

Travel Lane County Annual Report FY19



INDUSTRY GROWTH CONTINUES



Kari Westlund President/CEO Travel Lane County

This has been an energizing year and with additional projects breaking ground the momentum will continue, setting the stage for increased tourism for decades to come.

Visitor spending and transient room tax receipts reset the bar once again and and Travel Lane County membership remains diverse and strong. It was an honor to host the Governor’s Conference on Tourism, and yet without an investment in additional conference space, our region cannot host this exciting event in the years ahead.

Culinary and agritourism hit its stride this year as we introduced the Eugene Tasting Trails App and launched the South Willamette Valley Food Trail. Partners within this key sector will lead to additional offerings in the coming year.

Mission

Travel Lane County's mission is to increase the number of overnight visitors. We market and promote the Eugene, Cascades and Coast region as a destination for travel, conventions, sports, meetings and events. We serve as a private, nonprofit association dedicated to economic development through visitor spending, which pumped more than \$762 million into Lane County, Oregon's economy in 2018.

Vision

Travel Lane County’s vision is to be 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. We are focused on positioning Eugene, Cascades and Coast is one of the most preferred travel destinations in the Pacific Northwest.

Brand Promise

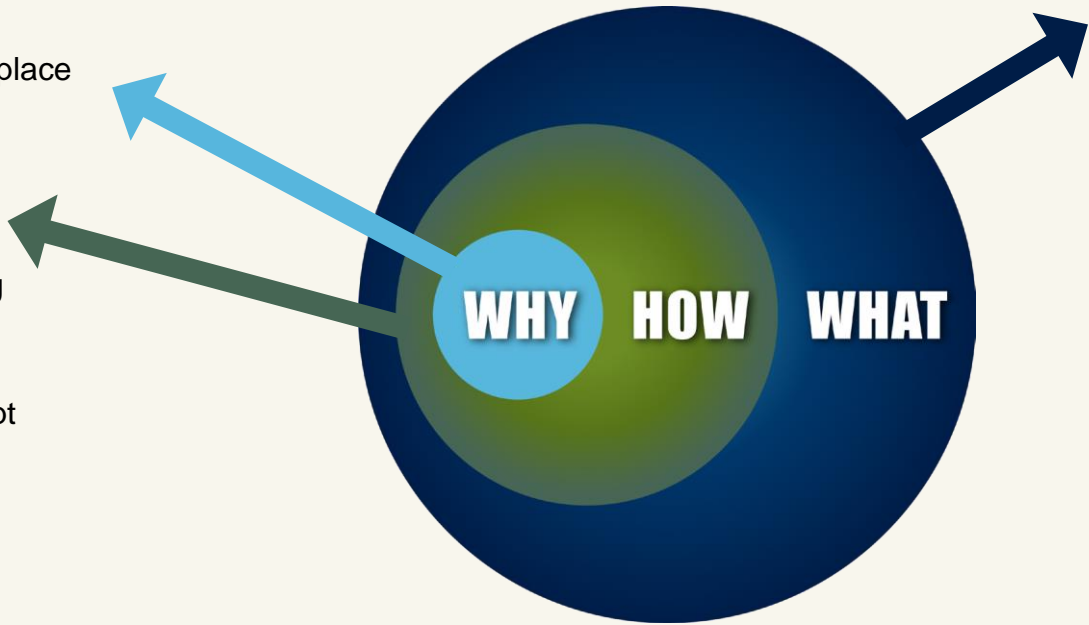
Our brand promise is enriching, authentic, approachable experiences for all ages and abilities.

Why We Do What We Do

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

How Do We Do it

- We provide Leadership in the development of the region’s year-round tourism sector.
- We are Brand Ambassadors who are committed to knowing our destination from one border to the other and living our brand promise.
- We are Professionals who provide informed, friendly, prompt and respectful service.
- We Value our staff, members/partners and customers.
- We practice Good Stewardship of resources.
- We are Welcoming and oppose discrimination of any kind.



What We Do

- We market Lane County to leisure travelers, sports planners and meeting planners.
- We create content that is inspiring, available and valuable.
- We provide member benefits that create value.
- We greet visitors with information and resources to plan experiences.
- We communicate timely and accurate information to our stakeholders.
- We develop tools that allow staff to be effective and efficient.
- We partner with communities and organizations to provide the right experience for the right person at the right time.

YEAR IN REVIEW

Throughout Lane County our landscape continues to quickly change as transformative projects come to life. Highlighted in the map are only a handful of projects that will become demand generators for residents and visitors. Some projects will come to life before key community events like the U.S. Olympic Track and Field Trials in 2020 and Oregon21 | IAAF World Track and Field Championships in fall of 2021. Other projects will be completed in coming years. No matter what the timing, these new assets will create a legacy that will serve our communities for decades to come.

\$762 MILLION

Direct Visitor Spending

\$297 MILLION

Industry Earnings

11,030

Industry Jobs

\$12.3 MILLION

Transient Room Tax



Revitalization of the Highway 101 and 126 corridors in Florence through streetscaping and repaving in coordination with ODOT. Project will include new sidewalks, plazas, lighting, bike lanes, landscaping, irrigation, and undergrounding of utilities.



Hayward Field at the University of Oregon will be the finest track and field facility in the world when it is complete in 2020. An unparalleled stage on which to push the limits of what is possible while providing the ultimate fan experience—a theater for track with comfortable seats, in-stadium amenities, amazing sight lines and intimacy to the competitors.



Civic Park, a new sports and recreation complex on the former Civic Stadium site, will include a 40,000 sq ft indoor fieldhouse with four sport courts, two outdoor sport courts, an outdoor multi-sport turf field, and 2,500-seat grandstands.



An indoor track facility in Glenwood will be capable of hosting a variety of sports activities and other community events such as concerts.








The Phil and Penny Knight Campus for Accelerating Scientific Impact is a \$1 billion initiative to fast-track scientific discoveries into innovations that improve the quality of life for people in Oregon, the nation, and the world.

YEAR IN REVIEW

Direct visitor spending in Lane County topped \$762 million in 2018 and an additional \$259 million was by county residents travelling in and out of the region. This resulted in total visitor spending of over \$1 billion in 2018.

\$762 million in direct visitor spending positively impacts the Eugene, Cascades & Coast region. Spending on accommodations contributes around 20 cents on each dollar spent by visitors. But not all visitors stay in commercial accommodations. Visitors, whether staying in commercial accommodations or with family and friends, have something in common. They all need to eat and drink and this means the food and beverage sector garners the largest part of each visitor dollar spent. With a strong food and beverage sector, and growing stronger each year, our region is well-positioned to continue growing this part of the spending pie. It's exciting to note how many parts of our regional economy are touched by visitor spending. Lane County is part of the \$12.3 billion state tourism economy and the more than \$2 trillion national tourism economy.



 Transportation	\$133M
 Arts, Entertainment & Recreation	\$94M
 Food & Beverage	\$293M
 Accommodations	\$141M
 Retail	\$101M
Total	\$762M

Source: Dean Runyan Associates, LaneCo2018p

YEAR IN REVIEW



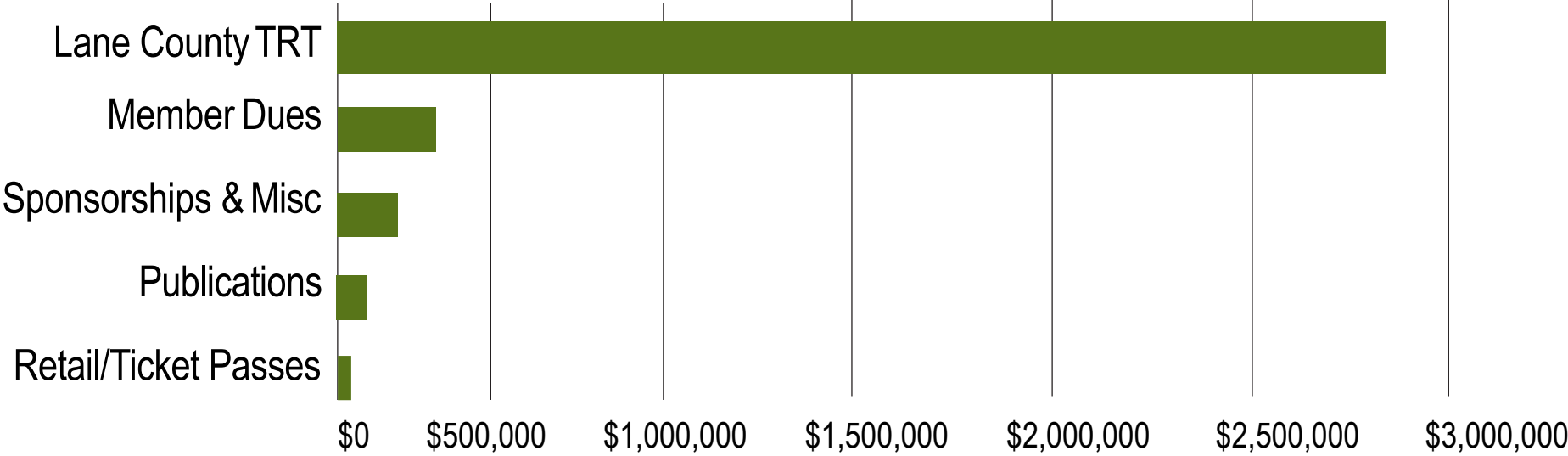
Lane County’s visitor industry set new records in FY19 as spending reached the \$1 billion mark and transient room taxes grew for the 9th consecutive year. Significant hotel remodels were completed in Eugene and Springfield and two additional hotel properties broke ground and will add room supply in 2020.

Lane County’s visitor spending for commercial lodging generated a record \$12.3 million in transient room tax receipts in fiscal year ’19. As shown in the chart below, these funds provide the support for destination marketing throughout the county. Travel Lane County’s investment of \$2.8 million of TRT resulted in a more than \$78 million in economic value – **\$1 invested > \$28 generated.**

TRT funds benefit all of Lane County

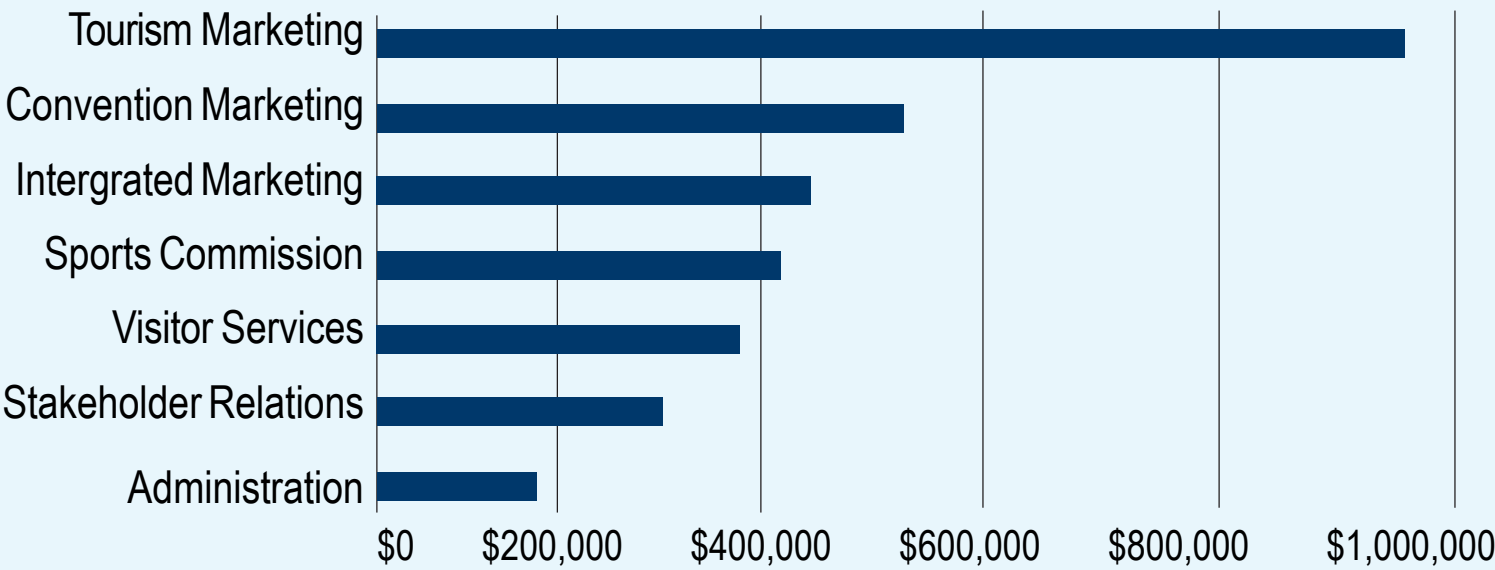
Lane County	\$4.5 million
City of Eugene	\$3.0 million
Travel Lane County	\$2.8 million
Springfield	\$1.4 million
Florence	\$418,000
Cottage Grove	\$138,000

FY19 Revenue \$3.3 M

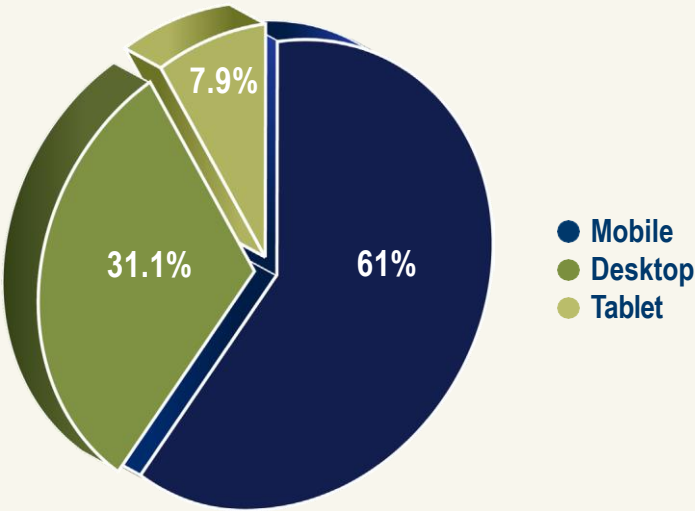


Travel Lane County was created as a Transient Room Tax investment tool. It is governed in partnership by local government and the hospitality industry.

FY19 Expenses



Sessions by Device



1,037,808
Web Sessions - Up 13%



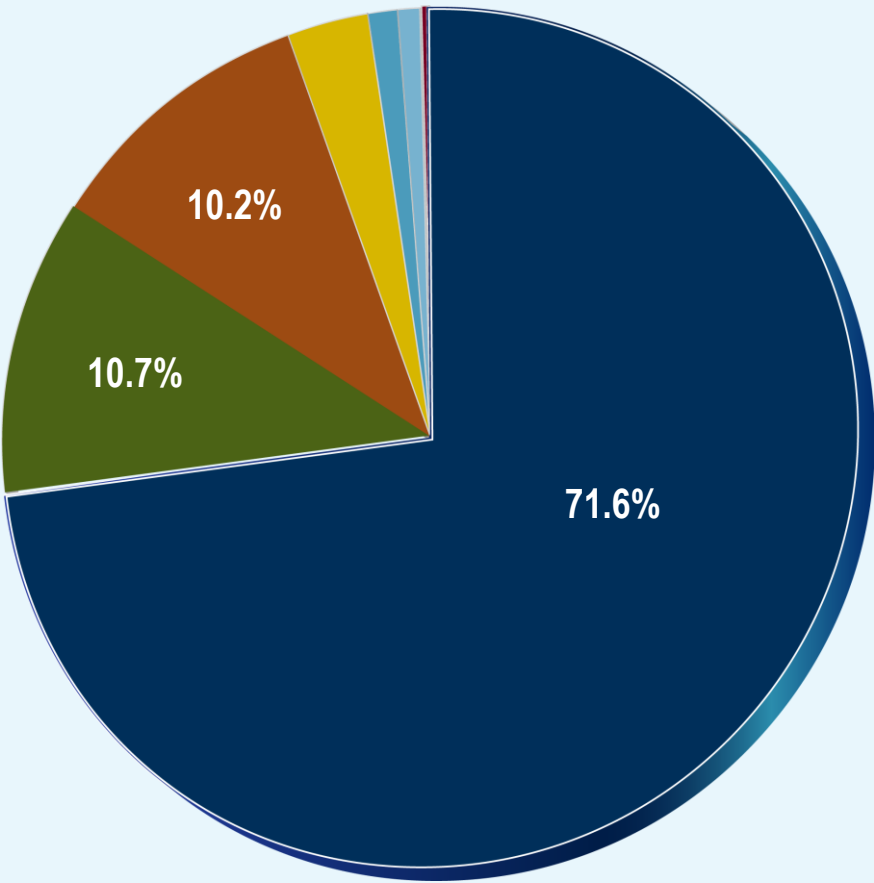
EugeneCascadesCoast.org had 1,037,808 web sessions in FY19, an increase of 13% from the previous year.

Our SEO efforts continue to pay off, with organic search traffic increasing 9% over the previous year. We continue to focus on leveraging our strong search traffic by improving user experience on our most popular landing pages.

A greater focus on blogs strengthens our role as destination storytellers and provides unique information that can only be found on our website.

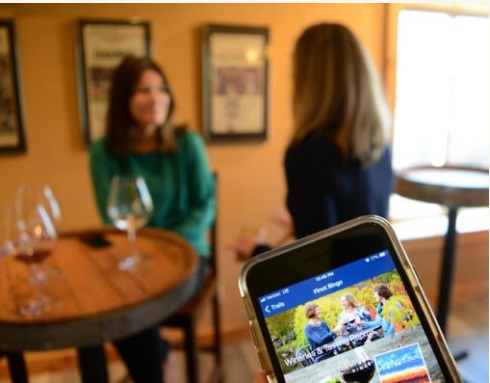
The share of users accessing our website on their mobile device continues to increase, particularly with the focus on paid social media campaigns. The Integrated team continues to look for ways to streamline our navigation and make it easy for mobile users to find pathways to the information they need to plan their trip.

Sessions by Source



57 New video filming locations

53 New videos to our asset library



We are committed to collaborative and coordinated local economic development. With an impressive media library of photo and b-roll to offer, the focus for the coming year will shift to making assets more easily available for partner and media use.

DEPARTMENT HIGHLIGHTS

TOURISM MARKETING

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Adventure Center, Springfield

6,368

Downtown Eugene

2,294

Visitor Van

7,637

Visitor Contacts

16,299



GO campaign assets were utilized in targeted ways in FY19. For example, the Florence Getaway winter promotion used GO Florence to connect the community to the specific campaign content and leveraged investments made by Travel Oregon during their winter campaign. Investment in print advertising, while continuing to reach more than 21 million impressions, gave way to more focused digital advertising capitalizing on new tools the organization has invested in. Some digital campaigns drove viewers to our website, with the intent to provide inspiration to move them from interest to booking a stay, while other digital

campaigns worked to attract individuals who exhibited interest in visiting the region. With only limited experience using these new tools, staff is excited to continue working with its partners, like Trip Advisor and ADARA, to gain more experience and further focus these campaigns. To get a feel for the power of these campaigns, a \$7,000, 6-week campaign with ADARA yielded more than 800 room nights booked.

Print Advertising

26 Placements

Impressions

21.6 Million

Digital Advertising

7.6 Million Impressions 159,506 Clicks
2.1% CTR



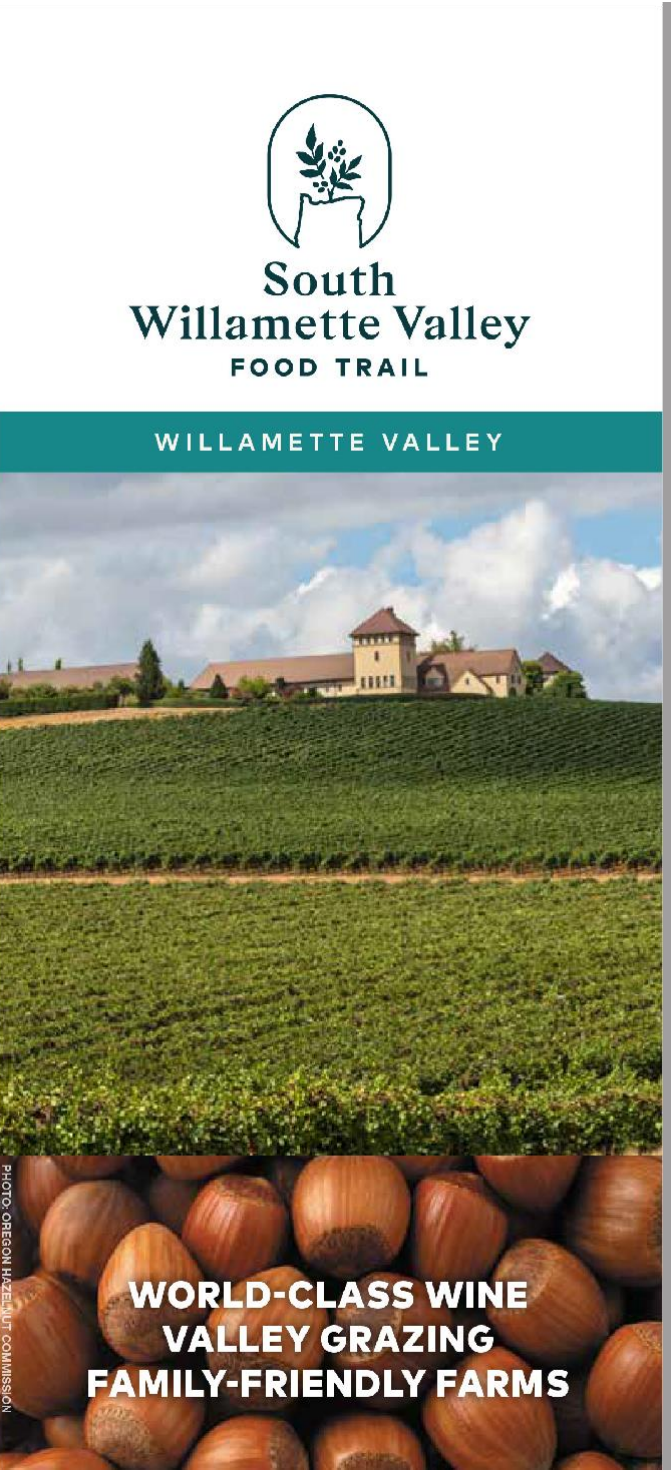
Go Springfield printad



Go McKenzie River bannerad



Social Media ad campaign



With a total of more than 151,000 followers, our storytelling and engagement through social media and blogs attracted 16% more followers over the fiscal year. Earned media placements increased reach by over 400% to more than 782.7 million.

Culinary and Agritourism was a focus of our destination development activities as we hosted Travel Oregon staff to facilitate an agritourism studio process. Great interest and excitement resulted in a tremendous participation by member and non-member businesses in the region.

Debuting at the Oregon Governor’s Conference on Tourism, the South

Willamette Valley Food Trail piqued the interest of locals and visitors alike.

As reported mid-year, Travel Lane County launched the Eugene Tasting Trails App in December 2018.

All three passport programs were combined into one app making is easier for everyone involved and providing better engagement information.

With over 2,000 downloads by year-end, the app continues to resonate with locals and visitors.

Earned Media

782.7 Million Impressions

87 Articles

\$5.9 Million Estimated Value

WILLAMETTE VALLEY

WORLD-CLASS WINE VALLEY GRAZING FAMILY-FRIENDLY FARMS

TRAVEL TIPS

This year's drink and dine South Willamette Valley Food Trail is designed to inspire a year-round love of the county's food and wine. Here are some of the highlights:

- High season wine parties: March through May - 100+ wineries
- Seasonal wine and food festivals: June - October
- Local food and wine tours: June - October
- Local food and wine events: June - October
- Local food and wine events: June - October

Discover more about the South Willamette Valley Food Trail at [SouthWillametteValleyFoodTrail.com](#)

The South Willamette Valley Food Trail is a self-guided journey through Oregon's agricultural heartland.

Enjoy farm-to-table restaurants, world-class wineries, and unique experiences along the way.

Discover more about the South Willamette Valley Food Trail at [SouthWillametteValleyFoodTrail.com](#)

WORLD-CLASS WINE
EUGENE TO SOUTH WILLAMETTE VALLEY WINE COUNTRY

Produce harvesters and wineries are just a few miles apart in the heart of the Willamette Valley wine country. The region is known for its world-class wineries and family-friendly farms. The South Willamette Valley Food Trail is a self-guided journey through the region's agricultural heartland.

A RIVER RUNS THROUGH IT
SPRINGFIELD TO MCKENZIE RIVER

Let the river guide you to world-class wineries and family-friendly farms. The McKenzie River is a beautiful waterway that flows through the heart of the Willamette Valley wine country. The South Willamette Valley Food Trail is a self-guided journey through the region's agricultural heartland.

FAMILY-FRIENDLY FARMS
EUGENE TO CRENSHAW TO YENITA

Explore these family-friendly farms year-round. The South Willamette Valley Food Trail is a self-guided journey through the region's agricultural heartland.

LODGING

Enjoy a night's stay in a beautiful location. The South Willamette Valley Food Trail is a self-guided journey through the region's agricultural heartland.

EXPERIENCES

Enjoy a unique experience. The South Willamette Valley Food Trail is a self-guided journey through the region's agricultural heartland.

The numbers adjacent to business names indicate their listing on the map.

DEPARTMENT HIGHLIGHTS

CONVENTION MARKETING

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From 800 to more than 10,000 attendees, several large faith events created significant economic impact for the community in FY19.

In July 2018, PK Park played host to Luis Palau and brought 8,000 to the ballpark. This was followed in September by the North Pacific District of Foursquare Churches conference at Graduate Eugene. Capping things off was Beth Moore's Living Proof Live at Matthew Knight Arena. This was a return engagement and drew 4,000 attendees.

The Service Employees International Union's General Council brought 500 attendees to the Lane Events Center and the response was so positive they are planning on returning in 2020.

Thanks to our great Eugene Airport staff we now have the Chicago market in our sights. Convention Sales Manager Juanita Metzler conducted sales calls in Chicago coinciding with the inaugural United Airlines flight, and we conducted a geotargeted digital campaign to Chicago area meeting planners.


1,300 visits to our Chicago meetings landing page were recorded in the first 30 days.

Nation of Makers Conference and the Wine Tourism & Marketing Conference are booked for 2020, positioning us for another exciting year.

Convention/Meetings

Bookings	39
Room Nights	10,924
Delegates	19,911
EEI	\$7.2 Million

Social Media Connection

3,927  54%

Digital Advertising

Impressions	1.5 Million
Clicks	21,798
CTR	1.4%

Website Sessions

33,135  97%

Earned Media

Impressions	196,092
Articles	7
Estimated Value	\$13,066



Ad focus and results

The unexpected confirmation of the U.S. Olympic Team Trials – Track & Field was thrilling for the entire community.

Returning to Hayward Field in 2020, after originally losing the bid to Walnut, California, the Trials will be hosted by Eugene-Springfield for an unprecedented fourth consecutive time.

An exciting summer of track and field will get under way with the Pac-12 Track & Field Championships on May 16-17, 2020.

Signature track and field events catch the attention of many people throughout the county, however there are many exciting sporting events occurring throughout the year that contribute significantly to the region’s economy.

The USGA Senior Amateur attracted 1,000 people to the Eugene Country Club in August 2018, regattas and drag boat races brought thousands to Lowell, the ever popular “Big O” International Roller Derby competition that brought nearly 1,500 to the Lane Events Center and the USA BMX Gold Cup Championships will bring 5,000 to the Emerald Valley BMX track in September 2019.

38 Bookings

Room Nights 52,479
Delegates 62,485
EEI \$44.8 Million

Social Media Connections

6,150 ↑ 18%

Website Sessions

19,351 ↓ 18%

Digital Advertising

Impressions 690,018 Million
Clicks 7,052
CTR 1.02%

Earned Media

6.1 Million Impressions
32 Articles
\$26,898 Estimated Value

TRANSPORTATION



The Eugene Airport secured a new direct connection to and from Eugene when United Airlines began daily seasonal service to Chicago.

With strong ridership there is a possibility United will operate the service year-round and data since inception indicates the market is responding positively to this new connection.

Overall deplanements for the fiscal year totaled 573,646, which is within eleven passengers of the record set in FY18.

The addition of a TSA PreCheck line at security was another win for Airport users, as was the addition of new art displays in the terminal.

Parking changes, including the addition of economy parking, were implemented and summer construction will expand the number of spaces.

New ingress and egress infrastructure will be added and will expedite the flow of cars in and out of the parking areas.

Uber and Lyft arrived in the metro area to the delight of many community members. Bike Share in Eugene celebrated its first anniversary and based on the record-setting use by over 13,000 locals and visitors who logged more than 210,000 miles, it appears bikeshare has established itself.

Four stations were added in Eugene, including popular destinations near Valley River Inn, Amazon Pool, Lane Events Center and 19th and Agate.

Travel Lane County member, America's HUB World Tours, assumed operation of OMNI Shuttle at year-end. With the addition of new equipment, and the expertise brought by America's HUB, the new HUB Airport Shuttle will offer consumers another good option to travel to and from the airport.

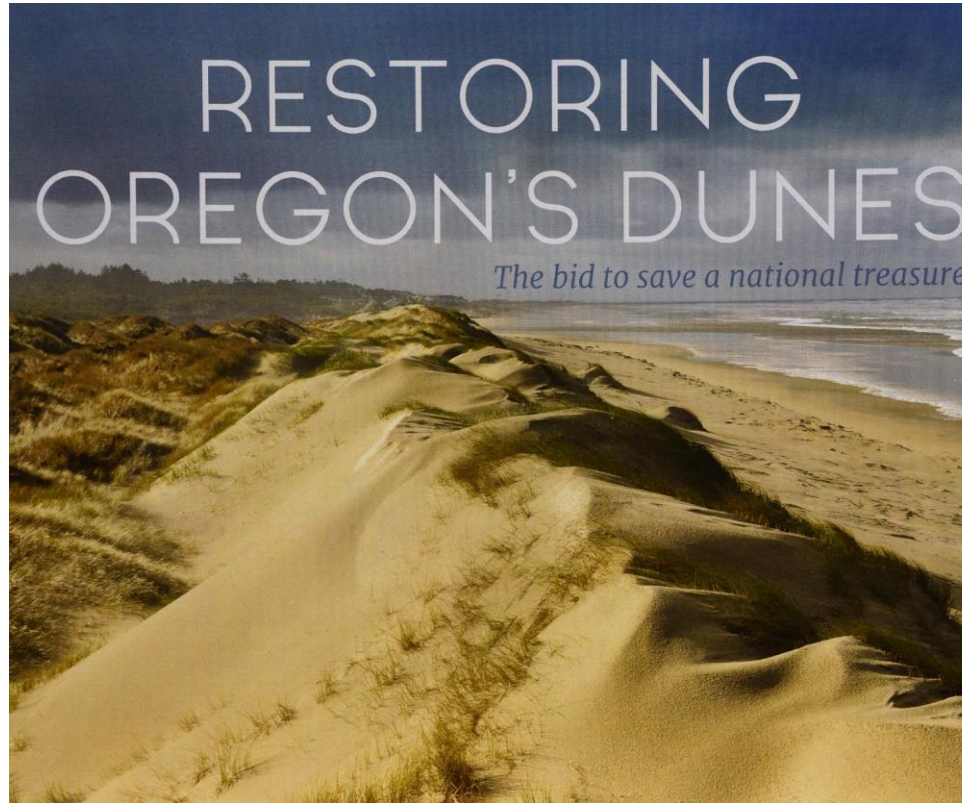
AWARDS & HIGHLIGHTS



Eugene played host to the 2019 Oregon Governor's Conference on Tourism. A sellout crowd enjoyed opportunities to celebrate and learn during the three-day event staged at the Graduate Eugene Conference Center. With attendance growing beyond our available meeting space, it is unlikely Eugene will have the opportunity to host this state-wide event in the future. A highlight of the conference was seeing Travel Lane County's Meg Trendler, Tourism Sales Manager, be awarded the Oregon International Sales & Trade Award from Travel Oregon.

Travel Lane County was able to host a U.S. Travel Tourism Roundtable with Congressman Peter DeFazio, providing the perfect backdrop to present the Congressman with the U.S. Travel Association's Distinguished Travel Champion Award. US Travel recognizes two members of congress annually and it was an honor to see him recognized. Travel Lane County staff, board members and city staff briefed Congressman DeFazio on local projects and how these projects are transforming the region.

The Oregon Dunes Restoration Collaborative was honored to have its book *Restoring Oregon's Dunes: The bid to save*



a national treasure, receive the Public Lands Alliance award for publication of the year during their 2019 Partnership Awards.

Travel Lane County board and staff continue to work within the industry to position the organization for success. Here are a number of these efforts:

- Kari Westlund, President/CEO was named 2018 Business Leader of the Year by the Springfield Chamber of Commerce.
- Natalie Inouye, VP of Tourism Marketing, is serving as president of the Willamette Valley Visitors Association board.
- Janis Ross, VP of Convention and Sports Marketing, is serving on the board and as treasurer of the National Association of Sports Commissions.
- Travel Lane County board members Richard Boyles and Nigel

Francisco serve on the Oregon Tourism Commission.

- Kari Westlund, President/CEO and Janis Ross, VP of Convention and Sports Marketing, are completing certification as Certified Destination Marketing Executives through Destinations International. Andy Vobora, VP of Stakeholder Relations, will begin the CDME coursework in the coming fiscal year.
- Kari Westlund, President/CEO serves on the Board of Directors for the U.S. Travel Association and the ODA (Oregon Destination Association) board.

Travel Lane County was awarded with the Destination Marketing Accreditation Program (DMAP) seal by Destinations International in recognition of the organization's commitment to industry excellence and meeting the industry standard for performance and accountability of destination organizations around the world.

DMOProz, a third-party auditor hired by Lane County, provided the organization high marks based on their analysis of the organization's structure, budget and operations, along with dozens of interviews that included members, stakeholders, staff and elected officials.



Officers

Lorrie Normann, Chair
Valhalla Winery
Veneta - Fern Ridge

JB Carney, Vice Chair
Earthquake Fit
Eugene

Pam Whyte, Treasurer
Emge & Whyte
Eugene

Robert Canaga, Past Chair
Robert Canaga Studio
Eugene

Board of Directors

Martin Alletson
Driftwood Shores
Florence

John Barofsky
LaPerla Pizzeria
Eugene

Dr. Lisa Benson
Lane Community College
Eugene

Richard Boyles
Mereté Hotel Management Group
Eugene

Corey Buller
Lane Events Center
Eugene

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

Scott Freck
Eugene Symphony
Eugene

Ann Hallinan
Marrone Hallinan Event Management
Springfield

Jonnie Helfrich
A. Helfrich Outfitter
Mckenzie River - Cascade Mountains

Bob Jagger
Hyatt Place Eugene
Eugene

Julie Johns
Territorial Seed Company
Cottage Grove

Lynda Kamerrer
Oakridge Lodge & Uptown Bistro
Oakridge

Christine Lundberg
City of Springfield
Springfield

Michael Newman
In Business Media
Eugene

David Penilton
America's Hub World Tours
Eugene

Sarah Smith
InnCline Hotel Management
Eugene

Pat Straube
Dari Mart / Lochmead Dairy
Junction City

Carol Tannenbaum
McKenzie River Lavender
McKenzie River

Dana Turell
Turell Group
Eugene

Jenny Ulum
Obie Companies
Eugene

Jason Williams
Hotel Eugene
Eugene

Jennifer Yeh
City of Eugene
Eugene

EX-OFFICIO BOARD MEMBERS

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

Courtney Griesel
City of Springfield
Springfield

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

Brittany Quick-Warner
Eugene Area Chamber of Commerce
Eugene

Bettina Hannigan
Florence Area Chamber of Commerce
Florence

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 Means
Lane County Community &
Economic Development
Lane County

Vonnie Mikkelsen
Springfield Area Chamber
of Commerce
Springfield

Erin Reynolds
City of Florence
Florence - Oregon Coast

Cathryn Stephens
Alternate for Tim Doll
Eugene Airport
Eugene



Travel Lane County
Eugene Cascades &
Coast

541.484.5307 800.547.5445
EugeneCascadesCoast.org

SPORTS ADVISORY COUNCIL

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Renee Grube

City of Eugene Library
Recreation and Cultural Services
Department Chair
Eugene

Caitlin Beach

Hilton Garden Inn
Springfield

Allan Benavides

Eugene Emeralds

Kathie Dougherty

KMTR NBC16 / Western Oregon's CW

Mike Duncan

University of Oregon Athletics
Eugene

Natasha Herndon

Valley River Inn
Eugene

Bob Jagger

Hyatt Place
Eugene

Tom Jordan

Prefontaine Classic
Eugene

Sarah Means

Lane County Community &
Economic Development
Eugene

Ethan Nelson

City of Eugene Planning
& Development
Eugene

Travis Palmer

Cottage Grove Chamber of Commerce
Cottage Grove

David Penilton

America's Hub World Tours
Eugene

Janis Ross

Eugene, Cascades & Coast
Sports Commission
Eugene

Erin Reynolds

City of Florence
Florence

Michael Reilly

TrackTown USA
Eugene

Mike Ripley

Mudslinger Events
Monroe

Tony Scurto

Lane Education Service District
Eugene

Rich Spurlin

Eugene Country Club
Eugene

Whitney Wagoner

University of Oregon, Warsaw Sports
Marketing Center
Eugene

Michael Wargo

Willamalane Park and
Recreation District
Springfield

Nancy Webber

Eugene Civic Alliance
Eugene

Kari Westlund

Travel Lane County
Eugene

Dr. Thomas Wuest

Slocum Center for Orthopedics
& Sports Medicine
Eugene



Travel Lane County
Eugene Cascades & Coast
Eugene, Cascades & Coast
Sports Commission
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Administration

Kari Westlund
President & CEO

Denise Ray
Director of Finance & Administration

Convention Sales & Marketing

Janis Ross
Vice President of Convention & Sports Marketing

Juanita Metzler
Convention Sales Manager

Philis McLennan
Conventions & Sports
Marketing Manager

Linda Norris
Convention Services Manager

Katie Morton
Convention & Sports Coordinator

Integrated Marketing

Emily Forsha
Vice President of Integrated Marketing

Taj Morgan
Web Content Manager

Colin Morton
Graphic Design & Asset Manager

Michael Sherman
Video Services

Stakeholder Relations

Andy Vobora
Vice President of Stakeholder
Relations

Maxine Walton
Director of Partnership Development

Hayley Radich
Member Services Manager

Tourism Sales & Marketing

Natalie Inouye
Vice President of Tourism Marketing

Meg Trendler
Tourism Sales Manager

Stephen Hoshaw
PR & Social Media Manager

Melanie Griffin
Tourism Marketing Coordinator

Visitor Services

Briana Mathews
Destination Development Manager

Hobe Robin
Visitor Services Manager

Diana Wells
Visitor Center Manager & Retail Buyer

Janet Auxier
Adventure Specialist

Emily Scherer
Office Assistant/ Lead
Adventure Specialist

Holly Claypool
Lead Adventure Specialist

Tiffany Ottem
Brand Ambassador

Eugene Cascades & Coast Sports Commission

Janis Ross
Executive Director

Joey Jewell
Director of Sports Sales & Development

Jessica Joyce
Director of Event Operations



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