

 TRAVEL BAKER COUNTY

# END OF YEAR REPORT

*2023*



Prepared By  
**JESSICA HOBSON**

CONTRIBUTIONS BY  
**DEVON COLTON**



# RE-CAP OF THE YEAR



## January 2023

60th Anniversary - Anthony Lakes  
Devon's first month on the job

## February 2023

Updated Visitor Services website

## March 2023

Updated Travel Baker County Website  
Feather flag at visit center

## April 2023

Billboard on Hwy 7  
Here is Oregon video w/Quail Ridge  
Govenors Conference

## May 2023

Expanded Baker County Visitors Guide

## June 2023

Ski lift chair installed  
Travel Baker County Billboard installed  
Kiosk Panels completed

## July 2023

Jessica's one year on the job  
Miners Jubilee

## August 2023

Bigfoot Festival  
County guide distribution  
Chamber partnered with Petersons  
Chocolates for exclusive bars

## September 2023

Hells Canyon Adventure map with  
Travel Oregon and EOVA  
ORLA Hospitality Conference

## October 2023

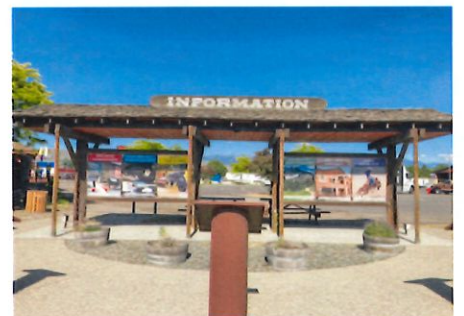
Taste of Baker  
AOC Conference  
Eclipse

## November 2023

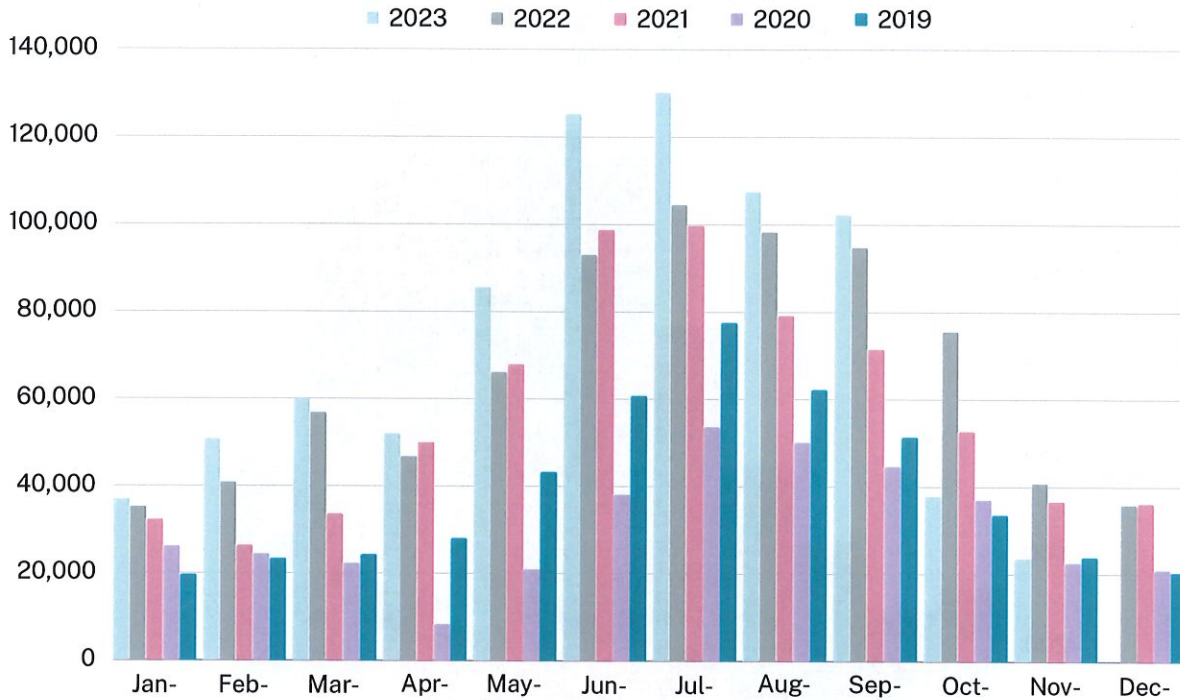
Co-op Billboard with Quail Ridge  
Accessibility Project with EOVA

## December 2023

Twinkle in time  
Tree Lighting



# TAXES COLLECTED



Totals:  
 2023: \$811,425  
 2022: \$788,185  
 2021: \$684,885  
 2020: \$369,140  
 2019: \$464,559



a) This ordinance (NO. 2019-01) establishes three funds for tax revenue: Administrative Support, for the county's administrative costs; Economic Development, for county development plans managed by the EDC; and Tourism Promotion, for tourism-related activities. If the tax rate increases for debt, it should decrease after the debt is retired.

b), tax revenue will be distributed as follows: 5% to Administrative Support, 25% to Economic Development, and 70% to Tourism Promotion.

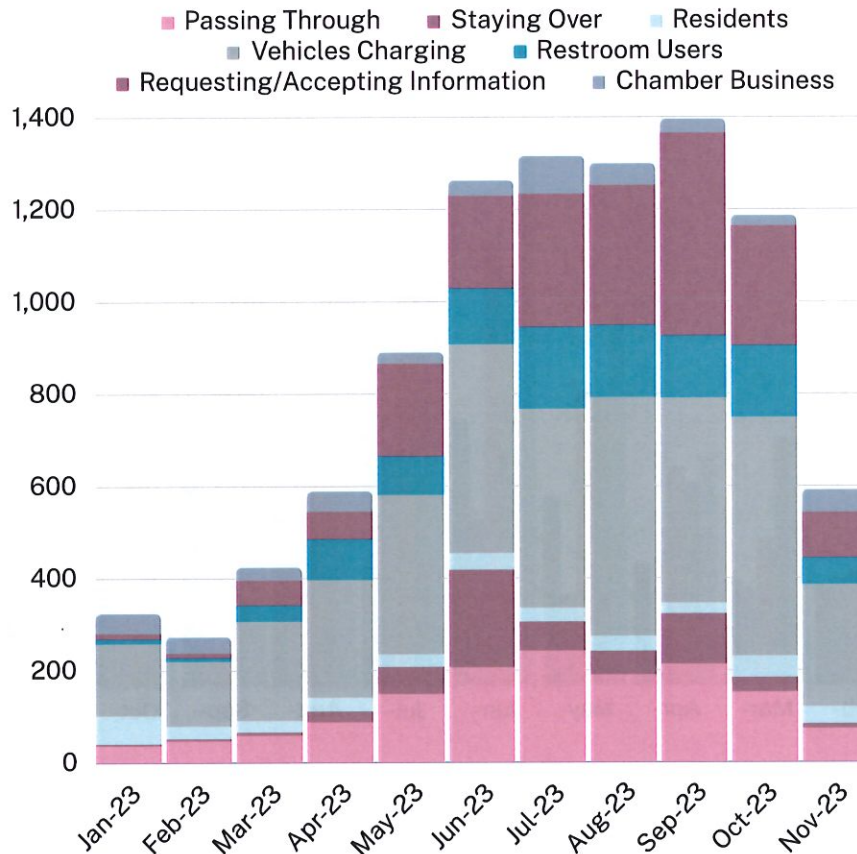
c) The Committee will receive quarterly installments based on the adopted budget. Establishment owners can keep 5% for collecting the tax.

County Tax Rate: Current rate is 7%. For example, a \$90 room incurs a \$6.30 tax, totaling \$96.30. Establishments keep 5%, remitting \$5.98 to the county.

Tax Uses: TLTC taxes support Baker County marketing, event grants, promotional materials, and the Baker County Visitor Center's operations.

State tax rate: Current Oregon State lodging tax rate is 1.5% (in addition to county tax)

**TRAVEL BAKER COUNTY**  
**VISITOR CENTER INFO**



**Visitors by State/Country and Month:**

- January 2023** – OR, WA, ID, AZ, CO, TX, AL, FL
- February 2023** – OR, WA, UT, MT, CO, TX, KS, CA, and MN
- March 2023** – OR, CA, NV, MT, CO, TX, MN, WI, KS, AR, Canada
- April 2023** – OR, WA, ID, UT, CO, TX, CA, WI, KY, WY, NE, FL, IO, SC, Canada, Switzerland, Germany
- May 2023** – OR, WA, ID, UT, CO, TX, CA, AR, AZ, FL, TN, PA, ME, NE, GA, AL, Washington DC, Canada, Switzerland, Germany
- June 2023** – OR, WA, ID, UT, CO, TX, CA, PA, WY, KY, NM, KS, FL, TN, NC, MA, AK, Washington DC, Canada, Switzerland, Germany, France, The Netherlands
- July 2023** – OR, WA, ID, UT, CO, TX, CA, KS, WI, AZ, TN, Maryland, NM, MA, FL, MT, MO, Canada, Ukraine, UK, Germany
- August 2023** – OR, WA, ID, UT, CO, TX, IN, NJ, CA, MS, OK, MT, MO, MD, MI, IA, VA, Canada, Germany, France, The Netherlands
- September 2023** – OR, WA, ID, UT, CO, CA, AZ, IN, NC, RI, OH, IL, NM, PA, MS, NC, WY, MO, MD, MI, GA, Canada, Switzerland, Germany, France, The Netherlands
- October 2023** – OR, WA, ID, TX, CO, AZ, AK, HI, VA, TN, NY, FL, NE, UT, Canada, Philippines, Germany
- November 2023** –OR, WA, ID, CO, CA, UT, NY, and Canada.



# MONEY SPENT JAN-DEC 2023



Total spent January - December 2023 - \$305,207.18

- 3201- Visitor Service \$90,575.04
- 3202- Event Grants \$64,099
- 3204- Marketing Director \$65,000.04
- 3211- Social Media \$11,010.61
- 3217- Baker Visitor Guide \$13,550
- 3234- Wayfinding \$11,513.66



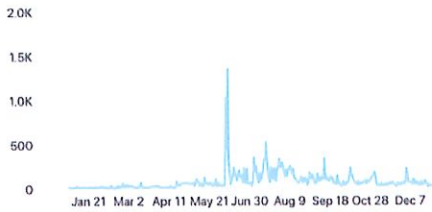
# TRENDS: SOCIAL



Visits

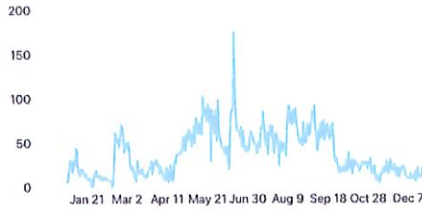
Facebook visits ⓘ

29,223 ↑ 283.9%



Instagram profile visits ⓘ

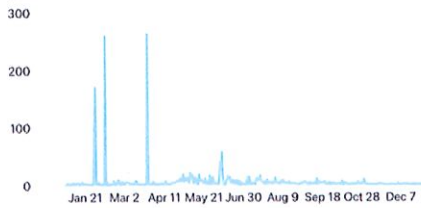
13,360 ↑ 790.1%



New likes and follows

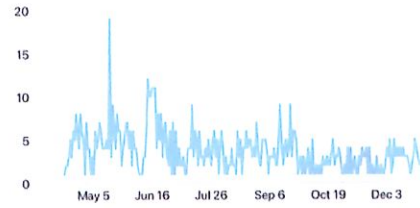
Facebook Page new likes ⓘ

2,093 ↑ 89.8%



New Instagram followers ⓘ

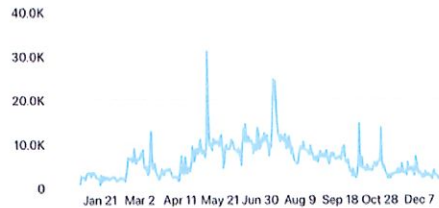
912



Reach

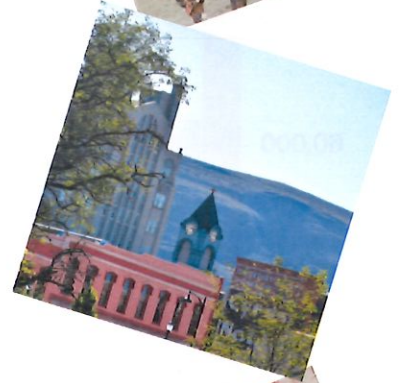
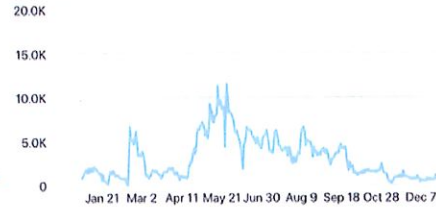
Facebook reach ⓘ

584,427 ↑ 56.8%



Instagram reach ⓘ

290,797 ↑ 629.1%



# TRAVEL BAKER COUNTY TRENDS: WEBSITE



Traffic from Google - Organic vs Paid



## Keyword Gains

Improved Ranks: **645**

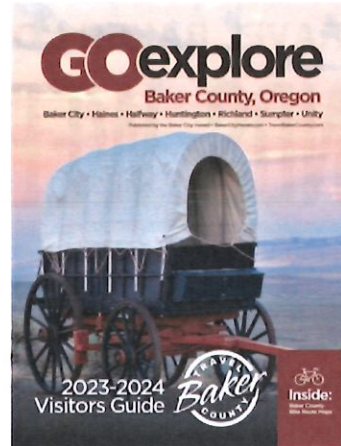


Newly Ranked Keywords: **124**



Rank	Organic Keywords	SEO Clicks
8	baker city oregon	55
3	camping near baker city oregon	40
2	baker city events	24
4	national historic oregon trail interpretive center	24

# BAKER COUNTY VISITOR GUIDES



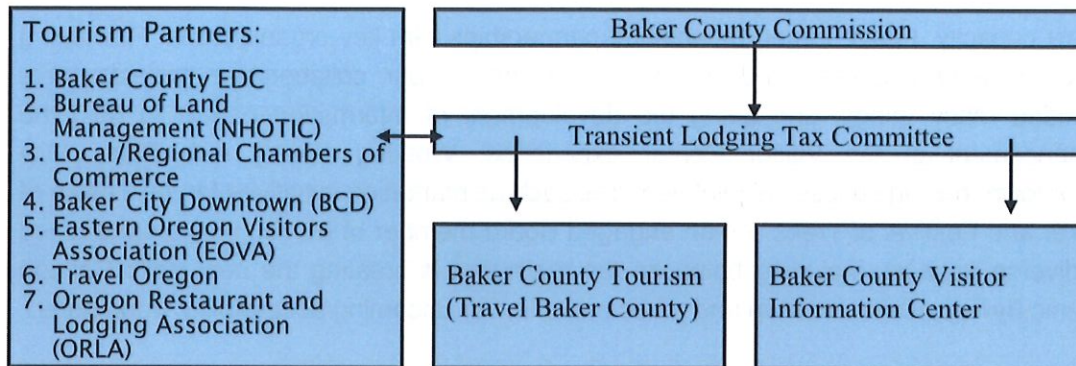
In 2023, Travel Baker County invested substantial money and effort in enhancing EO Media's guide content. We expanded the page count from 32 to 56, adding our own curated content. Designing and editing 24 pages, complete with captivating pictures and comprehensive information, we dedicated extensive hours to ensuring the guide's quality and richness. This reflects our deep commitment to providing a truly exceptional guide for our Tourist.

Travel Baker County procured a significant inventory of **30,000** guides from EO Media. Recognizing the importance of expanding the reach of our destination information, we strategically increased our distribution channels beyond our customary outlets. While our guides have consistently been available at prominent locations such as the Boise Airport, all eight Oregon Welcome Centers, and the Visitor Center in Baker, our commitment to widespread outreach led us to build direct connections. Engaging in extensive travel, we established personal relationships with Chambers of Commerce, visitor centers, and establishments such as bike shops, breweries, and coffee shops throughout the expansive regions of Oregon, Washington, and Idaho. Additionally, we extended our footprint to reach communities in parts of Montana and Colorado, ensuring that our informative guides are readily available to a diverse and all-encompassing Traveler.

The success of our approach is evident in the positive reception of our guides, and we are pleased that we currently have a remaining stock of **2,400** guides from the initial 30,000. This is a testament to our commitment and the demand for valuable information about Baker County.



# TOURISM PARTNERS AND ROLES



Tourism in Baker County is a collaborative effort spearheaded primarily by Baker County Tourism (Travel Baker County / TBC) and Baker County Visitor Information Center (BCU). Both entities are contracted positions and report to the Transient Lodging Tax Committee (TLT). This committee falls under the oversight of the Baker County Commission. The TLT typically oversees the collection and allocation of transient lodging taxes. Transient lodging taxes are taxes imposed on short-term accommodations such as hotels, motels, bed and breakfasts, and other lodging facilities. The funds generated from these taxes are used for marketing and promoting tourism, supporting local tourism-related initiatives, and funding projects that enhance the visitor experience.

The Day-to-day responsibilities for promoting local tourism are divided between TBC and BCU. TBC is contracted to focus on branding, advertising, and attracting visitors through initiatives like managing the Travel Baker County website, leveraging social media, placing strategic advertisements in regional newspapers, and nurturing relationships with partners like the Eastern Oregon Visitors Association and Travel Oregon.

BCU, managed by the Baker County Chamber of Commerce, employees Visitor Center staff to handle phone inquiries, distribute informational materials and give great advice and information to all visitors who come to the center. BCU also promotes events and has an active calendar, website and social media.

Eastern Oregon Visitors Association (EOVA) promotes tourism across Eastern Oregon, offering trip planning, vacation packages, and developing a visitor's guide. Travel Oregon and EOVA jointly promote Eastern Oregon. While EOVA's focus is regional, Travel Oregon covers the entire state, providing a broad marketing reach.



# TOURISM COLLABORATIONS

In my capacity, I have forged meaningful partnerships with key organizations. First being Baker County Chamber and Visitor Center, where our collaborative projects have included many things, one being the development of Information panels to help the enhancement of the Visitor Center experience. Working closely with Baker City Downtown, having successful joint ventures such as marketing initiatives for the Tastes of Baker and Festival of Trees. As an engaged Board member of EOVA, I have contributed to diverse projects, including being on the team that is creating the new Hells Canyon Scenic Byway Adventure Map and participation in our upcoming accessibility workshops.

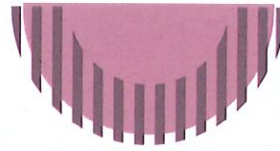
My relationship with Travel Oregon has been engaging and receiving more information on the Dark Sky programs and Ag Tourism. I have partnered with Quail Ridge Golf Course on various fronts, from co-funding a promotional video with Here Is Oregon to highlighting their amazing tourism attraction with a billboard. Also, supporting and sponsoring Quail Ridge and Anthony Lakes with advertising efforts in prominent publications such as Go Magazine, 1859 Magazine, The Tri-Cities Entertainer and Boise Weekly.

My involvement with BLM/NHOTIC has been wide-ranging in the assistances of the reopening of the center, with strategic rack card design, and participation in comprehensive marketing campaigns. Forging a partnership with Crossroads and their marketing firm to create impactful advertisements for the Gary Ernest Smith show, showcasing the rich artistic tapestry of our region.

These diverse partnerships reflect my commitment to fostering collaborative initiatives that not only enhance the local tourism landscape but also contribute significantly to the cultural and economic vibrancy of Baker County and its surrounding areas.

Jessica Hobson  
Tourism and Marketing Director  
Travel Baker County





# GOALS FOR 2024

Increase Visitor Numbers	<ul style="list-style-type: none"><li>- Develop and implement targeted marketing campaigns to attract a higher number of visitors to Baker County.</li><li>- Utilize various channels, including social media, online advertising, and partnerships to expand the reach of promotional efforts.</li></ul>
Enhance Online Presence	<ul style="list-style-type: none"><li>- Update and optimize the official Travel Baker County website for a better user experience.</li><li>- Implement a robust content strategy, including Travel Baker County Newsletter, multimedia content, to engage and inform potential visitors.</li></ul>
Community Engagement	<ul style="list-style-type: none"><li>- Strengthen relationships with local businesses, attractions, and community partners to foster a collaborative approach to tourism development.</li><li>- Organize initiatives that involve the local community in promoting Baker County as a tourist destination.</li></ul>
Diversify Marketing Channels	<ul style="list-style-type: none"><li>- Explore and leverage emerging marketing channels such as influencer marketing, podcast sponsorships, or virtual experiences to diversify promotional efforts.</li><li>- Keep abreast of industry trends and implement innovative strategies to stay ahead in the competitive tourism landscape.</li></ul>
Measure and Analyze	<ul style="list-style-type: none"><li>- Regularly review data to identify trends, areas for improvement, and opportunities to refine the marketing strategy for better results.</li></ul>

\*Design, Produce and distribute a Travel Baker County Visitor Guide

\*Purchase a Drone to enhance our visual content and capture stunning footage of our beautiful city and county.

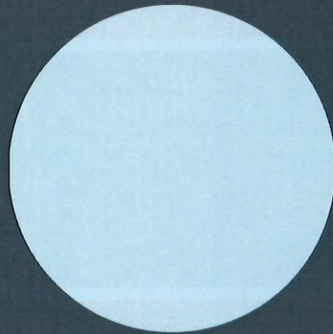
\*Update and reprint Walking Tour Guide- for the Downtown District. include more information and a QR code.

\*Design and sell Travel Baker County Merch at the Visitor Center

\*Create more wayfinding for the county. Possible Information Kiosk across from the park on Campbell in Baker City, more signs out in the eastern part of the county, information panels at the Chamber.

\*Create a Quarterly Newsletter

# THANK YOU



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