

# Travel Lane County

Annual Report FY12





## Board of Directors

### FY12 Officers

Richard Boyles, Chair  
InnSight Hotel Management

Robert Canaga, Treasurer  
Robert Canaga Studio

George Rogers, Vice Chair  
Valley River Inn

Maxine Walton, Past Chair  
Willamette Stationers

### FY12 Board Members

Martin Alletson  
Driftwood Shores

Darin Harbick  
Harbick Country Store

Cal Applebee  
Florence Area Chamber of  
Commerce

Ric Ingham  
City of Veneta

Colleen Arruda  
Holiday Inn Eugene-Springfield

Julie Johns  
Territorial Seed Company

Jacque Betz  
Assistant City Manager

Christine Moody  
Lane County Administrator

Dan Curtis  
Curtis Restaurant Equipment

Jeff Morton  
Holiday Inn Express - Eugene

Tucker Davies  
Lile Eugene Moving & Storage

Michael Newman  
Thanks For Holding

Tim Doll  
Eugene Airport

Joe Pishioneri  
Springfield City Councillor

Liz Doyle  
Diamond Woods Golf Course

George Poling  
Eugene City Councillor

Randy Dreiling  
Oregon Adventures

Joel Pomerantz  
Oregon Restaurant  
Association

Mike Drennan  
Home Federal Bank

Brendan Relaford  
Kesey Enterprises

Tom Driscoll  
UO Housing Department

Rick Reno  
Lane Events Center

Mike Duncan  
UO Athletics Ticket Office

Nikos Ridge  
Ninkasi Brewing Company

Dan Egan  
Springfield Area Chamber of  
Commerce

Mike Rose  
Three Rivers Casino &  
Hotel

Kim Godfrey  
Oregon Electric Station

John Tamulonis  
Springfield Economic  
Development

Renee Grube  
Library, Recreation and Cultural  
Services

Andy Vobora  
Lane Transit District

Jody Hall  
Hilton Eugene & Conference  
Center

Alan Whalen  
Fiddlers Green Golf Center

David Hauser  
Eugene Area Chamber of  
Commerce

Bob Zagorin  
Bob Zagorin SW Inc.



## President's Message

### Hospitality Sector Gains Strength

TrackTown USA saw unprecedented success in hosting the U.S. Olympic Team Trials – Track & Field, with record June 2012 room tax collections and high marks across key sectors associated with the event. As we nurture the preeminence of track and running events, we discovered that the launch of Eugene, Cascades & Coast Sports resonated strongly with planners across sports segments and residents.

Online marketing helped us reach a growing number of prospective visitors with tailored content and opportunities to build relationships resulting in repeat visits and longer stays.

Our Adventure Center received rave reviews from I-5 travelers and local residents alike, who regularly recommended it as a reliable information source. The one-stop concept of offering forest and park passes, maps, guidebooks and TicketsWest purchases helped us provide both convenient and comprehensive resources.

Our publications, advertising and marketing programs were used multiple times across key target audiences, increasing efficiency and effectiveness. Our photo contest built awareness and supplied vital images for marketing. "All in a Day's Drive" videos and annual award videos were re-used on key website pages. Adventure Guide layouts were re-published in the ORVA RV Guide. Kids' Club outreach targeted family overnight stays.

We've worked on events across the region, successfully impacting the smaller community economies. We've helped customers with sustainability, accessibility, and community social responsibility targets. We participated in the booking of multiple large-scale events in FY12.

It's a privilege to market the incredible Eugene, Cascades & Coast region to visitors. We're proud that our work makes a difference in generating economic results and outstanding experiences.

- Kari Westlund, President & CEO

**Return on Investment:** More than \$43.4 million was generated for local communities. For every dollar of room tax invested in Travel Lane County, \$27 in visitor spending returned or will return to the Lane County economy. Meanwhile, in-kind contributions totaled \$171,444 and earned editorial media coverage totaled \$472,404.

**Room Tax:** Room tax rose 5.27 percent over FY11.

	FY12	FY11	FY10	FY09	FY08
<b>Eugene</b>	1.71%	9.2%	-9.56%	-5.32%	6.1%
<b>Springfield</b>	15.16%	15.5%	-8.14%	-5.50%	5.5%
<b>Florence</b>	2.13%	2.6%	4.34%	72.8%	23%
<b>Cottage Grove</b>	11.88%	-8.0%	-8.61%	-1.69%	4.6%
<b>Other</b>	1.30%	10.0%	-3.48%	-29.99%	31.5%
<b>Total Tax</b>	5.27%	9.7%	-7.33%	-6.37%	9.4%

**Key Indicators:** Occupancy rates for FY12 averaged 56.92 percent, down 3.86 percent. Inventory continued to rise impacting overall rates. The 69-room Inn at the 5th opened in February 2012 following the June 2011 opening of the 149-room Hilton Garden Inn, bringing overall inventory to 4,711 rooms. Actual rooms sold increased 1.7 percent over FY11, representing 16,500 rooms nights.

# Convention & Sports Marketing

Travel Lane County's sales staff worked to attract conventions, meetings and events to the region, securing a direct economic impact of \$27.9 million for the local economy. Efforts were focused on the education, faith-based, association, government and medical markets. Particular emphasis was placed on the sports market.



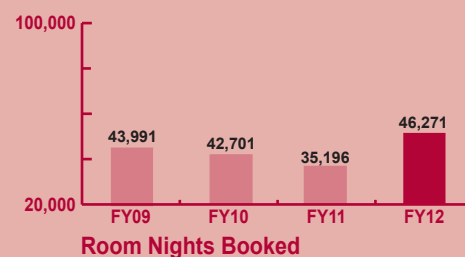
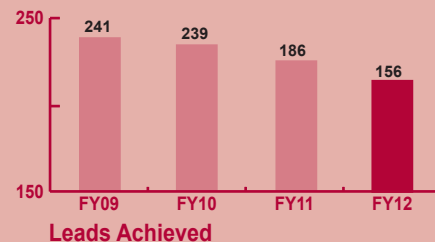
The new Eugene, Cascades & Coast Sports commission launched in January under the umbrella of Travel Lane County. During the year, the commission appointed an advisory council and designed its own website, logo and marketing materials.

During FY12, staff booked 100 conventions or events representing 133,475 delegates and 46,271 room nights. Among the largest bookings were the IAAF World Junior Track & Field Championships, (10,000 participants); Living Proof Live with Beth Moore (6,000 delegates); Dirty Dash (5,000 participants); and FolkWest (5,000 delegates). Other confirmations included: AAA American Legion Regional Tournament, (480 delegates); the Oregon Students of Color Coalition Conference (400 delegates); and the NW Pacific Regional Figure Skating Championships (337 participants).

Services were provided to 219,709 delegates of conferences and events, from on-site registration help and information booths to website publicity and delegate welcome signage. Planners connected to local products and services via member leads and through Travel Lane County's "Show Your Badge" program, which facilitated discounts for delegates and commerce for area businesses. Convention staff provided significant support during the U.S. Olympic Team Trials - Track & Field event by chairing the housing and hospitality committees.

Staff met with planners at the following trade shows: Meeting Professionals International World Education Congress in Orlando, Fla.; Smart Mart in Denver, Colo.; Small Market Meetings Conference in Little Rock, Ark.; Reunion Friendly Network in Providence, R.I.; Overseas Brats in Bloomington, Minn.; Teams in Las Vegas, Nev.; Smart Mart in Washington, D.C.; Rejuvenate Marketplace in San Jose, Calif.; Nursing Organizations Alliance Fall Summit in Miami, Fla; Connect Leadership in Las Vegas, Nev.; National Association of Sports Commissions in Hartford, Conn.; Christian Meetings & Conventions Association in Daytona Beach, Fla.; Meeting Professionals International/Oregon Employer Council Showcase in Wilsonville, Ore.; Eugene Area Chamber of Commerce Expo and the Florence Chamber of Commerce Business Expo.

Targeted e-newsletters and increased social media outreach through LinkedIn, Twitter and Facebook provided effective avenues to reach planners, delegates and event participants. Advertising was placed in Sports Destination Management, Sports Travel Magazine, Smart Meetings, Small Market Meetings and SportsEvents Magazine, while editorial outreach generated \$41,069, up 70 percent, in media coverage within meeting and sports trade publications throughout the year.



## 2012 Eugene, Cascades & Coast Convention & Sports Leadership Awards

Travel Lane County and the Lane County Lodging Association presented leadership awards to local groups and individuals responsible for generating business that brought significant overnight visits to Lane County.

### Dark30 Sports

Sports Leadership Award

### Cottage Grove-Eugene Sportsmen's Club

Sports Leadership Award

### Back Country Horsemen of Oregon

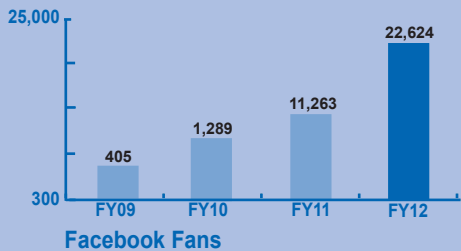
Convention Leadership Award

### Springfield Chamber of Commerce Greeters

Convention Leadership Award

### View award videos at

[EugeneCascadesCoast.org/award-videos](http://EugeneCascadesCoast.org/award-videos)



# Tourism Marketing & Sales

Marketing efforts to attract group tour and leisure travelers resulted in \$14,630,397 in economic returns.

Social media outreach continued to grow as one of the most effective

strategies for connecting with potential visitors and engaging them in the region's travel opportunities. Participation in Travel Oregon's Adventurecation campaign on Facebook grew brand awareness, while inviting Facebook users to enter to win a Eugene, Cascades & Coast Adventurecation. Photos, outdoor event listings, links to regional activities and deals, as well as a co-op ad with Travel Oregon provided additional promotional opportunities. The campaign increased Facebook fans from 11,471 to 22,624, an increase of 97 percent within two months.



## Adventure Ads

Newly produced advertisements reflected the region's adventure experiences, such as tree climbing and sandboarding. QR codes were strategically connected to videos and special offers.



## Media Coverage

News releases, press trips and editorial assistance generated \$374,674 in destination coverage in newspapers, guidebooks, online blogs, television features, and travel, lifestyle and adventure-related magazines. Publications included Mountain Bike Rider Magazine, Oregon Lakes & Rivers Magazine, Outdoors NW, Portland Monthly, RV Journal, RV West, Sunset Magazine, USA Today, VIA (AAA) Magazine, 1859 Magazine, as well as MSNBC and features on KGW-TV's "Grant's Getaways."



Travel Oregon, the Oregon Coast Visitors Association and the Willamette Valley Visitors Association partnerships helped generate 35,916 requests or leads for information, which were fulfilled with the Eugene, Cascades & Coast Visitor Guide. Through direct destination advertising, Travel Lane County tracked 8,942 replies and an additional 3,295 visits to EugeneCascadesCoast.org. Top lead generators included online listings on GoOregon.com, GoDucks.com, TravelOregon.com, VacationFun.com and VisitTheOregonCoast.com. Print ads placed in Budget Travel, Sunset Magazine, AAA VIA Oregon/Idaho, NW Travel Magazine, The Oregonian, Outdoors NW, Travel Oregon and Madden Media newspaper inserts drew additional inquiries.



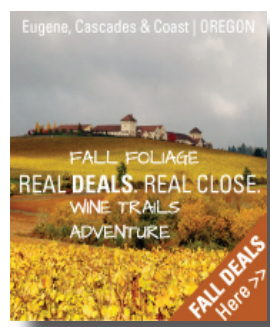
## RV Outreach

Travel Lane County supported the Oregon RV Alliance traveling to several RV shows and events, and providing content and design work for the Oregon RV Resource guide. Efforts have resulted in repeat and new visitors to the region.



Travel Lane County participated in travel trade and consumer shows, including NTA in Las Vegas, the International Pow Wow Convention in Los Angeles, and a first-time trip to the Outdoor & Adventure Show in Vancouver, B.C. Travel Lane County connected with consumers at the annual Sunset Magazine Celebration Weekend in Menlo Park, Calif., in partnership with Travel Oregon and Central and Southern Oregon Visitors Associations. Travel Lane County also partnered with Travel Oregon on a European Sales Mission, meeting with media and tour operators in Dublin, York and London, as well as a sales mission to Vancouver, B.C. FAM trips with visiting media and tour operators extended international outreach providing opportunities to showcase the local region to representatives from Germany, Canada, the United Kingdom, Japan, Australia, The Netherlands and Switzerland.

Fall outreach increased traffic to Travel Lane County's Oregon Fall Foliage blog. Exposure in Sunset magazine, VIA magazine, OregonLive.com and KGW.com drove blog visits. The blog received 41,078 views in 2011, up 68 percent over 2010. Ads on the blog, featuring Fall Deals, received more than 2,800 clicks during the campaign.



Oregon Bounty participation provided exposure on the campaign's website, Food.TravelOregon.com, and Travel Oregon's culinary e-newsletter.

# Visitor Services

Travel Lane County staff personally assisted 16,755 visitors and residents during FY12. Of those visitor interactions, 9,656 walk-in visits were received at the Adventure Center and downtown Eugene information centers, and 7,099 visits were made to the mobile visitor van at various attractions and events across the region.



The Official Eugene, Cascades & Coast Visitor Guide (140,000 printed) was produced with four different covers. A new University of Oregon partnership led to a cover shot of the new alumni center and greater distribution access to campus visitors. The visitor map

(205,000 printed) was inserted in the guide and printed for individual distribution. In addition to visitor guides used to fulfill information requests and those picked up in Travel Lane County's two visitor information centers, an additional 61,507 guides were distributed through Certified Display Folder sites, at Travel Lane County member venues, statewide information and welcome centers, the Portland International Airport, and through local convention, meeting, sports and community relations outreach. Distributions accounted for an estimated economic impact of \$6,163,001.

In its second year, the Adventure Center saw repeat visitors from out-of-town travelers and local residents. Meanwhile, new visitors have been continually impressed by the space, level of service and daily access to a staffed information center.



Ads, events and programs were used to draw guests into the Adventure Center. Ads for the Adventure Center were placed in Travel Lane County publications as well as in The Register-Guard's Discovery Magazine. Many people were introduced to the Adventure Center through the variety of events and presentations held there throughout the year, such as the Kids' Adventure Club Family Days, MOPAN film workshops, the Emerald

Mini Car Club meeting, Tuesday Tastings and the Rural Roundup: Fine Art, Craft & Gift Fair. There were 779 people\* who attended events/presentations at the Adventure Center.

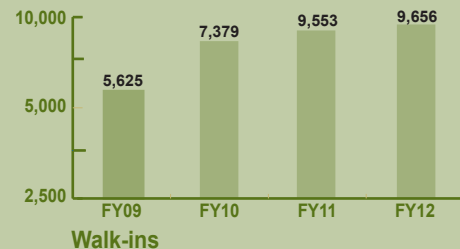


As a TicketsWest outlet, the center continued to draw visitors who purchased tickets to entertainment

events at the Matthew Knight Arena, Cuthbert Amphitheater, McDonald Theatre and the Oregon Country Fair. The center also continued to sell sno-park permits and passes to parks, forests and recreation areas for county, state and national venues.



Retail sales tracked on target for the number of visitors to the center. The Adventure Center featured retail deals from Thanksgiving through the end of December.



## Top Geographic Markets

U.S.	International
Oregon	Canada
California	Germany
Washington	United Kingdom
Texas	Australia
Arizona	France
Colorado	Switzerland
Florida	Japan
Nevada	New Zealand
Idaho	Belgium
Illinois	Austria



## Referral Rewards Program

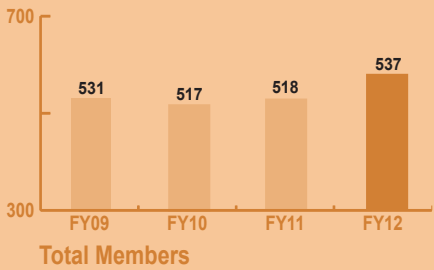
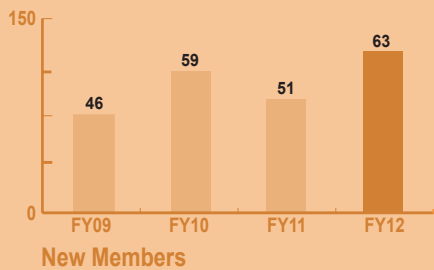
Travel Lane County introduced a new Referral Reward program directed at local frontline hospitality professionals as an incentive to send visitors to the Adventure Center. During the program's initial introduction, contacts between area hotel front desk staff and Adventure Center staff more than doubled compared to the same period last year.

## Frontline Trainings

Staff partnered in and led frontline trainings across the state, which included the Willamette Valley Interagency Frontliners Conference and the Oregon Welcome Center/Visitor Center Training.

The "We Speak" Oakridge program designed to encourage frontline experts to share their travel and recreation knowledge with visitors continued for a second year.

\*These guests are not included in total Adventure Center guest counts unless they sought trip planning information or purchased retail items.



**Visitor Industry Celebration**  
Businesses, organizations and individuals received recognition for their outstanding contributions and dedication to Lane County's visitor industry at the 2012 Visitor Industry Celebration.

**Eugene, Cascades & Coast Award Winners:**

**Track Town USA & Vin Lananna**  
Destination Award

**Bike Friday**  
Partnership Award

**Sea Lion Caves**  
Enrichment Award

**Jonnie Helfrich, A. Helfrich Outfitter**  
Hospitality Award

**Stephanie Pearl Kimmel**  
Appreciation Award

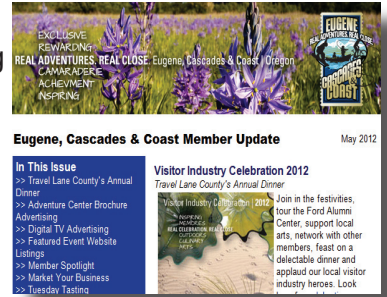
**View award videos at:**  
EugeneCascadesCoast.org/award-videos

## Membership

During the year, 537 member businesses partnered with Travel Lane County, providing visitors with quality products and services, and contributing to the overall success of Lane County's visitor industry.

Annual membership dues accounted for \$126,560 in revenue and additional revenues for various marketing opportunities totaled \$45,601. Members also purchased ads in our visitor guide, which generated \$120,307 to cover costs of the guide and \$16,846 for the dining guide.

Member Orientations and Member Spotlights provided members networking and educational opportunities. Travel Lane County's Member Updates and Tourism Industry News e-newsletters kept members informed of marketing opportunities and industry news. Leads were also available to members via Travel Lane County's work with conventions, tour operators and media.



## Integrated Marketing

Efforts focused on enhancing and maintaining Travel Lane County's website, with emphasis on keeping the site mobile-friendly, optimized for search engine capabilities and populated with fresh content. The mobile site was redeveloped with new navigations and content related to convention, meeting and sports planning adding greater ease and convenience for event planners.

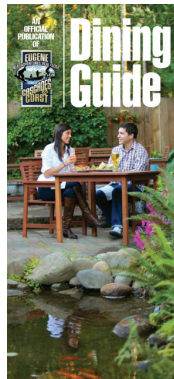


With 221,546 visits and 5,791 mobile

visits during the year, the top visited sections, besides the home page, included the event calendar and the activities and lodging pages.



Most domestic website visits originated from Oregon, California, Washington, Texas and Arizona, while international visits to the website came from Canada, the United Kingdom, Germany and India.



In addition to exposure on Travel Lane County's website, members were promoted in key visitor publications, including the Eugene, Cascades & Coast Official Visitors Guide and Dining Guide.

All Eugene, Cascades & Coast publications are made available online, in either downloadable or interactive formats.

Ad design was brought in-house during the year which decreased costs and increased the speed with which we could react to new opportunities.

# Community Relations

Community Relations programs fostered greater media and community connections, providing opportunities to generate awareness about Travel Lane County, the local visitor industry and regional travel opportunities.

Media outreach through news releases, e-newsletters, interviews and editorial assistance generated earned coverage valued at a record \$56,661; up 13 percent over last year. Topics included sporting events, scenic bikeways, fall foliage sightseeing, industry development and the impacts of conventions, events and leisure travel. Travel Lane County's photo contest, Kids' Adventure Club and Tuesday Tasting events also received significant coverage. A KUGN radio partnership continued, providing weekly opportunities to promote community events, members and Travel Lane County's website, events calendar and resources. Press conferences were also organized and held for the new Oregon Gran Fondo Bike Event and the launch of the Eugene, Cascades & Coast Sports commission. Travel Lane County also provided extensive content about regional travel opportunities in the U.S. Olympic Team Trials -Track & Field daily programs and TrackTown12 website.

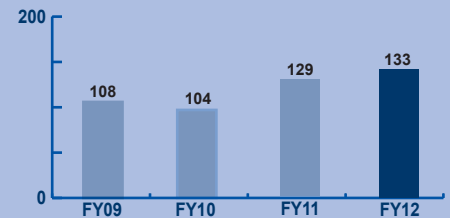
Travel Lane County gained exposure and helped promote the region through television advertising. Ads featuring the Eugene, Cascades & Coast Adventure Center and countywide activities, aired on KEZI, KMTR, Comcast and Fox. Website ads, linked to Travel Lane County's website, were also featured on KMTR and KEZI. An Adventure Center ad was placed on the Weather Channel. A partnership with Eugene Weekly and Eugene Magazine provided members with advertising discounts.



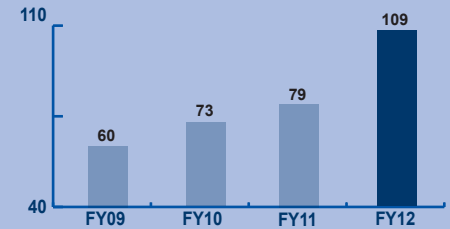
Travel Lane County participated in KMTR's "All in a Day's Drive" campaign, which promoted eight Eugene, Cascades & Coast experiences in news stories, which aired on the station's five-county NBC market. The series was added to KMTR's and Travel Lane County's websites and YouTube Channels. Features

included whitewater rafting, a coastal scenic bi-plane tour, sandboarding, mountain biking, rock climbing, clam digging, crab fishing and hiking. The Eugene, Cascades & Coast Adventure Center was also featured as a travel resource. Meanwhile, a partnership with KEZI's "Wake Up & Win" contest provided the opportunity for Travel Lane County and its members to receive publicity during morning newscasts.

The Eugene, Cascades & Coast Photo Contest included a new partnership with the City of Eugene. Contest posters, postcards, press releases and social media were among avenues to promote the contest, reach the local community and encourage residents and visitors to tour and photograph the region. Members donated more than \$1,700 prizes in exchange for publicity. More than 500 entries were submitted. Winning images, valued at an estimated \$5,000, were placed in Travel Lane County's image library used for editorial and marketing purposes.



Media Stories/Articles



Press Releases

## Kids' Adventure Club

The Kids' Adventure Club entered its second year. Seasonal family events and newsletters, as well as monthly calendars encouraged families to experience the region's attractions, activities and events. Fall Family Day introduced a new Junior



Leaf Reporter program tied to the Oregon Fall Foliage blog. Hoodoo Ski & Recreation Area and Berg's Ski & Snowboard Shop partnered with Travel Lane County to teach kids about

gear, lessons and snow sport activities in the Cascades during Winter Family Day. In the spring, the Oregon Department of Fish & Wildlife, Cascade Family Fly Fishers and Cabela's provided programs and activities focused on fishing, including casting, reeling and fly-tying. Cycling experts from Trips for Kids - CAT, the Greater Oakridge Area Trail Stewards, City of Eugene Transportation Program and Safe Routes to Schools provided cycling information and activities, from bike maintenance to mountain bike-styled obstacle courses.

## Tourism Industry Awareness

A new tourism video focused on the impacts of the local industry was produced for community outreach and Travel Lane County website. Annual award videos, 60 community presentations and staff attendance at 348 business and civic meetings and events provided additional ways to generate awareness and industry recognition.

**View tourism industry video at:**  
[www.eugencascadescoast.org/media](http://www.eugencascadescoast.org/media)

# Travel Lane County Mission

To increase the number of overnight visitors to the Eugene, Cascades & Coast region for the benefit of its members and all businesses and citizens who depend on a strong Lane County economy.

## Eugene, Cascades & Coast Travel Impacts

Visitors spent an estimated **\$543 million in 2011**, supporting a variety of businesses and jobs in Lane County.

### Food Service

\$149 million

### Accommodations

\$91 million

### Retail Sales

\$85 million

### Arts, Entertainment & Recreation

\$88 million

### Local Transportation & Fuel

\$74 million

### Food Stores

\$57 million

### State & Local Tax Revenues

\$27 million

### Jobs

8,750

### Direct Earnings

\$166 million

#### Source:

Lane County Travel Impacts Report,  
Dean Runyan Associates, 2012

### Eugene Airport

Arrivals: 401,729

Up 2.34% over FY11

### Amtrak Cascades

Eugene Arrivals/Departures: 64,002

Up 6.3% between 2010 and 2011

Staff directory available at:

[EugeneCascadesCoast.org/staff](http://EugeneCascadesCoast.org/staff)



## Travel Lane County

541.484.5307 | 800.547.5445

[EugeneCascadesCoast.org](http://EugeneCascadesCoast.org)

Eugene, Cascades & Coast  
Adventure Center  
3312 Gateway St | Springfield

Downtown Eugene  
Visitor Center  
754 Olive St | Eugene