



W.S.A.

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**Lane  
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OREGON**

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February 13, 2006

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

Dear Commissioner:

Enclosed please find the FY07 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.

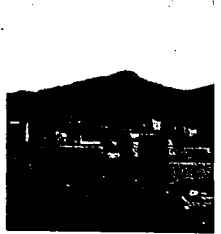
Included on page three is an executive summary, which gives a quick overview of our achievements during the first half of the program year, July 1, 2006 through December 31, 2006. We achieved strong results in all program areas for the period. There remains much work to be done, however, and we remain 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 February 21, and answering any questions you may have. Thank you for your continued support and recognition of our marketing programs.

Sincerely,

Kari Westlund  
President & CEO



**See All of Oregon in Lane County**

# **FY07 Semi-Annual Report**

**July 2006 - December 2006**

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## President's Message

*Kari Westlund, CVALCO President/CEO*

The FY07 program year has gotten off to a great start, with real travel demand holding strong. Average hotel occupancy was 75.14 percent for the period as compared to 74.17 percent for the same six months last year. Room tax collections showed double-digit growth, as area hotel room rates strengthened.

With sustained gains in occupancy and rate, we are likely to see additional private investment in hospitality infrastructure in the metro area beyond the full-service Holiday Inn, slated to break ground in Gateway in March 2007, and the new Holiday Inn Express on Franklin Boulevard, which will open that same month.

We continue booking groups at a strong pace, confirming 26 percent more groups this period than the same period last year. While the booking of the 2008 Olympic Team Trials – Track & Field last year led to large delegate and room night numbers compared to this year, our booking pace, lead generation, delegate counts and room night numbers were all strong.

On the leisure side, we remain committed to supporting niche markets like running, birding, golf, sustainability, culinary, and arts and culture. Our Visitor Guide—currently in production, will be larger and better than ever with more focus on individual communities.

One area of challenge is the uncertain future of whether the federal government recommit to timber replacement funding for counties. Lane County has been a committed partner to destination marketing, and CVALCO has worked to maximize returns to the county economy on the funding we receive.

CVALCO will work hard to maintain the momentum we have achieved and will place emphasis on generating additional revenues to supplement our marketing contract with Lane County.

A second challenge continues to be reduced meeting space inventory from years past, as the growth of some regular groups begin to exceed the 30,000 square feet of space offered by our largest full-service hotel and conference center. Attracting future investment is about demonstrating profitability over time. We need to continue to fill our remaining availability and keep it full until investment become irresistible. This is our goal throughout the entire county.

## Executive Summary

Overall Returns: \$29,534,831

Room Tax Investment: \$633,376

Ratio: 47:1

For every dollar of room tax invested by Lane County in CVALCO, an estimated \$46.63 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 \$185,602 in media and public relations exposure and \$11,577 in in-kind support, extending the reach of its budget.

Convention Sales	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	Jul-Dec '03	Jul-Dec '02
Leads Achieved	106	86	62	86	85
Room Nights Booked	30,322	57,859	33,247	22,428	18,551
Delegates Booked	133,873	230,932	173,231	51,558	25,249
Est. Economic Impact	\$18.9 million	\$29.3 million	\$18.4 million	\$12 million	\$7.6 million
Tourism Sales	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	Jul-Dec '03	Jul-Dec '02
Ad Inquiries/Regional Coops	33,130	29,269	16,803	25,180	7,874
Media Coverage (non-local)	\$159,777	\$592,511	\$306,430	\$521,456	\$555,500
Visitor Services	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	Jul-Dec '03	Jul-Dec '02
Walk-ins	3,827	4,505	4,003	4,489	4,405
Mail/Phone/Ad Inquiries	35,679	32,468	20,010	28,394	12,280
Visitor Van	<u>10,509</u>	<u>8,279</u>	<u>9,495</u>	<u>9,938</u>	<u>7,346</u>
Total	50,015	45,252	33,508	42,821	24,031
Web Site	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	Jul-Dec '03	Jul-Dec '02
Users	386,520	237,725	178,989	180,148	141,446
Hits	7,492,771	4,660,836	3,758,770	3,433,901	2,768,630
Membership	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	Jul-Dec '03	Jul-Dec '02
New Members	58	55	21	37	43
Total Membership	562	469	403	407	403
Community Relations	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	Jul-Dec '03	Jul-Dec '02
Media Coverage (local)	\$24,992	\$21,110	\$16,084	\$12,085	\$9,457
Press Releases	28	28	16	23	33
Media stories	66	64	58	49	55
Presentations	8	16	12	10	8

## 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 \$29,534,831 in current and future economic impact to the county during the first half of the FY07.

Private businesses contributed \$11,577 in in-kind donations, \$66,102 in dues, and \$25,748 in program support, to leverage Lane County's investment and increase CVALCO's overall effectiveness. Interns and volunteers contributed \$5,112 in labor, and media efforts extended the reach of CVALCO's budget by another \$189,491 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 \$7.4 billion directly to the state economy, up 7.4 percent over 2005. The industry directly supporting 88,900 jobs with earnings of \$1.8 billion.<sup>4</sup>

### Tourism in America

Travel and tourism generated \$654 billion<sup>5</sup> in travel expenditures in 2005, up 7.9 percent over 2004. Tourism supported 7.5 million jobs for Americans, with a payroll of \$171 billion, making it one of America's largest employers. It also generated \$105 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 562 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

*CVALCO FY 07 Semi-Annual Report, July – December 2006*

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 10 percent overall during the period. Eugene posted the highest rate of gain at 12.8 percent, followed Cottage Grove at 11.3 percent, and Springfield at 8.9 percent.

#### Room Tax Collection Summary

	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	Jul-Dec '03	% Change
Eugene	\$1,834,379	\$1,626,922	\$1,500,773	\$1,432,666	12.8%
Springfield	846,369	777,549	672,605	647,490	8.9%
Florence	177,267	176,374	159,676	144,997	0.5%
Cottage Grove	124,420	111,741	104,016	91,941	11.3%
Other	595,503	558,749	507,606	478,216	6.6%
Total	3,577,938	\$3,251,335	\$2,944,676	\$2,795,310	10%

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 75.14 percent, a 1.3 increased over 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.

Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	Jul-Dec '03	Jul-Dec '02	Net Change
75.14%	74.17%	69.31%	63.27%	63.21%	↑1.3%

#### Eugene Airport Arrivals/Amtrak Rail Ridership

A total of 187,527 air passenger arrivals were reported the first half of the fiscal year, up 1.5 percent from the same period last year. Meanwhile, a total of 55,226 passengers arrived or departed from the Eugene train depot via the Amtrak Cascades route during the first half of the fiscal year, a decrease of 3 percent.<sup>6</sup>

## Convention Sales & Marketing

*Janis Ross, Vice President of Convention Marketing*  
*Sue Gorham, Senior Convention Sales Manager*  
*Penny Hoge, Convention Services Manager*

*Fletcher Beck, Convention Sales Manager*  
*Debbie Briggs, Convention Sales Manager*  
*Michelle Geschke, 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 FY07 resulted in a direct economic impact of \$18.9 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.

Business Booked	Jul-Dec '06	Jul-Dec '05	%Change
Delegates	133,873	230,932	↓ 42.1%
Room Nights	30,322	57,859	↓ 47.6%
EI	\$18.9 million	\$29.3 million	↓ 35.5%

Leads	Jul-Dec '06	Jul-Dec '05	%Change
Total Leads Generated	106	86	↑23.3%
Generated (w/rooms)	106	86	↑23.3%
Confirmed	77	61	↑26.2%
Pending	17	12	↑41.7%
Lost	11	11	NC
Cancelled/Postponed	1	2	↓50.0%

CVALCO's confirmation ratio of 72.6% is solid (77 of 106 leads confirmed), while still demonstrating a reach for new business. Thirteen of the 77 confirmed leads (17%) were new business; 14 of the 17 pending leads are new business. Lost leads were due to a variety of reasons. Three chose another location; one was lost due to lack of available space; four indicated our area was too expensive (either guest rooms, facility rental or both); one needed larger facilities; two leads were not bid on by any hotels; and one lead was passed due to significant local funding and required resources. The number of lost leads is indicative of the sales staff reaching for new business and creatively attempting to find venues that 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
Rocky Mountain School of Photography	2007	200	National
Burtonwood Association	2007	250	International
Oregon Medical Assn. House of Delegates	2009	150	State
NCAA Outdoor Track & Field Championships	2010	60,500	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								
2001	Room Nights	33,987	27,821	7,460	5,470			75,738
	Delegates	56,456	32,709	6,127	7,680		1,000	103,422
							450	
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

### Tradeshaw Participation

CVALCO's industry trade show participation continued to play an important role in the sales team's marketing strategy. During the first half of FY07, the sales staff attended the following shows to meet with planners and promote Lane County as a meeting destination:

- Oregon Society of Association Management Annual Meeting - Salem, Ore.
- Teams 2006 - Las Vegas, Nev.
- The Reunion Network Confam - Boise, Idaho
- Overseas Brats - Fort Mitchell, Ky.
- Christian Meetings & Conventions Association - Overland Park, Kan.

### Site Inspections

CVALCO assisted meeting and sports event planners with inspections of hotels, meeting facilities and other areas of interest. The following groups came to Lane County to research the potential of holding a meeting, convention or event:

- Society of North American Goldsmiths board retreat - confirmed for January 2007
- TriAmerica National Triathlon Series - confirmed for July 2007
- Bon Homme Richard - pending for 2008

## Advertising

The Convention Sales and Marketing Department placed advertisements targeting meeting and event planners in the following publications: Smart Meetings, Pacific Northwest Meeting Planners Guide, Small Market Meetings, Sports Travel, Meeting Professionals International/Oregon Chapter Annual Director, 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 program.

## Convention-Related Media Coverage

CVALCO press releases and media assistance to convention publications generated \$4,499 in free editorial coverage during the period, with additional articles published beyond the semi-annual period. Publications included Smart Meetings, 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 facilitate a smooth planning process, contribute to the success of each event, encourage attendees to explore our area and patronize member businesses, and build relationships with event planners that will result in a return to the area.

From July to December 2006, services were provided for 39 groups and 173,638 delegates. Services included the distribution of Lane County promotional materials to encourage event attendance, procurement of letters of support from local dignitaries, promotion of area attractions and tours to event attendees, distribution of welcome signs to member businesses, on-site visitor information booths, and assistance with event planning, transportation, and activities.

As a liaison between event planners and CVALCO members, staff initiated 32 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 benefits 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 provided members with a showcase for their products and services, and strengthened relationships between CVALCO and the recipient organizations.

Convention Services staff served on planning committees for the 2008 National Institute on Recreation Inclusion bid, Holt International 50<sup>th</sup> Anniversary Conference, Minority Student Achievement Network Conference, and the entertainment committee for the 2008 Olympic Track & Field Trials.

## Tourism Marketing & Sales

*Natalie Inouye, Vice President of Tourism Marketing*

*Joshua Alder, Tourism Public Relations Manager*

*Jeannine Heidereich, Tourism Sales 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 FY06 resulted in more than \$6,734,841 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.

	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	%Change (FY'05:'06)
Visitor Inquiries Generated by				
CVALCO's Destination Advertising	4,362	6,847	5,106	↓3.6%
Leads through Travel Oregon	17,137	14,071	8,459	↑22%
Regional Partnership Leads	<u>11,631</u>	<u>8,351</u>	<u>3,238</u>	↑39.3%
Total	33,130	29,269	16,803	↑13.2%

### CVALCO Destination Advertising and Regional Partnerships

CVALCO continued its general destination advertising program. Ads in the following publications, and/or Web sites, generated 4,362 requests for information: America Journal (German magazine), Good Housekeeping, Madden PrePrint (newspaper insert), Northwest Travel, Oregon.com, Oregon Coast Magazine, Register-Guard, Sunset, and Travel Oregon. CVALCO's radio advertising campaign in Central Oregon also continued with on-going promotions of Lane County events and vacation packages with messages that encourage people to visit Lane County. Radio spots are updated weekly and direct listeners to CVALCO's Web site for more information.

### Travel Trade Marketing

Travel trade shows continued to be effective in attracting new group tour travel business to Lane County. CVALCO attended the Vancouver, B.C. Addison Trade Show and made sales calls with Travel Oregon. CVALCO participated in the National Tour Association annual convention in Salt Lake City, resulting in meetings with 45 tour operators.

During the period, CVALCO assisted with several research and site tours. CVALCO worked with the following companies: Creative Tours, Five Star Tours (Austria), Specialty Travel and 10 tour operators and a travel writer from the National Tour Association.

In recognition of her work on behalf of Lane County and Oregon, Jeannine Heidenreich has been invited to join the board of the Oregon Tour & Travel Alliance.

### **Media Relations/Editorial**

Publicity and exposure for Lane County grew with extensive national and international media coverage worth nearly \$160,000 in print and broadcast coverage. CVALCO worked to generate coverage through press releases and press kits and responded to media requests for assistance with articles, stories, guidebooks and travel television shows. Editorial coverage included Lane County's events, activities, attractions, outdoor recreation, fall foliage and the coast.

During the period, numerous national and international media provided coverage about Lane County:

**Magazines:** Alaska Airlines, Die Glocke; Handelsblatt ; Home & Lifestyle Magazine; Horizon Air Magazine; Lippische Landes-Zeitung; Neue Westfalische; Northeast Ohio Luxury Living; Northwest Travel; Seattle Business Monthly; Sudwest Presse; Sunset Magazine; VIA Magazine; Western Journey (AAA) Travel Trade Publications: Travel Inside Newspapers: The Boston Globe, The Oregonian Web Sites: Spiegel Online

During the period, CVALCO assisted with the following press trips: Sean McShane (The Daily Planet, Canada); Kitty Dimpleby (Daily Mail); Frank Stoerbrauck (Gay-friendly USA guidebook & TomOnTour.com; Jon Olson (PDXposed); Peter Cave (Westcountry Publications, UK); and Daniele Pellegrini and Barbara Roveda (Viaggio, Italy).

### **Cultural Cascades Campaign**

CVALCO continued its Cultural Cascades partnership with Portland, Tacoma, Seattle and Vancouver, B.C. Efforts focused on the promotion of the [www.culturalcascades.com](http://www.culturalcascades.com) Web site through targeted advertising and media outreach. Each community placed a Cultural Cascades ad or editorial in their annual Visitor Guides.

### **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. During the period, CVALCO met with a production company scouting for a feature film, provided location files and location scouting assistance for possible projects.

### **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. Winery, golf, birding and winter images were secured through photo shoots funded, in part, by a Travel Oregon grant. New B-Roll is now available thanks to a statewide filming project. The Lane County B-Roll was coordinated by CVALCO on behalf of the Willamette Valley Visitors Association. 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 third year, and achieved National Recognition for program innovation and collaboration. Lane County's participation was strong, with seven local wineries, six lodging properties, and seven restaurants participating. The opportunity to participate in the 2007 October/November Bounty program will become available in May.

## 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 2007. 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.

## 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, Marcella Schoen, Barbara Allen, Audi  
Fleishman, Krista Phillips, Karen Long,  
Janet Auxier, Peggy Price, Geoffrey Wilson*

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

Overall requests for information about Lane County rose more than 10 percent over last year during the same period. Visitor requests received via phone, mail and ad inquiries increased, in part, due to effective CVALCO advertising placement, increased advertising through regional partners and greater access to leads from Travel Oregon (Oregon Tourism Commission). While walk-in visits decreased, visitor van visits increased by 27 percent during the period.

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	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	% Change (FY'05:'06)	Estimated Economic Impact
Phone/Mail/Ad Inquiries	35,679	32,468	20,010	↑9.9%	\$6,734,841
Walk-In	3,827	4,505	4,003	↓15%	\$694,601
Visitor Van	<u>10,509</u>	<u>8,279</u>	<u>9,495</u>	<u>↑27%</u>	<u>\$1,907,384</u>
Total	50,015	45,252	33,508	↑10.5%	\$9,336,826

Web Site	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	%Change (FY'05:'06)
Users	386,520	237,725	178,989	↑63%
Hits	7,492,771	4,660,836	3,758,770	↑60.8%

The number of hits and users to CVALCO's Web site rose significantly during the period. A new CVALCO Web site was launched in June 2006. Web stats, previously tracked by WebTrends, are now being tracked by Urchin and LiveStats.

During the period, CVALCO continued its efforts to direct visitors to CVALCO's Web site through all channels of its advertising, publications and promotions. CVALCO continued on-line accommodation bookings and a leisure-based e-newsletter. The Travel Hero booking system resulted in 18 reservations and 42 room nights.

### **Relocation Requests**

Of the total number of visitor information inquiries, 944 were relocation requests, down 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.

### **State Welcome Center Distribution**

A total of 10,510 Lane County Official Visitor Guides and 1,150 promotional guides were distributed in bulk to welcome centers and visitor information centers throughout the state during the period. This resulted in an estimated \$1,269,774 in economic activity in Lane County during the first half of FY06.<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 568 hours. This resource represents a value of approximately \$5,112.

## Membership

*Sally McAleer, Vice President of Membership Development & Organizational Marketing*

*Wendy Reetz, Membership/Visitor Services Coordinator*

*Christie Goss, Membership Sales Representative*

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

During the period, CVALCO gained 58 new members and lost 29. Currently, CVALCO has a total of 562 members. The part-time membership sales representative continued to be self-funded. Members contributed \$67,570 in dues revenue.

Membership	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	Jul-Dec '03
New Members	58	55	21	37
Lost Members	29	23	36	36
Net Loss/Gain	30	32	(15)	1
Total Members	562	469	403	407

### Publication Production & Advertising Sales

The second edition of the Lane County Oregon Restaurant Guide was produced and published in October 2006. This piece has provided an excellent benefit for member restaurants. The Lane County/Eugene & Springfield visitor map work began in November 2006. The \$12,000 revenue goal will be exceeded once additional revenues are received in January. Membership was also involved in the production of the Meeting & Event Planner, set for completion in January 2007, as detailed under the Convention Marketing section of this report.

### 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.

### Web Site/Database Management

Within Membership Services, a significant amount of time was spent on Web site and database issues for the organization. The Web site continued to increase in importance as a marketing strategy. CVALCO's ability to expand offerings through the Web has helped keep information fresh so users will keep coming back. Current Web site statistics are included in the Visitor Services section of this report. While the new database was launched prior to this time period, staff continues to work on making improvements. In addition, hotel sales staff was trained on using the on-line ability to respond to sales leads.



### **Membership Services**

During this time, Membership Services made 136 renewal calls to thank members for rejoining CVALCO. Membership Services also tracked collateral disbursement to members and businesses, which included: Lane County promotional brochures (50), relocation guides (780), visitor maps (19,730) and visitor guides (5,080). Additional non-CVALCO pieces were also disbursed.

### **Lead List Service**

CVALCO's Lead List Service program continued allowing members to purchase the contact information from visitor inquiries for use in sending out their promotional materials to prospective visitors. During the first half of FY07, members purchased 218 relocation leads.

## Community Relations

*Lisa Lawton, Director of Community Relations*

The Community Relations Department continued to provide a voice for the Lane County visitor industry, being a primary point of contact for the local media on 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. Additional efforts continued to inform, educate and maintain open communications with business/community groups, government/public officials and local residents to heighten awareness about Lane County's tourism industry.

	Jul-Dec '06	Jul-Dec '05	Jul-Dec '04	Change
Media Exposure (Local)	\$24,992	\$21,110	\$16,084	↑18%
Media stories/articles	66	64	58	↑3%
Press Releases	28	28	16	NC
Presentations	8	16	12	↓100%

### Media Coverage (Local)

Local media exposure about CVALCO or CVALCO-generated coverage about Lane County's visitor industry was valued at \$24,992 in editorial coverage, an 18 percent increase over FY06. CVALCO media interviews and/or press releases contributed to local television, radio and/or newspaper coverage. Story topics included Lane County's summer travel season, high gas prices effecting travel, impact of Oakridge's Mt. Bike Oregon event, Road to Eugene '08 track meet, U.S. Olympic Track & Field Trials, hotel inventory and development, convention center development, D.C. Travel Leadership Summit, impact of Oklahoma Sooner visit, impact of UO football games, Norwest Fly-fest, Lane County Photo Contest, CVALCO's Web site, and overall impacts of conventions and events.

### Advertising Campaigns

CVALCO's cooperative television advertising campaign with KMTR-TV aired through July and early September. The ads, which aired in five counties, 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 fourth year to provide members with the opportunity to advertise year-round at a substantial discount.

### 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 207 community and business group meetings, events and activities, up 75 percent over last 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 eight presentations. During the period, the Community Relations Director was elected to the board of the Public Relations Society of American's Greater Oregon Chapter.

### Communications/Publications

The Community Relations Department continued to oversee the production and e-mailing of CVALCO's Weekly Updates. E-mailed to more than 500 members, the Updates continued to be an effective way to

communicate with members about current marketing opportunities and other visitor industry news. The Community Relations Department continued to coordinate and produce the CVALCO Annual and Semi-Annual Reports.

### Web Site Development

The Community Relations Department continued to focus on improving CVALCO's Web site content. During the period, feature pages were added to CVALCO's site, providing users with ongoing seasonal sightseeing and activity ideas. Featured pages were linked to both member pages within CVALCO's site and to outside member links providing enhanced member exposure and easier information access for Web users. Pages have included features on ski, road, and weather conditions, winter activities, Lane County golf, Oregon Classic, U.S. Olympic Track & Field Trials, Eugene Marathon, Road to Eugene '08, Norwest FlyFest, Lane County Photo Contest, Springfield community pages and a multi-page feature on Eugene as Track Town, USA.

### Lane County Photo Contest

During the period, more than 80 photographs were secured from the entries of CVALCO's 2006 3<sup>rd</sup> Annual Lane County Photo Contest. Photos have been entered into CVALCO's library of images and are now available to use for CVALCO publications and editorial purposes at no charge. Photo contest entries and winners were displayed in the Visitor Center during the months of July and August. CVALCO issued contest winners more than \$4,000 worth of prizes donated by the generous support of its members. New this year, CVALCO partnered with Opus6ix gallery, which generously donated gallery space for two weeks during a Lane County Photo Contest public exhibit held Sept. 26 – Oct. 6, 2006.

### Holiday Calendar

The production and release of CVALCO's sixth annual calendar was completed during the period. The calendar featured a large-scale image of Eugene's skyline, as well as smaller images of Pengra Covered Bridge, Scott Lake, King Estate and Heceta Beach. All images were former entries in the Lane County Photo Contest. The calendar was sent to CVALCO members, key community groups, public officials, media representatives and distributed at various trade and business expos.

### Special Projects

The Community Relations Department organized a CVALCO Holiday Open House in December, coinciding with the Eugene Downtown Holiday Open House. The event drew CVALCO members and community members to CVALCO's Visitor Center. During the period, the department also assisted with projects connected to the Oregon Truffle Festival, Project Homeless Connect for Lane County, City of Eugene Recycling program, and began organizing a CVALCO Tourism Forum focused on working with magazine editors and writers.

## 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, Mayor Piercy's Cultural Policy Review Committee, the Cultural Services Advisory Committee, the Springfield Future Committee 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 Libby Tower, Vice Chair Tucker Davies, Treasurer Maxine Walton and Past Chair Jeff Morton. Mike Drennan and Richard Boyles also served on the Executive Committee. Lane County Commissioner Bobby Green, Springfield Mayor Sid Leiken, and Eugene Councilor George Poling served as liaisons to county and city government. During the year, Jody Hall and George Rogers joined the CVALCO board. Ric Jeffries and David Turner 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 \$11,577 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 568 hours of donated work through volunteers and interns. Assuming a \$9 per hour pay rate, this labor was valued at \$5,112. A total of \$14,389 was generated through in-kind support during the period.

## Footnotes & Sources

1. \$18,928,231 million from convention sales bookings, \$6,734,841 million from inquiry generation and related visitor guide/mail fulfillment, \$694,601 million from visitor information center operations, \$1,907,384 million from mobile visitor van operation, and \$1,269,774 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 2005p Report.
  6. Reports from Eugene Airport and Amtrak Cascades.
  7. \$6,734,841 million in inquiry generation and related fulfillment and \$1,269,774 million in bulk brochure distribution, for a total of \$8,004,615.
  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 10,510 visitor guides and 1,150 promotional guides to visitor information centers during July–December 2006. 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 \$1,269,774.
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## Formulas

**Overall Returns:** \$18,928,231 (convention bookings); \$6,734,841 (tourism inquiries/fulfillment); \$694,601 (visitor center operations); \$1,907,384 (mobile van operations); \$1,269,774 (bulk brochure distribution). Total: \$29,534,831 (without group impacts).

**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 \$18,928,231.

**Inquiry Generation:** GMA Research identified an overall conversion rate of 20 percent.  $35,679$  inquiries \* 20% = 7,136. The average party spent \$363 per group, per trip and \$181.50 per group per day.  $7,136 * 363 = \$2,590,368$ . In addition, 32 percent of inquiries plan to visit within two years for an additional economic impact of \$4,144,473 ( $35,679 * 32\% = 11,417.28 * \$363 = \$4,144,473$ ). Total tourism marketing efforts =  $\$2,590,368 + \$4,144,473 = 6,734,841$ .

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 35,679 inquires, 32% plan to visit sometime in the future or *beyond two years* ( $35,679 * 32\% = 11,417.28 * \$363 = \$4,144,473$ ). This additional impact is *not* included in FY06 measurable returns.

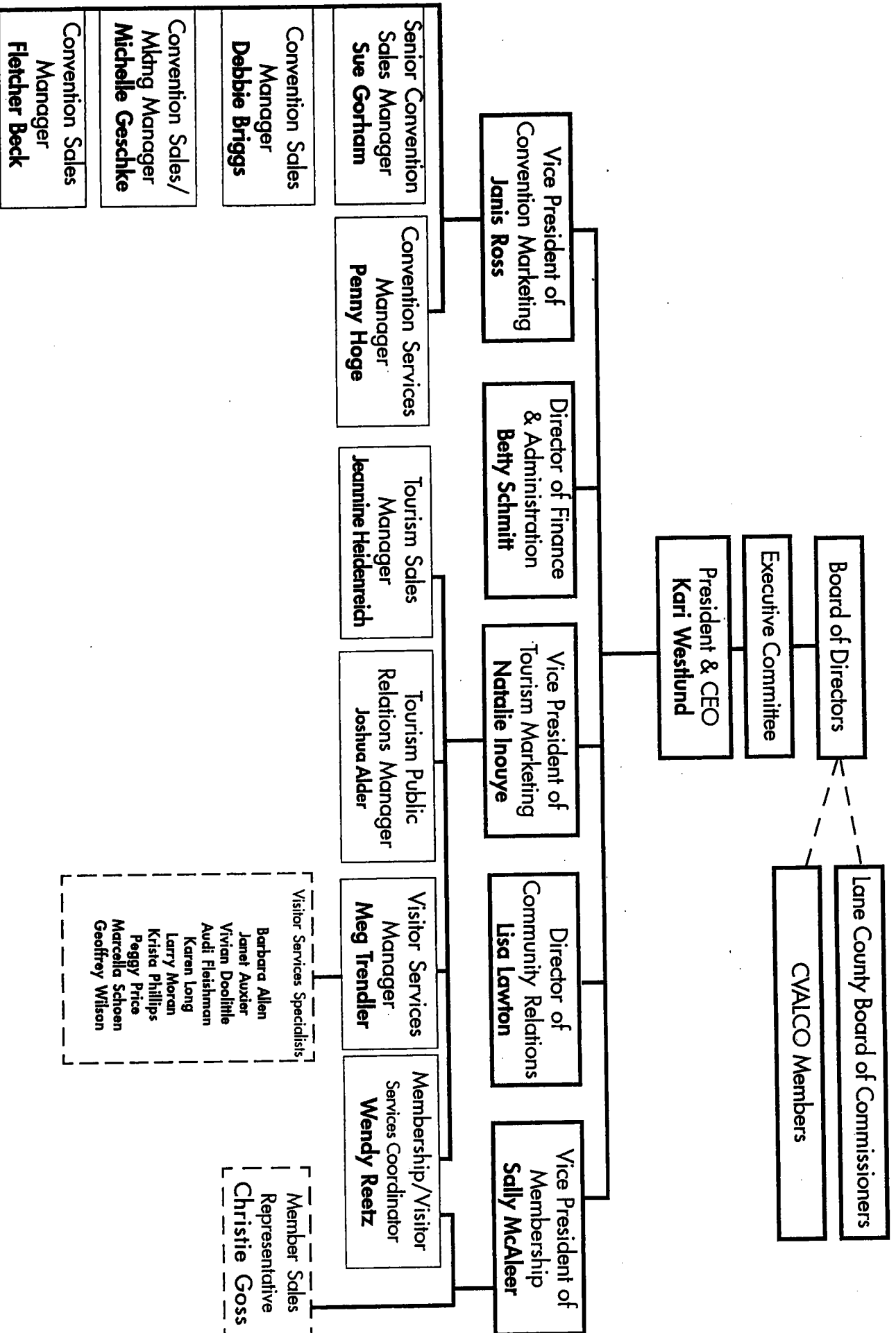
**Visitor Information Center and Mobile Visitor Van Operations:** Based on research by the Salem Convention and Visitor Association, CVALCO estimated facilitating an average one-day extension for walk-in visitors. The visitor center served 3,827 visitors at \$181.50 per day, per group, for a total of \$694,601. The Mobile Visitor Van served 10,509 for a total of \$1,907,384.

**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 \$160,000. An additional \$610 in free media editorial was generated through national convention-related coverage. Editorial generated through Lane County media sources totaled \$24,992. 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 10,510 Lane County Visitor Guides and 1,150 promotional 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 \$1,269,774.

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



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

# CVALCO Board of Directors 2005-2006

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# CVALCO Board of Directors 2005-2006

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