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 2016.

We appreciate the support of our members, the 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 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

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Confirmed Bookings

2015 - 12,679 → 2016 - 19,089

Room Nights Confirmed

+51%

Overall results were strong, but were varied within the sports and conventions categories. Sports commission room nights surged, up 142 percent, while convention room nights were down 32 percent. Overall estimated economic impact is up $3.5 million to $15.3 million for the period.

Social Connections

2015 - 2,277 → 2016 - 2,933

+29%

Earned Media Stories

2015 - 50 → 2016 - 69

+38%

Reach 4,162,212+

260%
SPORTS & CONVENTION MARKETING

Digital Advertising Reach

Impressions
1,952,312

Clicks
7,667

Click Through Rate (CTR) Ranged from .20% - .81%

Print Advertising Reach

Impressions
6,587,096

Placements
28
TOURISM & VISITOR MARKETING

Social Connections

2015 - 93,451 → 2016 - 112,512
+20%

Earned Media Stories

2015 - 94 → 2016 - 102
+ 9%
Reach 173,759,887
+45%

Digital Advertising

Impressions
3,288,045
Clicks
41,588
Click Through Rate (CTR) Ranged from 1.01% - 1.51%
TOURISM & VISITOR MARKETING

Print Advertising Reach

Impressions

8,453,004

Placements

28

Bulk Brochure and Guide Distribution

2015 - 10,958 → 2016 - 14,998

+37%

Visitor Contacts

2015 - 8,276 → 2016 - 8,710

+5%
INTEGRATED MARKETING

Web Visitors

2015 - 383,050 → 2016 - 409,365

+7%

Videos on Youtube

8 videos

Views

1,116

Video Library

95 Selected b-roll available to others

20 Locations shot

11 Other organizations have requested permission to use our videos
STAKEHOLDER RELATIONS

**Earned Media Stories**

2015 - 43 → 2016 - 62

+ 9%

Reach 5,744,443

+114%

**Membership Community**

2015 - 564 → 2016 - 602

+4%

Members, events and industry news are highlighted weekly on tourism segments airing on KRVM and KPNW radio stations.

**Outreach**

Member events, member communications, community presentations and family activities provide staff the opportunity to connect with the community. This outreach continues throughout the region as important leisure, sports and convention events are planned for the months and years ahead.
The Go Campaign received the **Outstanding Achievement Award** at the fall Destination Marketing Association (DMA) West annual Conference due to strong campaign results (see below) from FY16.

Campaign placements in FY17 show similarly strong results. The campaign will be enhanced with the addition of three community advertisements – Junction City, Eugene, and Springfield – debuting in the second half of FY17.

### Room Tax Revenue

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>Change</th>
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<tbody>
<tr>
<td></td>
<td>$5,621,651</td>
<td>$6,285,876</td>
<td>+12%</td>
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A record setting July kicked off the fiscal year in a big way. Fall was flat, but was followed by a December surge caused by winter storms that forced people from their powerless homes.

### Campaign Award

**EUGENE COTTAGE GROVE**

**PLAN YOUR GETAWAY ADVENTURE CENTER**

3312 Gateway St. Springfield OR 97477

EugeneCascadesCoast.org/Go
Oregon Sports Summit

Sports Commission staff convened partners and connected with sponsors as planning for the inaugural Oregon Sports Summit Educational Conference got under way. With a goal to become the state’s leader in sports education, commission staff began outlining a full day of education, a vendor fair and networking opportunities for event planners, athletic directors and sports partners. Scheduled for implementation in early February, results of the event will be available in the Travel Lane County annual report.

Sports Commission

The Eugene, Cascades & Coast Sports Commission was honored by SportsEvents Media Group for its exemplary creativity and professionalism.

“SportsEvents readers came out in force to nominate, and then vote, for their favorite sports event destinations and host organizations that represent them,” said John Rezel, SportsEvents executive director. “Our team is proud to honor the nominees that received the most votes with a 2017 Readers’ Choice Award.”

Covered Bridges

Fans of America’s covered bridges selected Vida’s Goodpasture Covered Bridge 8th on USA Today’s 10 Best Reader’s Choice list. Lane County’s Pengra covered bridge made the top 20, once again solidifying the area as the Covered Bridge Capital of the West.
Pinot Bingo launched in the closing weeks of FY16 and early indications were that the program would be hugely successful. And it is! Our South Willamette wineries are thrilled with the visits being generated by the program and survey data proves the intended results are being achieved. Wine Enthusiast magazine named the Willamette Valley Wine Region of the Year! Leveraging this distinction has been a focus and will continue to be throughout 2017.

### Redeemed Pinot Bingo Cards
- **Total winery visits**: 782
- **First time winery visits**: 353

### Bike Tourism Studio
Under the leadership of Oakridge Mayor Jim Coey, LCOG Executive Director Brenda Wilson and Travel Lane County staff, East Lane County was selected to participate in Travel Oregon’s Bicycle Tourism Studio program. This regional planning program is designed to enhance the area’s existing incredible bicycle assets and support connectivity. Elected officials, bike enthusiasts, business owners, resource managers and community members met three times in 2016 and will continue the planning process in 2017.

### Industry Partners
Home2Suites by Hilton added 130 rooms to the lodging supply in late 2016. Additional properties coming online in 2017/18 include, tower two at the Holiday Inn Express on Franklin Boulevard (34 rooms), Hyatt Place at Oakway Center (130 rooms), Fairfield Inn & Suites in Glenwood (81 rooms), and the Eugene EVEN Hotel on Centennial Loop (100 rooms).
### 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 Atletson**
  - Driftwood Shores
  - Florence - Oregon Coast

- **John Barofsky**
  - Beppe & Gianni’s/LaPerla
  - Eugene

- **Dr. 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

- **Aurora Jackson**
  - Lane Transit District
  - Springfield

- **Jody Hall**
  - Hilton Eugene & Conference Center
  - Eugene

- **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**
  - Dani Mart
  - Junction City

- **Dana Turell**
  - Turell Group
  - 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

- **David Hauser**
  - Eugene Area Chamber of Commerce
  - Eugene

- **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
### Sports Advisory Council

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization/Role</th>
<th>Location</th>
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<tbody>
<tr>
<td>Allan Benavides</td>
<td>Eugene Emeralds Baseball Club</td>
<td>Eugene</td>
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<tr>
<td>Travis Palmer</td>
<td>Cottage Grove Chamber of Commerce Cottage Grove</td>
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<tr>
<td>Daniel Beraldo</td>
<td>Cabela's</td>
<td>Springfield</td>
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<td>Erin Reynolds</td>
<td>City of Florence</td>
<td>Florence</td>
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<tr>
<td>Rich Spurlin</td>
<td>Eugene Country Club</td>
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<td>Lindsay Boeshans</td>
<td>Hilton Garden Inn</td>
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<td>Roxane Butler</td>
<td>Valley River Inn</td>
<td>Eugene</td>
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<td>Steve Cash</td>
<td>Talus Group</td>
<td>Eugene</td>
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<td>Mike Duncan</td>
<td>University of Oregon Athletics - Ticket Office</td>
<td>Eugene</td>
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<td>Renee Grube</td>
<td>City of Eugene Library, Recreation and Cultural Services Department</td>
<td>Eugene</td>
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<tr>
<td>Whitney Wagoner</td>
<td>Warsaw Sports Marketing Center</td>
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<td>Paul Swangard</td>
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<td>Michael Wargo</td>
<td>Willamalane Park and Recreation District</td>
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<tr>
<td>Tom Jordan</td>
<td>Prefontaine Classic</td>
<td>Eugene</td>
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<tr>
<td>Bob Keefer</td>
<td>Willamalane Park and Recreation District</td>
<td>Springfield</td>
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<tr>
<td>Jeri McPherson</td>
<td>Innsight Hotel Management Group</td>
<td>Springfield</td>
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<tr>
<td>Sarah Means</td>
<td>Lane County Community &amp; Economic Development</td>
<td>Lane County</td>
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<tr>
<td>Richard Myers</td>
<td>City of Cottage Grove</td>
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<tr>
<td>Ethan Nelson</td>
<td>City of Eugene Planning &amp; Development</td>
<td>Eugene</td>
</tr>
</tbody>
</table>
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
Juanita Metzler
Convention Sales Manager

Angie Riley
Digital Marketing 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

Haley 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
Wyatt Pace
Adventure Center Assistant Manager
Trisha Barlow
Visitor Services Coordinator
Jennifer Archer
Adventure Specialist
Janet Auxier
Adventure Specialist
Sara Garrow
Adventure Specialist
Briana Matthews
Adventure Specialist
Thomas Rathbun-Moser
Adventure Specialist
Michael Sherman
Adventure Specialist

Eugene Cascades & Coast Sports Commission
Janis Ross
Executive Director
Joey Jewell
Director of Sports Sales & Development
Jessica Shefferman
Director of Event Operations
Janelle Breedlove
Group Housing Manager