



2010 Post Summer & Fall Outlook Survey Results
Conducted by: Travel Lane County
Results Released: October 2010

Background: Travel Lane County sent a 2010 Post Summer & Fall Outlook Survey to its members to collect feedback about this past summer season and expectations for the fall. A *summary* of collective results are as follows:

1. How would you compare the 2010 summer season to the 2009 summer season?

- 62.50%** - Business increased
- 20.83%** - Business stayed the same
- 12.50%** - Business decreased

2. If business was up, to what do you attribute your increase? Check all that apply:

- 20.83%** - Increasing promotions/advertising
- 12.50%** - Offering special deals, rates or incentives
- 25.00%** - More people traveling

3. If business was down, to what do you attribute your decline? Check all that apply:

- 12.50%** - Economic conditions
- 8.33%** - Fewer visitors
- 4.17%** - Fewer locals
- 8.33%** - Guests spent less

4. What are your business expectations for the 2010 fall season compared to the 2009 fall season?

- 62.50%** - Expect business to increase
- 0.00%** - Expect business to decrease
- 33.33%** - Expect business to stay the same

5. How would you describe the current health of your business or organization moving into the fall season?

- 45.83%** - Strong and growing
- 50.00%** - Stable
- 0.00%** - Weak and declining

6. Are you currently implementing any special programs, packages or events to attract visitors during the fall season?

- 16.67% - Packages
- 33.33% - Special rates and/or incentives
- 33.33% - Special events
- 50.00% - Increasing use of social media

7. To what do you attribute your business expectations for the 2010 fall season?

(Summary of responses)

- Football season
- Return of college students
- Increased public relations and marketing efforts
- Participation in community events
- An increase in bookings
- Increased community outreach
- Increased advertising
- Outreach to schools
- Outreach to local hotels and tourism attractions
- Increased awareness among customers
- Internet marketing

Many thanks to the Travel Lane County members who took the time to participate in this survey. We appreciate your feedback. If you have questions or comments about the survey, contact Lisa Lawton, Director of Community Relations, at Travel Lane County at 541.743.8762 or Lisa@TravelLaneCounty.org.