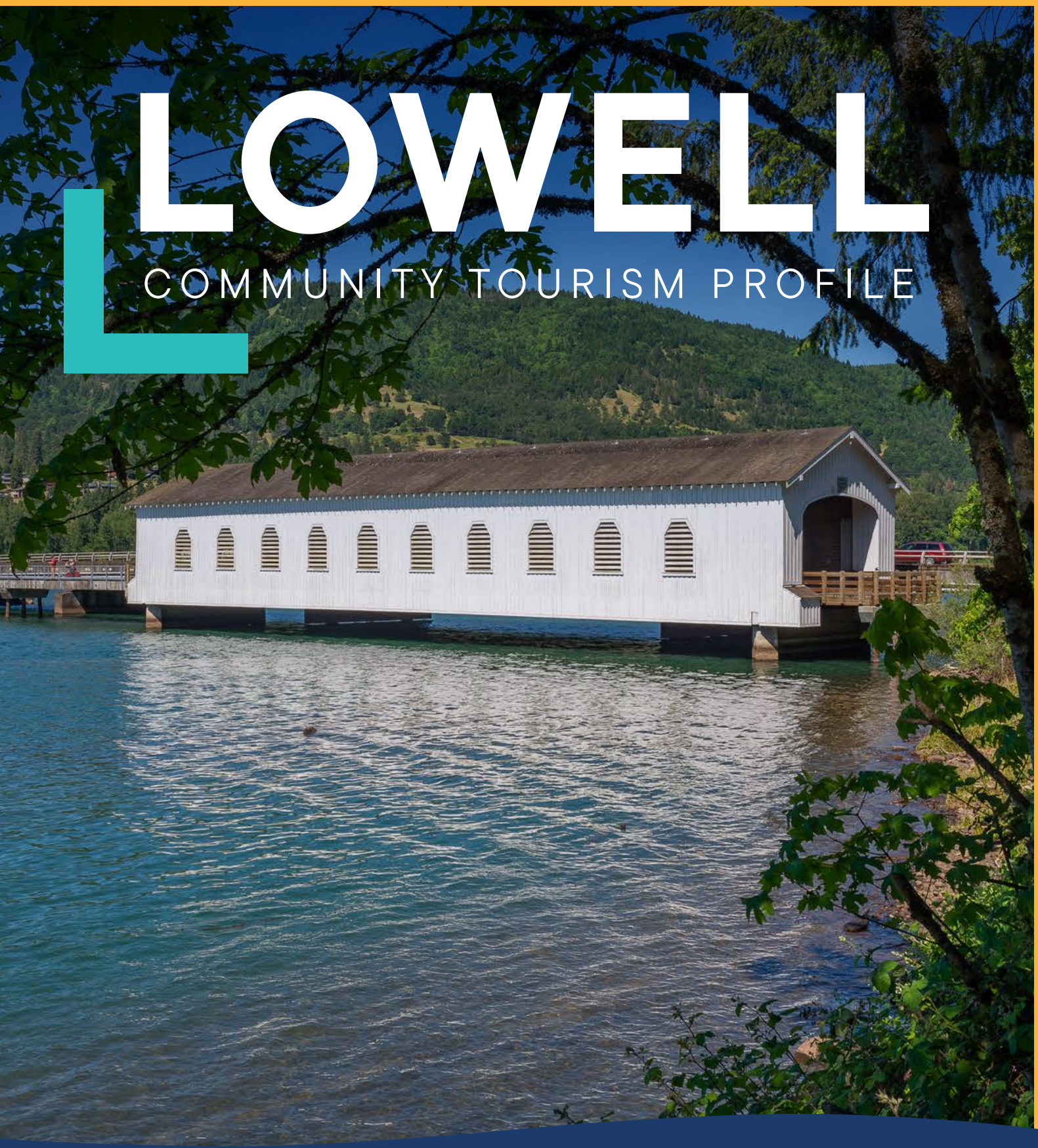


LOWELL

COMMUNITY TOURISM PROFILE

Community findings from the
Lane County Destination Master Plan

JLL



Community Tourism Snapshot

Lowell is a small community on the Willamette River near Dexter Reservoir and Lookout Point Lake, southeast of Eugene.

Dexter Reservoir and Lookout Point Lake are strong recreation assets for Lowell, and the JLL Demand Driver Scorecard reflects that: kayaking, paddleboarding, canoeing, and rafting score high enough to draw visitors from well beyond the region, a countywide activity score tied to the water recreation available at these reservoirs. Camping, road cycling, hiking, and fishing all score high enough to pull visitors specifically to the area, though typically from a more limited geographic radius. Local boat ramps and marinas function mainly as amenities for visitors already in the area rather than a reason to travel there on their own.

Sentiment towards tourism is positive: 94% of the 16 Lowell respondents rate tourism's overall impact as positive or very positive, and 86% of 14 respondents say they are likely or very likely to recommend Lowell as a destination. Residents rank preservation and stewardship of natural areas and economic opportunity and job creation equally as the top benefits they want from tourism, followed by more year-round events and festivals. The underlying sample is small, and these results should be treated as directional rather than definitive.

Strategic Opportunity

Lowell's opportunity lies in building on its covered bridge heritage and its water- and land-based recreation assets, connecting both more fully into regional tourism itineraries, while building the local data and stakeholder engagement needed to guide future investment.

Opportunities

1. Connect Lowell's Covered Bridge Heritage to Regional Tourism

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

Lowell's historic covered bridge is the community's most distinctive asset. The Lane County Destination Master Plan identifies local advocates for the bridge alongside those in Cottage Grove, whose own covered bridge tour is a scored regional asset on the JLL Demand Driver Scorecard, giving Lowell an existing advocacy base and a nearby, more developed model to connect with.

Lowell's bridge is not yet part of any coordinated regional itinerary, so it currently functions as an isolated local landmark rather than a stop on a broader heritage tourism route.

Recommendations

- Connect Lowell's covered bridge advocates with Cottage Grove's covered bridge tour programming to build a shared regional itinerary
- Use existing regional bikeway and driving tour routes to link Lowell into broader Willamette Valley heritage tourism marketing
- Evaluate whether Lowell's covered bridge and surrounding sites warrant formal inclusion in a future JLL Demand Driver Scorecard update
- Use Travel Lane County's countywide brand and marketing platform to promote Lowell's covered bridge and reservoir recreation as part of a coordinated regional campaign, with Lowell's own business community driving which local assets and events are featured

2. Develop Lowell's Water- and Land-Based Recreation Assets

Supports Lane County Destination Master Plan Priorities: Build a Year-Round, County-Wide Visitor Economy • Invest in Tourism that Supports Resident Quality of Life

The JLL Demand Driver Scorecard shows real recreation strength on paper: kayaking, paddleboarding, canoeing, and rafting score high enough to draw visitors from well beyond the region, and camping, road cycling, hiking, and fishing all score high enough to pull visitors specifically to the area. Lowell's location on the Willamette River near Dexter Reservoir and Lookout Point Lake gives it direct access to the calm-water kayaking, paddleboarding, and canoeing these reservoirs are actually known for, along with the crew and rowing activity that has used Dexter Reservoir since the 1960s; Dexter Reservoir hosts the USRowing Northwest Masters Regional Championships each June, a significant annual event that draws several hundred rowers from across the Pacific Northwest and beyond.

Much of this recreation activity currently appears to pass through Lowell rather than stop there, since the community has few visible connections between the reservoirs and its own downtown businesses.

Recommendations

- Inventory current recreation-related businesses and access points in Lowell to identify near-term development opportunities
- Coordinate with campground and marina operators at nearby reservoirs, and with USRowing Northwest Masters organizers, to connect visitors to Lowell's downtown and local businesses
- Develop simple wayfinding or signage connecting Dexter Reservoir and Lookout Point Lake access points to downtown Lowell

3. Build Local Tourism Engagement and a Stronger Data Baseline

Supports Lane County Destination Master Plan Priorities: Connect the Industry • Close the Infrastructure Gap

The opportunities above are based on real but limited information about Lowell specifically. Direct engagement with Lowell residents and businesses would help confirm and refine them.

Without that engagement, investment decisions for Lowell rely more heavily on countywide patterns and less on the community's own priorities than they do for other Lane County communities.

Recommendations

- Conduct direct outreach to Lowell residents, businesses, and civic groups to confirm local priorities as the covered bridge and recreation opportunities above move forward
- Add Lowell-specific visitor data collection, through Zartico or a comparable tool, as data availability allows
- Expand the resident survey sample for Lowell in future waves to build a more statistically reliable picture of local sentiment

Seasonality Considerations

Lowell's annual events cluster in early summer: the USRowing Northwest Masters Regional Championships in late June and the Blackberry Jam Festival in late July give the community two concrete, dated draws within about a month of each other, but nothing comparable the rest of the year.

Recommendations

- Package the USRowing Northwest Masters Regional Championships and Blackberry Jam Festival together as a summer visitor season, encouraging attendees of one to plan around the other
- Explore modest programming in other seasons, tied to fishing, hiking, or the covered bridge, to extend visitation beyond the current June-July window



Strategic Outlook

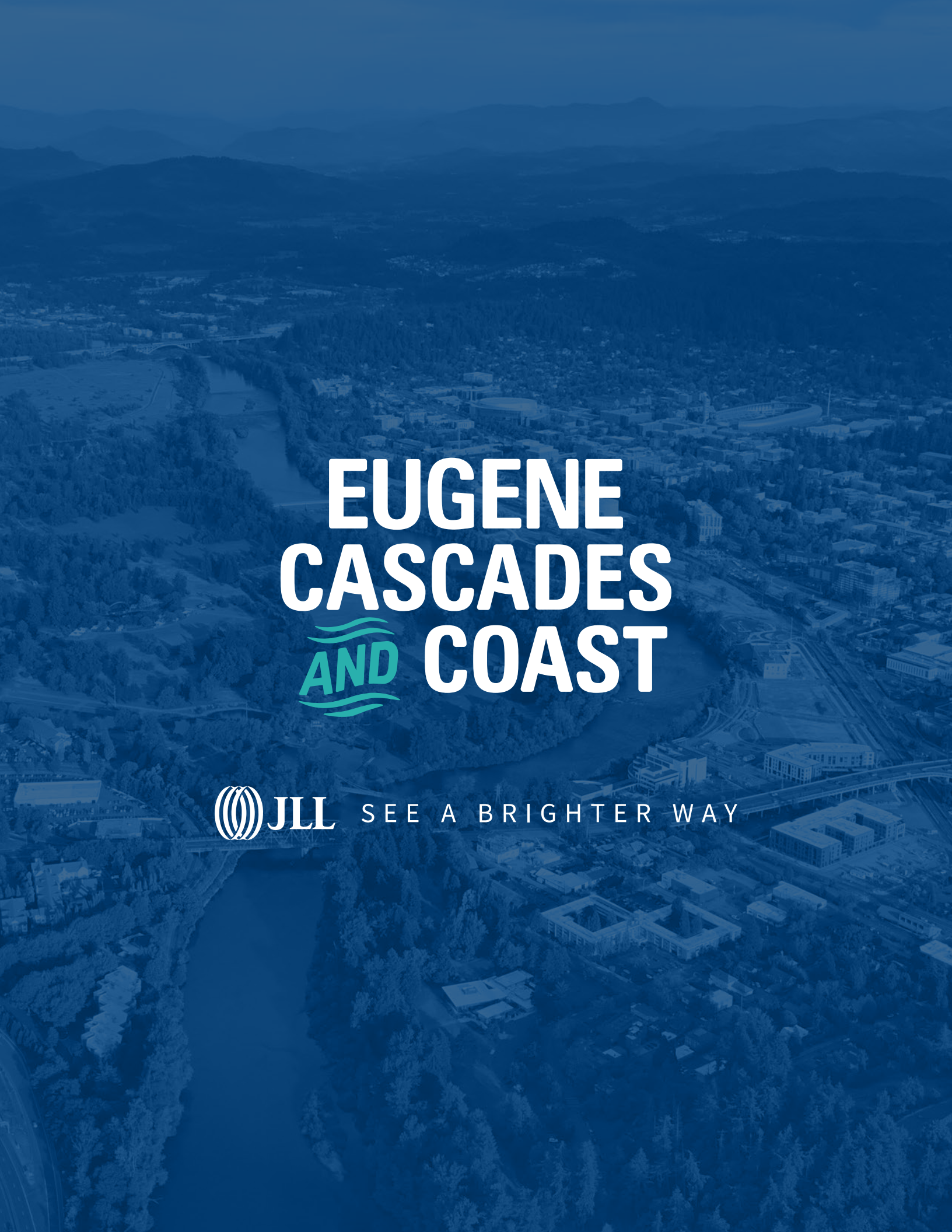
Lowell's most distinctive assets, its covered bridge heritage and its water- and land-based recreation access, are currently underconnected to the broader county's tourism itineraries and to Lowell's own downtown. Linking the covered bridge to Cottage Grove's more developed heritage tourism offer, connecting reservoir recreation and events like the USRowing Northwest Masters Championships to local businesses, and building stronger local engagement to guide future investment are the near-term steps that would let Lowell 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, through a research process conducted from October 2025 through July 2026. Sources were reviewed together and interpreted collectively rather than reported individually. Zartico visitor data was not available for Lowell at the community level.

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.




EUGENE
CASCADES
AND COAST
JLL
SEE A BRIGHTER WAY