

Travel Lane County | Semi-Annual Report FY17



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 2016.

We appreciate the support of our members, the 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

A handwritten signature in black ink that reads "Kari Westlund".

President/CEO

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

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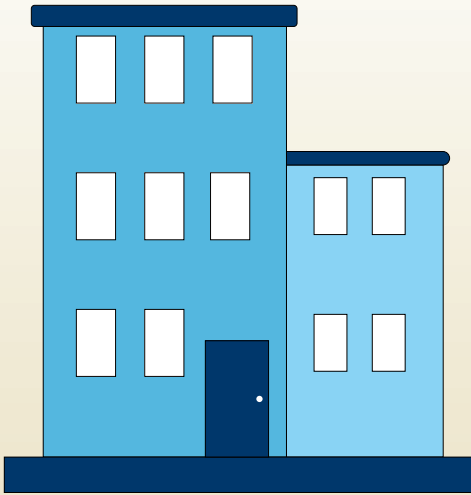
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SPORTS & CONVENTION MARKETING



SOCIAL CONNECTIONS

Confirmed Bookings

2015 - 12,679 → 2016 - 19,089

Room Nights Confirmed

+51%

Overall results were strong, but were varied within the sports and conventions categories. Sports commission room nights surged, up 142 percent, while convention room nights were down 32 percent. Overall estimated economic impact is up \$3.5 million to \$15.3 million for the period.

Social Connections

2015 - 2,277 → 2016 - 2,933

+29%

Earned Media Stories

2015 - 50 → 2016 - 69

+38%

Reach 4,162,212+

260%



SPORTS & CONVENTION MARKETING



Digital Advertising Reach

Impressions

1,952,312

Clicks

7,667

Click Through Rate (CTR) Ranged from .20% - .81%



Print Advertising Reach

Impressions

6,587,096

Placements

28



TOURISM & VISITOR MARKETING



Social Connections

2015 - 93,451 → 2016 - 112,512

+20%

Earned Media Stories

2015 - 94 → 2016 - 102

+ 9%

Reach 173,759,887

+45%

Digital Advertising

Impressions

3,288,045

Clicks

41,588

Click Through Rate (CTR) Ranged from 1.01% - 1.51%

TOURISM & VISITOR MARKETING



Print Advertising Reach

Impressions

8,453,004

Placements

28



Bulk Brochure and Guide Distribution

2015 - 10,958 → 2016 - 14,998

+37%



Visitor Contacts

2015 - 8,276 → 2016 - 8,710

+5%

INTEGRATED MARKETING



Web Visitors

2015 - 383,050 → 2016 - 409,365

+7%

Videos on Youtube

8 videos

Views

1,116

Video Library

95 *Selected b-roll available to others*

20 *Locations shot*

11 *Other organizations have requested permission to use our videos*



STAKEHOLDER RELATIONS



Earned Media Stories

2015 - 43 → 2016 - 62

+ 9%

Reach 5,744,443

+114%



Membership Community

2015 - 564 → 2016 - 602

+4%

Members, events and industry news are highlighted weekly on tourism segments airing on KRVM and KPNW radio stations.

Outreach

Member events, member communications, community presentations and family activities provide staff the opportunity to connect with the community. This outreach continues throughout the region as important leisure, sports and convention events are planned for the months and years ahead.



HIGHLIGHTS



Room Tax Revenue

2015 - \$5,621,651 → 2016 - \$6,285,876
+12%

A record setting July kicked off the fiscal year in a big way. Fall was flat, but was followed by a December surge caused by winter storms that forced people from their powerless homes.

Campaign Award

The Go Campaign received the **Outstanding Achievement Award** at the fall Destination Marketing Association (DMA) West annual Conference due to strong campaign results (see below) from FY16.



Campaign placements in FY17 show similarly strong results.

The campaign will be enhanced with the addition of three community advertisements – Junction City, Eugene, and Springfield – debuting in the second half of FY17.

CAMPAIGN RESULTS	IMPRESSIONS	TOTAL CLICKS	VIDEO VIEWS
Portland	5,653,912	111,116	46,038
Eugene	1,854,541	3,925	39,188

	WEB TRAFFIC DURING CAMPAIGN		
	2015	2016	Change
Eugene - Springfield	57,839	76,589	32.42%
Portland	21,432	45,473	112.17%

HIGHLIGHTS



Oregon Sports Summit

Sports Commission staff convened partners and connected with sponsors as planning for the inaugural Oregon Sports Summit Educational Conference got under way. With a goal to become the state's leader in sports education, commission staff began outlining a full day of education, a vendor fair and networking opportunities for event planners, athletic directors and sports partners. Scheduled for implementation in early February, results of the event will be available in the Travel Lane County annual report.



Sports Commission

The Eugene, Cascades & Coast Sports Commission was honored by SportsEvents Media Group for its exemplary creativity and professionalism.

"SportsEvents readers came out in force to nominate, and then vote, for their favorite sports event destinations and host organizations that represent them," said John Rezel, SportsEvents executive director. "Our team is proud to honor the nominees that received the most votes with a 2017 Readers' Choice Award."

Covered Bridges

Fans of America's covered bridges selected Vida's Goodpasture Covered Bridge 8th on USA Today's 10 Best Reader's Choice list. Lane County's Pengra covered bridge made the top 20, once again solidifying the area as the Covered Bridge Capital of the West.



HIGHLIGHTS



Pinot Bingo

Pinot Bingo launched in the closing weeks of FY16 and early indications were that the program would be hugely successful. And it is! Our South Willamette wineries are thrilled with the visits being generated by the program and survey data proves the intended results are being achieved. Wine Enthusiast magazine named the Willamette Valley Wine Region of the Year! Leveraging this distinction has been a focus and will continue to be throughout 2017.

Redeemed Pinot Bingo Cards	48
Total winery visits	782
First time winery visits	353

Bike Tourism Studio

Under the leadership of Oakridge Mayor Jim Coey, LCOG Executive Director Brenda Wilson and Travel Lane County staff, East Lane County was selected to participate in Travel Oregon’s Bicycle Tourism Studio program. This regional planning program is designed to enhance the area’s existing incredible bicycle assets and support connectivity. Elected officials, bike enthusiasts, business owners, resource managers and community members met three times in 2016 and will continue the planning process in 2017.

Industry Partners

Home2Suites by Hilton added 130 rooms to the lodging supply in late 2016. Additional properties coming online in 2017/18 include, tower two at the Holiday Inn Express on Franklin Boulevard (34 rooms), Hyatt Place at Oakway Center (130 rooms), Fairfield Inn & Suites in Glenwood (81 rooms), and the Eugene EVEN Hotel on Centennial Loop (100 rooms).



Officers

Robert Canaga, Chair
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

Martin Alletson
Driftwood Shores
Florence - Oregon Coast

John Barofsky
Beppe & Gianni's/LaPerla
Eugene

Dr. Lisa Benson
Lane Community College
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

Dan Egan
Wildish Theater
Springfield

Pat Farr
Lane County Commissioner
Lane County

Mark Giustina
Tokatee Golf Club
McKenzie River - Cascade
Mountains

Aurora Jackson
Lane Transit District
Springfield

Jody Hall
Hilton Eugene & Conference
Center
Eugene

Julie Johns
Territorial Seed Company
Cottage Grove

Mayor Christine Lundberg
City of Springfield
Springfield

Cheryl Martin
Valley River Inn
Eugene

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

Mike Rose
Three Rivers Casino & Hotel
Florence - Oregon Coast

Pat Straube
Dari Mart
Junction City

Dana Turell
Turell Group
Eugene

Ex-Officio Board Members

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

Courtney Giesel
City of Springfield
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

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

Daniel Beraldo

Cabela's
Springfield

Lindsay Boeshans

Hilton Garden Inn
Springfield

Roxane Butler

Valley River Inn
Eugene

Steve Cash

Talus Group
Eugene

Mike Duncan

University of Oregon
Athletics - Ticket Office
Eugene

Renee Grube

City of Eugene
Library, Recreation and
Cultural Services
Department
Eugene

Tom Jordan

Prefontaine Classic
Eugene

Bob Keefer

Willamalane Park and
Recreation District
Springfield

Jeri McPherson

Innsight Hotel Management
Group
Springfield

Sarah Means

Lane County Community &
Economic Development
Lane County

Richard Myers

City of Cottage Grove
Cottage Grove

Ethan Nelson

City of Eugene Planning &
Development
Eugene

Travis Palmer

Cottage Grove Chamber of
Commerce
Cottage Grove

Erin Reynolds

City of Florence
Florence

Rich Spurlin

Eugene Country Club
Eugene

Paul Swangard

Warsaw Sports Marketing
Center
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

Angie Riley

Digital Marketing Manager

Linda Norris

Convention Services Manager

Rebecca Adelman

Marketing Coordinator

Integrated Marketing

Sally McAleer

Vice President of Integrated Marketing

Taj Morgan

Web Content Manager

Colin Morton

Graphic Design & Asset 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

Abbie Youngs

Tourism Coordinator

Visitor Services

Carrie Hawks

Visitor Services Manager

Wyatt Pace

Adventure Center Assistant Manager

Trisha Barlow

Visitor Services Coordinator

Jennifer Archer

Adventure Specialist

Janet Auxier

Adventure Specialist

Sara Garrow

Adventure Specialist

Briana Matthews

Adventure Specialist

Thomas Rathbun-Moser

Adventure Specialist

Michael Sherman

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