

COMMUNITY RESEARCH: ACTIVITIES, EVENTS AND TRAVEL INSPIRATION

November 2023

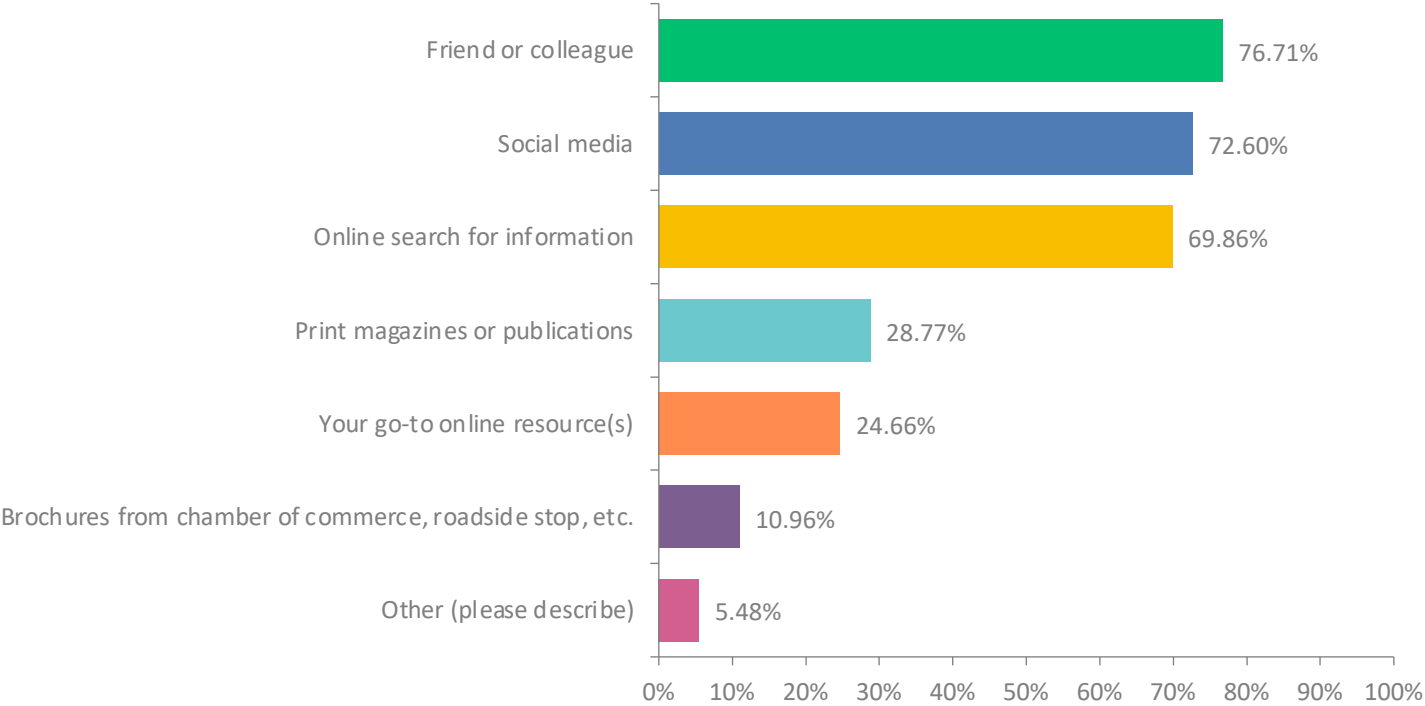


CREATIVE SERVICES THAT MAKE A REAL DIFFERENCE

Subject: Activities, adventure, and travel within Lane County

- Conducted: November 2023
- Participants: 140
- Survey distributed through
 - Turell Group
 - Travel Lane County
 - Lane Arts Council

Q1: How do you get ideas or information about what to do or places to stay in Lane County? (Select all that apply.)



Q2: What website, publication, platform, or other resource do you recommend as a good resource of venues, events, calendars, things to do, or places to stay in Lane County?

- Eugene Weekly: 52%
- Social Media (Facebook, Instagram): 33%
- Travel Lane County/Eugene Cascades and Coast: 25%
- Google: 15%
- Chambers of Commerce (3%)
- KLCC: 3%
- Also mentioned: Lane Arts Council, city websites, local venues and artists, Reddit

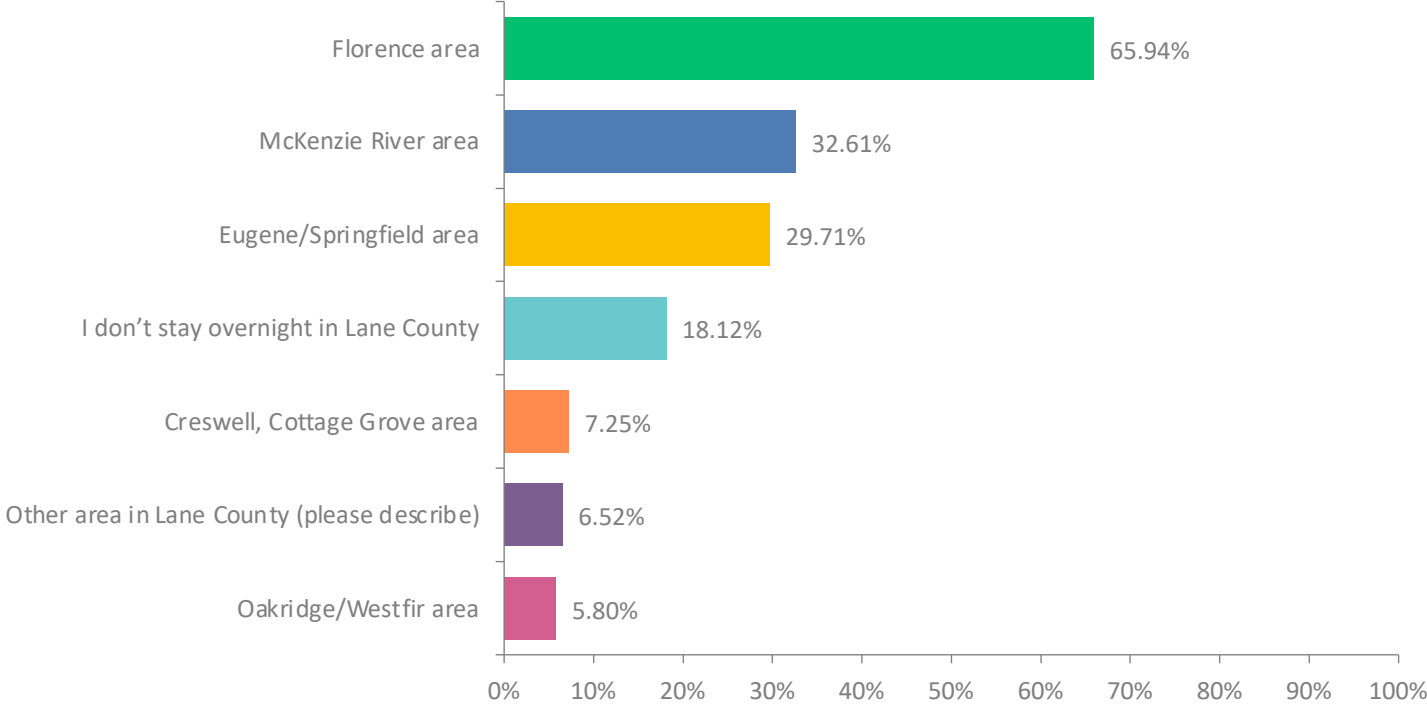
Q3: What is a favorite activity or experience that you recommend to your visiting friends or relatives?

- Outdoors (waterfalls, Spencer Butte, Mt. Pisgah, hiking, camping, parks (45%)
- Farmers and other markets (23%)
- Oregon coast (20%)
- Live music, theater, and shows (20%)
- Food, wine, breweries, restaurants (20%)
- Hult Center for the Performing Arts (5%)
- Cascades Raptor Center (5%)
- McKenzie River area (4%)

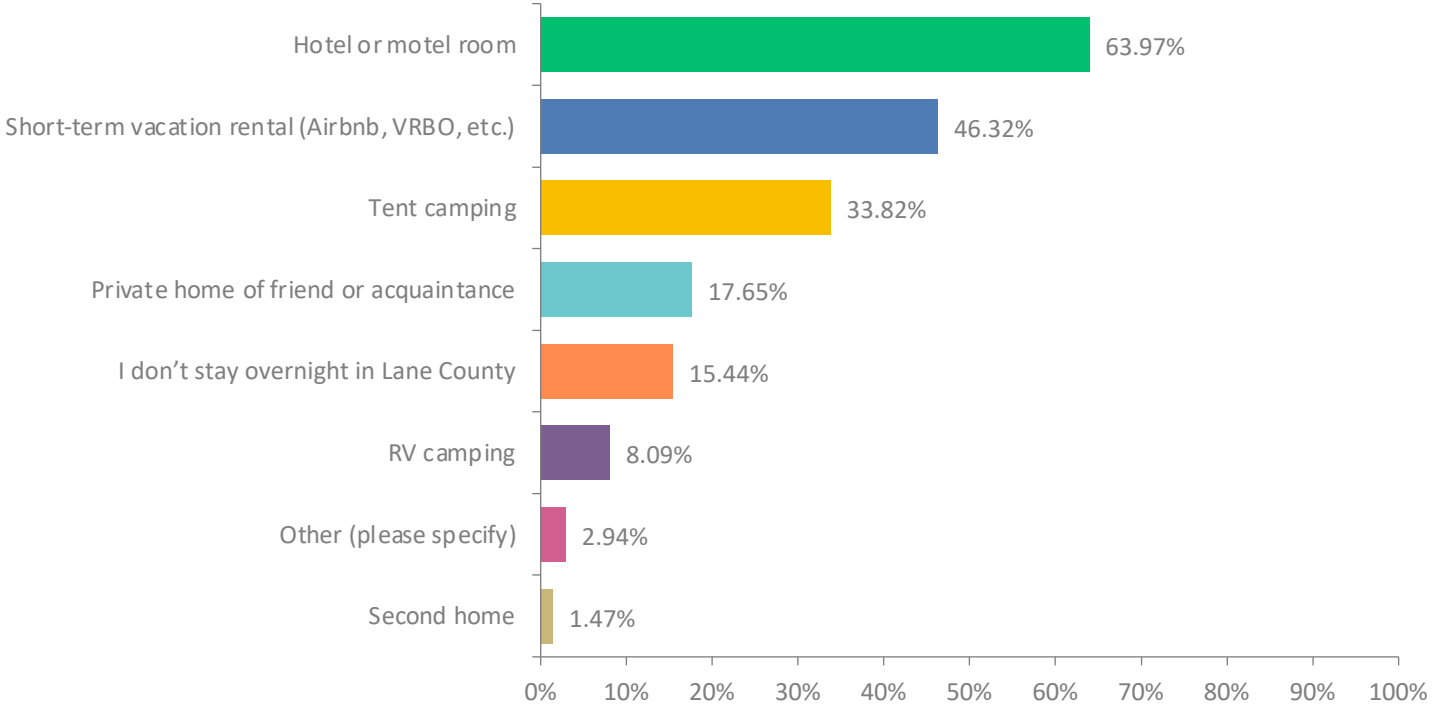
Q4: Are there any annual events or festivals you would recommend to local residents or visitors to attend?

- Oregon Country Fair (27%)
- Holiday Market (15%)
- Art and the Vineyard (7%)
- Scandinavian Festival (7%)
- Also mentioned, Florence Rhododendron Festival, 5th Street Market events, farmers markets, BEAM, EUGPride, Mushroom Festival, Oregon Bach Festival, Oregon Asian Celebration, Wildflower & Music Festival

Q5: Have you stayed overnight in any of the following areas in Lane County for a get-away within the past few years? If yes, select all where you have stayed.



Q6: What type of accommodations do you typically use when staying in Lane County? (Select all that apply.)



Q7: Where would you recommend people stay for a get-away or staycation in Lane County?

- Florence (34%)
- Oregon coast (13%)
- Eugene (12%)
- Driftwood Shores (10%)
- Inn at the 5th (8%)
- Graduate Eugene (7%)
- Yachats (6%)
- McKenzie River area (6%)
- The Gordon Hotel (6%)
- Airbnb (8%)
- Belknap Hot Springs, Lodge & Gardens (5%)
- Also mentioned: Campgrounds, anywhere, Hyatt Place Eugene, parks, Oakridge, state parks

Q8: Is there a part of Lane County that you wish you knew more about? If yes, please describe.

- McKenzie River area (11%)
- Oregon coast (11%)
- Oakridge (10%)
- Creswell (9%)
- Florence (6%)
- Cottage Grove (6%)
- Eastern Lane County (3%)

Q9: What is your ZIP code?

- Eugene (78%)
- Springfield (11%)
- Florence (4%)
- Also listed: Creswell, Oakridge, Pleasant Hill, Jasper, Veneta

Collectors: Sources of participants

- Lane Arts Council (57)
- Past Opt-Ins to Turell Group's Community Research (49)
- Travel Lane County/Chambers of Commerce (16)
- Invitations sent by Dana Turell (15)
- Referred by Opt-In participants (3)