

SEASIDE
is for Fun

VISITORS BUREAU
ANNUAL REPORT



TOURISM MARKETING + VISITOR SERVICES



MISSION of the VISITORS BUREAU:

Invigorate the economy by attracting overnight visitors and assist all in accessing the attractions and accommodations the City of Seaside and the Oregon Coast have to offer.

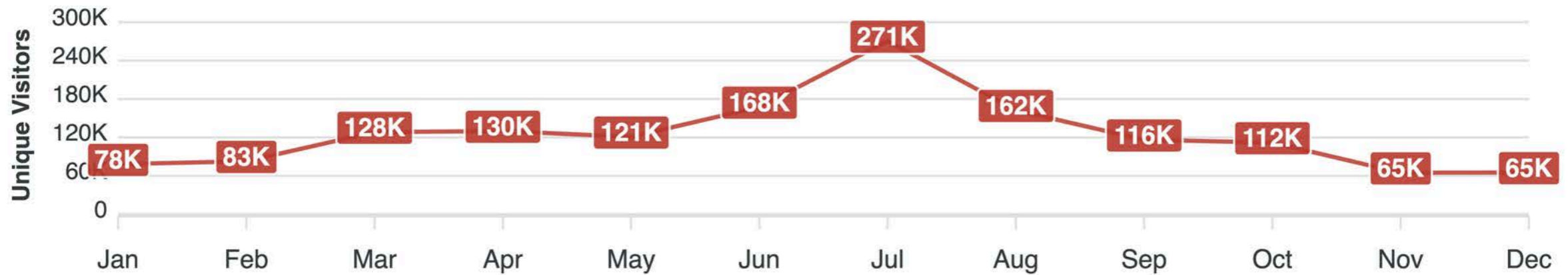
CITY OF SEASIDE VISITORS BUREAU



DMO responsibilities include:

- Destination Advertising
- Official Seaside Guide
- Seaside Welcome Center
- Event Promos to Out-of-Area
- Visitor Volume Data
- Public Relations
- Strategic Partnerships
- Tourism Grant Admin

2023 BY THE NUMBERS



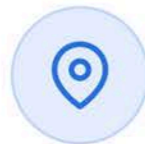
Total Trips

1,829,777 Trips



Visitor Days

3,566,500 Days



Avg Length of Stay

1.9 Days

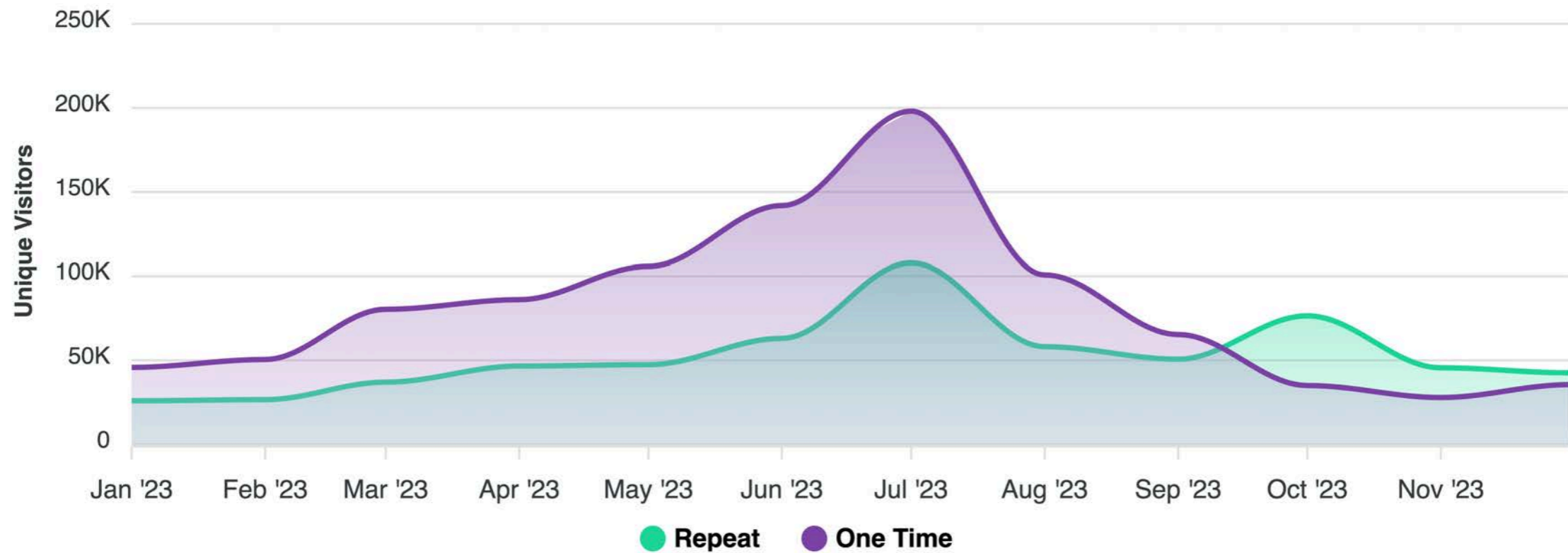


Unique Visitors

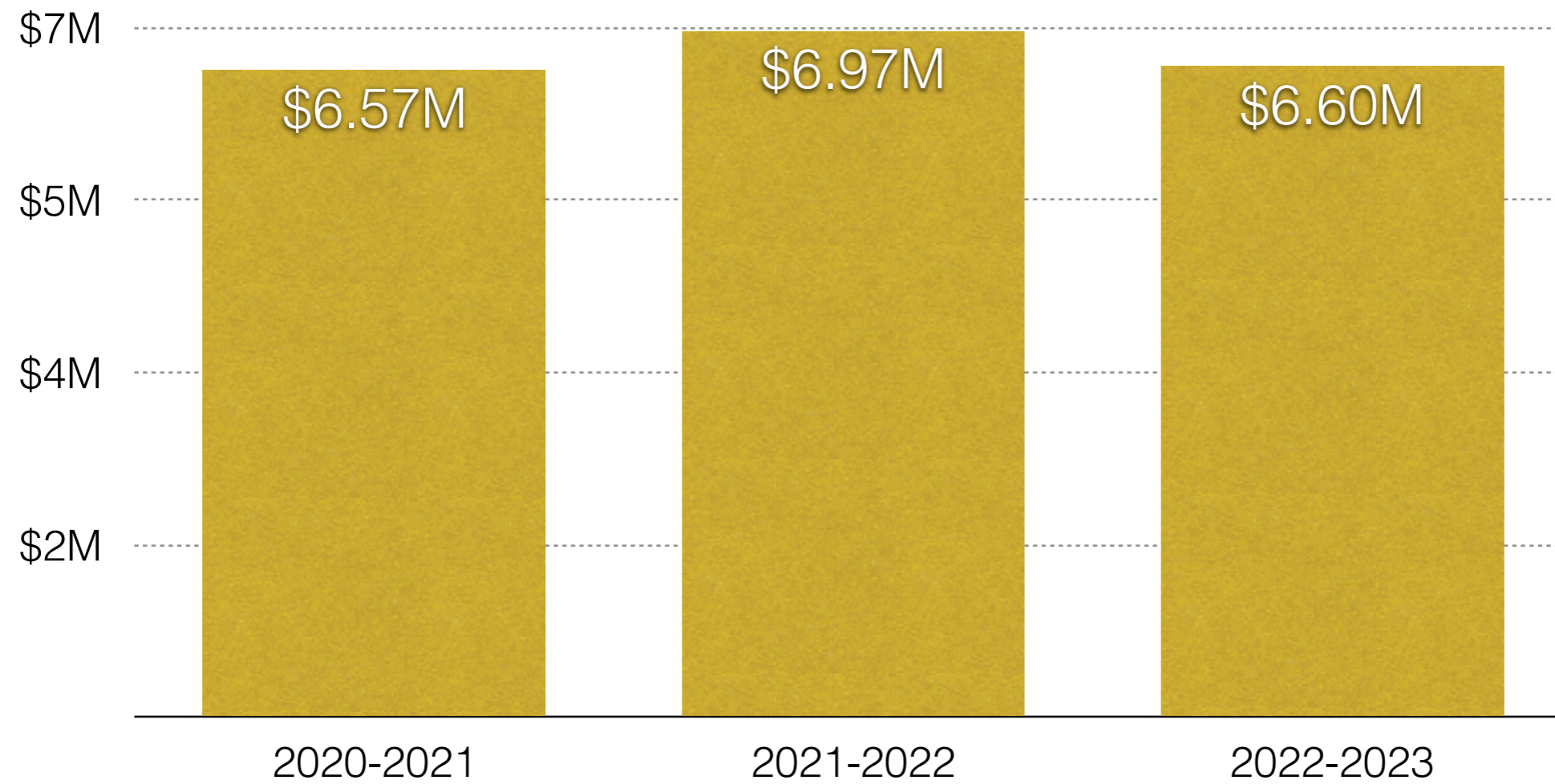
794,354 Visitors

2023 BY THE NUMBERS

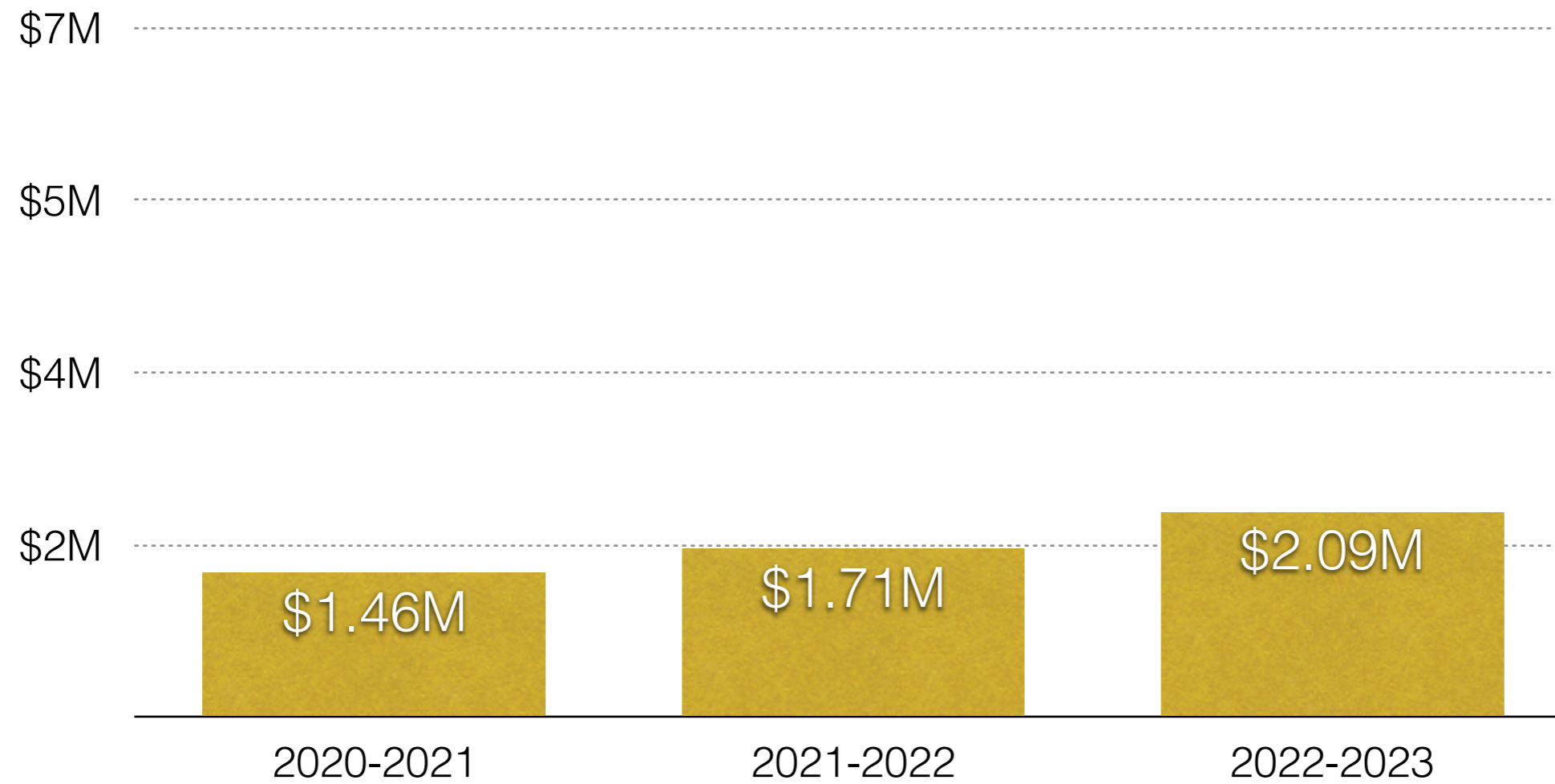
Repeat Vs One Time Trends



HOTEL ROOM TAX



VRD TAX



2023 DEPARTMENT HIGHLIGHTS



ACCESSIBILITY INITIATIVES



DESTINATION ADVERTISING

KOIN

LIVE

SEASIDE
is for Fun

NOW ON AM EXTRA

FRIDAY MORNING ON THE OREGON COAST

SEASIDE

KOIN
AM
Extra
64°
8:00

WATCHING OUT FOR YOU - KOIN.COM

DESTINATION ADVERTISING



SEASIDE IS FOR

Work from wherever weeks

SEASIDE IS FOR

Sweet times
with your kids

SEASIDE IS FOR

Beach vibes all year long

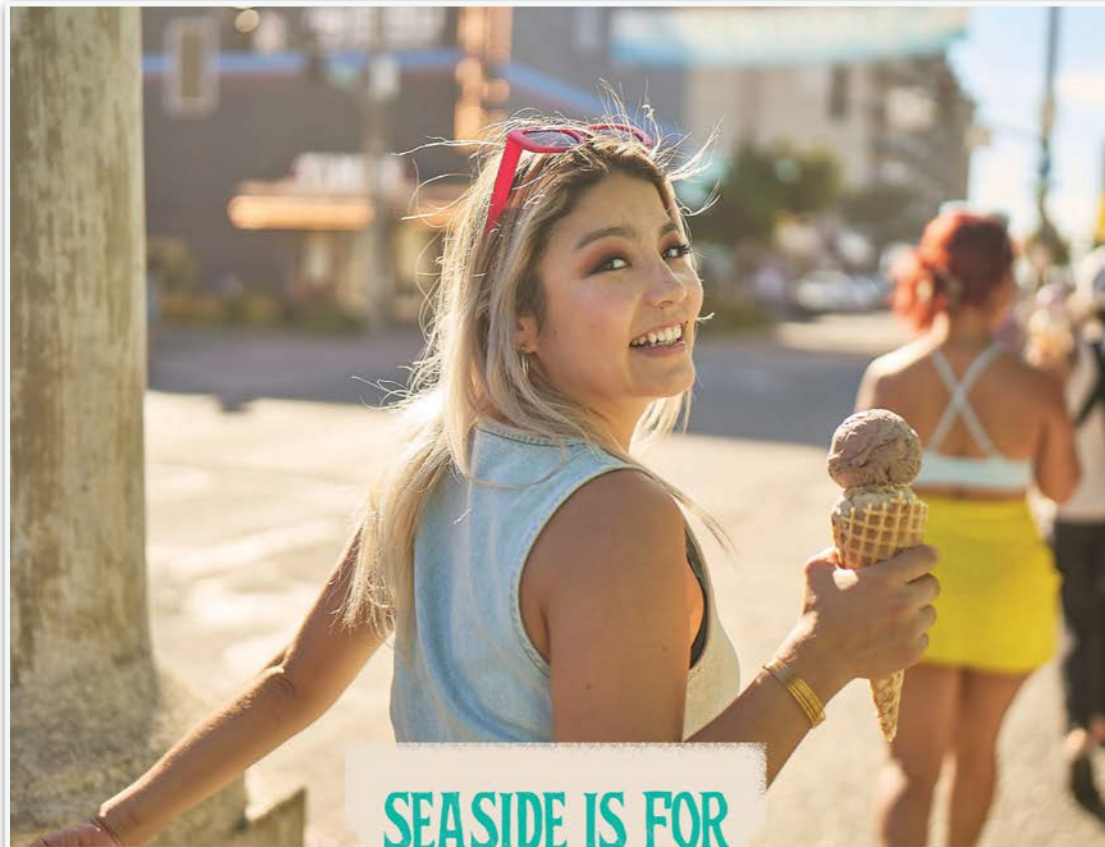


SEASIDE IS FOR

Booking those memories of a lifetime



DESTINATION ADVERTISING



SEASIDE IS FOR
Sweet times with
sweet people



When you come to the Coast, you'll get miles of surf and sand, epic vistas and tangerine sunsets. Your soul will soar and you'll be reminded how big and amazing the universe is. When you visit Seaside, you'll get all that stuff PLUS elephant ears, bumper cars, arcade games, surrey bikes, fun shops, homemade ice cream and the unrivaled Promenade. Win win!

seasideOR.com
[@visitseasideOR](https://www.instagram.com/visitseasideOR)



SEASIDE IS FOR
Sure, I'll go on vacation
with my parents

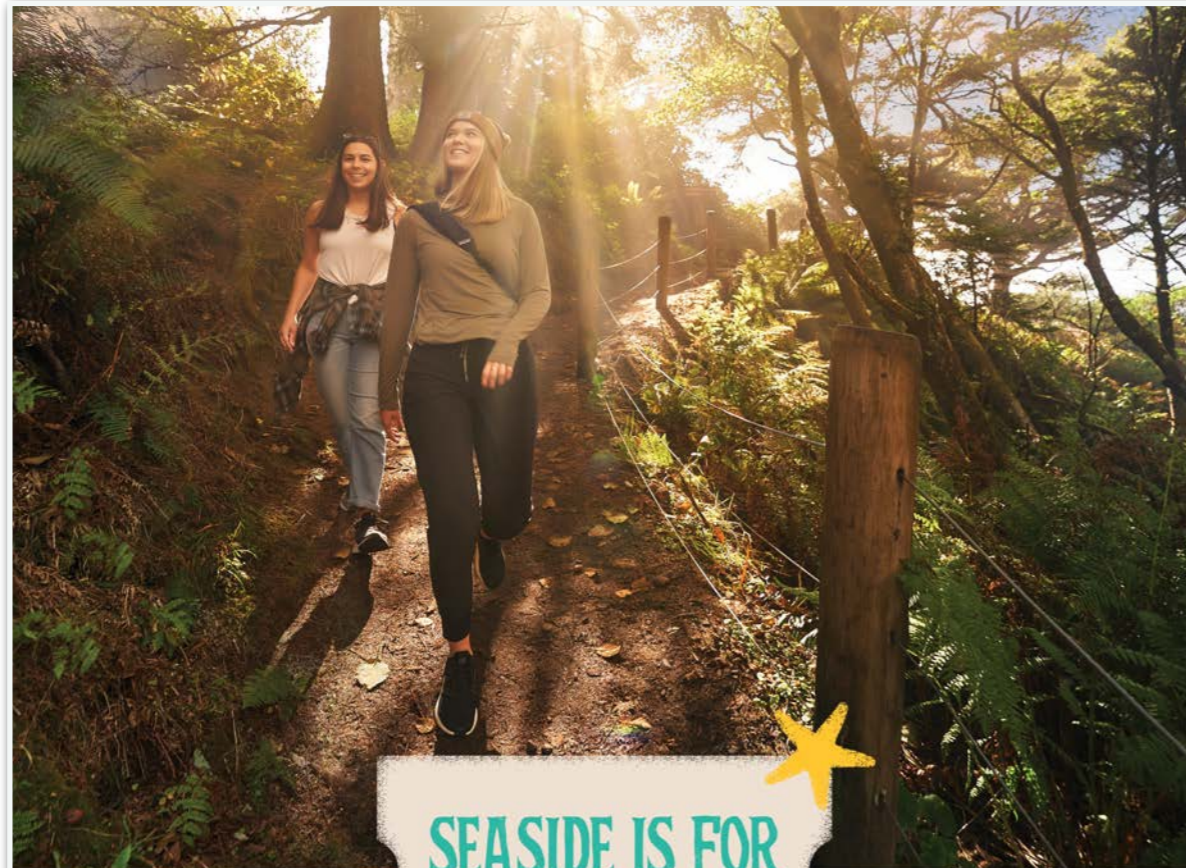


Want your kids to want to hang out? Take them somewhere with things they love to do. Somewhere like Seaside—where there's all the bike riding, arcade gaming, cotton candy eating, boogie boarding, seal feeding and s'mores roasting you and your kids could ever want.

seasideOR.com
[@visitseasideOR](https://www.instagram.com/visitseasideOR)



DESTINATION ADVERTISING



SEASIDE IS FOR
Rain means rainforests

We can't make the rain go away. But we can invite you to come for a long weekend in Seaside where you can hike through ancient rainforest to some epic views of Tillamook Rock Lighthouse. Oh, and plan on some biking, kite flying, river kayaking, salt water taffy enjoying and arcade playing, too.

@visitseasideOR
seasideOR.com



SEASIDE IS FOR
The plan is no plans

Book the summer camps, plan the big vacation, get up super early to reserve the good campsites. But save some time for just having a good time in Seaside. We've got hiking, biking and kayaking. But we also have sleeping late, elephant ears for breakfast and beach day after beach day after we better-extend-our-stay an extra day!

seasideOR.com
@visitseasideOR



DESTINATION ADVERTISING



NORTH COAST ADVERTISING



northcoast.oregon

Follow

Message



779 posts

23.6K followers

466 following

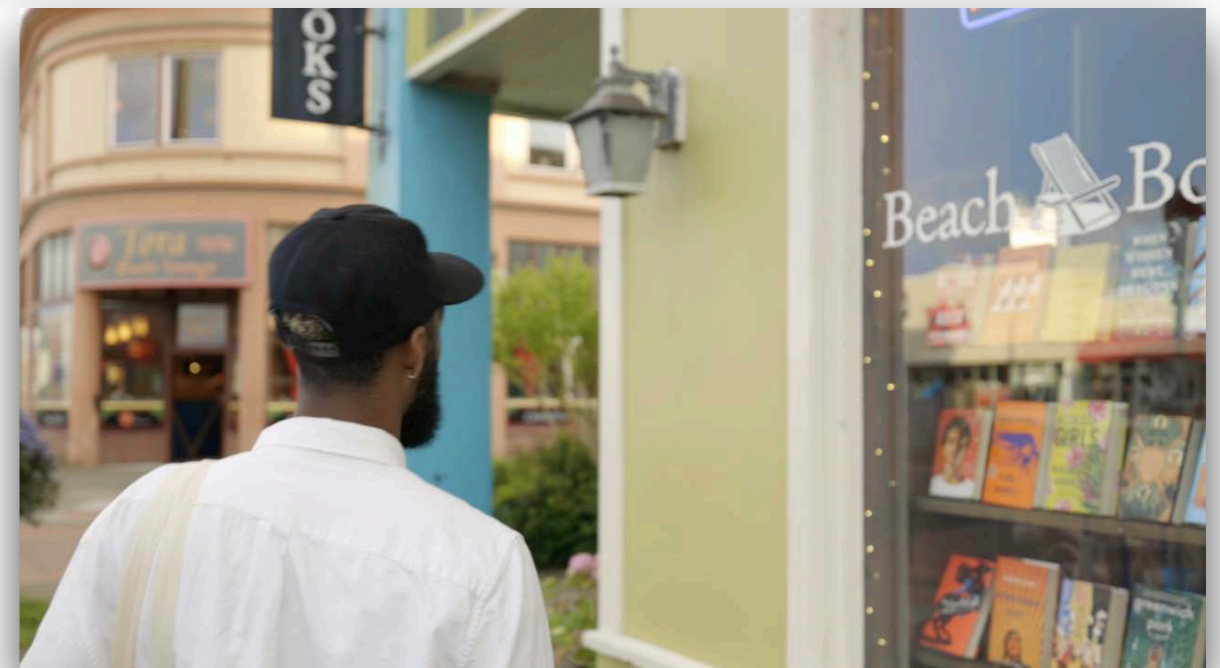
NorthCoast.Oregon

Tourist Information Center

Showing the wondrous scenery and travel adventures found on #NorthCoastOregon.

Tag your travel photos @northcoast.oregon.

oregonsnorthcoast.com

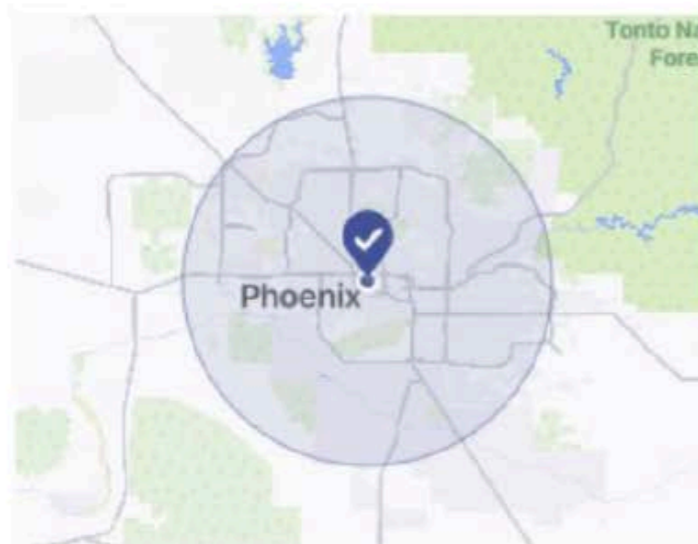


NORTH COAST ADVERTISING

+64.5%

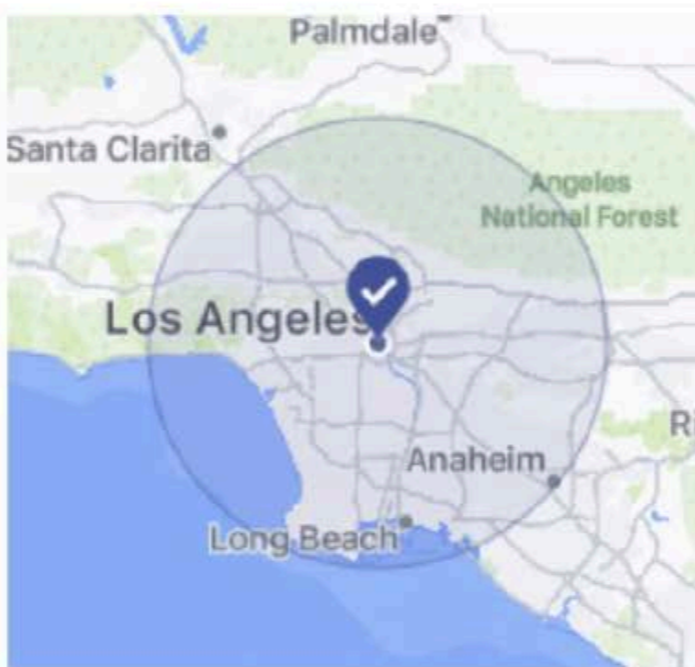
Phoenix, AZ

Phoenix, 442 Flights Annually, more than 1x per day average



+50.2%

Los Angeles, CA

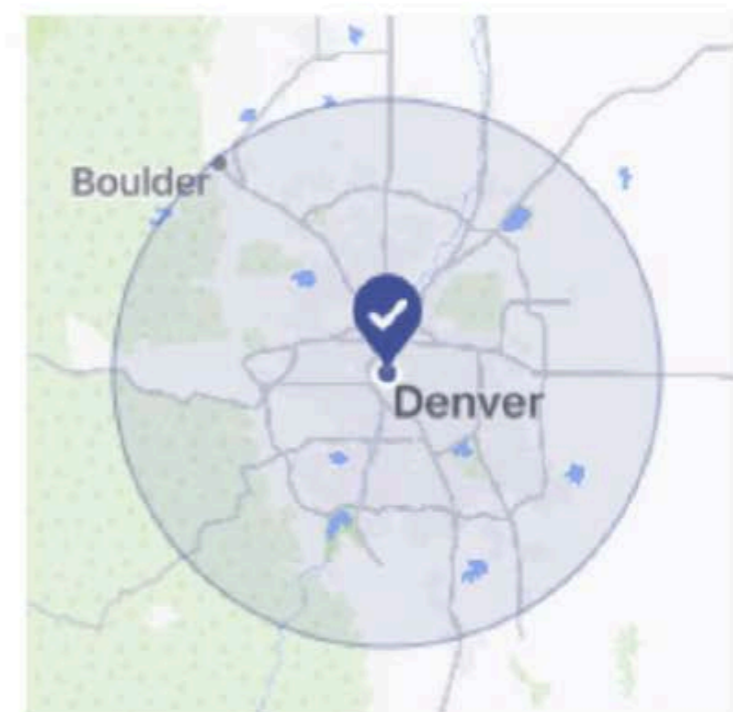


Los Angeles, 798 Flights Annually, more than 2x per day average

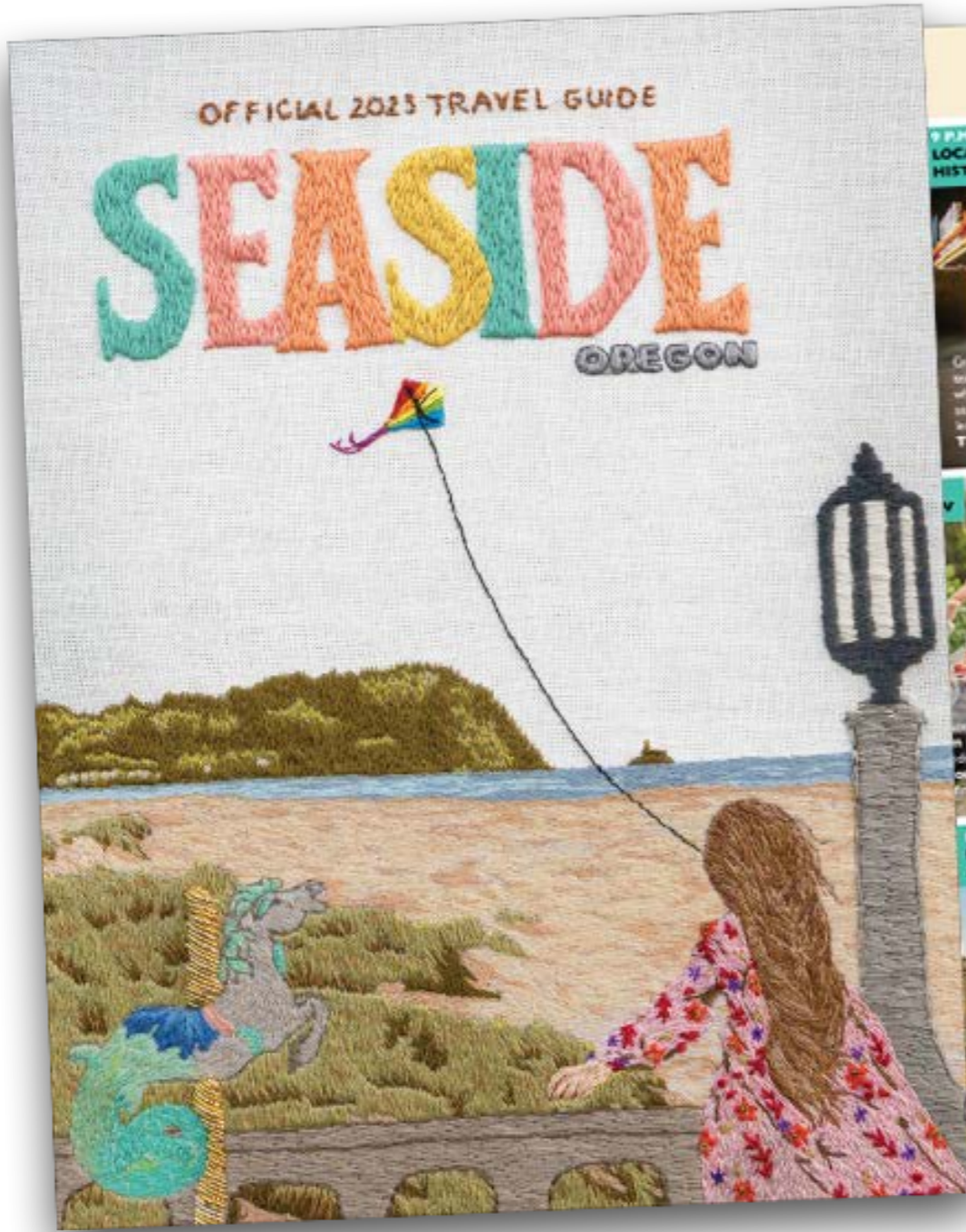
+62.0%

Denver, CO

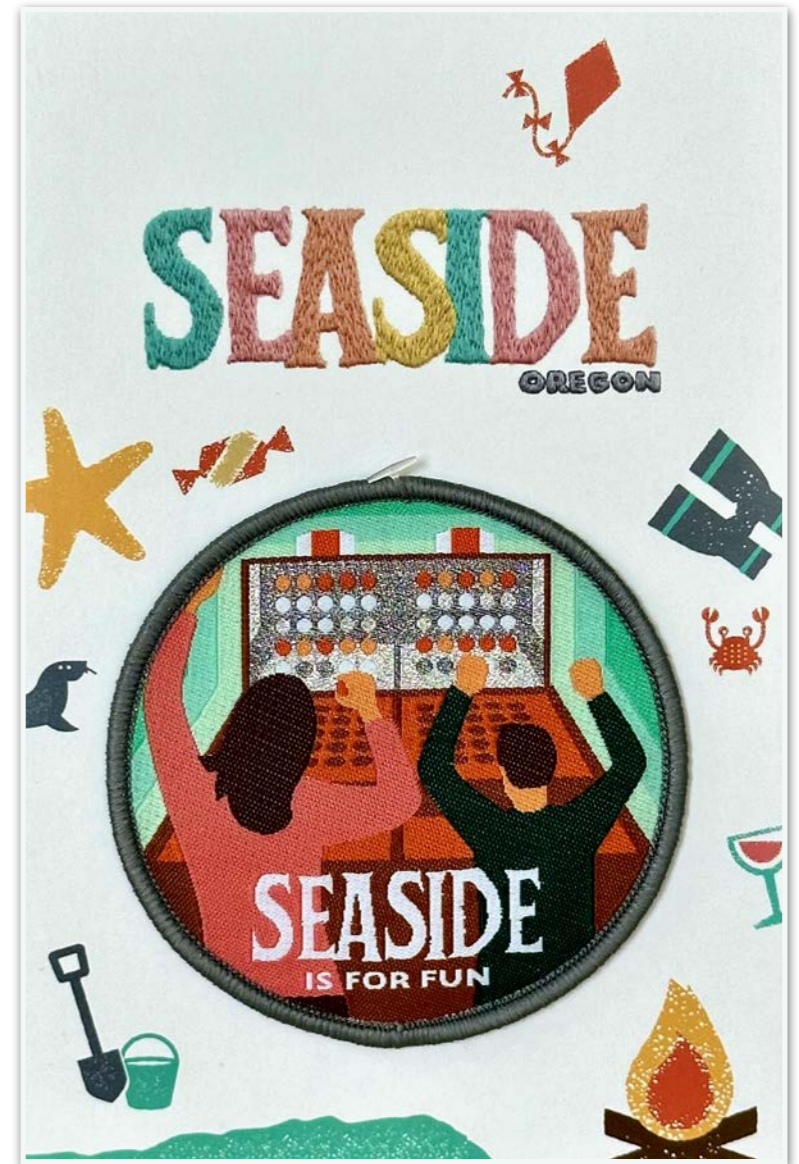
Denver, 762 Flights Annually, more than 2x per day average



TRAVEL GUIDES



TRAVEL GOODIES



TOURISM GRANTS

Seaside Announces Tourism Grant Award Winners

SEASIDE, Ore. – May 31, 2023 – The City of Seaside Visitors Bureau and Seaside Tourism Advisory Committee (TAC) awarded \$25,000 in funding to nine recipients through the 2023-2024 Tourism Grant Program. Funds will be dispersed in July.

An additional \$25,000 was earmarked for the Seaside Chamber of Commerce to support the 2023 Fourth of July Fireworks Celebration on the beach, which is a signature event that city leaders have historically seen as a vital economic driver and supported as a special case through this grant process each year.

The application window for this latest grant round opened Feb. 3 and completed applications were due May 5. On May 17, and during its regular monthly meeting at Seaside City Hall, the TAC reviewed 16 applications with \$85,000 total in requested grant funding.

Seaside SandFest received \$3,000 to hold a *Masters Sand Sculpture Exhibition* just off the Prom north of the Turnaround Sept. 7-10, 2023. This multi-day exhibition will feature eight master-level sculptors from the Pacific Northwest.



Seaside SandFest sculpture from the 2022 event.

Doxies of PNW Club received \$2,000 for *DachSand*, a dachshund dog meetup, in Seaside from Sept. 8-10, 2023.

The **Seaside Historical Society Museum** received \$3,000 for its annual *Lewis & Clark Salt Makers* re-enactment Sept. 9-10, 2023 on the beach at Avenue U.

Pride in Seaside received \$3,000 for the second annual *Pride in Seaside* event happening downtown Sept. 9-10, 2023.

Kerri Boutin and the **Seaside School District** received \$1,000 to support the *Three Course Challenge*, a large cross country race featuring visiting students from more than 60 schools around the region on Sept. 23, 2023.

The **Seaside Library Foundation** received \$3,000 for *Caper on the Coast*, an interactive in-person mystery akin to a life-size game of Clue to be held on Oct. 21, 2023.

Seaside Downtown Development Association received \$3,000 for *Halloween Happenin's*, a popular collection of family-friendly events downtown Oct. 28-29, 2023.

Seaside Jazz & Blues received \$5,000 for the inaugural *Seaside Jazz & Blues* from March 15-17, 2024. This three-day event will feature diverse forms of jazz from 16 bands at the Seaside Convention Center. Proceeds will benefit the Kyle Rieger Memorial Scholarship Fund, helping Seaside School District students pay for band camps, instrument rentals/purchases, and scholarships for seniors pursuing music.



Mountain Biking at Klootchky Creek.

Oregon Rides & Events received \$2,000 for the second annual *Ride the Dirt Wave* mountain biking event June 8-9, 2024 at Klootchky Creek. This event series was created to showcase mountain bike trail systems on the Oregon Coast with active bike clubs and trail builders. In addition to nearby Klootchky Creek, events are being held at Whiskey Run and Newport each year.

More information about the City of Seaside's annual tourism grant program can be found at www.SeasideOR.com/Tourism-Grant-Program.

The Visitors Bureau is a department of the City of Seaside and the official destination marketing/management organization for Seaside tourism. The Seaside Welcome Center, located at the intersection of Highway 101 and Broadway, also serves as an official State Welcome Center in collaboration with Travel Oregon.

TOURISM ADVISORY COMMITTEE

Marci Tikkala	Del's Chevron (Chair)
Ruth Swenson	Hillcrest Inn (Vice Chair)
Keith Chandler	Seaside Aquarium
Linda Wyss	Seaside Citizen
Sadie Mercer	White Cap Catering
Seth Morrisey	City Council Liaison

THANK YOU