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Visitor Industry & Member News

NOVEMBER 2016

Willamette Valley Selected Wine Region of the Year

Wine Enthusiast Magazine's [Wine Star Awards](#) include the Willamette Valley as Wine Region of the Year. Considering the competition included regions like the Champagne France, Oregonians have another great reason to call the Willamette Valley home. The Eugene, Cascades & Coast region is home to nearly two dozen wineries in the [South Willamette Wineries Association](#) and you can visit each of them by playing [Pinot Bingo](#). [Read more >](#)

Community Investment Enhances Visitor Experience

Communities throughout the Eugene, Cascade & Coast region continue to invest in infrastructure that sets the stage for great visitor experiences. Congratulation to the City of Springfield and Phase 2 of the Downtown Lighting Project. Phase 2 will install pedestrian level street lighting on Main Street between the Willamette River Bridge and Pioneer Parkway East, and also from 6th Street to 10th Street. Phase 2 lighting is scheduled to be turned on in March 2017.

For more information about the Downtown Lighting Project visit ourmainstreetspringfield.org.



Inaugural Sports Summit Takes Shape

The Eugene, Cascades & Coast Sports Commission is excited to announce [registration](#) is now open for its inaugural [Oregon Sports Summit](#), on February 2, 2017, at the Valley River Inn in Eugene.

[Read More >](#)

Website Investment Paying Dividends

While there is significant and important role for printed visitor guides, website planning continues to reach new heights. With the launch of our upgraded, responsive, website in the first quarter of the year, Travel Lane County's web

traffic is growing and our visitors won't be disappointed with the new rich content they will find. [Read More >](#)



Home2Suites by Hilton Opens

Located in the heart of downtown Eugene, [Home2suites by Hilton](#) is now serving guests. Congratulations to general manager Kelly Wilken and her entire team.

TRT Growth Rides Strong July

A record-setting July is supporting strong first quarter room tax growth. August and September were solid months, but showed softening over the same months in 2015. Looking ahead we may see this softening trend for several months, however a positive bump is on the horizon as receipts from Airbnb collections begin arriving in December. View the [first quarter TRT report](#).

Cottage Grove Hosts Second Bicycle Tourism Studio

On November 17, 2016, over 50 members of the public, industry advocates, jurisdictional staff and elected officials convened in Cottage Grove for the second of three bicycle tourism studio workshops. [Read More >](#)

Millennials Becoming "Work Martyrs"

Millennials are the largest generation and have begun replacing baby boomers in workplace management positions. Roughly born between 1982 - 2004, millennials now comprise a majority of "work martyrs – employees who skip vacation to show complete dedication to their job, are worried they will be seen as replaceable, feel guilty for using time off, and believe they alone can do the job." [Read more >](#)

Occupancy Around the Region

Current Month - October 2016 vs October 2015												
	Occ %		ADR		RevPAR		Percent Change from October 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Spokane, WA	63.6	60.8	98.24	97.21	62.44	59.15	4.5	1.1	5.6	8.2	2.5	7.1
Eugene, OR+	71.7	62.9	121.03	103.93	86.73	65.42	13.8	16.5	32.6	32.7	0.1	13.9
Springfield, OR+	77.7	66.9	101.59	90.16	78.90	60.29	16.1	12.7	30.9	31.0	0.1	16.2
Salem, OR+	67.0	64.7	92.02	83.72	61.70	54.13	3.7	9.9	14.0	13.9	-0.1	3.7
Florence, OR+	60.6	55.0	106.28	101.99	64.43	56.10	10.2	4.2	14.8	14.8	0.0	10.2
Year to Date - October 2016 vs October 2015												
	Occ %		ADR		RevPAR		Percent Change from YTD 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Spokane, WA	64.5	64.7	102.54	100.81	66.10	65.18	-0.3	1.7	1.4	9.0	7.5	7.1
Eugene, OR+	72.2	68.2	115.71	106.74	83.51	72.76	5.9	8.4	14.8	14.8	0.0	5.9
Springfield, OR+	74.4	69.6	99.72	93.84	74.15	65.35	6.8	6.3	13.5	13.5	0.0	6.8
Salem, OR+	69.8	67.0	94.25	87.54	65.82	58.69	4.2	7.7	12.1	12.1	-0.1	4.1
Florence, OR+	65.2	61.0	114.23	109.94	74.42	67.12	6.7	3.9	10.9	10.9	0.0	6.7

Member Focus

Thank you to the following members that are donating desserts to the Travel Lane County holiday open house:

Holiday Inn Eugene-Springfield
Hilton Eugene
Valley River Inn
Hilton Garden Inn
Home2Suites by Hilton

+

WildCraft Cider Works for their tasting station and raffle prize!

Our Holiday Open House is a free event, so gather your staff and stop by for some holiday cheer! We can't wait to see you at the Adventure Center (3312 Gateway Street) on December 1.

Travel Lane County and the Eugene, Cascades & Coast Sports Commission grows stronger as a result of our terrific members and sponsors. [Welcome our newest members >](#)

2016 ANNUAL REPORT

Convention Calendar

Travel Lane County's Convention Marketing Department **works directly** to secure venues, guest rooms and/or convention services for a wide variety of conventions taking place in the Eugene, Cascades & Coast region. There are no conventions scheduled in December. Watch for convention activity to pick-up following the holidays!

Sports Calendar

The [Eugene, Cascades & Coast Sports Commission](#) seeks to bring sports events to our region, strengthen our reputation as a sports destination, diversity, grow and enhance community access for local sports, and facilitate business and sports partnerships. [Check this month's list >](#)

More to Explore!



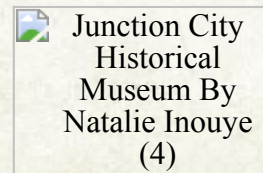
[Crescendo Organic Spirits Tasting Room - Holiday Opening](#)



[Holiday Farmers Market](#)



[Westfir Bridge Lighting Festival](#)



[Junction City Historical Museum By Natalie Inouye \(4\)](#)

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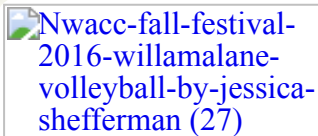
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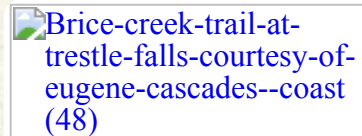
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[Claim 52 Storefront By AJ McGarry](#)



[Nwacc-fall-festival-2016-willamalane-volleyball-by-jessica-shefferman \(27\)](#)



[Brice-creek-trail-at-trestle-falls-courtesy-of-eugene-cascades-coast \(48\)](#)

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