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## Visitor Industry & Member News

OCTOBER 2016

### Buster's Main Street Cafe Receives ORLA Award

Congratulations to Travel Lane County member Buster's Main Street Cafe for receiving the [Restaurant Neighbor Award](#) recognizing restaurants that give back to their community!

### Mode Choices Will Enhance Visitor Experience

Eugene-Springfield has long been known for accessibility. From having the first fully accessible transit district in the nation to a network of bike paths that is growing with the addition of the Middle Fork Path in Springfield, both locals and visitors are provided many options for connecting to everything our communities have to offer. Our great accessibility is going to become even greater in 2017 with LTD's extension of EmX, the addition of a bike share program in Eugene and, keep your fingers crossed, the introduction of Uber. [Read more >](#)

### ORLA Program Wins National Award

The Oregon Restaurant & Lodging Association is a great partner of destination marketing associations throughout Oregon. Congratulations to ORLA for winning a bronze award for Best Advance Custom Content in the 2016 Brandon Hall Excellence in Learning Awards. "To have our [Alcohol Server Training course](#) receive this award is an incredible honor and a reflection of the quality industry training ORLA and Ricochet Partners is known for," says John Hamilton, chief operating officer for Oregon Restaurant & Lodging Association. [Read more >](#)

### McKenzie Valley Mountain Biking Called a "Hidden Gem"

It was five years in the making, but it was worth the wait! Trail crews on the McKenzie River Ranger District of the Willamette National Forest completed improvements to the O'Leary Loop and the result is a world class mountain biking trail. The enhanced trail is a 22 mile, single-track loop with an intense backcountry feel and is something sure to entice visitors to come and then stay a little longer. [Read More >](#)

## Willamalane Receives Gold Medal

The Eugene, Cascades & Coast Sports Commission regularly works with our jurisdictional partners to grow local sporting events. The Commission's job is much easier when our partners are world-class! Willamalane Parks and Recreation District received the 2016 National Gold Medal award on October 6, 2016, designating it as the top park agency in the country for communities of similar size. The prestigious award was presented by the National Park and Recreation Association at its annual conference this week in St. Louis, Mo. [Read more >](#)

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## Visitor Industry Creating Careers

Debunking myths can take time, but slowly and surely the visitor industry is showing that a majority of industry jobs are not low wage and entry level. Travel Oregon's research report [Creating Meaningful Jobs](#) provides a quick read on how Oregon's visitor industry growth is fueling economic change. This piece profiles several individuals who have created careers in the industry. A [Miami Herald piece](#) illustrates how effective educational programs are playing a key role in this development. Finally, we only need to look to Travel Lane County member LCC Small Business Development Center, and their [Hospitality Management Program](#), for local resources to continue preparing students for great jobs in the visitor industry.

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## Welcome New Members

Travel Lane County and the Eugene, Cascades & Coast Sports Commission grows stronger as a result of our terrific members and sponsors. [Read More >](#)

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2016 ANNUAL REPORT

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## Convention Calendar

Travel Lane County's Convention Marketing Department **worked directly** to secure venues, guest rooms and/or convention services for a wide variety of conventions taking place in the Eugene, Cascades & Coast region. [Check this month's list >](#)

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## Sports Calendar

The [Eugene, Cascades & Coast Sports Commission](#) seeks to bring sports events to our region, strengthen our reputation as a sports destination, diversity, grow and enhance community access for local sports, and facilitate business and sports partnerships. [Check this month's list >](#)

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**More to Explore!**





[Saturday Market's  
Holiday Market Begins  
November 19](#)



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Redux](#)



[Fall Concert at Noble  
Estate Urban Tasting  
Room](#)



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