

Convention & Visitors Association of Lane County Oregon

Annual Report

FY 2008 Summary

See All of Oregon in Lane County
VisitLaneCounty.org



Strategic Leadership for Lane County's Visitor Industry



The Convention & Visitors Association of Lane County Oregon (CVALCO) recognizes its many roles as the lead visitor industry organization in Lane County. Our primary mission is to increase overnight visitors, and the economic impact they bring to our economy. We're proud to be Lane County government's contracted destination marketing organization and a key contributor to economic health. We strive to generate the strongest returns possible, and hope you'll thank our commissioners and county administrator for their investment of room tax collections in marketing Lane County as a visitor destination via CVALCO.

As a private corporation with more than 600 business members, we bring broad based private and public sector support together under one cooperative marketing umbrella. While marketing is where we primarily allocate our annual budget, destination development issues impact our industry tremendously, and CVALCO typically monitors and provides input on proposals and issues throughout the county and state. From meeting with members of the Big Look Task Force (a 30-year look at Oregon land use planning) to serving on Springfield's Conference Center Consortium and Commercial & Buildable Lands Committee to preparing testimony for the Eugene City Council on the proposed University of Oregon basketball arena, CVALCO recognizes that product is critical to our marketing efforts, and a key component of a great visitor destination. CVALCO's work on the statewide Tourism & Hospitality Consortium and the Transportation & Tourism Task Force ensure that Lane County is in the mix when it comes to prioritization of, and statewide support for, tourism-related projects such as the proposed visitor center adjacent to I-5.

Perspectives gained from CEO Kari Westlund, serving as chair of the Oregon Tourism Commission, and VP of Tourism Marketing Natalie Inouye, serving as chair of the Oregon Association of Convention & Visitors Bureaus, keep CVALCO staff and board members connected with statewide issues and enable us to use lessons learned elsewhere in our work here at home. Inouye's work with the Willamette Valley and Oregon Coast visitor associations ensures Lane County's product is represented in regional marketing efforts to leisure visitors. VP of Convention Marketing Janis Ross and Convention Sales Manager Fletcher Beck's key positions for the statewide chapters of Meeting Planners International and the Society of Government Meeting Planners build strong connections with important convention client groups for Lane County. Ross and Director of Community Relations Lisa Lawton are board leaders for local chapters of the American Marketing Association and the Public Relations Society of America respectively, while Westlund is a founding member of the Arts & Business Alliance and the Cultural Services Advisory Committee, among others.

CVALCO's marketing and strategic branding initiatives, its focus on destination and product development, its commitment to local and state leadership and its understanding of the intersections between tourism and other business sectors make the organization a valuable community resource. Our team is proud of the great destination we serve, and committed to our mutual success.

Board of Directors FY08 Officers

Tucker Davies, Chair
Lile Moving & Storage
Maxine Walton, Vice Chair
Willamette Stationers
Richard Boyles, Treasurer
InnSight Hotel Management
Libby Tower, Past Chair
Baden & Company

FY08 Board Members

Martin Alletson
Driftwood Shores
Darrall Imhoff
McKenzie River Conference Center
Colleen Arruda
Holiday Inn Eugene
Springfield
Julie Johns
Territorial Seed Company
Robert Canaga
OPUS6IX
Jeff Morton
Holiday Inn Express Eugene
Dan Curtis
Curtis Restaurant Equipment
Laura Niles
City of Eugene, LRCS
Tim Doll
Eugene Airport
Betty Olson
AdverTeising Products & Promotions
Liz Doyle
Diamond Woods Golf Course
Joe Pishioneri
Springfield City Councilor
Randy Dreiling
Oregon Adventures
Myra Plant
The Campbell House
Mike Drennan
LibertyBank
George Poling
Eugene City Councilor
Dan Egan
Springfield Chamber
Joel Pomerantz
Oregon Restaurant Association
Michael Eyster
UO Housing Department
James Ralph
The Shedd Institute
Lis Farm
Florence Events Center
George Rogers
Valley River Inn
David Garnick
Lane County Administrator
Mike Rose
Three Rivers Casino & Hotel
Kim Godfrey
Oregon Electric Station
Kady Sneddon
Florence Chamber
Gary Gray
UO Athletic Department
John Tamulonis
Springfield Economic Development
Bobby Green
Lane County Commissioner
Andy Vobora
Lane Transit District
Jody Hall
Hilton Eugene & Conference Center
Warren Wong
Lane Events Center
David Hauser
Eugene Chamber
Bob Zagorin
Diamond & Zagorin

CVALCO continued to implement effective marketing strategies to promote Lane County as a convention, meeting, event and leisure-travel destination. Ongoing areas of focus included convention sales and service, tourism marketing, visitor information services, membership and community relations.

Return on Investment Marketing efforts generated more than \$83 million for Lane County's communities. For every dollar of room tax invested in CVALCO, \$52 in visitor spending came, or will come, back to the local economy.

Room Tax Summary Overall room tax increased 9.4 percent over FY07. Room tax collections are a function of both occupancy and price.

	FY08	FY07	FY06	FY05	FY04
Eugene	6.1%	12.5%	9.1%	4.9%	12.8%
Springfield	5.5%	6.2%	21.1%	4.7%	-6.9%
Florence	0.23%	5.4%	10.7%	7.7%	4.0%
Cottage Grove	4.6%	18.7%	6.7%	14.7%	17.9%
Other	31.5%	6.6%	9.2%	6.8%	2.6%
Total Tax	9.4%	9.9%	11.8%	5.5%	5.7%

Hotel/Motel Occupancy for Lane County Metro Area

The average occupancy rate was 69 percent, a 2.9 percent decrease from FY07. Room inventory increased during the fiscal year as 243 new rooms were added to the metro area, including the new 153-room Holiday Inn in Springfield's Gateway area, the new 66-room Comfort Suites at the Glenwood interchange in Eugene and the expansion of 24 rooms at the Residence Inn in Eugene. An additional 93 rooms opened in Florence with the construction of the new Three Rivers Casino & Hotel.



Eugene Airport Service The Eugene Airport reported a total of 385,780 arrivals during FY08, up seven percent from FY07. In March 2008, United Airlines' large mainline jet service between Eugene and San Francisco returned to the market, but was slated to conclude at the end of August 2008 due to cost-cutting measures triggered by high fuel prices and a softening economy. Regional jets planned to return with six daily roundtrips on that route, a drop from seven previous nonstop flights. Meanwhile, one Horizon Air flight to Seattle was dropped in late June and the Phoenix service was scheduled to shift from US Airways to Allegiant Air.

Amtrak Ridership A total of 122,594 passengers arrived or departed from the Eugene Station via the Amtrak Cascades route, up 8.9 percent over FY07.



Lane County Travel Impacts

**Visitors to Lane County
spent an estimated
\$573.7 million in 2007,
supporting a variety of
businesses and jobs.**

Accommodations

\$87 million

Air Transportation

\$7 million

Arts, Entertainment & Recreation

\$72 million

Food & Beverage

\$137 million

Food Stores

\$48 million

Ground Transportation & Fuel

\$129 million

Retail Purchases

\$76 million

State & Local Tax Revenues

\$24 million

Jobs

7,570

Direct Earnings

\$143 million

Source:

Lane County Travel Impacts,
1991-2007p
Dean Runyan Associates
www.deanrunyan.com



Convention Sales & Marketing

The Convention Sales & Marketing Department secured a direct economic impact of \$68.2 million in delegate spending. CVALCO's sales team pursued a variety of markets during FY08 including those related to sports, sustainability and military reunions. Ongoing efforts were made to uncover new business and grow existing events. Trade shows, sales presentations, advertising campaigns and direct sales calls all remained effective in attracting conventions, meetings and events to Lane County.

Convention & Event Bookings A total of 150 conventions or events were booked during the year, representing 394,344 delegates and 118,946 room nights. Securing the 2009 and 2011 USA Outdoor Track & Field Championships and the 2012 U.S. Olympic Team Trials - Track & Field resulted in a significant increase in overall bookings.

Sports Marketing The success in hosting the U.S. Olympic Team Trials further fueled efforts to position Eugene and Lane County as a major sports venue. In addition to track and field events, CVALCO worked to recruit, retain and support a variety of other sporting events including cycling, volleyball, rowing, equestrian, basketball, running, golf, tennis, swimming, boating and bowling events. Sports-related efforts helped secure the Pan-American Maxibasketball Championships set for 2010. CVALCO continued to participate in TEAMS 2007, a sports trade show in Louisville, Kentucky. Staff also remained active in the National Association of Sports Commissions as discussions surrounding the formation of a sports commission for Lane County continued.

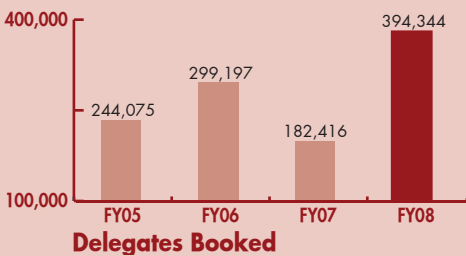
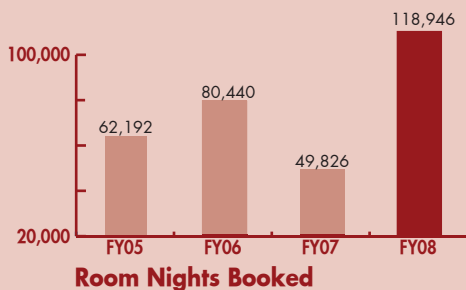
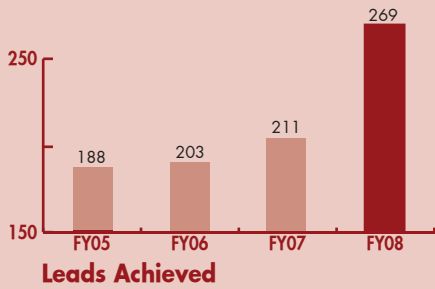
Trade Shows CVALCO attended trade shows throughout the year to connect with a wide range of meeting planners across the U.S. Shows included:

- American Society of Association Executives, in Chicago, Illinois
- The Reunion Network, in Colorado Springs, Colorado
- TEAMS, in Louisville, Kentucky
- Overseas Brats, in Boise, Idaho
- Oregon Society of Association Management, in Portland, Oregon
- USA Track & Field Annual Meeting, in Honolulu, Hawaii
- Greater Oregon Society of Government Meeting Professionals, in Bend, Oregon
- Religious Conference Management Association, in Orlando, Florida
- Meeting Professionals International/Northern California, San Francisco, California
- Oregon Public Purchasing Trade Show, in Salem, Oregon

Meeting & Event Planner Throughout the year, CVALCO distributed nearly 1,000 Meeting & Event Planners, along with proposals for specific conventions and events. Additional copies were sent electronically.

Convention Services More than 145,416 delegates, representing 184 groups, received CVALCO's convention services. Services included on-site registration assistance and staffed information booths, housing referral services, delegate gifts, welcome signage and media/publicity assistance. Through CVALCO's lead program, convention services staff connected meeting planners with a variety of member businesses for products and services such as catering, tours, transportation and promotional items.

Convention-Related Media Coverage CVALCO continued to send press releases and provide editorial assistance to convention and sports-related publications, generating more than \$13,000 in editorial coverage. Coverage focused on Lane County as a meeting destination and as a sporting event venue.



Convention Leadership Awards

CVALCO and the Lane County Lodging Association presented two Convention Leadership Awards at the 2008 Visitor Industry Celebration.

Awards were presented to recognize the positive impacts that events bring to Lane County and the outstanding local leadership that supports and organizes these events.

Recipients were the Pacific Gospel Music Association and the Eugene Area Chamber of Commerce Greeters.

Tourism Marketing & Visitor Services

Together, the Tourism Marketing & Sales Department and the Visitor Services Department efforts resulted in \$15.3 million in returns. The production of the new Lane County Visitor Guide, a AAA campaign and a Travel Channel Europe project all garnered positive marketing results. Traditional lead sources slowed while unique user sessions on CVALCO's website increased.

Lane County Visitor Guide CVALCO's Lane County Oregon Official Visitor Guide was produced with several major changes. New editorial features on local landmarks, history, culture, art and sustainability greatly enhanced the publication's content. For the first time, the guide was produced with two different cover shots. One cover celebrated "Track Town, USA," capitalizing on Eugene's hosting of the U.S. Olympic Team Trials - Track & Field. A second cover promoted the Oregon Coast with a Florence tidepool image. A total of 120,000 copies of the guide were printed for distribution.

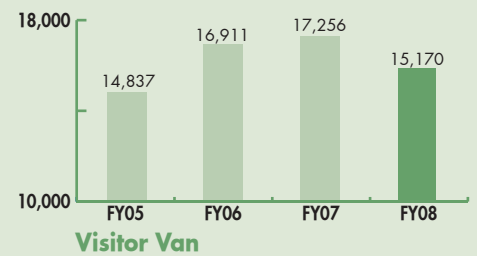
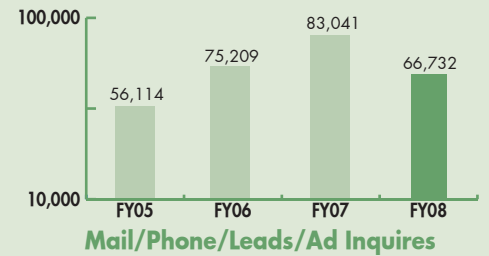
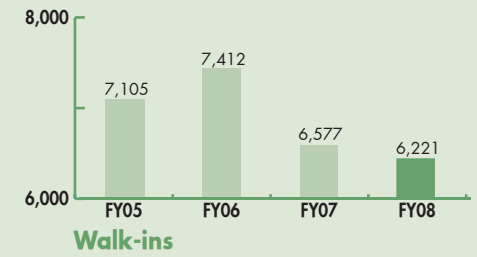
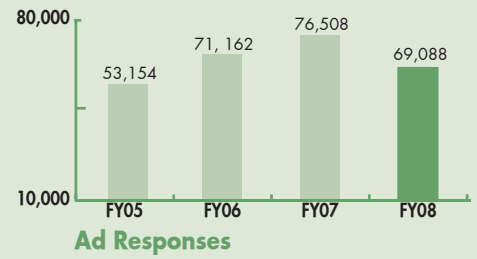
Destination Advertising The Tourism Department launched a multi-tiered, statewide promotional campaign in partnership with AAA. CVALCO hosted AAA travel counselors on a Lane County tour of more than 50 venues. Then, tourism staff visited 16 AAA District Offices throughout Oregon, and one in Boise, Idaho, to educate travel counselors about Lane County. In addition, CVALCO placed ads highlighting the wonders of Lane County in two issues of AAA's Via Oregon/Idaho magazine and incorporated special promotions and giveaways. CVALCO continued ad placements in more than a dozen other publications, online and broadcast sources.

Media Exposure National and international media coverage, valued at \$1,059,751, provided significant exposure for Lane County. Coverage in newspapers, magazines and televised travel shows appeared in a variety of sources including The Boston Globe, Conde Nast Traveler, Northwest Travel magazine, The Oregonian, The San Diego Union-Tribune, Seattle Daily Journal, SkyWest Magazine, Sunset magazine, Travel Oregon magazine and Wine Press NW. Lane County coverage was also featured on the Travel Channel.

Travel Trade Marketing CVALCO reached out to national and international tour groups and suppliers throughout the year. Staff attended the following shows:

- Addison Travel Show, in Vancouver, B.C., Canada
- National Tour Association's Annual Convention, Kansas City, Missouri
- Go West Summit, in Colorado Springs, Colorado
- Expo Vacaciones, in Mexico City, Mexico
- International Tourism Bourse, in Berlin, Germany
- Pow Wow, in Las Vegas, Nevada

Visitor Services Visitor Center operations served 6,221 visitors, while the mobile Visitor Information Van served 15,170 visitors as it traveled to attractions and events throughout the year. Relocation requests made up 3,848 of the overall visitor inquiries.



Travel Channel

In partnership with Travel Oregon, CVALCO embarked on a television project that will promote Lane County to a European audience of more than 48 million viewers. Lane County will be featured in an episode of Travel Channel Europe's series entitled "Oregon Uncovered."

The episode will air in connection with 15 Oregon episodes over a three-year period, reaching viewers in Germany, Belgium, Luxembourg, France, Italy, the United Kingdom and the Netherlands.





Membership Development

The Membership Department implemented a variety of services and programs to help CVALCO members connect with and utilize Lane County's tourism industry. Successful recruitment and retention efforts raised the overall membership level to a record 606 members. During FY08, membership revenues rose to \$143,061. Non-dues revenue, generated primarily through sponsorships and ad sales, generated an additional \$32,337.

Membership Events

Monthly Tourism Forums provided members with educational and networking opportunities through a variety of presentations and programs on tourism-industry topics. Quarterly Tourism Builds Business presentations allowed members to learn how to best utilize their membership benefits available through CVALCO's key departments. Quarterly Membership Spotlights gave members an opportunity to keep CVALCO staff informed about their businesses or organizations. The annual Visitor Industry Celebration showcased CVALCO members and recognized top industry achievers through the presentation of awards.



Membership Outreach

CVALCO staff participated in a variety of outreach trips to member venues throughout all regions of the county, providing opportunities to further connect with members and to experience visitor opportunities first hand.

Integrated Marketing

An Integrated Marketing Department was formed to collectively oversee CVALCO's publications, membership communications and website development through its centralized database system.

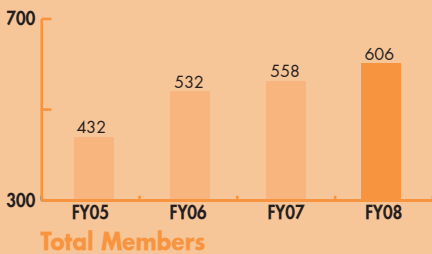
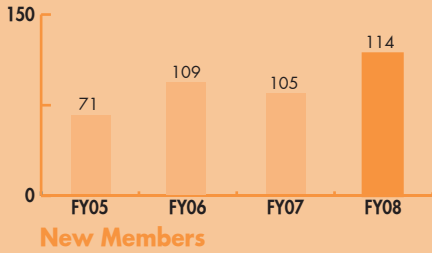
Website & Database Management

Website enhancements relating to design, usability and search engine capabilities continued throughout FY08. Site changes improved opportunities to promote Lane County and its members. The database system provided support to CVALCO's marketing efforts through enhanced data management and tracking systems. CVALCO's site generated 216,444 visits, including 178,879 unique visits during the year.



Publications

CVALCO worked with a new publisher to produce its key publications. The new partnership resulted in a variety of changes, from design elements to increased editorial. During the FY08 period, CVALCO's Visitor Guide, Relocation Guide and Lane County Visitor Map were produced. Preliminary work began on the association's Restaurant Guide and Convention & Meeting Planners Guide.



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 2008 Visitor Industry Celebration.

Golf Lane County

Blue Heron Partnership Award

Lorrie Normann, Sweet Cheeks Winery

Blue Heron Thank You Award

Oregon Truffle Festival

Blue Heron Destination Promotion Award

Eugene 08

Blue Heron Hospitality Award

Northwest Event Management, Barbara Kousky and Tom Jordan

Special Eugene 08 Recognition Award

City of Eugene Employees

Special Eugene 08 Recognition Award

Community Relations

The Community Relations Department worked to generate awareness about CVALCO and Lane County's tourism industry through a variety of projects and outreach efforts. Maintaining CVALCO's position as a media resource and voice for the Lane County visitor industry remained critical components of the program. Awareness efforts were also focused on business and community groups, government and public officials, and local residents.

Local Media Relations & Coverage CVALCO worked closely with Lane County media and generated and/or was utilized as a resource for more than 100 stories and articles related to a variety of industry topics. Topics related to the impacts of the U.S. Olympic Team Trials – Track & Field competition and Eugene 08, Cycle Oregon's travels through Lane County, Lane County's wine industry, local Oregon Bounty events, ESPN's Game Day football visit, Oakridge's Mt. Bike Oregon event, Oregon Country Trails, the Lane County Photo Contest, the AAA travel campaign, the Travel Channel Europe campaign, the Oregon Truffle Festival, hotel/meeting space inventory and development, and the overall impacts of hosting conventions and events.

Electronic Media Particular focus was made on the development of electronic press materials to aid in media coverage surrounding the hosting of the Olympic Trials. During the period, three Visitor Industry Celebration award videos honoring CVALCO members were also produced.

Cooperative Advertising Campaigns CVALCO implemented advertising campaigns during the year to increase exposure for the visitor industry, its members and for Lane County as a destination. New opportunities were developed with Eugene Magazine and Oregon Living Television. CVALCO continued its cooperative television advertising campaign with KMTR-TV and with Eugene Weekly.

Community/Member Outreach CVALCO staff made a concerted effort in partnering with the local community, attending and participating in a record 470 business and community group meetings, events and/or activities. More than 40 presentations to business and community groups were held throughout the year, including special presentations in connection with the hosting of the Olympic Trials and Eugene 08 Festival. CVALCO led efforts in Eugene 08 Festival Booth planning in partnership with the Oregon Track Club and the City of Eugene.

During the period, the community relations director served as president-elect for the board of the Public Relations Society of American's Greater Oregon Chapter and co-chaired the Eugene 08 Public Relations subcommittee.

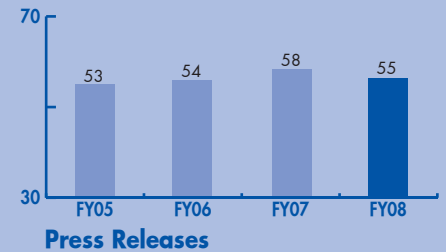
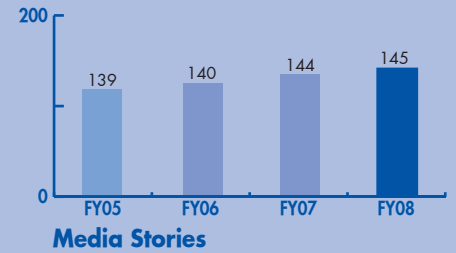
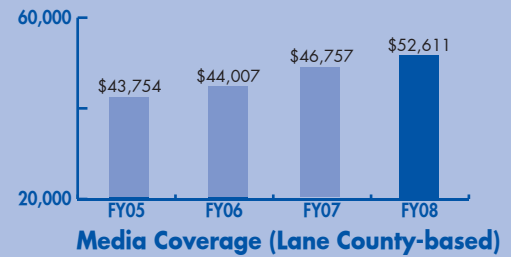


Photo Contest

CVALCO's 4th Annual Lane County Photo Contest expanded with two new exhibit venues, bringing increased exposure to Lane County's scenic sights and CVALCO.

Nearly 400 photo entries were submitted for the contest and placed on display at the Gateway Mall for a two-week public exhibit. Winning photographs were then placed on a two-week display at Eugene and Springfield LibertyBank locations.



The contest secured a total of 75 photos for CVALCO's image collection used for publications, website and editorial purposes. CVALCO issued contest winners more than \$3,000 worth of prizes donated by the generous support of members.

CVALCO Mission

To 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.



Tourism Builds Business

Tourism in Lane County

Travelers to Lane County pumped more than \$573 million into the local economy in 2007. Visitor spending rose 4 percent over last year. The industry employed an estimated 7,570 people and paid out \$143 million in direct earnings in 2007. Travel expenditures generated \$24 million in state and local taxes.

Tourism in Oregon

Travelers to Oregon contributed an estimated \$8.3 billion to the state economy, up 5.2 percent over the previous year. Travel expenditures supported 132,200 jobs (direct and secondary) tied to \$3.3 billion in earnings. Travel spending generated \$320 million in state and local taxes.

Tourism in America

The U.S. travel industry generated \$739.4 billion from domestic and international travelers in 2006. Visitor dollars supported 7.7 million jobs for Americans, with a payroll of nearly \$186 billion, making it one of the nation's largest employers. The industry generated \$116 billion in federal, state and local tax revenues.



For more information, contact:

Convention & Visitors Association of
Lane County Oregon (CVALCO)
754 Olive St.
PO Box 10286
Eugene, OR 97440
541.484.5307 800.547.5445
Fax: 541.343.6335
info@cvalco.org
VisitLaneCounty.org

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