

## Employs RESIDENTS

Tourism supports 1 in every 20 jobs in Lane County.



10,790 jobs generates over \$275 million in annual payroll.

## Generates REVENUE

The tourism industry creates revenue for vital city and county needs. Local, state and federal tax revenue generated by visitors to Lane County is **\$38.7 million**, providing support for local parks, economic development and the arts.



Biking through Coburg

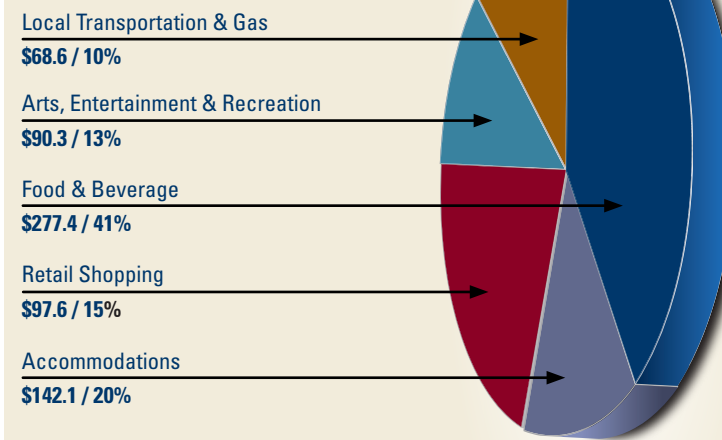


Creswell Bakery, Creswell

## Supports LOCAL ECONOMY

2017 Lane County Visitor Spending  
\$676 Million

Lane County's top sectors benefitting from visitors spending



## Returns INVESTMENT

The Eugene, Cascades & Coast region welcomes over **5 million** visitors each year.



In 2017, these visitors spent **\$676 million!**

Every dollar invested in tourism-related marketing, capital projects and operational support results in a \$55 return.



# Tourism Investment

## Draws People & Dollars to Lane County



Taylor Higgins



Greg Burns



Jacob Pace

## Partnering for SUCCESS

Travel Lane County is a recognized leader in achieving year-round economic growth through innovative destination marketing, product development and exceptional visitor experiences. We promote a brand of enriching, authentic and approachable experiences for all ages and abilities.

We are a private 501(c)6 nonprofit corporation, formed specifically to attract and serve visitors throughout the Eugene, Cascades & Coast region. Staff members partner with convention and meeting planners from across the region, throughout the United States and around the globe to create unique opportunities for attendees inside and outside the meeting room.

Through our collaboration with the Eugene, Cascades & Coast Sports Commission, we work with local, regional, national and international sports planners to grow current events and bring new events to our region.

Our region hosts more than 5 million visitors annually, thanks to combined efforts of Travel Lane County, the Eugene, Cascades & Coast Sports Commission, members, area Chambers of Commerce and jurisdictional partners.

**For more information on regional tourism and how to get involved, call us at 541.743.8770.**

**Travel Lane County  
Administrative Office, Sports  
Commission & Visitor Center**  
754 Olive St, Eugene OR 97440  
541.484.5307

OR  
**Eugene Cascades & Coast  
Adventure Center**  
3312 Gateway St, Springfield

**EugeneCascadesCoast.org  
EugeneCascadesCoastSports.org**







# Transient room tax funds destination marketing

In FY18, transient room tax (TRT) yielded \$12.2 million county-wide.

Lane County and each city within the county has the authority to collect TRT. This tax is levied when patrons stay at any of the 5,500 rooms available at hotels, motels, lodges, bed and breakfasts, Airbnb and vacation rentals in the Eugene, Cascades & Coast region. In addition, 3,300 private, city, county and state RV parks and campground sites are also taxed.

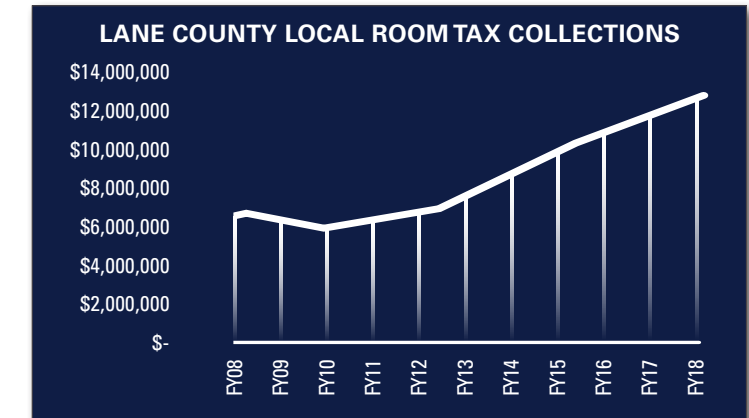
The City of Eugene collects TRT for all cities and the county, then redistributes it to each jurisdiction. Lane County earns 8% on receipts throughout the county, with the exception of cities that have initiated their own local TRT, such as the City of Eugene. In those instances, the county receives 5% and the city collects the difference – in Eugene, for example, the city retains 4.5%

In FY18, Travel Lane County received approximately \$2.8 million in TRT for the purpose of marketing the destination to three primary visitor markets: meetings and convention planners and attendees; leisure travelers; and sports event planners, participants and fans.

Travel Lane County staff strives to continually improve products and services to meet the changing needs of leisure, sports and convention travelers. When we succeed, overnight stays increase, which creates more transient room tax receipts that generate funding for future destination marketing efforts.

Funding destination marketing efforts also benefits the region as a whole, by creating an environment for economic success.

| Community     | County Tax Rate | State Tax Rate | Total Tax Rate |
|---------------|-----------------|----------------|----------------|
| Eugene        | 9.5%            | 1.8%           | 11.3%          |
| Springfield   | 9.5%            | 1.8%           | 11.3%          |
| Cottage Grove | 9%              | 1.8%           | 10.8%          |
| Florence      | 9%              | 1.8%           | 10.8%          |
| Other         | 8%              | 1.8%           | 9.8%           |



## Lane County Transient Room Tax History

1974: County ordinance creates 5% room tax. Room tax receipts fund Lane County Fairgrounds.

1980: Eugene-Springfield Visitors and Convention Bureau (ESVCB) incorporated.

1983: Eugene 6% Springfield 6%. County dedicates 1% to tourism funding. Eugene, Springfield and Lane County each contract for destination marketing through ESVCB.

1986: Eugene 7% Springfield 7%.

1988: Eugene 7.5% Springfield 7.5%. Lane County and the cities of Eugene and Springfield dedicate funding for the renovation of Hayward field.

1993: West Lane County 7% East Lane County 8% Cottage Grove 9% Eugene 9.5% Springfield 9.5%. A 2% increase in TRT was championed by the lodging industry to consolidate stable county-wide funding and marketing focus with the Convention & Visitors Association of Lane County Oregon (Travel Lane County). The agreement between the industry, the cities and Lane County provided established that 2.1% of the TRT rate be dedicated for destination marketing.

2003: State statute requires use of local room tax for tourism-related purposes to the percentage allocations in place as of July 2003. 100% of Lane County TRT is committed to tourism-related uses.

2004: 1% statewide room tax enacted to fund Travel Oregon Programs.

2007: County Commissioners dedicate TRT funds for Lane County Parks at an amount determined annually. County Commissioners direct that the destination marketing contract allocation of 2.1% be fully funded and not be reduced by the dedicated parks TRT allocation established in 2007.

2008: West Lane County 8% Florence 9%. State tax increases to 1.8% for four years, when it will decrease to 1.5% indefinitely. Additional revenue increases Travel Oregon funding, grows the grant program and increases funding for the seven regional marketing programs.

2012: Travel Lane County becomes funded by a grant rather than contract, which can be extended by County Commissioners up to three years at any given time upon satisfactory performance review.

2016: (No specific event listed for this year in the timeline).