



March 2013

Inside

2

Survey Results: Bandon visitors love the beach

3

Why Oregon travel appeals to so many visitors: Insights from Oregon travel industry leaders

4

It's Time: Sponsor Bandon's Festivals

Travel and tourism matter to the Bandon business community.

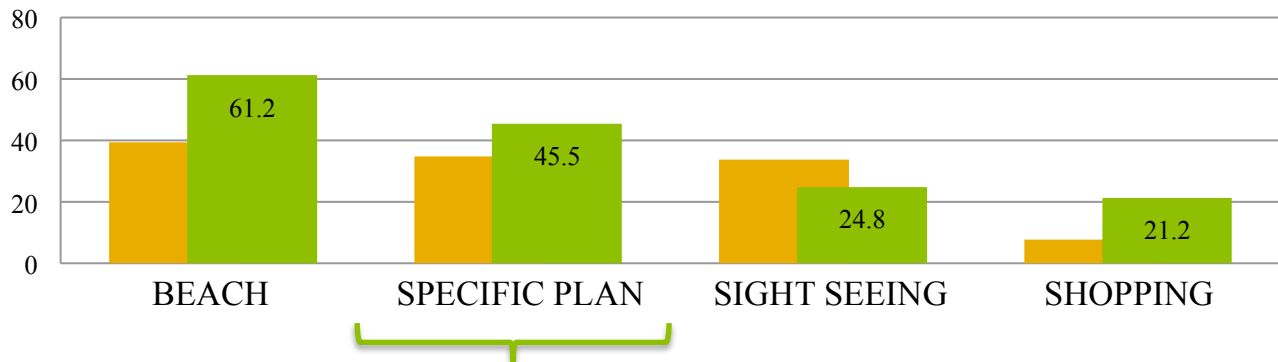
This issue offers readers a broad look at travel trends throughout the state along with a glimpse of travel impact here in Bandon. We know tourists love the beach. Did you know they also love our residents' relaxed, friendly attitude?

The U.S. Travel Association estimates one of every eight jobs in the country depend on travel and tourism. In Oregon, tourist spending generates billions of dollars worth of tax revenue annually. Follow the revenue stream, and we find hundreds of thousands of those dollars directly supporting our community.

With strategic planning and cooperation, the Bandon Chamber of Commerce and City of Bandon access additional state resources in the form of training, information, project grants and more.

Vacation Activity July through December 2012

% of BANDON VISITORS
% of REGIONAL VISITORS



What "Other" experiences do Bandon visitors consistently seek? **Fish and Chips!**

Fourth quarter visitor survey results are in.

While Bandon beaches still top the list of planned activities, numbers show Bandon visitors are more specific about their vacation plans.

Specific itineraries may reflect Bandon's reputation and ability to attract repeat visitors. Bandon visitors were approximately 10% more likely to be planning a return visit, or at least to have heard about Bandon before planning their vacation, compared to survey participants as a whole.

The Bandon Chamber of Commerce contracted with Dennett Consulting Group to begin tourist surveys in July 2012. Surveys are available to tourists online at bandon.com and at the Bandon Visitors Center. Other regional destination marketing organization participants are Adventure Coast (Coos Bay and North Bend), Ashland, Gold Beach, Klamath Falls, Medford and Roseburg.

Bandon tourists love the outdoors and plan to beachcomb, golf, hike, fish, camp and bird watch. Overall, surveyed tourists are more inclined to plan shopping as a Bandon activity. That's potentially good news for Bandon's retailers, though BCC Executive Director Julie Miller notes that general spending is still modest. Throughout the surveyed region, visitors plan to spend less than \$200 per day for all expenses, including lodging, food and automobile fuel.

Survey data collection will continue through June 2013.

Ideas and Action

As the business arm of the Oregon Tourism Commission, Travel Oregon creates travel demand and provides data and connections to travel leaders statewide.

"They have a great grant program, and we've already received three," said Julie Miller, BCC Executive Director.

A recent grant allowed the Bandon Chamber of Commerce to develop a print brochure for distribution through the Oregon Coast Visitors Association. Potential visitors seeking specific Oregon coast experiences receive the OCVA fulfillment piece pointing them to the experiences Bandon can provide.

For collaborative productivity, the BCC has also been the recipient of the Exceptional Partnership Award from the Oregon Tourism Commission.





Pack Your Bags! We're Going to Oregon!

Bandon's annual tourist peak is right around the corner. Travel industry insiders are eyeing the stats, anticipating growth for 2013.

Hank Hickox, General Manager for Bandon Dunes Golf Resort, said 2013 opened with the best January visitor activity the resort has ever seen. Reviewing national yearly comparisons from Smith Travel Research, Hickox said 2013 is a good year to travel.

In February, Hickox sat with Bandon Chamber CEO Julie Miller and Travel Oregon CEO Todd Davidson to talk about travel and its impact on Oregon's economy. The three are actively involved in multiple travel commissions and organizations. Hickox is a member of the Oregon Tourism Commission that operates Travel Oregon. And Davidson serves as Chairman of the U.S. Travel and Tourism Advisory Board.

Whether reviewing national statistics or considering local promotional campaigns, Davidson said his focus is consistent.

"Travel and tourism are vital and vibrant parts of our economy," said Davidson. "The theme is the same: How do we unlock the potential of tourism?"

Davidson works to unlock that potential by promoting Oregon destinations that provide life-changing experiences. It's an aesthetic sounding goal that Davidson links to actual consumer behavior impacting other state industries. Travel Oregon commissioned a 2011 tourist survey that showed more than 30% of adults surveyed had purchased Oregon products several times since their vacation. Food items were the most popular purchases.



In 2009, Todd Davidson, CEO Travel Oregon; Julie Miller, CEO Bandon Chamber of Commerce; and Scott West, Chief Strategy Officer Travel Oregon, lobbied in support of Oregon tourism in Washington DC.

Communities send an even stronger message to visitors when they add a dash of culinary appeal to coastal outdoor recreation.

"We know the coast has tremendous appeal to our international and domestic visitors," said Davidson, noting nearly one quarter of visitor dollars are spent on the coast. "They already know it's beautiful, they get that message. Now we can tell them about the great recreation components of coming to the coast as well as the culinary message when they're visiting the coast. And that diversity of message actually helps strengthen (coastal) marketing opportunities."

Numbers don't tell the whole story.

The listening session that brought Davidson to the southern Oregon coast is one tool Travel Oregon implemented to facilitate conversations with communities. Sitting in his office on a sunny afternoon, Hickox reflected on the positive changes he's seen in statewide travel industry, spurred not by consumer data, but by communication. He complimented Miller's work representing the Bandon Chamber, naming her a progressive leader among the state's destination marketing organizations.

"(Travel Oregon staff) have been really successful with gathering consensus across the state," said Hickox. "Building consensus isn't always easy."

Miller said her ideas are welcomed by organization staff, who respond with real support in the form of networking, research and grants that give Bandon an edge in a competitive market.

Contemporary travelers are smart, able to separate authentic messages from market hype. Consumer discernment is advantageous for businesses owners, according to Davidson. The Oregon experience isn't prefab, he said.

In Bandon, Davidson pointed to Bandon Dunes as a Bandon destination that consistently delivers on its promise, affirming what visitors are seeking, "This is a place that you actually play the land."

Attention Trivia Hounds! Find Industry Facts from the U.S. Travel Association at <http://www.ustravel.org/>



Bandon Visitors Center
Open 10 AM to 4 PM
Monday through Sunday
300 Second Street
Bandon, Oregon
541-347-9616

2013 Officers

President
Bart Stein

Vice President
Margaret Pounder

Secretary
Cathy Underdown

Treasurer
Breanna Quattrocchi

Past President
Johnna Hickox

2013 Directors

Penny Allen
Joseph Bain
Peter Braun
Steve Dimmock
Marc Dryden
Melody Gillard-Juarez
Chris Powell
Jim Wathen

Executive Members

Chief Executive Officer
Julie Miller

Legal Counsel
Robert S. Miller III

City of Bandon::TOT::Bandon Chamber of Commerce

Tourism is the new backbone of Bandon's economy.

Promoting Bandon is the first clause in the Bandon Chamber of Commerce mission. For more than two decades, the BCC has proudly worked with the city and community to offset slower timber, fishing and agriculture industries with increased tourism.

In 2003, Oregon's Tourism Investment Proposal was created to leverage private investment with tax revenue to guarantee the health and growth of the industry. Tourism Investment legislation was led by the Oregon Lodging Association, spurred by the group's conviction that reinvested TOT dollars result in more visitors and greater revenue.

Visitors do more than sleep. They also take advantage of local dining, shopping, recreation and entertainment. As a small town, Bandon works with one of the smallest reinvestment budgets in the state. But our community resources are unmatched.



Your TOT at Work

Local and State TOT Distribution

- Lodging facilities (hotels, vacation rentals and RV parks) pay 7% total tax on each visitor stay
- 1% is paid to the Oregon Tourism Commission
- 6% is paid to the City of Bandon

The City of Bandon collected \$376,122 in TOT revenue for the 2012 fiscal year. Almost 80%, supports Bandon's general fund. The remaining 20.7% is entrusted to the Bandon Chamber to reinvest in local tourism through advertising, promotions and managing the Bandon Visitors Center. Bandon's Tourism Reinvestment budget for 2012 was \$78,814.

BCC Advertising Committee

Bandon doesn't tackle all its promotion alone. The 1% collected by the state pays for tourism promotion statewide. The BCC takes full advantage of state resources through grants, information and joint promotional campaigns. (See "Ideas and Action" page 2.)

Advertising and marketing shine the light on the whole community. Your BCC Advertising Committee members are Ed Backholm, Chris Bentien, Peter Braun, Steve Dimmock, Marc Dryden, Bryan Longland, Margaret Pounder, and Chris Powell.

Contributed Images cover Stephanie Precourt; page 3 Travel Oregon logo courtesy Travel Oregon; page 4 fireworks, Annetta Adams; BCC Newsletter © 2013 Bandon Chamber of Commerce



THE RIGHT STUFF

Product highlighting is more than window dressing.

Participants in the BCC Tuesday Tune-Up business series were invited to show off their stuff. Matthew Whitmer took the challenge, revamping his dominant product display at the Big Wheel General Store.

Big Wheel regulars tend to hang a right just inside the door and make a beeline for the food, Whitmer said. He wanted to direct customer attention to the store's extensive line-up of sportswear, featuring sweatshirts, jackets and t-shirts.

The revamped clothing display presents customers with an eye-catching pop of color—and turning sweatshirts outward on the rack allows visitors to appreciate the store's signature "Bandon" graphic. Whitmer also nabs overhead display space, creating a visual floor to ceiling wall that's visible through the store's front windows.

A Letter to the Chamber Membership from Julie Miller

As the economy continues to have a strangle hold on our personal and professional lives, we now face the question: What events and festivals are important enough to the community of Bandon to be supported by the community?

Bandon is known for its tremendous spirit and "get it done" attitude. Remember that Bandon festivals are paid for entirely by individual and business sponsorship. As other communities are canceling 4th of July celebrations and sun-setting festivals, I have faith that the community of Bandon understands the importance of tradition and how the thread of tradition binds us locally.

Bandon's Old Fashioned 4th of July

We need your help to continue the Bandon 4th of July fireworks display. Bandon stages what is arguably the most spectacular Fourth of July fireworks show on the entire Oregon coast. In dazzle-power and in duration, it is unsurpassed. This annual show costs our community \$13,000 and we need you to support it.



Bandon Cranberry Festival

2013 marks 67 years of history, a history we are proud of. We need your help to continue the Bandon Cranberry Festival.

If you love what our Cranberry Festival represents then we need your help funding it. This event takes nine months to plan and approximately \$30,000 to run. From port a potties to insurance, tents to barricades, from the court to coronation . . . all things cost money and all things require significant man power.

Show Your Support Today

Before July 2013, the community of Bandon needs to raise \$43,000 to support these two events. We try to make individual donations and business sponsorships as easy as possible. If you would like to sponsor either event please contact Bandon Chamber CEO, Julie Miller at bandoncc@mycomspan.com or at the chamber office at 541-347-9616.



WHAT'S HAPPENING

More events at bandon.com

BCC General Membership Meeting

March 19, 8 AM

Edward Jones, 1160 Oregon Ave SW (Highway 101), Bandon

Civic Summit, Greater Bandon Association

March 21, 6:30 PM

Bandon Community Center, 1200 11th Street SW, Bandon

Bandon businesses and nonprofits coordinate their 2013 events and fund raising calendars. Contact Harv Schuboth 541-297-2342.

BCC Member Only Promotion, Cascade Wireless, US Cellular

Through March 2013

Bandon Shopping Center, 66 Michigan Avenue, Bandon

Contact Rosy Thomas for details, 541-329-0692

BCC Annual Meeting and Board Installment

April 16, 8 AM

Edward Jones, 1160 Oregon Ave SW (Highway 101), Bandon

BCC members must be present to vote.

BCC Micro Biz Fair

April 24, 1 to 2:30 PM

Bandon Community Center, 1200 11th Street SW, Bandon

BCC members showcase products and services for Bandon Visitor Center Volunteers. Sign up with Julie Miller, 541-347-9616.



BANDON CHAMBER OF COMMERCE
POST OFFICE BOX 1515
BANDON OR 97411