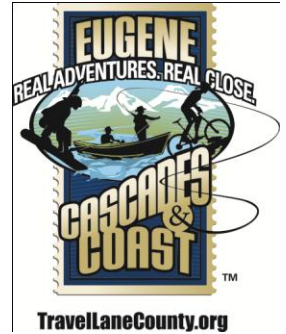


## 2011 Post Summer & Fall Outlook Survey Results Conducted by: Travel Lane County



**Background:** Travel Lane County sent a 2011 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 2011 summer season to the 2010 summer season?

- 35.48% - Business increased
- 32.26% - Business stayed the same
- 29.03% - Business decreased

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

- 19.35% - Increased promotions/advertising
- 9.68% - Offering special deals, rates or incentives
- 9.68% - More people traveling
- 12.90% - More awareness of Eugene, Cascades & Coast region

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

- 29.03% - Economic conditions
- 16.13% - Fewer visitors
- 9.68% - Fewer locals
- 9.68% - Guests spent less
- 6.45% - Lodging only – Guests Stayed fewer days

### 4. What are your business expectations for the 2011 fall season compared to the 2010 fall season?

- 22.58% - Expect business to increase
- 16.13% - Expect business to decrease
- 58.06% - Expect business to stay the same

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

- 25.81% - Strong and growing
- 64.52% - Stable
- 6.45% - Weak and declining

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

- 25.81% - Packages
- 19.35% - Special rates and/or incentives
- 32.26% - Special events
- 38.71% - Increasing use of social media

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Many thanks to the Travel Lane County members who took the time to participate in this survey. 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](mailto:Lisa@TravelLaneCounty.org).