


TRAVEL LANE COUNTY

FY25 PLAN

EUGENE
CASCADES
 AND COAST





PROMISE

The Eugene, Cascades & Coast region has Oregon's greatest variety of adventures in easy to reach, uncrowded places.



MISSION

Grow overnight visitors for a vibrant, year-round and county-wide economy.



WHY

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



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.

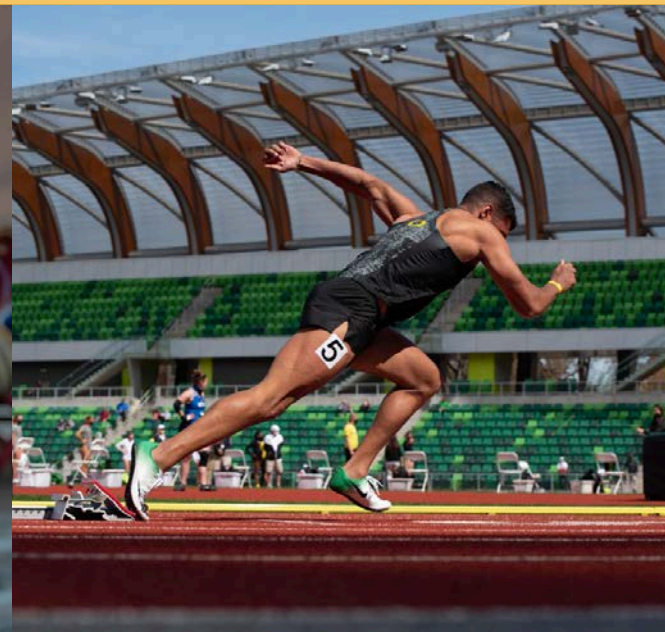
OUR KEY DIFFERENTIATORS

ETHOS



Uncrowded nature
Craft food & beverages
Maker culture
Clean air, water and soil
Music, art and performances

ENERGY



Tech/intellectual capital
TrackTown USA Legacy
Active sports culture
Vibrant university town
Riverfront recreation

EASE



I-5 Interstate, highway connections
Easy air service
No sales tax
Inclusive culture

OUR AUDIENCES

TRADE

Convention & meeting planners

Primary: state, national and regional planners hosting education, medical, associations, independent/third party, government and faith events

Secondary: food/beverage, tech, sustainability, agriculture/wood products and corporate events

Sports event planners

Primary: Local clubs, regional and national organizations in running, cycling, rowing, disc golf and pickleball, TrackTown USA, University of Oregon Athletics

Travel trade

Domestic and international operators, receptive tour operators

CONSUMER

Age: 25-64

Drive markets

Medford, Portland, Bend, Boise, Seattle

Current direct flight markets

Burbank, Denver, Las Vegas, Los Angeles, Oakland, Palm Springs, Phoenix, Salt Lake City, San Diego, San Francisco, San Jose, Santa Ana, Seattle

Interests

Road trips, tours, biking, hiking, kayaking, fishing, boating, birding, wine & food travel, beer tasting, shopping, family vacations, local travel, adventure travel, sustainability, maker culture, art, track & field, running, college sports

Lane County residents

STAKEHOLDERS

Board of Directors

Chambers of Commerce

Civic and community groups

Elected officials

Local, state and county agencies

Local residents

Member businesses

Sports Advisory Council and those directly engaged in sports

Tourism industry

state/regional/local

MEDIA

Convention trade media

Sports trade media

Travel trade media

Local/regional media

Sports-specific enthusiast media

Regional lifestyle and travel media

THE DMO & COMMUNITY VITALITY



The FY25 Plan summarizes our sales and marketing efforts to grow overnight stays for a vibrant, year-round countywide economy while supporting Travel Lane County's FY24-FY26 strategic plan entitled *Aligning For Resilience*.



STRATEGIC PLAN IMPERATIVES

**DESTINATION
DEVELOPMENT &
MANAGEMENT**

**Stewardship of
place & people**

**FUTURE
VISITORS**

**Grow demand and support transformative
visitor and resident experiences**

**LEADERSHIP &
OUR LANE**

**Our role in supporting values-
driven economic growth**

**CEO
SUCCESSION**

**Hiring for acumen in alignment and
innovation**



FY25 GOALS

REDUCE SEASONALITY & GROW WINTER VISITOR DEMAND

Our single biggest challenge as an industry and as a local economy is the strong summer bell curve and deep winter trough of visitor spending. We must find ways to grow overnight demand in winter to help a wide array of businesses who benefit from the new dollars visitors bring to town. We are committed to developing shared business intelligence that makes our work stronger, more efficient and more effective, and also benefits stakeholders in their work.

GROW OUR REPUTATION AS AN INCLUSIVE DESTINATION

We aspire to walk our talk as an active, welcoming, globally aware and sensitive citizenry in Lane County. We want everyone to feel welcome, safe, and well-served by visiting our destination. We are committed to inclusivity by reducing barriers to visiting here, whether it is through hearing loops, mobi mats, or sensory sensitive services, or as the home of an excellent University with students and faculty from countries around the world.

ENGAGE THE COMMUNITY IN LINKING THE VISITOR ECONOMY AND QUALITY OF LIFE

Great places to live are great places to visit and great places to work. We want to lean in to the intersections of creating facilities and programs that serve residents and draw visitors. We want the tourism and hospitality industry to bring benefits beyond that important visitor spending, to supporting community assets that are cherished by residents. Travel Lane County and the Travel Lane County Charitable Fund are committed to helping make our great destination an even better home for locals.

STRENGTHEN TRAVEL LANE COUNTY'S POSITION AS A TRUSTED LEADER

We receive precious Transient Lodging Tax (TLT) resources with which to do our work. Part of our work is to help grow that resource for the benefit of our broader local economy, all recipients of TLT, and our industry sector. Every dollar we invest needs to benefit the destination, while growth of TLT through growing year-round visitor overnight stays our mission and focus. Professionalism, transparency, expertise and honesty are all part of our responsibility to stakeholders.

COMMUNITY DEVELOPMENT & SUPPORT

PRODUCT DEVELOPMENT

Track Town community dressing and support
Food and Tasting Trails
Art and Cultural districts and centers
Connect Lane routes
Why Guides
Regenerative tourism packages
David's all-terrain mobility track chair
Wayfinding and placemaking
Hearing Loops installations and education
Community Tourism Committees
Finn Rock ADA boat launch
McKenzie River Discovery Center
Accessible itineraries



SPORTS FACILITIES

Indoor Multi-use Sports Facility, Eugene-Springfield
Golden Gardens Park Master Plan, Eugene
Regional Pickleball Complex, Lane Community College
Cycling Pump Track, Oakridge
Aufderheide Scenic Bikeway designation, McKenzie River Valley & Westfir/Oakridge
Row River Trail improvements
Competitive rowing improvements, Dexter Lake
BMX Track improvements, Cottage Grove
Emerald Valley BMX improvements, Eugene
The Rink Exchange, Lane Events Center





TOURISM MARKETING

PURPOSE

The Tourism team manages and directs marketing to consumer audiences for the organization. The team strives to stay at the forefront of strategies to increase awareness and drive visitation, representing the communities through Lane County.

FY25 STRATEGIES

The Tourism team manages a layered marketing strategy to drive awareness, inspiration and visitation to the destination. Collaborating with the full staff team, we focus on promoting year-round content, with emphasis on shoulder seasons and times of need to reach the right visitor at the right time.

An "always-on" paid, owned and earned media approach, which provides a base of reach and traffic, combines high and low funnel goals to inspire interest in our destination and encourage trip planning. Advertising placement focus on the most efficient return for Key Performance Indicators (KPIs). Additional campaign placements add to this base to test new programs or reach additional targets. Additional layers of in-market campaigns encourage movement throughout the destination.

Data insights from tools like Zartico and key partners like Travel Oregon assist in identifying leading visitor markets.

Our goal is always to focus on initiatives that sustainably grow visitation and support the 11 communities dependent on the tourism economy in Lane County.

OBJECTIVES

- Drive destination awareness to key audiences with an increase of impressions to target markets by 3%
- Increase traffic to key web content from target audiences by 5%
- Interactions with visitors increase by 10% with outreach events in at least six different communities
- Build and test data hub concept with targeted group of stakeholders by end of FY25

KEY PERFORMANCE INDICATORS

- Impressions/estimated circulation
- Video views
- Number of key stories
- Clicks to our website
- Social engagement metrics
- E-newsletter sign ups
- Outreach interactions
- Number of parks passes sold
- Data hub engagement

CONVENTION SALES

PURPOSE

The Convention team is dedicated to increasing overnight stays in Lane County by marketing the Eugene, Cascades & Coast region when it most benefits the economy of the communities we serve. We do this by creating strong collaborations and partnerships in the local business community to understand the economic needs and opportunities. We drive planner destination awareness and interest and confirm meetings and conventions utilizing Eugene, Cascades & Coast venues and hotels. We provide exemplary services resulting in highly satisfied meeting planners, delegates and local businesses.

FY25 STRATEGIES

The Eugene/Springfield metro area boasts limited but high-quality convention and meeting rooms, while the surrounding areas offer captivating offsite event locations and pre/post-conference opportunities. Florence serves as a meeting destination and a popular day trip for Eugene/Springfield-based groups.

The Valley River Inn is expected to be back in service by Fall 2024 and should be in high demand due to the complete renovation and sustainable certification.

Sales efforts are focused on creatively matching up events to fill need dates for our meetings hotels and venues.

A highlight of FY25 will be when Tourism Cares comes to the area in September/October thanks to sponsorships from Willamette Valley Visitors Association and Travel Oregon. This conference supports our reputation as an inclusive destination and inspires, educates and activates the tourism industry with a focus on sharing best practices in sustainable travel. Multiple tours focused on sustainability and DEI have already been developed for the conference and will become standard offerings for future conventions and meetings.

OBJECTIVES

- Book 11,050 room nights
- Obtain three testimonials from planners
- Gain eight mentions in top-tier trade media

KEY PERFORMANCE INDICATORS

- Event prospects entered into the sales funnel
- Requests for proposal (RFP) into sales funnel
- RFPs secured
- RFPs from trade shows
- Groups supported through incentives/rebates
- Planner testimonials
- Website impressions
- Top tier media mentions
- Email open rate



SPORTS

PURPOSE

The Sports team supports the local community by bidding on and hosting sporting events of all sizes that generate overnight stays and help create a vibrant year-round economy. We accomplish this by marketing Lane County as a premier sports destination to a variety of event operators and organizers and supporting local, youth and amateur, teams and clubs to grow sports throughout Lane County. Our team also advocates for the development and revitalization of sports infrastructure, further enhancing the overall sports landscape in the destination.

FY25 STRATEGIES

We see an opportunity to leverage key sport segments and existing events to help us build out our destination to be able to compete on the national stage.

This strategic approach aims to increase room nights while demonstrating to local stakeholders the value of sports tourism and the critical need for facility development. By organizing local events and spearheading key facility projects, we can underscore the significance of supporting and investing in local sports infrastructure, providing both recreational spaces for residents and contributing to the economic prosperity of Lane County.

We have identified three primary target audiences to accomplish this plan: local audiences, engaged planners and future planners. Engaging the community — especially around track & field — through local events, media outreach and presentations will be critical in conveying the importance of athletic events and sports tourism for the community's overall well-being.

Maintaining and enhancing relationships with existing local event rights holders and operators in our target sports, such as the Eugene Marathon and the Oregon Gran Fondo, is crucial. The goal is to help these events grow participation and spectators.

OBJECTIVES

- Book 28,000 room nights
- Identify and support four key rural tourism and sports facility projects.
- Drive awareness of the Sports Commission's work and objectives and build community engagement through quarterly programs and media campaigns.

KEY PERFORMANCE INDICATORS

- Winter/shoulder season events secured
- New major marquee summer events secured in primary sports
- New room nights booked
- Website impressions
- Top tier media stories
- Sports Commission newsletter open rate
- Future development projects identified

INTEGRATED MARKETING

PURPOSE

The Integrated Marketing team is the steward of the organization's brand, assets and marketing platforms. As the centralized marketing hub of the organization, we strive to ensure both quality and proper usage of branding, creative assets, video, photography, print publications, website content and management of centralized marketing platforms.

FY25 STRATEGIES

The ever-changing landscape of digital marketing drives many of our strategies for FY25. While we continue to leverage strong organic website traffic, experts predict a dip as consumers turn to AI instead of a browser search to answer questions. We are preparing for this shift by investing in what we can uniquely offer: first-person narrative experiences told by local expert guest authors on our blog, and ensuring our content is as accurate, timely and relevant as possible. We continue to leverage tools like marketing automation and generative AI, and keep a focus on booking search engine searches and referrals. After a strong investment in video production in FY24, we plan to leverage existing assets to create new videos, building on the success we saw on digital platforms this year and allowing us to continually iterate and innovate on our paid social media and CTV platforms. By the end of FY25, we'll be ready to launch a Destination Master Plan process. Much of this year will be spent selecting a vendor, identifying the project scope and budget, and bringing stakeholders on board so they're prepared to help us vision the next future of Lane County as a visitor destination.

OBJECTIVES

- All external communications drive awareness of the Eugene, Cascades & Coast brand
- Increase share of website traffic to priority content
- Maximize use of technology platforms to support business goals
- Begin Destination Master Plan project by end of FY25

KEY PERFORMANCE INDICATORS

- Organic website traffic
- Form submissions
- Booking searches and referrals
- Web pages/blogs published
- Photo/video assets added to library
- Videos produced
- Image and video requests
- Creative projects completed

STAKEHOLDER RELATIONS

PURPOSE

The Stakeholder Relations team provides member and destination management programs to attract and retain members, educate industry stakeholders and encourage participation and support of Travel Lane County's efforts to grow the visitor economy.

FY25 STRATEGIES

Our diverse set of stakeholder audiences begins with our members. These businesses provide the Oregon experience to visitors and residents through a variety of products and services to enjoy year-round. A focus for FY25 is extending our revised membership model to hundreds of Lane County businesses and providing opportunities to engage, learn and connect through existing and new training and educational programming. In destination development, the focus will be on extending accessibility analysis and advocacy by utilizing a RARE Americorps placement, implementing cycling programs to expand road, gravel and mountain biking opportunities throughout Lane County, and working with rural proponent groups on fundraising activities and/or campaigns in conjunction with planning-stage development(s).

The staff and Board of Directors will champion advocacy for the travel and tourism industry, our organization's leadership in positioning the Eugene, Cascades & Coast region as a premier destination and highlighting the incredible work of our members who deliver great Oregon experiences every day.

OBJECTIVES

- Implement 75 touchpoints with stakeholders
- Empower 300 frontline staff to become stronger destination evangelists
- Empower at least one local proponent of new tourism products in each county subregion
- Secure local proponents of new audio and mobility accessible products and/or accommodations

KEY PERFORMANCE INDICATORS

- New members
- Email open rate
- Stakeholder interactions
- Community and civic presentations
- Events email subscribers
- New Connect Lane routes
- Press releases
- Front-line staff trainings

ADMINISTRATION

PURPOSE

The Administration team provides efficient, ethical and professional direction of operational functions. Inspire outstanding team effort in achieving organizational mission and objectives.

FY25 STRATEGIES

This program area maintains excellent organizational control and support systems for budgeting and financial compliance and reporting, governance support and transparency.

The Administrative team maintains IT hardware and software systems and manages a Human Resources program that results in a well-trained, motivated and engaged professional team that is highly respected.

The Administrative team helps ensure successful organizational outcomes through support and accountability, providing training opportunities while requiring robust program reporting, organized record-keeping and robust internal communications. As the lead for the Administrative Team and organization overall, the CEO provides formal reports to the Lane County Board of Commissioners and serves as Travel Lane County's official spokesperson.

OBJECTIVES

- Maintain excellent organizational control and support systems
- Achieve a clean third party financial audit
- Secure positive stakeholder feedback and local media exposure for Travel Lane County Charitable Fund
- Board of Directors scores are 80% or higher in annual board survey
- Ensure a well-trained, motivated, efficient and well-respected professional staff that scores their work experience positively
- Stakeholders score Travel Lane County high in leadership, expertise and trust

A scenic view of a river at sunset. The sky is filled with dramatic, colorful clouds in shades of orange, yellow, and blue. The sun is low on the horizon, casting a warm glow over the scene. The river flows from the background towards the foreground, reflecting the colors of the sky. Lush green trees line both banks of the river. On the right bank, a paved path with a red metal railing runs along the river. The overall atmosphere is peaceful and beautiful.

THANK YOU

EUGENE CASCADES AND COAST