JUNCTION CITY

COMMUNITY TOURISM PROFILE



Community findings from the
Lane County Destination Master Plan

JLL



Community Tourism Snapshot

Junction City sits on Highway 99 north of Eugene, within the South Willamette Valley wine country that also includes the Monroe area. The community is best known regionally for two things: the annual Scandinavian Festival, held every August since 1961 and drawing more than 90,000 visitors over four days, roughly fifteen times the town's own population, and its history as a center of Oregon's recreational vehicle manufacturing industry, once home to Country Coach and still home to Guaranty RV Super Centers, one of the nation's largest RV dealerships.

The JLL Demand Driver Scorecard scores two physical assets in Junction City, The Pitney House and the Lee House Museum, both historic properties that register at the lowest end of the scored range and function mainly as activities for visitors already in the area rather than reasons to travel to Junction City on their own. Junction City's RV manufacturing history is not reflected in the scorecard either, though it remains a well-documented part of the community's economic identity. The county's event matrix ranks the Scandinavian Festival 21st among the 58 events evaluated countywide, placing it solidly in the upper third of Lane County's event calendar.

Zartico data show 39% of Junction City visitors come from out of state. Portland dominates as the origin market across visitors (45%), visitor spend (38%), and overnight accommodation visitors specifically (69%), with Bend, Medford-Klamath Falls, Seattle-Tacoma, and Eugene each contributing single digits. Food and

beverage is the largest visitor category (55% of visitors) and the largest spending category as well, though at a different share of spend (45%); retail is the second-largest visitor category (30%), and gas and service stations account for 40% of visitor spend, nearly matching food and beverage's spend share. These are relative shares of a small overall pie, so this pattern could reflect either genuine highway-stop behavior or simply the absence of other spending options in Junction City, and should not be read as evidence that gas and food specifically are strong draws. Junction City's geolocation and spending samples (6,256 and 3,646 records) are modest, so figures, particularly the long tail of small out-of-region accommodation markets, should be read as directional.

Resident sentiment is mixed: 66% of the 29 Junction City respondents rate tourism's overall impact as positive or very positive, and 56% of 25 respondents say they are likely or very likely to recommend Junction City as a destination; these results should be treated as directional rather than definitive given the sample size. Residents rank better infrastructure as the top benefit they want from tourism, followed by year-round events and festivals, preservation of natural areas, and economic opportunity. In open-ended responses, homelessness was the most frequently cited concern, followed by affordable housing and safety. Stakeholder input specific to the area centers on the South Willamette wineries around Monroe and Junction City, which face seasonality, a smaller hospitality workforce than the North Willamette Valley, and a general lack of awareness even among Eugene-Springfield locals.

Strategic Opportunity

Junction City's opportunity lies less in developing new visitor attractions than in connecting the community to the South Willamette wine country already surrounding it and addressing the infrastructure and safety concerns that are limiting resident support for tourism growth.

Opportunities

1. Connect Junction City to South Willamette Wine Country and Its RV Heritage

Supports Lane County Destination Master Plan Priorities: Champion Strong Regional Branding and Marketing • Connect the Industry

Stakeholders describe the South Willamette wineries around Monroe and Junction City as facing real challenges: seasonality limits year-round revenue, the hospitality workforce is smaller than in the North Willamette Valley, and even many Eugene-Springfield residents are unaware the wine region exists. Junction City is also home to Guaranty RV Super Centers, one of the nation's largest RV dealerships, and was historically known as a center of Oregon's RV manufacturing industry.

These are two distinct, real visitor connections that the JLL Demand Driver Scorecard's two low-scoring local history assets do not capture, and neither is currently marketed as part of a Junction City visitor experience.

Recommendations

- Organize educational familiarization events connecting Eugene-Springfield restaurant and hospitality staff to South Willamette wineries, as stakeholders have proposed
- Develop shared marketing between Junction City and the surrounding wine country to build regional awareness, including among Lane County residents
- Explore joint marketing with Guaranty RV Super Centers and other RV-industry businesses to reach the RV-touring visitor segment already traveling through the region
- Use Travel Lane County's countywide brand and marketing platform to promote Junction City's Scandinavian Festival and RV heritage as part of a coordinated regional campaign, with Junction City's own business community driving which local assets and events are featured

2. Grow the Scandinavian Festival's Reach and Economic Impact

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

The Scandinavian Festival, held every August since 1961, is Junction City's single clearest visitor draw: it brings more than 90,000 attendees to a town of roughly 6,000 people over four days each year, and was named an Oregon Heritage Tradition in 2014. Measured against the 58 events evaluated in the county's event matrix, the Festival ranks 21st countywide, placing it solidly in the upper third of Lane County's annual event calendar.

The Festival's economic impact on Junction City specifically, beyond the festival grounds and weekend itself, is not well documented, and stakeholders describe general destination awareness of Junction City as low even among nearby Eugene-Springfield residents.

Recommendations

- Work with the Scandinavian Cultural Foundation to extend Festival visitor spending into local businesses beyond the festival grounds, through wayfinding, business hours coordination, and joint marketing
- Use the Festival's established visitor base as a platform to introduce attendees to Junction City's other assets, including the surrounding wine country

3. Address Infrastructure and Safety Concerns Limiting Resident Support

Supports Lane County Destination Master Plan Priorities: Invest in Tourism that Supports Resident Quality of Life • Close the Infrastructure Gap

Junction City residents rank better infrastructure as the top benefit they want from tourism, and homelessness and safety are the most frequently cited concerns in open-ended responses.

Only 56% of respondents say they are likely or very likely to recommend Junction City as a destination, and tourism growth here is likely to depend on residents seeing tangible infrastructure and safety benefits alongside any new visitor activity.

Recommendations

- Prioritize Junction City in county-level infrastructure and public safety planning discussions tied to tourism development

- Pair any new visitor development or marketing investment, including around the Scandinavian Festival and wine country connections above, with visible infrastructure improvements
- Direct a portion of any new Festival- or wine-tourism-related revenue toward the infrastructure and safety improvements residents have specifically identified

Seasonality Considerations

The Scandinavian Festival, held the second Thursday through Sunday of August, is by far Junction City's largest annual visitor event and likely the single biggest seasonal spike in visitation and spending the community sees each year. Outside of Festival weekend, Junction City has no other scored annual events of comparable scale, so the rest of the year's visitor activity is likely driven mainly by highway traffic and wine country day trips rather than any dedicated draw.

Recommendations

- Use Festival weekend as the primary annual opportunity to introduce visitors to Junction City's other assets, since it already draws far more visitors than the community sees the rest of the year combined
- Explore whether wine-country events or RV-industry gatherings could be scheduled in Junction City during other seasons to build a second, smaller visitor spike outside of August

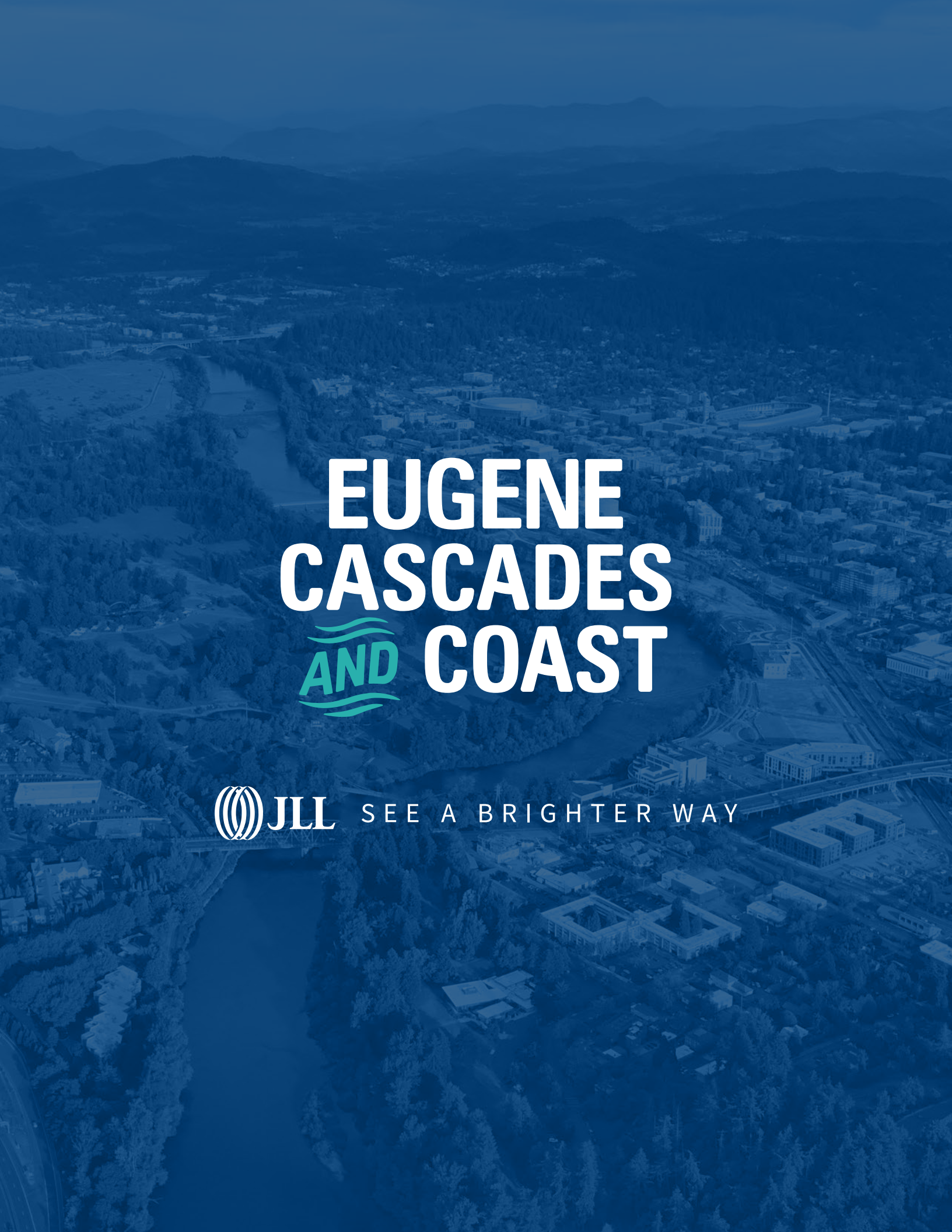
Strategic Outlook

Junction City has a limited tourism-asset profile as measured by physical assets alone, but it holds two well-documented draws the scorecard does not capture: the Scandinavian Festival, one of Oregon's longest-running cultural festivals, and its RV manufacturing and wine country connections. Building the Festival's economic reach beyond festival weekend, connecting to South Willamette wine country and the RV-touring market, and addressing the infrastructure and safety concerns residents raise most often are the near-term steps that would let Junction City participate more fully in the county's visitor economy.

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 (Junction City); 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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