

Travel Lane County | Annual Report FY15



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

Cascades: McKenzie River, Oakridge, Westfir

Coast: Dunes City, Florence

Membership

557 Members, up 10%



PRESIDENT'S MESSAGE

It's been a busy and exciting year, filled with numerous accomplishments, awards and economic returns.

Room tax collections hit another record high in FY15, surpassing \$9.4 million. The NCAA Track & Field Championships were the best ever covered on ESPN, and we attracted a wide variety of sports event bookings for the future. Tech sector-related conferences and events are growing rapidly. Website and social media traffic continues to climb. More highlights are included on the following pages.

This year, we had the pleasure of presenting our area to the world. Many community members know we hosted the IAAF World Junior Championships at Hayward Field, but they may not realize that we hosted 40 familiarization tours for domestic and international travel trade and media representing 13 countries. The number of familiarization tours more than doubled in FY15. Work is already underway to welcome the world to the IAAF World Championships in 2021, with a focus on getting our destination ready to make the most of this unique opportunity.

The Travel Lane County team looks forward to another fantastic year, strengthening the thriving visitor industry that supports the communities throughout Lane County, where we love to live and play.

Kari Westlund
President & CEO



Kari enjoying one of Lane County's many trails | Pre's Trail, Eugene

BY THE NUMBERS



Fly Fishing | McKenzie River

2014 Lane County Travel Impacts & Visitor Volume
Source: Dean Runyan Associates

\$609.9 MILLION
Direct Visitor Spending

\$218.6 MILLION
Industry Earnings

\$10.5 MILLION
Local Tax Receipts

9,770
Industry Jobs

Return on Investment

FY15 Travel Lane County marketing programs generated more than \$75.2 million for local communities. For every room tax dollar invested in Travel Lane County, \$36.25 in visitor spending returned or will return to Lane County's economy.

\$1 → **\$36.25**
every room tax INVESTED visitor spending RETURNED

BY THE NUMBERS

Room Tax Collections by Fiscal Year

FY15 makes four years of record growth; room tax collections are up \$1.1 million.



“Community and business investments have contributed to our travel and tourism revenue growth. Continued investments will make it possible for us, as an industry, to compete with other destinations in both good and bad economic cycles.”

— Travel Lane County President Kari Westlund,

BY THE NUMBERS

2014 Destination Spending in Millions

Source: Dean Runyan Associates



\$609.9 million
TOTAL



BY THE NUMBERS

Overnight Visitor Volume

Source: Dean Runyan Associates

In 2014, 2.9 million overnight visitors* comprised 1.1 million travel parties and occupied 3 million rooms/spaces in the Eugene, Cascades & Coast region. *Does not include day visitor volume.



PRIVATE HOMES

Party Overnights 1.9 million
Party Size 2.5, No. Nights 3.1



HOTELS/MOTELS

Party Overnights 766,000
Party Size 2.4, No. Nights 1.9



VACATION HOMES & CAMPGROUNDS

Party Overnights 392,000
Party Size 3.4, No. Nights 3.1

TOTAL/AVERAGES

Party Overnights 3 million
Party Size 2.6, No. Nights 2.7

1.1 MILLION TRAVEL PARTIES

BY THE NUMBERS

Convention & Sports Event Bookings

154,103

Delegates/Participants

65,521

Room Nights

30

Convention Groups

58

Sports Events



\$52.4 million
ECONOMIC IMPACT
UP 11%

BY THE NUMBERS

Visitor Guide

Travel Lane County produces and distributes 120,000 visitor guides each year. The University of Oregon also distributes 10,000 guides with a UO cover. These guides have a tremendous economic impact.

More than 29,000 guides are distributed before travelers visit, generating \$5.5 million in estimated incremental spending from visitors.

Nearly 69,000 guides are distributed within Oregon, contributing to \$6.9 million in incremental spending from visitors.

In addition, 32,000 guides are distributed within Lane County through our Visitors Centers and convention services.



130,000
visitor guides distributed

BY THE NUMBERS



@ORFallFoliage | Lowell Covered Bridge, Lowell

Social Media Reach



Facebook

41,083
followers



Twitter

6,173
followers



Instagram

1,299
followers



Pinterest

379
followers



Fall Foliage Twitter

1,116
followers



TOTAL
BLOG
VIEWS:

85,664
OREGON FALL
FOLIAGE

13,928
TRAVEL

1,948
SPORTS

1,433
MEETINGS

BY THE NUMBERS

Visitor Center Contacts

7,993

Adventure Center, Springfield

3,092

Downtown, Eugene

6,524

Visitor Van

2,081

General Info Calls

19,690
TOTAL CONTACTS

4th of July Parade | Creswell



BY THE NUMBERS

Adventure Center

\$1 = \$3.31

Invested

Destination Spending

5 years

Serving visitors at the Adventure Center

20%

Increase in FY15 Walk-Ins

77%

Increase in FY15 Passes Sold

Kids' Adventure Club

Kids' Adventure Club Family Days continue to draw hundreds of kids and parents, thanks to our community partners.

Explore. Learn. Discover. | Adventure Center, Springfield



BY THE NUMBERS

Travel Lane County Income FY15

\$2,079,000

Transient Room Tax (TRT)

\$159,000

Other (Retail, Ad Sales, Sponsorship)

\$125,000

Member Dues

\$37,000

In-Kind Contributions



BY THE NUMBERS

Travel Lane County Program Investment

24.66%

Leisure Marketing

20.48%

Convention Marketing

16.03%

Visitor Services

15.34%

Sports Commission

13.81%

Integrated Marketing
& Membership

6.09%

Administration

3.59%

Community
Relations



Bike Friendly | Mosby Creek Bridge, Cottage Grove

WEBSITE

FY15 Economic Impact Results

The website had a \$9.6 million economic impact in FY15, up from \$8.5 million in FY14.

Travel and Tourism 2014 Outstanding Oregon Website Award

This award from Travel Oregon celebrates websites that utilize industry best practices in design, technology, strategy and content to impact travel to Oregon. After re-launching the website in October 2014, we saw continued increase in site traffic. Large, compelling images, trip planning tools and use of social media sharing functions create visual appeal and improve the user experience.

17.7%
INCREASE IN WEBSITE TRAFFIC



EARNED MEDIA & PUBLIC RELATIONS

FY15 Earned Media & Public Relations Exposure

\$3.3
million in earned
media value

584
stories told

133%
increase in people reached
FY15 487 million
FY14 209 million

Travel and Tourism 2014 Outstanding Oregon PR Initiative Award—Bike Bible

This award from Travel Oregon recognizes the best domestic public relations program that resulted in quality earned media coverage and inspired travel to Oregon. Travel Lane County received this award for a partnership highlighting our world-class bicycling in Oakridge-Westfir and along the McKenzie River, as featured in the revered Bike Bible issue of Bike Magazine. What's more, we leveraged the Bike Bible endorsement to highlight the importance of mountain biking and its economic impact with local print, radio and broadcast news.



ADVENTURE LIST CAMPAIGN

Integrated Campaign

This integrated campaign targeted leisure, sports, and meetings markets using print, digital, pay per click, video and customized landing pages.



Campaign Results: Trip Advisor & Google AdWords

10.2 million Impressions

43,000 Clicks

Adventure List Campaign | Cascades, Willamette Valley, Cascades

ADVENTURE LIST CAMPAIGN

Communicator Award of Excellence

Judged by the Academy of Interactive & Visual Arts, this award honors work that transcends innovation and craft. Recognized for our Adventure List Campaign for leisure, sports and conventions, this award is the highest honor given to those whose communication abilities position them as the best in the field.



BRANDING & DEVELOPMENT



Ag & Culinary Regional Brand Developed

Travel Lane County is part of a joint effort to create a strong local food brand that will support all aspects of our food production system, from farm to fork. Travel Lane County will promote the new Willamette Valley Grown & Crafted brand, logo and related initiatives. For more information, visit EugeneCascadesCoast.org/local-foods.

BRANDING & DEVELOPMENT

Tech Sector Conventions Created

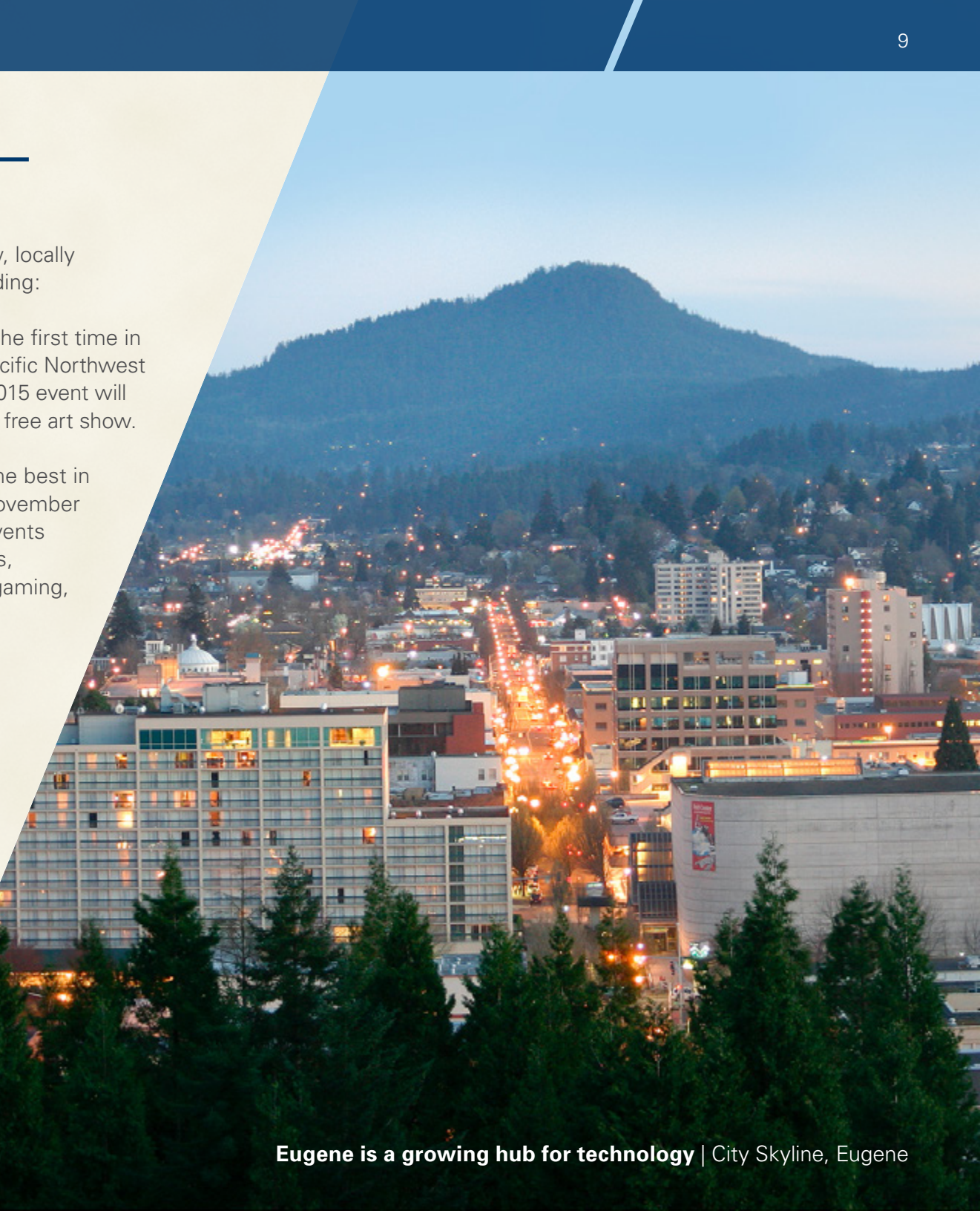
Travel Lane County staff helped incubate several new, locally produced conference events in the tech sector, including:

Indie Game Con, presented by BitForest – Held for the first time in 2014, this is a family-friendly gaming conference of Pacific Northwest game creators. In addition to gaming, the upcoming 2015 event will also include a series of talks by industry experts and a free art show.

Eugene Comic Con (EUCON) – This event brings the best in comics and pop culture to Eugene for two days in November 2015. The inaugural event will be held at the Lane Events Center and will feature special guests, artists, writers, exhibitors, comic books, cosplay, costume contest, gaming, in-depth panels and more.

EdTech Conference – This first-time conference, planned for 2016, will focus on the interactions K-12 teachers and students have with technology and the technology community around Eugene.

In addition to successful efforts working with the local tech sector to create innovative new technology conferences, Travel Lane County is assisting with branding and communications efforts with a robust earned media strategy that features our high-quality lifestyle and recreational attributes.



BRANDING & DEVELOPMENT

TrackTown USA Sports Event Highlights

Travel Lane County worked closely with TrackTown USA to draw and host significant track and field events.

July 2014 – International eyes fell on Hayward Field for the 2014 IAAF World Junior Track & Field Championships, drawing more than 5,000 fans and participants to the Eugene area, resulting in an estimated \$3.8 million economic impact.

April 2015 – Eugene drew international attention, winning the bid to host the IAAF World Outdoor Track & Field Championships in 2021, attracting an estimated 30,000 people daily and marking the first world championship in America since the meet's origin in 1983.

June 2015 – The NCAA Men's and Women's Outdoor Track & Field Championships brought 45,850 fans and participants, resulting in an estimated \$8.5 million economic impact. Eugene will host this event annually, through 2021.

June 2015 – The USA Track & Field Championships drew 38,795 fans and participants to Hayward Field, resulting in an estimated \$6.9 million economic impact.

“Anybody who has been to Oregon for a track meet or competed in Oregon knows that it was kind of a no-brainer.”

— Olympic 400-meter champion Kirani James of Grenada on Eugene's successful 2021 IAAF bid. (The Oregonian, June 2, 2015)



TRANSPORTATION

New EUG Regional Air Service Announced

Travel Lane County contributed the largest slice of the community match required for the federal grant that helped secure direct air service to and from San Jose, California, to begin November 2015. Travel Lane County and the Eugene Airport are active partners in a variety of ongoing marketing and customer service initiatives.

24,291

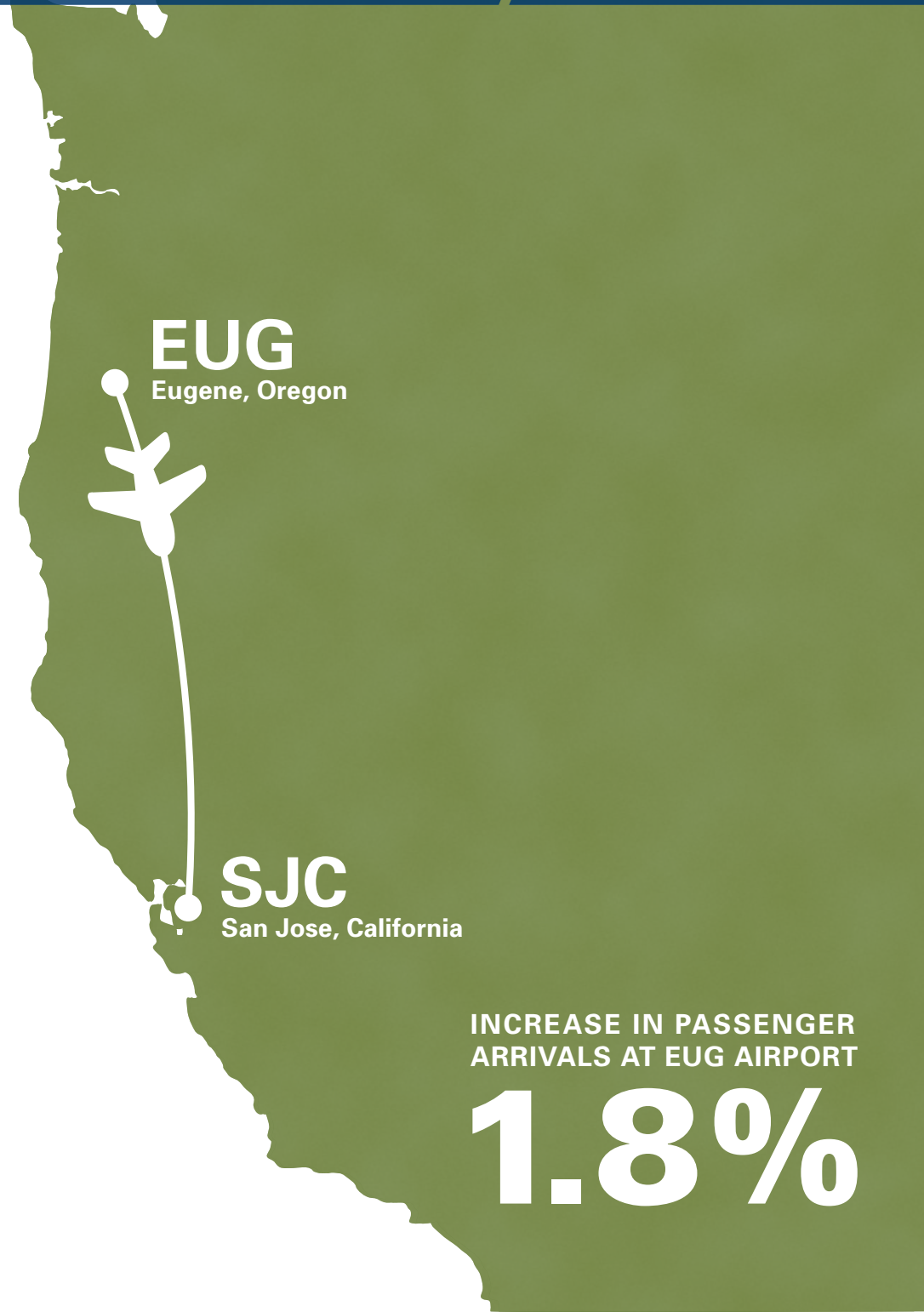
Amtrak Cascades to Eugene Arrivals

25,640

Coast Starlight to Eugene Arrivals

451,635

Eugene Airport Arrivals



INCREASE IN PASSENGER ARRIVALS AT EUG AIRPORT

1.8%

ACCOMPLISHMENTS

Eugene Ale Trail

In the first year, more than 550 Eugene Ale Trail passports have been redeemed and over 7,700 brewery visits have been reported. When the second version of the passport was distributed in May 2015, breweries saw a noticeable increase in foot traffic.



“We love Oregon and we are seriously considering it as a retirement possibility. The Ale Trail encouraged us to venture further out than our original itinerary.”

— Cheryl Terbeek, Fremont, CA

ACCOMPLISHMENTS

MIKE the Bike

A visitor center on wheels, our environmentally friendly Mobile Interactive Kiosk Explorer, MIKE the Bike, carries maps, brochures and adventure specialists across the Eugene, Cascades & Coast region, spreading our message of “Real Adventures. Real Close.” From concept to completion, our team worked with Bike Friday, MAC Group and Turell Group on this fun, unique project. Look for MIKE the Bike at local parks and community events. This project is made possible by a grant from the Oregon Tourism Commission.

Adventure Guide & Sponsor Investment

Re-released in June 2015, the guide provides adventure inspiration throughout Lane County with ten driving itineraries. Dari Mart sponsored this edition, helping with costs and distributing the guide at all Dari Mart locations in Lane, Linn and Benton counties. The guide is also available online.





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

Community Relations

Lisa Lawton Director of Community Relations

Membership & Integrated Marketing

Sally McAleer Vice President of Integrated Marketing
Wendy Reetz Graphic Design & Member Services
Taj Morgan Web Content Manager
Maxine Walton Director of Partnership Development

Tourism Sales & Marketing

Natalie Inouye Vice President of Tourism Marketing
Meg Trendler Tourism Sales Manager
Stephen Hoshaw PR & Social Media Manager
Mike Richardson Tourism Assistant

Visitor Services

Samara Phelps Director of Visitor Services
Kelly Wilkes Adventure Center Assistant Manager
Trisha Barlow Downtown Adventure Specialist / Office Assistant
Jennifer Archer Adventure Specialist
Janet Auxier Adventure Specialist
Victoria Clark Adventure Specialist
Sara Garrow Adventure Specialist
Gabrielle Lent Adventure Specialist
Kaitlyn McGuigan Adventure Specialist
Maria Peters Adventure Specialist
Hayley Radich Adventure Specialist
Thomas Rathbun-Moser Adventure Specialist

Eugene Cascades & Coast Sports Commission

Janis Ross Executive Director
Mike Gaffaney Director of Sports Sales & Development
Kayla Krempley Director of Event Operations
Janelle Breedlove Group Housing Manager

Officers

Robert Canaga, Chair (since April)

Robert Canaga Studios
Eugene

Lorrie Normann, Vice Chair

Domaine Meriwether 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

Dan Curtis

Curtis Restaurant Equipment
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

Julie Johns

Territorial Seed Company
Cottage Grove

John Kungys

Hop Valley Brewing Co.
Eugene

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

George Rogers, Chair (to April)

Valley River Inn
Eugene

Mike Rose

Three Rivers Casino & Hotel
Florence - Oregon Coast

Pat Straube

Dari Mart
Junction City

Dana Turell

Turell Group
Eugene

Andy Vobora

Lane Transit District (LTD)
Eugene

Ex-officio Board Members

Cal Applebee

Florence Area Chamber of Commerce
Florence - Oregon Coast

Tim Doll, A.A.E.

Eugene Airport
Eugene

Dan Egan

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

Ric Ingham

City of Veneta
Veneta - Fern Ridge

Steve Mokrohisky

Lane County Administration
Lane County

Travis Palmer

Cottage Grove Chamber of Commerce
Cottage Grove

Glenda Poling

Lane County Community & Economic
Development
Lane County

Erin Reynolds

City of Florence
Florence - Oregon Coast

Cathryn Stephens

(alternate for Tim Doll)
Eugene Airport
Eugene

John Tamulonis

Springfield Economic Development
Springfield

Sources: Dean Runyan Associates,
Eugene Airport, Oregon Department of
Transportation

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



**Eugene, Cascades & Coast
Sports Commission**
541.484.5307 | 800.547.5445
EugeneCascadesCoastSports.org

