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February 4, 2003

Board of County Commissioners  
Lane County  
125 E 8<sup>th</sup>  
Eugene, Oregon 97401

Dear Commissioner:

Enclosed please find our Semi Annual Report for July – December 2002. This report is intended to fulfill the formal written reporting requirements called for in our marketing contract with Lane County. I look forward to presenting these findings to you in person on February 19, 2003.

While the results in some areas are down from the last two year's record sales achievements, they are generally comparable to previous levels and give us a solid base to work from during the second half of the program year. The continued uncertainty surrounding the economy combined with a marked increase in competitive pressures from larger regional cities has made this a very challenging period for us. It's small consolation that our colleagues are reporting similar challenges.

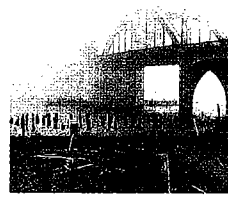
Current visitor counts look good, and 2003 is likely to see modest growth. Our focus now is on the years ahead, primarily 2004 and 2005.

We are all proud to market Lane County as a visitor destination, and to work to better the county economy by enticing visitors and their dollars to our communities.

I look forward to seeing you on February 19.

Sincerely,

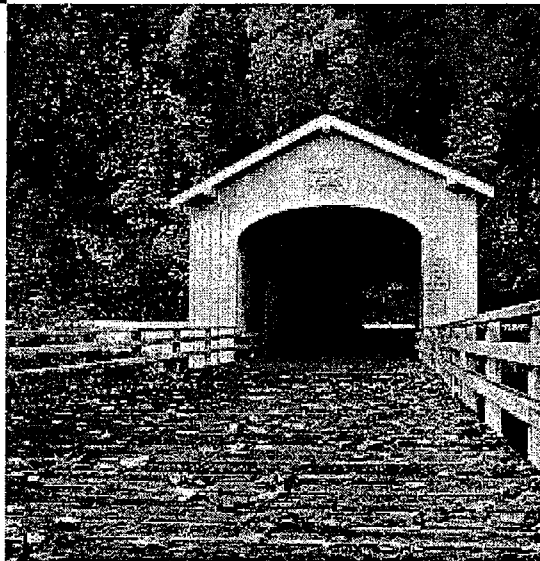
Kari Westlund  
President & CEO



Convention &  
Visitors Association of

**Lane  
County  
OREGON**

## Semi-Annual Report



FY 03  
July – December, 2002

Convention & Visitors Association of Lane County Oregon  
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## Executive Summary

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As we pass the halfway point in our program year, several trends are emerging. On-line bookings and use of the web for travel information continues to soar, while traditional 800 number calls and business reply card usage declines. This makes VisitLaneCounty.org ever more important, and we've been thrilled to see immediate usage of our online booking service, which allows travelers to book their lodging right from our site.

Price competition from first and second tier cities is making the booking of conventions and meetings significantly more challenging. While Lane County's convention and meetings calendar for 2003 is very strong, current booking levels for future years are off from last years' record efforts. That being said, we have secured some great pieces of business for 2004 and will be working to fill in the gaps.

Room tax collections are up for the first half of FY03, and indications are that 2003 will see continued slow growth of around 3 percent. We are seeing business travel start to make a comeback, which is an indicator of likely strength in the leisure segment as well.

Faster progress could likely be made if our state tourism commission was adequately funded. Much of our work depends upon leveraging a positive image of Oregon and a powerful state brand. Unfortunately, Oregon's state tourism promotion efforts are woefully under funded. That makes CVALCO's job much more difficult. This year, for the first time, the OTC dropped business reply cards from its ads which has resulted in a significant drop in already declining returns. Less qualified names for county and city promotional programs to market our destinations to.

During this legislative session, the tourism industry will forward the Oregon Tourism Investment Proposal to the legislature. This proposal calls for a statewide one percent room tax to fund the Oregon Tourism Commission so it can properly market this magnificent state. The Commission would receive approximately \$7million per year, up from \$3.5 million. That would put Oregon's tourism funding at 26th out of the 50 state tourism offices, up from our current ranking of 46th.

Research on travel motivators and categorical groupings of travelers has become more important to our work here at CVALCO, and identifying the crossroads of where our destination's strengths meet with those motivators is critical.

That would help us as we increase our focus on a couple of key targets. We continue to focus on outdoor recreation. And, as gardens and nurseries flourish throughout the county, from Belknap Springs to Cottage Grove to Florence, we are promoting travel to experience gardens and purchase specialized plants. We are also marketing Lane County's abundant cultural arts, wines and microbrews, and extensive culinary virtues from great eateries to high quality food production.

## Executive Summary

**Overall Returns:** \$12,307,187    **Room Tax Investment:** \$513,713    **Ratio:** 24:1

For every dollar of room tax invested by Lane County in CVALCO, an estimated \$23.95 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 \$55,239 in private dollar revenues, CVALCO generated \$587,975 in public relations exposure and in-kind support, extending the reach of its budget.

Convention Sales	Jul-Dec '02	Jul-Dec '01	Jul-Dec '00	Jul-Dec '99
Leads Achieved	85	91	92	85
Room Nights Booked	18,551	44,939	31,310	12,494
Delegates Booked	25,249	47,071	38,892	25,096
Est. Economic Impact	\$7.6 million	\$16.9 million	\$14.1 million	\$6.9 million

Tourism Sales	Jul-Dec '02	Jul-Dec '01	Jul-Dec '00	Jul-Dec '99
Ad Inquiries/Regional Coops	7,874*	14,843	17,975	19,438**
Media Coverage (non-local)	\$555,500	\$888,047	\$543,437	\$705,004

\*Decline due in part to OTC's drop of the Business Reply Card, making fewer leads available for purchase.

\*\*Includes 11,541 special OCVA leads.

Visitor Services	Jul-Dec '02	Jul-Dec '01	Jul-Dec '00	Jul-Dec '99
Walk-ins	4,405	3,910	5,879	6,629
Mail/Phone/Ad Inquiries	12,280*	20,158	25,348	26,606
Visitor Van	<u>7,346</u>	<u>6,432</u>	<u>6,005</u>	<u>7,685</u>
Total	24,031	30,500	37,232	40,920

\*Driven by tourism marketing.

Web Site	Jul-Dec '02	Jul-Dec '01	Jul-Dec '00	Jul-Dec '99
Users	141,446	121,284r	59,234	34,103
Hits	2,768,630	1,653,854r	821,615	371,521

r=revised (New company tracking reports. Previous Jul-Dec '01 figures were: Users: 98,729; Hits: 1,653,196.)

Membership	Jul-Dec '02	Jul-Dec '01	Jul-Dec '00	Jul-Dec '99
New Members	43	20	34	35
Total Membership	403	392	402	395

Community Relations	Jul-Dec '02	Jul-Dec '01	Jul-Dec '00	Jul-Dec '99
Media Coverage (local)	\$9,457	\$14,232	\$15,200	\$21,917*
Press Releases	33	9	24	21
Media stories	55	44	58	62

\*Includes local A&E coverage totaling \$6,321.

## **Travel and Tourism: An Economic Generator**

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

Not all of CVALCO's marketing efforts are quantifiably measurable in the returns they provide, and much of its marketing is very labor intensive and customer service oriented. CVALCO does, however, measure many of its programs. Summarizing those programs measured for quantifiable returns, an investment of \$513,713 by Lane County into CVALCO secured over \$12.3 million in future economic impact to the county during the first half of the FY03.

Private businesses contributed \$7,327 in in-kind donations, \$45,329 in dues, and \$704 in label program sales, to leverage Lane County's investment and increase CVALCO's overall effectiveness. Media relations results at the local and national level extended the reach of CVALCO's budget by another \$564,957 for the six-month period.

### **Tourism in Lane County**

Lane County is continuing to experience growth in visitor spending. Overall, travel revenues in Lane County reached \$461.1 million in 2002p, a 2.1 percent increase from 2001.<sup>2</sup> The visitor industry in Lane County is made up of many small and medium sized businesses. Together they employed an estimated 7,990 people and paid out \$114 million in earnings in 2002.<sup>3</sup>

### **Tourism in Oregon**

During 2002, travelers to Oregon contributed \$6.2 billion directly to the state economy (up 1.6% over 2001), directly supporting 94,500 jobs with earnings of \$1.6 billion.<sup>4</sup>

### **Tourism in America**

Travel and tourism generated \$537.2 billion<sup>5</sup> in travel expenditures during 2001, down 8 percent over 2000. Tourism supported 7.9 million jobs for Americans, with a payroll of \$174 billion, making it one of America's largest employers. Travel and tourism remains America's third largest retail industry (following automotive dealers and food stores). It also generated \$98.7 billion in federal, state, and local tax revenues.

### **CVALCO: A Private-Public Partnership**

A recognized visitor industry leader, CVALCO partners with business, civic, government, and community groups, including its 403 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 its stated mission of increasing the number of overnight visitors to Lane County for the benefit of its members and all businesses and citizens who depend on a strong Lane County economy. CVALCO continues to implement aggressive 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.

### Room Tax

During July through November of 2002, room tax collections increased 5.85 percent overall. "Other" posted the highest gain, 11.95 percent, while Cottage Grove saw collections for the period increase by 1.79 percent.

### Lane County Room Tax Collection Summary

	Jul-Nov '02	Jul-Nov '01	Jul-Nov '00	FY02 Overall
Eugene	↑2.84 %	↑5.80%	↑1.41 %	↑2.96 %
Springfield	↑8.99 %	↓7.08%	↓0.77 %	↓3.72 %
Florence	↑1.91 %	↓0.83%	↓2.64 %	↑1.30 %
Cottage Grove	↑1.79%	↓17.56%	↓13.73 %	↓3.65 %
Other	↑11.95 %	↓0.60%	↑0.41 %	↑1.37 %
Total Tax	↑5.85 %	↑0.08%	↓0.17 %	↑0.64 %

Source: City of Eugene Transient Room Tax Collections Monthly Reports

### Hotel/Motel Occupancy for Lane County Metro Area

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. The first half of FY03 saw a slight increase over the same period last year.

### Lane County Metro Area Average Occupancy Rate

Jul-Dec 02	Jul-Dec 01	Jul-Dec 00	Net Change
63.21%	61.23%	65.51%	↑3.2%

### Eugene Airport Deplanements

A total of 137,483 deplanements were reported the first half of the fiscal year, down 11% percent from the same period last year\*.<sup>6</sup> Air discounts often applied only to larger markets, driving air traffic to the Portland International Airport. Increased frequency now available via regional jets and interest by additional carriers may help improve demand for air travel to and from Eugene in the year ahead.

\*Preliminary: Compares July – Nov 2002 only.

## Convention Sales & Marketing

Pat Phillips, Vice President of Convention Marketing  
Sande Hansen, Convention Services Manager  
Sue Gorham, Convention Sales Manager

Sue Krug, Convention Sales Manager  
Heather Marcoe, Convention Sales Manager  
Michelle Geschke, Convention Sales Manager

The Convention Sales and Marketing program continued its aggressive 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 FY03, resulted in a direct economic impact of over \$7.6 million in anticipated convention/event delegate spending. Trade shows, sales presentations, advertising campaigns, direct sales calls and sales missions targeting meeting/event planners, have been effective means of increasing overnight visits to Lane County.

Business Booked	Jul-Dec '02	Jul-Dec '01	%Change
Delegates	25,249	47,071	↓46%
Room Nights	18,551	44,939	↓59%
EEI	\$7.6 million	\$16.9 million	↓55%

Leads	Jul-Dec '02	Jul-Dec '01	%Change
Total Leads Generated	85	91	↓6.5%
Generated (w/rooms)	78	78	unchanged
Confirmed	55	51	↑7.8%
Pending	13	20	↓35%
Lost	12	15	↓20%
Cancelled/Postponed	5		

Sample Confirmations (Groups)	Meeting Year	Attendees	Scope
American Scientific Glassblowers Society	2003	200	National
National Council of Juvenile & Family Court	2003	300	National
The Mars Society	2003	500	International
Willamalane Swim Club Rotary Invitational	2003	500	Regional
United Pentecostal Church	2004	1,000	State
American Council of the Blind	2006	250	State

### 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							
1998 - Room Nights	16,321	20,591	6,798	5,101	3,140		51,951
1998 - Delegates	31,750	26,601	7,120	4,720	3,350		73,541
1999 - Room Nights	20,806	14,440	3,850	825			39,921
1999 - Delegates	50,247	23,736	3,525	950			78,458
2000 - Room Nights	27,545	26,485	7,730	4,770	1,500		68,030
2000 - Delegates	57,994	41,935	6,272	4,898	1,050		112,149
2001 - Room Nights	33,987	27,821	7,460	5,470		1,000	75,738
2001 - Delegates	56,456	32,709	6,127	7,680		450	103,422
2002 - Room Nights	35,273	18,340	2,580	1,935	250		58,378
2002 - Delegates	58,126	23,218	3,230	1,520	250		86,344



### **Tradeshow Participation**

Participation in industry trade shows provide effective opportunities to meet with meeting planners and promote Lane County as a meeting destination. CVALCO attended the Oregon Society of Association Management tradeshow, Sunriver, OR and Teams 2002, in Chicago, IL during the first half of FY03.

### **Site Inspections**

CVALCO assisted meeting planners with site inspections of the area. During the period, the groups below came to Lane County to research the potential of holding a meeting, convention or event:

Northwest Tandem Rally – Confirmed	Triple Crown Sports – Lost
Oregon Department of Transportation – Confirmed	American Scientific Glass Blowers- Confirmed

### **Advertising**

The Convention Sales & Marketing Department placed advertisements targeting meeting and event planners in the following publications: Oregon Society of Association Management, Meeting Professionals International, Alaska/Horizon Airlines Meeting Planner Guide (Special Section) and the Eugene Chamber's Open for Business publication.

### **Projects**

Special projects during the period included the planning of a tradeshow at the University of Oregon in May of 2003. Invitees will be University staff involved in associations that have the potential of meeting in Lane County in the future. Exhibitors will be CVALCO members.

### **Convention Services Program**

The Convention Services program continued to explore new approaches to servicing meetings and assisting meeting planners. Services are designed to enhance meeting planning, help ensure the overall success of meetings or events, increase the chances for repeat business in Lane County, and encourage planners to utilize applicable CVALCO member products and services.

During the first half of FY03, convention services were provided for 112 groups and 58,997 delegates. These services included delegate welcome signs and letters, VIP packets, press releases, media contacts, registration personnel, promotional videos, slides, transportation assistance, and local attraction brochures. Room referrals were operated for 30 conventions, to assist planners and delegates in booking reservations during events with extensive lodging demands.

Services staff also worked as a liaison between meeting planners and CVALCO's members. Service and informational leads, identifying meeting planner needs, were sent to CVALCO members to help them procure business and ease meeting planners' search for products and services. Staff assisted in developing promotional products for groups including the Association of Oregon Counties.

Services staff also worked closely with the Visitor Services Department to schedule the mobile visitor van at meetings and events. Gift bags and baskets were also distributed to various organizations, conventions and events, including the site selection committee for the American Scientific Glassblowers Society.

CVALCO attendance at conventions the year prior to them coming to Lane County continues to prove a useful tool in the promotion of these events. In September 2002, the convention services manager participated in The Naval Cryptologic Veterans Association reunion in Chattanooga, TN. Lane County will host the group in August 2003. Attendance for this reunion is estimated at 600 delegates.

Staff continued to serve on the planning committee for the national meeting of the Mars Society Conference, set for August 2003, and the regional meeting of the Pacific Northwest District Kiwanis, scheduled for August 2004.

## Tourism Marketing & Sales

Natalie Inouye, Vice President of Tourism Marketing

Joanne Holland-Bak, Director of Tourism Marketing

Debbie Williamson, Tourism & Film Marketing Manager

CVALCO's Tourism Department continued its aggressive marketing strategies to try and garner 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 FY03 resulted in more than \$2,185,897 million 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 the brand awareness of Oregon with special focus on activities for visitors to enjoy.

	Jul-Dec '02	Jul-Dec '01	Jul-Dec '00	%Change (‘02:’01)
<b>Visitor Inquiries Generated by</b>				
CVALCO's Destination Advertising	1,666	3,023	4,422	↓45%
(Bonus golf leads related to OGD ad placement)			3,362	
<b>Regional Partnerships</b>				
Purchased leads	3,245*	7,968	6,299	↓59%
Other	<u>2,963</u>	<u>3,852</u>	<u>3,892</u>	↓23%
<b>Total</b>	<b>7,874</b>	<b>14,843</b>	<b>17,975</b>	<b>↓47%</b>

\*Decline due in part to OTC's drop of the Business Reply Card, making fewer leads available for purchase.

### CVALCO Destination Advertising and Regional Partnerships

In response to a decrease in visitor inquiries and an increase in web site usage, CVALCO began directing more efforts toward converting visitors via the internet. On-line accommodations booking capability was added to CVALCO's site. In its first months of operation, the new booking system resulted in 397 referrals and 29 direct reservations accounting for 41 room nights. CVALCO also created its first e-newsletter to promote overnight packages and events. A total of 1,343 subscribers opened the first issue.

CVALCO continued its general destination advertising program. Ads in the following publications generated 1,666 requests for information during this time period: Travel Oregon, Northwest Travel, Good Housekeeping, America Journal (German magazine), Oregon Coast magazine, Oregon Outside magazine, and the Oregon Vacation Guide.

### Travel Trade Marketing

Travel trade shows continued to be effective marketing venues for attracting new group tour travel business to Lane County. CVALCO attended the National Tour Association in Los Angeles, CA, resulting in 64 leads. CVALCO also advertised in the Group Tour Magazine, which generated 30 requests from travel trade representatives.

### Media Relations/Editorial

Extensive national and international media coverage stretched CVALCO's marketing efforts by providing free publicity and exposure for Lane County worth \$555,500.

CVALCO has worked to generate coverage through press releases, press kits and by responding to media requests for assistance with articles, stories, guidebooks, and travel television shows. Editorial coverage included topics about Lane County's events, activities, attractions, outdoor recreation, fall foliage and the coast. Special press releases were sent on winter holidays and winter performing arts. CVALCO continues to send the CVALCO Semi-Annual Report, July – December 2002

monthly Lane County calendar to media, select CVALCO members and Lane County residents. A total of 44 Lane County events appeared in various publications as a direct result of CVALCO efforts.

Numerous national and international media provided coverage about Lane County during the period. Media included: American Journal (German magazine); Weekly Par Golf (Japanese magazine); Bus Tour Magazine; Courier; Group Tour Magazine; The Group Travel Leader; CBS Early Morning Show; the History Channel; Dallas Voice; Alaska Airlines Magazine; Northwest Travel; Onward Magazine; Portland Family; Portland Guide; Travel Oregon and VIA Magazine. Additional exposure for Lane County was generated through the Weather Channel and the Orbitz web site, which used CVALCO as a fall foliage resource. Lane County was also listed on the Oregon.com web site.

### **Press Trips**

During the period, CVALCO assisted with numerous press trips. Publications and Lane County locations, and/or subjects in conjunction with the tours, were as follows: Le Monde (French newspaper) –Oregon Coast and the wineries of the Willamette Valley; Travel Oregon magazine – Lane County waterfalls; Weekly Par Golf (Japanese magazine) – Oregon Coast golf courses; 2004 Rand McNally's Atlas – research for "Best of the Road" article; Skyperfect Domestic Broadcast Satellite (Japanese television) – "Fishing in Oregon" segment; and Endless Vacation Magazine – Florence.

The following publications were represented on the Cultural Cascades media tour: Best Places to Stay, Oregonian, The Seattle Times, Northwest Palate, Northwest Regional Magazines. A travel writer representing eight national and Canadian publications also attended.

### **Cultural Cascades Campaign**

CVALCO partnered with Portland, Tacoma, Seattle and Vancouver, B.C. on a new Cultural Cascades campaign. The campaign showcases community cultural events and activities while promoting the use of train travel between the destinations. Each participating city is located along the *Amtrak Cascades* route stretching between Eugene and Vancouver, B.C. The campaign has initially focused on art created with fire, culinary art, performing arts and museums and galleries. The group also established a web site at [www.culturalcascades.com](http://www.culturalcascades.com) and created a promotional brochure.

### **Film & Video**

The Tourism Department continued its partnership with the Oregon Film and Video industry by assisting movie and television production companies considering Lane County as a site for filming. During the period, CVALCO provided assistance for two feature films, two television series, three commercials, two short films, a documentary and one travel show.

### **Lane County Fair Photo Contest**

CVALCO participated in the annual Lane County Fair Photo Contest by purchasing non-exclusive rights to use three winning entries, as selected by a panel of CVALCO judges. As a result, three new slides were added to CVALCO's inventory of slides used for publications and editorial needs.

## Visitor Services

Natalie Inouye, Vice President of Tourism Marketing  
Debra Delegato, Visitor Services Manager  
Margaret DeYoung, Visitor Fulfillment Specialist  
Elizabeth Wilde, Membership/Visitor Services Assistant  
Visitor Services Specialists: Kris Redmond, Vivian Doolittle,  
Eli Volem, Larry Moran, Marcella Schoen,

Marian Walker, Barbara Allen,  
Audi Fleishman, Krista Phillips  
Jamee Henson-Hammer, Karen Long,  
Barbara Troutt, Dee Valenti, Chuck  
Rozendal.

As CVALCO's frontline, Visitor Services continued to maintain information about Lane County and Oregon readily available 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/products were distributed throughout the year as needed. 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 a convenient way to receive assistance and literature.

### Visitor Information Requests

During the first half of FY03, CVALCO fulfilled a total of 24,031 requests for visitor information, a 21 percent decrease from last year at this time. Walk-in visitors totaled 4,405, up 13 percent, generating an incremental \$955,885 as a result of visits to the Center. Phone and mail requests totaled 12,280, accounting for an economic impact estimated at \$1,264,081.

Estimated economic impacts reflected in this section are dollars attributable to CVALCO's leisure marketing efforts; they are not inclusive of overall visitor spending, which totals \$461.1 million per year in Lane County.<sup>8</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

	Jul-Dec '02	Jul-Dec '01	% Change	Est. Economic Impact
Walk-In	4,405	3,910	↑13 %	\$955,885
Phone/Mail/Ad Inquiries	12,280*	20,158	↓39 %	\$1,264,081
Visitor Van	<u>7,346</u>	<u>6,432</u>	↑14 %	<u>\$1,594,082</u>
<b>TOTALS</b>	<b>24,031</b>	<b>30,500</b>	<b>↓21 %</b>	<b>\$3,814,048</b>

\*Driven by Tourism Marketing.

### Relocation Requests

Of the total number of visitor information inquiries, 983 were relocation requests, up slightly 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.

### Visitor Van

CVALCO's Mobile Visitor Van, which serves as a mobile visitor information center, remained effective in reaching visitors and Lane County residents. Throughout the period, the van appeared at various festivals, events, and attractions serving a total of 7,346 people, up 14 percent over last year. Visitor spending increased an estimated \$1,594,082 as a result of this outreach.

### Web Site

CVALCO's web site usage continues to grow. Individual users totaled 141,446, a 17 percent increase over last year, and users generated a total of 2,768,630 hits, a 67 percent jump.

Web Site*	Jul-Dec '02	Jul-Dec '01	%Change
Users	141,446	121,284 r	↑17 %
Hits	2,768,630	1,653,854 r	↑67 %

*\*Users are tracked each time an individual enters CVALCO's site. Hits are counted for each page an individual searches on the site. r=revised (New company tracking reports. Previous Jul-Dec '01 figures were: Users: 98,729; Hits: 1,653,196.*

### State Welcome Center Distribution

A total of 2,030 Lane County Official Visitor Guides and 5,050 promotional guides were distributed to welcome centers and visitor information centers throughout the state during the period. This resulted in \$921,816 in economic activity in Lane County during the first half of FY03.<sup>9</sup>

### Internship/Volunteer Program

During the last six months, CVALCO welcomed several new volunteers through its Visitor Services Department's Volunteer Program. Volunteers put in more than 380 hours, valued at \$3,420 greeting and answering questions from visitors, updating database and event information, and keeping the visitor center stocked with brochures. Two volunteer staff members were hired on permanently, including Sue Gorham, a convention sales manager, and Krista Phillips, a visitor services specialist. Other volunteers that began working during the period include: Andrea Elliot, Sue Banta, Rosemary Duffy, Judith Pothier, and Clian Zhang.

The Department also oversaw CVALCO's internship program. Three interns worked with CVALCO staff on various marketing programs in the first half of FY03, learning important skills and providing invaluable assistance. Interns contributed 210 hours of donated labor at a value of \$1,890. Together, volunteers and interns contributed 590 hours, valued at \$5,310.

## Membership

*Sally McAleer, Director of Membership Marketing*

*Elizabeth Wilde, Membership/Visitor Services Assistant*

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 quality products and services members provide are key to the success of CVALCO and Lane County's visitor industry.

### Membership Sales

CVALCO currently has 403 members. During the period, CVALCO gained 43 new members and lost 26 members. Members contributed \$45,329 in dues revenue and \$704 in label program sales.

Membership	Jul-Dec '02	Jul-Dec '01	Jul-Dec '00	%Change ( '02:'01)
New Members	43	20	34	↑115%
Lost Members	26	30	34	↓13.3%
Net Loss/Gain	17	(10)	0	
Total Members	403	392	402	↑2.8%

### Membership Meetings/Outreach

CVALCO continued to hold quarterly Membership Briefings, giving members the chance to meet CVALCO staff and learn more about ways to market their business. Members are also given the opportunity to talk about their business or product to CVALCO staff during quarterly Membership Spotlight meetings. Additional membership functions included the Annual Picnic held at Fern Ridge Lake, the Fall Event at King Estate and the Annual Holiday Party at Wild Duck's new banquet hall.

### Web Site/Database Management

About 50 percent of CVALCO's director of membership's hours have been spent on web site and database issues for the organization. The web site continues to gain users annually and CVALCO's ability to expand offerings through the web has helped keep information fresh so users will keep coming back. The past six months have been spent primarily on developing the contact management portion of the database. Also, a new on-line accommodation booking service was added to the site. Current web site statistics are included in the Visitor Services section of this report.

### Communication/Publications

CVALCO continued to produce a four-color quarterly newsletter that is well received by members and other visitor industry constituents. Weekly Updates alerted members about marketing opportunities and other visitor industry news. The newsletter is sent out to about 900 businesses, organizations and public officials. Weekly Updates are sent to more than 400 contacts.

### Labels

CVALCO's label program allows members to purchase the names and address of information requests to send out their promotional materials to prospective visitors. During the first half of FY03, members purchased 1,817 visitor inquiry, relocation, or membership labels.

## **Community Relations**

*Lisa Lawton, Director of Community Relations*

The Community Relations program continued to build strength in being a point of contact for the local media to provide a voice for the Lane County visitor industry. Additional efforts continued to inform, educate and maintain open communications with the business/community groups, government/public officials and local residents to heighten awareness about CVALCO and the impacts of tourism.

	Jul-Dec '02	Jul-Dec '01	%Change
<b>Media Exposure (Lane County)</b>	\$9,457	\$14,232	↓33%
<b>Media stories/articles</b>	55	44	↑25%
<b>Press Releases</b>	33	9	↑266%
<b>Presentations</b>	8	7	↑14%

### **Media Coverage**

CVALCO continued to be a strong resource for visitor industry related coverage. Local media exposure about CVALCO and CVALCO-generated coverage about Lane County's tourism industry totaled \$9,457. While down in terms of media value, Lane County media sources actually generated 55 stories/articles about CVALCO and Lane County's visitor industry, a 25 percent increase over last year during the same period. Coverage included topics on the economic impacts of conventions and events, visitor spending statistics, the Cougar Dam/McKenzie River impacts, national and international media attention, CVALCO's visitor guide and web site, CVALCO's support for ballot measures, fall foliage scenic routes, air service impacts, and CVALCO staff/board news.

While some coverage was unsolicited, CVALCO press releases resulted in most of the local media coverage. The community relations department released 33 press releases to the local media, up 266 percent over last year during the same period.

### **Presentations**

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 eight presentations during the first half of FY03.

### **Convention-Related Media Coverage (national)**

Editorial coverage about Lane County's convention-related industry resulted in a significant amount of free publicity during the first half of FY03. CVALCO press releases and media assistance to convention publications generated \$15,691 in free editorial coverage during the period. Article topics included coverage about Lane County as a meeting destination, sightseeing for convention delegates, hotel renovations, Lane Community College's new convention center and news about CVALCO's new convention sales and service managers.

### **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 119 community and business group meetings, events and activities.

### **Support**

The Community Relations program provided support to other CVALCO departments. Providing web site content for 'What's New' and media-related pages, writing/editing for CVALCO's quarterly newsletter and weekly updates, and production of CVALCO's Annual Report for FY02 were among major support projects.

**Advertising Campaigns**

Major efforts were made to increase local advertising opportunities for CVALCO and CVALCO's members to increase awareness about Lane County's visitor industry, while getting the word out about CVALCO and its members. CVALCO teamed up with KVAL-TV for a summer cooperative television campaign called "Stay and Play in Lane County." A new advertising partnership began with KEZI-TV, who is currently implementing a winter campaign for CVALCO and CVALCO members. Initial planning began for a fourth-year run of CVALCO's spring cooperative television advertising campaign with KMTR-TV.

CVALCO also teamed up with Eugene Weekly to provide members with the opportunity to advertise year-round at a substantial discount. Other advertising opportunities were discussed with area radio stations.

**Visitor Channel**

Research and contacts were made to investigate the implementation of a visitor channel that would be available in area hotel rooms and possible throughout the Lane County viewing area. Surveys were sent out to area hotel/lodging managers to determine the level of interest and current visitor channel offerings. Initial contacts with area media representatives were made to determine logistics, costs and production of a visitor channel. The channel would provide visitors with viewing access to Lane County attractions, events, activities and various visitor industry businesses.

**Holiday Calendar**

The production and release of CVALCO's third annual calendar, as a holiday gift to members, was completed during the period. The calendar featured an image of Sweet Creek Falls near Mapleton.



## **Administration**

*Kari Westlund, President & CEO*

*Stephanie Turner, Director of Finance & Administration*

### **Employee Hires**

CVALCO welcomed six new employees to CVALCO's staff during the first half of FY03. Bryan Beban (who later left to become director of sales for Doubletree Eugene/Springfield), Sue Gorham and Sue Krug were hired as full-time convention sales managers. Michelle Geschke re-joined the sales staff as a part-time convention sales manager. Sandee Hansen was hired as the convention services manager. Krista Phillips also joined the staff as a visitor services specialist. CVALCO employs 13 full-time employees and 12 part-time employees. No new positions were added during the period; all hires were to fill vacancies.

### **In-Kind Support**

CVALCO received 590 hours of donated work through volunteers and interns during the period. Assuming a \$9 per hour pay rate, this labor was valued at \$5,310.

Other in-kind donations were received in connection with the membership meetings and receptions, promotional items, tourism familiarization tours and free visitor van access to fair and festivals. CVALCO recorded a total of \$7,327 in support over the six-month period.

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### **Footnotes & Sources**

1. \$7,571,323 million from convention sales bookings, \$1,264,081 million from inquiry generation and related visitor guide/mail fulfillment, \$955,885 million from visitor information center operations, \$1,594,082 million from mobile visitor van operation, and \$921,816 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 1991-2002p. Prepared for CVALCO by Dean Runyan Associates, February 2003, for CVALCO.
3. Ibid.
4. Oregon Travel Impacts and Visitor Volume. Prepared by Dean Runyan Associates for the Oregon Tourism Commission, January 2003.
5. Travel Industry of America 2001p Report.
6. Monthly report from Eugene Airport Manager's office.
7. \$1,264,081 million in inquiry generation and related fulfillment and \$921,816 million in bulk brochure distribution, for a total of \$2,185,897
8. Lane County Travel Impacts, 1991-2002p, Dean Runyan Associates, February 2003.
9. 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 over 2,030 visitor guides and 5,050 promotional guides to visitor information centers during July–December 2002. Using the 60% factor, and the average party expenditure of \$217 per day, identified in the visitor profiles mentioned above, total economic impact is \$921,816.

## Formulas

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**Overall Returns:** \$7,571,323 (convention bookings); \$1,264,081 (tourism inquires/fulfillment); \$955,885 (visitor center operations); \$1,594,082 (mobile van operations); \$921,816 (bulk brochure distribution). Total: \$12,307,187 (without group impacts).

**Convention Sales Bookings:** Determined by regional convention and visitor association averages using the International Association of Convention and Visitor Bureau's formula for convention delegate spending. By multiplying the number of delegates by the number of days of the event by \$166, the economic impact is estimated at \$7,571,323.

**Inquiry Generation:** GMA Research identified an overall conversion rate of 31%. 67.5% of those are true conversions of people who would not otherwise have visited. In addition, 10% of visitors receiving CVALCO's visitor guide extended their stay by an average of 1.8 days.  $12,280 \text{ inquiries} * 31\% = 3,807$ .  $3,807 * 67.5\% = 2,570 \text{ parties} * \$434 = \$1,115,380$ .  $3,807 * 10\% * 1.8 \text{ days} * \$217 = \$148,701$ . The average party spent \$434 per group per trip, \$217 per group per day. Total economic impact: \$1,264,081.

**Visitor Information Center Operations and Mobile Visitor Van Operations:** Based on research by Salem CVB, CVALCO estimated facilitating a one-day extension for walk-in visitors. The visitor center served 4,405 visitors at \$217 per day, per group, for a total of \$955,885. The Mobile Visitor Van served 7,346 for a total of \$1,594,082.

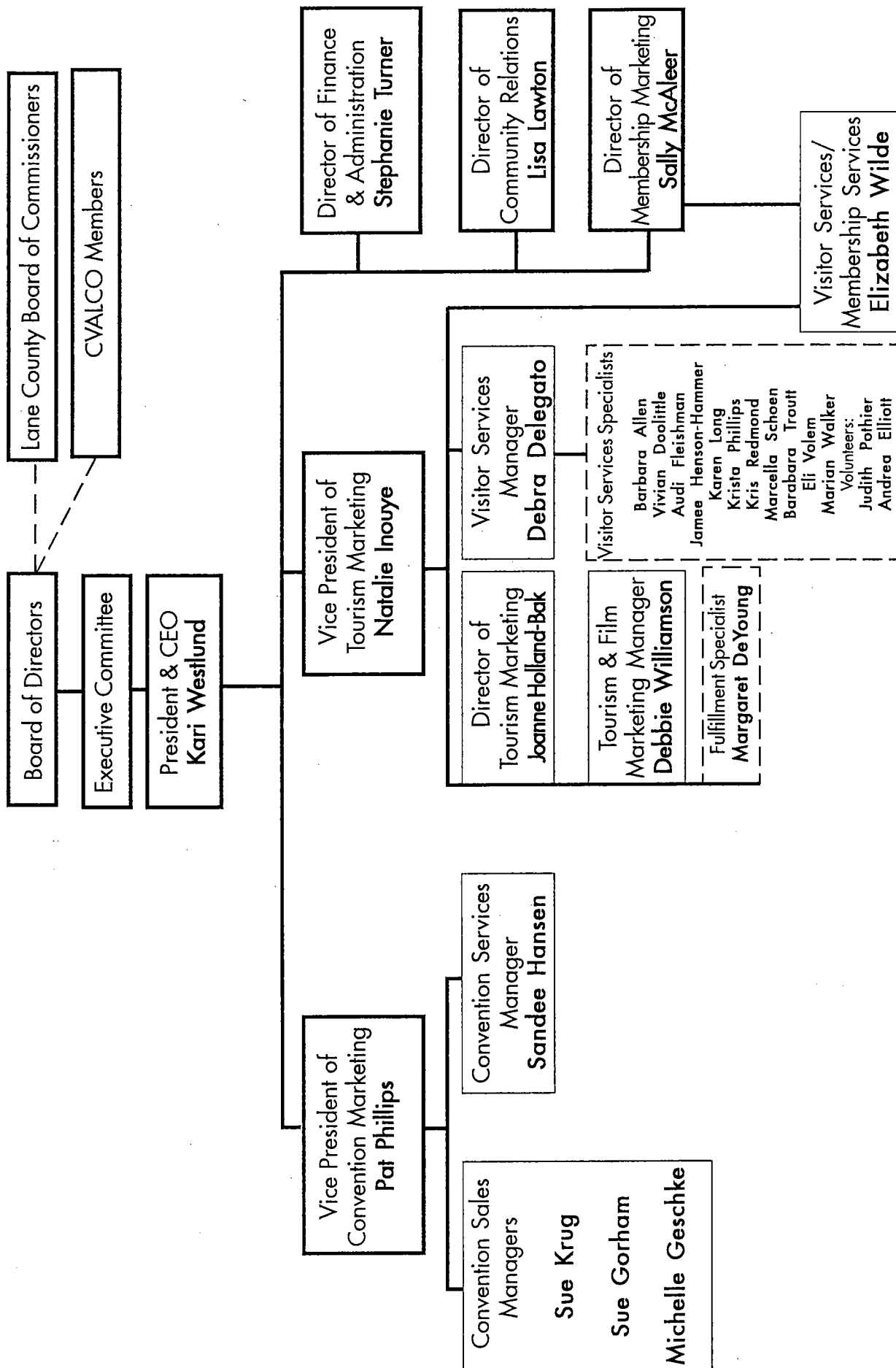
**Group Tours:** No economic impact figures are included for group tours due to difficulty in measuring this segment.

**Media:** CVALCO has been directly or indirectly responsible for print, broadcast, and film exposure of Lane County, but has limited tracking ability. Articles generated from our national/international efforts on the leisure side that CVALCO was able to track were valued at \$555,500. An additional \$15,691 in free media editorial was generated through national convention-related coverage. Editorial generated through Lane County media sources totaled \$9,457. This included coverage about CVALCO and CVALCO-generated coverage about Lane County's visitor industry.

**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 2,030 Lane County Visitor Guides and 5,050 promotional guides to visitor information centers during the period. Using the 60% factor, and the average party expenditure of \$217 per day identified in the visitor profiles mentioned above, total economic impact is \$921,816.

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# CONVENTION & VISITORS ASSOCIATION OF LANE COUNTY OREGON ORGANIZATIONAL CHART



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

January 2003

# CVALCO Board of Directors --- 2002-2003

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