

# Travel Lane County | Semi-Annual Report FY18



# MEMBERS, STAKEHOLDERS & FRIENDS



Travel Lane County and the Eugene, Cascades & Sports Commission is pleased to present this mid-year report. The following content will provide statistics, updates and highlights key projects from July through December 2017.

We appreciate the support of our members, our partnerships with area chambers of commerce and the collaboration of our economic development community in marketing our region to the state, nation and world. The visitor industry is a strong and growing sector of the Lane County economy and together we will make it even stronger.

Sincerely,

Kari Westlund

  
President/CEO

## Travel Lane County Vision

Travel Lane County is a recognized leader in achieving year-round economic growth throughout the Eugene, Cascades & Coast region through innovative destination marketing, product development and exceptional visitor experiences.

## 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

### Cascade Mountains

McKenzie River, Oakridge, Westfir

### Oregon Coast

Dunes City, Florence

# HIGHLIGHTS



## Go Campaign Expands

Our award-winning Go Campaign was expanded to include the communities of Junction City, Springfield and Eugene. Seven of 10 communities have now been brought to life as part of the campaign. Creswell, Coburg and Veneta will be the final three communities highlighted as the campaign enters its third year.

| CAMPAIGN RESULTS | IMPRESSIONS REACH | TOTAL CLICKS | VIDEO VIEWS |
|------------------|-------------------|--------------|-------------|
| Video            | 315,707           | 5,365        | 131,688     |
| Display          | 1,716,084         | 9,920        |             |

## San Jose Airport

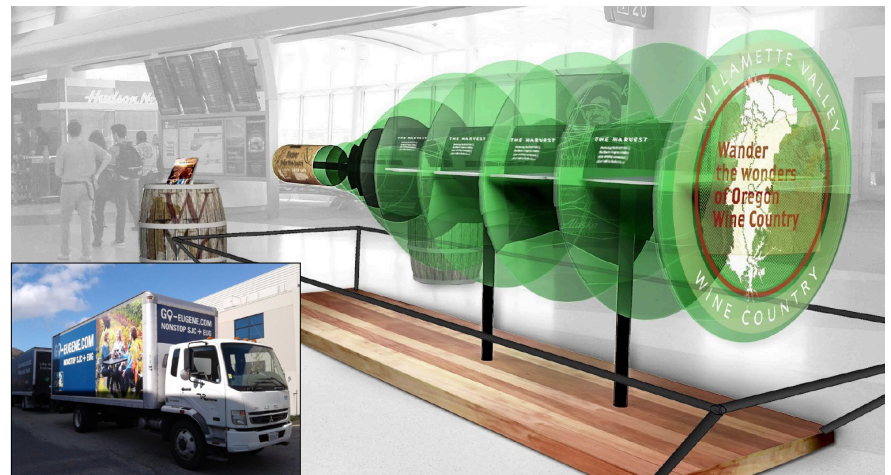
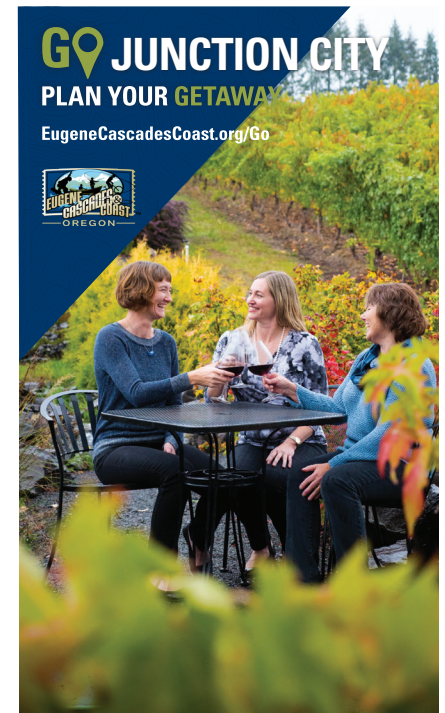
Travel Lane County partnered with the Willamette Valley Visitors Association to bring to life an Oregon wine experience. A display in the San Jose airport and exterior truck ads were leveraged to create the following campaign results:

- 103,937,774 impressions
- 1,000 Oregon Wine Country guides distributed
- 3,883 sweepstakes entries

## Room Tax Revenue

# 2017 - \$6,447,811

A strong July 2017 didn't measure up to the record setting July 2016 we experienced, however the solar eclipse in August all but erased the TRT deficit and a moderate fall has resulted in TRT growth of 2.58% in the first half of the fiscal year.



# HIGHLIGHTS



Photo by Michael Sherman

## *Fires & Smoke*

What began as a beautiful summer, full of anticipation for the coming solar eclipse, quickly turned into one of the most challenging fall periods for locals, visitors, member businesses, staff and the many men and women fighting the fires that erupted throughout the state. Guest cancellations mounted, evacuations caused businesses to shut down, and poor air quality curtailed outdoor sports and community events and challenged staff to find outdoor adventure locations suitable to direct visitors toward. Florence became the "go to" location for most of the smoky days. Thankfully, there was no loss of life and the effect on infrastructure was relatively minor in comparison to the billions in damage done in California.

## *Celestial Event Pays Dividends*

The estimated number of visitors ranged from 700,000 to well over 1 million and no one will ever know for sure. However, what is known is a lot of people came to Oregon to view the solar eclipse. They came early, stayed after, and the economic impact of these visitors was felt in a big way. Room tax collections in Lane County were up 28% for the month and exceeded the August 2016 collections by more than \$300,000. Along the path of totality, in Oregon and throughout the United States, hotel and lodging occupancy soared to record highs.



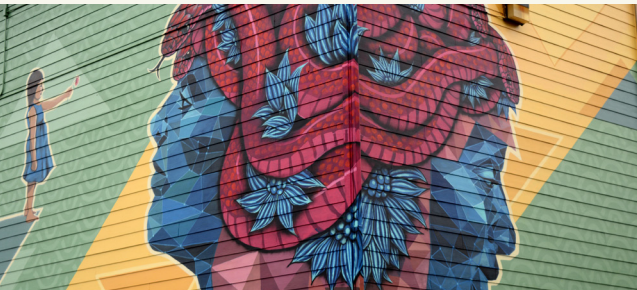
## *Asset Development*

Willamalane Park and Recreation District opened a 600+ acre natural area in the Thurston Hills. Offering hiking and mountain biking opportunities, this asset development is something Travel Lane County and its members will be able to leverage in work with sports and convention planners and as a premiere location for leisure travelers. Plus, it's easily accessible for those of us who live here!

Additional asset development, in the form of expanded convention space and sports venues, continues with members, developers and elected officials. "Build it and they will come" may be a cliché, but Travel Lane County believes a little twist on the saying fits - "Build it and Travel Lane County and its members will fill it."



## HIGHLIGHTS



### *Public Art*

The City of Eugene Cultural Service's Public Art Program continued adding to the inventory of exciting murals identified in 20x21 EUG Mural Project. This engaging public art program features 20+ world-class international and local artists sharing their work throughout Eugene, giving both locals and visitors a unique opportunity to experience inspiring public art. Completion is scheduled prior to the 2021 IAAF World Championships when the murals will provide a colorful international welcome to tens of thousands of visitors from around the globe.

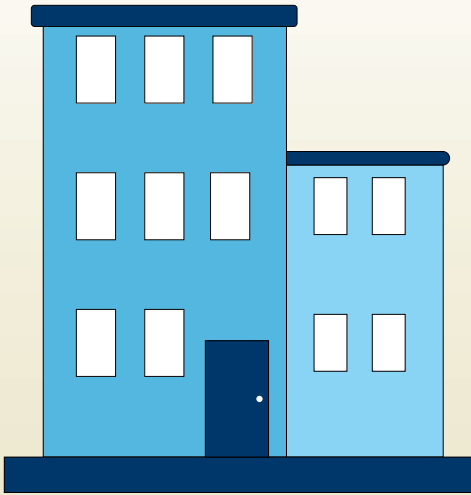
### *Eugene Distillery Trail*

Providing opportunities for locals and visitors to experience award-winning beer, wine, and cider has been achieved through Travel Lane County's successful Eugene Ale Trail and Pinot Bingo passport programs. Surveys of participants have clearly shown these programs drive first time visits to member businesses. As the distilled spirits market matured over the past year, staff felt a tipping point had been achieved. With seven public tasting rooms now in operation, the Eugene Distillery Trail was launched. Added to the Eugene Ale Trail passport, the Eugene Distillery Trail includes spirits tasting within the metro area and Oakridge.

### *Industry Partners*

Following the addition of 130 rooms at the Home2Suites by Hilton last year, the region realized another burst in hotel capacity as the Hyatt Place, EVEN Hotel and the Fairfield Inn and Suites added an additional 300+ rooms. Coupled with millions of dollars in investment at existing lodging properties, the region is positioned well to welcome visitors in 2018.

# SPORTS & CONVENTION MARKETING



## *Confirmed Bookings*

**2017 - 11,775**

Convention bookings held steady while sports bookings dipped due to several factors. The Big O Roller Derby Tournament confirmed late and will be reflected in the year-end figures. A professional Bull Riding (PBR) event and a regional basketball tournament did not return.



## *Social Connections*

**2017 - 4,410**

The sports and convention target markets include planners who make decisions about where to locate events each year. Overall, the number of social connections within these markets is relatively small, but these connections play an increasingly important role in reaching planners with messaging about our destination. Total social connections are growing with Instagram posting a 156% increase. Increases were also recorded in blogs views, along with additions in Facebook and Twitter followers.

**SOCIAL CONNECTIONS**

## *Earned Media Stories*

**2017 - 24**

Story placement and reach was down compared to record placements in 2016. One driving factor was a series of 2016 stories featuring Sports Commission Executive Director Janis Ross' Professional Sports Certification (CSEE).



# SPORTS & CONVENTION MARKETING



## Digital Advertising Reach

### Impressions

**2,072,441**

### Clicks

**1,679**

Click through rate (CTR) ranged from .05% - 1.1% for a variety of digital ads, but saw a high of 4.85% for a video re-targeting campaign directed at Cvent meeting planners.



## Print Advertising Reach

### Impressions

**1,713,587**

### Placements

**10**

A change in strategy led to print advertising being reduced by two-thirds as digital advertising was increased.

## Oregon Sports Summit



# TOURISM & VISITOR MARKETING



## SOCIAL CONNECTIONS



### Social Connections

**2017 - 111,741**

Followers, fans and engagement increased across all social media platforms, with the exception of blog views. Increases ranged from 1% to a 49%. A change in our blog delivery system, coupled with the effects of the forest fires, meant that blog views dipped and drug down overall social connections by 2%.

### Earned Media Stories

**2017 - 61**

Tracking of story placement and reach is incomplete for the period as a result of timing issues and staffing challenges. Two staff members were out on maternity/paternity leave during the period and one did not return to work. This position is now filled and will help the team catch-up on data entry that has lagged and resulted in incomplete data.

### Digital Advertising

The addition of three communities to the GO Campaign was the focus of digital advertising during the period. Impressions were up, but clicks were down. Staff is excited about a new vendor relationship and anticipates an increase in clicks as the final three communities are added to the campaign in the coming period.

### Impressions

**1,834,238**

### Clicks

**7,551**





# TOURISM & VISITOR MARKETING



## Print Advertising Reach

Like digital advertising, print advertising focused on the expansion of the GO campaign in key regional and in-flight magazines.

### Impressions

**2,563,908**

### Placements

**14**



## Bulk Brochure and Guide Distribution

This is a measure of guides distributed to our lodging partners with Lane County and to out-of-county locations such as visitor centers. A 53% increase was posted during the period, however the timing of distribution can affect these figures and the year-end total will likely match what is typically distributed for the fiscal year.

**2016 - 14,998 → 2017 - 22,959**  
**+53%**



## Visitor Contacts

A staffing plan that focused on involvement at more festivals and events resulted in a 33% increase in visitor contacts. Walk-in traffic to the two visitor centers was up 4.6%.

**2016 - 8,710 → 2017 - 11,615**  
**+33%**

# INTEGRATED MARKETING



## Web Visitors

**2017 - 515,986**

Organic traffic continues to grow, measuring brand reach and travel demand for the Eugene, Cascades & Coast region. Paid traffic softened during the first half of FY18

## Organic Search

**2017 -355,137**

**+14.4%**

## Videos

**49 Videos Produced**

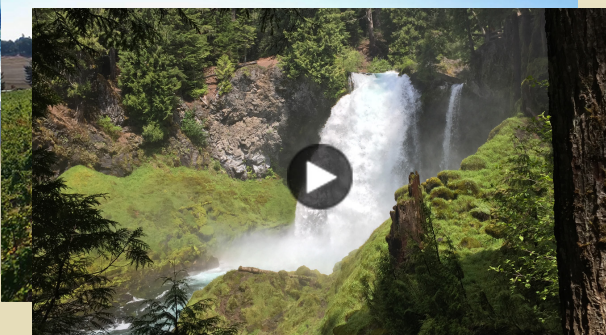
*Videos shown in the following locations*

- Social Media
- YouTube
- Eugene, Cascades & Coast Website
- Airport Video Screen
- Adventure Center Video Screens
- Presentations
- Digital Advertising

## Video Library

**165** *Selected b-roll segments available to others in library*

**37** *Locations shot*



# STAKEHOLDER RELATIONS



## *Earned Media Stories*

### 2017 - 39

Story placements are down from the record level associated with the 2016 Olympic Trials. In 2017, new opportunities include a partnership with Oregon Family Magazine. Quarterly editorial content is included, along with monthly callouts on the events pages.

## *Membership Community*

### 2017 - 630

Membership growth is up 3.8% and is on pace to meet the annual goal set for the department. A number McKenzie River area members have struggled financially following the fires and smoke last summer. This unfortunately led to a loss of members within the corridor, which we are hopeful is temporary. A small increase in member dues, implemented in July, does not appear to have resulted in any measurable attrition.

## *Outreach*

Member events, member communications, community presentations and family activities provide staff the opportunity to connect with the community. Our weekly Tourism Minute on KPNW continued during the period and a new tactic was implemented beginning in July. Utilizing Facebook live broadcasts through Get Real with Rick Dancer allowed us to reach new audiences through social media. Our monthly show sponsorships resulted in video views ranging from 2,300 to over 5,000, and since social media lives on, these shows continue to be viewed. Member businesses and sports commission events were all highlighted and this relationship provides additional opportunities to get our partners featured through these shows.



## Officers

**Lorrie Normann, Chair**  
Valhalla Winery  
Veneta - Fern Ridge

**JB Carney, Vice Chair**  
Holiday Inn Eugene-  
Springfield  
Springfield

**Pam Whyte, Treasurer**  
Emge & Whyte  
Eugene

**Robert Canaga, Past Chair**  
Robert Canaga Studios  
Eugene

## Board of Directors

**Georg Adelt**  
High Country Expeditions  
McKenzie River - Cascade  
Mountains

**Martin Alletson**  
Driftwood Shores  
Florence - Oregon Coast

**John Barofsky**  
Beppe & Gianni's/LaPerla  
Eugene

**Dr. Lisa Benson**  
Lane Community College  
Eugene

**Richard Boyles**  
InnSight Hotel Management  
Group  
Springfield

**Corey Buller**  
Lane Events Center  
Eugene

**Jim Coey**  
Mayor of Oakridge  
Oakridge

**Cheryl Collins**  
Ninkasi Brewing Company  
Eugene

**Tucker Davies**  
Lile Eugene Moving & Storage  
Eugene

**Mike Drennan**  
Individual Member  
Eugene

**Tom Driscoll**  
University of Oregon Housing  
Department  
Eugene

**Mike Duncan**  
University of Oregon Athletics -  
Ticket Office  
Eugene

**Dan Egan**  
Wildish Theater  
Springfield

**Pat Farr**  
Lane County Commissioner  
Lane County

**Aurora Jackson**  
Lane Transit District  
Springfield

**Jody Hall**  
Hilton Eugene & Conference  
Center  
Eugene

**Anne Hallinan**  
Marrone Hallinan  
Event Management  
McKenzie River

**Julie Johns**  
Territorial Seed Company  
Cottage Grove

**Mayor Christine Lundberg**  
City of Springfield  
Springfield

**Michael Newman**  
In Business Media  
Eugene

**Joel Pomerantz**  
Oregon Restaurant & Lodging  
Association  
Eugene

**Sarah Smith**  
InnCline Management  
Eugene

**Pat Straube**  
Dari Mart  
Junction City

**Dana Turell**  
Turell Group  
Eugene

**Jennifer Yeh**  
City of Eugene  
Eugene

## Ex-Officio Board Members

**Tim Doll, A.A.E.**  
Eugene Airport  
Eugene

**Courtney Griesel**  
City of Springfield  
Springfield

**Renee Grube**  
City of Eugene - Library,  
Recreation & Cultural Services  
Department  
Eugene

**Brittany Quick Warner**  
Eugene Area Chamber of  
Commerce  
Eugene

**Bettina Hannigan**  
Florence Chamber of  
Commerce  
Florence

**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

**Vonnie Mikkelsen**  
Springfield Area Chamber of  
Commerce  
Springfield

**Erin Reynolds**  
City of Florence  
Florence - Oregon Coast

**Cathryn Stephens**  
(Alternate for Tim Doll)  
Eugene Airport  
Eugene



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

## Sports Advisory Council

### Allan Benavides

Eugene Emeralds Baseball  
Club  
Eugene

### Lindsay Boeshans

Hilton Garden Inn  
Springfield

### Kathie Dougherty

KMTR NBC16  
Springfield

### Mike Duncan

University of Oregon Athletics -  
Ticket Office  
Eugene

### Renee Grube

City of Eugene  
Library, Recreation and  
Cultural Services  
Department  
Eugene

### Natasha Herndon

Valley River Inn  
Eugene

### Justin Hyland

Cabela's  
Springfield

### Bob Jagger

Hyatt Place  
Eugene

### Tom Jordan

Prefontaine Classic  
Eugene

### Sarah Means

Lane County Community &  
Economic Development  
Lane County

### Ethan Nelson

City of Eugene Planning &  
Development  
Eugene

### Travis Palmer

Cottage Grove Chamber of  
Commerce  
Cottage Grove

### Michael Reilly

TrackTown USA  
Eugene

### Mike Ripley

Mudslinger Events  
Lane County

### Erin Reynolds

City of Florence  
Florence

### Tony Scurto

Lane Education Service District  
Eugene

### Rich Spurlin

Eugene Country Club  
Eugene

### Whitney Wagoner

Warsaw Sports  
Marketing Center  
Eugene

### Michael Wargo

Willamalane Park and  
Recreation District  
Springfield

### Thomas Wuest , MD

Slocum Center for Orthopedics  
& Sports Medicine  
Eugene

### Kari Westlund

Travel Lane County  
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

**Rebecca Adelman**  
Convention and Sports Marketing Manager

**Linda Norris**  
Convention Services Manager

**Spencer Hurbis**  
Convention & Sports Coordinator

### Integrated Marketing

**Sally McAleer**  
Vice President of Integrated Marketing

**Taj Morgan**  
Web Content Manager

**Colin Morton**  
Graphic Design & Asset Manager

**Michael Sherman**  
Video Services

### 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

**Melanie Griffin**  
Tourism Coordinator

**Visitor Services**  
**Carrie Hawks**  
Visitor Services Manager

**Briana Matthews**  
Adventure Center Assistant Manager

**Thomas Rathbun-Moser**  
Adventure Center Assistant Manager

**Diana Wells**  
Visitor Services Coordinator

**Jennifer Archer**  
Adventure Specialist

**Janet Auxier**  
Adventure Specialist

**Sara Garrow**  
Adventure Specialist

**Michael Sherman**  
Lead Adventure Specialist

**Emily Scherer**  
Office Assistant/ Lead Adventure Specialist

### Eugene Cascades & Coast Sports Commission

**Janis Ross**  
Executive Director

**Joey Jewell**  
Director of Sports Sales & Development

**Jessica Shefferman**  
Director of Event Operations



Travel Lane County  
Eugene Cascades & Coast  
Eugene, Cascades & Coast  
Sports Commission