

FY20



Travel Lane County
Semi-Annual Report FY20



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 2019.

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

Our Brand Promise

Eugene, Cascades & Coast offers a variety of enriching, authentic, approachable adventures for all ages and abilities.

Our Communities

Eugene & Willamette Valley

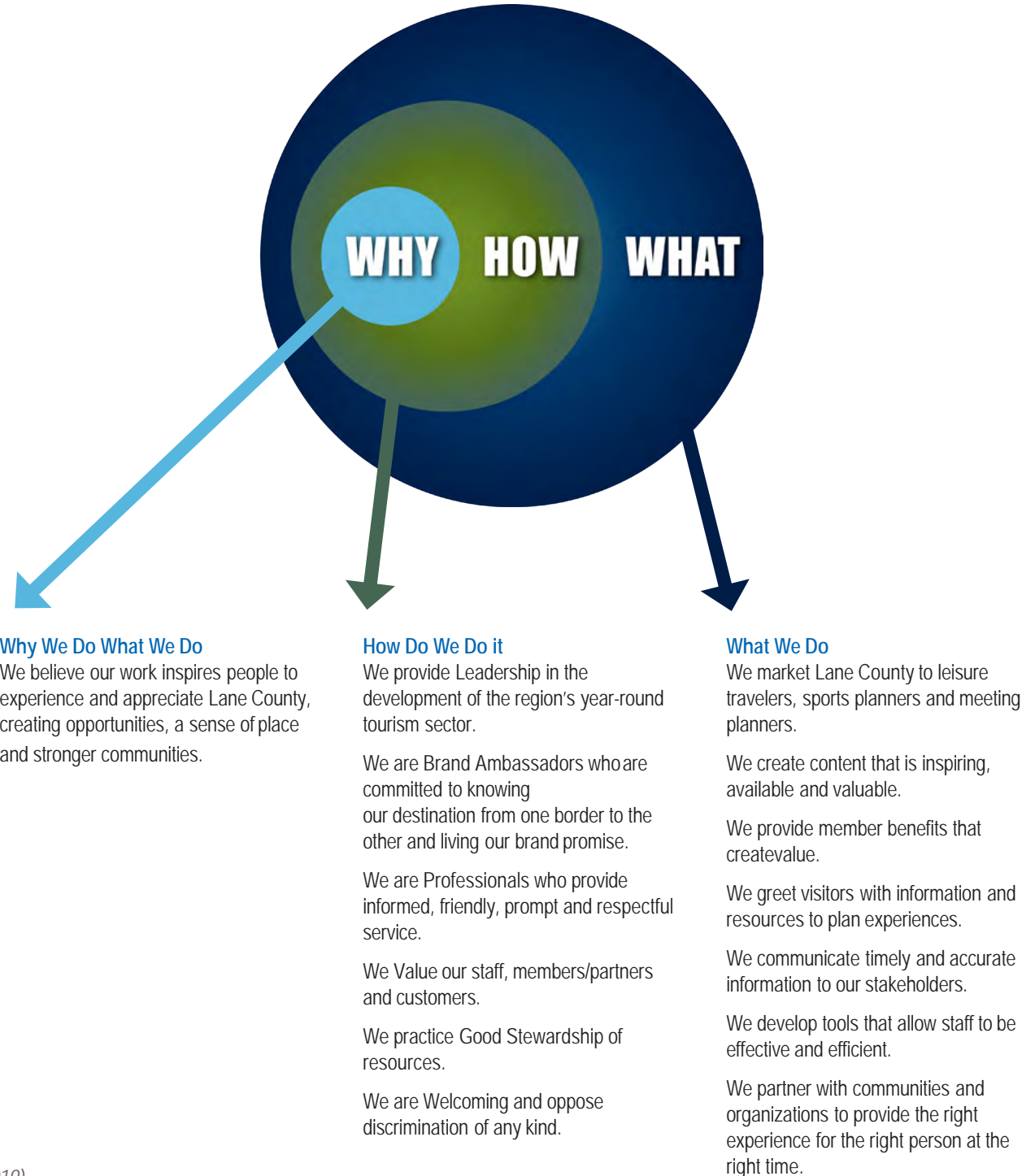
Coburg, Cottage Grove, Creswell, Eugene, Junction City, Lowell, Springfield, University of Oregon, Veneta

Cascade Mountains

McKenzie River, Oakridge, Westfir

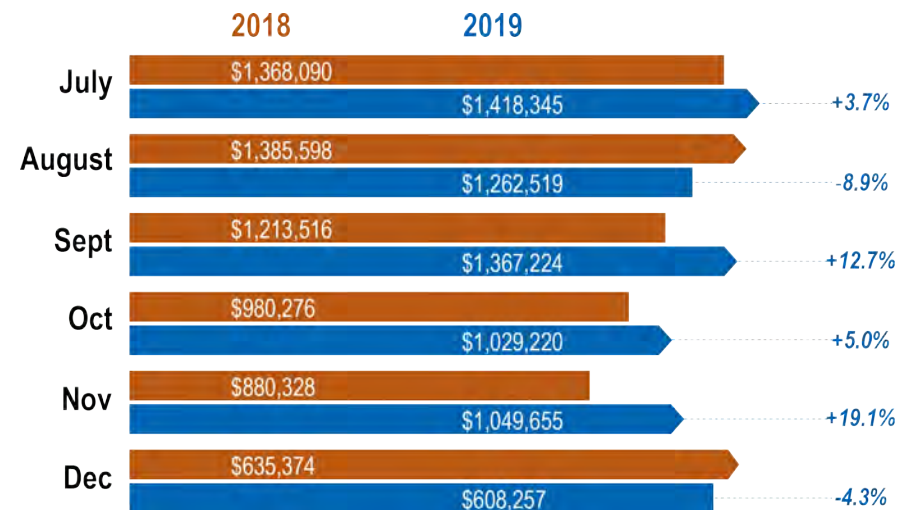
Oregon Coast

Dunes City, Florence



ROOM TAX REVENUE

A 3% TRT budget goal was viewed as attainable going into this fiscal year, and now that receipts are trending ahead of budget we are feeling good about finishing the year strong as Hayward Field is activated for several events, including the U.S. Olympic Track and Field Trials June 19-28.



YTD

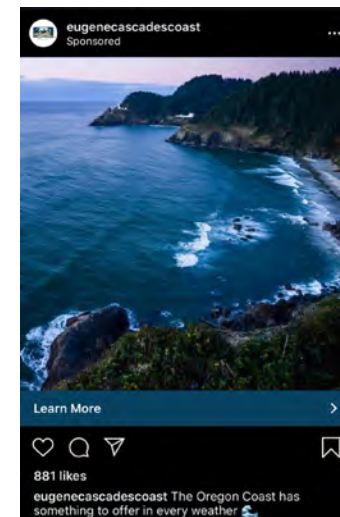
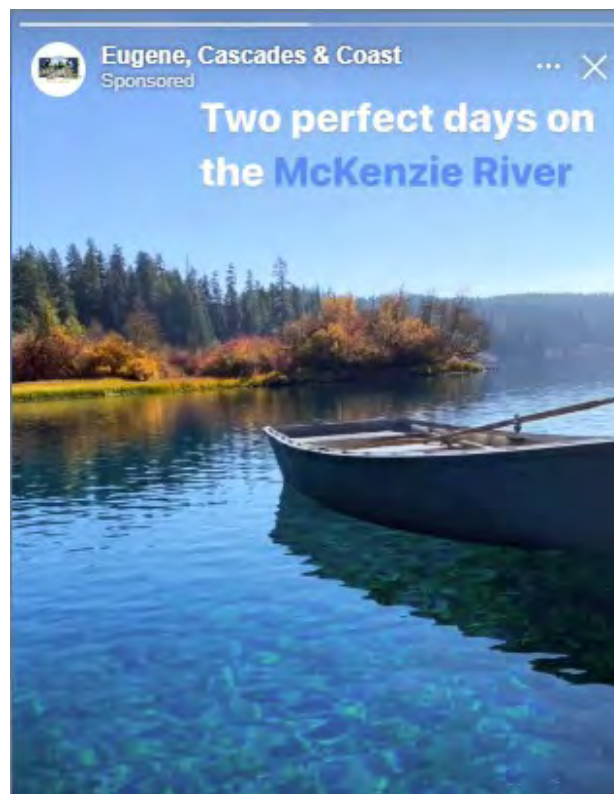
\$6,463,182

\$6,734,220

+4.2%

CAMPAIGN SUCCESS

We evolved our leisure marketing efforts by shifting from video views (an awareness metric) to click-through (a consideration metric) as our primary goal. While this meant that overall impressions were down 18%, click-through rates increased by over 300% for the period, moving prospective visitors further down the visitor life cycle toward booking a trip in Lane County.



DESTINATION DEVELOPMENT

PROJECTS FROM THE COAST TO THE CASCADES

The introduction of the South Willamette Valley Food Trail in late FY19 was followed by additional efforts around our culinary and agritourism product. The coast saw continuing efforts by the Oregon Dunes Restoration Collaborative. In the Cascades, Connect Lane made strides to implement signage on a second cycling route.



South Willamette Valley Food Trail participants came together to host the first Food Forage Weekend, a scavenger hunt for locals and visitors to visit trail businesses and win prizes at a celebration event. A Travel Oregon studio grant was leveraged to begin work on the Central Coast Food Trail that features Florence and surrounding communities.



Congressman DeFazio visited the dunes for an update in the fall. County economic development funds provided funding to secure a second-year RARE Americorps placement with the ODRC and a project video was released to attract attention to the restoration efforts.



Presentations continue to inform local stakeholders of the impact Connect Lane can have in attracting more cyclists to the region. Forest Service approval cleared the way for Connect Lane signs to be added between the McKenzie corridor and Oakridge.



INDUSTRY DEVELOPMENT

CATALYTIC PROJECTS CHANGE THE LOCAL LANDSCAPE

Lodging property remodels and new construction are ramping up, and new rooms coming online in 2020 will support community events and everyday visitors. Key sports assets, such as Civic Park and Hayward Field, are nearing completion and work continues on the development of an indoor track and sports venue in Glenwood.



Gordon Hotel



5th Street Market Expansion



Civic Park

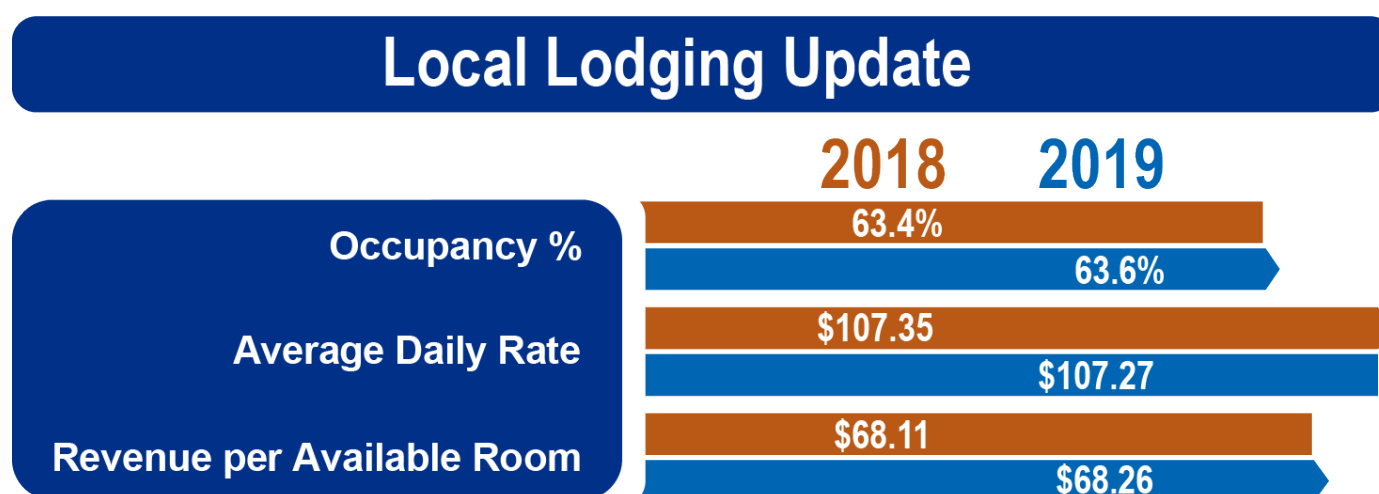


Tru Hotel by Hilton

Overall lodging sector performance lagged behind the state and nation for the period. The addition of more than 200 new rooms in 2020 will necessitate attracting visitors across all three target markets through the efforts of Travel Lane County and its partners.

The return of track and field will provide a welcome boost in the second half of the fiscal year and for many years to come.

Local Lodging Update



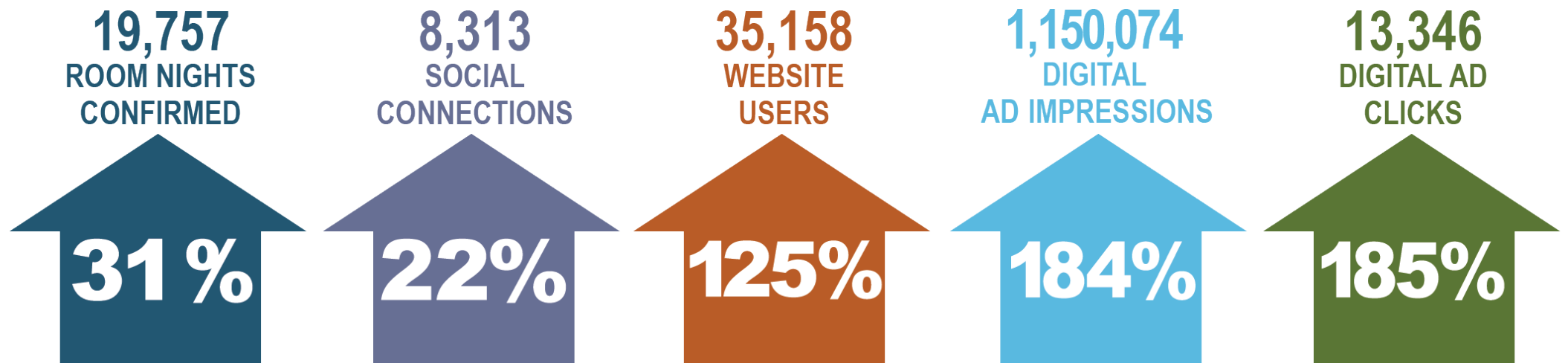
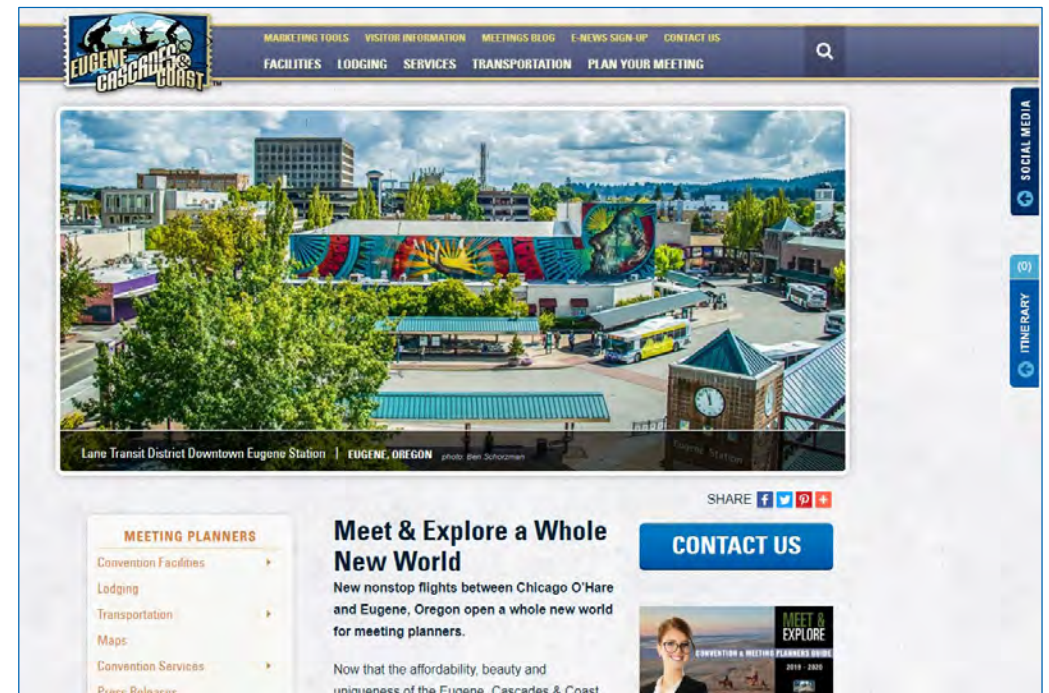
Source: Smith Travel Research

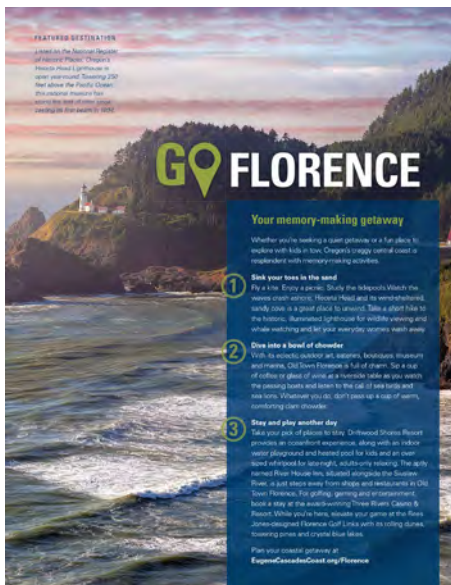
CONVENTION & SPORTS

Conventions and sports marketing staff developed targeted campaigns to grow their social following, increase awareness of our digital planner guides and drive click-through rates to campaign landing pages. These efforts were rewarded with solid growth in both social media connections and click-through rate.

Trade show participation in a number of markets, including the new Chicago market, continue to result in interest from planners.

Confirmed room nights were up across both conventions and sports. On the conventions front, our local convention sales committee continues to work on strategies to attract large conferences and we are thrilled that the community will experience several exciting conferences in 2020. Sports bookings were up a healthy 39% for the first six months of the fiscal year.





LEISURE MARKETING

Leisure marketing through earned media was focused on placement goals, rather than overall impressions, in top tier domestic publications and international publications. While overall impressions fell, we secured 11 top tier stories that supported the campaign messaging and key themes set by our content team. 10 story placements in international publications put us on a good pace toward our annual goal of 25.

Paid digital advertising continues to be a focus, and a 310% increase in clicks gives us confidence this strategy is paying dividends.

11

Out of our goal of 12 top tier stories already secured

10

Story placements in international publications

2.9 Million

Print advertising impressions

2.2 Million

Digital advertising impressions

215,000

Digital advertising clicks

177,402

Social connections

INTEGRATED MARKETING

Our investment in quality content and website optimization continues to pay off with strong website numbers, with sessions up 5% over last year.

1.1 Million **Pageviews**

583,978 **Website sessions**

42 **Blogs published**

By migrating our library of images and b-roll to a cloud-based platform, the Travel Lane County team is able to more easily find and share content with partners and media.

We continue to add to our b-roll library to serve our partners and respond to media opportunities. Produced videos, such as a highlight of accessibility in the Eugene area, focus on core niche audiences.

7,500 **Total destination images**

800+ **Total b-roll clips**



STAKEHOLDER RELATIONS

A move to better define the symbiotic relationship between Travel Lane County and its stakeholders resulted in a change from using “membership” to the use of “partnership.” During the period our paid partnerships grew to 637 organizations. While earned media placements dropped over the first six months of the fiscal year, a new opportunity emerged in the form of a monthly column in the Register Guard. This monthly placement provides an opportunity to highlight all areas within the Eugene, Cascades & Coast region.



Training was provided through a partnership with Lane County Health and Human Services. Three sessions were offered free to partners and, for those who couldn't attend, the sessions are available via Youtube.



Our partner/industry webpage was enhanced and an industry vlog/blog series was launched in an effort to address key issues facing the industry and to learn about specific visitor sectors that play key roles in growing our industry.



Reciprocal agreements with all ten chambers of commerce were further strengthened and sponsorship of business after hours events in Florence and Oakridge were very successful.



Springfield's growing culinary scene was highlighted in the second Savor Springfield passport program. City of Springfield, the Springfield Chamber of Commerce and Travel Lane County partnered to take the promotion city-wide.

2019 OFFICERS

JB Carney, Chair
Earthquake Fit
Eugene

Julie Johns, Vice Chair
Territorial Seed Company
Cottage Grove

Pam Whyte, Treasurer
Emge & Whyte Eugene

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Oakridge

Christine Lundberg City of
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Michael Newman In Business
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Winery Veneta - Fern Ridge

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America's Hub World Tours
Eugene

Sarah Smith InnCline
Management Eugene

Pat Straube Dari Mart
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

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Eugene

Courtney Griesel
City of Springfield
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

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City of Veneta
Veneta - Fern Ridge

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Lane County

Travis Palmer
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Cottage Grove

Austin Ramirez
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

Dr. Anthony Cutting

Active Chiropractic
Eugene

Kathie Dougherty

KMTR NBC16
Springfield

Mike Duncan

University of Oregon Athletics -
Ticket Office
Eugene

Jeri McPherson

Valley River Inn
Eugene

Bob Jagger

Hyatt Place
Eugene

Tom Jordan

Prefontaine Classic
Eugene

Austin Ramirez

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

TrackTownUSA
Eugene

Stephanie Scafa

City of Eugene
Eugene

Mike Ripley

Mudslinger Events
Lane County

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
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

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

Melanie Griffin
Content Manager

Taj Morgan
Web Content Manager

Stakeholder Relations

Andy Vobora
Vice President of Stakeholder Relations

Maxine Walton
Director of Partnership Development

Hayley Radich
Partner Services Manager

Tourism Sales & Marketing

Natalie Inouye
Vice President of Tourism Marketing

Meg Trendler
Tourism Sales Manager

Stephen Hoshaw
PR & Social Media Manager

Julia Voigt
Tourism Marketing Coordinator

Visitor Services

Jeff Malik
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



EUGENE, CASCADES & COAST OREGON
EugeneCascadesCoast.org