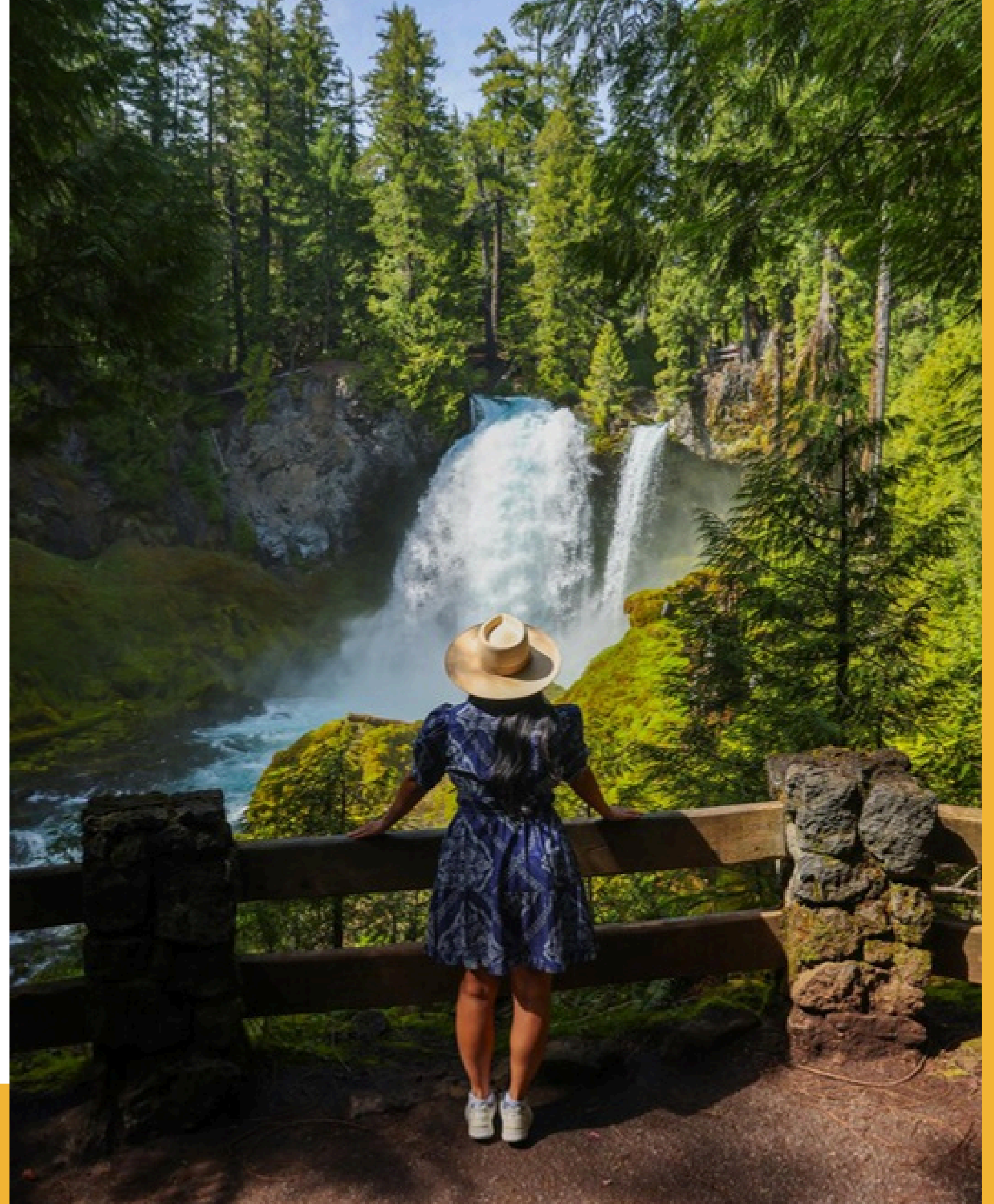
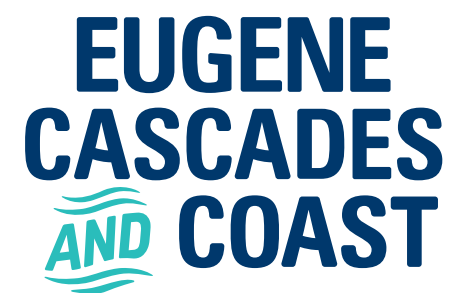


# FY27

## Travel Lane County Annual Plan

---



## **Mission**

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

## **Vision**

Travel Lane County is a recognized leader in achieving year-round economic growth throughout the Eugene, Cascades & Coast region.



# OUR CORE WORK



## **BUILDING**

The Eugene, Cascades & Coast brand

through consumer marketing, content and always-on paid, owned and earned media to inspire travel to Lane County's 12 communities



## **GROWING**

Overnight visitation

by recruiting conventions, sporting events and group travel through sales outreach, bid development and planner and rights holder relationships



## **HELPING**

Build a stronger destination

by supporting initiatives that improve visitor experiences, expand access and champion the infrastructure investments that drive year-round overnight demand



## **CONNECTING**

businesses to the visitor economy

through visitor data, marketing resources and industry advocacy



## **WELCOMING**

& connecting visitors with the best of the destination

through visitor center operation and highlighting experiences across Lane County

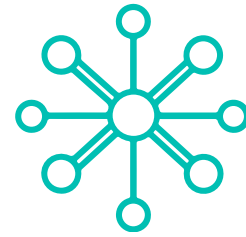


# FY27 STRATEGIES

---



**GROW**  
demand & reduce  
seasonality



**ADVOCATE**  
for investment &  
community  
connection



**SERVE**  
as trusted  
regional leader  
& partner



# GROW DEMAND

## Reduce Seasonality

Seasonality is a structural problem for our industry and our local economy. This year we're tackling it with the biggest marketing investment we've made in years: a refreshed destination brand and a full-funnel integrated campaign built to carry the same creative weight in winter as summer.

**Launch a new brand and integrated campaign.**

New visual identity, tagline, voice and tone guidelines and a campaign platform built to maximize awareness and inspiration.

**Run always-on paid media starting July 1.**

A new programmatic media partner executes a full-funnel digital campaign reaching visitors across all stages of trip planning.

**Promote winter experiences and products.**

Give visitors a concrete reason to choose Lane County November through March.

**Deploy bid fees and opportunity funds.** Targeted conversion tools for conventions and sporting events.

**Advance the indoor multiuse sports facility.** Establish a viable ownership and operating model with a clear line to the hotel nights and visitor spending the facility will generate.



### FY27 DELIVERABLES

Programmatic media campaign live	Jul 2026
Brand and integrated campaign launch	Jan 2027
Indoor facility model	Jun 2027

# ADVOCATE

## For Investment & Impact

Visitor spending is the engine that powers jobs, lodging businesses, restaurants, retail, jobs and the local tax base that Lane County residents and elected officials depend on. Our role is to keep that engine running and to consistently make the connection between TLT investment and measurable economic outcomes across Lane County.

**Advocate for TLT investment as a demand driver.** Make the consistent connection between lodging tax revenue and measurable economic outcomes across Lane County.

**Develop an evaluation matrix for TLT investment impact.** Provide transparent, consistent guidance for investment decisions tied to outcomes the community values.

**Equip industry partners to engage directly with elected officials.** Share the language and data to tell their own story about the visitor economy's role in their business and community.

**Advance TrackTown USA as a driver of regional identity and visitor demand.** Leverage economic development initiatives to strengthen alignment.

**Engage large-scale regional initiatives.** Ensure the visitor economy's benefits are part of the strategies for Lift Off EUG, South Willamette Valley Innovation Corridor, transportation planning and UO development.



### FY27 DELIVERABLES

TLT investment evaluation matrix Jun 2027

Advocacy toolkit Jun 2027

# SERVE

## As a Trusted Leader & Partner

Being trusted means showing up consistently in communities across the county, in the data we provide to partners and in the value of the programs we deliver to those who live and work here. This year we're turning the Destination Master Plan into action, building on our membership programs and strengthening our role as a countywide partner.

- Grow member engagement across all 12 communities.** Focus on reaching businesses that haven't yet connected to what we offer.
- Give members better access to data and marketing intelligence.** Quarterly data reports, biannual marketing audience information and regular marketing-focused convenings.
- Support partners in co-marketing the destination.** Winter Ad Rebate, Explore AND Score and the Downtown Savings Pass programs.
- Collaborate with local tourism committees.** Ensure our work is informed by community initiatives.
- Create a 3-year Destination Master Plan action plan.** Give partners and communities a clear view of how to engage with what comes next.
- Leverage accessibility resources and advocacy.** Amplify the good work our partners are doing and advocate for structural improvements that serve a broader range of visitors.



### FY27 DELIVERABLES

Data dashboard launched	Dec 2026
Marketing roundtable series	Quarterly
Destination Master Plan 3-Year Action Plan	Feb 2027

# FY27 Key Performance Indicators (KPIs)

KPI	Annual Target	
<b>GROW</b>		
Advertising Impressions	<b>55,000,000</b>	Reflects a 4.5% increase based on increased budget for paid media
Advertising clicks	<b>440,000</b>	Reflects a 4.5% increase based on increased budget for paid media
Destination earned media stories	<b>65</b>	Increased from this year's goal of 60 to reflect an increased scope with Lawrence PR in FY27
Website booking searches	<b>45,000</b>	Reflects maintaining current levels despite expected declines in organic search, with an emphasis on qualified visitors.
Website booking referrals	<b>15,000</b>	
Conventions confirmed room nights	<b>9,500</b>	Reflects an increase back to FY24 numbers when we last had dedicated sales staff.
Sports confirmed room nights	<b>35,000</b>	Based on the 3-year average. This number has large fluctuations based on large event confirmations.
<b>ADVOCATE</b>		
Industry earned media stories	<b>50</b>	Decreased from this year to focus on quality over volume.
Community and council presentations	<b>24</b>	Approximately two presentations per month across Lane County.
<b>SERVE</b>		
Number of new members	<b>100</b>	Reflects the pace of member acquisition since introducing the new membership model.
Member retention	<b>100%</b>	Full retention goal with introduction of the free membership tier.
Visitor center interactions	<b>6,500</b>	Reflects a 10% increase over the projected first 12 months of operation at the new visitor center.
Outreach events	<b>12</b>	Our goal is to be at key events in each community.