

Convention & Visitors Association of Lane County Oregon

Annual Report

FY 2007 Summary

See All of Oregon in Lane County
VisitLaneCounty.org



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A Message from CVALCO's President & CEO



Kari Westlund

The Convention & Visitors Association of Lane County Oregon (CVALCO) remains focused on its mission of increasing overnight stays in Lane County. Program measures, included throughout this report, show continued success in making contact with qualified prospects to promote destination travel. Convention sales leads were up, leisure ad responses and overall inquiries were up, and visitors to our ever-expanding web site, VisitLaneCounty.org, were up.

While we could not match the home run in FY06 of landing the 2008 U.S. Olympic Team Trials - Track & Field, numbers of room nights and delegates booked remained strong for convention sales. We did see the impact of supply not quite meeting demand, with 10 convention and event leads lost due to lack of space or lack of response from area facilities. Increasing rates resulted in five more pieces of business choosing to book elsewhere.

The addition of the Holiday Inn full-service hotel in Gateway (May 2008) and the Three Rivers Casino and Hotel in Florence (December 2007) will help us accommodate more business and more earnings, but we continue to lose competitive ground to other Northwest destinations investing in significant meeting space and hotel rooms.

We have had great success to date in planning efforts for the Olympic Team Trials and Eugene 08, with unprecedented community collaboration that will serve us well in attracting and planning high caliber events in the future.



CVALCO's leisure marketing efforts continue to focus on niche market activities, including golf, running, culinary and wine, outdoor recreation, birding, and arts and culture, in an effort to effectively match up with prospective travelers. This is a reflection of increased understanding that the market must be segmented by lifestyle attributes and interests rather than age and income demographics.

This kind of effective marketing requires comprehensive product knowledge by CVALCO staff and strong member/partner relationships that result in compelling messages and images, delivered to the right targets using the right media channels, with booking ability made easy. The staff team at CVALCO is both well-tenured and committed, with a deep appreciation for all parts of Lane County. Years of "sampling the product," learning best marketing practices, and forging strong relationships with community-based tourism businesses have helped us to make the most of the resources we receive from Lane County to market the destination.

It's a team effort, and we are both very proud of and very grateful for the strong county-wide cooperative marketing partnerships we share with local governments, chambers of commerce, and CVALCO members. Our success is your success.

CVALCO Mission CVALCO is dedicated to its mission of increasing the number of overnight visitors to Lane County for the benefit of its members and all businesses and citizens who depend on a strong Lane County economy. CVALCO continues to implement effective marketing strategies to promote Lane County as a convention, meeting, event and leisure-travel destination. Ongoing areas of focus include convention sales and

service, tourism marketing, visitor information services, membership and community relations.

Return on Investment CVALCO's marketing efforts generated more than \$53 million for Lane County's communities. For every dollar of room tax invested in CVALCO, \$42 in visitor spending came, or will come, back to the local economy.

Room Tax Summary During FY07, overall room tax increased 9.9 percent over last year. Cottage Grove saw the largest increase. Eugene posted the next highest gain. While not as robust as FY06 increases, Lane County communities overall saw healthy growth during the period.

	FY07	FY06	FY05	FY04	FY03
Eugene	12.5%	9.1%	4.9%	12.8%	3.7%
Springfield	6.2%	21.1%	4.7%	6.9%	0.8%
Florence	5.4%	10.7%	7.7%	4.0%	3.8%
Cottage Grove	18.7%	6.7%	14.7%	17.9%	7.4%
Other	6.6%	9.2%	6.8%	2.6%	8.4%
Total Tax	9.9%	11.8%	5.7%	5.7%	0.9%

Hotel/Motel Occupancy for Lane County Metro Area Room tax collections are a function of both occupancy and price. Through a weekly survey, CVALCO assisted in tracking actual room occupancy rates. Figures are based on a sample of close to 2,000 Eugene/Springfield metro area hotel/motel rooms. During FY07, the average occupancy rate was 70.88 percent, a 1.2 percent decrease from FY06. Impacting the occupancy percentage, room inventory increased 1.9 percent in the metro area as 67 new rooms were added in Eugene and Springfield during the year, including an expansion of 27 rooms at the Holiday Inn Express in Gateway and a net addition of 40 rooms at the new Holiday Inn Express on Franklin Boulevard in Eugene.

Eugene Airport Deplanements and Service

The Eugene Airport reported a total of 360,838 deplanements during FY07, down a slight .04 percent from FY06. During the period, the Airport added new and expanded service between Eugene and three major West Coast hubs. In May, a new carrier, Allegiant Air, began nonstop service between Eugene and Las Vegas. In June, Horizon Air added two nonstop flights on one of its two daily flights between Eugene and Los Angeles and Delta Airlines added a third daily trip between Eugene and Salt Lake City.



Amtrak Ridership A total of 112,592 passengers arrived or departed from the Eugene Station via the Amtrak Cascades route, up 4.5 percent over last year.



Lane County Travel Impacts

Visitors to Lane County spent an estimated \$553 million in 2006, supporting a variety of businesses and jobs.

**Accommodations
\$82 million**

**Air Transportation
\$7 million**

**Arts, Entertainment & Recreation
\$72 million**

**Food & Beverage
\$133 million**

**Food Stores
\$46 million**

**Ground Transportation & Fuel
\$119 million**

**Retail Purchases
\$76 million**

**State & Local Tax Revenues
\$23 million**

**Jobs
7,570**

**Direct Earnings
\$138 million**

**Source:
Dean Runyan Associates
www.deanrunyan.com**



Convention Sales & Marketing

The Convention Sales and Marketing Department secured a direct economic impact of \$29.7 million in delegate spending. Trade shows, sales presentations, advertising campaigns and direct sales calls, targeted at meeting and event planners, remained effective in attracting conventions, meetings and events to Lane County. Among the variety of markets CVALCO's sales team pursued during FY07, emphasis was directed toward the military reunion, sustainability and sports markets to uncover new business and grow existing events.

Convention & Event Bookings A total of 149 conventions or events were booked during the year, representing 182,416 delegates and 49,826 room nights. Bookings included the Oregon Association of Chiefs of Police, Opticians Association of Oregon, NCAA Track & Field Championships and the USS Charles Ausburne Reunion.

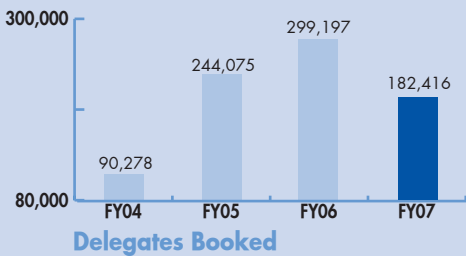
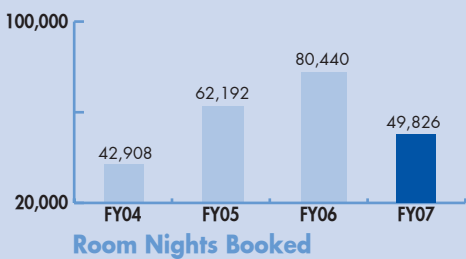
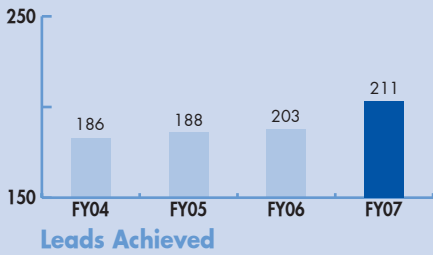
Trade Shows Trade shows provided opportunities to directly connect with meeting planners throughout the U.S. Shows included the Oregon Society of Association Management in Salem, Oregon; TEAMS in Las Vegas, Nevada; The Reunion Network in Boise, Idaho and Ogden, Utah; Overseas Brats in Fort Mitchell, Kentucky; Christian Meetings & Conventions Association in Overland Park, Kansas; Religious Conference Management Association in Louisville, Kentucky; and Meeting Professionals International in San Francisco, California.

Meeting & Event Planner During the year, CVALCO distributed 1,000 Meeting & Event Planners, along with proposals for specific conventions and events. This marketing tool fulfills requests for convention and meeting planning information and is distributed at trade shows throughout the year. Additional copies were sent electronically.



Convention Services During FY07, more than 313,535 delegates, representing 164 groups, received CVALCO's convention services. Services included on-site registration assistance and staffed information booths, housing referral services, delegate gift bags and baskets, welcome signage and media/publicity assistance. CVALCO also provided a link between meeting planners and local businesses through service leads for various services, including needs for caterers, tours, transportation and promotional products.

Convention-Related Media Coverage Editorial coverage about Lane County's convention-related industry continued to produce a significant amount of free publicity during the year. CVALCO press releases and media assistance to convention publications generated \$20,625 in editorial coverage. Articles helped promote Lane County as a meeting destination and as a sporting event venue. Features included highlights about Lane County's wine country, Eugene's ADA accessibility and the U.S. Olympic Team Trials - Track & Field and Eugene 08.



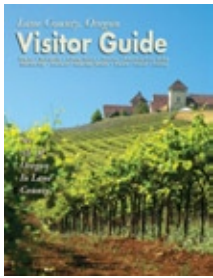
Convention Leadership Awards

CVALCO presented two Convention Leadership Awards to local residents that were directly responsible for the confirmation of a meeting or event that brought a significant number of overnight visitors to Lane County. Recipients this year were Land Air Water/ University of Oregon School of Law and Holt International.



Tourism Marketing & Sales & Visitor Services

The Tourism Marketing & Sales Department efforts worked to lure both leisure and group tour travelers to Lane County, resulting in more than \$22.9 million in returns. Regional partnerships played a significant role in generating visitor information inquiries during FY07. Travel trade shows and extensive media coverage contributed to significant exposure for Lane County. The Visitor Services Department's essential role in the distribution of visitor information and promotion of Lane County led to more 100,000 visitor interactions and/or information fulfillments throughout the year.



Official Lane County Oregon Visitor Guide Serving as CVALCO's major visitor fulfillment piece, the visitor guide promotes attractions, accommodations, restaurants, recreational opportunities, events and special points of interest throughout Lane County. New content and format updates to the 2007 guide enhanced this publication, which is distributed at information centers and other travel-related businesses throughout the state.

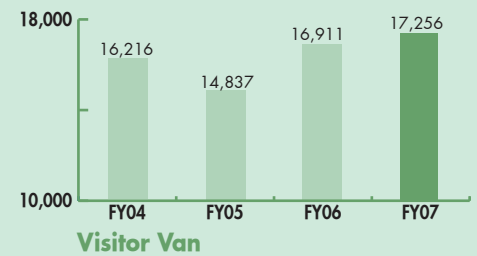
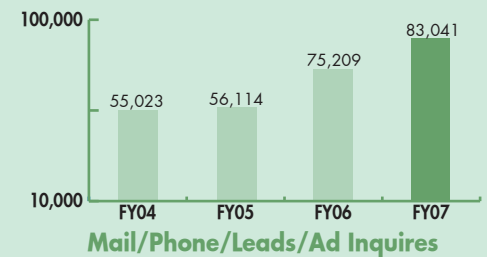
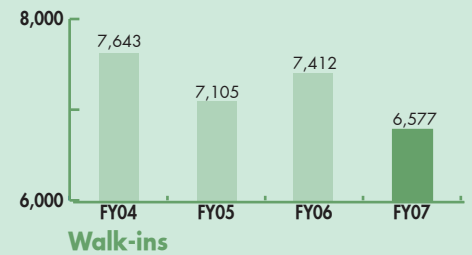
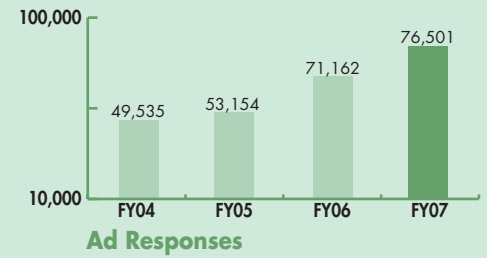
Destination Advertising & Regional Partnerships Lane County visitor information requests jumped 7.5 percent during the year. CVALCO ads, placed in several regional to international-based publications, resulted in 13,929 requests for information. A new television advertising campaign with Medford-based KTVL also drove inquiries. Regional partnerships with Travel Oregon and the Oregon Coast and Willamette Valley Visitor Associations fueled an additional 62,579 requests and leads during the year.



Media Exposure National and international media coverage provided publicity and exposure for Lane County valued at \$1.85 million. Print coverage totaled \$376,061 with coverage in a variety of publications including The Boston Globe, Conde Nast Traveler, Home & Lifestyle magazine, Northwest Travel magazine, The Oregonian, The San Diego Union-Tribune, Seattle Business Monthly, Seattle Daily Journal, SkyWest magazine (United Express & Delta Connections), Sunset magazine, Travel Oregon magazine, VIA magazine, Wine Press NW and Western Journey. Broadcast coverage totaled \$1.48 million do in large part to the Travel Channel's "Cash and Treasures - Truffles" program.

Travel Trade Marketing Reaching out to the travel trade and group tour markets, CVALCO attended the National Tour Association's annual convention, in Salt Lake City; the Go West Summit in Portland, Oregon; Expo Vacaciones, in Mexico City; International Tourism Bourse in Berlin, Germany; and Pow Wow in Anaheim, California. Research tours were also held for the National Tour Association, Specialty Tours (Colorado) and Creative Tours (Florida), as well as pre and post Go West trade show tours for tour operators representing various international destinations.

Visitor Services Visitor Center operations served 6,577 visitors, while the mobile Visitor Information Van served 17,256 visitors as it traveled to attractions and events throughout the year. Relocation requests made up 2,398 of overall visitor inquiries.



New Rest Area Program

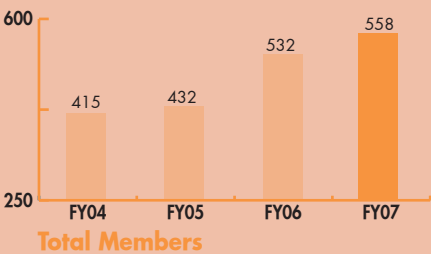
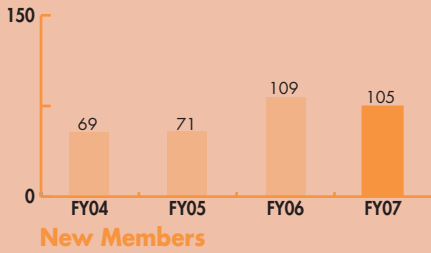
A new rest area display panel program helped promote events to travelers at the Gettings Creek and Oak Grove Rest Areas along Interstate 5. CVALCO contracted with the Oregon Travel Information Council to offer this space to CVALCO members for the promotion of short-term events, exhibits or conventions. Together the venues annually draw 2.5 million travelers.





Membership Development & Marketing

The Membership Department worked to provide effective membership services, benefits and programs to help its 558 members market and promote themselves through Lane County's tourism industry. The department assisted with the production of CVALCO's Lane County Visitor Guide, Restaurant Guide, Meeting & Event Planner and Relocation Guide, and oversaw the management of the CVALCO Web site. During the year, a new full-time membership position was added to specifically focus on membership recruitment, retention and member events.



Annual Award Winners

Businesses, organizations and individuals throughout Lane County were honored for their outstanding contributions and dedication to Lane County's visitor industry at the 2007 Visitor Industry Celebration.

Wineries of Lane County
Blue Heron Partnership Award

Opus6ix
Blue Heron Thank You Award

Oregon Country Fair
Blue Heron Destination Promotion Award

Florence Area Chamber of Commerce
"Q" Hospitality Award



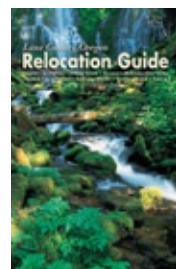
Membership Events Membership forums and presentations provided educational, promotional and networking opportunities for members. Monthly Tourism Forums featured programs and presentations on tourism-related topics. CVALCO staff made quarterly Tourism Builds Business presentations for new and existing members to discuss CVALCO's marketing programs and benefits. Members showcased their businesses to CVALCO staff at quarterly Membership Spotlights. CVALCO's Visitor Industry Celebration provided the opportunity to recognize members and present annual tourism awards.



Web Site & Database System

Extensive work was dedicated to the management of CVALCO's Web site and database management system. The site and system have provided increased opportunities to promote Lane County and its members, as well as improved tracking of valuable marketing information.

Lane County Restaurant Guide The Lane County Restaurant Guide was updated during the year providing an excellent tool to market and promote more than 60 Lane County dining establishments to visitors.



Lane County Relocation Guide The Lane County Relocation Guide was updated, providing new and potential residents and businesses with a variety of community, housing, real estate and relocation information and services.



Marketing Opportunities CVALCO's numerous marketing opportunities continued to be outlined in an easy reference guide to help members access information about advertising, leads and trade shows associated with CVALCO's publications and programs.



Community Relations

The Community Relations Department continued to educate and communicate with media, business/community groups, government/public officials and local residents to increase awareness about CVALCO and tourism's positive impacts. CVALCO continued to strengthen local media ties by being a resource and voice for the visitor industry. A variety of community relations projects helped with overall outreach and awareness generation

Local Media Coverage/Relations



Press releases, interviews and overall media accessibility provided effective avenues for industry editorial throughout the year. Coverage included topics on the U.S. Olympic Team Trials - Track & Field, Eugene Marathon, Cycle Oregon, Oregon Truffle Festival, Lane County Photo

Contest, hotel inventory and development, convention center development, UO football impacts, Lane County sightseeing and the economic impacts of conventions and events. During the period, a media-focused CVALCO Tourism Forum featured writers and publishers from Northwest Travel and Sunset magazines who shared insights on how to effectively generate editorial.

CVALCO Cooperative Advertising Campaigns A cooperative television advertising campaign promoted Lane County in a five-county region highlighting the positive impacts of the local tourism industry and promoting member businesses. Other broadcast and newspaper partnerships offered advertising discounts to CVALCO members extending promotional opportunities for visitor industry businesses.

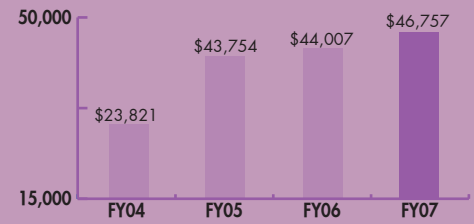


Communications CVALCO's Weekly Update e-mails provided regular communications to members about marketing opportunities and industry news. During the year, the Lane County Visitor Industry Update was launched, providing updates on industry developments, issues, campaigns, statistics, reports and programs to public officials, CVALCO's board and key industry leaders.

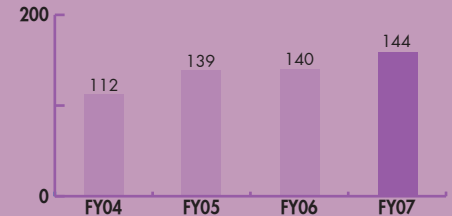


Community/Member Outreach CVALCO connected with a record number of businesses and community members attending 456 meetings or events during FY07. Presentations to business and civic groups helped CVALCO connect with the community, while generating awareness about CVALCO and the tourism industry. Visitor

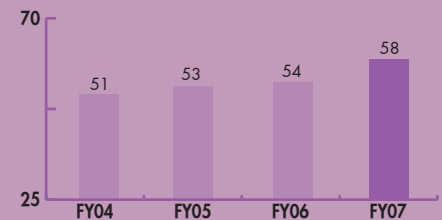
Center open house events provided additional ways to connect with members and local residents.



Media (Local)



Media Stories



Press Releases

Photo Contest

CVALCO's 3rd Annual Lane County Photo Contest garnered more than 80 images for CVALCO's image library. Images are used for publications, editorial and promotional purposes. More than \$3,000 worth of prizes, donated by CVALCO members, were awarded to contest winners. A local gallery provided space for a public photo exhibit and a local television station provided free airtime extending promotions for the contest and Lane County.



Tourism Builds Business CVALCO Builds Tourism

Tourism generates significant economic impacts, supports jobs and generates tax revenues that strengthen and diversify communities on the local, state and national level.

Tourism in Lane County

Travelers to Lane County pumped nearly \$553 million into the local economy in 2006. Visitor spending jumped 7.5 percent over last year and 102 percent since 1991. The industry, made up of small and medium-sized businesses, employed an estimated 7,570 people and paid out \$138.1 million in direct earnings in 2006. Travel expenditures generated \$23 million in state and local taxes.

Tourism in Oregon

Travelers to Oregon contributed an estimated \$7.9 billion directly to the state economy, up 6.7 percent over the previous year. Travel expenditures supported 128,900 jobs (direct and secondary) tied to \$3.1 billion in earnings. Travel spending generated \$299 million in state and local taxes.

Tourism in America

The U.S. travel industry generated \$699.9 billion from domestic and international travelers in 2006. Visitor dollars supported 7.5 million jobs for Americans, with a payroll of nearly \$177 billion, making it one of the nation's largest employers. The industry generated \$109 billion in federal, state, and local tax revenues.

Primary sources for this report include the Lane County and Oregon Travel Impacts Reports, prepared by Dean Runyan Associates, January 2007 and the Travel Industry of America 2006 Report. Other sources and formulas for economic impacts are available upon request.



Mission

Increase the number of overnight visitors to Lane County for the benefit of its members and all businesses and citizens who depend on a strong Lane County economy.



Convention &
Visitors Association of
**Lane
County**
OREGON

**For a complete FY07
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