

Travel Lane County | Semi-Annual Report FY19



MEMBERS, STAKEHOLDERS & FRIENDS



Travel Lane County and the Eugene, Cascades & Sports Commission is pleased to present this mid-year report. The following content will provide statistics, updates and highlights key projects from July through December 2018.

We appreciate the support of our members, our partnerships with area chambers of commerce and the collaboration of our economic development community in marketing our region to the state, nation and world. The visitor industry is a strong and growing sector of the Lane County economy and together we will make it even stronger.

Sincerely,

Kari Westlund


President/CEO

Travel Lane County 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.

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

Cascade Mountains

McKenzie River, Oakridge, Westfir

Oregon Coast

Dunes City, Florence

HIGHLIGHTS



Room Tax Revenue

2018 - \$6,447,811

FY19 got off to an anticipated slow start with four of the first six months posting revenue totals below FY18 figures. August was off by the greatest amount as the comparison of August 2019 was positioned against an influx of visitors to Oregon for the solar eclipse in August 2018. November and December revenues came back strong and pushed the year-to-date totals close to total revenue collected the prior year.

Campaign Successes

Travel Lane County participates with its regional and state partners at the Oregon Coast Visitors Association, the Willamette Valley Visitors Association and Travel Oregon. Travel Oregon's winter campaign kicked off in November highlighting the Oregon coast and featuring the Heceta Head Lighthouse.

Travel Oregon

CAMPAIGN RESULTS	IMPRESSIONS REACH	ENGAGEMENTS	CLICKS
Video	4 million	38,000	22,000
Web	2 million		

Travel Lane County - Go Florence

CAMPAIGN RESULTS	IMPRESSIONS REACH	ENGAGEMENTS	CLICKS
Video	325,535	7,763	6,183



A winter coastal focus by Travel Oregon was a welcome boost for our coastal communities during the slow season. Travel Lane County leveraged Travel Oregon's work by creating its own winter leisure campaign. This Winter Getaway ad campaign featured GO Florence design and connected visitors to a Florence Winter Escapes webpage where deals and other information about winter activities could be easily accessed.



A Slice of Oregon

Travel Lane County reported last year on the partnership with the Willamette Valley Wine Country promotion at the San Jose Airport. The wine bottle display then made its way to the Portland International Airport and the Seattle region at the SeaTac airport. It is now on its way to Boise to greet residents and international tour operators arriving for the Go West trade show.



HIGHLIGHTS



Photo by Colin Morton

Tasting Technology

When locals and visitors want to explore award-winning wineries, breweries, distilleries and cideries they have often grabbed a Eugene, Cascades & Coast paper passport. These passports proved popular and successful over the past four years, and while still available, Travel Lane County launched the **Eugene Tasting Trails App** in December 2018. By consolidating all three passport programs into one app, Travel Lane County is able to tap into greater cross-promotional opportunities and consumer data. Available through the Apple App Store and Google Play by searching **Eugene Tasting Trails**. With 616 downloads to date the app has clearly struck a chord with users.



Photo by Colin Morton

Sector Strategy Pays Dividends

Travel Lane County developed its business to business efforts by leveraging the significant sector strategy and economic development work occurring with many partners in the county. Working with the food and beverage sector we have confirmed a wine sector conference in 2020 and are actively working on a second conference.

The South Willamette Valley Food Trail project made progress toward implementation in the spring. This self-guided journey through the heartland of Oregon's agricultural bounty will become a must-do activity for visitors and locals. A print brochure and website will be debuted at the Oregon Governor's Conference on Tourism this April in Eugene.



Photo by Colin Morton

Capitol Christmas Tree

The 75-foot-tall Christmas tree known as the "People's Tree" arrived at the U.S. Capitol in Washington on November 26. Carried via truck, more than 3,000 miles from the Willamette National Forest, it was lit on December 5 by House Speaker Paul Ryan (R-Wis.). Following the Oregon Trail route in reverse, the tree stopped in Springfield, the McKenzie River and Oakridge before heading east. But even before being harvested, residents and visitors were involved in making ornaments and hiking nearby forest trails in search of 200 commemorative ornaments hidden along the trail. Ornaments were found by hikers from eleven states. One lucky hiker found the prize ornament, resulting in a trip to the national tree lighting ceremony.

HIGHLIGHTS



Public Art

Travel Oregon's FY19 promotional campaign included the production of a mural in each of its seven regions throughout Oregon. One mural is located in Lane County and one depicts a Lane County destination. In Oakridge a mural across from Oakridge City Hall depicts mountain biking, while a mural in Yachats features Heceta Head Lighthouse. These murals weren't the only new public art installations as the City of Eugene added 8 murals as part of its 20x21 mural project.



Anniversaries

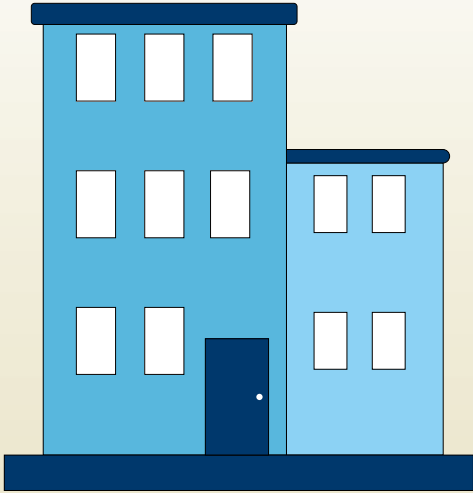
With great anticipation, the 40th anniversary of Animal House brought thousands of white sheet-clad toga enthusiasts to Cottage Grove. While coming close to retaking the World's Biggest Toga Party record, the community, its residents and many visitors reveled in the nostalgia generated from the event. In the coming months the region will commemorate the 50th anniversary of the Oregon Country Fair, so pull out your tie dye and get ready to experience something special!



Industry Partners

The lodging sector experienced growing pains as recently added Eugene area properties competed for visitors. While overall hotel rooms sold in Lane County grew each month, signaling an increase in overnight visitors, rate competition impacted revenues as noted earlier in this report. Looking forward we see additional supply entering the market as the Tru by Hilton breaks ground in Glenwood this spring, The Gordon breaks ground in 2019 as part of the Market District expansion and TownePlace Suites is anticipated to break ground adjacent to the Valley River Inn.

SPORTS & CONVENTION MARKETING



Confirmed Bookings

2018 – 47,416 Room Nights

Sports bookings received a big boost when the 2020 U.S. Olympic Team Trials changed course and chose to bring the event back to Eugene. This was welcome news for the community as the impacts of no collegiate or professional track and field in the spring of 2019 and 2020 will negatively affect economic activity during periods we've become accustomed to hosting events. On the conventions front, we are encouraged by the development of a convention sales committee to work on strategies to attract large citywide conferences.

Social Connections

2018 – 6,837

Conventions and sports marketing staffing levels were back to full strength with the hiring of a marketing coordinator in August. Content was developed and distributed more consistently and the educational value of the content was enhanced resulting in a 40% increase in social media engagement.

Earned Media Stories

2018 – 15

Sports placed 15 stories during the period, a reduction of one placement, however the reach of the stories placed was up by 15%. Conventions experienced a drop in both story placements and reach, however we anticipate increases in the second half of the fiscal year as assets such as the Graduate Eugene and the Knight Campus for Accelerating Scientific Impact create a buzz in the market.



SPORTS & CONVENTION MARKETING



Digital Advertising Reach

Impressions

626,435

Clicks

7,213

A new digital PPC vendor partnership is enabling us to fine-tune our B2B targets of convention and sports event planners. We were dark (no placements) early in the program year. This meant fewer impressions in August and September, but an increased number from October through December. More importantly clicks increased over 300% and the click-through rate reached an impressive 1.15%.



Print Advertising Reach

Impressions

45,500

Placements

3

A conscious decision to allocate a larger percentage of budget from print to digital provided a more strategic targeting of audiences and gave the team access to analytics allowing improved measurement of success. Both Facebook and LinkedIn were used to reach convention and meeting planners, which has shown positive and promising click results.



Following two successful years hosting a one-day and a two-day educational summit, the Sports Commission has successfully transitioned to the Oregon Sports Summit Series. Occurring quarterly, the series provides a deep dive into a single topic, bringing together sports planners, athletic directors, coaches, boosters and local team and league members to learn from industry professionals.

TOURISM & VISITOR MARKETING



Social Connections

2018 – 124,371

Leisure marketing staff continued attracting more followers to the many social media channels used. Up 11% for the period, our social media engagement strategy relied on greater development of relationships with social media influencers. In addition to helping grow Eugene, Cascades & Coast followers, these relationships often provide opportunities to grow photo and video assets that can be leveraged on our website, in print materials and in advertising.

Earned Media Stories

2018 – 42

Story placement was down 50%, while impressions were up 559%. This tremendous increase in impressions can be attributed to the leisure marketing team's media relations effort to aim for more strategic messaging in stories and proactively planned media trips with greater emphasis on reach.

Digital Advertising

Development of a strong relationship with a new digital advertising vendor, leveraging Travel Oregon campaign content, a mid-year budget boost and focusing seasonal content allowed our leisure marketing team to grow impressions by 52% and clicks by an amazing 596%. This resulted in a click-through rate of 1.89%.

Impressions

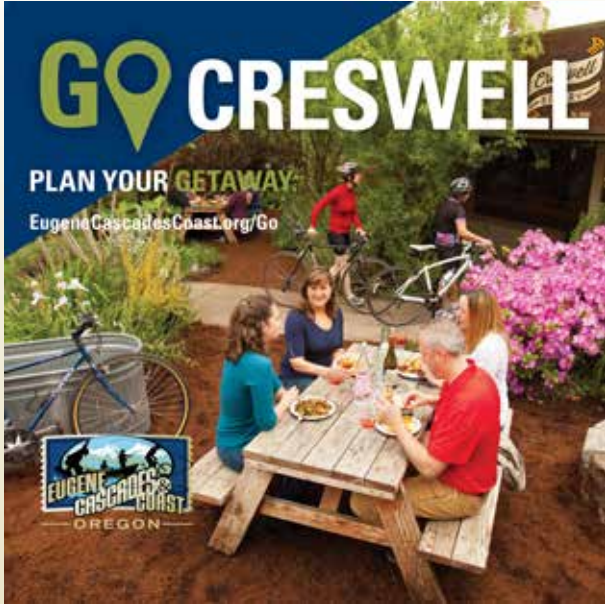
2,783,396

Clicks

52,588



TOURISM & VISITOR MARKETING



Print Advertising Reach

Increased efficiency allowed fewer print placements to drive impressions up 118%. Leisure marketing ads featured a key trip motivator, (think waterfall), but expanded the reader's view of the region by providing lists of five to ten activities or attractions. While a key trip motivator may bring a visitor to the region, the many easily accessible adventures will keep them in market longer or leave them hungry for another visit. Print placements were placed in Alaska-Horizon in-flight magazines, Northwest Travel & Life, VIA Oregon, Outdoors Northwest, and American Road.

Impressions

5,595,073

Placements

11

Bulk Brochure and Guide Distribution

Brochures and visitor guides are distributed to lodging partners within Lane County and to out-of-county locations such as visitor welcome centers. This distribution process only accounts for a portion of the total guides (120,000 printed annually), maps and brochures distributed throughout the year and often the timing of distribution results in the mid-year number being substantially below the end-of-year total. Distribution is down 37% for the period, a function of timing, not a reduction in annual placements.



Visitor Contacts

Visitor services staff implemented a change in strategy over the summer and fall of 2018, staffing fewer events throughout the festival and event season and focusing more resources on the events attended. With one staff in the information booth, the second staff person was actively creating content, posting to social media channels and interacting with attendees. Overall contacts were down 24% and a majority came in the outreach/mobile contact category versus a 1.7% drop in contacts at the Adventure Center off Gateway Street.

Total Contacts

8,814



INTEGRATED MARKETING



Web Visitors

2018 – 555,374 sessions

Dropping website traffic has been a significant concern within the industry over the past several years. Google continues expanding its reach and this cuts into web traffic to destination marketing organization sites. Our concerted effort to maintain growth in organic search continued paying dividends and we are pleased to report overall site traffic was up nearly 20% for the period. The totals include the primary Eugene, Cascades & Coast site and both the sports and convention sites that are nested within the primary site.

Videos

32 videos produced

By allocating additional staff hours for video production the Integrated Marketing team was able to produce a variety of advertising and destination videos for use by all departments.

Videos shown in the following locations

- Social Media
- YouTube
- Eugene, Cascades & Coast Website
- Airport Video Screen
- Adventure Center Video Screens
- Presentations
- Digital Advertising

Photo and Video Library

33 locations captured

Photo and video assets were improved over the period. Travel Lane County netted many new photo assets by shooting on location and through a process of capturing photos from video that are then used in web applications. Assets continue to be accessed by members and partners, including the City of Florence who used video b-roll to work with Lane County on a workforce video project that is now live on the Florence Chamber of Commerce website.



STAKEHOLDER RELATIONS



Local Earned Media Stories

2018-64

Impressions were up 364% to 8.8 million and the early months of the period were very strong as stories included topics such as the announcement of the U.S. Olympic Track & Field Trials returning to Eugene in 2020, effects of wildfires on the region and our work with the grand opening of PublicHouse in Springfield. On going work with Oregon Family Magazine and KMTR's Greg Tanner continued to produce quality stories about the region and Travel Lane County member businesses. We were thrilled to have the cover and extensive editorial coverage of the Oregon Dunes Restoration Collaboratives work in the Eugene Weekly and we are equally as excited that Eugene Magazine will feature this effort in their spring 2019 issue.

Membership Community

636

The 2018 DMOproz performance audit noted that Travel Lane County should consider moving to a partner model while also saying the current membership model works well and that total membership is high for a region our size. Travel Lane County will continue to monitor DMO industry partnership model transitions in an effort to better evaluate the best model for our stakeholders.



Outreach

A member project involving the grand opening of PublicHouse in downtown Springfield transformed into a partnership with the Springfield Chamber of Commerce. Savor Springfield was born and the promotion of many downtown restaurants and drinking establishments become the focus. 1,000 Savor Springfield passports were distributed through the businesses, giving participants an opportunity to win prizes by visiting some or all of the businesses. Prizes were distributed at the PublicHouse grand opening celebration in August.



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Veneta - Fern Ridge

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Eugene

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University of Oregon Athletics -
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Lane County

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Eugene Symphony
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Marrone Hallinan
Event Management
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A. Helfrich Outfitter
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Mountains

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Hyatt Place Eugene
Eugene

Julie Johns
Territorial Seed Company
Cottage Grove

Christine Lundberg
City of Springfield
Springfield

Michael Newman
In Business Media
Eugene

David Penilton
America's Hub World Tours
Eugene

Joel Pomerantz
Oregon Restaurant & Lodging
Association
Eugene

Sarah Smith
InnCline Management
Eugene

Pat Straube
Dari Mart
Junction City

Dana Turell
Turell Group
Eugene

Jason Williams
Hotel Eugene
Eugene

Jennifer Yeh
City of Eugene
Eugene

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Eugene Airport
Eugene

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Springfield

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

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Eugene Area Chamber of
Commerce
Eugene

Bettina Hannigan
Florence 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

Renee Grube

City of Eugene Library
Recreation and Cultural
Services Department Chair
Eugene

Caitlin Beach

Hilton Garden Inn
Springfield

Allan Benavides

Eugene Emeralds Baseball
Club
Eugene

Kathie Dougherty

KMTR NBC16
Springfield

Mike Duncan

University of Oregon
Athletics - Ticket Office
Eugene

Natasha Herndon

Valley River Inn
Eugene

Bob Jagger

Hyatt Place
Eugene

Tom Jordan

Prefontaine Classic
Eugene

Sarah Means

Lane County Community &
Economic Development
Lane County

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
Lane County

Tony Scurto

Lane Education Service
District
Eugene

Rich Spurlin

Eugene Country Club
Eugene

Whitney Wagoner

Warsaw Sports
Marketing Center
Eugene

Michael Wargo

Willamalane Park and
Recreation District
Springfield

Nancy Webber

Eugene Civic Alliance
Eugene

Kari Westlund

Travel Lane County
Lane County

Thomas Wuest, MD

Slocum Center for
Orthopedics
& Sports Medicine
Eugene



Eugene, Cascades & Coast
Sports Commission

541.484.5307 | 800.547.5445

EugeneCascadesCoastSports.org

Travel Lane County Staff

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

Rebecca Adelman

Convention and Sports Marketing Manager

Linda Norris

Convention Services Manager

Katie Morton

Convention & Sports Coordinator

Integrated Marketing

Sally McAleer

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 Coordinator

Visitor Services

Briana Mathews

Destination Development Manager and Adventure Center Assistant Manager

Thomas Rathbun-Moser

Visitor Services Manager

Diana Wells

Visitor Center Manager and Retail Buyer

Jennifer Archer

Adventure Specialist

Janet Auxier

Adventure Specialist

Sara Garrow

Adventure Specialist

Emily Scherer

Office Assistant/ Lead Adventure Specialist

Eugene Cascades & Coast Sports Commission

Janis Ross

Executive Director

Joey Jewell

Director of Sports Sales & Development

Jessica Joyce

Director of Event Operations



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