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

Why We Do What We Do
We believe our work inspires people to experience and appreciate Lane County, creating opportunities, a sense of place and stronger communities.

How Do We Do it
We provide Leadership in the development of the region’s year-round tourism sector.

We are Brand Ambassadors who are committed to knowing our destination from one border to the other and living our brand promise.

We are Professionals who provide informed, friendly, prompt and respectful service.

We Value our staff, members/partners and customers.

We practice Good Stewardship of resources.

We are Welcoming and oppose discrimination of any kind.

What We Do
We market Lane County to leisure travelers, sports planners and meeting planners.

We create content that is inspiring, available and valuable.

We provide member benefits that create value.

We greet visitors with information and resources to plan experiences.

We communicate timely and accurate information to our stakeholders.

We develop tools that allow staff to be effective and efficient.

We partner with communities and organizations to provide the right experience for the right person at the right time.
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.

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.

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.
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.

19,757 ROOM NIGHTS CONFIRMED
8,313 SOCIAL CONNECTIONS
35,158 WEBSITE USERS
1,150,074 DIGITAL AD IMPRESSIONS
13,346 DIGITAL AD CLICKS
31% 22% 125% 184% 185%
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.

**LEISURE MARKETING**

Out of our goal of 12 top tier stories already secured

Story placements in international publications

Print advertising impressions

Digital advertising impressions

Digital advertising clicks

Social connections

11

10

2.9 Million

2.2 Million

215,000

177,402

12 top tier stories already secured

10 story placements in international publications

2.9 Million digital advertising clicks

2.2 Million digital advertising impressions

215,000 print advertising impressions

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.

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.

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.
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