



TravelLaneCounty.org

New Regional Name and Repositioning for Lane County, OR

This is a large region that embraces the Cascade Mountains, the McKenzie River Valley, stretches of the famed Oregon Coast, and the Willamette Valley.

TDM research revealed that Lane County as a name was not resonating with audiences, a stronger focus on experiences was needed, small operators were not getting their messages to market and greater unity was needed around a single message.

Focus on Differentiation and Experience Delivery

Research validated the strength of the county in offering an extensive variety of nature-based adventure activities that were easily accessible in many ways. Hence the tagline “Real Adventures. Real Close.” The name of the region was changed to “Eugene, Cascades & Coast”. The tourism organization became “Travel Lane County”, opened an Adventure and Information Center off busy I-5 to act as a portal for the region’s adventure operators, and increased product development programs

The strategy is clearly differentiating the region and the brand is being widely adopted by private and public sector partners.

TDM’s thorough consumer research and consultation enabled us to engage our stakeholders when defining our positioning and strategy in a way that would have been difficult to unilaterally announce. We were able to smoothly introduce a new name for the region and align our region’s products and messages, resulting in an experiential approach for promoting the region as opposed to a geographic focus.

Kari Westlund, President
Travel Lane County

