

Travel Lane County | Annual Report FY17



TABLE OF CONTENTS

- 3 By the Numbers
- 7 Integrated Marketing
- 9 Visitor Services
- 12 Media & Public Relations
- 14 Leisure Campaign
- 15 Meetings Campaign
- 16 Sports Campaign
- 17 Sports Commission
- 18 Community
- 21 Board of Directors
- 22 Sports Advisory Council
- 23 Travel Lane County Staff

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

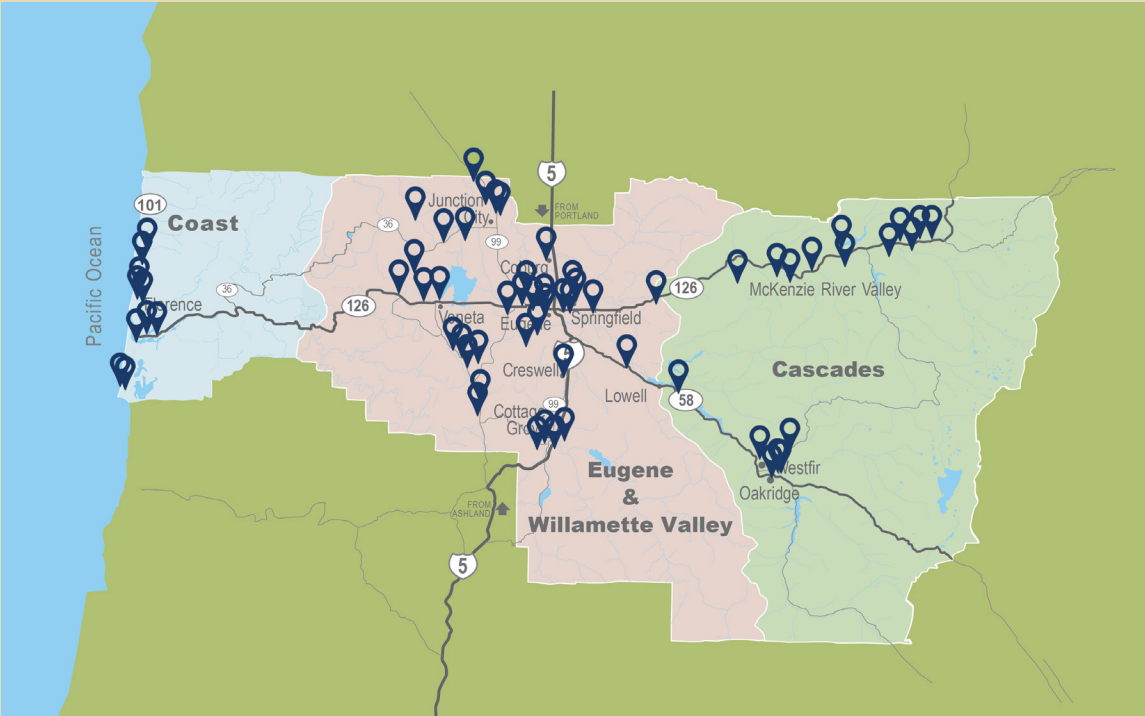
Cascades: McKenzie River, Oakridge, Westfir

Coast: Dunes City, Florence

Membership

607 Members

MEMBERSHIP BY REGION



Region	Total Members	Percentage
Eugene	363	60%
Springfield	74	12%
Florence - Oregon Coast	52	8%
McKenzie River - Cascade Mountains	35	6%
Junction City	22	3%
Cottage Grove	18	3%
Veneta-Fern Ridge	11	2%
Oakridge - Cascade Mountains	10	2%
Creswell	8	1%
Lowell	4	1%
Coburg	3	1%
Out of County	8	1%
Grand Total	607	100%

BY THE NUMBERS



\$42.3M

Economic Impact

2016 LANE COUNTY TRAVEL IMPACTS & VISITOR VOLUME

Source: Dean Runyan Associates

\$672 Million

Direct Visitor Spending

\$263 Million

Industry Earnings

10,620

Industry Jobs

\$11.6 Million

*Transient Room Tax Receipts**Return on Investment*

FY16 Travel Lane County marketing programs generated more than \$42.3 million for local communities. For every room tax dollar invested in Travel Lane County, \$16.12 in visitor spending returned or will return to Lane County's economy.

\$1

Every Room Tax Invested

\$16.12

Visitor Spending Returned

BY THE NUMBERS

2016 Lane County Visitor Spending

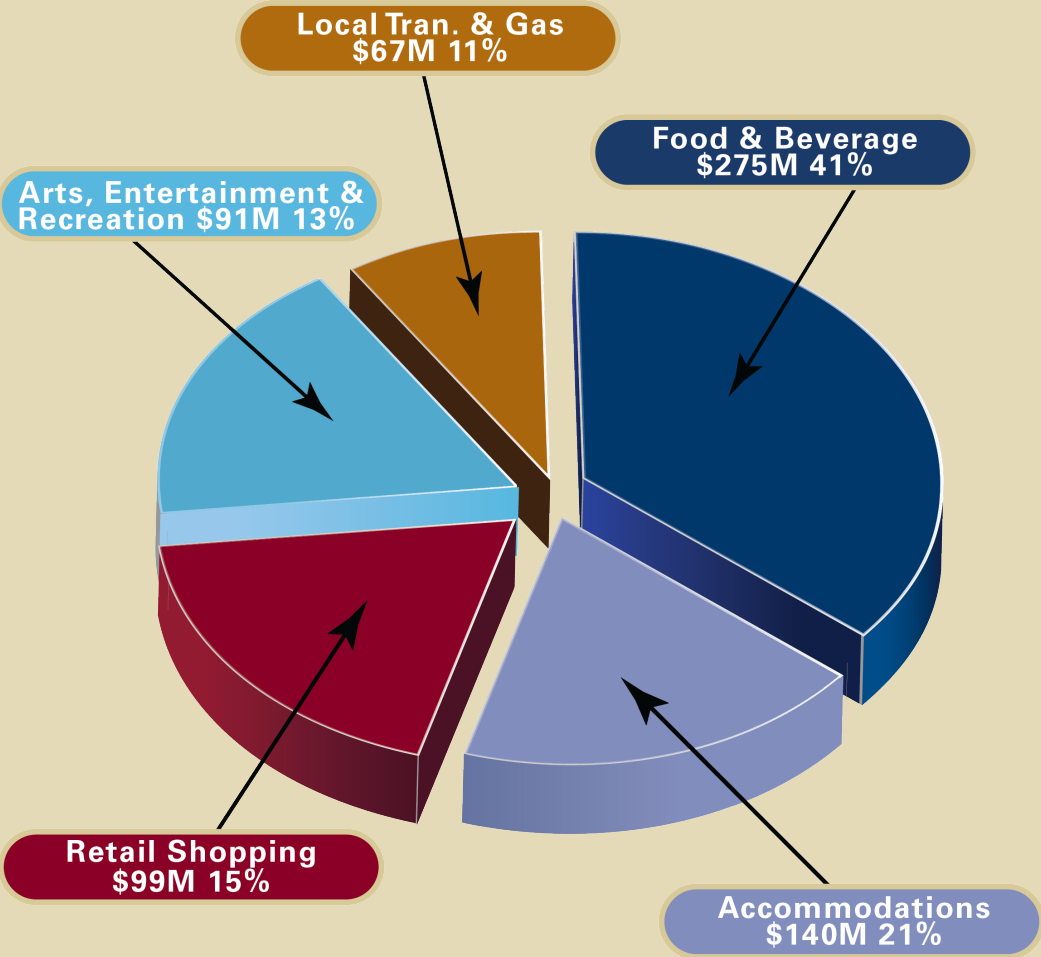
\$672M

Direct Visitor Spending

\$931M

Total Travel Spending

DIRECT VISITOR SPENDING BY COMMODITY PURCHASED, 2016



BY THE NUMBERS

Occupancy & Room Tax Collections

Area hotel development was a welcome sight in FY17. The first of nearly 500 rooms came online with the opening of Home2Suites by Hilton last November.

This addition of rooms resulted in a reduction in occupancy, however FY17 reset the transient room tax bar to yet another height as Eugene area rooms sales was up. Bolstered by the effects of the Olympic Track and Field Trials in July and a powerful ice storm in December, TRT rose by over \$1 million. Our new lodging inventory will provide needed capacity during times of compression and will challenge our industry to tap new markets in the shoulder seasons.



Year to Date - June 2017 vs June 2016

	Occ%		ADR		RevPAR		Percent Change from YTD 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Aval	Room Sold
Eugene, OR+	65.0	67.4	113.65	109.62	73.87	73.92	-3.6	3.7	-0.1	5.3	5.4	1.6
Springfield, OR+	68.1	70.0	97.95	94.55	66.73	66.20	-2.7	3.6	0.8	0.9	0.1	-2.6
Florence, OR+	54.9	56.8	107.64	104.47	59.09	59.39	-3.4	3.0	-0.5	-0.5	0.0	-3.4

Data Supplied by Smith Travel Research

BY THE NUMBERS

Travel Lane County Income FY17 Total

\$2,620,944

Transient Room Tax (TRT)

\$239,688

Other (Retail, Ad Sales, Sponsorship)

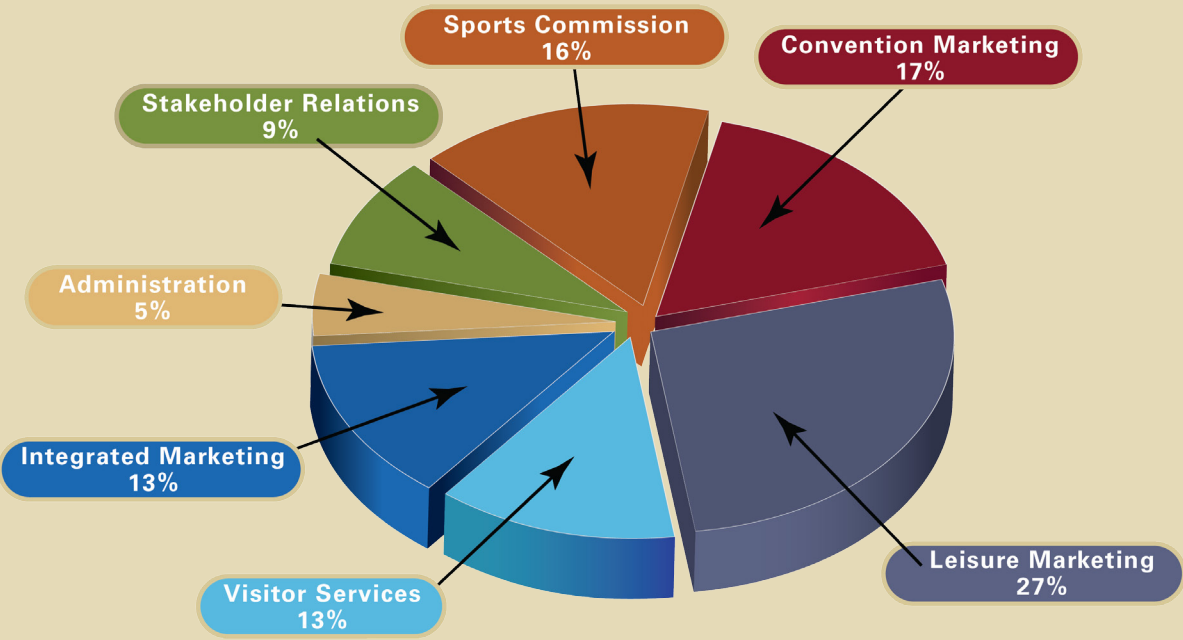
\$156,080

Members Dues

\$44,731

In-Kind Contributions

BUDGET BY DEPARTMENT



INTEGRATED MARKETING

Website & Database

The year started by converting the website to be fully responsive and ended with five more improvements:

- Blogs Integrated into Website
- Social Media Sharing Functionality (Open Graph)
- Dynamic Content and A/B Testing Capability
- Accessing User-Generated Content (Stackla)
- Book Direct for Lodging (JackRabbit)

These improvements resulted in almost 700,000 users tallying nearly 1 million web sessions. As many DMO's experience losses in web users and sessions, due in part to Google's ability to command a greater share of the market, Travel Lane County continued to grow.

Upgrades to the customer relations management (CRM) system meant improved experiences for members and more tools for staff. These improvements included a new member portal, an event RSVP module and an online advertising portal offering reports for members.

\$6M

Economic Impact

40%

Increase in Website Advertising Revenue



INTEGRATED MARKETING

Video + Photography

Travel Lane County further leveraged its extensive photo and video library amassed over the past two years, while continuing to capture new assets featuring destinations and community events. With the advent of festival season there has rarely been a week where our social channels aren't carrying 15-second promotional videos. With these efforts continuing into the coming fiscal year, a focus on community videos will emerge.

These long version videos will be available on YouTube and will be linked on the community pages of the website.

28 Videos on YouTube

14 destination, 3 meetings, 11 sports

Watch Time 642 hours ↑ 56%

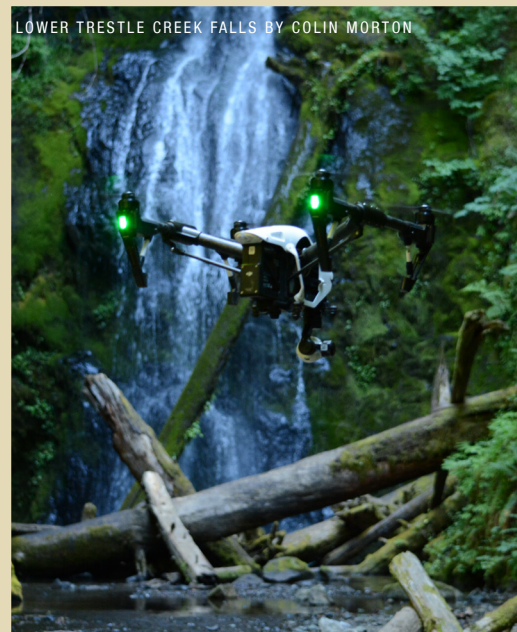
53,884 Views ↑ 93.42%

Video Library

111 selected b-roll available to others

33 locations shot

13 organizations requested permission to use our videos



VISITOR SERVICES

Guides for All Needs

Our media partner, MediAmerica, developed Visitor Guide covers and content to showcase key travel motivators through dazzling photography of each of the Eugene, Cascade & Coast regions. Travel guides provide potential visitors the inspiration and tools necessary to make the decision to visit our region and once here visitors cherish printed guides.

Online searches continued growing, therefore Travel Lane County ensures that the Visitor Guide, Sports Planners Guide and Convention/Meeting Planners Guide are all 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.

Visitor Guide

\$10.5M

Economic Impact

120,000

Guides Distributed

1,835

Digital Downloads

Visitor Guides



Meetings Planner



Sports Planner



VISITOR SERVICES

Eugene Ale Trail - Pinot Bingo

The Willamette Valley burst onto the international stage with the announcement of Wine Enthusiast Magazine's 2016 Wine Star Awards. Being named top wine growing region in the world is something to shout about and we did. Content was focused on our spectacular south Willamette Valley wineries and Pinot Bingo became the vehicle to get visitors and locals to experience award-winning wines here in our backyard.

Pinot Bingo celebrated its first anniversary and there was a lot to celebrate as the program continues to introduce first-time visitors to our winery partners.

The Eugene Ale Trail added participants and continues to draw visitors to area tasting rooms, but craft spirits fans are excited to hear that the updated Ale Trail passport will now feature the Distillery Trail. Seven regional distilleries are producing a wide variety of craft spirits giving Ale Trail participants another way to score great prizes.

449 *Eugene Ale Trail Passports Redeemed*

4,129 *Brewery Visits*

92 *Pinot Bingo Cards Redeemed*

1,274 *Winery Visits*



VISITOR SERVICES

Visitor Center Contacts

6,148

Adventure Center, Springfield

2,581

Downtown, Eugene

7,313

Mobile Outreach

1,284

General Information Calls



MEDIA & PUBLIC RELATIONS

Earned Media

Efforts to create earned media attention led tourism staff on a 360-mile bike ride to the Governor's Conference on Tourism last year, so not to be outdone this year, a group coordinated with Willamette RiverKeepers and paddled their way to the conference in Salem.

Travel Lane County staff develop and refine an annual content calendar that guides the development of creative and content rich public relations packages. This work resulted in increased earned media coverage, including an Oakridge cover and feature in Outdoors NorthWest and a Huffington Post piece that garnered over 100 million impressions.

\$2.3

Million earned in media value

406

Stories told

418M

Impressions



MEDIA & PUBLIC RELATIONS

Social Media

Social media integration was added to the web platform providing new opportunities to connect with visitors and locals through simple online interaction. Paid promotion of content expanded our reach in FY17.

Instagram led the pack posting a 43% increase in new followers. Not be outdone, Facebook added over 5,000 new followers over the past year.

43%
Increase in Instagram followers

5,000
Added Facebook followers



FACEBOOK
60,956
FOLLOWERS



TWITTER
7,514
FOLLOWERS



INSTAGRAM
3,323
FOLLOWERS



PINTEREST
4 8 0
FOLLOWERS



TWITTER
FALL FOLIAGE
1,235
FOLLOWERS



TOTAL BLOG VIEWS	
OREGON FALL FOLIAGE	57,967
TRAVEL	18,804
SPORTS	873
MEETINGS	1,324

LEISURE CAMPAIGN

GO!

Travel Lane County’s award-winning GO campaign continued to targeted nearby leisure markets using transit, print, digital and customized landing pages.

Oregon Public Broadcasting replaced Pandora radio with great success as click through rates nearly doubled.

Eugene, Springfield and Junction City were added to the rotation late in the fiscal year and discussions with Veneta, Coburg and Creswell began as the campaign grows to highlight communities throughout the region.

Campaign Results

153M

Impressions

39,531

Clicks



MEETINGS CAMPAIGN

Nerds & Geniuses

The target market for meetings ads is a specific group of planners from across the United States and internationally. Staff targets meeting planners with digital ads shaped around motivators that highlight our unique and engaging natural landscapes. Every meeting destination has assets that include meeting space, transportation, lodging and more. Our challenge is to show planners that there is more available for their group when they choose the Eugene, Cascades & Coast region. This will be the second year staff has utilized the successful Meeting Nerds and Meeting Genius campaign to target millennial meeting planners.

Refreshed with new imagery, this ad campaign continues to achieve higher than industry average click through rates. Additionally, a video retargeting campaign, aimed at Cvent planners, posted off-the-charts metrics as June 2017 views totaled 2,233 and click throughs hit 12.6%. The 30-second video was watched an average of 27 seconds!

FY17 Conventions

24

Bookings

19,974

Attendance

\$6.8M

Economic Impact



SPORTS CAMPAIGN

Life is Sport, Play it Here

Similar to the meetings marketing strategy, sports marketing focuses on sports planners in an effort to motivate them to learn what the Eugene, Cascades & Coast region has to offer. Illustrating sports participants competing in their sport, while set in a natural setting, casts a bright light on why Lane County is the place planners should choose to host their competition.

Tying sports and recreation with the outdoors continues to be accomplished in the “Life is Sport, Play it Here” campaign that is now in its second year. Sports planners are realizing that combining the great outdoors with a vibrant metro area is perfect combination for executing an unforgettable sports event.

FY17 Sports Events

67

Bookings

98,937

Attendance

\$18M

Economic Impact



SPORTS COMMISSION

Highlights

The Eugene, Cascades & Coast Sports Commission celebrated its 5th Anniversary this year. The Sports Commission continued to establish itself as the place to go for anyone and any organization interested in establishing a new event or growing an existing event.

The second annual SportsTown awards stretched its wings to include additional award categories while employing a successful program format that again attracted large crowds. Strengthening partnerships with all its sponsors and supporters allowed the Sports Commission to leverage this event for strong earned media coverage.

Developing a statewide understanding of the value the Sports Commission brings to this market was accomplished in grand style as the first Oregon Sports Summit was produced by the Sports Commission.

Attracting nearly 150 participants from across the state, this one-day conference will become a two-day conference in 2018.

While unsuccessful in securing the 2020 Olympic Track and Field Trials, all eyes are now focused on planning the successful hosting of the 2021 World Track and Field Championships. Oregon21 is four short years away and the Eugene, Cascades & Coast Sports Commission, Travel Lane County and a growing group of civic and community leaders are fully engaged in making Oregon21 the most successful world track championships ever.



COMMUNITY

Collaborative Partnerships

Building upon the successful implementation of the 2016 Horizon/Alaska inflight magazine campaign, Travel Lane County partnered with the Eugene Area Chamber of Commerce to develop and implement an eye-catching workforce video highlighting why Lane County is a great place to live, work and play.

The East Lane County Bicycle Tourism Studio involved a collaborative process facilitated by Travel Oregon staff. This year-long effort seeks to further establish the region as biking destination and is focused on how to connect communities across east Lane County. Now entering its implementation phase, work groups are actively shaping the implementation actions to meet the goals outlined in the plan.

Partnering with the University of Oregon Alumni Association, Technology Association of Oregon, City of Springfield and Greater Eugene Inc., Travel Lane County hosted a San Francisco trip aimed at attracting key business professionals and owners. Serving area craft beer and wine, the event attracted 50 attendees and, with a follow-up event planned for an Oregon football weekend in the fall, the partners were encouraged this effort could lead to new economic development for the region.

Destination Organization of the Future



COMMUNITY

Transportation

The Eugene Airport was recognized by Travel Lane County with the Convention Leadership Award for their work landing the American Association of Airport Executives in Eugene for their annual meeting. This wouldn't be the only recognition the Eugene Airport would receive over the past year. Completing their exciting terminal remodel, adding direct air service to Phoenix, Arizona, and setting new ridership records brought attention to the forward-thinking work of airport staff.

Amtrak survived another state legislative session and continues to provide key travel connections into and out of the region.

Bike Share is coming to Eugene! Scheduled to come online in the coming fiscal year, this short-term rental program utilizes smart bikes and will offer locals and visitors another way to connect between and throughout downtown Eugene and the University of Oregon. Future phases will expand on the program's downtown footprint.

23,379

Amtrak Cascades to Eugene Arrivals

22,857

Coast Starlight to Eugene Arrivals

503,937

Eugene Airport Arrivals

OVER 1 MILLION AIRPORT PASSENGERS IN FY17



COMMUNITY

Outreach

Staff participation in community and civic organizations provides a conduit to share industry information with a wide variety of stakeholders. FY17 provided many opportunities to present the organization's annual and semi-annual reports to elected officials, provide members information on programs and product development and provide destination overviews to general audiences. Staff from throughout the organization participate in making presentations.

68

Presentations

8

Elected Official Presentations



OFFICERS

Robert Canaga, Chair
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

Martin Alletson
Driftwood Shores
Florence

John Barofsky
Beppe & Gianni's/LaPerla
Eugene

Lisa Benson
Lane Community College
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

Dan Egan
Wildish Theater
Springfield

Pat Farr
Lane County Commissioner
Lane County

Mark Giustina
Tokatee Golf Club
McKenzie River - Cascade Mountains

Jody Hall
Hilton Eugene & Conference Center
Eugene

Aurora Jackson
Lane Transit District
Springfield

Julie Johns
Territorial Seed Company
Cottage Grove

Mayor Christine Lundberg
City of Springfield
Springfield

Cheryl Martin
Valley River Inn
Eugene

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

Mike Rose
Three Rivers Casino & Hotel
Florence - Oregon Coast

Pat Straube
Dari Mart
Junction City

Dana Turell
Turell Group
Eugene

Vonnie Mikkelsen
Springfield Area Chamber of Commerce
Springfield

Steve Mokrohisky
Lane County Administration
Lane County

Travis Palmer
Cottage Grove Chamber of Commerce
Cottage Grove

Brittany Quick-Warner
Eugene Area Chamber of Commerce
Eugene

Erin Reynolds/Jesse Dolin
City of Florence
Florence - Oregon Coast

EX-OFFICIO BOARD MEMBERS

Tim Doll, A.A.E./Cathryn Stephens
Eugene Airport
Eugene

Courtney Griesel
City of Springfield

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

Ric Ingham
City of Veneta
Veneta - Fern Ridge

Sarah Means
Lane County Community & Economic Development
Lane County



**Travel Lane County
Eugene Cascades &
Coast**

541.484.5307 800.547.5445
EugeneCascadesCoast.org

SPORTS ADVISORY COUNCIL

Allan Benavides

Eugene Emeralds Baseball Club

Daniel Beraldo

Cabela's

Lindsay Boeshans

Hilton Garden Inn

Roxane Butler

Valley River Inn

Steve Cash

Talus Group

Kathy Dougherty

KMTR-TV

Mike DuncanUniversity of Oregon Athletics -
Ticket Office**Renee Grube**City of Eugene
Library, Recreation and Cultural
Services Department**Tom Jordan**

Prefontaine Classic

Jeri McPherson

Innsight Hotel Management

Sarah MeansLane County Community & Economic
Development**Ethan Nelson**City of Eugene Planning &
Development**Travis Palmer**

Cottage Grove Chamber of Commerce

Erin Reynolds

City of Florence

Janis RossEugene, Cascades & Coast
Sports Commission**Mike Ripley**

Mudslinger Events

Rich Spurlin

Eugene Country Club

Courtney Tucker

MTR Western

Whitney Wagoner

Warsaw Sports Marketing Center

Michael WargoWillamalane Park and Recreation
District**Thomas Wuest , MD**Slocum Center for Orthopedics
& Sports Medicine**Kari Westlund**

Travel Lane County

**Eugene, Cascades & Coast
Sports Commission**

541.484.5307 | 800.547.5445

EugeneCascadesCoastSports.org

TRAVEL LANE COUNTY STAFF

Administration

Kari Westlund
President & CEO

Aubree Nash

Director of Finance & Operations

Convention Sales & Marketing

Janis Ross
Vice President of Convention & Sports Marketing

Tracy Brandt

Marketing Manager

Juanita Metzler

Convention Sales Manager

Linda Norris

Convention Services Manager

Rebecca Adelman

Marketing Coordinator

Integrated Marketing

Sally McAleer
Vice President of Integrated Marketing

Taj Morgan

Web Content Manager

Colin Morton

Graphic Design & Asset Manager

Stakeholder Relations

Andy Vobora
Vice President of Stakeholder Relations

Maxine Walton

Director of Partnership Development

Hayley Radich

Member & Partner Service Coordinator

Tourism Sales & Marketing

Natalie Inouye
Vice President of Tourism Marketing

Meg Trendler

Tourism Sales Manager

Stephen Hoshaw

PR & Social Media Manager

Abbie Youngs

Tourism Coordinator

Visitor Services

Carrie Hawks
Visitor Services Manager

Briana Mathews

Adventure Center Assistant Manager

Thomas Moser

Adventure Center Assistant Manager

Diana Wells

Downtown Adventure Specialist
/ Office Assistant

Jennifer Archer

Adventure Specialist

Janet Auxier

Adventure Specialist

Sharon Castle

Adventure Specialist

Sara Garrow

Adventure Specialist

Nancy Johnson

Adventure Specialist

Michael Sherman

Adventure Specialist

Pamela Sparks

Adventure Specialist

Beverly Vanzo

Adventure Specialist

Eugene Cascades & Coast Sports Commission

Janis Ross
Executive Director

Joey Jewell

Director of Sports Sales & Development

Jessica Shefferman

Director of Event Operations



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