



City of Bandon

555 Hwy 101, PO Box 67
Bandon, OR 97411
(541) 347-2437

Bandon by the Sea

CITY COUNCIL PRESENTATION	DATE: 2-05-2024
SUBJECT: POWERPOINT PRESENTION FOR CHAMBER OF COMMERCE BY MARGARET POUNDER	ITEM NO: 2.2

BACKGROUND:

The City has partnered with the Bandon Chamber of Commerce to meet Oregon's statutory requirements of revenues from Transient Occupancy Tax (TOT) being used for the development of local tourism. Every year the Chamber presents to the Council the results of the previous year's tourism campaigns and provides an update on what their plans are for using TOT funds this fiscal year.

FISCAL IMPACT:

None

RECOMMENDATION:

Presentation only.

SUBMITTED BY:

Denise Russell on behalf of June Hinojosa, City Recorder

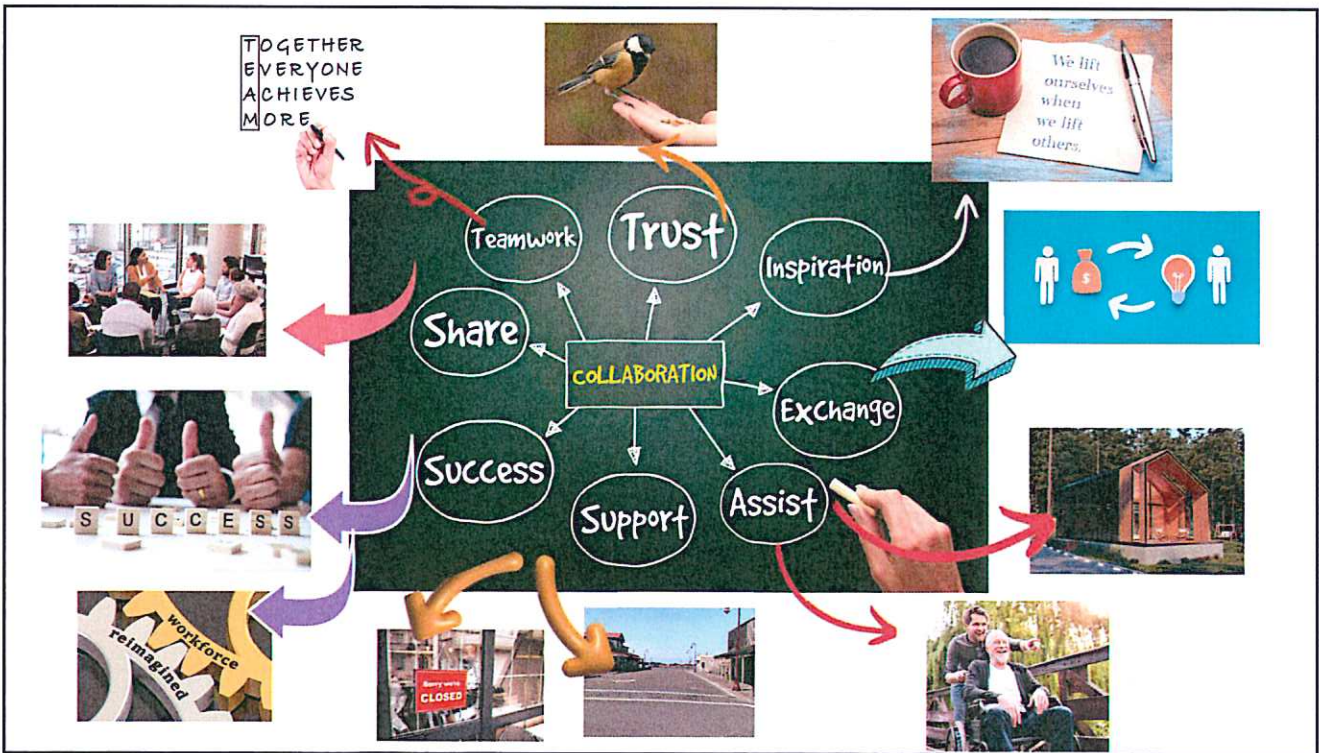
Bandon
·OREGON·
Chamber of Commerce

Bandon Chamber Tourism Marketing


→ Creating effective and relevant content to encourage visitors to spend time in Bandon.



1



2



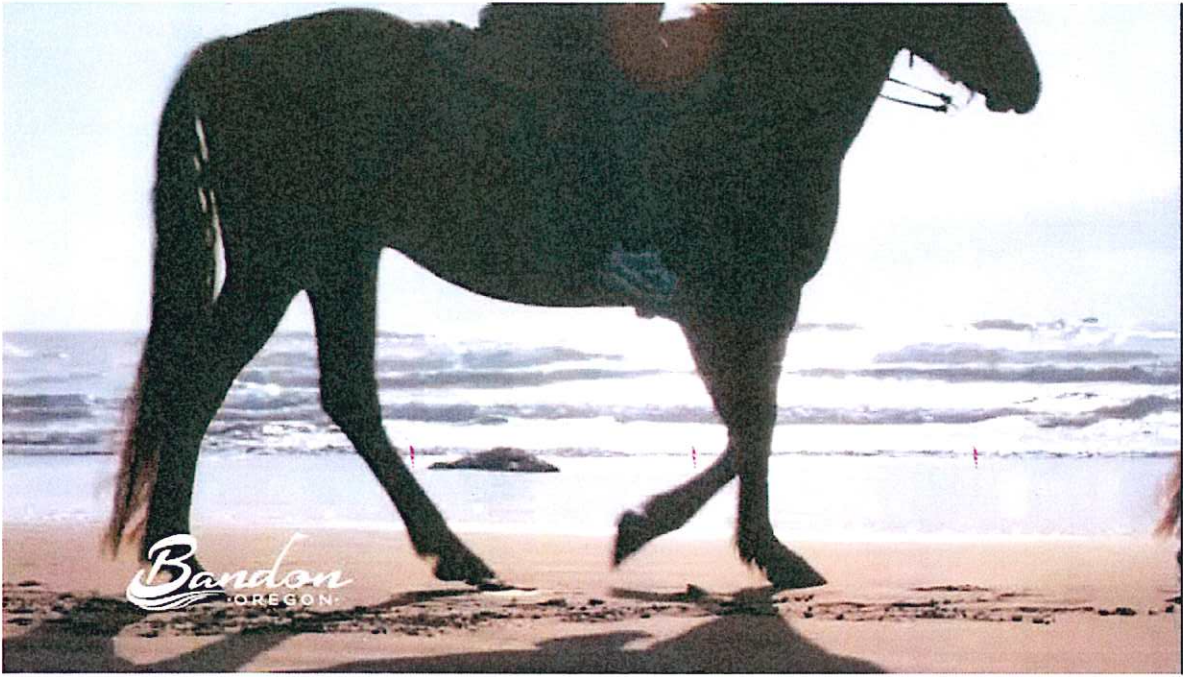
We Explore Different/New & Traditional Channels

We currently are using digital, paid and free, TV, and print media ... of which 97% is travel magazines. Recently participated in American Road Magazine, Seattle NW Travel Magazine, typical regional travel/destination magazines preparing the dreamers to make travel plans in Bandon.

3



4



5

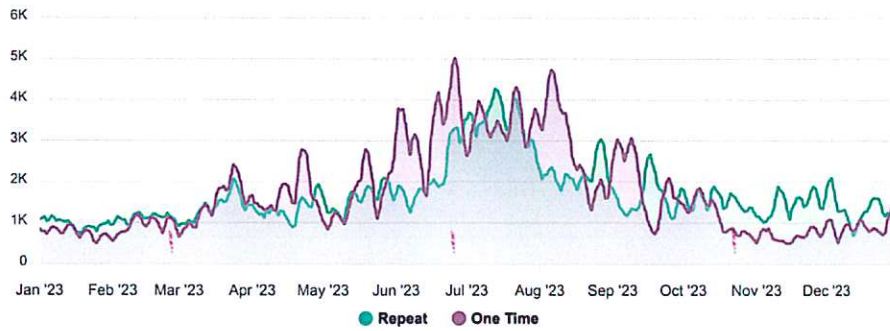


6



Things we review

Repeat Vs One Time Trends



Global Filters In-State Out-of-State Distance: 50 mi - 2,766 mi Dates: 1/1/23 - 12/30/23 Clusters: All Included
POIs: 12 Excluded

7

Length of Stay vs Distance

Days	50-150 mi	150-250 mi	250-500 mi	500-1,000 mi	1,000+ mi
1 Day	249,945	118,511	112,737	68,960	90,219
2 Days	39,339	17,639	15,028	8,974	13,125
3 Days	14,479	9,739	7,338	3,662	3,689
4 Days	4,229	4,491	5,105	2,871	3,648
5 Days	1,506	2,067	2,910	2,304	3,674
6 Days	2,037	2,682	4,577	5,051	6,130

Global Filters In-State Out-of-State Distance: 50 mi - 2,766 mi Dates: 1/1/23 - 12/30/23 Clusters: All Included
POIs: 12 Excluded

Advanced Filters

8

Number of Trips vs Distance

Trips	50-150 mi	150-250 mi	250-500 mi	500-1,000 mi	1,000+ mi
1 Trip	101,798	69,821	85,299	64,047	78,946
2 Trips	55,723	28,392	20,650	11,604	9,348
3 Trips	33,324	12,280	7,443	4,914	4,799
4 Trips	20,708	7,386	4,628	2,599	2,803
5 Trips	15,169	5,393	2,953	1,689	1,192
6+ Trips	56,326	13,766	7,473	3,213	2,653

Global Filters In-State Out-of-State Distance: 50 mi - 2,766 mi Dates: 1/1/23 - 12/30/23 Clusters: All Included
POIs: 12 Excluded

9

Comparison of Trips



● Repeat 54% ● One Time 46%

Global Filters
In-State Out-of-State
Distance: 50 mi - 2,766 mi
Dates: 1/1/23 - 12/30/23
Clusters: All Included
POIs: 12 Excluded

Advanced Filters

Trips by Distance



● Repeat ● One Time

Global Filters
In-State Out-of-State
Distance: 50 mi - 2,766 mi
Dates: 1/1/23 - 12/30/23
Clusters: All Included
POIs: 12 Excluded




Advanced Filters

10




Attribution	
Destination	Total Trips / Visits 1,200 Est. Campaign Impact \$120,000.00
Hotels	Est. Room Nights 802 Est. Campaign Impact \$80,200.00
Attractions	Total Trips / Visits 323 Est. Campaign Impact \$32,300.00

Bandon OR - 2023 - 2023 SUMMER TEST CAMPAIGN
 Campaign Run Dates: 05.01.23 - 06.30.23
 Report Period: 05.01.23 - 01.27.24
 Attribution Mileage Defaults: 50 - 2766 miles
 Attribution reflects visitation between 05.08.23 - 01.06.24
 ADR: \$100 | Spend per visitor: \$100

11

 Est. Campaign Impact \$120,000	 Est. ROAS \$24.10 : \$1	 Cost/Visitor Day \$1.63
--	---	--

Bandon OR - 2023 - 2023 SUMMER TEST CAMPAIGN
 Campaign Run Dates: 05.01.23 - 06.30.23
 Report Period: 05.01.23 - 01.27.24
 Attribution Mileage Defaults: 50 - 2766 miles
 Attribution reflects visitation between 05.08.23 - 01.06.24

 Total Impressions 634,258	 Total Clicks 1,193	 Total Spend \$4,980.23
---	--	---

Bandon OR - 2023 - 2023 SUMMER TEST CAMPAIGN
 Campaign Run Dates: 05.01.23 - 06.30.23
 Report Period: 05.01.23 - 01.27.24
 Attribution Mileage Defaults: 50 - 2766 miles
 Attribution reflects visitation between 05.08.23 - 01.06.24

12

Destination			Attractions			Hotels		
State	Share	Avg Length of Stay	State	Share	Avg Length of Stay	State	Share	Avg Length of Stay
Oregon	62%	1.8 Days	Oregon	58%	1.6 Days	Oregon	65%	2.2 Days
California	17%	2.5 Days	California	21%	2.2 Days	California	14%	3.2 Days
Washington	8%	4.6 Days	Washington	8%	7.3 Days	Washington	5%	4.5 Days
Arizona	4%	3.7 Days	Arizona	5%	2.6 Days	Arizona	5%	2.7 Days
Texas	2%	5.2 Days	Nevada	2%	1.7 Days	Kansas	3%	2.1 Days

13



14

