


Travel Lane County

ANNUAL REPORT FY22

EUGENE
CASCADES
 COAST



RECORD YEAR



Transient room tax receipts began surpassing pre-pandemic totals in the final months of fiscal year 2021 and continued to set records throughout fiscal year 2022. An all-time high of \$16.8 million in room tax receipts was collected, rocketing past the previous record of \$12.2 million in FY19.

The return to more normal daily activities meant increases in air travel through the Eugene Airport. New air service was added to Oakland and Denver by Southwest Airlines and a return of United's direct service to Chicago was welcomed by many travelers.

The biggest track and field season ever was capped off with the successful implementation of the World Athletics Championships Oregon22. Spectators, athletes, media, volunteers and more came from across the country and the world to witness the best track and field athletes in the world.

While encouraged by the performance of our commercial lodging sector, new COVID variants and staffing shortages continue to create challenges. We remain hopeful that the combination of sporting events, fairs and festivals and the return of conventions and meetings business will continue to support our local businesses in their return to normal operations.

While our summer has been strong so far, other markets have softened due to the price of fuel and economic uncertainty. Travel Lane County, along with our hospitality industry partners in Lane County, are focused on maintaining a strong visitor economy in FY23.

Keri Westlund



Mission

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.

Vision

Travel Lane County's vision is to be 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. We are focused on positioning Eugene, Cascades and Coast as one of the most preferred travel destinations in the Pacific Northwest.

Brand Promise

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

Why We Do What We Do

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

YEAR IN REVIEW

The pent-up demand for travel that industry experts were forecasting to hit in 2021 materialized. While 2020 total travel spending fell by half to around \$523 million in Lane County, 2021 recovered all of the travel spending losses and passed the \$1 billion mark for the third time in the county's history. Other Lane County tax revenues generated rose 72% while tax revenues directed to the State rose 46%. Pointing to the employment challenges we saw that hospitality employment was up nearly 5%, but continues to lag behind pre-pandemic levels by 20%.

Modest increases in conventions and meetings was encouraging, while sports events returned to host large spectator crowds. Community fairs and festivals, which hadn't taken place over the past couple of years (Creswell July 4th celebration, Eugene Marathon, Oregon Country Fair, etc.,) returned and welcomed eager patrons.



Direct Visitor Spending

\$83M

Transportation

\$95M

Arts, Entertainment & Recreation

\$317M

Food & Beverage

\$197M

Accommodations

\$114M

Retail

\$54M

Air Transportation

Total

\$860M

Source: Dean Runyan Associates, LaneCo2021p

ROOM TAX RECORD

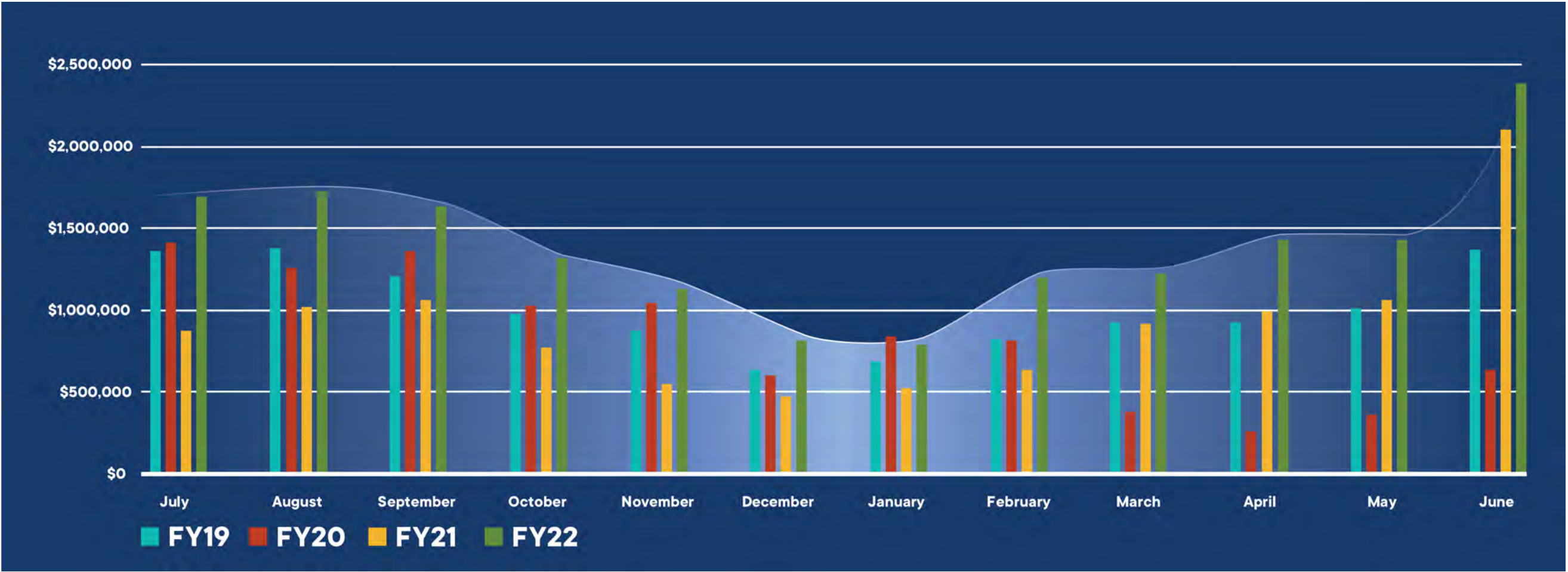
Transient room tax collections totaled \$16.8 million, driven by strong occupancy and strong improvement in average daily rates.

This 53% increase in revenue was welcomed by communities throughout Lane County and specifically the four cities that raise additional revenues by utilizing local option ordinances to increase TRT rates above the 8% county-wide rate. This includes Florence, Cottage Grove, Springfield and Eugene.

Building on the recovery that began in FY21, record transient room tax growth continued throughout

FY22. Traditional collection patterns continued to illustrate the winter demand trough that Travel Lane County has been working to fill for many years.

With an eye toward creating winter demand, the Travel Lane County board of directors re-started the effort to develop an indoor multi-use sports facility. Project work had paused while the County began its work on the Lane Events Center Facility Master Plan, but with an opportunity to engage in that planning process and move the project to its next phase, the board will actively work on the project in the coming fiscal year.



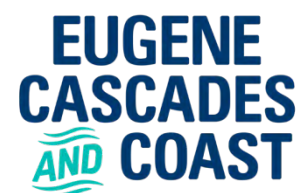
WORLD ATHLETICS CHAMPIONSHIPS

OREGON22 OUTCOMES

Though held in July, the start of FY23, much of our work in FY22 was focused on the WCH Oregon22 event. It took a village, and felt a bit like running a marathon, but with the help of other public and private entities, the event produced the largest ever – 18.7 million - domestic television audience across the NBC Sports platforms.

This represented a 65% increase over the 2017 event in London. The worldwide audience topped 1 billion viewers.

146,033 tickets were purchased and spectators traveled to Lane County from all 50 states and nearly 40 countries. The meet featured 1,700 athletes from 179 countries and was hailed as best ever by athletes who were hosted on the University of Oregon campus in the World Athletics' first ever athlete village. 29 countries left with a gold medal and 81 countries had athletes reach the finals – another first.





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Team USA broke the record for the most medals at a single event and walked away with the first ever Team Trophy. Instant medal ceremonies were a hit and the fans were treated to 3 world records, 13 Championship records and 92 national records.

The level of engagement spanned the 1,500+ volunteers to the 8,000 youth who participated in the 100-day World Wide Welcome Relay. 200 youth carried flags of the nations during opening day festivities and the Museum of World Athletics exhibits were visited in person and virtually by more than 13,000 people.

Fans got up early to line the men's and women's marathon course and nearly 2,000 runners took part in the ASICS Uplift 5k during the men's marathon.

The State of Oregon and communities throughout Oregon stepped up to welcome the world as more than 75 communities throughout the state posted Hello World Meet Oregon collateral and billboards up and down I-5 let everyone know the event was finally here.

Restaurant patronage varied, with some not seeing expected volume and others seeing record volume and revenues. Timing mattered. Many locals stayed home so typical dinner rush slowed while late night volume was higher than normal once the meet was over. Travel Lane County staff interacted with residents and visitors at welcome tables throughout

the community. Many visitors shared how much they were enjoying the competition on the track and the hospitality of folks they mixed with in the community and beyond. LTD ridership increased 26% on EmX bus rapid transit and 11% system-wide during the 10-day event.

Thank you to World Athletics for having confidence in TrackTown USA to host this prestigious event. Additionally, a big thank you to the Local Organizing Committee, the University of Oregon, Travel Oregon, Governor Kate Brown and the State of Oregon, United States Track and Field, the cities of Eugene and Springfield, area chambers of commerce and local businesses who provide great Oregon experiences every day. The world saw Oregon's best because everyone pulled together to create the best World Championships ever!



Website

1.3

Million Web Sessions

998,668

Website Users

12,889

Booking Searches

25,331

Lodging Referrals

**EUGENE
CASCADES
AND COAST**

INTEGRATED MARKETING

Creative & Content

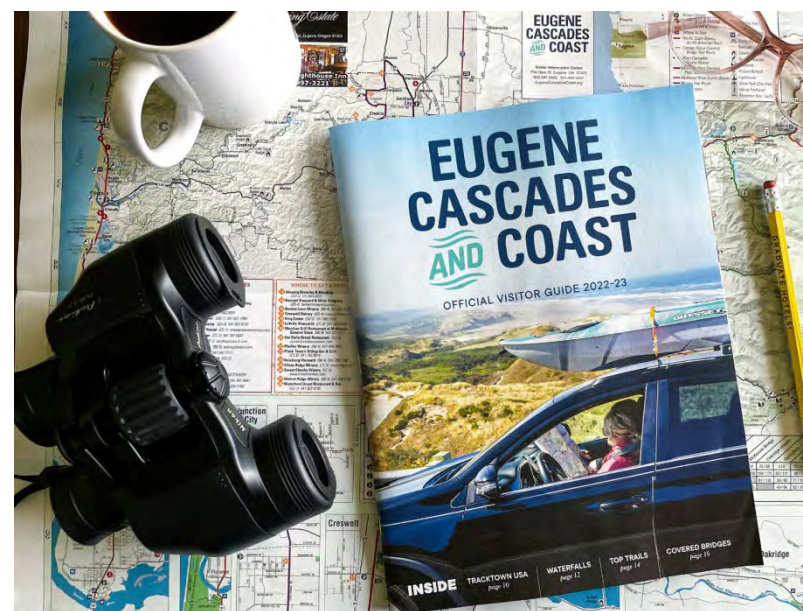
732 New photo and video assets



Publications

120,000

Eugene, Cascades & Coast
Official Visitor Guides



35,000

Pad maps



25,000

WCH Oregon22
pocket guides



TOURISM MARKETING

LEISURE TRAVEL REMAINS STRONG

Tourism marketing efforts focused on growing out of the darkest days of the COVID 19 pandemic by building a solid base of always-on marketing channels and pulsing creative at target markets in key outlets such as Seattle Met, Portland Monthly, 1859, 1889, and more.

In addition to preparation for World Athletics Championships Oregon 22, additional large events drove awareness of our destination in key audiences such as wine specific media through the Wine Media Conference, and outdoor adventure media and trade representatives through the Adventure Travel Trade Alliance’s AdventureELEVATE: Eugene conference. Both conferences were years in the planning.

Travel Lane County launched a “Come and Stay” campaign during the winter season alongside an update to Eugene, Cascades and Coast branding assets. The campaign is designed to run for an extended period of time in multiple channels to generate awareness and interest in the destination through creative that connects a reason to come with a reason to stay the night and explore more. For example, in a Travel Oregon visitor guide the ad reads: “Come for the outdoors and stay for the memories.” The campaign was launched and is currently running in many advertising lines such as digital display, social, print and video channels.



124 Million

Earned Media Impressions

34.3 Million

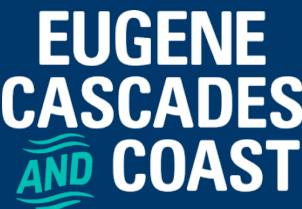
Paid Reach & Impressions

144,000

Paid Media Clicks

18

Top Tier Media Placements



CONVENTIONS

BANNER YEAR

Convention Sales ended the fiscal year with a record breaking 83 leads. Marketing assets, developed during the pandemic to instill a sense of stability and safety to our planners and their attendees, continued to be successfully leveraged.

We were thrilled to host five citywide events that included at least 1500 attendees per event and involved two or more hotels. Additional meetings averaged around 100 attendees, which tracks with national trends.

Our Booking Business Task Force, a cohort that includes large venue operators, offered an incentive to planners/groups who booked new business with a minimum of 200 rooms nights and hosted their event by June 30, 2022. No event qualified although four planners asked to have the incentive extended into 2023 so their events could qualify and we were able to get in front of five other groups because of the incentive. Doors were certainly opened by this offer.

Our conventions team continued working closely with the Tourism and Destination Development staff on several events – Adventure Elevate and Wine Media Conference. This interdepartmental collaboration was extraordinarily successful, and we look forward to future events that allow both

teams to partner on other opportunities. Through this collaboration many half and full-day tours were developed that benefit all markets and visitors, both local and out of town.

Convention marketing also saw many successes.

Digital Meeting Planner Guide views reached a record high this year at 4,525 views. Monthly website impressions averaged 3,308, well above the 3,000 per month target. Newsletter open rates averaged 28.4% and exceeded the national average of 20%.

New business leads and bookings were 58% of our total for FY22, which made it a banner year for group sales. This was in spite of the COVID virus surging several times throughout the year. We look forward to another momentous year in FY23!



33

Confirmed Events

19,336

Estimated Attendance

11,121

Estimated Rooms Booked

\$8.8 Million

Estimated Economic Impact

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40

Confirmed Events

35,166

Estimated Attendance

\$32 Million

Estimated Economic Impact

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SPORTS

WELCOME BACK

While spectators were welcomed back to sports venues late in FY21, fans truly began to fill seats throughout the summer and Autzen Stadium saw tens of thousands of screaming Ducks throughout the 2021 campaign. UO men's and women's basketball drew solid attendance during seasons that were often affected by game cancellations and rescheduling due to COVID.

The Eugene, Cascades & Coast Sports Commission was proud to celebrate its 10-year anniversary this year. The anniversary has been promoted throughout the year to raise awareness of the Sports Commission in the community, county and country. The promotions have communicated the value of sports events in the county to the community, established the Sports Commission as a credible planner partner, and built a foundation for future sports business in the region.

A new anniversary logo was developed for use throughout the promotions. A video detailing the history of the Sports Commission was produced that highlights major events hosted over the ten years, present and past Sports Advisory Council members, and testimonials from TrackTown USA, the University of Oregon, the City of Eugene and Willamalane Parks and Recreation District.

The video was shown during the Oregon Sports Summit and the Visitor Industry Celebration.

The team was proud to host the Oregon Sports Summit in person on April 7, 2022, at the Valley River Inn in Eugene. The event featured engaging content and networking opportunities for the 92 attendees representing our diverse sports community from around the state of Oregon.

CELEBRATING
10
YEARS
**EUGENE
CASCADES
AND COAST**
— SPORTS —

SPORTS *(Continued)*

Eugene, Oregon, known as TrackTown USA around the globe, hosted the most historic year of track and field events in Oregon's rich track and field history. The dozen elite events hosted in the spring and summer of 2022 at the reimagined Hayward Field at the University of Oregon generated a record amount of estimated economic impact for the region. The Hayward Premiere and Oregon Relays started the season in April with the Oregon Twilight, Hayward Classic, Pac-12 Championships, OSAA State Championships and the Prefontaine Classic all following in May. June brought the NCAA D1 Outdoor Championships, NSAF Outdoor High School Championships and the USATF Outdoor Championships. The lineup culminated with the World Athletics Championships Oregon22 in July. There are over 150 cities in the United States larger than Eugene, yet the small university town has an international reputation of a track and field capital, hosting local, regional, national and international competitions on a consistent basis. This year's historic track and field season has been unprecedented, and it is only setting the stage for what's to come.



DESTINATION DEVELOPMENT

Staff stayed connected to local communities as stakeholder groups began meeting in person once again. Meetings included chambers of commerce tourism committees, city staff, land management groups, watershed councils and collaborative groups like the Oregon Dunes Restoration Collaborative.

Staff assisted Florence in receiving a Travel Oregon Destination Ready grant and worked alongside the McKenzie River Chamber of Commerce Tourism Committee in securing a grant that will fund one of two gateway signs welcoming travelers to the McKenzie River corridor.

Participation with Lane County Parks staff has continued as County staff has brought a proposal forward to fund needed parks infrastructure improvements as well as ongoing maintenance. Staff also participated in the County's Bicycle Master Plan development process and supported the plan's implementation, which will provide a foundation for the continuing implementation of the Connect Lane bicycle wayfinding project.

Two important projects were adopted in the FY23 marketing plan and budget. First is funding for expansion of hearing loops to hospitality partners within the county. Staff will work with the Loop Lane committee to evaluate an implementation strategy that best meets the needs of visitors with hearing loss. Second, funding for trail accessibility analysis will provide opportunities to provide trail information to visitors of all ages and abilities.

Air service expansion continued at the Eugene Airport as passenger travel met and exceeded pre-pandemic levels. We are thrilled that Southwest Airlines is seeing a positive response to their service and chose to increase service in June 2022. These improvements are resulting in more people within the region choosing to fly from EUG over PDX and that means fewer cars on I-5. This increased activity has resulted in growing pains at the terminal and in the parking lots, however these are being managed well by the airport team and will be addressed in future improvements. Travel Lane County staff continue to serve on the Airport Advisory Committee and the Terminal Expansion Task Force.



The Travel Lane County board facilities committee, along with the full board, continue to evaluate the development of an indoor multi-use sports facility that will drive winter demand. The board's vision is to align community and industry priorities and goals for future tourism development in the metro area. The organization continues to work with the Springfield Community Development

Commission on potential sites in Springfield and has communicated this vision to the County's consultants who are managing the Lane Events Center Facility Master Plan process. Travel Lane County looks forward to continuing discussions about where to locate this important infrastructure project.



STAKEHOLDER RELATIONS

Stakeholder Relations focused on reconnecting with stakeholders and adding new partners. 62 new partners were added and we finished the year with more than 570 partners.

Stakeholder presentations included Travel Lane County updates to city councils in Creswell, Junction City and Veneta and to a variety of business and civic organizations. The vast majority of stakeholder outreach was related to the WCH Oregon22 event. Presentations were made to civic and business groups as part of panel discussions or individually. We developed an e-commerce site with materials that businesses could tap in order to connect visitors to key event information.

Working with our partners at the WCH Oregon22, the city of Eugene and NBC16, a series of stories was coordinated, and this resulted in weekly stories on KMTR.

This work with KMTR led to an opportunity to work with our partners at Lithia Toyota of Springfield on their “Let’s Go” campaign. The campaign focuses on a variety of Springfield destinations and opens with a welcome from Travel Lane County.

74 earned media placements were recorded and these resulted in nearly 9 million impressions. Our Visitor Center staffing is nearly complete with two excellent new employees. While staffing shortages limited our ability to offer weekend service, a partnership with the 5th Street Market will allow us to have a presence in a very active location throughout the summer.



8.8 Million
Earned Media Impressions

74 Articles
Articles

62
New Partners

OFFICERS

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Territorial Seed Company
Cottage Grove

Dana Turell, Vice Chair

Turell Group
Eugene

Pam Whyte, Treasurer

Emge & Whyte
Eugene

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Lane County

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Tina Patel

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Kari Preston

Holiday Inn Express
Springfield

Tracey Sunflower

Westfir Lodge & Cascades
Outdoor Center
Westfir

Sarah Smith

InnCline Management
Eugene

Pat Straube

Dari Mart
Junction City

Carol Tannenbaum

McKenzie River Lavender
McKenzie River

Sean VanGordon

City of Springfield Mayor
Springfield

Lucy Vinis

City of Eugene Mayor
Eugene

Jason Williams

Graduate Eugene
Eugene

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City of Eugene - Library,
Recreation & Cultural Services
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Brittany Quick-Warner

Eugene Area Chamber of
Commerce
Eugene

Terry Hopkins

Oregon Restaurant & Lodging
Association

Bettina Hannigan

Florence Chamber of Commerce
Florence

Steve Mokrohisky

Lane County Administration
Lane County

Vonnie Mikkelsen

Springfield Area Chamber of
Commerce
Springfield



EUGENE
CASCADES
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Eugene Emeralds Baseball Club
Eugene

Mike Duncan

University of Oregon Athletics -
Ticket Office
Eugene

Tom Jordan

Prefontaine Classic
Eugene

Jeri McPherson

Valley River Inn
Eugene

Ethan Nelson

City of Eugene
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TrackTown USA
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Eugene

Dani Thompson

Springfield Area Chamber of Commerce
Springfield

Whitney Wagoner

Eugene

Michael Wargo

Willamalane Park and Recreation District
Springfield

Kari Westlund

Travel Lane County
Lane County

Thomas Wuest, MD

DocTom Consulting, LLC
Eugene

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Liz Bocking
Vice President of Finance & Administration

Destination Marketing

Natalie Inouye
Vice President of Destination Marketing

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Director of Conventions & Sports Marketing

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Senior Director, Sports

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Director of Event Operations, Sports

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Jeff Malik
Destination Development Manager

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Josh Dichoso
Visitor Center Manager

Johanna Roseburg
Programs Support Coordinator



EUGENE CASCADES AND COAST

EugeneCascadesCoast.org