



City of Bandon

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

Bandon by the Sea

CITY COUNCIL PRESENTATION	DATE: 5-6-2024
SUBJECT: POWERPOINT PRESENTATION FOR CHAMBER OF COMMERCE BY MARGARET POUNDER	ITEM NO: 2.3

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:



June Hinojosa, City Recorder



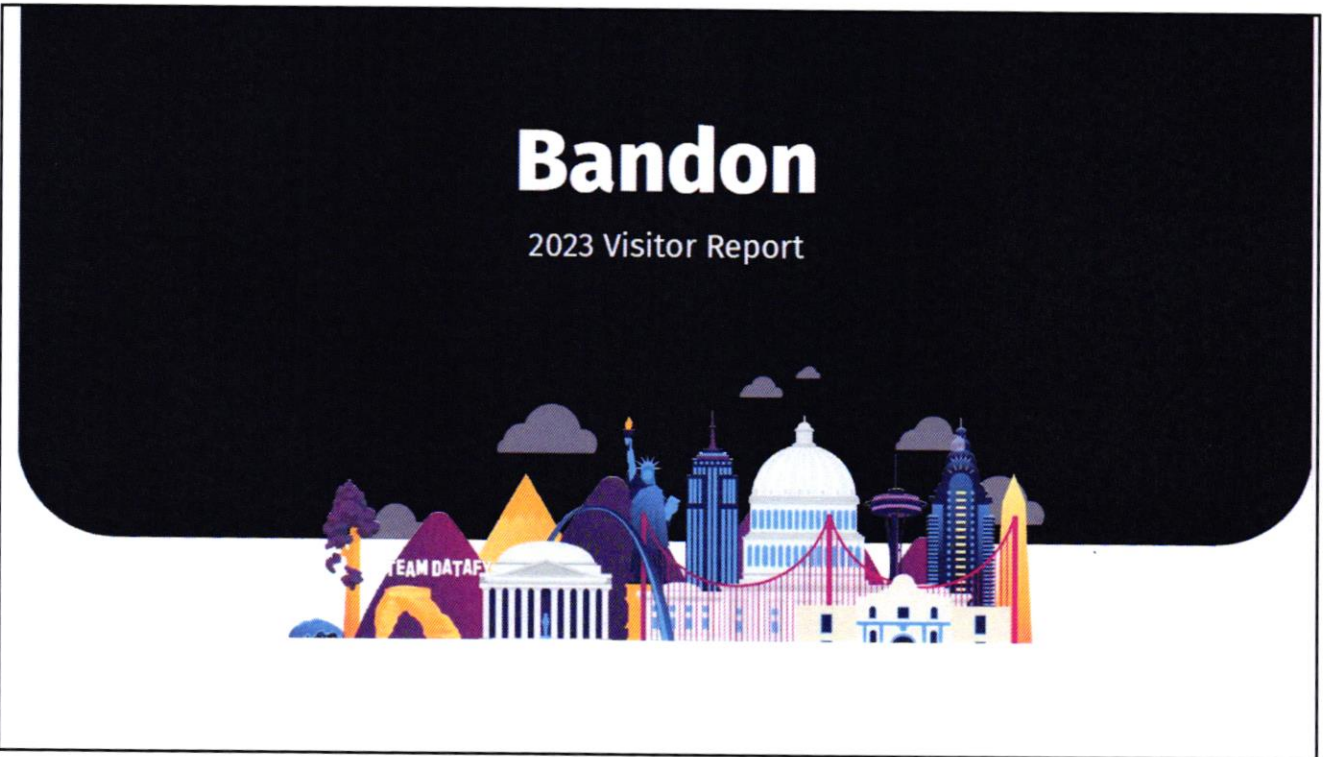
Bandon
·OREGON·
Chamber of Commerce

Bandon Chamber Tourism Marketing

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




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Bandon

2023 Visitor Report



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Who is a Visitor?



Domestic visitors: living 50+ miles from Bandon

Lodging: All 13 lodging properties*

Overall Visitors: Include all trip lengths

Overnight Visitors: 1 day visitors (24 hours) excluded







Filters: Including the following Clusters: Attractions, City Limits, Lodging*, Restaurants

*Excludes Bandon Dunes Golf Resort

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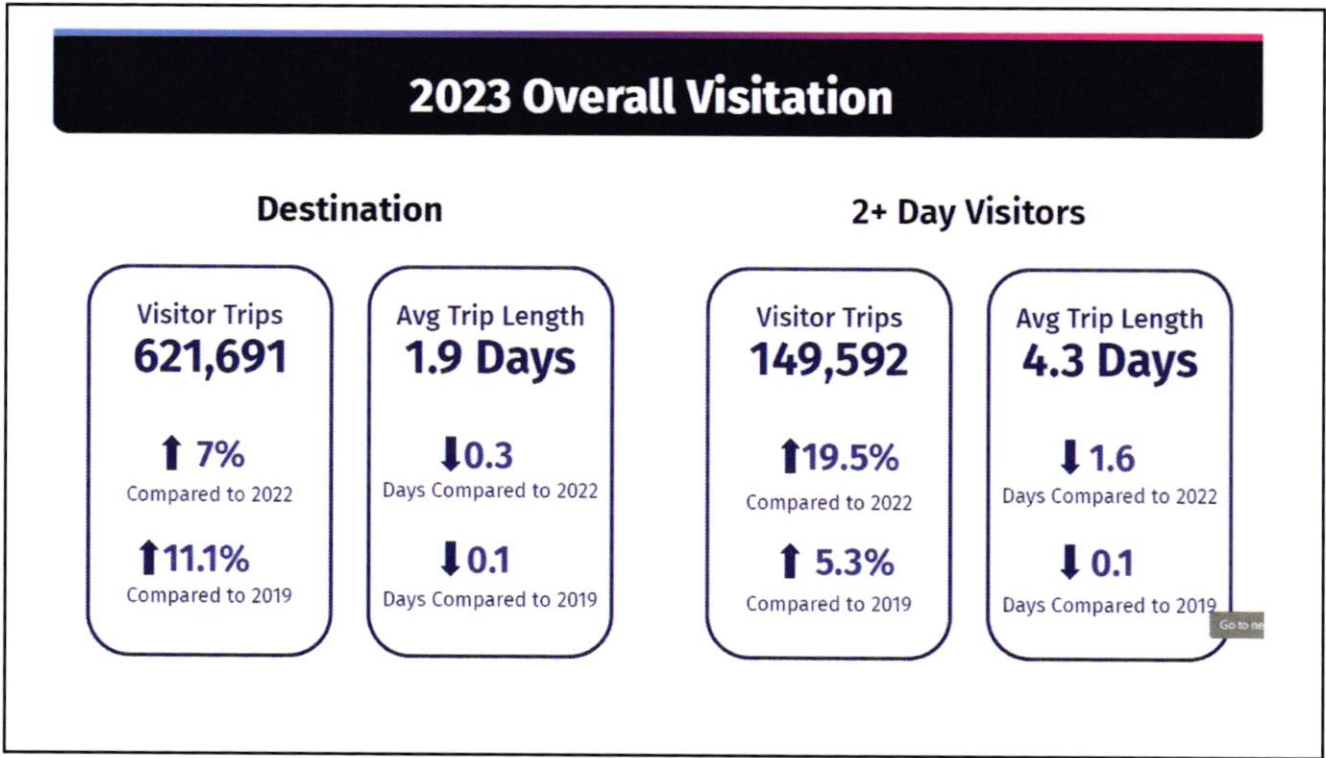
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2023 Visitor Insights

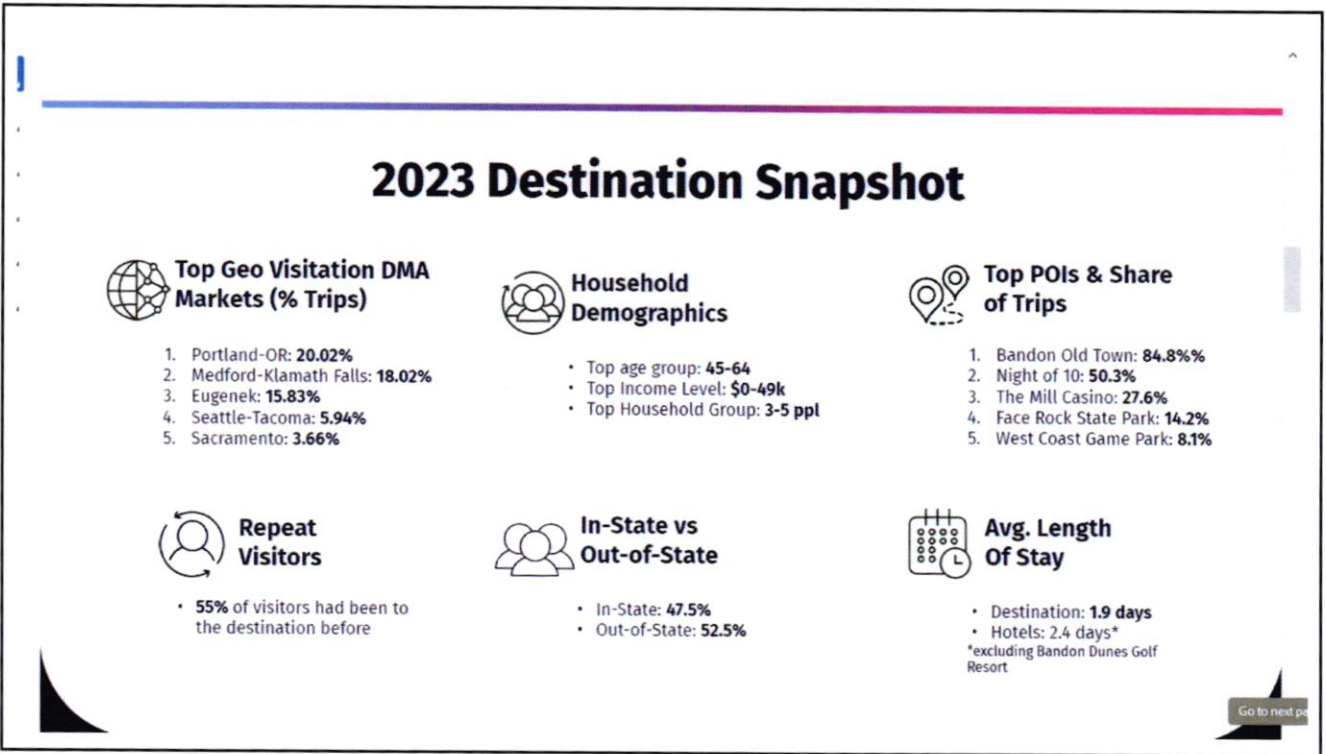
Portland OR DMA  Top Geo Origin Market	Seattle-Tacoma DMA  Top Geo Out of State Market	1.9 Days  Average Length of Stay
\$0-49k+ / 45-65  Top Income Level & Age Group	July  Peak Visitation Month	52.5%  Out of State Visitors

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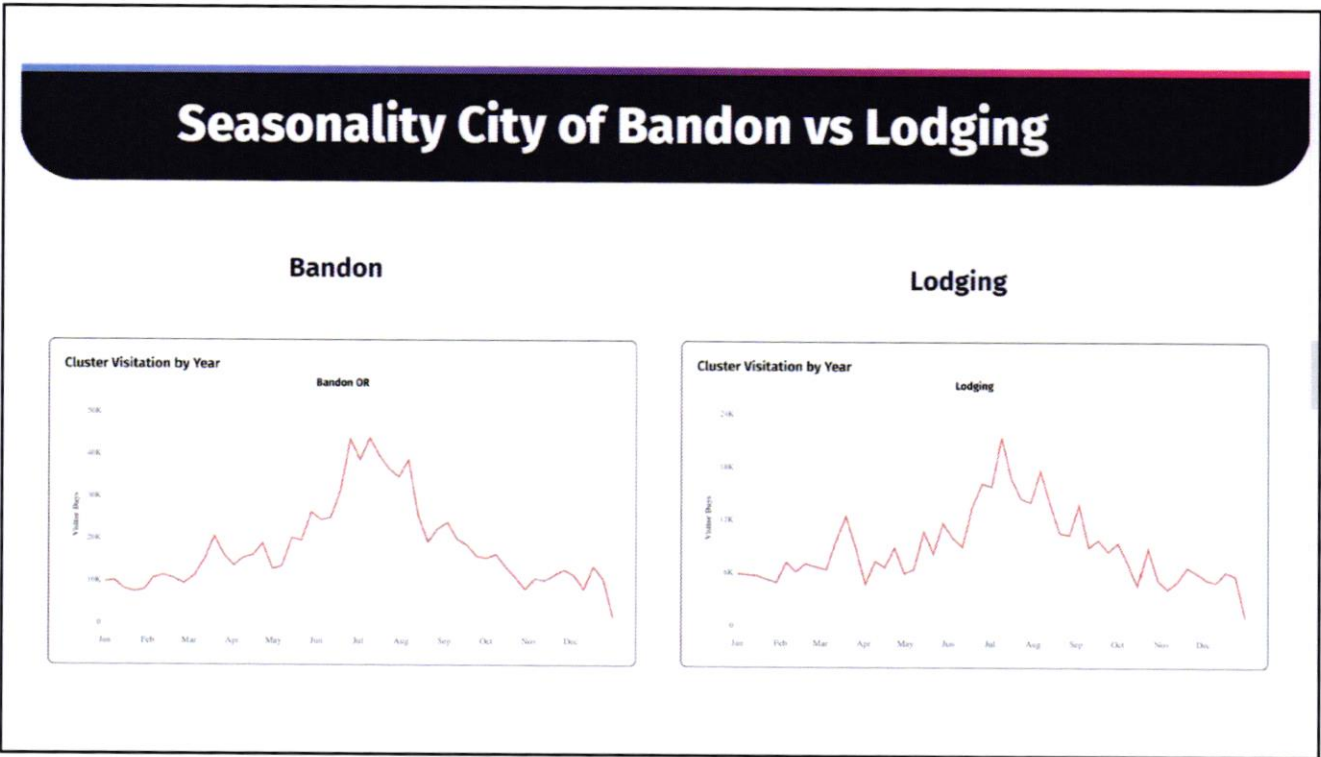
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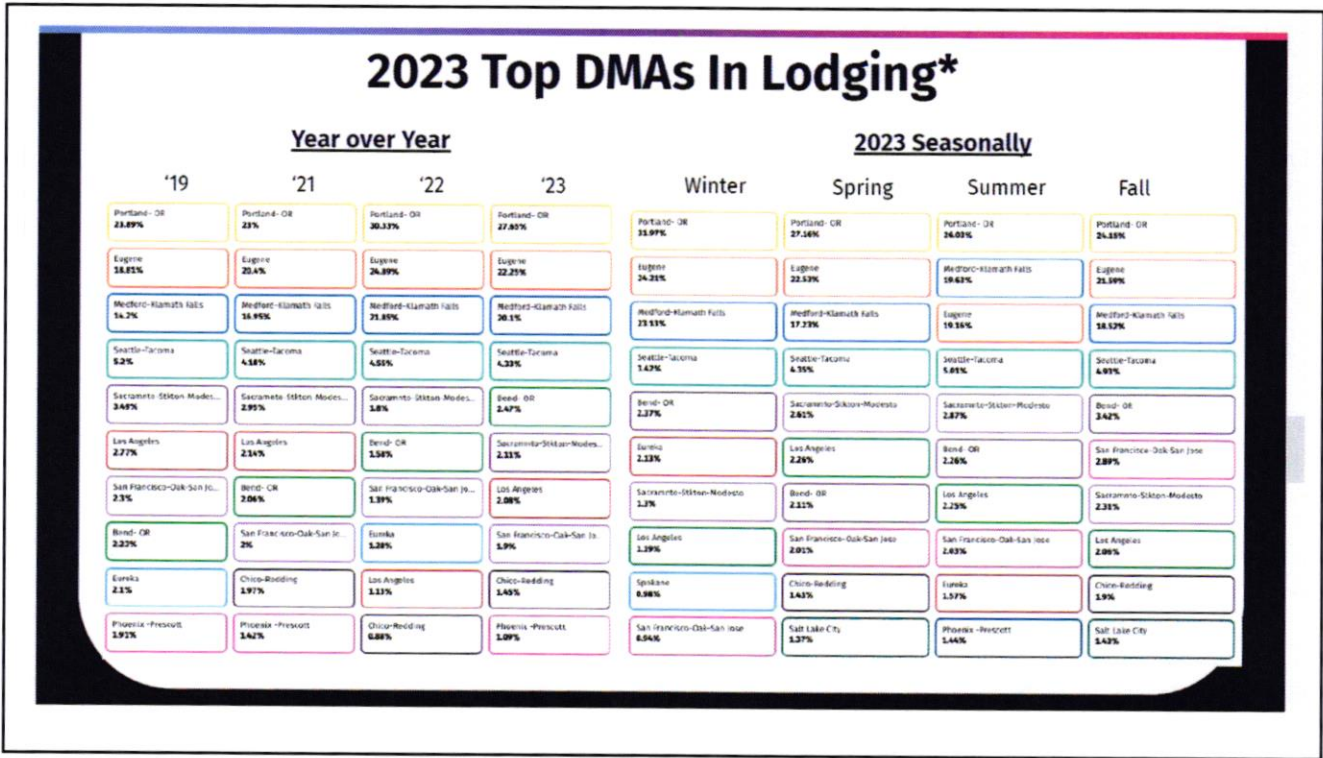


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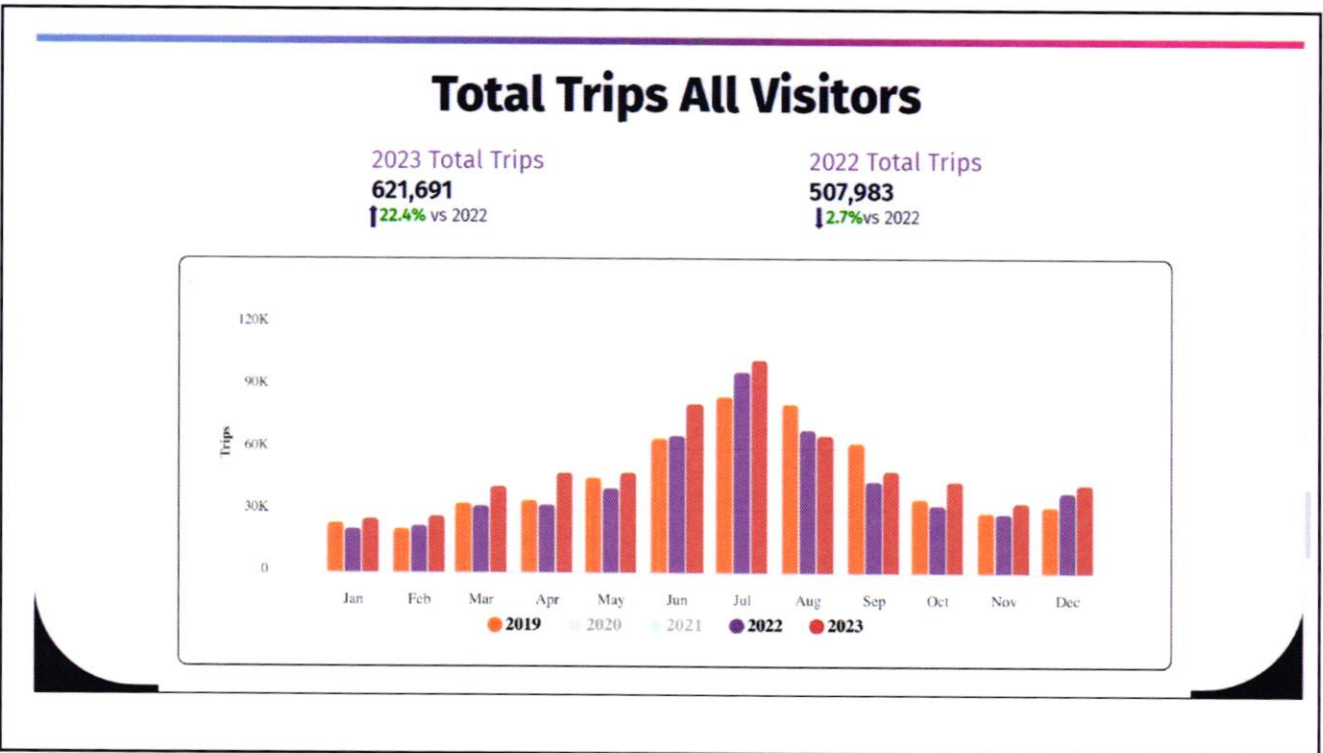
Top DMAs by Visitation

Year over Year				2023 Seasonally			
'19	'21	'22	'23	Winter	Spring	Summer	Fall
Portland-OR 21.84%	Portland-OR 18.33%	Portland-OR 24.45%	Portland-OR 26.08%	Portland-OR 22.11%	Portland-OR 18.42%	Portland-OR 26.31%	Portland-OR 18.61%
Medford-Klamath Falls 14.79%	Medford-Klamath Falls 17.34%	Medford-Klamath Falls 21.94%	Medford-Klamath Falls 16.02%	Medford-Klamath Falls 21.51%	Medford-Klamath Falls 16.77%	Medford-Klamath Falls 17.46%	Medford-Klamath Falls 17.74%
Eugene 14.48%	Eugene 17.00%	Eugene 15.52%	Eugene 15.81%	Eugene 18.7%	Eugene 15.71%	Eugene 13.95%	Eugene 16.56%
Seattle-Tacoma 5.96%	Seattle-Tacoma 5.43%	Seattle-Tacoma 6.12%	Seattle-Tacoma 5.84%	Seattle-Tacoma 5.28%	Seattle-Tacoma 5.87%	Seattle-Tacoma 6.28%	Seattle-Tacoma 4.97%
Sacramento-Salt Lake City 3.35%	Sacramento-Salt Lake City 3.48%	Sacramento-Salt Lake City 3.59%	Sacramento-Salt Lake City 3.66%	Eureka 3.91%	Sacramento-Salt Lake City 4.07%	Sacramento-Salt Lake City 4.15%	Sacramento-Salt Lake City 3.12%
Los Angeles 2.98%	Los Angeles 2.85%	Los Angeles 2.51%	Los Angeles 3.44%	Bend-OR 2.34%	Los Angeles 3.52%	Los Angeles 3.44%	Los Angeles 2.7%
San Francisco-Oak-San Jose 2.81%	San Francisco-Oak-San Jose 2.55%	San Francisco-Oak-San Jose 2.51%	San Francisco-Oak-San Jose 2.71%	San Francisco-Oak-San Jose 2.84%	San Francisco-Oak-San Jose 2.81%	San Francisco-Oak-San Jose 2.86%	San Francisco-Oak-San Jose 3.51%
Eureka 2.62%	Eureka 2.28%	Eureka 2.89%	Salt Lake City 2.32%	Los Angeles 2.32%	Salt Lake City 2.35%	Salt Lake City 2.49%	Eureka 2.45%
Bend-OR 1.78%	Chico-Redding 1.9%	Chico-Redding 2.83%	Eureka 2.31%	Sacramento-Salt Lake City 2.54%	Eureka 2.51%	Phoenix-Flagstaff 2.32%	Chico-Redding 2.3%
Phoenix-Flagstaff 1.62%	Bend-OR 1.89%	Bend-OR 1.91%	Chico-Redding 2.31%	Chico-Redding 1.44%	Chico-Redding 2.22%	Eureka 2.39%	Bend-OR 1.93%

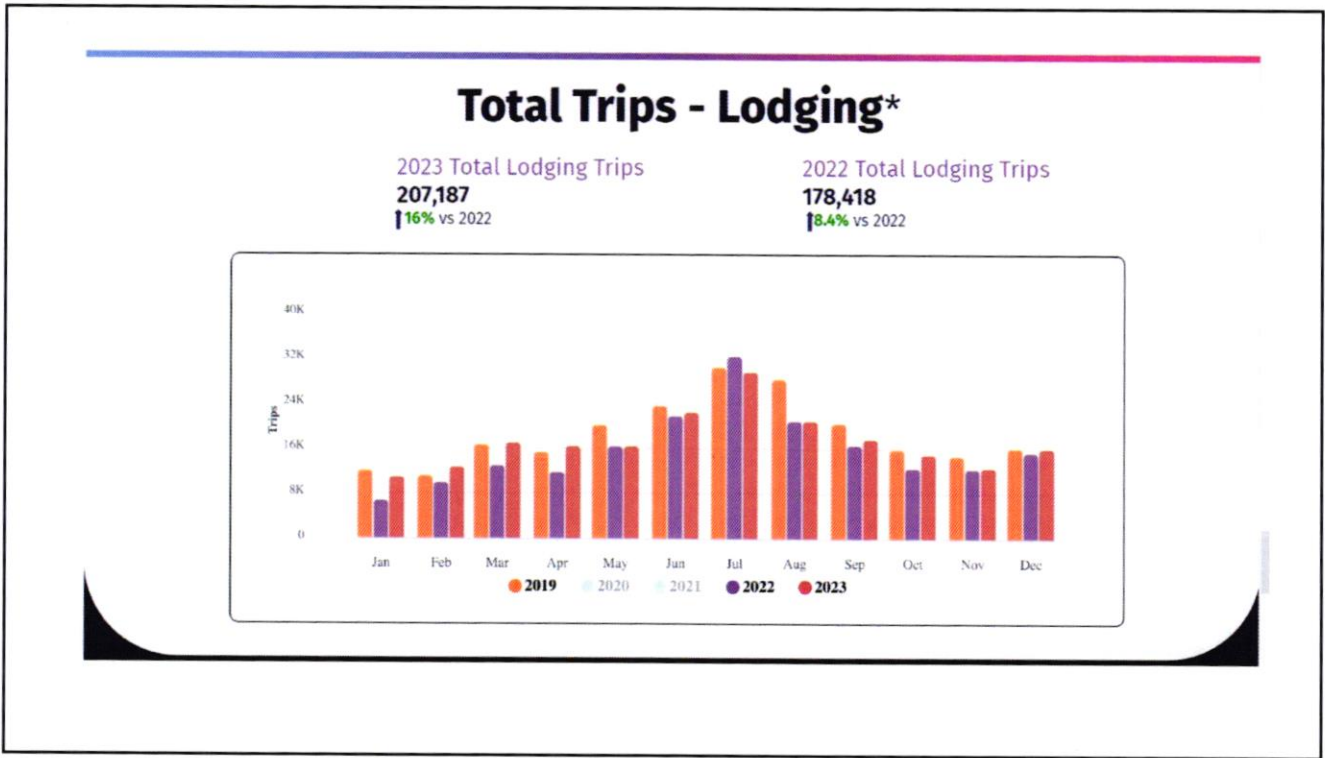
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Definitions

Glossary

Census Demographics - Calculated using the Home Zip Code of the Unique Device, and then matching the zip code to the corresponding data from the US Census and American Community Survey (ACS).

Cluster - A grouping of POIs based on venue type, visit purpose, etc.

Home Zip Code - The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior, and our process is capable of determining when someone moves to a new zip code.

Household Level Demographics - Calculated based on a positive match between a device and a household with a demographic profile. For example, if a college student lives at home with a parent and visits an attraction, then the household profile would report the income, education levels, and age brackets of everyone in the household, including the parent. These are aggregated, weighted, and averaged across all the household members and all of the POIs visited and dates observed within the selected filters. Most of the values reported are at the household level, with a few exceptions that are device-level.

Point of Interest (POI) - A physical boundary drawn on a map and utilized to capture mobile device activity within the boundary.

Repeat vs One Time Visitors - A calculation of repeat Visitors based on observations of Unique Devices and Trips taken within the selected time frame. Once a Unique Device is observed a second time at any of the selected POIs across the date range in the filters, then that device is "flagged" as a repeat visitor. This analysis is dynamic and can span multiple years. For example, if a Visitor visits in March 2020, they would contribute to the yellow line in the chart if the date range covers March 2020. If that Visitor returns and visits again in September of 2021 and the date range in the filters spans March 2020 through September 2021, then that Visitor shifts from a one-time visitor, to a repeat visitor for all of the observations. Therefore, now this Visitor would contribute to the purple line in both March and September and any subsequent visits.

Trips - The number of distinct trips to a destination by a Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

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Definitions

Glossary

Trip Length - The number of distinct trips to a destination by a Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Unique Device - A unique mobile device determined by unique identifiers.

Unique Visitors - An estimate of the number of visitors to a given POI or Cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Unique Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Unique Visitors, and 2 Trips.

Visitor Days - An estimate of the number of Visitors to a given POI or Cluster of POIs based on our proprietary volume estimate methodology. The Visitor Days calculation uses Unique Device identifiers as a baseline, and a daily estimate is generated factoring in many points of data including year-over-year changes in mobile device data availability, device behavior, local factors, unique POI characteristics, etc. The daily estimate is added up for whichever date range is selected by the filters.

Zip Code vs Postal Zip Code - The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior, and our process is capable of determining when someone moves to a new zip code.

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Comparison of Trips



● Repeat 53% ● One Time 47%

Global Filters

In-State Out-of-State
Distance: 50 mi - 2,766 mi
Dates: 1/1/22 - 12/31/22
Clusters: All Included
POIs: 12 Excluded

Advanced Filters

Comparison of Trips



● Repeat 58% ● One Time 42%

Global Filters

In-State Out-of-State
Distance: 50 mi - 2,766 mi
Dates: 1/1/23 - 12/31/23
Clusters: All Included
POIs: 12 Excluded

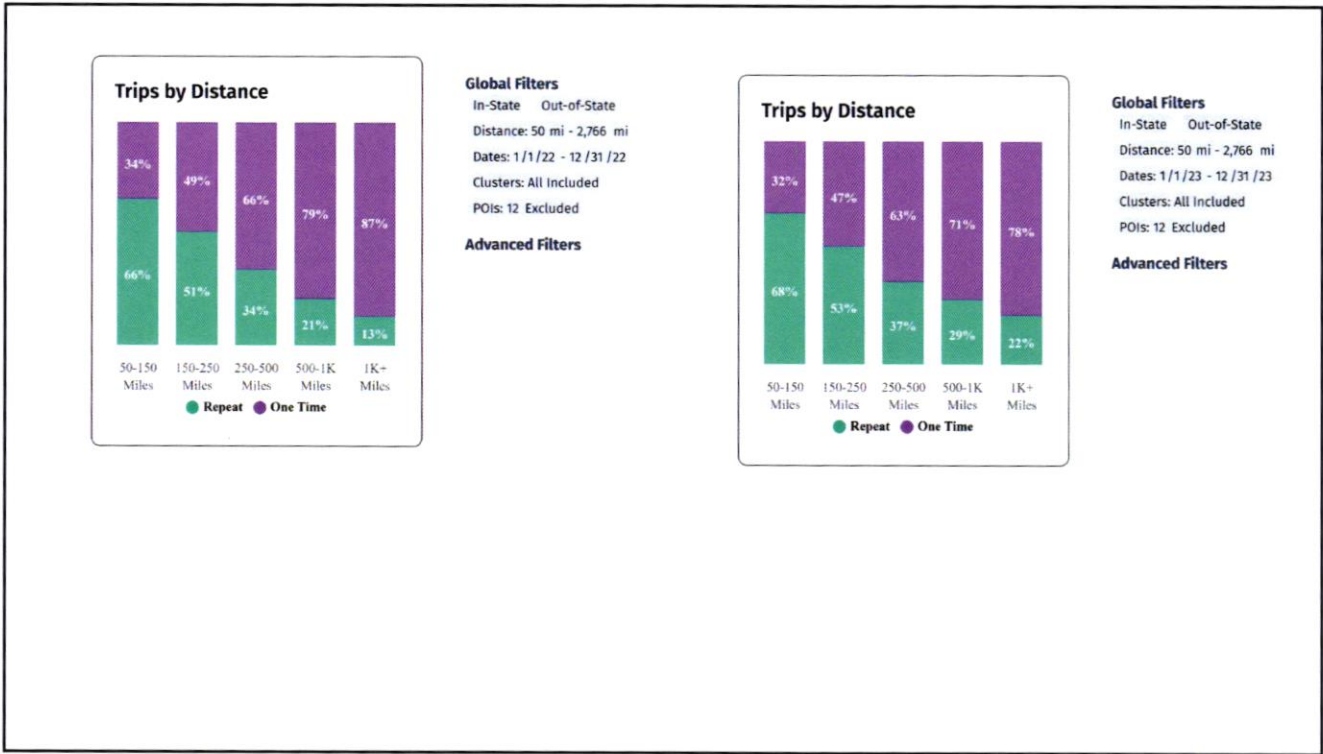
Advanced Filters

NOTE in 2022, our repeat business was 53%

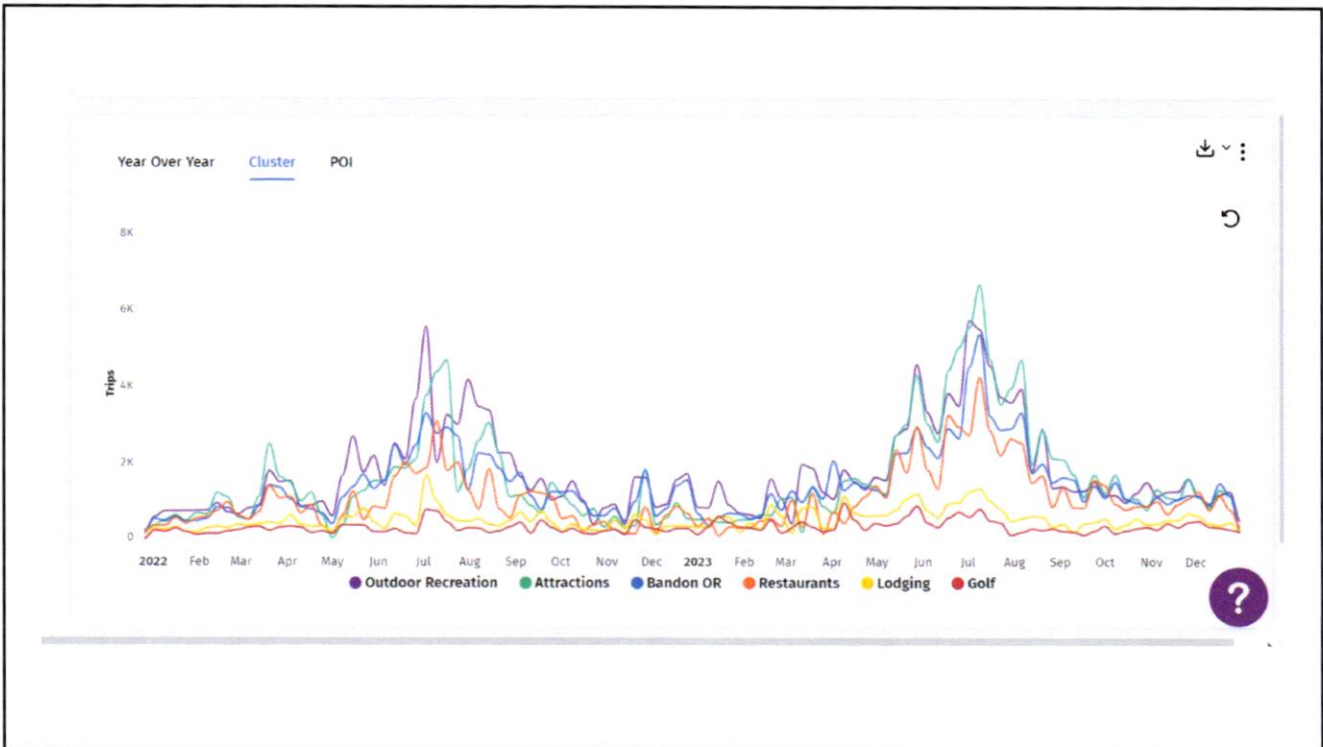
In 2023, our repeat business was 58%

We are watching and comparing November - March specifically to see if the downturn our businesses are reporting is because of lack of places to eat and shop or the economy in general (probably both) but we will adjust marketing directives as this information comes in the reports we generate.

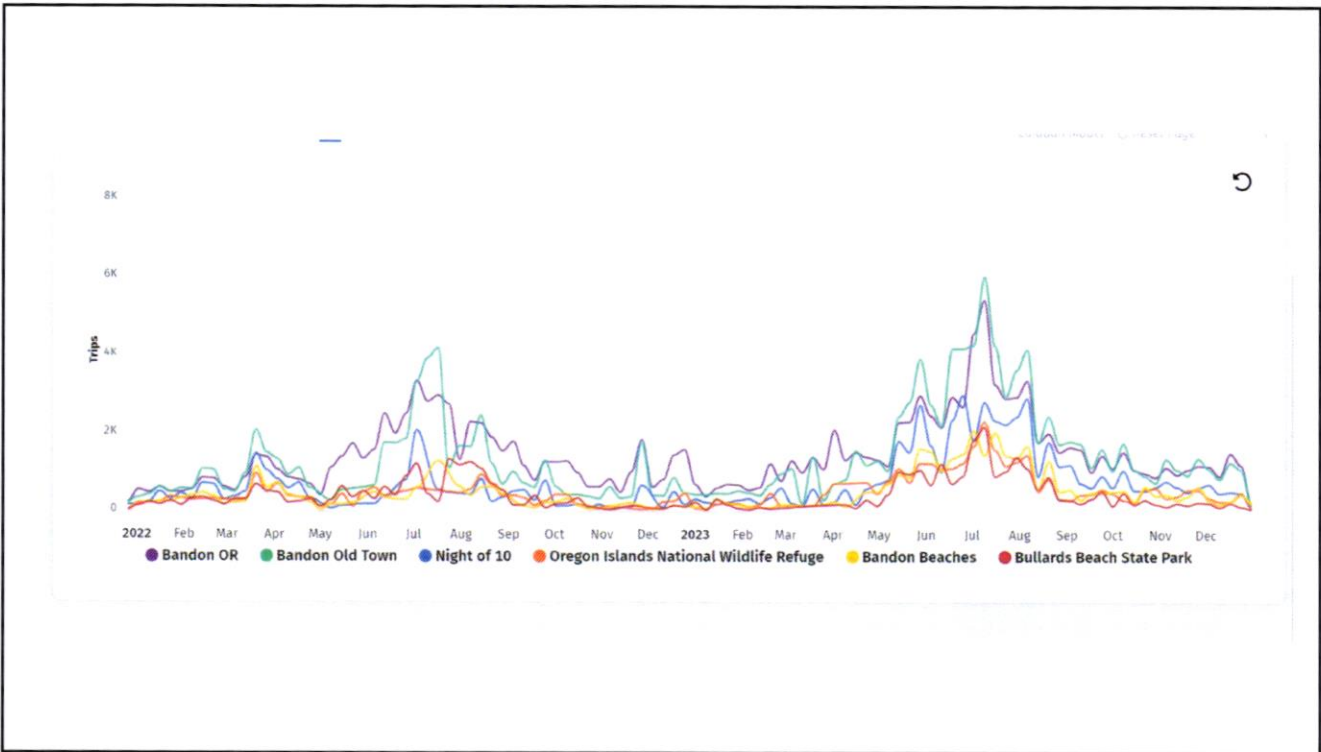
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Bandon OREGON MENU

THINGS TO DO IN BANDON
PLAN FOR AN UNFORGETTABLE ADVENTURE

SIT BACK & UNWIND OR FIND YOUR ADVENTURE – YOU SET THE PACE

How you pace yourself in Bandon is entirely up to you. We pride ourselves on a small-town attitude that's relaxed and unhampered.

Toss a crab pot in the water and kick back on the dock. Or, stroll through Old Town, then head back to the water to see what's biting.

If it's excitement you crave, our ocean-going and river fishing guides will give you a workout. Or, grab a fat tire bike and hit the trail for a two-wheeled challenge.

Many of our favorite attractions feature the great outdoors. Always breathtaking. Always open.

Of course, Bandon also offers great shopping, arts, and cultural experiences. We're confident you'll find fun things to do with the whole family.

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MIXED-MEDIA CYCLING TRIP
Gear up for one to three days of road, fat tire beach, and mountain bike trail cycling in and around Bandon.

PADDLE THE COQUILLE RIVER WATER TRAIL
Enjoy more than 30 miles of tidal influence as you paddle your way along the Coquille River Water Trail.

EASY ADVENTURES ON THE SOUTH COAST
Tour the Southern Oregon Coast in four to seven days. A plethora of easy adventures awaits your arrival.

DISCOVERY DRIVE: BEACH LOOP ROAD
Drive or walk this five-mile loop along the best of Bandon's beachfront. Spend a few minutes or take the whole day.

DISCOVERY DRIVE: SEVEN DEVILS & CAPE AGAGO
Travel 40 miles of wild and rugged coastline. Enjoy all the activities and scenic richness the area has to offer.

DISCOVERY DRIVE: ROGUE & COQUILLE BYWAY
Relish an unforgettable experience of the ruggedness and beauty of remote Oregon's wild rivers and vast forests.

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ADVENTURE AWAITS: CHARLESTON TO BANDON
Survey a working waterfront, interact with wildlife, hike the shore, or explore a lighthouse. You've only just begun!

A SOUTHERN EXPOSURE: BANDON TO GOLD BEACH
Enjoy an unforgettable experience of the ruggedness and beauty of remote Oregon's wild rivers and vast forests.

WALKING BANDON HISTORY
Revisit Bandon history with a walk around town. Follow print and digital maps from Coos Trails.

FOR THE BIRDERS

PADDLE THE COQUILLE

TAKE A WEEKEND BEACH TRIP

CYCLE & HIKE


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Cranberry Festival 2024: What we know for sure ~ Street Dance in Old Town. Still working on everything else. Rumors are flying - check with the Chamber please. There will be a Car Show, A Motorcycle Show, Cranberry Kitchen, Coronation, Cranberry Eating Contest, Cornhole Tournament, Parade, Quilt Show, Cranberry Equipment Expo, Cranberry City around Bandon, Stages in City Park & Old Town, with music (both live & sound track), Shuttles to/from Park and Old Town Arts & Crafts Vendors, Food Carts, and more.....



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Have any Questions?



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