Travel Lane County

Community Profile

County  Lane
City     Eugene
Population  6,466

Assignment

Organization  Travel Lane County
Supervisor    Natalie Inouye
RARE Member   Alexis Amavisca

About Travel Lane County
Travel Lane County is the Destination Marketing Organization for the Eugene, Cascades & Coast region (Lane County). We are a 501(c) 6 private, non-profit corporation funded primarily by transient room tax paid by visitors to Lane County staying in lodging properties. The mission of Travel Lane County is to increase the number of overnight visitors to Lane County. We work closely with each of the communities in Lane County to support their tourism marketing and economic development efforts.

Over the next 11 months, Alexis will serve with the McKenzie River Chamber of Commerce Tourism Committee, Cottage Grove Chamber of Commerce Tourism Committee and Executive Director, and the City of Oakridge. She has nine different projects that she is working on with a variety of different topics. She will be working with these different tourism committees and make sure they are staying on task, creating templates for year-round tourism plan and action teams to keep the conversation and topics alive after her year. This includes organizing meetings to define what signature events mean, organizing these events and marketing and advertising these events. She will also be looking at the online content for the three communities and making sure that all the content is the same across all related websites.

Meet Alexis Amavisca
• B.S. in Planning, Public Policy and Management, and General Social Science – University of Oregon
• People may be surprised to learn that I am a first generation college student. Not only am I first generation college student, but also I hold myself to the same standards as if I was not the first person in my family to go to college.
• My most significant accomplishment that I am proud of is not only getting into the University of Oregon but also being able to go to school there and graduate in four years with two degrees.