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Convention &  
 Visitors Association  
**Lane  
 County  
 OREGON**

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March 3, 2008

Board of County Commissioners  
 Lane County  
 125 East 8<sup>th</sup> Avenue  
 Eugene, OR 97401

Dear Commissioner:

Enclosed please find the FY08 Semi-Annual Report published by the Convention & Visitors Association of Lane County Oregon. This report is intended to meet the mid-year reporting requirements outlined in our marketing contract with Lane County.

Included on page three is an executive summary, which gives a quick overview of our achievements during the first half of the program year, July 1, 2007 through December 31, 2007. We achieved strong results in all program areas for the period. There remains much work to be done, however, and we remain very focused on our mission of attracting overnight visitors to Lane County.

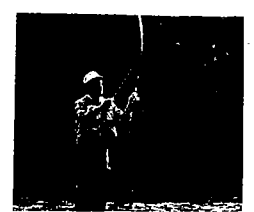
I am grateful for the hard work of the staff here at CVALCO. We are all very proud to serve the citizens of Lane County in our role of attracting new visitor dollars to the local economy.

I look forward to discussing this report with you in person on March 12, and answering any questions you may have. Thank you for your continued support and recognition of our marketing programs.

Sincerely,

*Kari Westlund*

Kari Westlund  
 President & CEO



**See All of Oregon in Lane County**

# FY08 Semi-Annual Report

July 2007 - December 2007

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## **President's Message**

*Kari Westlund, CVALCO President/CEO*

The visitor industry in Lane County remains robust, with strong returns generated through CVALCO's sales and marketing programs, and continued growth in room tax collections from every jurisdiction through the county.

The first half of the program year marks one of our strongest six-month periods ever, with opportunities for even further improvement in the future. Success with booking future track and field events is most notable, but we've seen strong interest from other sports sectors as well.

At the same time, we continue to witness competition from other in-state markets with new conference and convention centers, most notably Salem, Bend, and Portland. The amount of conference and convention business booked into Eugene and Springfield is not what it once was, and not what it should be for the second largest metro area in Oregon. Hospitality infrastructure development remains imperative if the Eugene and Springfield area is going to attract new conferences and conventions. The new Three Rivers Casino & Hotel development will help the coastal region of Lane County attract meeting business, and the Village Green Resort in Cottage Grove is attracting meeting business to south Lane County.

CVALCO's membership is at an all-time high, showing solid collaboration across the county and support from the private sector for our work in generating new dollars for the local economy and new customers for a wide array of businesses.

Our downtown visitor center numbers continue to dwindle. We want to strengthen our ability to have direct contact with visitors during their stay here. Identifying the best location for our visitor center, establishment of a Travel Plaza proximate to I-5, upgrades to our mobile van program, and stronger ties with chamber visitor centers are all opportunity areas for us.

As we try to move to an even stronger level of return on investment for the county economy, CVALCO is facilitating a countywide process with stakeholders on strategic branding. We want to continue to strengthen our working relationship with individual communities and ensure a cohesive and collaborative destination marketing message for Lane County that generates strong visitation to all locales.

## Executive Summary

Overall Returns: \$64,642,223      Room Tax Investment: \$633,376      Ratio: 102:1

For every dollar of room tax invested by Lane County in CVALCO, an estimated \$102 in visitor spending came or will come to the county economy. This is an estimate of direct expenditures; no multipliers are incorporated. In addition to \$97,831 in private dollar revenues, CVALCO generated \$866,189 in media and public relations exposure and \$19,387 in in-kind support, extending the reach of its budget.

Convention Sales	Jul-Dec '07	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	Jul-Dec '03
Leads Achieved	131	106	86	62	86
Room Nights Booked	97,070	30,322	57,859	33,247	22,428
Delegates Booked	343,409	133,873	230,932	173,231	51,558
Est. Economic Impact	\$55.7 million	\$18.9 million	\$29.3 million	\$18.4 million	\$12 million

Tourism Sales	Jul-Dec '07	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	Jul-Dec '03
Ad Inquiries/Regional Coops	27,598	33,130	29,269	16,803	25,180
Media Coverage (non-local)	\$836,864	\$159,777	\$592,511	\$306,430	\$521,456

Visitor Services	Jul-Dec '07	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	Jul-Dec '03
Walk-ins	3,570	3,827	4,505	4,003	4,489
Mail/Phone/Ad Inquiries	31,446	35,679	32,468	20,010	28,394
Visitor Van	<u>7,517</u>	<u>10,509</u>	<u>8,279</u>	<u>9,495</u>	<u>9,938</u>
Total	42,533	50,015	45,252	33,508	42,821

Web Site	Jul-Dec '07	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	Jul-Dec '03
Unique Visitors	76,668*	51,248	n/a	n/a	n/a

\*Beginning in July 07 CVALCO began using Google Analytics as a new tracking method to more accurately reflect visits to CVALCO's website. Due to the new system, year-to-year comparisons beyond FY06 are unavailable.

Membership	Jul-Dec '07	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	Jul-Dec '03
New Members	65	58	55	21	37
Total Membership	600	562	469	403	407

Community Relations	Jul-Dec '07	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	Jul-Dec '03
Media Coverage (local)	\$22,860	\$24,992	\$21,110	\$16,084	\$12,085
Press Releases	27	28	28	16	23
Media stories	55	66	64	58	49
Presentations	11	8	16	12	10

## Travel and Tourism: An Economic Generator

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### Return on Lane County Room Tax Investment in CVALCO

While not all of CVALCO's marketing efforts are quantifiably measurable in the returns they provide, CVALCO is able to measure many of its programs. Summarizing those programs measured for quantifiable returns, an investment of \$633,376 by Lane County into CVALCO secured over \$64,642,223 in current and future economic impact to the county during the first half of the FY08.

Private businesses contributed \$19,387 in in-kind donations, \$74,098 in dues, and \$33,214 in program support, to leverage Lane County's investment and increase CVALCO's overall effectiveness. Interns and volunteers contributed \$2,961 in labor, and media efforts extended the reach of CVALCO's budget by another \$866,189 for the six-month period.

### Tourism in Lane County

Lane County is continuing to experience growth in visitor spending. Overall, travel spending in Lane County reached \$553 million in 2006, up 7.5 percent from 2005.<sup>2</sup> The visitor industry in Lane County is made up of many small and medium-sized businesses. Together, they employed an estimated 7,570 people and paid out \$138 million in wages in 2006.<sup>3</sup>

### Tourism in Oregon

Travelers to Oregon contributed \$7.9 billion directly to the state economy, up 7 percent over 2005. The industry directly supporting 90,320 jobs with earnings of \$1.9 billion.<sup>4</sup>

### Tourism in America

Travel and tourism generated \$699.9 billion<sup>5</sup> in travel expenditures in 2006, up 7.1 percent over 2005. Tourism supported 7.5 million jobs for Americans, with a payroll of \$177 billion, making it one of America's largest employers. It also generated \$109.4 billion in federal, state, and local tax revenue.

### CVALCO: A Private-Public Partnership

A recognized visitor industry leader, CVALCO partners with business, civic, government, and community groups, including its 600 members. As a private, non-profit corporation, CVALCO is governed by a 30-member board of directors, including representatives from the Lane County Board of Commissioners, the Eugene City Council, and the Springfield City Council. Ex-officio board members provide additional links to city and county government.

CVALCO is funded by county room tax, paid by visitors staying overnight in commercial lodging and campgrounds. It receives 70 percent of three of the eight points of room tax collected by the County, except in Florence where it receives 70 percent of two out of seven total points collected. This method of percentage-based funding sets up a healthy incentive; the better job CVALCO does at bringing overnight visitors and their dollars into the county, the more funds it receives to re-invest in marketing.

### **CVALCO's Mission**

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

### **Lane County Room Tax Collections**

Room tax collections increased a total of 4.3 percent overall during the period. Florence posted the highest rate of gain at 5.9 percent, followed by the County's rural territories, which increased by 5.8 percent.

#### **Room Tax Collection Summary**

	<b>Jul-Dec '07</b>	<b>Jul-Dec '06</b>	<b>Jul-Dec '05</b>	<b>Jul-Dec '04</b>	<b>% Change</b>
Eugene	\$1,899,271	\$1,834,379	\$1,626,922	\$1,500,773	3.5%
Springfield	\$882,781	846,369	777,549	672,605	4.3%
Florence	\$187,712	177,267	176,374	159,676	5.9%
Cottage Grove	\$130,305	124,420	111,741	104,016	4.7%
Other	\$630,129	595,503	558,749	507,606	5.8%
Total	3,730,198	3,577,938	\$3,251,335	\$2,944,676	4.3%

*Source: City of Eugene Transient Room Tax Collections Monthly Reports.*

### **Lane County Metro Area Hotel/Motel Occupancy Rates**

Lane County's average occupancy rate during the period was 70.32 percent, a 6.4 percent decrease from last year. Room tax collections are a function of both occupancy and rate. Through a weekly survey, CVALCO assists in tracking room occupancy rates. Figures are based on a sample of 2,000 metro area hotel/motel rooms. During the period, 93 rooms were added to the market with the opening of the Three Rivers Casino and Hotel in Florence.

<b>Jul-Dec '07</b>	<b>Jul-Dec '06</b>	<b>Jul-Dec '05</b>	<b>Jul-Dec '04</b>	<b>Jul-Dec '03</b>	<b>Net Change</b>
70.32%	75.14%	74.17%	69.31%	63.27%	↓6.9%

### **Eugene Airport Arrivals/Amtrak Rail Ridership**

Both air and rail passenger counts were up during the period. A total of 203,364 air passenger arrivals were reported the first half of the fiscal year, up 8.38 percent from the same period last year. Meanwhile, a total of 59,696 passengers arrived or departed from the Eugene train depot via the Amtrak Cascades route during the first half of the fiscal year, an increase of 8.1 percent.<sup>6</sup>

## Convention Sales & Marketing

Janis Ross, Vice President of Convention Marketing  
 Sue Gorham, Senior Convention Sales Manager  
 Linda Norris, Convention Services Manager

Fletcher Beck, Convention Sales Manager  
 Debbie Briggs, Convention Sales Manager

The Convention Sales and Marketing program continued its efforts to attract conventions, meetings and events to Lane County. The staff's sales strategies to develop new business and maintain existing accounts during the first half of FY08, resulted in a direct economic impact of \$55.7 million in anticipated convention and event delegate spending. Trade shows, sales presentations, advertising, direct sales calls and sales missions, targeting meeting and event planners, have been effective means of increasing overnight visits to Lane County. A large component of the booking numbers for the period were national track and field events, including the 2012 U.S. Olympic Team Trials – Track and Field, and the 2008 and 2011 U.S. Outdoor Track and Field Championships.

Business Booked	Jul-Dec '07	Jul-Dec '06	%Change
Delegates	343,409	133,873	↑157 %
Room Nights	97,070	30,322	↑220 %
EI	\$55.7 million	\$18.9 million	↑195 %

Leads	Jul-Dec '07	Jul-Dec '06	%Change
Total Leads Generated	162	138	↑17.4 %
Generated (w/rooms)	131	106	↑24 %
Confirmed	61	77	↓21 %
Pending	50	17	↑194 %
Lost	18	11	↑64 %
Cancelled/Postponed	2	1	↑100 %

CVALCO's confirmation ratio is 46.6% (61 out of 131 leads confirmed), demonstrating a significant reach for new business. Twenty of the 61 confirmed leads (32.8%) were new business; 46 of the 50 pending leads are new business. Of the 20 leads that were lost/cancelled/postponed, seven chose another location; one was lost due to lack of guest rooms; two indicated our area was too expensive (either guest rooms, facility rental or both); six leads were not bid on by any hotels; three leads were lost because the event was canceled; and one lead was passed due to significant local funding and resources required. The number of lost leads is indicative of the sales staff reaching for new business and creatively attempting to find venues, which may work for groups who previously would not consider Lane County as a meeting destination. Several of these lost groups have indicated they will consider Lane County for future years.

Sample Confirmations (Groups)	Meeting Year	Attendees	Scope
US Open Arm Wrestling Championships	2008	875	National
Opticians Association of Oregon	2008	400	State
U.S. Outdoor Track & Field Championships	2009 & 2011	17,000	National
National Outstanding Young Farmers	2009	250	National
Oregon Assn. of Chiefs of Police	2009	350	State
Mary Kay Career Conference	2010	2,000	National
U.S. Olympic Team Trials – Track & Field	2012	150,000	National



### Pacing Report (calendar year)

CVALCO's pacing report is designed to better track and compare sales results against historical efforts.

		Booked For Same Year	One Year Out	Two Years Out	Three Years Out	Four Years Out	Five Years Out	Totals
Booked In								
2002	Room Nights	35,273	18,340	2,580	1,935	250		58,378
	Delegates	58,126	23,218	3,230	1,520	250		86,344
2003	Room Nights	38,850	25,154	11,670	9,560	11,560	6,882	103,676
	Delegates	73,313	78,533	44,055	42,250	46,460	21,500	306,111
2004	Room Nights	26,049	26,568	510	600			53,727
	Delegates	58,550	147,061	3,170	3,170			211,951
2005	Room Nights	24,011	25,137	1,830	36,126			87,104
	Delegates	64,749	77,680	2,400	151,393			296,222
2006	Room Nights	21,832	23,661	2,625	135	4,650		52,903
	Delegates	68,080	67,688	5,720	150	60,500		202,138
2007	Room Nights	20,649	15,280	23,825	3,820	18,000	35,000	116,574
	Delegates	55,433	42,549	78,370	5,500	59,100	151,000	391,952

### Tradeshaw Participation

Participation in industry trade shows continued to play an important role in the sales team's marketing strategy. During the first half of FY08, the sales staff attended the following shows to meet with meeting and event planners to promote Lane County as a meeting destination:

- American Society of Association Executives – Chicago, Illinois
- Oregon Society of Association Management – Portland, Oregon
- Teams 2007 – Louisville, Kentucky
- The Reunion Network Confam - Colorado Springs, Colorado
- Overseas Brats – Boise, Idaho
- USA Track & Field Annual Meeting – Honolulu, Hawaii

### Site Inspections

CVALCO assisted meeting and sports event planners with inspections of hotels, meeting facilities and other areas of interest. During the period, meeting planners of the 4<sup>th</sup> Replacement Depot Reunion came to research Lane County as a potential site for their next event. The group's status is pending for September 2008.

### Advertising

The Convention Sales and Marketing Department placed advertisements targeting meeting and event planners in the following publications: Small Market Meetings, Sports Travel, Meeting Professionals International/Oregon Chapter Annual Directory, Meetings in the West, SportsEvents Magazine,

Greater Oregon Society of Government Meeting Professionals Annual Directory, Oregon Society of Association Management Resource Guide, and the OSAA state championship programs.

### **Convention-Related Media Coverage**

CVALCO editorial assistance to convention and meeting publications generated \$6,465 in free coverage during the period. Article topics included coverage about Lane County as a meeting destination, sightseeing for convention delegates, hotel renovations, and news about the upcoming U.S. Olympic Team Trials. Publications included Meetings West magazine and Sports Events magazine.

### **Convention Services Program**

The Convention Services program provided comprehensive event support for conferences, meetings, retreats, weddings, and reunions in Lane County. Services are designed to facilitate a smooth planning process, to contribute to the success of each event, to encourage attendees to explore our area and patronize member businesses, and to build relationships with event planners that will result in a return to the area.

During the period, services were provided for 39 groups and 173,638 delegates. Services included the distribution of Lane County promotional materials to encourage event attendance; assistance with event planning, transportation, and activities; procurement of letters of support from local dignitaries; promotion of area attractions and tours to event attendees; distribution of welcome signs to member businesses; and on-site visitor information assistance.

As a liaison between event planners and CVALCO members, staff initiated 31 leads for services and information. These leads included requests for meeting space, bids to provide event services, promotional items for registration bags and gift baskets, and special offers for event participants. Leads provided benefit to our members in the form of increased visibility and sales, and to event planners as a means to establish communication with quality area service providers.

Gift baskets, registration bags, and discount coupons were provided to various organizations, conventions, and events, including Holt International, the Association of Oregon Counties, Slavic Festival, Oregon Association of County Clerks, Oregon Juvenile Department Directors Association, Lane County Credit Association, Planned Parenthood, Pacific Gospel Music Association, USS Detroit Reunion, Western Association of Convention & Visitors Bureaus, Professional Convention Management Association, and Mayor Kitty Piercy's Office. These items showcased member products and services, and strengthened relationships between CVALCO and the recipient organizations.

Convention Marketing staff served on planning committees for the National Institute on Recreation Inclusion, Meeting Professionals International Cascadia Conference, Zonta International, Oregon Chamber Ambassadors, Oregon Heritage Commission conference, as well as the hospitality, housing and entertainment committees for the 2008 U.S. Olympic Team Trials – Track & Field and Eugene 08.

## Tourism Marketing & Sales

*Natalie Inouye, Vice President of Tourism Marketing*

*Joshua Alder, Tourism Public Relations Manager*

*Andrea Hartman, Tourism Assistant*

*Jeannine Heidereich, Tourism and Media Marketing Manager*

CVALCO's Tourism Department implemented successful marketing strategies to gain a greater share of the travel market. Regional and national advertising, cooperative marketing promotions through regional partnerships, travel trade shows, and extensive media coverage were all utilized to attract both group tour and independent leisure travelers. Working with the Oregon Film and Video industry also increased opportunities for exposure. Tourism marketing efforts during the first half of FY08 resulted in more than \$6,944,190 in returns from inquiry generation, fulfillment and bulk brochure distribution alone.<sup>7</sup>

### Leisure Marketing

Lane County continued to be a draw for independent leisure travelers seeking the scenic beauty, nature-based recreation opportunities and highly acclaimed cultural and performing arts events and activities the area offers. CVALCO marketing efforts capitalized on brand awareness of Oregon with special focus on activities for visitors to enjoy.

Visitor Inquiries Generated by	Jul-Dec '07	Jul-Dec '06	Jul-Dec '05	%Change (FY'06:'07)
CVALCO's Destination Advertising	3,614	4,362	6,847	↓17.1%
Leads through Travel Oregon	19,614	17,137	14,071	↑14.4%
Regional Partnership Leads	<u>4,370</u>	<u>11,631</u>	<u>8,351</u>	↓62.4%
Total	27,598	33,130	29,269	↓137%

### CVALCO Destination Advertising and Regional Partnerships

CVALCO continued its general destination advertising program. Ads, generating 3,614 requests for information, were placed in the following publications, and/or websites: Alaska & Horizon in-flight magazines, America Journal (German magazine), Good Housekeeping, Madden PrePrint (newspaper insert), Northwest Travel, Oregon.com, Oregon Coast Magazine, Oregon Vacation Guide, Skywest, Sunset and Travel Oregon.

CVALCO's Central Oregon radio campaign continued with on-going promotions of Lane County events and vacation packages with messages that encouraged people to visit Lane County. The campaign made a shift to a trivia question format, designed to drive listeners to the dedicated [visitlanecounty.com](http://visitlanecounty.com) Web page where visitors could complete a traveler survey and gain the opportunity to win an overnight at the Campbell House Inn. This has quadrupled our survey responses.

CVALCO enhanced the Madden PrePrint ad buy with an online brochure that was downloaded by 1,763 people. Unexpected changes to the Oregon Coast Visitors Association marketing plan resulted in a significant decrease in leads from the association.

Additional exposure was gained in conjunction with CVALCO's partnership with the Willamette Valley Visitors Association. Maxwell PR, WVA's PR agency, received a 2007 Spotlight Award from The Public Relations Society of America's Portland Metro Chapter for the "Welcome to Oregon Wine Country" website.

## **Travel Trade Marketing**

Travel trade marketing continued to be effective in attracting new group tour travel business to Lane County. CVALCO attended sales calls in Vancouver, B.C. with Travel Oregon and participated in the National Tour Association annual convention. CVALCO had 136 contacts with travel trade during this time period.

## **Media Relations/Editorial**

Publicity and exposure for Lane County grew with extensive national and international media coverage valued at \$836,864 in print and broadcast coverage. CVALCO worked to generate coverage through media outreach and responses to media requests for assistance with articles, stories, guidebooks and travel television shows. CVALCO tracked editorial coverage in at least 70 publications and/or newspapers providing exposure for Lane County's events, activities, attractions, outdoor recreation, fall foliage and the coast. National and international coverage was included among the following periodicals:

America Journal; Bay City Times (MI); Boston Globe; Boston Metro; Cape Cod Times; Coastal Living; Coloradoan; Columbus Dispatch (Ohio); Distinctly Northwest; Eat Magazine; Every Day with Rachael Ray; Frederick Post (MD); Globetrotter Travel Guidebook; Greenwich Time; Las Cruces Sun-News (NM); Las Vegas Review-Journal; Los Angeles Times; Marin Independent Journal; Nippon TV (Japan); Northwest Runner; Northwest Travel Magazine; Oregonian; Press-Telegram (Long Beach, CA); Sacramento Bee; Saginaw News (MI); Schenectady Gazette (NY); Scottsdale Tribune; Seattle Times; SkyWest Magazine; Statesman Journal; Sunset Magazine (West); The Davis Enterprise; The Fresno Bee; The Reporter Dispatch Sports Final (NY); The Ruston Daily Leader (LA); The Spokesman-Review (Spokane, WA); The Tennessean; The Tribune (Mesa, AZ); Travel Oregon Magazine; and Woman's World Magazine.

During the period, CVALCO assisted with three press trips. Working in conjunction with the Oregon Wine Board, CVALCO met with an Atlanta-based food and wine writer who visited King Estate winery, Sweet Cheeks winery, Marché and Vaquero restaurants at Fifth Street Public Market and The Campbell House Inn & Restaurant. CVALCO participated in Travel Oregon's Netherlands Media Fam. The Fam included tours of The Campbell House Inn, Sea Lion Caves, an overnight at the Driftwood Shores, and dune buggy riding at Sand Dunes Frontier. CVALCO also partnered with Travel Oregon magazine for a story assignment on dog-friendly environments. The writer stayed with her pets at the Valley River Inn, while investigating several dog-parks and restaurants in Eugene, and Heceta Beach in Florence.

## **Cultural Cascades Campaign**

CVALCO continued its Cultural Cascades partnership with Portland, Tacoma, Seattle and Vancouver, B.C. In the fall, the group teamed up with American Express and Costco to promote the cultural attractions and events in the region.

## **Film & Video**

The Tourism Department continued its partnership with the Oregon Film and Video office by assisting production companies interested in Lane County as a site for filming.

## **Image Library**

CVALCO added images, with non-exclusive rights, to the Lane County Photo Library. Three images were purchased through the annual Lane County Fair Photo Contest. Additional images were secured through CVALCO's Lane County Photo Contest. For details, see the Community Relations section of this report.

### **Oregon Bounty**

The statewide Oregon Bounty promotion concluded its fourth year. Lane County's participation was strong, with nine local wineries, seven lodging properties, and six restaurants participating. The opportunity to participate in the 2008 October/November Bounty program will become available in March.

### **Visitor Guide**

The process of updating editorial, redesigning and adding new features to the Official Lane County Oregon Visitor Guide got underway during the period. The Guide will be released in Spring 2008. The guide is used as CVALCO's primary promotional and visitor fulfillment piece. A total of 120,000 copies will be printed and distributed through CVALCO's Visitor Center and Visitor Van, Oregon Welcome Centers, Chamber of Commerce offices, CVALCO member businesses and visitor centers statewide. It will also be included in the Eugene 08 mailing to all ticket holders. During the period, SagaCity Media, was selected as the new publishers for the 2008 Visitor Guide.

## Visitor Services

Natalie Inouye, Vice President of Tourism Marketing  
 Meg Trendler, Visitor Services Manager  
 Wendy Reetz, Member/Visitor Services Coordinator

Visitor Services Specialists: Vivian Doolittle,  
 Larry Moran, Barbara Allen, Audi  
 Fleishman, Krista Phillips, Karen Long and  
 Janet Auxier

As CVALCO's frontline, Visitor Services continued to gather and provide information about Lane County and Oregon to meet the needs of visitors. The department fulfilled requests from both walk-in visitors to the center and those received via phone, mail or advertising responses. CVALCO's Official Lane County Oregon Visitor Guide and other literature on lodging, attractions, events, restaurants, maps, and CVALCO member services and products were distributed throughout the year. The department maintained a detailed account of information requests and their place of origin. Visitor Services continued its operation of the mobile visitor van, which provided visitors and residents a convenient way to receive assistance and literature.

### Visitor Information Requests

CVALCO changed strategies for ads directing more funds towards branding and state co-ops instead of targeting high lead generating publications. That, along with changes to the Oregon Coast Visitors Association marketing plan, greatly affected the number of requests fulfilled.

Estimated economic impacts reflected in this section are dollars attributable to CVALCO's leisure marketing efforts and are not inclusive of overall visitor spending, which totals \$553 million per year in Lane County.<sup>9</sup> The economic impact figures here are not inclusive of all CVALCO returns – only those programs verified through tracking and published research methodology.

Visitor Information Requests	July-Dec '07	Jul-Dec '06	Jul-Dec '05	% Change (FY'06:'07)	Estimated Economic Impact
Phone/Mail/Ad Inquiries	31,446	35,679	32,468	↓11.9 %	\$5,935,776
Walk-In	3,570	3,827	4,505	↓6.7 %	\$647,955
Visitor Van	<u>7,517</u>	<u>10,509</u>	<u>8,279</u>	<u>↓28.5 %</u>	<u>\$1,364,336</u>
<b>Total</b>	<b>42,533</b>	<b>50,015</b>	<b>45,252</b>	<b>↓15 %</b>	<b>\$7,948,067</b>

### Website

During the period, CVALCO continued its efforts to direct visitors to CVALCO's website through all channels of its advertising, publications and promotions.

	Jul-Dec '07	Jul-Dec '06	%Change (FY'06:'07)
<b>Unique Visitors</b>	76,668*	51,248	↑50 %

\*Beginning in July 07 CVALCO began using Google Analytics as a new tracking method to more accurately reflect visits to CVALCO's website. Due to the new system, year-to-year comparisons beyond FY06 are unavailable.

### Relocation Requests

Of the total number of visitor information inquiries, 2,289 were relocation requests, up significantly from last year's total during this period. Relocation requests are fulfilled with CVALCO's Lane County Official Relocation Guide and a Lane County Official Visitor Guide. Visitors receiving CVALCO's Relocation Guides are given countywide information and overviews of Lane County communities. In

addition, applicable members were provided the opportunity to follow up on these leads available through CVALCO's label program.

**State Welcome Center Distribution**

A total of 5,556 Lane County Official Visitor Guides were distributed in bulk to welcome centers and visitor information centers throughout the state during the period. This resulted in an estimated \$1,008,414 in economic activity in Lane County during the first half of FY08.<sup>9</sup>

**Volunteer/Internship Program**

The Visitor Services Department continued to develop the volunteer program to support the Visitor Center and all staff departments. Volunteers served 329 hours. This resource represents a value of approximately \$2,961.

## Membership & Integrated Marketing

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Sally McAleer, Vice President of Integrated Marketing

Cari Garrigus, Membership Manager

Wendy Reetz, Support Services Coordinator

Membership remains a critical component of CVALCO's marketing efforts. In addition to membership recruitment and retention efforts, the membership program helped members utilize CVALCO's marketing tools to promote themselves to visitors and other members. The increased integration of CVALCO's website and publications provided enhanced tools for marketing members and Lane County. The quality products and services members provide are key to the success of CVALCO and Lane County's visitor industry.

### Membership Sales

CVALCO's membership rose to 600 members during the period. CVALCO gained 58 new members, recovered seven and lost 38. Members contributed a total \$74,098 in dues revenue during the period.

Membership	Jul-Dec '07	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04
New Members/Recovered	65	58	55	21
Lost Members	38	29	23	36
Net Loss/Gain	28	30	32	(15)
Total Members	600	562	469	403

### Membership Meetings, Communications & Outreach

A variety of membership and outreach meetings were conducted throughout the period. Quarterly Tourism Builds Business meetings informed members and prospective members about CVALCO, its benefits and marketing programs. Tourism Forums continued to unite members, nonmembers and CVALCO staff at monthly breakfast meetings focused on Lane County tourism-related topics. Members took the opportunity to present their businesses and services to CVALCO staff during quarterly Membership Spotlight presentations.

### Publication Production & Advertising Sales

The third edition of the Lane County Oregon Restaurant Guide was produced and published in October 2007. This piece has provided an excellent opportunity to recruit new member restaurants and showcase them to visitors. The Lane County/Eugene & Springfield visitor map work began in November 2007. The \$14,000 revenue goal will be exceeded once additional revenues are received in January. Contract negotiations took place during the period establishing a new publisher that will work to upgrade CVALCO's four publications.

### Website

Beginning in July 07, CVALCO began using Google Analytics as a new tracking method to more accurately reflect visits to CVALCO's website. Due to the new system, year-to-year comparisons beyond FY06 are unavailable. A total 76,668 unique visitors came to the CVALCO website, up 50 percent from last year during the same period. On-line reservations through TravelHero were up by 68 percent, with 47 reservations, representing 90 room nights booked during the period. CVALCO continued purchasing leads from Oregon.com and Go-Oregon.net as a way to promote Lane County to visitors interested in an Oregon visit.



## Community Relations

Lisa Lawton, Director of Community Relations

The Community Relations Department continued to generate awareness of CVALCO and Lane County as a visitor destination through a variety of projects and outreach efforts. Continued work with the local media produced coverage of CVALCO and industry-related news. Local advertising campaigns and promotional projects provided positive exposure for CVALCO, the industry and its members in an on-going effort to educate people about CVALCO, the impacts of tourism and Lane County's visitor product.

	Jul-Dec '07	Jul-Dec '06	Jul-Dec '05	Change
<b>Media Exposure (Local)</b>	\$22,860	\$24,992	\$21,110	↓8.5 %
<b>Media stories/articles</b>	55	66	58	↓16.7 %
<b>Press Releases</b>	27	28	28	↓3.6%
<b>Presentations</b>	11	8	16	NC

### Media Coverage (Local)

Local media exposure about CVALCO or CVALCO-generated coverage about Lane County's visitor industry was valued at \$22,860 in editorial coverage. CVALCO media interviews and/or press releases contributed to local television, radio and/or newspaper coverage. Topics included 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, Lane County conventions, CVALCO's Lane County Photo Contest, hotel inventory and development, and the impacts of conventions and events. Various stories on impacts, preparations and visitor industry tie-ins related to the hosting of the U.S. Olympic Team Trials – Track & Field/Eugene 08 were tracked during the period. The Community Relations Department also worked to generate \$6,465 worth of media coverage in regional and national convention publications, which focused on promoting Lane County as a meeting destination.

### Advertising Campaigns

A new partnership was created with Eugene Magazine to facilitate special advertising opportunities for CVALCO members. CVALCO continued its cooperative television advertising campaign with KMTR-TV, which aired between July and early September in five counties. Ads promoted Lane County as a visitor destination, promoted the positive impacts of Lane County's visitor industry and provided opportunities for member ads at discounted rates. All member ads were tagged with the message "Tourism Builds Business in Lane County." CVALCO renewed its advertising partnership with the Eugene Weekly for a fifth year to provide members with the opportunity to advertise year-round at substantial discounts.

### Community/Member Outreach

CVALCO staff made a concerted effort to partner with chambers and other community groups throughout the County. In this effort, CVALCO staff attended and participated in 228 community and business group meetings, events and activities during the first half of the year. Presentations to business and community groups continued to be an effective means of spreading the word about CVALCO and the positive benefits tourism brings to Lane County. CVALCO staff made a total of 11 presentations. Various committee work by the Community Relations Director provided numerous opportunities to

interact with the hospitality community, local leaders and the local media. During the period, the Community Relations Director serve on the U.S. Olympic Team Trials – Track and Field PR subcommittee, served on the board of the Greater Oregon Chapter of the Public Relations Society of America and served as the media chair for the countywide Project Homeless Connect for Lane County event. The Community Relations and Membership Departments also organized a second annual CVALCO Holiday Open House held in December, which coincided with the Eugene Downtown Holiday Open House. The event drew both CVALCO members and community members to the Visitor Center for networking, refreshments and a Lane County ornament contest.

### **Communications/Publications**

During the period, a new four-color CVALCO Annual Report Summary was produced to help educate and visually showcase CVALCO's marketing efforts. The Community Relations Department continued to coordinate and produce full versions of CVALCO's Annual and Semi-Annual Reports.

### **Lane County Photo Contest**

Two new exhibit venues brought increased exposure for CVALCO's 4<sup>th</sup> Annual Lane County Photo Contest. A partnership with the Gateway Mall secured the use of the Mall's center court area for a two-week public exhibit of contest entries, providing a visual display of Lane County's scenic sites and attractions. Winners in each contest category were then placed on a two-week display at Eugene and Springfield LibertyBank locations throughout Eugene and Springfield. The contest secured 75 photos for CVALCO's library of images, which are now being used at no cost for CVALCO's publications and website, and for editorial purposes. CVALCO issued contest winners more than \$3,000 worth of prizes donated by the generous support of its members.

### **Holiday Calendar**

The production and release of CVALCO's seventh annual pictorial calendar was completed during the period. The calendar featured a large-scale image of the Oregon Coast near Florence, as well as smaller images of Cougar Reservoir, French Pete Creek, Long Tom Country Trail and Goodpasture Bridge. The calendar was sent to CVALCO members, key community groups, public officials, media representatives and distributed at various trade and business expos.

## **Administration**

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*Kari Westlund, President & CEO*

*Betty Schmitt, Director of Finance & Administration*

## **Industry and Community Leadership**

Kari Westlund continued to serve on the board of the Oregon Tourism Commission (OTC), the Tourism & Hospitality Consortium, the Transportation & Tourism Task Force and the Western Association of Convention & Visitors Bureaus. Westlund also remained engaged in a variety of policy, planning, and marketing discussions relating to tourism and Lane County communities and continued serving on a variety of cultural and economic development committees, including the Steering Committee for Eugene '08, the Cultural Services Advisory Committee, the Springfield Conference Center Consortium and the Lane Economic Committee. Other CVALCO staff members are also actively involved in a variety of community and industry issues, contributing to the well being of the industry and Lane County communities.

## **CVALCO Board**

CVALCO has a governing board of 30 members made up of visitor industry and community leaders representing a wide range of businesses, organizations and governmental entities. During the semi-annual period, the Executive Committee included Board Chair Tucker Davies, Vice Chair Maxine Walton, Treasurer Richard Boyles and Past Chair Libby Tower. Mike Drennan and George Rogers also served on the Executive Committee. Lane County Commissioner Bobby Green, Springfield Mayor Sid Leiken, and Eugene Councilor Mike Clark served as liaisons to county and city government. Colleen Arruda joined the board and Marv VandeStreek resigned from the board during the period. For a current list, see the CVALCO Board of Directors attachment to this report.

## **In-Kind Support**

In-kind donations, valued at \$19,387 were received in connection with travel writer/media visits, free visitor van access to fair and festivals, local advertising campaign, and member donations supporting trade shows, conventions, events, and the Lane County Photo Contest. CVALCO received 329 hours of donated work through volunteers and interns. Assuming a \$9 per hour pay rate, this labor provided an additional value of \$2,961.

## Footnotes & Sources

1. \$55,685,742 million from convention sales bookings, \$5,935,776 million from inquiry generation and related visitor guide/mail fulfillment, \$647,955 million from visitor information center operations, \$1,364,336 million from mobile visitor van operation, and \$1,008,414 from bulk brochure distribution. No economic returns from trade shows, group tour sales, international sales efforts or film and video are included.
  2. Lane County Travel Impacts 1991-2005p. Prepared for CVALCO by Dean Runyan Associates, January 2006, for CVALCO.
  3. Ibid.
  4. Oregon Travel Impacts and Visitor Volume. Prepared by Dean Runyan Associates for the Oregon Tourism Commission, February 2007.
  5. Travel Industry of America 2006p Report.
  6. Reports from Eugene Airport and Amtrak Cascades.
  7. \$5,935,776 million in inquiry generation and related fulfillment and \$1,008,414 million in bulk brochure distribution, for a total of \$6,944,190.
  8. Lane County Travel Impacts, 1991-2006p, Dean Runyan Associates, February 2007.
  9. Research by the Oregon Tourism Commission and StoryCo has shown that 60 percent of visitors to Oregon are influenced to visit additional destinations due to visitor guides and promotional materials they pick up in visitor information centers. CVALCO distributed in bulk 5,556 visitor guides to visitor information centers during July–December 2007 Using the 60 percent factor, and the average party expenditure of \$181.50 per day, identified in the visitor profiles mentioned above, total economic impact is \$1,008,414
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## Formulas

**Overall Returns:** \$55,685,742 (convention bookings); \$5,935,776 inquiries/fulfillment); \$647,955 visitor center operations); \$1,364, 336 (mobile van operations); \$1,008,414 (bulk brochure distribution). Total: \$64,642,223.

**Convention Sales Bookings:** Economic impact is determined by multiplying the number of delegates by the number of event days by \$166. The economic impact is estimated at \$55,685,742.

**Inquiry Generation:** GMA Research identified an overall conversion rate of 20 percent.  $31,446 \text{ inquiries} * 20\% = 6,289$ . The average party spent \$363 per group, per trip and \$181.50 per group per day.  $6,289 * 363 = \$2,282,907$ . In addition, 32 percent of inquiries plan to visit within two years for an additional economic impact of \$3,652,869 ( $31,446 * 32\% = 10,063 * \$363 = \$3,652,869$ ). Total tourism marketing efforts =  $\$2,282,907 + \$3,652,776 = 5,935,776$ .

There are additional impacts to our economy from transportation spending, but it's difficult to identify how much of that spending supports local jobs and/or comes to the Eugene Airport and Eugene-based fuel and service providers. Additional impacts of \$4,144,473 are also a potential result of FY06 marketing efforts. Of the 31,446 inquires, 32% plan to visit sometime in the future or *beyond two years* ( $31,446 * 32\% = 10,063 * \$363 = \$3,652,869$ ). This additional impact is *not* included in FY06 measurable returns.

**Visitor Information Center and Mobile Visitor Van Operations:** Based on research by the Salem Convention and Visitor Association, CVALCO estimated facilitating an average one-day extension for walk-in visitors. The visitor center served 3,570 visitors at \$181.50 per day, per group, for a total of \$647,955. The Mobile Visitor Van served 7,515 for a total of \$1,364,336.

**Media:** CVALCO has been directly or indirectly responsible for print, broadcast, and film exposure of Lane County, but has limited tracking ability. Media exposure generated from national/international efforts on the leisure side, that CVALCO was able to track, was valued at \$836,864. An additional \$6,465 in free media editorial was generated through national convention-related coverage. Editorial generated through Lane County media sources totaled \$22,860. This included coverage about CVALCO and CVALCO-generated coverage about Lane County's visitor industry. The total media coverage value was \$189,491.

**Bulk Brochure Distribution:** Research by the Oregon Tourism Commission and StoryCo has shown that 60% of visitors to Oregon are influenced to visit additional destinations due to visitor guides and promotional materials they pick up in visitor information centers. CVALCO distributed 5,556 Lane County Visitor Guides to visitor information centers during the period. Using the 60% factor, and the average party expenditure of \$181.50 per day identified in the visitor profiles mentioned above, total economic impact is \$1,008,414.

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## CVALCO Board of Directors 2007-2008

### **Colleen Arruda 2010**

Holiday Inn  
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### **Richard Boyles Treasurer 2008**

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### **Robert Canaga 2010**

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### **Dan Curtis 2009**

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### **Tucker Davies Chair 2008**

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### **Liz Doyle 2010**

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### **Randy Dreiling 2008**

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### **Kim Godfrey 2009**

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### **Gary Gray \***

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### **Jody Hall 2009**

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### **Darrall Imhoff 2008**

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### **Julie Johns 2008**

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### **Sid Leiken \***

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### **Jeff Morton 2009**

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### **Betty Olson 2008**

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### **Myra Plant 2010**

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### **Joel Pomerantz 2009**

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### **James Ralph 2010**

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### **Libby Tower Past-Chair 2009**

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### **Marv VandeStreek 2009**

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### **Andy Vobora 2008**

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### **Maxine Walton Vice Chair 2010**

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### **Warren Wong \***

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### **Bob Zagorin 2010**

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## **CVALCO Board of Directors 2007-2008**

### **Ex-Officio Members:**

#### **Tim Doll**

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#### **Dan Egan**

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#### **David Hauser**

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#### **Julie Knox**

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florence@oregonfast.net

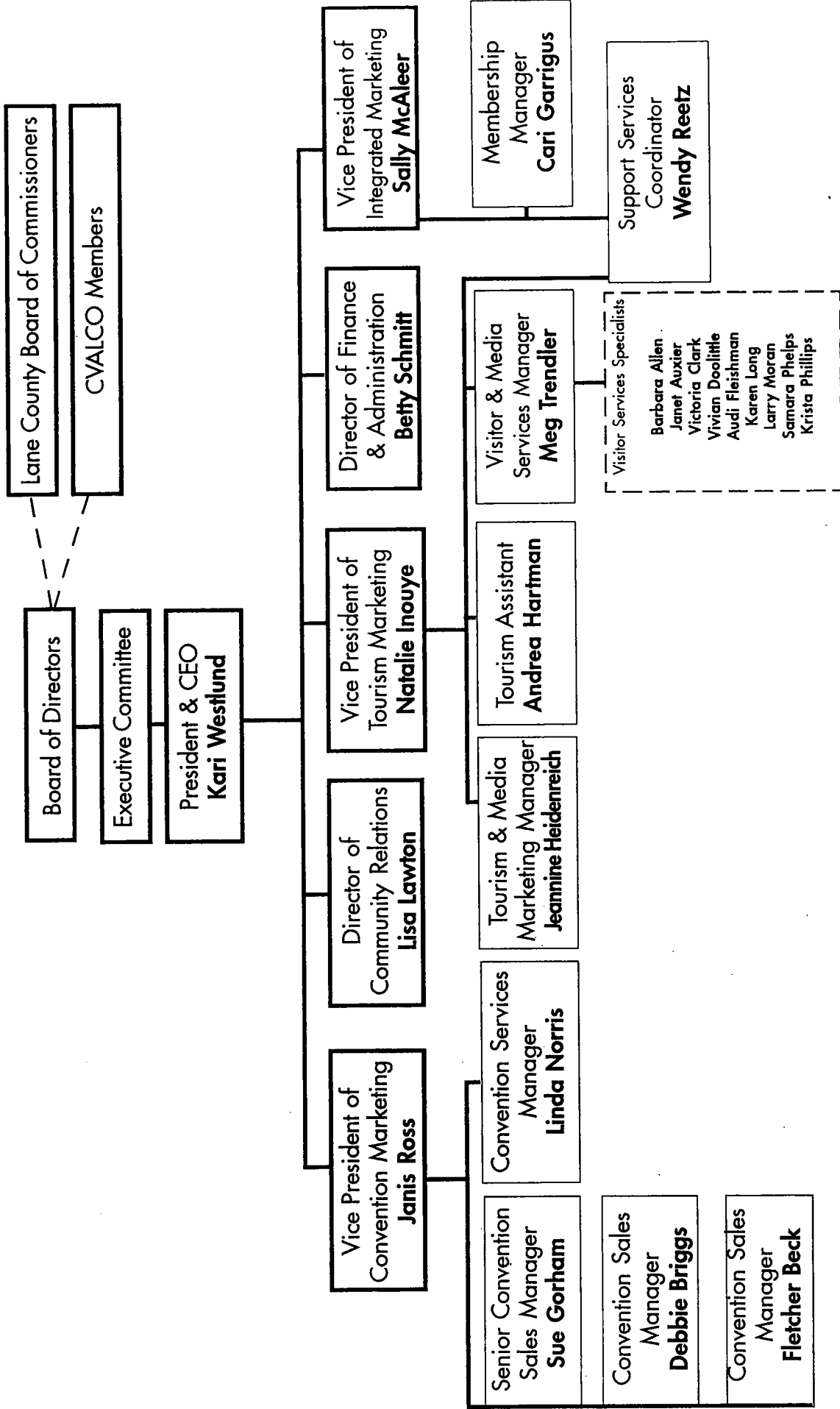
#### **Laura Niles**

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#### **John Tamulonis**

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**CONVENTION & VISITORS ASSOCIATION OF LANE COUNTY OREGON  
ORGANIZATIONAL CHART**



[ - ] Indicates part-time, 25 hours per week or less