



Tourism supports **1 in every 9 jobs** in Lane County. **10,470 jobs** generates over **\$348 million** in annual payroll.

Generates REVENUE

The tourism industry creates revenue for vital city and county needs. Local, state and federal tax revenue generated by visitors to Lane County is nearly **\$53 million**, providing support for local parks, economic development and the arts.



Supports LOCAL ECONOMY

2024 Lane County Visitor Spending \$1.1 Billion
Lane County's top sectors benefitting from visitors spending



Returns INVESTMENT

The Eugene, Cascades & Coast region welcomes more than **3 million** overnight visitors and a total of more than **5 million** visitors each year.

In 2024, these visitors spent **\$1.1 billion!**



Every dollar invested in tourism-related marketing, capital projects and operational support results in more than a **\$47 return.**

Tourism Investment

Draws People & Dollars to Lane County

Partnering for SUCCESS

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.

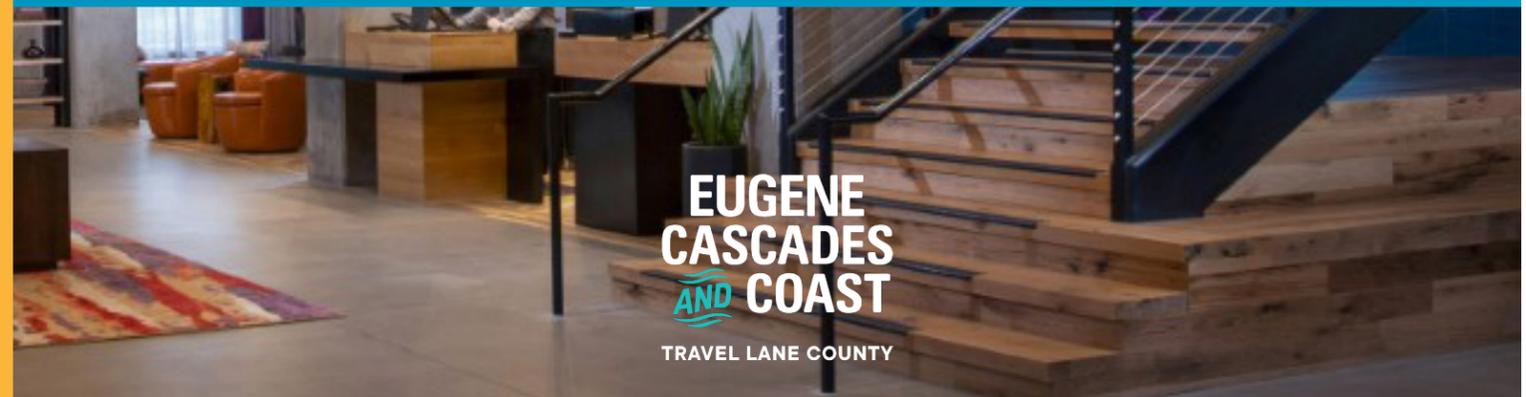
We are a private 501(c)6 nonprofit corporation, formed specifically to attract and serve visitors throughout the Eugene, Cascades & Coast

region. Staff partner with convention and meeting planners from across the United States and around the globe to create unique opportunities for attendees inside and outside the meeting room.

As the Eugene, Cascades & Coast Sports Commission, we work with 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.



EUGENE CASCADES AND COAST

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

TLT funds benefit all of Lane County:
 Lane County - \$14.8 million
 City of Eugene - \$4.3 million
 Springfield - \$2.5 million
 Florence - \$603,000
 Cottage Grove - \$119,000

\$22.4 million in local lodging taxes were collected in Lane County in FY25.

Commercial lodging generated nearly \$240 million in sales last year.

Millions of visitors flock to Lane County each year.

In 2024, Lane County visitors spent nearly \$1.1 billion supporting 10,470 jobs.

Transient lodging tax funds destination marketing

In fiscal year 2025, transient lodging tax (TLT) yielded \$22.4 million county-wide.

Lane County and each city within the county has the authority to collect TLT. 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.

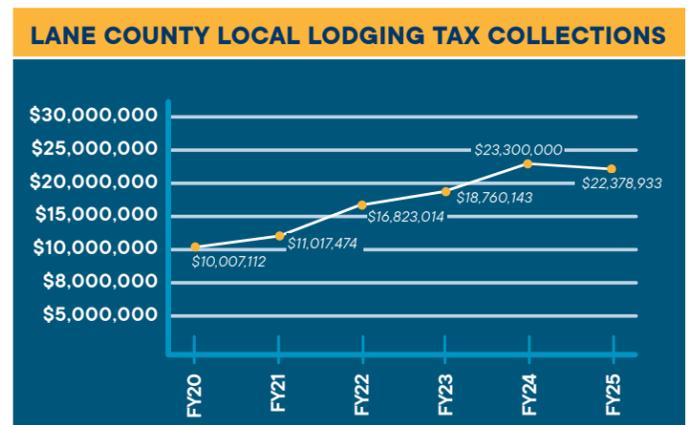
The Oregon Department of Revenue collects TLT for all cities and the county, then redistributes it to each jurisdiction. Lane County earns 10% on receipts throughout the county, with the exception of cities that have initiated their own local TLT, such as the City of Eugene. In those instances, the county receives 7% and the city collects the difference – in Eugene, for example, the city retains 4.5%.

In FY25, Travel Lane County received approximately \$4.1 million in TLT 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.

Community	County Tax Rate	State Tax Rate	Total Tax Rate
Eugene	11.5%	1.5%	13%
Springfield	11.5%	1.5%	13%
Cottage Grove	11%	1.5%	12.5%
Florence	11%	1.5%	12.5%
Other	10%	1.5%	11.5%



Supporting Lane County Businesses

