

2010 Summer Travel Outlook Survey Results

Survey conducted by: Travel Lane County

Results released: June 21, 2010



Background: Travel Lane County conducted the 2010 Summer Travel Outlook Survey to collect member feedback on the following questions. Members were asked to share their expectations, current business health and strategies for the summer season. The season represents the months of June, July and August.

1. What are your *business expectations* for the 2010 summer travel season compared to the 2009 season?

- 62.50% - Expect business to increase
- 9.38% - Expect business to decrease
- 28.13% - Expect business to stay the same

2. If you are anticipating an *increase* in business, to what do you attribute your expectations?

(Summary of responses)

- An increase in localized spending and traveling
- Better branding
- More social media activity
- Stronger, more stable economy
- Increased promotions
- Increased advertising
- Increased volume of reservations
- Increased businesses as result of Matthew Knight Arena construction
- Increased hours
- Facility upgrades
- Increased awareness of business

3. If you are anticipating a *decrease* in business, to what do you attribute your expectations?

(Summary of responses)

- Lack of company travel and events
- Guests staying fewer days
- Road construction in the Gateway and Pioneer Parkway area

4. How would you describe your business/organization's current health moving into the summer travel season?

- 25% - Growing
- 56.25% - Stable, but feeling positive
- 12.50% - Stable, but feeling negative
- 6.25% - Declining

5. What are your strategies for luring visitors this summer? Check all that apply.

- 25% - Offering special or discounted rates
- 31.25% - Offering special packages or value-added offers
- 71.88% - Increasing advertising

Other: *(summary of responses)*

- Distributing brochures in the Adventure Center
- Facebook fan interactions

- Partnerships
- Using Expedia
- Offering food at our winery
- Customer service
- Increase Internet presence and search engine recognition
- Expanding outreach to different market segments
- Targeting loyal customers

9.38% - Not changing our current strategy

6. Are you implementing any special programs to attract visitors this summer that you would like to share with other members in an effort to bolster overall tourism impacts with the Eugene, Cascades & Coast region?

(Summary of responses)

- Offering free forest tour with a bed and breakfast stay
- Creating special getaway packages
- Creating value-added offers
- Adding food options
- Offering weekly special discounts
- Created new restaurant menu
- Offering beer and wine tastings at our golf course
- Changing our organization name
- Offering new major exhibit and complementary events
- Offering more events and improving our facilities

7. Would you be interested in opportunities to partner with other businesses or participate in special local, state, regional or national campaigns or promotions?

(Summary of responses)

- Yes
- Possibly, depends on cost
- Depends on how well it fits our goals

8. Have you noticed any customer trends? i.e. comments, behavior changes, website or social media usage, etc.

(Summary of responses)

- Increased demand for online service to determine where to eat/stay/visit
- More guests using online booking services
- Increased website traffic
- Receiving more customers via website
- Increased social media interactions, i.e. Twitter, Facebook
- More WiFi usage
- More young people visiting
- Increase in walk-in traffic to hotel
- Good response to low-cost air service
- A steady stream of locals are visiting our exhibit
- Customers wanting free offers

Many thanks to the Travel Lane County members who took the time to participate in this survey. We value and 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.