

T.L.C.



September 21, 2011

Board of County Commissioners
Lane County
125 East 8th Avenue
Eugene, OR 97401

Dear Commissioner:

Enclosed please find the FY11 Eugene, Cascades & Coast Annual Report published by Travel Lane County. This report is intended to meet the reporting requirements outlined in our marketing contract with Lane County. Also enclosed is the latest Travel Industry Impacts report, generated annually by Dean Runyan Associates of Portland.

Throughout the program year, Travel Lane County focused on fully implementing the I-5 adjacent Eugene, Cascades & Coast Adventure Center in Gateway, a beautiful and inspiring gateway to the attractions and activities found throughout the region. We also continued to update and expand content, including photos and video, throughout our robust website, known both as www.TravelLaneCounty.org and www.EugeneCascadesCoast.org. Full implementation of social media strands continued with great success, along with the booking of many significant conventions, meetings and sporting events.

Lane County's investment of TRT in generating economic returns from travel and tourism through Travel Lane County returned or will return more than \$23 for every \$1 invested. We remain focused on our mission of attracting overnight visitors to the Eugene, Cascades & Coast region. We are proud to serve the citizens of Lane County in our role of attracting new visitor dollars to the local economy.

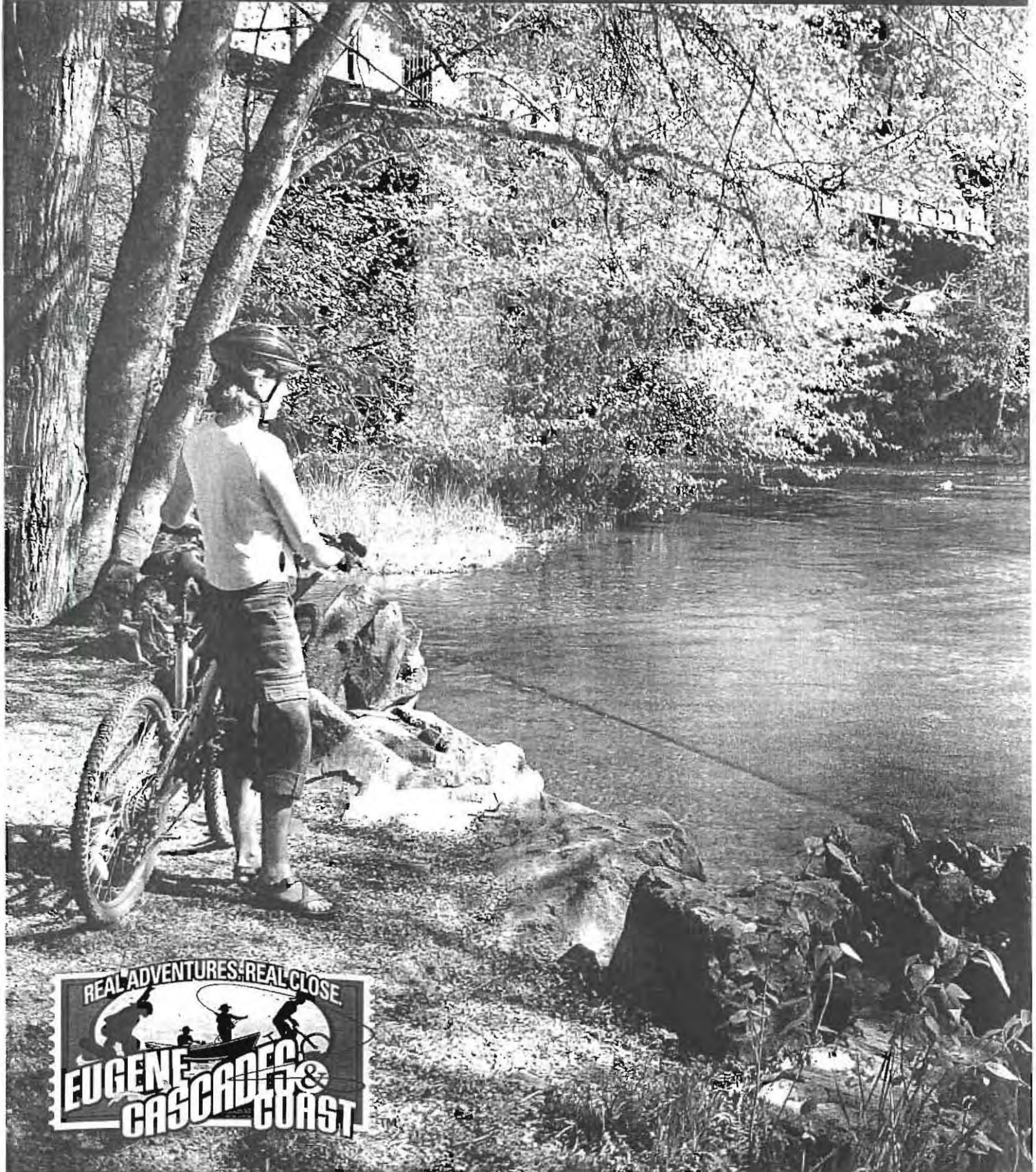
Thank you for your continued support and recognition of our marketing programs. I look forward to reporting to you in person on Tuesday, September 27, 2011.

Sincerely,

Kari Westlund
President & CEO

Annual Report

FY 2011





Board of Directors

FY11 Officers

Maxine Walton, Chair
Willamette Stationers

George Rogers, Treasurer
Valley River Inn

Richard Boyles, Vice Chair
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Group

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Holiday Inn Eugene-
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Julie Johns
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Jacque Betz
Asst. Florence City Manager

Christine Moody
Lane County Administrator

Robert Canaga
Oregon Mozart Players

Jeff Morton
Holiday Inn Express - Eugene

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Curtis Restaurant
Equipment

Michael Newman
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Eugene Airport

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AdverTeising Products &
Promotions

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Randy Dreiling
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Mike Rose
Three Rivers Casino &
Hotel

Kim Godfrey
Oregon Electric Station

Kady Sneddon
Florence Chamber

Renee Grube
City of Eugene, LRCS

John Tamulonis
Springfield Economic
Development

Jody Hall
Hilton Eugene &
Conference Center

Andy Vobora
Lane Transit District

Darin Harbick
Harbick Country Store

Bob Zagorin
Bob Zagorin SW Inc.

David Hauser
Eugene Chamber

President's Message



Travel Lane County's staff and member partners worked throughout the year to book business and provide a high quality experience for visitors throughout the Eugene, Cascades & Coast region. Our brand promise of "Real Adventures. Real Close." was a focus in all of our publications, media, photography and video works. We wove in cultural and culinary themes, urban attractions, and our incredible array of nature based recreation.

Key areas of focus included continuing to build a robust and compelling online presence targeting leisure visitors, meeting and sporting event planners, and delegates. On-line communications increased dramatically, and staff resources have been applied to maintaining a steady on-line and social media presence.

We saw transient room tax and therefore lodging revenues increase this year after two years of decline. Business levels are still far from matching pre-recession numbers, however, and efficiency in our sales efforts continued to be a focus. While leads and room night booking numbers for FY11 look soft, they represent a narrowed effort, with close to 50 regular tournaments removed from our tracking numbers even though they continue to come each year. The team's challenge is to build the market for the region with an emphasis on new and incremental business, while retaining as much annual and repeat business as possible. Our sales numbers reflect the work of just our team; the total scope of bookings for the destination is significantly higher due to the excellent work of our hotel and venue partners.

With a full year in the Adventure Center, we made significant gains in fully implementing this new tool. We continue to work with agencies on directional signage and continue to strengthen programming and retail efforts. Visitor feedback has been very positive, and the Adventure Center is a great asset and point of entry for the Eugene, Cascades & Coast region.

Kari Westlund, President & CEO

Return on Investment: Marketing efforts generated more than \$34.7 million for local communities. For every dollar of room tax invested in Travel Lane County, \$23 in visitor spending came, or will come, back to the Lane County economy. Meanwhile, in-kind contributions totaled \$34,457.

Room Tax: Overall room tax increased 9.7 percent over FY10.

	FY11	FY10	FY09	FY08	FY07
Eugene	9.2%	-9.56%	-5.32%	6.1%	12.5%
Springfield	15.5%	-8.14%	-5.50%	5.5%	6.2%
Florence	2.6%	4.34%	72.8%	.23%	5.4%
Cottage Grove	-8.0%	-8.61%	-1.69%	4.6%	18.7%
Other	10.0%	-3.48%	-29.99%	31.5%	6.6%
Total Tax	9.7%	-7.33%	-6.37%	9.4%	9.9%

Hotel/Motel Occupancy: Countywide rates, January through June 2011, were at 57.4 percent, up 5.9 percent over 2010.

Convention & Sports Marketing

Travel Lane County's sales staff focused efforts on sustainability, government, sports, religious, education, association and military reunion markets, among others, as they worked to generate a direct economic impact of \$21 million in convention and event spending for the local economy.

Staff booked 101 conventions or events representing 95,228 delegates and 35,196 room nights. Among the largest bookings, Acquire the Fire Teen Ministries, representing 2,500 delegates; and a Neighborhoods USA Conference, representing 750 delegates. Site tours for planners also resulted in the following confirmations: Savvy Cycling, Pacific Sports' Triathlon Eugene, USS Bunch, USS Caperton, USS Casimir Pulaski, National Association of Collegiate Concessionaires and Western States Land Commissioners Association.



Travel Lane County provided services to 267,020 delegates of local conferences and events, from on-site registration help and information booths to website publicity and delegate welcome signs and gifts. Planners were also connected to local products and services via leads to members.

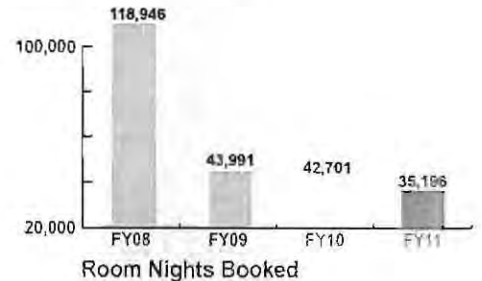
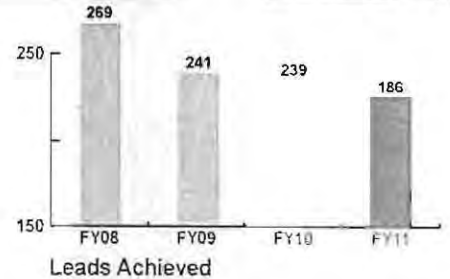
Sales staff met with meeting and event planners across the U.S. at various trade shows including: Overseas Brats Homecoming (military reunions) in Washington, D.C.; Smart Mart (all markets) in Anaheim, CA; Connect Marketplace (all markets) in Louisville, KY; Small Market Meetings Conference (all markets) in Shreveport, LA; Rejuvenate (religious) in Louisville, KY; TEAMS (sports) in Charlotte, NC; Oregon Society of Association Management (associations) in Portland, OR; Meeting Professionals International Orange County Chapter in Dana Point, CA; AIBTM (association, corporate, incentive) in Baltimore, MD; and Eugene Chamber Greeters Expo in Eugene.

A successful e-newsletter program provided planners with information about local convention/event news and developments. Increased social media outreach connected staff with planners and delegates/participants through LinkedIn, Twitter and Facebook.

With emphasis on the sports market, Travel Lane County attended the TEAMS 2010 trade show and remained active in the National Association of Sports Commissions and the Oregon Sports Authority. Initial work began to develop Eugene, Cascades & Coast Sports, a sports commission for Lane County, which included the formation of an advisory committee, logo design work and an implementation plan. The launch of Eugene, Cascades & Coast Sports is a key priority for FY12.



Advertising was placed in Sports Destination Management, Sports Travel Magazine, Smart Meetings, Small Market Meetings and SportsEvents Magazine, while editorial assistance pitches generated \$24,146 in media coverage within meeting and sports publications.



2011 Eugene, Cascades & Coast Convention & Sports Leadership Awards

Travel Lane County and the Lane County Lodging Association presented leadership awards to local groups and individuals responsible for generating business that brought significant overnight visits to Lane County.

Oregon Association of Rowers
Leadership Award

Laura Brinn, Federal Court Clerks Association
Convention Leadership Award

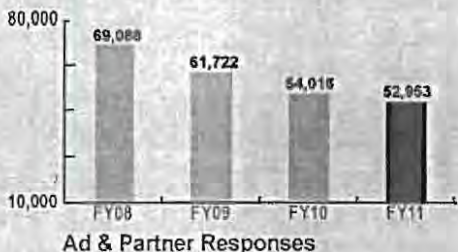
Greg Evans, American Public Transportation Association
Convention Leadership Award

New Development

Opportunities to host more citywide events and larger-scale conferences increased with the opening of the new 149-room Hilton Garden Inn in the Gateway area and the Matthew Knight Arena at the University of Oregon.

Tourism Marketing & Sales

Marketing efforts used to attract both group tour and independent leisure travelers resulted in \$13,698,148 in economic returns.



Media Coverage

News releases, press trips and editorial assistance generated \$387,854 in destination coverage in newspapers, guidebooks, online blogs, and travel/lifestyle and adventure-related magazines. The region was also featured on Travel Channel Europe's "Oregon Uncovered" series, which reached 96-million viewers.

Film & Video

Travel Lane County assisted with various film and video productions that took place in the region, including projects in connection with Animal Planet, Antiques Roadshow, Pickers LLC, Travel Oregon, U.S.A. Track & Field and the Education Broadcast System of Korean.

Fall Foliage Outreach

The Oregon Fall Foliage Blog received more than 25,000 views in 2010, up 79% over 2009.

Fall foliage outreach significantly increased traffic to Travel Lane County's Oregon Fall Foliage blog and website. Exposure in AOL Travel, Budget Travel, CNN Travel and Sunset magazine, as well as Travel Lane County's "Fall Photo of the Day" Flickr group drove visits.

A Travel Lane County ad on the blog, featuring Fall Deals from several members, was the blog's most-clicked link. Valley River Inn's "Autumn in the Vineyard" package, was also featured in AOL Travel's "Fall Foliage Packages to Book Now" offer.

Twitter Game

A successful Twitter game, implemented at the 2011 Oregon Governor's Conference on Tourism, prompted delegates to explore regional destinations, post photos and share experiences. The game resulted in local media coverage, hundreds of tweets about the Eugene, Cascades & Coast region and 100 new Twitter followers.

Travel Oregon, the Oregon Coast Visitors Association and the Willamette Valley Visitors Association partnerships helped generate 43,521 requests or leads for information, which were fulfilled with the Eugene, Cascades & Coast Visitor Guide. As a result of direct destination advertising, Travel Lane County tracked 9,432 replies and an additional 6,167 visits to TravelLaneCounty.org. Top lead generators included online listings on GoOregon.com, GoDucks.com, TravelOregon.com and the Oregon Spring newspaper insert. Print ads placed in AAA Oregon/Idaho, Northwest Travel, The Oregonian, Outdoors NW, Sunset magazine, Travel Oregon Visitor Guide and online ads on Oregonlive.com, The Oregonian, Oregon Fall Foliage blog and TravelOregon.com contributed to additional inquiries.



Like Allison Park likes this.



Participation in Travel Oregon's Adventurecation campaign on Facebook successfully grew brand awareness. Participants visiting the custom Facebook tab could enter to win a Eugene, Cascades & Coast Adventurecation, view photos, outdoor events, link to regional activities and the TravelLaneCounty.org lodging page. The campaign, which included Facebook co-op ads with Travel Oregon, increased Eugene, Cascades & Coast Facebook fans from 1,289 to 11,263, an increase of 774 percent within two months.

Travel Lane County participated in Go West (Boise); the Oregon Governor's Conference on Tourism's tour and travel "Power Dating" session (Eugene); and a sales mission to Vancouver, B.C. in partnership with the Willamette Valley Visitors Association to attract group tour travel and international FIT business to the region. Travel Lane County also leveraged partnerships through the Oregon Tour & Travel Alliance and with members to showcase the Eugene, Cascades & Coast region to domestic and international clients.

Oregon Fall Foliage



Travel Lane County teamed up with Travel Oregon and Central and Southern Oregon Visitors Associations at the 2011 Sunset Magazine Celebration (San Francisco Bay Area). Staff interacted with hundreds of attendees and 460 people filled out requests to receive more information. During the trip, staff visited six AAA offices to promote the region to travel counselors and deliver visitor guides and maps.

The McKenzie River region was chosen to participate in Travel Oregon's Rural Tourism Studios program this year, designed to bolster local economies through sustainable tourism development. Workshops centered on nature-based tourism, cycling tourism, cultural heritage tourism and agri-tourism. More than 70 people attended.

Travel Lane County participated in Oregon Bounty, providing culinary content for the culinary website, Food.TravelOregon.com, and Travel Oregon's culinary e-newsletter.

Visitor Services

Travel Lane County staff personally assisted 18,616 visitors and residents during FY11. Of those visitor interactions, 9,553 walk-in visits were received at Travel Lane County's downtown Eugene location and at the Adventure Center in Springfield, and 9,063 visits were made to the mobile visitor van, which traveled to attractions and events across the region.

Travel Lane County distributed more than 58,480 visitor guides to hotels, information centers and welcome centers across the state, as well as the Portland International Airport. Distributions accounted for an estimated economic impact of \$2,930,015.

Visitors continued to be impressed by the quality of the space and service provided at the Eugene, Cascades & Coast Adventure Center and are thrilled to find a staffed center, especially on weekends and holidays.

Special events or presentations held at the Adventure Center drew nearly 500 people, providing opportunities to introduce and showcase the center to locals and visiting guests. Tuesday Tastings offered complimentary wine, brew and food tastings, as well as opportunities to learn about culinary offerings in the region. Kids' Adventure Club Family Day Events welcomed families for activities and presentations about local recreation and events. Travel

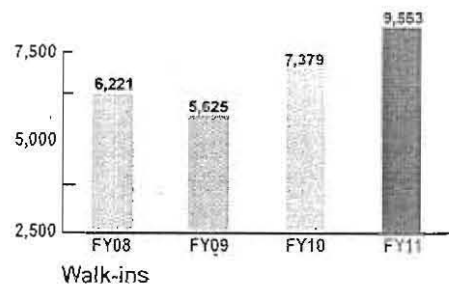
Lane County staff, members and clients also used the center for meetings and events, which included a MOPAN film workshop, REI mountain biking clinic and a Vancouver, B.C. tour operators breakfast. Delegates of this year's Oregon Governor's Conference on Tourism, held in Eugene, were also invited to the center to learn about its innovative programs.



promoted through a rack card stocked at rest areas and distributed through the visitor van. Staff also distributed cards at LTD shuttle stops before a football game and to hotel properties in the University and Gateway areas on UO move-in day.

During the year, the Adventure Center became a TicketsWest outlet providing opportunities for visitors to purchase tickets to events at Matthew Knight Arena, Cuthbert Amphitheater, McDonald Theater and the Oregon Country Fair. The Adventure Center was added to the TicketsWest webpage, as well as the Cuthbert Amphitheater and the Oregon Country Fair websites, providing increased awareness and visits to the center.

Retail sales were on target with the number of visitors to the center. Deals were promoted via e-news communications and signage. Repeat customers were generated during the first holiday season.



Top Geographic Markets*

U.S.

Oregon
California
Washington
Arizona
Colorado
Texas
Idaho
Florida
Nevada
Montana

International

Canada
Germany
Australia
United Kingdom
France
New Zealand
Switzerland
Japan
The Netherlands
Spain

*Based on visits to Travel Lane County's visitor centers and van.



Visitor Guide & Map

The Official Eugene, Cascades & Coast Visitor Guide (120,000 printed) featured an enhanced services and relocation section. The visitor map (185,000 printed) was inserted in the guide and printed for individual distribution. View guide at: www.TravelLaneCounty.org/visitor-guide

[TravelLaneCounty.org/visitor-guide](http://www.TravelLaneCounty.org/visitor-guide)

RV Outreach

Travel Lane County joined the Oregon RV Alliance (ORVA) as a founding member to cooperatively explore the RV niche for future marketing efforts. The Alliance has traveled to several shows and has seen immediate success in bringing repeat and new visitors to the Eugene, Cascades & Coast region.

Frontline Trainings

Staff partnered in and led frontline trainings across the state, including those associated with the Western Association of Convention & Visitor Bureaus, the Willamette Valley Interagency Frontliners Conference, Oregon Welcome Center/ Visitor Center Trainings and the "We Speak Oakridge" program.

TicketsWest

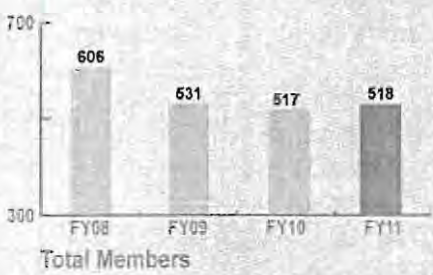
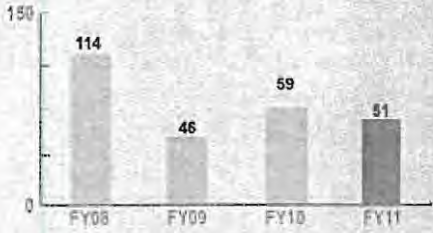


Membership

During the year, 518 member businesses partnered with Travel Lane County, providing visitors with quality products and services, and contributing to the overall success of Lane County's visitor industry.

Annual membership dues accounted for \$126,657 in revenue, a 13 percent increase over last fiscal year.

Member Orientations and Member Spotlights provided members networking and educational opportunities. Travel Lane County's Member Updates and Tourism Industry News e-newsletters kept members informed of marketing opportunities and industry news. Leads were also available to members via Travel Lane County's work with conventions, tour operators and media.



Visitor Industry Celebration

Businesses, organizations and individuals received recognition for their outstanding contributions and dedication to Lane County's visitor industry at the 2011 Visitor Industry Celebration.

Eugene, Cascades & Coast Award Winners:

Matthew Knight Arena, UO
Destination Award

City of Cottage Grove
Partnership Award

Jordan Scitzer Museum of Art
Enrichment Award

Cody Perston, Hilton Eugene & Conference Center
Hospitality Award

Robert Canaga
Appreciation Award

See awards videos at:
TravelLaneCounty.org/award-winners

Integrated Marketing

Efforts focused on enhancing and maintaining Travel Lane County's new website, with emphasis on keeping the site mobile-friendly, optimized for search engine capabilities and populated with fresh content.

With 194,111 visits and 176,496 unique visits during the year, the top visited pages, besides the home page, included the event calendar, activities and lodging pages, and the Eugene/Springfield content pages.



Most domestic website visits originated from Oregon, California, Washington, Texas and Arizona, while international visits to the website came from Canada, the United Kingdom, Germany and Japan.

In addition to exposure on Travel Lane County's website, members were promoted in key visitor publications, including the Eugene, Cascades & Coast Official Visitors Guide, Restaurant Guide and the new Adventure Guide launched in November. The 28-page Adventure Guide is wildly popular, and features routes and adventure access points throughout Eugene, Cascades & Coast.

All Eugene, Cascades & Coast publications are made available online, in either downloadable or interactive formats.



- Brand overview:** TravelLaneCounty.org/brand
- Adventure Guide:** TravelLaneCounty.org/adventure-guide
- Restaurant Guide:** TravelLaneCounty.org/restaurants

Community Relations

New community outreach and media campaigns increased opportunities to gain exposure and connect with local audiences throughout the year.

A newly produced television ad, showcasing the Adventure Center and outdoor recreation, aired on KVAL, KEZI and KMTR. Ads linking to TravelLaneCounty.org were also placed on station websites.

Earned television, radio and newspaper coverage about Travel Lane County or the local visitor industry, generated through news releases, e-newsletters and media interviews, was valued at \$53,288.



Coverage included news about the Adventure Center, Kids' Adventure Club, Tuesday Tastings, Travel Lane County guides, Oregon RV Alliance, Governor's Conference on Tourism, the Matthew Knight Arena, fall foliage promotions, community events, impacts of visitor spending and conventions and sporting events, like the Pan-American Maxibasketball Championships and the USA Track and Field Championships.



Coast region.

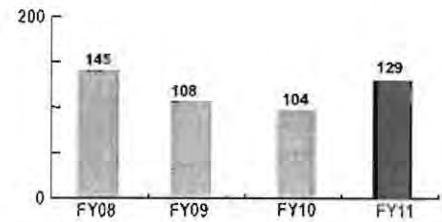
New media partnerships were formed increasing exposure for Travel Lane County, its members and the region. Travel Lane County teamed up with KEZI's "Wake Up & Win" promotion and KMTR's "All in a Day's Drive" campaign, a series of television features highlighting adventure experiences in the Eugene, Cascades &

A partnership with KUGN radio continued providing weekly on-air opportunities to promote community events and the Eugene, Cascades & Coast Adventure Center. Partnerships with Eugene Weekly and Eugene Magazine facilitated discounted advertising opportunities for members.

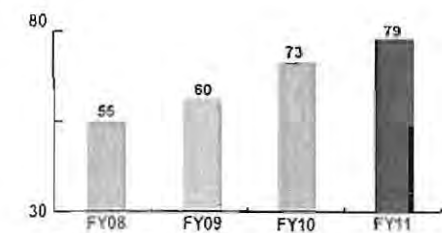
An online, adventure-themed Eugene, Cascades & Coast Photo Contest was launched for a second year utilizing Travel Lane County's website and Flickr. The contest promoted Travel Lane County's new brand, reached the local community and generated dozens of images for marketing and editorial purposes. Travel Lane County members donated nearly \$2,000 in prizes. Travel Lane County also sponsored the Lane County Fair Photo Contest, which provided additional images for promotional purposes.



Opportunities to share and recognize the visitor industry's impacts, programs and accomplishments were communicated through Tourism Industry E-newsletters, the production of annual award videos, 49 community presentations and staff attendance at 274 business and civic meetings and events.



Media Stories



Press Releases

Kids' Adventure Club

A new Eugene, Cascades & Coast Kids' Adventure Club was launched.

Nearly 300 kids and families gathered for quarterly Family Day events at the Adventure Center and joined the club mailing list to receive e-newsletters showcasing family events, attractions and activities in the region.



Partners included the Willamette National Forest, Cascades Raptor Center, Willamette Pass Resort, Hoodoo Recreation & Ski Area, KEZI's Chief Meteorologist Justin Stapleton, Territorial Seed Company, Lane County Audubon Society, Willamalane Park and Recreation District, Sand Master Park, A. Helfrich Outfitter, Eugene Emeralds and Oregon State Parks.

A Flickr Family Day photo gallery was created to showcase and share event images.

Kids' Club: TravelLaneCounty.org/family-fun

Travel Lane County Mission

To increase the number of overnight visitors to the Eugene, Cascades & Coast region for the benefit of its members and all businesses and citizens who depend on a strong Lane County economy.

Eugene, Cascades & Coast Travel Impacts

Visitors spent an estimated
\$536 million in 2010, supporting
a variety of businesses and jobs.

Food Service

\$151 million

Accommodations

\$104 million

Retail Sales

\$83 million

Arts, Entertainment & Recreation

\$74 million

Local Transportation & Fuel

\$67 million

Food Stores

\$57 million

State & Local Tax Revenues

\$24 million

Jobs

8,480

Direct Earnings

\$161 million

Source:

Lane County Travel Impacts
Dean Runyan Associates

Eugene Airport FY11

Arrivals: 392,551
up 8.89% over FY10

Amtrak Cascades FY11

Arrivals/Departures: 130,432
up 23% over FY10



For more information, contact:

Travel Lane County

541.484.5307 | 800.547.5445

Info@TravelLaneCounty.org | TravelLaneCounty.org

Adventure Center 3312 Gateway St., Springfield
Downtown Visitor Center 754 Olive St., Eugene | PO Box 10286, Eugene, 97440

Staff directory available at:
www.TravelLaneCounty.org/staff

Lane County Travel Impacts and Visitor Volume

1991-2010p Economic Impacts

2008-2010p Overnight Visitor Volume

2010p Average Overnight Visitor Spending

Final

Prepared by Dean Runyan Associates
May 6, 2011

Lane County Travel Trends, 1991-2010p

	Spending (\$Million)	Earnings (\$Million)	Employment	Tax Receipts (\$Thousand)		
				Local	State	Total
1991	364.7	90.9	7,880	2,279	9,219	11,498
1992	381.4	93.7	7,600	2,497	9,871	12,368
1993	408.8	98.8	7,720	3,673	10,487	14,160
1994	421.4	103.1	7,820	4,097	10,963	15,060
1995	434.4	107.6	7,820	4,324	11,260	15,583
1996	454.8	112.0	7,870	4,593	11,409	16,002
1997	466.9	115.8	7,750	4,782	11,586	16,369
1998	469.9	119.2	7,830	4,905	11,687	16,592
1999	482.7	121.4	7,680	5,048	11,859	16,906
2000	515.4	125.4	7,790	5,167	12,441	17,608
2001	520.0	127.8	7,950	5,193	12,554	17,747
2002	532.4	133.2	8,100	5,464	12,739	18,203
2003	525.6	131.6	7,860	5,311	12,793	18,104
2004	563.5	138.2	8,080	5,648	13,905	19,553
2005	604.2	146.7	8,300	6,538	14,717	21,255
2006	658.0	154.5	8,450	7,193	15,494	22,687
2007	678.1	166.6	8,970	7,684	16,245	23,928
2008	711.1	175.5	9,380	7,982	16,946	24,927
2009	670.9	160.3	8,440	7,442	15,696	23,138
2010p	740.7	161.3	8,480	7,366	16,207	23,574
<i>Annual Percentage Change</i>						
09-10p	10.4%	0.6%	0.6%	-1.0%	3.3%	1.9%
91-10p	3.8%	3.1%	0.4%	6.4%	3.0%	3.9%

**Lane County
Travel Impacts, 2000-2010p**

	2000	2002	2004	2006	2008	2009	2010p
Total Direct Travel Spending (\$Million)							
Destination Spending	416.8	445.0	463.8	517.1	561.1	505.5	536.0
Other Travel*	98.5	87.4	99.7	140.9	150.0	165.5	204.7
Total Direct Spending	515.4	532.4	563.5	658.0	711.1	670.9	740.7
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	74.6	78.8	83.4	101.4	116.4	98.4	103.8
Food Service	109.7	120.9	126.2	139.6	150.0	143.1	150.9
Food Stores	43.7	48.1	50.1	51.4	58.2	55.3	57.0
Local Tran. & Gas	39.9	39.2	48.1	62.3	75.8	57.5	66.9
Arts, Ent. & Rec.	66.8	71.4	73.1	76.2	77.5	72.3	74.4
Retail Sales	82.2	86.4	82.9	86.2	83.2	78.9	83.0
Destination Spending	416.8	445.0	463.8	517.1	561.1	505.5	536.0
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	78.7	85.5	89.5	101.5	116.5	107.4	107.5
Arts, Ent. & Rec.	19.5	20.9	21.0	22.3	26.5	24.5	25.2
Retail**	15.2	15.7	16.4	17.0	18.8	17.7	18.0
Ground Tran.	2.6	2.8	2.9	3.2	3.4	3.3	3.2
Other Travel*	9.4	8.2	8.5	10.5	10.2	7.4	7.4
Total Direct Earnings	125.4	133.2	138.2	154.5	175.5	160.3	161.3
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	4,550	4,830	4,820	5,030	5,530	5,000	4,940
Arts, Ent. & Rec.	1,960	2,050	1,990	2,090	2,480	2,270	2,400
Retail**	790	800	790	790	860	780	780
Ground Tran.	120	120	120	120	130	120	110
Other Travel*	380	310	360	420	390	260	250
Total Direct Employment	7,790	8,100	8,080	8,450	9,380	8,440	8,480
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	5.2	5.5	5.6	7.2	8.0	7.4	7.4
State Tax Receipts	12.4	12.7	13.9	15.5	16.9	15.7	16.2
Total Local & State	17.6	18.2	19.6	22.7	24.9	23.1	23.6

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, ground transportation spending and related impacts for travel to other Oregon visitor destinations, and travel agencies. **Retail includes gasoline.

Lane County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2000-2010p

	2000	2002	2004	2006	2008	2009	2010
All Overnight	300.3	318.4	333.1	377.9	431.5	383.0	407.5
Hotel, Motel	167.1	176.6	187.5	223.8	257.3	217.7	232.0
Private Home	102.7	108.2	114.2	123.8	135.3	127.4	136.9
Other Overnight	30.5	33.6	31.3	30.3	38.9	37.9	38.6
Campground	27.0	29.9	27.4	26.1	34.3	33.4	34.0
Vacation Home	3.5	3.6	3.9	4.2	4.7	4.6	4.7
Day Travel	116.5	126.6	130.7	139.2	129.6	122.5	128.5
Spending at Destination	416.8	445.0	463.8	517.1	561.1	505.5	536.0

Average Expenditures for Overnight Visitors, 2010p

	Travel Party		Person		Party Size	Length of Stay (nights)
	Day	Trip	Day	Trip		
Hotel, Motel	\$312	\$573	\$132	\$242	2.4	1.8
Private Home	\$75	\$226	\$30	\$92	2.5	3.0
Other Overnight	\$68	\$202	\$20	\$60	3.4	3.0
All Overnight	\$130	\$339	\$50	\$130	2.6	2.6

Overnight Visitor Volume, 2008-2010p

	Person-Nights (000)			Party-Nights (000)		
	2008	2009	2010	2008	2009	2010
Hotel, Motel	1,923	1,684	1,757	813	712	743
Private Home	4,430	4,275	4,502	1,795	1,733	1,825
Other Overnight	1,930	1,928	1,929	570	570	570
All Overnight	8,283	7,888	8,189	3,178	3,014	3,137

	Person-Trips (000)			Party-Trips (000)		
	2008	2009	2010	2008	2009	2010
Hotel, Motel	1,048	918	958	443	388	405
Private Home	1,469	1,418	1,493	595	574	605
Other Overnight	644	644	644	191	191	191
All Overnight	3,160	2,980	3,094	1,229	1,154	1,201

**East Lane County
Travel Impacts, 2000-2010p**

	2000	2002	2004	2006	2008	2009	2010p
Total Direct Travel Spending (\$Million)							
Destination Spending	335.7	358.0	372.8	421.8	460.9	410.3	437.9
Other Travel*	96.1	85.2	97.7	138.5	146.8	163.3	202.3
Total Direct Spending	431.7	443.3	470.5	560.3	607.6	573.6	640.3
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	65.4	69.4	73.4	90.7	102.0	85.2	90.1
Food Service	87.4	96.5	100.7	112.6	122.1	115.3	122.4
Food Stores	32.7	36.0	37.3	38.5	44.5	41.9	43.6
Local Tran. & Gas	34.9	34.5	42.0	54.5	66.6	50.4	58.7
Arts, Ent. & Rec.	51.3	54.8	55.3	58.3	59.5	55.1	57.1
Retail Sales	64.0	66.9	64.2	67.4	66.2	62.3	66.0
Destination Spending	335.7	358.0	372.8	421.8	460.9	410.3	437.9
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	64.9	70.6	74.0	84.9	97.1	88.7	89.2
Arts, Ent. & Rec.	15.0	16.1	15.9	17.1	20.4	18.7	19.4
Retail**	11.8	12.1	12.6	13.1	14.8	13.9	14.1
Ground Tran.	2.3	2.5	2.6	2.9	3.1	2.9	2.8
Other Travel*	8.4	7.4	7.9	9.9	9.4	6.8	6.9
Total Direct Earnings	102.4	108.7	112.9	127.9	144.8	130.9	132.4
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	3,740	3,980	3,980	4,200	4,600	4,130	4,100
Arts, Ent. & Rec.	1,510	1,570	1,510	1,600	1,900	1,730	1,840
Retail**	610	610	610	610	670	610	620
Ground Tran.	110	110	110	110	120	110	100
Other Travel*	340	270	340	400	360	240	230
Total Direct Employment	6,300	6,550	6,540	6,920	7,660	6,820	6,890
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	4.9	5.2	5.4	6.8	7.6	6.9	6.8
State Tax Receipts	10.7	10.9	12.0	13.4	14.7	13.5	14.0
Total Local & State	15.6	16.1	17.3	20.3	22.3	20.5	20.8

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, ground transportation spending and related impacts for travel to other Oregon visitor destinations, and travel agencies. **Retail includes gasoline.

**West Lane County
Travel Impacts, 2000-2010p**

	2000	2002	2004	2006	2008	2009	2010p
Total Direct Travel Spending (\$Million)							
Destination Spending	81.1	86.9	91.0	95.3	100.2	95.2	98.0
Other Travel*	2.5	2.2	2.0	2.5	3.3	2.2	2.4
Total Direct Spending	83.6	89.1	93.0	97.8	103.5	97.4	100.4
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	9.2	9.4	9.9	10.7	14.4	13.1	13.8
Food Service	22.3	24.5	25.5	27.0	27.9	27.8	28.5
Food Stores	11.0	12.1	12.8	12.9	13.7	13.4	13.4
Local Tran. & Gas	5.0	4.8	6.2	7.8	9.2	7.1	8.2
Arts, Ent. & Rec.	15.4	16.6	17.8	18.0	18.0	17.2	17.2
Retail Sales	18.1	19.5	18.7	18.8	17.0	16.6	16.9
Destination Spending	81.1	86.9	91.0	95.3	100.2	95.2	98.0
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	13.8	14.9	15.5	16.6	19.3	18.7	18.3
Arts, Ent. & Rec.	4.5	4.9	5.1	5.3	6.2	5.8	5.8
Retail**	3.5	3.6	3.8	3.8	4.0	3.9	3.8
Ground Tran.	0.3	0.3	0.3	0.3	0.3	0.4	0.4
Other Travel*	1.0	0.8	0.6	0.6	0.8	0.5	0.5
Total Direct Earnings	23.0	24.5	25.3	26.6	30.7	29.3	28.8
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	810	850	840	830	920	880	840
Arts, Ent. & Rec.	450	480	490	490	570	540	560
Retail**	180	180	180	180	180	170	170
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	40	30	20	20	30	20	20
Total Direct Employment	1,490	1,550	1,540	1,540	1,720	1,620	1,590
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.3	0.3	0.3	0.3	0.3	0.5	0.6
State Tax Receipts	1.8	1.8	2.0	2.1	2.3	2.2	2.2
Total Local & State	2.0	2.1	2.2	2.4	2.6	2.7	2.8

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, ground transportation spending and related impacts for travel to other Oregon visitor destinations, and travel agencies. **Retail includes gasoline.