And with this program generating over 620,000 qualified gross impressions in 2013, it is reasonable to expect many of these people will eventually arrive at Crater Lake, since the Park receives between 450,000-500,000 visitors annually.

The questions are:

(a) Can we track how many people come that might not have otherwise come had Discover Klamath not taken over this website and greatly improved the quality of the research experience, and, made it easy to see what else there is to do in the area?

(b) Whether visitors who are incremental or would have come anyway have indeed extended their stay and/or engaged in other activities in the Klamath Basin?

Ultimately, it's going to be challenging to get an exact read on these questions. That said, with higher engagement expected, we anticipate seeing improved web stats on the Discover Klamath (and partner) websites, improved social media interaction, and other "softer" measures of success.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

Discover Klamath is confident it will be able to offer packages and incentives to make it easy for visitors to plan an extended visit, beyond what they would have planned to stay originally. Our group will be partnering with lodging, restaurants, events, and other attractions in Klamath County with the idea of offering bundled travel packages for those researching Crater Lake via the Trip Advisor site. We will be able to track how various offers and/or packages perform (e.g. how attractive they are) by how many people click on those offers, how long they stay on those pages, etc... ***This is perhaps the number one reason why we are engaging in this sponsorship: to capture hundreds of thousands of visitors to Trip Advisor's site, who are specifically searching for Crater Lake, and educating them on "What Else Is There To Do In / Around The Klamath Area".***

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Discover Klamath Visitor & Convention Bureau is Klamath County's official tourism agency, promoting the beauty and culture of over 6100 square miles to those outside of the area. Our mission is:

"Discover Klamath strengthens Klamath County's economy by attracting and encouraging visitors and residents to experience the Klamath region by promoting the area's strengths including its unique natural environment, vibrant cultural communities and rich heritage resources."

Since 2009, Discover Klamath has delivered the message of “Oregon Unexpected” through both traditional and cutting edge media. By developing partnerships, Discover Klamath seeks to leverage its budget and extend its reach and the reach of its partners to increase visitors and the length of stays to Klamath County.

In its four years of operating, Discover Klamath has leveraged approximately \$600,000 (roughly \$150,000 annually) into approximately 80,000,000 gross media impressions (people seeing our message of *Oregon Unexpected/Come to Klamath County*).

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

Discover Klamath has extensive experience partnering with event organizers in Klamath County to promote their activities. Because Discover Klamath is an outbound marketing agency, we are uniquely qualified with relationships already established with media outlets to help organizations obtain more efficient media negotiations and placement of advertising. Discover Klamath has worked with TripAdvisor dot com numerous time in the past few years for geo-targeted campaigns with success.

MARKETING PLANS

9. Describe specifically how you will market the event to visitors.

This project is a self-marketing project as visitors to the site are already looking for the product – in this case Crater Lake National Park. The best way to describe this is to explain how this site is set up now. Currently, Crater Lake National Park content is organically-driven. By this we mean no one at Trip Advisor is responsible for ensuring that content is real, or accurate. So, what happens is that Trip Advisor’s proprietary algorithm pulls content on lodging, restaurants, and more into Crater Lake’s pages. Unfortunately, it doesn’t work well all the time and the viewer is subjected to hotel choices that don’t exist in Oregon, or, are so sketchy that the average person would pull up to the place and say “*oh my gosh*”.

With this sponsorship, Discover Klamath owns the page(s) and controls 100% of the content seen by visitors searching for Crater Lake. The result is a much higher quality search experience – resulting in a higher likelihood that people will come and stay.

We have established what Trip Advisor calls “modules” on the revamped site. So, for instance, we’ll have a Photo Module (obviously showing photos of Crater Lake and our greater regional assets). We’ll have a Video Module (showing videos of any number of things). We’ll have an Events Module (updated regularly with things like the Klamath Kruiise, Taste of Klamath, Kinetic Challenge, Crater Lake Century and just about everything else). We’ll have a Lodging Module (which will feature GOOD places, not organically produced lodging places that no longer exist or are too far away). We’ll have a Restaurants Module. The viewers’ search experience will improve greatly.

10. How will you measure your success? Examples: Survey, Raffle, Ticket Sales. (Be specific)

The Trip Advisor sponsorship includes a robust dashboard of metrics, reflective of unique visitors to our page(s), how long they stayed, how many pages they viewed, which pages they viewed, which links they clicked through too, and more. We should be able to clearly track how many visitors to the site went to Running Y’s site, or Rooster’s Chop House’s site, or, Hertz Rent-a-Car’s site, or Amtrak’s site, etc...

11. If your project is already underway explain how this grant will increase your likelihood of success.

This project is moving forward as we write this Grant Application, as the contract with Trip Advisor was signed in early March. We believe this program is uniquely suited for grant funding because Trip Advisor dot com attracts over 720 million unique visitors annually, all seeking recreational opportunities, lodging, and general travel research. Trip Advisor dot com is among the few perfect places on the Internet to reach potential visitors and pique their interest about Klamath County.

By co-funding this project with Discover Klamath, the Grant Committee will enable our organization to fund this project while continuing to maintain a solid foundational base of other marketing programs. We are so positive on this program, we were (are) willing to forego funding other initiatives in order to ensure this one gets effectively launched.

12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

Discover Klamath does not envision requiring any volunteer support on this project. Initial labor to create the site (e.g. overhaul existing Trip Advisor pages associated with Crater Lake National Park) has already begun and will be completed on or near April 1st. DK Staff (which is already paid) is working with Trip Advisor Staff to get the site ready for launch within the next week.