

Staff report Development & Industry Relations March 2018

Industry Newsletter: Not sent in March

Canada:

- **East/West Roadshow** – Met with 64 media contacts and 90 trade contacts between Toronto, Calgary and Vancouver BC.
 - At each networking/media event (3 nights)- gave away hotel stays, attraction and WVVA branded travel cups as part of grand prize trip to Oregon. Donations from Salem, Eugene and OMHT.
 - Toronto is new market, with a seasonal direct flight. Their agents were excited to learn about Oregon and all want to see it for themselves.



Active America China:

- Held 16 meetings with Chinese travel trade.
- Attended pre-conference education workshops on how to be seen in the Chinese Market (WeChat), how to be 'china ready' in 2018 as well as new trends of the Chinese visitor

Grants:

- Grant application closed March 5, 2018 at 5PM
 - 27 Applications asking for \$190,637
- Grant Review Board meeting, March 19, 2018
 - Members- Samara, Meg, Melissa, Jimmie/Rebecca, Brandi, Kara
- Email vote to increase grant purse by \$5,200 to help partially fund a few additional projects -Need to Ratify

RARE 2018:

- Working with Titus at RARE about funding opportunity
 - Also working to create a WVVA/Oregon tourism 101 training with Main Street RAREs
- Sending email about RARE Program and how to apply to entire industry news stakeholder list



Housekeeping:

- Dallas RARE will be attending Governor's Conference on WVVA Scholarship - need to ratify

Travel/Show schedule:

- Rural Tourism Bootcamp- April 27-29
- Governor's Conference on Tourism- April 29- May 1
- IPW- May 19-22