Tourism Investment
Draws People & Dollars to Lane County

Travel Lane County is a recognized leader in achieving year-round economic growth through innovative destination marketing, product development and exceptional visitor experiences. We promote a brand of enriching, authentic and approachable experiences for all ages and abilities.

We are a private 501(c)6 nonprofit corporation, formed specifically to attract and serve visitors throughout the Eugene, Cascades & Coast region. Staff members partner with convention and meeting planners from across the region, throughout the United States and around the globe to create unique opportunities for attendees inside and outside the meeting room.

Through our collaboration with the Eugene, Cascades & Coast Sports Commission, we work with local, regional, national and international sports planners to grow current events and bring new events to our region. Our region hosts more than 5 million visitors annually, thanks to combined efforts of Travel Lane County, the Eugene, Cascades & Coast Sports Commission, partners, area Chambers of Commerce, Lane County and all our cities.

For more information on regional tourism and how to get involved, call us at 541.743.8770.

Lane County’s top sectors benefitting from visitor spending

- Local Transportation & Gas: $81.6M (10%)
- Arts, Entertainment & Recreation: $56M (7%)
- Visitor Air Transportation: $50M (6%)
- Food & Beverage: $305M (39%)
- Retail Shopping: $102M (13%)
- Accommodations: $142.5M (19%)
- Visitor Air Transportation: $50M (6%)

The Eugene, Cascades & Coast region welcomes over 5 million visitors each year.

In 2019, these visitors spent $783 million!

Every dollar invested in tourism-related marketing, capital projects and operational support results in a $78 return.

Supports LOCAL ECONOMY

Generates REVENUE

Employs RESIDENTS

11,140 jobs generate over $308 million in annual payroll.

Tourism supports 1 in every 16 jobs in Lane County.

11,140 jobs generate over $308 million in annual payroll.

Returns INVESTMENT

Biking through Coburg

Creswell Bakery, Creswell

Creswell Bakery, Creswell

Travel Lane County Administrative Office, Sports Commission & Visitor Center
754 Olive St, Eugene OR 97401
541.484.5307
or
Eugene Cascades & Coast Adventure Center
3312 Gateway St, Springfield
EugeneCascadesCoast.org
EugeneCascadesCoastSports.org

TRAVEL LANE COUNTY
Partnering for SUCCESS
In FY20, transient room tax (TRT) yielded $10 million county-wide.

Lane County and each city within the county has the authority to collect TRT. This tax is levied when patrons stay at any of the 5,500 rooms available at hotels, motels, lodges, bed and breakfasts, Airbnb and vacation rentals in the Eugene, Cascades & Coast region. In addition, 3,300 private, city, county and state RV parks and campground sites are also taxed.

The City of Eugene collects TRT for all cities and the county, then redistributes it to each jurisdiction. Lane County earns 8% on receipts throughout the county, with the exception of cities that have initiated their own local TRT, such as the City of Eugene. In those instances, the county receives 5% and the city collects the difference – in Eugene, for example, the city retains 4.5%.

Nearly 9,000 rooms and campsites generated nearly $108 million in sales last year.

In 2019, Lane County visitors spent over $783 million supporting 11,140 jobs.

1% statewide room tax enacted to fund Travel Oregon Programs.

Lane County and the cities of Eugene and Springfield dedicate funding for the renovation of Hayward Field.

State statute requires use of local room tax for tourism-related purposes to the percentage allocations in place as of July 2003. 100% of Lane County TRT is committed to tourism-related uses.

Travel Lane County markets the destination to leisure, sports & convention travelers.

TRT funds benefit all of Lane County:
- Lane County - $1.8 million
- City of Eugene - $2.6 million
- Travel Lane County - $2.3 million
- Springfield - $1.1 million
- Florence - $556,000
- Cottage Grove - $102,000

$10 million in local room taxes and $2 million in state room taxes were collected in Lane County last year.

In 2019, Lane County visitors spent over $700 million supporting 11,145 jobs.

State tax increases to 1.8% for four years, when it will decrease to 1.5% indefinitely. Additional revenue increases Travel Oregon funding, grows the grant program and increases funding for the seven regional marketing programs.

In 2019, Travel Lane County received approximately $2.3 million in TRT for the purpose of marketing the destination to three primary visitor markets: meetings and convention planners and attendees; leisure travelers; and sports event planners, participants and fans.

Travel Lane County staff strives to continually improve products and services to meet the changing needs of leisure, sports and convention travelers. When we succeed, overnight stays increase, which creates more transient room tax receipts that generate funding for future destination marketing efforts.

Funding destination marketing efforts also benefits the region as a whole, by creating an environment for economic success.

Lane County Transient Room Tax History

- 1974: County ordinance creates 5% room tax.
- 1980: Room tax receipts fund Lane County Fairgrounds.
- 1986: County dedicates 1% to tourism funding. Eugene, Springfield and Lane County each contract for destination marketing through ESVCB.
- 1988: Lane County and the cities of Eugene and Springfield dedicate funding for the renovation of Hayward Field.
- 1993: 1% statewide room tax enacted to fund Travel Oregon Programs.
- 2003: State statute requires use of local room tax for tourism-related purposes to the percentage allocations in place as of July 2003. 100% of Lane County TRT is committed to tourism-related uses.
- 2004: County Commissioners dedicate TRT funds for Lane County Parks at an amount determined annually.
- 2008: County Commissioners direct that the destination marketing contract allocation of 2.1% be fully funded and not be reduced by the dedicated parks TRT allocation established in 2007.
- 2012: Travel Lane County becomes funded by a grant rather than contract, which can be extended by County Commissioners up to three years at any given time upon satisfactory performance review.
- 2016: A 2% increase in TRT was championed by the lodging industry to consolidate stable county-wide funding and marketing focus with the Convention & Visitors Association of Lane County Oregon (Travel Lane County). The agreement between the industry, the cities and Lane County provided established that 2.1% of the TRT rate be dedicated for destination marketing.

Lane County Transient Room Tax Collections

In FY20, Lane County received approximately $2.3 million in TRT for the purpose of marketing the destination to three primary visitor markets: meetings and convention planners and attendees; leisure travelers; and sports event planners, participants and fans.

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