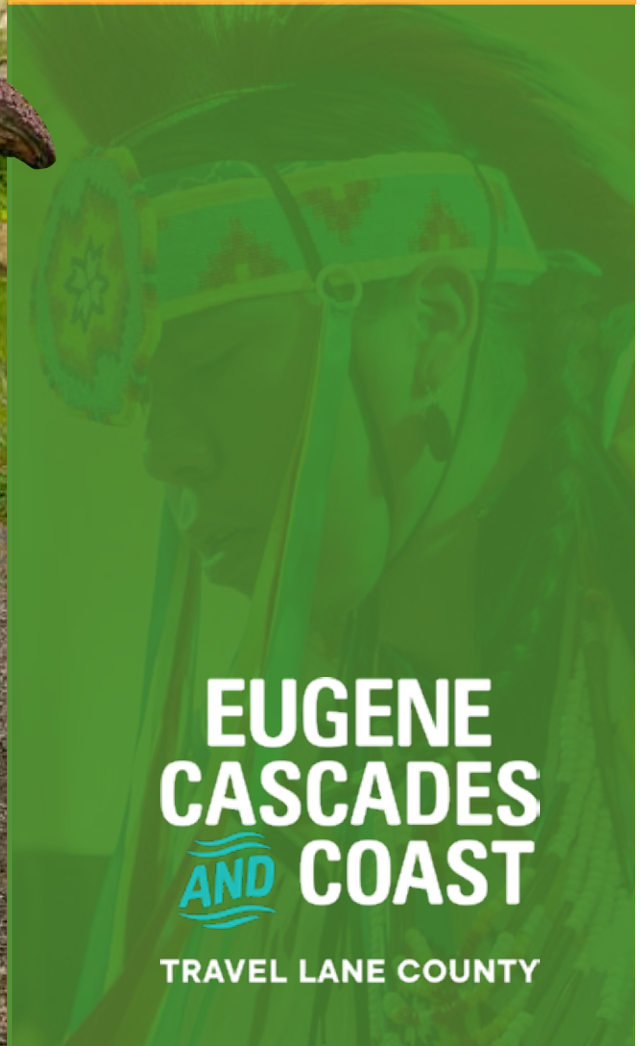





SEMI ANNUAL REPORT

FY2025



EUGENE
CASCADES
 COAST

TRAVEL LANE COUNTY



Samara Phelps
President & CEO

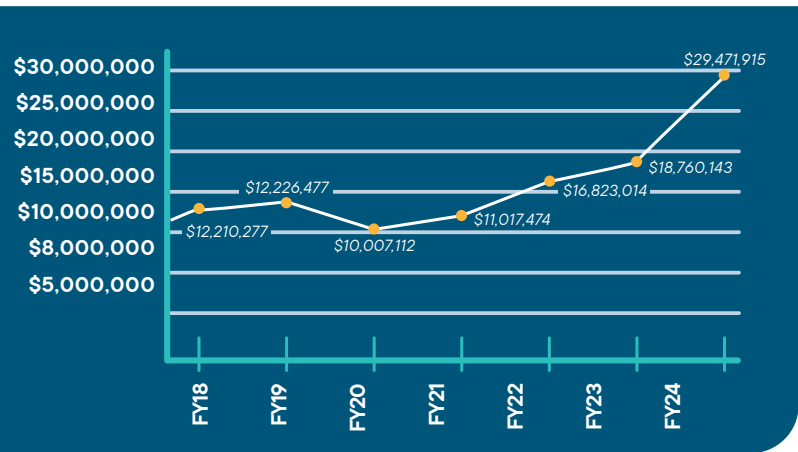
The program year began on a high note, with leisure travel driving consistent visitor demand, steady growth in conventions and meetings, and the unique opportunity to welcome Big Ten sports fans traveling to support their teams.

First quarter FY25 TLT receipts align with past trends, showing a modest increase that suggests a softening lodging market.

While the 2023 lodging tax rate increase contributed to revenue growth, strong visitation and robust lodging rates have also played a key role. The final FY24 transient lodging tax (TLT) receipts confirmed a record-breaking year for Lane County.

While there is some concern that the sharp increase from FY23 to FY24 may be due to late payments, the Department of Revenue has not flagged any discrepancies in total disbursements. Collaboration with county staff and quarterly summaries from the Department of Revenue have improved our ability to track TLT revenues and evaluate trends.

LANE COUNTY LOCAL LODGING TAX COLLECTIONS



Dana Turell
Chair, Board of Directors

PROMISE

The Eugene, Cascades & Coast region has Oregon's greatest variety of adventures in easy to reach, uncrowded places.

MISSION

Grow overnight visitors for a vibrant, year-round and county-wide economy.

WHY

We believe our work inspires people to experience and appreciate Lane County, creating opportunities, a sense of place and stronger communities.

VISION

Travel Lane County is a recognized leader in achieving year-round economic growth throughout the Eugene, Cascades & Coast region through innovative destination marketing, product development and exceptional visitor experiences.





LEISURE VISITORS

Keeping destination top of mind in key flight and drive markets, Travel Lane County's always-on marketing reinforces destination visibility and drives traffic to itineraries and storytelling content on our website.

Building on Travel Lane County's commitment to accessibility, a collaboration with social media influencer and passionate disability advocate Kristin Hayes highlighted adventures in the region. Her experience in Florence highlighted the transformative impact of innovative accessibility features, including David's Chair all-terrain track chairs and the Mobi-Mat installation at Heceta Beach. Through her journey, Kristin demonstrated her experience exploring outdoor adventures throughout the county, inspiring others to discover Lane County's natural beauty. This partnership supported our strategic focus on showcasing year-round accessible adventures while amplifying our destination's message through trusted voices who can reach targeted audience segments.

The collaboration with Cities of the Big Ten created compelling destination content through curated top-ten features for each Big Ten market. This initiative complements our ongoing work with GoDucks.com to expand regional visitor engagement, particularly focusing on drive markets and sports enthusiasts.

Program KPI Highlights

23.5 million
impressions

210,000 clicks
to our key visitor content
(a 94% increase year over year)

174 million
earned media impressions



CONVENTIONS

FY25 kicked off with the successful hosting of two major hospitality-focused conventions. The One West Summit (formerly Destinations Marketing Association West Education Summit) brought over 150 tourism professionals to Eugene-Springfield, fostering collaboration and learning within the industry.

The Tourism Cares Meaningful Travel Summit, known for its global presence and strong sustainability focus, attracted a sold-out audience to the Eugene Conference Center. As part of the event, Tourism Cares awarded a \$15,000 grant to the Inspire Culinary Academy in Florence, supporting their mission to equip low-income and disenfranchised youth (ages 16-24) with essential culinary, nutrition, safety, sanitation, and employability skills.

Convention capacity expanded with the completion of the Valley River Inn remodel, allowing the property to once again host visitors in its guest rooms and events in its revitalized convention spaces.

Market growth continued with the opening of TownePlace Suites by Marriott, located adjacent to the Valley River Inn.



This marked the first addition of new hotel inventory in the area in more than five years, providing fresh options for visitors and enhancing Eugene-Springfield's ability to host events and visitors.



SPORTS COMMISSION

The Eugene, Cascades & Coast region demonstrated its comprehensive sports tourism portfolio this fall, strategically hosting events that amplified community engagement and drove economic impact across both urban and rural venues.

Anchored by Big Ten athletics' regional debut, our destination welcomed significant new visitor segments while continuing to support diverse sporting events that showcase Lane County's versatility as a sports tourism destination. The National Amputee Golf Association's 75th National Championship and 34th Senior National Championship in Creswell aligned with our accessibility initiatives and community development goals.

The innovative Mountain Town Throwdown Festival at Willamette Pass Ski Resort exemplified our integrated approach to sports tourism, combining a B-tier PDGA-sanctioned disc golf tournament with vibrant cultural experiences. Meanwhile, the celebration of two historic milestones – the 50th anniversaries of both the Butte to Butte and Scandia Run – reinforced our destination's endurance sports legacy.

The USA BMX Lumberjack Nationals at Emerald Valley BMX delivered substantial economic impact, attracting



611 riders and 2,566 attendees. The Major League Soccer Portland Timbers' Timber Joey lumberjack mascot opened the event with the start of his chainsaw and took pictures with kids and their families in the Sports Commission booth. Our support extended to community-focused events like the EWEB Run to Stay Warm, which included both a shakeout run and race day programming that ranged from kids' events to half-marathon distances.

Looking ahead, the Welcome to TrackTown roundtable continues to enhance our position as a premier track and field destination. This collaborative effort earned recognition from Sports ETA as Destination Branding and Marketing Campaign of the Year, solidifying Lane County's place at the forefront of sports tourism.



The membership team continues to grow its roster, with total membership now surpassing 600 businesses and organizations — the first time this milestone has been reached since the pandemic. Efforts to connect with hospitality businesses include sponsoring Chamber of Commerce Business After Hours events, attending Chamber Greeters meetings, and presenting to various organizations. These initiatives to raise awareness along with offering free Associate memberships to qualifying hospitality businesses improve our ability to benefit a diverse range of partners.

New President & CEO Samara Phelps has been actively engaging with the community, starting with city council presentations in four Lane County communities.

These appearances have allowed her to meet elected officials and share updates on Travel Lane County's work. Additionally, she has been meeting individually with elected officials and business leaders to build relationships and familiarize herself with local priorities. Samara has also connected with the broader community through updates on KLCC, KPNW, and KGNU radio stations, as well as a feature article in the Register-Guard.

Travel Lane County staff collaborated with Lane County Finance staff to review transient lodging tax (TLT) reporting and explore ways to improve tracking of TLT revenues across the region. Despite ongoing confusion caused by the Oregon Department of Revenue's distribution and reporting cycles, Travel Lane County identified an issue with TLT revenue being accurately



remitted to the local cities. This discrepancy is being corrected, with future TLT distributions adjusted to ensure accurate allocations. Thanks to the Lane Council of Governments providing city limit shape files to AirDna, Travel Lane County is now better equipped to provide communities data on the inventory and performance of short-term rental properties.



Travel Lane County advanced several strategic initiatives in the first half of FY2025 to enhance regional cycling infrastructure and accessibility, strengthening our destination's competitive position in key growth segments. A milestone achievement was the designation of Aufderheide Drive (Forest Service Road 19) as Oregon's 18th Scenic Bikeway, culminating a decade-long collaboration with Cycle Oregon, U.S. Forest Service, and Oregon Parks and Recreation Department. This addition complements our region's existing portfolio of scenic bikeways - Willamette Valley, Covered Bridges, and McKenzie Pass - further positioning the Eugene, Cascades & Coast region within Oregon's \$1.5 billion recreational cycling market.

Concurrent infrastructure developments included the finalization of Connect Lane segments 3 and 4, establishing critical linkages between Cottage Grove, Creswell, and Eugene, with Lane County Public Works committed to wayfinding implementation for the 2025 season. Accessibility enhancements advanced through strategic installations, including expanded Mobi Mats at Heceta Beach and additional hearing loops at the Hult Center for the Performing Arts' box office and concessions.

Looking ahead, Travel Lane County is increasing access to the destination by facilitating 15 Wheel the World assessments with hospitality partners, supporting Oregon's initiative to become the first certified state within this global accessibility platform. Additionally, our collaboration with Travel Oregon's Recreation Ready program secured support for the Deathball Trail Complex near Cougar Reservoir, integrating interpretive sites recognizing Molalla, Kalapuya, and Chinook First Nations while developing inclusive, adaptive-friendly trail infrastructure.

AUFDERHEIDE Scenic Bikeway

Aufderheide Drive (Forest Service Road 19) connects Highway 126 (McKenzie River) and SR (Caldridge/West Eugene) winding through the majestic Willamette National Forest and meandering between the McKenzie and Willamette Rivers. With minimal traffic and few man-made features, it is rare for a route to immerse riders in nature quite like the Aufderheide.

The Aufderheide is designated as a National Scenic Bikeway and an Oregon Scenic Bikeway - recognized for its spectacular views of mountains, lakes, waterfalls, creeks and rivers. Shortly into the ride from the McKenzie side is the Cougar Reservoir and Tanglefoot (Gorge) Hot Springs. Deeper into the route, riders will find old-growth forest and mountain meadows. Watch for abundant wildlife including eagles, deer, elk, bear, trout, salmon and steelhead. For cyclists who wish to explore more, the Aufderheide has more than 20 trailheads and 5 campgrounds stretching along its 40 miles (97 km).

The road connects West Eugene, Caldridge, and the McKenzie River communities, both renowned for mountain biking and water recreation. Just stay on NF-19 until you find yourself at the other end of the forest. Both stops have bike-friendly lodges and restaurants with designated parking, restrooms and public access to water.

NEED TO KNOW

Beware of Hazardous Route Conditions: The Aufderheide is truly immersed in old-growth forest, so expect heavy shadows and dappled sun that could block your vision. Beware of natural road hazards like moss-covered pavement, encroaching brush, gravel, debris and leaf litter, deep and narrow ditches, falling rocks and landslides when riding. This is an older road, so expect cracks, potholes, crumbling and fading road lines. For current trail status and any alerts - such as temporary road closure - check with the Willamette National Forest.

Watch & Yield to Vehicles: The Aufderheide is used as a transport route for large trucks and has narrow to no shoulder for cyclists. Take extra precautions when approaching blind curves by reducing your speed and be prepared to pull over to allow loaded log trucks to safely pass. You can find more information on hearing schedules by contacting the Middle Fork Ranger District or the McKenzie River Ranger District.

Bundle Up & Stand Out: The ride can get chilly at the peak of the route, so make sure to layer up and take a jacket with you regardless of the season and forecast. Wear light colors and reflective clothing so drivers can see you. Use lights on the front and back when riding at dusk or in low visibility conditions.

Pack Your Bag: Services are not available on this route. Take snacks, extra water, first aid, a spare tube and a pump.

Bring a Map: Cellphone coverage is limited, so download any digital maps you may need prior to your ride. You can download the RideWithGPS map using the QR code below.

Respect the Forest: Every wild thing contributes to a healthy forest ecosystem. Leave what you find and pack out your trash.

Respect the Wildlife: Large cycling groups can stress the animals. Don't feed any wildlife you encounter and don't follow them or force them to flee.

Find more information, download the route map and see current conditions

EUGENE CASCADES COAST

cycle Oregon

US Forest Service

Distance 40 miles

Estimated time to complete 6 hours, 55 minutes

Difficulty level Extreme - This is an elite ride for experienced riders only. Cyclists must be willing to take risks and ride for long periods of time.





INTEGRATED MARKETING

The Integrated Marketing team executed strategic content and infrastructure initiatives that advanced our comprehensive digital and print asset portfolio. 194 new images and video were added to our media library, enriching our visual storytelling. Three blogs by influencer Kristin Hayes highlighted her accessible adventures in all three regions, offering invaluable insights for wheelchair users seeking inclusive travel experiences. These updates reflect our commitment to representation and high-quality content that resonates with diverse audiences.

Key infrastructure projects took center stage during this period, including work on our Eugene Airport display area. Plans for digital signage and an interactive visitor information kiosk are underway, with installation scheduled for early 2025. These enhancements aim to create an engaging and welcoming first impression for visitors, offering real-time resources to explore Lane County.

Looking ahead, development of a comprehensive Destination Master Plan that strategically addresses the intersection of resident and visitor needs is underway.

The draft RFP for agency partnership is under review to guide us through this collaborative 10-year vision for the destination. This planning framework demonstrates our commitment to developing sustainable, community-aligned tourism strategies that leverage regional strengths while anticipating future opportunities.

The following metrics highlight strong growth and engagement across all key areas of website performance

1.5 M Views

▲ 18.4% from previous year

591.1K Total Users

▲ 8.2% from previous year

772.6K Sessions

▲ 5.3% from previous year

508.6K Engaged Sessions

▲ 8.9% from previous year





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Lucy Vinis
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Eugene

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Allie Camp
City of Springfield
Springfield

John Hamilton
Oregon Restaurant &
Lodging Association
Eugene

Bettina Hannigan
Florence Chamber of
Commerce
Florence

Georgia Haskell
Cottage Grove
Chamber of Commerce,
Cottage Grove

Ben Klipfel
City of Eugene - Library,
Recreation & Cultural
Services Department
Eugene

Megan Messmer
City of Florence
Florence

Vonnie Mikkelsen
Springfield Area Chamber
of Commerce
Springfield

Steve Mokrohisky
Administrator
Lane County

Cathryn Stephens
Eugene Airport
Eugene

Brittany Quick-Warner
Eugene Area Chamber of
Commerce
Eugene



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City of Eugene

Allan Benavides

Eugene Emeralds Baseball Club

Mike Duncan

University of Oregon Athletics

James Feist

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TrackTown USA

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City of Florence

Mike Ripley

Mudslinger Events

Tony Scurto

Lane Education Service District

Bev Smith

Civic Park

Craig Smith

City of Eugene

Rich Spurlin

Eugene Country Club

Michael Wargo

Willamalane Park and Recreation District

Brittany Quick-Warner

Eugene Chamber of Commerce

Thomas Wuest, MD

DocTom Consulting, LLC





TRAVEL LANE COUNTY STAFF

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Vice President of Finance & Administration

Destination Marketing

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Executive Vice President

Philis McLennan
Director of Conventions & Sports Marketing

Convention Sales & Marketing

Brian Saunders
Convention Services Manager

Eugene Cascades & Coast Sports Commission

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Ella Perez
Director of Event Operations, Sports

Kate Walkup
Sports Sales and Marketing Coordinator

Tourism Sales & Marketing

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Senior Director, Tourism

Meg Trendler
Director of Tourism Sales

Julia Voigt
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Emily Forsha
Vice President of Integrated Marketing

Taj Morgan
Director of Content Strategy

Melanie Griffin
Art Director

Stakeholder Relations

Andy Vobora
Vice President of Stakeholder Relations

Megan Temple
Senior Director of Partner and Community Engagement

Haley Mendez
Membership Coordinator

Connor Nolan
Destination Development Manager

Visitor Services

Clarissa Warrick
Visitor Center Manager

Kyle Chase
Visitor Service Specialist

Nicole Kelley
Visitor Service Specialist



A person wearing a red beanie and a grey sweater is sitting on a large, weathered log on a cliff. They are looking out over the ocean towards a white lighthouse with a red roof. The sky is filled with soft, colorful clouds from a sunset or sunrise. In the background, a green field and a small building are visible on the cliffside.

EUGENE CASCADES AND COAST