Dear Partners,

Fiscal year 2023 began with the hosting of the World Athletics Championships Oregon22, and what a July it turned out to be. By nearly all accounts the event was deemed the best World Athletics Championships ever and put Lane County and Oregon on the world map. While total economic impact figures are challenging to come by, lodging tax receipts tallied an all-time one-month record of more than $2.6 million, and local economic impact is estimated at $50.5 million. It was well timed, too, as visitor volume overall had started to cool a bit across the rest of Oregon. Throughout the fall, we have seen hotel occupancy fall as rooms contracted for visiting nurses and wildfire recovery are down significantly from last year. This is of course a positive in terms of overall community health and is highlighted to help explain current trends in hotel statistics, which have dropped a bit from last winter.

More and more summer events and festivals came back online welcoming eager attendees who were ready to congregate and celebrate following inactivity due to COVID-19. Veneta welcomed thousands back to the Oregon Country Fair, Creswell's renowned 4th of July festival brought visitors of all ages together and the University of Oregon football team welcomed a new coach and an exciting slate of home games. Performing arts venues offered a full line up of shows and performances.

Convention attendees returned to area meeting spaces and area hotels found a way to staff up and ensure that everyone enjoyed their stay. Our industry remains resilient and continues to rebuild. More of our friends and neighbors are back at work and we are closing in on pre-pandemic levels of employment. Program metrics are strong overall and we’ve had some big wins, which you will read about in this semi-annual report.

The following pages provide a snapshot of where we are at mid-year and we are excited to see what the coming months bring.

We appreciate the support of our industry partners, residents and elected officials who support the Eugene, Cascades & Coast region as a premiere visitor destination offering Oregon’s greatest variety of adventures in easy to reach, uncrowded places.

Kari Westlund
President & CEO
Increased local spending and visitor demand to Lane County are driven by targeting audiences in primary fly and drive markets. Workplans focus on using owned, earned and paid media channels to communicate messaging through advertising campaign pulses and an “always-on” media strategy.

- Secured 18,448,481 paid media impressions – a 10% increase year to date
- Earned 180,096 clicks from target markets to key itinerary and planning content on our site – a 130% increase year to date
- Estimated 138,417,657 earned media impressions – a 413% increase year to date

Increase overnight stays in Lane County by marketing the Eugene, Cascades & Coast region as a premier destination for conventions and meetings. Support planners in the development and execution of events and collaborate with regional partners to provide services that connect attendees with community resources and amazing destination experiences.

- 13 confirmed leads resulting in 4,471 room nights booked
- Estimated economic impact totaling $4.7 million
- Marketing has led to stronger connections with planners: paid search, display and social media retargeting impressions up 17.6%.
- Paid advertising impressions up 43% and newsletter open rates up 25%
- 15 confirmed events resulting in 17,805 room nights booked
- $9,977,394 estimated economic impact
- Marketing has led to stronger connections with planners: paid search, display and social media retargeting impressions up 14.2%, newsletter open rates up 43% and earned media is up 131%

Travel Lane County’s mission is to increase the number of overnight visitors. We market and promote the Eugene, Cascades and Coast region as a destination for travel, conventions, sports, meetings and events. We are a private, nonprofit association dedicated to economic development through visitor spending, which pumped more than $1 billion into Lane County, Oregon’s economy in 2021.
INTEGRATED MARKETING

Increase overall destination brand awareness through the development of photo and video assets used in marketing campaigns and online content. Support all departments through business intelligence and platform development and support.

- Nearly 788,000 website sessions – up 19.4%
- 622,000 unique website users – up 21.4%
- Published, edited and/or republished 592 blogs and website pages

788,000 Unique website sessions

STAKEHOLDER RELATIONS

Increase support for the tourism industry through the development of business and community partnerships, media and government relations, and destination development activities.

- Earned media stories up 64.5% and industry newsletter open rates consistently above 45%
- A net of 6 new partners for a total of 572 partners.
- Conducted 15 community presentations and six legislator briefings

EARNED MEDIA STORIES UP 64.5%

DESTINATION DEVELOPMENT

Enhance the existing tourism products available to visitors to the Eugene, Cascades & Coast region while fostering an environment for the development of new experiences. Offer programs that will drive visitor spending to local businesses.

- Supported the Oregon Coast Visitors Association in launching the Central Coast Food Trail
- Developed new marketing materials to support the Eugene Ale Trail
- Secured a $50,000 grant from Travel Oregon to implement hearing loops in hotels and attractions

$50K Hearing Loop Grant

EUGENE ALE TRAIL
**LOOKING BACK**

**FY23 Lodging Tax Receipts**

<table>
<thead>
<tr>
<th>Month</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>$1,418,345</td>
<td>$1,418,345</td>
<td>$1,695,184</td>
<td>$1,639,381</td>
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<tr>
<td>August</td>
<td>$880,304</td>
<td>$1,022,960</td>
<td>$1,727,526</td>
<td>$1,639,381</td>
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<td>September</td>
<td>$1,367,248</td>
<td>$1,062,535</td>
<td>$1,717,658</td>
<td>$1,728,420</td>
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**INDUSTRY INDICATORS**

**Room Demand**

<table>
<thead>
<tr>
<th>City</th>
<th>FY22</th>
<th>FY21</th>
<th>FY23</th>
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<tbody>
<tr>
<td>Eugene</td>
<td>-0.3%</td>
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<tr>
<td>Springfield</td>
<td>-2.2%</td>
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</tr>
<tr>
<td>Florence</td>
<td>-3.9%</td>
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<td></td>
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</table>

**Occupancy**

<table>
<thead>
<tr>
<th>City</th>
<th>FY22</th>
<th>FY21</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eugene</td>
<td>65.8%</td>
<td>67.6%</td>
<td>60.2%</td>
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<tr>
<td>Springfield</td>
<td>5.0%</td>
<td>-2.2%</td>
<td>-3.9%</td>
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<tr>
<td>Florence</td>
<td></td>
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</table>

**Average Daily Rate**

<table>
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<th>City</th>
<th>FY22</th>
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<th>FY23</th>
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<tbody>
<tr>
<td>Eugene</td>
<td>$161.69</td>
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<tr>
<td>Springfield</td>
<td>$122.93</td>
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<tr>
<td>Florence</td>
<td>$143.48</td>
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**Revenue Per Available Room**

<table>
<thead>
<tr>
<th>City</th>
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<tbody>
<tr>
<td>Eugene</td>
<td>$106.47</td>
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<td>Springfield</td>
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<tr>
<td>Florence</td>
<td>$86.32</td>
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**Source:** Smith Travel Research, 2022
LOOKING FORWARD

PAC-12 Rowing Championships – May

USA BMX Lumberjack Nationals - May

USATF Junior Olympic Championships – July
“Travel Lane County’s staff has been essential in obtaining Travel Oregon resources including the Destination Ready Program and most recently the Wheel The World grant which will help to improve our ability to support tourism to mobility challenged guests. We couldn’t have done it without them!”

Bettina Hannigan, President/CEO Florence Area Chamber of Commerce

“The Sports Commission fills an absolutely essential role for new event planners who may have great ideas, but zero understanding on how to bring the ideas into reality. Manifesting a new event correctly takes experience, and it also takes a great deal of resources. Without the help of the Sports Commission, it would have been extremely difficult to figure out all of the moving pieces and parts that need to come together. We are very thankful to have met and worked with the Eugene Cascades and Coast Sports Commission and highly recommend any other event creators to utilize this vital and valuable resource to bring their events into reality.”

Tim Greathouse, Oregon State Hannmandang Martial Art Expo and Tournament Director

OFFICERS

Julie Johns, Chair
Territorial Seed Company
Cottage Grove

Dana Turell, Vice Chair
Turell Group
Eugene

Pam Whyte, Treasurer
Emge & Whyte
Eugene

Lorrie Normann, Past Chair
Valhalla Winery
Veneta Fern Ridge

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Florence

Julie Collins
Cascades Raptor Center
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Mike Drennan
Individual Member
Eugene

Mike Duncan
University of Oregon Athletics - Ticket Office
Eugene

Pat Farr
Lane County Commissioner
Eugene

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A. Helfrich Outfitter
McKenzie River

Lynda Kamerrer
Oakridge Lodge & Uptown Bistro
Oakridge

Jeri McPherson
Valley River Inn
Eugene

Sarah Smith
InnCline Management
Eugene

Michael Newman
In Business Media
Eugene

Tina Patel
ALKO Hotels
Eugene

David Penilton
America’s Hub World Tours
Eugene

Kari Preston
Holiday Inn Express
Springfield

Tracey Sunflower
Westfirt Lodge & Cascades Outdoor Center
Westfirt

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Lane County

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Eugene

Brittany Quick-Warner
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Eugene

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Florence - Oregon Coast

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America’s Hub World Tours
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Oakridge

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McKenzie River

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South Jetty Dunes