

Travel Lane County | Annual Report FY16

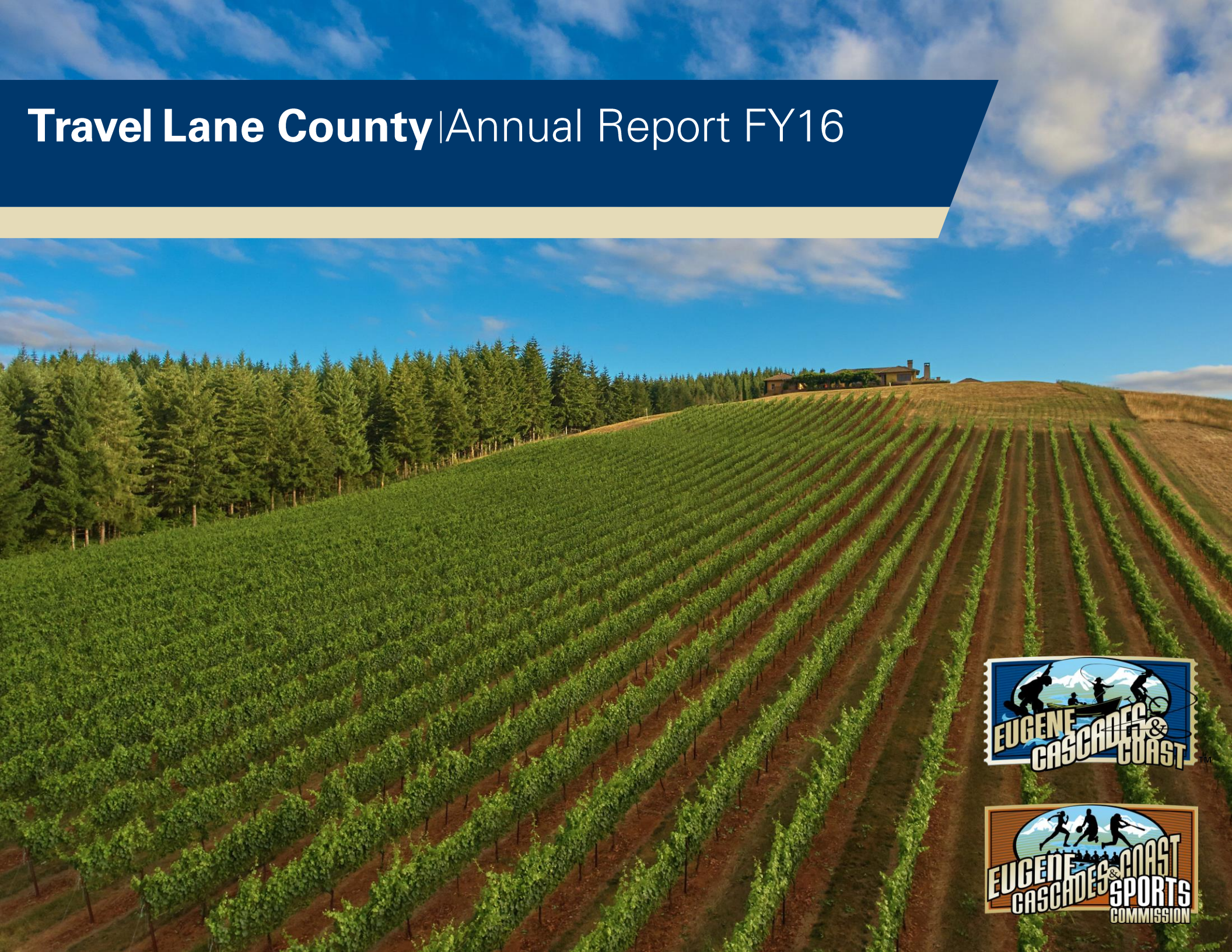


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Travel Lane County Mission

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.

Our Brand Promise

Eugene, Cascades & Coast offers a variety of enriching, authentic, approachable adventures for all ages and abilities.

Our Communities

Eugene & Willamette Valley: Coburg, Cottage Grove, Creswell, Eugene, Junction City, Lowell, Springfield, University of Oregon, Veneta

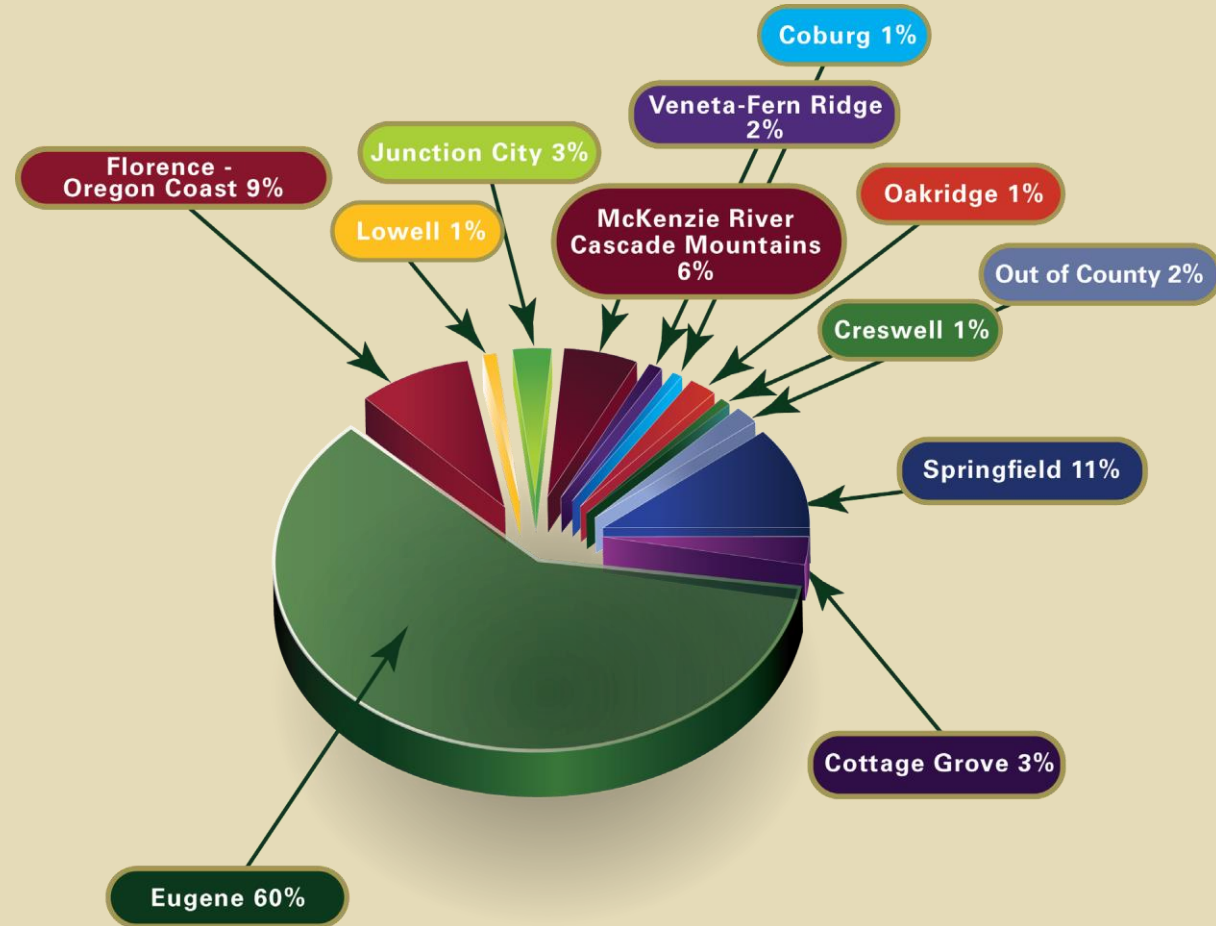
Cascades: McKenzie River, Oakridge, Westfir

Coast: Dunes City, Florence

Membership

571 Members

MEMBERSHIP BY REGION



WEBSITE

FY16 WebTraffic

An increase of 28% in website sessions resulted in estimated economic impacts of \$7.3 million. Destination Analysts, Inc. has collected six months of data and will present complete 2016 findings in early 2017. 680,000 people were greeted by expanded content and event specific information to help them fully understand the range of experiences our region has to offer.

Advertisers continue to realize value in purchasing digital placements throughout the site. Website ad revenue jumped 34% to over \$21,000 in FY16.

Upgrades to the website, including conversion to a fully responsive site, will be completed early in the new fiscal year. Increases in functionality will improve internal effectiveness while improvements in extranet functionality will provide added member benefits.

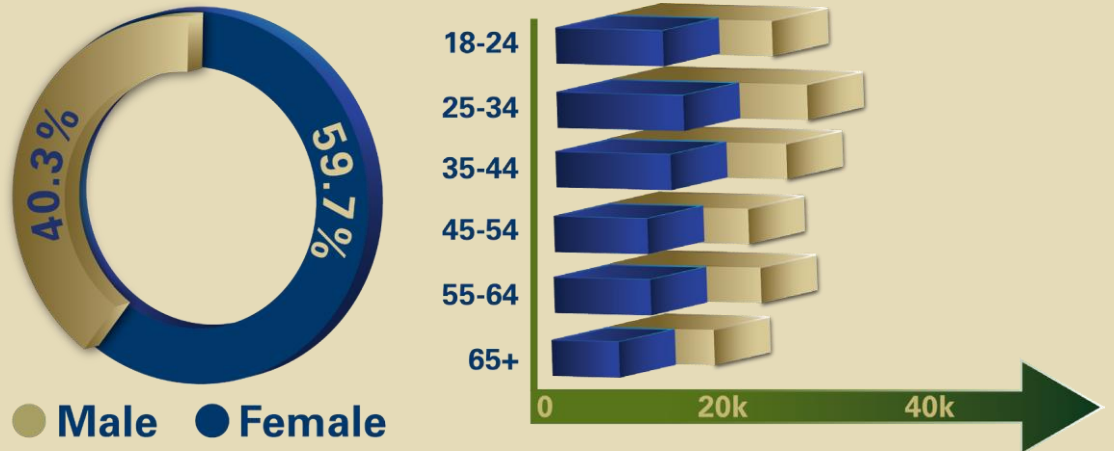
\$7.3 M

Economic Impact

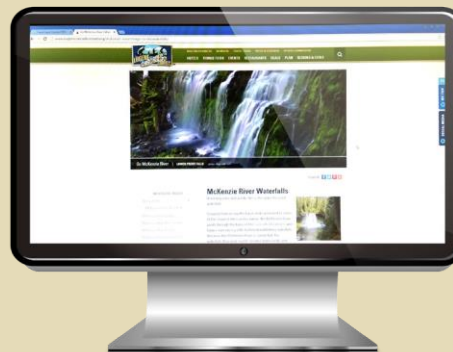
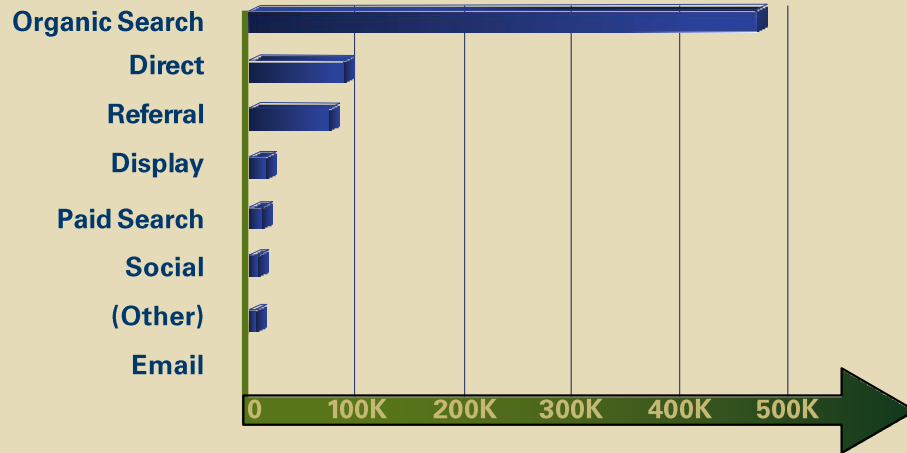
28%

Increase in Website Sessions

Engagement by Age & Gender



Which Channels are Driving Engagement



EARNED MEDIA & PUBLIC RELATIONS

FY16 Earned Media & Public Relations Exposure

Mobile visitor center MIKE the Bike celebrated his first anniversary with a ride from Springfield to Pendleton for the Governor's Conference on Tourism. Natalie Inouye coordinated the ride and, as chair of the Oregon Scenic Bikeway Committee, leveraged the ride to highlight the opening of yet another Oregon scenic bikeway. More than 4,000 photos, multiple postings thru social media and local media coverage resulted from the five day, 360 mile ride. Travel Lane County won best photo award and was presented a \$2,500 TripAdvisor prize.

Consistent, creative and content rich public relations packages result in quality earned media coverage. Travel Lane County and the Eugene, Cascades & Coast Sports Commission successfully increased earned media value in FY16.

\$3.7

Million earned in media value

339

Stories told

500M

Impressions



GO CAMPAIGN

Integrated Tourism Campaign

This integrated campaign targeted nearby leisure markets using transit, print, digital, cable television, Pandora radio and customized landing pages. Leveraging travel motivators introduced in the Adventure List marketing campaign, the GO campaign linked these travel motivators with four Lane County communities. In the coming year the communities of Eugene, Springfield and Junction City will be added to the campaign and in subsequent years additional Lane County communities will be featured.

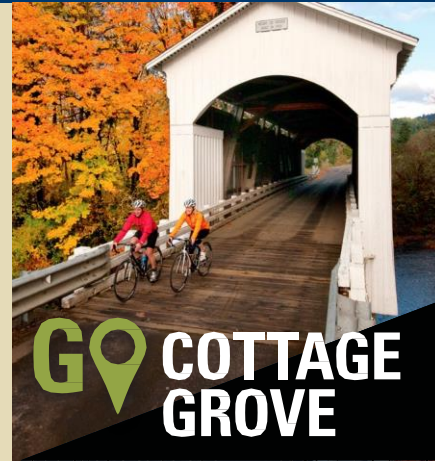
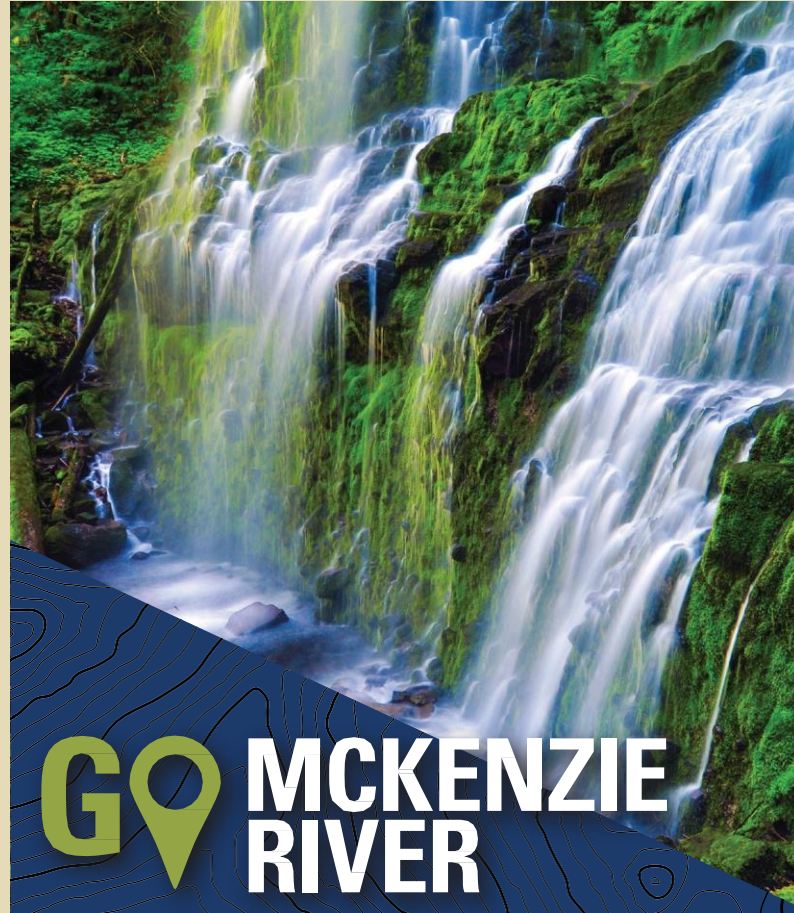
Campaign Results

7.5M

Impressions

115,041

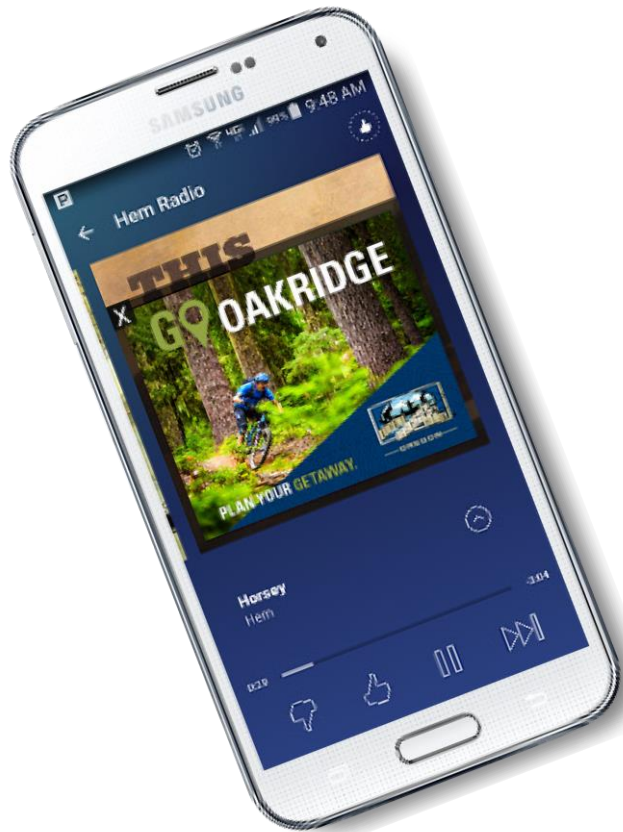
Clicks



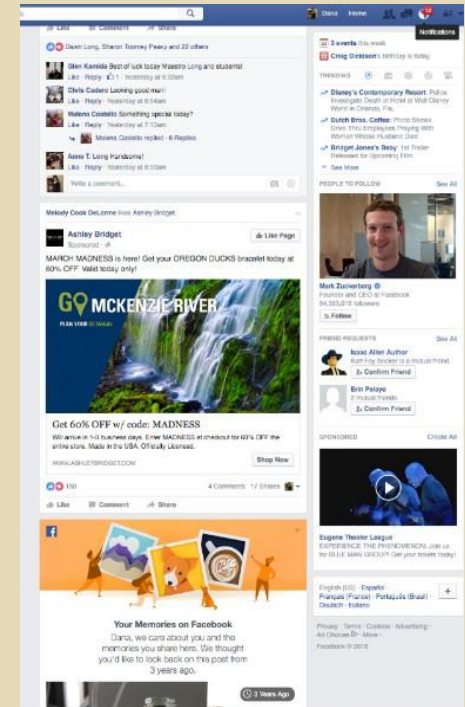
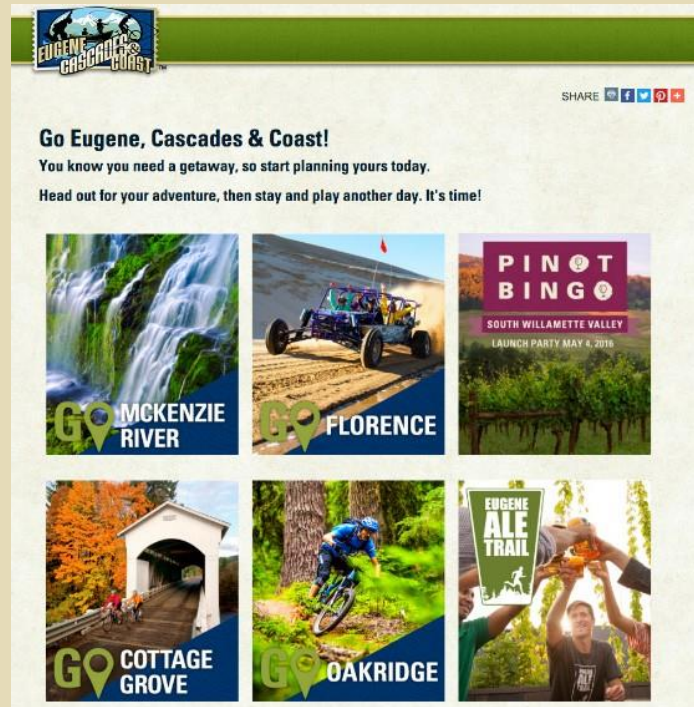
GO CAMPAIGN

Integrated Tourism Campaign

Utilizing geo targeting of audiences the digital component of the GO campaign resulted in effective use of marketing dollars. Click through rates (CTR) ranged from just over the national average to more than 40 times the national average for digital campaigns. Consistency in ad design allowed visitors to easily connect with their desired content when moving from an ad on their phone, tablet or computer to the Travel Lane County web landing pages.



2.78% Click Through Rate Portland PandoraRadio



MEETINGS CAMPAIGN

Digital

Motivating meeting and convention planners to click on digital ads can be challenging. The industry average for click through rate (CTR) is .05%. Travel Lane County staff developed the Meeting Nerds and Meeting Genius campaign to target millennial meeting planners. The ads were tested side by side and both polled well and were placed into market. Posting an average .40% CTR, the campaign is performing at eight times the national average.

FY16 Conventions

31

Bookings

39,070

Attendance

\$8.6M

Economic Impact



SPORTS MARKETING

Digital

The Eugene, Cascades & Coast region has a culture where sports and recreation are a way of life. Invoking this feeling in sports planners was the challenge our sports marketing team took on in fiscal year 16.

Marrying sports, recreation and the outdoors was accomplished in the “Life is Sport, Play it Here” campaign that launched late in the year and is gaining momentum as we begin FY17. Sports planners are realizing that combining the great outdoors with a vibrant metro area is perfect combination for executing an unforgettable sports event.

FY16 Sports Events

42

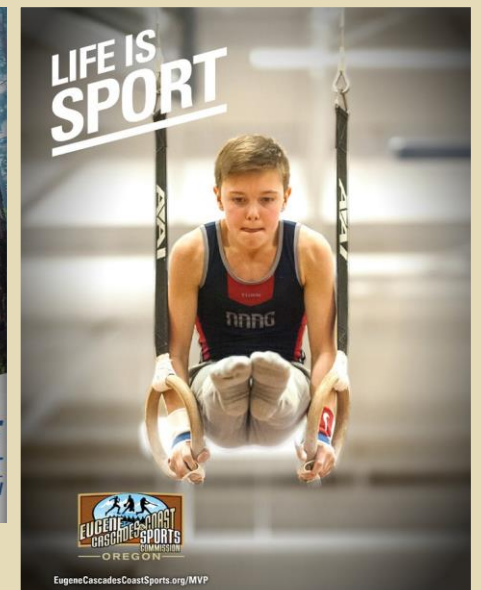
Bookings

137,766

Attendance

\$66.8M

Economic Impact



COLLABORATION/ECONOMIC DEVELOPMENT

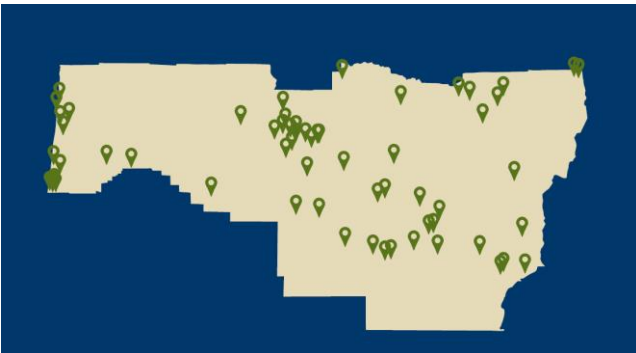
Google Trekker

Partnership with Google resulted in a new way to view beautiful vistas, trails, rivers and waterfalls throughout the Eugene, Cascades & Coast region.

Google’s street view for roads is being applied to scenic trails, waterways and other natural areas. Travel Lane County leveraged the opportunity to map more than 50 Lane County locations and developed a video library that provided Google the opportunity to illustrate how the 360 degree video was captured and then stitched together to create the trail views now available.

Whether by backpack, bike or raft, the Travel Lane County staff captured Google Trekker video that will inspire visitors to come and will provide those who cannot access these areas a chance to experience the awe of our region. Pushed out through social media channels, the Trekker story reached 102,000 and resulted in **33,000 views** of the anthem video. The launch was aided by Google retweeting our announcement to its **3.23 million followers**.

View the Trekker videos at EugeneCascadesCoast.org/trekker-video



33,000 Anthem Video Views



COLLABORATION/ECONOMIC DEVELOPMENT

In-Flight Magazines

Travel Lane County, the City of Springfield, Lane County Economic Development, Lane Workforce Partnership and the Eugene Airport joined forces on advertorials in both Alaska and Horizon in-flight magazines in 2016. Highlighting a diverse economic fabric, including callouts of the tech, wood products, healthcare and food & beverage sectors, these pieces resulted in strong editorial value and leveraged additional earned media value. Our vibrant arts and culture scene and growing interest in craft beer and award winning wines were also featured prominently.

Travel Lane County coordinated earned coverage in the Dossier section within United Airline's of Hemisphere's magazine. Local stakeholders provided the magazine's editor a first-hand look into the growing tech, craft beer and culinary sectors.

\$255,499

Inflight Magazine Editorial Value



Whether you're visiting or relocating, Oregon's side-by-side cities nestled between the Cascade Mountains and rocky headlands of the Pacific Coast boast some of the best reasons to live, work and play in the Northwest.

Eugene-Springfield is home to 221,000 residents and an upward economy, with its top employers being higher education, health care, wood products, food and beverage, and a growing technology sector. While employment and business opportunities abound, the real fun begins when the workday ends.

QUIRKY & COOL
The community's progressive spirit makes living here fun. From old school arcades and board game lounges to Indie Game Con and Eugene Comic Con, gamers and techies fit right in with academics, professionals and the blue-collar crowd.

Grab the kids and go to the Island Park Children's Celebration for fun-filled activities, the Oregon Logging Conference for its chainsaw carving and giant machinery, the Eugene Fire Bikes and Fireworks show, the annual 90's Act Show, or the Oregon Country Fair with its one-with-the-earth vibe. There's something for everyone. It's a live and let live kind of place.

DUAL DOWNTOWNS
Eugene-Springfield and Eugene's downtown areas, each with its own unique personality and pulse. Both have undergone revitalization in recent years and have more plans on the horizon.

Colorful murals adorn Springfield's walkable downtown, which draws a steady stream of visitors with its art exhibits and fun outdoor festivals, like the Top 8 Taste in August. Settle in for a meal at one of several restaurants. Take in a show at the community theater. Explore the public library and charming shops. Sip on lavender apple craft beer. And be sure to pop into Sprout, an impressive, restored church that houses a regional food hub, cafe, taphouse and a weekly rain-or-shine covered farmers market.

Downtown Eugene excites the senses with its culinary choices, social culture, urban wine and beer scene, and visual and performing arts. A state-of-the-art public library, a downtown community college campus, and a nationally recognized public transportation system reflect Eugene's commitment to community, education and environmental responsibility. An accessible network of pedestrian connections and bike lanes link downtown to nearby parks, river trail systems, the University of Oregon and the vibrant Whiteaker neighborhood.



SPORTS COMMISSION

Sports Highlights

Travel Lane County worked closely with local and national event organizers to successfully host a variety of youth, collegiate and professional events.

The Northwest Athletic Conference brought over 1,000 college volleyball athletes to Springfield for its 2015 Fall Festival and will return in 2016 with an additional 1,000 athletes as soccer is added to the event. A number of other volleyball tournaments helped fill shoulder seasons at area lodging properties. The Matt Hartner Memorial Classic, drew 5,000 attendees to area in January.

Men's and women's NCAA Golf Championships were contested at the Eugene Country Club. Over the two week-long events, the Golf Channel prominently featured Eugene, Cascades & Coast video footage provided by Travel Lane County to record viewership. Economic impact for the two events was estimated at \$3.8 million.

The U.S. Olympic Team Trials - Track & Field returned for the third consecutive time to Hayward Field. To the delight of the fans, special ceremonies recognized "heritage" athletes who represented the United States in the past Olympic Games. Fans, along with excited competitors, were treated to the hammer competition within the stadium venue for the first time in history. The event attracted a record 181,972 fans, along with thousands of participants, media and volunteers, resulting in an estimated \$37 million economic impact. Travel Lane County staff provided front line training, coordinated front line educational materials and facilitated nearly 6,000 hotel rooms for athletes and USA Track and Field staff. A microsite for visitors garnered over 5,000 page views and the Eugene, Cascades & Coast website experienced an increase in page views of over 40%.



TRANSPORTATION

Air Service Improvements

Travel Lane County was a lead funding partner for the federal funds match required to secure direct Alaska air service to and from San Jose, California. To maximize the return on this investment, Travel Lane County geo-targeted advertising campaigns in these markets. This effort was highly successful as evidenced by the Silicon Valley meeting ad campaign where a .21% click through rate was recorded. Alaska Airlines reports that the San Jose service is performing as anticipated. Other improvements to air services included United Airlines' introduction of larger jets to expand capacity and the remodeling of the airport terminal. With an anticipated completion date of fall 2016, the terminal remodel included improved security screening, more effective passenger circulation and expanded baggage handling capacity. As passenger arrivals continue to break records, the number of Travel Lane County members taking advantage of video advertising opportunities within the airport lobby is also increasing.

22,646

Amtrak Cascades to Eugene Arrivals

24,544

Coast Starlight to Eugene Arrivals

467,266

Eugene Airport Arrivals



EUG

Eugene, Oregon

SJC

San Jose, California

INCREASE IN PASSENGER ARRIVALS AT EUGENE AIRPORT

3.4%

ACCOMPLISHMENTS

Eugene Ale Trail - Pinot Bingo

In order to expose our award-winning wineries Travel Lane County introduced Pinot Bingo. Leveraging the positive momentum from the Eugene Ale Trail, Pinot Bingo has been an instant success. With a goal of introducing participants to wineries they may be unfamiliar with, and rewarding them with fun prizes, Pinot Bingo is the talk of the tasting rooms. Following its May launch area wineries were abuzz with people obtaining stamps on their Pinot Bingo cards. In seven short weeks, 18 cards had been redeemed for prizes and these participants had completed 237 winery visits. Considering the hundreds of Pinot Bingo cards in play it will be exciting to watch participation grow over the first year of the game.

Hundreds of craft beer enthusiasts participated in the Memorial Day kick-off of the third season of the Eugene Ale Trail. With more than 950 passports redeemed for prizes during the first two years, it appears the enthusiasm won't wane anytime soon.

950
Eugene Ale Trail Passports Redeemed

18
Pinot Bingo Cards Redeemed



2	20	4	13	
3	8	19		9
6	15		18	10
5		16	17	23
	7	1	14	25

This project is made possible by a grant from Travel Oregon.



ACCOMPLISHMENTS

SportsTownAwards

The Eugene, Cascades & Coast Sports Commission recognized the best achievements in sports tourism, responsible & sustainable sports event practices, youth, prep and collegiate athletics, fan interaction (mascots), and identified inspirational stories and significant local contributions to sports. Presented by RG Media Company and hosted by the Valley River Inn in Eugene, the inaugural event drew more than 300 attendees. Following a live broadcast on local television, master of ceremonies Jordan Kent managed to create an unforgettable evening for all who attended.

300+

in attendance

Seven

awards presented

29

earned media stories

\$100,330

earned media value



ACCOMPLISHMENTS

Video + Photography

Travel Lane County developed an extensive photo and video library over the past year. Hundreds of hours of video were captured utilizing improved drone technology. These assets will provide opportunities to enhance online content and social media campaigns, which our external partners have utilized for segments on the Golf Channel during the NCAA Men’s and Women’s Golf Championships, on NBC during the Prefontaine Classic and on NBC during the U.S. Olympic Team Trials - Track & Field. Access to photos and raw video footage allows members to create customized videos for use in paid media campaigns, social campaigns and to enhance website content. Travel Lane County also makes available finished video products that members can easily link to from their online portals.

180

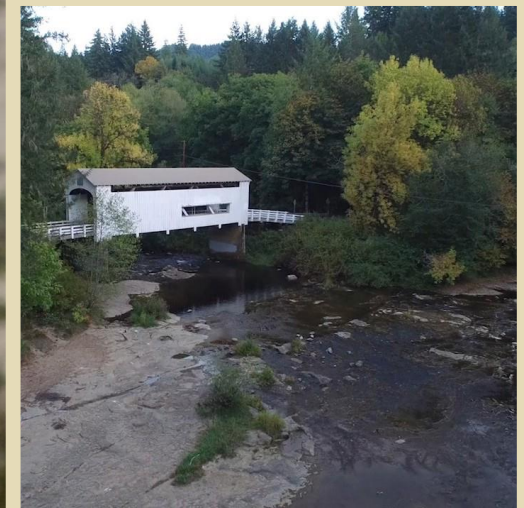
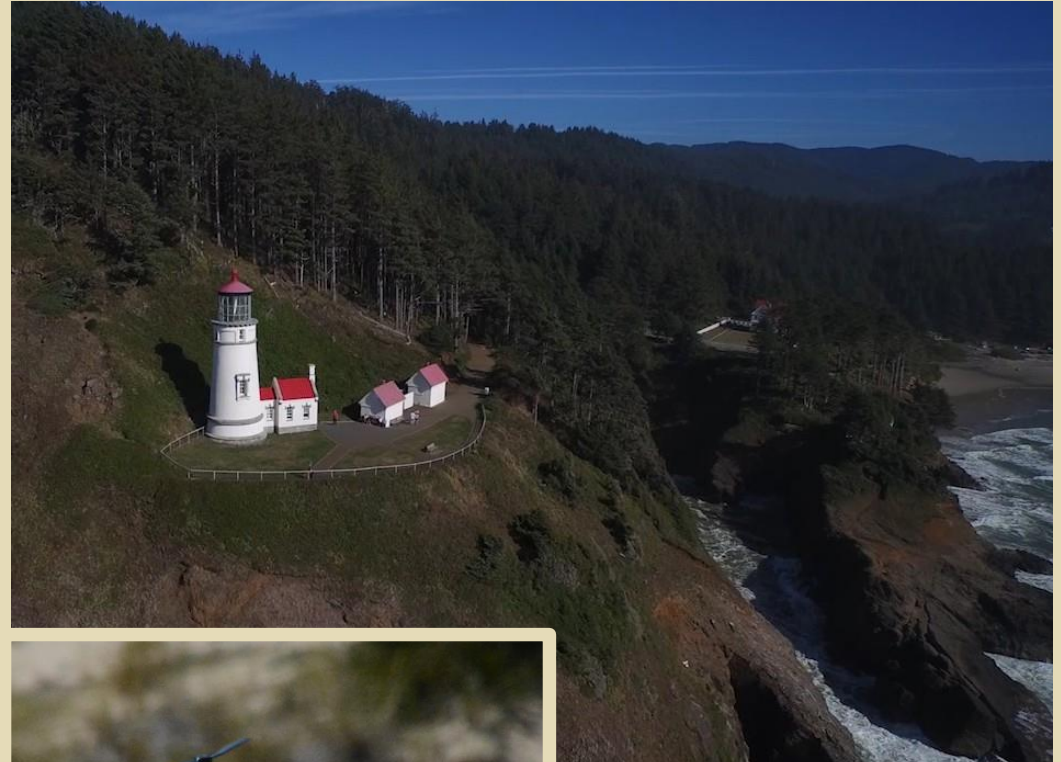
Minutes in video library

70

B-roll selections developed

25

Ads & Videos Created



BY THE NUMBERS

\$95.1 M

ECONOMIC IMPACT

UP 26%



2015 Lane County Travel Impacts & Visitor Volume
Source: Dean Runyan Associates

633.1 million
Direct Visitor Spending

\$237.5 million
Industry Earnings

\$10.5 million
Local Tax Receipts

10,120
Industry Jobs

Return on Investment

FY16 Travel Lane County marketing programs generated more than \$95.1 million for local communities. For every room tax dollar invested in Travel Lane County, \$39.94 in visitor spending returned or will return to Lane County's economy.

\$1 → **\$39.94**
Every Room Tax **INVESTED** Visitor Spending **RETURNED**

BY THE NUMBERS

Occupancy & Room Tax Collections

Improvements in occupancy, average daily rates and revenue per available room resulted in record transient room tax collections in FY16. With significant investments in existing lodging stock and the addition of new properties in FY17, the Eugene, Cascades & Coast region will be well-positioned heading into the new year.

MILLION
\$6.3
FY110

MILLION
\$6.9
FY111

MILLION
\$7.2
FY112

MILLION
\$7.5
FY113

MILLION
\$8.3
FY114

MILLION
\$9.4
FY115

MILLION
\$10.5
FY115

\$1,329,934

June 2016 Receipts - Highest monthly collection in history

Year to Date - June 2016 vs June 2015

	Occ%		ADR		RevPAR		Percent Change from YTD 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Aval	Room Sold
Eugene, OR+	67.2	64.6	105.43	101.93	70.89	65.83	4.1	3.4	7.7	7.7	-0.0	4.1
Springfield, OR+	70.0	67.0	94.50	93.12	66.15	62.36	4.5	1.5	6.1	6.1	-0.0	4.5
Florence, OR+	56.8	53.4	103.14	101.36	58.62	54.15	6.4	1.8	8.2	8.2	0.0	6.4

Data Supplied by Smith Travel Research

BY THE NUMBERS

2015 Destination Spending in Millions

Source: Dean Runyan Associates

Local Tran. & Gas, \$67.5 / 11%

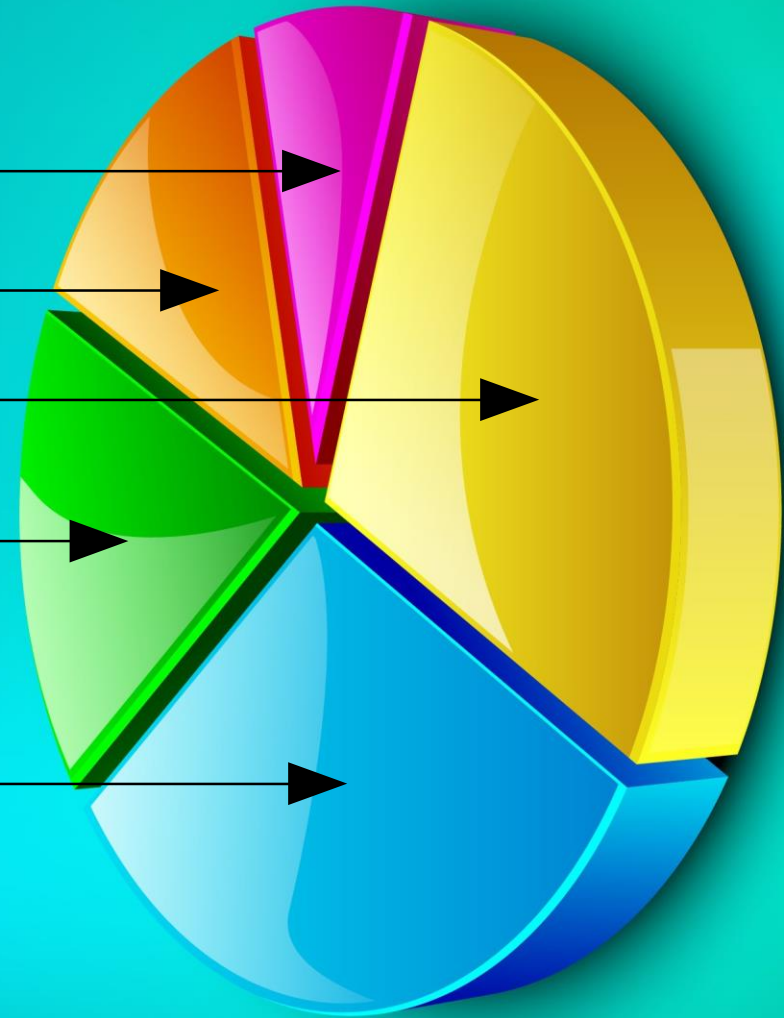
Arts, Entertainment & Recreation, \$86.1 / 13%

Food & Beverage \$258.6 / 41%

Retail Shopping \$96.0 / 15%

Accommodations \$124.8 / 20%

2015 LANE COUNTY VISITOR SPENDING \$633.1 MILLION



BY THE NUMBERS

Guides for All Needs

Travel guides provide a critical step in stirring potential visitors to become visitors. With continued growth in online searches, Travel Lane County ensures that all its guides are available digitally. In fact, sports and meeting planning guides are only produced digitally as the more than 7,000 planners we connect with are dependent upon online searches. In addition to the sports and meeting planner guides, the adventure guide, dining guide and visitor guide are available in an easy-to-read flip-book format. This format allows users to easily view the content online and is available to download and print.

Visitor Guide

Travel Lane County produces and distributes **120,000** visitor guides each year. The online visitor guide was downloaded **1,798** times in FY16.

Nearly **48,000** guides are distributed before travelers visit, generating **\$9 million** in estimated incremental spending from visitors.

53,000 guides are distributed within Oregon, outside of Lane County, contributing to **\$5.3 million** in incremental spending from visitors.

In addition, more than **10,000** guides are distributed within Lane County through our Visitor Centers and convention services.



BY THE NUMBERS

Social Media

Social media channels continue to provide direct connections to visitors, locals and sports and convention planners.

Across the board, social media interactions are increasing. Leading this growth is Facebook, up more than 12,000 followers in FY16. With so much beauty to share it's no surprise that Instagram followers are up 79% in the past year.



FACEBOOK
55,103
FOLLOWERS



TWITTER
7,153
FOLLOWERS



INSTAGRAM
2,324
FOLLOWERS



PINTEREST
4 5 7
FOLLOWERS



TWITTER
FALL FOLIAGE
1,140
FOLLOWERS



TOTAL BLOG VIEWS

70,174
OREGON
FALL FOLIAGE

23,736
TRAVEL

1,057
SPORTS

1,787
MEETINGS



BY THE NUMBERS

Vistor Center Contacts

6,871

Adventure Center, Springfield

2,795

Downtown, Eugene

4,329

Visitor Van

1,946

General Information Calls



BY THE NUMBERS

Travel Lane County Income FY16

\$2,380,569

Transient Room Tax (TRT)

\$212,330

Other (Retail, Ad Sales, Sponsorship)

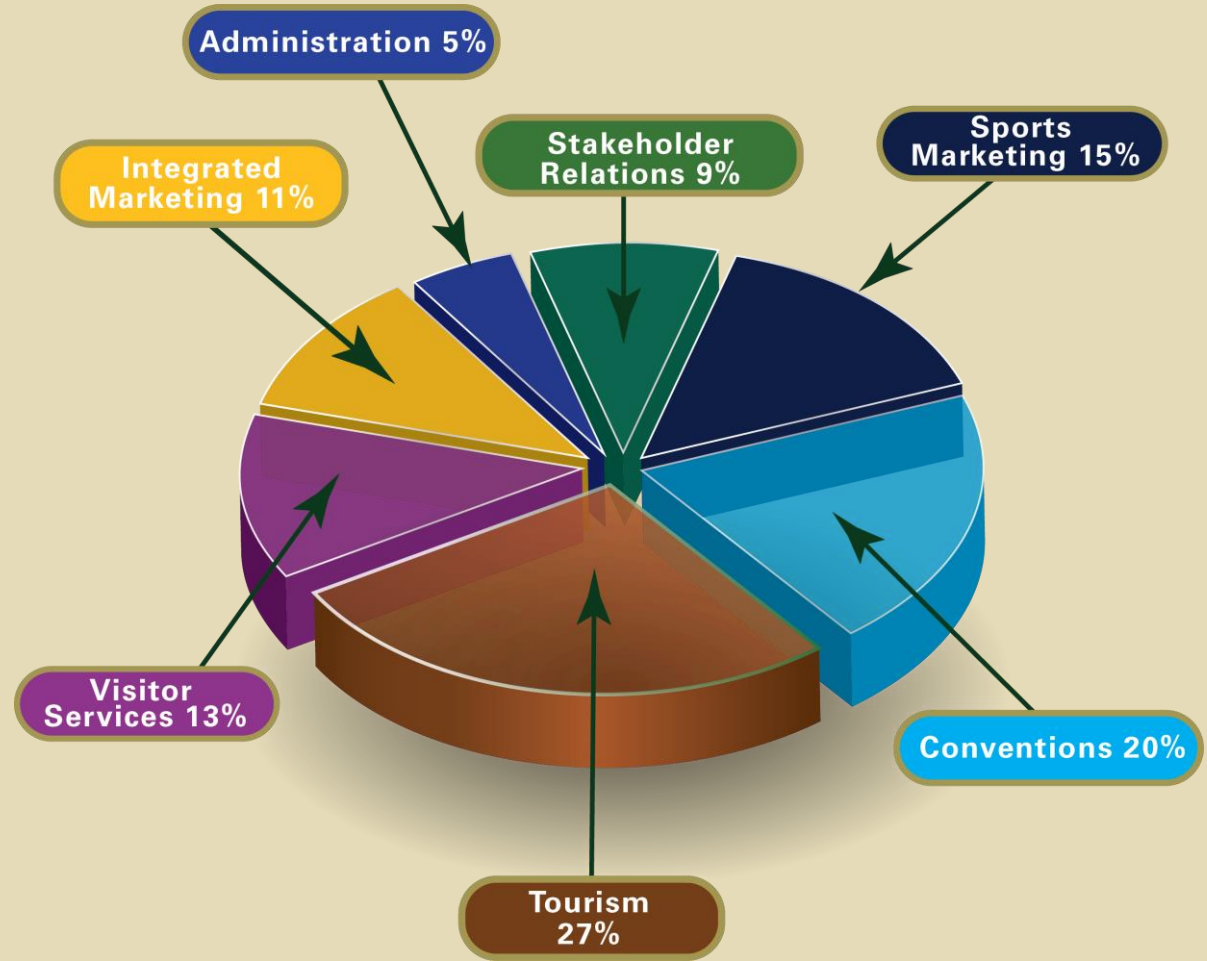
\$147,386

Members Dues

\$58,713

In-Kind Contributions

BUDGET BY DEPARTMENT



OFFICERS

Robert Canaga, Chair (since April)

Robert Canaga Studios
Eugene

Lorrie Normann, Vice Chair

Valhalla Winery
Veneta - Fern Ridge

Pam Whyte, Treasurer

Emge & Whyte
Eugene

Richard Boyles, Past Chair

InnSight Hotel Management Group
Springfield

BOARD OF DIRECTORS

Georg Adelt

High Country Expeditions
McKenzie River- Cascade Mountains

John Barofsky

Beppe & Gianni's/LaPerla
Eugene

Corey Buller

Lane Events Center
Eugene

JB Carney

Holiday Inn Eugene-Springfield
Springfield

Tucker Davies

Lile Eugene Moving & Storage
Eugene

Randy Dreiling

Oregon Adventures Vacations & Promotions
Oakridge - Cascade Mountains

Mike Drennan

Individual Member
Eugene

Tom Driscoll

University of Oregon Housing Department
Eugene

Mike Duncan

University of Oregon Athletics - Ticket Office
Eugene

Pat Farr

Lane County Commissioner
Lane County

Mark Giustina

Tokatee Golf Club
McKenzie River - Cascade Mountains

Jody Hall

Hilton Eugene & Conference Center
Eugene

Martin Alletson

Driftwood Shores
Florence

Julie Johns

Territorial Seed Company
Cottage Grove

Mayor Christine Lundberg

City of Springfield
Springfield

Jennifer Nelson

Inn at the 5th
Eugene

Michael Newman

In Business Media
Eugene

George Poling

City of Eugene
Eugene

Joel Pomerantz

Oregon Restaurant & Lodging Association
Eugene

Brendan Relaford

Kesey Enterprises
Eugene

Cheryl Martin

Valley River Inn
Eugene

Mike Rose

Three Rivers Casino & Hotel
Florence - Oregon Coast

Pat Straube

Dari Mart
Junction City

Dana Turell

Turell Group
Eugene

Aurora Jackson

Lane Transit District
Springfield

Dan Egan

Wildish Theater
Springfield

Lisa Benson

Lane Community College
Eugene

Ric Ingham

City of Veneta
Veneta - Fern Ridge

Steve Mokrohisky

Lane County Administration
Lane County

Travis Palmer

Cottage Grove Chamber of Commerce
Cottage Grove

Sarah Means

Lane County Community & Economic
Development
Lane County

Erin Reynolds

City of Florence
Florence - Oregon Coast

Cathryn Stephens

(alternate for Tim Doll)
Eugene Airport
Eugene

EX-OFFICIO BOARD MEMBERS

Tim Doll, A.A.E.

Eugene Airport
Eugene

Vonnie Mikkelsen

Springfield Area Chamber of Commerce
Springfield

Renee Grube

City of Eugene - Library, Recreation &
Cultural Services Department
Eugene

David Hauser

Eugene Area Chamber of Commerce
Eugene



**Travel Lane County
Eugene Cascades & Coast**
541.484.5307 800.547.5445
EugeneCascadesCoast.org

SPORTS ADVISORY COUNCIL

Allan Benavides

Eugene Emeralds Baseball Club

Daniel Beraldo

Cabela's

Sarah Case

Lane County Community & Economic Development

Caitlin Casey

Hilton Garden Inn

Steve Cash

Talus Group

Mike Duncan

University of Oregon Athletics - Ticket Office

Renee Grube

City of Eugene Library, Recreation and Cultural Services Department

Chris Hawken

Lane Community College

Tom Jordan

Prefontaine Classic

Bob Keefer

Willamalane Park and Recreation District

Jeri McPherson

Innsight Hotel Management

Ethan Nelson

City of Eugene Planning & Development

Travis Palmer

Cottage Grove Chamber of Commerce

Erin Reynolds

City of Florence

Natasha Herndon

Valley River Inn

Rich Spurlin

Eugene Country Club

Paul Swangard

Warsaw Sports Marketing Center

Michael Wargo

Willamalane Park and Recreation District

Thomas Wuest, MD

Slocum Center for Orthopedics & Sports Medicine

Kari Westlund

Travel Lane County



**Eugene, Cascades & Coast
Sports Commission**

541.484.5307 | 800.547.5445
EugeneCascadesCoastSports.org

TRAVEL LANE COUNTY STAFF

Administration

Kari Westlund
President & CEO

Aubree Nash

Director of Finance & Operations

Convention Sales & Marketing

Janis Ross
Vice President of Convention & Sports Marketing

Juanita Metzler

Convention Sales Manager

Angie Riley

Digital Marketing Manager

Linda Norris

Convention Services Manager

Rebecca Adelman

Marketing Coordinator

Integrated Marketing

Sally McAleer
Vice President of Integrated Marketing

Colin Morton

Graphic Design & Asset Manager

Taj Morgan

Web Content Manager

Stakeholder Relations

Andy Vobora
Vice President of Stakeholder Relations

Maxine Walton

Director of Partnership Development

Haley Radich

Member & Partner Service Coordinator

Tourism Sales & Marketing

Natalie Inouye
Vice President of Tourism Marketing

Meg Trendler

Tourism Sales Manager

Stephen Hoshaw

PR & Social Media Manager

Katie McGuigan

Tourism Coordinator

Visitor Services

Nicole Nelson
Visitor Services Manager

Wyatt Pace

Adventure Center Assistant Manager

Trisha Barlow

Downtown Adventure Specialist / Office Assistant

Jennifer Archer

Adventure Specialist

Janet Auxier

Adventure Specialist

Amanda Brown

Adventure Specialist

Victoria Clark

Adventure Specialist

Sara Garrow

Adventure Specialist

Gabrielle Lent

Adventure Specialist

Thomas Rathbun-Moser

Adventure Specialist

Eugene Cascades & Coast Sports Commission

Janis Ross
Executive Director

Joey Jewell

Director of Sports Sales & Development

Jessica Shefferman

Director of Event Operations

Janelle Breedlove

Group Housing Manager



Travel Lane County
Eugene Cascades & Coast

Eugene, Cascades & Coast
Sports Commission

541.484.5307 | 800.547.5445

EugeneCascadesCoastSports.org