

- *Does Travel Lane County have data available (relevant to the last 18 months) around **conventions and sports business** to provide to the selected consultant?*  
We can provide lead reports from our CRM that includes booked, lost and pending leads.
- *Does Travel Lane County have data available (relevant to the last 18 months) around **overnight visitation to the county** to provide to the selected consultant?*  
We can provide data from Zartico and Dean Runyan reports.
- *Does Travel Lane County have available data (relevant to the last 18 months) around **current tourism infrastructure capacity across the county** to provide to the selected consultant?*  
No
- *Is there a preference for **virtual or in-person** meetings or presentations?*
  - *If in person, approximately how many meetings or events are expected in person?*  
Virtual meetings work well for meetings between Travel Lane County, the core team and consultant. The majority of stakeholder presentations should be in person, and the number is dependent on the proposed stakeholder engagement plan.
- *Assessment of current tourism infrastructure capacity and future development needs across all communities*
  - *What are the expectations on the depth of this assessment and the desired deliverable?*  
The expectation is that at the end of the Destination Master Plan process, all stakeholders will have an agreed upon understanding of the best investment that will differentiate the destination in the future.
- *Analysis of current destination brand strategy and recommendations*
  - *Is this a required inclusion within this scope of work?*  
We're looking only for a recommendation on the value of destination-wide brand development vs. a different approach, given that we represent a large area and diverse set of communities with their own existing brands.
- *If there are any insights you could provide on priority outcomes and deliverables out of those listed on Page 2, that would be helpful so we can maximize your budget where you feel you need it most.*  
The core of the outcomes are the first three listed in the RFP. All other outcomes listed are expected components that get us to those larger outcomes.

- Are there specific tourism assets or experiences that you feel are under-leveraged and should be a focus of development?*

Our biggest challenge to solve is the steep bell curve we see that results in low visitation in the winter months and drastically affects the visitor economy. Given that this is our greatest challenge, any tourism asset or experience that drives winter visitation should be a focus.
- What does success look like for this master plan from your perspective?*

A 10-year vision for the destination and an agreed upon definition of what success looks like from all stakeholders, and a tool that is used by more than just Travel Lane County.
- How many stakeholders do you anticipate engaging as part of the Destination Master Plan process?*

Approximately 40 board members, 600 member businesses, 100 other elected officials and community leaders, 6 public lands and agencies and however many residents you suggest incorporating into the plan.
- Who are the most critical stakeholders that must be engaged in the planning process?*

Our Board of Directors, elected community leaders and economic development entities are the core group that we would like to see brought along throughout the entire process. We are also specifically interested in reaching stakeholders who we don't normally engage with and making sure we are listening to voices outside of those that we regularly interact with.
- How do you want resident voices to be incorporated into the plan?*

We only know that we want resident voices to be considered, but are looking to our consultant to propose the best way to do so based on best practices.
- Are there any past or ongoing community engagement efforts we should align with?*

We would like to start our engagement with our selected consultant by identifying what filter we want to use to make sure we capture as many relevant existing plans as possible, for example: existing community vision plans for our 12 communities, Elevate 2028, Eugene Airport expansion and Lane County Events Center Master Plan.
- What level of involvement do you expect from your internal team in the engagement process?*

Our team can provide assistance as needed by the selected consultant.
- What are the mechanisms to engage with the community?*

We have strong network in all of our communities that could be leveraged for community engagement based on recommendations from the selected consultant.
- Are there particular tourism KPIs that you track or wish to include in measuring success?*

Overnight stays, visitor spend, visitor distribution (seasonally and county-wide)

- *Are there specific visitor demographics or markets you want to focus on for future growth?*  
We would like recommendations
- *Do you have access to past visitor databases, visitor sentiment, or resident sentiment data that we can use?*  
No
- *What competitive destinations do you compare Lane County against?*  
On the conventions and sports business side, we look at Bend, Medford, Salem, Spokane and Boise but are open to broadening the set. On the leisure side, we don't broadly look at a comp set in determining strategy and messaging.
- *Is the project budget inclusive or exclusive of travel expenses?*  
Inclusive