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

<table>
<thead>
<tr>
<th>Region</th>
<th>Total Members</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eugene</td>
<td>363</td>
<td>60%</td>
</tr>
<tr>
<td>Springfield</td>
<td>74</td>
<td>12%</td>
</tr>
<tr>
<td>Florence - Oregon Coast</td>
<td>52</td>
<td>8%</td>
</tr>
<tr>
<td>McKenzie River - Cascade Mountains</td>
<td>35</td>
<td>6%</td>
</tr>
<tr>
<td>Junction City</td>
<td>22</td>
<td>3%</td>
</tr>
<tr>
<td>Cottage Grove</td>
<td>18</td>
<td>3%</td>
</tr>
<tr>
<td>Veneta-Fern Ridge</td>
<td>11</td>
<td>2%</td>
</tr>
<tr>
<td>Oakridge - Cascade Mountains</td>
<td>10</td>
<td>2%</td>
</tr>
<tr>
<td>Creswell</td>
<td>8</td>
<td>1%</td>
</tr>
<tr>
<td>Lowell</td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td>Coburg</td>
<td>3</td>
<td>1%</td>
</tr>
<tr>
<td>Out of County</td>
<td>8</td>
<td>1%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>607</td>
<td>100%</td>
</tr>
</tbody>
</table>
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
Transcien 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
2016 Lane County Visitor Spending

$672M
Direct Visitor Spending

$931M
Total Travel Spending
BY THE NUMBERS

Occupyance & 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.

<table>
<thead>
<tr>
<th></th>
<th>Year to Date - June 2017 vs June 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eugene, OR+</td>
<td>65.0</td>
</tr>
<tr>
<td>Springfield, OR+</td>
<td>68.1</td>
</tr>
<tr>
<td>Florence, OR+</td>
<td>54.9</td>
</tr>
</tbody>
</table>

--

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

Sports Commission 16%
Convention Marketing 17%
Leisure Marketing 27%
Visitor Services 13%
Integrated Marketing 13%
Administration 5%
Stakeholder Relations 9%
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 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

BLOG

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.
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.
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
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

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
Life 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

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

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
SPORTS ADVISORY COUNCIL

Allan Benavides
Eugene Emeralds Baseball Club

Travis Palmer
Cottage Grove Chamber of Commerce

Daniel Beraldo
Cabela's

Erin Reynolds
City of Florence

Lindsay Boeshans
Hilton Garden Inn

Janis Ross
Eugene, Cascades & Coast Sports Commission

Roxane Butler
Valley River Inn

Mike Ripley
Mudslinger Events

Steve Cash
Talus Group

Rich Spurlin
Eugene Country Club

Kathy Dougherty
KMTR-TV

Courtney Tucker
MTR Western

Mike Duncan
University of Oregon Athletics - Ticket Office

Whitney Wagoner
Warsaw Sports Marketing Center

Renee Grube
City of Eugene Library, Recreation and Cultural Services Department

Michael Wargo
Willamalane Park and Recreation District

Tom Jordan
Prefontaine Classic

Thomas Wuest, MD
Slocum Center for Orthopedics & Sports Medicine

Jeri McPherson
Innsight Hotel Management

Kari Westlund
Travel Lane County

Sarah Means
Lane County Community & Economic Development

Ethan Nelson
City of Eugene Planning & Development
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