

# 2009 Summer Travel Outlook Survey Results

Survey conducted by: Travel Lane County

Results released: May 5, 2009



TravelLaneCounty.org

**Background:** Travel Lane County conducted the 2009 Summer Travel Outlook Survey between April 17 and May 4, 2009 to collect member feedback on the following questions. Members were asked to share their expectations, current business health, strategies and interest in partnership and programs related to the upcoming summer travel season. The season represents the months of June, July and August.

## 1. What are your **BUSINESS EXPECTATIONS** for the 2009 summer travel season compared to the 2008 season?

30.43 % Expect business to increase  
39.13 % Expect business to decrease  
26.09 % Expect business to stay the same

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

- Getting more well known as a destination
- Partnerships, packages
- Increased marketing and networking
- Increased visibility locally and regionally
- More locals traveling close to home
- Expanded service or product offering

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

### Key comments:

- Bad economy
- No Olympic Trials this year
- Pre-bookings are down

## 4. How would you describe your business/organization's **CURRENT HEALTH** moving into the summer travel season?

13.04 % - Growing  
69.57 % - Stable, but feeling positive  
13.04 % - Stable, but feeling negative  
4.35 % - Declining

## 5. What are your **STRATEGIES** for luring visitors this summer? Check all that apply.

56.52% - Increasing advertising  
47.83 % - Offering special packages or value-added offers  
39.13% - Offering special or discounted rates  
8.70% - Not changing current strategy

(Continue)

## 6. Are you implementing any special programs to attract visitors this summer that you'd like to share with other members?

### Examples:

- Jordan Schnitzer Museum of Art, Oregon Bach Festival and UO Museum of Natural & Cultural History partnering in 3-way regional tourism project.
- Valley River Inn is implementing a new loyalty program.
- Darlings Marina & RV Resort will be adding a pontoon boat rental option to its lineup at Siltcoos Lake to entice more families.
- Willamettans Family Resort is offering a free, first-time visitors pass and promoting discounted events and activities throughout the summer.
- Diamond Wood Golf Course is offering a new twist to their TV advertising campaign.
- Our Daily Bread Restaurant in Veneta is increasing efforts to tie into local farmers to offer more seasonal specials.
- Willamette Pass/Oregon Skyway Gondolas is increasing efforts to work with RV organizations, i.e. Chico RV Club, as well as the National Disc Golf Organization and various mountain bike associations.

## 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 comments:

- Yes! (All but one survey indicated interest in partnerships.)
- We need to work together was the overwhelming sentiment.
- Yes, if opportunities are worthwhile and affordable.
- Interested in local to regional campaigns in scope.

## 8. Have you noticed any customer TRENDS?

### Key observations:

- People booking reservations in a shorter window, 3-5 days out.
- Increased usage of Twitter, Facebook and blogging
- Increased website usage, particularly among locals
- People seeking low-rate, low-fare opportunities
- People seeking local products (food, wine, etc.)
- People wanting to stay closer to home

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Many thanks to all the Travel Lane County members who took the time to participate in this survey. We value and appreciate your input! If you have any questions or comments about the survey, contact Lisa Lawton, Director of Community Relations, Travel Lane County, (541) 743-8762 or [Lisa@TravelLaneCounty.org](mailto:Lisa@TravelLaneCounty.org).

*Travel Lane County is a private, nonprofit association dedicated to economic development through visitor spending. In 2008 visitors to Lane County generated \$580 million in spending for Lane County's economy. Travel Lane County is funded by room tax paid by visitors using area lodging facilities and campgrounds.*