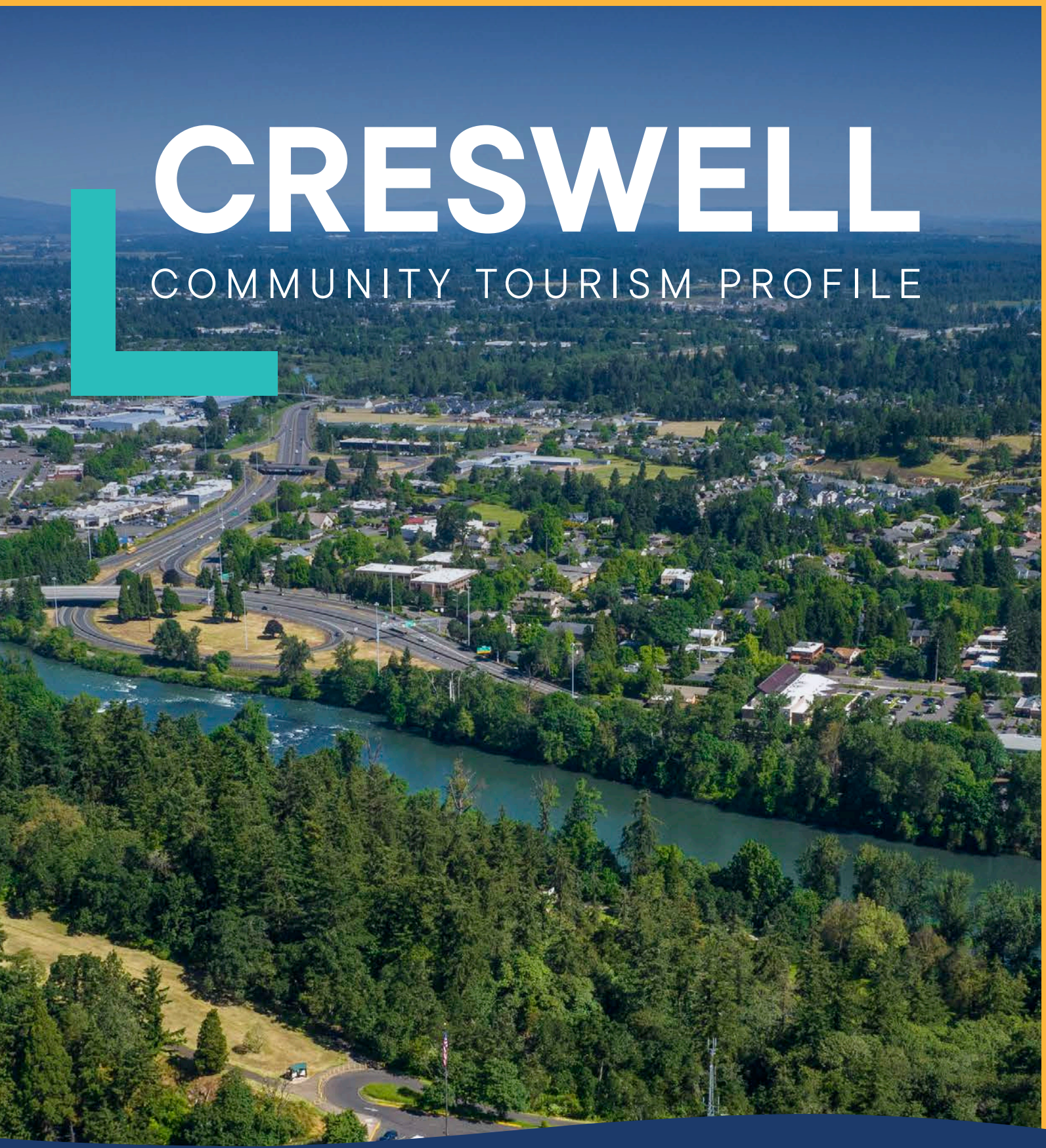
CRESWELL

COMMUNITY TOURISM PROFILE



Community findings from the
Lane County Destination Master Plan

JLL



Community Tourism Snapshot

Creswell is a small community on the Highway 99 and Interstate 5 corridor immediately south of Eugene. It functions today less as a stand-alone visitor destination than as a waypoint for travelers moving through the corridor and a lodging alternative for big events in Eugene-Springfield. Emerald Valley Golf Club anchors the community's golf identity, alongside Creswell Bakery, whose I-5 billboards have made it a recognized stop for highway travelers. On the JLL Demand Driver Scorecard, golfing scores high enough to pull visitors specifically to the area, while Emerald Valley Golf Club itself scores at the lowest end of the range; no other Creswell asset is scored.

Zartico data show 45% of Creswell visitors come from out of state. Portland is the largest origin market across visitors (37%), spend (28%), and accommodations (33%), followed at a distance by Eugene, Medford-Klamath Falls, and Seattle-Tacoma; these origin markets are reported as media market areas rather than individual cities. Accommodations account for 52% of visitor spend, a notably high share, while food and beverage and retail combined capture less than a quarter of spend. As with all Lane County communities, but especially here, Creswell's geolocation and spending samples (7,432 and 4,718 records) are smaller than those of most other communities, so these figures should be read as directional rather than precise.

Resident sentiment is positive but drawn from a small sample: 79% of the 19 Creswell respondents rate tourism's overall impact as positive or very positive, and 65% of 17 respondents say they are likely or very likely to recommend Creswell as a destination. Economic opportunity and job creation stands out sharply as the top community priority. In open-ended responses, homelessness was the most frequently cited concern, though the underlying sample (14 responses for one question, 9 for the other) is small, and these results should be treated as directional rather than definitive. Stakeholder engagement in Creswell has been limited to date, with existing input centered on the community's need for better transportation connectivity to Eugene.

Strategic Opportunity

Creswell's opportunity lies in converting highway pass-through traffic into visitors who spend time and money in the community itself, while building the transportation connections and local tourism capacity needed to support that growth.

Opportunities

1. Strengthen the Connection to Eugene

Supports Lane County Destination Master Plan Priorities: Improve Transportation Around the Region • Close the Infrastructure Gap

Existing stakeholder input for Creswell points to a specific gap: the community's need for better transportation connectivity to Eugene. The Stakeholder Engagement Synthesis Report identifies Creswell's location on the Highway 99 corridor as an opportunity to develop bike- and transit-oriented tourism initiatives that formally connect it to the metro area, rather than leaving it as a pass-through stop on the way to somewhere else. Some of this connection already exists: Connect Lane, Travel Lane County's signed bicycle route network, includes a segment linking Eugene to Creswell, and Lane Transit District's Route 98 already provides bus service between Eugene, the University of Oregon campus, and Creswell.

This is a foundational opportunity rather than a large one, but it is also a precondition for the other opportunities below: without a better connection to Eugene, Creswell has limited ability to capture more of the visitor traffic already moving through it.

Recommendations

- Build on the existing Connect Lane route between Eugene and Creswell with better signage, amenities, and promotion to visiting cyclists
- Promote Lane Transit District's Route 98 as a visitor-friendly connection between Eugene, the University of Oregon, and Creswell
- Include Creswell in any shuttle or micro-transit pilots under consideration for other small Lane County communities

2. Convert Highway Traffic into Local Visitor Spending

Supports Lane County Destination Master Plan Priorities: Build a Year-Round, County-Wide Visitor Economy • Champion Strong Regional Branding and Marketing

Zartico data show accommodations account for 52% of visitor spend in Creswell, a notably high share, while food and beverage and retail combined capture well under a quarter. Creswell's role as a lodging alternative during major Eugene-Springfield events, including University of Oregon game days and track meets, is a plausible explanation for this pattern, and a more direct one than golf: golf's countywide activity score is not unique to Creswell, and Emerald Valley Golf Club itself scores at the lowest end of the JLL Demand Driver Scorecard. Creswell Bakery, a genuine local destination with billboards along both directions of I-5, already demonstrates that highway travelers will stop for the right draw.

Creswell does not need a new identity so much as a way to connect the visitors it already has, largely highway travelers and overnight guests likely drawn by nearby Eugene-Springfield event weekends, to the dining and retail spending that currently bypasses the community.

Recommendations

- Track accommodation bookings against the Eugene-Springfield major event calendar (UO game days, track meets, and similar peak-occupancy periods) to confirm and quantify Creswell's role as an overflow lodging market
- Package Emerald Valley Golf Club with nearby dining and retail promotion so golf visitors spend beyond the course and their hotel
- Build on Creswell Bakery's billboard-driven success as a model other local businesses could adopt or join for shared highway marketing
- Use Travel Lane County's countywide brand and marketing platform to promote Emerald Valley Golf Club and Creswell Bakery as part of a coordinated regional campaign, with Creswell's own business community driving which local assets and events are featured

3. Build Local Tourism Engagement and a Stronger Data Baseline

Supports Lane County Destination Master Plan Priorities: Connect the Industry • Invest in Tourism that Supports Resident Quality of Life

Creswell has one of the smallest resident survey samples of any community in this profile, so current results should be treated as a starting point rather than a settled picture of resident sentiment. Within that small sample, residents rank economic opportunity and job creation far above every other priority, suggesting they see tourism primarily as an economic development tool.

Before investing significantly in new tourism infrastructure, Creswell would benefit from a fuller picture of what residents and local businesses actually want from tourism growth.

Recommendations

- Expand resident and business outreach in Creswell to build a fuller picture of local priorities before advancing new tourism development
- Connect Creswell's historic preservation interests and any emerging tourism businesses to Travel Lane County's broader industry coordination efforts
- Repeat the resident survey with expanded local outreach to build a statistically stronger baseline specific to Creswell

Seasonality Considerations

The Creswell July 4th Celebration & Fireworks falls squarely in the peak summer season rather than filling a shoulder-season gap. Combined with an accommodation-spend pattern that may be tied to Eugene-Springfield event weekends, Creswell's visitor activity looks concentrated around other communities' calendars rather than a dedicated seasonal identity of its own.

Recommendations

- Use the July 4th Celebration as a starting point to test whether small local events can convert highway traffic into a longer stop, before investing in additional programming

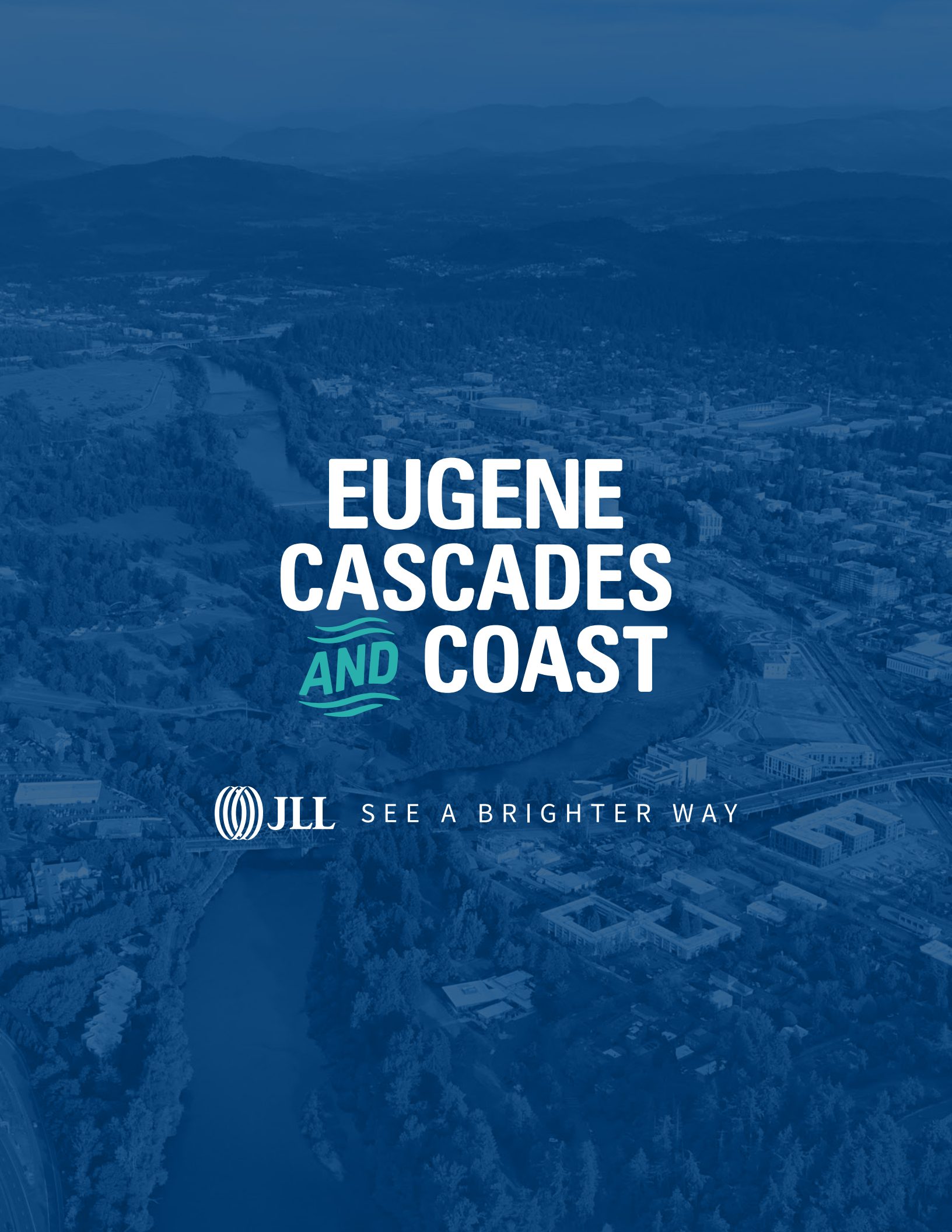
Strategic Outlook

Creswell is earlier in its tourism development than most Lane County communities: it has among the fewest scored tourism assets, one of the smallest resident survey samples, and a visitor spend pattern dominated by overnight stays rather than local business activity. Better transportation connectivity to Eugene, more deliberate packaging around Emerald Valley Golf Club, and expanded local engagement are the near-term steps that would let Creswell capture more value from the traffic already passing through it.

Research Basis

The analysis and recommendations in this profile are synthesized from multiple data sources gathered as part of the Lane County Destination Master Plan planning process. Zartico visitor data reflects figures as of January 2026; other sources were gathered through a research process conducted from October 2025 through July 2026. Sources were reviewed together and interpreted collectively rather than reported individually.

Zartico Visitor Snapshot (Eugene); JLL Demand Driver Scorecard; Lane County Event Matrix; Resident Survey (community-level results and open-ended responses); Community Survey Results; Stakeholder Engagement Synthesis Report; Lane County Site Visits and Meetings; Lane County Interview Notes Compilation; Lane County Thematic Analysis; Lane County Destination Master Plan.


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