

Travel Lane County

SEMI ANNUAL REPORT

FY23 July - December

**EUGENE
CASCADES
AND COAST**





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.

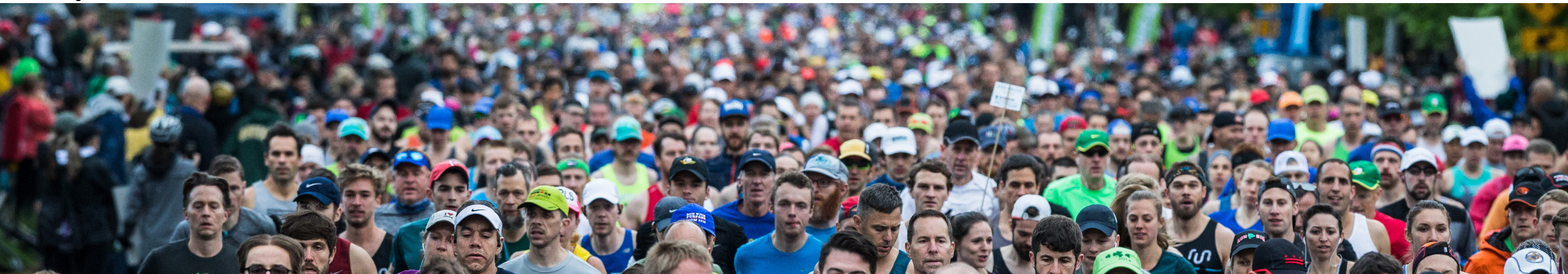
Our industry remains resilient and continues to rebuild. More of our friends and neighbors are back at work and we are closing in on pre-pandemic levels of employment. Program metrics are strong overall and we've had some big wins, which you will read about in this semi-annual report.

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

Eugene Marathon



TOURISM

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

Estimated
138,417,657
Earned media
impressions

CONVENTIONS

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 with paid search, display and social media retargeting impressions up 17.6%.
- Paid advertising impressions up 43% and newsletter open rates up 25%.

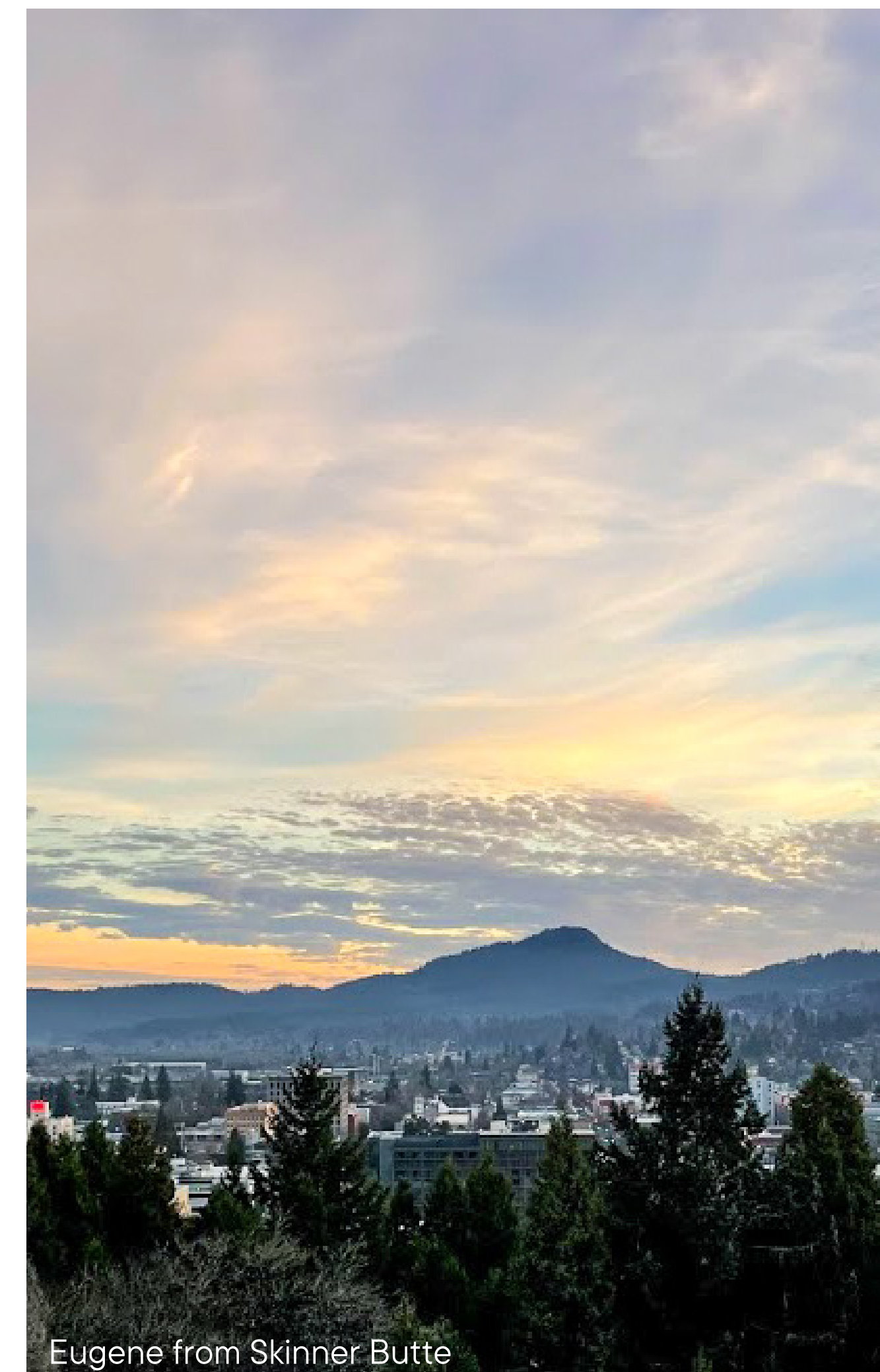
4,471
Confirmed
room nights

SPORTS

Increase overnight stays in Lane County by marketing the Eugene, Cascades & Coast region as a premier destination for sports events. 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.

- 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%

17,805
Confirmed
room nights



Eugene from Skinner Butte

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

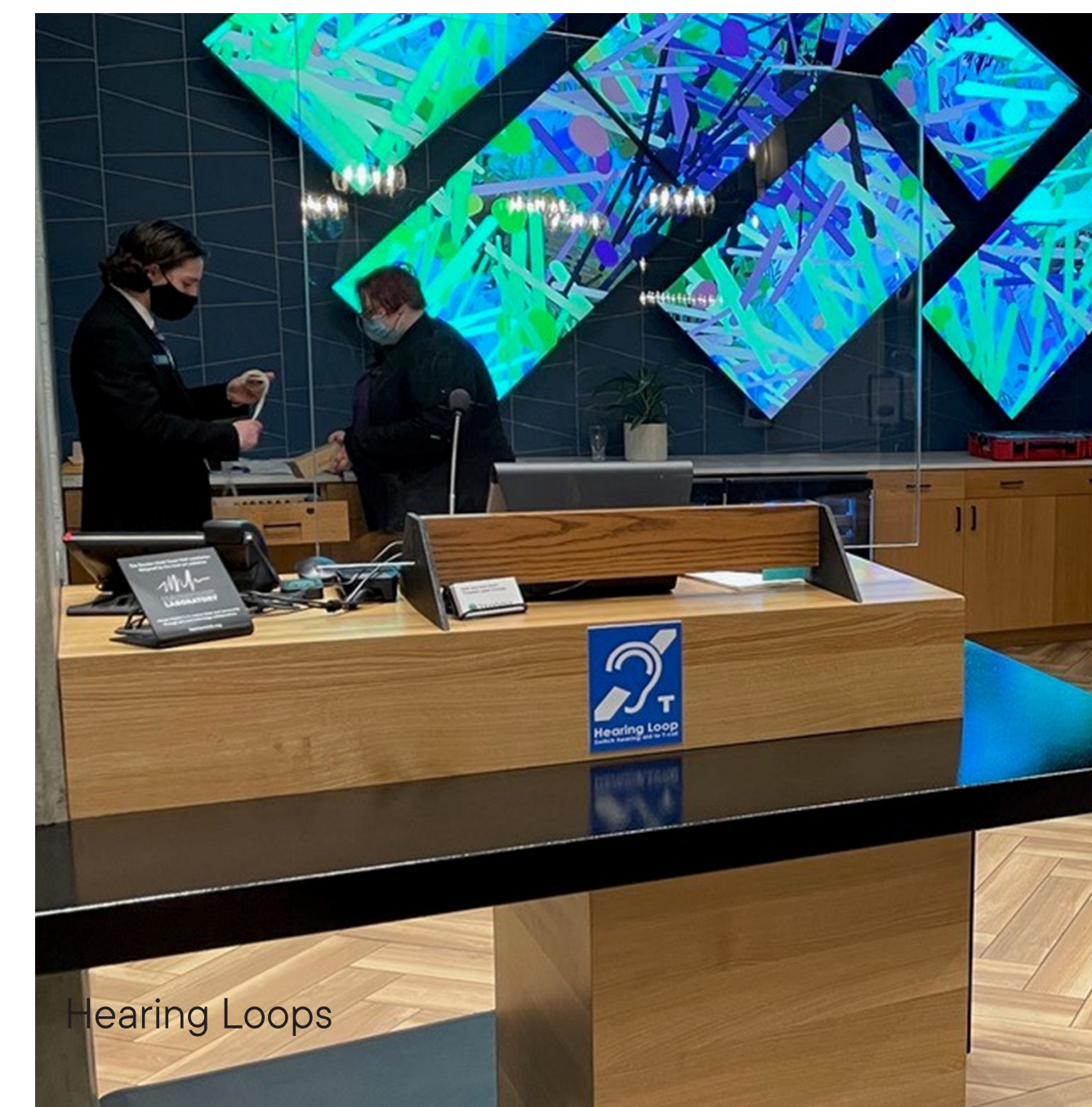
**EARNED MEDIA
STORIES UP
64.5%**

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

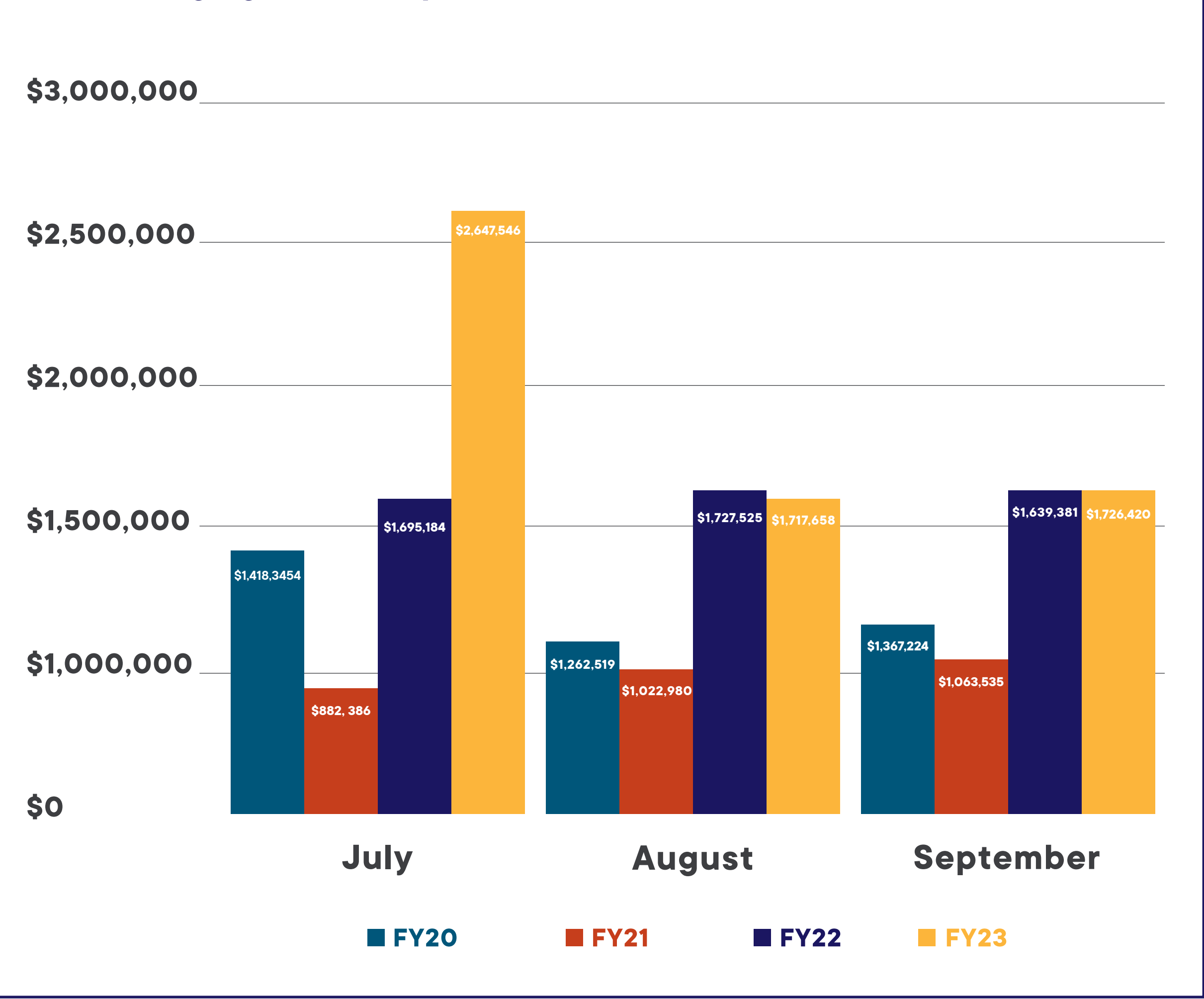
\$50K
Hearing
Loop
Grant



Hearing Loops

LOOKING BACK

FY23 Lodging Tax Receipts



INDUSTRY INDICATORS

Room Demand		
Eugene	Springfield	Florence
-0.3%	-2.2%	-3.9%

Occupancy		
Eugene	Springfield	Florence
65.8%	67.6%	60.2%
5.0%	-2.2%	-3.9%


Average Daily Rate		
Eugene	Springfield	Florence
\$161.69	\$122.93	\$143.48
21.3%	23.1%	8.8%

Revenue Per Available Room		
Eugene	Springfield	Florence
\$106.47	\$83.16	\$86.32
27.4%	20.4%	4.6%

Source: Smith Travel Research, 2022



LOOKING FORWARD



Meetings

Sports

Partners

Travel Alerts

Book Your Trip

Search Q

Explore


Outdoors

Events

Food & Drink

Lodging

Plan




EUGENE
CASCADES
AND COAST

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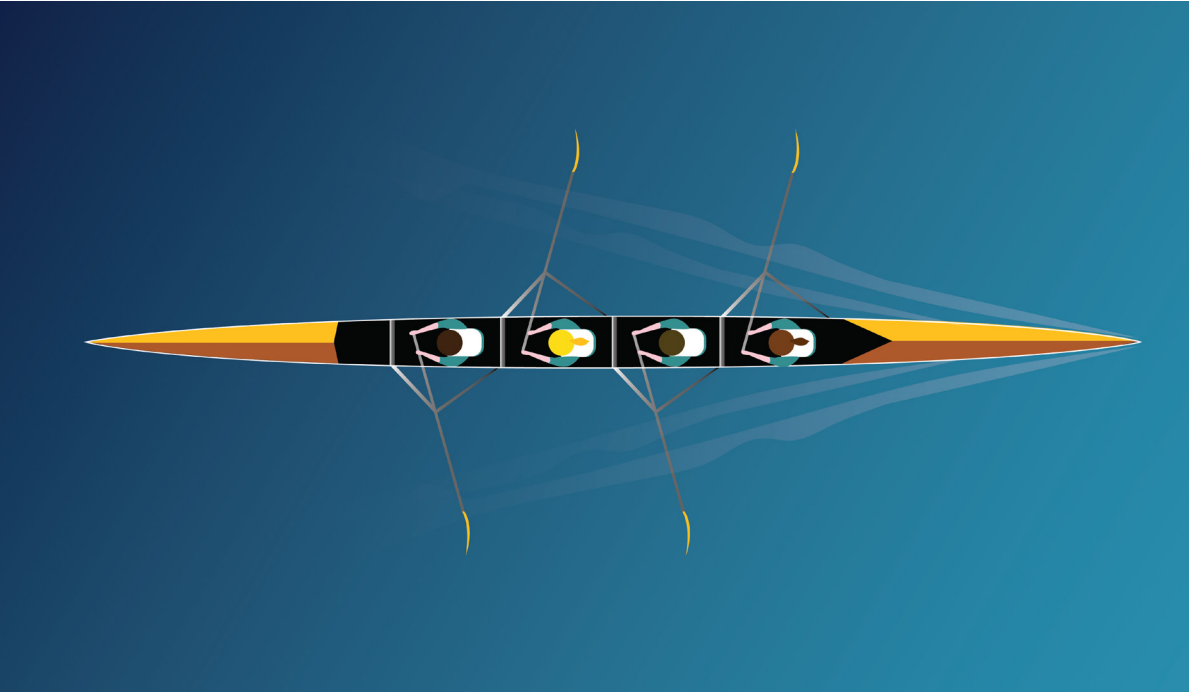
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Welcome to Eugene,


PAC-12 Rowing Championships – May

An illustration of a rowing team in a long, narrow boat on a blue body of water. The boat is yellow and black, and the rowers are wearing blue uniforms. The background is a solid blue color.

USA BMX Lumberjack Nationals - May

An illustration of three BMX riders on a grassy hill. The riders are wearing blue, orange, and green uniforms. The background is a blue sky with white clouds.

USATF Junior Olympic Championships – July

An illustration of three runners on a red track. The runners are wearing blue, green, and purple uniforms. The background is a blue sky with white clouds and a stadium.

“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 Hanmadang Martial Art Expo and Tournament Director*

South Jetty Dunes

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EUGENE CASCADES AND COAST

EugeneCascadesCoast.org