**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**: Coburg, Cottage Grove, Creswell, Eugene, Junction City, Lowell, Springfield, University of Oregon, Veneta
**Cascades**: McKenzie River, Oakridge, Westfir
**Coast**: Dunes City, Florence

**Membership**
571 Members
WEBSITE

FY16 WebTraffic
An increase of 28% in website sessions resulted in estimated economic impacts of $7.3 million. Destination Analysts, Inc. has collected six months of data and will present complete 2016 findings in early 2017. 680,000 people were greeted by expanded content and event specific information to help them fully understand the range of experiences our region has to offer.

Advertisers continue to realize value in purchasing digital placements throughout the site. Website ad revenue jumped 34% to over $21,000 in FY16.

Upgrades to the website, including conversion to a fully responsive site, will be completed early in the new fiscal year. Increases in functionality will improve internal effectiveness while improvements in extranet functionality will provide added member benefits.

$7.3 M
Economic Impact

28%
Increase in Website Sessions
EARNED MEDIA & PUBLIC RELATIONS

FY16 Earned Media & Public Relations Exposure

Mobile visitor center MIKE the Bike celebrated his first anniversary with a ride from Springfield to Pendleton for the Governor’s Conference on Tourism. Natalie Inouye coordinated the ride and, as chair of the Oregon Scenic Bikeway Committee, leveraged the ride to highlight the opening of yet another Oregon scenic bikeway. More than 4,000 photos, multiple postings thru social media and local media coverage resulted from the five day, 360 mile ride. Travel Lane County won best photo award and was presented a $2,500 TripAdvisor prize.

Consistent, creative and content rich public relations packages result in quality earned media coverage. Travel Lane County and the Eugene, Cascades & Coast Sports Commission successfully increased earned media value in FY16.

$3.7
Million earned in media value

339
Stories told

500M
Impressions
Integrated Tourism Campaign
This integrated campaign targeted nearby leisure markets using transit, print, digital, cable television, Pandora radio and customized landing pages. Leveraging travel motivators introduced in the Adventure List marketing campaign, the GO campaign linked these travel motivators with four Lane County communities. In the coming year the communities of Eugene, Springfield and Junction City will be added to the campaign and in subsequent years additional Lane County communities will be featured.

Campaign Results

7.5M
Impressions

115,041
Clicks
GO CAMPAIGN

Integrated Tourism Campaign

Utilizing geo targeting of audiences the digital component of the GO campaign resulted in effective use of marketing dollars. Click through rates (CTR) ranged from just over the national average to more than 40 times the national average for digital campaigns. Consistency in ad design allowed visitors to easily connect with their desired content when moving from an ad on their phone, tablet or computer to the Travel Lane County web landing pages.

2.78% Click Through Rate Portland PandoraRadio
MEETINGS CAMPAIGN

Digital
Motivating meeting and convention planners to click on digital ads can be challenging. The industry average for click through rate (CTR) is .05%. Travel Lane County staff developed the Meeting Nerds and Meeting Genius campaign to target millennial meeting planners. The ads were tested side by side and both polled well and were placed into market. Posting an average .40% CTR, the campaign is performing at eight times the national average.

FY16 Conventions

31

Bookings

39,070

Attendance

$8.6M

Economic Impact
**SPORTS MARKETING**

**Digital**
The Eugene, Cascades & Coast region has a culture where sports and recreation are a way of life. Invoking this feeling in sports planners was the challenge our sports marketing team took on in fiscal year 16.

Marrying sports, recreation and the outdoors was accomplished in the “Life is Sport, Play it Here” campaign that launched late in the year and is gaining momentum as we begin FY17. Sports planners are realizing that combining the great outdoors with a vibrant metro area is perfect combination for executing an unforgettable sports event.

**FY16 Sports Events**

- **42 Bookings**
- **137,766 Attendance**
- **$66.8M Economic Impact**
COLLABORATION/ECONOMIC DEVELOPMENT

GoogleTrekker

Partnership with Google resulted in a new way to view beautiful vistas, trails, rivers and waterfalls throughout the Eugene, Cascades & Coast region. Google’s street view for roads is being applied to scenic trails, waterways and other natural areas. Travel Lane County leveraged the opportunity to map more than 50 Lane County locations and developed a video library that provided Google the opportunity to illustrate how the 360 degree video was captured and then stitched together to create the trail views now available.

Whether by backpack, bike or raft, the Travel Lane County staff captured Google Trekker video that will inspire visitors to come and will provide those who cannot access these areas a chance to experience the awe of our region. Pushed out through social media channels, the Trekker story reached 102,000 and resulted in 33,000 views of the anthem video. The launch was aided by Google retweeting our announcement to its 3.23 million followers.

View the Trekker videos at EugeneCascadesCoast.org/trekker-video

33,000 Anthem Video Views
COLLABORATION/ECONOMIC DEVELOPMENT

In-Flight Magazines
Travel Lane County, the City of Springfield, Lane County Economic Development, Lane Workforce Partnership and the Eugene Airport joined forces on advertorials in both Alaska and Horizon in-flight magazines in 2016. Highlighting a diverse economic fabric, including callouts of the tech, wood products, healthcare and food & beverage sectors, these pieces resulted in strong editorial value and leveraged additional earned media value. Our vibrant arts and culture scene and growing interest in craft beer and award winning wines were also featured prominently.

Travel Lane County coordinated earned coverage in the Dossier section within United Airline’s of Hemisphere’s magazine. Local stakeholders provided the magazine’s editor a first-hand look into the growing tech, craft beer and culinary sectors.

$255,499
Inflight Magazine Editorial Value
SPORTS COMMISSION

Sports Highlights

Travel Lane County worked closely with local and national event organizers to successfully host a variety of youth, collegiate and professional events.

The Northwest Athletic Conference brought over 1,000 college volleyball athletes to Springfield for its 2015 Fall Festival and will return in 2016 with an additional 1,000 athletes as soccer is added to the event. A number of other volleyball tournaments helped fill shoulder seasons at area lodging properties. The Matt Hartner Memorial Classic, drew 5,000 attendees to area in January.

Men’s and women’s NCAA Golf Championships were contested at the Eugene Country Club. Over the two week-long events, the Golf Channel prominently featured Eugene, Cascades & Coast video footage provided by Travel Lane County to record viewership. Economic impact for the two events was estimated at $3.8 million.

The U.S. Olympic Team Trials - Track & Field returned for the third consecutive time to Hayward Field. To the delight of the fans, special ceremonies recognized “heritage” athletes who represented the United States in the past Olympic Games. Fans, along with excited competitors, were treated to the hammer competition within the stadium venue for the first time in history. The event attracted a record 181,972 fans, along with thousands of participants, media and volunteers, resulting in an estimated $37 million economic impact. Travel Lane County staff provided front line training, coordinated front line educational materials and facilitated nearly 6,000 hotel rooms for athletes and USA Track and Field staff. A microsite for visitors garnered over 5,000 page views and the Eugene, Cascades & Coast website experienced an increase in page views of over 40%.
TRANSPORTATION

Air Service Improvements
Travel Lane County was a lead funding partner for the federal funds match required to secure direct Alaska air service to and from San Jose, California. To maximize the return on this investment, Travel Lane County geo-targeted advertising campaigns in these markets. This effort was highly successful as evidenced by the Silicon Valley meeting ad campaign where a .21% click through rate was recorded. Alaska Airlines reports that the San Jose service is performing as anticipated. Other improvements to air services included United Airlines’ introduction of larger jets to expand capacity and the remodeling of the airport terminal. With an anticipated completion date of fall 2016, the terminal remodel included improved security screening, more effective passenger circulation and expanded baggage handling capacity. As passenger arrivals continue to break records, the number of Travel Lane County members taking advantage of video advertising opportunities within the airport lobby is also increasing.

22,646
Amtrak Cascades to Eugene Arrivals

24,544
Coast Starlight to Eugene Arrivals

467,266
Eugene Airport Arrivals

INCREASE IN PASSENGER ARRIVALS AT EUGENE AIRPORT
3.4%
ACCOMPLISHMENTS

Eugene AleTrail - Pinot Bingo

In order to expose our award-winning wineries Travel Lane County introduced Pinot Bingo. Leveraging the positive momentum from the Eugene Ale Trail, Pinot Bingo has been an instant success. With a goal of introducing participants to wineries they may be unfamiliar with, and rewarding them with fun prizes, Pinot Bingo is the talk of the tasting rooms. Following its May launch area wineries were abuzz with people obtaining stamps on their Pinot Bingo cards. In seven short weeks, 18 cards had been redeemed for prizes and these participants had completed 237 winery visits. Considering the hundreds of Pinot Bingo cards in play it will be exciting to watch participation grow over the first year of the game.

Hundreds of craft beer enthusiasts participated in the Memorial Day kick-off of the third season of the Eugene AleTrail. With more than 950 passports redeemed for prizes during the first two years, it appears the enthusiasm won’t wane anytime soon.

950 Eugene Ale Trail Passports Redeemed

18 Pinot Bingo Cards Redeemed
ACCOMPLISHMENTS

SportsTown Awards
The Eugene, Cascades & Coast Sports Commission recognized the best achievements in sports tourism, responsible & sustainable sports event practices, youth, prep and collegiate athletics, fan interaction (mascots), and identified inspirational stories and significant local contributions to sports. Presented by RG Media Company and hosted by the Valley River Inn in Eugene, the inaugural event drew more than 300 attendees. Following a live broadcast on local television, master of ceremonies Jordan Kent managed to create an unforgettable evening for all who attended.

300+ in attendance

Seven awards presented

29 earned media stories

$100,330 earned media value
ACCOMPLISHMENTS

Video + Photography
Travel Lane County developed an extensive photo and video library over the past year. Hundreds of hours of video were captured utilizing improved drone technology. These assets will provide opportunities to enhance online content and social media campaigns, which our external partners have utilized for segments on the Golf Channel during the NCAA Men’s and Women’s Golf Championships, on NBC during the Prefontaine Classic and on NBC during the U.S. Olympic Team Trials - Track & Field. Access to photos and raw video footage allows members to create customized videos for use in paid media campaigns, social campaigns and to enhance website content. Travel Lane County also makes available finished video products that members can easily link to from their online portals.

180
Minutes in video library

70
B-roll selections developed

25
Ads & Videos Created
BY THE NUMBERS

$95.1M ECONOMIC IMPACT

UP 26%

2015 Lane County Travel Impacts & Visitor Volume
Source: Dean Runyan Associates

- 633.1 million Direct Visitor Spending
- $237.5 million Industry Earnings
- $10.5 million Local Tax Receipts
- 10,120 Industry Jobs

Return on Investment
FY16 Travel Lane County marketing programs generated more than $95.1 million for local communities. For every room tax dollar invested in Travel Lane County, $39.94 in visitor spending returned or will return to Lane County’s economy.

$1 INVESTED → $39.94 RETURNED
Occupy & Room Tax Collections

Improvements in occupancy, average daily rates and revenue per available room resulted in record transient room tax collections in FY16. With significant investments in existing lodging stock and the addition of new properties in FY17, the Eugene, Cascades & Coast region will be well-positioned heading into the new year.

$1,329,934

June 2016 Receipts - Highest monthly collection in history

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<td>Eugene, OR+</td>
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<td>Florence, OR+</td>
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Data Supplied by Smith TravelResearch
BY THE NUMBERS

2015 Destination Spending in Millions

Source: Dean Runyan Associates

- Local Tran. & Gas, $67.5 / 11%
- Arts, Entertainment & Recreation, $86.1 / 13%
- Food & Beverage $258.6 / 41%
- Retail Shopping $96.0 / 15%
- Accommodations $124.8 / 20%

2015 LANE COUNTY VISITOR SPENDING
$633.1 MILLION
BY THE NUMBERS

Guides for All Needs
Travel guides provide a critical step in stirring potential visitors to become visitors. With continued growth in online searches, Travel Lane County ensures that all its guides are available digitally. In fact, sports and meeting planning guides are only produced digitally as the more than 7,000 planners we connect with are dependent upon online searches. In addition to the sports and meeting planner guides, the adventure guide, dining guide and visitor guide are available in an easy-to-read flip-book format. This format allows users to easily view the content online and is available to download and print.

Visitor Guide
Travel Lane County produces and distributes 120,000 visitor guides each year. The online visitor guide was downloaded 1,798 times in FY16.

Nearly 48,000 guides are distributed before travelers visit, generating $9 million in estimated incremental spending from visitors.

53,000 guides are distributed within Oregon, outside of Lane County, contributing to $5.3 million in incremental spending from visitors.

In addition, more than 10,000 guides are distributed within Lane County through our Visitor Centers and convention services.
BY THE NUMBERS

Social Media
Social media channels continue to provide direct connections to visitors, locals and sports and convention planners.

Across the board, social media interactions are increasing. Leading this growth is Facebook, up more than 12,000 followers in FY16. With so much beauty to share it’s no surprise that Instagram followers are up 79% in the past year.

FACEBOOK
55,103 FOLLOWERS

TWITTER
7,153 FOLLOWERS

INSTAGRAM
2,324 FOLLOWERS

PINTEREST
4 5 7 FOLLOWERS

TWITTER FALL FOLIAGE
1,140 FOLLOWERS

TOTAL BLOG VIEWS

70,174 OREGON FALL FOLIAGE
23,736 TRAVEL
1,057 SPORTS
1,787 MEETINGS
**BY THE NUMBERS**

**Visitor Center Contacts**

6,871

*Adventure Center, Springfield*

2,795

*Downtown, Eugene*

4,329

*Visitor Van*

1,946

*General Information Calls*
Travel Lane County Income FY16

$2,380,569
Transient Room Tax (TRT)

$212,330
Other (Retail, Ad Sales, Sponsorship)

$147,386
Members Dues

$58,713
In-Kind Contributions
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

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

Martin Allerton
Driftwood Shores
Florence

Julie Johns
Territorial Seed Company
Cottage Grove

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

Aurora Jackson
Lane Transit District
Springfield

Dan Egan
Wildish Theater
Springfield

Lisa Benson
Lane Community College
Eugene

EX-OFFICIO

BOARD MEMBERS

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

Ricingham
City of Veneta
Veneta - Fern Ridge

Steve Mokrohisky
Lane County Administration
Lane County

Travis Palmer
Cottage Grove Chamber of Commerce
Cottage Grove

Sarah Means
Lane County Community & Economic Development
Lane County

Erin Reynolds
City of Florence
Florence - Oregon Coast

Cathryn Stephens
(alternate for Tim Doll)
Eugene Airport
Eugene
## SPORTS ADVISORY COUNCIL

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization/Role</th>
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<tbody>
<tr>
<td>Allan Benavides</td>
<td>Eugene Emeralds Baseball Club</td>
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<tr>
<td>Daniel Beraldo</td>
<td>Cabela's</td>
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<td>Sarah Case</td>
<td>Lane County Community &amp; Economic Development</td>
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<td>Caitlin Casey</td>
<td>Hilton Garden Inn</td>
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<td>Steve Cash</td>
<td>Talus Group</td>
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<td>Mike Duncan</td>
<td>University of Oregon Athletics - Ticket Office</td>
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<td>Renee Grube</td>
<td>City of Eugene Library, Recreation and Cultural Services Department</td>
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<td>Chris Hawken</td>
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<td>Tom Jordan</td>
<td>Prefontaine Classic</td>
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<td>Bob Keefer</td>
<td>Willamalane Park and Recreation District</td>
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<td>Jeri McPherson</td>
<td>Innsight Hotel Management</td>
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<td>Ethan Nelson</td>
<td>City of Eugene Planning &amp; Development</td>
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<td>Travis Palmer</td>
<td>Cottage Grove Chamber of Commerce</td>
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<td>Natasha Herndon</td>
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<td>Rich Spurlin</td>
<td>Eugene Country Club</td>
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<td>Paul Swangard</td>
<td>Warsaw Sports Marketing Center</td>
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<td>Thomas Wuest, MD</td>
<td>Slocum Center for Orthopedics &amp; Sports Medicine</td>
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<td>Kari Westlund</td>
<td>Travel Lane County</td>
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## Travel Lane County Staff

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<th>Administration</th>
<th>Stakeholder Relations</th>
<th>Convention Sales &amp; Marketing</th>
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<th>Visitor Services</th>
<th>Wyatt Pace</th>
<th>Trisha Barlow</th>
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<td>Kari Westlund</td>
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<tr>
<td>President &amp; CEO</td>
<td>Vice President of Stakeholder Relations</td>
<td>Vice President of Convention &amp; Sports Marketing</td>
<td>Vice President of Integrated Marketing</td>
<td>Visitor Services Manager</td>
<td>Adventure Center Assistant Manager</td>
<td>Downtown Adventure Specialist / Office Assistant</td>
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<td>Aubree Nash</td>
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<td>Juanita Metzler</td>
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