

# Travel Lane County | Semi-Annual Report FY16



Salt Creek Falls . Oakridge

## Travel Lane County Mission

To increase the number of overnight visitors to the Eugene, Cascades & Coast region for the benefit of its members and all businesses and citizens who depend on a strong Lane County economy.

## Our Brand Promise

Eugene, Cascades & Coast offers a variety of enriching, authentic, approachable adventures for all ages and abilities.

## Our Communities

**Eugene & Willamette Valley:** Eugene, Coburg, Cottage Grove, Creswell, Junction City, Lowell, Springfield, University of Oregon, Veneta

**Cascades:** Oakridge, Westfir, McKenzie

**Coast:** Dunes City, Florence

## Membership

570 Members



Kayak on Willamette: Photo Courtesy of Traci Williamson

## PRESIDENT'S MESSAGE

Following a fourth record year, the region continues to engage visitors in experiencing all of what Eugene, Cascades & Coast has to offer. The result is continued growth as year-to-date room tax collections show an increase of 15 percent.

Travel Lane County estimates more than **\$24.2 Million** in spending will accrue to the local economy from our work during the period.

Our commitment to digital content development resulted in the launch of a digital meeting planner, a new national digital campaign focused on convention planners, and an in-state digital meeting planner campaign that features Florence.

The Sports Commission is finishing up a digital sports planner and has been fine tuning digital campaigns targeting sports planners.

An exciting campaign to gain stronger visibility in Portland and our local metro area is in production now. This work will realize our goal of increasing focus on individual communities.

We upgraded our aging mobile visitor van to a more efficient and engaging version.

Feasibility analysis for both sports and convention facilities, and the launch of Pinot Bingo will contribute to an action-packed second half of FY 16.

Travel Lane County looks forward to an exciting summer of world-class track & field competition, engaging festivals and fairs, and breathtaking scenery from the Coast to the Cascades.

**Kari Westlund**  
President & CEO



**Still to Come: Kari begins a two-year term on the U.S. Travel Association Board**

## Room Tax Collections

The upward trend in room tax collections is continuing in FY 16.

FY16 YTD

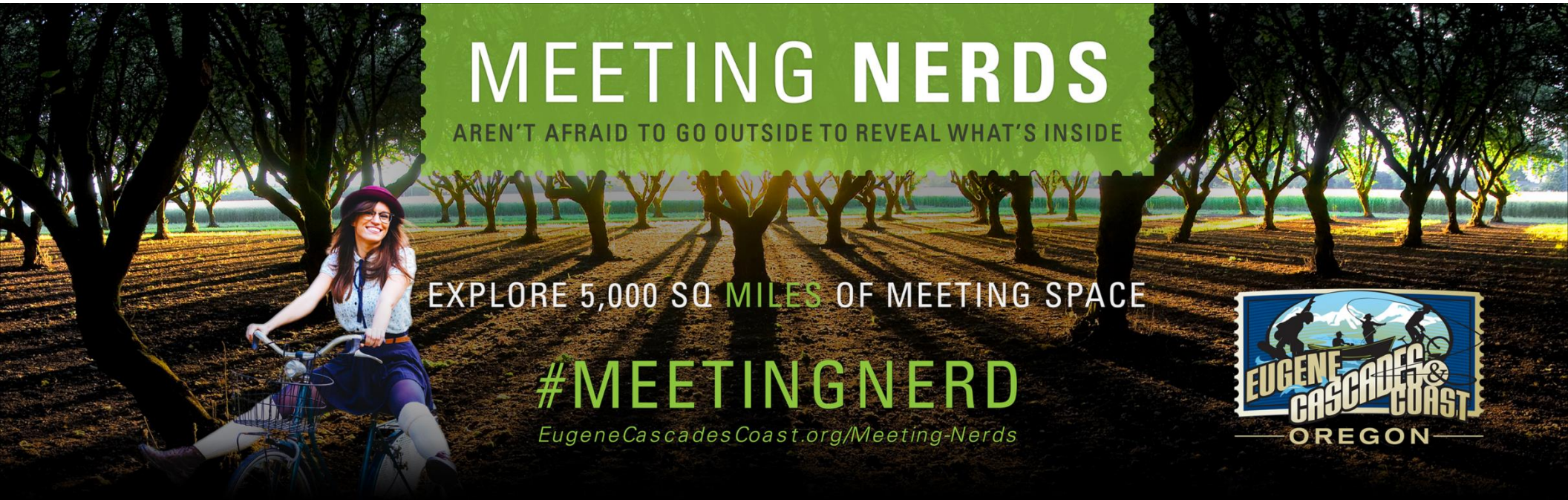
**\$5.6** million

**↑15%**



Wonder of the Forest: Photo Courtesy of Rick Faber

Still to Come: Legislative changes increase marketing opportunities



# MEETING NERDS

AREN'T AFRAID TO GO OUTSIDE TO REVEAL WHAT'S INSIDE

EXPLORE 5,000 SQ MILES OF MEETING SPACE

## #MEETINGNERD

[EugeneCascadesCoast.org/Meeting-Nerds](http://EugeneCascadesCoast.org/Meeting-Nerds)



### CONVENTION BOOKINGS YTD

**19,490** +185%

Delegates / Participants

**6,659** +68.7%

Room Nights

**16** +60%

Convention Groups

**\$2.9** million

ECONOMIC IMPACT

**↑ 61%**

Still to Come: New digital meetings campaign performing at 5x industry averages!

## CONVENTION & MEETING AD CAMPAIGNS



Still to Come: New digital meetings campaign performing at 5x industry averages!

SPORTS COMMISSION BOOKINGS YTD

**40,974** +.5%

Delegates / Participants

**6,020** -64%

Room Nights

**15** -29%

Sports Events

**\$6.0 M**

ECONOMIC IMPACT

**↓ 25%**





McKenzie River Rafting; Photo Courtesy of TnT Whitewater Rafting

## SOCIAL MEDIA REACH

Facebook

**51,994**

FOLLOWERS

Twitter

**7,923**

FOLLOWERS

Instagram

**1,719**

FOLLOWERS

Pinterest

**431**

FOLLOWERS

Fall Foliage Twitter

**1,167**

FOLLOWERS



**TOTAL  
BLOG  
VIEWS:**

**63,288**

OREGON FALL  
FOLIAGE

**12,407**

TRAVEL

**465**

SPORTS

**664**

MEETINGS



## TARGETING LEISURE VISITORS: EARNED MEDIA & PUBLIC RELATIONS

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FY16 YTD Earned Media & Public Relations Exposure

**94** stories told to **119,336,274** people



## ADVENTURE LIST CAMPAIGN

### Two New Adventure List Themes Created – Now Ten Total

This integrated campaign targets leisure visitors using print, digital, pay per click, video and customized landing pages. Estimated Impact from Direct Inquiries: **\$2.7M**

**GRAB NEW GEAR  
LOUNGE AT A LODGE  
CAST A LINE**

**✓ CHECK OFF YOUR ADVENTURE LIST**  
Discover 65 places to fish in Lane County, including the spectacular McKenzie River, at [EugeneCascadesCoast.org/fish](http://EugeneCascadesCoast.org/fish) | 800.547.5445

#### HORSE CREEK LODGE



Beautiful, cozy cabins, nestled in the towering trees, and in the heart of all the McKenzie River Valley has to offer.

56228 Delta Dr  
McKenzie Bridge, OR 97413  
[www.Horse-Creek.com](http://www.Horse-Creek.com)  
541.822.3243

#### THE WAYFARER RESORT



McKenzie memories made here since 1959! Salmon, trout and steelhead await. All cabins have full kitchens and Wi-Fi.

46725 Goodpasture Rd  
Vida, OR 97488  
[www.WayfarerResort.com](http://www.WayfarerResort.com)  
541.896.3613

#### ADVENTURE CENTER



#### Adventure Advice

Free maps and guides, including 65 places to fish in Lane County. Reservation assistance for lodging, restaurants, outfitters and more.

3312 Gateway St  
Springfield, OR 97477  
[www.EugeneCascadesCoast.org](http://www.EugeneCascadesCoast.org)  
541.484.5307 or 800.547.5445

**Discover 65 Places to Fish in Lane County**  
The Willamette River runs through the Eugene-Springfield metro area and is fed by three major rivers: the McKenzie, Middle Fork Willamette and Coast Fork Willamette. Along with the rivers, the Cascades boast many more lakes, pools and streams. Florence is surrounded by large dune lakes, the Siuslaw River and Pacific Ocean. With so many places to fish, it's no wonder Lane County is an anglers' paradise.

The downloadable fishing guide is an excellent tool for planning your fishing trip.

- See where to catch trout, salmon, steelhead, bass, crappie, bluegill, carp and more
- Learn which spots offer accessibility, restrooms, boat ramps, picnic facilities and campsites, and which are fee areas
- Print the map, or access it on your phone

"Fishing in Oregon is legendary. Pure rushing rivers, serene mountain and coastal lakes offer divers fishing experiences. And we aren't just telling fish tales. It's the real thing!" - Samara Phelps, Springfield

**Download Fishing Guide**

**Discover 65 places to fish in Lane County**

**Grab New Gear**  
Many of our local guides have grown up on the river. Fishing is just what they do. Consult with these local experts to outfit you for our rivers. Browse the shops, sign up for instruction or explore upstream with a professional.

**Lounge At A Lodge**  
Over a dozen riverfront cabins and comfortable lodges are tucked away along the McKenzie River. Soak in a hot tub or hot spring-fed pool, grill on the back deck, play horseshoes or volleyball, and best yet - fish just steps from your cozy quarters.

**Cast A Line**  
Ready to haul in the big one? After you've acquired your license, head out to these prime fishing spots - and discover miles of serene shoreline where you can choose just the right place to fish. Enjoy the solitude.

**RUN PRE'S TRAIL  
FIND LOCAL FLAVOR  
CATCH A SHOW**

**✓ CHECK OFF YOUR ADVENTURE LIST**  
Plan your Eugene getaway at [EugeneCascadesCoast.org/Arts](http://EugeneCascadesCoast.org/Arts) | 800.547.5445

**VISITOR SERVICES CONTACTS: \$1.1M in Impact**

**3,630** -19%

Adventure Center, Springfield

**497** +18%

Passes Sold

**1,513** -14%

Downtown, Eugene

**2,035** -48%

Visitor Van

**1,036** -0-

General Info Calls

**8,214** -24%  
TOTAL CONTACTS



Still to Come: Launch of Pinot Bingo and Google Mapping Program in May

## WEBSITE

### Top 5 Countries

- United States 95.29%
- Canada 1.30%
- United Kingdom 0.39%
- India 0.25%
- China 0.22%

### Top 5 States

- Oregon 58.01%
- California 11.60%
- Washington 8.69%
- Texas 2.67%
- New York 1.26%

### Visitor Age

- 18-24 13.59%
- 25-34 22.09%
- 35-44 18.61%
- 45-54 15.62%
- 55-64 18.76%
- 65+ 11.30%

### Visitor Gender

- Female 57.70%
- Male 49.30%

### Economic Impact

# \$8.7 M

↑ **11.4%** Sessions

↑ **33.98%** Users



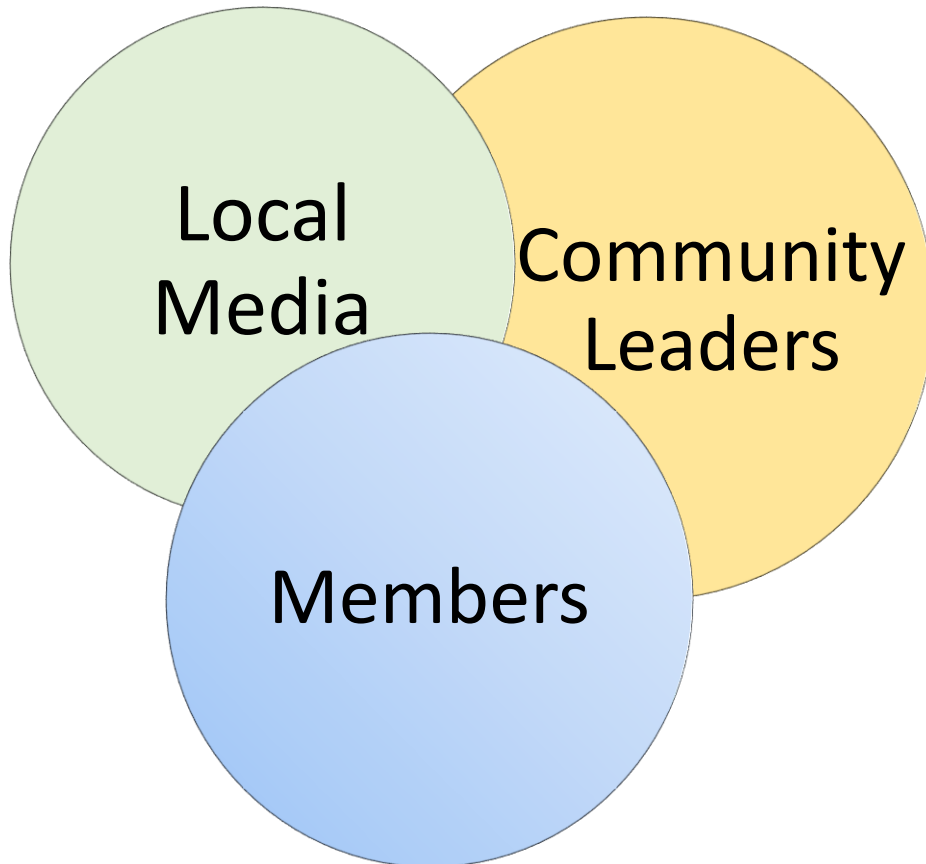
Still to Come: Community video project

## STAKEHOLDER RELATIONS

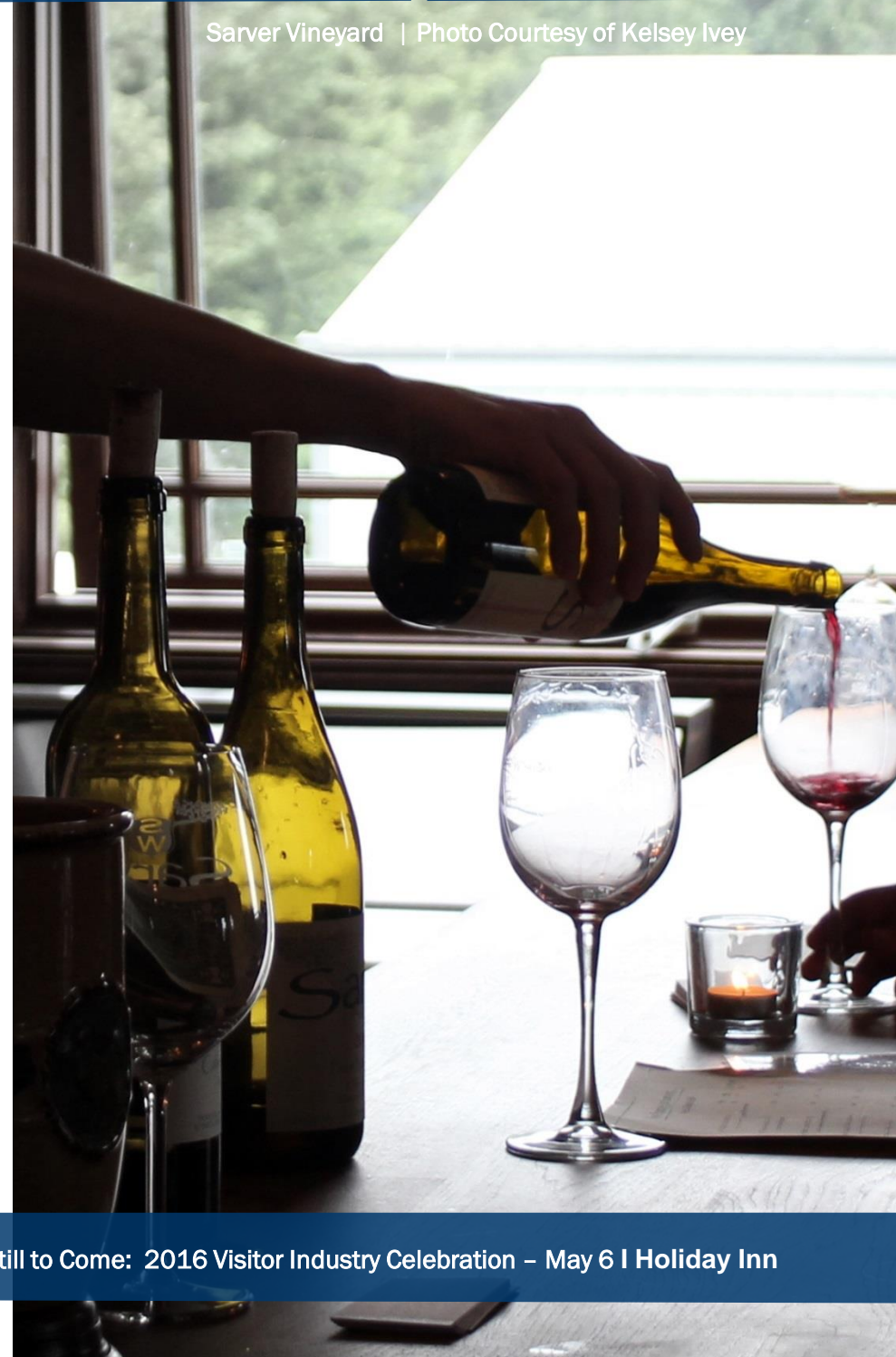
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Members

↑ 9.6%



Sarver Vineyard | Photo Courtesy of Kelsey Ivey



## Officers

**Robert Canaga, Chair (since April)**  
Robert Canaga Studios  
Eugene

**Lorrie Normann, Vice Chair**  
Valhalla Winery  
Veneta - Fern Ridge

**Pam Whyte, Treasurer**  
Emge & Whyte  
Eugene

**Richard Boyles, Past Chair**  
InnSight Hotel Management Group  
Springfield

## Board of Directors

**Georg Adelt**  
High Country Expeditions  
McKenzie River- Cascade Mountains

**John Barofsky**  
Beppe & Gianni's/LaPerla  
Eugene

**Corey Buller**  
Lane Events Center  
Eugene

**JB Carney**  
Holiday Inn Eugene-Springfield  
Springfield

**Dan Curtis**  
Curtis Restaurant Equipment  
Springfield

**Tucker Davies**  
Lile Eugene Moving & Storage  
Eugene

**Randy Dreiling**  
Oregon Adventures Vacations & Promotions  
Oakridge - Cascade Mountains

**Mike Drennan**  
Individual Member  
Eugene

**Tom Driscoll**  
University of Oregon Housing Department  
Eugene

**Mike Duncan**  
University of Oregon Athletics - Ticket Office  
Eugene

**Pat Farr**  
Lane County Commissioner  
Lane County

**Mark Giustina**  
Tokatee Golf Club  
McKenzie River - Cascade Mountains

**Jody Hall**  
Hilton Eugene & Conference Center  
Eugene

**Julie Johns**  
Territorial Seed Company  
Cottage Grove

**Jonas Kungys**  
Hop Valley Brewing Co.  
Eugene

**Mayor Christine Lundberg**  
City of Springfield  
Springfield

**Jennifer Nelson**  
Inn at the 5th  
Eugene

**Michael Newman**  
In Business Media  
Eugene

**George Poling**  
City of Eugene  
Eugene

**Joel Pomerantz**  
Oregon Restaurant & Lodging Association  
Eugene

**Brendan Relaford**  
Kesey Enterprises  
Eugene

**Cheryl Martin**  
Valley River Inn  
Eugene

**Mike Rose**  
Three Rivers Casino & Hotel  
Florence - Oregon Coast

**Pat Straube**  
Dari Mart  
Junction City

**Dana Turell**  
Turell Group  
Eugene

**Andy Vobora**  
Lane Transit District  
Eugene

## Ex-Officio Board Members

**Cal Applebee**  
Florence Area Chamber of Commerce  
Florence - Oregon Coast

**Tim Doll, A.A.E.**  
Eugene Airport  
Eugene

**Vonnie Mikkelsen**  
Springfield Area Chamber of Commerce  
Springfield

**Renee Grube**  
City of Eugene - Library, Recreation &  
Cultural Services Department  
Eugene

**David Hauser**  
Eugene Area Chamber of Commerce  
Eugene

**Ric Ingham**  
City of Veneta  
Veneta - Fern Ridge

**Steve Mokrohisky**  
Lane County Administration  
Lane County

**Travis Palmer**  
Cottage Grove Chamber of Commerce  
Cottage Grove

**Sarah Case**  
Lane County Community & Economic  
Development  
Lane County

**Erin Reynolds**  
City of Florence  
Florence - Oregon Coast

**Cathryn Stephens**  
(alternate for Tim Doll)  
Eugene Airport  
Eugene

**John Tamulonis**  
Springfield Economic Development  
Springfield



**Travel Lane County -  
Eugene Cascades & Coast**  
541.484.5307 |  
800.547.5445  
EugeneCascadesCoast.org

Trans-Cascadia Mountain Bike Race | Oakridge

### Sports Advisory Council

- Cal Applebee**  
Florence Area Chamber of Commerce
- Heidi Albertson**  
Hilton Eugene & Conference Center
- Allan Benavides**  
Eugene Emeralds Baseball Club
- Steve Cash**  
Dark 30 sports
- Randy Dreiling**  
Oregon Adventures Vacations & Promotions
- Mike Duncan**  
University of Oregon Athletics - Ticket Office
- Renee Grube**  
City of Eugene  
Library, Recreation and Cultural Services
- Dave Hauser**  
Eugene Chamber of Commerce
- Chris Hawken**  
Lane Community College
- Tom Jordan**  
Prefontaine Classic
- Bob Keefer**  
Willamalane Park and Recreation District

- Dave Lingenfelder**  
Oregon Association of Rowers
- Josh Messer**  
Hilton Garden Inn Eugene-Springfield
- Richard Meyers**  
City of Cottage Grove
- Todd O'Neal**  
Emerald Valley Golf & Resort
- Bruce O'Neil**  
U.S. Basketball Academy
- George Rogers**  
Valley River Inn
- Paul Swanguard**  
Warsaw Sports Marketing Center
- Michael Wargo**  
Willamalane Park and Recreation District
- Thomas Wuest, MD**  
Slocum Center for Orthopedics  
& Sports Medicine



**Eugene, Cascades & Coast  
Sports Commission**  
541.484.5307 | 800.547.5445  
EugeneCascadesCoastSports.org

